

BACHELOR OF COMMERCE
Curriculum - Non-Semester Pattern

1st Year

Code	Course Title
BCOM 1001	Principles of Management
BCOM 1002	Business Communication
BCOM 1003	Principles of Financial Accounting
BCOM 1004	Business Law
BCOM 1005	Business Economics

2nd Year

Code	Course Title
BCOM 2001	Financial Management
BCOM 2002	Business Statistics
BCOM 2003	Corporate Accounting
BCOM 2004	Banking Theory, Law & Practice
BCOM 2005	E- Commerce

3rd Year

Code	Course Title
BCOM 3001	Entrepreneurship Development
BCOM 3002	Elements of Marketing
BCOM 3003	Cost Accounting
BCOM 3004	Management Accounting
BCOM 3005	Auditing

B.COM - SYLLABUS

B.Com – 1st Year

Paper Code: BCOM 1001

PAPER I - PRINCIPLES OF MANAGEMENT

UNIT I

Nature of Management - Importance of Management – Functions of Management – Administration and Management – Management Science or Art – Functional Areas of Management – Evolution of Management Thought - Contributions of F.W Taylor, Henri Fayol and Elton Mayo.

UNIT II

Planning and Decision Making: Planning - Purpose of Planning – Steps in Planning – Types of Plans – Objectives – Strategies – Policies – Procedures – Management by Objectives (MBO) – Process Benefits and Problems - Decision Making.

UNIT III

Organising: Principles of Organisation – Formal and Informal Organisation – Different Forms of Organisation – Line and Staff Conflict – Committee form of Organisation – Organisation Structure.

UNIT IV

Delegation of Authority & Responsibility: features of Authority – Distinction between Power and Authority – sources of Authority - Limits of Authority - Responsibility: Features of Responsibility – Accountability - Principles of Delegation – steps involved in Delegation process – Advantages and obstacles of Delegation.

UNIT V

Centralisation and Decentralisation: Importance – Advantages & Disadvantages – factors determining the degree of Decentralisation – Delegation and Decentralisation – Centralisation Vs. Decentralisation.

UNIT VI

Coordination – Meaning – Characteristics – Co-ordination – Co-operation – Co-ordination as the Essence of Management – Principles of Co-ordination – Advantages & Disadvantages – Techniques of Co-ordination.

UNIT VII

Direction and Control: Direction – Meaning – elements – characteristic – importance, and principles of direction. Control – Introduction – Definition – Characteristics – objectives – necessity – elements - process of control – importance – limitations – Budgets and Budgetary Control.

UNIT VIII

Emerging concepts in Management: TQM, MBO, MBE - Core Competency – CSR.

TEXT BOOK:

Dinkar Pagare, Business Management

REFERENCES:

Gupta C.B., Business Management

Harold Koontz, Cyril O Donnel, Heinz Weihrich, Management

James A.B. Stoner & Charles Wankel, Management

Prasad L.M., Principles of Management

PAPER II - BUSINESS COMMUNICATION

UNIT-I

Introduction: Need - Objectives and Principles of Communication – Communication Media – Types of Communication Process – Interpersonal and Business Communication – Characteristics – Verbal and Non-Verbal Communications – Barriers to Communication.

UNIT-II

Business Letters: Need, Functions and Kinds of Business Letters – Essentials of an Effective Business Letter – Layout – Appearance – Size – Style – Form and Punctuation – Routine Request Letters – Responses to Letters – Refusal Letters – Claims Letters – Collection Letters – Mild and Strong Appeals.

UNIT-III

Letters of Inquiries, Quotations and Offers: Letters of Inquiry – Opening and Closing Sentences in Letters of Inquiry – Quotations – Specimen – Voluntary Offers and Quotations – Sentences regarding Offers and Quotations – Specimen – Placing an Order, Specimen – Cancellation, Acknowledgment, Refusal and Execution of Order.

UNIT-IV

Circular, Sales and Bank Correspondence: Circular Letters – Objectives – Situations that need Circular Letters – Specimen, Sales Letters – Objectives – Advantages – Three P's Functions, Bank Correspondence, Correspondence with Customers, Head office and with other Banks.

UNIT-V

Agency, Insurance, Import and Export Letters: Agency – Specimen Letters of Offer of Goods - Inquiry into the Reasons for Low Sales – Reply. Insurance – Claims – Letter inquiring about Premium Rate – Reply, Letter effecting Insurance – Letters between Insured and the Insurance Company – Letters between Importer and Exporter and Clearing and Forwarding Agents.

