<u>DEPARTMENT OF COMMERCE</u> AWADHESH PRATAP SINGH UNIVERSITY, REWA



Syllabus CBCS M.Com Ist and IInd Semester System 2020-21 IIIrd and IVth Semester System 2020-21

Registrar Awadhesh Pratap Singh University Rewa(M.P.)

SCHEME OF EXAMINATION for M. COM. CBCS PATTERN

Semester	Paper No.	Nomenclature	Type of Course	Exte Asses	ory / ernal sment	Asses	rnal sment	Total Marks	Credit Points
				Max	Min	Max	Min		
	101	Management Concepts	CC	60	24	40	14	100	04
	102	Business Environment	CC	60	24	40	14	100	04
I	103	Advanced Accounting	CC	60	24	40	14	100	04
	104	Cost Analysis and Control	GE	60	24	40	14	100	04
	105	Comprehensive Viva – Voce	СС	Minim	um Pass	sing Mar	ks-35	100	04
	201	Corporate Legal Framework	СС	60	24	40	14	100	04
	202	Organisational Behaviour	СС	60	24	40	14	100	04
II	203	Advanced Statistical Analysis	СС	60	24	40	14	100	04
	204	Functional Management	GE	60	24	40	14	100	04
	205	Comprehensive Viva – Voce	СС	Minim	um Pas	sing Ma	rks-35	100	04
	301	Managerial Economics	CC	60	24	40	14	100	04
	302	Tax Planning and Management	СС	60	24	40	14	100	04
III	303-A	Entrepreneurship Skill Development OR	DEC	60	24	40	14	100	04
	303-B	Marketing Management							
	304	Accounting for Managerial Decisions	GE	60	24	40	14	100	04
	305	Comprehensive Viva – Voce	CC	Minim	um Pas	sing Ma	rks–35	100	04
	401	Corporate Accounting	CC	60	24	40	14	100	04
	402	Cost Administration and Control	CC	60	24	40	14	100	04
	403-A	Accounting Theory						4.5.5	
IV	403-B	OR Financial Management	DEC	60	24	40	14	100	04
	404	Institutional Accounting	GE	60	24	40	14	100	04
	405	Comprehensive Viva – Voce	СС	Minim	um Pas	sing Ma	rks-35	100	04

CC Core Course

GE Generic Elective

DEC

Discipline Centric Elective

Programme Outcomes M. Com. (CBCS) PROGRAMME

OUTCOME

PO#	PROGRAMME OUTCOME
PO1	Critical Thinking:
	Take innovative steps after identifying the characteristics of accounting
	frame towards thinking and formed in to actions to check out the outcome as per these
	assumptions are correct and valid, and look at our business ideas and Managerial
	decisions (intellectual, organizational, and economical) from different perspectives.
PO2	Effective Communication:
	Speaking, reading, writing and listening clearly in person and with the help of
	an electronic media in English and in one Indian language and make meaning of the
	world by communicating with people, ideas, books, media and high technology in this
	madam era.
PO3	Social Interaction:
	Extractive view of others, mediate disagreements and help to reach the
	accwater in advance accounting and managerial decisions conclusions.
PO4	Ethics:
	To acknowledge the different value systems including your own, to understand
	the ethical dimensions of business decisions and accept in the responsibilities for them
	selves.
PO5	Environment and Sustainability:
	To understand the subject matter towards commercial and managerial contexts and
	for the sustainable developments.
PO6	Self-directed and Life-long Learning:
	Achieving the ability to engage in independent and life-long learning in the
	broadest context of commerce and industry.

PROGRAMME SPECIFIC OUTCOME (M. Com.)

PSO#	PROGRAMME SPECIFIC OUTCOME
PSO 1	To achieve the functional knowledge of theoretical concepts and practical aspects of
	commerce and their applications in the day-to-day life.
PSO 2	To integrate the gained knowledge with saved contemporary and evolving areas in
	organizational management accounting analytical and all business activities relating
	the commercial study.
PSO 3	To understand, analyze, plan and to implement qualitative as well as quantitative
	methods and scientific analytical which is based on problems in commercial and
	managerial activities.
PSO 4	To provide opportunities to a great extent level in academics, research or Industries
	or companies.

