



श्रीचन्द्रशेखरेन्द्रसरस्वतीविश्वमहाविद्यालयः
**SRI CHANDRASEKHARENDRASARASWATHI
VISWA MAHAVIDYALAYA**

Deemed to be University u/s 3 of UGC Act 1956 | Accredited with "A" grade by NAAC
Enathur, Kanchipuram - 631 561. Tamilnadu, India
www.kanchiuniv.ac.in



Sponsored and run by Sri Kanchi Kamakoti Peetam Charitable Trust

DEPARTMENT OF COMMERCE

**ACADEMIC CURRICULUM
MASTER DEGREE PROGRAM
M.Com**

CHOICE BASED CREDIT SYSTEM

ACADEMIC YEAR 2022–2023

(EFFECT FROM THE ACADEMIC YEAR 23-24)

I Semester

S.No	Subject code	Title	Total Credits	Internal Marks (Max)	External Marks (Max)	Total Marks (Max)
Core Papers						
1.	PC101	Accounting Standards and Reporting	4	40	60	100
2.	PC102	Organizational Behavior	4	40	60	100
3.	PC103	Managerial Economics	4	40	60	100
4.	PC104	Business Environment and Policy	4	40	60	100
5.	PC105	Quantitative Techniques for Business Decisions	4	40	60	100
Total Credit – 20						

PC101 – Accounting Standards and Reporting

Objectives

- ❖ To make the students familiarize with Accounting Standards and preparation of accounts as per accounting standards.

Unit –I

Introduction

Accounting as an information system-Concept– users of accounting information-Accounting Standards-concept-types –benefits– difficulties in standard setting– standards setting in India (Theory only)

Unit –II

Valuation of intangible assets: (AS-26)

Goodwill-Factors affecting goodwill–types of goodwill— need for valuation- Methods of goodwill- Valuation – Average Profit method-Super profit method - Annuity method (Theory and Problems)

Unit III

Inventory Valuation:(AS-2)

Concept- Need for inventory valuation– Inventory Valuation methods– Valuation of Inventory below historical cost. (Theory and Problems)

Unit – IV

Lease Accounting :(AS-19)

Concept– Features– Advantages and disadvantages of Lease– Types of lease – Financial lease – Operating Lease– Accounting for financial lease in the books of lessor and lessee– Lease and sale back. (Theory and Problems)

Unit – V

Corporate Reporting

Concept Objectives Purposes Segment reporting (AS17) Benefits of segment reporting; Interim reporting (AS-25) – Concept- Need for interim reporting – Interim reporting practices in India. (Theory only)

REFERENCE BOOKS:

1. Financial Reporting with Ind AS & Accounting Standards for CA Final(2 Vols)- CA Praveen Sharma, CA Kapileshwar Bhalla- Edition: 27, 2017
2. Jawahar Lal; Accounting theory and Practice, Himalya Publishing House, New Delhi.
3. B.K. Banerjee, Financial Accounting – A dynamic approach Printice Hall India Pvt Ltd., New Delhi
4. CA. Ravi Kanth Miriyala; Accounting standards made easy, Bharat Law House Pvt. Ltd. New Delhi

PC102 – Organizational Behavior

Objective:

- ❖ To provide an overview of theories and practices in organizational behaviour in individual, group and organizational level.

Unit – I

Introduction

Organizational Behavior (OB)–Definition–Nature and Scope – Foundations – Importance – OB model – Approaches to the study of OB Determinants– Theories of personality– Type, trait, psychoanalytic and social learning theories– Perception– Perceptual process – Factors influencing perception– Motivation– Theories of motivation– Content theories(Maslow, Herzberg, Alderfer) – Process theories (Adam, Vroom and Porter) –. (Advanced Theory only)

Unit – II

Group Dynamics

Foundations of group behavior –Reasons for group formation– Types of groups – Stages of group formation and development – Group cohesiveness–Teams and team building (Advanced Theory only)

Unit – III

Leadership

Leadership–Styles of leadership Theories of leadership (traditional theories–trait theory behavior theories – Behavioral model (Managerial grid) – Contingency theories (Fiedler’s contingency theory and path-goal theory) – Modern theories (transformational leadership theory) (Advanced Theory only)

Unit – IV

Organizational Processes

Foundations of organizational structure – Types – Power and Policies– Sources of Power – Tactics–Control of political behaviors in organization – Organizational conflicts–Changing view of conflict- Process of conflict–Managing conflict–Inter-personal conflicts–Transitional analysis – Johari window–Life positions–Negotiation and Conflict resolution.(Advanced Theory only)

Unit – V

Organizational Dynamics

Organizational-Culture–types–functions–Changing-organizational-culture-Cultural-differences and Similarities–Across Culture–Cultural adjustment Managerial responses– Organizational change and development– Types of Change–Reasons for change– Change agents- Challenges – Resistance to change – Managing resistance to change – Organizational-development – Objectives – Assumptions – OD interventions/techniques.(Advanced Theory only)

REFERENCEBOOKS:

1. AswathappaK.,OrganizationalBehavior:Text,CasesandGames,HimalayaPublishing House, Hyderabad.
2. Fred Luthans, Organizational Behaviour, Tata McGraw Hill Publishing House, New Delhi.
3. JitS.Chandan,OrganizationBehaviour,Vikas PublishingHouse, New Delhi.
4. JohnW.NewstromandKeithDavis,OrganizationalBehaviour,HumanBehaviourat work, TataMcGraw HillPublishingHouse, New Delhi.
5. KavitaSingh, OrganisationalBehaviour:Textand Cases,Pearson, Delhi.
6. StephenP.Robbins,OrganizationalBehaviour,Prentice–HallofIndiaPrivateLimited, New Delhi.
7. SubbaRao,P.,ManagementandOrganizationalBehaviour(TextandCases),Himalaya PublishingHouse, Hyderabad.