UNIT-VI

Company Secretary's Correspondence: Company Secretary – Correspondence with shareholders regarding Prospects of the Company – Series of Letters between the Secretary of Company and Shareholders, Auditors, Directors and Registrar of Companies – Preparation of Agenda and Minutes.

UNIT-VII

Official Correspondence and Public Relations: Official Correspondence – Distinction between Official and Business Correspondence – Classification – Official Letters – Specimen – Demi-Official Letters – Memorandum – Specimen – Endorsement – Specimen – Notification – Communiqués – Specimen – Meaning of Public Relations – Press Conference – Press Release – Advertising – Direct Mail Advertising and Advertising Letters .

UNIT-VIII

Report Writing and Spoken Communication : Report – Importance – Oral and Written Reports – Types of Business Reports – Characteristics of a Good Report – Preparing a Report – Organisation of a Report – Spoken Communication – the Telephone – the Public Addressing System – Word Processor – Fax, E.Mail – Teleconferences – New age communication channels in internet – skype etc.,

TEXT BOOK:

Sinha K. K., Business Communication

REFERENCES:

Keval J.Kim, Business Communication.

Rajendra Pal & J.S.Korlahalli, Essentials of Business Communication.

Sharma, Krishna Mohan, Business Correspondence and Report Writing

PAPER III – PRINCIPLES OF FINANCIAL ACCOUNTING

UNIT - I

Meaning and Scope of Accounting – Need for Accounting – Development of Accounting – Nature and objectives – Book keeping and Accounting - Accounting Principles – Accounting Concepts and Conventions – Accounting Standards – International Accounting Standards.

UNIT - II

Books of Accounts: Double Entry System of Book keeping - Journal – Ledger posting — Trial Balance – Final Accounts – Preparation of Trading Account – Profit and Loss Account – Balance Sheet – Adjustments – closing stock, depreciation, bad debts and provision for bad debts, outstanding and prepaid expenses, advance and accrued income.

UNIT – III

Income and Expenditure Account & Receipts and Payments Account: – Nature – Preparation of Receipt and Payment Account and Income and Expenditure Account.

UNIT - IV

Depreciation Accounting: Meaning – causes – objectives – factors - Methods of Depreciation Accounting – Straight Line Method – Written Down Value Method – Sinking Fund Method – Annuity Method – Insurance Policy Method - Reserves and Provisions.

UNIT – V

Consignment Accounts – Entries in the books of Consignor and Consignee – Joint Venture Accounts – separate books and existing books.

UNIT – VI

Branch and Departmental Accounts: Meaning of Branches and Departments – Accounts of various types of branches – Departmental Accounts.

UNIT - VII

Single Entry System: Defects of Single Entry System – Ascertainment of profit – Statement of Affairs Method and Conversion Method – preparation of final accounts.

UNIT - VIII

Partnership Accounts: Admission – Retirement – Death of a Partner - Dissolution – Insolvency of a Partner – Piecemeal Distributions.

Note: Distribution of marks between problems and theory shall be 70% and 30%.

TEXT BOOK:

Jain & Narang, Financial Accounting

REFERENCES:

Arulanandam M.A.& Raman K.S., Advanced Accounting

Gupta R.L. & Gupta V.K., Advanced Accounting,

Reddy & Murthy T.S., Financial Accounting

Tulsian P.C., Financial Accounting

PAPER IV - BUSINESS LAW

UNIT I

Law: Rights, Duties and Liabilities – Legal Personality – Law and Fact – Cases and Legislation Mercantile Law and commercial Law – Sources.

UNIT – II

Law of Contracts – Contracts – Essentials of a valid Contract – Proposal – Acceptance Communication Revocation – Consideration – Capacity of Parties – Consent – Misrepresentation – Fraud – Undue Influence – Coercion – Mistake – Void and Voidable Contract – Discharge of Contract – Breach.

UNIT – III

Special Contracts – Indemnity and Guarantee – Rights and Liabilities of Surety – Bailment and Pledge – Duties of Bailor and Bailee – Bailor's Lien – Pledge – Pawner and Pawnee.

UNIT – IV

Agency – Contract of Agency – Kinds of Agency – Duties and Rights of the Agent – Scope of Agent's Authority - liabilities of Principal and Agent to Third Parties – Termination of Agency.

UNIT – V

Law of Sales of Goods – Contract of Sale – Conditions and Warranties – Transfer of Property and Title to Goods – Rights and Duties of Seller and Buyer – Rights of Unpaid seller. Law relating to Negotiable Instruments: Important Provisions regarding Cheque – bill of exchange and Promissory Note.

