

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 2014 - 2015

COMMERCE PG – 2014-15

SEMESTER I

Subject Code	Name of the subject	Hrs P.W	Internal Marks	External Marks	Total Marks	Credit
14PCRC11	Business Environment	6	25	75	100	4
14PCRC12	Management Concepts	6	25	75	100	4
14PCRC13	Advanced Financial Accounting	6	25	75	100	5
14PCRC14	Advanced Cost Accounting	6	25	75	100	5
14PCRE11	Advanced Business Statistics (E)	6	25	75	100	5

SEMESTER II

14PCRC21	Financial Markets and Services	6	25	75	100	4
14PCRC22	Advanced Management Accounting	6	25	75	100	5
14PCRC23	Retail Management	6	25	75	100	4
14PCRC24	Investment Management	6	25	75	100	5
14PCRE21	Resource Management Techniques	6	25	75	100	5

SEMESTER III

14PCRC31	Customer Relationship Management	6	25	75	100	4
14PCRC32	Research Methodology	6	25	75	100	4
14PCRC33	Advanced Corporate Accounting	6	25	75	100	5
14PCRE31	Direct Taxes	6	25	75	100	5
14PCRN31	Insurance Management	6	25	75	100	4

SEMESTER IV

14PCRC41	Human Resource Management	6	25	75	100	4
14PCRC42	Financial Management	6	25	75	100	5
14PCRC43	International Marketing	6	25	75	100	4
14PCRE41	Entrepreneurship Development	6	25	75	100	4
14PCRN41	Project	6	40	60	100	5

	Total Hours and Credits	120				90
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DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC11
Semester : I	No. of Hrs. allotted : 6
Paper : Core Subject I	No. of Credits : 4

Title of the paper – Business Environment

Objectives:

- To enable the learners to know the general business environment
- To impart the knowledge on economic systems and policies affecting business
- To provide the learners the knowledge of major laws relating to business

UNIT 1

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

UNIT II

Industrial Policies and Regulations - Industrial Policy up to 1991 - New Industrial Policy - Public, Private, Joint and Co-operative Sectors - Privatization and Disinvestment - Ways of Privatization - Benefits and Arguments against Privatization - Privatization in India.

UNIT III

Economic Systems – Meaning – Characteristics -Types of economic systems- Capitalism- Socialism-Mixed economy - Economic planning - Nature, Scope and Significance of Economic Planning in India - Achievements and Failures of Economic Planning.

UNIT IV

Consumer Protection Act, 1986 – Competition Act 2002, Information Technological Act, 2000, Right to Information Act, 2005 (Objectives and Main provisions)

Social responsibility of business – Dimensions of social responsibilities – Argument for and against social responsibility of business – Social Audit

UNIT V

Globalisation - Meaning and Dimensions - Features of Current Globalisation – Essential Conditions for Globalisation - Globalisation of Indian business - Foreign Direct Investment - Concept, Advantages, Disadvantages and Determinants- India's policy towards FDI - Multinational Corporation – Meaning - Merits and Demerits - Control over MNCs-MNCs in India.

BOOKS RECOMMENDED

1. Francis Cherunilam –Business Environment
2. C.B.Gupta –Business Environment
3. Gupta.N.S – Multinational Corporations
4. Keith Davis and Robert L.Blomstorm –Business society and Environment
5. Francis E.Merrill –Society and Culture
6. V.A.Avadhani –Investment and Securities markets in Ind

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC12
Semester : I	No. of Hrs. allotted : 6
Paper : Core Subject II	No. of Credits : 4

Title of the paper – Management Concepts

Objectives:

- To help the learners acquiring the basic managerial functions
- To impart the learners to acquire managerial skills
- To groom the learners to be future leaders

Unit I

Nature and process of Management – Management as science, Art and Profession – Manager and Environment – System Approach to Management – Responsibilities of Management – Social Responsibility of Managers – Ethics in Managing.

Unit II

Planning – Principles of Planning – Types – Objectives – Steps in planning – concept of MBO- Strategic Planning Process – Major Kinds of Strategies – Implementation of Strategies TOWS Matrix – Business Portfolio Analysis – BCG Matrix – GE Business Screen. Decision making

Unit III

Organization – meaning and principles - Organization Structure and Design – Span of Management – Delegation – Decentralization – Organizational Culture – Organizational Development.

