

APPENDIX-17(R&S)
UNIVERSITY OF MADRAS
B.com. Degree Course (GENERAL)
(with effect from the academic year 2020-2021)
REVISED SCHEME OF EXAMINATION
SEMESTER I

Course content	Name of subject	Ins Hrs	Credits	CIA	External	Total
PART I	Language Paper – I	5	3	25	75	100
PART II	English Paper – I	5	3	25	75	100
PART III	Core – Paper I : Financial Accounting	5	4	25	75	100
	Core Paper II: Business Communication.	5	4	25	75	100
	Allied Paper I : Business Economics	6	5	25	75	100
PART IV	* Basic Tamil / Advanced Tamil / NME	2	2	25	75	100
	Soft Skill-I	2	2	50	50	100

Non Major Elective Papers:-

Any one of the Following:

1. Emotional Intelligence.
2. Basics of retail marketing
3. An Overview of ISO
4. Basics of Health Care Management.

CORE PAPER - I FINANCIAL ACCOUNTING

OBJECTIVES

To familiarize the students with knowledge about financial reporting standards

To enable the students to understand the system of preparing financial statements of various types of organization

To develop an awareness of depreciation and single entry

To educate about the understanding about Fire Insurance Claims.

SYLLABUS

UNIT I: Preparation of Financial Statement Final accounts of sole trading concern-Adjustments-Receipts and Payments-Income and expenditure-Balance sheet of non trading organization

UNIT II: Depreciation and Insurance Claims Depreciation Accounting: Depreciation- Meaning – Causes-Types-Straight Line Method-Written down value method- Concept of useful life under Companies Act 2015 Insurance Accounting: Insurance claims –Calculation of Claim amount-Average clause(Loss of stock only)

UNIT III: Single entry system Meaning and Features of Single entry-Defects-Difference between single entry and double entry system-Methods of calculation of Profit-Statement of Affairs Method-Conversion Method

UNIT IV: Rectification of Errors and Bank Reconciliation Statement Classification of Errors – Rectification of Errors – Preparation of Suspense a/c. Bank Reconciliation Statement – Need and preparation.

UNIT V: Hire Purchase and Instalment System Hire Purchase System- Default and repossession-Hire purchase trading account Instalment System-Calculation of Profit.

OUTCOMES

Students will be aware of the various amendments in Financial reporting

Students will be able to analyze and prepare financial statement

of different types of organisation

They will be aware of the concepts in depreciation and single entry

Better understanding about Fire Insurance Claims.

TEXT BOOK:

1. Lt Bhupinder – principles of Financial Accounting – CENGAGE, New Delhi
2. Raj Kumar Sah – Concepts Building Approach to Financial Accounting – CENGAGE, New Delhi
3. Gupta, R.L & Gupta, V.K, Advanced Accounting, Sulthan Chand & Sons, New Delhi

CORE PAPER II BUSINESS COMMUNICATION

• **OBJECTIVES :**

- To facilitate the students to understand the concept of communication.
- To provide knowledge to draft various types of letters.
- To teach the students on aspects relating to correspondence with banking and insurance sectors.
- To enable the students to understand the concept of corporate correspondence and its procedure.
- To know the best techniques of the modern forms of communication.

SYLLABUS

UNIT I: Communication Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letters – Layout.

UNIT II: Business Letters Kinds of Business Letters: Interview – Application for a situation – Interview -Appointment – Acknowledgement – Promotion – Enquiries – Reply letter – Orders – Sales letter – Circular letter – Complaint letter

UNIT III: Correspondence Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV: Reports and Meetings Report Writing – Meetings – Agenda - Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V: Forms of Communication Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites – uses of the various forms of communication.

OUTCOMES

- Students understand the concept of communication.
- Preparing the students to aware of drafting formal and informal letters.
- Highlights the concept and types of business letters.
- Enable the students to face interviews.
- Equip the students to have a deep knowledge in modern forms of communication.

Recommended Texts

1. Mallika Nawal –Business Communication – CENGAGE
2. Pragyana Rath, K. Shalini , Debankita Ray - Corporate Communication – CENGAGE
3. C.B.Gupta - Essentil Business Communincation – CENGAGE
4. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
5. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
6. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
7. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
8. Simon Collin, Doing Business on the Internet - Kogan Page Ltd. - London.
9. Mary Ellen Guffey, Business Communication – Process and Product -International Thomson Publishing - Ohio.
10. Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

ALLIED PAPER -1 BUSINESS ECONOMICS

Learning Objectives:

- ❖ To enable students to understand the basic concepts of Business Economics.
- ❖ The course highlights cost - revenue relationships.
- ❖ To get a better understanding of market structure.

UNIT-I: Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle:- Inflation, Depression, Recession, Recovery, Reflation and Deflation.

UNIT-II: Demand and Supply Functions: - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium.

UNIT-III: Consumer Behaviour: Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium.

UNIT-IV: Production: Law of Variable Proportion – Laws of Returns to Scale – Producer’s equilibrium – Economies of Scale - Cost Classification – Break Even Analysis.

UNIT-V: Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods.

Learning Outcomes:

- ❖ Students get a clear idea of Demand and Supply concepts.
- ❖ Students are able to understand consumer behaviour and producer’s equilibrium.
- ❖ Students are able to analyze price and output determination under different market situations.

RECOMMENDED TEXTS:

1. S.Shankaran, Business Economics - Margham Publications - Ch -17.
2. C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur - 03.
3. H.L.Ahuja, Business Economics–Micro & Macro-Sultan Chand & Sons-New Delhi.
4. T. Aryamala – Business Economis- Vijay Nicole Imprints Private Ltd.

SEMESTER II

Course content	Name of subject	Ins hrs	Credits	CIA	Extern	Total
PART I	Language Paper – II	5	3	25	75	100
PART II	English Paper – II	5	3	25	75	100
PART III	Core Paper III : Advanced Financial Accounting	5	4	25	75	100
	Core Paper IV: Principle of Management.	5	4	25	75	100
	Allied Paper II : Indian Economy	6	5	25	75	100
PART IV	* Part - IV – Basic Tamil / Advanced Tamil / NME	2	2	25	75	100
	Soft Skill-II	2	2	50	50	100

Non – major Elective Papers

Any one of the following:

1. Consumer Protection and Consumer Rights
2. Basics of Business Insurance
3. Fundamentals of Disaster Management
4. Concept of Self Help Group

* (a) Non-Tamil Students up to XII Std must be studied “Basic Tamil” comprising of two courses indegree level

(b) Tamil Students up to XII Std, taken Non-Tamil Language under Part-I at degree level shall betaken “Advanced Tamil” comprising of two courses.

(c) Tamil Students up to XII Std and taken Tamil under Part-I Language at degree level shall bechosen “Non- Major Electives” at degree level

II SEMESTER

CORE PAPER III

ADVANCED FINANCIAL ACCOUNTING

OBJECTIVES:

To understand the accounting principles of Partnership Accounts.

To enrich the students about Branch Accounting System

To familiarize the concepts of Departmental Accounting

To enable the students to understand the system of preparing financial statements for various types of organization

SYLLABUS

Unit I: Branch Accounts Dependent Branches - Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded)

Unit II: Departmental Accounts Basis of Allocation of Expenses – Calculation of Profit - Inter-departmental Transfer at cost or Selling Price.

Unit III: Partnership Accounts Admission of a Partner – Retirement of a Partner – Death of a Partner.

Unit IV: Partnership Accounts Dissolution of a Partnership Firm – Insolvency of a Partner – Insolvency of all Partners Piecemeal Distribution of cash in case of Liquidation of Partnership Firm.

Unit V: Accounting Standards for financial reporting Objectives and uses of financial statements for users-Role of accounting standards-Development of accounting standards in India- Requirements of international accounting standards - Role of developing IFRS- IFRS adoption or convergence in India- Implementation plan in India- Ind AS Difference between Ind AS and IFRS.

OUTCOMES

They will understand partnership accounting on admission, retirement and dissolution

The students will have a knowledge about Branch accounting

The students will become aware of departmental Accounting

The students will understand the system of preparing financial statements.

TEXT BOOK:

1. Lt Bhupinder – principles of Financial Accounting – CENGAGE, New Delhi
2. Raj Kumar Sah – Concepts Building Approach to Financial Accounting - CENGAGE, New Delhi
3. Gupta, R. L & Gupta, V. K, Advanced Accounting, Sulthan Chand & Sons, New Delhi.
4. Jain & Narang, Financial Accounting, Kalyani Publishers, New Delhi.

CORE PAPER IV - PRINCIPLES OF MANAGEMENT

OBJECTIVES :

- To enable the students to study the evolution of Management.
- To understand the various functions and principles of Management.

- Facilitate to learn the applications of the principles in the Organisation.
- To highlight the effective and barriers of communication in an organisation.
- To study the system and process of effective controlling in the organisation.

