

JIWAJI UNIVERSITY GWALIOR



MASTER OF COMMERCE

SYLLABUS

AND

EXAMINATION SCHEME

2010 - 2012

**INSTITUTE OF COMMERCE AND MANAGEMENT
JIWAJI UNIVERSITY
CITY CENTRE ROAD,
GWALIOR-474 002 (M.P.) INDIA**

MASTER OF COMMERCE (M.Com.)

SYLLABUS

AND

EXAMINATION SCHEME (FOUR SEMESTER PROGRAMME)

(w.e.f. July 2010)

Semester-I

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC101	Management Concepts	15	35	50
MC102	Business Environment	15	35	50
MC103	Advanced Accounting	15	35	50
MC104	Cost Analysis and Control	15	35	50
Total				200

Semester-II

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC201	Quantitative Techniques	15	35	50
MC202	Organisational Behaviour	15	35	50
MC203	Managerial Economics	15	35	50
MC204	Corporate Legal Framework	15	35	50
Total				200

Semester-III

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC301	Research Methodology	15	35	50
MC302	Accounting for Managerial Decisions	15	35	50
MC303	Management Audit	15	35	50
MC304	Income Tax Law and Practices	15	35	50
Total				200

Semester-IV

Students are required to select any one specialization out of seven suggested below:

Specialisation-I Marketing

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC401	Marketing Management	15	35	50
MC402	Advertising and Sales Management	15	35	50
MC403	Rural and Agricultural Marketing	15	35	50
MC404	Consumer Behaviour	15	35	50
MC405	Dissertation & Viva Voce	-	-	50
			Total	200

Specialisation-II Finance

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC406	Financial Management	15	35	50
MC407	Security Analysis and Portfolio Management	15	35	50
MC408	Project Planning and Management	15	35	50
MC409	Indian Financial System	15	35	50
MC405	Dissertation & Viva Voce	-	-	50
			Total	200

Specialisation-III Personnel

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC410	Human Resource Planning and Development	15	35	50
MC411	Management of Industrial Relations	15	35	50
MC412	Industrial Laws	15	35	50
MC413	Social Security and welfare	15	35	50
MC405	Dissertation & Viva Voce	-	-	50
			Total	200

Specialisation-IV Accounting

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC414	Accounting Theory	15	35	50
MC415	International Accounting	15	35	50
MC416	Institutional Accounting	15	35	50
MC417	Corporate Accounting	15	35	50
MC405	Dissertation & Viva Voce	-	-	50
Total				200

Specialisation-V Taxation

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC418	Tax Planning and Management	15	35	50
MC419	Business Taxation	15	35	50
MC420	Indirect Taxes	15	35	50
MC421	Direct Tax in India	15	35	50
MC405	Dissertation & Viva Voce	-	-	50
Total				200

Specialisation-VI Banking and Insurance

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC422	Banking Law and Practices	15	35	50
MC423	Banking in India	15	35	50
MC424	Insurance Management	15	35	50
MC425	Indian Financial System	15	35	50
MC405	Dissertation & Viva Voce	-	-	50
Total				200

Specialisation-VII Management of Services

Paper Code	Course	Marks Internal	Marks External	Marks Total
MC426	Marketing of Services	15	35	50
MC427	Project Planning and Management	15	35	50
MC428	Management of Non-profit Organisation	15	35	50
MC429	Indian Financial System	15	35	50
MC405	Dissertation & Viva Voce	-	-	50
Total				200

IMPORTANT NOTE:

1. In Fourth Semester student may opt any three theory papers in any specialization out of four theory papers. Dissertation is compulsory for each student.
2. Institute reserves the right not to offer those options / electives / courses to the students of M. Com. for which adequate number of students do not exist in the institute. The decision of the Head will be final in this matter.

SCHEME OF ASSESSMENT:

The M. Com. programme is based on continuous internal assessment as well as end-semester external examination. The scheme of internal assessment is as follows: -

MARKS OF SESSIONALS:

- (a) Three Class tests during the semester will be conducted by the teacher concerned and the sessional marks of internal assessment will be finalized by the teacher concerned. The sessional marks shall be based on: -

Marks of two best class tests out of three tests conducted during the semester will be sent to the University. Marks 15

- (b) Candidate is required to secure a minimum of 40% marks in individual course in order to pass the internal assessment. The students must be very punctual and attentive to tests as there is no provision for make-up test on any ground.



Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Introduction: Concept of Management, Scope and Nature of Management Approaches to Management, Human Relation, Behavioural and System approach.
- UNIT-II** Planning : Concept of Planning, Objectives and Components of Planning, Nature and Process of Planning, determination of Objectives, Management by objectives, Management by Exception. Concept, Nature and Process of Decision- making, Theories of Decision-making.
- UNIT-III** Organization: Concept, objectives and element of organization, process and principles of organization. Organization Structure and Charts, Span of Management, Delegation of Authority, Centralization and Decentralization.
- UNIT-IV** Direction: Concept, Nature, Scope, Principles and Techniques of Direction.
Communication: Concept, Process, Channel and Media of Communication. Barriers to effective communication, Building effective communication system.
- UNIT-V** Control : Concept, objectives, nature and process of control. Levels and areas of control. Various control techniques, Z-Theory of Management. Management Education in India: Objectives, Present position and difficulties.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Theoretical Framework of Business Environment: Concept, Significance and nature of business environment. Elements of environment – internal and external, Changing dimensions of business environment. Liberalization, Privatization and Globalization.
- 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, licensing policy, fiscal policy, Monetary policy and EXIM policy.
- UNIT-III** Political and Legal Environment of Business: Monopoly and Restrictive Trade Practices (MRTP) Act, Foreign Exchange Management Act (FEMA), Consumer Protection Act, Patent Laws.
- UNIT-IV** Socio, Cultural & International Environment: Social responsibility of business, Characteristic, Components, Scope, relationship between society and business, Socio-cultural business environment, Social Groups, World Trade Organization (WTO), International Monetary Fund (IMF), Foreign Investment in India.
- UNIT-V** Technological Environment: Concept, Online Channels, Online Services, Advantage of Online Services, E-Commerce, Indian Conditions of E-Commerce, Electronic banking, Franchise Business.

MC-103

ADVANCED ACCOUNTING

Max. Marks: 50

External : 35

Internal : 15

UNIT-I Advanced Problems of Final Accounts.

UNIT-II Advanced Problems of Bank Reconciliation Statement, Rectification of Errors, Accounting for Non Profit Organisation.

UNIT-III Accounting from Incomplete Records, Accounting for Insurance Claim.

UNIT-IV Investment A/c., Voyage A/c., Insolvency A/c.

UNIT-V Dissolution of partnership firm including sales of Firm and Amalgamation.

MC-104

COST ANALYSIS AND CONTROL

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Various cost concepts, Cost centre and cost unit, Methods and techniques of Costing, Installation of costing system, Methods of inventory control, Overheads Accounting.
- UNIT-II** Process Accounting, Joint product and Bye product, Equivalent Production and Inter Process Profit, Operating Cost.
- UNIT-III** Marginal Costing: Concepts, Break Even Analysis, Uniform costing and Inter firm comparison. Use of Managerial Costing in business Decision.
- UNIT-IV** Budgetary Control : Basic Concepts, Preparation of Functional budget: Cost Audit : Objectives and Advantages.
- UNIT-V** Standard Costing and Variance Analysis.

Max. Marks: 50**External : 35****Internal : 15**

- UNIT-I** Concept of Probability: Permutation and combination of probability, Addition and Multiplication Theorems, Simple joint conditional and Marginal Probabilities. Barnoulli Theorem, Simple problems of Inverse Probabilities i.e. Bayes Rule.
Theoretical Frequency Distribution : Binomial possission and Normal Distributions.
- UNIT-II** Sampling Theory: Parameter and Statistics sampling Distribution Central Limit; Theorem. Standard Error general procedure of significance Testing, computation of standard error. Estimation of parameter point Estimation and internal estimation.
Test of significance: Sampling of Attributes , Test of single proportions and Difference of proportions. Sampling of variable, test of significance for Single means, Difference of Means for single standard deviation and Difference of standard deviations.
- UNIT-III** Test of significance Based on 'T, F and Z Distribution 't' Test for single Mean, Difference of Means paried 't' Test for Difference of means 't' test for significance of observed correlation coefficient, Fisher's Z transformation, Z test and F test.
- UNIT-IV** Analysis of Variance: Assumption, Analysis of variance relation to one Way classification. And two way classification. Analysis of variance of Latin Square.
Statistical Quality Control: Statistical Quality process, control charts for Variables, Mean chart R chart and standard deviation chart, control charts And Attributes & P chart, N chart and C chart.
- UNIT-V** Statistical Decision Theory: Ingredients of Decision problems. Optimal Decision. Maxmini Principles, Mini Max Principles, Max Principles Bays Principles upto prior Distribution analysis only.
Linear Programming: Formulation of problem and solution of Linear programme problem by graph.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I:** Organization: Concept, Types and Significance, Organization Goal and its determinants.
Organization Behaviour: Concept, Nature and Significance, Organizational Behaviour models.
- UNIT-II:** Personality: Concept, Theories, Determinants and important.
Perception: Concept, Process and Theories.
Learning: Concept, Components, affecting factors and theories..
- UNIT-III:** Motivation: Meaning, types and important elements, Theories of Motivation.
Attitudes and Values: Concept, factors, Significance and Theories
- UNIT-IV:** Interpersonal Behaviour: Nature, Transactional Analysis, Concept of Group, Theories of group formation, Group cohesiveness, Power and Authority
- UNIT-V:** Organisational Conflicts: Causes and Suggestions. Developing sound Organizational Climate, Management of Change, Concept and Process of Organizational Development.