UNIT – VI

Evolution of Companies Act, 1956 – Forms of Companies – Characteristics of Company – Advantages of incorporation – Conversion of Private Company into Public Company Formation of Company – Promotion – Incorporation – Registration – Inviting Subscriptions – Commencement of Business

UNIT – VII

Memorandum, Articles of Association and Prospectus – Contents of Memorandum – Doctrine of ultra-vires – Contents of Articles of Association – Difference between Articles and Memorandum – Prospectus – Need – Issue of Prospectus – Contents – Exemptions from disclosure – Liability for misstatement – Civil Liability – Rights of Indemnity – Criminal Liability for misrepresentation.

UNIT – VIII

Dividends, Bonus and Interest: Payment of dividends – Interim Dividends – Payment of Interest on Capital – Capitalisation of Profits.

TEXT BOOK:

Kapoor N.D., Elements of Mercantile Law & Elements of Company Law

REFERENCES:

Bagrial A.K., Company Law

Kuchal M.C., Mercantile Law

Sreenivasan M.R., Business Laws.

Singh Avtar, Company Law

PAPER V - BUSINESS ECONOMICS

UNIT I

Definition and Concept of Economics – Nature of Economic Laws – Methods of Economic Enquiry – Meaning of Micro and Macro Economics – Fundamental Concepts – Wants – Utility- Value - Wealth - Welfare.

UNIT II

Demand Analysis – Meaning of Demand - Types of Demand – Determinants of Demand – Law of Demand – Types of Consumers – Marginal Utility Analysis – Elasticity of Demand – Consumer's Surplus.

UNIT III

Supply Analysis – Meaning - Factors of Production - Land, Labour Capital and Organisation – Law of Returns – Production Function – Return to Scale.

UNIT IV

Cost and Output Analysis – Different Cost concepts – Marginal and Average Cost – Relationship – Long run and Short run cost curves – Revenue curves of firms.

UNIT V

Pricing under Perfect competition – Monopoly – Monopolistic competition – Oligopoly – Price – Output – Determination in the Short run and Long run in the various Market situations.

UNIT VI

Wages – Interest – Rent and Profit – Marginal Productivity – Theory of wages – Ricardian Theory of Rent – Interest rate Theories.

UNIT VII

National Income – Concepts – Measurement of National Income – Difficulties in Measurement – Business Cycles – Various Phases – Important implications for Business – Appropriate Strategies and Policies both at the Macro and Micro Levels.

UNIT VIII

Globalisation – Implication to the Indian Economy – Theory of International Trade – Balance of Trade – Balance of Payments – Current Situation and Future Prospects.

TEXT BOOK:

Varshney R.L.& Maheswari, Managerial Economics

REFERENCES:

Joel Dean, Managerial Economics

Mithani and VSR.Murthy, Fundamentals of Business Economics

Reddy P.N and Appanniah H.R., Principles of Business Economics

Sundharam K.P.M and Sundharam E.N., Business Economics

PAPER VI – FINANCIAL MANAGEMENT

UNIT I

Nature of Financial Management – Finance Function – Meaning and Objectives of Financial Management – Scope of Financial Management – Functions of Financial Management.

UNIT II

Capitalization and Source of Finance: Capitalization – Over Capitalization – Under Capitalization – Advantages and Disadvantages. Sources of Finance – Long Term Sources and Short Term Sources – Legal Issues involved.

UNIT III

Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR comparison (simple problems).

UNIT IV

Cost of Capital: Measurement of Cost of Capital – Cost of Debt – Cost of Preference Shares – Cost of Equity Capital – Cost of Retained Earnings – Computation of Overall Cost of Capital – Optimum Capital Structure.

UNIT V

Operating and Financial Leverage – Measurement of Leverages – Effects of Operating and Financial Leverage on Profit – Analyzing Alternate Financial Plans - Combined Financial and Operating Leverage (simple problems).

UNIT VI

Dividend Decision: Meaning of Dividend – Determinants of Dividend Policies – Dividend Policies – Stable Dividend Policy – Bonus Issues - Relevance Theory – Walter's Model – Gordon's Model (simple problems) – Irrelevance Theory – M-M hypothesis.

UNIT VII

Working Capital Management: Types of Working Capital – Determinants of Working Capital - Sources of Financing of Working Capital – Significance of Working Capital Management – Working Capital Policy (simple problems).