Unit IV

Staffing – System approach to Human Resource Management – Selection – Process – Techniques – Instruments – Orienting and Socializing new employees.

Unit V

Directing – Importance of Directing; Leading: Managing the human factor. Motivation Techniques – leadership styles – communication process. Controlling: Process of Control, Pre-requisite of Controlling system and Methods of Control.

BOOKS RECOMMENDED

1. Principles of Management – Koontz and O'Donnel –
2. Peter F.Drucker – The practice of Management
3. Stephen Robbins – Management 7th Edition, New Delhi, 2002.
4. Dr.Ravi Kalakota, Marcia & Robinson – E Business Road Map for success.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC13
Semester : I	No. of Hrs. allotted : 6
Paper : Core Subject III	No. of Credits : 5

Title of the paper – Advanced Financial Accounting

Objectives:

- To enable the learners to understand preparation of accounts of trading and non-trading concerns
- To give the learners a practical exposure
- To built confidence among the learners in preparing accounts as a whole

UNIT I

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

UNIT II

Accounting Problems related to Non-trading concerns- preparation of accounts from incomplete records.

UNIT III

Branch and Departmental Accounts (including foreign branches). Hire purchase and instalment purchase system.

UNIT IV

Hire Purchase Accounting – Default and Repossession - Instalment System
Insolvency Accounting (Individual and Firms) – Insurance Claims – Average clause policy – Loss of profit policy.

UNIT V

Accounting problems related to Admission, Retirement and Death of a partner –Dissolution - Amalgamation of firms – sale to a company.

BOOKS RECOMMENDED

1. Shukla & Grewal – Advanced Accounts, 2010. S.Chand, New Delhi.
2. R.L. Gupta & Radhaswamy - Advanced Accounting, Volume 1, 2010, Sultan Chand, New Delhi
3. Jain & Narang – Advanced Accounting, 2010, Kalyani Publishers, Ludhiyana
4. Basu & Das, Advanced Accounting, 2008,
5. S.N. Maheswari, S.K. Maheswari – Advanced Accounting Volume 1, 2010, Vikas Publishers, New Delhi.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC14
Semester : I	No. of Hrs. allotted : 6
Paper : Core Subject IV	No. of Credits : 5

Title of the paper – Advanced Cost Accounting

Objectives:

- To impart the learners the knowledge of cost control and cost reduction
- To enable the learners to understand the various methods of costing
- To enable the learners to be familiar with the ascertainment of cost relating to service industries

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

BOOKS RECOMMENDED

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

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRE11
Semester : I	No. of Hrs. allotted : 6
Paper : Elective Subject I	No. of Credits : 5

Title of the paper – Advanced Business Statistics

Objectives:

- To enable the learners understand the basic concepts in Statistics
- To develop skills of the learners in data collection, sampling and analysis of data
- To enable the learners understand theories of probability, hypothesis testing etc.

UNIT I

Correlation - simple and multiple. regression analysis - simple and multiple.

UNIT II

Analysis of Time Series – estimating the linear trend- Cyclical variations- Seasonal variations – trend analysis – application of time series analysis in forecasting.

UNIT III

Theory of probability – Discrete probability distribution-Binomial and Poisson- Continuous Probability distribution – Normal distribution.

UNIT IV

Hypotheses - Testing of hypotheses regarding proportions and difference between two proportions - testing of means of large samples and small samples - one tailed and two tailed tests - errors in hypothesis testing - 't' Test.

UNIT V

Chi-Square Test as a hypothesis testing procedure - tests of independence and tests of goodness of fit - test of association - F Test and analysis of variance (ANOVA)

BOOKS RECOMMENDED

1. Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, 6th Edn., 1995.
2. S.P. Gupta, Statistical Methods, Sultan Chand, 1990.
3. Sanchetti and Kapoor, Statistics, Sultan Chand, New Delhi, 1992.
4. Joseph F Hair, Rolph E. Anderson, Ronald L. Tathern & William C Black, Multivariate Data Analysis, Pearson Education, New Delhi, 2003.
5. Richard A. Johnson and Dean W. Wichern, Applied Multivariate Statistical Analysis, Prentice Hall of India, 2001.
6. Kanthi Swaroop and P.K. Gupta, Operations Research, S. Chand & Co, New Delhi, 2001.
7. Agarwal N.P., Operations Research, Ramesh Book Dept., 2004.
8. Anand Sharma, Quantitative Techniques for Decision Making, Himalaya Pub., New Delhi, 2002.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC21
Semester : II	No. of Hrs. allotted : 6
Paper : Core Subject V	No. of Credits : 4

Title of the paper – Financial Markets and Services

Objectives:

- To impart the learners on the financial system and capital markets
- To enable the learners to the system of capital procurement
- To teach the learners about merchant banking system and functions

UNIT I

Financial system – meaning, structure, components and services – its importance in the development of economy.

