

UNIVERSITY OF PUNE
Master Degree Course in 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 changing Business World
- b) To study and analyses the new industrial and commercial culture.
- c) To make aware the students for acquiring the knowledge of specialised subjects.
- d) To develop independent logical thinking and facilitate personality development.
- e) To equip the students for seeking suitable careers and entrepreneurship abilities.
- f) To study methods of Data collection and its interpretations
- g) To develop communication and analytical skills.

2) Duration of the Course:

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

3) Eligibility:

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

4) The Scheme of Papers:

The following will be the Scheme of papers: -

UNIVERSITY OF PUNE
Master Degree Course in Commerce - M. Com.
M. Com. Part I Course

| Subject Code | Semester I | Subject Code | Semester II |
|--------------|--------------------------|--------------|-----------------------------------|
| 101 | Management Accounting | 201 | Financial Analysis and Control |
| 102 | Strategic Management | 202 | Research Methodology for Business |
| 103 | Special Subject Paper I | 203 | Special Subject Paper III |
| 104 | Special Subject Paper II | 204 | Special Subject Paper IV |

M.Com.Part II Course

| Subject Code | Semester I | Subject Code | Semester II |
|--------------|--------------------------|--------------|---------------------------------------|
| 301 | Business Finance | 401 | Capital Market and Financial Services |
| 302 | A Industrial Economics | 402 | A Global Economic Environment |
| | OR | | OR |
| 302 | B Business Statistics | 402 | B Operations Research |
| 303 | Special Subject Paper V | 403 | Special Subject Paper VII |
| 304 | Special Subject Paper VI | 404 | Special Subject Paper VIII |
| | | | (Project Work/Case Studies) |

List of Special Subjects

List of Special Subjects with 8 papers is given below

(A student can select any one of the subject of the following which should be common for all Semesters.

103 A. Advanced Accounting And Taxation

Paper I : Advanced Accounting

Paper II : Income Tax

Paper III : Specialised Areas in Accounting

Paper IV : Business Tax Assessment & Planning

Paper V : Advanced Auditing

Paper VI : Specialised Auditing

Paper VII : Recent Advances in Accounting, Taxation and Auditing

Paper VIII : Project Work/Case studies

103 B. Advanced Cost Accounting And Cost Systems

Paper I : Advanced Cost Accounting

Paper II : Costing Techniques & Responsibility Accounting

Paper III : Application of Cost Accounting

Paper IV : Cost Control & Cost Systems

Paper V : Cost Audit

Paper VI : Management Audit

Paper VII : Recent Advances in Cost Accounting and Cost Systems

Paper VIII : Project Work/Case studies

103 C. Business Practices And Environment

Paper I : Organised Trades and Markets

Paper II : Business Environment & Policy

Paper III : Modern Business Practices

Paper IV : Business Environment Analysis

Paper V : Entrepreneurial Behavior

Paper VI : Entrepreneurship Development Pattern

Paper VII : Recent Advances in Business Practices and Environment

Paper VIII : Project Work/Case studies

103 D. Business Administration

Paper I : Production & Operation Management
Paper II : Financial Management
Paper III : Marketing Management
Paper IV : Financial Policies & Practices
Paper V : Human Resource Management
Paper VI : Organisational Behavior
Paper VII : Recent Advances in Business Administration
Paper VIII : Project Work/Case studies

103 E. Commercial Laws And Practices

Paper I : Information System & E-Commerce. Practices
Paper II : Intellectual Property Laws
Paper III : E-Security & Cyber Laws
Paper IV : Laws Relating to Copyrights & Design
Paper V : Laws Relating to International Business
Paper VI : WTO -Norms & Practices
Paper VII : Recent Advances in Commercial Laws and Practices
Paper VIII : Project Work/Case studies

103 F. Co-operation And Rural Development

Paper I : Co-operative Movement in India
Paper II : Organisation of Co-operative Business
Paper III : International Co-operative Movement
Paper IV : Management of Co-operative Business
Paper V : Co-operative Credit System
Paper VI : Co-operative Banking System
Paper VII : Recent Advances in Co-Operation and Rural Development
Paper VIII : Project Work/Case studies

103 G. Advanced Banking And Finance

Paper I : Legal Framework of Banking
Paper II : Banking Law and Practices
Paper III : Central Banking
Paper IV : Monetary Policy
Paper V : Foreign Exchange
Paper VI : International Finance
Paper VII : Recent Advances in Banking and Finance
Paper VIII : Project Work / Case studies

103 H. Advanced Marketing

Paper I : Marketing Techniques
Paper II : Consumer Behavior
Paper III : Customers Relationship Management and Retailing
Paper IV : Services Marketing
Paper V : International Marketing
Paper VI : Marketing Research
Paper VII : Recent Advances in Marketing
Paper VIII : Project Work / Case studies

5) Scheme of Teaching

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

6) Scheme of Examination

For each paper, there will be Mid Semester Examination of three 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 for each Semester. The candidate will be allowed to join Part II of M.Com. course irrespective of the number of backlog at the

First and Second Semester .

7) Project Work / Case Studies

a) For regular students Project Work is compulsory. The option of Case Studies is only for the students registered as an external student.

b) Project Viva -Voce will be conducted at the end of IV th Semester but before the Theory Examination. There will be an Internal and External Examiner appointed by the University and it will be conducted as per the University Programme.

c) Project Work will be of 100 marks which shall be divided as: -

Project Report Writing 60 Marks

Project Viva-Voce 40 Marks

Total 100 Marks

For External Students, there will be an Examination of 100 marks on Case Study at the end of IV Semester.

d) The Principal of the College shall pay the remuneration to the Internal and External Examiners and other non-teaching staff out of Examination grant, as per scale of remuneration prescribed by the University.

The Honorarium of Project guidance also to be paid as prescribed by the University.

e) Students will be required to prepare the Project Report based on the field work and studying the current trends under the guidance of his Project Guide. At the end of IV Semester the student will be examined in the Project Work as per the following:-

Project Work should be done individually by the candidate in consultation with Project Guide. Student should take guidance from Internal Guide and prepare Project Report in Two copies to be submitted to the concern teacher. The Project Report shall consist about 50 to 60 Pages.

8) Standard of Passing

A). Regular students: - A candidate is required to obtain 40% marks in each of course. It means passing separately at mid-semester and semester examination is compulsory.

B) External students: - A candidate is required to obtain at least 40% marks out of 100 in each course.

9) Award of Class

A. The class in respect of M. Com. Examination be awarded to the candidate on the basis of aggregate marks obtained by them in all the sixteen papers at the Semester I, II, III, IV together.

The Award of class shall be as under: -

| | |
|---------------------------------|------------------------------|
| 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 passing M. Com. Examination will be allowed for improvement of performance scheme. The class improvement scheme shall be continued. The improvement of performance shall be allowed only at the annual examination. The candidate after passing examination will be allowed to appear in the special subject after keeping necessary terms in the special subject only, for which a passing certificate will be issued.

10) Medium of Instruction

The use of Marathi for teaching as well as for writing answers except in the subjects

(a) Management Accounting (b) Financial Analysis & Control (c) Strategic Management (d) Business Statistics, (e) Advanced Accounting and Taxation (f) Advanced Cost Accounting and Cost Systems is allowed.

11) The 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 for old Course students and repeaters.

12) 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. However, in case of: A) Business Statistics B) Industrial Economics C) Co-operation and Rural Development D) Advance Banking and Finance and E) Research Methodology and Project Work- Papers-IV of each special subject, shall also the following qualifications be made applicable for the purpose of eligibility of teaching.

