

Placed at the meeting of
Academic Council
held on 20.03.2012

APPENDIX - L

MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

**REVISED REGULATION,
SCHEME OF EXAMINATION AND SYLLABUS FOR
M.Com., Degree Course (Semester)**
(This will come into effect from the academic year 2012-13)

ELIGIBILITY CONDITIONS:

For Admission to M.Com., (Semester) Degree Course:

A candidate who has passed any one of the following degree of this university or any other University accepted by the syndicate as equivalent thereto subject to such conditions as may be prescribed therefore, will be eligible for admission to the M.Com., (semester) Degree course.

B.Com., B.A., Corporate Secretaryship, B.B.A., B.B.M., B.A., (cooperation), B.A., (Business Economics), B.A., (Industrial Organization), B.Sc., (Mathematics with Accountancy and costing or banking as allied / ancillary subjects B.Sc., (Computer Science) any other degree with Accounting / Costing as allied / ancillary subject.

1/10/12
G. Lept.
Commeres
A
18/12/12

Scheme of Examination - M.Com., Degree Course (Semester)
 This will come into effect from the Academic Year 2012-13
 (Under Choice Based Credit System)

| Subject Code | Name of the Subject | Hrs P.W | Credits | Internal Marks | External Marks | Total Marks |
|----------------------------|---|------------|---------|-------------------|-------------------|----------------|
| <u>I Semester</u> | | | | | | |
| TMCC11 | Business Environment | 6 | 4 | 25 | 75 | 100 |
| 12 | Financial Markets and services | 6 | 4 | 25 | 75 | 100 |
| 13 | Management Concepts | 6 | 4 | 25 | 75 | 100 |
| 14 | Advanced Financial Accounting | 6 | 5 | 25 | 75 | 100 |
| TMCC11 | Advanced Business Statistics [E] | 6 | 5 | 25 | 75 | 100 |
| <u>II Semester</u> | | | | | | |
| TMCC21 | Customer Relationship Management | 6 | 4 | 25 | 75 | 100 |
| TMCC22 | Cost and Management Accounting | 6 | 5 | 25 | 75 | 100 |
| TMCC23 | Banking Technology | 6 | 4 | 25 | 75 | 100 |
| TMCC24 | Quantitative Techniques for Management | 6 | 5 | 25 | 75 | 100 |
| TMCC21 | Investment Management [E] | 6 | 5 | 25 | 75 | 100 |
| <u>III Semester</u> | | | | | | |
| TMCC31 | International Marketing | 6 | 4 | 25 | 75 | 100 |
| 32 | Legal Environment of Business | 6 | 4 | 25 | 75 | 100 |
| 33 | Advanced Corporate Accounting | 6 | 5 | 25 | 75 | 100 |
| TMCC31 | Direct Taxes [E] | 6 | 5 | 25 | 75 | 100 |
| TMCC31 | Insurance Management [NME] | 6 | 5 | 25 | 75 | 100 |
| <u>IV Semester</u> | | | | | | |
| TMCC41 | Financial Management | 6 | 4 | 25 | 75 | 100 |
| TMCC42 | Computerized Accounting and Office Automation | 6 | 4 | 25 | 75 | 100 |
| TMCC43 | Indirect Taxes | 6 | 4 | 25 | 75 | 100 |
| TMCC44 | Retail Management | 6 | 5 | 25 | 75 | 100 |
| TMCC41 | Entrepreneurial Development [E] | 6 | 5 | 25 | 75 | 100 |
| | | 120 | 90 | | | |

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 – Bonus shares and debentures.

BOOKS RECOMMENDED

1. Pailwar – Economic Environment of Business; PHI Learning, Delhi.
2. W.F.Glueck – Business Policy and Strategic Management, Tata Mc Graw Hill.
3. K.Chidambaram and V.Alagappan – Business Environment, Vikas Publishers.
4. Francis Cherunilam – Business Environment, Himalaya Publishers.
5. George A.Steiner & John F. Steiner – Issues in Business and Society, Universal Law.
6. K.Aswhathappa – Essentials of Business Environment, Himalaya.
7. The Sick Industrial Companies (Special Provisions) Act, 1985 – Law Publishers (India) Pvt. Ltd.
8. The Consumer Protection Act, 1986 – Bare Acts with short notes, Universal Publishing company.

