

*University of Pune University of Pune*

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# **University of Pune.**



## **M.Com. Part I, Semester II**

Pattern 2008, w.e.f. 2008-09

*University of Pune University of Pune*

# UNIVERSITY OF PUNE

## Master of Commerce (M.Com.) Semester System. Revised with effect from June 2008.

### 1. Objectives :

- a. 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 processes.
- b. To develop independent logical thinking and facilitate personality development.
- c. To equip the students for seeking suitable careers in management and entrepreneurship.
- d. To study by students methods of Data collection and their interpretations.
- e. To develop among students Communication, Study and Analytical skills.

### 2. Duration :

The M.Com. Course will be of Two Years duration consisting of Two part. i.e. Part I and Part II. Each part is having Two Semesters. Thus the M.Com. Course is of Four Semesters. For each Semester there will be Four Papers of 100 marks each. The M.Com. Degree will be of 1600 marks in aggregate.

### 3. Eligibility :

The student who has passed any Bachelors degree of this University or any other recognized University shall be held eligible to be admitted to M.Com. Course.

### 4. The Scheme of Papers : The following will be the Scheme of papers.:

#### M.Com Part I

| Paper Code | Semester II                        |
|------------|------------------------------------|
| 201        | Financial Analysis and Control.    |
| 202        | Research Methodology for Business. |
| 203        | Special Subject Paper III          |
| 204        | Special Subject Paper IV           |

### 5. List of Papers

A list of Special Subjects is given below:

A student can select any one of the Subjects of the following which shall be common for all Semesters.

#### A. Advanced Accounting And Taxation

Paper III [203] : Specialized Areas in Accounting.

Paper IV [204] : Business Tax Assessment & Planning.

#### B. Advanced Cost Accounting and Cost Systems

Paper III [203] : Application of Cost Accounting.

Paper IV [204] : Cost Control and Cost System.

### **C. Business Practices and Environment**

Paper III [203] : Modern Business Practice.

Paper IV [204] : Business Environment analysis.

### **D. Business Administration.**

Paper III [203] : Marketing Management.

Paper IV [204] : Financial Policies & Practices.

### **E. Commercial Laws and Practices.**

Paper III [203] : E-Security & Cyber Laws.

Paper IV [204] : Law Relating to Copyrights & Design.

### **F. Co-operation and Rural Development**

Paper III [203] : International Co-operative Movement.

Paper IV [204] : Management of Co-operative Business.

### **G. Advanced Banking and Finance**

Paper III [203] : Banking Law & Practice.

Paper IV [204] : Monetary Policy.

### **H. Advanced Marketing**

Paper III [203] : Customer Relationship Management & Retailing.

Paper IV [204] : Services Marketing.

## **6. Scheme of Teaching :**

There will be 4 periods of 60 minutes each per week per paper. The College/Department is to arrange for teaching of both Part I and II courses simultaneously.

## **7. Scheme of Examination :**

For each Paper, there will be Mid Semester Examination of two hours duration of 60 Marks.(to be converted into out of 20). The Semester examination will be of three hours duration of 100 marks, which will be converted into out of 80 marks for Regular students. The question paper for both the Examinations will be based on testing the knowledge of theory, applicability and problems or cases wherever applicable as detailed in syllabi. The Mid-Semester Examination will be conducted once in the Academic Year. The candidate will be allowed to join Part II of M.Com. Course irrespective of the number of backlogs at the First and Second Semester .

## **8. Project Work / Case Studies.**

- a. For Regular students Project Work is compulsory. The option of Case Studies is only for the student registered as an External student.
- b. The Project Viva – Voce Examination will be conducted at the end of IV the Semester but before the Theory Examination. There will be a panel of Internal and External Examiners appointed by the University to conduct the viva voce Examination. The Examination will be conducted at various centers as per Programme.

- c. The Project Work will carry 100 marks, divided as follows :

|                             |          |
|-----------------------------|----------|
| Written Project Report      | 60 Marks |
| Viva voice based on Project | 40 Marks |

For External Students, there will be an Examination in Case Studies carrying 100 Marks.

- d. The Principal of the College shall pay the remuneration in respect of viva voice examination to Examiners and other non-teaching staff out of Examination grant, as per scale of remuneration prescribed by the University.

The Honorarium need to be paid to the Internal teachers by the college for project evidence work.

- e. The Students will be required to prepare the Project Report based on the field work and study of the current trends under the guidance of his Project Guide.

The Project Work shall be done individually by the candidate in consultation with Project Guide. The Students should take guidance from Internal Guide and prepare Project Report in Two copies to be submitted to the Principal / Head of the Department. The Project Report shall consist about 50 to 60 pages.

#### 9. Standard of Passing.

- A. Regular students :- A candidate is required to obtain 40% marks in each of course in both Mid Semesters and Semester end. It means passing separately at Mid-Semester and semester Examinations is compulsory.
- B. External students :- A candidate is required to obtain at least 40% marks out of 100 in each course.

#### 10. Award of Class.

- a. The class in respect of M.Com. Examination will be awarded on the basis of aggregate marks obtained by the candidates in all the sixteen papers at the Semester I, II, III, IV together.

The Award of class shall be as under :-

| Marks Obtained                  | Class                         |
|---------------------------------|-------------------------------|
| 70% and above                   | First Class with Distinction. |
| 60% and above but less than 70% | First Class.                  |
| 55% and above but less than 60% | Higher Second Class.          |
| 50% and above but less than 55% | Second Class.                 |
| 40% and above but less than 50% | Pass Class.                   |
| Less than 40%                   | Fail.                         |

- b. Improvement :- A candidate having passed M.Com. Examination will be allowed to improve the performance. The same is termed as 'Class Improvement Scheme' under which improvement of performance shall be allowed only at the Semester end Examination.
- c. A candidate after passing M.Com. examination will be allowed to appear in the additional Special Subject after keeping necessary terms in the concerned special subject only, for which a passing certificate will be issued.

### 11. Medium of Instruction :

The use of Marathi is allowed for writing answers in the examination except for following courses:

- a. Management Accounting
- b. Financial Analysis & Control
- c. Business Statistics,
- d. Advanced Accounting and Taxation
- e. Advanced Cost Accounting and Cost Systems.

12. A student (Regular / External) will be admitted to Revised M. Com. Course with effect from June 2008. For the students who have completed the terms for the 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 2009.

### 13. Qualification of the Teachers :

The Teachers recognised to teach the subjects as per Old Course shall be deemed to be recognised in the corresponding equivalent subjects under Revised Course.

In case of: A) Business Statistics, B) Industrial Economics, C) Co-operation and Rural Development, D) Advanced Banking and Finance and E) Research Methodology and Project Work- Paper-IV of each Special Subject, the following qualifications be made applicable.