Course Outcome (COs) M.Com

S.No.	Course Name	Course Code	
Semester	-I	1	
101	Advance Accounting	MC-101	
	Course Outcomes		
CO1	To impart knowledge of a theoretical foundation for the preparat	tion and presentation of	
	financial statement.		
CO2	To inculcate the understanding of rules of measurement and repo	orting relating to various	
	types of business entities.		
102	Management Concept	MC-102	
	Course Outcomes	•	
CO1	To describe the role of strategic management and the concept of	management process.	
CO2	To understand about the techniques to scan an environment and	the role of environment	
	scanning in hurdle less strategic management of an organization		
CO3	To understand the importance of strategy formulation and strateg	gy implementation.	
CO4	To understand and formulate different strategies at business and	corporate level.	
CO5	To analyse how organizations make decisions in response to rapid changes that occur due		
	to environmental changes.		
103	Business Environment	MC-103	
	Course Outcomes		
CO1	To provide knowledge of business environment, professional an	d human values and	
	ethical system at general level.		
CO2	To gain knowledge about business and environmental practices.		
CO3	Ability to start their own business.		
CO4	Ability to work in MNCs as well as pvt. and public companies		
CO5	To develop team work, leadership and managerial and administr	ative skill.	
104	Cost Analysis & Control	MC-104	
	Course Outcomes	1	
CO1	To measure the cost benefit analysis.		
CO2	To determine the true costs of each of the programme under ana	lysis. (Services & or	
	products)		
CO3	To Depict the overall financial position of the business.		
Semeste	r-II		
201	Organizational Behaviour	MC-201	

	Course Outcomes		
CO1	It gives the basic concept of the organisational behaviour.		
CO2	Develop the basic understanding of the individual behaviour it helps to understand the		
	personality of others and adopt it if it seems to good.		
CO3	CO3 Develop the perceptual concept among the students and a technique of learning		
	so tough.		
CO4	It enhances knowledge of the various aspects of the individu	al life positions and ego state	
	and accordingly reacts to them.		
CO5	They come to know the importance of the group and how to	take decision as group.	
202	Advance Statistical Analysis	MC-202	
	Course Outcomes		
CO1	To develop logical reasoning ability in decision making.		
CO2	To apply various parametric and non-parametric tests in the	real life case situation.	
CO3	To make decisions under uncertain business situations.		
CO4	To bring out clearly the importance of statistics in solving different research problems.		
203	Corporate Legal Framework	MC-203	
	Course Outcomes		
CO1	The students will be familiarized with the concept of corporate governance and the role		
	and importance of its stakeholders.		
CO2	The student will also be able to appreciate the principles, the	eories and models of corporate	
	governance.		
CO3	Familiarized with the legislative framework of corporate go	vernance in India.	
CO4	The student will be versed in the fundamental concepts of di	ifferent aspect of income tax.	
CO5	The students can understand Income Tax system properly ar	nd can get the knowledge of	
	different tax provisions.		
204	Functional Management	MC-204	
	Course Outcomes		
CO1	To develop knowledge about business finance and the backg	ground of Accounting and	
	Management.		
CO2	To make students aware about the challenges and opportunit	ties of Financial Management.	
Semeste	er-III		
301	Managerial Economics	MC-301	
	Course Outcomes	I	
CO1	Develop an understanding of the applications of managerial economics.		

CO2	To provide knowledge and develop understanding of methods of audit in specialized areas.		
CO3	To provide knowledge of cooperative societies audits		
302	Managerial Economics	MC-302	
	Course Outcomes		
CO1	To provide understanding of Direct Taxes and to learn the ru	ules and their applications to	
	different business situation.		
CO2	To make aware about the principles underlying the Service	Гах.	
CO3	To familiarize with basic concepts of VAT, Excise Duty and	d Customs Duty.	
303	Accounting for Managerial Decision	MC-303	
	Course Outcomes		
CO1	Understand and describe strategic management accounting		
CO2	Make decisions based on customer profitability using activit	ty costing	
CO3	Incorporate risk and uncertainty in project appraisal.		
304	Entrepreneurship Skill & Development	MC-304	
	Course Outcomes		
CO1	To acquaint students with the aspects related with understanding the entrepreneurial		
	frameworks and the elements of and entrepreneurial ecosyste	em	
CO2	To educate about creating value proposition and to carry out market research.		
CO3	To describe and familiarize students with aspects of business	s model development	
CO4	To introduce functional plans of building teams and custome	er acquisition	
CO5	To familiarize students with legal aspects pertaining to entre	epreneurship and avenues of	
	investment.		
Semeste	er-IV		
401	Accounting Theory	MC-401	
	Course Outcomes		
CO1	Know the development in accounting theory, financial repor	rting and disclosure practices	
	at the national and international level		
CO2	Explain terms such as incomes, revenues, expense, losses and gains.		
CO3	Understand valuation of assets and liabilities and depreciation	on accounting according to	
	different methods.		
CO4	Understand valuation of intangible assets		
CO5	Learn accounting standards and their construction, the state	of the art developments in	
	accounting standards worldwide and in India		

