

THIRUVALLUVAR UNIVERSITY
MASTER OF COMMERCE
UNDER CBCS

(with effect from 2017-2018)

The Course of Study and the Scheme of Examination

S.NO.	Study Components		Ins. hrs /week	Credi t	Title of the Paper	Maximum Marks		
	Course Title					CIA	Uni. Exam	Total
SEMESTER I								
1	MAIN	Paper-1	6	5	Advanced Financial Management	25	75	100
2	MAIN	Paper-2	6	5	Accounting for Managerial Decisions	25	75	100
3	MAIN	Paper-3	6	4	Global Marketing	25	75	100
4	MAIN	Paper-4	6	4	Advanced Business Statistics	25	75	100
5	ELECTIVE	Paper-1	6	3	(to choose 1 out of 3) A. Managerial Economics B. Computer Applications in Business C. Insurance and Risk Management	25	75	100
			30	21		125	375	500
SEMESTER II								
6	MAIN	Paper-5	6	5	Corporate Laws	25	75	100
7	MAIN	Paper-6	6	5	Human Resource Management	25	75	100
8	MAIN	Paper-7	5	4	Advanced Accounts	25	75	100
9	MAIN	Paper-8	5	4	Quantitative Techniques for Business Decisions	25	75	100
10	Compulsory Paper		2	2	Human Rights	25	75	100
11	ELECTIVE	Paper-2	6	3	(to choose 1 out of 3) A. Retail Management B. E -Commerce C. Bank Management	25	75	100
			30	23		150	450	600
SEMESTER III								
12	MAIN	Paper-9	6	5	General Service Tax (GST)	25	75	100
13	MAIN	Paper-10	6	5	Organizational Behavior	25	75	100
14	MAIN	Paper-11	6	5	Advanced Cost Accounting	25	75	100
15	MAIN	Paper-12	6	5	Research Methodology	25	75	100

16	ELECTIVE	Paper-3	6	3	(to choose 1 out of 3) A. Financial Service B. Computer and office management C. Services Marketing	25	75	100
			30	23		125	375	500
SEMESTER IV						CIA	Uni. Exam	Total
17	MAIN	Paper-13	6	5	Direct Taxes	25	75	100
18	MAIN	Paper-14	6	5	Investment Management	25	75	100
		Project/Dissertation * with <i>viva voce</i> (or)	12	10		50	150	200
19	MAIN	Paper-15	6	5	Project Development	25	75	100
20	MAIN	Paper-16	6	5	Marketing Research	25	75	100
21	ELECTIVE	Paper-4	6	3	(to choose 1 out of 3) A. Business Environment and Policy B. Introduction to Information Technology C. Sales and Advertising Management	25	75	100
			30	23		125	375	500

Subject	Papers	Credit	Total Credits	Marks	Total marks
MAIN	16	4-5	76	100	1600
ELECTIVE	4	3	12	100	400
COMPULSORY PAPER	1	2	2	100	100
Total	21	-	90	-	2100

* Students have to choose either Project / Dissertation with *viva voce* or Paper-15 and Paper-16 instead of Project / Dissertation.

Project/Dissertation with viva voce:

Maximum Marks 200 Passing Minimum 100 marks

DISSERTATION : 150 Marks

Viva voce : 50 Marks

There will be a Project / Dissertation during the fourth Semester in lieu of theory papers. Teachers may be assigned students based on the total strength of staff and students of the Department. Care should be taken to see that equal no of students are allotted for work assignment among the teachers concerned.

Duration of the Project / Dissertation - IV Semester - December to April

The general regulations will apply for project / dissertation exam / valuation.

There will not be Practicals for the Computer related papers offered as Electives under various groups in the respective Semesters. These Subjects may be handled by the teachers working in the Commerce Department of the affiliated Colleges.

THIRUVALLUVAR UNIVERSITY

MASTER OF COMMERCE

SYLLABUS

UNDER CBCS

(with effect from 2017-2018)

SEMESTER I

PAPER - 1

ADVANCED FINANCIAL MANAGEMENT

UNIT-I

Financial Management - Functions - Goals of Financial Management - Maximization Vs. optimizations - Risk-return trade off.

UNIT-II

Management of funds - Long term sources - shares and Debentures - Convertible securities and Term Loans - Working Capital financing - Sources and approaches- Bank credit-Basic principles and methods of assessment- Other sources of short term finance- Operating environment of working capital

UNIT-III

Capital structure planning: Concepts of cost of capital - cost of equity, debt, retained earning - Weighted average cost of capital - Capital structure theories - Net income, Net operating income, MM and Traditional Theories - Leverage - Types and significance. Dividend policy and practices - Dividend policies - Factors affecting dividend decision - Dividend theories - Graham, Gordon, Walter and MM Theories.

UNIT-IV

Management of fixed assets - Evaluation of capital investment decision: Payback period - ARR - IRR - NPV - CAPM.

UNIT-V

Working capital management-working capital cycle-forecasting of working capital requirements - Factors influencing working capital-Management of inventory, cash and accounts receivables-payables management-credit and collection policies.

Note: The proportion between Theory and Problems shall be 40:60

Reference Books

1. I M Pandey, Financial Management, Vikas Publishing House Pvt Ltd.
2. John H Hampton, Financial Decision Making, Prentice Hall of India Ltd.
3. Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing Company Limited.
4. M.Y.Khan and P.K.Jain, Financial Management, Tata McGraw Hill Publishing Company Limited.
5. P.V.Ratnam, Financial Management Theory, Problems and Solutions, Kitab Mahal.