SYLLABUS

Unit I: Introduction Definition – Importance – Nature and Scope of Management – Process of Management - Role and functions of Managers - Levels of Management Scientific Management Contributions to Management by different Schools of thought.

Unit II: Planning Nature – Importance -Types of Planning - Steps in planning - Objectives of Planning – Policies - Decision making Process-Types of Decisions. HRM- Meaning, -Nature and scope of HRM.

Unit III: Organization Meaning and Types of organizations - Principles – Formal and Informal organization - Organisation Structure – Span of Control – Departmentalisation – Basis - Meaning and Importance of Departmentalisation. Policies - Meaning and Types – Procedures - Forecasting.

Unit IV: Authority and Responsibility Authority – Definition – Sources – Limitations – Difference between Authority and Responsibility – Delegation of Authority – Meaning – Principles and importance – Centralisation Vs Decentralisation- Leadership & Communication

Unit V: Direction Co-ordination & Control Direction – Nature - Purpose. Co-ordination – Need – Types and Techniques – Requisites for Excellent Co-ordination. Controlling – Meaning – Importance – Control Process.

OUTCOMES

- Students have a clear concept of Managerial functions.
- Enable the students to have knowledge about international aspects of Management.
- Enrich with the concept of Organisation.
- Understand with the planning process in the organisation.
- Demonstrate the ability to directing, leadership and formulate best control methods.

TEXT BOOK:

1. N.V..S.Raju.- Fundamentals of Management - CENGAGE ,New Delhi.
2. James Campbell Quick, Dbra L.nelson, Preetam Khandelwal - CENGAGE ,New Delhi.
3. Gupta,C.B.ManagementTheory&Practice,SulthanChand&Sons,New Delhi
- . 4. Prasad,L.M.Principles&PracticeofManagement,SultanChand&Sons,New Delhi.

ALLIED PAPER II INDIAN ECONOMY

Learning Objectives:

- ❖ To acquire fundamental knowledge about Indian Economic Development.
- ❖ Gain in-depth knowledge on the objectives, savings and investment pattern during Five Year Plans.
- ❖ The course covers the functioning of agriculture sector, industrial sector and tertiary sector of Indian economy.

UNIT-I: Economic Growth and Economic Development- Transition on Indian Economy- Indian Economy from 1950 .- Indicators of economic development- National Income: Basic Concepts and computation of national income.

UNIT-II: Major problems of Indian Economy- Human Development Index. Present Scenarios of population, unemployment, Poverty and inequality. Demographic trends in Population. Measures to control population - Foreign trade.

UNIT-III: Agriculture: Contribution to economic development- Green Revolution- Organic farming- Food policy and Public distribution system.

UNIT-IV: Industry- Role of industries in economic development-Large scale industries and small scale industries- New Economic Policy 1991- Industrial development before and after globalization in India.

UNIT-V: Five year plans in India- Achievement, strategy and failures- Nithi Aayog.

Learning Outcomes:

- ❖ After completion of the syllabus students are well versed with the features of Indian economy.
- ❖ Students are well versed with National Income accounting and its measurement.
- ❖ Students acquire knowledge on Land Reforms, Food Security, New Economic Policy and Green Revolution.

RECOMMENDED TEXTS:

1. I.C. Dingra, Indian Economy.
2. Ruddar Datt & K.P.M. Sundharam, Indian Economy - S.Chand & Sons - New Delhi.
3. K.N. Agarwal, Indian Economy – Problem of Development of Planing - Wishwa Prakasan - New Age of International Ltd.
4. T Aryamala, Indian Economy – Vijay Nicole Imprints Private Ltd.

SEMESTER III

Course content	Name of subject	Ins hrs	Credits	CIA	External	Total
PART III	Core Paper V: Corporate Accounting –I	6	4	25	75	100
	Core Paper V: Business Law	5	4	25	75	100
	Core Paper VII: Banking Theory Law and Practice.	5	4	25	75	100
	Core Paper VIII: Marketing	5	4	25	75	100
	Allied Paper II : 1. Business Statistics or 2. Rural Economics.	6	4	25	75	100
PART IV	Environmental Studies	1	Examination will be held in Semester IV			
	Soft Skill-III	2	3	50	50	100

SEMESTER IV

Course content	Name of subject	Ins Hrs	Credits	CIA	Externa I	Total
PART III	Core Paper IX : Advanced Corporate Accounting	6	4	25	75	100
	Core Paper X: Company Law	5	4	25	75	100
	Core Paper XI: Financial Services.	5	4	25	75	100
	Core Paper XI: Indirect Taxation.	5	4	25	75	100
	Allied Paper IV: Elements of Operations Research or International Economics	6	4	25	75	100
PART IV	Environmental Studies	1	2	25	75	100
	Soft Skill-IV	2	3	50	50	100

CORE PAPER V CORPORATE ACCOUNTING 1

Subject Objectives :

1. To facilitate the students to go for higher studies and professional courses.
2. To gain practical knowledge in the company accounts.
3. To know the concept of underwriting and its importance in raising share capital and debentures.
4. To enable the students to acquire conceptual knowledge about the preparation of the company accounts.
5. To provide the students with an understanding of accounting procedure for redemption of preference shares
6. To make students familiarise with the concept and practical applicability of valuation of goodwill and shares.
7. To make students understand the concept of alteration and reduction of share capital.

SYLLABUS:

UNIT I Share Capital

Issue of Shares – Types of shares – Forfeiture of shares – Reissue of shares – Underwriting of shares – Stock split – Meaning of redemption - Redemption of Preference shares.

UNIT II Debentures & Acquisition of Business

Meaning – Types of Debentures – Issue – Underwriting of Debentures – Redemption of Debentures. Acquisition of business – Meaning – Profit prior to Incorporation .

UNIT III Preparation of Company Final Accounts

Final Accounts – Preparation of P&L A/c and Balance sheet – Managerial Remuneration – Calculation and legal provisions.

UNIT IV Valuation of Goodwill and Shares.

Valuation of Goodwill and Shares – Meaning – Methods of Valuation of shares and Goodwill.

UNIT V Alteration of Share Capital

Meaning – Internal Reconstruction – Reduction of Share capital.

SUBJECT OUTCOMES

1. Able to know the procedure of maintaining company accounts.

2. Acquire the knowledge of the procedures of underwriting of shares and commission payable for such underwriting.
3. Students gain the knowledge of valuing the goodwill and shares in raising of further expansion of businesses.
4. Develop an idea about altering and reducing share capital reduction in companies
5. To know about the preparation of final accounts of companies.

REFERENCE BOOK:

1. Raj Kumar Sah - Concepts Building Approach to Corporate Accounting - CENGAGE , New Delhi.
 2. Gupta,R.L & Radhaswamy, M ,Advanced Accounts, Sulthan Chand, New Delhi.
 3. Jain,S.P & Narang,N.L., Advanced Accounting, Kalyani Publications.
- 4.Shukla &Grewal & Gupta ,Advanced Accounting ,S. Chand & Co., New Delhi
1. ReddyT.S.&Murthy,A ,Corporate Accounting ,Margham Publications, Chennai.

CORE PAPER VI BANKING THEORY LAW AND PRACTICE

OBJECTIVES

- To enlighten the students' knowledge on various functions of banks.
- To learn the instruments of RBI in credit control.
- To learn the banking procedure in current scenario.
- To understand the Negotiable instruments.
- To understand the various modern banking services in banking sector.

SYLLABUS

UNIT-I : Introduction to Banking History of Banking- Components of Indian banking -Indian Banking System-Phases of development Banking structure in India-Payment banks and small banks-Commercial Banking-Definition-Classification of banks. Banking System- Universal banking-Commercial Banking-functions-Role of Banks in Economic Development. Central Banking-Definition –Need-Principles- Central Banking Vs Commercial banking Functions of Central bank.

UNIT-II: RBI Establishment-objective-Legal framework-Functions-SBI-Origin and History- Establishment-Indian subsidiaries-Foreign subsidiaries-Non-Banking-Subsidiaries-Personal banking-International banking Trade Financing-Correspondent banking.Co-operative banks-Meaning and definition-Features Co-operative banks vsCommercial banks-Structure.

UNIT-III: E-Banking Meaning-Services-e-banking and Financial services-Initiatives-Opportunities-Internet banking-MeaningInternetbankingVsTraditionalbanking-Services-Drawbacks-Frauds inInternetbanking.Mobilebanking– Anywhere Banking-Any Time Banking- Electronic MobileWallets. ATM-Evolution -ConceptFeatures - Types-. Electronicmoney-Meaning-Categories-Meritsofe-money-ElectronicFunds Transfer (EFT)system .

