



**Sunbeam**  
**College for Women**



Autonomous Post Graduate College  
Accredited 'A' Grade by NAAC  
BHAGWANPUR, VARANASI-221005 (U.P.)

**M.Com. IV Sem.**  
**ACADEMIC PLANNER**  
**2025-26**

**Sunbeam College for Women, Bhagwanpur, Varanasi**

**M.Com. IV Semester ( Session: 2025-26)**

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (Code: MC 401)**

**Suggested Readings:**

- 1 Bhalla, V.K., International Financial Management, Pearson Publication
- 2 Buckley, A., Multinational Finance. (5th ed.). Pearson Education
3. Douglas, W., International Business Finance, Palgrave Publication
4. Madura, J., International Financial Management. (13th ed.). Cengage Learning India
- 5 P.G. Apte, Global Financial Management, Tata McGraw-Hill Education
- 6 Vij, M., International Financial Management (3rd ed.). Excel Books

**Lecture Plan**

Sl. No.	Unit	Month	Activity	Week	No. of Lectures	Topics
I	I	Jan.		2nd	5	Introduction of the subject, Security Analysis: Concept
				3rd	5	Nature and Scope, Investment Vs. Speculation, Effective Investment Programme
				4th	5	Sources of Investment Information
				5th	6	Primary Market, Secondary Market.
II	II, III & IV	Feb.	Weekly analysis of one capital market related news item and its impact with diagrams and charts	1st	6	Operations of Indian Capital Market.
				2nd	6	Valuation of securities: Bond, Debenture.
				3rd	6	Valuation of securities: Preference Shares, Equity Shares.
				4th	6	Economic Analysis, Industry Analysis.
III	III & IV	March		1st	1	Company Analysis.
				2nd	6	Technical Analysis, Efficient Market Hypothesis and its Testing.
				3rd	5	Portfolio Management, Portfolio Selection and its Models.
				4th	5	Markowitz Portfolio Theory, Efficient Frontier.
				5th	1	Capital Market Theory: CAPM Single Index Model
IV	IV	April	Guest lecture on Portfolio management	1st	3	Portfolio Total Risk (Risk and Return Analysis).
				2nd	6	Portfolio Market Risk and Unique Risk. Capital Market line and Security Market Lines.
				3rd	5	Portfolio Performance Evaluation: Measurement of Risk & Return.
				4th	6	Evaluation Criteria and Procedures.
				5th	4	Revision

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**M.Com. IV Semester ( Session: 2025-26)**

**INTERNATIONAL FINANCIAL MANAGEMENT (Course Code: MC250402AC)**

**Suggested Readings:**

1. Bhalla, V.K., International Financial Management, Pearson Publication
2. Buckley, A., Multinational Finance. (5th ed.). Pearson Education
3. Douglas, W., International Business Finance, Palgrave Publication
4. Madura, J., International Financial Management. (13th ed.). Cengage Learning India
5. P.G. Apte, Global Financial Management, Tata McGraw-Hill Education
6. Vij, M., International Financial Management (3rd ed.). Excel Books

**Lecture Plan**

Sl. No.	Unit	Month	Activity	Week	No. of Lectures	Topics
1	I & II	January		2nd	5	International Finance- An overview, Objectives and functions of financial management in a Multinational Corporation, International Financial Management and Domestic Financial Management.
				3rd	5	International Monetary System, International Financial Institutions.
				4th	5	Balance of Payments, Current Account and Capital Account and Barriers to Trade.
				5th	5	The Foreign Exchange Markets- Functions of the Foreign Exchange Market, Spot Market, Forward Market
2	II & III	February		1st	5	Exchange Rate; Factors Effecting Foreign Exchange Rate, Exchange Rate Quotations and Arbitrage
				2nd	5	Exchange rate theories: Interest Rate Parity, Purchasing Power Parity and Fisher's Parity, International Fisher Effect
				3rd	5	Management of Exposure and Risk: Concept of exposure and risk
				4th	5	Types of Exposure, Translation Exposure
3	IV	March	<b>Interactive Case Analysis – IFM</b>  Each student analyzes a short IFM case by answering questions on problem, risk, exposure, hedging, outcome, and final decision.	1st	1	Comparison of Translation Methods
				2nd	6	Transaction Exposure- Measurement and Management of Transaction Exposure
				3rd	5	Economic Exposure- Transaction Exposure versus Economic Exposure, Hedging Strategies
				4th	5	International Investment -Direct and Indirect Investments, Return and Risk in international investments.
				5th	1	FDI- Foreign Direct Investment