- UNIT-I** Introduction: Nature and scope of Managerial Economics, Role and Responsibility of Managerial economics in business.
- UNIT-II** Fundamental business concepts – Incremental concept, Opportunity cost concept, Time perspective, Discounting principle.
Demand of Forecasting: Nature and Scope, Demand Forecasting for established Products survey of buyers intentions. Collection opinion, projection of part pattern, Demand Forecasting for new products. Test marketing, Opinion pooling, Life cycle.
- UNIT-III** Production and Cost Analysis: Production Function Laws of return, external economics and Diseconomy Money cost, Real Cost opportunity cost. Relationship of Marginal cost and average cost.
- UNIT-IV** Analysis of Revenue: Derivation of marginal and average revenue, Relation between Marginal and Average curves. Price determination under perfect competition, Monopoly, monopolistic competition and obligopoly.
- UNITV** Perfect Management: Concept of Profit Difference Economics profit and accounting profit, Theories of profit, Tools of profit planning.
Business Cycles: Meaning, Causes, Phases, Theories of Business cycles, Hawtrey, Hayek, Hick and Kalecki.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** The Companies Act, 1956 (Relevant Provision): Definition, types of companies, Memorandum of association, Articles of association, Prospectus, Share capital and Membership, Meetings and Resolutions, Company Management, Managerial Remuneration, Winding up and dissolution of companies.
- UNIT-II** The Negotiable Instrument Act, 1881 : Definition, Types of Negotiable Instruments, Negotiation Holder and holder in due course, Payment in due course, Endorsement and Crossing of cheque; Presentation of negotiable instruments.
- UNIT-III** MRTP Act 1969 : Monopolistic trade practices, Restrictive trade practices, Unfair trade practices.
- UNIT-IV** The Consumer Protection Act, 1986: Salient features; Definition of Consumer, Right of consumer, Grievance Redressal Machinery.
- UNIT –V** Regulatory Environment for International Business; FEMA, WTO: Regulatory framework of WTO, basic principles and its character, WTO provisions relating to preferential treatment to developing countries; regional groupings, technical standard, anti-dumping duties and other Non Tariff Barriers. Custom valuation and dispute settlement, TRIP and TRIMS

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Concept of Research: Nature and objectives of Research, Types of Research, Steps in the research process. Difference between survey and research.
- UNIT-II** Research Design: Concept, Types and stages in Research Design, Concept of a Research Problem. Selection and formulation of a research problem.
- UNIT-III** Hypothesis: Concept and sources of hypothesis, procedure for formulation of hypothesis.
Concept and Types of a sampling, Sampling unit, size of sample and its determination.
- UNIT-IV** Data collection: Types of data, sources of data, Techniques of data collection – Drafting of questionnaire & schedules. Analysis and interpretation of data.
- UNIT-V** Research Communication: Format of Research report Techniques of scaling; Likert, Thurston and Gunman scales, Precautions in report writing, Footnoting bibliography and index.

MC-302

ACCOUNTING FOR MANAGERIAL DECISIONS

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Management Accounting: Its meaning, nature and importance. Difference of Management accounting with Cost A/c and Financial accounts, Role and Duties of Management Accountant.
- UNIT-II** Nature and Limitations of Financial Statements, Needs and objectives of Financial Analysis.
Ratio Analysis: Profitability, Activity and Financial Ratios.
- UNIT-III** Fund Flow analysis and Cash Flow analysis.
- UNIT-IV** Nature and Characteristics of Long Terms Investment Decisions, Methods of Ranking Investment Proposals.
- UNIT-V** Management Reporting System, Types of Reports, Responsibility Accounting, Concept of Management Audit