PC103 – Managerial Economics

Course Objectives:

- ❖ To make students understand about concepts and techniques used in economic theory and enable them to apply this knowledge in business decision-making.

Unit- I

Introduction

Meaning, nature and scope of Managerial Economics(ME) –Principles of ME – Characteristics and uses of ME – Role and responsibilities of managerial economist. (Theory only)

Unit-II

Demand forecasting

Nature and Scope of forecasting– Objectives– Methods of demand forecasting- Opinion polling and statistical methods– criteria for good forecasting method– Forecasting demand for new products. (Theory only)

Unit-III

Cost analysis

Cost concepts and classification– Cost output relationship in short run and long run – Economies of scale– cost function– Cost control and cost reduction. (Theory only)

Unit-IV

Production analysis

Basic concepts and types - Law of variable proportions – Factors of production and returns to scale– Cobb-Douglas production function– Opportunities for multiple products – Policy on adding new products and dropping old products. (Theory only)

Unit-V

Nature of Profit

Different views of profits – Profit functions– Measurement of Profit – Policies on profit maximization– Profit planning – Managerial uses of break even analysis.(Theory only)

REFERENCE BOOKS:

1. Joel Dean. Managerial Economics, Prentice Hall Ltd., India
2. Varshney & Maheswari, Managerial Economics, Sultan Chand & Co.,
3. Mehatha P.L. Managerial Economics, Sultan Chand & Co
4. Dwivedi D.N., Managerial Economics, Himalaya Publishing House,
5. Mote, Paul & Gupta, Managerial Economics, Tata Mc Graw Hill Ltd,

PC104 – Business Environment and Policy

Course Objectives:

- ❖ To familiarize students with various components of business environment and its impact on the business

Unit – I Business Environment

Concept- Nature and scope-types – internal environment and external environment-Factors influencing business environment-Economic–Social-Cultural- Political environment and technical environment; Environmental analysis - Environment scanning- Monitoring- Changing dimensions in business environment.(Theory only)

Unit–II Economic Environment

Concept-Nature-scope-Structures-economy-Economic policies and conditions Economic planning-Industrial policy-Foreign Investment Foreign technology agreements-Merits and demerits of the policy–FEMA-Monetary and fiscal policies- New economic policy.(Theory only)

Unit – III Political and Legal Environment

Concept-Political in situations- Rationale and extent of state intervention - Reasons for state intervention - Types of intervention - Extent of interventions- Government Business interface– Legal environment. (Theory only)

Unit – IV Socio Cultural Environment:

Concept - Nature - Impact -Business participation in cultural affairs – Social responsibility of business - Business and society- Business ethics- Corporate governance (Theory only)

Unit–V

Global Environment: Concept-Nature and scope-Rationale for global environment – Benefits and problems of MNCs – Strategies for going global- India, WTO and the trading blocks. (Theory only)

REFERENCE BOOKS

1. Francis Cherunilam, Business environment – Text and cases, Himalaya Publishing House.
2. K. Aswathappa, Essentials of Business environment, Himalaya Publishing House.
3. Pandey G.N. Environmental Management, Vikas publishing house.
4. Raj Agarwal, Business Environment, Excel publications.
5. Sundaram & Black. International Business Environment Text and cases, PHI.
6. Chari, S.N. International Business, Wiley India

PC105 – Quantitative Techniques for Business Decisions

Objective

- ❖ To impart knowledge to the students in the applications of statistics in business decision making.

Unit- I

Quantitative Techniques and Business Forecasting

Concept-Classification of quantitative techniques-Benefits and Limitations- Methods-Advantages of quantitative approach to management- quantitative techniques in business decision making- Methods of business forecasting- Multiple correlation-co-efficient. (Theory only)

Unit-II

F – Distribution

Concept- Test for equality of two population variances- Analysis of variance-(F- test): One way and two way classified data.(Theory and problem)

Unit-III

Probability

Probability Distributions: Basics of probability-Binomial –Poisson Normal distributions- Baye's theorem.(Theory and problems)

Unit-IV [

Sampling Theory

Concept- Types of Sampling- Hypothesis testing-The null hypothesis-The significance level- Hypothesis Testing Procedure- Type I and - Type II errors – Inference from small sample mean tests- Difference between the means of two independent samples- Difference between the means of two dependent samples of paired observations(t) and χ^2 (Chi-Square) test and its applications.(Theory and problems)

Unit-V

Linear Programming

Concept- Requirements for application of linear programming- Assumptions-Advantages and limitations- Applications of Linear programming problem- Formulation of Linear programming problem-Simplex method (Theory and problems)

