

Bharti University, Durg (C.G.)

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**SCHEME OF EXAMINATION
&
DETAILED SYLLABUS
FOR
M.COM SEMESTER EXAM
(MASTER OF COMMERCE)
UNDER
FACULTY OF COMMERCE
(Effective from 2021-22)**

Faculty of Commerce
Bharti University, Durg
Master of Commerce
Semester-Ist
Examination Scheme
(Effective from the session: 2021-22)

S.No	Course Code	Subject	Teaching Hours	Examination		Total Marks
				External	Internal	
1	CMC101	Managerial Economics	4	70	30	100
2	CMC102	Advanced Accounting	4	70	30	100
3	CMC103	Business Statistics	4	70	30	100
4	CMC104	Corporate Legal Framework	4	70	30	100
5	CMC105	Income Tax Law and Practice	4	70	30	100
Total Contact hr per week: 20		Total Credit: 20		Total Marks:		500

Semester-IInd

S.No	Course Code	Subject	Teaching Hours	Examination		Total Marks
				External	Internal	
1	CMC201	Business Economics	4	70	30	100
2	CMC202	Specialized Accounting	4	70	30	100
3	CMC203	Advanced Statistics	4	70	30	100
4	CMC204	Business Law	4	70	30	100
5	CMC205	Tax Planning and Tax Management	4	70	30	100
Total Contact hr per week: 20		Total Credit: 20		Total Marks:		500

Faculty of Commerce
Bharti University, Durg
Master of Commerce
Semester-IIIrd
Examination Scheme
(Effective from the session: 2021-22)

S.No	Course Code	Subject	Teaching Hours	Examination		Total Marks
				External	Internal	
1	CMC301	Management Concept and Organizational Behavior	4	70	30	100
2	CMC302	Advanced Cost Accounting	4	70	30	100
3	CMC303	Accounting for Managerial Decision	4	70	30	100
4	CMC304	Research Methodology	4	70	30	100
5	CMC305	Business Environment	4	70	30	100
Total Contact hr per week: 20		Total Credit: 20		Total Marks:		500

Faculty of Commerce
Bharti University, Durg
Master of Commerce
Semester-IVth
Optional Group A (Marketing Group)
Examination Scheme
(Effective from the session: 2021-22)

S.No	Course Code	Subject	Teaching Hours	Examination		Total Marks
				External	Internal	
1	CMC401A	Principle of Marketing	4	70	30	100
2	CMC402A	Advertisement and Sales Management	4	70	30	100
3	CMC403A	Business Research	4	70	30	100
4	CMC404A	International Business	4	70	30	100
5	CMC405	Dissertation and Viva-Voce	4	70	30	100
Total Contact hr per week: 20		Total Credit: 20		Total Marks:		500

Semester-IVth
Optional Group B (Financial Group)

S.No	Course Code	Subject	Teaching Hours	Examination		Total Marks
				External	Internal	
1	CMC401B	Financial Management	4	70	30	100
2	CMC402B	Personnel Management	4	70	30	100
3	CMC403B	Production Management	4	70	30	100
4	CMC404B	Production Management	4	70	30	100
5	CMC405	Dissertation and Viva-Voce	4	70	30	100
Total Contact hr per week: 20		Total Credit: 20		Total Marks:		500

Master of Commerce
Semester-IVth
Optional Group C (Banking and Insurance Group)

S.No	Course Code	Subject	Teaching Hours	Examination		Total Marks
				External	Internal	
1	CMC401C	Banking Institution in India	4	70	30	100
2	CMC402C	Banking Practices	4	70	30	100
3	CMC403C	Life Insurance	4	70	30	100
4	CMC404C	General Insurance	4	70	30	100
5	CMC405	Dissertation and Viva-Voce	4	70	30	100
Total Contact hr per week: 20		Total Credit: 20		Total Marks:		500

Master of Commerce
Semester-IVth
Optional Group D (Taxation and Accounting)

S.No	Course Code	Subject	Teaching Hours	Examination		Total Marks
				External	Internal	
1	CMC401D	Direct Tax in India	4	70	30	100
2	CMC402D	Indirect Tax (GST)	4	70	30	100
3	CMC403D	Accounting for Managers	4	70	30	100
4	CMC404D	Accounting Methods	4	70	30	100
5	CMC405	Dissertation and Viva-Voce	4	70	30	100
Total Contact hr per week: 20		Total Credit: 20		Total Marks:		500

M.Com. Ist Semester
PAPER CODE – CMC101
MANAGERIAL ECONOMICS

OBJECTIVE: -

This course develops managerial, perspective to economic fundamentals as aids to decision making under given environmental constraints.

COURSE INPUTS:-

UNIT-1

Nature and Scope of Managerial, Economics: Objective of a firm; Economics theory and managerial theory; Managerial economist's role and responsibilities.