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Concept of Management Audit, Objectives, needs, scope and difficulties. Aspects of Management Audit: Efficiency Audit, Propriety Audit and Performance Audit, Techniques of Management audit, Difference between Management Audit and Management Consultancy.
- UNIT-II** Review of Management Functions: Review of Production, Distribution, Development, Finance, Personnel General management and Legal & Secretarial Functions.
- UNIT-III** Inter Control: Meaning and Objectives, Review of Internal Check, Review of Internal Audit, Methods of Reviewing Internal Control.
- UNIT-IV** Review of Management Information System: Objectives and Scope, review of management decision: Types of decisions, Causes of decision failures, Review of Decision, Making process.
Operational Audit: Concept and purpose of operational Audit, Difference between Financial and operational audit, Kinds of operational Audit, Designing operational audit.
- UNIT-V** Concept of Social Audit, Cost Audit: Meaning Objectives and advantages, difference between financial and cost Audit, Cost Audit programme, Brief review of Cost audit under the companies act. Qualifications of cost auditor, Liabilities of cost auditor.

MC-304

INCOME TAX LAW AND PRACTICES

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Basic concepts and definitions, Residential status and tax incidence, Exempted Income, Deemed Income, Clubbing of Income, Deductions Under Sec. 80
- UNIT-II** Computation of Tax Liabilities of Individual (Headwise computation will Not asked), Taxation on Agriculture Income, Rebate U\s 88.
- UNIT-III** Return of Income and assessment, various return, PAN, 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.

MC-401

MARKETING MANAGEMENT

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Concept of Marketing and Marketing Management, Meaning, Nature, Objective and importance, Difference between market and marketing, Marketing, Retailing and selling. Functions of marketing management. Role of marketing in economic development. Indian Marketing Environment.
- UNIT-II** Marketing mix, Marketing planning, Planning process, Market Segmentation; its concept, Nature and bases.
- UNIT-III** Marketing Information System: Concept, Need and components. Marketing Research : Concept, Objectives and process. Sales forecasting : Role, Factors and Steps.
- UNIT-IV** Product planning and development, Product classification, Product life Cycle, Product Positioning and diversification, Development of New Product, Product Branding and packaging.
- UNIT-V** Product pricing decision, Methods of Price Determination, New Product Pricing policies, Resale price maintenance. Challenges before modern Marketing in India, Marketing and Social responsibility, Marketing Ethics.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Introduction: Concept, Scope, Objectives and Functions of Advertising. Role of Advertising in marketing mix and the advertising process. Legal, ethical and social aspect 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 Sales force and Sales force objectives, Sales force Recruitment: Selection, Training, Compensation and Evaluation.

Max. Marks: 50**External : 35****Internal : 15**

- UNIT-I** Rural Marketing: Image of Indian Rural Marketing and Approach to Rural Markets of India, Rural Consumer and Demand Dimensions and Market Segmentations, Channels of Distribution and Physical Distribution Product Management, Marketing Communication and Sales force Tasks.
- UNIT-II** Agricultural Marketing: Concept, Nature, Scope and Subject matter, Classification of agricultural products and their difference with manufactured goods. Agriculture market: Meaning, Components, Dimensions and Classification. Market structure: Dynamics of Market Structure, Components of market, Structure and Market forces.:
- UNIT-III** Market Management and Channel Strategy: Modern marketing management and agricultural products, Structured organized markets-commodity exchange and produce exchange, Cash market, Forward Dealing, Exchange Market, Speculative market, Channels of Distribution for consumer goods, Agricultural Consumer Goods and Agricultural Raw Materials.
- UNIT-IV** Regulated Market in India: Regulated market, Genesis of Regulated Market in India, Limitations in present marketing regulation, Advantages and Limitations of regulated market, Organization of Regulated Market, Future of Regulated Markets in India.
- UNIT-V** Marketing of Farm Products: Packaging - Packing and Packaging, Packing material. Transportation Advantages, Means of transport and Transportation cost. Grading and Standardization - Meaning, Type, Criteria, Labeling and specification, Storage, Warehousing, Processing and Selling.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Introduction: Meaning and Significance of Consumer behaviour, Determinants of consumer behaviour, Consumer behaviour Vs. Buyers behaviour, Consumer Buying Process and Consumer Movement in India.
- UNIT-II** Organisational Buying Behaviour and Consumer Research: Characteristics and Process of organizational, Buying Behaviour, Determinants of organizational buying behaviour. History of consumer research and Consumer Research Process.
- UNIT-III** Consumer Needs and Motivations: Meaning of Motivation, Needs and Goals, Dynamic nature of consumer motivation, Types and systems of consumer needs, Measurement of Motives and Development of Motivational Research.
- UNIT-IV** Personality & Consumer Behaviour: Concept of Personality, Theories of Personality, Personality and understanding consumer Diversity, Self and self-images.
- UNIT-V** Social Class and Consumer Behaviour: Meaning of Social Class, Measurement of Social Class, Lifestyle profiles of the social class, Social-class Mobility, Affluent and Non-affluent Consumer, Selected consumer behaviour applications of social class