REFERENCE BOOKS:

1. Gupta, S.P.Statistical Methods, S.Chand & Sons, New Delhi
2. Tulasian P.C., and Vishal Pandey, Quantitative Techniques – Theory and Problems Pearson Education New Delhi
3. Gupta and Khanna “Quantitative Techniques for Business Managers” PHI, New Delhi.
4. Andnda Sharma, Quantitative Techniques, Himalaya Publications, Hyderabad.
5. Shukla and Grewal, Advanced Accounts, S.Chand and Co, New Delhi

Semester II

S.No	Subject code	Title	Total Credits	Internal Marks (Max)	External Marks (Max)	Total Marks (Max)
Core Papers						
1.	PC201	Financial Management	4	40	60	100
2.	PC202	Marketing Management	4	40	60	100
3.	PC203	Human Resource Management	4	40	60	100
4.	PC204	Advanced Cost Accounting	4	40	60	100
5.	PC205	Company Law	4	40	60	100
Total Credit – 20						

PC201 - FINANCIAL MANAGEMENT

COURSE OBJECTIVES:

- Understand the operational nuances of a Finance Manager
- Comprehend the technique of making decisions related to finance function

UNIT I

Finance Foundations

Financial management an overview- Time value of money- Introduction to the concept of risk and return of a single asset and of a portfolio- Valuation of bonds and shares-Option valuation. – Finance Functions – Financing decisions

UNIT II

Investment Decisions

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Project selection under capital rationing - Inflation and capital budgeting - Concept and measurement of cost of capital - Specific cost and overall cost of capital

UNIT III

Financing and Dividend Decision

Financial and operating leverage - capital structure - Cost of capital and valuation - designing capital structure. Capital structure theories – net income approach, Net operating income approach – The Traditional approach – Modigliani – Miller hypothesis – capital structure planning and policy – elements of capital structure EBIT – EPS approach, Valuation approach, cash flow approach. Dividend policy - Aspects of dividend policy - practical consideration - forms of dividend policy - forms of dividends - share splits.

UNIT IV

Working Capital Management

Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Accounts Receivables Management and factoring - Inventory management - Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper.

UNIT V

Long Term Sources of Finance

Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

BOOKS FOR REFERENCE:

1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition, 2011.
2. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.
3. AswatDamodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
4. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 11th Edition, 2012.
5. Brigham, Ehrhardt, Financial Management Theory and Practice, 12th edition, Cengage Learning 2010.
6. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012. 5. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011

PC202 - MARKETING MANAGEMENT

Course Objectives:

- ❖ To familiarize the students with the basic concepts and principles of marketing ;and
- ❖ To develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

Unit – I

Introduction

Marketing-Definitions-Concept of Marketing - Nature and scope- Evolution- Approaches to the study of marketing- Importance - Role of marketing in Indian economy- Marketing Mix- Marketing environment- Market segmentation – Marketing interface with other functional areas- Production, Finance, Human relations Management, Information system- Online Marketing.

Unit – II

Product and Price Management

Concept of product- Classification –Product item- Product line and product mix decisions- New product development –Product Life Cycle (PLC) -Branding - Packaging and labeling- Pricing –Concept- Objectives -factors influencing pricing- Pricing policies strategies and methods.

Unit – III

Buyer Behaviour

Industrial and Individual behaviour- Influencing factors- Buying Motives- Buyer behaviour Models- Online Buyer Behaviour- Measuring Customer Satisfaction- Customer Relationship Management- Customer acquisition, Retaining, Defection.

Unit – IV

Promotional Mix

Concept of promotions - Sales promotion – Significance of sales promotion -Objectives - Planning sales promotion programmes- Personal selling – Nature and steps in personal selling - Theories of personal selling – Advertising– Advertising agencies- Advertising media.

Unit – V

Marketing Research

Concept of Market research –Components - Types – Process of marketing research - Market research in India –Cause related Marketing-Ethics in Marketing Research.

REFERENCE BOOKS:

1. Philip Kotler, Principles of Marketing, PHI.
2. RajanSaxena, Marketing Management.
3. Bagavathi,R.S.N. Pillai-Marketing management Text and cases,S chand.
4. Arun Kumar, N. Meenakshi, Marketing Management, Vikas Publications.
5. Jain, Marketing planning and strategy.

PC203 - HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVE:

- ❖ To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I

Perspectives in Human Resource Management

Nature and scope of Human Resource Management (HRM) objectives of HRM, HRM functions, organization of HRM department, qualities of HR Manager, personnel policies and principles, new challenges of HRM, HRM model.

UNIT II

The concept of best fit employee

Human Resource Planning - factors affecting planning - planning objective - planning process, evaluation of planning. Job analysis and design- need for and process of job analysis and design. Employee hiring: recruitment, importance, nature and international recruiting, selection, importance, process, recruitment and selection practices in India

UNIT III

Training and Executive Development

Training and development- nature - importance-Training inputs, training process, recent trends in training - training practices in India- Job evaluation, nature, objectives, process of evaluation, Performance and appraisal: nature, importance, process of evaluation, challenges - employee compensation, wage concepts and principles, factors affecting compensation plans, incentives-group and individual plans, wage and salary policies in India.