UNIT-2

Fundamental economic concepts-incremental principle, opportunity cost principle, discounting principle. Equi-marginal principle.

UNIT-3

Demand Analysis: Individual and Market demand functions Law of demand; determinants of demand; Elasticity of demand-its meaning and importance, Price elasticity; income elasticity and cross elasticity; Using elasticity in managerial decisions.

UNIT-4

Theory of Consumer Choice: Cardinal utility approach, indifference approach, revealed preference and theory of consumer choice under risk;
Demand estimation for major consumer durable and non-durable products; Demand forecasting technique.

UNIT-5

Production Theory: Production function-production with one and two variable inputs, Stages of production; Economics of scale; Estimation of the production function.

M.Com. Ist Semester
PAPER CODE – CMC102
ADVANCED ACCOUNTING

OBJECTIVE: -

The objective of this course is to expose students to accounting issues and practices such as maintenance of company accounts and handling' accounting adjustments.

COURSE INPUTS:

UNIT-1

-
Accounting for the issue, Forfeited and redemption of shares and debentures.

UNIT-2

Final accounts and financial statements of companies.

UNIT-3

Accounting issues relative to amalgamation and reconstruction of companies.

UNIT-4

Accounting for holding and subsidiary companies.

UNIT-5

Accounts relating to Liquidation of companies.

M. Com – 1st Semester
PAPER CODE – CMC103
Income Tax Law and Accounts

OBJECTIVE:-

The objective of this course is to help students Understand and conceptual framework of Income-tax.

COURSE INPUTS:

Unit – I

Law relating to Income tax: Brief study of the main provisions of the Indian Income Tax Act. Important definitions, Income exempted from tax, Residence and Tax liability.

Unit – II

Calculation of taxable income under the head: Salary and House property.

Unit – III

Depreciation and Development allowance, Calculation of taxable income under the head: Business and Profession, capital gains, income from other sources.

Unit – IV

Set-off and carry forward of losses, Deduction from gross total Income Calculation of Taxable Income and tax of an individual, and Hindu undivided families.

Unit – V

Appeals & Revisions Reference of High Court and Supreme Court, offences & penalties, Income tax authorities.

M. Com – 1st Semester
PAPER CODE – CMC104
STATISTICAL ANALYSIS

OBJECTIVE

The objective of this course is to help students learn the application of statistical tools and techniques for decision making.

UNIT-1

Statistics - Definitions, Characteristics, Scope and Nature, Functions, limitations, Distrust and misuse importance & Statistical Investigations., Classification & Tabulation,

UNIT-2

Data Sources: Primary and Secondary, Primary data collection techniques, Schedule, Questionnaire and interview & Sources' of Secondary data.

UNIT-3

Dispersion, Co-efficient of variance and Skewness, the correlation -Karl- Parsons and Spearman's ranking method and Regression analysis, two variables case.

UNIT-4

Probability Theory: Probability classical, relative and subjective probability, Addition and multiplication probability models -Conditional probability and Bay's Theorem.

UNIT-5

Probability Distributions - Binomial, Poisson and Normal Distributions, Their Characteristics and applications.

M.Com-1st Semester
PAPER CODE – CMC105
CORPORATE LEGAL FRAMEWORK

OBJECTIVE

The objective of this course is to provide knowledge of relevant provisions of various Semester laws influencing business operations.

UNIT-1

The Companies Act, 1956 (Relevant Provisions & amended new The Companies Act 2013): Definition, Types of companies Memorandum of association; Articles of association; Prospectus; Share capital and membership.

UNIT-2

Meeting sander solutions-Company management; Managerial remuneration; Winding up and dissolution of companies.

UNIT-3

The Negotiable Instruments Act, 1881-Definition, types of negotiable instruments; Negotiation; Holder and holder in due course; payment in due course;

UNIT-4

Endorsement and crossing of the cheque; Presentation of negotiable instruments.

UNIT-5

Legal Environment for Security Markets: SEBI Act 1992 - Organization and Objectives of SEBI.

M.Com IInd Semester
PAPER CODE – CMC201
BUSINESS ECONOMIC

OBJECTIVE

This course develops the managerial perspective to economic fundamentals as aids to decision making under given environmental constraints.

UNIT-1

Cost Theory and Estimation, economic value analysis, Short and long-term cost Functions-their nature, shape and inter-relationship; Law of variable proportions;-Law of returns to scale.

UNIT-2

Price Determination under Different Market Conditions: Characteristics of different market structures; Price determination and firm's equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly,

UNIT-3

Pricing Practices: Methods of price determination in practice, pricing of multiple products; price discrimination; International price discrimination and dumping; Transfer pricing.

UNIT-4

Business Cycles: Nature and phases of a business. cycle; Theories of business cycles- psychological, profit, monetary, innovation, cobweb, Samuelson and Hicks theories.