402	Cost Administration & Control	MC-402		
	Course Outcomes	1		
CO1	To acquaint the students with current trends in Business Administration			
CO2	To impart knowledge of various approaches to management			
CO3	To aware students about cross-cultural management system	To aware students about cross-cultural management system		
403	International Accounting	MC-403		
	Course Outcomes	1		
CO1	To impart knowledge about the scope, importance and func-	tions of institutional		
	accounting.			
404	Corporate Accounting	MC-404		
	Course Outcomes	1		
CO1	Describe the basic understanding and issuing principles & Procedures of Accounting			
	Standards, Ind As & IFRS			
CO2	Interpret and illustrate the Investment Accounts with relevant accounts	nting standard.		
CO3	Explain accounting for Voyage Accounts, & Royalty Accounts.			
CO4	Learn the deep insight of all the accounting aspects of liquidation of company			
CO5	Describe accounting treatments for corporate events like amalgamation, Reconstruction			
	and Restructuring and interpreting the relevance of various accounti	ng regulations and		
	provisions related to such events in context of existing legal and reg	ulatory environment.		

M. Com. Semester – I CC: Paper – 101: Management Concepts

MaximumMarks:60

Unit-I:

Introduction: Concept of Management, Scope and Nature of Management, Approaches tomanagement, Human relation, Behavioral and systemapproach.

Unit-II:

Planning: Concept of Planning, Objectives and components of planning, Nature and Processof Planning, determination of objectives. Management by objectives Management by exception, concepts, nature and process of decision-making. Theories of decision-making.

Unit-III:

Organizing: Concept, objectives and element of organization, process and principlesoforganization. Organization structure and charts, span of Management, Delegat ion of Authority, Centralization and Decentralization.

Unit-IV:

Directing:Concept, Nature, Scope, Principles and Techniques of Direction, Communicati on concept, Process Channel and Media of Communication. Barriers to effective communication, Building effective communication system.

Unit-V:

Controlling: Concept, objectives, nature and process of control, levels and areas of control. Various control techniques. Z-Theory of Management, Management education in India: Objectives, Present position and difficulties.

101	Management Concept	MC-101
	Course Outcomes	
CO1	To describe the role of strategic management and the concept o	f management process.
CO2	To understand about the techniques to scan an environment and the role of environment scanning in hurdle less strategic management of an organization.	
CO3	To understand the importance of strategy formulation and strate	egy implementation.
CO4	To understand and formulate different strategies at business and corporate level.	
CO5	To analyse how organizations make decisions in response to rapid changes that occur due to environmental changes.	

M. Com. Semester – I CC: Paper – 102: Business Environment

MaximumMarks:60

Unit-I

TheoreticalFrameworkofBusinessEnvironment:Concept,Significanceandnatureof business environment; Elements of environment -internal and external; Changingdimensionsofbusinessenvironment,Liberalisation, Privatisationand Globalisation.

Unit-II

EconomicEnvironmentofBusiness:Significanceandelementsofeconomicenvironment; Economic systems and business environment; Economic planning inIndia;Governmentpoliciesindustrialpolicyandlicensingpolicy,fiscalpolicy,monetarypolicy,EXIMpolicy.

Unit-III

Political and Legal Environment of Business: Monopolistic Restricted Trade Practice(MRTP) Act, Foreign Exchange Management Act (FEMA), Consumer Protection-Act, Patent Laws.

<u>Unit-IV</u>

SocioCultural&InternationalEnvironment:Socialresponsibilityofbusiness,Characteristic ,Components,Scope,relationshipbetweensocietyandbusiness,TargetsofsocioculturalbusinessEnvironment,SocialGroups,WorldTradeOrganisation(WTO),InternationalMonetaryFund(IMF),ForeignInvestmentinIndia.