UNIT IV

Sustaining Employee Interest

Employee safety and health – reasons for accidents and ways of avoiding accidents, need for safety, safety policy: Health – physical, mental, noise control, work stress, AIDS, alcoholism and drug abuse, violence at work place, workplace harassment. Participative management - scope and ways of participation, labor welfare – approaches and types. Industrial relation – causes for disputes and ways of resolving disputes. Trade union– relevance of unions.

UNIT V

HR AUDIT

Human resource audit - audit of corporate strategy - audit of human resource function, audit of managerial compliance, audit of employee satisfaction - Ethical issues in HRM –HR ethical issues, managing ethics.

BOOKS FOR REFERENCE:

1. Dessler Human Resource Management, Pearson Education Limited, 2007
2. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.
3. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.

PC204 Advanced Cost Accounting

Course Objectives:

- ❖ About various cost concepts; and
- ❖ About various methods of costing

Unit- I

Introduction to Cost Accounting

Meaning – definition – objectives - advantages and limitations of cost accounting – cost concepts - Cost Accounting Vs Financial Accounting and Cost Accounting Vs Management Accounting – Installation of a costing system (Theory Only)

Unit- II

Specific order costing

Job Costing – Batch Costing – Contract Costing – Unit Costing (Theory and Problems).

Unit-III

Operation Costing

Process Costing: Features and objectives of process costing – Normal loss – Abnormal loss – Abnormal gain – Inter process profits – Objectives of inter process profits (Theory and Problems)

Unit-IV

Equivalent Production

Equivalent production: Concept – Methods – FIFO method – Average methods (Theory and Problems)

Unit- V

Operating Costing

Meaning – Preparation of Operating Cost Statement [Transport Costing only] – Activity based costing: Concepts – Meaning – Definition and characteristics of ABC – Different stages in ABC – ABC and cost drivers – Advantages of implementing ABC (Theory and Problems).

REFERENCEBOOKS:

1. Jain S.P., and K.L.Narang, Cost Accounting Principles and Practice Kalayani Publishers New Delhi.
2. Rathnam P.V., Rathnam, Costing Advanced Problems and solutions, Kitab Mahal Distributors.
3. Maheswari S.N., Advanced problems and solutions in cost accounting, Sultan Chand & Sons
4. Bhar B.K., Cost accounting methods and problems, Academic Publishers, Kolkata.
5. Pillai
6. R.S.N., and V.Bhagavathi: Cost Accounting, Sultan Chand and Co. Ltd, New Delhi

PC205 – COMPANY LAW

Course Objectives:

- ❖ To familiarize the students with important features of The Companies Act, 2013; and
- ❖ To give them an exposure to laws like formation of companies, operations and their Relationship to business.

Unit I

Introduction

Companies Act, 1956 and Companies Act 2013 – Definition – Characteristics – Formation of Company – Memorandum and Articles of Association - Amendments – Kinds of Companies – Public – Private - Holding and Subsidiary

Unit II

Issue of Shares

Shares – Capital - Prospectus – Deposits – Allotment – Issue of Share at Premium, at discount, Right Issue – Allotment – Membership – Nomination - Transfer of Shares - Share Warrant and Certificates - Deposits.

Unit III

Meetings and Resolutions

Meetings – Notice- Quorum – Proxy - Voting Rights – Resolution - Kinds – Special Notice – Inter Corporate Loans and Investments

Unit IV

Management of Companies

Director – Appointment - Remuneration – Duties and Rights – Removal of Director – Vacation of Office - Charges – Creation – Registration - Removal and Kinds

Unit V

Winding up of companies

Meaning – various modes of winding up of joint stock companies

Reference Books:

1. Kapoor, N.D. - Elements of Mercantile Law- S.Chand & Sons, New Delhi.
2. Avtar Singh - Company Law - Eastern, Lucknow
3. K.S. Anantharaman, Wadhwa, Nagpur - Lectures on Company Law & Competition Act.
4. Gogna, P.P.S - Textbook of Company Law - S.Chand, New Delhi.
5. Ramaiya - A Guide to the companies Act - Wadhwa, Nagpur

III Semester

S.No	Subject code	Title	Total Credits	Internal Marks (Max)	External Marks (Max)	Total Marks (Max)
Core Papers						
1.	PC301	Research Methodology	4	40	60	100
2.	PC302	Security Analysis and Portfolio Management	4	40	60	100
3.	PC303	Financial Markets and Services	4	40	60	100
4.	PC304	Advanced Accountancy	4	40	60	100
5.	PC305	Strategic Management	4	40	60	100
6	New Subject	Entrepreneurship	4	40	60	100
Total Credit – 24						

PC301 - RESEARCH METHODOLOGY

Course Objective:

- ❖ To familiarize students with concepts, tools and techniques of the methodology of business research.

UNIT I

Research

Meaning, Purpose, Scientific method, types of research; scope of business research- Review of literature: need, purpose, notes taking.

UNIT II

Hypothesis

Selection and formulation of a research problem, formulation of hypothesis, operational definition of concepts, sampling techniques- Research Design: Meaning, nature, process of preparation, components of research design

UNIT III

Data

Sources of data, methods, of collection; observation interviewing, mailing; tools for collection data; interview schedule, interview guide, questionnaire, rating scale, socio-metric, check list; pre-testing of tools, pilot study .Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.

