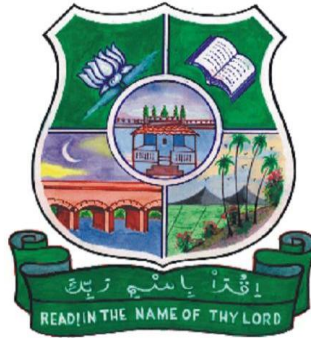


**HAJEE KARUTHA ROWTHER HOWDIA COLLEGE (AUTONOMOUS)**

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with “A” Grade by NAAC, Bangalore

**Uthamapalayam - 625 533**



**DEPARTMENT OF COMMERCE**

**MASTER OF COMMERCE**

**SYLLABUS**

**Effective from the Academic Year 2013 - 2014**

Subject Code	Name of the subject	Hrs P.W	Internal Marks	External Marks	Total Marks	No. of Credit
<b>SEMESTER I</b>						
13PCRC11	Business Environment	6	25	75	100	4
13PCRC12	Financial Markets and Services	6	25	75	100	4
13PCRC13	Management Concepts	6	25	75	100	4
13PCRC14	Advanced Financial Accounting	6	25	75	100	5
13PCRE11	Advanced Business Statistics	6	25	75	100	5
Total credit in I semester						22
<b>SEMESTER II</b>						
13PCRC21	Customer Relationship Management	6	25	75	100	4
13PCRC22	Advanced Cost Accounting	6	25	75	100	5
13PCRC23	International Marketing	6	25	75	100	4
13PCRC24	Human Resource Management	6	25	75	100	5
13PCRE21	Quantitative Technique for Management	6	25	75	100	4
Total credit in II semester						22
<b>SEMESTER III</b>						
13PCRC31	Investment Management	6	25	75	100	4
13PCRC32	Advanced Management Accounting	6	25	75	100	5
13PCRC33	Advanced Corporate Accounting	6	25	75	100	5
13PCRE31	Direct Taxes (E)	6	25	75	100	5
13PCRN31	Insurance Management (NME)	6	25	75	100	4
Total credit in III semester						23
<b>SEMESTER IV</b>						
13PCRC41	Financial Management	6	25	75	100	5
13PCRC42	Research Methodology	6	25	75	100	4
13PCRC43	Retail Management	6	25	75	100	4
13PCRE41	Entrepreneurship Management	6	25	75	100	5
13PCRN41	Project	6	25	75	100	5
Total credit in IV semester						23
<b>Total hours and credits</b>		<b>120</b>				<b>90</b>

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC11</b>
<b>Semester : I</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core I</b>	<b>No. of Credits : 4</b>

Title of the Paper: BUSINESS ENVIRONMENT

**UNIT – 1**

Meaning and Important of the study of Business Environment – External factors affecting business – Economic, Political, Legal, Social, Competitive, Ecological and Technological factors, SWOT Analysis.

**UNIT – 2**

Industrial Policies since Independence – Recent changes in Industrial Licensing System – IDR Act, 1951 – Privatisation of Public Sector Undertakings – Forms of Privatisation – Arguments for and against privatization.

**UNIT – 3**

Industrial Sickness – Definition – Causes – Sick Industrial Companies (Special Provisions) Act, 1985 – BIFR – Reference to BIFR – Inquiries and Schemes. Small Scale Sector – Definition – Problems of Small Scale Industries – Incentives to Small Scale Sector – Industrial Sickness in Small Scale Sector.

**UNIT – 4**

Consumer Protection Act, 1986 – Consumer Rights – Consumer Protection Councils – Three tier structure of grievances redressal machinery – their composition – Jurisdiction – procedure on admission of complaint.

Social Responsibility of business – Dimensions of social responsibilities – Arguments for and against social responsibility of business – Social Audit.

**UNIT – 5**

Foreign Private Investment – Forms – Merits and Demerits – Government Policy on Foreign Capital – Multinational Corporations in India. SEBI – Functions – Guidelines relating to New Issues – Right Issue – Bonds shares and debentures.

**BOOKS RECOMMENDED**

Pailwar – Economic Environment of Business; PHI Learnig, Delhi.

W.F.Gluck – Business Policy and Strategic Management, Tata Mc Graw Hill.

K.Chidambaram and V.Alagappan – Business Environment, Vikas Publishers.

Francis Cherunilam – Business Environment, Himalaya Publishers.

George A.Steiner & John F. Steiner – Issues in Business and Society, Universal Law.

K.Aswathappa – Essentials of Business Environment, Himalaya.

The Sick Industrial Companies (Special Provisions) Act, 185 – Law Publishers (India) Pvt. Ltd.

The Consumer Protection Act, 1986 – Bare Acts with short notes, Universal Publishing company.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC12</b>
<b>Semester : I</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core II</b>	<b>No. of Credits : 4</b>

Title of the Paper: FINANCIAL MARKETS AND SERVICES

**UNIT – 1**

Financial System – Meaning, Structure, components and services – its importance in the development of economy.