UNIT II

An overview of financial market - capital market, money, market, government securities market, foreign exchange market - derivatives market - international financial markets.

UNIT III

Mutual funds - SEBI guidelines – management structure - schemes - performance evaluation - growth and trends - depositories - depository participation – investor services.

UNIT IV

Venture capital funds - characteristics criteria for assistance- schemes and guidelines – infrastructure financing - legal aspects - risk assessment - credit rating agencies - services - evaluation of performance.

UNIT V

Merchant banking - public issue management - underwriting - portfolio management services – corporate advisory services - SEBI guidelines on merchant bankers - pricing of public issues - raising capital in foreign markets - raising inter corporate loans and fixed deposits – evaluation of services of merchant bankers. Factoring - types - features of factoring agreement - services of factor - factoring Vs bill discounting- consumer finance - credit card services - appraisal.

BOOKS RECOMMENDED

1. M.Y. Khan, “Financial Services”, Tata McGraw Hill, 2001.
2. Machiraji, “Indian Financial System”, Vikas Publishers, 1998.
3. Mark Grinblatt, Sheridan Titman, “Financial markets and corporate strategy”, Tata Mc Graw Hill, New Delhi, 2003.
4. B.S. Bhatia, G.S.Bhatra, “Management of Capital Markets, Financial services and institutions”, Deep & Deep Publishers, 2000
5. S. Gurusamy, “Financial Services and Systems”, Vijay Nicole Imprint, Pvt. Ltd. 2004.
6. L.M. Bhole, Financial Institutions and Markets, Tata McGraw Hill, 2002.
7. Sahadevan and Thiripalraju, Mutual Funds : Data interpretation & Analysis, Prentice Hall, New Delhi, 1997.
8. Sadhak, H, Mutual Funds in India, Sage Pub., New Delhi, 1997.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC22
Semester : II	No. of Hrs. allotted : 6
Paper : Core Subject VI	No. of Credits : 5

Title of the paper –Advanced Management Accounting

Objectives:

- To introduce the field of Management Accounting to learners
- To enable the learners understand the various management accounting techniques
- To impart the learners on the decision-making through Management Accounting Techniques

UNIT I

Management Accounting – Meaning - Definition – Objectives – Relationship between Cost, Financial and Management Accounting

UNIT II

Financial Statement Analysis and Interpretation: Accounting Ratio, their significance, utility and limitations, Analysis of Liquidity – Profitability and Solvency

UNIT III

Fund Flow and Cash Flow Analysis – Forecasting of funds requirements

UNIT IV

Marginal Costing – Meaning – Objectives – Advantages and Limitations – Break-Even Point. Decision involving Alternative Choices – concepts of Decision making – Steps in Decision making – Sales Mix – Exploring new markets – Discontinuance of a product line – Make or Buy decision – Equipment replacement – Change Vs Status Quo – Expand or Contract – Shut Down or Continue

UNIT V

Standard Costing and Variance Analysis

Management Information Systems and Reporting – Various elements – types and installation – method of reporting – kinds of report – levels of management and reporting

BOOKS RECOMMENDED

1. S.N.Maheswari – Management Accounting , Sulthan Chand & Company.
2. Hingomi & Ramanathan –Management Accountancy, S.Chand & Sons.
3. Khan & Jain – Theory and problems of management Accounting-TMH.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC23
Semester : II	No. of Hrs. allotted : 6
Paper : Core Subject VII	No. of Credits : 4

Title of the paper – Retail Management

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.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC24
Semester : II	No. of Hrs. allotted : 6
Paper : Core Subject VIII	No. of Credits : 5

Title of the paper –Investment 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 Gruber Martin J. – Modern Portfolio Theory & Investment Analysis, Wiley & Sons, 1999
6. Sidney Cottle, Graham & Dadd – Security Analysis, Tata McGraw Hill, 1989 New Delhi
7. Dc Fisher & R J Jordan – Security Analysis & Portfolio Management Practice Hall of India 1999