- A. Business Statistics :** M.Com, M.Phil with Statistics or Research Methodology as one of the Papers at M.Com /B.Com /M. Phil examination with 5 years degree teaching experience or M.A./M.Sc. With Statistics having 5 years degree teaching experience.
- B. Industrial Economics :** M.Com., M. Phil with Business Economics/Economics of Industries or Economics as one of the papers at B. Com/ M.Com Examination with 5 years degree teaching experience or M.A. Economics with 5 years degree teaching experience.
- C. Co-operation and Rural Development :** M. Com, M. Phil. With 5 years degree teaching experience or M.A. Economics (with Co-operation Rural Economics)
- D. Advanced Banking and Finance:** M. Com., M. Phil., with Banking as one of the papers at B.Com/M.Com examination 5 years degree teaching experience.
- E. Research Methodology and Project Work :** M.Com., M.Phil./Ph.D. with 5 years degree teaching experience.

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**M.Com Part I**  
**Semester System**  
**Semester II**

| Subject Code   | Subject Title                      |   |
|--|------------------------------------|---|
| 201  | Financial Analysis and Control.    |   |
| 202  | Research Methodology for Business. |   |
| <b>Special Elective Subjects</b>                     |                                    |   |
| <b>A-Advanced Accounting and Taxation</b>            |                                    |   |
| 203  | Paper III                          | Specialized Areas in Accounting.              |
| 204  | Paper IV                           | Business Tax Assessment & Planning.           |
| <b>B – Advanced Cost Accounting and Cost Systems</b> |                                    |   |
| 203  | Paper III                          | Application of Cost Accounting.               |
| 204  | Paper IV                           | Cost Control and Cost System.                 |
| <b>C – Business Practices and Environment</b>        |                                    |   |
| 203  | Paper III                          | Modern Business Practice.                     |
| 204  | Paper IV                           | Business Environment Analysis.                |
| <b>D – Business Administration</b>                   |                                    |   |
| 203  | Paper III                          | Marketing Management.                         |
| 204  | Paper IV                           | Financial Policies & Practices.               |
| <b>E – Commercial Laws &amp; Practices</b>           |                                    |   |
| 203  | Paper III                          | E-Security & Cyber Laws.                      |
| 204  | Paper IV                           | Laws Relating to Copyrights & Design.         |
| <b>F – Co-Operation and Rural Development</b>        |                                    |   |
| 203  | Paper III                          | International Co-Operative Movement.          |
| 204  | Paper IV                           | Management of Co-Operative Business.          |
| <b>G – Advanced Banking and Finance</b>              |                                    |   |
| 203  | Paper III                          | Banking Law & Practices.                      |
| 204  | Paper IV                           | Monetary Policy.                              |
| <b>H – Advanced Marketing</b>                        |                                    |   |
| 203  | Paper III                          | Customer Relationship Management & Retailing. |
| 204  | Paper IV                           | Services Marketing.                           |

# M.Com. Part I, Semester II

## Compulsory Paper

**Subject Title -: Financial Analysis & Control.**

**Course Code -: 201**

### 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.

| Unit No.     | Name of the Topic   | Periods   |
|--------------|---|-----------|
| 1.           | <b>LONG TERM INVESTMENT DECISIONS</b><br>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. | 10        |
| 2.           | <b>COST OF CAPITAL</b><br>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  | 10        |
| 3.           | <b>MARGINAL COSTING:</b><br>Meaning of Marginal Cost and Marginal Costing, advantages, limitations. Fixed and Variable cost, Contribution, Break-even analysis, Profit volume ratio, Limiting factor.   | 08        |
| 4.           | <b>SHORT RUN DECISION ANALYSIS</b><br>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.   | 08        |
| 5.           | <b>BUDGET AND BUDTETORY CONT ROL</b><br>Meaning, Definition and scope of budget and budgetary control- Types of budgets – Financial budget – Master budget, Flexible budget – Capital budget.   | 06        |
| 6.           | <b>STANDARD COSTING</b><br>Concept, Advantages; Types of Standards-Variance analysis: Materials, Labour, Overhead - Managerial uses of Variances  | 06        |
| <b>TOTAL</b> |   | <b>48</b> |

| <b>List of Books Recommended for Study</b>  |
|---|
| <ol style="list-style-type: none"><li>1. R. N. Anthony , G. A. Walsh: Management Accounting</li><li>2. M. Y. Khan. K. P. Jain: Management Accounting</li><li>3. I. M. Pandey: Management Accounting (Vikas)</li><li>4. J. Betty: Management Accounting</li><li>5. Sr. K. Paul: Management Accounting</li><li>6. Dr. Jawaharlal: Management Accounting</li></ol> |

# M.Com. Part I, Semester II

## Compulsory Paper

**Subject Title -: Research Methodology For Business.**

**Course Code -: 202**

### Objectives -:

1. To expose students to the areas of Commercial and Business research activities as well as careers in research and consultancy.
2. To enhance capabilities of students to design and implement research and study assignments.

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| 1.           | <b>Commercial and business research :</b><br>aims, objectives, Importance - Types of research: Survey - Case study - Action research evaluation research -Research Plan or design - steps to be followed   | 06        |
| 2.           | <b>Sourcing of Business information and data :</b><br>Statistical data - Demographic information - Money, Banking - Company Information - Labour market - Capital Market - Tax information -Information on the Economy, International Business - Govt. Information -Syndicated commercial and other non Govt. sources of Information   | 10        |
| 3.           | Computer assisted Information acquisition - Types of data bases - Computer data files sources of raw data - Role of Reference Librarian - Abstracts, Citation , Index Bibliography - Evaluating secondary sources  | 06        |
| 4.           | <b>Choice of Research method :</b><br>Experiment survey, Case based Research - Applicability of appropriate methods – planning survey research - Sample and Questionnaire design, field survey Sampling, Scheduling Data analysis - Statistical techniques used - Classification, tabulation, scaling & Measurement - use of Computers in data analysis and business. Selection and use of cases in business research. Types of cases.   | 10        |
| 5.           | Selection and use of cases in business research. Types of cases : bounded case, variable range case, critical case - case study design - identification of facts - Action research : Access, issues, Skills required for action research   | 06        |
| 6.           | <b>Writing skills for Business Research:</b><br>Paper and Project report: selecting and defining Topic or Project - Terms of reference subject matter, style, Structure, Editing sentences, organizing evidence Information and data Avoiding plagiarism- Integrating Statistics and other faults - Communicating research orally- power point presentation. Research problems in business and Commercial functions : Finance and investment, Manufacturing. Sales and marketing, Cost and Profit Planning, Manpower Planning, total business planning | 10        |
| <b>TOTAL</b> |  | <b>48</b> |

| <b>Books recommended</b>  |
|---|
| 1. V.P. Michael, Research Methodology in Management Himalaya Publishing Ho use. |
| 2. Diana Hacker A Pocket Style Manual Red Ford.                                 |
| 3. Teresa Brannick and others   |

**M.Com. Part I, Semester II**  
**Advanced Accounting and Taxation Special Paper III.**  
**Subject Title -: Specialized Areas in Accounting.**  
**Course Code -: 203**

**Objectives -:**

1. To develop competency of students to solve problems relating Special areas in accounting including accounting for Services Sector.
2. To enhance students understanding of Financial Reporting Practices.
3. To familiarize the student with procedure of accounting for Taxation.