UNIT IV

Analysis of data

Simple statistical techniques and their uses - Testing of Hypothesis, Research Applications – market survey

UNIT V

Research Report Writing Importance, Essentials, Structure/ layout, Types.

Footnotes and Bibliography. Modern Practices: Ethical Norms in Research, Plagiarism, Role of computers in Research.

BOOKS FOR REFERENCE:

1. Moses, C.A. Survey Methods in Social Investigation.
2. Krishnaswamy O.R, Methodology of Research in Social Sciences,Himalya Publishing house.
3. Kothari. C.R, Methodology of Research,Vikas Publishing House.
4. K.R. Sharma, Research Methodology, National Publishers , Jaipur.

PC302 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Objectives:

- ❖ To familiarize students with valuation of securities; and
- ❖ To impart knowledge on portfolio theories and portfolio evaluation.

Unit – I

Valuation of Securities

Valuation of equity shares-Equity valuation models– One year and multiple year holding period – Constant growth and multiple growth models–Valuation through P/E ratios; Valuation approach to bonds–bond returns– Coupon rate– Spot interest rate– Yield to maturity– Bond duration (Theory and Problems)

Unit – II

Risk and Return

Risk and return- Measuring historical returns- measuring historical risk- Portfolio theory-diversification – Portfolio return and risk – measurement of co-movements in security return- Calculation of portfolio risk – Efficient frontier

Unit – III

Portfolio Theory

Capital market theory – Concept - Assumptions – Capital market line – Portfolio selection – Capital Asset Pricing Model (CAPM) – Assumptions–SecurityMarketLine(SML)– ArbitragePricingTheory(APT) – Assumptions. (Theory and Problems)

Unit – IV

Portfolio Evaluation

Concept –Measures of portfolio performance–Mutual funds-Sharpe’s performance index– Treynor’s performance index–Jensen’s Performance Index. (Theory and Problems)

Unit – V

Portfolio Revision

Concept-NeedforPortfoliorevision-Passivemanagement– Activemanagement–Formulaplans – Types of formulaplans – Constant rupee value plan – Constant ratio plan – Variable ratio plan – Rupee cost averaging- Portfoliorevisionstrategies.(Theory only)

REFERENCE BOOKS:

1. Prasanna Chandra: Analysis and Portfolio Management, Tata McGraw Hill Co. Ltd., New Delhi.
2. Kevin, Security Analysis and Portfolio Management, PHI, New Delhi.
3. Avadani V.A.: Security Analysis and Portfolio Management, Himalaya Publishing House, New Delhi, 2008.
4. Prethi Singh, Investment Management, Security Analysis and Portfolio Management, Himalaya Publishing House, New Delhi, 2005.
5. Dhamodharan: Investment Valuation, John Weely and Sons, John Weely and Sons, New York.
6. Donald E. Fischer & Ronald J. Jordan: Security Analysis and Portfolio Management, Pearson Education (Singapore) Pvt, Ltd., New Delhi.

PC303 - FINANCIAL MARKETS AND SERVICES

COURSE OBJECTIVE:

- ❖ To provide knowledge about the modes of issuing securities
- ❖ To understand how the banks deploy the sources of finance and manage the associated risks

UNIT I

Financial Market in India

Money Markets – Importance – Call Money Market – Treasury Bills Market – Acceptance Bills Market – Commercial Bills Market – Markets for Commercial Paper and Certificates of Deposits; Government (Gilt – edged) Securities Market; Capital Market – Industrial Securities Market; Financial Services – Features – Classification – Importance – Causes for Financial innovation- New Financial Product and Services .

UNIT II

Mutual Funds in India

Definition – Types – Importance – Risk in mutual Funds – performance evaluation of Mutual Funds – Mutual Fund Industry in India – Merits and Demerits of Investing in Mutual Funds
Features of Mutual Funds

UNIT III

Merchant Banking

Meaning, Definition and Scope – Services of Merchant Banking- Qualities of Merchant Bankers- Venture Capital Investment Process- Advantages - Venture Capital Industry in India - International Experiences in Venture Capital Financing

UNIT IV

Factoring

Concept of Factoring – Types of Factoring – Factoring Mechanism – Factoring in India – Cost and benefit of Factoring – Issues involved in factoring business

UNIT V

Credit Rating

Objectives – Rating Methodology – Rating Process- Credit cards – concept – Evolution of credit cards – Varieties of credit cards – operational procedure – Acceptability of credit cards from the point of view of bankers, customers, members – Establishments. Hire purchase Vs. Leasing.

