

S.P. Mandali's

**R. A. PODAR COLLEGE OF COMMERCE AND  
ECONOMICS (AUTONOMOUS),**

Matunga, Mumbai-400019

**Course Structure**

**For**

Post Graduate Program

**M.Com. (Behavioural Finance)**

**Semester I**

[www.rapodar.ac.in](http://www.rapodar.ac.in)

**S.P. MANDALI'S**  
**R. A. PODAR COLLEGE OF COMMERCE AND ECONOMICS**  
**(AUTONOMOUS),**  
**MATUNGA, MUMBAI-400019**

**Syllabus**  
**And**  
**Question Paper Pattern of Course**  
**Post Graduate Program**

**M.Com. (Behavioural Finance)**  
**Semester I**

Syllabus as per National Education Policy 2020  
To be implemented from Academic Year 2024-2025

[www.rapodar.ac.in](http://www.rapodar.ac.in)

**POST GRADUATE PROGRAM OUTCOMES:**

<b>PROGRAM OUTCOME No.</b>	<b>Description</b>
PO 1	Learners will acquire advanced knowledge in accounting principles, financial reporting, and taxation policies
PO 2	Learners will master the effective communication of complex financial information to diverse stakeholders through oral and written means
PO 3	Learners will develop critical thinking skills to analyze financial statements, interpret accounting regulations, and propose strategic financial solutions.
PO 4	Learners will apply accounting principles to solve real-world financial challenges and make informed business decisions.
PO 5	Learners will employ analytical reasoning to interpret financial data, assess business performance, and support strategic planning.
PO 6	Learners will excel in conducting advanced research in accounting, showcasing proficiency in data collection, analysis, and interpretation.
PO 7	Learners will collaborate effectively with interdisciplinary teams to address complex accounting issues and achieve organizational goals.
PO 8	Learners will apply scientific reasoning to evaluate and propose innovative financial strategies and models.
PO 9	Learners will engage in reflective thinking, identifying areas for improvement and continuous learning in the field of accountancy.
PO 10	Learners will leverage digital tools for effective access, evaluation, and synthesis of financial information.
PO 11	Learners will take initiative in ongoing professional development, engaging in self-directed learning to stay updated with evolving accounting standards.
PO 12	Learners will demonstrate multicultural competence, showing sensitivity to diverse cultural perspectives in the global business environment.
PO 13	Learners will exhibit a strong ethical foundation, making decisions with integrity and considering the societal impact of financial practices.
PO14	Learners will showcase leadership qualities, being capable of guiding financial teams and contributing to organizational success.

PO15	Learners will recognize the importance of continuous learning, adapting to advancements in the field of accountancy throughout their professional careers.
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M.Com  
**(Behavioral Finance)**  
 Under Choice Based Credit, Grading and Semester System  
 Course Structure

**M.Com-I**

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
<b><i>Mandatory</i></b>			<b><i>Mandatory</i></b>		
1	Introduction to Behavioral Finance	<b>06</b>	1	Behavioral Finance II	<b>06</b>
2	Psychological Aspect of Investing	<b>06</b>	2	Introduction to Data Science-I	<b>06</b>
3	Business Ethics	<b>02</b>	3	Corporate Social Responsibility	<b>02</b>
<b><i>Electives</i></b>			<b><i>Electives</i></b>		
3	R – Lab Course	<b>04</b>	3	Behavioral Economics	<b>04</b>
<b><i>Research Methodology</i></b>			<b><i>Research Methodology</i></b>		
4	Research Methodology for Business	<b>04</b>	--	-----	
<b><i>On Job Training / Field Project</i></b>			<b><i>On Job Training / Field Project</i></b>		
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<b>Total Credits</b>		<b>22</b>	<b>Total Credits</b>		<b>22</b>

