

Master's Degree Course in Commerce (M.Com.) - External Revised with effect from 2015-16

(1) Objectives :

1. To equip and train our post graduate students to accept the challenges of 21st Century
2. To Study and analyse the new industrial and commercial culture
3. To make aware the students for acquiring the knowledge of specialised subjects.
4. To understand and measure current events, develop independent logical thinking, train towards personality development
5. To equip the students for seeking suitable employment and entrepreneurship ability
6. To impart knowledge and develop understanding of research methodology and its application
7. To study methods of Data Collection and its interpretations to develop communication and analytical skills in generalization of things, concepts and symbols used in business.

(2) The M.Com. degree shall be second degree building on the base provided at B.Com. degree level. The M.Com. degree programme provides an opportunity to acquire advanced knowledge in the main areas of commerce. A student who has passed B.Com. degree examination of this University or any other recognized University shall be admitted to M.Com. Course.

(3) The M.Com. Course will be of 2 years duration consisting of 2 parts Part I and Part II. At each part there will be 4 papers of 100 marks each. Thus M.Com. degree examination- Part I and II shall be of 800 Marks.

The following shall be the scheme of papers

M.Com. Part I	
Course Code	Subject
Compulsory Paper	
101	Management Accounting and Financial Analysis and Control
102 (A) 102 (B)	Choose any one Subject of the following as a Compulsory Paper Strategic Management Industrial Economics
Choose any one Group of the following as a Special Paper	
Group A	Advanced Accounting & Taxation
103	Advanced Accounting & Taxation Special Paper I Title -: Advanced Accounting and Income Tax
104	Advanced Accounting & Taxation Special Paper II Title -: Specialized Areas in Accounting and Business Tax Assessment & Planning.
Group B	Commercial Laws & Practices
105	Commercial Laws & Practices Special Paper I Title -: Information system & E-Commerce practices & Intellectual Property Laws

106	<i>Commercial Laws & Practices Special Paper II</i> Title -: E-Security & Cyber Laws and Laws Regulation to Copyrights & Design.
Group C	Advanced Cost Accounting & Cost system
107	<i>Advanced Cost Accounting & Cost system Special Paper I</i> Title -: Advanced Cost Accounting.
108	<i>Advanced Cost Accounting & Cost system Special Paper II</i> Title -: Cost Control and Cost Systems.
Group D	Co-operation & Rural Development
109	<i>Co-operation & Rural Development Special Paper I</i> Title -: Co-operative Movement in India and Abroad.
110	<i>Co-operation & Rural Development Special Paper II</i> Title -: Organization and Management of Co-operative Business.
Group E	Business Practices & Environment
111	<i>Business Practices & Environment Special Paper I</i> Title -: Organized Trade Markets
112	<i>Business Practices & Environment Special Paper II</i> Title -: Modern Business Practices
Group F	Business Administration
113	<i>Business Administration Special Paper I</i> Title -: Production Operation and Financial Management / Knowledge Management.
114	<i>Business Administration Special Paper II</i> Title -: Business Ethics, Professional Values.
Group G	Advanced Banking & Finance
115	<i>Advanced Banking & Finance Special Paper I</i> Title -: Law & Practices of Banking
116	<i>Advanced Banking & Finance Special Paper II</i> Title -: Central Banking & Monetary Policy
Group H	Advanced Marketing
117	<i>Advanced Marketing Special Paper I</i> Title -: Marketing Management
118	<i>Advanced Marketing Special Paper II</i> Title -: Customer Relationship Management & Retailing

M.Com. Part II

Course Code	Subject
Compulsory Paper	
201	Business Finance
202 (A) 202 (B)	Choose any one Subject of the following as a Compulsory Paper Research Methodology for Business Industrial Economic Environment
Choose any one Group of the following as a Special Paper	
Group A	Advanced Accounting & Taxation
203	<i>Advanced Accounting & Taxation Special Paper III</i> Title -: Advanced Auditing and Specialized Areas in Auditing
204	<i>Advanced Accounting & Taxation Special Paper IV</i> Title -: Recent Advances in Accounting, Taxation & Auditing and Case Studies.
Group B	Commercial Laws & Practices
205	<i>Commercial Laws & Practices Special Paper III</i> Title -: Laws Relating to International Business and WTO - Norms & Practices.
206	<i>Commercial Laws & Practices Special Paper IV</i> Title -: Recent Advances in Commercial Laws and Practices and Case Studies.
Group C	Advanced Cost Accounting & Cost system
207	<i>Advanced Cost Accounting & Cost system Special Paper III</i> Title -: Cost and Management Audit.
208	<i>Advanced Cost Accounting & Cost system Special Paper IV</i> Title -: Recent Advances in Cost Accounting and Case Studies in Cost and Works Accounting.
Group D	Co-operation & Rural Development
209	<i>Co-operation & Rural Development Special Paper III</i> Title -: Co-operative credit and Banking system.
210	<i>Co-operation & Rural Development Special Paper IV</i> Title -: Recent Advances and Case Studies in Co-operation.
Group E	Business Practices & Environment
211	<i>Business Practices & Environment Special Paper III</i> Title -: Entrepreneurial Behavior and Entrepreneurial Development Pattern
212	<i>Business Practices & Environment Special Paper IV</i> Title -: Recent Advances in Business Practices, Environment and Case

	Studies
Group F	Business Administration
213	<i>Business Administration Special Paper III</i> Title -: Human Resource Management and Organizational Behavior.
214	<i>Business Administration Special Paper IV</i> Title -: Recent Advances in Business Administration and Case Studies.
Group G	Advanced Banking & Finance
215	<i>Advanced Banking & Finance Special Paper III</i> Title -: Foreign Exchange & International Finance.
216	<i>Advanced Banking & Finance Special Paper IV</i> Title -: Research Methodology & Case Studies.
Group H	Advanced Marketing
217	<i>Advanced Marketing Special Paper III</i> Title -: Marketing Research & International Marketing
218	<i>Advanced Marketing Special Paper IV</i> Title -: Recent Trends in Marketing

(4) Standard of Passing

A candidate is required to obtain at least 40 marks out of 100 to pass in each paper at the Annual Examination (in case of regular candidates 32 marks out of 80 marks at the Annual Examination).

A regular candidate shall be declared to have passed in the paper provided he/she has secured an aggregate of 40% marks in the Term End and Annual Examination taken together in paper. Passing in Term End examination is not compulsory. A candidate having 32 marks out of 80 marks in the Annual Examination and Term End Examination taken together may improve his performance in the paper by appearing only for Annual Examination.

(5) Award of Class :

The class in respect of M.Com. Examination be awarded to the candidates on the basis of aggregate marks obtained by them in all the eight papers at the Part I and II together. The award of Class shall be as under :

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|------|------------------------|---|------------------------------|
| i. | 70% and above | : | First Class with Distinction |
| ii. | 60% and above but less | : | First Class than 70% |
| iii. | 55% and above but less | : | Higher Second than 60% |
| iv. | 50% and above but less | : | Second Class than 55% |
| v. | 40% and above but less | : | Pass Class than 50% |
| vi. | Less than 40% | : | Failure |

At the time of filling the examination (Part I/II) from a candidate is allowed to exercise the option by submit-ting declaration authorizing the University to declare as failed in case of his/her aggregate marks failing below

In that case for exemption the candidate has to obtain 55% marks in each paper. The candidate who has opted option can cancel the same within 3 months from the date

of declaration of the result. The Class Improvement Scheme shall be continued. The improvement of Performance shall be allowed only at the Annual Examination.

- (6)** A Candidate after passing M.Com. Examination will be allowed to appear in the other Special subject after keeping necessary terms in the Special Subject only, for which only Passing Certificate will be issued.
- (7)** The Use of Marathi writing answers except in the following subjects is allowed.
 - a. Management Accounting
 - b. Advanced Accounting and Taxation
 - c. Advanced Cost Accounting and Cost Systems
- (8)** The following shall be equivalence given to the Subjects/Papers under old and revised Courses:
- (9)** The student (will be admitted to Revised M. Com. Course with effect from June 2002. For the students who have completed the terms for first year as per old course will be admitted to the second year as per old course M.Com. The examination as per old Course will be held simultaneously for three years from April/ May 2002 for old Course students & repeaters.

M.Com. Part I
Compulsory Paper
Subject Name :- Management Accounting and Financial Analysis
and Control
Course Code :- 101

Objective :- The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.

I - TERM
MAAGEMENT ACCOUNTING

UNIT	TOPIC
I	BASIC CONCEPTS: Management Accounting- Meaning and Definition, Characteristics, Objectives, scope and functions of Management Accounting Financial Accounting, Cost Accounting and Management Accounting Tools and Techniques of Management Accounting - Advantages and Limitations of Management Accounting - Installation of Management Accounting System-Management Accountant : functions and duties - Essential qualities.
II	FINANCIAL STATEMENT ANALYSYS: Introduction - objectives of analysis of financial statement-tools of financial statement analysis - Multi - step income statement, Horizontal analysis, Commonsized analysis, Trend analysis, Analytical Balance Sheet .
III	RATIO ANALYSIS: Ratio Analysis-Meaning and rationale, advantages and limitations. Types of Ratios -: Liquidity Ratios, Solvency Ratios, Profitability Ratios, Efficiency Ratios, Integrated Ratios.
IV	FUND FLOW AND CASH FLOW STATEMENT: A. Meaning of Fund flow statement -Uses of fund flow statement, Funds Flow Statement and Income Statement. Preparation of Funds Flow Statement. B. Meaning of Cash flow statement - Preparation of Cash Flow Statement. Difference between Cash Flow Analysis and Funds Flow Analysis. Utility of Cash flow Analysis. Limitations of Cash Flow Analysis.
V	WORKING CAPITAL MANAGEMENT: Concept and definition of working capital - Determination of Working capital - Assessment of Working Capital needs - Stud y of components of working capital, such as cash management, accounts receivable management and inventory management.
VI	RESPONSIBILITY ACCOUNTING: Meaning, objectives and structure of Responsibility Accounting as a divisional performance measurement. Types of Responsibility Centers: Cost/Expense Centers, Profit Centers, Investment Centers.