A) Business Statistics: M. Com M. Phil with Statistics or Statistical Methods 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 with 5 years degree teaching experience.

B) Industrial Economics M. Com., M. Phil with Business Economics/Economics of Industries and 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. (Research Background) with 5 years degree teaching experience or Post - Graduate Recognised teacher with 5 years degree teaching experience.

SEMESTER I
M.Com – PART - I Compulsory Paper
MANAGEMENT ACCOUNTING

Course Code: 101

Paper I

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 | <u>INTRODUCTION</u> Management Accounting – Meaning and Definition, Characteristics, Objectives, scope and functions of Management Accounting- Financial Accounting, Cost Accounting and Management Accounting- – Tools and Techniques of Management Accounting- Advantages and Limitations of Management Accounting –Installation of Management Accounting System- Management Accountant: functions and duties – Essential qualities. | 6 |
| 2 | <u>FINANCIAL STATEMENT ANALYSYS</u> Introduction-objectives of analysis of financial statement-tools of financial statement analysis- Multi –step income statement, Horizontal analysis, Common sized analysis, Trend analysis, <u>Analytical Balance Sheet.</u> | 4 |
| 3 | <u>RATIO ANALYSIS</u> Ratio Analysis-Meaning and rationale, advantages and limitations. Types of Ratios Liquidity Ratios, Solvency Ratios, Profitability Ratios, Efficiency Ratios, Integrated Ratios. | 8 |
| 4 | <u>FUND FLOW AND CASH FLOW STATEMENT</u> <u>A.</u> Meaning of Fund flow statement -Uses of fund flow statement, Funds Flow Statement and Income Statement. Preparation of Funds Flow Statement. <u>B.</u> Meaning of Cash flow statement- Preparation of Cash Flow Statement. Difference between Cash Flow Analysis and Funds Flow Analysis. Utility of Cash flow Analysis. Limitations of Cash Flow Analysis. | 12 |
| 5 | <u>WORKING CAPITAL MANAGEMENT</u> Concept and definition of working capital – Determination of Working capital – Assessment of Working Capital needs – Study of components of working capital, such as cash management, accounts receivable management and inventory management. | 12 |

| | | |
|----------|--|-----------|
| 6 | <p><u>RESPONSIBILITY ACCOUNTING</u> Meaning, objectives and structure of Responsibility Accounting as a divisional performance measurement. Types of Responsibility Centers: Cost/Expense Centers, Profit Centers, Investment Centers.</p> | 6 |
| | Total | 48 |
| | <p><i>List of Books Recommended for Study</i> 1. R. N. Anthony , G. A. Walsh: Management Accounting 2. M. Y. Khan. K. P. Jain: Management Accounting 3. I. M. Pandey: Management Accounting (Vikas) 4. J. Betty: Management Accounting 5. Sr. K. Paul: Management Accounting 6. Dr. Jawaharlal: Management Accounting 7. S. N. Maheshwari: Principles of Management Accounting 8. Ravi M. Kishore: Financial Management (Taxmann, New Delhi) 10. Richard M. Lynch and Robert Williamson: Accounting for Management Planning and Control 11. Ravi Kishor: Advanced Management Accounting (Taxmann)</p> | |

**M.Com Part-I
SEMESTER –I
STRATEGIC MANAGEMENT**

Total Marks: 100

Course Code: 102

Objective:

To enable the students to develop an understanding of the basic inputs in making and implementing corporate strategic decisions.

To familiarize the students with the issues and practices involved in corporate decisions.

| Unit No | Name of the Topic | Periods |
|----------------|---|----------------|
| 1 | <u>Nature and Scope of Strategic Management:</u> Characteristics, Dimensions – Approaches to Strategic Decision Making, Strategic Management Process – Components of Strategic Management Model, - Policy & Strategic Management, Strategic role of Board of Directors and Top Management, Strategic Implications of Social and Ethical Issues. | 6 |
| 2 | <u>Strategy Formulation and Strategic Analysis:</u> Company’s Goals, Mission and Social Responsibility, Vision – Objectives Analysis of Board Environment – External Environment Factors Economic, Social, Political, Ecological, International, Industrial – Competitive Forces and Strategy, Industry Analysis (Michael Porter’s Model) Analysis of Strategic advantage, - Resource Audit, Value Chain Analysis, Core Competencies, SWOT Analysis, Analysis of Stakeholders Expectations. | 10 |
| 3 | <u>Strategic Planning:</u> Conceptual Understanding of Strategic Plan, - Meaning, Stages (Steps), Alternatives, Advantages and Disadvantages of Strategic Planning, How to make it effective?. | 6 |
| 4 | <u>Strategic Choices/Options:</u> Generating Strategic Alternatives, Strategic Options at Corporate (Company) Level – Stability, Growth and Defensive Strategies, External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance, Evaluation of Strategic Alternatives, - Product Port Folio Models, Selection of Suitable Corporate Strategy. | 6 |
| 5 | <u>Strategy Implementation:</u> Implementation Issues, Planning and Allocating Resources, – Financing Planning, Manpower Planning, Organizational Structures, - Factors affecting choice of structure, Degree of Flexibility and Autonomy. | 8 |

| | | |
|---|---|---|
| 6 | <p>Functional Strategy: i) Marketing Strategy – Nature, Significance, Formulating Marketing Strategy, ii) Production Strategy – Need, Formulation of Production of Strategy for an organization. iii) Research and Development (R&D) Strategy –Need, Formulating R and D Strategy iv) Human Resource (HR) Strategy – Acquisition of Human Resources, motivation and maintenance of HR v) Financial Strategy – Need, Financial Objectives, Making Strategic Financial Decisions vi) Logistics Strategy</p> | 8 |
| 7 | <p>Strategic Review: Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring, Business Process Reengineering, Benchmarking, TQM, Six Sigma</p> | 6 |
| | <p>Books Recommended: 1. From Strategic Planning to Management -By Ansoff M. Igor, R. P. Declorch, R. I. Hayes (Willey 1976) 2. Cases in Strategic Management – By Buddhiraja S. B. and M. B. Athreeya (TMH Publishing Company, New Delhi, 1996) 3. Business Policy:Strategic Planning and Management, By Ghosh P. K.8th Edition Sultan Chand and Sons, New Delhi 4. Strategic Management -Formulation, Implementation and Control By John A PearceII, Richard B. Robinson Jr. 9th Edition (The Mc-Graw Hill Companies) 5. Management Policy and Strategic Management (Concepts, Skills and Practices) By R. M. Srivastava, Himalya Publishing House 6. Contemporary Strategy Analysis By Grant Robert M. 2nd Edition Blackwell Publisher (USA) 7. Strategic Management of Organizations and Stakeholders –Concepts and Cases By Harrison and St. John, South western College Publishing, Ohio, USA-1998 8. Strategic Management By Hunger, J. David and Thomas Wheelar, 6th Edition, Addison Wesley Longman Inc., USA 9. Strategic Management Concepts and Cases By J. Thomson, Athur and M. J. Strickland – III, McGraw Hill 2001 10. Strategic Management -By Miller A , McGraw Hill 1998 11. Strategic Management -By Hitt MA et.al, South Western, 2001 12. Essence of Strategic Management –By Bowman, Cliff, Prentice Hall N. J.</p> | |