Books for Reference:

1. NaliniPravaTripathy, “Financial Instruments and Services”, Prentice Hall PvtLtd, New Delhi.
2. NaliniPravaTripathy, “Financial Services”, Prentice Hall Pvt Ltd, New Delhi.
3. Dr.S.Gurusamy, “Financial Services and Markets”, Vijay Nicole Imprints Pvt Ltd, Chennai.
4. M.Y.Khan, “Financial Services”, Tata McGraw Hill Publishing Company Limited, Noida, UP
5. Dr.D.JosephAnbarasu& Others, “Financial Services”, S.Chand& Sons Publisher, New Delhi

PC304 - ADVANCED ACCOUNTANCY

Course Objective:

- ❖ To expose students to the latest trends in Accounting and its Application in real Life

UNIT I

FORENSIC ACCOUNTING

Earnings manipulation Methods-Recording revenues too soon Recording Bogus Revenue-Boosting Income Using one time or Unsustainable Activities-Shifting current Expenses and Income to a Later Period-Employing other Techniques to Hide expenses or Losses-Shifting Future Expenses to an Earlier Period

UNIT II

ACCOUNTING FOR CORPORATE RESTRUCTURING¹²

Amalgamation - Absorption - External reconstruction, (Advanced problems only) - Internal Reconstruction - Preparation of Scheme of Internal Reconstruction.

UNIT III

FUND BASED ACCOUNTING

Introduction - Special Features of Accounting for Educational Institutions, Accounting for Government Grants as per guidance notes issued by the ICAI.

UNIT IV

SERVICE SECTOR ACCOUNTING

Hotel accounting - introduction - visitors' ledger, Hospital accounting - Introduction- capital and revenue expenditure

UNIT V

RESPONSIBILITY ACCOUNTING

Responsibility Accounting and Divisional Performance Measurement – Advantages and Disadvantages of Divisionalization; Concept of Responsibility Accounting; Responsibility Centres – Cost Centre, Revenue Centre, Profit Centre, Investment Centre, Responsibility Performance Reporting.

BOOKS FOR REFERENCE:

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins& K.A. Merchant: Accounting Text & Cases (Tata McGraw Hill).
7. Dr.S.N. Maheshwari: Corporate Accounting (Vikas Publishing House Pvt. Ltd. New Delhi)

PC305 - STRATEGIC MANAGEMENT

COURSE OBJECTIVE:

- ❖ To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments.
- ❖ It learn how the companies are specifying the organization's mission, vision and objectives, developing policies and plans; and

UNIT I

Strategy and Process

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II

Competitive Advantage

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalization and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III

Strategies

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV

Strategy Implementation & Evaluation

The implementation process - Resource allocation-designing organizational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V

Other Strategic Issues

Managing Technology and Innovation-Strategic issues for Non Profit organizations- New Business Models and strategies for Internet Economy-case study

BOOKS FOR REFERENCE:

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. AzharKazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill,2008

ENTREPRENEURSHIP

Objective: This Course Aims at inculcating Entrepreneurial skills among the students by giving an overview of competences of entrepreneur and creating an awareness of financial aid available to start an enterprise.

Unit I: Introduction to Entrepreneurship

Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing entrepreneurship' - Psychological factors - Social factors - Economic factor - Environmental factors - Characteristics of an entrepreneur - Entrepreneur and Intrapreneur - Types of entrepreneurs - According to Type of Business - According to Use of Technology - According to Motivation - According to Growth - According to Stages - New generations of entrepreneurship viz. social entrepreneurship, Edupreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc. - Barriers to entrepreneurship.

Unit II: Creating Entrepreneurial Venture

Generating Business idea- Sources of Innovation, methods of generating ideas, Creativity and Entrepreneurship; Challenges in managing innovation; Business planning process; Drawing business plan- business model canvas- Business plan failures; Entrepreneurial leadership-components of entrepreneurial leadership; Entrepreneurial Challenges; Legal issues – forming business entity, considerations and Criteria, requirements for formation of a Private/Public Limited Company and Limited Liability Company.

Unit III: Institutional assistance available to the entrepreneurs

Institutions offering financial assistance-IDBI-IFCI – SIDBI – NSIC- SSIC – RRBs- SFCs – SIDC – Cooperative Banks and Gramin Banks - Institutions offering technical guidance – SIDO -DICs – IDCo - TCOs- SISIs – SSIDCs – Institutions for training – SISI – NABARD – CAPART.

Unit IV: E-Cell

Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell – Start-up India – Make in India – Digital India - Pradhan Mantri Kaushal Vikas Yojana – Stand up India scheme.

Unit-V: Small Scale Industrial Undertakings

Financial institutions, Incentives and subsidies, Problems in small enterprise management, Sickness and Preventions, Social Responsibility of Business.

Suggested Readings:

1. Entrepreneurship and Business- Springer-Verlag Berlin and Heidelberg GmbH & Co. KG-2016
2. Fundamentals Of Entrepreneurship and Small Business - Renu Arora & S.K. Sood, First Edition 2003, Kalyani Publishers, B-I/1292, RajinderNagar, Ludhiana.
3. Entrepreneurial Development- Dr. Jayshree Suresh- Margam Publication
4. Entrepreneurial Development-Vasant Desai- Himalaya Publishing House Pvt. Ltd.2017
5. Entrepreneurial Development - S.S. Khanka 3rd Edition 2004. S. Chand & Company Ltd. Ram Nagar, New Delhi – 110055.
6. Vasant, Desai., Small- Scale Industries and Entrepreneurship, Himalya Publication, India.
7. Natarajan., K and E. Gordon, Entrepreneurship Development, Himalya Publication, India.