UNIT IV: Bank Account Opening – Types of Accounts-FDR-Steps in opening Account-Saving vs Current Account- ‘Donatio Mortis Causa’ - Passbook-Bank Customer Relationship-Special Types of currents-KYC norms. Bank Lending – Lending Sources-Bank Lending Principles-Forms of lending-Loan evaluation process-securities of lendingFactors influencing bank lending – Negotiable Instruments –Meaning –Characteristics-Types. Crossing – Definition –Objectives-Crossing and negotiability-Consequences of Crossing.

UNIT-V: Endorsement Meaning-Components-Kinds of Endorsements-Cheques payable to fictitious person- Endorsement by legal representative –Negotiation bank-effect of endorsement-Rules regarding endorsement.Paying bankerBanker’s duty-Dishonoring of Cheques-Dischargeof paying banks-Payments of a crossed cheque payment. Collecting bankers-Statutory protection under section 85-Refusal of cheques Payment. Collecting BankerStatutory protection under section 131- Collecting bankers’ duty –RBI instruction – Paying Banker Vs Collecting Banker- Customer grievances-Grievance redressal –Banking Ombudsman.

Course Outcomes:

- Understanding the various functions of Banking.
- Learn the instruments of credit control procedure followed by the RBI.
- To understand the various banking procedure in current scenario.
- Acquire knowledge in modern banking services offered by the banks.
- Gain insight in Negotiable instruments used for effective payment transactions.

Suggested Readings

1. Clifford Gomez, Banking and finance, Theory, Law and practice, Jain Book Agency , 2010 Mumbai
2. Gupta, R K Banking Law and Practice, Jain Book Agency, 2001, New Delhi.
3. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand Co, 2010, New Delhi.
4. Maheswari, S.N. Banking Theory Law and Practice, Kalyani Publications, 2011, Mumbai.
5. Santhanam.B, Banking Theory Law and Practice, Margam Publications.
- 6.. Nirmala Prasad, Banking and Financial Services, Himalaya Publications. E-Resources www.lawcommissionofindia.nic.in www.rbi.org www.bankingombudsman.o

CORE PAPER VII BUSINESS LAWS

OBJECTIVES :

- To provide knowledge about Indian legal system and its effects on business activities.
- To understand the various concepts in legal framework and remedies available in the laws to the business and other people.
- To highlight the provision of laws governing the general contract and special contract with case laws.
- To know about the concepts of Sale of Goods Act.
- To facilitate the understanding of contemporary issues in Business laws.

SYLLABUS

UNIT I: Indian Contract Act -Formation-Nature and Elements of Contract – Classification of Contracts Contract Vs Agreement.

UNIT II: Offer – Definition – Forms of offer – Requirements of a Valid Offer. Acceptance – Meaning - Legal rules as to a Valid Acceptance. Consideration – Definition – Types - Essentials. Capacity of Parties – Definition – Persons Competent to contract. Free consent – Coercion – Undue Influence – Fraud – Misrepresentation - Mistake. Legality of object - Void agreements Unlawful Agreements.

UNIT III: Performance of Contract Performance of Contracts – Actual Performance – Attempted Performance - Tender. Quasi Contract – Definition and Essentials. Discharge of Contract - Modes of Discharge – Breach of Contract – Remedies available for Breach of Contract.

UNIT IV: Sale of Goods Act Sale – Contract of Sale – Sale Vs Agreement to Sell – Meaning of Goods – Conditions and Warranty – Caveat Emptor – Exceptions of Caveat Emptor – Buyer and Seller of Goods - Unpaid Seller – Definition – Rights of an Unpaid Seller.

UNIT V: Contemporary Issues in Business Law Right to Information Act, 2005 - Meaning of 'Information', 'Right to Information' 35 -Need for Right to Information. Public Information - Request for obtaining information. Grounds for rejection of information. Central Information Commission - Constitution and powers. Information Technology Act - Purpose and significance. Cyber Crimes - Types of crimes, nature and punishment Intellectual Property Law - Patent, trademark, copyright and industrial design and

OUTCOMES

- Improve the student to know the structure of the Indian contract Act.
- Enrich the students to have essential knowledge in Law of contract.
- Apply to enter into and discharge of contracts.
- Aware of legal remedies in the Laws.
- Enable the students to have wide knowledge in contemporary issues in legal framework.

BOOK REFERENCE:

1. Kapoor, N.D. Business Laws, Sultan Chand and Sons.
2. Sreenivasan, M.R.Business Laws, Margam Publications.
3. Dhandapani,M.V.Business Laws, Sultan Chand and Sons.
4. BadreAlam,S.&Saravanel,P.MercantileLaw
5. Pillai,R.S.N.&Chand,S,BusinessLaw, S Chand & Co, Delhi
6. Ramaswamy,K.N.,BusinessLaw, S Chand & Co, Delhi
7. Shukla,M.C,BusinessLaw, S.Chand &Co.
8. Balachandran.V&Thothadri.S,BusinessLaw, VijayNicoleImprintsPvt.Ltd.Chennai

CORE PAPER VIII

MARKETING

Course Objectives:

- To make the students to gain basic knowledge about marketing.
- To know the various functions, terms and concepts in marketing.
- To help the students to understand the various stages in the product life cycle.
- To make students to understand the various pricing policies.

SYLLABUS

UNIT I Introduction to Marketing –Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets.

UNIT II Market Segmentation – Concept – Benefits – Basis and Levels. Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives. Market Research, MIS – Meaning and differences.

UNIT III Marketing mix. Product – Meaning – Introduction to Stages of New Product Development – Types – Introduction to PLC – Product Mix – Price – Pricing Policies and Methods.

UNIT IV Channels of Distribution (Levels) – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales promotion and personal selling.

UNIT V Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, shopping malls-consumer protection act- salient features- Role of social Media in marketing.

Course Outcomes:

- Students should be able to understand the marketing concepts and its merits and demerits.
- Get familiarities with the functions of marketing, to gearing up their market.
- Understand the details regarding product life cycle to can judge product situations.
- Gain knowledge with regards to fixation of price, factors affecting product and price and how to choose media for advertisement.

REFERNCE BOOKS:

1. Dawn iacobucci , Anupama Vohra – Marketing Management – CENGAGE, New Delhi.
2. William M.pride , O.C.Ferrell –Principles of marketing - CENGAGE, New Delhi.
3. 3.Atreyee Ganguly , Joyeta Bhadury - Principles of marketing - CENGAGE, New Delhi.
4. Marketing Management by Rajan Saxena
5. Marketing by William J Stanton

6. Principles of Marketing by Philip Kotler
7. Marketing Management by Still and Cundiff
8. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker

ALLIED PAPER III BUSINESS STATISTICS & OPERATIONS RESEARCH I

Learning Objectives:

1. To facilitate understanding relevance & need of statistics in current scenario
2. To enhance the students to use various statistical tools and techniques
3. To help the students to do further research studies through applying the statistical tools

UNIT-I Introduction

Meaning and Definition of Statistics- Collection and Tabulation of Statistical Data- Presentation of Statistical Data- Graphs and Diagrams

UNIT-II Measures of Central Tendency and Measures of Variation

Measures of Central Tendency- Arithmetic Mean, Median, Mode, Harmonic Mean and Geometric Mean. Measures of Variation- Standard Deviation -Mean Deviation- Quartile Deviation-Skewness and Kurtosis- Lorenz Curve

UNIT-III Correlation and Regression Analysis

Simple Correlation- Scatter Diagram- Karl Pearson's Correlation- Spearman's Rank Correlation- Regression- Meaning- Linear Regression.

UNIT- IV Time Series

Analysis of Time Series- Causes of Variation in Time Series Data -Components of Time Series- Additive and Multiplicative Models- Determination of Trend By Semi Average, Moving Average and Least Square (Linear Second Degree and Exponential) Methods- Computation of Seasonal Indices By Simple Average, Ratio to Moving Average, Ratio to Trend and Link Relative Methods

UNIT V Index Numbers

Meaning and Types of Index Numbers- Problems in Construction of Index Numbers- Methods of Construction of Price and Quantity Indices- Test of Adequacy- Errors in Index Numbers- Chain Base Index Numbers- Base Shifting -Splicing -Deflation -Customer Price Index and Its Uses- Statistical Quality Control

Outcomes:

1. To understand the basic concepts of Statistics and its Applications
2. It enables the students to use various statistical tools and techniques
3. Students learned to use the statistical tools and techniques in their research work

REFERENCE BOOKS:

- 1.S.Panneerselvam, P.Nagesh, Senthilkumar – Business Statistics & Analytics – Cengage, NewDelhi
- 2.J.Joseph Francis – Business Statistics - Cengage, New Delhi
3. Dhingra IC & MP Gupta, Lectures In Business Statistics, Sultan chand and Sons, New Delhi 2009
4. Gupta SP and Archana Agarwal, Business Statistics (Statistical Methods) Sultan chand and Sons,New Delhi, 9th Edition 2013
5. Gupta SC, Fundamentals of Statistics, Himalaya Publishing House
6. Richard Levin and David Rubin, Statistics for Management, Prentice Hall Of India, New Delhi,2011,7th Edition
7. Sharma J K,Fundamentals of Business Statistics, Second Edition, Vikas Publishing House PrivateLimited,2013
8. Siegel, Andrew, Practical Business Statistics, Irwin Mcgraw Hill International Edition 4th
9. Rajagopalan SP and Sattanathan R B Business Statistics and Operations Research, Vijay NicoleImprint Private Limited, Chennai

SEMESTER IV

CORE PAPER IX ADVANCED CORPORATE ACCOUNTING

SUBJECT OBJECTIVES:

1. Able to pursue higher studies and professional courses.
2. To make the students understand the applications of accounting transactions in corporate sector.
3. Gain knowledge of the procedure of amalgamation and absorption of companies to maintain profitability.
4. Understand the different business in which the banking company, may engage and the area they are prohibited to trade.
5. Get acquainted with the terms of performing and non performing assets and preparation of Bank accounts and Insurance accounts.