A - ADVANCED ACCOUNTING AND TAXATION

Course Code: 103

PAPER I - ADVANCED ACCOUNTING**Objectives:**

- i. To lay a theoretical foundation of Accounting and Accounting Standards**
- ii. To gain ability to solve problems relating to Company Accounts, Valuations and special types of situations.**

| Unit No | Name of the Topic | Periods |
|----------------|---|----------------|
| 1 | <u>INTRODUCTION</u> Conceptual framework of Accounting – Accounting environment - Concept of accounting theory - Role of accounting theory - Classification of accounting theory - Approaches to accounting theory - Accounting Standards - Generally Accepted Accounting Principles - Selection of Accounting Principles – Professional Development of Accounting in India. | 8 |
| 2 | <u>COSOLIDATED FINANCIAL STATEMENTS</u> Consolidated Accounts of Holding and subsidiary Companies – Consolidation – Inter Company transactions – Issue of Bonus Shares – Revaluation of Fixed Assets – Debentures and Preference Shares of subsidiary Company- Dividend – (Holding company with two subsidiaries only to be studied). AS.21. | 10 |
| 3 | <u>LIQUIDATION OF COMPANY:</u> Preparation of Statement of affairs including deficiency /surplus account. | 4 |
| 4 | <u>VALUATION OF SHARES AND GOODWILL</u> A. Valuation of Shares – Need for valuation – Methods of valuation of shares – Net Asserts method, Dividend yield method, Earning yield method, Return on Capital method, Price/Earning method and Fair value method. B. Valuation of Goodwill – Need for valuation – Methods of valuing Goodwill – Number of Years purchase of average profits method, Capitalization method – Annuity method – Super profits method. | 10 |
| 5 | <u>LEASE ACCOUNTING</u> Concept of Leasing: Important Steps in Leasing. Advantages and disadvantages of Leasing. Types of Leasing- Finance Lease- Operating Lease. Accounting treatment of Finance Lease and of Operating Lease. Sale and Leaseback. | 8 |
| 6 | <u>BRANCH ACCOUNTS</u> Branch Accounts: Independent Branches- Accounting at Head Office-Accounting at Branch- Some Special Transactions. Foreign Branches- Rules of converting Trial Balance of the foreign Branch in Head Office Currency | 6 |
| | Total | 48 |

Notes:

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

List of Books Recommended for Study

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

1. Objective:

i. To gain knowledge of the provisions of Income - tax including Rules pertaining there to, relating to the following topics

ii. To develop ability to calculate taxable Income of ‘Individual’ and ‘Hindu Undivided Family’ assessee

INCOME TAX ACT, 1961

| Unit No | Name of the Topic | Periods |
|----------------|--|----------------|
| 1 | <u>INTRODUCTION</u> History of Income Tax in India – Fundamental Concepts and definitions under Income Tax Act, 1961 – Rates of taxes – Basis of charge – Residential status and scope of total income –Income Exempt from tax – Capital & Revenue | 6 |
| 2 | <u>HEADS OF INCOME: SALARIES & HOUSE PROPERTY A. Salaries:</u> Chargeability -Allowances and Taxability – Perquisites – Valuation of perquisites – Provident Funds – Deduction from salaries (Theory & Advanced problems). <u>B. Income from House Property:</u> Annual Value-Self occupied property and let out property – deemed to be let out property – Permissible deductions. (Theory & Advanced problems). | 8 |
| 3 | <u>HEADS OF INCOME: BUSINESS & PROFESSION</u> <u>Profits & Gains of Business or Profession:</u> Meaning of Business Profession and Vocation-deductions expressly allowed – Depreciation –Specific disallowances – Method of accounting – Maintenance of Books of Account – Audit of Accounts [Theory & Problems] | 10 |
| 4 | <u>HEADS OF INCOME: CAPITAL GAINS & OTHER SOURCES:</u> <u>A Capital Gains:</u> Business Research Methods <u>B. Income from Other Sources:</u> Chargeability – Deductions – Amounts not deductible. | 8 |
| 5 | <u>COMPUTATION OF TAXABLE INCOME</u> Clubbing of income – Set off and carry forward of losses – Deductions from Gross Total Income – Computation of Taxable Income of an Individuals and Hindu Undivided Families. (Theory & Problems) | 10 |
| 6 | <u>ASSESSMENT OF FRINGE BENEFITS:</u> Taxable entities, Fringe Benefits and their Valuation, Rate and Payment of Fringe Benefits Tax. (Theory & Problems) | 4 |
| | Total | 48 |

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.

List of Books Recommended for Study

1. Dr. Vinod Singhania: Direct Taxes, Law and Practice

2. Dr. Bhagawati Prasad: Direct Taxes

3. Girish Ahuja and Ravi Gupta: Direct Taxes

4. T. N. Manoharan: Hand Book of Income Tax Laws

5. B.B.Lal & N.Vashisht: Direct Taxes (Pearson)

6. S. S. Gupta: Service Tax (Taxmann)

7. R. Mohan Lavis : Service Tax (Bharat Publishers, New Delhi)Jaico Publishing House

B: ADVANCED COST ACCOUNTING AND COST SYSTEMS
Semester I
103 Advanced Cost Accounting Paper - I

Objective: To provide adequate knowledge on cost accounting practices.

Level of knowledge - Advanced

Overview of basic concepts in Cost Accounting

| Unit No | Name of the Topic | Periods |
|----------|--|-----------|
| 1 | Elements of costs: Elements of cost Material, Labour and Overheads. Material : Material Purchase procedure, storage and inventory Control | 10 |
| 2 | Labour : Classification of Labour, Principles and Methods of Remuneration, Accounting of Labour cost, Job evaluation and Merit Rating. | 10 |
| 3 | Overheads : Meaning, Classification, allocation, Apportionment and absorption, accounting of overheads. | 10 |
| 4 | Methods of Costing 2.1) Job costing, Batch costing, Unit costing, 2.2) Contract costing, Process costing, operating costing, farm costing | 12 |
| 5 | V Life cycle costing: Introduction – Product Life cycle – Phases and Characteristics of Product Life Cycle – Stages of Product Life Cycle – Product Life Cycle Costing – Features and benefits of Life Cycle Costing | 6 |
| | Total | 48 |
| | <p>Note: 50% Marks for Theory and 50% Marks for Practical problems.</p> <p>Areas of Practical Problems</p> <p>i) Accounting of overheads</p> <p>ii) Methods of Costing</p> <p>List of Books, Journals recommended for Study.</p> <p>1. Ravi Kishor : Advanced Cost Accounting and Cost Systems Taxman's Allied Services Pvt. Ltd. New Delhi</p> <p>2. N.K. Prasad : Principles and Practice of Cost Accounting Book Syndicate Pvt. Ltd. Calcutta</p> <p>3. Prof. Subhas : Practice in Advanced. Costing and Management Jagtap Accounting Niraii Prakashan, Pune</p> <p>4. Malz, Curry : Cost Accounting - Taraporwalla. Frank</p> <p>5. Hom R Green : Cost Accounting, Management Emphasis PreticHall of India Pvt. Ltd.</p> <p>6. S.P. Iyengar : Cost Accounting Principles and Practice Sultan Chand and Sons, New Delhi</p> <p>7. Ravi Kishor : Student's Guide to Cost Accounting Taxmarin's, New Delhi</p> | |

| | | |
|--|---|--|
| | <p>8. M.N. Arora : Cost Accounting Principles and practice Vikas Publishing House Pvt. Ltd., New Delhi.</p> <p>9. S.N. Maheshwari: Cost Accounting Theory and Problems Mittal Shree Mahvir Book Dept. New Delhi.</p> <p>10. B.S. Khanna : Cost Accounting Principles and Practice.</p> <p>11. V.K. Sexena :Cost Accountant Textbook –Sultan Chand and Sons, New Delhi.</p> <p>12. John Hs : 1) Management Accountant - ICWA of India Calcutta 2) Chartered Accountant - ICA of India New Delhi.</p> <p>13. ICWA: 1) Introduction of Costing System Publication 2) Inventory Control. 3) Getting Ready for Maintenance of Cost Records. 4) Activity Based Costing.</p> <p>14. Cost Accounting : Bhatta HSM,Himalaya Publication</p> <p>15. Cost Accounting : Prabh Dev, Himalaya Publication</p> <p>16. Advanced Cost Accounting :Made Gowda,Himalaya Publication</p> <p>Website: www.myicwai.com</p> | |
|--|---|--|