PAPER - 2

ACCOUNTING FOR MANAGERIAL DECISIONS

UNIT-I

Accounting for Decision making - Scope and Importance - Decision Accounting vs. Financial Accounting and Cost Accounting.

UNIT-II

Financial and Investment analysis - Analysis and Interpretation - Ratio Analysis- Leverage analysis-Budgeting and budgetary control - Functional Budgets- Master Budget - Flexible budgeting - Zero Base Budgeting-

UNIT-III

Understanding Financial statements-Construction and analysis of profit and loss account and balance sheet-Construction and analysis of Fund flow and cash flow statements.

UNIT-IV

Cost Management- Absorption and Marginal Costing - Cost - volume-profit analysis- Applications and techniques.

UNIT-V

Financial decisions-capital structure-dividend decisions (only simple problems).

Note: 80% of the total marks be allotted for problems and 20% for theory

Prescribed Text Book

Management Accounting and Financial Control - S.N.Maheswari, Sultan Chand & sons, New Delhi

Reference books

1. Management Accounting - Man Mohan and Goyal.
2. Management Accounting - Hingorani and Ramanathan.
3. Management Accounting - Charles Horngren.
4. Management Accounting - J.Batty.

PAPER - 3

GLOBAL MARKETING

UNIT-I

Global Marketing - Scope - Importance - Global vs. National Marketing - Global Marketing Environment - Social - Cultural - Political - Legal and Regulatory Environments.

UNIT-II

International infrastructure for global trade promotion - GATT/ WTO - Export Promotion Councils - Services Institutions - IIFT - NCTI - ECGC - EXIM Bank - Export Promotion Council - Directorate General of Shipping - Global pricing - Objectives and Strategies.

UNIT-III

Global Customers - Segmentation, Targeting and Positioning - Global Product Positioning - Product life Cycle in Global Marketing - Global pricing - Objectives and Strategies.

UNIT-IV

Global Marketing Channels and Physical Distribution - Channel Objectives and Constraints - Channel Strategy - Physical Distribution and Logistics - Global Advertising and Branding - Global Promotion.

UNIT-V

Global Trade Procedure - Export Documentation - Processing of Export Procedure - Payment terms and conditions - Letter of Credit - Pre-shipment and Post Shipment finance - Forfeiting - Buyers Credit - Global Trade Assistance.

Reference books

1. Varshney, R.L. and Bhattacharya B: International Marketing Management, Sultan Chand and Sons, New Delhi.
2. Warnen J.Keegan: Global Marketing Management, Prentice Hall of India, New Delhi.
3. Cherian and Jacob: Export Marketing, Himalaya Publishing House, Mumbai.
4. Duby V.K.: Export Marketing, Common Wealth Publishers, New Delhi

PAPER - 4

ADVANCED BUSINESS STATISTICS

Objective

To apply statistical techniques for interpreting and drawing conclusion for business problems.

UNIT-I

Partial correlation-Partial correlation coefficient-Partial correlation in case of four variables- Multiple correlation-Multiple regression.

UNIT-II

Theory of probability-probability rules-Bayes theorem-Probability distribution-Characteristics and application of Binomial, poisson and normal distribution

UNIT-III

Sampling- sampling methods- sampling error and standard error- relationship between sample size and standard error. Testing hypothesis- testing of means and proportions-large and small samples- Z test and t test.

UNIT-IV

Chi square distribution- Characteristics and application- test of goodness of fit and test of independence- Test of Homogeneity

UNIT-V

F distribution- testing equality of population variances- Analysis of variance-one way and two way classification.

Note: The proportion between theory and problems shall be 20:80

Reference Books

1. S P Gupta, Statistical methods, Sultan chand & Sons, 2000, New Delhi
2. D C Sancheti and V K Kapoor, Business statistics, Sultan Chand and sons, New Delhi
3. J.K.Sharma, Business Statistics-Pearson Education
4. Richard I Levin and David S. Rubit, Statistics for management, 7th Edition,Pearson education, New Delhi, 2002
5. Business statistics and operations research, Dr D Joseph Anbarasu,Lintech press Trichy

ELECTIVE

PAPER - 1

A. MANAGERIAL ECONOMICS

Objectives

Aims to provide a broader understanding of Managerial Economics and its managerial applications.

UNIT-I

Definition and scope of the subject-fundamental concepts and Methods-firm's objectives and the role of managerial economist.

UNIT-II

Demand analysis and Forecasting for consumer goods and capital goods-use of business indicators- type of elasticity.

UNIT-III

Concept and resources allocation- Cost Analysis- Short run and long run Cost functions-production functions- cost price- Output relations.

UNIT-IV

Economics of size and capacity Utilization - Input-Output analysis- Market Structure- Pricing and output general equilibrium.

UNIT-V

Pricing Objectives- pricing methods and approaches-price discrimination, Product line pricing-profit planning and Cost control- Business cycle and Policies.

Reference Books

1. Peterson, managerial economics, 4th edition - Pearson education - New Delhi.
2. Sampat Mokherjie, Business and Managerial Economics, New Central Book Agency, Calcutta.
3. Spencer M.H. Managerial Economics Text, Problems and short cases, Richard D. Irwin INC.
4. Sankaran.S, Managerial Economics Margham Publications, Chennai.
5. Dwivedi D.N , Managerial Economics, Vikas-New Delhi
6. Mankar & Denkar, Business Economics, Himalaya publishing House, Bombay
7. Joel Dean, Managerial Economics, Prentice Hall of India - New Delhi.
8. R.L. Varshney & K.L. Maheshwari, Managerial Economics-Sultan Chand & Sons, New Delhi.