## M.Com-II

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
<b>Mandatory</b>			<b>Mandatory</b>		
1	Risk Management in Behavioral Finance	<b>06</b>	1	Personal Finance and Wealth Management	<b>06</b>
2	Financial Frauds	<b>06</b>	2	Behavioral Finance in Investment Markets	<b>06</b>
<b>Elective Courses(EC)</b>			<b>Elective Courses(EC)</b>		
3	*Any one courses from the following list of the courses A. Machine Learning and Mining Algorithms. B. Financial Accounting and Analysis C. Behavioral Approaches to Decision Making	<b>04</b>	3	*Any one courses from the following list of the courses A. Advance Data Science – II B. Analytics for Investment Banking C. Behavioural Approaches to Decision Making	<b>04</b>
<b>RESEARCH METHODOLOGY</b>			<b>RESEARCH METHODOLOGY</b>		
4	Statistical Tools and Techniques of Research	<b>02</b>	----	-----	
<b>RESEARCH PROJECT</b>			<b>RESEARCH PROJECT</b>		
	Research Project/Internship	<b>04</b>		Research project	<b>06</b>
	<b>TOTAL CREDITS</b>	<b>22</b>		<b>TOTAL CREDITS</b>	<b>22</b>

**Note:** Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a real life situation/difficult problem. Project work would be of 06 credits. A project work maybe undertaken in any area of Elective courses.

**Revised Syllabus of Courses of Master of Commerce (M.Com) Behavioral Finance  
Program at Semester I**

**Introduction to Behavioral Finance I**

**Modules at a Glance**

SN	Modules	No. of Lectures
1	Behavioral Finance: Introduction	15
2	Utility/ Preference Functions	15
3	Behavioral Factors and Financial Markets	15
4	Heuristics and behavioral biases of Investors	15
	<b>TOTAL</b>	<b>60</b>

SN	Objectives
1	This course aims to introduce the student to the new field of behavioral finance.
2	Students will deal with major implications of human psychology for financial decision-makers and for financial markets.
3	students will be able to have a good understanding of the major concepts and topics of behavioral finance

Course Outcome No.	Course Outcomes
CO 1	Understand the nature and scope of behavioral finance, explain the key concepts, theories, and principles of behavioral finance and its applications in the field of finance and investment decision-making.
CO 2	Evaluate discounting models: Compare and contrast exponential discounting and hyperbolic discounting models and understand their implications for decision-making under uncertainty.
CO 3	Apply the concepts of EUT to decision-making under risk and uncertainty, and understand the rational thought process underlying investor behavior
CO 4	Identify and analyze various heuristics and biases that influence investor decision-making, including familiarity bias, representativeness bias, anchoring bias, irrationality, and adaptation.

SN	Modules/ Units
1	Behavioral finance
	Introduction to Behavioral finance – Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty :Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Representativeness – Anchoring - Exponential discounting - Hyperbolic discounting
2	Utility/ Preference Functions
	Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency.
3	Behavioral Factors and Financial Markets
	The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and behavioral factors - Active Portfolio Management: return statistics and sources of systematic underperformance. - Fundamental information and technical analysis – the case for psychological influence.
4	Heuristics and behavioral biases of investors
	Types of investors- Individual and Institutional - How the human mind works-the two systems; Familiarity and related heuristics; Representativeness and related biases; Anchoring; Irrationality and adaptation; Hyperbolic discounting. Sovereign credit rating - drivers

### Suggested Readings

- Shleifer, Andrei (2000). Inefficient Markets: An Introduction to Behavioral Finance. Oxford,UK: Oxford University Press.
- Kahneman, D. and Tversky, A. (1984). "Choices, Values, and Frames". American Psychologist39 (4): 341–350.
- HershShefrin, (2000) Beyond Greed and Fear, Harvard Business School Press.
- Chandra, P. (2017), Behavioural Finance, Tata Mc Graw Hill Education, Chennai (India).
- Ackert, Lucy, Richard Deaves (2010), Behavioural Finance; Psychology, Decision Making and Markets, Cengage Learning.
- Forbes, William (2009), Behavioural Finance, Wiley.
- Kahneman, D. and Tversky, A. (2000). Choices, values and frames. New York : CambridgeUniv. Press. 5.
- Shefrin, H. (2002), Beyond Greed and Fear; Understanding Behavioural Finance and Psychology of investing. New York; Oxford University Press.
- Shleifer, A. (2000). Inefficient markets; An introduction to Behavioural Finance. Oxford Univ. Press.
- Thaler, R. (1993). Advances in Behavioral Finance. Vol. I. New York, Russell Sage Foundation.
- Thaler, R. (2005). Advances in Behavioural Finance. Vol. II. New York; Princeton UniversityPress.

