

SEMESTER II**BASICS OF EXCEL AND R SOFTWARE****1. Course Description**

Programme: M. Com (Finance & Analytics)

Course Code:

Max Hours: 105

Type of course: DSC

Max Marks: 100

No. Of Credits 5

Hours per week: 3T+4P hrs

2. Course Objectives

- The course aims to train students in Excel and R programming language and its applications in the business world and data analytics.

3. Course outcomes:

After completion of the course, the students will be able to:

CO1: Understand the details pertaining to analysis tool Excel

CO2: Apply the excel functions to analyse data

CO3: Analyse the data using excel functions

CO4: Understand the R Programming language

CO5: Apply R software to visualize and analyse Business Data

4. Course Content:

Module-I: Understanding Excel: (21 Hrs)

An Overview the screen, navigation and basic spreadsheet, shortcut keys, customizing excel, Basic functions, currency format, format painter, custom and special formats, Basic conditional formatting, protecting excel, Autofilter, Sort data by using an AutoFilter, Advanced Paste Special Techniques, Transpose Table, Printing & Preview

Your Work

Module-II: Excel Functions (21 Hrs)

Math Functions, Text Functions, Date and Time Functions- SUM, SUMIF, SUMPRODUCT, SUBTOTALS, SUMIFS, COUNT, COUNIFS, AVERAGE, AVERAGEIF, AVERAGEIFS, IF, NESTED IF, IFERROR, AND,OR, NOT, UPPER, LOWER, PROPER, LEFT, MID, RIGHT, TRIM, LEN, EXACT, CONCATENATE, FIND, SUBSTITUTE, TODAY, NOW, DAY, MONTH, YEAR, DATE, DATEIF, DATEADD, WEEKDAY. What-If Analysis,

Goal Seek, Data validation-Number, Date & Time , Text and List Validation, Dynamic Dropdown List Creation, LookUp Functions, Vlookup, Hlookup, Nested VLookup, Pivot Tables, Array Functions, Array with Lookup functions, Index and Match

Module-III : Analysing Data using Excel (21 Hrs)

Random Number Generation, Validation of data, reduction data, reliability of the data and rotation, Histogram, Descriptive Statistics, Rank and Pearson Correlation, Covariance, Regression, t-test, Z- test, F-Test and Anova

Module-IV : Introduction to R (21 Hrs)

Basics of R: Introduction, R-Environment Setup, Installation of R, Installing and Configuring RStudio in Windows, Programming with R, Basic Data Types - Vectors, Creating and Naming Vectors, Vector Arithmetic, Vector Subsetting, Matrices - Creating and Naming Matrices, Matrix Subsetting, Arrays, Factors and Data Frames: Introduction to Factors - Factor Levels, Summarizing a Factor, Ordered Factors, Comparing Ordered Factors, Introduction to Data Frame - Creating a Data Frame, Subsetting of Data Frames, Extending Data Frames, Sorting Data Frames. Lists: Introduction, Creating a List - Creating a Named List, Accessing List Elements, Manipulating List Elements , Merging Lists, Converting Lists to Vectors.

Module V: Data Visualization and Inferential Statistics using R (21 Hrs)

Charts and Graphs: Introduction, Pie Chart - Chart Legend, 3D Pie Chart, Bar Chart, Box Plot, Histogram, Line Graph - Multiple Lines in Line Graph, Scatter Plot. Data Interfaces: Introduction, CSV Files - Syntax, Examples, Importing a CSV File, Excel Files - Syntax, Importing an Excel File. Statistical Applications: Introduction, Basic Statistical Operations, Linear Regression Analysis, T-tests.

5. References

1. Gardener, M. (2012). Beginning R: the statistical programming language. John Wiley & Sons.
2. Wickham, H., & Golemund, G. (2016). R for data science: import, tidy, transform,