B. COMPUTER APPLICATIONS IN BUSINESS

UNIT-I : COMPUTER HARDWARE

CPU, Input devices, Output Devices, Communication devices, storage devices Types of Computer system.

UNIT-II : INFORMATION TECHNOLOGY

Basic idea of LAN (Local Area Network), and WAN (Wide Area Net work) E-mail: Internet Technologies, Access Devices, Concept of World Wide Web and Internet browsing.

UNIT-III : WORD PROCESSING

Introducing and working with MS Word in MS-Office - Word Basic Commands, Formatting - Text and documents, Sorting and Tables, Working with graphics, introduction to Mail merge.

UNIT-IV : SPREAD SHEET

Working with EXCEL - Formatting functions, chart features, working with graphics in EXCEL using worksheets as database in accounting, Marketing, finance and personnel areas.

UNIT-V : PRESENTATION WITH POWER POINT

Power Point, basics creating Presentation of easy way: working with graphics in Power Point show time, sound effect and animation effects.

Reference Books

1. Date, C.J: An Introduction to Data base systems, Addison Wesley, Massachusetts.
2. Dienes, Sheih.S: Micro soft Office, Professional for Windows 95: Instant Reference: BPB Publication, New Delhi.
3. Mansfield, Ron: The Compact Guide to Micros soft Office BPB Publicaton, New Delhi.
4. O.Brian...A: Management information System, Tala Mc Graw Hill, Delhi.
5. Ullman, J.O: Principles of Data base System, Galgoia publication, New Delhi.

C. INSURANCE AND RISK MANAGEMENT

UNIT-I

Risk and Risk management process - risk identification - evaluation-risk management techniques-Insurance and risk management techniques-selecting and implementing risk management techniques.

UNIT-II

Commercial risk management applications - property - liability-commercial property insurance - different policies and contracts-business liability and risk management insurance-workers compensation and risk financing.

UNIT-III

Personal risk management - applications-property and liability- risk management for auto owners- Lorry owners- risk management for homeowners.

UNIT-IV

Risk management applications-loss of health - medi-claim-retirement planning and annuities-employee benefits- financial and estate planning.

UNIT-V

Risk management environment - Insurance industry - functions and organization of insurers-Government regulation of insurance sector - IRDA-privatization of insurance business in India-changes in insurance act-Insurance intermediaries-insurance products-pricing-claim valuation-Foreign insurers in India

Reference Books

1. Anand Gangly, Insurance Management, New age International, 2002
2. Arthur C Williams, Risk Management and Insurance, 8th Ed, McGraw Hill Co.
3. Insurance Act - Latest edition.

SEMESTER II

PAPER - 5

CORPORATE LAWS

UNIT-I

Corporate Laws: Importance - objectives. Doctrine of indoor Management. Liability of Misstatement - Mergers and Acquisitions.

UNIT-II

Information Technology Act: Intellectual Property Rights - Patents Act - Foreign Exchange Management Act - 2000 (FEMA) - Competition Act - 2002.

UNIT-III

SEBI ACT SEBI Regulations - Corporate Governance - Transparency and Disclosures - Latest trends. Audit Committee. Nolin Committee

UNIT-IV

ENVIRONMENT PROTECTION ACT - 1986. Power of Government - Air (Prevention and Control of Pollution) Act, 1981. Water (Prevention and Control of Pollution) Act, 1974.

UNIT-V

CONSUMER PROTECTION ACT, 1986-Competition Act 2002-Definitions-Competitive agreements-Abuse of dominant position-combination-regulation of combinations-competition commission of India, duties, Powers and functions of Commission-Competition Appellate Tribunal.

Reference Books

1. N.D. Kapoor, Elements of Company Law, Sultan Chand & sons, New Delhi.
2. Company Acts, 1956 (Acts and Rules).
3. N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & sons, New Delhi.
4. Gulshan, S.S. A Hand book of Corporate Laws, S. Chand & Co, New Delhi.
5. Kuchhal, M.C. Mercantile Law, Vikas Publishing House, New Delhi.
6. Shukla, M.C. a Manual of Mercantile Law, S. Chand & Co., New Delhi.

PAPER - 6

HUMAN RESOURCE MANAGEMENT

UNIT-I

Humans and other physical resources - development of the human potential - Implications of Behavioral Science theories to HRM - Link between organization planning and HR planning.

UNIT-II

Acquisitions and maintenance of personnel - recruitment and selection - purposes and methods of recruitment and selection - Maintenance of personnel - motivation for increased productivity - Q W L.

UNIT-III

Rewards and incentives - financial and non-financial incentives - Grievance procedure - conflict - process - stress vs. challenge - sources - resolution.

UNIT-IV

Performance appraisal - Ranking, rating scales, critical incident method - MBO as a method of appraisal - Removing subjectivity from evaluation - Criteria for promotions and job enrichment.

UNIT-V

Human development - training - need and importance - methods of training - designing training program - Evaluation of training program - Executive development. - Organization change - change agents - resistance to change - managing the resistance.

Reference Books

1. Dressler- Human Resource management, 8th Ed. Pearson Education, 2002
2. De Cenzo and Robbins, Personnel/Human Resource Management, Prentice Hall of India, 1998.
3. S.K.Chakraborty, Values and Ethics for Organization, Oxford University Press 1999.
4. Aswathappa, Human Resource and Personnel Management, TataMcGraw Hill, NewDelhi, 2002.
5. A.M. Sheikh, Human Resource Development and Management, S. Chand & Co, New Delhi.