## EXAMINATION PATTERN

(Under Choice Based Credit, Grading and Semester System)

(With effect from Academic Year: 2024-2025)

(Evaluation pattern)

### 1. Continuous Internal Evaluation System:

Continuous Internal Evaluation (CIE)	40 Marks
The internal evaluation of 40 marks for M.Com for each semester would be of tests and of class participation, project, case study analysis, Case lets, PowerPoint presentations, group discussion, book review, Research paper, article analysis and any other mode depending on the nature and scope of the course. Continuous Internal Evaluation (CIE), to be conducted by the subject teacher all through the semester. The total mark break up would be suitably divided and the total marks scored by the learner would be submitted to the Controller of Examination.	

## 2. Question Paper Pattern (Practical/ Theory Courses) :

Maximum Marks: 60

Questions to be set: 04

Durations: 02 hrs

**All Questions are compulsory carrying 15 Marks each:**

<b>Question No</b>	<b>Particulars</b>	<b>Marks</b>
<b>Q1</b>	<b>A) Practical/ Theory Question</b>	<b>15 Marks</b>
	<b>OR</b> <b>B) Practical/ Theory Question</b>	<b>15 Marks</b>
<b>Q2</b>	<b>A) Practical/ Theory Question</b>	<b>15 Marks</b>
	<b>OR</b> <b>B) Practical/ Theory Question</b>	<b>15 Marks</b>
<b>Q3</b>	<b>A) Practical/ Theory Question</b>	<b>15 Marks</b>
	<b>OR</b> <b>B) Practical/ Theory Question</b>	<b>15 Marks</b>
<b>Q4</b>	<b>A) Practical/ Theory Question</b>	<b>15 Marks</b>
	<b>OR</b> <b>B) Practical/ Theory Question</b>	<b>15 Marks</b>

*Note: Full-Length questions of 15 Marks may be divided into two sub-questions of 08 and 07 marks.*

**Revised Syllabus of Courses of Master of Commerce (M.Com) Behavioral Finance  
Program at Semester I**

**2. Business Ethics**

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Business Ethics	15
2	Indian Ethical Practices and Corporate Governance	15
<b>Total</b>		<b>30</b>

SN	Objectives
1	To familiarize the learners with the concept and relevance of Business Ethics in the modern era
2	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context
3	To develop critical thinking and decision-making skills to navigate ethical challenges in the business environment.
4	To identify the key stakeholders involved in Indian business ethics and corporate governance.

Course Outcome No.	Course Outcomes
CO 1	Understand the concept and importance of business ethics. Recognize the role of Indian ethos, ethics, values, and work ethos in shaping ethical behavior.
CO 2	Analyze various approaches to business ethics: Evaluate different ethical theories, including Friedman's Economic theory, Kant's Deontological theory, and Mill & Bentham's Utilitarianism theory, and understand how these theories guide ethical decision-making in business.
CO 3	Understand the evolution of corporate governance and its principles. Evaluate the corporate governance regulatory framework in India.
CO 4	Analyze and Apply ethical issues, make informed decisions, and contribute to establishing ethical practices and effective corporate governance within organizations.

SN	Modules/ Units
1	<b>Introduction to Business Ethics</b>
	<ul style="list-style-type: none"> <li>● Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos.</li> <li>● Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill &amp; Bentham’s Utilitarianism theory</li> <li>● Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa.</li> </ul>
2	<b>Indian Ethical Practices and Corporate Governance</b>
	<ul style="list-style-type: none"> <li>● Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance,</li> <li>● Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.</li> <li>● Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences</li> </ul>