Semester I
ADVANCED COST ACCOUNTING AND COST SYSTEMS
Costing Techniques & Responsibility Accounting
Paper - II

Course Code: 104

Objective:

**To equip the students for designing and
Implementing cost control, cost reduction programme and different cost system.**

Level of knowledge - Advanced Techniques of Costing

| Unit No | Name of the Topic | Periods |
|----------|---|-----------|
| 1 | <u>Budgeting & Budgetary Control –</u> Types of Budget, Key and limiting factor, Fixed and Flexible Budget, Cash Budget, Zero Base Budget (ZBB) | 12 |
| 2 | <u>Standard Costing –</u> concepts of Standard costs, setting up of standards: Variance analysis - Material Labour, Overheads Sales and Profit | 12 |
| 3 | <u>Uniform Costing-</u> Reasons for differences in Cost and Costing Practices. The application of Uniform Costing, Advantages and limitations of Uniform Costing. | 6 |
| 4 | <u>Inter Firm Comparison-</u> Meaning, Advantages and Dis advantages | 6 |
| 5 | <u>Responsibility Accounting and Reporting-</u> Definition, Meaning, Principles, Controllable and Non-controllable costs, Centers of Control, Cost Centers, Revenue Center, Responsibility Center, Profit Center, Performance Measurement. Reporting to different levels of Management. | 12 |
| | Total | 48 |
| | <p>Note: 50% Marks for Theory and 50% Marks for Practical problems.</p> <p>Areas of Practical Problems</p> <p>i) Budgetary Control ii) Standard costing</p> <p>List of Books, Journals recommended for Study.</p> <p>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 Niraii 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</p> | |

- | | |
|---|--|
| <p>7. Ravi Kishor : Student's Guide to Cost Accounting Taxmarin's, New Delhi</p> <p>8. M.N. Arora : Cost Accounting Principles and practice Vikas Publishing House Pvt. Ltd., New Delhi.</p> <p>9. S.N. Maheshwari: Cost Accounting Theory and Problems Mittal Shree Mahvir Book Dept. New Delhi.</p> <p>10. B.S. Khanna : Cost Accounting Principles and Practice.</p> <p>11. V.K. Sexena :Cost Accountant Textbook –Sultan Chand and Sons, New Delhi.</p> <p>12. John Hs : 1) Management Accountant - ICWA of India Calcutta 2) Chartered Accountant - ICA of India New Delhi.</p> <p>13. ICWA: 1) Introduction of Costing System Publication 2) Inventory Control. 3) Getting Ready for Maintenance of Cost Records. 4) Activity Based Costing.</p> <p>14. Cost Accounting : Bhatta HSM,Himalaya Publication</p> <p>15. Cost Accounting : Prabhu Dev, Himalaya Publication</p> <p>16. Advanced Cost Accounting :Made Gowda,Himalaya Publication</p> <p>Website: www.mycwai.com</p> | |
|---|--|

M. Com. Part I
C - Business Practices and Environment
Semester I
Paper I - Organised Trade and Markets

Course Code: 103

| Unit No | Name of the Topic | Periods |
|----------|--|----------|
| 1 | <u>Introduction: -</u> Nature and scope of Business in the modern context- Objectives of Business-Study of various policies- Product buying ,selling price and Credit policies. | 8 |
| 2 | <u>Service Sector: -</u> Role, importance and development of Service Sector in India- Business Practices with reference to E-Commerce. | 8 |
| 3 | <u>State in Trade: -</u> Concept of State Trading –Arguments for and against State Trading-Role of State Trading Corporation(STC) and Food Corporation of India (FCI) -State and privatisation of trading Activities. | 8 |
| 4 | <u>Organised and Regulated Markets: -</u> Meaning and importance- Features of Organised Commodity Markets and Regulated Markets-Produce Exchanges – Meaning, Organisation and Management, Objectives and Services offered-Produce Exchanges in India-Forward Markets-Meaning and importance. | 8 |
| 5 | <u>Co-operative Marketing: -</u> Co-operative Marketing-objectives-Need-features-structure-Functions-Advantages-and Working. | 8 |
| 6 | <u>Security Markets:-</u> Meaning-functions-structure-constitution and management – Listing of securities-Price fluctuations-Regulations and control- Role of Securities Exchange Board of India (SEBI)-its guidelines-Stock Exchanges in India. | 8 |
| | <i>Recommended Books:-</i> 1. Principles of Business , Acharya,Govekar, A.R.Sheth & Co. Organisation 2. Principles and Practice of Marketing Mamoria Joshi Kitab Mahal 3. Regulated Markets W.R.Natu 4. Marketing CO-operative, G.S.Kamat, Way Maharashtra State Co-opUnion 5. Future Trading and Control Ram Desai 6. Bombay Money Market , H. parekh 7. Commodity Marketing and , P.L.Gadgil, Shubhada Saraswat Distributed Trade Pune | |

M.Com. Part I
C - Business Practices and Environment
Semester I
Paper II Business Environment and Policy

Course Code: 104

| Unit No | Name of the Topic | Periods |
|----------|--|----------|
| 1 | Business Environment - Meaning ,Importance, Nature and scope of Environment-Levels of Environment-Macro environment – International Business Environment. | 8 |
| 2 | Environment –Various approaches-various aspects- Natural, Social, Economical, Political, Educational, Technological, Legal and Cultural . | 8 |
| 3 | Business Environment in India –before independence and after independence -Globalisation and its impact on business environment in 21st century | 8 |
| 4 | The Economy- its analysis and functioning of economic systems – Market economy system-Profile of Indian Economy-Its growth and Economic Reforms. | 8 |
| 5 | Problems of growth –unemployment, Poverty, regional imbalance, Social injustice, Inflations, Parallel economy, Lack of technical knowledge and information. | 8 |
| 6 | Business Environment and problems of pollution-Types of pollution-Water, Air and Noise-sources and effects-various measures for controlling the pollution | 8 |
| | <p><i>Recommended Books: -</i></p> <p>1. Global Economy and Business Environment Francis Cheranilan Himalaya publishing house Text & Cases (Edn 2001)</p> <p>2. Business Environment Chllaaghan, Ellison Edward Arnold</p> <p>3. Economic Enviroment of Business SYBA k Misha, Puri Himalaya publishing house</p> <p>4.Indian Business trough ages FICCI Oxford University Press</p> | |

M. Com
D - Business Administration
(Semester-I)

Total Marks: 100

Course Code: 103

Paper I – Production and Operations Management

Objective: -

To impart knowledge regarding production and management techniques, process, tools, and acquaint the students with the knowledge of marketing functions, techniques and strategies. On successful completion of this course (Syllabi) a student will