PAPER - 7

ADVANCED ACCOUNTS

Objectives

The primary objective of this subject is to enlighten the students the theoretical aspects of different topics and special attention to chapters like Inflation accounting, Holding Companies, Bank and Insurance Company accounts.

UNIT-I

Accounts of Banking Companies - Legal Provisions - Capital Adequacy Norms - Rebate on Bills Discounted - Asset Classification and Provisioning - Preparation of Final accounts.

UNIT-II

Insurance Company Accounts - Nature of Insurance Business - Distinction between Life and Non Life Insurance - Accounts of Life Insurance Business - Accounts of General Insurance Business - IRDA Regulations Regarding Preparation of Financial Statements.

UNIT-III

Holding Company Accounts - Consolidated Financial Statements - Consolidation of balance Sheets and Profit and Loss Accounts.

UNIT-IV

Inflation accounting - Need - Objections - Adjustments for General Price Changes - Current Purchasing Power Accounting (CPP) - CPP method of preparing financial statements.

UNIT-V

Human Resource Accounting - Need and Development - Importance of Human Resource Accounting - Objections against Human Resource Accounting - Human Resource Accounting in India. Corporate Social Reporting - Concept and objectives of social responsibility.

Reference Books

1. M C Shukla and T S Grewal, Advance accounts, S.Chand & Co New Delhi
2. Anjan Bhattacharya & Subrata Mukerjee, Advanced Practical Accounts, S. Chand & Co., New Delhi.

PAPER - 8

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

UNIT-I

Linear programming and net work analysis- PERT and CPM- Simplex method- Application of simplex technique.

UNIT-II

Inventory models- General concepts and definitions-Variou cost concepts-The technique of inventory control-EOQ models.

UNIT-III

Transportation model-Definitions-Formulation and solution of Transportation models-North west corner - MMM-VAM.

UNIT-IV

Assignment model - Definitions- Formulation and solution of Assignment models-simplex and Hungarian method.

UNIT-V

Queuing theory-meaning-objectives - Limitations-Elements of queuing system-Queuing models.

Note: The proportion between theory and practice shall be 20:80

Reference Books

1. C.R.Kothari, Quantitative Techniques, Vikas publishing house.
2. P.R.Gupta and man Mohan, Operation Research, Sultan Chand and sons,New Delhi.
3. J.K. Sharma, Mathematical Models in operation research, TMH publishers.
4. Business statistics and operations research, Dr D Joseph anbarasu Lintec Press Trichy.

ELECTIVE
PAPER - 2
RETAIL MANAGEMENT

COURSE OBJECTIVE:

The objective of the course is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change

Unit-I

Introduction to retail: retail in India; retail models and theories of retail development; understanding the retail consumers; ethical issues in retailing

Unit-II

Retail marketing strategy; retail franchising; retail store location and site selection; retail store design and visual merchandising; customer relationship management in retailing.

Unit-III

Basics of retail merchandising; the process of retail merchandising; the method of merchandise

Procurement; retail pricing and evaluating merchandise performance; retail communication mix

Unit-IV

Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing

Suggested Reading:

1. Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi
2. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; OUP; New Delhi
3. Berman, Barry & Evans, Joel R.; Retail Management – A strategic approach; Pearson
Education/Prentice Hall of India; New Delhi
4. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
5. Newman, Andrew J. & Cullen, Peter; Retailing – Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi
6. Dunne, Patrick M., Lusch, Robert F & Griffith, David A.; Retailing; Thomson Asia Pvt. Ltd; ND
7. Lamba, A.J.; The Art of Retailing; Tata McGraw Hill; New Delhi

A. E-COMMERCE

UNIT-I : ELECTRONIC COMMERCE

Meaning - Traditional Commerce - E. Commerce and its application in business. Basic Blocks of E. Commerce. E. Commerce consumer - Anatomy of E. Commerce.

UNIT-II : NETWORK INFRASTRUCTURE

Global Information Distribution Networks - Components of the I - way - Policy issues- Internet terminology - Internet Governance - An overview of Internet Applications.

UNIT-III : NETWORK LAYERS

Internet Protocol (IP) - Transmission Control Protocol (TCP) - Multimedia Concepts - Advantages of Internet. Electronic Data Interchange (EDI) - EDI and E. Commerce - EDI application in Business.

UNIT-IV : NETWORK SECURITY

Client Server Network security - Firewalls and Network Security - data and message Security - encrypted documents and Electronic Mail. Video conferencing.

UNIT-V : DIGITAL DOCUMENTS

Document Library - Types of Digital Documents - Corporate data warehouse - Electronic Payment Scheme - Intra-organizational Electronic Commerce.

References Books

1. David Kosiur, understanding Electronic Commerce, Addison Wesley, 1996.
2. Soka, From EDI to Electronic Commerce, Tata McGraw – Hill, 1995.
3. Saily Chan, Electronic Commerce Management, John Wiley, 1998.
4. Neil Randall, The Internet in a Wee, 2nd Edn. Prentice Hall of India, New Delhi.
5. Kamalesh, K. Balaji and Debjani Nag, “E-Commerce”, the cutting edge of business, Tata McGraw – Hill, 2000.
6. Marilyn Greenstein and Todd M. Fein Mann, Electronic Commerce, Security, Risk Management, Irwin McGraw Hill, 2000.

B. BANK MANAGEMENT

UNIT-I

Banking structure in India - banking functions and services - Foreign commercial banks - Private commercial banks - capital adequacy.

UNIT-II

Principles of lending - financial adequacy assessing the borrower - project appraisal - structural and Infrastructural analysis - legal formalities - follow up loans, asset management companies.