II - TERM
FINANCIAL ANALYSIS & CONTROL

UNIT	TOPIC
I	LONG TERM INVESTMENT DECISIONS: Capital budgeting - Meaning- Importance - Evaluation technique and methods - Pay back, rate of Return, Discounted Pay Back Period- Discounted Cash flow - Net present value - Internal Rate of Return, Modified Internal Rate of Return- Profitability Index. Relationship between risk and returns.
II	COST OF CAPITAL: Meaning - Definition and assumptions - Explicit and implicit cost - Measurement of specific cost - Cost of debt - Preference Shares - Equity shares - Retained earnings - Weighted average cost of capital
III	MARGINAL COSTING: Meaning of Marginal Cost and Marginal Costing, advantages, limitations. Fixed and Variable cost, Contribution, Break-even analysis, Profit volume ratio, Limiting factor.
IV	SHORT RUN MANAGERIAL DECISION ANALYSIS: Introduction-Analytical Framework. Decision Situations:- Sales Volume related Decisions-Sale or further process-Make or buy - Product Line/divisions/ departments - Short run use of scare resources - Operate or shut down.
V	BUDGET AND BUDGETARY CONTROL: Meaning, Definition and scope of budget and budgetary control- Types of budgets- Financial budget - Master budget, Flexible budget - Capital budget.
VI	STANDARD COSTING: Concept, Advantages; Types of Standards-Variance analysis: Materials, Labour, Overhead - Managerial uses of Variances

List of Books Recommended for Study

1. R. N. Anthony , G. A. Walsh: Management Accounting
2. M. Y. Khan. K. P. Jain: Management Accounting
3. I. M. Pandey: Management Accounting (Vikas)
4. J. Betty: Management Accounting
5. Sr. K. Paul: Management Accounting
6. Dr. Jawaharlal: Management Accounting
7. Dr. Kishor Jagtap, S. D. Zagade : Management Accounting
8. S. N. Maheshwari: Principles of Management Accounting
9. Ravi M. Kishore: Financial Management (Taxman, New Delhi)
10. Richard M. Lynch and Robert Williamson: Accounting for Management Planning and Control
11. Ravi Kishor: Advanced Management Accounting (Taxman)

M.Com. Part I
Compulsory Paper
Subject Name :- Strategic Management
Course Code :- 102 (A)

Objectives:

1. To acquaint the students with the knowledge about strategies adopted by corporate world.
2. To develop the capability of students for knowing different types of Strategies used in different circumstances.

General Strategic [50 Marks]	
Unit No.	Topic
I	Nature and Scope of Strategic Management: Characteristics, Dimensions – Approaches to Strategic Decision Making, Strategic Management Process – Components of Strategic Management Model, - Policy & Strategic Management, Strategic role of Board of Directors and Top Management, Strategic Implications of Social and Ethical Issues.
II	Strategy Formulation and Strategic Analysis: Company's Goals, Mission and Social Responsibility, Vision – Objectives Analysis of Board Environment – External Environment Factors Economic, Social, Political, Ecological, International, Industrial – Competitive Forces and Strategy, Industry Analysis (Michael Porter's Model) Analysis of Strategic advantage, - Resource Audit, Value Chain Analysis, Core Competencies, SWOT Analysis, Analysis of Stakeholders Expectations.
III	Strategic Planning & Choices/Options Conceptual Understanding of Strategic Plan, - Meaning, Stages (Steps), Alternatives, Advantages and Disadvantages of Strategic Planning, How to make it effective? Generating Strategic Alternatives, Strategic Options at Corporate (Company) Level – Stability, Growth and Defensive Strategies, External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance, Evaluation of Strategic Alternatives, - Product Port Folio Models, Selection of Suitable Corporate Strategy
IV	Strategy Implementation & Review Implementation Issues, Planning and Allocating Resources, – Financing Planning, Manpower Planning, Organizational Structures, - Factors affecting choice of structure, Degree of Flexibility and Autonomy. Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring, Business Process Reengineering, Benchmarking, TQM, Six Sigma

Functional Strategy[50 Marks]	
Unit No.	Topic
I	Financial Strategy Need, Financial Objectives, Making Strategic Financial Decisions
II	Human Resource (HR) Strategy Acquisition of Human Resources, motivation & maintenance of HR
III	Production Strategy & Research and Development (R&D) Strategy Need, Formulation of Production & R & D Strategy for an organization

IV	Marketing Strategy & Logistics Strategy Nature, Significance, Formulating Marketing & logistic Strategy
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RECOMMENDED BOOKS	
1.	From Strategic Planning to Management -By AnsoffM.Igor, R. P. Declorch, R. I. Hayes (Willey1976)
2.	Cases in Strategic Management – By Buddhiraja S. B. and M. B. Athreeya (TMH Publishing Company, New Delhi, 1996)
3.	Business Policy:Strategic Planning and Management, By Ghosh P. K.8th Edition Sultan Chand andSons, New Delhi
4.	Strategic Management -Formulation, Implementation and Control By John A PearceII, Richard B. Robinson Jr. 9th Edition (The Mc-Graw Hill Companies)
5.	Management Policy and Strategic Management (Concepts, Skills and Practices) By R. M. Srivastava, Himalya Publishing House
6.	Contemporary Strategy Analysis By Grant Robert M. 2nd Edition Blackwell Publisher (USA)
7.	Strategic Management of Organizations and Stakeholders –Concepts and Cases By Harrison and St. John, South western College Publishing, Ohio, USA-1998
8.	Strategic Management By Hunger, J. David and Thomas Wheelar, 6th Edition, Addison Wesley Longman Inc., USA
9.	Strategic Management Concepts and Cases By J. Thomson, Athur and M. J. Strickland – III, McGraw Hill 2001
10.	Strategic Management -By Miller A , McGraw Hill 1998
11.	Strategic Management -By Hitt MA et.al, South Western, 2001
12.	Essence of Strategic Management –By Bowman, Cliff, Prentice Hall N. J.

M.Com. Part I

Compulsory Paper

Subject Name :- Industrial Economics

Course Code :- 102 (B)

Objectives:

- 1) To study the basic concepts of Industrial Economics.
- 2) To study the significance and problems of Industrialization.
- 3) To study the impact of Industrialization on Indian Economy.

Chapter No.	Particulars	Total Lectures (48)
1.	Introduction 1.1 Meaning, Definition, Nature, Scope and Limitations of Industrial Economics. 1.2 Need and Significance of Industrial Economics. 1.3 Relationship between Industrial Development and Economic Development.	8
2.	Industrial Location. 2.1 Meaning of Industrial Location. 2.2 Factors Influencing Industrial Location. 2.3 Alfred Weber's Theory of Location. 2.4 Sargent Florences Theory of Location. 2.5 August Losch's Theory of Location.	8
3.	Industrial Productivity. 3.1 Meaning, Definition and Measurement of Industrial Productivity. 3.2 Factors Influencing Industrial Productivity. 3.3 Industrial Productivity. 3.4 Measures adopted by the Indian Government to Improve Industrial Productivity.	8
4.	Industrial Efficiency and Profitability. 4.1 Meaning, Definition and Measurement of Industrial Efficiency. 4.2 Factors affecting Industrial Efficiency. 4.3 Measures adopted by Indian Government, Industries and other agencies to Improve Industrial Efficiency. 4.4 Meaning, Definition and Measurement of Industrial Profitability.	8
5.	Industrial Profile and Problems. 5.1 Structure and Organisation of Large Industries in India. 5.2 Private Sector Enterprises: Role, Functions and Problems. 5.3 Public Sector Enterprises: Role, Functions and Problems. 5.4 Disinvestment Policies. 5.5 Micro, Small and Medium Enterprises (MSME) Role and Problems.	8
6.	Industrial Imbalance. 6.1 Meaning of Industrial Imbalance. 6.2 Causes and Effects of Industrial Imbalances. 6.3 Measures adopted by the Indian Government to reduce Industrial Imbalance	8

Recommended Books

1. S.C. Kuchal – Industrial Economy of India.
 2. D.R. Gadgil – Industrial Evolution in India, Oxford. 1948
 3. K.V. Sivayya and V.B.M.Das – Indian Industrial Economy, Chand and Co. Ltd. New Delhi 1999 Publishing House.
 4. S.C. Kuchal – Major Industries in India, Chaitanya Publishing House, Allahabad.
 5. Bagchi and banerjee : change and choice in Indian industry, centre for studies in social science in culcatta.
 6. A. Donald Hay Dereck, Mouris : Industrial Economics : Theory and Evidence, Oxford
 7. K.N.Prasad : Indian Economy Since Independence.
 8. Solman Fabucant : A premier on Productivity, Prentice Hall.
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- i. www.newagepublishers.com/samplechapter/000386.pdf
 - ii. www.indecon.com/
 - iii. Www.tudyingeconomics.ac.uk/industrial-economics
 - iv. http://en.wikipedia.org/wiki/Industrial_economics
 - v. <http://encyclopedia2.thefreedictionary.com/Industrial+Economics>
 - vi. <http://studyingeconomics.ac.uk/industrial-economics/>
 - vii. www.aiu.edu/publications/student/.../industrial%20economics.html
 - viii. www.investopedia.com/terms/i/industrial-organization.asp

M.Com. Part I
Advanced Accounting and Taxation Special Paper I
Subject Name :- Advanced Accounting and Income Tax
Course Code :- 103

Objective :-

- i. To lay a theoretical foundation of Accounting and Accounting Standards.
- ii. To gain ability to solve problems relating to Company Accounts, Valuations and special types of situations.
- iii. To gain knowledge of the provisions of Income - tax including Rules pertaining there to, relating to the following topics.
- iv. To develop ability to calculate taxable Income of 'Individual', 'Hindu Undivided Family' and 'Firm' assesses.