| Unit No. | Name of the Topic  | Periods   |
|----------|--|-----------|
| 1.       | <b>ACCOUNTING FOR CONSTRUCTION CONTRACTS</b><br>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   | <b>08</b> |
| 2.       | <b>ACCOUNTING FOR CORPORATE RESTRUTURING</b><br>Amalgamation – Absorption – External reconstruction, (Advanced problems only) – Internal Reconstruction – reparation of Scheme of Internal Reconstruction – Share Bu y-Back – Demerger .   | <b>08</b> |
| 3.       | <b>FUND BASED ACCOUNTING</b><br>Introduction - Special Features of Accounting for Educational Institutions, Accounting for Government Grants.  | <b>06</b> |
| 4.       | <b>SERVICES SECTOR ACCOUNTING</b><br>A. Hotel accounting – introduction - visitors’ ledger.<br>B. Hospital accounting – Introduction– capital and revenue expenditure OPD & IPD Register.<br>C. Transport Undertaking – Introduction – preparation of final accounts – Accounting o f Roadways Preparation of final accounts (problems on roadways) Log Book.  | <b>08</b> |
| 5.       | <b>CORPORATE FINANCIAL REPORTING</b><br>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  | <b>08</b> |
| 6.       | <b>ACCOUNTING FOR CORPORATE TAXATION</b><br>A. Accounting for Income Tax: Provision for Taxation – Advance Tax- Completion of Assessment - Corporate Dividend Tax-Tax Deducted at Source - Fringe Benefit Tax - Deferred Tax as per AS.22.<br>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.<br>C. Accounting of State Level Value Added Tax. (VAT): VAT Credit in | <b>10</b> |

|  |  |           |
|--|--|-----------|
|  | <p>case of Inputs/Supplies, Capital Goods. Accounting for Liabilities adjusted from VAT credit receivable balance- Inputs and / or Capital Goods. Valuation of Inventories of Inputs and Final Products and 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.</p> |           |
|  | <b>TOTAL</b>   | <b>48</b> |

**Notes:**

1. Theory questions will carry 20% marks.
2. Practical problems will carry 80% marks.

| <b>List of Books Recommended for Study</b>  |
|---|
| <ol style="list-style-type: none"> <li>1. Shukla and Grewal: Advanced Accounts. (S. Chand &amp; Co. Ltd. New Delhi)</li> <li>2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)</li> <li>3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)</li> <li>4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)</li> <li>5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).</li> <li>6. Robert Anthony, D.F.Hawkins &amp; K.A. Merchant: Accounting Text &amp; Cases (Tata McGrawHill).</li> <li>7. Dr. S. N. Maheshwari: Corporate Accounting (Viakas Publishing House Pvt. Ltd. New Delhi)</li> <li>8. 8. Dr.Ashok Sehgal &amp; Dr .Deepak Sehgal: Advanced Accounting (Taxmann, New Delhi).</li> <li>9. Guidance Notes issued by Institute of Chartered Accountants of India. on : <ol style="list-style-type: none"> <li>a. Accounting for State level Value Added Tax ::</li> <li>b. Accounting for Fringe Benefits Tax :</li> <li>c. Accounting for Corporate Dividend Tax::</li> <li>d. Accounting Treatment for Excise Duty:</li> </ol> </li> <li>10. Taxmann’s Journal on Service Tax : Volume 10.Part 7. (2007) :Accounting under Service Tax by Pravin Dhandharia</li> </ol> |

**M.Com. Part I, Semester II**  
**Advanced Accounting and Taxation Special Paper IV.**  
**Subject Title -: Business Tax Assessment & Planning.**  
**Course Code -: 204**

**Objectives :**

1. To provide understanding of Direct Taxes including Rules pertaining thereto and their application to different business situations.
2. To understand principles underlying the Service Tax.
3. To understand basic concepts of VAT.

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| 1.           | <b>ASSESSMENT OF VARIOUS ENTITIES</b><br>1. Assessment of firms and their partners<br>2. Assessment of Companies<br>3. Assessment of Co-operative Societies<br>4. Assessment of Local Authority<br>5. Assessment of Mutual Concerns<br>6. Assessment of Charitable Trusts<br>(Theory & Problems)           | 12        |
| 2.           | <b>MISCELLENEOUS</b><br>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. | 12        |
| 3.           | <b>TAX PLANNING</b><br>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.                         | 08        |
| 4.           | <b>WEALTH TAX</b><br>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)   | 06        |
| 5.           | <b>SERVICE TAX</b><br>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 only)  | 06        |
| 6.           | <b>VAT</b><br>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.)   | 04        |
| <b>TOTAL</b> |  | <b>48</b> |

**Notes:**

1. Amendments made prior to commencement of Academic Year in the relevant act should be considered.
2. Theory questions will carry 30% marks.
3. Problems will carry 70% marks

Scheme of Marking for Semester II will be as under :

- a. Income Tax 70 Marks
- b. Wealth Tax 10 Marks
- c. Service Tax 10 Marks
- d. VAT 10 Marks

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Total Marks 100  
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| <b>List of Books Recommended for Study</b>   |
|--|
| <ol style="list-style-type: none"><li>1. Dr. Vinod Singhania: Direct Taxes, Law and Practice</li><li>2. Dr. Bhagawati Prasad: Direct Taxes</li><li>3. Girish Ahuja and Ravi Gupta: Direct Taxes</li><li>4. T. N. Manoharan: Hand Book of Income Tax Laws</li><li>5. B.B. Lal &amp; N.Vashisht: Direct Taxes (Pearson)</li><li>6. S. S. Gupta: Service Tax (Taxmann)</li><li>7. R. Mohan Lavis : Service Tax (Bharat Publishers, New Delhi)</li></ol> |

**M.Com Part I, Semester II**  
**Advanced Cost Accounting and Cost Systems Special Paper III.**  
**Subject Title -: Application of Cost Accounting.**  
**Course Code -: 203**

**Objective :**

To provide knowledge on advanced cost accounting practices.

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| <b>1.</b>    | <b>Treatment of Certain Items</b><br>General Principles of Treatment of, Depreciation, Amortization of Interest on Capital, Cost of Finance, Research and Development Cost, Material Losses- Waste, Scrap, Spoilage, Defectives          | <b>12</b> |
| <b>2.</b>    | <b>Value Chain Analysis</b><br>Introduction - Definition – Role of Management Accountant – Value Chain Analysis – approach for assessing competitive advantage – value chain analysis v/s conventional management accounting             | <b>12</b> |
| <b>3.</b>    | <b>Cost Book Keeping and Reconciliation between Cost and Cost financial Accounts –</b><br>Book - keeping, Cost Ledgers, interlocking and integral Accounts. Reconciliation of Cost and Financial Accounts, Reasons, needs, Methods.      | <b>12</b> |
| <b>4.</b>    | <b>Productivity</b><br>Meaning, Measurement of Material, Labour, Capital and Management Productivity. Productivity V/s Efficiency. Capacity - Theoretical, Practical and idle capacity, Capacity utilization and effect of same on cost. | <b>06</b> |
| <b>5.</b>    | <b>Concept and Measurement</b><br>Measures to improve productivity - Technical, Financial, Operational Measures. Restructuring of activities - Business Process Re-engineering elementary knowledge. Human aspect of productivity.       | <b>06</b> |
| <b>TOTAL</b> |  | <b>48</b> |