UNIT-5

Inflation: Definition, Characteristics and types; Inflation in terms of demand-pull and cost-push factors; Effects of inflation.

M.Com IInd Semester
PAPER CODE – CMC202
SPECIALIZED ACCOUNTING

OBJECTIVE:-

The objective of this course is to expose students to accounting issues and practices such as maintenance of company accounts and handling accounting adjustments.

UNIT-1

Accounts of General Insurance Companies.

UNIT-2.

Accounts of Banking Companies.

UNIT-3

Accounts of Public Utility concerns Double Accounts System.

UNIT-4

Royalty accounts.

UNIT-5

Investment accounts.

M.Com IInd Semester

PAPER CODE – CMC203

TAX PLANNING AND MANAGEMENT

OBJECTIVE:–

This course aims at making students conversant with the concept of corporate tax planning and Indian tax laws, as also their implications for corporate management.

Unit – I

Calculation of Taxable Income and tax of Firm and Companies.

Unit – II

Return of Income, Provisional Regular, Expert and emergency assessment, Reopening of assessment.

Unit – III

Concept of Tax Planning; Tax avoidance and tax evasions; Tax planning with reference of location, nature and form of organization of new undertaking

Unit – IV

Tax planning to capital structure, decision dividend policy; Inter-corporate dividends and bonus shares.

Unit – V

Preparation of income tax returns, Computation of Income-tax, Tax deduction at source; Advance payment of tax.

M.Com IInd Semester
PAPER CODE – CMC204
ADVANCED STATISTICS

OBJECTIVE

The objective of this course is to help students learn the application of statistical tools and techniques for decision making.

UNIT-1

Statistical Decision Theory: Decision environment, Expected profit under uncertainty and assigning probabilities and utility theory.

UNIT-2

Statistical estimations. And Testory: Point and intervals estimation of population mean, proportion and variance Statistical Testing-Hypothesis and Errors, Sample size-Large and Small Sampling test Z tests, T-Tests &F Tests.

UNIT-3

Association of Attributes: Two Attributes, consistency of data, measurement of Association of Attributes-Percentage method, Co-efficient of Association, Comparison of Actual and (you Ie method) Expected frequency's & Issusery Association.

UNIT-4

Statistical Quality Control: Causes of Variations in quality characteristics, Quality Control Charts-purpose and logic, Process under control and out ofcontrol, warning limits, control charts for attributes-fraction defectives andnumber of defects, Acceptance sampling.

UNIT-5

Interpolation and Extrapolation – Parabolic Binomial, Newton and Langrage-method.

M.Com IInd Semester
PAPER CODE – CMC205
BUSINESS LAW

OBJECTIVE

The objective of this course is to provide knowledge of relevant provisions of various laws influencing business operations.

UNIT-1

SEBI Act-1992: Organization and objectives of SEBI, Functions and Role of SEBI Rights and Power of SEBI.

UNIT-2

MRTP Act 1969: Monopolistic Trade Practice Meaning, essentials, Restrictive Trade Practices- Meaning, Unfair trade practice, MRTP commission Offences and Penalties.

UNIT-3

Consumer Protection Act 1986: Needs of Act, Rights of consumers, Objectives of Act., Grievance redressal Machinery, District Forum, State Commission, National Commission.

UNIT-4

FEMA Act 1999: Objectives; Regulation and Management of FEMA, Penalties Appeal.

UNIT-5

W.T.O.: Brief History of WTO, Objectives and Functions, Organization,
W.T.O and India, Regional groupings, anti-dumping duties and other NTBs, Doha declaration
Dispute settlement system, TRIP, TRIMS and GATS.

M. Com IIIrd Semester

PAPER CODE – CMC301

MANAGEMENT CONCEPT & ORGANIZATIONAL BEHAVIOR

Objective:-

The objective of this course is to help students understand and conceptual framework of management and organizational behaviour.

Unit – I

Schools of Management Thought: Scientific, process, human behaviour and social system school; Decision theory school; Quantitative and system school; Contingency theory of management; Functions of a manager. Managerial Functions: Planning – Concept, Significance, Types; Organizing – Concept, Principle of Authority, Theories, Types of Organization, Authority, Responsibility, Power, Delegation, Decentralization.

Unit – II

Staffing, Directing, Coordinating, Control - nature, process, and techniques. Organizational Behavior: concept and significance; Relationship between management and organizational behaviour; Emergence and ethical perspective; Attitudes; Perception; Learning; Personality; Transactional analysis

Unit – III

Motivation: Process of motivation; Theories of motivation - need hierarchy theory, theory X and theory Y, two-factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory. Group Dynamics and Team Development: Group dynamics - Definition and importance, types of groups, group formation, group development, group composition, group performance factors; Principle-centered approach to team development

Unit – IV

Leadership: Concept, Leadership styles, Theories - trait theory, behavioural theory, Fielder's contingency theory; Hersey and Blanchard's situational theory; managerial grid; Likert's four systems of leadership. Organizational Conflict: Dynamics and management; Sources, patterns, levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional organizational conflicts; Resolution of conflict

Unit – V

Interpersonal and Organizational Communication: Concept of two-way communication; Communication process; Barriers to effective communication; Types of organizational communication; Improving communication; Transactional analysis in communication. Organizational Development: Concept; Need for change, resistance to change; Theories of planned change; Organizational diagnosis; Organizational Development intervention.