6. To facilitate the students to understand the preparation of liquidator's financial statement.

SYLLABUS

UNIT I Company Accounts

Amalgamation, Absorption and External Reconstruction of Companies.

UNIT II Holding Company

Holding company – Subsidiary Company – Meaning – Preparation of Consolidated final statement of accounts – Treatment of Dividend (Inter Company owing excluded)

UNIT III Banking Company & Insurance Company

Preparation of – Final accounts of Banking Insurance Companies.

UNIT IV Liquidation

Meaning – Preparation of Liquidator's Final Statement of Account – Calculation of Liquidator's Remuneration.

UNIT V Special Accounting

Accounting for Price Level Changes – Human Resource Accounting – Computerised accounting Meaning.

Subject Outcomes:

1. The students will understand the basic accounting system followed in the company.
2. Able to pursue exposure to the students regarding the maintenance of accounts in companies.
3. Gain practical exposure to the students regarding the maintenance of accounts in banking and insurance companies.
4. Develop an idea about raising the required capital for starting up of new companies through various sources.
5. Gain knowledge of the procedure of amalgamation and absorption of companies to maintain profitability.
6. To know about the liquidation procedure of companies.
7. To obtain the ability to prepare consolidated accounts for a corporate group.

REFERENCE BOOKS:

4. Raj Kumar Sah - Concepts Building Approach to Corporate Accounting - CENGAGE , New Delhi.
5. Gupta, R.L & Radhaswamy, M ,Advanced Accounts, Sulthan Chand, New Delhi.

6. Jain,S.P & Narang,N.L., Advanced Accounting, Kalyani Publications.
7. Shukla &Grewal & Gupta ,Advanced Accounting ,S. Chand & Co., New Delhi
8. ReddyT.S.&Murthy,A ,Corporate Accounting ,Margham Publications, Chennai.

CORE PAPER X COMPANY LAW

OBJECTIVES :

- Aim to provide knowledge about framework of Company Law.
- Facilitate to understand the process of formation of a Company and legal documents required for formation.
- To teach the legal aspects in the process of issuing of shares and raising various types of capital (shares and Debentures).
- To highlight the rights and duties associated with members of a company.
- To teach about various types of meetings, committees and Resolutions in meetings.
- To study the concept of winding up of a company.

SYLLABUS

UNIT I: Joint Stock Company Meaning-Kinds of companies (Special Provisions with respect to Private Company, Public Company, One Person Company, Small Company, Dormant Company) Formation – Memorandum of Association- Contents- Restriction on “Other Objects”- Doctrine of Ultra Vires- Articles of Association-Contents- Prospectus-contents-Types(Statement in Lieu of Prospectus, Shelf Prospectus, Red Herring Prospectus)-Underwriting-Book Building Process-Green Shoe option- EFlying – Dematerialisation.

UNIT II: Share Capital and Debentures Meaning of Shares – Kinds of Shares- Voting rights – Issue of Shares at a Premium and Discount – Partly paid shares- Bonus Shares- Rights shares – Sweat Equity Shares. Debentures – Meaning – Types.

UNIT III- Managerial Personnel Directors – Women Directors – Independent Directors- director Identification Number- Other Key Managerial Personnel- Related Party Transactions.

UNIT IV- Meetings and Resolutions Meeting - Statutory Meeting – Annual general meeting – Extraordinary general Meeting - Notice of meeting- Quorum- Proxy- Board of Directors Meeting- committee- Types of Committee- Corporate Social Responsibility committee. Resolutions – Ordinary & Special -Resolution requiring special notice.

UNIT V- Winding up of company Modes of winding up – winding up by the court – Voluntary winding up – Types – Members’ voluntary winding up – Creditors’ voluntary winding up. National company Law- Appellate Tribunal.

OUTCOMES

- Equip with fundamental and contemporary knowledge about companies Act 1956 and 2013.
- Familiarized with legal aspects of starting a business in the form of a Company.

- Understand the concept of source of business finance – Share capital and Debentures.
- Aware of various corporate meetings, committee and Resolutions
- Enrich the students with knowledge in starting up and dissolution of a Company.

REFERENCE BOOKS

1. Business Laws – N.D. Kapoor, Sultan Chand and Sons
2. Business Laws – M.R. Sreenivasan, Margam Publications
3. Business Laws – M.V. Dhandapani, Sultan Chand and Sons
4. Company Law – Avtar Singh
5. Company Law N.D. Kapoor
6. M.C.Shukla and S.S. Gulshan – Principles of Company Law
7. S.M.Shah – Lectures on Company Law
8. S.Badri Alam and Saravanavel - Company Law- Himalaya Publications
9. P.P.S. Gogna – Text Book of Company Law – S.Chand

CORE PAPER XII

FINANCIAL SERVICES

Learning Objectives:

1. To familiarize the students with the concepts of financial services.
2. An in-depth insight into the various financial services.
3. Explain the management of investment in primary and secondary markets.
4. To equip the students with the knowledge and skills necessary to become employable in the financial services industry.

UNIT I: Introduction

Financial Services - Concept - Objectives - Functions - Characteristics - Financial Services Market - Concept - Constituents - Growth of Financial Services in India - Financial Services Sector Problems - Financial Services Environment - The Forces - Players in Financial Markets

UNIT II: Merchant Banking and Public Issue Management

Definition - Functions - Merchant Bankers Code of Conduct - Public Issue Management - Concept
 - Functions - Categories of Securities Issue - Mechanics of Public Issue Management - Issue Manager - Role of issue Manager - Marketing of Issue - New Issues Market Vs Secondary Market.

UNIT III: Money Market and Stock Exchange

Characteristics - Functions - Indian Capital Market - Constituents of Indian Capital Market - New Financial Institutions and Instruments - Investor Protection - Stock Exchange - Functions - Services - Features - Role - Stock Exchange Traders -Regulations of Stock Exchanges - Depository - SEBI - Functions and Working.

UNIT IV: Leasing and Factoring and Securitisation

Characteristics - Types - Participants - Myths about Leasing - Hire Purchase – Lease Financing Vs Hire Purchase Financing - Factoring - Mechanism - Functions of a Factor - Factoring -Players- Types - Operational Profile of Indian Factoring - Operational Problems in Indian Factoring - Factoring Vs bills Discounting - Securitisation of Debt- Parties involved- Steps of securitisation - Types of securitisation- Advantages- Limitations – SARFAESI Act 2002- Background- Purpose of the Act- Main provisions

UNIT V: Venture Capital, credit rating and pension Fund

Origin and Growth of Venture Capital - Investment Nurturing Methods - Mutual Funds - Portfolio Management Process in Mutual Funds - Credit Rating System - Growth Factors - Credit Rating

Process - Global and Domestic Credit Rating agencies - Pension Fund - Objectives - Functions -Features - Types - Chilean Model - Pension Investment Policy - Pension Financing.

Learning Outcomes:

1. Explain how the financial services in various industries- insurance, banking, securities, real estate and financial planning interact.
2. Describe the various financial products, services and strategies offered by the various financial institutions.
3. Evaluate the economic environment and the impact of government, economic policies on consumers and financial services firm.
4. Explain the structure of the financial markets.
5. To enable students to familiarize with the Mutual Funds.

REFERENCE BOOKS:

1. Michael W. Brandt – Money, Banking, Financial Markets and Institutions –Cengage ,New Delhi
2. Gurusamy S, Essentials of Financial Services, Vijay Nicole Imprints, Chennai, 2014
3. Gomez Clifford, Prentice Hall of India, Financial Markets, Institutions and Financial Services, 2008
4. Meir Kohn, Financial Institutions and Markets, Oxford University Press
5. Rajesh Kothari, Financial Services in India: Concept and Application, Sage publications, 2012, New Delhi.
6. Madhu Vij & Swati Dhawan, Merchant Banking and Financial Services, Jain Book Agency, 2000, Mumbai
7. Vasant Desai, Financial Markets and Financial Services, Himalayan Publishing House Pvt.