**UNIT – 2**

Money Market – Call money market – Treasury bills market – Discount market – Government securities market – Market for commercial paper and certificate of deposits – Global depository receipts.

**UNIT – 3**

Share Market – Stock Exchange – organization and functions, listing of securities, trading in stock exchanges – On-line trading of shares – E-shares. New issues market – Initial Public Offering – meaning, procedures and guidelines.

**UNIT – 4**

Merchant Banking – meaning, functions and services of merchant banks – Guidelines of RBI and SEBI. Mutual Funds – meaning, importance and types – guidelines – mutual funds in India. Venture Capital – concept, features and importance – Guidelines – Indian scenario.

**UNIT – 5**

Factoring and Forfaiting – meaning and importance – factoring vs discounting – factoring in India – Factoring vs Forfaiting – advantages and limitation. Securitization of Debt – meaning, workings and benefits – securitization vs factoring – securitization in India. Depository system – meaning, functions and advantages – Depository system in India.

**BOOKS RECOMMENDED**

- Gomez – Financial markets, Institutions and Financial Services; PHI Learning, Delhi.  
 Bholey, L.M – Financial Markets and Institutions, 2006.  
 Khan, M.Y – Indian Financial Theory and Practice.  
 Gordan. E & Natarajan.K – Emerging Scenario of Financial Services.  
 Balsya, K.N – Financial Administration in India.  
 Srivastava, R.M – Management of Indian Finance.  
 Paul – Management of Banking and Financial Services, 2008, Pearson Education, Delhi.  
 Mishkin – Financial Markets and Institutions, 5/e, 2008 Pearson Education, Delhi 1692.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC13</b>
<b>Semester : I</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core III</b>	<b>No. of Credits : 4</b>

Title of the Paper:MANAGEMENT CONCEPTS

**UNIT – 1**

Nature and Process of Management: Management as Science, Art and Profession; Manager and Environment; System Approach to Management; Responsibilities of Management; The Social Responsibility of Managers; Ethics in Managing.

**UNIT – 2**

Planning: Principles of Planning, Types of Plans, Steps in Planning, Limitations of Planning; Objectives.

Strategic Planning Process, Major Kinds of Strategies, Implementation of Strategies, SWOT Analysis, Business Portfolio Analysis – BCG Matrix, GE Business Screen.

Decision Making: Models and Techniques, Management by objectives, policy formulation.

**UNIT – 3**

Organizing: Organization Structure and Design, Span of Management, Delegation and Decentralization; Line and Staff Organization; Effective organizing and organizational culture.

Staffing: System approach to human resource management; Selection; Selection process, techniques and instruments.

**UNIT – 4**

Directing – Importance of Directing Leading: Managing the human factor; Motivation Techniques, Leadership Styles, Communication process.

Controlling: Process of Control, Prerequisites of controlling systems, and Methods of control.

**UNIT – 5**

Organizational Behaviour – Motivation – Perception – Organizational Development and Changes.

**BOOKS RECOMMENDED**

Govindarajan and Natrajan – Principles of Management - PHI Learning, Delhi.

Harold koontz and Heinz Weirich, 1990 Essentials of Management, 5<sup>th</sup> Edn., McGraw Hill International.

Stonier & Wankel, Management, Prentice Hall India, New Delhi.

Peter F. Drucker, Practice of Management, Pan Books, London.

Stephen P.Robbins and David A. Decenzo, 2001 Fundamentals of Management, 3<sup>rd</sup> Edn., Pearson Education Asia.

Business Policy and Strategy by Gluack.

Basic Management Skills for all E.H.Mc Grath S.J. 6<sup>th</sup> Edn.,

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC14</b>
<b>Semester : I</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core IV</b>	<b>No. of Credits : 5</b>

Title of the Paper: ADVANCED FINANCIAL ACCOUNTING

**UNIT – 1**

Accounting – Financial Information System – Generally accepted Accounting principles, Convention and Postulates, Accounting Standards - Indian and International –IFRS- Critical review of Accounting principles and concepts.

**UNIT – 2**

Accounting Problems related to Non-Trading Concerns – Preparation of accounts from incomplete records.

**UNIT – 3**

Branch and Departmental Accounts (including Foreign Branches) - Hire purchase and Installment Purchase Systems.

**UNIT – 4**

Insolvency Accounting (Individuals and Firms) – Voyage Accounting – Investment Accounting – Insurance claims – Average clause policy – Loss of profit policy.

**UNIT – 5**

Accounting Problems related to Admission, Retirement and death of a partner dissolution and amalgamation of Firms – Sale to a Company.