Unit-V

Technological Environment: Concept, Online Channels, Online Services, AdvantageofOnlineservices, E-commerce, Indian conditions of Ecommerce, Electronic Banking, Franchise Business.

102	Business Environment	MC-102				
	Course Outcomes					
CO1	To provide knowledge of business environment, professional and hu	man values and				
	ethical system at general level.					
CO2	To gain knowledge about business and environmental practices.					
CO3	Ability to start their own business.					
CO4	Ability to work in MNCs as well as pvt. and public companies					
CO5	To develop team work, leadership and managerial and administrative	e skill.				

M. Com. Semester – I CC: Paper – 103: Advanced Accounting

MaximumMarks:60

<u>Unit-I:</u>

FinalAccounts (Advancedwith adjustment).

Unit-II:

Bank Reconciliation Statement, Rectification of Errors Accounting for nonprofit Organisation.

Unit-III:

AccountingfromIncompleteRecord,Accountingfor InsuranceClaim.

Unit-IV:

InvestmentA/c, VoyageA/c, Insolvency A/c.

Unit-V:

Dissolution of partnership firm including sales of Firm and amalgamation.

103	Advance Accounting	MC-103			
Course Outcomes					
CO1	To impart knowledge of a theoretical foundation for the preparation and presentation of financial statement.				
CO2	To inculcate the understanding of rules of measurement and reporting types of business entities.	g relating to various			

M. Com. Semester – I GE: Paper – 104: Cost Analysis and Control

MaximumMarks:60

Unit-I:

Various cost concept, Cost centre and cost unit, Methods and techniques of Costing. In stall at ion of costing system, Methods of inventory control, overheads.

Unit-II:

Process Accounting Joint product and by product, Equivalent production and interprocess profit, Operating Cost.

Unit-III:

MarginalCosting:Concepts,BreakEvenAnalysis,Uniformcostingandinterfirmcompariso n.Useof ManagerialCostinginbusinessDecision.

Unit-IV:

Budgetary Control: Basic concepts, Preparation of functional budget: Cost Audit, Objectives and Advantages.

Unit-V:

StandardCosting and Variance Analysis.

104	Cost Analysis & Control	MC-104				
	Course Outcomes					
CO1	CO1 To measure the cost benefit analysis.					
CO2	To determine the true costs of each of the programme under analysis. (Services & or products)					
CO3	To Depict the overall financial position of the business.					

M. Com. Semester – II CC : Paper – 201 : Corporate Legal Framework

MaximumMarks:60

Unit-I:

The Companies Act, 1956 (Relevant Provisions): Definition, types of companies, Memorandum of association; Articles of association; Prospectus; Share capital

andmembership, Meetings and resolutions; Companyman agement; Managerial remuner ation; Winding up and dissolution of companies.

Unit-II:

The Negotiable Instruments Act, 1881: Definition, types of negotiable instruments, Negotiation; Holder and holder in due course, Payment in due course; Endorsementandcrossingofcheque; Presentation of negotiable instruments.

Unit-III:

MRTP Act 1969: monopolistic trade practices; Restrictive trade practices; Unfairtradepractices.

Unit-IV:

TheconsumerprotectionAct, 1986: salientfeatures; Definition of Consumer right of consumer; Grievance redress almachinery.

Unit-V:

RegulatoryEnvironmentforInternationalBusiness;FFMA,WTO:Regulatoryframework of WTO, basic principles and its character, WTO provisions relating topreferential treatment to developing countries; regional groupings, technical standard,antidumping duties and other NTBs. Custom valuation and dispute settlement, TRIPand TRIMS.

201	Corporate Legal Framework	MC-201			
	Course Outcomes				
CO1	The students will be familiarized with the concept of corporate gov and importance of its stakeholders.	ernance and the role			
CO2	The student will also be able to appreciate the principles, theories a governance.	nd models of corporate			
CO3	Familiarized with the legislative framework of corporate governance	ce in India.			
CO4	The student will be versed in the fundamental concepts of different	aspect of income tax.			
CO5	The students can understand Income Tax system properly and can different tax provisions.	get the knowledge of			

M. Com. Semester – II CC : Paper – 202 : Organisational Behavior

MaximumMarks:60

<u>Unit-I:</u>

Conceptoforganization, Typesandsignificance, Organization Goalandits determinants. Organization Behaviour-Concept, Nature and Significance, Organization Behaviour models.