UNIT VIII

Management of Working Capital Components: Cash Management – Objectives – Motives for holding cash – Short Term Cash Forecast – Long Term Cash Forecast – Monitoring Collections and Disbursements – Receivables Management – Objectives – Credit and Collection Policies – Inventory Management – Objectives – Inventory Management Techniques (theory only).

Note: Distribution of marks between problems and theory shall be 40% and 60%.

TEXT BOOK:

Khan and Jain, Financial Management

REFERENCES

Kuchhal S.C., Financial Management

Pandey I.M., Financial Management

Prasanna Chandra, Financial Management

Srivastava P.M., Financial Management

PAPER VII- BUSINESS STATISTICS

UNIT I

Statistics – A Conceptual Framework – Meaning and Scope of Business Statistics – Definition – Function – Role of Statistics for Business Decisions – Importance - Limitations.

UNIT II

Statistical Enquiry and Methods of Sampling – purpose, Types, Collection of Data – Methods of Enumeration – Sampling Need – Method of Sampling – Merits and Demerits – Classification and Tabulation of Data.

UNIT III

Measures of Central Tendency – Average – Objectives of an Average – Types – Characteristics – Merits and Demerits – Mean, Median, Mode – Geometric Mean – Harmonic Mean – Quartiles – Deciles.

UNIT IV

Measures of Dispersion – objectives – Absolute and Relative Measures – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Skewness – Kurtosis – Respective Merits and Demerits.

UNIT V

Correlation Analysis – Meaning - Uses – Types – Methods – Graphic – Scattered Diagrams – Algebraic Methods – Karl Pearson’s Coefficient of Correlation – Merits and Demerits of Calculation – Concurrent Deviation method – Merits and Demerits.

UNIT VI

Regression Analysis – Difference between Correlation and Regression – Principles of Least Square Methods of Regression Analysis – Graphic, Algebraic – Regression Coefficients – Uses of Regression Analysis for Business Decision – Coefficient of Determination.

UNIT VII

Interpolation and Extrapolation and Time Series Analysis: Interpolation, Extrapolation – Meaning, uses, Measurements – Estimation Methods – Time series Analysis – Techniques of Measurements – Business Forecasting.

UNIT VIII

Probability – Concept of Probability – Types – Marginal, Joint Conditional Laws of Probability – Additional Theorem – Multiplication Theorem – Bayes Rule.

Note: Distribution of marks between problems and theory shall be 70% and 30%.

TEXT BOOK:

Gupta S P, Statistics for Commerce Students

REFERENCES:

Elhance D N, Fundamentals of Statistics

Gupta S.P., Statistical Methods,

Sanchall D.C.& V.K. Kapoor, Statistics Theory, Methods & Applications,

PAPER VIII – CORPORATE ACCOUNTING

UNIT – I

Corporate Accounting: Nature and Significance – Corporate Reporting – Accounting Standards, Segment Reporting, Disclosure Norms - Generally Accepted Accounting Principles (GAAP) - Conceptual Framework for preparation and Presentation of Financial Statements in line with the Companies Act, 1956 - Provisions relating to Preparation of Company Final accounts – Form of Balance Sheet - Form of Statement of Profit and Loss - Computation of Managerial Remuneration.

UNIT - II

Issue of shares and debentures: Introduction - Various kinds - Forefeiture - Re-issue of forfeited shares – Rights Issues - Redemption of preference shares and debentures.

UNIT - III

Valuation of Goodwill and Shares: Methods of valuing Goodwill - Different methods of valuing shares (simple problems)

UNIT – IV

Liquidation: Statement of Affairs and Deficiency Accounts - Liquidator’s Final Statement of Receipts and Payments.

UNIT – V

Acquisition of Business, Profits Prior to Incorporation, Amalgamation - Absorption and Reconstruction of a company – Calculation of Purchase Consideration – Accounting Entries – Books of Purchasing Company – Books of Vendor Company - (Inter-company holdings excluded). Alteration of share capital - Internal reconstruction (simple problems only).

UNIT - VI

Holding Companies: Introduction – Fundamental Principles in consolidation of Balance Sheet and Profit and Loss Account – Preparation of Consolidated Final Accounts (simple problems only).

UNIT – VII

Accounts of Insurance Companies: Types of Insurance – Explanation of special Terms in Insurance Business – Accounts of General Insurance Business – Form or Revenue Account and Balance Sheet – Preparation of Final Accounts for General Insurance.