**BOOKS RECOMMENDED**

Narayanaswamy – Financial Accounting – 4<sup>th</sup> Edition - PHI Learning, Delhi.  
 Shukla & Grewal – Advanced Accounts, 2008, S.Chand publications, Delhi.  
 R.L.Gupta - Advanced Accounting, 2007, Sultan Chand, Delhi.  
 Gupta - Financial Accounting for Management, 3/e, 2008, Pearson Edn, Delhi.  
 N.Vinayakam & Charumathi - Financial Accounting, 2006, S.Chand, Delhi.  
 Arulanandam & Raman - Advanced Accounting, 2007, Himalaya Publishing.  
 Jain & Narang - Advanced Accounting, 2007, Kalyani Publishers.  
 Reimers – Financial Accounting, 2008, Pearson Education, Delhi.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRE11</b>
<b>Semester : I</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Elective - I</b>	<b>No. of Credits : 5</b>

Title of the Paper: ADVANCED BUSINESS STATISTICS

**UNIT – 1**

Correlation Analysis – Simple and Multiple - Regression Analysis - Simple and Multiple

**UNIT – 2**

.Analysis of Time series – Estimating the linear trend. Cyclical variations – Seasonal variations trend analysis – Application of time series analysis to forecasting.

**UNIT – 3**

Probability Analysis - Discrete probability distribution – Binomial and Poisson - Continuous Probability Distribution – Normal Distribution.

**UNIT – 4**

Hypotheses – Testing Hypotheses regarding proportion and difference between two proportions – Concerning the value of the population mean – Difference between two means using normal distribution – ‘t’ test distribution.

**UNIT – 5**

The Chi-Square Test as a hypothesis testing procedure, Goodness of fit test – testing the independence of two variables. F test and analysis of variance.

**BOOKS RECOMMENDED**

Pal and Sarkar – Statistics concepts and applications - PHI Learning, Delhi.

Gupta S.P- Statistical Methods, 2008, Sultan Chand Publishers.

Kazmier - Business Statistics, 2006, Schman Series – Mc Graw Hill.

Sanchetti and Kappoor - Advanced Statistical Methods , 2008, Sultan Chand.

Croxton, Cowden & Klein - Applied General Statistics ,Prentice Hall.

John E. Freund’s – Mathematical Statistics with Applications, 2008, Pearson Education, Delhi

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC21</b>
<b>Semester : II</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core V</b>	<b>No. of Credits : 4</b>

Title of the Paper: CUSTOMER RELATIONSHIP MANAGEMENT

**UNIT – 1 Introduction to CRM**

Meaning – Need – Nature – Importance of CRM – Reasons for loss of customers – Strategies to prevent defection and recover lapsed customers – CRM process – CRM and Marketing organization.

**UNIT – 2 Implementation of Customer Relationship Management**

Strategies for Building relationship – CRM and Competitors, Cost Supply Chain, Employees, Partnership with customers – organizing customer clubs – Complaints monitoring cell – Implementing CRM – Customer Acquisition – Inputs – Requisites for effective acquisition – Attention on adoption process.

**UNIT – 3 Customer Interaction Management**

Routes to CIM – Factors influencing CIM – Electronic Data Interchange (EDI) – Specific skills for CIM – Customer Retention – Need – Approaches – Stages of Retention in the customer life cycle.

**UNIT – 4 e-CRM**

Evolving e-CRM – CRM vs e-CRM – Need to move to online CRM – Basic Requirements of e-CRM – e-CRM features – Future of e-CRM.

**UNIT – 5 Enterprise Resource Planning**

ERP – Meaning – Characteristics – Benefits – Disadvantages – ERP and modern enterprise – CRM – ERP integration – Impact of ERP on vendors, companies and customers.

**BOOKS RECOMMENDED**

- Rai – Customer Relationship management[Concepts and Cases] - PHI Learning, Delhi.  
 Alexis Leon, 2005, Enterprise Resource Planning, Tata Mc Graw Hill Publications company, Ltd., New Delhi.  
 Anderson, Kristin, Kenr, Carol, 2003, Customer Relationship Management, Tata Mc Grow Hill Publications Pvt Ltd., New Delhi.  
 Gosney Roberts, Phillips, 2003, Customer Relationship Management, Prentice Hall of India.  
 Graham Roberts, Phillips, 2003, Customer Relationship Management, Viva Books Pvt Ltd., Chennai.  
 Marlin Stone Neil Woodcoch & Liz Madhtyngar, 2004, Customer Relationship Management, Guest Publishing house, New Delhi.  
 Peeru Mohamad.H & Sagadevan. A, 2002, CRM, Vikhas Publishing House Pvt Ltd, Chennai.  
 Sheth, Jagdish.N. Parvatiyar, Atul, Shanesh.G, 2003, Customer Relationship Management Emerging Concepts, Tata McGraw Hill Publications Pvt Ltd, New Delhi.