I - TERM
ADVANCED ACCOUNTING

UNIT	TOPIC
I	BASIC CONCEPTS: Conceptual framework of Accounting - Accounting environment - Concept of accounting theory - Role of accounting theory - Classification of accounting theory - Approaches to accounting theory - Accounting Standards - Generally Accepted Accounting Principles - Selection of Accounting Principles - Professional Development of Accounting in India. Introduction to IFRS & IND-AS.
II	COSOLIDATED FINANCIAL STATEMENTS: Consolidated Accounts of Holding and subsidiary Companies - Consolidation - Inter Company transactions - Issue of Bonus Shares - Revaluation of Fixed Assets - Debentures and Preference Shares of subsidiary Company- Dividend - (Holding company with two subsidiaries only to be studied). AS.21.
III	LIQUIDATION OF COMPANY: Preparation of Statement of affairs including deficiency /surplus account.
IV	VALUATION OF SHARES AND GOODWILL: A. Valuation of Shares - Need for valuation - Methods of valuation of shares- Net Asserts method, Dividend yield method, Earning yield method, Return on Capital method, Price/Earning method and Fair value method & DCF Method (Discounted Cash Flow Method). B. Valuation of Goodwill - Need for valuation - Methods of valuing Goodwill - Number of Years purchase of average profits method, Capitalization method - Annuity method - Super profits method.
V	LEASE ACCOUNTING: Concept of Leasing: Important Steps in Leasing. Advantages and disadvantages of Leasing. Types of Leasing - Finance Lease - Operating Lease. Accounting treatment of Finance Lease and of Operating Lease. Sale and Leaseback.
VI	BRANCH ACCOUNTS: Branch Accounts: Independent Branches- Accounting at Head Office- Accounting at Branch- Some Special Transactions. Foreign Branches- Rules of converting Trial Balance of the foreign Branch in Head Office Currency

II - TERM
INCOME TAX ACT, 1961

UNIT	TOPIC
I	CONCEPTS AND DEFINITION History of Income Tax in India - Introduction to DTC - Fundamental Concepts and definitions under Income Tax Act, 1961 - Rates of taxes - Basis of charge - Residential status and scope of total income -Income Exempt from tax - Capital & Revenue
II	HEADS OF INCOME: SALARIES & HOUSE PROPERTY: A. Salaries: Chargeability -Allowances and Taxability - Perquisites - Valuation of perquisites - Provident Funds - Deduction from salaries (Theory & Advanced problems). B. Income from House Property: Annual Value-Self occupied property and let out property -deemed to be let out property - Permissible deductions. (Theory & Advanced problems).
III	HEADS OF INCOME : BUSINESS & PROFESSION: Profits & Gains of Business or Profession: Meaning of Business Profession and Vocation-deductions expressly allowed Depreciation -Specific disallowances - Method of accounting - Maintenance of Books of Account - Audit of Accounts [Theory & Advanced Problems]
IV	HEADS OF INCOME : CAPITAL GAINS & OTHER SOURCES: A. Capital Gains: Meaning, Types and Exemptions B. Income from Other Sources: Chargeability - Deductions - Amounts not deductible.(Theory & Advanced Problems)
V	COMPUTATION OF TAXABLE INCOME: Clubbing of income - Set off and carry forward of losses - Deductions from Gross Total Income - Computation of Taxable Income of an Individuals and Hindu Undivided Families. (Theory & Advanced Problems)
VI	ASSESSMENT OF FIRMS AND THEIR PARTNERS : (Theory & Advanced Problems)

Notes :

1. Accounting standards relevant to the topics to be studied.
2. Amendments made prior to commencement of Academic Year in the relevant act should be considered & studied.
3. The breakup of questions in the Examination will be as under:
 - a. Theory questions will carry 30% marks.
 - b. Problems will carry 70% marks.

List of Books Recommended for Study:

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. Kishor Jagtap, S. D. Zagade : Advanced Accounting.
8. Dr.S.N. Maheshwari: Corporate Accounting (Viakas Publishing House Pvt. Ltd.)
9. Dr.Ashok Sehgal & Dr.Deepak Sehgal: Advanced Accounting (Taxmann, New Delhi).
10. Dr. Vinod Singhania: Direct Taxes, Law and Practice, Taxman Publication, New Delhi
11. Dr. Bhagawati Prasad: Direct Taxes
12. Girish Ahuja and Ravi Gupta: Direct Taxes, Bharat Law House, New Delhi.
13. T. N. Manoharan: Hand Book of Income Tax Laws
14. B.B.Lal & N.Vashisht: Direct Taxes (Pearson)

M.Com. Part I
Advanced Accounting and Taxation Special Paper II
Subject Name :- Specialized Areas in Accounting and
Business Tax Assessment & Planning
Course Code :- 104

Objectives :-

1. To develop competency of students to solve problems relating Special areas in accounting including accounting for Services Sector.
2. To understanding of Financial Reporting Practices.
3. To familiarize the student with procedure of accounting for Taxation.
4. To provide understanding of Direct Taxes including Rules pertaining thereto and their application to different business situations.
5. To understand principles underlying the Service Tax.
6. To understand basic concepts of VAT, Excise Duty and Customs Duty.

I - TERM
SPECIALIZED AREAS IN ACCOUNTING

UNIT	TOPIC
I	ACCOUNTING FOR CONSTRUCTION CONTRACTS: Introduction - Accounting Treatment - Percentage of Completion Method, Completed Contract Method. Provision for foreseeable losses-Principles to be followed while taking credit for profit on incomplete contracts, valuation & disclosure of Work-in-progress, escalation clause, preparation of contract accounts.AS7
II	ACCOUNTING FOR CORPORATE RESTRUTURING: Amalgamation - Absorption - External reconstruction, (Advanced problems only) - Internal Reconstruction - reparation of Scheme of Internal Reconstruction.
III	FUND BASED ACCOUNTING: Introduction - Special Features of Accounting for Educational Institutions, Accounting for Government Grants as per guidance notes issued by the ICAI.
IV	SERVICES SECTOR ACCOUNTING: A. Hotel accounting - introduction - visitors' ledger. B. Hospital accounting - Introduction- capital and revenue expenditure OPD & IPD C. Transport Undertaking - Introduction - preparation of final Accounts - Accounts Roadways Preparation of final accounts - Log Book.
V	CORPORATE FINANCIAL REPORTING: Issues and problems with reference to published financial statements of Companies. Financial Reporting in respect of Mutual Funds, Non Banking Financial Companies, Merchant Bankers, Stock Brokers
VI	ACCOUNTING FOR CORPORATE TAXATION: A. Accounting for Income Tax: Provision for Taxation - Advance Tax-Completion of Assessment - Corporate Dividend Tax-Tax Deducted at Source Deferred Tax as per AS.22. B. Accounting treatment of Excise Duty and CENVAT: Accounting at the time of payment of Excise Duty, Cenvat Credit availed and utilized for input and Final Product and Capital Goods. C. Accounting of State Level Value Added Tax. (VAT): VAT Credit in case of Inputs/Supplies, Capital Goods. Accounting for Liabilities adjusted from VAT

	<p>credit receivable balance- Inputs and / or Capital Goods.</p> <p>D. Accounting under Service Tax. Basics of Service Tax-Accounting Groups and Accounting Heads-Accounting Entries at raising Invoice and receipt of payment.- Booking of expenses and making payment. (practical problems on journal entries on above transactions)</p>
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II - TERM
BUSINESS TAX & PLANNING

UNIT	TOPIC
I	<p>ASSESSMENT OF VARIOUS ENTITIES:</p> <ol style="list-style-type: none"> 1. Assessment of Companies 2. Assessment of Co-operative Societies 3. Assessment of Charitable Trusts <p>(Theory & Problems)</p>
II	<p>MISCELLANEOUS:</p> <p>Income Tax authorities, Return of Income, Procedure for Assessment - Types of assessment, Appeals and Revision, Deduction of Tax at Source - Advance payment of Tax - Deduction and Collection of Tax At Source-Interest and penalties, Offences and Prosecutions - Refund of Tax-Transfer Pricing (Domestic & International Transactions) (Theory & simple problems on TDS, Advance Tax & Interest Calculation)</p>
III	<p>TAX PLANNING:</p> <p>Meaning of tax planning and management, tax evasion and tax avoidance-Nature and scope of tax planning and management in the corporate sector- Justification of corporate tax planning and management. Tax Planning considerations in relation to Business.(Theory)</p>
IV	<p>WEALTH TAX:</p> <p>Scheme of Wealth Tax - Incidence of Wealth Tax - Assets to be included in Net Wealth - Exempted Assets - Valuation of Assets and Wealth Tax Liability - Assessment and Penalties. (Theory & Problems)</p>
V	<p>BASICS OF INDIRECT TAXES:</p> <p>A] SERVICE TAX: Service Tax: Applicability and Services covered - Valuation of taxable services for service tax- Payment of Service Tax - Registration - Furnishing of Return - Maintenance of Record - Other obligations (Theory and Problems)</p> <p>B] VAT: The Basic concept of VAT-how VAT operates-merits & demerits of VAT-a brief overview of state level VAT in India. (VAT is not to be studied with reference to any particular State VAT Law.) (Theory Only)</p> <p>C] EXCISE DUTY: - Basics of Central Excise Duty – Conditions for imposition - Person liable - Rates of excise duty - Goods and Excisable goods - Manufacturer, Production and Manufacturer- Classification of goods. (Theory)</p> <p>D] CUSTOMS DUTY: Introduction to Customs Duty – Valuation - Customs Procedures - Classification for Customs and Rate of Customs Duty. (Theory)</p>

Notes:

1. Theory questions will carry 35% marks.
2. Practical problems will carry 65% marks.
3. Relevant Accounting standards to be studied under each topic
4. Amendments made prior to commencement of Academic Year in the relevant act should be considered.

List of Books Recommended for Study :

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 McGrawHill).
7. Dr. S. N. Maheshwari: Corporate Accounting (Viakas Publishing House Pvt. Ltd. New Delhi)
8. Dr.Ashok Sehgal & Dr .Deepak Sehgal: Advanced Accounting (Taxmann, New Delhi).
9. Guidance Notes issued by Institute of Chartered Accountants of India. on :
 - a. Accounting for State level Value Added Tax :
 - b. Accounting for Fringe Benefits Tax :
 - c. Accounting for Corporate Dividend Tax:
 - d. Accounting Treatment for Excise Duty:
10. Taxmann's Journal on Service Tax : Volume 10.Part 7. (2007): Accounting under Service Tax by Pravin Dhandharia
11. Relevant guidance notes issued by the ICAI.
12. Dr. Vinod Singhania: Direct Taxes, Law and Practice, Taxman Publication, New Delhi.
13. Dr. Bhagawati Prasad: Direct Taxes
14. Girish Ahuja and Ravi Gupta: Direct Taxes, Bharat Law House, New Delhi.
15. T. N. Manoharan: Hand Book of Income Tax Laws
16. B.B. Lal & N.Vashisht: Direct Taxes (Pearson)
17. S. S. Gupta: Service Tax (Taxman Publications, New Delhi)
18. R. Mohan Lavis: Service Tax (Bharat Publishers, New Delhi)
19. V.S. Datey: Indirect Taxes, Law and Practice (Taxman Publications, New Delhi)

M.Com. Part I
Commercial Laws & Practices Special Paper I
Subject Name :- Information system & E-Commerce practices & Intellectual Property Laws
Course Code :- 105

Objective :-

1. To get acquainted with the concepts and application of Information Systems used in Modern Businesses.
2. To impart knowledge about E-Commerce and familiarize students with E-commerce Modern Applications.
3. To make the students familiar with the concept of patents, trademarks, biodiversity;
4. To get the students acquainted with the regulatory regime concerning patents, trademarks, biodiversity ;
5. To make the students realize the commercial significance of patents, trademarks, biodiversity as Intellectual Property and understand the scheme of its protection.