UNIT – VIII

Accounts of Banks: Preparation of Profit and Loss Account and Balance Sheet – Rebate on Bills Discounted.

Note: Distribution of marks between problems and theory shall be 70% and 30%.

TEXT BOOK:

Jain and Narang, Company Accounts

REFERENCES:

Chakraborti, Advanced Accounting

Gupta R.L., Corporate Accounting

Reddy T.S. and Murthy A., Corporate Accounting

Shukla and Grewal, Advanced Accounts

PAPER IX – BANKING THEORY, LAW & PRACTICE

UNIT I

Origin of Banks - Banking Regulation Act, 1949 (Definition of Banking, Licensing, Opening of branches, Functions of Banks, Inspection) - Role of Banks and Economic Development - Central Banking and Role of RBI and their functions.

UNIT II

Banker and Customer: Banker and Customer – Definition and General Relationship – Special relationship between a banker and a customer – General precautions in opening a current account.

UNIT III

Deposit Accounts: Fixed Deposit – Other deposit accounts – Current Deposit accounts – Savings deposit account – Recurring Deposit account – Foreign currency deposit – Non-resident external account – Pass book. Special Types of Customers: Individuals – Business Concerns and Individuals.

UNIT IV

Cheques: Cheques, Material alteration and marking – Crossing of Cheques – Endorsement.

UNIT V

Paying Banker: Paying Banker – When payment must be refused – Paying banker and statutory protection.

UNIT VI

Collecting Banker: Collection of Cheques – Banker as Holder in Due Course – Collecting Banker and Customer.

UNIT VII

Subsidiary Services: Subsidiary Services – Payment and collection, Purchase and sale of stocks and shares – Acting as Executors, Trustees and Attorneys – Bankers as Correspondents of Other banks and Financial Corporations – General utility services – Safe Custody of customer's valuables – Dealing in Foreign Exchange.

Issuing Letters of Credit, Travelers's Cheques etc - Serving as Referee as to the financial standing, business reputation and respectability of customer – Underwriting of Loans raised by Government, Public Bodies and Trading Corporations – Providing specialised Advisory Services – Recent trends – Credit Cards – Merchant Banking – Teller System – Automatic Teller Machines – Bid Bonds – Performance Guarantee – Gift Cheques.

UNIT VIII

Loans and Advances: Loans and advances – Cash Reserve ratio – Factors Governing Cash Reserve Ratio – Types of Lending – Principles of sound lending – Secured Advances – General Principles of Secured advantage – Mode of securing advances: Lien – Pledge – Mortgage – Hypothecation – Types of Securities - Goods – Classification of Goods – Advantage – Documents of Title to Goods – Stock Exchange Securities – Creation Charge – Unsecured Loans – Guarantee – Exact Liability.

TEXT BOOK:

Sundaram and Varshney, Banking Law, Theory and Practice

REFERENCES:

Maheswari, Banking Law, Theory and Practice

Natarajan & Gordon, Banking Theory and Practice

Reddy S.N. & Appanniah, Banking Theory and Practice

Sherlaker & Sherlaker, Banking Law, Theory and Practice

PAPER X - E – COMMERCE

UNIT -I

E – Commerce: Meaning, definition, features, functions of E-Commerce, Scope, Benefits and limitations of E-Commerce – The Internet and India – E-commerce opportunities and challenges for Industries.

UNIT –II

Business Models for E-commerce: The Birth of Portals – E-Business Models – Business-to-Consumer (B2C) – Business-to-Business (B2B) – Consumer-to Consumer (C2C) – Consumer-to-Business (C2B) – Brokerage Model – Value Chain Model – Advertising Model.

UNIT –III

E-marketing – Traditional Marketing Vs.E-Marketing – Impact of E-commerce on markets – Marketing issues in E-Marketing – Online Marketing – E-advertising – Internet Marketing Trends – E-Branding – Marketing Strategies.

UNIT – IV

E-payment Systems: Digital payment Requirements – Digital Token-based E-payment systems – Benefits to Buyers – Benefits to Sellers – Credit card as E-payment system – Mobile payments – smart card cash payment system – Micropayment system – E- Cash.

UNIT –V

E-Finance: Areas of Financing, E-Banking - Traditional Banking Vs. E-Banking – Operations in E-Banking – E-Trading – Stock Market trading – Importance and advantages of E-Trading.

UNIT –VI

Legal Framework for E-Commerce: E-Commerce Legal Framework – Rights and Obligations in the World of E-commerce – Copyrights – Defamation – Privacy – Contracts – Taxation – Signing a contract Electronically – Domain name and Registration.