<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC22</b>
<b>Semester : II</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core VI</b>	<b>No. of Credits : 5</b>

Title of the Paper: ADVANCED COST ACCOUNTING

**UNIT I**

Cost Control and Cost Reduction - Value analysis - Areas of Cost Reduction – Techniques of Cost Reduction

**UNIT II**

Job Costing – features - Batch Costing – Economic Batch Quantity - Contract Costing - features – Escalation Clause – Cost plus contract - Profit on incomplete contracts – work-in progress

**UNIT III**

Unit or Output Costing – features – collection of costs - Cost Sheet – production account – Tenders or Quotations – Scrap - Defective

**UNIT IV**

Service Costing – Meaning – Transport Costing – Boiler House Costing – Power House Costing – Canteen Costing – Hospital Costing

**UNIT V**

Process Costing – Process Costing Vs Job Costing – Features – Costing Procedure – Losses and Gains in Process – Normal Loss – Abnormal Loss – Abnormal Gain – By-Product – Joint Product – Equivalent Production

**BOOKS RECOMMENDED**

- .S.N.Pillai & V.Bagavathi - Cost Accounting, S. Chand & Company Ltd., New Delhi.
- S.P. Jain & K.L. Narang - Cost Accounting Principles and Practice, Kalyani Publishers, New Delhi.
- S. N. Maheswari - Cost Accounting — Sultan Chand & Sons, New Delhi.
- S. P. Iyengar - Cost Accounting – Sultan Chand & Sons, New Delhi

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC23</b>
<b>Semester : II</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core VII</b>	<b>No. of Credits : 4</b>

Title of the Paper: INTERNATIONAL MARKETING

**UNIT – 1**

International Marketing – Nature and Scope – Barriers to International Marketing – Export and Import Procedures – Foreign Trade Development and Regulations Act 1992.

**UNIT – 2**

Balance of Trade and Balance of Payments with special reference to India – Foreign Exchange Control – India's recent foreign trade policy.

**UNIT – 3**

International Economic Institutions – WTO – UNCTAD – International Marketing Institutions in India – STC, MMTC, ECGC – Export Finance – EXIM Bank – Trade Fairs – Production for Exports – Quality Control – Special Packaging requirements – Incentives, Export Promotion – EPC's, EOU's, TP's, SEZ's, AEZ's, Export Houses and Trading Houses.

**UNIT – 4**

Product Planning and Pricing for Exports – Entry into International Marketing and overseas distribution system, globalization of trade.

**UNIT – 5**

Distribution Logistics for Exports – Management of Risks in International Marketing – Marketing Plan for Exports. Overseas Market Research – New Techniques in International Marketing.

**BOOKS RECOMMENDED**

1. Srivanasan – International marketing - PHI Learning, Delhi.
2. Francis Cherunilam - International Business, Prentice Hall., New Delhi.
3. L.E. Varsheny & B.Bhattacharya – 2005, International Marketing, sultan chand, New Delhi.
4. A.R.Chatterjee – Principles of Foreign Exchange, Himalaya Publishing, Mumbai.
5. H.E.Evitt – A manual of foreign exchange – (Pitman).
6. Rudy Weisweiller – Introduction to Foreign Exchange – (Cambridge).
7. David Leighton – International Marketing.
8. RBI Publications – Bulletins and Annual Reports.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC24</b>
<b>Semester : II</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core VIII</b>	<b>No. of Credits : 5</b>

Title of the Paper: HUMAN RESOURCE MANAGEMENT

**UNIT I**

Nature and scope of HRM – HRM and Personnel Management– Human Resource Planning – meaning and objectives – Process of HRP – Job analysis and Design – Techniques and problems of Job analysis.

**UNIT II**

Recruitment and Selection- Sources- constraints and challenges of recruitment – meaning and process of selection – placement and induction – meaning, objectives and problems – promotion and transfer – purpose and types.

**UNIT III**

Training and development – need, importance and methods – evaluation of training programme – principles of executive development – career planning – benefits and limitations – job evaluation – principles – methods – limitations – performance appraisal – methods – essentials of an effective appraisal system – ethical issues in performance appraisal.

**UNIT IV**

Management of Grievances –causes– steps in grievance handling -Grievance Redressal mechanism – meaning and nature of stress – sources and consequences of stress – stress busting techniques – working environment, quality of working life - principles and techniques of improving QWL.

**UNIT V**

Recent developments in HRM – HR in BPO industry – globalisation and HRM – changing demographics of work force – challenges and tasks of HR managers – Ethical issues in HRM.

**BOOKS RECOMMENDED**

P. Subba Rao – Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House

C. S. Venkata Ratnam & K.Srivastava Personnel Management and Human Resources

P.C. Tripathi – Personnel Management and Industrial Relations –Sultan Chand

B.S. Bhatia &G.S.Batra-Human Resource Management, Deep & Deep Publications

S. S. Khanka - Human Resource Management

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRE21</b>
<b>Semester : II</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Elective II</b>	<b>No. of Credits : 4</b>

Title of the Paper: QUANTITATIVE TECHNIQUES FOR MANAGEMENT

#### UNIT I

Linear Programming – Nature of Linear Programming Problem – Formulation of Linear Programming Problem – Maximization Case – Minimization Case – Assumption under LPP; Solutions of LPP – Graphic Method – Simplex Method.