MC-406

FINANCIAL MANAGEMENT

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Introduction: Concept of Finance function, Types of financial decision, Importance, objective, organization and responsibility of finance manager.
- UNIT-II** Financial Planning, Capitalization, over and under capitalization, Capital Structure, Trading on equity.
- UNIT-III** Operating leverage and financial leverage. Long term, Medium term and Short term requirement, source of fund share, capital and debenture.
- UNIT-IV** Dividend decision and policy; Management of Income & ploughing back of profits.
- UNIT-V** Working Capital Management: concepts of working capital, Importance of working capital. Source of working capital, Control Techniques of cash, Inventory and Accounts receivable.

MC-407 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Investment: Concept, objectives and types, Investment and Speculation, Factors of Sound Investment.
Financial Markets: Meaning and Types, Investment opportunities available in India.
- UNIT-II** Concept of Return and Risk, Sources and Types of Risk, Measurement of Risk, Concept of Portfolio Management, Portfolio Selection, Markowitz Model, Capital Assets Pricing Model.
- UNIT-III** Fundamental Analysis: Economic Analysis, Industry Analysis and Company Analysis, Technical Analysis: Dow Theory, Elliott wave Theory, Charting, Efficient Market Hypothesis.
- UNIT-IV** Stock Exchange in India: B.S.E., N.S.E., O.T.C., Interconnected of Stock Exchange in India, Stock Indices and their Computation, SEBI: Their Power and Functions.
- UNIT-V** Emerging Trends in Indian Capital Market: Depositories and Script less Trading, Book Building, Stock Lending Scheme, Rolling Settlement, Green Shoe Option, Responsibilities and code of conduct for Portfolio Manager

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Project : Meaning, Characteristics and Steps, Project Life Cycle, Causes of Project Failure. Role and Qualities of a Project Manager, Classification of Project, Project Identification, Sources of Project Ideas, Considerations for Initial Selection of Projects.
- UNIT-II** Project Formulation: Pre-feasibility Study, Project Feasibility Analysis: Market Analysis, Technical Analysis, Financial Analysis, Economic Analysis.
- UNIT-III** Project Finance: Direct Financial Assistance, Bridge Loans, Specific Assistance Scheme of Financial Institutions. Project Organization Structure, Selection of Project Manager, Authority and responsibilities of a Project Manager.
- UNIT-IV** Project Implementation: Pre-requisites for successful Implementation. Project Management Systems; Characteristics, Necessity, Project Management Information System.
- UNIT-V** Project Audit: Ex-post Project Evaluation, Human aspect of Project Management, Environment Appraisal of Projects (a brief review)

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Introduction to Financial System: Components, functions, Nature and Role, Relationship between financial system and Economic growth.
- UNIT-II** Money Market in India: Meaning, functions, Development of Money Market in India, Money Market Instruments. Capital Market: Meaning functions and reforms.
- UNIT-III** Depositories and Custodians: Depository System NSDL, CSDL, Stock Holding Corporation of India. Derivatives Market, Concept, Benefits and Need. Types of Financial Derivatives, Forward and future Contracts, Options, Futures, Types and Benefits.
- UNIT-IV** Credit Rating: Concept and significance, Credit Rating Agencies in India, Factoring and Forfeiting.
- UNIT-V** Mutual Funds: Introduction, History, Types, Organization, Regulation over Mutual Funds, Financial objective of Financial System Reforms.

MC-410 HUMAN RESOURCE PLANNING AND DEVELOPMENT

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Personnel Management: Concept, objectives, Scope and Function. Functions and Responsibilities of Personnel Manager. Man Power Planning: Concept, Objectives and Estimation.
- UNIT-II** Recruitment: Selection, Induction, Promotion and Transfer of employee.
- UNIT-III** Training and Development: Objectives, Principles and Techniques. Executive Development Programmes: Concept, Objectives and Significance, Executive Development Techniques.
- UNIT-IV** Performance Appraisal and Job Evaluation: Concept, Objectives, Significance and Techniques.
- UNIT-V** Industrial Psychology: Functions and Importance. Place of Psychology in Industry. Group Dynamics: Meaning, Goals of the Group, Classification of group, Essentials of group Formation, Characteristics and Advantages of Group, Group Cohesiveness: Managing Group Conflicts.