UNIT –VII

E-Security: Security for E-commerce – Security Design – Analysing risk – E-Banks and Security – safety of E-Commerce – Online Shopping with confidence – Firewalls for system Integrity –Virus Protection and Protection from intruders.

UNIT –VIII

Mobile Commerce: Challenges of E-commerce – Global Mobile E-Commerce – Secure Mobile Commerce – Secured Payments through Mobile – First Mobile Commerce Service.

TEXT BOOK:

Joseph P. T., E - Commerce – An Indian Perspective

REFERENCE:

Jaiswal S., E-Commerce

Mohammad Mahmoudi Maymand, E-Commerce

Murthy C.S.V., E-Commerce - Concepts, Models and Strategies

PAPER XI - ENTREPRENEURSHIP DEVELOPMENT

UNIT I

Entrepreneurship: Meaning – Importance of Entrepreneur in economic development – Factors affecting entrepreneurial growth – Common entrepreneurial traits – Classification of Entrepreneurs - Functions of Entrepreneurs.

UNIT II

Business ideas: Search for a business idea – Sources of ideas – observing market's prospective consumers – development in other nations – study of project profits – Government organisations – Trade fairs – preliminary evaluation and testing the ideas.

UNIT III

Project Formulation: Project classification – Project identification – Internal and external constraints – feasibility prospects – project objectives and appraisal – project design and net work analysis – active performance – time schedule.

UNIT IV

Financial Analysis: Capital Cost estimate – Operating costs – Methods of cost estimation using ratio analysis for short term and long term costs – Cost estimation and budgeting estimation under uncertainty, risk and inflationary conditions – Operating revenue – Cash flow statements – Cost benefit analysis – Project appraisal and appraisal methods.

UNIT V

Entrepreneurial Development Programmes (EDP) - Role, relevance, and achievements Motivation Training for Entrepreneurs - Role of Government in organizing EDPs - Critical evaluation.

UNIT VI

Small Business Environment: Definition and Meaning of Small Business – Legal Framework - role and contribution of small business for economic development – policies and regulations governing small scale industries.

UNIT VII

Institutional Finance to small business: Negotiating financial needs – Suitable agencies – Types of credit facilities – Evaluation by financial institutions – Terms and conditions – Role of consultancy organizations – Leasing arrangements – Role of development financial institutions and Commercial banks.

UNIT VIII

Incentives and subsidies for Small Business Development: Capital investment subsidy – incentives to SSI – Excise Duty – Sales Tax and Income tax Concessions – Preferential Purchases – Procedure for import of capital goods and raw materials.

TEXT BOOK:

Srinivasan N.P. - Entrepreneurial Development

REFERENCES:

Gupta C.B. & Khanka S.S., Entrepreneurship and Small Business.

Peter F.Drucker, 'Innovation & 'Entrepreneurships',

Saravanavel, Entrepreneurial Development

Saini J.S. & Dhameja S.K., Entrepreneurship and Small Business.

PAPER XII – ELEMENTS OF MARKETING

UNIT I

Definition and functions of Marketing – Market – Types of Market – Importance of Marketing – Marketing in Developed and Developing Countries – Buyer's Market – Seller's Market – Marketing and Selling – Marketing Concept – Selling Concept – Consumer Orientation – Modern Marketing Concept – Marketing Mix.

UNIT II

Consumer Behaviour – Understanding Consumer – Consumer Behaviour and Consumption Behaviour – Consumer Buying Process – Psychological approach to understand the buyers – Sociological approach to understand the buyers – Economic approach to understand the buyer – Family Brand – Brand Loyalty.

UNIT III

Market Segmentation – Meaning - Nature of Market Segmentation – Market Segmentation Procedure – Bases of Market Segmentation – Geographic – Demographic – Socio Economic – Psychographic – Market Conditions.

UNIT IV

Meaning of Product – Classification – Product mix – Product Item – Width, depth and Consistency of the Product Mix – Product Life Cycle – Meaning – Introduction Stage – growth Stage – Maturity Stage – decline Stage – Product Modification- New Product Development – Process – Idea Generation – Screening – Business Analysis – Development – Testing – Commercialization.

UNIT V

Meaning of Pricing – Role of Pricing – Pricing Theory – Pricing in Practice – Administered Price – Regulated Price – Pricing Objectives – Pricing for a Target Return – Pricing for Market Penetration – Pricing for Market Skimming – Methods of Price Determination – Cost Based – Demand Based – Cost and Demand Based – Competition Based – Import Cost Based.