M. Com IIIrd Semester

PAPER CODE – CMC302

ADVANCED COST ACCOUNTING

OBJECTIVE -

This course exposes the students to the basic concepts and the tools used in cost accounting.

Unit – I

Introduction – Cost Analysis, concepts and classification, Materials control – Techniques of Materials control.

Unit – II

Labour cost – Computation and control, Overheads – Accounting and Control.

Unit – III

Job, Batch, Contract-costing and Operating-costing.

Unit – IV

Process Costing Joint products & By-products costing. Uniform costing and Estimate costing.

Unit – V

Budgetary control – Importance of budgets in accounting. Nature of budgetary control, Organization for budgetary control preparation zero-base budgeting, performance budgeting. Cash Budget, Production and Sales Budget.

M. Com IIIrd Semester

PAPER CODE – CMC303

ACCOUNTING FOR MANAGERIAL DECISION

OBJECTIVE:

The objective of this course is to acquaint the student with the accounting concepts, tools and techniques for managerial decisions.

UNIT-1

Introduction of Accounting: Management accounting as an area accounting; Objectives, nature and scope of management accounting, techniques of management accounting, the difference between financial accounting, cost accounting and management accounting, Management accounting and managerial decisions; Management accountant's position, role and responsibilities. Analyzing financial Statements: Method, objects and ratio analysis.

UNIT-2

Accounting Plan and Responsibility Centers: Meaning and significance of responsibility accounting; Responsibility centres-cost centre, profit centre and investment centre, Problems in transfer pricing, Objectives and determinates of responsibility centres. Cash flow analysis and fund flow analysis.

UNIT-3

Budgeting: Definition of Budget, Essentials of budgeting, Types of budgets, functional, master etc. Fixed and flexible budget. Contemporary Issues in Management Accounting: Value chain analysis; Activity bases costing, Quality costing, Target and life cycle costing.

UNIT-4

Standard Costing and Variance Analysis: Standard costing as a control technique; Setting of standards and their revision; Variance analysis-meaning and importance; Kinds of variances and their uses material, labour and overhead variances; Disposal: of variances; Relevance of variance analysis to budgeting and standard costing. Marginal Costing: Concept of marginal cost; Marginal costing and absorption, costing, Marginal costing versus direct, costing;

UNIT-5

Break-even-analysis; Assumptions and practical applications of break-even-analysis; cost volume profit analysis, Decisions regarding sales-mix, make or buy decisions and discontinuation of a product line etc. Reporting to Management: Objectives of reporting, reporting needs at different managerial levels; Types of reports, modes of reporting; reporting at different levels of management.

M. Com IIIrd Semester

PAPER CODE – CMC304

RESEARCH METHODOLOGY

Objective

This course aims at providing students with an understanding of the Research Methodology.

Unit – I

Research Methodology: An Introduction, Meaning of Research, objective, nature, scope and significance of Research, Research process, criteria of good Research, Research approaches, types of Research, stages in the development of Research (steps of research), Methods of Research. **Scientific Method of Research:** Meaning and definition of Scientific research, Characteristics of the scientific method, basic (elements) or steps in the scientific method, limitation of the scientific method.

Unit – II

Nature and Role of Hypothesis in Commerce Research- Meaning, the definition of Hypothesis, characteristics of hypothesis, formation of a hypothesis, function of hypothesis, dimensions of hypothesis, Sources of hypothesis, development of the hypothesis, importance of hypothesis in commerce, types of hypothesis, testing of hypothesis, essential elements of a good hypothesis, difficulties in the formation of a hypothesis.

Deduction and Induction Methods- Meaning and definition of the deduction method, the merits and demerits of the deduction method, the meaning and definition of the induction method, merits and demerits of the induction method, distinguish between deduction and induction method.

Unit – III

Research Design: Meaning and Definition of Research Design, Characteristics of research design, the subject matter of research design, steps of research design, and objectives of research design, types of research design, Exploratory research design, descriptive research design,

experimental research design.

Research Problem Selection and Identification-Meaning and definition of the problem, sources of the problem, characteristics of problem-of research Identification and interpretation of the problem, the situation analysis and determination of field. How to select a problem area, 7(seven)-Guiding Principles in the choice of a topic.

Unit – IV

Planning and Organizing the Research Report: -Meaning and definition of data, Collection of data, Importance of data collection, types of data sources, features, importance and limitation of data, techniques of data collection-Questionnaire, Interview Schedule.