Unit No.	Name of the Unit / Topic	Periods
1.	<p>Introduction to Information Systems System Concepts, Definition of a system, Basic Components of a system, Elements and types of a systems, General Model of a system, The model of a Business system. Information systems supporting major business functions. Four major types of systems – Transaction Processing Systems, Management Information systems, Decision Support Systems and Executive Support systems</p>	10
2.	<p>Introduction to E-Commerce Meaning and Definition of E-commerce, Benefits of E-Commerce to Businesses, Consumers and Society, Limitations of E-Commerce, Drivers of E-Commerce. Categories of e-Commerce- B2B, B2C, C2C, B2G and G2B. B2B applications, B2C applications and C2C applications.</p>	10
3.	<p>Inter organizational Information Systems and Internet, Intranet and Extranet Introduction, Role, benefits and structure of Inter organizational systems. Introduction to Electronic Data Interchange (EDI), Definition, benefits of EDI. EDI transactions and EDI Applications. Electronic Fund transfer. Introduction to Internet, Definition of Internet, Components of Internet, Services offered by Internet. Introduction to Intranet, Definition, advantages and disadvantages of intranet. Introduction to extranet and definition and applications of Extranet.</p>	18
4.	<p>E-Commerce Supporting functions Purchase and sale Procedures, Supply Chain management, Value Chains in E-Commerce. Electronic Payment Systems, Authentication of payment, Mode of Payments</p>	10

	E-Commerce Security. Security Requirements. Security Mechanisms-Encryption, Digital Signature, E-Certificate, Secure electronic transaction protocol.	
5.	Intellectual Property – Origin, concept, Commercial/cultural dimensions, types/forms (Intellectual Property Rights, IPR) International regulatory regime for IPR (references to International legal Instruments viz. WTO,WIPO, GATT, TRIPS Paris Convention, PCT, Budapest Treaty...)	6
6.	Patents —Definition, concept, types of patents, patentable & non-patentable inventions, Applications for patents, complete procedure for obtaining patents. (Chapters 1 to 8 of Patents Act, 1970 as amended), Patents of Additions, surrender & revocation of patents.	8
	Working of Patents , Compulsory licenses and revocation, use of patents for government purposes and acquisition of patents, Infringement of patents, (acts of Infringement & defenses) reliefs for Infringement (suits), appeals, Offenses & penalties [Chapters 16 to 20 of Patents Act,1970 as amended]	8
	Patents Offices, establishment, Controller of Patents (functions and powers) Patent Agents, , International arrangement [Chapters 14 & 21, 22 of the Act], Issues and concerns in patent regime	4
7.	Trade Marks-- Definition, concept, types of Trade Marks, Registration of Trade Marks [Procedure, duration, effect] Appellate Board [Establishment, composition, qualifications , procedure and powers, disposal of appeals]	8
	Assignments and Transmission of Trade Marks, Provisions relating to collective & certification Trade Marks, textile goods, Infringement of Trade Marks and remedies, Offenses (acts of violations, defenses) & Penalties	6
8.	Biodiversity Act, 2002 —Important relevant definitions of the terms like Biodiversity, Biological Resources, Benefit Claims, Commercial Utilization, Fair & Equitable Benefit Sharing, Sustainable Use—Regulation of Access to Biodiversity [Ss 3 to 7], Functions & Powers of National Biodiversity Authority & State Biodiversity Board [Ss 18 to 25]	8
	Total	96

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

Recommended Books
1. E-commerce – Devid Whiteley- McGraw Hill
2. E-commerce – P.Joseph- PHI
3. E-commerce – The cutting edge of business – K.Bajaj and Nog TMH
4. System Analysis, Design and Introduction to Software Engineering – S.Parthasarathy, B.W.Khalkar
5. Text book on Intellectual property rights – N.K. Acharya, Asia Law House
6. Guide to Cyber Laws – B y Rohnay D. Ryder[Wadhwa, Nagpur]
7. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing Co.
8. Intellectual Property Law – P. Narayan, Eastern Law House.

9. Text book on Intellectual Property Rights. – N.K. Acharya , Asia Law House, Hyderabad.
10. Law Relating to Intellectual Property – Dr. B.L. Waderha, Universal Law Publishing Co.
11. Intellectual Property Rights, (2011), - Dr. Sreenivasulu N. S., Regal Publications, New Delhi – 7.
12. Intellectual Property Law in India (2006) – Justice P. S. Narayana, Goigia Law Agency, Hyderabad.
13. Universal’s “Intellectual Property Laws” (Bare Acts) Universal Law Publishing Co. Pvt. Ltd.
14. Law of Intellectual Property - Dr. S. R. Mynei – Asia Law House, Hyderabad (2011).
15. Intellectual Property Rights – Heritage, Science & Society Under International Treaties, A. Subbian Deep & Deep Publications Pvt. Ltd., New Delhi (2007)
16. Intellectual Property Laws—Bextly & Sherman, Asia Law House

M.Com. Part I
Commercial Laws & Practices Special Paper II
Subject Name :- E-Security & Cyber Laws and Laws Regulation to
Copyrights & Design.
Course Code :- 106

Objective :-

1. To make the students aware of the cyber wrongs/crimes;
2. To impart knowledge of e-security and Internet Security amongst students
3. To make student familiar with various provisions of cyber Laws and I.T. Acts.
4. To get the students acquainted with the regulatory regime in computer field/e-business.
5. To understand the nature and scope of Intellectual Property laws
6. To get acquainted with various provisions of Intellectual property laws
7. To make the student familiar to Intellectual Property laws and their relevance in the changing business environment.

Unit No.	Name of the Unit / Topic	Periods
1.	<p>Introduction to Computer crimes. Computer Crimes. Types of Computer crimes, Specific Threats, Attacks on Computer Systems, Major types of Security Problems / Common threats, Computer Frauds and abuse techniques. Characteristics and types of computer frauds. Preventing Computer Frauds and Ethical Considerations. System Vulnerability and abuse – Internet Vulnerability. Protecting Information systems from potential threats. E-Commerce security issues. Risk Involved in E-Commerce. Protecting E-Commerce System.</p>	15
2.	<p>E-Security Introduction to E-Security and Security Requirements. Types of Intruders, attacking methods, Hackers and Crackers. Computer Viruses, Spam, Denial of services. Security Policy, Secure E-Transactions. Types of Information Systems Controls- General Controls – Physical Controls, Access Controls, Biometric Controls, data Security Controls and Application Controls. Security Tools and Methods- Password, Authentication, Access Control, Encryption, Firewall, Antivirus Software, Digital Identity and digital Signature, Certificate Certificates. Secure Socket Layer and Secure Electronic Transaction Protocols.</p>	15
3.	<p>Cyber Laws --- Introduction to Cyber Laws—Meaning & scope of Cyber Laws, online contracts, & requirements & legal aspects of e-contracts (offer and acceptance in e-form), Cyber Laws & legal issues (cyber jurisprudence, & sovereignty, net neutrality, freedom of speech in cyber space, governance) Information Technology Act – 2002 Part-I Digital Signature-definition ,meaning, functions, procedure, E- Governance (Ss. 4 to 9), E- Records (Ss 11 to 16), Controller of Certifying Authority (powers, functions u/s 17 to 20), Digital Signature Certificates --License to issue Digital Signature Certificates, (suspension, revocation etc.--Ss.21 to 26), Duties of Certifying Authority (Ss.30 to 34), Provisions relating to Digital Signature Certificates (Ss. 35 to 39), Duties of subscriber(Ss.</p>	10

4.	Information Technology Act – 2002 Part-II Penalties for Cyber Wrongs and Adjudication (Ss. 43 to 47) , Cyber Regulation Appellate Tribunal (Procedure and Powers(Ss.48 to 51, 57 to 64) Cyber Crimes/Offences & punishment (u/s 65 to 79), offences by companies(S.85) Amendments effected in IPC 1860,Indian Evidence Act,1872, Bankers Books Evidence Act, 1891, Reserve Bank of India Act, 1934 pursuant to Ss. 91 to 94 of ITA, 2000.	08
5.(a)	The Copyright Act, 1957:- Introduction and Evolution of the Law on Copy Right – Meaning, Scope and Characteristics of Copyright – Object of Copyright – Works in which Copyright Subsists – Qualification for Copyright Subsistence – Author and Ownership of Copyright and Rights of the Owner – International Copyright (Ss – 40-43)	10
5.(b)	Copyright (Procedure):- Term of Copyright (Sections 22 to 29, 37(2), 38(2) – Assignment/ License of Copyright (Sections 18 to 21, 30 To 32) – Registration of Copyright (Section 44 to 50-A along with rule 16 of chapter VI of Copyright Rules, 1958)	06
5.(c)	Copyright (Infringement and Regulatory Authorities):- Infringement of Copyright - acts which Constitute Infringement, acts not Constituting Infringement etc. (Section 51 to 53 A) – Offence and Penalties, Copyright Societies (Functions and Rights)	08
6.	The Designs Act-2000: - Industrial Designs: Introduction and Meaning – Register ability of a Design, who can file an Application for Registration of a Design (Section 3 to 10) – Copyright in Registered Designs (Sections 11 to 20) – Infringement (Piracy) of Copyright in Design (Sec. 22) – Defenses which may be set up by the Defendant.	08
7.	The Geographical Indications of Goods (Registration and Protection), Act, 1999: - Geographical Indications: Introduction, Meaning and Content – Procedure for Registrations – Duration, Renewal, Restoration (Section 11 to 18) – Rights Conferred by Registration – Infringement and its Remedies (Section 20-24) – Penalties for Infringement (Section 37 to 54) – Authorities: Registrar , Appellate Board – Certificate of Validity – Powers of Central Government.	08
8.	Protection of Plant Varieties and Farmers Rights Act-2001:- Introduction Objective and Scope of the PPVFR Act, 2001 - Definitions [Plant, Propagating Material, Seed, Germ Plasma, Plant Variety, New Plant Variety, Farmer Etc.] Procedure of Registration, Who may apply? - What can be registered? – What Cannot be Registered - Acceptances and Opposition of Application – Rights and Privileges of Breeders and Researchers – Compulsory License – Period of Validity of Registration – Surrender and Revocation of Certificate – Infringement of Rights and its Remedies - Offences and Penalties – Authorities for Administration	08
	Total	96