- 1) Acquaint himself with the functioning of Production Department, will understand production activities, processes, operations
- 2) He will be conversant materials planning and resources, techniques of inventory control and quality management.

| Unit No | Name of the Topic | Periods |
|----------------|--|----------------|
| 1 | <u>Introduction to Production & Operations Management</u> Meaning & Functions, Types of Production Systems Mass Production/Flow line, Continuous, Intermittent, Batch production, Job Lots etc, Service Systems, - Recent trends in production and service system Plant layout – Objectives, basic principles, types, Safety considerations and environmental aspects. | 10 |
| 2 | <u>Product Design and Development</u> Product Design – Meaning – Responsibility, factors, determining the design characteristics of good design, Production Department Stages of Product Design, Factor responsible for product development, tools of product development, product planning, standardization, simplification and diversification. Techniques of Product Development. | 7 |
| 3 | <u>Production Planning & Control</u> Production Planning and Control – Meaning, objectives, important procedures, Production Planning, Routing, Scheduling, ERP integrated system Dispatch, follow up, production control -meaning, objectives – factors – factors affecting production control, problems and cases | 7 |
| 4 | <u>Materials Management</u> Materials Requirement Planning ,Meaning – scope, Purchasing, -function – Purchase procedure, Store keeping – function – objectives Inventory control in Materials Management – Importance, Objectives, and Methods and Techniques. | 5 |
| 5 | <u>Logistic</u> Meaning Importance and scope of logistic management Logistics Subsystems – warehousing, Inventory Control, Material Handling, Order Processing, Transportation Logistics and cost control JIT technique, Spare parts Management Computerization | 5 |

| | | |
|---|--|----|
| 6 | <p><u>Quality Management and Productivity</u> Meaning, measurement, techniques, factors affecting productivity measures to boost productivity – ISO 9000 to ISO -4000 – role of NPC Effects of liberalization & globalization on operations management Problems of rationalization, automation, and computerization. Preventive Maintenance, Inspection and Quality Control, Kizen five s’-GMP (Good Manufacturing Practices) Quality Circles, TQM</p> | 14 |
| | <p><i>List of Books Recommended: -</i> 1. Production and operation Management – By B. S. Goel (Pragati Prakashan) 2. Production and Operations Management – By S. N. Chary (Tata Mcgraw Hill) 3. Modern Production and Operation Management -By Elword Buffa 4. Production Planning and Inventory Control –By Magee Budman (Tata Mc Graw Hill) 5. ISO 9000 – A manual for TQM – By Suresh D. Saurabh (S. Chand Publication) 6. Essentials of Business Administration By K. A. Shantappa 7. A Key of Production Management – By Kalyani Publication, Lundhiyana</p> | |

M. Com
D - Business Administration
(Semester-I)

Total Marks: 100

Course Code: 104

Paper II – Financial Management

Objective:-

- 1) To develop ability to analyse and interpret various tools of financial analysis and planning.**
- 2) To gain knowledge of management and financing of working capital.**
- 3) To understand concepts relating to financing and investment decision.**

| Unit No | Name of the Topic | Periods |
|----------------|--|----------------|
| 1 | <u>Introduction</u> Meaning & definition of Financial Management, Role of Finance Manager, Goals of Financial Management, Financial systems (in India) – Financial Assets, Financial Markets, Financial Intermediaries, Regulatory infrastructure (RBI,SEBI), Trends in Indian Financial System | 10 |
| 2 | <u>Investment Decisions</u> Capital Expenditure Decisions, Capital budgeting-purpose, process, types of capital investment decisions, capital budgeting techniques, capital rationing, Investment Decision Methods – Average Rate of Return (ARR), Pay Back, Internal Rate of Return(IRR), Present Value Approach | 10 |
| 3 | <u>Financial Statements and Financial Analysis</u> Financial Statements – Concept, their anatomy, Balance Sheet and its utility, Income Statement and its utility, limitation of financial statements. Financial Analysis –Types of analysis, utility, Techniques of Financial Analysis Fund Flow Analysis | 10 |
| 4 | <u>Ratio Analysis</u> Nature of ratios – significance of ratios as tools of analysis, limitations, various ratios – Liquidity Ratios, Leverage Ratios, Activity Ratios, Profitability Ratios, Invisibility Ratios | 6 |
| 5 | <u>Management of Working Capital—I (Overview)</u> Nature of working capital, understanding working capital management- its significance –circular flow concept, Factors affecting working capital requirements Financing of working capital | 6 |
| 5 | <u>Management of Working Capital—II (Cash, Inventory and Receivables Mgt.)</u> Problems of Managing cash, strategies of cash management, allocation of funds between cash near cash assets, finance manager and inventory management – determining optimum level of inventory, problems receivables management, its goals, formulating suitable credit policy, designing collection policy | 8 |

List of Books recommended for Studies: -

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
Syllabus w.e.f. 2008-09
E - Commercial Laws and Practices

Marks 100

Semester – I

Paper – I : Information System and E-commerce Practices

Objectives

1. To impart knowledge about E-commerce and to make the students familiar with ECommerce and E-Commerce strategy, Technologies and Applications
2. To get acquainted with the concepts and application of Information Technology in Businesses.

| Unit No | Name of the Topic | Periods |
|----------|--|-----------|
| 1 | <u>Introduction to E-Commerce</u> History meaning and scope of E-commerce – Definition of E-commerce – Advantages/Benefits of E-commerce - Technical and Non-technical limitations of E-commerce. | 8 |
| 2 | <u>Application of E-commerce</u> Basic in E-commerce – Introduction to E - commerce Modules – B2B Modules, Advantages and disadvantages of B2B – B2C Modules – Electronic Retailing and malls. The process of electronic shopping, Electronic Catalogs, interactive advertising and marketing – Benefits and limitations of internet advertising – Impact of E- commerce on business opportunities in E- commerce. | 10 |
| 3 | <u>Inter organization and global information system</u> Type of organizational system – Global information system – benefits of global information system – Introduction to electronic data inter change [EDI] [EDI definition, benefits of EDI, limitations of EDI, EDI transaction and EDI Application.] Electronic fund transfer and Inter organisationed system. | 8 |
| 4 | <u>Internet, Intranets and Extranets</u> Introduction to Internet – Definition of Internet – Components of Internet – Business use of the Internet – Categories of Internet – Introduction to Intranet – Definition of Intranet – Advantages and disadvantage of Intranet – Components of Internets Information Technology Structure – Introduction to Extranet – Definition of Extranet – Application of Extranet – Relationship between Internet, Intranet and Extranet – Difference between Internet and Extranet | 8 |

| | | |
|---|---|---|
| 5 | <p><u>E-commerce Supporting Functions</u> Purchase and sale procedure Supply Chain Management [SCM], Definition of SCM – Value chains in e-commerce, Value chain management – Electronic Payment system authentication of payment, mode of payment. Electronic credit and debit cards, smart cards and electronic cash – digital signature, electronic certificate, secure electronic transaction protocol.</p> | 8 |
| 6 | <p><u>Portals and Gateway</u> Introduction to Portals – Definition of Portal – Function of Portals – Portal Technologies – Features of Portals – Portals in India – Advantages of Portals – Electronics Commerce Portals – Introduction to Gateway – Proxy Application Gateway – Proxy Gateway Advantages – EDI Gateways – Payment Gateways.</p> | 6 |
| | <p><i>Books Recommended</i> 1. E-commerce – C.S.V. Murthy, Himalya Publishing House 2. E-commerce – Devid Whiteley – McGraw Hill 3. Guide to Cyber Laws – By Rohnay D. Ryder [Wadhwa, Nagpur] 4. E-commerce – P. Joseph – PHI 5. E-commerce – The cutting edge of business – K. Bajaj and Nog TMH. 6. Information Technology in business – J.A. Senn – Prentice Hall 7. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing Co. 8. Text book on Intellectual property rights – N.K. Acharya, Asia Law House.</p> | |