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

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

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

1. Govindarajan and Natrajan – Principles of Management - PHI Learning, Delhi.
2. Harold koontz and Heinz Weirich, 1990 Essentials of Management, 5th Edn., McGraw Hill International.
3. Stonier & Wankel, Management, Prentice Hall India, New Delhi.
4. Peter F. Drucker, Practice of Management, Pan Books, London.
5. Stephen P. Robbins and David A. Decenzo, 2001 Fundamentals of Management, 3rd Edn., Pearson Education Asia.
6. Business Policy and Strategy by Gluack.
7. Basic Management Skills for all E.H. Mc Grath S.J. 6th Edn.,

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.

Basic Principle
↓
Indian Financial Reporting Standards

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

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

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.

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

1. Pal and Sarkar – Statistics concepts and applications - PHI Learning, Delhi.
2. Gupta S.P- Statistical Methods, 2008, Sultan Chand Publishers.
3. Kazmier - Business Statistics, 2006, Schman Series – Mc Graw Hill.
4. Sanchetti and Kappoor - Advanced Statistical Methods , 2008, Sultan Chand.
5. Croxton, Cowden & Klein - Applied General Statistics ,Prentice Hall.
6. John E. Fruend’s – Mathematical Statistics with Applications, 2008, Pearson Education, Delhi

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

1. Rai – Customer Relationship management[Concepts and Cases] - PHI Learning, Delhi.

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

COST AND MANAGEMENT ACCOUNTING

UNIT – 1

Management Accounting – Definition, Nature and Scope – Functions – Role of Management Accountant – Tools of Financial Analysis and Planning – Ratio, Fund Flow and Cash Flow Analysis.

UNIT - 2

Cost concept – Absorption vs Variable costing – Cost center – Profit center - Marginal Costing – Break-even and CVP Analysis and Decision Making. Application of marginal costing in Managerial Decision Making . Advanced Problems

UNIT - 3

Activity based costing – (ABC) – Introduction – Concept of ABC – Approaches to ABC – Allocation of overheads under ABC – Characteristics of ABC – Implementation of ABC system, ABC supports to corporate strategy. Pricing Decision – Back flush costing – Life cycle costing.

UNIT – 4

Standard Costing – Setting standards – Variance analysis and reporting – Material , Labour, Overhead – Sales and Profit Variance.-Reporting and investigation of 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

1. Kuppapally – Accounting for Managers - PHI Learning, Delhi.
2. S.P.Jain & R.L.Narang, Advanced Cost Accounting, 2003, Kalyani Publishers, Ludhiana
3. V.S.P.Rao, Cost Accounting, 2006, Vrinda Publications (P) Ltd. Delhi.
4. Dutta, Cost Accounting: Principles and Practice, 2008, Pearson Education, Delhi.
5. B.M.Lall Nigam, Cost Accounting Principles and Practices, Hemalaya.
6. J.Made Gowda, Advanced Cost Accounting, 2005/ latest, Himalaya.
7. B.S.Khanna, I.M.Pandey, Practical Costing, S.Chand Co., Ltd., New Delhi.
8. Dr. S.N.Maheswari, Advanced Cost Accounting, 2008, Sultan Chand, New Delhi.
9. Atkinson, Management Accounting, 2008, 5th Edition, Pearson Education, Delhi.

BANKING TECHNOLOGY

UNIT – 1

Banking Technology – Introduction to Banking Technology – Evolution of Banking Technology – Concepts – Existing Technology frame work in Banking Sector.

UNIT – 2

Computerized Banking – Core banking – Anywhere Banking – Anytime Banking – Home Banking – Internet Banking – Online Enquiry and update facilities – ATM and Debit Card operations – Smart Card – Credit Card operations.

UNIT – 3

Electronic Fund Transfer – Electronic Payment System – Electronic Clearing System – E-cash – SWIFT – RTGS – Debit and Credit Clearing – RBI – Net Data – Net Bank Wire.

UNIT – 4

Information Technology – Banknet, RBI net, and Datanet, Nie-net, I-net, Internet and E-mail – Impact of Technology – Technology Upgradation – Global Developments in Banking Technology.

UNIT – 5

Data Management and Privacy – Protecting – Confidentiality and Secrecy of Data – Cyber Laws and its Implementations – Cyber Issues in Online Transactions.

BOOKS RECOMMENDED

1. Gomez – Banking and Finance - PHI Learning, Delhi.
2. Electronic Banking and Information Technology – IIB.
3. Naidu. C.A.S. - Information Technology in Indian Commercial Banks, NIBM Pune.
4. Revell J.R.S – Technology and Banks, NIBM Pune.
5. Donald. H – Computers Today, Mc Graw Hill, Sanden.
6. Andrew. S - Computer Networks, Prentice Hall Publications – Tanenbaum.