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

Books Recommended:

1. E-COMMERCE and ITS APPLICATIONS – Dr. U. S. Pandey, Rahul Srivastava and Saurabh Shukla. S. Chand & Company, New Delhi
2. Management Information and Control Systems – Dr. Sushila Madan, TAXMANN'S.
3. Electronic Commerce from Vision to Fulfillment _ Elias M. Awad, Pearson Education.
4. Text book on Intellectual property rights – N.K. Acharya, Asia Law House.
5. Law of Information Technology (Cyber Law) – D. P. Mittal, TAXMANN'S
6. Guide to Cyber Laws – B y Rohmay D. Ryder[Wadhwa, Nagpur]
7. 6.. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing Co.
8. Law of Information Technology—D.P. Mittal
9. Cyber Laws—Krishnakumar
10. 9 Encyclopedia of Cyber Laws—Sujeet Kumar
11. Handbook of Cyber Laws---Vakul Sharma
12. Intellectual Property Law – P. Narayan, Eastern Law House.
13. Text book on Intellectual Property Rights. – N.K. Acharya , Asia Law House, Hyderabad.
14. Law Relating to Intellectual Property – Dr. B.L. Waderha, Universal Law Publishing Co.
15. Intellectual Property Rights, (2011), - Dr. Sreenivasulu N. S., Regal Publications, New Delhi – 7.
16. Intellectual Property Law in India (2006) – Justice P. S. Narayana, Goigia Law Agency, Hyderabad.
17. Universal's "Intellectual Property Laws" (Bare Acts) Universal Law Publishing Co. Pvt. Ltd.
18. Law of Intellectual Property - Dr. S. R. Mynei – Asia Law House, Hyderabad (2011).
Intellectual Property Rights – Heritage, Science & Society Under International Treaties, A. Subbian Deep & Deep Publications Pvt. Ltd., New Delhi (2007)

M.Com. Part I

Advanced Cost Accounting & Cost system Special Paper I

Subject Name -: Advanced Cost Accounting

Course Code -: 107

Level of Knowledge: Advanced

Objective: To provide adequate knowledge on Cost Accounting Practice.

Term I

Unit No.	Topic	Marks
I	Overview of basic concepts in Cost Accounting. Element of Cost: Material, Labour and Overheads. Material: Purchase procedure, storage and Inventory Control, Landed cost of Material receipts. Methods of Pricing issues, Methods of Inventory control. Labour : Classification of Labour, Principles and Methods of Remuneration, Accounting of Labour cost, Job evaluation and Merit rating Overheads : Meaning, classification, allocation, apportionment and absorption, Accounting of overheads.	
II	Methods of Costing: Job costing, Batch costing, Unit costing, Contract Costing, Process Costing, Costing of by-products and joint products.	
III	Operation Costing Operating costing i.e. costing in Service Industry-Hospital, Hotel, and Transportation. Electricity, Power House and Telecommunication.	

Term II

Unit No.	Topic	Marks
IV	Treatment of Certain Items: General Principles of Treatment, Depreciation, Amortisation Interest on Capital, Cost of Finance, Research and Development Cost, Material Losses Waste, Scrap, Spoilage, Defectives Royalties, Patents and Technical Know-how, Advertising and Market Research, cost of voluntary Retirement, Cost of Hire and Leasing of Capital Goods.	
V	Cost Book Keeping and Reconciliation between Cost and Financial Accounts: Cost Book-Keeping, Cost Ledgers, Interlocking and Integral Accounts, Reconciliation of Cost and Financial Accounts, Reasons, needs, Methods.	
VI	Productivity : Meaning, Measurement of Material, Labour, Capital and Management Productivity. Productivity V/s (Versus) Efficiency Capacity-Theoretical, Practical and Idle capacity, Capacity utilization and effect of same on cost-Measures to improve productivity-Technical, Financial, Operational Measures. Restructuring of activities-Business Process Re-engineering elementary knowledge. Human aspect of productivity.	

Note : 50% Marks for Theory and 50% Marks for practical problems.

Areas of Practical Problems :

- i. Accounting of Overheads (Primary & Secondary)
- ii. Methods of Costing (Contract Costing , Process Costing)
- iii. Reconciliation of Cost and Financial Profit

Recommended Books

1. Ravi Kishor : Advanced Cost Accounting and Cost Systems, Taxmann's Allied Services Pvt. Ltd. New Delhi
2. N. K. Prasad : Principles and Practice of Cost Accounting, Book Syndicate Pvt. Ltd. Calcutta
3. Prof. Subhash Jagtap : Practice in Advanced Costing and Management Accounting, Nirali Prakashan, Pune
4. Malz, Curry Frank : Cost Accounting-Taraporwalla
5. Hom R. Green : Cost Accounting, Managerial Emphasis, Prentice Hall of India Pvt. Ltd.
6. S. P. Iyengar : Cost Accounting Principles and Practice, Sultan Chand and Sons, New Delhi
7. Ravi Kishor : Student's Guide to Cost Accounting, Taxmann's, New Delhi
8. M. N. Arora : Cost Accounting Principles and Practice, Vikas Publishing House Pvt. Ltd., New Delhi.
9. S. N. Maheshwari, S.N. Mittal : Cost Accounting Theory and Problems, Shree Mahavir Book Dept. New Delhi.
10. B. S. Khanna, I. M. Pandey, G. K. Ahuja, S. C. Batra
11. V. K. Saxena, C. D. Vashisth : Cost Accounting Textbook, Sultan Chand and Sons, New Delhi.
12. Journals :
 - a. Management Accountant-ICWA of India Calcutta,
 - b. Chartered Accountant - ICA of India, New Delhi.
13. ICWA Publications :
 - I. Introduction of costing System,
 - II. Inventory Control,
 - III. Getting Ready for Maintenance of Cost Records,
 - IV. Activity Based Costing.

M.Com. Part I

Advanced Cost Accounting & Cost system Special Paper II

Subject Name -: Cost Control and Cost Systems

Course Code -: 108

Level of Knowledge : Advanced.

Objectives: To equip the students for designing and implementing Cost control, Cost reduction Programme and different cost systems.

Term I

Unit No.	Topic	Marks
I	Techniques of Costing : Budgeting and Budgetary Control-Budget-Types of Budget, key and limiting factor, Fixed and Flexible Budget, Cash Budget Zero Base Budget (ZBB). Standard Costing-concepts of Standard Costs, setting up of standards-Variance analysis-Material, Labour, Overheads, Sales and Profit.	
II	Marginal Costing, Cost-Volume-Profit Analysis and Differential Costing : Marginal Costing-Meaning, Concept of variability of cost, Contribution, P/V Ratio, Break-Even-Analysis, Margin of Safety Cost-Volume-Profit Analysis Procedure and Practical application, Differential Costing-Differential costs, Differential cost analysis, Features of differential costing, Practical application.	
III	Responsibility Accounting and Reporting : Definition, Meaning Principles, Controllable and Non controllable costs, Centre of Control, Cost Centre, Revenue Centre, Responsibility Centre, Profit Centre, Performance Measurement Reporting to different levels of Management.	
Total		

Term II

Unit No.	Topic	Marks
IV	Cost Control and Cost Reduction : Introduction, Process of Cost Control and Cost Reduction, Cost Reduction Programme and its implementation. Methods and Techniques-Value analysis and Value Engineering Just-In-Time (JIT), Activity Based Costing (ABC).	
V	Uniform Costing and Inter Firm Comparison: Reasons for differences in Cost and Costing Practices The application of Uniform Costing, Advantages and limitation of Uniform Costing. Inter Firm Comparison-Meaning, Advantages and Disadvantages.	
VI	Costing System Design and Installation : Study of Production Process, Objective, Selection of Method of Costing, Creating Cost Centres and Cost Codes, Deciding basis of apportionment of various overheads, Deciding Methods of absorption, Fixing responsibility and designing suitable MIS. Designing and Installing Cost System in Computer Environment.	

Note : 50% Marks for Theory and 50% Marks for Practical Problems.

Area of Practical Problems :

- 1) Budgetary Control
- 2) Standard Costing
- 3) Marginal Costing

Recommended Books
1. Ravi Kishor : Advanced Cost Accounting and Cost Systems, Taxmann's Allied Services Pvt. Ltd. New Delhi
2. N. K. Prasad : Principles and Practice of Cost Accounting, Book Syndicate Pvt. Ltd. Calcutta
3. Prof. Subhash Jagtap : Practice in Advanced Costing and Management Accounting, Nirali Prakashan, Pune
4. Malz, Curry Frank : Cost Accounting-Taraporwalla
5. Hom R. Green : Cost Accounting, Managerial Emphasis, Prentice Hall of India Pvt. Ltd.
6. S. P. Iyengar : Cost Accounting Principles and Practice, Sultan Chand and Sons, New Delhi
7. Ravi Kishor : Student's Guide to Cost Accounting, Taxmann's, New Delhi
8. M. N. Arora : Cost Accounting Principles and Practice, Vikas Publishing House Pvt. Ltd., New Delhi.
9. S. N. Maheshwari, S.N. Mittal : Cost Accounting Theory and Problems, Shree Mahavir Book Dept. New Delhi.
10. B. S. Khanna, I. M. Pandey, G. K. Ahuja, S. C. Batra
11. V. K. Saxena, C. D. Vashisth : Cost Accounting Textbook, Sultan Chand and Sons, New Delhi.
12. Journals :
a. Management Accountant-ICWA of India Calcutta,
b. Chartered Accountant - ICA of India, New Delhi.
13. ICWA Publications :
i. Introduction of costing System,
ii. Inventory Control,
iii. Getting Ready for Maintenance of Cost Records,

M.Com. Part I
Co-operation & Rural Development Special Paper I
Subject Name :- Co-operative Movement in India and Abroad
Course Code :- 109

Objectives:

1. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and process.
2. To develop independent logical thinking and facilitate personality development.
3. To equip the students for seeking suitable careers in management and entrepreneurship.
4. To aware the role of state and central Govt. in development of co-operative sector.
5. To develop among students Communication, Study and Analytical skills.

