

**DEPARTMENT OF COMMERCE**  
**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**DEPARTMENT PROFILE**

The Department of Commerce was established in 1971 for the promotion of commerce and business education. Over the last 25 years, it has been striving hard to keep pace with the changing economic and business scenario in the country.

In its endeavor to be in the tune with the demands of changing time, the department has been taking bold initiatives full time professional programmes to suit the requirements of business, trade, and industry.

One of the serious pursuits in this direction began with the introduction of the Diploma in Export Marketing Management in 1991. Realizing the need to strengthen the same, this diploma was upgraded in 1994 to a full-fledged degree programme in International Business known as Master of International Business. Encouraged by favourable corporate response and the shift in world focus on specialized practice-oriented. Professional courses, the department has since started Master degree programmes in the area of marketing and finance. Thus, apart from the MIB programme, the department is synergised by two more full-time high-profile professional courses: i) Master of Marketing Technology (MMT) and ii) Master of Finance and Control (MFC).

MMT is an innovative course, which has been introduced for the first time in any Indian University. It has been developed specifically with a view to meet the going demand for marketing professionals generated by the increasing competitiveness in all shades of production and service activities. It aims at preparing young executives for understanding the dynamics, and accepting the challenges, of the marketing task.

The introduction of MFC course was necessitated by the first development taking place in the area of business finance as a result the ongoing process of restructuring of the Indian Economy. Among many others emergence of new banking and non-banking financial institutions appearance of new control of the debt instruments, growing sophistication in financial transactions and liberalization of exchange rate management, have all made the task of a financial executive more invading and demanding. The MFC course has been designed to produce professionally trained young minds adequately equipped to match the new demands on a financial manager.

Chairperson : Prof. S.C. Davar  
Contact Information : Kurukshetra University, Kurukshetra  
Haryana, India-136119  
01744-238290

**FACULTY INFORMATION**

Faculty Members	Joining Date	Specialization	Qualifications	Contact Information
<b>PROFESSORS</b>				
1. Prof. S.C. Davar (Chairman)	15.09.1981	Strategic Mgt., International Business & Marketing	M.Com, Ph.D., PGDCA, PG Diploma in French	scdavar@rediffmail.com
2. Prof. R.K. Mittal	25.07.1977	Finance, Portfolio Management, Accounting.	M.Com, M.A. (Eco), Ph.D.	prof_rkmittal@rediffmail.com
3. Prof. Shashi Anand		Marketing	M.Com, Ph.D.	-
<b>READERS</b>				
1. Dr. Hawa Singh	20.11.1983	Organisational Behaviour, Marketing Research, Mgt.	M.Com, M.Phil, LLB, Ph.D.	-

2. Dr. Narender Singh	25.02.1986	International Marketing and Strategic Marketing.	M.Com, M.Phil, Ph.D., PGDPM	nsingh123@rediffmail.com
3. Dr. (Mrs.) Neelam Dhanda	17.01.1995	Foreign Trade, Accounting & Finance	M.Com, M.Phil, Ph.D.	neelamdhandas95@rediffmail.com

### LECTURERS

1. Dr. Ramesh Chander (on Leave)		Finance, Portfolio Management	M.Com, M.Phil, Ph.D.	-
2. Dr. Ajay Suneja	17.07.1995	Strategic Alliance, Marketing & Services Marketing	M.Com, Ph.D.	asun30us@yahoo.com
3. Dr. Mahabir Narwal	23.07.1997	Corporate Social Responsibility, Marketing	MBA, Ph.D.	mnarwal@rediffmail.com
4. Dr. V.S. Poonia	23.07.1997	Q.T. and Economics	M.A.(Eco.), M.Phil, Ph.D., LLB, PGDJMC	virenderpoonias@yahoo.co.in
5. Dr. Tejinder Sharma	07.08.1998	Corporate Social Responsibility, Int. Business, Marketing	MBA, Ph.D., PGDCA	sharmatejinder@rediffmail.com
6. Dr. Subhash Chand	13.08.1998	WTO and Agricultural Marketing, Accounting & Finance	M.Com, Ph.D.	sbains@rediffmail.com
7. Ms. Rashmi Chaudhary	15.01.2007	-	M.Com., M.Ed.	