4	IV	April		1st	3	Cost and Benefits of FDI
				2nd	5	Strategy for FDI, Conflicts between Home Country Government and MNCs and Measures of Control
	3rd			5	International Capital Market, Various Instruments and their types- International Bond and Equity Market.	
	4th			5	Revision of Unit 1 and 2	
	5th			4	Revision of Unit 3 and 4	

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## Management Information System(MC 250403AC)

### M.Com. IV Sem. (Session: 2025-26)

**References:**

1. Prasad, L.M & Prasad, Usha "Management information system", Sultan Chand
2. Laudon & Laudon, "Management Information system, "Prentice Hall
3. Murthy; C.S.V, "Management information system (Text,case and Applications)"
4. Gupta, A. K., "Management information system", S.Chand Co. Ltd
5. Jindal Aman, "Management Information system", Kalyani Publishers

#### Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	Jan.	2	3	Meaning and Elements, characteristics and functions of Management Information system
			3	2	Objective and Role of Management information system, Principles of Good MIS
			3	3	Installation Of M.I.S, Basic Requirements of M.I.S , Implementation of M.I.S
			4	3	Problems in Installation of M.I.S, Guidelines for making M.I.S effective
			5	3	Development of System Analysis, System Definition
2	II	Feb.	1	3	System Analysis, Tools for making system analysis, System Design
			2	3	Testing, System Evaluation, Types of information system
			3	3	Comparison of Human and Computer system (alternative framework)
			4	3	Information system for Decision making: Meaning, Types of decisions
3	III	March	2	3	Decision making process
			3	3	Basic information system related to production
			4	3	Finance, Human Resource and Marketing
4	IV	April	1	1	Data communication and networking: Meaning and basic elements of communication
			2	3	Data Transmission Modes, transmission channels, transmission media
			3	2	Types of database system, Network Topologies, LAN, WAN and MAN
			4	3	Base of M.I.S: Reporting-Meaning and Principles of reporting, Methods of reporting
			5	3	Classification of reports

**Activity**

**Role play**

**MIS and decision Making**

**Role play:**

Students will be divided into groups: Manager, IT-head, Analyst & Employee

**Situation will be:** Sales declining/ High employee attrition/ Inventory loss

**Task:** Make MIS reports to take decision and justifythem.

**Date:** 4th week of March

# Sunbeam College for Women, Bhagwanpur, Varanasi

M.Com. IV Semester (Session: 2025-26)

International Marketing (Course Code: MC250401MT)

## Suggested Readings:

1. International Marketing: I. M. Sahai
2. Fundamentals of International Marketing: Mishra, Arvind K.
3. International Marketing: Terpstra, V & Sarathy R.
4. International Marketing Management: Jain, Subhash C.
5. International Marketing: Terpstra, Vern & Sarathy, R.

## Lecture Plan

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	January	2nd	5	International marketing: Nature, scope and importance
			3rd	5	Distinction between international marketing and domestic marketing
			4th	5	International marketing entry strategies
			5th	6	International marketing environment and its impact on marketing decision
2	II & III	February	1st	6	Institutional setup for export promotion, Government agencies in international marketing
			2nd	6	Export houses
			3rd	6	Export documentation and procedures
			4th	6	International marketing operations
			5th	6	Planning for overseas market- Product strategy.
3	III	March	1st	1	Planning for overseas market- Product strategy.
			2nd	6	International product life cycle
			3rd	5	Management of international brands and packaging.
			4th	5	Pricing decisions.
			5th	1	International promotion.