Note : 50% Marks for Theory and 50% Marks for practical problems. Areas of Practical Problems :

1. Reconciliation of Cost and Financial Profit
2. Measurement of Productivity.

### **List of Books, Journals recommended for Study**

1. Ravi Kishor : Advanced Cost Accounting and Cost Systems Taxman's Allied Services Pvt. Ltd. New Delhi
2. N.K. Prasad : Principles and Practice of Cost Accounting Book Syndicate Pvt. Ltd. Calcutta
3. Prof. Subhas : Practice in Advanced. Costing and Management Jagtap Accounting Nirai Prakashan, Pune
4. Malz, Curry, : Cost Accounting - Taraporwalla. Frank
5. Hom R Green : Cost Accounting, Management Emphasis Pretic 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 Taxmarin's, New Delhi
8. M.N. Arora : Cost Accounting Principles and practice Vikas Publishing House Pvt. Ltd., New Delhi.
9. S.N. Maheshwari : Cost Accounting Theory and Problems Mittal Shree Mahvir Book Dept. New Delhi.
10. B.S. Khanna : Cost Accounting Principles and Practice.
11. V.K. Sexena : Cost Accountant Textbook – Sultan Chand and Sons, New Delhi.
12. John Hs: 1) Management Accountant - ICWA of India Calcutta 2) Chartered Accountant - ICA of India New Delhi.
13. ICWA : 1) Introduction of Costing System Publication 2) Inventory Control. 3) Getting Ready for Maintenance of Cost Records. 4) Activity Based Costing.
14. Cost Accounting – Bhatta HSM, Himalaya Publication
15. Cost Accounting – Prabhu Dev , Himalaya Publication
16. Advanced Cost Accounting – Made Gowda, Himalaya Publication

**Website:** [www.myicwai.com](http://www.myicwai.com)

**M.Com Part I, Semester II**  
**Advanced Cost Accounting and Cost Systems Special Paper IV.**  
**Subject Title -: Cost Control and Cost System.**  
**Course Code -: 204**

**Objective:-**

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

Expected Level of knowledge - Advanced

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| 1.           | <b>Cost Control and Cost Reduction -:</b><br>Introduction, Process of Cost Control and Cost Reduction, Cost Reduction Programme and its implementation: Methods and Techniques-  | 10        |
| 2.           | Value analysis and Value Engineering. Just-In-Time (JIT), Activity Based Costing (ABC)   | 06        |
| 3.           | <b>Marginal Costing, Cost – Volume - Profit Analysis and differential Costing -:</b><br>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. | 12        |
| 4.           | <b>Pricing Decision -:</b><br>Introduction – Pricing of Finished Product – Theory of price – Pricing Policy – Principles of Products Pricing – New Product Pricing – pareti Analysis   | 10        |
| 5.           | <b>Costing System Design and Installation. -:</b><br>Study of Production Process, Objective. Selection of Method of Costing, Creating Cost Center 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.  | 10        |
| <b>TOTAL</b> |  | <b>48</b> |

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

Areas of Practical Problems :

- 1) Marginal Costing.
- 2) Pricing Decisions.

### **List of Books, Journals recommended for Study**

1. Ravi Kishor : Advanced Cost Accounting and Cost Systems Taxman's Allied Services Pvt. Ltd. New Delhi
2. N.K. Prasad : Principles and Practice of Cost Accounting Book Syndicate Pvt. Ltd. Calcutta
3. Prof. Subhas : Practice in Advanced. Costing and Management Jagtap Accounting Nirai Prakashan, Pune
4. Malz, Curry, : Cost Accounting - Taraporwalla. Frank
5. Hom R Green : Cost Accounting, Management Emphasis PreticHall 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 Taxmarin's, New Delhi
8. M.N. Arora : Cost Accounting Principles and practice Vikas Publishing House Pvt. Ltd., New Delhi.
9. S.N. Maheshwari: Cost Accounting Theory and Problems Mittal Shree Mahvir Book Dept. New Delhi.
10. B.S. Khanna : Cost Accounting Principles and Practice.
11. V.K. Sexena : Cost Accountant Textbook – Sultan Chand and Sons, New Delhi.
12. John Hs : 1) Management Accountant - ICWA of India Calcutta 2) Chartered Accountant - ICA of India New Delhi.
13. ICWA : 1) Introduction of Costing System Publication 2) Inventory Control. 3) Getting Ready for Maintenance of Cost Records. 4) Activity Based Costing.

Website : [www.myicwai.com](http://www.myicwai.com)

## M.Com. Part I, Semester II

### Business Practices and Environment Special Paper III.

Subject Title -: Modern Business Practices.

Course Code -: 203

#### Objective :

To improve knowledge and understanding of students about chambers of commerce and trade, Associational, Public enterprises, Public utilities and agri. business.

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| 1.           | <b>Chambers of Commerce and Trade Associations -:</b><br>Organizations, objectives and functions - Maharashtra Chamber of Commerce, Industries and Agricultural and their local ranches, Maratha Chamber of Commerce, Industries & Agriculture, Indian Merchants Chamber .   | 08        |
| 2.           | <b>Federation of Indian Chamber of Commerce ad Industries (FICCI) -:</b><br>Association of Chamber of Commerce Confederation of Indian Industries (CII)  | 08        |
| 3.           | <b>Public Enterprises and Public Utilities -:</b><br>Objectives, functions and Organization of public Enterprises and Public Utility – Management practices of Public enterprises in India – Efficiency – Autonomy and control of public Enterprises – recent practices and policies in public Enterprises and Public Utilities. | 08        |
| 4.           | <b>Agricultural Business Practices -:</b><br>Characteristics of Agriculture Business – Nature o f Indian Agriculture – Government policies related to agricultural business - Problems and prospects of Agricultural Business – Agricultural Taxation policy.  | 08        |
| 5.           | <b>Agricultural products and Farms Services -:</b><br>Nature and disposal of Agricultural by - products - Farm waste - cost of recycling o f farm waste.   | 08        |
| 6.           | Allied agricultural businesses - Dairy Poultry – Bio – Manures, etc. WTO and its impact on agri-business practices.  | 08        |
| <b>TOTAL</b> |  | <b>48</b> |

#### Recommended Books for study

1. Principles of Business Organization Acharya Govekar A.R . Sheth and Co
2. Principles of Practice of Marketing Mamoria, Joshi Kitab Mahal
3. Regulated Markets W. R. Natu
4. Marketing Co-Operative Way G.S. Kamat Maharastra state Co-op Union
5. Future Trading and Control Ram Desai
6. Bombay Money Market H.T.Y.B.A Parekh
7. Commodity Marketing and P.L. Gadgil Shubhada Sarswat, Distributive Trade Pune

## M.Com. Part I, Semester II

### Business Practices and Environment Special Paper IV.

Subject Title -: Business Environment Analysis.