### COURSES OFFERED

#### Type of Course (Postgraduate & Others)

1. Master of Commerce (M.Com)
2. Master of Philosophy (M.Phil)
3. Master of International Business (MIB)
4. Master of Marketing Technology (MMT)
5. Master of Finance & Control (MFC)
6. Post Graduate Diploma in Retailing & Logistics Management (PGDRLM)

#### System of Examination

- Annual  
Annual  
Semester  
Semester  
Semester  
Semester

### PROFILE OF DIFFERENT COURSES OFFERED

Degree Type	Course Duration	No. of Sanctioned Seats	Scheme of Exam. (Annual/Semester)
M.Com	2 Years	40+20(Paid)	Annual
M.Phil	1 Year	20	Annual
MIB	2 Years	24+6(Paid)	Semester
MMT	2 Years	24+6(Paid)	Semester
MFC	2 Years	24+6(Paid)	Semester
PGDRLM	1 Year	30	Semester

### DETAILS OF DIFFERENT COURSES

Course Name M.Com

Course Type PG

**Exam Scheme**     Annual

**Duration**         2 Years

**SEMESTER WISE/YEAR WISE DETAILS**

<b>Paper Code</b>	<b>Paper Name</b>	<b>Paper Type</b>	<b>Paper Remarks</b>	<b>Max. Marks</b>	<b>Internal Marks</b>	<b>External Marks</b>
<b>M.Com (P)</b>						
MC 101	Management Concepts & Organisational Behaviour	Compulsory	-	100	-	100
MC 102	Business Environment	Compulsory	-	100	-	100
MC 103	Managerial Economics	Compulsory	-	100	-	100
MC 104	Advanced Statistics	Compulsory	-	100	-	100
MC 105	Marketing Management	Compulsory	-	100	-	100
MC 106	Accounting for Managerial Decisions	Compulsory	-	100	-	100

In M.Com(F) a student will take six papers in all taking both the compulsory papers and at least two papers from each of the two optional groups.

Paper Code	Paper Name	Paper Type	Paper Remarks	Max. Marks	Internal Marks	External Marks
MC 201	Computer Application to Business & E-Commerce	Compulsory	-	100	-	100
MC 202	Financial Management & Policy	Compulsory	-	100	-	100
<b>Optional Group-I</b>						
MC 211	Security Analysis & Portfolio Management	Optional	-	100	-	100
MC 212	Multinational Finance	Optional	-	100	-	100
MC 213	Financial Institutions and Markets	Optional	-	100	-	100
MC 214	Higher Accounting and Accounting Theory	Optional	-	100	-	100
MC 215	Corporate Tax Planning and Management	Optional	-	100	-	100
MC 216	Project Planning & Control	Optional	-	100	-	100
MC 217	Merchant Banking & Financial Services	Optional	-	100	-	100
<b>Optional Group-II</b>						
MC 221	International Business Environment	Optional	-	100	-	100
MC 222	Advertising & Sales Management	Optional	-	100	-	100
MC 223	Services Marketing	Optional	-	100	-	100
MC 224	International Marketing	Optional	-	100	-	100
MC 225	Human Resource Management	Optional	-	100	-	100
MC 226	Marketing Research	Optional	-	100	-	100
MC 227	Strategic Management	Optional	-	100	-	100
MC 228	Foreign Trade Policy & Procedures	Optional	-	100	-	100
	Viva-voce	Compulsory	-	50	-	50

### M.Phil

**Course Name**

M.Phil

**Course Type**

PG

**Exam Scheme**

Annual

**Duration**

1 Year

Paper Code	Paper Name	Paper Type	Paper Remarks	Max. Marks	Internal Marks	External Marks
A 1	Research Methodology & Statistical Methods <i>Select any one options</i>	Compulsory	-	100	20	80
B 1	<b>Personal Management &amp; Industrial Relations</b> i) Human Resource Management ii) Industrial Relations and Collective Bargaining iii) Social Security & Labour Legislation	Optional	-	100	20	80
B 2	<b>Marketing</b> i) Contemporary Marketing ii) Marketing Research iii) International Marketing	Optional	-	100	20	80
B 3	<b>Accounting &amp; Finance</b> i) Accounting Theory ii) Financial Management iii) Investment & Portfolio Management	Optional	-	100	20	80

B 4	<b>International Business</b>	Optional	-	100	20	80
	i) Indian Foreign Trade & Procedures					
	ii) International Management					
	iii) International Marketing					