- visualize, and model data. " O'Reilly Media, Inc."
3. Field, A., Miles, J., & Field, Z. (2012). Discovering statistics using R (2012). Great Britain: Sage Publications, Ltd.
 4. Cornillon, P. A., Guyader, A., Husson, F., Jegou, N., Josse, J., Kloeareg, M., ... & Rouvière, L. (2012). R for Statistics. CRC press.
 5. Charts and Graphs Microsoft Excel 2013 – Bill Felen– Pearson Publication.
 6. Statistics made simple do it yourself on PC – KVS Sarma– 2nd Edition – PHI.
 7. Microsoft Office 2007- Essential Concepts and Techniques – Shelly CashmanVermaat–Cengage.
 8. PC software Under Windows –Puneet Kumar –Kalyani Publishers.
 9. 100 statistical Tests in R – N.D. Lewis –Healthes Hills Press, New Delhi.
 10. Problem – Solving Cases in Microsoft Access and Excel – Ellen F Monk, Joseph A Brady & Gerard S Cook –Cengage Learning.
 11. Charts and Graphs Microsoft Excel 2013 – Bill Felen– Pearson Publication.
 12. Statistics made simple do it yourself on PC – KVS Sarma– 2nd Edition – PHI.
 13. PC software Under Windows –Puneet Kumar –Kalyani Publishers.

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SEMESTER II**FINANCIAL MARKETS AND SERVICES****1. Course Description**

Programme: M. Com (Finance & Analytics)

Course Code:

Type of course: DSC

No. Of Credits 5

Max Hours: 75

Max Marks: 100

Hours per week: 5 hrs

2. Course Objectives

- The course aims to introduce concepts of Financial Markets and also financial services in practice in India
- The course enables students to identify the participants of a financial market and list the characteristics of efficient markets and services
- The course structure helps students identify business opportunities in the Indian Financial Markets and Services sector.

3. Course Outcomes

After the completion of the course, the student will be able to:

CO 1: Define the different components, primary and support activities in a Financial System and list the constituents of Money Market

CO 2: Explain the Primary Market and secondary Market and their components.

CO 3: Describe the basics of leasing and hire purchase and its rationale.

CO 4: Analyze the means of functioning of venture capitalists and factors

CO 5: Judge the working of mutual funds and credit rating.

4. Course Content

MODULE I: FINANCIAL SYSTEM IN INDIA

(15 Hrs)

Financial System -Introduction, Role and Functions of Financial system-Constituents of Indian Financial System –organized and unorganized sector- Financial markets-meaning - Types of financial markets- Money Markets and capital markets –Money market- Meaning,

Functions and . Structure of money market, - Call Money market-Collateral Loan market- Acceptance Market- Bill Market- Instruments of Money Market -Commercial bills, Treasury Bills, Commercial Paper, Certificate of Deposit- Repos – ADR's and GDR's. Reforms and recent developments in Indian Money markets.

MODULE II: CAPITAL MARKETS

(15 Hrs)

Indian Capital Market – Meaning, Objectives and Importance, Functions of capital market, Structure of Capital Market – Indian Primary Market - Intermediaries in Primary markets – Instruments of Primary Market- Role of the New issue market – Book Building Process Secondary Market-definition, characteristics and functions of Stock exchanges. Introduction to major stock exchanges of India-BSE, NSE, OTCEI - Listing of securities- Procedure for dealing in stock exchanges(DEMAT)-Settlement Procedure and Rolling Settlement -Construction of index –Insider Trading and SEBI Regulations -Recent developments in capital markets.

MODULE III: FINANCIAL SERVICES-LEASING AND HIRE PURCHASE (15 Hrs)

Meaning and Concept, Characteristics of financial services. Kinds of financial services – fund-based and fee-based services. Intermediaries providing financial services, Growth of financial services sector in India.

Leasing – Financial lease and Operating lease – Differences between Lease and Hire purchase – –Advantages of leasing – Consideration under lease Vs. Buy decision- – Problems of Leasing companies - Hire Purchase – Terms of the agreement under Hire Purchase –Advantages of Hire Purchase

MODULE IV: VENTURE CAPITAL AND FACTORING

(15 Hrs)

Meaning and features of Venture capital. Types of venture capitalists- modes of financing.- Factors affecting investment decisions and stages of investment.--The procedure followed by venture capitalists.-Venture capital in India – need, problems, prospects and growth and SEBI regulation.

Factoring arrangement.-Types and mechanism of factoring.-Differences between factoring and bill discounting.-Functions of a factor- advantages and impact of factoring arrangement on the balance sheet.

MODULE V: CREDIT RATING AND MUTUAL FUNDS

(15 Hrs)

Credit Rating- Origin, meaning, definition, and nature of credit rating. Need and importance of credit rating agencies in India- CRISIL, ICRA, CARE.,CIBIL

Mutual Funds- Concept and meaning of mutual funds. Types of the mutual fund.