MC-411

MANAGEMENT OF INDUSTRIAL RELATIONS

Max. Marks: 50

External : 35

Internal : 15

UNIT-I Industrial Relations Concept and Approaches, Importance of Industrial Relation, Ind. Relation. and Productivity.

UNIT-II Trade Union and Unionism, Fundamental Structure of Trade Union, Function and Role of Trade Union, The Trade Union Act, 1926.

UNIT-III Collective Bargaining, Negotiations and Works Participation in Management.

UNIT-IV Problem of industrial Discipline, Grievance handling Machinery, Strike and Lockout.

UNIT-V Industrial Relations in Britain, Germany, Japan, USA & China. Corporate culture & Industrial Relation, National Culture and Ind. Relation. Effective Communication and Industrial Relation.

MC-412

INDUSTRIAL LAWS

Max. Marks: 50

External : 35

Internal : 15

UNIT-I The Factories Act, 1948.

UNIT-II The Industrial Dispute Act.

UNIT-III The Minimum Wages Act, 1948

UNIT-IV The Employees' Provident Fund and Misc. Act, 1952

UNIT-V The payment of Gratuity Act, 1972

MC-413

SOCIAL SECURITY AND WELFARE

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Social Security: Meaning, Essentials, Scope and Importance, Social Assistance and Social security. Need of Social security in India. Social Security Measures in India.
- UNIT-II** Labour Welfare: Meaning, Needs, Objectives, Types and Scope, Components of Labour Welfare, Physical Environment of Work Place, Legal provisions related to Physical Factors, affecting job satisfaction. Non-Monitory incentives concepts of environment.
- UNIT-III** Fringe Benefits and Services: Meaning, Element and objectives. Employees Services: Medical, Recreation, Safety and other services.
- UNIT-IV** Fatigue and Monotony: Causes of Fatigue, Effects and measure of fatigue: Monotony: Meaning, Methods of Monotony study, Effects and measures. Morale: Meaning, Determinants, Effects and raising the morals.
- UNIT-V** Factors affecting Job satisfaction, Non monitoring incentives, Concept of Profit Sharing, Profit sharing in India, Co-partnership.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Accounting: as an Information System, as a language factors influencing Accounting Environment. Accounting and Economic Development. Concept of Accounting Theory. Role and classification of Accounting Theory. Approaches of Accounting Theory.
- UNIT-II** Accounting Postulates, Concept and Principles, G.A.A.P., Accounting Policies. Revenue Recognition, Study of AS-9, Concept of Expenses, Gain and losses.
- UNIT-III** Revenue Measurement and its Relevance, Various Concept of Income: Accounting Concept, Economic Concept and Capital Maintenance Concept, Operating and Non-operating Activities, Concept of Comprehensive Income, Prior Period Items and Extraordinary Items.
- UNIT-IV** Conceptual study of Accounting for Changing prices, Segment Reporting, Social Accounting.
- UNIT-V** Interim Reporting, Human Resource Accounting, Value Added Reporting. Environmental Accounting and reporting.

Max. Marks: 50**External : 35****Internal : 15**

- UNIT-I** Definition, Scope and significance of International Accounting. Internationalization of Accounting profession. Factors affecting Internationalization. Brief study of Accounting Profession in U.S.A., U.K., Canada, Germany, France, Japan and India.
- UNIT-II** International Dimensions of Financial Reporting, Variables that affect Translation reporting. Harmonization of Accounting Practices : Concept, Needs, Impediments and endeavors, Models of uniformity in Accounting Role of International Accounting standards committee..
- UNIT-III** Foreign Currency Translation: Concept & Needs Accounting Issues in International Transactions. Forward Exchange contracts, Foreign currency translation. Approaches to Translation. Accounting standards as Foreign currency translation.
- UNIT-IV** Concept, Nature and Need of consolidates, Financial statements. Accounting standards on consolidation. Concept of Transfer price. Objectives of Transfer pricing, Transfer pricing and the Indian scenario.
- UNIT-V** Issues in International Taxation, Factors that give rise to Double Taxation, Relief in India, Concept of Ethics in Accounting. Needs and goal for teaching accounting ethics. Ethical standards for Accounting Profession in India.

MC-416

INSTITUTIONAL ACCOUNTING

Max. Marks: 50

External : 35

Internal : 15

UNIT-I Accounting for Holding Company (with one subsidiary company only)

UNIT-II Accounting for Bank and Insurance Company (including Life Insurance).

UNIT-III Double Accounts System.

UNIT-IV Accounting for Co-operative societies, Hotel Accounting.

UNIT-V Government Accounting, Farm Accounting.