CORE PAPERXII INDIRECT TAXATION

Course Objectives:

- To make the students understand the basic concepts, definitions and terms related to Goods and Service tax (GST).
- To make students understand the concept of forward charge mechanism, reverse charge mechanism, composite supply, mixed supply and various exemptions under the new Goods and Service tax regime.
- To make the students understand the concept of Supply along with the rules related to time, place and value of supply.
- To help the students to understand the compliance related to documentation under the new indirect tax regime.
- To help the students compute the Goods and Service Tax (GST) payable by a supplier after considering the eligible input tax credit.

SYLLABUS

UNIT – I Introduction History and Objectives of Taxation – Tax System in India- Direct & Indirect Taxes – Meaning and Types – Powers of Union and State to Levy taxes.

UNIT – II GST – Overview & Concepts Background behind implementing GST- The need for GST- objectives of GST- Business impact- Benefits of GST-SGST- CGST and IGST- Taxes covered by GST- Definitions - Scope and Coverage Scope of supply- Levy of tax- Rate Structure- Taxable Events.

UNIT – III GST Taxation/ Assessment proceedings Return- Refunds- Input Tax Credit- Reverse charge Mechanism, Transitional Provisions composition under GST- Administrative structure of GST-Officers as per CGST Act- Officers as per SGST Act-Jurisdiction- Appointment Powers.

UNIT-V Customs duty The custom duty- Levy and collection of customs duty- Organisations of custom departmentsOfficers of customs- powers- Appellate Machinery- Infringement of the Law- Offences and Penalties- Exemptions from duty customs duty draw back- duties free Zones.

Course Outcomes:

- Students should be able to understand various terms related to Goods and Service tax(GST).
- Students should be able to understand the difference between forward charge and reverse charge mechanism and also to understand the difference between composite and mixed supply.
- Students will be able to determine the time, place and value of supply.
- Students will be able to know the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc.

- Students will be able to compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit.

Recommended Texts

1. Shilpi Sahi – Concepts Building Approaches to Goods and Services Tax (GST), & Customs Law - CENGAGE , New Delhi
- 2.V.S.Daty – GST- Input Tax Credi- Taxmann Publishers, second edition August 2017
- 3.C.A. Anurag Pandey- Law and Practice of GST- Sumedha Publication House 2017
4. Dr.Vandana Banger- Beginners- Guide AadhayaPrakashan Publisher 2017
- 5.Dr.M. Govindarajan- A practical guide send text publishers July 2017

Allied Paper IV: ELEMENTS OF OPERATIONS RESEARCH

Learning Objectives:

1. To facilitate this understanding of the concept of Operations Research
2. To help the students to understand the various techniques of solving problems
3. To enable the students to using various problems such as Linear Programming Problem, Transportation, Assignment problem and game theory

UNIT I : Introduction

Operations Research- Meaning-Definition - Origin and History- Characteristic Features – Need-Scope –Steps- Techniques- Application- Limitations

UNIT II : Linear Programming Problem Lpp

Meaning- Requirements- Assumptions- Applications- Formulating Lpp –Advantages- LimitationsFormulating LP Model (Simple Problems Only)

UNIT III: Methods Of Lpp

Obtaining Optimal Solution for Linear Programming Problem (LPP)-Graphical Method - Problems -
-Simplex Method for Type of LPP and for Slack Variable Case -Maximization Function -Minimization Function (Simple Problem Only)

UNIT IV : Transportation Problems

Meaning –(Initial Basic Feasible Solution)Assumptions -Degenerate Solution -North -West CornerMethod- Least Cost Method -Vogels Approximation Method -Assignment Problems- Features - Transportation Problem Vs Assignment Problem -Hungarian Method (Simple Problems Only)

UNIT V: Game Theory

Meaning- Types of Games- Basic Assumptions- Finding Value of Game for Pure Strategy - MixedStrategy -Indeterminate Matrix and Average Method -Graphical Method -Pure Strategy- Saddle Point Payoff Matrix Value of Game (Simple Problems Only).

Outcomes:

1. To understand the concepts of Operation Research
2. Enable the students to use the various techniques to solve the problems
3. It helps the students to solving the problems of LPP, transportation, assignment problems and applying various strategies in business

REFERENCE BOOKS:

1. M.Sreenivasa Reddy – Operations Research – CENGAGE , New Delhi
2. S. Gurusamy – Elements of Operations Research – Vijay Nicole Imprints private Limited,Chennai
3. Agarwal NP and Sonia Agarwal, Operations Research and Quantitative Techniques, RBS APublishers, New Delhi ,2009
4. Anand Sharma, Operations Research, Himalayan Publishing House, 2014 ,Mumbai
- 5.Gupta Pk And Gupta SP Quantitative Techniques and Operations Research, Sultan Chand andSons, 2014, New Delhi
6. Kapoor V.K, Operations Research Techniques For Management,Sultan Chand And Sons, 2012New Delhi
- 7.Kanti Swarup,P.K. Gupta Man Mohan ,operation research, Jain book agency, 2014, New Delhi
8. Sarangi, SK Applied operations research and Quantitative methods, Himalayan publishing house2014, Mumbai.

SEMESTER V

Course content	Name of subject	Ins Hrs	Credits	CIA	External	Total
PART III	Core Paper XIII: Elements of Cost Accounting	6	4	25	75	100
	Core Paper XIV: Practical Auditing	6	4	25	75	100
	Core Paper XV: E n t r e p r e n e u r i a l D e v e l o p m e n t	5	4	25	75	100
	Core Paper XVI : Financial Management	5	4	25	75	100
	Elective Paper I : 1. Income Tax Law & Practice - I	6	5	25	75	100

PART V	Value Education	1	2			
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SEMESTER VI

Course content	Name of subject	Ins Hrs	Credits	CIA	External	Total
PART III	Core-Paper XVII: Advanced Cost Accounting	6	4	25	75	100
	Core Paper VIII: Management Accounting	5	4	25	75	100
	Core Paper XIX: Business Environment	6	4	25	75	100
	Elective Paper II: 1. Income Tax Law & Practice – II (or)	6	5	25	75	100
	Elective Paper III: 1. Human Resource Management	6	5	25	75	100
	Extension Activities		1			

V SEMESTER

CORE PAPER XIII

ELEMENTS OF COST ACCOUNTING

Learning Objectives

1. Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies
2. Define the costs and their impact on value creation in the manufacturing and non-manufacturing companies.
3. Students will be able to collect, organize the cost information for evaluating, km critical analyses and regulating financial performance for forecasting.
4. They will be able to monitor costs of raw materials, labour, transportation, administrative costs, overheads etc. in an industry.
5. Students will learn to monitor performance and efficiency to locate and report on problems and also learn to prepare regular cost reports.

UNIT I: Introduction of Cost Accounting

Definition - Nature and Scope – Principles of Cost Accounting – Cost Accounting and Financial Accounting - Cost Accounting Vs Management Accounting – Installation of Costing System –Classification of Costs – Cost Centre – Profit Centre

UNIT – II: Cost sheet and methods of costing

Preparation of Cost Sheet. Reconciliation of Cost and Financial Accounts.- Unit Costing- Job

Costing.

UNIT III: Material Costing

Material Control – Meaning and Objectives – Purchase of Materials – Stock Levels of Materials

– EOQ – Stores Records – ABC Analysis – Issue of Materials – Methods of Issue – FIFO – LIFO

– HIFO – Base Stock Method – Specific Price Method – Simple and Weighted Average Method – Standard and Inflated Price Method.

UNIT IV: Labour Costing

Direct Labour and Indirect Labour – Time Keeping – Methods and Calculation of Wage Payments – Time Wages – Piece Wages – Incentives – Different Methods of Incentive Payments

- Idle time – Overtime – Labour Turnover - Meaning, Causes and Measurement.

UNIT V: Overheads Costing

Overheads – Definition – Classification – Allocation and Apportionment of Overheads – Basis of Allocation – Absorption of Overheads - Preparation of Overheads Distribution Statement – Machine Hour Rate – Computation of Machine Hour Rate.