M.Com. Part-I
Syllabus w.e.f. 2008-09
E : Commercial Laws and Practices

Marks 100

Semester – I
Paper – II: Intellectual Property Laws

Objectives

- 1. To understand the nature, importance of Intellectual Property and Protection of Intellectual Property**
- 2. To get acquainted with various Intellectual property Laws and Rights**
- 3. To make the student familiar to Intellectual Property.**

| Unit No | Name of the Topic | Periods |
|----------|---|-----------|
| 1 | <u>Intellectual Property</u> Basic concepts of Intellectual property Laws – Nature of Intellectual property – commercial exploitation of Intellectual property – Enforcement of rights and remedies against infringement – Intellectual property and economic development – Intellectual property and cultural development – Intellectual property rights [meaning and forms of IPR] International Convention – world court [Functions] | 12 |
| 2 | Patents: (Introduction and Procedure) Historical overview of Patent law – meaning and purpose of patent – Application of Patent [Joint application, application by firm & company by employer by foreigner, by Indian Citizen] Advantages of Patent to inventor – Patentable and non-patentable inventors – Procedure for obtaining Patents – rights and obligations of Patent holder [Patentee]. | 8 |
| 3 | Patents (Infringement and Authorities) Meaning of Infringement – Acts of Infringement – Suit and Defence against Infringement Reliefs for Infringement – Offences and Penalties – Patent office [Jurisdiction] – Appellate authorities – Powers and obligations of Central government – Unfair Practices - Patent Agent – [Qualifications, Rights, Disqualification for registration as a Patent Agent] | 6 |
| 4 | Trademark (Introduction and Procedure) Meaning of trademark – functions of trademark – evolution and objects of trademark Law –Registration procedure of trademark-Licensing in trademark – Different forms of protecting trademark Forms of protecting trademark and goodwill – False Trade descriptions – Falsification of Trade Marks – Assignment and Transmission of Registered Trade Marks. | 6 |
| 5 | <u>Trade Mark (Infringement and Authorities)</u> Infringement of Trade Marks – Remedies against Infringement – Offences and Penalties – Authorities Under (Power and Functions of Registrar) – Trade Mark Agent – Appellate Board (Procedures and Powers) | 8 |

| | | |
|---|--|-----------|
| 6 | <u>Protection of Biodiversity (Biological Diversity Act 2002)</u> Need and purpose – salient features – Definitions – Obtaining Biodiversity Material – Regulation – National Biodiversity Authority, State Biodiversity Authority (Powers) – Concepts of Benefit sharing – Obligations of the Government - heritage Sites – Offences and Penalties. | 08 |
| | Total | 48 |
| | <i>Books Recommended:</i> 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

Semester –I

F - Co-operation and Rural Development

Revised From June 2008

Co-operative Movement in India: Paper I

Marks : 100

Course Code :103

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 | <u>Co-operation Movement in India:</u> Evolution of Co-operative Movement in the India - Pre and Post Independence period - Indian planning and Co-operatives – Globalization and Co-operative | 10 |
| 2 | <u>Co-operative Legislation in India:</u> Study of Maharashtra state co-operative societies act 1960 and rules 1961 with up to date amendment in connection with <ol style="list-style-type: none">a. Registrationb. Members and their rightsc. Properties and fundsd. Managemente. Audit enquiry inspection & supervisionf. Settlement of disputesg. Liquidationh. Appeal revision & Review | 10 |
| 3 | <u>Government Control Over co-operatives Legal, Administrative</u> | 10 |
| 4 | <u>Reports of various committees on Co-operation:</u> All India Rural Credit Survey Committee (AIRCS), Rural Credit Review, Report of Committee on inauguration of Co-operative Credit CRAFTICAD Report Committee on Co-operative administration Mirdha Committee Report, Godbole Report, Dubhashi Report Vaidyanathan Committee Report. | 12 |

| | | |
|----------|---|-----------|
| 5 | Institutional Support to Co-operatives NABARD ,NCDC, Maharashtra Rajya Sahakari Bank | 10 |
| | Total Periods | 48 |
| | <i>List of Books Recommended for Study</i> 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.Gangadhar Kayande Patil Sahakar- Chaitany Publication Nasik 7 Prof L.P.Wakale and Dr.G.H.Barhate -Sahakari Vikas- Sheth Publishing Mumbai | |

M.Com Part - I
Paper- I
G - Advanced Banking and Finance
Law and Practice of Banking in India

Course Code: 103

- To acquaint the students with legal framework in which the Indian banking is working today.
- To make the students aware about the latest developments in the field of banking law.
- To enable the students to understand modern banking practices.
- To enable the students to establish a link between the legal provisions and the practical aspects of banking.

FIRST SEMESTER

Paper I - Legal Framework of Banking

| Unit No | Name of the Topic |
|---------|--|
| 1 | <p><u>Banking Regulation Act, 1949</u> Provisions relating to: Definition (Sec -5) Functions of banking companies (Sec -6) Restrictions on business of banking companies (Sec -8, 19 and 20) Powers of the RBI (Sec -21, 35 and 36 to 36 AD) Winding up of a banking company (Part III and III-A of the Act) Applicability of the act to cooperative banks (Sec- 56).</p> |
| 2 | <p><u>The Negotiable instrument Act, 1881</u> Provisions relating to: Definition of negotiable Instrument (Sec- 13), Promissory note (Sec -4), Bill of exchange (Sec -5), and Cheque (Sec -6), Comparative Study of Negotiable Instruments Parties to negotiable instrument (Section -7), Holder (Sec -8), Holder in due course (Sec -9), Payment in due course (Sec -10), Negotiation (Sec -14), Endorsement (Sec -15), Dishonour of Negotiable Instruments (Sec -91-92), Noting and Protest (Sec -99-104-A), Penalties in case of dishonour of certain cheques for insufficiency of funds in the account (sections 138 to 147).</p> |
| 3 | <p><u>A) The Reserve Bank of India Act, 1934</u> Provisions relating to: Incorporation, Capital management and Business (Sec 3 to 19) Central Banking functions ((Sec -20 to 45): Regulatory and Supervisory Collection and furnishing of credit information (45 A to 45 G) Penalties (Sec 58 B to 58 -G), Changing role of the RBI. B) The Foreign exchange Management Act, 1999 Provisions relating to: Preliminary (Sec 1-2), Regulation and management of foreign exchange (Sec 3 to 9) Authorised</p> |

| | |
|----------|---|
| | <p>person (Section 10 to 12)</p> <p>Contravention and penalties (Section 13 to 15)</p> <p>Adjudication and appeal (Sections 16 to 21 and sections 34-35)</p> <p>Directorate of enforcement (section 36 to 38).</p> |
| 4 | <p><u>A) Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002</u></p> <p>Provisions relating to: Preliminary (Section 1 and 2)</p> <p>Regulation of securitisation and reconstruction of financial assets and financial institutions (Section 3 to 12 A)</p> <p>Enforcement of security interest (Section 13 to 19)</p> <p>Central registry (Section 20 to 26) Offences and penalties (Section 27 to 30) Miscellaneous (Section 31 to 41)</p> <p>Relevant amendments between 2004 and 2008</p> |