Organization of mutual funds. Performance of mutual funds, Advantages, and Problems.

5) References :

1. Bharati V .Pathak- Indian Financial System-Pearson Education India
 2. Gordon and Natarajan- Financial Markets and Services-Himalaya Publishing House
 3. Vasant Desai,-The Indian Financial System and Development-Himalaya Publishing House
 - 4 .ShashiK.Gupta, NishaAgarwal,NeetiGupta-FinancialInstitutions and Markets- KalyaniPublishers
 5. Shashi K Gupta and Nisha Aggarwal-.Financial Services -, Kalyani Publishers
- Online resources wherever required

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SEMESTER II**MARKETING ANALYTICS****1. Course Description**

Programme: M. Com (Finance & Analytics)

Course Code:

Max Hours: 90

Type of course: DSC

Max Marks: 100

No. Of Credits 5

Hours per week: 4T+2P hrs

2. Course Objectives

- To provide learners a strong foundation in marketing analytics in order to handle diversified marketing data
- To build advanced analytical models and prepare comprehensive reports.

2. Course Outcome:

At the end of the course, the student will be able to

CO1. Explain the classification of data and identify relevant marketing data and tools for analysis

CO2. Describe the applications of Marketing Analytics and its advances in solving marketing related problems

CO3. Solve diverse marketing related problems by using data analytics process and tools

CO4. Analyze different marketing management scenario, explain them and provide data driven solutions

CO5. Explain the findings derived by using marketing analytics tools and provide help in taking marketing decisions

4. Course Content

MODULE I: Introduction to marketing Analytics (18 Hrs)

Meaning, characteristics, advantages and disadvantages of marketing analytics, Market Data Sources (Primary and Secondary). Market Sizing: Stakeholders, Applications & Approaches (Top-down and Bottom-up), Marketing Decision making process, Porter Five Forces Analysis, Analytics in Marketing, Rising relevance of marketing analytics

MODULE II: Marketing Segmentation Analytics (18 Hrs)

Understanding Segments, Category based Segmentation, Demographic and Psychographic

Segments and their Targeting Strategies, Targeting with more than Two Segments, Non Parametric Chi Square Test, One Sample T Tests, Cross tab Chi-Square, Independent Samples T Test, ANOVA, Cluster Analysis, Collaborative Filtering, Using Classification Trees for Segmentation

MODULE III: PRODUCT MANAGEMENT ANALYTICS AND PRICING ANALYTIC (18 Hrs)

Trial, Repeat Volume, Penetration, Volume Projections, Growth— Percentage, Growth—CAGR, Cannibalization Rate, Fair Share Draw Rate, Brand Equity Metrics, Conjoint Utilities and Consumer Preferences. Estimating Linear and Power Demand Curves, Pricing Using Subjectively Estimated Demand Curves, Price Bundling, Nonlinear Pricing, Demand Curves and Willingness to Pay, Profit Maximizing with Nonlinear Pricing Strategies, Price Skimming and Sales, Dropping

MODULE IV: CUSTOMER ANALYTICS (18Hrs)

Customer Lifetime Value: Concept, Basic Customer Value, Measuring Customer Lifetime value, Estimating Chance that customer is still active, Using Customer Value to value a business Market Segmentation: The segmentation-targeting-positioning (STP) framework, Segmentation, the concept of market segmentation, managing the segmentation process, Deriving market segments and describing the segments using Cluster analysis

MODULE V: RETAIL ANALYTICS AND ADVERTISING AND WEB MEDIA ANALYTICS (18Hrs)

Market Basket analysis: Computing two way and three-way lift, RFM Analysis, Allocating Retail Space and Sales Resources: Identifying the sales to marketing effort relationship & its modeling, optimizing sales effort Advertising Analysis: Measuring the Effectiveness of Advertising, Pay per Click (PPC) Online Advertising. Basics of AI in Marketing analytics, Google Analytics

5. References:

1. Marketing Analytics: Strategic Models and Metrics by Stephan Sorger, Admiral Press
2. Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L. Winston, Wiley

3. Marketing Metrics - Manager's Guide to Measuring Marketing Performance by Neil
4. T Bendle, Paul Farris, Philip E Pfeifer, David J Reibstein, Pearson Education
5. Venkatesan Rajkumar, Farris Paul and Wilcox Ronald T (2014), "Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Le


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SEMESTER II**ORGANIZATION BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT****1. Course Description:**

Programme: M. Com (Finance & Analytics)

Course Code:

Type of course: DSC

No. Of Credits: 5

Max Hours 75

Max Marks: 100

Hours per week: 5 hrs

2. Course Objective:

- To familiarize the students with the concepts and dimensions of Human Resource Management and Organization Behaviour.