IV Semester

S.No	Subject code	Title	Total Credits	Internal Marks (Max)	External Marks (Max)	Total Marks (Max)
Core Papers						
1.	PC401	International Financial Management	4	40	60	100
2.	PC402	Income Tax Law and Practice	4	40	60	100
3.	PC403	Strategic Cost Management	4	40	60	100
4.	New Subject	Goods and Services Tax	4	40	60	100
5.	New Subject	Filing of Income Tax Return (Practical)	2	50	-	50
6.	PC404	Project and Viva-Voce	8	100	100	200
Total Credit – 26						

PC401: INTERNATIONAL FINANCIAL MANAGEMENT

Course Objectives:

- ❖ To familiarise the students to the basic concepts of international financial management

Unit – I

International Financial Management(IFM)

Concept–Importance–Nature and Scope of IFM – Domestic and offshore markets–Role of International Financial Manager– Changes in global financial markets– Challenges - International Monetary System – Recent Changes- (Theory only).

Unit – II

Foreign Exchange Market and Exchange Rate Mechanism

Foreign Exchange Markets–Structure–Types of Exchange rates – Exchange rate quotations– Direct and Indirect–Buying and selling rates–Forward market quotation – Nominal and Real exchange rates–Determination of exchange rate in spot market and forward market.(Theory and Problems)

Unit – III

Foreign Exchange Exposure:

Concept–Relevance of Foreign exchange exposure – Classification - Transaction exposure- Operating exposure – Accounting exposure–Need – Hedging of Transaction exposure–Hedging of real operating exposure – Management of accounting exposure (Theory and Problems)

Unit – IV

International Project Appraisal

Concept –Approaches - Net present value approach – Adjusted present value framework – Options approach – The practice of cross border direct investment appraisal – International perspectives of working capital; Cash – Bills receivable and Inventory policies (Theory only).

Unit – V

International Equity Investment

Concept–Risk and Return from Foreign Equity Investment–Equity Financing in the International Markets– Long-Term Borrowings in Global Capital Markets –Major Market Segments – International Financing Decision. (Theory only)

REFERENCEBOOKS:

1. Apte.P.G.,:InternationalFinancialManagement,TataMcGrawHillPublishingHouse, New Delhi.
2. Siddaiah,T, InternationalFinancialManagement,Pearson, New Delhi.
3. SharanV.:InternationalFinancialManagement,PrenticeHallofIndiaPublishing,New Delhi
4. Bhalla,V.K.: InternationalFinancialManagement,Anmol Publicatins,New Delhi.

PC402 - Income Tax Law and Practice

Course Objective:

- ❖ To impart working knowledge of the Income Tax Act 1961 and basic concepts of different Tax Concepts

UNIT I

Introduction

Introduction: Basic concepts of income under income tax Law-Income from salaries: Different forms of salary – Treatment of Allowances – Perquisites - Deductions from salary income – Computation of Income from salary.

UNIT II

Income from House property: Basis of charge – Exempted House property y incomes – Computation of Income from let out House property – Gross Annual value- Deductions u/ s 24 - Treatment of loss from House property – Income from self-occupied House property – Computation of total Income from House property

UNIT III

Income from Business and Profession – Allowable and not Allowable Expenses –General Dedications- Provisions relating to depreciation- deemed business Profit. Income under capital gains – short term, long term capital gain - Cost of acquisition – Cost of Improvement.

UNIT IV

Income from Other Sources - Chargeability – Interest on Securities – Basis Deductions – Computation of Income from other sources of charge- Grossing up -Clubbing of Income – Transfer Income of individual to include income of spouse etc., - Early forward set-off losses deductions from gross total Income and rebate of Tax.

UNIT V

Goods and Services Tax [Basic Concepts only]

Overview of GST - Implementation of GST - Liability of the Tax Payer - GST Network - GST Council - Levy of GST – Introduction - Composition Scheme - Remission of Tax / Duty-Registration Procedure - Meaning and Scope of Supply-Valuation in GST and Payment of GST – Input Tax Credit (Theory Only)

Reference Books

1. GST Practice Manual by CA Anoop Modi and CA Mahesh Gupta, Taxmann's Publications.
2. Basics of GST by Nitya Tax Associates, Taxmann's Publications.
3. Hariharan N, Income Tax Law and Practice, Vijay Nicole Imprints

PC403 - STRATEGIC COST MANAGEMENT

COURSE OBJECTIVE:

- ❖ To understand the scope and need for cost control and management.

UNIT-I

TRADITIONAL COST

Traditional Costing System: Cost Management System; Concept, Factors Affecting Cost Management, Cost Assignment; Cost Behavior- Basics, Resources and Activities

UNIT II

STRATEGIC COST

Strategic Cost Management (SCM): Concept and Philosophy, Key elements in SCM, Value Chain Analysis, Strategic Positioning and Cost Driver Analysis.