### Suggested Readings

- Sharma J.P ‘ Corporate Governance, business ethics and CSR, Ane Books Pvt Ltd, New Delhi
- Sharma J.P. Corporate Governance and Social Responsibility of business, Ane Books Pvt Ltd, New Delhi
- S.K.Bhatia, Business Ethics and Corporate Governance
- William Shaw, Business Ethics, Wordsworth Publishing Company, International Thomson Publishing Company.
- Corporate Crimes and Financial Frauds, Dr. Sumit Sharma, New Delhi India
- R.C. Sekhar, Ethical choices in Business, Sage Publications, New Delhi
- Business Ethics, Andrew Crane and Dirk Matten, Oxford University Press.
- Business Ethics, Text and Cases, C.S.V. Murthy, Himalaya Publication House.
- Mallin, Christine A. Corporate Governance (Indian Edition) Oxford University press. New Delhi
- Blow field ,Michael and Alan Murray, Corporate Responsibility, Oxford University Press,
- Philip Kotler and Nancy Lee, CSR : doing the most good for Company and your cause , Wiley 2005
- Beeslory, Michel and Evens, CSR , Taylor and Francis, 1978
- Subhabrata Bobby Banerjee, CSR: the good, the bad and the ugly. Edward Elgar Publishing 2007
- Joseph A. Petrick and John F. Quinn, Management Ethics- Integrity at work , Sage Publication , 1997
- Francesco Perrini, Stefano and AntanioTencati, Developing CSR- A European Perspective , Edward Elgar.
- William B. Werther, Jr. David Chandler, Strategic Corporate Social Responsibility, stakeholders’ a global environment, Sage Publication, 2009.
- Ellington. J. (1998), Cannibals with forks: The triple bottom line of 21st Century business, New Society Publishers.
- Crane, A. Et al., (2008), The Oxford handbook of Corporate Social Responsibility, New York: Oxford University Press Inc.

## EXAMINATION PATTERN

(Under Choice Based Credit, Grading and Semester System)

(With effect from Academic Year: 2024-2025)

(Evaluation pattern)

### 1. Continuous Internal Evaluation System:

<b>Continuous Internal Evaluation (CIE)</b>	<b>40 Marks</b>
The internal evaluation of 40 marks for M.Com for each semester would be of tests and of class participation, project, case study analysis, Case lets, PowerPoint presentations, group discussion, book review, Research paper, article analysis and any other mode depending on the nature and scope of the course. Continuous Internal Evaluation (CIE), to be conducted by the subject teacher all through the semester. The total mark break up would be suitably divided and the total marks scored by the learner would be submitted to the Controller of Examination.	

## 2. Question Paper Pattern (Practical/ Theory Courses) :

Maximum Marks: 60

Questions to be set: 04

Durations: 02 hrs

**All Questions are compulsory carrying 15 Marks each:**

<b>Question No</b>	<b>Particulars</b>	<b>Marks</b>
<b>Q1</b>	<b>A) Practical/ Theory Question</b> <b>OR</b> <b>B) Practical/ Theory Question</b>	<b>15 Marks</b> <b>15 arks</b>
<b>Q2</b>	<b>A) Practical/ Theory Question</b> <b>OR</b> <b>B) Practical/ Theory Question</b>	<b>15 Marks</b> <b>15 arks</b>
<b>Q3</b>	<b>A) Practical/ Theory Question</b> <b>OR</b> <b>B) Practical/ Theory Question</b>	<b>15 Marks</b> <b>15 arks</b>
<b>Q4</b>	<b>A) Practical/ Theory Question</b> <b>OR</b> <b>B) Practical/ Theory Question</b>	<b>15 Marks</b> <b>15 Marks</b>

*Note: Full-Length questions of 15 Marks may be divided into two sub-questions of 08 and 07 marks.*

*Revised Syllabus of Courses of Master of Commerce (M.Com) Behavioral Finance  
Program at Semester I*

**Psychological Aspect of Investing**

**Modules at a Glance**

SN	Modules	No. of Lectures
1	Overview of investor psychology	15
2	Market Bubbles	15
3	Behavioral Foundations	15
4	Behavioral aspects of investing	15
<b>TOTAL</b>		<b>60</b>

SN	Objectives
1	The student will be able to Understand and critically discuss the differences between behavioral and traditional finance perspectives.
2	Understand and discuss critically how an awareness of decision errors and cognitive biases can help develop better investors or financial managers.
3	Understand and discuss critically the market efficiency debate and recent developments.