UNIT-III

Non Performing Assets (NPAs) - Early Warning Signals - Management of NPAs- Remedies Available - Recent Measures - loan recovery tribunals - Provisions of Revenue Recovery Act

UNIT-IV

Investment management - priorities in allocation of bank funds - investment in governments securities - maturity and yield - quality and diversification, profitability management - profit planning

UNIT-V

Traditional Banking vs. E-Banking - facets of E-Banking - Internet Procurement - E-Banking Transaction - Electronic Delivery Channels - Truncated Cheque - Complete Centralized Solution - Features of CCS - Advances of E-Banking - Constraints in E-Banking - Security Measures.

Reference Books

1. Varshney, PN. Banking Law & Practice, Sultan Chand, New Delhi.
2. S.N.Maheswari, Banking Law & Practice, Ludiana, Kalyani Publications.
3. Vasant Desai, Principles of Bank Management, Mumbai, Himalaya Publications.
4. K.Subramanian, Banking Reforms in India, TMH, New Delhi.
5. Joseph Sinkey, Commercial Bank Financial Bank Financial Management, Pearson Education (Prentice Hall)
6. E.Gordon and Dr. K. Natarajan, Banking Theory Law and Practice – Himalaya Publishing House.

SEMESTER III

PAPER - 9

Basics of GST

Unit I

GST - The Road Begins -Draft Model GST Law - Positives –Negatives- LEVY - Territorial jurisdiction of GST - Taxable Event - Consideration - Levy and collection of GST - Composition levy - PLACE AND TIME OF SUPPLY - Definitions of Goods & Services - Time of supply.

Unit II

VALUATION - Value of taxable goods and services- Valuation Rules -SPECIAL TRANSACTIONS - Job work - Electronic Commerce -INPUT TAX CREDIT - Input tax credit - Input Service Distributor -REFUNDS - Refund -Interest on refund.

Unit III

COMPLIANCES - Registration - Invoices, credit and debit notes - Payment of tax - Tax deducted at source - Returns - Accounts and Records - ASSESSMENT, AUDIT AND INSPECTION - Assessment - Audit - Inspection - INTEREST, PENALTY AND PROSECUTION - Interest - Offences and Penalties – Prosecution.

Unit IV

DEMAND AND APPEALS - Demand - Appeals - CGST - SGST -IGST-ALTERNATE DISPUTE RESOLUTION MECHANISM - Authority of Advance Ruling - Settlement of cases.

Unit V

RECOVERY AND LIABILITY TO PAY TAX - Recovery of tax - Liability to pay tax in specified cases - TRANSITIONAL PROVISIONS -Transitional Provisions.

Author : [Nitya Tax Associates](#) ,Taxmann Publications.

PAPER - 10

ORGANISATIONAL BEHAVIOUR

UNIT-I

Organizational Behavior - Fundamental concepts - nature and scope - OB in the new millennium - Foundations of Individual behavior - Personality, Perception, Learning, Values and Attitudes.

UNIT-II

Motivation - Early theories - Contemporary theories - Motivation at work - Designing and Motivating for jobs.

UNIT-III

Group Dynamics - Group Behaviour, - Inter-group relations - Communication and Group - Decision making.

UNIT-IV

Leadership - Trait, behaviour and contingency theories- Power and Politics - Conflict - causes, conflict management, Transactional Analysis (TA) - Work Stress.

UNIT-V

Organizational Structure And Design: Organizational changes and development - Organizational culture and climate -Organizational effectiveness.

Reference Books

1. Stephen Robbins, Organisational Behaviour, 0th Ed. Pearson Education, 2001
2. Fred Luthans, Organizational Behavior, McGraw Hill, 1998
3. Wagner, Organizational Behaviour, Thomson Learning, 2002.
4. S.S. Khanka, Organisational Behaviour, S.Chand & Co.,,New Delhi Edn,2007
5. Dr. S. Shajahan & Linu shajahan, Organisational Behaviour, New age International Publishers, New Delhi.

PAPER - 11
ADVANCED COST ACCOUNTING

Objectives

The aim of the cost accounting is to acquaint the students with various concepts, methods of costing and decision making

UNIT-I

Nature and significance of cost accounts-Definition of Costing, Scope, Objectives, Functions and limitations of cost accounting-Installation of costing system-Elements of Cost- Cost centre and profit centre-Preparation of Cost sheet, tender of quotations.

UNIT-II

Methods of Costing-Process costing, Treatment of equivalent production- Inter process profit-Joint and by product Costing-Preparation of contract account, Cost plus contract and escalation clause.

UNIT-III

Standard Costing and Variance analysis-Material, Labor and Overheads -reporting of variances

UNIT-IV

Cost control and Cost Reduction-Control over wastages, Scrap, Spoilage and defectives-Methods of cost reduction.

UNIT-V

Activity based costing-Meaning and concept-Characteristics of ABC-Benefits from adoption of ABC-Just in Time Costing (JIT)

Note: The proportion between theory oriented and problem oriented questions in the university examination shall be 20:80

Reference Books

1. S.P. Jain and K.L. Narang-Cost accounting-Kalyani Publishers-New Delhi.
2. B.K. Bhar- Cost Accounting-Academic publishers, Calcutta
3. T.S.Reddy and Y.H. Reddy- Cost and Management Accounting-MargamPublications, Chennai
4. C.T.Horangren-Cost Accounting - A Managerial Emphasis- Pearson education-New Delhi
5. Jawaharlal - Cost Accounting-Tata Mc. Graw Hill
6. Ravi M Kishore Advanced Management Accounting - Taxman's-New Delhi.
7. Robert S. Kaplan-Anthony A. Atkinson- Advanced Management Accounting - Prentice Hall of India-New Delhi
8. Weldon's Cost Accounting and Cost Methods - Mc. Donald and Evens Limited.