Unit No.	Topic
I	Co-operative Movement in India: Evolution of Co-operative Movement in India- Principles of Co-operation.
II	Co-operation in Abroad (a) Evolution of Co-operative Credit Movement in Germany, (b) Consumer Co-operative Movement in Great Britain (c) Dairy Co-operative in Denmark.
III	Co-operative Legislation in India: Study of Maharashtra State Co-operative Societies Act 1960 and rules 1961 with updated amendments regarding :- a. Registration b. Members and their rights. c. Properties and funds d. Management. e. Audit enquiry inspection & supervision. f. Settlement of disputes. g. Liquidation
IV	Reports of various committees and Institutional Support to Co-operatives: (a) All India Rural Credit Survey Committee (AIRCS), Rural Credit Review , Report Committee on inauguration of Co-operative Credit CRAFTICAD , Report of Vaidyanthan Committee, Report of Narsimham Committee (b) NABARD & NCDL support to Co-operatives.

List of Books Recommended for Study
<ol style="list-style-type: none"> 1. G.S. Kamat: New Dimensions of Co-operative Management 2. G.S. Kamat: Cases in Co-operative Management 3. K.K.Taimani: Co-operative Organisation and Management 4. I L O: Co-operative Management and Administration 5. B.C. Mehta: Consumer Co-operation in India 6. Dr. Gangadhar Kayande Patil Saharkar: Chaitanya Publication Nasik 7. Prof L.P. Wakale and Dr. G.H.Barhate: Sahakari Vikas- Sheth Publishing Mumbai

M.Com. Part I
Co-operation & Rural Development Special Paper II
Subject Name -: Organization and Management of
Co-operative Business.
Course Code -: 110

Objectives:

1. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and process.
2. To develop independent logical thinking and facilitate personality development.
3. To equip the students for seeking suitable careers in management and entrepreneurship.
4. To aware the role of state and central Govt. in development of co-operative sector.
5. To develop among students Communication, Study and Analytical skills.

Unit No.	Topic
I	Introduction: Principles of Co-operative Management Professionalization of Cooperative Management.
II	Organization of Co-operatives: Organization Structure of Co-operatives-Organization Chart for Large scale Co-operative business, Banking Units – Communication and Leadership in Cooperative organization – Federal Structure of Co-operative organization – control over co-operative Audit and taxation.
III	Co-operatives Education and Training : Importance, Need, Role of Institutions in the Co-operative Training Vaikuntbhai Mehata National Co-operative Institute , Importance of Job oriented cooperative training – National Cooperative Union of India, National education centre for Cooperative – National council for Co-operative training – State Cooperative Union – District Co-operative Union
IV	Organizational setup of Co-operatives Departments (a) State Level (b) Divisional Level (c) District Level (d) Rights, duties and responsibilities of Registrar of Co-operative Societies

List of Books Recommended for Study
<ol style="list-style-type: none"> 1. G.S. Kamat: New Dimensions of Co-operative Management 2. G.S. Kamat: Cases in Co-operative Management 3. K.K.Taimani: Co-operative Organisation and Management 4. I L O: Co-operative Management and Administration 5. B.C. Mehta: Consumer Co-operation in India 6. Dr. Gangadhar Kayande Patil Saharkar: Chaitanya Publication Nasik 7. Prof L.P. Wakale and Dr. G.H.Barhate: Sahakari Vikas- Sheth Publishing Mumbai

M.Com. Part I
Business Practices & Environment Special Paper I
Subject Name :- Organized Trade Markets.
Course Code :- 111

Unit No.	Name of the Topic
1	Organized Trade & Markets - Introduction, Meaning and importance - Features of Organized Commodity Markets and Regulated Markets Concept & Objectives of Business - Nature and scope of Business in the modern context - Study of various policies with illustrations - Product buying, selling price and Credit policies.
2	Service Sector: - Meaning, Characteristics, types of services, Role, importance and development of Service Sector in India - Business Practices with reference to E-Commerce.
3	State in Trade:- FDI - Meaning, importance & objectives, role of FDI in retail trade with illustrations. Arguments for and against FDI. Concept of State Trading - Arguments for and against State Trading - Role of State Trading Corporation (STC) - State and privatization of trading Activities. Mall administration & organization - Super Markets
4	Co-operative Marketing - objectives - Need - features - structure - Functions - Advantages and Role of co-operative marketing, with illustrations in rural areas - Direct Marketing for farmers, Self Help Group, rural development policy, Central Mall, Reliance Mart, Innovative Marketing practices.
5	Business Environment - Meaning, Nature, Importance and scope of Environment - Types of Environment, various aspects of Environment - Business Environment with reference to India.
6	Problems of growth of Business Economy - Unemployment, Poverty, regional imbalance. Social injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Opportunities in Environment.
7	Pollution - Meaning, Problems of pollution - Types of pollution Water, Air and Noise- Regulatory mechanism & laws, sources and effects, various policies of Government, Go Green Movement
8	Globalization & its impact, Meaning, objectives, importance & scope of Globalization Effect & challenges of Globalization Review of two decades of Globalization

Recommended Books

1. Principles of Business, Acharya, Govekar, A.R.Sheth & Co. Organization
2. Principles and Practice of Marketing, Joshi Kitab Mahal Marketing
3. Regulated Markets W.R.Natu
4. Marketing Co-operative, G.S.Kamat, Way Maharashtra State Co-op Union
5. Future Trading and Control Ram Desai
6. Bombay Money Market, H. Parekh
7. Commodity Marketing and, P.L.Gadgil, Shubhada Saraswat Distributed Trade
8. Business Environment Text & Cases by Francis Cherybilam
9. Financial Derivatives & Risk Management by O. P. Agarwal.
10. Global Economy and Business Environment Francis Cheranilan Himalaya publishing house Text & Cases (Edn 2001)

11. Business Environment Chllaaghan, Elliaon Edward Arnold
12. Economic Environment of Business SYBA k Misha, Puri Himalaya publishing house
13. Indian Business through ages F1CCI Oxford University Press
14. Business Environment Text & Cases by Francis CherubilamEnvironmental Pollution & Health by V. K. Ahluwalia.

M.Com. Part I
Business Practices & Environment Special Paper II
Subject Name :- Modern Business Practices.
Course Code :- 112

Unit No.	Name of the Topic
1	Organizations – Introduction, Importance, Objectives and functions of (1) Maharashtra Chamber of Commerce, Industries and Agricultural and their local branches (2) Maratha Chamber of Commerce, Industries & Agriculture (3) Indian Merchants Chamber. (4) Nagar Chamber of Commerce (Deccan) (5) Federation of Indian Chamber of Commerce and Industries (FICCI) (6) Confederation of Indian Industries (CII)
2	Public Enterprises and Public Utilities -: Objectives, functions and Organization of public Enterprises and Public Utilities - Management practices of Public enterprises in India - Efficiency – Autonomy and control of public Enterprises - Recent practices and policies in public Enterprises and Public Utilities- Before LPG & after LPG
3	Agricultural Business Practices -: Characteristics of Agricultural Business - Nature of Indian Agriculture – Government policies related to agricultural business - Problems and prospects of Agricultural Business - Agricultural Taxation policy. Agricultural products and Farms Services -: Nature and disposal of Agricultural by eproducts - Farm waste - cost of recycling of farm waste.
4	Scheme of support for Women Entrepreneur in Maharashtra Maharashtra Rural Credit Programme: (1) Swarna Jayanti Gram Swarozgar Yojana (SJGSRY) (2) Swayamsidha Programme (3) Ramai Mahila Shakshamikaran (4) Rashtriya Sam Vikas Yojana (RSVY) (5) Krushi Saptak Yojana (6) Tribal Development Project (TDP) (7) Tejaswini Rural Women Empowerment Programme (8) Rajarshee Shahu Maharaj Swayamrozar Yojana. Minority Women Empowerment Programme Mahila swavalamban nidhi (MSN) Problems of Small Scale Industries.
5	Indian Industrial Environment - Growth of industries in public & private sectors in India, Co-operative sector in India - small and cottage industries. mergers and acquisitions. Foreign investment - Foreign Technology and MNCs Global Environment - Natural Social, Cultural, Demographic and Technological environment and its impact on World Trade.
6	Financial Environment of Business - Indian Money Market - Growth of capital Market in India - Financial Institutions - Role of Public, Private, and Co-operative Banks - Role of foreign banks and non Banking Institutions. Security Market :- Meaning, function, structure, constitution & management of Security Market.
7	Environmental Analysis- Meaning and importance - Techniques of Analysis,

	Verbal and Written Information, Search and scanning, Spying, Forecasting, Limitations of these techniques, Competitions analysis – Rivalry Amongst existing firms, threat of new entrants, treat of substitutes – Bargaining power of suppliers and buyers.
8	Selected Biography of Reliance Group of Industries Chordiya, Pravin Masale, Big Bazar founder Bhavarlal Jain

Recommended books for study

1. Global Economy and Business Francis Cheranilan Himalaya publishing house Environment Text & Cases (Edn 2001)
2. Business Environment Chllaaghan, ELlison Edward Arnold
3. Economic Environment SYBA K Misha, Puri Himalaya publishing house of Business Indian Business trough ages F1CCI Oxford University Press
4. Principles of Business Organization Acharya Govekar A.R , Sheth and Co
5. Principles of Practice of Marketing Mamoria, Joshi Kitab Mahal
6. Regulated Markets W. R. Natu
7. Marketing Co-Operative Way G.S. Kamat Maharastra state Co-op Union
8. Future Trading and Control Ram Desai
9. Bombay Money Market H.T.Y.B.A Parekh
10. Commodity Marketing and P.L. Gadgil Shubhada Sarswat, Distributive Trade Punc
11. Environment & Development : China & India

Recommended Journals/Periodicals

1. Arth Vijnyan 2. The Economic Times 3. Economic and Political Weekly, ode: 203

M.Com. Part I

Business Administration Special Paper I

Subject Name :- Production Operation and Financial Management / Knowledge Management

Course Code :- 113

Objectives:

1. To acquaint the students with the types of production and system in a manufacturing industries.
2. To develop the capability of students to know various procedures and planning used in production department.
3. To aware the students for the impact of globalization on production technology.
4. To acquaint the students with the basic concepts of Finance.
5. To develop the capability of students for knowing various investment opportunities and role of ratios in decision making.