M.COM.PART-1
SPECIAL PAPER - 2
G - ADVANCED BANKING AND FINANCE
Paper III - CENTRAL BANKING

Course Code 103

- To study the functions of central bank
- To understand monetary policy and its instruments

FIRST SEMESTER
CENTRAL BANKING

| Unit No | Name of the Topic |
|---------|---|
| 1 | <p><u>Evolution of central banking</u> Origin and evolution of central banking. Need and rationale of central bank. Evolution of Reserve Bank of Indian (R.B.I.)</p> |
| 2 | <p><u>Unit II The Reserve Bank of India as currency authority and banker to Government</u> A) The Reserve Bank as currency authority : - Issue of currency notes - Asset backing for note- issue - Distribution of currency - Currency chests - Recent developments in currency management. B) The Reserve Bank as banker to Government : - Maintenance of Government accounts. - Banker to the Central Government and the State Governments - Management of public debt</p> |
| 3 | <p><u>Unit III Regulation and supervision of Reserve Bank over Commercial banks.</u> Regulation and supervision over commercial banks: - Licensing of banks - Opening of new banks - Branch Licensing - Foreign banks - Cash reserves and liquid assets - Prudential norms, capital and reserves - Control over methods of operation - Para banking activities - Control over management - Annual accounts and audit - Subsidiaries of commercial banks - Credit Information Bureau - Insurance - Inspection of banks : Board for financial Supervision (BFS) and system of inspection.</p> |
| 4 | <p><u>Unit IV Non-banking financial companies (NBFCs)</u> - Regulatory framework for NBFCs: - Measures for supervision over NBFCs.</p> |

**H - ADVANCED MARKETING
SEMESTER – I
Paper I - Marketing Techniques**

Marks: 100

Objectives: To study and critically analyze the basic concepts & techniques in Marketing

| Unit No | Name of the Topic | Periods |
|---------|--|---------|
| 1 | <p><u>INTRODUCTION</u> Evolution of Marketing – Components of Marketing, Functions of Marketing, Significance of Marketing, Relevance of Marketing in developing economy. Marketing organization and Environment – Meaning, Scope, importance and different forms of organization, Marketing Environment – Meaning factors, Internal and external Marketing organization</p> | 8 |
| 2 | <p><u>MARKETING MIX & PRICE MIX</u> Definition, meaning elements and importance of marketing mix, Product mix – Product Planning and development product testing. Product Life Cycle – Managing the product in product life cycle. Branding and Packaging – Meaning, Need, objectives and factors influencing pricing decision, pricing method.</p> | 8 |
| 3 | <p><u>PROMOTION MIX & PHYSICAL DISTRIBUTION</u> Elements of promotion mix, Sales promotion system. Recent trends in promotion strategy, marketing communication. Physical Distribution – Definition, Characteristics, Intermediate - Type of Channel – factors considered in Channel decision, Direct selling shopping malls etc. New Product Decision Process - Types of new products - Test Marketing a new product</p> | 8 |
| 4 | <p><u>SALESMANSHIP & ADVERTISING</u> Meaning, elements, importance of sales organization. Sales forecasting and budgeting – Qualities of good salesman. Role of sales manager. Advertising – Setting the advertising objectives – Role of advertising, advertising media – advertising budget – evaluating advertising effectiveness – profile of advertising agencies in India. Recent trends in modern advertising – Evaluating marketing communication programs - Message evaluation, reorganization test etc.</p> | 8 |
| 5 | <p><u>MARKET SEGMENTATION</u> Meaning, definition, different ways to segmentation – essentials of effective market segmentation, comparison between differential marketing and concentrated marketing. Tele Marketing, e-Marketing, Service Marketing, Rural Marketing – features, importance, difficulties of rural markets. Market Evaluation and Controls - Types, process, obstacles to marketing control - Marketing Audit</p> | 8 |

| | | |
|---|---|-----------|
| 6 | <p><u>MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH</u> Concept and components of a Marketing Information System – Marketing Research – Meaning and Scope – marketing research procedure – types and techniques of Marketing Research – Management use of Marketing Research - Social responsibility of marketing organizations.</p> | 48 |
| | Total | 48 |
| | <p><i>Books Recommended</i> 1. Philips Kotlers – Marketing Management 2. Marketing Management Cravens – Hills – Woodruff 3. Marketing – A Managerial Introduction – Gandhi 4. Marketing Information System – Davis – Olsan 5. Consumer Behavior – Schiffman – Kanuk 6. Principles and Practice of Marketing – John Frain</p> | |

**H - ADVANCED MARKETING
SEMESTER – I
Paper II - CONSUMER BEHAVIOUR**

Marks: 100

Course Code:104

Objectives:

To impart knowledge regarding marketing management, techniques, process and tolls and develop understanding of the marketing functions techniques and strategies

| Unit No | Name of the Topic | Periods |
|---------|---|-----------|
| 1 | <u>INTRODUCTION</u> Definition – Consumer Behavior & Marketing, Stages in Marketing, Application of Consumer Behavior Science, Changing Role of Product, Marketer and Consumer, Customer Behavior – Family – Woman, Rural Consumer, Special Area Consumer | 8 |
| 2 | <u>CONSUMER PERCEPTION</u> Meaning & Concept and importance of Consumer Perception, Formation of Perception – Perception Process, Consumer Perceptions in Services Sector, Perception & Brand. Consumer Perception of Risks. | 8 |
| 3 | <u>CONSUMER LEARNING AND ATTITUDE</u> Learning Theories – Stimulus Response Theory, Generalization, Cognitive Learning Theory, and Branding. Attitude – Definition and Importance, Formation of Attitude, Attitude Motivate, Role of Influences- Influences of Family, Influence of Groups & Peers, Influence of Media. Attitude Behavior Relationship. | 8 |
| 4 | <u>CONSUMER RESEARCH</u> Process of Research, Defining Area & Objectives Collection & Evaluation of Secondary Data, Designing Appropriate Primary Research. Analyzing and Testing of Data and Formulating Conclusion. | 8 |
| 5 | <u>MOTIATION</u> Concept of Motivation – Motivation Process, Positive & Negative Motivation – Integrity of Motivation – Hierarchy of Needs – Emerging Concept of Involvement | 8 |
| 6 | <u>CONSUMER PROTECTION & BUSINESS ETHICS</u> Consumer Protection – Role of Government – Consumer Protection Legislation in India – Role of Media – Ethics in Business and its relevance to the study of Consumer Behavior – Can Ethics be taught? Ethics in operations | 8 |
| | Total | 48 |
| | <i>Books Recommended</i> 1. Consumer Behavior – Hawkins, Best, Coney – TMH, 9/e, 2004 2. Consumer Behaviour – Concepts Applications & Cases – M S Raju & Dominique Xardel | |

| | | |
|--|---|--|
| | <ol style="list-style-type: none">3. Consumer Behavior – Leon Schiffman, Leslie Lazar Kanuk – Pearson / PHI, 8/e4. Consumer Behavior In Indian Perspective – Suja Nair – Himalaya Publishers5. Customer Behavior – A Managerial Perspective – Sheth, Mittal – Thomson,6. Cross cultural marketing – Robert Rugimbana and Sonny Nwankwo7. Customer Relationship Management – Peeru Ahamed & Sagadevan – Vikas Publishing8. Consumer Behaviour- Walker9. Consumer behaviour- Louden, Delebeta10. Consumer Behavior - J.Paul Peter11. Consumer Behaviour – Concepts Applications & Cases – M S Raju & Dominique Xardel | |
|--|---|--|