Unit-II:

Personality: Concept, Theories, Determinants and importance, Perception: Concept, Process, Managerial Applications. Learning: Concept, Components, affecting factors and theories.

Unit-III:

Motivation: Meaning types and important elements, Theories of Motivation, AttitudesandValues:Concept,factors,significanceandTheories.

Unit-IV:

Nature of interpersonal Behaviour, Transactional Analysis, Concept of Group, Theories of group formation, Group cohesiveness, Power and Authority.

Unit-V:

Organizational Conflicts: Causes and suggestions. Developing sound organizationalclimate, Management of change, Concept and Process of Organizational Development.

202	Organizational Behavior	MC-202
	Course Outcomes	
CO1	It gives the basic concept of the organisational behaviour.	
CO2	Develop the basic understanding of the individual behaviour it helps to understand the personality of others and adopt it if it seems to good.	
CO3	Develop the perceptual concept among the students and a technique of learning even if is so tough.	
CO4	It enhances knowledge of the various aspects of the individual life positions and ego state and accordingly reacts to them.	
CO5	They come to know the importance of the group and how to t	ake decision as group.

M. Com. Semester – II CC: Paper – 203: Advanced Statistical Analysis

MaximumMarks:60

Unit-I:

TheoryofProbability-ProbabilityDistributions,Binomial,PoissonandNormal Distribution.

Unit-II:

Theoryof Sampling and Test of Signification.

Unit-III:

AnalysisofVariance(includingonewayandtwowayclassification), Chisquare Test.

Unit-IV:

Interpolationand Extrapolation. Association of Attributes.

Unit-V:

Regression Analysis, Statistical Decision Theory: Decision under Risk and Uncertainty, Decision Tree Analysis.

203	Advance Statistical Analysis	MC-203
Course Outcomes		
CO1	O1 To develop logical reasoning ability in decision making.	
CO2	To apply various parametric and non-parametric tests in the real life case situation.	
CO3	To make decisions under uncertain business situations.	
CO4	To bring out clearly the importance of statistics in solving different re	esearch problems.

M. Com. Semester – II GE: Paper – 204: Functional Management

MaximumMarks:60

Unit-I:

FinancialManagement:Concept,NatureandObjectives,FunctionsofFinancialManager, Financial Planning, Nature, Need and influencing factors, Characteristics of a sound financial plan.

Unit-II:

Capitalization, Conceptand Theories, Overandunder capitalization, Capital structure, Balanced Capital Structure, Trading on Equity, Leverage: Financial and Operating leverage.

Unit-III:

Concept of Marketing Management, Nature and Scope of marketing, Functions ofmarketingmanagement, Marketingmix.

AdvertisingManagement:MeaningObjectives,functionsandscope,mediaofadvertising, Selecting an advertising media Essential of a good advertising copy,MeaningofSalesPromotion,importance,limitationsandmethodsofsalespromotion.

Unit-IV:

Concept of Personal Management, Functions, Scope and Importance, Signification ofman-power planning, Sources of recruitment, Characteristics of a good recruitmentpolicy, Concept of selection, Selection procedure, Importance of employee training, methods of training.

Unit-V:

ProductionManagement:Concept,Importance,Scopeandfunctions.Typesofproduction systems, Concept of production planning, objectives, elements and steps.Procedure of production control, Process of new product development, Concept ofproductdiversification,standardization,simplification and specialization.

204	Functional Management	MC-204
Course Outcomes		
CO1	CO1 To develop knowledge about business finance and the background of Accounting and Management.	
CO2	To make students aware about the challenges and opportunit	ies of Financial Management.

M. Com. Semester – III CC: Paper – 301: Managerial Economics

MaximumMarks:60

Unit-I:

NatureandScopeofManagerialeconomics,ManagerialEconomistRoleandResponsibilities, fundamental economic concepts Incremental Principle, OpportunityCost Principle, Discounting Principle, Equi-Marginal Principle, Profit MaximizationTheory.

Unit-II:

DemandAnalysis, Elasticity of Demand, its Meaning and Importance, Price Elasticity, Income Elasticity, Cross Elasticity. Theory of Consumer Choice, Indifference Approach, Revealed Preference Theory.