Learning outcomes

1. Express the place and role of cost accounting in the modern economic environment,
2. Select the costs according to their impact on business,
3. Differentiate methods of schedule costs per unit of production,
4. Differentiate methods of calculating stock consumption,
5. Interpret the impact of the selected costs method,
6. Identify the specifics of different costing methods,

Reference Books

- 1 T.S.Reddy & Murthy Cost Accounting, Margham Publishers
- 2.Jain,S.P & Narang,K.L.,Cost Accounting, Kalyani Publishers
- 3.Khanna, B.S. Pandey, I.M-Ahuja, G.K and Arora M.N., Practical Costing, S Chand & Sons

CORE PAPER XIV

PRACTICAL AUDITING

LEARNING OBJECTIVES :

1. To understand both the theory and practice of auditing and make the students appreciate the general auditing practice.
2. To provide a working knowledge of auditing procedures and techniques, standards, ethics and legal environment, statistical audit tools as well as audit reports to the students.
3. To apply and adapt these concepts and principles in a variety of contexts and circumstances both in case of profit- and not-for profit organizations in a changing environment.
4. To prepare the students to contribute effectively in this changing and increasingly technological world to equip themselves with a broad range of knowledge, skills and attitudes.

UNIT I: Introduction

Meaning and Definition of Auditing – Distinction between Auditing and Accounting - Objectives - Advantages and Limitations of Audit - Scope of Audit - Classifications of Audit – Audit Planning - Meaning. Audit programme – Meaning – Objectives and Contents.

Audit Note Book, contents, Usefulness of Audit Note Book - Audit working papers - meaning. Ownership and Custody – Test checking and Routine checking - Meaning. Internal control – Meaning – Definition – Objectives – Technique for evaluation of Internal Control System. Internal check – Meaning - Objectives difference between Internal control, Internal check and Internal Audit.

UNIT II: Vouching and Verification

Vouching – Meaning and Definitions - Objectives. Trading Transactions – Audit of Ledger - Scrutinizing of ledgers – Vouching of cash Receipts and Payments - Vouching of outstanding Assets and Liabilities – Verification – Meaning - Objectives and Process – Valuation of Assets and liabilities – Distinction between Verification and Valuation.

UNIT III: Audit and Accounting Standards

Types of Audit – Statutory Audit – Concurrent Audit – Stock Audit – Cost Audit – Secretarial Audit – CAG Audit – Management Audit. Accounting Standards – Standards on Auditing Standards on Internal Audit – Penal Provisions – Role of National Financial Reporting Authority (NFRA)

UNIT IV: Auditors and Audit Report

Appointment – Procedures – Eligibility and Qualifications – Powers and Duties – Rotation and Removal of Auditors – Resignation of Auditors – Remuneration of Auditors - Audit report – Preparation and presentation. Auditor’s Responsibilities and liabilities towards Shareholders, Board and Audit Committee. Restriction on other Services.

UNIT V: Recent Trends in Auditing

EDP Audit – Meaning – Division of auditing in EDP environment. Impact of Computerization on Audit Approach – Online Computer System Audit – Types of Online Computer System Audit
– Audit around with the Computers – Procedure of Audit under EDP system- Green Audit-Introduction

LEARNING OUTCOMES : The students can

1. Explain the role of audit services in the society and evaluate the nature, purpose and scope of an audit and the legal, regulatory and ethical framework for auditing.
2. Understand the audit process and devise an overall audit strategy, identify and formulate the audit tests and evidence required to meet the objectives of audit assignments to comply with the Standards on Auditing.
3. Describe the key basic component elements of the Auditor's Report and identify and analyse matters that affect the auditor's opinion in preparation of report.
4. Improve the critical thinking skills needed for audit related activities.

REFERENCE BOOKS:

1. Practical Auditing, B.N.Tandon, Sultan Chand and Co., NewDelhi.
2. Contemporary Auditing, Kamal Gupta, Tata McGraw Hill.
3. Practical Auditing, Dinkar Pagare, Sultan Chand & Sons
4. Sundar.K&Paari.K, Practical Auditing, Vijay Nicole Imprints Pvt. Ltd. Chennai

CORE PAPER XIV ENTREPRENEURIAL DEVELOPMENT

LEARNING OBJECTIVES
✓ To introduce the Concept of entrepreneurship, functions of entrepreneurs.
✓ To understand the various financial and non-financial institutions involved in the development of entrepreneurs
✓ To help to understand and prepare the meaning of project and different feasibility test.
✓ To know the different ED programs conducted by the government
✓ To study the role of women entrepreneurs in economic development.
✓

Unit 1: Concept of Entrepreneurship

Entrepreneurship - Meaning – Types – Qualities of an entrepreneur – Classification of entrepreneurs – Factors influencing entrepreneurship – functions of entrepreneurs.

Unit 2: Entrepreneurial Development Agencies:

Commercial banks – District Industries Centre – National small industries corporation – Small industries Development Organisation – Small industries Services Institute – All India Financial institutions . SIPCOT and its objectives. MSME Sector and its coverage – objectives of MSME sector and its coverage – objectives of ministry of MSME, Role and functions of MICRO , Small and Medium enterprise –Development organization –(MSME-DO) – objectives of SIDCO-

functions of Tamilnadu SIDCO- IRDI and its role. NABARD and its role in the rural development of India – Introduction to Micro units developments refinance agency (MUDRA)

Unit 3: Project Management

Business idea generation techniques- identification of business opportunities- feasibility study- marketing, finance, technology and legal formalities- preparation of project report-tools of appraisal.

Unit 4: Entrepreneurial Development Programmes

Entrepreneurial Developmental Programmes (EDP) – role, relevance and achievements – role of government in organizing capital EDPs – critical evaluation

Unit 5: Economic Development and Entrepreneurial Growth

Role of entrepreneur in economic growth – strategic approaches in the changing economic scenario for small scale entrepreneur – networking, Niche play , Geographic concentration, franchising/dealership-development of women entrepreneurship. Self help groups(SHG). And empowerment of women in India – Financing SHG and their role in micro financing. Financial Inclusion and its enetration in India, challenges and Government role in financial inclusion – Pradhan Mantri Jan-dhan Yogana- six pillars of its mission objectives.

LEARNING OUTCOMES
<ul style="list-style-type: none">• Students will understand the meaning and functions of entrepreneurs and commercial application of innovations.
<ul style="list-style-type: none">• Identify the role played by financial and non – financial institutions in the development of entrepreneurs
<ul style="list-style-type: none">• Apply the different the different feasibility test to validate the project proposal.
<ul style="list-style-type: none">• Acquire Knowledge about the women entrepreneurs in india

REFERENCE BOOKS:

- 1.Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
- 2.Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
- 3.Leach/Melicher, Entrepreneurial Finance – Cengage. , New Delhi.
- 4.K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited
- 5.Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.
- 6.Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.

CORE PAPER XV

FINANCIAL MANAGEMENT

Learning Objectives:

1. Develop knowledge on the allocation management and funding of financial resources.
2. Improve students understanding of time value of money and the role of financial management in the current scenario.
3. To help the students to understand the importance of finance in corporate valuation.
4. To enable to students to analyze the corporate leverage under different conditions and understand why people value different corporates for investment.

UNIT I: Introduction

Meaning and Objectives of Financial Management – Functions of Financial Management. Finance - Sources of Financing-Role of Financial Manager in Financial Management-Financial Goals- Profit maximization Vs. Wealth maximization – Concept of Time Value of Money- Risk and Return.

UNIT II: Capital Structure and Cost of Capital

Capital Structure- Meaning- Capital Structure Theories-Definition - Cost of Equity Capital –Cost of Preference Capital – Cost of Debt – Cost of Retained Earnings – Weighted Average (or) Composite cost of capital (WACC) Capital Structure – Theories of Capital Structure - Leverage concept.

UNIT III: Dividend

Meaning – Dividend Policies – Factors affecting Dividend Payment – Provisions on Dividend

Payment in Company Law – Dividend Models - Walter’s Model - Gordon’s Model - M. M. Model – Hypothesis Model.

UNIT IV: Working Capital

Working Capital - Meaning and importance – Factors Influencing Working Capital – Determining (or) Forecasting of Working Capital requirements – Working Capital Operating cycle-

UNIT V: Capital Budgeting

Capital Budgeting Process – Cash flow estimation- Payback period _ Accounting Rate of Return –Net Present Value (NPV) – Net Terminal Value - Internal Rate of Return – Profitability Index – Capital Budgeting under Risk- Certainty Equivalent Approach and Risk – Adjusted Discount Rate – Decision Tree Analysis.

Learning outcomes:

1. Demonstrate the application of financial management decision and understand corporate capital structure.
2. Identify the impact of financial and other risks affecting business.
3. Analyze the ways of raising capital and their respective advantages and disadvantages in different circumstances.

REFERENCE BOOKS:

1. S.N.Maheswari, Financial Management, Sultan Chand & Sons
2. Y.Khanand Jain, Financial Management, Sultan Chand & Sons
3. P.Periyasamy.P, Financial Management, Vijay Nicole Imprints Pvt. Ltd. Chennai
4. Murthy A, Financial Management, Margam Publications, Chennai

INCOMETAX LAW AND PRACTICE- I

CORE PAPER: XVI

SUBJECT OBJECTIVES

1. To help the students to understand the relevance and significance of Tax.
2. To know the main source of revenue of the government
3. To know the exemption available to the tax payers
4. To help the students to understand the relevance and significance of Tax.
5. To enable the students understand the concept of total salary income
6. To know the legal provisions pertaining to house property income and business income & profession
7. To make note of the various types of return

UNIT I: INTRODUCTION

Meaning of Income – Features of Income Tax – Types – Important Definitions Under the Income Tax Act – Assessee – Types – Rates of Tax – Residential Status – Scope of Total Income – Incomes Exempt from tax.