Section-I: Production and Operation Management [50 Marks]	
Unit No.	Topic
I	Introduction to Production & Operations Management Meaning & Functions, Types of Production Systems Mass Production/Flow line, Continuous, Intermittent, Batch production, Job Lots etc, Service Systems, - Recent trends in production and service system Plant layout – Objectives, basic principles, types, Safety considerations and environmental aspects.
II	Product Design and Development Product Design – Meaning – Responsibility, factors, determining the design characteristics of good design, Production Department Stages of 12Product Design, Factor responsible for product development, tools of product development, product planning, standardization, simplification and diversification. Techniques of Product Development.
III	Production Planning & Control Production Planning and Control – Meaning, objectives, important procedures, Production Planning, Routing, Scheduling, ERP integrated system Dispatch, follow up, production control -meaning, objectives – factors – factors affecting production control, problems and cases
IV	Quality Management and Productivity Meaning, measurement, techniques, factors affecting productivity measures to boost productivity – ISO 9000 to ISO -4000 – role of NPC Effects of liberalization & globalization on operations management Problems of rationalization, automation, and computerization. Preventive Maintenance, Inspection and Quality Control, Kizen five s'-GMP (Good Manufacturing Practices) Quality Circles, TQM

List of Books Recommended for Study

1. Production and operation Management – By B. S. Goel (PragatiPrakashan)
2. Production and Operations Management – By S. N. Chary (TataMcgraw Hill)
3. Modern Production and Operation Management –By ElwordBuffa
4. Production Planning and Inventory Control –By Magee Budman(Tata McGraw Hill)
5. ISO 9000 – A manual for TQM – By Suresh D. Saurabh (S. ChandPublication)
6. Essentials of Business Administration By K. A. Shantappa
7. A Key of Production Management – By KalyaniPublication,Lundhiyana

Section –II: Financial Management[50 Marks]	
Unit No.	Topic
I	Introduction Meaning & definition of Financial Management, Role of Finance Manager, Goals of Financial Management, Financial systems (in India) – Financial Assets, Financial Markets, Financial Intermediaries, Regulatory infrastructure (RBI,SEBI), Trends in Indian Financial System
II	Investment Decisions Capital Expenditure Decisions, Capital budgeting-purpose, process, types of capital investment decisions, capital budgeting techniques, capital rationing, Investment Decision Methods – Average Rate of Return (ARR), Pay Back, Internal Rate of Return(IRR), Present Value Approach
III	Financial Statements and Financial Analysis Financial Statements – Concept, their anatomy, Balance Sheet and its utility, Income Statement and its utility, limitation of financial statements. Financial Analysis –Types of analysis, utility, Techniques of Financial Analysis _ Ratio Analysis & Fund Flow Analysis
IV	Management of Working Capital Nature of working capital, understanding working capital management- its significance –circular flow concept, Factors affecting working capital requirements Financing of working capital. Inventory management & Receivable management.

RECOMMENDED BOOKS
<ol style="list-style-type: none"> 1. Dr. Prassanna Chandra – Financial Management Theory & Practice published by McGraw Hill 6th Edition 2. Financial Management and Policy – By Dr. R. M.Shrivastava, Himalaya Publishing House 3. Indian Financial System – Bharati Pathak Dorling Kindersley (India) Pvt. Ltd. 4. Business Finance – S. C. Kuchal 5. Financial Management – I. M Pandey 6. Financial Management – Study material by Alpha group ICFAI Hyderabad 7. Financial Management – Dr. P. V. Kulkarni 8. Fundamentals of Financial Management By Horne, Wachowicz Jr. Bhaduri Published by Pearson Education 12th Edition

M.Com. Part I

Business Administration Special Paper II

Subject Name :- Business Ethics and Professional Values

Course Code :- 114

Objectives:

1. To acquaint the students with the nuances of Ethics.
2. To develop the capability of students to understand the ethical practices in business organisation.
3. To acquaint the students with the conceptual framework of knowledge management.
4. To aware the students with various methods of learning process

Section –I: Business Ethics and Professional [50 Marks]	
Unit No.	Topic
I	Introduction Nature, concept and definition of term Business Ethics, Profession and Values, Indian Ethos, Ethics and Values – Work Ethos – Importance of Human Values. Guidelines of Socio Ethical System at General Level. Meaning of Social Ethics, Issues related to Socio Ethics Factors affecting Social Ethics.
II	Indian Ethical Practices in A. Marketing and Advertising : B. Copy rights and Patents C. Employment D. Gender Discrimination E. Accounting Disclosures
III	Dilemmatic situations in Professional Ethics, Code of Ethics &conduct 1. Corporate Governance 2. Corporate Social Responsibility 3. Corporate Citizenship
IV	Indian Approach to Business Ethics Gandhian Approach in Management and Trusteeship Gandhi’s Doctrine of Satya and Ahinsa , Concept , importance and relevance of trusteeship Principle in Modern Business, Emergence of new values in Indian Industries after economic reforms of 1991.
V	Contemporary Issues In Business Administration Change management – Concept, Significance. Managing change-Important feature Dimensions Approaches towards managing change Futuristic and strategic approach toward changing business environment

Books Recommended
<ol style="list-style-type: none">1. Wg- Cdr – B.R.Chavala, Swastik Publishers .2. Management by Values3. S.K.Chakraborti , Oxford University Press4. Foundations to Managerial Work – Contribution from Indian Thought – S. K.Chakaraborti , Himalaya Publications5. A Study in Business Ethics Rituparna Raj6. Ethics in Management S.A. Sherlekar , Himalaya Publication7. Business Ethics and Corporate Governance S. K. Bhatia

Section –II: Elements of Knowledge Management [50 marks]	
Unit No.	Topic
I	<p>Introduction to Knowledge Management Process : Knowledge management :- an integrated approach Meaning knowledge management, Difference between data, information, knowledge and wisdom, Early forms of Knowledge Management and Evolution of Knowledge Management</p>
II	<p>Organizational Learning .Individual learning, Team learning, Drives of organizational learning, Organizational learning frameworks, Knowledge acquisition, Information distribution, Information interpretation, Organizational memory, Unlearning, Organizational routines</p>
III	<p>Knowledge Management Tools & Change Management Organizing knowledge tools, Capturing knowledge tools Evaluating knowledge sharing knowledge, Storing and presenting knowledge, The nature of change, Personal response to change, welcome and resistance, Leadership and, Change management strategies, Gaining commitment for change, Reward and recognition. Cultural change management, Politics of change</p>
IV	<p>Knowledge Management Culture Understanding of organizational culture and climate Norms, artifacts and symbols, Value, beliefs, attitudes and assumption, Typologies of organizational culture, Measuring organizational cultural creating knowledge –sharing cultural stickiness.</p>

M.Com. Part I
Advanced Banking & Finance Special Paper I
Subject Name :- Law & Practices of Banking
Course Code :- 115

Unit No.	Topic	Marks
I	Banker customer relationship :- Definition of a banker and a customer Banker customer relationship as debtor-creditor, agent-principal and trustee-beneficiary Features of the relationship Banker's duty of secrecy of customers' accounts: Credit Information Bureau of India limited Right of set off, Garnishee order, Law of limitation, Termination of relationship, Role of Banking Ombudsman Customer's service: Goiporia Committee Norms, Damodaran Committee Recommendations	12
II	The Reserve Bank of India Act, 1934 Provisions relating to: Incorporation, Capital management and Business (Sec 3 to 19) Central Banking functions ((Sec -20 to 45): Regulatory and Supervisory Collection and furnishing of credit information (45 A to 45 G) Penalties (Sec 58 B to 58 -G), Changing role of the RBI.	10
III	The Negotiable Instrument Act, 1881 Provisions relating to: Definition of negotiable Instrument (Sec-13), Promissory note (Sec -4), Bill of exchange (Sec -5), and Cheque (Sec -6), Comparative Study of Negotiable Instruments Parties to negotiable instrument (Section -7), Holder (Sec -8), Holder in due course (Sec -9), Payment in due course (Sec -10), Negotiation (Sec -14), Endorsement (Sec -15), Dishonor of Negotiable Instruments (Sec -91-92), Noting and Protest (Sec -99-104-A), Penalties in case of dishonor of certain cheques for insufficiency of funds in the account (sections 138 to 147), As Amendments of Negotiable Instrument Act up to 2002	14
IV	Banking Regulation Act, 1949 Provisions relating to: Definition (Sec -5) Business of banking companies (Sec-6) Restrictions on business of banking companies (Sec -8, 19 and 20) Powers of the RBI (Sec -21, 35 and 36 to 36 AD) Winding up of a banking company (Part III and III-A of the Act) Applicability of the Act to Co-operative banks (Sec- 56), Amendments of BRA 1949 up to Dec. 2012	12
V	Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 Provisions relating to: Preliminary (Section 1 and 2) Regulation of securitisation and reconstruction of financial assets and financial institutions (Section 3 to 12 A) Enforcement of security interest (Section 13 to 19) Central registry (Section 20 to 26) Offences and penalties (Section 27 to 30) Miscellaneous (Section 31 to 41) Relevant amendments between 2004 and 2008	12
VI	Prevention of Money Laundering Act, 2002 :- Provisions relating to: Preliminary (Section 1 and 2) Offence of money	12

	laundering (Section 3 and 4) Attachment, adjudication and confiscation (Section 5 and 11) Obligation of banking companies, financial institutions and intermediaries (Section 12 and 15) Summons, searches and seizures (Section 16 and 24) The RBI guidelines, Money Laundering Act Post 2002	
VII	Asset - Liability Management Practices -: Definition of assets and liabilities, Asset liability mismatches on the grounds of locations, maturity, return and currency Risks while managing the assets and liabilities: Liquidity risk, Interest rate risk, Pre-mature withdrawal and pre-payment risk, Price Risk, Foreign exchange and sector based risk, Strategies to manage these risks, RBI guidelines for asset and liability management. Management of loan portfolio with special reference to Non Performing Assets (NPAs): Definition of NPA, Income Recognition and Asset Classification Norms (IRAC Norms) Strategic approach in reduction of nonperforming assets Management of investment Portfolio- Regulatory aspects, Overview of Basel I and II	14
VIII	Hi-tech banking and Mergers and Acquisition in banking sector -: Role and uses of Technology up gradation- Impact of Technology on Banks-Protecting the confidentiality and secrecy of data, Meaning of Merger and Acquisition: Recent cases of mergers and acquisition in Banking sector of India - Consolidation of Banks.	14

List of Books and Journals	
1.	Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services
2.	All relevant and recent Bare Acts, Indian Institute of Bankers: Laws and Practices relating to banking
3.	All journals published by Indian Institute of Banking and Finance
4.	Indian Banking Associations Bulletin
5.	RBI Bulletin
6.	Indian Institute of Banking and Finance, Principles and Practices of Banking, Macmillan Publisher India Ltd.
7.	Tannan's: Banking – Law & Practice.
8.	Banking: Law & Practice – P.N. Varshaney.
9.	Management of Banking & Financial Services – Justine Paul and Pamalata Suresh.
10.	Legal and Regulatory Aspects of Banking– Published by Indian Institute of Banking & Finance.