#### UNIT II

Transportation and Transshipment Problem – Solution to Transportation Problem – Simplex Method – Transportation Method – Transportation Method Transshipment Problem.

#### UNIT III

Assignment and Traveling Salesman Problem – Complete Enumeration Method – Simplex Method – Transportation Method – Hungarian Assignments Method. Constrained Assignment Problem – Unbalanced Assignment Problem – Traveling Salesmen Problem.

#### UNIT IV

Queuing Theory – General Structure – The Mode – Replacement Theory – PERT/CPM.

#### UNIT V

Decision Theory – Pay-off Table – Opportunity to Loss of regrets Table – Decision Rules – Bayesian Decision Rule – Posterior Analysis – Utility Theory.

#### **BOOKS FOR REFERENCE**

1. N.D. Vohra – Quantitative Techniques in Management
2. Gupta and Manmohan – Operations Research and Quantitative Analysis
3. C.R. Kothari – An Introduction to Operations Research
4. Russel L Ackoff Naurice W.Sasienti – Fundamentals of Operations Research
5. T.Lucey – Quantitative Techniques
6. Gupta and Khanna – Quantitative Techniques for Decision Making

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC31</b>
<b>Semester : III</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core Subject IX</b>	<b>No. of Credits : 4</b>

### **Title of the Paper – Investment Management**

#### **Objectives:**

- To impart the learners the basic knowledge of Investment and Investment Management
- To enable the learners to acquire the skills of valuation of securities
- To train the learners about the portfolio management

#### **UNIT I**

Nature and Scope of Investment Management – Organisation and structure of the security market in India – Primary Market – Secondary Market – Derivatives market – Security and Exchange Board of India – Investors protection in the primary and secondary market.

#### **UNIT II**

Security Valuation – Returns – Risk – The Investment Alternatives – Alternative Avenues of Investment.

#### **UNIT III**

Fundamental Analysis – Technical Analysis – Efficient Market Theory.

#### **UNIT IV**

Portfolio management – Portfolio risk and return – Portfolio construction models – Markowitz model – The Sharp Index Model, Capital Assets Pricing Theory and Arbitrage Pricing Theory.

#### **UNIT V**

Portfolio Evaluation – Need and the process of evaluation – Portfolio Revision – Formula Plans.

#### **BOOKS RECOMMENDED**

1. Preeti Singh – Investment Management – Himalaya Publishing House.
2. Punithavathi Pandiyan— Security Analysis and Portfolio Management
3. Avadani - Investment Management
4. Prasanna Chandra - Investment Management, Tata McGraw Hill, New Delhi
5. Elton, Edwin J and Gmber Martin J. – Modern Portfolio Theory & Investment Analysis, Wiley & Sons, 1999
6. Sidney Cottle, Graham & Dadd – Security Analysis, Tata McGraw Hill, 1989  
New Delhi

Note: The question should be asked in the ratio of 60% for problem and 40% theory.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC32</b>
<b>Semester : III</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core Subject X</b>	<b>No. of Credits : 5</b>

**Title of the paper – Advanced Management Accounting**

**Objectives**

- To impart the learners the basic knowledge of Management Accounting
- To enable the learners to acquire skills of analyzing and interpreting financial statements
- To impart the learners the knowledge on the tools used in Management Accounting

**UNIT – 1**

Management Accounting – Nature and scope: Meaning, Definition, objectives of management Accounting – Relationship between cost Financial and management accounting - - Role of management Accountant in the organization. Financial statement Analysis and interpretation: concept, Nature and limitations of Financial statement analysis and interpretation – Tools (comparative Financial statements – common size statements only) – Accounting Ratios classification of ratios: Financial ratios, profitability ratios, Turnover ratios – utility and limitations.

**UNIT - 2**

Statement of changes in Financial position – concept of funds and flow – Funds Flow Analysis – Sources and uses of funds – Construction – Distinction of cash from operating investing and financing Activities – Constructions of funds flow statement – Cash Flow Analysis – Distinction of cash from operating investing and financing Activities – Construction of cash flow statement (as per AS3).

**UNIT - 3**

Cos – volume – Profit Analysis: Marginal Costing and profit planning – Break even Analysis – Managerial applications – Decisions involving Alternative choices – Sales Mix , Exploring of new markets, Discontinuance of a product line, Make or Buy decisions, Shut down or continue.

**UNIT – 4**

Standard costing and variance Analysis: Meaning of standard cost Relevance of standard cost for variance Analysis – Computation of Material, Labour, overhead and sales variances.

**UNIT – 5**

Budget and Budgetary Control Forecasting Vs. Budget – Preparation of Functional Budget – Types of budgets – Zero Base Budgeting, Programme Budgeting and Performance Budgeting.