UNIT VI

Channels of distribution – Meaning and Role of Distribution Channel – Factors Governing Choice of Channel – Product Characteristics - Supply Characteristics – Customer Characteristics – Middle Men Characteristics – Company Characteristics – Social and Ethical Considerations – Marketing Intermediaries – Dueit Marketing.

UNIT VII

Advertising – Meaning and Role of Advertising – Objectives of Advertisement – Planning Advertisement Campaign – Advertisement Copy – Media – Evaluating Advertisement Effectiveness.

UNIT VIII

Personal Selling – Process of Personal Selling – Recruitment – Selection and Training of Salesman – Remuneration – Personal Selling and Salesmanship – Sales Promotion – External Factors Influencing Sales Promotions – Consumer Promotions – Trade Promotions – Sales for Promotion – Wholesaler and Retailer Promotion.

TEXT BOOK:

Nirmala Prasad K. and Sherlaker, Marketing Management

REFERENCES

Philip Kotler, Principles of Marketing

Rajan Saxena, Marketing Management

Still and Cundiff, Marketing Management

Stanton W. J., Fundamentals of Marketing

PAPER XIII - COST ACCOUNTING

UNIT I

Evolution of Cost Accounting – Importance of Cost Accounting – Limitations of Cost Accounting – Definition and Cost Concepts – Classification of Costs – Cost Unit and Cost Centre – Installation of Cost Accounting System – Essentials of a good Cost Accounting System.

UNIT II

Preparation and Presentation of Cost Data and Information – Tabulation of Cost Data – Preparation of Cost Sheets – Tenders and Quotations.

UNIT III

Material Cost – Material Purchase Procedure – Material Control – Objectives of Material Control – Inventory Control Methods – ABC Analysis – Perpetual Inventory Control System – fixation of Stock Levels – Maximum Level, Minimum Level, economic Order Quantity – Reorder Level, Stores Records – Bin Cards and Stores Ledger – Material Issues - Pricing of Material Issues – FIFO Method, Simple Average Method and Weighted Average Method.

UNIT IV

Labour Cost – Importance of Labour Cost Control – Time Keeping – Methods of Time Keeping – Control of Idle Time and Overtime and their Treatment in Cost Accounting – labour Turnover – Causes – Effects – Methods of measuring Labour Turnover – Methods of Remunerating the Labour – Time Rate System – Piece Rate System – Incentive Plans – Halsey Plan, Rowan Plan, Taylor's Differential Piece Rate System, Merrick's Multiple Piece Rate System – Preparation of Labour Cost.

UNIT V

Overheads – Classification of Overheads – Allocation and Apportionment of Overheads – Reapportionment of Service Department Overheads to Production Departments – Absorption of Overheads – Bases of Absorption of Overheads.

UNIT VI

Unit or Output Costing – Operating Costing – Job Costing – Contract Costing – Batch Costing – Characteristics – Preparation of Cost Sheets and Cost Statements – Distinction between Methods of Costing.

UNIT VII

Process Costing – Meaning – Objectives – Process Costing as distinguished from other methods of costing – Preparation of Process Accounts (excluding equivalent production and inter-process profits) – Joint Product and By-product Costing – Difference between Joint Product and By-product – Separation of Joint Cost – various Bases of Separation of Joint Costs.

UNIT VIII

Recent Cost Concepts: Activity Based Costing (ABC) for profit reporting and stock valuation, Transfer pricing - Determination of Inter-Departmental or Inter-Company Transfer Price, Treatment of special expenses in costs such as – Research and Development expenses, Preliminary expenses, Costs of obsolescence, etc.

Note: Distribution of marks between problems and theory shall be 70% and 30%.

TEXT BOOK:

Maheswari S.N., Problems in Cost Accounting

REFERENCES

Arora M.N., Cost Accounting

Das Gupta, Cost Accounts

Jain S.P. & Narang K.L, Kalyani, Cost Accounts

Khanna, Ahjua & Others, Practical Costing

PAPER XIV – MANAGEMENT ACCOUNTING

UNIT I

Management Accounting – Nature and Scope: Limitations of Financial Accounting – Emergence of Management Accounting –scope – Limitations of Management Accounting – Financial Accounting Vs Management Accounting – Cost Accounting Vs Management Accounting – Tools of Management Accounting.