Course Code -: 204

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| 1.           | Indian Industrial Environment – Growth of industries in publican private sectors in Indian – small and cottage industries mergers and acquisitions. Foreign investment - Foreign Technology and MNCS   | 08        |
| 2.           | Financial Environment of Business - Indian Money Market - Growth of capital Market in India - Banking financial institutions - Role of Public, Private, and Co-operative Banks - Role of foreign banks and non Banking Institutions.   | 08        |
| 3.           | Environmental Analysis- Meaning and importance - Techniques of Analysis Verbal and Written Information Search and scanning, Spying, Forecasting<br><b>Limitations of these techniques</b><br>Competitions analysis - Rivalry Amongst existing firms, threat of new entrants treat of substitutes - Bargaining power of suppliers and buyers. | 08        |
| 4.           | Problems of growth – unemployment, Poverty, regional imbalance, Social injustice, Inflations, Parallel economy, Lack of technical knowledge and information  | 08        |
| 5.           | Global Environment - Natural Social, Cultural, Demographic and technological environment and its impact on world trade.  | 08        |
| <b>TOTAL</b> |  | <b>48</b> |

#### 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 Amold
3. Economic Environment SYBA K Misha, Puri Himalaya publishing house of Business
4. Indian Business trough ages FICCI Oxford University Press

#### Recommended Journals/Periodicals

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

**M.Com. Part I, Semester II**  
**Business Administration Special Paper III.**  
**Subject Title -: Marketing Management.**  
**Course Code -: 203**

**Objective:**

1. To enable the student to acquaint with various aspects of marketing management.
2. To impart knowledge of Consumer Behavior, Customer Relationship and understanding of Brand management

| Unit No. | Name of the Topic   | Periods   |
|----------|---|-----------|
| 1.       | <b>Introduction -:</b><br>Marketing: Definition & concepts of Marketing and marketing Management<br>Evolution of Marketing (Marketing Orientation) Types of Marketing:<br>1. Tele Marketing, E-Marketing.<br>2. Services Marketing<br>3. Rural Marketing - Features, Importance and Difficulties\Problems, Suggestions for Improvement of rural markets. Marketing planning, research and information system. | <b>10</b> |
| 2.       | <b>Consumer Behavior -:</b> <ul style="list-style-type: none"> <li>➤ Meaning and Concept</li> <li>➤ Buying Motives and Consumer Behavior</li> <li>➤ Environment Influence on Consumer behavior:</li> <li>➤ Economic, Political, Technological, Global etc.</li> <li>➤ Consumer Behavior Models and Consumerism</li> <li>➤ Consumer Education and Protection</li> <li>➤ Ethics in Marketing</li> </ul>         | <b>08</b> |
| 3.       | <b>Customer Relationship Management (CRM) -:</b> <ul style="list-style-type: none"> <li>➤ Concept, Significance and Problems</li> <li>➤ Customer Integration Management (CIM)</li> <li>➤ Attracting, Retaining and Growing Customers, Forming Strong</li> <li>➤ Customer Bonds Customer Database and CRM</li> </ul>   | <b>08</b> |
| 4.       | <b>Marketing Strategy -:</b> <ul style="list-style-type: none"> <li>➤ Product, Price, Place, Promotion and Process Strategies</li> <li>➤ New Product Development Strategy, Failure of a new Product,</li> <li>➤ Causes and Remedies</li> <li>➤ Strategies over Product Life cycle</li> <li>➤ International Marketing as a Strategy</li> </ul>   | <b>08</b> |
| 5.       | <b>Marketing Communication -:</b> <ul style="list-style-type: none"> <li>➤ Meaning, Concept, and Importance</li> <li>➤ Media Management:</li> <li>➤ Media Selection</li> <li>➤ Media Effectiveness</li> </ul>   | <b>06</b> |

|              |  |           |
|--------------|--|-----------|
|              | <ul style="list-style-type: none"> <li>➤ Developing an effective Media Plan</li> <li>➤ Role of a Media Manager, Advertising Campaign approaches</li> <li>➤ New Trends in Marketing Communication</li> </ul>                |           |
| <b>6.</b>    | <b>Brand Management -:</b><br>Brand and Branding, Brand Equity, Measurement of Brand Equity, Brand Awareness and Brand Association Brand Loyalty – level of brand loyalty, Strategies to build and maintain Brand Loyalty. | <b>06</b> |
| <b>TOTAL</b> |  | <b>48</b> |

| <b>List of Books Recommended</b>  |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. Introduction to Marketing - Theory and Practice By Adrian Palmar – Oxford Publication</li> <li>2. Marketing Management By Philip Kotler, Kevin Lane Keller Publication Pearson Education</li> <li>3. Marketing Management By Rajan Saxena – Tata McGraw Hill</li> <li>4. Marketing Management – B y S. A. Shertekar</li> <li>5. Modern Marketing Management – UBS Publication Distribution Limited By- R. S. Davar</li> <li>6. Marketing – Biplab S. Rose – Himalaya Publication House</li> <li>7. Marketing Management – P. K. Agrawal Pragati Prakashan,</li> <li>8. Marketing Management – Analysis, Planning, Control By Philip Kotlar (Prentice Hall Delhi)</li> <li>9. Readings in Marketing Management’ - Himalaya Publications House, Mumbai</li> <li>10. International Trade and Export Management - Francis Cherunilam</li> <li>11. Principles and Practice of Marketing in India - Dr, C., B. Mamoria, Joshi, Mulla</li> <li>12. Marketing Management – J. C. Gandhi</li> <li>13. Marketing Management – Dr. B. K. Chatterji</li> <li>14. Rural Marketing – Krishna Havaldar</li> <li>15. Brand Management – The Indian Context By YLR Moorthi (Vikas Publishing House)</li> <li>16. Customer Relationship Management – A step by step approach By H. Peeru Mohamed, A sagadevan (Vikas Publishing House)</li> </ol> |  |

**M.Com. Part I, Semester II**  
**Business Administration Special Paper IV.**  
**Subject Title :- Financial Policies and Practices.**  
**Course Code :- 204**

**Objectives: -**

1. To gain knowledge of management and financing of working capital.
2. To understand concepts relating to financing and investment decision.

| Unit No.     | Name of the Topic   | Periods   |
|--------------|---|-----------|
| 1.           | <b>Profit Planning :-</b><br>Concepts and basics of profit planning, approaches to profit planning Break Even Analysis, Proforma Income statement, Retention of earnings, Depreciation considerations   | <b>08</b> |
| 2.           | <b>Dividend Policies :-</b><br>Optimal Dividend policy, variables influencing dividend policy, types of divided policy, forms of divided payment. Implications of Over Capitalization and Under Capitalization  | <b>08</b> |
| 3.           | <b>Financial Management of Business Expansion :-</b><br>Business Combination, acquisitions, mergers, Conceptual Aspects, forms, Formulation of Acquisition Strategy, Assessment of Financial Implications of Potential acquisition. Projected Profit & Loss Account statement, Balance Sheet, Cash Flow Statements etc.   | <b>08</b> |
| 4.           | <b>New Financial Instruments :-</b><br>Floating rate bonds, Zero Interest Bonds, Deep Discount Bonds, Commercial Papers, P. Notes (Participatory Notes) Financial Derivatives- Derivative Market –Meaning, Benefits, Needs, Types, Features – Derivative market in India – Forwards, Futures and options Securitization of Assets – concept, mechanism, utility, growth in foreign countries and in India | <b>08</b> |
| 5.           | <b>Leasing Finance and Venture Capital :-</b><br>Lease Financing – nature, types, potentiality of leasing as a source of business finance, Venture Capital – Concept, dimensions, its functions – Venture capital in developing countries and in India, Operational Highlights, Regulatory Framework in India, Prerequisites for success.   | <b>08</b> |
| 6.           | <b>International Financial Management :-</b><br>World monetary system – Important Features, Foreign exchange market & rates International parity relationships Financing of foreign operations, Modes and Methods exchange markets: markets and dealings.   | <b>08</b> |
| <b>TOTAL</b> |   | <b>48</b> |