Sampling: Meaning, the definition of sampling, characteristics of sampling, essential concepts of sampling, planning of sampling, characteristics of a good sampling, types of sampling, merits and demerits of sampling, the problem of sampling and their solutions.

Unit – V

Scaling Techniques: Meaning and need of scaling, some general problem of scaling & characteristics of a good scaling, measurement in social sciences, function of measurement Processing the data-Editing, Coding, Tabulation.

Analysis, Interpretation, Presentation-Meaning, definition of analysis, the procedure of analysis, basic of analysis, variables of analysis, major types of analysis, Interpretation and Presentation of data-Meaning, the technique of interpretation and presentation, the precaution of interpretation and presentation.

Research Report Writing: Meaning and definition, different steps in writing report, layout of the research report, types of report, general principles of preparation of the report, the structure of the report, language and style of report, publication of the report, precaution for writing research reports.

M. Com IIIrd Semester

PAPER CODE – CMC305

BUSINESS ENVIRONMENT

Objective

This course develops the ability to understand and scan business environment analyses opportunities and take decisions under uncertainty.

Unit – I

Theoretical Framework of Business Environment: Concept, significance and nature of Business Environment; Elements of Business Environment- internal and external; changing dimensions of Business Environment; Techniques of environmental scanning and monitoring.

Unit – II

Economic Environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies-Industrial Policy, Fiscal, Monetary Policy, EX-IM policy; Public Sector and Economic Development; Development Banks and relevance to Indian business; Economic reforms, Liberalization and structural adjustment programmes.

Unit –III

Political and Legal Environment of Business: Critical elements of the political environment; Government and business; changing dimensions of the legal environment in India; MRTP Act, FEMA and Licensing policy; Consumer Protection Act.

Unit – IV

Socio-Cultural Environment: Critical elements of the socio-cultural environment; Social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social Responsibility of business; Consumerism in India.

Unit – V

International and Technological Environment; Multinational corporations; Foreign collaborations and Indian business; Non-resident Indian and corporate sector; International economic institutions – WTO, World Bank, IMF and their importance to India; Foreign trade policies; Impact of Rupee Devaluation; Technological environment in India; Policy on research and development; Patent Laws; Technology transfer.

M. Com – 4th Semester

Students are required to select any one Specialization out of the four suggested below.

Optional – Specialization group

- 1. Optional Group (A) – Marketing Management Group**
- 2. Optional Group (B) – Financial Management Group**
- 3. Optional Group (C) – Banking & Insurance Group**
- 4. Optional Group (D) – Taxation & Accounting Group**

M. Com IVth Semester

Specialization Group (A) - Marketing Group

PAPER CODE – CMC401A

PRINCIPLE OF MARKETING

Objective

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Unit – I	Introduction – Meaning, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview.
Unit – II	Market Analysis and Selection – Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; Consumer versus organizational buyers; Consumer decision-making process.
Unit – III	Product Decisions – Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product lifecycle – strategic implications; New product development and consumer adoption process.
Unit – IV	Pricing Decisions – Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.
Unit – V	Distribution Channels and Physical Distribution Decisions – Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Physical Distribution Management.

M. Com IVth Semester

Specialization Group (A) - Marketing Group

PAPER CODE – CMC402A

ADVERTISING & SALES MANAGEMENT

Unit – I	Introduction: Concept, Scope, Objectives and Functions of Advertising. Role of Advertising in the marketing mix and the advertising process. The legal, ethical and social aspects of advertising.
Unit – II	Pre-launch Advertising Decision: Determination of target audience, Advertising Media and their choice. Advertising messages, Layout of advertisement and Advertising Appeal, Advertising Copy.
Unit – III	Promotional Management: Advertising Department, Role of Advertising Agencies and their Selection, Advertising Budget, Evaluation of Advertising Effectiveness.
Unit – IV	Personal Selling: Meaning and Importance of Personal Selling, - Difference between Personal Selling, Advertising and Sales Promotion. Methods and Procedure of Personal Selling.
Unit – V	Sales Management: Concept of Sales Management, Objectives and Functions of Sales Management. Sales Organization, Management of Salesforce and Salesforce objectives, Salesforce Recruitment:- Selection, Training, Compensation and Evaluation.

M. Com IVth Semester

Specialization Group (A) - Marketing Group

PAPER CODE – CMC403A

MARKETING RESEARCH

Unit – I	Marketing Research: An Introduction; Marketing Decisions; Marketing Research and Information System.
Unit – II	Marketing Research Methodology, Research Design.
Unit – III	Organization of Marketing Research. Specialized areas of application of marketing research.
Unit – IV	Specialized Techniques of Marketing Research. Motivation Research.
Unit – V	Advertising Research: Planning and Procedure, New Product Research.