Unit-III:

ProductionFunction,LawofVariableProportions,LawofReturnstoScale.

Unit-IV:

Business Cycles: Nature and Phases, Theories of Business Cycles, Non-MonetaryTheoriesandMonetaryTheoriesofSchumpeter,Hicks,Hayek,HawtreyandSam uelson.

Unit-V:

ProfitManagement-MeasurementofProfit,ConceptofRiskandUncertainty,-uProfit Planningand Forecasting.

301	Managerial Economics	MC-301	
	Course Outcomes		
CO1	CO1 Develop an understanding of the applications of managerial economics.		
CO2	CO2 To provide knowledge and develop understanding of methods of audit in specialized areas.		
CO3	To provide knowledge of cooperative societies audits		

M. Com. Semester – III CC: Paper – 302: Tax Planning and Management

MaximumMarks:60

Unit-I:

Concept of Tax Planning: Meaning, Scope, Importance, Objectives of Tax Planning, Tax Avoidance and Tax Evasion. Tax Planning and Tax Management.

Unit-II:

AreasofTaxPlanning:Ownership Aspect,ActivityAspects &LocationalAspects,NatureoftheBusiness&TaxPlanning.

Unit-III:

TaxPlanningandSettingupNewBusiness:DeductionsAvailabletoNewIndustrialUnde rtakings,Amalgamation,MergerandTaxPlanning.SpecialTaxProvisions - Tax Provisions Relating to Free Trade zones, Infrastructure Sector &BackwardAreas.TaxIncentivesforExporters.

Unit-IV:

Tax Planning and Financial Decisions: Capital Structure Decision Dividend, InterCorporate Dividend, Bonus Shares, Purchase of Assets Out of Own Funds or Out ofBorrowed Funds.

Unit-V:

TaxManagement:Introduction,DifferencebetweenTaxPlanningandTaxManagement,A reasofTaxManagement,ReturnofIncomeandAssessment,Penalties and Prosecutions,AppealsandRevisions.

302	Tax Planning and Management	MC-302
	Course Outcomes	
CO1	To understand the concepts of marketing management	
CO2	CO2 To learn about marketing process for different types of products and services	
CO3	To understand the tools used by marketing managers in dec	cision situations

M. Com. Semester - III

DEC: Paper - 303 (A): Entrepreneurship Skill Development

MaximumMarks:60

Unit-I:

Theentrepreneur: Definition, emergence of entrepreneurial class; theories of entrepreneur ship, socio-economic environment and entrepreneur. Characteristics of entrepreneur leadership, risk taking, decision making and business planning.

Unit-II:

Promotionofaventure:Opportunityanalysis,externalenvironmentalforces-economic,social,technological,Competitivefactors,legalrequirementsforestablishment of a newunitandraisingfunds.

Unit-III:

EntrepreneurialBehaviour:Innovationandentrepreneurship,entrepreneurialbehaviour,s ocialresponsibility.

Unit-IV:

Entrepreneurial development programme: Entrepreneurial development Programmerelevance and achievements, role of government in organising such programmes. Critical evaluation.

Unit-V:

Entrepreneurship and Industrial development: Planning growth of industrial activitiesthrough industrial! Policy of the government, role of industrial estates, Role of centreand state level promotional service and financial institutions. Role of developmentbanks.

303A	Entrepreneurship Skill & Development	MC-303A
	Course Outcomes	
CO1	To acquaint students with the aspects related with understanding	g the entrepreneurial
	frameworks and the elements of and entrepreneurial ecosystem	
CO2	To educate about creating value proposition and to carry out market research.	
CO3	To describe and familiarize students with aspects of business model development	
CO4	To introduce functional plans of building teams and customer acquisition	
CO5	To familiarize students with legal aspects pertaining to entrepre	neurship and avenues of
	investment.	

M. Com. Semester III DEC: Paper 303 (B): Marketing Management

MaximumMarks:60

Unit-I

Marketing Management- Meaning, Nature, Scope, Importance of Marketing, Place of Marketing Management in business firm as well as in economy, Marketing concepts - traditional and modern, selling v/s Marketing, Marketing Mix., Marketing Environment.

Unit-II

Consumer Behavior- Nature, Scope and significance of consumer Behavior, Market Segmentation-Concept and importance, Bases of Market Segmentation, consumer Protection Act.