**BOOKS RECOMMENDED**

S.P.Jain & R.L.Narang, Advanced Cost Accounting, 2003, Kalyani Publishers, Ludhiana  
V.S.P.Rao, Cost Accounting, 2006, Vrinda Publications (P) Ltd. Delhi.  
Dutta, Cost Accounting: Principles and Practice, 2008, Pearson Education, Delhi.  
B.M.Lall Nigam, Cost Accounting Principles and Practices, Hemalaya.  
J.Made Gowda, Advanced Cost Accounting, 2005/ latest, Himalaya.  
B.S.Khanna, I.M.Pandey, Practical Costing, S.Chand Co., Ltd., New Delhi.  
Dr. S.N.Maheswari, Advanced Cost Accounting, 2008, Sultan Chand, New Delhi.  
Atkinson, Management Accounting, 2008, 5<sup>th</sup> Edition, Pearson Education, Delhi.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC33</b>
<b>Semester : III</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core Subject XI</b>	<b>No. of Credits : 5</b>

**Title of the paper –Advanced Corporate Accounting**

**Objectives**

- To develop the skill of learners in preparing Joint Stock Company accounts and during Amalgamation, Absorption and Reconstruction of companies
- To develop the skill of learners in preparing accounts of Banking, Insurance and Holding companies

**UNIT – 1**

Preparation of Final Accounts of Companies – Corporate Reporting – Objectives – Disclosure Requirements and Evaluation of Disclosure Practices in Financial Reporting.

**UNIT – 2**

Amalgamation, Absorption; Reconstruction of Companies, alteration of Capital, Liquidation of companies. Valuation of Goodwill and shares.

**UNIT – 3**

Banking and Insurance Companies – Final accounts and schedules. Electricity companies including double accounts.

**UNIT - 4**

Accounts of holding companies – Legal provisions – preparation of consolidated profit and loss account and balance sheet.

**UNIT – 5**

Accounting for price level changes with special reference to General purchase power and current cost accounting. Accounting for leases and human resources – Financial and operating leases principles and practices of Human Resource Accounting – Some case studies in India.

**BOOKS RECOMMENDED**

1. Agarwal, A.N – Higher Science of Accountancy, 2003 (Allahabad, Kitab Mahal).
2. Arulanandam & Raman – Advanced Accountancy, 2006 (Himalaya Publishing House).
3. Shukla and Grewal – Advanced Accounts, 2005, ( S.Chand, Delhi).
4. Jain & Narang – Advanced Accountancy, 2005 (Kalyani Publishers, Ludiana).
5. R.L.Gupta – Advanced Accounting, 2006 (Sultan Chand).
6. Anthony, R.N – Management Accounting – Text & Cases.
7. M.L.Josin – Leasing in India.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRE31</b>
<b>Semester : III</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Elective Subject III</b>	<b>No. of Credits : 5</b>

**Title of the paper – Direct Taxes**

**Objectives**

- To enable the learners to be familiar with the various terminologies of in Income Tax Act
- To develop the skill of the learners in the computation of taxable income from Salary, House Property, Profits from Business or Profession
- To train the learners in the computation of taxable income of individuals, HUF, partnership firm and company.

**UNIT I**

Income Tax Act 1961- definition – basic of charge – residential status – capital and revenue receipts – exempted income

**UNIT II**

Computation of Taxable Income under various heads - Salaries, Income from House property – profits and Gains from Business and Profession – capital gains – income from other sources

**UNIT III**

Clubbing of income – set off and carry forward of losses – deductions from gross total income

**UNIT IV**

Assessment of individuals, HUF, partnership firm and company

**UNIT V**

Procedure for assessment- authorities of income tax – penalty and revision

Wealth Tax Act, 1957

**BOOKS RECOMMENDED**

1. Singhania, V. and Singhavia, M., Students' guide to Income Tax, Taxmann
2. Lal & Vashist, Income Tax and Central Sales Tax, Pearson
3. Ahuja & Gupta, Systematic Approach to Income Tax, Bharat
4. Bagavathi Prasad, Income Tax,
5. Dr. H.C. Mehrotra, Income Tax Law & Accounts, Sahitya Bhawan Publications, Agra.



<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRN31</b>
<b>Semester : III</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Non Major Elective Subject I</b>	<b>No. of Credits : 4</b>

### Title of the paper –Insurance Management

#### Objectives:

- To provide the learners with basic knowledge of Insurance Management
- To enable the learners to know the different types and classification of Insurance

#### UNIT I

Definition, Nature and Evolution of Insurance – Functions and need for insurance – Principles of insurance – Kinds of insurance – Insurance contract. General insurance.

#### UNIT II

Nature of Life Insurance Contract – Classification of policies – Annuities – Selection of risk – Measurement of risk and Mortality table.

#### UNIT III

Calculation of premium – Life fund and investment of funds – Surrender value – Valuation and Surplus – Claims under life policies.