M. Com IVth Semester

Specialization Group (A) - Marketing Group

PAPER CODE – CMC404A

INTERNATIONAL MARKETING

Unit – I	International Marketing; Meaning; Scope, benefits and difficulties of International Marketing; International marketing and Domestic Marketing, reasons for entering international marketing. International marketing environment; Identifying and selecting foreign market.
Unit – II	Foreign market entry mode: Product designing, standardization Vs. Adaptation; Branding, Packaging and Labeling.
Unit – III	Quality issues and after-sales service; International pricing; International price quotation; payment terms and methods of payment.
Unit – IV	Promotion of products and services abroad: International channels of distribution; Selection and appointment of foreign sales agents. Logistic decision.
Unit – V	Export policy and practices in India, Trends in India's foreign trade, steps in starting export business; Export finance, documentation and procedure.

M. Com IVth Semester

Specialization Group (B) - Management Group

PAPER CODE – CMC401B

FINANCIAL MANAGEMENT

Objective

The objective of this course is to help students understand the conceptual framework of financial management and its applications under various environmental constraints.

Unit – I	Financial Management: Meaning, nature and scope of finance; Finance functions - investment, financing and dividend decisions. Capital Budgeting: Nature of investment decisions; Investment evaluation criteria - net present value, internal rate of return, profitability index, payback period, accounting rate of return; NPV and IRR comparison; Capital rationing; Risk analysis in capital budgeting.
Unit – II	Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of debt, preference capital, equity capital and retained earnings; Combined cost of capital (weighted); Cost of equity and CAPM.
Unit – III	Operating and Financial Leverage: Measurement of leverages; Effects of operating and financial leverage on profit; Analyzing alternate financial plans; Combined financial and operating leverage. Capital structure Theories: Traditional and M.M. hypotheses - without taxes and with taxes; Determining capital structure in practice.
Unit – IV	Dividend Policies: Issues in dividend decisions, Walter's model, Gordon's model, M-M hypothesis, dividend and uncertainty, the relevance of dividend; Dividend policy in practice; Forms of dividends; Stability in dividend policy; Corporate dividend behaviour.
Unit – V	Management of Working Capital: Meaning, significance and types of working capital; Calculating operating cycle period and estimation of working capital requirements; Financing of working capital and norms of bank finance; Sources of working capital; Factoring services; Various committee reports on bank finance; Dimensions of working capital management. Management of cash, and inventory.

M. Com IVth Semester

Specialization Group (B) - Management Group

PAPER CODE – CMC402B

PERSONNEL MANAGEMENT

Unit – I	Concept, Definition, Importance & Objectives of Personnel Management, Historical Development of Personnel Management, Nature, scope planning, Philosophy and Principles of personnel management and its relation with behavioural sciences.
Unit – II	Personnel policies, programmers & procedures. Personnel Department; Personnel Functions, Position of personnel Department & Organization of Personnel Management.
Unit – III	Man power planning Recruitment and Selection, Training & Development of Employees & Executives. Promotion, Demotion, Transfers, Absenteeism & Turnover.
Unit – IV	Performance Appraisal and Merit Rating, Discipline. Job evaluation Wage & Salary Administration plans of Remuneration & Financial Rewards/Incentive payments.
Unit – V	Employees Fringe Benefits & Services - Safety, Health & Security programmer and welfare. Motivation and Moral.

M. Com IVth Semester

Specialization Group (B) - Management Group

PAPER CODE – CMC403B

PRODUCTION MANAGEMENT

Unit – I	Fundamentals of production management, Nature, Scope, Functions; Problems, Production and Productivity organizing for production. Types of manufacturing systems.
Unit – II	Production planning, Objectives, Factors affecting Production Planning. Planning future activities, forecasting. Qualitative & Quantitative forecasting Methods, longrange forecasts, project planning method (P.E.R.T. and C.P.M.) Process planning System. Techniques of process planning: Assembly charts, process Charts make or buy analysis.
Unit – III	Process design, Factors affecting design Relation with types of manufacturing plant location and layout: Factors affecting the location. Types of plans layout, evaluation of alternative layout.
Unit – IV	Work measurement and work standards Uses of the work measurement date, procedure for work measurement. Direct work measurement. Time study, activity sampling, Indirect work measurement: Synthetic timing, Predetermined motion time system, analytical estimating. Methods analysis: Areas of application, Approaches to methods design, Tools for methods analysis, work simplification programme.
Unit – V	Production Control – Control functions: Routing Loading, Scheduling, Dispatching, Follow up. Quality control & inspection: the place of quality control in the modern enterprise, organisation of quality control. Statistical quality control, inspection location for inspection, inspection procedure and records, Inspection devices.