Course Outcome No.	Course Outcomes
CO 1	Explain the key principles and theories of investor psychology, including the Behavioral Portfolio theory and psychographic models.
CO 2	Recognize and analyze biases in investor decision-making, such as overconfidence, anchoring, and cognitive dissonance. Identify strategies for overcoming psychological biases and improving investment decision-making.
CO 3	Understand the role of behavioral foundations, including emotions, mood, sentiments, demographics, and psychological dispositions, in investment decision-making.
CO 4	Assess the influence of limits to arbitrage and fundamental risk on investor behavior. Evaluate different investing styles from a behavioral finance perspective.

SN	Modules/ Units
<b>1</b>	<b>Overview of investor psychology</b>
	Introduction - Formal overview of investor psychology, Behavioral Portfolio theory - Psychographic models - Sound Investment Philosophy different biases such as Overconfidence, Base rate neglect, Anchoring and adjustment, Cognitive Dissonance, Availability, Self-Attribution and Illusion of Control Bias.
<b>2</b>	<b>Market Bubbles:</b>
	• Introduction and brief history of stock market bubbles • Identification and classification of a stock market bubble • Explaining bubbles through behavioral finance • Investor behavior during bubbles. • Causes of bubbles
<b>3</b>	<b>Behavioral foundation</b>
	The Behavioral Foundations – Role of behavioral antecedents Role of Emotions, Mood, Sentiments. Emotional Timeline; Emotions and Neuroscience Role of Demographics Role of Psychological Dispositions Limits to Arbitrage, Fundamental risk
<b>4</b>	<b>Behavioral aspects in Investing</b>
	Investing Styles and Behavioral Finance; Shadow of the Past. Strategies for overcoming Psychological Biases

### Suggested Readings

- Nofsinger, John (2014) The Psychology of Investing, 5th edition, Prentice Hall ISBN: 0133382877.
- Montier, James (2007) Behavioural Investing, A Practitioner's Guide to Applying Behavioural Finance, Wiley ISBN: 0470516706.
- Baker, K. and Nofsinger, J. (2010), Behavioral Finance: Investors, Corporations, and Markets, John Wiley ISBN: 9780470499115.
- Scott Plous, (1993) The Psychology of Judgment and Decision Making, McGraw Hill.
- Daniel Kahneman, Paul Slovic, and Amos Tversky (eds.) (1982) Judgment under Uncertainty: Heuristics and biases, Oxford; New York: Oxford University Press
- HershShefrin, (2000) Beyond Greed and Fear, Harvard Business School Press

**EXAMINATION PATTERN**  
**(Under Choice Based Credit, Grading and Semester System)**  
**(With effect from Academic Year: 2024-2025)**  
**(Evaluation pattern)**

**1. Continuous Internal Evaluation System:**

<b>Continuous Internal Evaluation (CIE)</b>	<b>40 Marks</b>
The internal evaluation of 40 marks for M.Com for each semester would be of tests and of class participation, project, case study analysis, Case lets, PowerPoint presentations, group discussion, book review, Research paper, article analysis and any other mode depending on the nature and scope of the course. Continuous Internal Evaluation (CIE), to be conducted by the subject teacher all through the semester. The total mark break up would be suitably divided and the total marks scored by the learner would be submitted to the Controller of Examination.	

## 2. Question Paper Pattern (Practical/ Theory Courses) :

Maximum Marks: 60

Questions to be set: 04

Durations: 02 hrs

All Questions are compulsory carrying 15 Marks each:

Question No	Particulars	Marks
Q1	A) Practical/ Theory Question	15 Marks
	OR B) Practical/ Theory Question	15 Marks
Q2	A) Practical/ Theory Question	15 Marks
	OR B) Practical/ Theory Question	15 Marks
Q3	A) Practical/ Theory Question	15 Marks
	OR B) Practical/ Theory Question	15 Marks
Q4	A) Practical/ Theory Question	15 Marks
	OR B) Practical/ Theory Question	15 Marks