BANKING TECHNOLOGY

UNIT - 1

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1. Gomez – Banking and Finance - PHI Learning, Delhi.
2. Electronic Banking and Information Technology – IIB.
3. Naidu. C.A.S. - Information Technology in Indian Commercial Banks, NIBM Pune.
4. Revell J.R.S – Technology and Banks, NIBM Pune.
5. Donald. H – Computers Today, Mc Graw Hill, Sanden.
6. Andrew. S - Computer Networks, Prentice Hall Publications – Tanenbaum.

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
 2. Gupta and Mohan
 3. C.R. Kothari
- Quantitative Techniques in Management
Operations Research and Quantitative Analysis
An Introduction to Operations Research

4. Ruessel L Ackoff Naurice W. Fundamentals of Operations Research
Sasientti
6. T. Lucey
Quantitative Techniques

7. Gupta and Khanna
Quantitative Techniques for Decision
Making

INVESTMENT MANAGEMENT

UNIT - 1

Nature and Scope of Investment Management – Organization and structure of the security market in India – Primary Market – Secondary Market – Derivatives market – Securities and Exchange Board of India – Investors Protection in the Primary and Secondary Market.

UNIT -2

Security Analysis – Fundamental, Technical and Random Walk. Return, Risk Analysis – Valuation models of equity and bonds.

UNIT - 3

Options and Futures – Valuation of options and futures.

UNIT - 4

Portfolio Management – Portfolio risk and return – Portfolio Construction models – Markowitz model – The Sharpe Index Model, Capital Asset Pricing Theory and Arbitrage Pricing Theory.

UNIT - 5

Portfolio Evaluation – Need and the process of evaluation. Portfolio Revision – The Formula Plans Rupee cost averaging – Constant rupee value – the constant ratio and the variable ratio plans.

BOOKS RECOMMENDED

1. Kevin – Security Analysis and Portfolio Management - PHI Learning, Delhi.
2. Fischer and Jordon – Security Analysis and Portfolio Management, 2008, Prentice Hall.
3. William, F. Sharpe – Investment, 2005, Prentice Hall.
4. Jack Clark Francis – Management of Investments (Mc Graw Hill).
5. Russell J.Fuller – Modern Investments and Security Analysis, 2007, Vikas Publishers.
6. Security Analysis and Portfolio Management – II nd Edition, M. Renganatham, R. Madhumathi ; Pearson Publication ; Year 2011
7. Bhalla, V.K – Investment Management (S.Chand).
8. Avadhani, V.A, - Investment and Security Markets in India, 2006, Himalaya

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.
9. Jain, S.E., 2006, International Marketing, CB Publications, New Delhi.
10. Philip, R., Cateora, 2005, International Marketing, Mc Graw Hill International Edn, London.

LEGAL ENVIRONMENT OF BUSINESS

UNIT 1

Property Law for Business: Classification Law of Property – Contract of Sales – Movable Property – Borrowing against Property as Security – Hire Purchase of Property – Lease of Property – Exchange/Gift/Assignment of Property – Intellectual Property Rights (IPR).

UNIT 2

Business Transactions and Cyber Law : Legal Frame work for IT related Transactions – Click-Wrap Agreements – Authentication of electronic Records – Attribution of electronic records – Legal Status for Electronic Records – Cyber Offences and Penalties.

UNIT 3

Competition and Consumer Protection : Consumer Protection Law in India – Competition Law in India – Restrictive and Unfair Trade Practices – Product Liability – Public Interest Litigating in India.

UNIT 4

SEBI Act, 1992 – Definition – Establishment of Act – Regulations, Powers and Functions of Board – Guidelines on IPO, Mutual Funds, Corporate Governance, Merchant banking – Penalties and Adjudication. FEMA Act, 1999 – Overview -

UNIT 5

Environment Protection and Business Obligations – Sources, causes and effects – Kinds of Pollution. Foreign Exchange Management Act – Need for FEMA – Objectives – FEMA Rules and Policies - Regulation – Management – Authorized Person – Directorate of Enforcement - Current Scenario.

BOOKS RECOMMENDED

| | | |
|----|-----------------|---|
| 1. | V.S. Datey | Economic Laws ; Taxmanns Publication |
| 2. | SEBI Manual | Taxmanns Publication |
| 3. | Sulphey Basheer | Laws of Business - PHI Learning, Delhi. |
| 4. | FEMA Act | Bare Act Manual |
| 5. | IPR Act | Bare Act Manual |
| 6. | Competition Act | Bare Act Manual |

ADVANCED CORPORATE ACCOUNTING

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.