M. Com IVth Semester
Specialization Group (B) - Management Group

PAPER CODE – CMC404B

STRATEGIC MANAGEMENT

Unit – I	<p>Concept of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBU); Functional level strategies.</p> <p>Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis, SWOT analysis.</p>
Unit – II	<p>Strategy Formulation and Choice of Alternatives: Strategies - modernization, diversification, integration, Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice-industry, competitor and SWOT analysis; Factors affecting strategic choice; Generic competitive strategies- cost leadership, differentiation focus, value chain analysis, benchmarking, service blueprinting.</p>
Unit – III	<p>Functional Strategies: Marketing, production/operations and R & D plans and policies.</p> <p>Functional Strategies: Personnel and financial plans and policies.</p>
Unit – IV	<p>Strategy Implementation: Inter-relationship between formulation and implementation; Issues in strategy implementation; Resource allocation.</p> <p>Strategy and Structure: Structural considerations, structures for strategies; Organisational design and change.</p>
Unit – V	<p>Strategy Evaluation: Overview of strategic evaluation; Strategic control; Techniques of strategic evaluation and control. Global Issues in Strategic Management.</p>

M. Com IVth Semester

Specialization Group (C) – Banking and Insurance Group

PAPER CODE – CMC401C

BANKING PRACTICES

Objective

This course enables the students to know the working of the Indian banking system and the fundamentals of insurance.

Unit – I	Bank: Concept, Functions and Services, Prohibited Business, Nature of Banking, Qualities of Banker, Bank and Customer Relationship, Concept of Customer, general Relationship, Bankers, Rights and obligations, Termination of Relationship.
Unit – II	Accounts of Customers: Various Customers' Accounts, Opening an account, Nomination facility, Special Types of Customers Minors, Pardanashin Women, Lunatics, Intoxicated Persons, Joint Hindu Family, Limited Companies and Non-Trading Concern.
Unit – III	Employment of Bank Funds, Importance of Liquidity, Cash Reserve, Money at call and short notice, Investments, Statutory provisions regarding liquid Assets, Principles of lending, Types of loan, Interest Tax Act.
Unit – IV	Purchase/Discounting of Bills, Legal Position, Bill Market scheme, Lodgment of bills, Vaghul Working Group Report, Letters of Credit, Concept and types, Crossing and endorsements of the cheque.
Unit – V	Securities for Advances: General Principles Advances against Goods, Stock Exchange Securities, Real Estate, Life Policies, Fixed Deposits, Gold, Silver, Bond and Debenture. Lien and Mortgage, Types of mortgage, Hypothecation, pledge.

M. Com IVth Semester

Specialization Group (C) – Banking and Insurance Group

PAPER CODE – CMC402C

BANKING INSTITUTION IN INDIA

Unit – I	Indian Banking System: Indigenous Bankers, Money Landers, Nationalization of Commercial Bank and their Effects, Classification of Banking Institutions, Commercial Banks, Regional Rural Banks, Cooperative Banks.
Unit – II	Development Banking in India: IFCI, ICICI, SIDBI, Credit Guarantee Institutions; Export Credit Guarantee Corporation of India, Deposit Insurance and Credit Guarantee Corporation of India.
Unit – III	R.B.I.: Organization, function, Central Banking functions, Promotional functions, Control of credit by RBI, NBFC and RBI, Commercial Banks and RBI, Power of RBI.
Unit – IV	Banking Regulation Act 1949: Important features, Forms of Business of a Bank, Regulation for Capital, Control over Management, Restrictions on loans and advances winding up of Banking Company, Amalgamation of Banks.
Unit – V	Emerging trends in Banking Sector: Narasimham Committee Report, Committee on Banking Sector Reforms, Bridge Loan and Privatization of Banks and its impact.

M. Com IVth Semester

Specialization Group (C) – Banking and Insurance Group

PAPER CODE – CMC403C

LIFE INSURANCE

Unit – I	Life insurance: Introduction, History of life insurance, Utility, Object, Characteristics and importance of life insurance, the procedure of getting life insurance, non – medical insurance, Insurance of substandard lives, insurance of female lives and Minors.
Unit – II	Life insurance policy: Conditions and kinds of Life insurance policies, some important plans of life insurance.
Unit – III	Premium and Annuity: Elements of premium; methods of premium computation, Natural premium plan, level premium plan, Gross and net premium, Loading mortality table – meaning, characteristics and importance in life insurance; Kinds of mortality table. Annuity: meaning, objects, advantages and kinds of annuity, annuity Vs Life insurance.
Unit – IV	Life Insurance agent and his working, settlements of Life insurance claims. Guidelines and procedures, Organisation and management of life insurance corporation of India, working and progress.
Unit – V	Privatization of Life insurance in India, Insurance Regulatory & Development Authority Act, 1999, -powers and functions of authority.