PAPER - 12

RESEARCH METHODOLOGY

UNIT-I : INTRODUCTION

Research - definition, characteristics, nature and scope. Various types of research - Formulation of research problem - Major steps in Research – Hypothesis - Research Design - Uses of social research.

UNIT-II : SAMPLING AND DATA COLLECTION

Sampling: Meaning, definition, need and types. Sampling errors - Merits and demerits of Sampling. Data collection: Sources of data; Primary and Secondary data. Procedure for data collection, Tool of data collection - Questionnaire – Interview-Schedule.

UNIT-III : DATA PROCESSING AND ANALYSIS

Processing of data: editing, coding and Tabulation - Problems - use of computer in social research. Analysis of data: Statistical analysis; diagrammatic and graphic representation. Interpretation of results.

UNIT-IV : STATISTICAL APPLICATIONS

Factor Analysis - bivariate and Multivariate Analysis. (Practical problems.)

UNIT-V : RESEARCH REPORTS

Structure and components - Types of Research Report, Good Research Report. Pictures and Graphs. Introduction to SPSS Package.

References Books

1. Wilkinson. T.S. & Bhandarkar. P.L. Methodology and Techniques of Social Research, Himalaya Publishing House, 2000, Mumbai.
2. Panneerselvam. R. Research Methodology, Prentice Hall of India, New Delhi, 2004.
3. Green, P.E., et al., Research for Marketing Decisions, 5th ed., Prentice-Hall of India, New Delhi, 1994.
4. Young, P.V., Scientific Social Survey and Research, Prentice Hall, 1949. New York.
5. Kothari.C.R. Research Methodology - Methods & Technology, New Age International Publisher, New Delhi
6. Gupta, S.P. Statistical Methods, Sultan Chand and sons, 1999, New Delhi
7. Gupta, C.B., An introduction to Statistics Methods, Vikas Publishing House, 1998, New Delhi.

ELECTIVE
PAPER - 3
FINANCIAL SERVICES

UNIT – I : Indian Financial System

Introduction – Structure of the Indian Financial System – Recent Development – Financial Services – Concept – Objectives – Importance – Characteristics – Types of Financial Services – Regulatory Framework – Problems in Financial Services Sector.

UNIT – II : Mutual Funds concept of Regulations

Introduction – Types – Advantages and Disadvantages – Mechanics of Mutual Fund Operations – Asset Management Company (AMC) – Net Asset Value – SEBI's New Regulations to Mutual Funds (1990).

UNIT – III : Capital and Money Markets and Stock Exchanges

Capital Market: Meaning – Functions – Importance – Players in Capital Market – Primary and Secondary Capital Market. Money Market: Definition – Features – Money Market Instruments – Capital Market Versus Money Market etc., NSE – OTCEI.

UNIT – IV : Factoring Services and Consumer Finance

Factoring Services: Introduction – Mechanics of Factoring – Types – Advantages and disadvantages – Players in factoring services – Factoring Vs Bills Discounting – RBI Guidelines for factoring – Constraints of Factoring Services in India – Forfeiting. Consumer Finance: Definition – Types – Credit Cards – Debit Cards – Mechanics of consumer Financing – Sources – Modes.

UNIT – V : Venture Capital and Credit Rating

Venture Capital: Concept – Features – Forms of Venture Capital – Phases – Functions – Advantages – Venture Capital Institutions. Credit Rating: Introduction – Rating Process – Credit Rating Agencies – CRISIL, ICRA, CARE, Credit Rating symbols.

Text Books:

1. Bhatia, B.S and G.S Batra, Management of Financial Service, Deep & Deep Publications, New Delhi, 1996.
2. Cornett, Sauders, Financial Markets and Institutions, 3rd Edition, Tata McGraw Hill, New Delhi, 2007.
3. Sasidharan, Mathews, Financial Services and System, 1st Edition, Tata McGraw Hill, New Delhi, 2008.

Reference Books:

1. Bhalla, V.K. : Management Financial Services, Anmol, New Delhi 2001.
2. Gordan, E and K Natrajan: Emerging Scenario of Financial Services, Himalaya Publishing House, 1997.
3. Saha, T.R and Mondal A: Indian Financial System & Financial Market Operation, New Central Book Agency (P)Ltd., 2004
4. Avadhani V.A Marketing of Financial Services of Markets, 3rd Edition, Himalaya Publishing House, Mumbai, 2007.
5. M.Y. Khan – Financial Services, 4th edition, Tata McGraw Hill, New Delhi, 2007.

A. Computer and Office management

Objectives:

To familiarize the students with the fundamental of computer and to implement the Principles of Computers in the business operations

UNIT-I

History of computers- Types-Generation- Features- Hardware-Software-CPU-Floppy drives- Hard disk-CD Rom- Keyboard- Printer- Magnetic tapes.

UNIT-II

External storage units-Net work attached storage device (NAS)-CD Media-Pen Drive- External Hard Disks-Classification -Applications-Use of computers in various fields

UNIT-III

Flow charting- data communication- LAN-WAN-INTERNET-INTRANET- E mail- Security of data- Anti virus programmes.

UNIT-IV

Word basics-Formatting- Working with Headers-Footers and footnotes-Tab and tables-working with graphics-Macros Mail merge.

UNIT-V

Excel basics-Formatting tips- Function- Chart features-Working with graphics-Excels command Macros using worksheet as data base- Power point Presentation.

Reference Books:

Sanchs H Donald, Computer concepts and applications, Sultan Chand & Sons, New Delhi.