DIRECT TAXES

UNIT – 1

Income Tax Act 1961 – Definitions – Basis of Charge – Residential Status – Capital and Revenue Receipts – Exempted Income.

UNIT – 2

Computation of taxable income under various heads – Salary – House property – Profits and Gains of Business or Professions – Capital Gains – Other sources.

UNIT – 3

Clubbing of Income – Set-off and carry forward of losses – Deductions from Gross Total Income.

UNIT – 4

Assessment of Individual – Hindu Undivided Family, Partnership firm – Company – Procedure for assessment. Authorities of Income Tax – Penalty and Revision.

UNIT – 5

Wealth Tax Act 1957 – Definitions – Scope – Net wealth – Assets – Deemed Assets – Valuation of Assets – Exempted Assets.

BOOKS RECOMMENDED

1. Direct Taxes law and Practice – Vinod K. Singhania.
2. Income Tax Law and Practice – Mehrotra and Goyal.
3. Income Tax Law and Practice – Bhagwati Prasad.
4. Direct Taxes Practice and Planning – B.B.Lal.
5. Income Tax Law and Practice – Sukumar Bhattacharya.

INSURANCE MANAGEMENT

UNIT – 1

Definition and nature of Insurance – Evolution of Insurance – Functions of Insurance – Role and importance of Insurance – Classifications of Insurance – Insurance Contract.

UNIT – 2

Life Insurance – Nature of life insurance contract – Classification of policies – surrender value – policy conditions – settlement of claims.

UNIT – 3

General Insurance – Marine Insurance – Nature of Marine Insurance Contract – Marine Insurance Policies – Policy conditions – Marine Losses – Payment of claims – Fire Insurance – Fire Insurance Contract – Kinds of policies – Policy conditions – payment of claims – Re- insurance.

UNIT – 4

Privatization of Insurance – Impact of Privatization – Life Insurance Corporation of India vs. Private participants – General Insurance corporation of India vs. Private participants.

UNIT – 5

The Insurance Regulatory and Development Authority – Powers, Duties, Functions and Operations of IRDA – Regulations regarding licensing of Insurance Agency – Obligations of Insurers to Rural and Social Sectors. .

BOOKS RECOMMENDED

1. Mishra M.N – Insurance, 2003, S.Chand & Co Ltd., New Delhi.
2. Bharati V.Pathak – Indian Financial Systems, 2005, Pearson Education, New Delhi.
3. Bodla B.S., Garg M.C., Singh K.P. – Insurance Fundamentals, Environment and Procedures, 2005, Deep & Deep Publications Pvt., Ltd., New Delhi.
4. Mishra – Fundamentals of Life Insurance – PHI Learning, New Delhi.
5. Tripathy and Pal – Insurance - PHI Learning, New Delhi.
6. Kutty – Managing Life Insurance - PHI Learning, New Delhi.

FINANCIAL MANAGEMENT

Unit - 1

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 - 2

Capital Budgeting – Principles and Techniques – Pay back method – Discounted Cash Flow 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 Approach.

UNIT - 3

Working Capital Management – Permanent and temporary working capital – Changes in working capital – Determinants of working capital – Computation of working capital – working capital financing – trade credit – bank credit – Commercial Paper – Factoring.

Unit - 4

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.

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 – Fundamentals of Financial Management - PHI Learning, New 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.
6. Keown – Financial Management; principles and applications, 10th edition, 2008, pearson education, Delhi.
7. Chandra Bose – Fundamentals of Financial Management - PHI Learning, New Delhi.

COMPUTERIZED ACCOUNTING AND OFFICE AUTOMATION

UNIT - 1

Windows and Ms Office – office Tools and Techniques. – Ms word – Basics – Creating a new document – formatting text and documents – working with headers, Footers and Footnotes – Tables and Sorting – working with graphics – Writer's Tools – Macros Mail merge.

UNIT - 2

Ms Excel – Basics – Excel features – creating a new worksheet – Functions – Rearranging worksheets – Excel formatting Tips and Techniques – Excel Chart features – Using Worksheet as database – Auditing:

UNIT - 3

Ms Power point basics – Creating presentation – working with Text in PowerPoint Transition and Build Effects – Inserting Slides – Duplicating Slides – Deleting Slides, Printing Presentation.