UNIT II: Income from Salary

Definition – Allowances – Valuation of perquisites – Deductions from Salary – Gratuity – Pension – Commutation of Pension – Leave Salary – Profits in lieu of Salary - Provident Funds – Deductions under Sec. 80.

UNIT III: Income from House Property

Annual Value – Meaning and Computation – Deductions from Annual Value – Legal Provisions.

UNIT IV: Profits and Gains from Business or Profession

Income from Business or Profession – Allowable expenses – Not allowable expenses - General deductions – Provisions relating to Depreciation – Deemed Business Profits - Undisclosed incomes – Investments – Compulsory maintenance of Books of accounts – Audit of Accounts of certain persons – Special provisions for Computing Incomes on estimated basis – Computation of Income from Business or Profession.

UNIT V: E-filing & Submission of Returns

E-filing – Concept – Procedure - 26AS – TDS – Traces – Filing of Return – Various Returns – Permanent Account Number (PAN) – Usage of PAN – Concept of Transfer Pricing - Fundamentals.

Subject Outcomes:

- The students will understand the concepts of Income tax, Types of filing and computation of tax from various heads.
- Demonstrate knowledge of the concepts, principles and rules of taxation of individuals and small businesses.
- Recognise the deduction available for house property income.
- Know about the powers and duties of income tax authorities
- The students will understand the procedure for computing taxable salary income.

REFERENCE BOOKS:

1. Gaur & Narang, Income Tax Law & Practice, Kalyani Publishers.
2. Reddy, T.S. & Hariprasad Reddy, Y, Income Tax Theory, Law & Practice, Margham Publications, Chennai.
3. Murthy, A, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai
4. Hariharan N, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai

Core Subject : XVII

ADVANCED COST ACCOUNTING

Learning Objectives

- 1:** To make the students understand the process of ascertaining, classification and controlling costs
- 2:** To enable students to learn application of different methods of costing in Manufacturing and Service industries
- 3:** To make students get a clear picture of absorption costing, marginal costing, break even analysis
- 4:** To make students understand the various concepts of standard costing

UNIT I: Contract Costing

Definition - Features of Contract costing- Calculation of Profit on Contracts- Cost plus Contract-Contract Costing Vs job Costing-Preparation of Contract A/c

UNIT II: Process Costing

Features of Process Costing - Process Loss - Normal and Abnormal Loss - Abnormal Gain - Joint Products -By Products - Concept of Equivalent Production – Process Accounts - Process Losses and Gains.

UNIT III: Operation Costing

Operating Costing – Meaning – Preparation of Operating cost Sheet – Transport costing – Power Supply Costing – Hospital Costing – Simple Problems.

UNIT IV: Marginal Costing

Meaning – Features – Absorbtion Costing – Marginal Costing Vs Absorbtion Costing – Contribution – PV Ratio – Break Even point – Key Factor – Margin of Safety – Preparation of Marginal Cost Statement.

UNIT V: Standard Costing

Definition – Objectives – Advantages – Standard Cost and Estimated Cost – Installation of Standard Costing – Variance analysis – Material, Labour, Overhead, and Sales Variances – Calculation of Variances.

Student Learning Outcomes:

1. Interpret the principles of contract costing, job order costing, and process costing and prepare the accounts relating to it.
2. Understand the concept of operating costing and its applicability in service industry specifically in-transport, power supply, hotel, and hospital.
3. Analyse cost-volume-profit techniques to make optimal managerial decisions
4. Determine total standard cost and do variance analysis.

Note: Questions in Sec. A, B & C shall be in the proportion of 20:80 between Theory and Problems.

REFERENCE BOOKS

1.	S.P. Jain and K.L. Narang	Cost Accounting
2.	P.T. Pattanshetty and Dr. Palekar	Cost Accounting
3.	S.P. Iyengar	Cost Accounting
4.	Khanna, Pandey, Ahuja and Arora	Practical Costing
5.	T.S. Reddy and Y. Hari prasad Reddy	Cost Accounting
6.	Saxena and Vashist	Cost Accounting
7.	Hansen/Mowen	Cost management Accounting and Control

Course Objectives

1. To acquire knowledge about meaning and functions of management accounting and to distinguish between management accounting and financial accounting and management accounting and cost accounting.
2. To understand the concept of cash and cash flow.
3. To gain knowledge about marginal costing techniques.
4. To enhance student's ability to analyse the financial statements and to know the various tools used for analysing the financial statements.
5. To Know about various types of budgets and the procedure involved in the preparation of various budget.

UNIT I: Introduction

Management Accounting - Meaning- Scope- Importance- Limitations - Management Accounting Vs Cost Accounting – Management Accounting Vs Financial Accounting.

UNIT II: Financial Statement Analysis

Analysis and Interpretation of Financial Statements – Nature and Significance – Types of Financial Analysis – Tools of Analysis – Comparative Statements – Common size Statement – Trend Analysis.

UNIT III: Ratio Analysis

Meaning – Advantages – Limitations – Types of Ratios – Liquidity Ratios – Profitability Ratios Turnover Ratios – Capital Structure Ratios – Leverage Ratios – Calculation of Ratios.

UNIT IV: Fund Flow Analysis & Cash Flow Analysis

Introduction, Meaning of Funds Flow Statement-Ascertainment of flow of funds- Technique of preparing funds flow statement- Schedule of Changes in Working Capital- Adjusted Profit and Loss account-Funds Flow Statement

Meaning of Cash Flow Statements – Advantages – Limitations – Preparation of Cash Flow Statement – Types of Cash flows - Operating, Financing and Investing Cash flows.

UNITV: Budgetary Control & Marginal Costing

Budgetary Control – Meaning – Preparation of various Budgets – Cash Budget - Flexible Budget

– Production Budget – Sales Budget. Capital Expenditure Control - Application of Marginal Costing in Decision Making – Make or Buy – Shut down or Continue – Exploring New Markets.

Note: Questions in Sec. A, B & C shall be in the proportion of 20:80 between Theory and Problems.

Course Outcomes:

1. Enables the students to identify the differences between management accounting and financial accounting and management accounting and cost accounting.
2. Give the capacity to prepare cash flow statement of a non corporate body and corporate body.

3. To apply the marginal costing techniques in taking various managerial decisions.
4. Enables the students to carry out the analysis of financial statements with the help of various tools of analysis and to calculate various ratios and their interpretations.
5. Help the students to prepare purchases budget, sales budget, overhead budget, labour budget, cash budget and flexible budget.

REFERENCE BOOKS:

1. MurthyA and Gurusamy S ,Management Accounting- Theory &Practice, Vijay NicoleImprints Pvt. Ltd .Chennai
2. Charles T. Horngren and Gary Sundem, N, Introduction to Management Accounting, PrenticeHall
3. Sharma and Shashi K. Gupta, Management Accounting, Kalyani Publishers
4. Reddy, T.S. & Dr. Hariprasad Reddy, Y, Management Accounting, MarghamPublications, Chennai.
5. Hansen - Mowen, Cost Management Accounting and Control, South Western College

BUSINESS ENVIRONMENT
✓ To understand the relationship between business and society
LEARNING OUTCOMES
<ul style="list-style-type: none"> • Understand the meaning and concept of business environment and factors influencing the business • Application of factors in the process of decision making. • Understand the social responsibilities of business

CORE PAPER XVIII HUMAN RESOURCE MANAGEMENT

LEARNING OBJECTIVES :

1. To enable the students to understand the key terms/concepts and practices in HR field.
2. To give students the knowledge about Human Resource Management at various levels in general and in certain specific industries/organizations.
3. To develop skills that are required by HR professionals and enable the students to apply the principles and techniques of HRM in HR related issues.
4. To provide innovative solutions to the problems in the field of HRM and effectively contribute to dynamic organisations.

UNIT I: Introduction

Nature and Scope of Human Resources Management – Differences between Personnel Management and HRM – Environment of HRM- HRM Accounting– Human Resource Planning – Recruitment – Selection – Methods of Selection – Uses of various Tests – Interview techniques in Selection and Placement.

UNIT II: Training

Meaning – Induction – Methods – Techniques – Identification of the Training needs – Training and Development – Performance appraisal – Transfer – Promotion and Termination of services –Career Development.

UNIT III: Compensation & Labour Relation

Cost to Company – CTC Fixed and FlexiblePay - Components – Incentives – Benefits – Motivation – Talent Retention- Welfare and Social Security Measures - Opportunities, Challenges, and Recent Trends in Compensation.