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**MIB****Course Name** MIB

Course Type PG

**Exam Scheme** Semester**Duration** 2 Years

<b>Paper Code</b>	<b>Paper Name</b>	<b>Paper Type</b>	<b>Paper Remarks</b>	<b>Max. Marks</b>	<b>Internal Marks</b>	<b>External Marks</b>
MIB 101	Business Policy & Strategic Management	Compulsory	-	100	30	70
MIB 102	Business Environment	Compulsory	-	100	30	70
MIB 103	Business Economics	Compulsory	-	100	30	70
MIB 104	Introduction to Accounting & Finance	Compulsory	-	100	30	70
MIB 105	Marketing Management	Compulsory	-	100	30	70
MIB 106	Foreign Trade Policy	Compulsory	-	100	30	70
MIB 201	Statistical Analysis	Compulsory	-	100	30	70
MIB 202	Global Business Environment	Compulsory	-	100	30	70
MIB 203	International Marketing Research	Compulsory	-	100	30	70
MIB 204	Management Accounting	Compulsory	-	100	30	70
MIB 205	International Marketing I	Compulsory	-	100	30	70
MIB 206	Computer Applications in Business	Compulsory	-	100	30	70
MIB 301	Foreign Trade Procedures and Documentation	Compulsory	-	100	30	70
MIB 302	International Marketing –II	Compulsory	-	100	30	70
MIB 302	International Marketing Logistics	Compulsory	-	100	30	70
MIB 304	International Business Strategy	Compulsory	-	100	30	70
MIB 305	E-Commerce	Compulsory	-	100	30	70
MIB 306	Summer Training Report	Compulsory	-	100	-	100
MIB 401	Multinational Financial Management	Compulsory	-	100	30	70
MIB 402	Management Information System	Compulsory	-	100	30	70
MIB 403	Comparative International Management	Compulsory	-	100	30	70
MIB 404	Import-Export Management	Compulsory	-	100	30	70
MIB 405	International Business Laws	Compulsory	-	100	30	70
MIB 406	Project Report	Compulsory	-	100	-	100

**MMT****Course Name** MMT

Course Type PG

**Exam Scheme** Semester**Duration** 2 Years

<b>Paper Code</b>	<b>Paper Name</b>	<b>Paper Type</b>	<b>Paper Remarks</b>	<b>Max. Marks</b>	<b>Internal Marks</b>	<b>External Marks</b>
MMT 101	Fundamentals of Management & Organizational Behaviour	Compulsory	-	100	30	70
MMT 102	Business & Marketing Environment	Compulsory	-	100	30	70
MMT 103	Managerial Economics	Compulsory	-	100	30	70
MMT 104	Business Statistics	Compulsory	-	100	30	70
MMT 105	Accounting for Marketing Decisions	Compulsory	-	100	30	70
MMT 106	Principles of Marketing	Compulsory	-	100	30	70
MMT 201	Strategic Management	Compulsory	-	100	30	70
MMT 202	Sales Management	Compulsory	-	100	30	70
MMT 203	Product & Brand Management	Compulsory	-	100	30	70
MMT 204	Marketing Research	Compulsory	-	100	30	70
MMT 205	Advertising Management	Compulsory	-	100	30	70
MMT 206	Retailing & Logistics Management	Compulsory	-	100	30	70
MMT 301	Global Marketing	Compulsory	-	100	30	70

MMT 302	Information Technology & E-Commerce	Compulsory	-	100	30	70
MMT 303	Consumer Behaviour	Compulsory	-	100	30	70
MMT 304	Strategic Marketing Management	Compulsory	-	100	30	70
MMT 305	International Business Environment	Compulsory	-	100	30	70
MMT 306	Summer Training Report & Viva-Voce	Compulsory	-	100	-	100
MMT 401	Industrial Marketing	Compulsory	-	100	30	70
MMT 402	Rural Marketing	Compulsory	-	100	30	70
MMT 403	Services Marketing	Compulsory	-	100	30	70
MMT 404	Advertising & Media Research	Compulsory	-	100	30	70
MMT 405	Direct Marketing & Customer Relationship	Compulsory	-	100	30	70
MMT 406	Project Report & Viva-Voce	Compulsory	-	100	-	100