UNIT - 4

Importance of computerized accounting –Accounting softwares-company creation-ledger creation –Features of Tally-vouchers-various types –Voucher entry-Preparing reports-Trail balance-Balance sheet-Fund flow and Ratios

UNIT - 5

Stock maintenance through Tally-stock items-grouping stock ledgers-stock vouchers-stock reports-Billing –Purchase bills-sales bills-vat details

Internal 25 marks(practical)

External 75 marks(theory)

Reference Books

1. Brucj, B., 2006, The Essential Ms Office, Galgotia Publication Private Limited, New Delhi.
2. Gini Courter, Annete Marquis, 2005, Ms. Office, BPB Publications, New Delhi.
3. Mansfield, R. 2005, The Compact Guide to Microsoft Office, B.P.B. Publications, New Delhi. Mansfield, R., 2005, working in Ms-Office, Tata McGraw Hill, New Delhi
- 4 Business Process Automation – Mohapatra - PHI Learning, New Delhi.
- 5 Venkatachalam & Chellppan – Business Process - PHI Learning, New Delhi.

INDIRECT TAXES

UNIT - 1

Central Excise Act 1944: Definitions – Nature and Scope of levy of duties of Central Excise – Classification and Valuation of Excisable Goods – Procedure for Registration – Assessments – Appeals and Revision – Clearance of Excisable Goods – Procedure under Physical Control – Self removal procedure – Personal Ledger Accounts – Exemption from Duty – Power of Central Excise officers – Penalties and punishments.

UNIT - 2

Customs Act 1962: Nature of restrictions on imports and exports – Types of Customs Duties – Valuation of goods and clearance of imported goods – Warehousing – drawback of customs duties – Baggage Rules – Powers of Customs Officers – Appeals – Penalties and Offences.

UNIT - 3

Central Sales Tax Act 1956: Definitions – Scope of levy of tax under the Act – Inter State Sales – Sales or purchases in the course of import and export – Levy and Collection of tax and penalties – Procedure for Registration – Exemptions from GST – Recovery and Refund – Restriction on levy of tax on declared goods – Appeals – Offences.

UNIT - 4

Service Tax – Definition – Nature and Scope – Taxable Services – Procedure for Registration – Assessment – Appeals – Offences and Penalties.

UNIT - 5

VAT – Introduction – Meaning – Definitions – Features – Importance – Schedules – Registration under VAT – Levy of VAT – Input tax credit – Input tax credit on capital goods – Registration – Procedure – Amendments.

BOOKS RECOMMENDED

1. Indirect Taxes – V.S.Defey, Taxmann Publications Pvt Ltd., New Delhi.
2. Service Tax – S.S.Gupta, Taxmann Publications Pvt Ltd., New Delhi.
3. Indirect Taxes - V.Balachnadrans – Sultan Chand & Sons, New Delhi.
4. The Law of Central Sales Tax – S.D.Singh.
5. Central Excise Law Guide – R.K.Jain.
6. Indirect Taxes – Dr.H.C.Mehrotra & Dr. S.P. Goyal, Sahitya Bhawan Publications, Agra.

RETAIL MANAGEMENT

UNIT – 1 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 – 2 Retail Customer

Consumer behaviour – Factors affecting consumer decision making – Stages of consumer decision – Influence of situational variables on shopping behaviour – Indian shoppers.

UNIT – 3 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 – 4 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 – 5 Product and Merchandise Management

Product management – Brand Management – Merchandise management – Model Stock Plan – Constraining factors – Types of suppliers – Criteria for the selection of suppliers.

BOOKS RECOMMENDED

1. Barry Bermann and Joel R. Evans, 1979, Retail Management – A Strategic Approach, Mecomillan Publishing Co. Inc., New York.
2. Chetan Bajaj, Rajnish Tuli, Nidhi. 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.

ENTREPRENEURIAL DEVELOPMENT

TMCCT41

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. Maslow's Need Hierarchy Theory, Herberg's Theory, Mc Clelland's Achievement Motivation Theory – Motivational Factors of 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 – Implementation of enterprise building.

UNIT – 4

Entrepreneurship development institutions in India: EDII, NAYE, ITCOT, SIPCOT, TIDCO, SISI, NPC, DIC – procedure for setting up of SSI units; Determination of the project – deciding upon the form of organization – Registration of SSI unit. Government Assistance: Concession and subsidies – Seed capital – Interest free loans concessional financial assistance by IFC, IDBI, ICICI, TIIC and Commercial Banks.

UNIT – 5

Women Entrepreneurs: Concept of women entrepreneurship – functions and role of women entrepreneurs – growth of women entrepreneurship in India – recent trends in development of women entrepreneurs – TREAD (Trade Related Entrepreneurship Assistance and Development for Women): product groups and states identified for the programme – Financial Assistance and grant assistance available under the programme.

National Alliance of Young Entrepreneurs

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.