### **List of Books Recommended**

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, Semester II**  
**Commercial Laws and Practices Special Paper III.**  
**Subject Title -: E-Security and Cyber Laws**  
**Course Code -: 203**

**Objectives: -**

1. To impart Knowledge regarding E-Security and internet security.
2. To make student familiar with various provisions of Cyber Laws and Information Technology Act.

| Unit No. | Name of the Topic  | Periods   |
|----------|--|-----------|
| 1.       | <b>Internet Security :-</b><br>Introduction to Internet Security – Secure Transactions – Computer Monitoring – Privacy Issues – Privacy on the Internet – Corporate E-mail privacy – Computer Crimes – Types of Computer Crime – Specific Threats – Attacks on Computer Systems – Major types of Security Problems/Common Threats – E-Commerce and Security – Security for Internet Trading Electronic Security Challenges | <b>08</b> |
| 2.       | <b>E-Security :-</b><br>Introduction to Security – Electronics Security – Information useful to Intruders- Types of Intruders – Attacking Methods – Accidents Occurrence Security Practices – Security Tools – Network Security  | <b>08</b> |
| 3.       | <b>Introduction of HTML and XML : [Hyper Text Markup language and Extensible Markup language ] :-</b><br>Features of HTML – front page explorer – front p age editor – features of front page editor – creating and adding web pages – adding hyperlinks and enhancing web p ages – Introduction of XML, definition of XML, comparison of HTML and XML, Advantages, disadvantages and application of XML.                  | <b>08</b> |
| 4.       | <b>Introduction to cyber laws :-</b><br>Cyber crimes and cyber laws – Clauses in the information technology Bill – Taxation – E-Governance – Role Internet service provider [ISP] Cyber Regulation Advisory committee – Violation, damages and penalties – Cyber – flying – The cyber regulation Appellate Tribunal [composition, qualifications, powers and rights]   | <b>08</b> |
| 5.       | <b>Information Technology Act – 2002 [part-I] :-</b><br>Contents of legislation –Variation by agreement –writing – signature – original evidence [Indian Law] – Retention electronics records formation and validity of contracts – Attribution electronic records – Acknowledgement of receipt – Time and place o f dispatch and receipt of electronic record – carriage of goods – Duties of subscriber.                 | <b>08</b> |
| 6.       | <b>Information Technology Act – 2002 [part-II] :-</b><br>➤ Penalties – Under Section 43 to 47.   | <b>08</b> |

|              |   |           |
|--------------|---|-----------|
|              | <ul style="list-style-type: none"> <li>➤ Offences – Under Section 65 to 78.</li> <li>➤ Miscellaneous – Under Section 80 to 94.</li> </ul> |           |
| <b>TOTAL</b> |   | <b>48</b> |

| <b>Books Recommended</b>  |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. E-commerce – C.S.V. Murthy, Himalya Publishing House</li> <li>2. E-commerce – Devid Whiteley – McGraw Hill</li> <li>3. Guide to Cyber Laws – By Rohnay D. Ryder [Wadhwa, Nagpur]</li> <li>4. E-commerce – P. Joseph – PHI</li> <li>5. E-commerce – The cutting edge of business – K. Bajaj and Nog TMH.</li> <li>6. Information Technology in business – J.A. Senn – Prentice Hall</li> <li>7. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing Co.</li> <li>8. Text book on Intellectual property rights – N.K. Acharya, Asia Law House.</li> </ol> |  |

**M.Com. Part I, Semester II**  
**Commercial Laws and Practices Special Paper IV.**  
**Subject Title :- Law Relating to Copyright and Designs.**  
**Course Code :- 204**

**Objectives:**

1. To understand the nature and scope of Intellectual Property laws
2. To get acquainted with various provisions of Intellectual property laws
3. To make the student familiar to Intellectual Property laws

| Unit No. | Name of the Topic  | Periods   |
|----------|--|-----------|
| 1.       | <b>Copyright (Introduction and Procedure) :-</b><br>Historical evolution of the law on copy right-meaning of copy right scope of copyright-object of copy right technology content and substance of copy right [special work can have copy right] period of copy right license-Application for registration of copyright   | <b>08</b> |
| 2.       | <b>Copyright (Infringement and Regulatory Authorities) :-</b><br>Infringement of copyright [several circumstances like literary work, drumstick work, musical work, photographs etc.] Remedies against infringement - offences and penalties copyright society [Function and right].   | <b>08</b> |
| 3.       | <b>Industrial Designs : [The Designs Act-2000] :-</b><br>Introduction-procedure for registration of design [Register ability of a design Application and registration] who can file an application for registration of a design-infringement [piracy] of a registered design - Defenses which may be set up by the defendant.  | <b>08</b> |
| 4.       | <b>Layout Design Act 2000 :-</b><br>Introduction – Registerable and Prohibitable Layout Designs – Registration Procedure of Layout Design – Rights Conferred by Registration - Assignment and Transmission of Layout Design – Infringement of Design and its Remedies – Regulatory Authorities – Appropriate office and Jurisdiction of Layout Design Registry – Appellate Board – Offences Penalties and Procedures – Miscellaneous Provisions. | <b>08</b> |
| 5.       | <b>Geographical Indications: [The geographical Indications of Goods (Registration and protection) Act – 1999.] :-</b><br>Introduction – Meaning and Contents - Procedure for registration – Period of Validity - Rights and Obligations – Protection _ Infringement Remedies against infringement – Penalties for infringement – Authorities – Appellate Board – Certificate of Validity – Powers of Central Government.                         | <b>08</b> |
| 6.       | <b>Protection of New Plant Varieties and farmers rights [Act-2001] :-</b><br>Introduction [purpose and content] – Definitions [Plant, Propagating Material, Seed, Germ Plasma, Plant Variety, New Plant variety] – Procedure for registration , who may apply what can be registered – What cannot be registered - Acceptances and opposition of application – Rights and  | <b>08</b> |

|              |   |           |
|--------------|---|-----------|
|              | privileges of breeders and researchers – Compulsory License – Period of Validity of registration – Revocation and cancellation of Certificate – Reliefs against infringement – offences and penalties – Authorities for administration. |           |
| <b>TOTAL</b> |   | <b>48</b> |

| <b>Books Recommended</b> |  |
|--------------------------|--|
| 1.                       | Intellectual Property Law – P. Narayan, Eastern Law House.                                 |
| 2.                       | Text book on Intellectual Property Rights. – N.K. Acharya , Asia Law House , Hyderabad.    |
| 3.                       | Law Relating to Intellectual Property – Dr. B.L. Waderha, Universal Law Publishing Co.     |
| 4.                       | Intellectual Property Law – Lionel Bextly and Brad Sherman, Asia law House. M. Com. Part I |

**M.Com. Part I, Semester II**  
**Co-operation & Rural Development Special Paper III.**  
**Subject Title -: International Co-operative Movement.**  
**Course Code -: 203**

**Objectives :-**

1. To acquaint the student with the co-operative movement.
2. To develop the capability of students for knowing different types of Cooperatives.
3. To aware the role of State and central Govt. in development co-operative sector.
4. To give basic knowledge about formation of co-operative society and its administration.