MC-417

CORPORATE ACCOUNTING

Max. Marks: 50

External : 35

Internal : 15

UNIT-I Issue and Forfeiture of shares, Accounting for Redemption of Preference Share and Debenture, Buy back of Equity Share, Bonus Shares.

UNIT-II Company Final Accounts, AS-4, AS-5, Disposal of Profit.

UNIT-III Merger of Companies, AS-14

UNIT-IV Internal Reconstruction of a Company, Liquidation of a company.

UNIT-V Valuation of Goodwill and Shares.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Concept of Tax Planning, Tax Evasion and Tax Avoidance, Significance of Tax Planning, Difference between Tax Planning and Tax Management, Tax Planning and Forms of business organization.
- UNIT-II** Tax Planning with reference to location, Nature of business and court decisions.
- UNIT-III** Tax Planning for Financial Decision: Capital structure decision, Dividend policy, Bonus Share, Inter-corporate dividend.
- UNIT-IV** Tax Planning in respect of own or lease, Make of buy decision, Repair, replacement and renewal decision.
- UNIT-V** Tax Incentives for Exporters, Tax Planning and Amalgamation of companies, Tax Planning relating to Free Trade Zones.

MC-419

BUSINESS TAXATION

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Computation of Income from Business and Profession, Assessment of Hindu undivided family including tax liabilities.
- UNIT-II** Assessment of firm and Association of Person. Computation of Tax Liabilities.
- UNIT-III** Assessment of Companies, including tax computation.
- UNIT-IV** Assessment of Co-operative society, Charitable and other Trust including tax calculation.
- UNIT-V** Double Taxation Relief, Assessment of Non-Residents.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Concept of Indirect Taxes, Basic conditions of excise liability, Concept of goods, Excisable goods, Manufacture, Manufacturer. Principles of Classification
- UNIT-II** Valuation of Excisable goods, Definition of assessable value, Inclusion and exclusion from assessable value, Concept of CENVAT.
- UNIT-III** Administrative set-up of central excise, registration of factory, declaration of goods manufactured, Storage, Accounting and clearance of goods from factory.
- UNIT-IV** Nature of customs duty, Types of customs duties, valuation for customs duty, inclusion and exclusion, valuation under in customs act, Procedures for import and export under duty.
- UNIT-V** Export incentives, Duty drawback, Powers of customs officers, penalties, confiscation of goods.

MC-421

DIRECT TAX IN INDIA

Max. Marks: 50

External : 35

Internal : 15

- 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 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.

Max. Marks: 50**External : 35****Internal : 15**

- UNIT-I** Bank: Concept, Functions and Services, Prohibited Business, Nature of Banking, Qualities of Banker, Bank 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 Account, Trustees, executors and Administrators, Partnership account, 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, Vaghol Working Group Report, Letter of Credit, Concept and types, Crossing and endorsements of cheque.
- UNIT-V** Securities for Advances: General Principles, Advances against Goods, Stock Exchange Securities, Real Estate, Life Policies, Fixed Deposits, Gold, Sliver, Bond and Debenture. Lien and Mortgage, Types of mortgage, Hypothecation, pledge.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Indian Banking System: Indigenous Bankers, Money Lenders, 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 a Banking Company, Amalgamation of Banks.
- UNIT-V** Emerging Trends in Banking Sector: Narasimham Committee Report, Committee on Banking Sector Reforms, Bridge Loan, Privatization of Banks.