M. Com IVth Semester

Specialization Group (C) – Banking and Insurance Group

PAPER CODE – CMC404C

GENERAL INSURANCE

Unit – I	Introduction: Origin and Development of Insurance: Advantages, Importance and Functions of Insurance, Fundamental principles of Insurance – insurable interest, utmost good faith, other principles – indemnity, subrogation, contribution, mitigating of loss warranties, Proximate cause etc.
Unit – II	Classification and Re-insurance: General Principles, various methods of re-insurance, under insurance, Over-insurance, double insurance Classification and organisation of Insurance.
Unit – III	Marine Insurance: Introduction, Evolution & Development of marine insurance. Necessary elements of marine insurance contract Peril & Scope of marine insurance. The procedure of Taking out Marine Insurance Policy, kinds of Marine insurance Policies, Computation of Marine Insurance Premiums and Returns, Marine Losses – Total loss, Actual and Constructive, Partial Loss – particular average loss and general average loss, Settlements of Claims and Recoveries, Salvage and Particular Charges.
Unit – IV	Fire insurance: Physical and moral hazards, functions of fire insurance, history of fire insurance; principles of fire insurance, the meaning of fire insurance, characteristics of fire insurance, contract rights of the insurer under a fire insurance contract, the procedure of fire insurance policy, fire policy conditions, settlement of claims.
Unit – V	Miscellaneous Insurance: Personal accident Insurance, Motor, employer's liability fidelity guarantee, burglary, livestock, crop. And workmen's compensation insurance, Cattle Export Risks; Engineering; Aircraft insurance.

M. Com IVth Semester

Specialization Group (D) – Taxation and Accounting

PAPER CODE – CMC401D

DIRECT TAX IN INDIA

Unit – I	Basic Concepts and Definitions, Residential Status and Tax incidence. Exempted Income, Deemed Income, Clubbing of Income, Deductions under Section – 80.
Unit – II	Computation of Total Income and Tax Liabilities of Individual. Taxation on Agriculture Income.
Unit – III	Return of Income and Assessment, Various Types of Return, types of Assessment.
Unit – IV	Advance payment of Tax, Tax Deducted at Source, Penalties and Prosecution, Refund of Excess Payment.
Unit – V	Income Tax Authorities, Appeal and Revisions, Settlement of cases.

M. Com IVth Semester

Specialization Group (D) – Taxation and Accounting

PAPER CODE – CMC402D

GOODS AND SERVICE TAX & CUSTOM LAW

Unit – I	Introduction of GST, Necessity of GST, Major consequences of earlier Laws, Structure of GST (SGST, CGST, UTGST & IGST), GST Council, GST Network, State Compensation Mechanism, Registration Procedure.
Unit – II	Taxable event- “supply” of Goods and Services, Place of Supply, Within State, Import and Export, Time of Supply, valuation for GST, Valuation Rules, Exemption From GST, Small Supplies and Composition Scheme, Classification of Goods and Services Taxability of E-Commerce
Unit – III	Eligible & Ineligible input tax credit Apportionments of credit and blocked Credit, Tax Credit in respect of Capital Goods. Recovery of Excess Tax Credit: Availability of tax Credit in Special Circumstance: transfer of Input Credit (Input Service Distribution): Payment of Taxes: Refund.
Unit – IV	Nature of customs duty, Types of customs duties, valuation for customs, duty, inclusion and exclusion, valuation under customs act, Procedures for import and export under Custom Duty.
Unit – V	Export incentives, Duty drawback, Powers of customs officers, penalties, confiscation of goods.

M. Com IVth Semester

Specialization Group (D) – Taxation and Accounting

PAPER CODE – CMC403D

ACCOUNTING FOR SERVICE SECTOR

Unit – I	Accounts of Hotel Companies – Introductions, Sources of Income, Heads of Expenditures, Cash Book, Visitor's ledger, final accounts. Accounting for Transport Undertaking – Introduction – Railways, Trams and Buses, Roadways, Shipping. Preparation of Daily Logbook and final accounts (Problems on roadways only)
Unit – II	Accounts for Hospitals – Introduction, preparation of final accounts, capital and revenue expenditure, OPD and IPD register. Accounts of Professional people.
Unit – III	Accounting for educational institutions – General cash book, Collection Ledger, Donors Register, Stock book Register, Salary and wages Register, Types of Govt. Grants and its accounting, Annual statement of accounts.
Unit – IV	Accounts of Co-operative Societies – Accounts of Agricultural Farms.
Unit – V	Government Accounting: Basic principles of government Accounting, Commercial Accounting Vs Government Accounting, Consolidated funds contingency fund and public Accounts.

M. Com IVth Semester

Specialization Group (D) – Taxation and Accounting

PAPER CODE – CMC404D

ACCOUNTING METHODS

Unit – I	Preparation of Accounts from incomplete records and single entry system.
Unit – II	Branch Accounts – Independent and foreign branches. Departmental accounts.
Unit – III	Lease Accounts, Social Accounting.
Unit – IV	Accounting for Price level changes. Human Resource Accounting.
Unit – V	Insolvency Accounts. (Individual and firm).