Need – Functions of Trade Unions – Forms of Collective bargaining – Workers Participation in management - Types and effectiveness. Industrial Disputes and Settlements (laws excluded)- Social Ethics and Responsibility

UNIT IV: Human Resource Accounting & Audit

Human Resource Accounting- Meaning- Objectives- Need & Limitations.

Human Resource Audit – Nature – Benefits – Scope – Approaches.

UNIT V: Corporate Ethics & Corporate Social Responsibility

Business Ethics – Concept, Characteristics, Importance and Need for ethics- Sources of Ethics, Concept of Corporate Ethics, code of Ethics- Guidelines for developing code of ethics, Ethics in Human Resource Management

Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. CSR towards employees and workers- CSR and environmental concerns- Role of HR professionals in CSR.

LEARNING OUTCOMES : The students can -

1. Develop an understanding of the concept of human resource management and its relevance in organizations.
2. Develop necessary skills, set for application of various HR issues.
3. Analyse the strategic issues and strategies required to select and develop manpower resources.
4. Effectively manage and plan key human resource functions within organizations.
5. Examine current issues, trends, practices, and processes in HRM.
6. Contribute to employee performance management and organizational effectiveness.
7. Integrate the knowledge of HR concepts to take correct business decisions.
8. Identify and apply new ideas, methods and ways of thinking in HR related issues.
9. Able to evaluate HRM related social, cultural, ethical and environmental responsibilities and issues in a global context.

REFERENCE BOOKS:

1. Ashwathappa, Human Resource Management, Himalaya Publishing House
2. Garry Deseler, Human Resource Management, Prentice Hall
3. Prasad, LM, Human Resource Management, Sultan Chand & Sons
4. Tripathi, Human Resource Management, Prentice Hall
5. Sundar & Srinivasan, Essentials of Human Resource Management, Vijay Nicole Imprints Pvt.Ltd. Chennai

CORE PAPER : XX

INCOMETAX LAW AND PRACTICE-II

Subject Objectives:

1. To know the meaning and provisions relating to the computation of capital gains and various exemptions U/S 54.
2. To know about the computation of income from other sources
3. To study the procedure of grouping the incomes and set off of incomes
4. To know the deductions available to the assessee U/S 80C to 80U.
5. To know the assessment of tax as per the Indian Income tax slab and computation of taxable income of individual.

UNIT I: Income from Capital Gain

Capital Gain – Meaning – Short term and Long term Capital Gains – Certain Transactions not included as transfer – Cost of Acquisition – Cost of Improvement – Indexation – Capital Gain under different circumstances – Exempted Capital Gains – Computation of Capital Gains.

UNIT II: Income from other sources

Computation – Grossing up – Deductions in Computing Income under the head and other related provisions.

UNIT III: Clubbing of Incomes and Set off / Carry forward and Set – Off of losses Clubbing of Incomes under various situations – Deemed Incomes – Simple Problems on clubbing of incomes – Setoff – Carry forward and set off of losses.

UNIT IV: Deductions from Gross Income

Permissible Deductions from Gross Total Income Sec.80C, 80CCC, 80CCCD, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80QQB, 80RRB, 80U. Assessment of Individual – Computation of Tax.

UNIT V: Income Tax Authorities and Procedure of Assessment

Income Tax Authorities – Powers of the Central Board of Direct Taxes (CBDT), Commissioners of Income Tax and Income Tax officers. Assessment Procedures - Self Assessment – Best Judgement Assessment – Income Escaping Assessment (Reassessment)-Advance Payment of Tax – Meaning and Due dates.

Outcomes

1. The students will understand the concepts of Income tax, Types of filing and computation of tax from various heads.
2. The students will understand the procedure for computing taxable income from different heads, clubbing of income, Setoff and carry forward of losses and Deductions applicable to an individual.
3. Recognize and recommend appropriate tax-saving strategies for decision making.
4. Investigate and analyze current income tax information and uses pertinent to the act.
5. Gain knowledge of various sources of income and then assess their income for income tax.
6. Know the taxable and non-taxable income and then apply the loophole, they can avoid the tax without evasion.
7. Demonstrate the understanding of the various types of returns of grouping of income
8. Understand the computational procedure of tax liability.
9. Know about the powers and duties of income tax authorities
10. Able to provide consultation to the tax payers

REFERENCE BOOKS:

1. Vinod, K. Singhanian, Students Guide to Income Tax, Taxman Publications Pvt. Ltd.
2. Mehrotra- Income Tax Law &Accounts, Goyal, Sathiya Bhavan Publications.
3. Gaur & Narang, Income Tax Law & Practice, Kalyani Publishers.
4. Murthy.A, IncomeTaxLaw&Practice,Vijay Nicole Imprints Pvt.Ltd.Chennai

5. Hariharan N, IncomeTaxLaw&Practice, Vijay Nicole Imprints Pvt.Ltd.Chennai
6. Reddy, T.S.& Hariprasad Reddy, Y, Income Tax Theory, Law & Practice, Margham Publications, Chennai.

CORE PAPER XVIII HUMAN RESOURCE MANAGEMENT

OBJECTIVES

No. of Credits: 4

- To facilitate the students to know about the importance of Human Resources.
- To make the students to understand the various aspects of the Human Resources Management.

OUTCOME:

- Understanding of basic concepts, functions and functioning of Human resource department of the organisations

UNIT I: Introduction

Nature and Scope of Human Resources Management – Differences between Personnel Management and HRM – Environment of HRM- HRM Accounting– Human Resource Planning – Recruitment – Selection – Methods of Selection – Uses of various Tests – Interview techniques in Selection and Placement.

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Meaning – Induction – Methods – Techniques – Identification of the Training needs – Training and Development – Performance appraisal – Transfer – Promotion and Termination of services –Career Development.

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Business Ethics – Concept, Characteristics, Importance and Need for ethics- Sources of Ethics, Concept of Corporate Ethics, code of Ethics- Guidelines for developing code of ethics, Ethics in Human Resource Management

Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. CSR towards employees and workers- CSR and environmental concerns- Role of HR professionals in CSR.

TEXT BOOK

- ii. Rao, VSP, Human Resource Management, Excel Books

REFERENCE BOOKS:

1. Ashwathappa, Human Resource Management, Himalaya Publishing House
2. Garry Deseler, Human Resource Management, Prentice Hall
3. Prasad, LM, Human Resource Management, Sultan Chand & Sons
4. Tripathi, Human Resource Management, Prentice Hall
5. Sundar & Srinivasan, Essentials of Human Resource Management, Vijay Nicole Imprints Pvt. Ltd. Chennai

WEB RESOURCE:

1. www.whatishumanresource.com
2. www.managementstudyguide.com
3. www.humanresources.about.com
4. www.managementhelp.org

✓
LEARNING OUTCOMES
<ul style="list-style-type: none">• Students will understand the meaning and functions of entrepreneurs and commercial application of innovations.
<ul style="list-style-type: none">• Identify the role played by financial and non – financial institutions in the development of entrepreneurs
<ul style="list-style-type: none">• Apply the different the different feasibility test to validate the project proposal.
<ul style="list-style-type: none">• Acquire Knowledge about the women entrepreneurs in india
ICT
<ul style="list-style-type: none">• https://www.slideshare.net/RudyFlores1/4-technical-feasibility
<ul style="list-style-type: none">• https://drive.google.com/file/d/1RX3lgUAvshHbJJEWKDMLsBwDL6YMBBtW/view?usp=drive_web&authuser=1
<ul style="list-style-type: none">• https://www.slideshare.net/umeshutage/capitalisation-69712195
<ul style="list-style-type: none">• https://www.slideshare.net/RudyFlores1/5-financial-feasibility-44827819
<ul style="list-style-type: none">• https://drive.google.com/file/d/1b11qW-IVU9DCBkZiOOHCXmQ-85ilxw1N/view?usp=drive_web&authuser=1
<ul style="list-style-type: none">• https://www.slideshare.net/onlyram/new-product-development-ppt

- <https://www.slideshare.net/nijazn/entrepreneurship-37341407>

MCQ <https://forms.gle/wCAJbtD8NRAJogSR8>

BUSINESS ENVIRONMENT B. Com

LEARNING OBJECTIVES

- ✓ **To understand the different environment in the business climate**
- ✓ **To know the different environment like, political, technological and economic environment in the business**
- ✓ **To enable the students to know the factors influencing the changes in the Business world**

BUSINESS ENVIRONMENT
✓ To understand the relationship between business and society
LEARNING OUTCOMES
<ul style="list-style-type: none">• Understand the meaning and concept of business environment and factors influencing the business
<ul style="list-style-type: none">• Application of factors in the process of decision making.
<ul style="list-style-type: none">• Understand the social responsibilities of business

Unit 1: Concept