3. Course Outcomes:

After completion of the course, learners will be able to:

CO1: Understand the importance of Organizational behaviour and Individual influence on the same.

CO2: Understand the role of motivation, culture and conflict in the Organization.

CO3: Apply the various leadership and communication styles

CO4: Understand the Human Resource Management and Planning

CO5: Apply Human Resource development Techniques.

4. Course Content

MODULE I: ORGANIZATION BEHAVIOUR AND INDIVIDUAL INFLUENCE: (15 Hrs)

Organisational Behaviour: (OB) – Features – Scope – Fundamentals - Concepts of OB – Challenges and opportunities for OB, Factors affecting Organizational Effectiveness-: Individual Behaviour: Factors Influencing Individual Behavior — Learning Theories: Classical Conditioning Theory-Operant Learning Theory-Social Learning Theory- Attitudes and Behavior -The Perceptual Process – Factors influencing perception – Internal and External.

MODULE II: MOTIVATION, MORALE, CULTURE, AND CONFLICT: (15 Hrs)

Motivation: Theories of Motivation – Motivational Processes - Content Theories (Maslow, Herzberg,) – Process Theories (The Goal-Setting Theory, Reinforcement Theory) Morale: Factors influencing Morale. Organisational Culture: – Characteristics -Sustaining a Culture – Changing a Culture -. Conflict — Functional and Dysfunctional Conflict – Process of Conflict – Managing Conflict.

MODULE III: LEADERSHIP, COMMUNICATION, AND CHANGE: (15 Hrs)

Leadership: Leadership and Management – Leadership Styles - Theories of Leadership – Traits – Behavioral Model (Managerial Grid) – Contingency (Feilder) Learning Organization: Characteristics – Role of Leader in Learning Organizations. Managing Diversity – Benefits-Strategies. Work-life Balance-Significance-Steps. Stress management- factors affecting stress management -Virtual Organizations.

MODULE-IV: HUMAN RESOURCE MANAGEMENT AND PLANNING: (15 Hrs)

Human Resource Management (HRM): Concepts – Significance – Objectives – Scope – Functions - Changing role of Human Resource Manager HRM Policies Human Resource Development (HRD): Concept - Scope - Objectives- Job Design - Approaches - Job Analysis: Objectives - Components (Job Description and Job Specification) - Methods of Job Analysis Human Resource Planning: Concept - Objectives - Factors affecting HR planning - Process of HR Planning. Recruitment: Objectives - Sources of recruitment – Selection: Selection - Procedure – Tests and Interview - Placement - Induction - Promotion – Transfer.

MODULE-V: DEVELOPING AND MAINTENANCE HUMAN RESOURCE: (15 Hrs)

Training - Assessing training needs - Methods and Evaluation of Training. Concept - Performance Appraisal -Concept - Methods of Appraisal – Concepts of Potential Appraisal. Job Evaluation: Methods - Essentials of Sound Wages. Grievances: Meaning-Procedure-Benefits and Grievance Redressal System. Collective Bargaining: Types – Essential conditions for the success of Collective Bargaining. Workers’ participation in management

5. References:

1. Robins P.Stephen & Judge: Organizational Behavior, Pearson, New DeIhi.
2. Greenberg and Baron: Behaviour in Organisation.
3. Daft: Organisation Theory and Design, Thomson.
4. Fred Luthans: Organizational Behavior, Me Graw Hill, New Delhi.
5. Bohlander: Human Resource Management, Thomson.
6. David A.DeCenzo and Stephen P.Robins: Personnel/ Human Resource Management, PHI.
7. Biswajeet Pattanayak: Human Resource Management, PHI.
8. Sharma: Human Resource Management sage.
9. Mathis: Human Resource Management.
10. Sadri, Jayasree, Ajgaonkar: Geometry of HR, Himalaya.
11. Subba Rao P: Personnel and Human Resource Management, Himalaya.
12. VSP Rao, Human Resource Management, Vikas,8. Gupta CB, Human Resource Management, Sultan Chand & Son.

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