#### UNIT IV

Marine Insurance – Classification of marine insurance – Elements of marine insurance contract – Marine losses – Measure of indemnity – Payment of claims.

#### UNIT V

Fire insurance contract – Kinds of policies – Policy conditions – Rate fixation in fire insurance – Payment of fire claims – Miscellaneous insurance contracts: Motor insurance, Burglary and Personal accident insurance.

#### BOOKS RECOMMENDED

1. M.N. Mishra, Insurance Principles and Practice, S.Chand & Co., New Delhi.
2. D.C. Srivastava and Shashank Srivastava, Indian Insurance Industry – Transition and prospects, New Century Publications, Delhi.
3. Taxmann's Insurance Law Manual with IRDA Circulars & Notifications, Taxmann Allied Services Pvt. Ltd., New Delhi.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC41</b>
<b>Semester : IV</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core Subject XII</b>	<b>No. of Credits : 5</b>

### **Title of the paper – Financial Management**

#### **Objectives:**

- To provide the learners with basic knowledge of Financial Management
- To enable the learners to acquire skills in analysing capital structure, leverages, working capital management
- To impart the learners the knowledge on the dividend and dividend policy

#### **UNIT I**

Financial Management: Meaning, Definition and Functions Scope – Objectives – Key activities of Financial Management – Organisation of Finance Section – An Outline of financial Systems in India.

#### **UNIT II**

Capital Budgeting – Principles and Techniques – Pay back method – Discounted Cash Flows Method (DCF) – Time Adjusted (TA) – Techniques – Present Value (PV) - Net Present Value (NPV) Method – Internal Rate of Return (IRR) Method – Average Rate of Return – Technical Value Method.

Analysis of Risk and Uncertainty – Definition of Risk – Sensitivity Analysis – risk evaluation approaches – Risk Adjusted Discount Approach – Probability distribution approach – Decision Tree Analysis.

#### **UNIT III**

Working Capital Management \_ Permanent and temporary working capital – Changes in working capital – Determinants of working capital – Computation of working capital – working capital financing – receivables management – credit policies – credit terms- collection policies.

#### **UNIT IV**

Cost of capital – Definition – Importance – Assumptions – Explicit and Implicit costs – Measurement of specific cost – cost of equity – cost of debt – cost of retained earnings – cost of preference shares – computation of overall cost of capital – Capital Structure – Factors influencing financial decisions – Methods of financing – Theories of capital structure – capital gearing – Financial Leverage and Operating Leverage.

#### **UNIT V**

Dividend and Dividend Policy – Meaning, classification and sources of dividend – Factors influencing dividend policies – Theories of dividend decisions – Irrelevance and relevance theory – Generally accepted dividend policies.

#### **BOOKS RECOMMENDED**

1. Van Horne – Financial Management and Policy, 2005, Pearson Education, Delhi.
2. Khan & Jain - Financial Management, 2006, Tata Mc Graw Hill.
3. Pandey, I.M., - Financial Management, 2005, Vikas Publishers.
4. Prasanna Chandra - Financial Management, 2005, Tata Mc Graw Hill.
5. Ravi M. Kishore - Financial Management, 2006, Taxmann Publishing Ltd.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC42</b>
<b>Semester : IV</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core Subject XIII</b>	<b>No. of Credits : 4</b>

**Title of the paper – Research Methodology**

**Objectives:**

- To develop acquaintance about the research methods used
- To inculcate the skills to formulate tools and techniques in research
- To prepare the students of design appropriate research report

**UNIT I**

Research – Definition – Objectives – Types: Pure, applied – Methods: Case Study, Survey – Research Problem – Definition, essentials, Sources – Research Design – Meaning, steps and significant.

**UNIT II**

Sampling – Meaning, steps criteria – Methods – Sampling error – Hypothesis – Concepts, steps, sources – Testing of Hypothesis – Chi-square test, ‘t’ test, ‘z’ test and ‘f’ test – Limitations.

**UNIT III**

Data Collection – Primary – Sources techniques – Observation – Interview types, essentials and limitations – Questionnaire & Schedule – Designing – Reliability & Validity – Scaling technique – Pre-testing – Pilot study.

**UNIT IV**

Data Processing: Meaning, steps – interpretation – Analysis of data – Types of Analysis – Tools of analysis – Correlation-regression, Multivariate analysis.

**UNIT V**

Report writing – Meaning, target groups – Format – steps in writing – Introduction to Areas of Research.

**Text Book :**

Research Methodology: C.R.Kothari, Sulthan Chand & Sons, New Delhi.