<u>Unit-III</u>

Product- Concept of Product, Product planning and Development, Product life cycle, Packaging – meaning, Role and functions, Brand Name and Trade Mark, After sales Service.

Unit-IV

Price- Importance of price in marketing mix, Factors affecting Price, Distribution channels concept and role, Types of distribution channels, Factors affecting choice of a distribution channel, Retailer and whole sales, Physical distribution of goods.

Unit-V

Promotion- Methods of Promotion, Optimum Promotion Mix., Advertising Media- their relative merits and limitation, Characteristics of an effective advertisement, Personal Selling, Qualities of successful sales person, Functions of salesman.

404	Marketing Management MC-404			
	Course Outcomes			
CO1	CO1 To impart knowledge about the scope, importance and functions of institutional accounting.			
CO2	To understand the concepts of marketing management			
CO3	To learn about marketing process for different types of products and services			
CO4	To understand the tools used by marketing managers in decision situations			

M. Com. Semester – III GE: Paper – 304: Accounting For Managerial Decisions

MaximumMarks:60

Unit-I:

ManagementAccounting:Itsmeaning,natureandimportance.DifferenceofManagement accounting with Cost Accounting and Financial accounting Rate and duties of Management Accountant.

Unit-II:

NatureandLimitationsofFinancialStatements, Needsandobjectivesoffinancialanalysis, RatioAnalysis: Profitability, Activity and Financial Ratios.

Unit-III:

FundFlowanalysisandCashFlaw analysis, Application of A.S.3

Unit-IV:

Nature and Characteristics of Long terms investment Decision, Methods of Ranking Investment proposals.

Unit-V:

 $\label{lem:management} Management Reporting System, Types of Reports, Responsibility Accounting, Concept of Management Audit.$

304	Accounting for Managerial Decision	MC-304
	Course Outcomes	
CO1	Understand and describe strategic management accounting	
CO2	CO2 Make decisions based on customer profitability using activity costing	
CO3	Incorporate risk and uncertainty in project appraisal.	

M. Com. Semester – IV CC: Paper – 401: Corporate Accounting

MaximumMarks:60

<u>Unit-I:</u>

Is sue and For feiture of shares accounting for Redemption of Preference Share and Debenture, Buyback of Equity Share, Bonus Shares.

Unit-II:

CompanyFinalAccountsAS-4,AS-5,DisposalofProfit.

Unit-III:

Mergerof CompaniesAS-14

Unit-IV:

Internal Reconstruction of a Company, Liquidation of a company.

Unit-V:

ValuationofGoodwillandShare.

401	Corporate Accounting	MC-401	
Course Outcomes			
CO1	O1 Describe the basic understanding and issuing principles & Procedures of Accounting Standards, Ind As & IFRS		
CO2	Interpret and illustrate the Investment Accounts with relevant accounting standard.		
CO3	Explain accounting for Voyage Accounts, & Royalty Accounts.		
CO4	Learn the deep insight of all the accounting aspects of liquidation of company		
CO5	Describe accounting treatments for corporate events like amalgamation, Reconstruction and Restructuring and interpreting the relevance of various accounting regulations and provisions related to such events in context of existing legal and regulatory environment.		

M. Com. Semester – IV CC : Paper – 402 :Cost Administration and Control

MaximumMarks:60

Unit-I:

Application of Marginal Costing, Keyfactor analysis, Profit planning, optimum product mix, Makeor Buydecision, Pricefixation, Discontinuance of product, Diversification of product line, Acceptance of new order, closed own decision.

Unit-II:

BudgetingProcess:BudgetManual,ZeroBaseBudget,Planning,Programming,Budgetin g system, Performance Budgeting, Disposal of variance in standard costing,TransferPricing: Meaning, necessity and methods.

Unit-III:

*PricingStrategy:*Factorsinfluencing,productpricing,Pricingdecisionprocess,*Pricing Methods:* Cost plus pricing, Standard cost pricing, Marginal, cost pricing,Pricing for target rate of return; Added value, Method of Pricing, Differential costpricing, Going rate pricing, Opportunity cost pricing, Administered Pricing, Exportpricing, Skimming and penetration pricing policy, Price discrimination target pricing,Non financial factors of pricing.