4	III & IV	April	1st	3	International channel management decisions
			2nd	6	Emerging issues & development in international marketing
			3rd	5	International marketing of services
			4th	6	Information technology & international marketing
			5th	4	World Trade Organisation (WTO)

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**M.Com. IV Semester (Session: 2025-26)**

**ADVERTISING MANAGEMENT (Code: MC 402)**

**Suggested Readings:**

1. Aaker, Batra & Myers – Advertising Management
2. Percy, L. & Elliott, R.R., - Strategic Advertising Management
3. Manendra Mohan – Advertising Management
4. Tyagi C.L. – Advertising Management
5. Sontakki C.N., - Advertising

**Lecture Plan**

Sl. No.	Unit	Month	Week	No. of Lectures	Topics
1	I	Jan.	2nd	5	Advertising Management – Concept, Scope, Importance in business, Role of Advertising in Social and Economic Development of India
			3rd	5	Legal aspects of advertising
			4th	5	Ethical aspects of advertising
			5th	6	Social aspects of advertising
2	II & III	Feb.	1st	6	Media Plan – Types and choice criteria
			2nd	6	Media Plan- reach and frequency of advertisements
			3rd	6	Cost of advertisement related to sales
			4th	6	Media Planning
			5th	6	Message Development – Different types of advertisements
3	III	March	1st	1	Revision
			2nd	6	layout, design appeal, copy structure
			3rd	5	Advertisement production
			4th	5	Print, Radio, T.V. and Web advertisements
			5th	1	Revision
4	III & IV	April	1st	3	Media Research
			2nd	6	Promotional Objectives – Importance, Determination of Promotional objectives
			3rd	5	Promotional Objectives- Setting objectives, DAGMAR
			4th	6	Advertising Budget – Objectives, Approaches and Methods.
			5th	4	Revision

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**M.Com. IV Sem. (Session: 2025-26)**

**Digital Marketing (MC250403MT)**

**References:**

1. Upadhyay, Kailash Chandra, Digital Marketing; Complete Digital Marketing Tutorial, Notion Press
2. Gupta, Seema, Digital Marketing, McGraw Hill
3. Dr. Amit Kumar, Fundamentals of marketing and digital marketing, Sahitya Bhawan publications

**Lecture Plan**

Sl. No.	Unit	Month	Week	No. of Lectures	Topics	Activity
1	I	Jan	2	3	Digital Marketing: meaning & concept, Origin of Digital marketing	<b>Presentations</b>
			3	2	Traditional Vs. Digital Marketing, Benefits of Digital marketing	<b>Topics</b>
			4	2	Internet micro and macro environment	Digital marketing Funnel
			5	3	Internet users in India	AI in Digital Marketing
2	II	Feb	1	3	Digital marketing tools/e-tools, online marketing mix, effective platforms for Promotions	Difference between Traditional and Digital Marketing
			2	3	Search Engine marketing(SEM): Defination of SEM, defination of search engine Optiization(SEO)	Ethics and Challenges in Digital Marketing
			3	3	Advantages and disadvantages of SEO	<b>Date : 4th week of March</b>
			4	3	Paid search engine Marketing, Pay per click advertising(PPC)	
3	III	March	1	1	Social Media Marketing: Introduction	
			2	3	Building a successful social media strategy,Social media Marketing Trends.	
			3	2	Facebook Marketing, Facebook Compaign creation, Instagram Marketing, LinkedIn Marketing	
			4	2	Youtube Marketing: Monetization with Ad sense,paid you tube channel,channel Analytics	
4	IV	April	1	2	Mobile Advertising: Concept, Mobile Marketing Platforms	
			2	3	Advantage of mobile advertising,effective mobile marketing strategy	
			3	3	Mobile Penetration and usage, e-mail Marketing: Introduction	
			4	3	Creating newsletter for emails	
			5	1	Freelancing	