MC-424

INSURANCE MANAGEMENT

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Insurance: Concept, Elements, Scope, Nature, Characteristics, Functions and Advantages, Principles of Insurance Contracts.
Life Insurance: Features and Advantages, Fundamental Principles, Assignments.
- UNIT-II** Life Insurance Premium: Types and Influencing factors. Methods of Computation. Settlement of claims under Life Insurance Policies, Guidelines and procedures.
- UNIT-III** Fire Insurance: Meaning, Need and Scope, Procedure of taking a Fire Insurance Policy. Fire Policy Conditions, Procedure of Claim Settlement.
Motor Insurance: Basic Principles, Procedure of Motor Vehicle Insurance and Settlement of Claim. Features of Accident Insurance,
- UNIT-IV** Life Insurance Corporation of India: Objectives, Constitution, Functions, and Management. General Insurance Corporation of India: Objects of Nationalization, Organizational Structure.
- UNIT-V** I.R.D.A.: Duties, Power and function, feature of IRDA, Impact of Privatisation of Insurance Business in India.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Introduction to Financial System: Components, functions, Nature and Role, Relationship between financial system and Economic growth.
- UNIT-II** Money Market in India: Meaning, functions, Development of Money Market in India, Money Market Instruments. Capital Market: Meaning functions and reforms.
- UNIT-III** Depositories and Custodians: Depository System NSDL, CSDL, Stock Holding Corporation of India. Derivatives Market, Concept, Benefits and Need. Types of Financial Derivatives, Forward and future Contracts, Options, Futures, Types and Benefits.
- UNIT-IV** Credit Rating: Concept and significance, Credit Rating Agencies in India, Factoring and Forfeiting.
- UNIT-V** Mutual Funds: Introduction, History, Types, Organization, Regulation over Mutual Funds, Financial objective of Financial System Reforms.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Concept of Services, Need for Marketing of Services, Significance of Service Marketing, Market Segmentation and Market Mix for Services. Key areas of Services.
- UNIT-II** Marketing of Bank and Insurance Services: Concept, various Users, Buyers, Psychology, product planning and segmentation, Marketing mix, Personnel Selling.
- UNIT-III** Transport Marketing: Concept, uses, product planning, market Segmentation, Marketing mix, Price Policy, Significance of Marketing Management for Rail and Road Transport.
- UNIT-IV** Hotel and Hospital Marketing: Concept, users and their behaviour, Hotel Product, Market Segmentation, Market mix, pricing decision, Hotel Marketing in India, Hospital Marketing in India.
- UNIT-V** Consultancy Marketing: Concept and need, Users and their behaviour, Product Planning and Development, Marketing Segmentation, Role of MIS, Marketing Mix, Concept and need of Personal Care Services, Education services - Indian scenario.

PROJECT PLANNING AND MANAGEMENT**Max. Marks: 50****External : 35****Internal : 15**

- UNIT-I** Project : Meaning, Characteristics and Steps, Project Life Cycle, Causes of Project Failure. Role and Qualities of a Project Manager, Classification of Project, Project Identification, Sources of Project Ideas, Considerations for Initial Selection of Projects.
- UNIT-II** Project Formulation: Pre-feasibility Study, Project Feasibility Analysis: Market Analysis, Technical Analysis, Financial Analysis, Economic Analysis.
- UNIT-III** Project Finance: Direct Financial Assistance, Bridge Loans, Specific Assistance Scheme of Financial Institutions. Project Organization Structure, Selection of Project Manager, Authority and responsibilities of a Project Manager.
- UNIT-IV** Project Implementation: Pre-requisites for successful Implementation. Project Management Systems; Characteristics, Necessity, Project Management Information System.
- UNIT-V** Project Audit: Ex-post Project Evaluation, Human aspect of Project Management, Environment Appraisal of Projects (a brief review)

MC-428

MANAGEMENT OF NON-PROFIT ORGANISATION

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Non-Profit Organization: Concept and objectives, Environmental Influences on NPO, Product life cycle of NPO, Donors and NPO, Behaviour of beneficiary, Marketing mix for N.P.O.
- UNIT-II** Total Quality Management: Meaning, Concept of TQM for NPO, constituents of TQM, Features of TQM for Educational Institutions, Health care Organization, Red cross services, NGO and police services.
- UNIT-III** Innovative Education: Why and How? Segmentation in Education, Concept of Education Information System, Marketing mix for Adult Literacy, Strategic marketing for Adult Education, Elementary Education, Secondary, Vocational and Higher education.
- UNIT-IV** Healthcare Services: Concept of Hospital Marketing rationale of Healthcare Marketing, Segmentation of Healthcare Services, Users Behaviour, Marketing Information System for health care services, Public Image building.
- UNIT-V** Non Government Organisation: Concept, UN accredited NGOs, Types of Societies, marketing for NGO's, Product and promotion mix to NGOs, Red Cross Society in India, Red Cross Marketing : Concept and rationale, Red Cross information system, Challenges before NPO. Future prospects of NPO in India.

Max. Marks: 50

External : 35

Internal : 15

- UNIT-I** Introduction to Financial System: Components, functions, Nature and Role, Relationship between financial system and Economic growth.
- UNIT-II** Money Market in India: Meaning, functions, Development of Money Market in India, Money Market Instruments. Capital Market: Meaning functions and reforms.
- UNIT-III** Depositories and Custodians: Depository System NSDL, CSDL, Stock Holding Corporation of India. Derivatives Market, Concept, Benefits and Need. Types of Financial Derivatives, Forward and future Contracts, Options, Futures, Types and Benefits.
- UNIT-IV** Credit Rating: Concept and significance, Credit Rating Agencies in India, Factoring and Forfeiting.
- UNIT-V** Mutual Funds: Introduction, History, Types, Organization, Regulation over Mutual Funds, Financial objective of Financial System Reforms.