Unit-IV:

Costreductionandcostcontrol,costcontrolprocess,CostReductionProcess,PlanningforcostReductionTechniquesforcostcontrolandreduction,ValueAnalysis, Inventorycontrol Techniques.

Unit-V:

TOM is costing, Material Requirement Planning, Manufacturing Resource PlanningProduct Life Cycle Costing, Project Life Cycle Costing, Feedback control system, ActivityBasedcosting, Targetcosting, EnterprisesResourcePlanning, Synergy, Benchmarking, BPO.

402	Cost Administration & Control	MC-402
	Course Outcomes	<u> </u>
CO1	To acquaint the students with current trends in Business Administration	
CO2 To impart knowledge of various approaches to management		
CO3	To aware students about cross-cultural management system	

M. Com. Semester – IV DEC: Paper–403(A): Accounting Theory

MaximumMarks:60

Unit-I:

Accounting:asinformationsystem,asalanguagefactorsinfluencingaccountingenvironm ent.Accountingandeconomicdevelopment.ConceptofAccountingTheory. Role and classification of Accounting Theory. Approaches of AccountingTheory.

Unit-II:

AccountingPostulates,ConceptandPrinciples,G.A.A.P.,AccountingPolicies.RevenueR ecognition,StudyofAS9,ConceptofExpenses,Gainandlosses.

Unit-III:

Revenue Measurement and its relevance, various concept of Income: Accounting concept, Economic concept and capital maintenance concept, Operating and Nonoperating activities, Conceptof comprehensive Income, Prior perioditems and extraordinary items.

Unit-IV:

Conceptual study of Accounting for Changing prices, Segment Reporting, SocialAccounting.

Unit-V:

InterimReporting,ConceptualHumanResourceAccounting,ValueAddedReporting.EnvironmentalAccounting and reporting.

403A	Accounting Theory	MC-403A
	Course Outcomes	<u> </u>
CO1	Know the development in accounting theory, financial reporting and disclosure practices at the national and international level	
CO2	Explain terms such as incomes, revenues, expense, losses and gains.	
CO3	Understand valuation of assets and liabilities and depreciation accounting according to different methods.	
CO4	Understand valuation of intangible assets	
CO5	Learn accounting standards and their construction, the state of accounting standards worldwide and in India	the art developments in

M. Com. Semester – IV DEC: Paper–403(B):Financial Management

MaximumMarks:60

Unit-I

Management of Working Capital: Concept need and influencing factors Marketing, underwriting and distribution of securities, management of cash Management of Cash flowes, methods of Accelerating cash in flows, methods of Slowing cash out flows, determining of level of cash Balance, optimum investment in securities.

<u>Unit-II</u>

Management of Inventory: Determining the optimum level of Inventory, determining order point determining the degree of control, ABC Analysis. Management of Receivables: An overview, Dimensions of Receivables, Formulation of credit Policies, execution of credit policies and formulation of collection policies and their execution.

Unit-III

- (i) Ratio Analysis: Meaning of Ratio Analysis, Significance of Ratios as a tool financial analysis.
- (ii) Fund Flow statement: Concept of fund flow statement, Significance of funds flow statement.
- (iii) Cash flow statement: circulation of cash, significance of uses of cash flow statement, Preparation of cash flow statement.

Unit-IV

Dividend and Retained earning: Dividend policy decisions, Policies regarding retained earning, Bonus share or stock dividend- meaning utility and guidelines for issue.

Unit-V

Profit planning and Cost volume profit analysis (Break even analysis), Capital markets and its institutions, Control on Capital issues.

403B	Functional Management	MC-403B
Course Outcomes		
CO1	CO1 To develop knowledge about business finance and the background of Accounting and Management.	
CO2	To make students aware about the challenges and opportunities of	of Financial Management.

M. Com. Semester – IV GE: Paper – 404: Institutional Accounting

Maximum Marks:60

Unit-I:

Accountingforholdingcompany.

Unit-II:

AccountingforBankandInsuranceCompany (includingLife Insurance).

Unit-III:

DoubleAccounts System.

Unit-IV:

AccountingforCo-operativesocieties,HotelAccounting.

Unit-V:

GovernmentAccounting.

404	Institutional Accounting	MC-404
Course Outcomes		
CO1	To impart knowledge about the scope, importance and functi	ons of institutional
	accounting.	