### MFC

**Course Name** MFC

**Course Type** PG

**Exam Scheme** Semester

**Duration** 2 Years

Paper Code	Paper Name	Paper Type	Paper Remarks	Max. Marks	Internal Marks	External Marks
MFC 101	Management Concepts & Organizational Behaviour	Compulsory	-	100	30	70
MFC 102	Business Environment	Compulsory	-	100	30	70
MFC 103	Managerial Economics	Compulsory	-	100	30	70
MFC 104	Statistical Analysis	Compulsory	-	100	30	70
MFC 105	Financial Management	Compulsory	-	100	30	70
MFC 106	Introduction to Accounting	Compulsory	-	100	30	70
MFC 201	Accounting for Managerial Decisions	Compulsory	-	100	30	70
MFC 202	Fundamentals of Computer Applications	Compulsory	-	100	30	70
MFC 203	Financial Institutions and Markets	Compulsory	-	100	30	70
MFC 204	Corporate Laws	Compulsory	-	100	30	70
MFC 205	Investment Management	Compulsory	-	100	30	70
MFC 206	Security Market Operations	Compulsory	-	100	30	70
MFC 301	Fund Management of Banking & Insurance Companies	Compulsory	-	100	30	70
MFC 302	Marketing of Financial Services	Compulsory	-	100	30	70
MFC 303	Portfolio Management	Compulsory	-	100	30	70
MFC 304	Merchant Banking & Financial Services	Compulsory	-	100	30	70
MFC 305	Income Tax Law	Compulsory	-	100	30	70
MFC 306	Summer Training Report	Compulsory	-	100	-	100
MFC 401	Project Planning & Control	Compulsory	-	100	30	70
MFC 402	Strategic Financial Management	Compulsory	-	100	30	70
MFC 403	Multinational Financial Management	Compulsory	-	100	30	70
MFC 404	Corporate Tax Planning	Compulsory	-	100	30	70
MFC 405	E-Commerce	Compulsory	-	100	30	70
MFC 406	Project Report	Compulsory	-	100	-	100

### PGDRLM

**Course Name** PGDRLM

**Course Type** PG Diploma

**Exam Scheme** Semester

**Duration** 1 Year

Paper Code	Paper Name	Paper Type	Paper Remarks	Max. Marks	Internal Marks	External Marks
PGDRLM 101	Marketing Management	Compulsory	-	100	20	80
PGDRLM 102	Marketing & Legal Environment	Compulsory	-	100	20	80

PGDRLM 103	Retail Management	Compulsory	-	100	20	80
PGDRLM 104	Retail Marketing & Consumer Behaviour	Compulsory	-	100	20	80
PGDRLM 105	Marketing Research & Statistics	Compulsory	-	100	20	80
PGDRLM 106	Principles of Management	Compulsory	-	100	20	80
PGDRLM 201	Retail Merchandising	Compulsory	-	100	20	80
PGDRLM 202	Logistics & Supply Chain Management	Compulsory	-	100	20	80
PGDRLM 203	Advertising and Personal Selling	Compulsory	-	100	20	80
PGDRLM 204	Services Marketing and Customer Relationship Management	Compulsory	-	100	20	80
PGDRLM 205	Strategic Management	Compulsory	-	100	20	80
PGDRLM 206	Managerial Economics	Compulsory	-	100	20	80
PGDRLM 207	Research Project	Compulsory	-	100	-	100
PGDRLM 208	Viva-Voce	Compulsory	-	50	-	-

### Facilities

Library	:	Well equipped library with over 3500 latest books and 10 Journals
Teaching Labs	:	The Department has a computer lab of 15 computers with internet facilities. Five senior faculty members have also been provided personal computers with internet.
Others Facilities	:	One Seminar Hall

## Placement Cell

**Placement information for the year 2005-06:-** 17 students were recruited through campus interview. The Companies visited the departments include Bajaj Alliance (Insurance), Kotak Mahendra (Insurance), Reliance Info Com, Karnal Agricultural Implements limited (KAIL).

## Information on Seminar & Conferences organized by the Department (2006-07)

A National Seminar is to be organized by the Department of Commerce on Saturday, 17<sup>th</sup> March 2007.

## Information on ongoing Research Activities (Projects)

Topic Name	Incharge	Date From	Date To
Financial Derivatives and Stock Market Volatility	Prof. R.K. Mittal	01.01.2005	31.12.2007

## Information on Achievement

### Achievement Area

### Achievement Details

1. Placement/JRF/NET
  - The students of the Department have won laurels at several platforms. More than 18 students have qualified JRF/NET/SLET examination. Those pursuing a professional career in the industry have risen to senior position such as Vice Presidents, Country Managers, etc. of leading multi-national companies.
2. DRS
  - The significant achievement of the Department is that it had been sanctioned a grant of Rs. 38 lakh by the UGC under the DRS programme. Acknowledging the achievements of the Department, an extension of two years of the DRS programme was granted by the UGC. The Department expects the sanction of UGC grant for the second phase of SAP. This special assistance provided by the UGC has greatly contributed to the teaching and research pursuits of the Department.