Subash Mehta: Easy Computers, Wheeler Publishing company, New Delhi.

SERVICES MARKETING

UNIT-I

Growth of the Service Sector - Nature and Concept of Service - classification of services - Characteristics of Services and their marketing implications - Essential Elements of marketing mix in Service marketing.

UNIT-II

Marketing strategies for service firms with special reference to information, communication, consultancy, advertising, professional services, after sales service, recruitment training and tourism.

UNIT-III

Product support services - pricing of services - problems of Service quality management - Customer Expectations - innovation in services.

UNIT-IV

Marketing of financial services - nature - types - marketing of insurance - mutual fund - marketing for non - profit firms - Growth of financial services in India.

UNIT-V

CRM - identifying and Satisfying Customer needs - Relationship marketing - Customer Satisfaction - Managing Service Brands.

Reference Books

1. Christopher Lovelock, Services Marketing, Pearson Education.
2. E.G. - Bateson, Managing Service marketing - Text and Readings, Dryden press, Hidsdale
3. Philip Kotler and Paul N.Bloom, Marketing professional Services, Prentice hall, New Jersey.
4. Payne, the essence of Service Marketing, New Delhi, prentice Hall.
5. Helen Wood Ruffe, Services Marketing, Macmillan India, New Delhi.
6. Mary Ann pezzallo, Marketing Financial Services, Macmillan.
7. Dr.S.Gurusamy, Financial and Markets Vijay Nicole imprints private limited, Chennai.
8. Dr.B.Balaji, Services, Services Marketing and Management, S.Chand & Company Ltd., New Delhi.

SEMESTER IV
PAPER - 13
DIRECT TAXES

UNIT-I

Basic concepts - Definitions - Assesses - Assessment year - Previous Year - Income - Residential Status - Scope of Total Income - Exempted income - Agricultural income - Capital income and expenditure - Revenue Income and expenditure.

UNIT-II

Heads of Income - Income from Salaries - Income from House property - Income from Business or Profession - Depreciation.

UNIT-III

Income under the head capital gains - Income from other sources - Deductions from Gross Total Income.

UNIT-IV

Computation of Total Income - Individual - Firm - Companies - MAT - Tax Deducted at Source - Advance Tax - Interest payable - Set off and Carry forward of losses - PAN - Rates of Tax.

UNIT-V

Assessment Procedure - Income tax Authorities - Penalties - Assessment of Fringe Benefit Tax - An outline of Wealth Tax - Computation of Net wealth.

Note: The ratio between theory and problems shall be 40:60.

Reference Books

1. Jayakumar A. & C.Dhanapal - Income Tax Theory, Law and Practice – Learnetech Press, Trichy,
2. Gaur V.P & Narang K.L, Income Tax Law and Practice, Kalyani Publishers, New Delhi.
3. Dr. Vinod Sighania, Direct Taxes, Tax Man Publications, New Delhi.
4. Dinkar Pagare, Income Tax Law and Practice, Sultan Chand & Sons, New Delhi.

PAPER - 14

INVESTMENT MANAGEMENT

UNIT-I

Properties of financial assets - Financial Markets - Investments - Types - Characteristics - Objectives - Types of investors - Investment vs. Gambling, Speculation, Speculation Vs. Gambling.

UNIT-II

Nature and Scope of Security Analysis - Concept of Risk and Return - Measurement of Risk

UNIT-III

Fundamental analysis-Economic analysis, Industry Analysis and company Analysis- Technical analysis- Trend indications- Indices and moving average applied in technical analysis.

UNIT-IV

Valuation of Securities - Equity shares - Preference shares - Debentures - Bonds

UNIT-V

Efficient market Hypothesis - Random Walk Theory - Markowitz Theory - Sharpe's optimization solution - Dow Theory - CAPM model - SML, CML.

Note: Only theory questions.

Reference Books

1. Dr.Raganatham m & Madhumathi R. Investment analysis 7 Portfolio management. Person Education, New Delhi.
2. Dr.Bhalla V.K.Investment Management, S.Chand and Company, New Delhi.
3. Fisher & Jordan, Security analysis and portfolio management, Prentice Hall of India, New Delhi.
4. Sharpe, William and Gordon, Investments – Prentice hall of India, New Delhi.
5. Rustagi R.P, Investments Analysis and Portfolio management, Sultan Chand & Sons, New Delhi

PAPER - 15

PROJECT DEVELOPMENT

UNIT-I: PROJECT

Meaning and overview - Project Development Cycle - Capital Expenditure Decisions - Importance and Difficulties.

UNIT-II : PROJECT APPRAISAL

Aspects of Appraisal - Market Appraisal - Technical Appraisal - Financial Appraisal - Economic Appraisal. Project formulation. Feasibility Report.

UNIT-III : PROJECT COST AND MEANS OF FINANCE

Project cost - Social Cost and Social Benefit. Term Loans - Loans from Development banks - Assistance from Indian finance Corporations and international finance Corporations. External commercial borrowing.

UNIT-IV : PROJECT SELECTION

Selection of a suitable project - Programming - scheduling and Controlling Mechanism.

UNIT-V : PROJECT CONTROL

Time and cost control - Budgetary control - corrective and preventive actions. Risk Management functions.