*Note: Full-Length questions of 15 Marks may be divided into two sub-questions of 08 and 07 marks.*

**Revised Syllabus of Courses of Master of Commerce (M.Com) Behavioral Finance  
Program at Semester I**

**R– Lab course**

**Modules at a Glance**

SN	Modules	No. of Lectures
1	Introduction to R	15
2	Matrices, Arrays and Data Frames	15
3	Series and Data Frames	15
<b>Total</b>		<b>45</b>

SN	Objectives
1	To enable the students to know about the information needs of Management
2	To introduce the concepts of data analysis methods
3	To have hands-on training of Statistical Data Analysis through R Programming and Python Programming

Course Outcome No.	Course Outcomes
CO 1	Evaluate the Manipulate matrices: Create and manipulate matrices in R, and perform operations such as addition, subtraction, and multiplication. Understand the fundamentals of R: Describe the basic features and functionalities of the R programming language and environment.
CO 2	Understand the fundamentals of R: Describe the basic features and functionalities of the R programming language and environment.
CO 3	Understand the concept of arrays in R and perform array operations, including reshaping, indexing, and slicing arrays for data manipulation and analysis.

SN	Modules/ Units
<b>1</b>	<b>Introduction to R</b>
	Introducing to R – R Data Structures – Help functions in R – Vectors – Scalars – Declarations – recycling – Common Vector operations – Using all and any – Vectorised operations – NA and NULL values – Filtering – Vectorised if-then else – Vector Equality – Vector Element names
<b>2</b>	<b>Matrices, Arrays and Data Frames</b>
	Creating matrices – Matrix operations – Applying Functions to Matrix Rows and Columns – Adding and deleting rows and columns – Vector/Matrix Distinction – Avoiding Dimension Reduction – Higher Dimensional arrays – lists – Creating lists – General list operations – Accessing list components and values – applying functions to lists – recursive lists Creating Data Frames – Matrix-like operations in frames – Merging Data Frames – Applying functions to Data frames – Factors and Tables – factors and levels – Common functions used with factors – Working with tables
<b>3</b>	<b>Series And Data Frame</b>
	The Series Data Structure, Querying a Series, The DataFrame Data Structure, DataFrame Indexing and Loading, Querying a DataFrame, Indexing Dataframes, Merging Dataframes , Data Aggregation and Group Operations, Time Series, Date and Time Data Types and Tools, Time Series Basics, Date Ranges, Frequencies, and Shifting, Time Zone Handling, Periods and Period Arithmetic, Resampling and Frequency Conversion, Time Series Plotting, Moving Window Functions

### Suggested Readings

1. R Cookbook”, Paul Teetor
2. “R for Data Science”, Garrett Golemund and Hadley Wickham
3. “Hands-On Programming with R”, Garrett Golemund
4. “An Introduction to Statistical Learning: With Applications in R”, Daniela Witten, Gareth James Robert Tibshirani, and Trevor Hastie
5. “Learning Python”, David Ascher and Mark Lutz
6. “Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython”, Wes McKinney
7. “Introduction to Machine Learning with Python: A Guide for Data Scientists”, Andreas C. Muller and Sarah Guido

**EXAMINATION PATTERN**  
**(Under Choice Based Credit, Grading and Semester System)**  
**(With effect from Academic Year: 2024-2025)**  
**(Evaluation pattern)**

**1. Continuous Internal Evaluation System:**

<b>Continuous Internal Evaluation (CIE)</b>	<b>40 Marks</b>
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## 2. Question Paper Pattern (Practical/ Theory Courses) :

Maximum Marks: 60

Questions to be set: 04

Durations: 02 hrs

**All Questions are compulsory carrying 15 Marks each:**

Question No	Particulars	Marks
Q1	A)Practical/ Theory Question	15 Marks
	OR B)Practical/ Theory Question	15 Marks
Q2	A)Practical/ Theory Question	15 Marks
	OR B)Practical/ Theory Question	15 Marks
Q3	A)Practical/ Theory Question	15 Marks
	OR B)Practical/ Theory Question	15 Marks
Q4	A)Practical/ Theory Question	15 Marks
	OR B)Practical/ Theory Question	15 Marks