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| 1.           | <b>Introduction -:</b><br>Origin and Growth of Co-operative Movement in the World - Co-operative movement in the World - Cooperation in the post industrial revolution of Great Britain - Modern Co-operation Definition concept and nature of Co-operation-c.                         | 10        |
| 2.           | <b>Co-operation in Social / Economic Systems -:</b><br>Co-operation Capitalistic System - Co-operation in Socialistic System- Cooperation in Fixed Economy - the Co-operative - Is it a System or a sector? International Co-operation. The International Co-operation Alliance (ICA). | 10        |
| 3.           | <b>Co-operative Movement in the World -:</b><br>Co-operative Movement in the UK, USA, USSR, China, Japan, Yugoslavia, Israel and Sweden.   | 08        |
| 4.           | Principles of Co-operation and their Application - Modified Principles - Economics of Co-operation - Philosophy of Co-operation  | 10        |
| 5.           | <b>Role of Co-operative Movement in Global Economy -:</b><br>Emerging trends in Co-operative institutions the world over   | 10        |
| <b>TOTAL</b> |  | <b>48</b> |

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

**M.Com. Part I, Semester II**  
**Co-operation & Rural Development Special Paper IV.**  
**Subject Title :- Management of Co-operative Business.**  
**Course Code :- 204**

**Objectives :-**

1. To acquaint the student with the co-operative movement.
2. To develop the capability of students for knowing different types of Cooperatives.
3. To aware the role of State and central Govt. in development co-operative sector.
4. To give basic knowledge about formation of co-operative society and its administration.

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| <b>1.</b>    | <b>Co-operative Business Promotion :-</b><br>Problems of Economic and commercial viability - Services to members:<br>Role of Co-operative Department - Criteria for appraising performance of Co-operative business: Organizational, Operational and financial-social responsibilities of Co-operative business - Industrial relation in Cooperative business. | <b>10</b> |
| <b>2.</b>    | <b>Business Policies and Practices (Managerial Evaluation) in following :-</b><br><ol style="list-style-type: none"> <li>1. Sugar Co-operatives</li> <li>2. Dairy Co-operatives</li> <li>3. Credit Co-operatives.</li> <li>4. State cooperative Bank</li> <li>5. District Cooperative Bank</li> <li>6. Primary Agricultural Credit Societies.</li> </ol>       | <b>10</b> |
| <b>3.</b>    | <b>Evaluation of the following Co-operative Business Sectors :-</b><br><ol style="list-style-type: none"> <li>1. Agriculture processing</li> <li>2. Housing</li> <li>3. Marketing.</li> </ol>  | <b>10</b> |
| <b>4.</b>    | <b>Success Stories of Co-operative Institutions :-</b> <ul style="list-style-type: none"> <li>• Pravara Co-op erative organization, Pravaranagar</li> <li>• Warana Co-operative organization, Warnanagar</li> <li>• Shetkari Sahakaari Sangh, Kolhapur</li> <li>• Gokul Sahakari Sangh, Kolhapur</li> <li>• Anand Dairy Co-opeatives Gujrath</li> </ul>        | <b>10</b> |
| <b>5.</b>    | <b>Problems of Co-operatives :-</b> <ol style="list-style-type: none"> <li>a. Sugar Industry.</li> <li>b. Non-agriculture credit Co-operative.</li> <li>c. Dairy Co-operative</li> </ol>   | <b>10</b> |
| <b>TOTAL</b> |  | <b>48</b> |

**List of Books Recommended for Study**

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 Organization and Management
4. I L O: Co-operative Management and Administration
5. B. C. Mehta: Consumer Co-operation in India.
6. Dr.Gan gadhar Kayand e Patil Sahakar- Chaitany Publication, Nasik
7. Prof L.P.Wakale and Dr.G.H.Barhate -Sahakari Vikas-Sheth Publishing Mumbai

**M.Com. Part I, Semester II**  
**Advanced Banking & Finance Special Paper III.**  
**Subject Title -: Banking Law & Practices**  
**Course Code -: 203**

| Unit No.     | Name of the Topic   | Periods   |
|--------------|---|-----------|
| 1.           | <b>Introduction to Prevention of Money Laundering Act, 2002 -:</b><br>Provisions relating to: Preliminary (Section 1 and 2) Offence of money 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.  | 10        |
| 2.           | <b>Banker customer relationship -:</b><br>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 Customer's service: Goiporia Committee Norms.   | 10        |
| 3.           | <b>Asset - Liability Management -:</b><br>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, Premature 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. | 10        |
| 4.           | <b>Hi-tech banking and Mergers and Acquisition in banking sector -:</b><br>Electronic payments, (Internet, Phone and Mobile banking) Electronic Clearing System, Debit, ATM and Credit cards, Electronic Funds Transfer, RTGS (Real Time Gross Settlement), Toll Free Number Facility Meaning of Merger and Acquisition : Recent cases of mergers and acquisition in Banking sector of India - Consolidation of Banks.  | 10        |
| <b>TOTAL</b> |   | <b>48</b> |

### **List of Books and Journals**

1. Tannan's 'Banking', Law and Practice in India Banking
2. P.N. Varshney, Banking: Law and Practice
3. Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services
4. All relevant and recent Bare Acts, Indian Institute of Bankers: Laws and Practices relating to banking
5. All journals published by Indian Institute of Banking and Finance

**M.Com. Part I, Semester II**  
**Advanced Banking & Finance Special Paper IV.**  
**Subject Title -: Monetary Policy.**  
**Course Code -: 204**

| Unit No.     | Name of the Topic   | Periods   |
|--------------|---|-----------|
| 1.           | <b>Money supply measures -:</b> <ul style="list-style-type: none"> <li>➤ Money supply measures of the Reserve Bank of India</li> <li>➤ Concept of High powered money</li> <li>➤ Recommendations of the Working Group on 'Money Supply : Analytics and methodology of compilation (Chairman : Dr. Y.V. Reddy), 1998</li> <li>➤ Money supply and price stability.</li> </ul>  | 10        |
| 2.           | <b>Monetary management</b><br>Objectives of monetary policy: Price stability, Generation of employment, Exchange rate stability, Balanced growth etc., conflict between objectives.   | 10        |
| 3.           | <b>A) Instruments of monetary policy -:</b><br>: Mechanism and effectiveness of following instruments. <ol style="list-style-type: none"> <li>1. Quantitative instruments               <ul style="list-style-type: none"> <li>➤ Variations in Bank Rate</li> <li>➤ Open Market Operations and</li> <li>➤ Variable Reserve Ratio</li> </ul> </li> <li>2. Qualitative instruments               <ul style="list-style-type: none"> <li>➤ Margin requirements</li> <li>➤ Credit rationing</li> <li>➤ Moral suasion</li> <li>➤ Direct action</li> <li>➤ Publicity</li> </ul> </li> </ol> <b>B) 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.</b> | 10        |
| 4.           | <b>Development and promotional role of the Reserve Bank of India and its implications. -:</b> <ol style="list-style-type: none"> <li>1. R.B.I. and rural credit : priority sector advance, regional rural banks, development of farm sector and non-farm sector.</li> <li>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.</li> <li>3. R.B.I. and export credit: pre-shipment credit, post-shipment credit, measures to promote exports.</li> </ol>   | 10        |
| <b>TOTAL</b> |   | <b>48</b> |