**Reference Books:**

1. Methods of Social Survey and Research : S.R Bajpai, Kitab Ghar, Kanpur.
2. Research in Social Sciences : Pattenshetti, Sultan Chand & Sons, New Delhi.
3. Thesis and Assignment writing : Anderson J.Berry & Poole.M

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRC43</b>
<b>Semester : IV</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Core Subject XIV</b>	<b>No. of Credits : 4</b>

### **Title of the paper – Retail Management**

#### **Objectives:**

- To impart the learners the importance of Retail management
- To make the learners aware of the changing face of retailing and retail consumer behaviour

#### **UNIT I**

Role and relevance of Retailing – Introduction – Retail Industry in India – Characteristics – Functions – Categories of Retailers – Retailing Channels Abroad and in India – Franchising – Multi level marketing – The changing face of retailing.

#### **UNIT II**

Retail Customer – consumer behaviour – factors affecting consumer decision making – Stages of consumer decision- influence of situational variables on shopping behaviour – Indian shoppers.

#### **UNIT III**

Retail market segmentation – meaning – benefits – segmenting – targeting and positioning – criteria for effective market segmentation – classification of consumer goods – bases for segmentation – customer profile – market segmentation in India.

#### **UNIT IV**

Retail location strategy – importance of location decision- location determining factors – types of retail location – site selection analysis – estimate of store sales – retail location theories – location assessment procedures.

#### **UNIT V**

Product and merchandise management – product management – brand management – merchandise management – model stock plan – constraining factors – types of suppliers – criteria for selection of suppliers.

#### **BOOKS RECOMMEDED**

1. Barry Bermann and Joel R. Evans, 1979, Retail Management – A Strategic Approach, Mecomillan Publishing Co. Inc. New York.
2. Chetan Bajaj, Rajnish Tulli, Nidhj. V. Srivastava, 2005, Retail Management, Oxford University Press, New Delhi.
3. Jain .J.N. and Singh P.P., 2007, Modern Retail Management, Principles and Techniques, Regal Publications, New Delhi.
4. Meenal Dhotre, 2005, Channel Management and Retail Marketing, Himalaya Publishing House, New Delhi.

<b>DEPARTMENT OF COMMERCE (2013-14 Batch Onwards)</b>	
<b>Course : M.Com</b>	<b>Subject Code : 13PCRE41</b>
<b>Semester : IV</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper : Elective Subject</b>	<b>No. of Credits : 5</b>

### **Title of the paper – Entrepreneurship Development**

#### **Objectives:**

- To impart the learners the importance of entrepreneurship
- To make the learners aware of Government support to entrepreneurs
- To motivate learners to become entrepreneurs

#### **UNIT – 1**

Entrepreneurship: Meaning, definition and importance – Role of Entrepreneurship in the process of economic development – Entrepreneur Vs Manager. Factors affecting entrepreneurship growth: Economic, social, cultural, personality, psychological and sociological factors. Motivational factors of Entrepreneurship -Women Entrepreneurship.

#### **UNIT – 2**

Entrepreneurship Competencies: Competence – Meaning, components: Knowledge, Skill, traits and motives – Qualities of entrepreneurs – Types of Entrepreneurs – Functions of entrepreneurs – Entrepreneurship culture.

#### **UNIT – 3**

Enterprise Building: ( Starting of a new enterprise) Agencies that help beginners in enterprise building – Steps in enterprise building: Finding out new business idea – Identifying a suitable business opportunity – preliminary evaluation – project formulation – preparation of project report – project appraisal – financial analysis – profitability analysis – social cost benefit analysis.

#### **UNIT – 4**

Entrepreneurship development institutions in India: EDII, NAYE, ITCOT, SIPCOT, TIDCO, SISI, NPC, DIC - Financial assistance to entrepreneurs by IFC, IDBI, ICICI, TIIC and Commercial Banks – Government assistance and subsidies.

#### **UNIT – 5**

Social Entrepreneurship – meaning and definition – social entrepreneurship initiatives in India- socially relevant and sustainable business models – social enterprise in India.

#### **BOOKS RECOMMENDED**

1. Vasanth Desai – Entrepreneurship Development, 2005, Himalaya Publication, New Delhi.
2. Desh Pande, M.U – Entrepreneurship of small scale industries concept, growth management, Deep and Deep publications.
3. Jose Paul N. Ajith Kumar – Entrepreneurship Development, 2003, Himalaya Pub., New Delhi
4. Guidelines for the preparation of feasibility – Govt., of India Planning Commission , New Delhi.
5. Nandan – Fundamentals of Entrepreneurship - PHI Learning, New Delhi.

**DEPARTMENT OF COMMERCE  
(2013-14 Batch Onwards)**

<b>Course : M.Com</b>	<b>Subject Code : 13PCRN41</b>
<b>Semester : IV</b>	<b>No. of Hrs. allotted : 6</b>
<b>Paper :</b>	<b>No. of Credits : 5</b>

**Title of the paper – Project**

Project titles will be allotted by the Research guides (the teachers in the department) in areas related to the courses taught in the previous semesters.

Internal Evaluation	Viva-voice	40 Marks
External Evaluation	--	60 Marks
	Total	100 Marks