M.Com. Part I
Advanced Banking & Finance Special Paper II
Subject Name :- Central Banking & Monetary Policy
Course Code :- 116

Objectives:

15. To study the functions of central bank
16. To understand monetary policy and its instruments

Unit No.	Topic
I	Evolution of central banking Origin and evolution of central banking. Need and Rationale of central bank. Evolution of Reserve Bank of India (R.B.I.)
II	Functions of Reserve Bank of India A. The Reserve Bank as currency authority : Issue of currency notes, Asset banking for note- issue, Distribution of currency, Currency chests, Recent developments in currency management. B. The Reserve Bank as banker to Government: Maintenance of Government accounts, Banker to the Central Government and the State Governments, Management of public debt C. RBI as a Banker Bank: Controller of Credit, Lender of Last Resort D. RBI as a Custodian/Manager of Foreign Reserves E. Regulation and supervision of Reserve Bank over Commercial banks. Regulation and supervision over commercial banks: Licensing of banks, Opening of new banks, Branch Licensing, Foreign banks, Cash reserves and liquid assets, Prudential norms, capital and reserves, Control over methods of operation
III	Development and promotional role of the Reserve Bank of India in Financial Inclusion and its implications. <ol style="list-style-type: none"> 1. R.B.I. and rural credit: priority sector advance, regional rural banks, development of Farm sector and non-farm sector. 2. R.B.I. and industrial finance: establishment of institutional, lending policy for Commercial banks, coordination between term lending institutions, bridge loans, Rehabilitation of sick industrial units. 3. R.B.I. and export credit: pre-shipment credit, post-shipment credit, measures to Promote Exports.
IV	Para banking activities Control over management, Annual accounts and audit, ☑Subsidiaries of commercial banks, <ul style="list-style-type: none"> • Credit Information Bureau of India Ltd. (CIBIL) Bank Assurance, • Inspection of banks: Board for Financial Supervision (BFS) and system of inspection.
V	Non-banking financial companies (NBFCs) Regulatory framework for NBFCs: Measures for supervision over NBFCs
VI	Money supply measures :- Money supply measures of the Reserve Bank of India Concept of High powered money Recommendations of the Working Group on 'Money Supply : Analytics and methodology of compilation (Chairman : Dr. Y.V.Reddy), 1998

	☒☒☒ Money supply and price stability.
VII	Monetary management Objectives of monetary policy: Price stability, Generation of employment, Exchange Rate Stability, Balanced growth etc., conflict between objectives.
VIII	B. Instruments of monetary policy :-Mechanism and effectiveness of following instruments. i. Quantitative Instruments: Variations in Bank Rate, Open Market Operations and Variable Reserve Ratio ii. Qualitative instruments: Margin Requirements, Credit Rationing, Moral Suasion, Direct Action, Publicity C. A review of monetary policy of the Reserve Bank of India in the last five Years - Recent policy changes announced by the R.B.I.

List of Books and Journals

- 1) Monetary & Financial Sector Reforms in India – Y. Venugopal Reddy.
- 2) Govt. of India- Economic Survey
- 3) R.B.I.: Functions and Working – R.B.I. Publication.
- 4) R.B.I. Bulletins.
- 5) R.B.I. Annual Reports.
- 6) Trends & Progress of Banking in India- R.B.I. Annual
- 7) Dr. B.R. Sangale – Indian Banking System, Success Publications, Pune.
- 8) . Monetary Economics for India, Dr. Narendra Jadhav
- 9) Central Banking for emerging market economies, A. Vasudevan
- 10) Indian Economy: Essays on money and finance, Dr. C.Rangarajan
- 11) Annual Report on Trend and Progress of Banking in India

M.Com. Part I
Advanced Marketing Special Paper I
Subject Name :- Marketing Management
Course Code :- 117

Objectives:

To study the basic concepts in Marketing Management.

Unit No.	Name of the Topic
I	<p>Marketing an Introduction: Meaning definition Elements. Objectives Importance Advantages and limitations Evolution and Scope, Approaches to the study of Marketing/ Marketing. Marketing Environment: Meaning and Definition, Internal and external environmental factors impacting the marketing environment</p>
II	<p>Traditional Marketing Mix: Meaning and Definition of Marketing Mix Concept of Product, Product Simplification diversification and elimination. Product Management: New product development and Product Life Cycle Brand Management: Brand Creation, Rebranding, Brand Positioning, Brand Equity. Price—definition and elements of price mix. Need, importance and objectives of pricing. Factors influencing pricing. Pricing Strategies. Place - Types of Distribution Channels and factors affecting selection of Channel. Elements of Promotion Mix—Advertising- Advertising - Setting the advertising, objectives - Role of advertising, advertising media Personal Selling - concept and importance, process of personal selling. Sales Promotion: Meaning, Objectives and importance. Tools or techniques of sales promotion. Public Relations—Concept and tools of public relations. E- Marketing Promotion - E mails, different types of Web advertising.</p>
III	<p>Modern Marketing Mix: People Process and Physical Evidence -- People as a part of Marketing Mix, customer interaction, customer service Process as part of the Marketing Mix, Physical evidence/ Packaging</p>
IV	<p>Introduction to Consumer Behaviour and Market Segmentation: Meaning and Definition. Nature Scope and Application of Consumer Behaviour . Difference between consumer and customer. Market Segmentation: Meaning and definition, Market Criteria for effective Segmentation, Process/ Stages of Market Segmentation , Bases of Segmentation.</p>
V	<p>Consumer Perception: Definition of Perception, Elements of Perception, Perception Process, Importance of Perception & Brand. Consumer Perception of Risks. Consumer Learning and Memory Meaning Definition and elements of Learning Types of Learned Behaviour</p>

	Behavioural Theory of Learning General Characteristics of Learning Memory Defined Advertising/Marketing Application
VI	Motivation and Attitude Formation: Motivation: Concept of Motivation and Motives Theory of Motivation Classifications of Motives Role of Motives Attitude Formation and Change Definition of Attitude Attitude Function Characteristics of Attitude Structure Models of Attitudes Strategies for Changing Attitudes and Intentions

Books Recommended	
1.	Philips Kotlers – Marketing Management
2.	Marketing Management Cravens – Hills – Woodruff
3.	Marketing – A Managerial Introduction – Gandhi
4.	Marketing Information System – Davis – Olsan
5.	Consumer Behavior – Schiffman – Kanuk
6.	Principles and Practice of Marketing – John Frair
7.	Consumer Behavior – Hawkins, Best, Coney – TMH, 9/e, 2004
8.	Consumer Behaviour – Concepts Applications & Cases – M S Raju & Dominique Xardel
9.	Consumer Behavior – Leon Schiffman, Leslie Lazar Kanuk – Pearson / PHI, 8/e
10.	Consumer Behavior In Indian Perspective – Suja Nair – Himalaya Publishers
11.	Customer Behavior – A Managerial Perspective – Sheth, Mittal – Thomson,
12.	Cross cultural marketing – Robert Rugimbana and Sonny Nwankwo
13.	Customer Relationship Management – Peeru Ahamed & Sagadevan – Vikas Publishing
14.	Consumer Behaviour- Walker
15.	Consumer behaviour- Loudon, Delebeta
16.	Consumer Behavior - J.Paul Peter
17.	Consumer Behaviour – Concepts Applications & Cases – M S Raju & Dominique Xardel.

M.Com. Part I

Advanced Marketing Special Paper II

Subject Name :- Customer Relationship Management & Retailing

Course Code :- 118

Objectives: To impart knowledge regarding customer relationship management, & retailing techniques, process and tools and develop an understanding of the CRM & retailing functions techniques and Strategies.

Unit No.	Name of the Topic
I	CRM An Introduction: Conceptual foundation of Relationship Management, Evolution of Relationship as a Marketing tool, Emergence of CRM Practice/ Factors responsible for the growth of CRM ,CRM Cycle, Importance of CRM Customer Retention Management, Reasons for Customer Switching and Strategies for Retention Customer Recall Management, Customer Recall Strategies CRM a Cost benefit analysis. CRM Benefit, CRM Cost and CRM Value
II	RELATIONSHIP MARKETING :- Relationship marketing of Services Vs. Relationship marketing in Consumer markets - Buyers sellers relationships - Relationship marketing in Mass markets, relationship marketing and marketing strategy
III	RETAILING & RETAIL SUPPLY CHAIN MANAGEMENT Retailing – Definition – Significance, Types of Retailing – Store Retailing – Non-store Retailing –Types of retailers Retail location – Factors affecting retail location decision, Location based retail strategies. Retail supply chain management – Definition – Integrated supply chain planning, Store design – Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Façade Store administration Space management - Space mix – Managing store inventories and displays
IV	CRM and I.T eCRM an I.T Tool, e CRM in Business, Features of e- CRM Technologies of E CRM Important CRM Softwares—Oracle, Clarify, People Soft and My Sap CRM. Applications of e CRM
V	Latest Development in CRM : Changing Roles of CRM , Customer Experience Management, Customer Profitability, Customer Classification based on Profitability, Customer Profitability as a strategic Management Tool, Customer Profitability and company Value, Customer Experience Management and Customer Profitability Management, Customer Lifetime Value
VI	CRM Implementation Issues: Challenges of CRM Implementation, Essentials of CRM Principle, Customer Satisfaction, Importance of Customer Satisfaction, Customer Expectation, Customer Perception People factor in CRM— Customer Centric Organisational Structure Employee Organisation Relationship Employee Customer Orientation

Books Recommended

1. Strategic Marketing Management - David Aaker
2. Customer Relationship Management – Jaddish Seth, Parvaityar, Shainesh
3. Handbook of Relationship Marketing – Jagdish Sheth, Atual Parvatiyar
4. Leading Through Relationship Marketing – Richard Batterley
5. Relationship Marketing – S. Shajahan
6. Customer Relationship Management – Jagdish Seth., Atul Parvatiyar, G. Shainesh
7. Retail Management – Gibson Vedamani
8. Channel Management & Retail Marketing – Meenal Dhotre
9. Retail Marketing Management – David Gilbert
10. Retailing Management – Swapna Pradhan
11. Retail Management – Ron Hasty & James Rear don
12. Retail Marketing Management – Swapna Pradhan