References Books

1. Prasanna Chandra, Projects - Preparation, Appraisal, Budgeting and Implementation, 3rd ed. Tata McGraw- Hill Publishing Company Limited, New Delhi.
2. Dr. Gupta, C.B. & Dr. Srinivasan, N.P. Entrepreneurial Development, Sultan Chand & sons, New Delhi.
3. Bryce, M.D. Industrial Development: A Guide for Accelerating Economic Growth, McGraw- Hill, 1960 New York.
4. Varma, M.L. Foreign Trade Management in India, Vikas Publishing House, 1993, New Delhi.
5. Jeevanandam, C. Foreign Exchange, Sultan Chand & sons, 1994, New Delhi.

PAPER - 16

MARKETING RESEARCH

Objectives

The aim of the subject is to impart knowledge to the students on Market Research and the method of conducting such research.

UNIT-I

Marketing research-Nature, Scope and importance-Research proposal- Steps in marketing research.

UNIT-II

Research design- Exploratory research-Descriptive research-survey research.

UNIT-III

Data collection-Secondary data- primary data-types, merits and Limitations-Methods of collection- Processing of collected data-Management Information System.

UNIT-IV

Ethics in marketing research-Treatment of respondents, buyer and Researchers-International code of marketing research practice.

UNIT-V

Application of marketing research-product research-motivation Research-presentation of research project - Future of Marketing Research in India.

Reference Books

1. Philip Kotler-Marketing Management and Control-Asian perspectives-Prentice Hall of India1999 (The Millennium Edition).
2. Boyd Harper W. and Ralph Westfall-marketing research-text and cases-Richard D. Irwin Inc. Indian Edition.
3. Schreir Fredric T. Modern Marketing research, World wide publishing company.Inc.
4. Dr.D.D Sharma - Marketing research-Sulthan Chand &Sons, New Delhi.
5. Donald Tull and Deli Hawkins, Marketing research, Macmillan.

ELECTIVE

PAPER - 4

A. BUSINESS ENVIRONMENT AND POLICY

UNIT-I

Business Environment: Cultural, social, political, technological, economic and legal environment - scanning - techniques of environmental forecasting - SWOT - Internal environment - their impact on policy formulation.

UNIT-II

Economic reforms in India - Liberalization - privatization and globalization - Competitive Strength of Indian industry - Impact of liberalization policy on different sectors - Foreign Investments policy in India.

UNIT-III

Multi-national corporations - Their participation in India - Their strategies, competitive strengths policies and performance.

UNIT-IV

Business policy and corporate strategy: Policies; Strategies and Tactics; Policies and procedures - Corporate strategy: alternatives - variations - Strategic choice, implementation.

UNIT-V

Business ethics and social responsibilities - relationship between business and society - Corporate power social accountability - Ethical issues and values in business - Corporate Social policies - issues and challenges - Ecological and environmental issues.

Reference Books

1. Wheelen, Concepts of Strategic Management and Business policy, 8th Ed. Pearson Education, New Delhi, 2002.
2. William Gluck & L R Jauch, Business Policy & Strategic Management, McGraw-Hill 2001.
3. Kazhmi Azhar , Business Policy, TMH, 2002.
4. Gupta, Liberalisation - its impact on Indian Economy, Macmillan, 2002.

B. INTRODUCTION TO INFORMATION TECHNOLOGY

UNIT-I : INFORMATION TECHNOLOGY

Meaning - Definition - Types of Information System - Computer net works: Goals and uses of networks. Network Hardware and Software - Types of Networks - Protocols - Knowledge Management.

UNIT-II : ELECTRONIC BUSINESS

Computers - Internet business - Definition - Online Business - E.Business Categories - preparing to online business - Ethics of information technology. E. Business Applications - Business to Business (B2B) - Business to Customers (B2C) - Electronic Shopping.

UNIT-III : PAYMENT SYSTEM

Paying in the net: The Payment Business - Post-paid System - Instant-paid payment System - Pre-paid Payments System. The Open source Projects - Introduction to open hardware.

UNIT-IV : STORAGE AND DATA BASE

Foundation for interactivity - Multimedia and Knowledge storage Capacity - Compression and Decompression. Secondary Storage Devices Diskettes - Hard disks - Optical Disks - Magnetic tape.

UNIT-V : DATA BASE MANAGEMENT SYSTEM (DBMS)

Introduction to data base approach - objectives of data base and data base languages - Ethics of using Databases - Concerns about accuracy and privacy.

Reference Books

1. Saily Chan, Electronic Commerce Management, John Wiley, 1998.
2. Neil Randall, The Internet in a Wee, 2nd Edn. Prentice Hall of India, New Delhi.
3. Marilyn Greenstein and Todd M. Fein Mann, Electronic Commerce, Security, Risk Management, Irwin McGraw Hill, 2000.
4. David Kosiur, understanding Electronic Commerce, Addison Wesley, 1996.

C. SALES AND ADVERTISING MANAGEMENT

UNIT-I

Sales management-Meaning and Scope-Functions Sales and Planning-Sales policy-Sales organization-Sales Territories-Sales Quota-Selling process-Responsibilities of Sales manager

UNIT-II

Need for sales force- Recruitment and Selection of sales force-Training of salesmen-Qualities of a Good salesman

UNIT-III

Advertising-Scope and Function- Need for Advertising classification-Advertisement Planning and Organization-Ethical Issues in Advertising

UNIT-IV

Advertising Media- Role of Media-Types of Media-Merits and Demerits- Media Research- Evaluation and Effectiveness of Advertising.

UNIT-V

The Advertising budget-Advertising Agencies- Types of Legal framework of advertising-Self regulation of Advertising.

Reference Books

1. Ramasamy : V S Marketing Management, Macmillan
2. Davar: Salesmanship and Advertising
3. Pillai and Bagavathi: Salesmanship.
4. Richard R Still and Edward W Gundiff- Sales management- Prentice Hall