*Note: Full-Length questions of 15 Marks may be divided into two sub-questions of 08 and 07 marks.*

**Revised Syllabus of Courses of Master of Commerce (M.Com) Behavioral Finance  
Program at Semester I**

**Research Methodology for Business**

**Modules at a Glance**

SN	Modules	No. of Lectures
1	Introduction to Research	15
2	Research Process	15
3	Data Processing and Statistical Analysis	15
4	Research Reporting and Modern Practices in Research	15
<b>Total</b>		<b>60</b>

SN	Objectives
1	To enhance the abilities of learners to undertake research in business & social sciences
2	To enable the learners to understand, develop and apply the fundamental skills in formulating research problems
3	To enable the learners in understanding and developing the most appropriate methodology for their research
4	To make the learners familiar with the basic statistical tools and techniques applicable for research

Course Outcome No.	Course Outcomes
CO 1	Understand the research process: Identify the key components of the research process, including formulating research questions or hypotheses, designing research studies, collecting data, analyzing data, and drawing conclusions. Recognize the importance of ethical considerations in research.
CO 2	Apply data processing techniques: Utilize appropriate techniques for data processing, including data cleaning, data coding, data entry, and data transformation, to ensure data quality and integrity for analysis.
CO 3	Interpret statistical results: Interpret the results of statistical analysis in the context of research questions or hypotheses, and effectively communicate the findings in a clear and meaningful manner.
CO 4	Develop effective research communication: Develop effective oral and written communication skills to present research findings, including creating research posters, delivering presentations, and writing research reports or academic papers.

SN	Modules/ Units
1	<b>Introduction to Research</b>
	Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. Formulation of research problem, Research Design, significance of Review of Literature Hypothesis: Formulation, Sources, Importance and Types Sampling: Significance, Methods, Factors determining sample size
2	<b>Research Process</b>
	Stages in Research process Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey, Limitations of Primary data Secondary data: Sources and Limitations, Factors affecting the choice of method of data collection. Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire
3	<b>Data Processing and Statistical Analysis</b>
	Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. Testing of Hypotheses – Parametric Test-t test, f test, z test Non-Parametric Test -Chi square test, ANOVA, Factor Analysis Interpretation of data: significance and Precautions in data interpretation
4	<b>Research Reporting and Modern Practices in Research</b>
	Research Report Writing: Importance, Essentials, Structure/Layout, Types References, and Citation Methods: APA (American Psychological Association) Footnotes and Bibliography Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research

### Suggested Readings

1. Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
2. Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
3. Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
4. Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
5. Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
6. Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
7. SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
8. Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya

## EXAMINATION PATTERN

(Under Choice Based Credit, Grading and Semester System )

(With effect from Academic Year: 2024-2025)

(Evaluation pattern)

### 1. Continuous Internal Evaluation System:

Continuous Internal Evaluation (CIE)	40 Marks
<p>The internal evaluation of 40 marks for M.Com for each semester would be of tests and of class participation, project, case study analysis, Case lets, PowerPoint presentations, group discussion, book review, Research paper, article analysis and any other mode depending on the nature and scope of the course. Continuous Internal Evaluation (CIE), to be conducted by the subject teacher all through the semester. The total mark break up would be suitably divided and the total marks scored by the learner would be submitted to the Controller of Examination.</p>	

## 2. Question Paper Pattern (Practical Courses) :

Maximum Marks: 60

Questions to be Set: 04

Durations: 02 hrs

**All Questions are compulsory carrying 15 Marks each:**

Question No.	Particulars	Marks
Q1	A) Practical Question	15 Marks
	OR	
	B) Practical Question	15 Marks
	A) Practical Question	15 Marks
Q2	OR	
	B) Practical Question	15 Marks
Q3	A) Practical Question	15 Marks
	OR	
	B) Practical Question	15 Marks
	A) Practical Question	15 Marks
Q4	OR	
	B) Practical Question	15 Marks

*Note: Full-Length questions of 15 Marks may be divided into two sub-questions of 08 and 07 marks.*

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