UNIT-III

LIFE CYCLE COSTING

Life Cycle Costing,-Meaning and Benefits; Product Life Cycle and Pricing Decisions; Life Cycle Budgeting. Target Costing: Concept; Target Costing and Target Pricing; Key Principles of Target Costing; Target Costing Process, Target Costing and Cost Management; Role of Value Engineering in Target Costing

UNIT IV

KAIZEN COSTING

Kaizen Costing- Meaning; Implementation Steps in Kaizen Costing; Target Costing and Kaizen Costing; General Kaizen Costing and Item Specific Kaizen Costing; Bench Marking Kaizen Costing, Back Flush Costing- concept and scope

UNIT V

SHORT RUN MANAGERIAL DECISIONS

Introduction- Analytical Framework. Decision Situations: Sales Volume related Decisions-Sale or further process-Make or buy - Product Line/divisions/ departments - Short run use of scarce resources - Operate or shut down.

BOOKS FOR REFERENCES

1. Cost Management : A strategic Emphasis, Blocher,Chen,LinMcGraw Hill
2. Welsh, Glenn A. : Profit, Planning and Control(prentice Hall)
3. Standard Costing : J. Batty
4. Cost Analysis for Management Decisions: M.R.S. Murthy , Tata McGraw Hill
5. Managerial Accounting : Calvin Engler, Irwin Publication

GOODS AND SERVICES TAX

Course Objectives

To acquire the theoretical knowledge of GST and its Evolution in India

To acquire knowledge regarding the CGST/SGST in India.

To understand the concept of Registration and Filing of Returns.

Unit- I: Introduction

CGST/SGST- Important terms and definitions under Central Goods and Service Tax Act, 2017 and State Goods and Service Tax Act, 2017- Basic of GST - Meaning and scope of supply - Levy and collection of tax.

Unit- II: CGST/ SGST

CGST/ SGST- Time and Value of Supply of goods and / or services - Input Tax Credit - Transitional Provisions - Registration under CGST/SGSCT Act - Filing of Returns and Assessment - Payment of Tax including Payment of tax on reverse charge basis - Refund under the Act.

Unit- III: Registration and Filing of Returns

Registration under GST: Threshold for Registration - Regular Tax Payer Composition Tax Payer - Casual Taxable Person - Non-Resident Taxable Person Unique Identification Number - Registration Number Format.

Unit- IV: Input Tax Credit

Meaning - Eligible and Ineligible Input Tax Credit - Tax Credit in respect of Capital Goods – Transfer - Reverse charge Mechanisms - Rates of Taxes - Zero Rated-Exemptions - Job work - Works Contract - Composition Scheme.

Unit- V: Custom Duty

Definitions of certain terms relating to the Custom Act, 1962 - Custom Tariff Act, 1975- Levy and types of custom duties.

(Weightage of Marks - Theory - 100%)

Text Books

1. Vinod K Singhania, Indirect Taxes, Taxman's Publications, New Delhi.
2. Dr. H.C. Mehrotra & Prof .V.P Agarwal, Goods and Services Tax (GST), Sahitya Bhawan Publications, Agra.
3. Rajat Mohan, Goods & Services Tax, Bharat Law Publications House, New Delhi.

Reference Books:

1. Jha R. K. & Singh, P. K. "A Bird's Eye view of GST", Asia Law House
2. Majumder, Sumit Dutt "GST in India" 2nd edition. Centex Publications Pvt. Ltd.
3. Rastogi, Abhishek A., "GST- A Professional Guide" Taxman Publication.
4. Singhania, V.K; Students Guide to GST and Customers Law, TAXMANN Publication (P) Ltd, University Edition.

Web Resources

<https://www.cbic.gov.in/htdocs-cbec/customs/cs-act/cs-act-ch9>

<https://tax2win.in/guide/gst-procedure>

FILING OF INCOME TAX RETURN

Course Objectives:

To gain the practical knowledge of filing of Income Tax Return.

In order to be acquainted with the practical aspect of filing of income tax returns the students will have to undergo one week training with a chartered accountant firm. At the end of the second semester this training session is to be undergone by the students.

Note: The students will be asked to present the learning acquired before their class and marks will be awarded internally by the Department during the fourth semester.

PC404 - PROJECT AND VIVA-VOCE

The Final Project and Viva-Voce is a compulsory real time project paper for all students during their fourth semester. It is carried out by a student individually on any one of his/her specialization area for the period of 60 days. A student can pursue his/her real time final semester project either at the placed organization or any of an organization on their choice.

A student can avail any stipend extended by the organization during his/her project tenure. The mode of project selection in terms of area/title/topic is done by conducting a pre-project counseling by department faculty as the internal guide. A student has to choose an external guide from an organization where he/she plans to undertake the project.

During the period of project, a student has to regularly meet and interact with the guide for minimum three reporting sessions. Based on the approval of internal guide, a student is permitted to submit his/her project rough copy.

During the time of every reporting, a student needs to produce reporting form along with the details of project progress along with the due signature from the respective faculty guide. The final rough copy approved by the Department (constituted faculty committee for project evaluation),

A student is eligible to submit the final copy of the project (4 copies + 2 soft copies in the form of CD). The submitted final copy of the project is evaluated by both internal and external guide for 100 marks (4 credits) and based on the clearance of valuation, a student is permitted to appear for the comprehensive project viva-voce for 100 marks (4 credits) before the panel comprising external examiner, internal guide and internal experts committee and a student is eligible to claim for his/her degree based on the successful completion of final project and viva-voce.