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRN21
Semester : II	No. of Hrs. allotted : 6
Paper : Elective Subject II	No. of Credits : 5

Title of the paper – Resource Management Techniques

Objectives:

- To introduce the field of Resource Management Techniques to learners
- To enable understand various Resource Management Techniques
- To impart the learners on the decision-making models

UNIT I

Operations Research – meaning, characteristics, scope, modelling, limitations. Linear Programming – Mathematical formulation-Graphical method-standard form only- Simplex methods (excluding degeneracy) - Big M method – Optimal Solutions- Limitations of Linear Programming Technique.

UNIT II

Transportation-Assignment – Unbalanced- Degeneracy- Maximization of profits- Transportation Vs Assignment

UNIT III

Network Analysis - PERT/CPM - Objectives- Advantages, Limitations similarities and dissimilarities. Time estimation, excluding crash-cost method

UNIT IV

Queuing Theory- Meaning- Elements- Single Channel model- M/M1- FCFS/ Infinite model only. Replacement models.

UNIT V

Game Theory, Characteristics of Games, two-persons zero sum game, Maximin and Minimax criteria, rule of dominance, graphical solution. Decision theory – EVPI, REGRET, EOL – Decision making under conditions of certainty, uncertainty and risk.

BOOKS RECOMMENDED

1. V.K. Kapoor – Operations Research
2. P.R.Vittal and V.Malini – Operations Research
3. Kanti Swarup, Gupta and Manmohan – Operations Research
4. P.K. Gupta and D.S. Hira – Operations Research
5. Natarajan – Operations Research
6. H.M.Wagner – Operations Research
7. J.K. Sharma— Operations Research

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC31
Semester : III	No. of Hrs. allotted : 6
Paper : Core Subject IX	No. of Credit : 4

Title of the paper: Customer Relationship Management

Objectives

- To impart principles and techniques followed in the field of CRM
- To make students understand the strategies for building customers relations
- To expose students to the modern electronic devices used in the field of CRM

UNIT I – 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 organisation.

UNIT II –Implementation of Customer Relationship Management

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

UNIT III –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 IV – 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 V – 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

1. Rai – Customer Relationship Management (Concepts and Cases) – PHI Learning, Delhi.
2. Alexis Leon, 2005, Enterprise Resource Planning, Tata McGraw Hill Publications company Pvt. Ltd., New Delhi.
3. Anderson, Kristin, Kenr, Carol, 2003, Customer Relationship Management, Tata Mc Graw Hill Publications Pvt., Ltd., New Delhi.
4. Cosney Roberts, Philips, 2003, Customer Relationship Management, Prentice Hall of India.
5. Graham Roberts, Philips, 2003, Customer Relationship Management, Viva Books Pvt. Ltd., Chennai.
6. Peeru Mohamad. H& Sagadevam. A., 2002, CRM. Vikas Publishing House Pvt. Ltd., Chennai.
7. Seth Jagdish.N, Parvatiyar, Atul, Shanesh.G, 2003, Customer Relationship Management Emerging Concepts, Tata McGraw Hill Publications Pvt Ltd, New Delhi.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC32
Semester : III	No. of Hrs. allotted : 6
Paper : Core Subject X	No. of Credits : 4

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 – Methods: Case Study, Survey – Research Problem – Research Design – Meaning and steps.

UNIT II

Sampling – Meaning and importance – 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 – Techniques – Observation – Interview – Questionnaire & Schedule – Scaling technique – Pre-testing – Pilot study.

UNIT IV

Data Processing: Meaning – interpretation – Analysis of data – 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

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC33
Semester : III	No. of Hrs. allotted : 6
Paper : Core Subject XI	No. of Credit : 5

Title of the paper: Advanced Corporate Accounting

Objectives

- To develop the skills of the 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 – Balance Sheet and Profit and Loss account of a company – Issue of shares – Accounting for issue of shares relating to subscription- pro-rata allotment, calls in arrears, calls in advance, forfeiture and re-issue of forfeited shares- redemption of preference shares – accounting issue and redemption of debentures – profit and loss prior to incorporation – allocation, method and treatment of pre-incorporation profits.