| <b>Recommended books/ Journals</b>   |
|--|
| <ol style="list-style-type: none"><li>1. Reserve Bank of India functions and working (latest edn.) R.B.I.</li><li>2. Monetary Economics for India, Dr. Narendra Jadhav</li><li>3. Central Banking for emerging market economies, A. Vasudevan</li><li>4. Monetary and financial sector reforms in India : A central banker's perspective, Dr. Y.V. Reddy</li><li>5. Indian economy : Essays on money and finance, Dr. C.Rangarajan.</li><li>6. Reserve Bank of India Bulletin</li><li>7. Annual Report on Trend and Progress of Banking in India</li></ol> |

# M.Com. Part I, Semester II

## Advanced Marketing Special Paper III.

**Subject Title -: Customer Relationship Management & Retailing.**

**Course Code -: 203**

### Objectives:

To impart knowledge regarding customer relationship management, & retailing techniques, process and tools and develop understanding of the CRM & retailing functions techniques and strategies

| Unit No.     | Name of the Topic  | Periods   |
|--------------|--|-----------|
| 1.           | <b>INTRODUCTION -:</b><br>Conceptual foundation of Relationship Management, Evolution of relationship management significance in Indian context  | 08        |
| 2.           | <b>RELATIONSHIP MARKETING -:</b><br>Relationship marketing of Services Vs. Relationship marketing in Consumer markets - Buyers sellers relationships - Relationship marketing in Mass markets, relationship marketing and marketing strategy   | 08        |
| 3.           | <b>INFORMATION TECHNOLOGY &amp; CRM -:</b><br>Role of Information Technology in building, maintaining and enhancing profitability design and analysis – Digital Marketing – Dynamics of Website – Behavior of a Consumer in the digital world – Internet Marketing & Logistics   | 08        |
| 4.           | <b>RETAILING -:</b><br>Retailing – Definition – Significance and Importance – Indian Vs. Global scenario – Types of Retailing – Store Retailing – Non-store Retailing – Types of retailers Retail location – Factors affecting retail location decision – Site selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies | 08        |
| 5.           | <b>STORES DESIGN -:</b><br>Store design – Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Façade Store administration – Floor space management - Space mix – Managing store inventories and displays – Customer service – CRM in retailing- Cashiering process – Managing in-store promotions and events                  | 08        |
| 6.           | <b>RETAIL SUPPLY CHAIN MANAGEMENT -:</b><br>Retail supply chain management – Definition – Integrated supply chain planning – Vendor Development – Quick Response Inventory Planning – Floor Ready Merchandise – Electronic data exchanges and bar coding – Managing reverse logistics  | 08        |
| <b>TOTAL</b> |  | <b>48</b> |

### **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

**M.Com. Part I, Semester II**  
**Advanced Marketing Special Paper IV.**  
**Subject Title -: Services Marketing**  
**Course Code -: 204**

**Objectives:**

To impart knowledge regarding services marketing, process and tools and develop understanding of the services marketing functions techniques and strategies

| Unit No. | Name of the Topic  | Periods |
|----------|--|---------|
| 1.       | <b>INTRODUCTION -:</b><br>Services – Nature of Services, Characteristics of Services - Intangibility, Inconsistency, Inseparability and Inventory, Classification of Services, Goods – services continuum – Search, experience and credence attributes, Consumer versus Industrial services, Growth in services sector - Global & Indian Scenarios, Importance of Services Marketing.  | 08      |
| 2.       | <b>SERVICES MARKETING MIX PART A -:</b><br>Extended Services Marketing Mix: Going Beyond the 4 Ps - Introduction to the 7 Ps marketing mix – Product –Service product – Standalone service products and service products bundled along with tangible products – Service Life Cycle –Service Quality Models– Gronroos model – PZB Gaps model - SERVQUAL & SERVPERF. Price – Factors involved in pricing a service product – demand variation and capacity constraints – measures to respond to changes in demand – strategies to manage perishability - reshaping demand using effective pricing - pricing under various conditions. Place - Distribution Strategies for Services – Challenges in Distribution of Services – Role of internet. Promotion – Promotion objective and plans for services – Personal Selling – Advertising and Sales Promotion in Service Industry - Increasing use of below the line promotions. | 10      |
| 3.       | <b>SERVICES MARKETING MIX PART B -:</b><br>People – The key role of people in a service business – Services marketing triangle – Service profit chain - service encounter – training and development of employees – motivation and empowerment. Physical evidence – services cues – nature of physical evidence - importance of physical evidence in understanding services – tangibilising through physical evidence. Process – Strategies for managing inconsistency - Service blueprinting – employees role in services – customers role in services– Customer Service in Service Marketing – Monitoring and Measuring customer satisfaction – order taking and fulfillment - managing the waiting process - Defects, failures and Recovery - Service Guarantee - Handling complaints effectively.  | 08      |
| 4.       | <b>SERVICES MARKETING STRATEGY -:</b><br>Services Marketing Strategy - Services Market Segmentation – Problem areas of segmentation - Targeting - Positioning and Differentiation of   | 08      |

|              |  |           |
|--------------|--|-----------|
|              | Services – Positioning the intangibles – Perceptual maps.  |           |
| 5.           | <b>ROLE AND MANAGEMENT OF SERVICES -:</b><br>Strategic role of services – every business in a service business - contribution of services to customer satisfaction, sustainable competitive advantage, services as key differentiators for even manufacturing industries. Managing the services marketing effort – performance measurement – enhancement and control – customer encounter management.  | 08        |
| 6.           | <b>INFORMATION TECHNOLOGY AND SERVICES MARKETING APPLICATIONS -:</b><br>Role of IT services. e services – online Consumer Behavior – Self service technologies – Services marketing applications – Financial services, Hospitality services, Education services, IT services, Hotel services, Event management services, Consultancy services, Retailing services, Telecommunication services, Not-for-profit services and Social services, Government services, NGO services, etc | 08        |
| <b>TOTAL</b> |  | <b>48</b> |

| <b>Books Recommended</b> |  |
|--------------------------|--|
| 1.                       | Services Marketing - Zeithaml & Bitner   |
| 2.                       | Services Marketing: Integrating Customer Focus Across the Firm – Valarie A. Zeithaml |
| 3.                       | Services Marketing - Christopher Lovelock  |
| 4.                       | Service Marketing - Rampal & Gupta   |
| 5.                       | Essence of Services Marketing - Ardian Payne   |
| 6.                       | Services Marketing - S.M.Jha   |
| 7.                       | Services Marketing - Helen Woodruffe   |