UNIT II

Analysis and Interpretation of Financial Statements: The basic Financial Statements – Importance of Financial Statements – Limitations of Financial Statements – Analysis and Interpretation – Techniques of Financial Analysis – Comparative Financial Statements – Common size Financial Statements – Trend Percentages.

UNIT III

Ratio Analysis: Nature – Interpretation of Ratios – Uses of Ratio Analysis – Limitations of Ratio Analysis – Classification of Ratios – Liquidity Ratio – Leverage Ratio – Turnover or Activity Ratio – Profitability Ratio – DuPont Analysis.

UNIT IV

Fund Flow Analysis: Concept of Fund Flow Statement – Uses of Fund Flow Statement – Limitations of Fund Flow Statement – Changes in Working Capital – Calculation of Funds from operation – Treatment of Provision for Taxation and Proposed Dividend – Construction of Fund Flow Statement.

UNIT V

Cash Flow Analysis: Concept of Cash – Actual and National – Calculation of Cash from Operations – Preparation of Cash Flow Statement – Uses or Advantages of Cash Flow Analysis – Distinction between Cash Flow and Fund Flow analysis.

UNIT VI

Budget and Budgetary Control: Definition of Budget and Budgetary Control – Objectives of Budgetary Control – Advantages and Limitations of Budgetary Control – Classification of Budgets – Functional Budgets – Fixed and Flexible Budgets – Preparation of Budgets.

UNIT VII

Marginal Costing – Concept of Marginal Costing –Contribution – Key Factor – Profit Planning – Break even Analysis – Margin of Safety – Marginal Costing as a key to Managerial Problems.

UNIT VIII

Standard Costing and Variance Analysis: Meaning of Standard Costing – Importance of Standard Costing – Variance Analysis – Types of Variances - Material Cost Variance - Labour Cost Variance - Overhead Variance – Sales Variance - Profit Variance – Calculation of Variances (simple problems only) – Managerial uses of Variance Analysis.

Note: Distribution of marks between Problems and Theory shall be 70% and 30%.

TEXT BOOK:

Maheswari S.N., Principles of Management Accounting

REFERENCES

Srinivasan N. P., Management Accounting

Sharma Shashi R.K. & Gupta K., Management Accounting

Sharma and Gupta, Management Accounting

Vinayakam & I.B. Sinha, Management Accounting: Tools and Techniques

PAPER XV - AUDITING

UNIT I

Origin of Audit – Definition – Qualities of an Auditor Objects – Detection of Errors – Detection of Frauds – Manipulation of Accounts – Different Classes of Auditors – Conduct of an Audit – Continuous Audit. Internal Check – Meaning – Objects – Audit Programmes – Advantages and Disadvantages.

UNIT II

Vouching – Meaning – Vouching the Debit side of the Cash Book – Vouching the Credit side of the Cash Book – Wages – Capital Expenditure – Loans – Salaries – Commission – Insurance Premium – Petty Cash.

UNIT III

Audit of Importance Ledger – Outstanding Assets and Liabilities – Income Receivable – Prepaid Expenses – Deferred Revenue Expenditure – Outstanding Liabilities – Allocation of Expenditure between Capital and Revenue – Capital Expenditure – Revenue Expenditure.

UNIT IV

Meaning of Verification - Problems in valuation of Assets – Fixed Asset – Intangible Assets – Verification and Valuation of Different Classes of Assets – Methods used in the Valuation of Different Classes of Goods – Depreciation – Causes – Objects – Principal Methods of providing Depreciation – Auditor's Duty as regards Depreciation.

UNIT V

General Reserve – Meaning – Special Reserve or Provision – Difference between General Reserve and Provision – Reserve for Bad debts – Sinking Fund – Duty of an Auditor as regards Sinking Fund – Reserve or Development Funds – Capital Reserve – Duty of an Auditor in connection with the Secret Reserve.

UNIT VI

Qualification of an Auditor – Disqualification – Appointment – Rotation – Casual Vacancy – Powers of Board to Appoint Auditors – Removal of an Auditor – Remuneration – Joint Auditors – Branch Auditors – Powers and Duties – Status of an Auditor.

UNIT VII

The Audit of Banking Companies – Audit of Nationalized banks – Audit of Bank Branches – Special Points to be noted in the case of a Bank Audit – The Audit of Co-operative Banks and Institutions – Insurance Companies – Government Accounts and their Audit.

UNIT VIII

Management Audit – Importance – Definition – Objectives – Distinction between Statutory Audit and Management Audit – Management Audit Programme – Investigation – Difference between Investigation and Auditing – Objects – Techniques of Investigation.

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