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.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRE31
Semester : III	No. of Hrs. allotted : 6
Paper : Elective Subject III	No. of Credit : 5

Title of the paper: Direct Taxes

Objectives

- To enable the students to be familiar with the various terminologies of Income Tax Act
- To develop the skills 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 under section 10.

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 – deduction from Gross Total Income.

UNIT IV

Assessment of Individuals, HUF, Partnership Firm and Company. Procedure for assessment – Authorities of Income Tax – Penalty and Revision

UNIT V

Wealth Tax Act, 1957 – Definitions – Scope – Net Worth – Assets – Deemed Assets – Valuation of Assets – Exempted Assets – Computation of Net Wealth.

BOOKS RECOMMENDED

1. Singhanian, V. and Singhania, 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.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRN31
Semester : III	No. of Hrs. allotted : 6
Paper : Non Major Elective Subject	No. of Credit : 4

Title of the paper: Insurance Management

Objectives

- To provide the learners with basic knowledge of Insurance Management
- To enable the learners 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.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC41
Semester : IV	No. of Hrs. allotted : 6
Paper : Core Subject XII	No. of Credit : 4

Title of the paper: Human Resource Management

Objectives

- To introduce the concept of HRM to learners
- To impart the learners the knowledge of recruitment, selection, training and development of Human Resource
- To enable the learners understand the latest developments in field of HRM

UNIT I

Nature 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 – Purposes 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 and 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 and consequences of stress – stress bursting techniques – working environment – quality of work life – principles and techniques of improving QWL.

UNIT V

Recent Development in HRM – HR in BPO industry – Globalisation and HRM – Changing demographics of work force – challenges and tasks of HR Manager.

BOOKS RECOMMENDED

1. K.K. Ahuja – Personnel Management- Kalyani Publishers- New Delhi- 1998
2. Dressler – Human Resource Management- 8th Ed. Pearson Education- 2002
3. De Cenzo & Robbins- Personnel/ Human Resource Management- Prentice Hall of India 1998
4. Aswathappa–Human Resource & Personnel Management- Tata McGraw Hill- New Delhi- 2002
5. L. M. Prasad - Human Resource Management- Sultan Chand & Sons- New Delhi 2005

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC42
Semester : IV	No. of Hrs. allotted : 6
Paper : Core Subject XIII	No. of Credit : 5

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 (excluding cash management).

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. Prasanna Chandra - Financial Management, 2005, Tata Mc Graw Hill.
6. Ravi M. Kishore - Financial Management, 2006, Taxmann Publishing Ltd.
7. Keown - Financial Management; Principles and Applications, 10th edition, 2008, Pearson Education, New Delhi.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRC43
Semester : IV	No. of Hrs. allotted : 6
Paper : Core Subject XIV	No. of Credit : 4

Title of the paper: Enterprise Resource Planning

Objectives

- To enable the learners understand the basic knowledge of ERP
- To impart the learners the knowledge of ERP related technologies
- To impart the learners the knowledge of ERP implementation and organising ERP.

UNIT I

ERP – overview – benefits of ERP – ERP and Related Technologies – Business Process Reengineering (BPR) – Data Warehousing – Data Mining – Online Analytical Processing - Supply Chain Management.

UNIT II

ERP Implementation Life Cycle – Implementation Methodology – ERP Implementation – Hidden Cost

UNIT III

Organisation and Implementation – Vendors, Consultants and users- Contract with vendors, consultants and employees – Project Management and monitoring.

UNIT IV

Business Module in an ERP package – Finance – Manufacturing – Human Resource – Plant Maintenance – Material Management – Quality Management – Sales and Distribution.

UNIT V

ERP Market place – SAP AG-people soft – Bann Company – Oracle Corporation – QAD – System Software Associates

BOOKS RECOMMENDED

1. Alexis Leon – Enterprise Resource Planning Demystified, TATA McGraw Hill Publishing Company
2. Vinod Kumar Gard – Business Resource Planning, Prentice Hall of India.

DEPARTMENT OF COMMERCE (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRE41
Semester : IV	No. of Hrs. allotted : 6
Paper : Elective Subject IV	No. of Credits : 4

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 – Enterpreneruship 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 (2014-15 Batch Onwards)	
Course : M.Com	Subject Code : 14PCRN41
Semester : IV	No. of Hrs. allotted : 6
Paper :	No. of Credits : 5

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