M.Com – PART - I
Compulsory Paper
Paper II
SEMESTER II
MANAGEMENT ACCOUNTING
COURSE TITLE: FINANCIAL ANALYSIS AND CONTROL
Course Code: 201

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 | <u>LONG TERM INVESTMENT DECISIONS</u> 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 | <u>COST OF CAPITAL</u> 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 | <u>MARGINAL COSTING:</u> Meaning of Marginal Cost and Marginal Costing, advantages, limitations. Fixed and Variable cost, Contribution, Break-even analysis, Profit volume ratio, Limiting factor. | 8 |
| 4 | <u>SHORT RUN DECISION ANALYSIS</u> 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 | 8 |
| 5 | <u>BUDGET AND BUDGETARY CONTROL</u> Meaning, Definition and scope of budget and budgetary control-Types of budgets – Financial budget – Master budget, Flexible budget – Capital budget. | 6 |
| 6 | <u>STANDARD COSTING</u> Concept, Advantages; Types of Standards-Variance analysis: Materials, Labour, Overhead - Managerial uses of Variances | 8 |
| | Total | 48 |
| | <i>List of Books Recommended for Study</i> 1. R. N. Anthony , G. A. Walsh: Management Accounting 2. M. Y. Khan. K. P. Jain: Management Accounting 3. I. M. Pandey: Management Accounting (Vikas) 4. J. Betty: Management Accounting 5. Sr. K. Paul: Management Accounting 6. Dr. Jawaharlal: Management Accounting | |

| | | |
|--|---|--|
| | <p>7. S. N. Maheshwari: Principles of Management Accounting</p> <p>8. Ravi M. Kishore: Financial Management (Taxmann, New Delhi)</p> <p>9. Richard M. Lynch and Robert Williamson: Accounting for Management Planning and Control</p> <p>10 Ravi Kishor: Advanced Management Accounting (Taxmann)</p> | |
|--|---|--|

M.Com
Semester II
Paper IV
Research Methodology for Business

Course Code: 202

Objectives:

- i) To expose students to the areas of Commercial and Business research activities as well as careers in research and consultancy.**
- ii) To enhance capabilities of students to design and implement research and study arraignments.**

| Unit No | Name of the Topic | Periods |
|----------------|---|----------------|
| 1 | Commercial and business research: aims, objectives, Importance-Types of research: Survey-Case study-Action research evaluation research-Research Plan or design-steps to be followed | 06 |
| 2 | Sourcing of Business information and data : 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 | 10 |
| 4 | Choice of Research method : 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. | 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 | Writing skills for Business Research : 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 |

| | | |
|--|---|--|
| | <p><i>Books recommended</i></p> <ol style="list-style-type: none">1. V.P. Michael, Research Methodology in Management Himalaya Publishing House.2. Diana Hacker A Pocket Style Manual Red Ford.3. Teresa Brannick and others | |
|--|---|--|

Semester: II
Course Title: SPECIAL AREAS IN ACCOUNTING
Course Code: 203

PAPER :III

Objectives:

- i. To gain the ability to solve problems relating Special areas in accounting and accounting for Service Sector.**
- ii. To understand the Financial Reporting Practices.**
- iii. To familiarize with procedure of accounting. for Taxes**

| Unit No | Name of the Topic | Periods |
|----------|--|----------|
| 1 | <u>ACCOUNTING FOR CONSTRUCTION CONTRACTS</u> 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 | 8 |
| 2 | <u>ACCOUNTING FOR CORPORATE RESTRUTURING</u> Amalgamation – Absorption – External reconstruction, (Advanced problems only) – Internal Reconstruction – reparation of Scheme of Internal Reconstruction – Share Buy-Back – Demerger. | 8 |
| 3 | <u>FUND BASED ACCOUNTING</u> Introduction-Special Features of Accounting for Educational Institutions, Accounting for Government Grants. | 8 |
| 4 | <u>SERVICE SECTOR ACCOUNTING</u> A. Hotel accounting – introduction - visitors’ ledger. B. Hospital accounting – Introduction– capital and revenue expenditure OPD & IPD Register. C. Transport Undertaking – Introduction – preparation of final accounts – Accounting of Roadways Preparation of final accounts (problems on roadways) Log Book. | 8 |
| 5 | <u>UNIT V: CORPORATE FINANCIAL REPORTING:</u> 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 | 8 |
| 6 | <u>ACCOUNTING FOR CORPORATE TAXATION</u> 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. 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 | 6 |

| | | |
|--|--|-----------|
| | <p>Final Product and Capital Goods.</p> <p>C. Accounting of State Level Value Added Tax. (VAT): VAT Credit incase 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> | |
| | Total | 48 |
| | <p>Notes:</p> <p>1 Theory questions will carry 20% marks.</p> <p>2 Practical problems will carry 80% marks.</p> <p>List of Books Recommended for Study</p> <ol style="list-style-type: none"> 1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co Ltd. New Delhi) 2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana) 3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata) 4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers) 5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill). 6. Robert Anthony, D.F.Hawkins & K.A. Merchant: Accounting Text & Cases (Tata McGrawHill). 7. Dr. S. N. Maheshwari: Corporate Accounting (Viakas Publishing House Pvt. Ltd. New Delhi) 8. Dr.Ashok Sehgal & Dr .Deepak Sehgal: Advanced Accounting (Taxmann, New Delhi). 9. Guidance Notes issued by Institute of Chartered Accountants of India. on : <ol style="list-style-type: none"> a. Accounting for State level Value Added Tax:: b. Accounting for Fringe Benefits Tax : c. Accounting for Corporate Dividend Tax:: d. Accounting Treatment for Excise Duty: 10. Taxmann’s Journal on Service Tax: Volume 10.Part 7. (2007) :Accounting under Service Tax by Pravin Dhandharia | |

Semester: II
Course Title: BUSINESS TAX ASSESSMENT & PLANNING
Course Code: 204
PAPER – IV

1. Objectives:

- i. To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations.**
- ii. To understand principles underlying the Service Tax.**
- iii. To understand basic concepts of VAT.**

| Unit No | Name of the Topic | Periods |
|----------|--|-----------|
| 1 | <u>ASSESSMENT OF VARIOUS ENTITIES</u> 1. Assessment of firms and their partners 2. Assessment of Companies 3. Assessment of Co-operative Societies 4. Assessment of Local Authority 5. Assessment of Mutual Concerns 6. Assessment of Charitable Trusts (Theory & Problems) | 12 |
| 2 | <u>MISCELLANEOUS</u> 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 | <u>TAX PLANNING</u> 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. | 8 |
| 4 | <u>WEALTH TAX</u> 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) | 6 |
| 5 | <u>SERVICE TAX</u> 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) | 6 |
| 6 | <u>UNIT – VI: VAT</u> The Basic concept of VAT-how VAT operates-merits & demerits of VAT-a brief overview of state level VAT in India | 4 |
| | Total | 48 |

(VAT is not to be studied with reference to any particular State VAT Law.)

- 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

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

Total Marks 100

List of Books Recommended for Study

- 1. Dr. Vinod Singhania: Direct Taxes, Law and Practice
- 2. Dr. Bhagawati Prasad: Direct Taxes
- 3. Girish Ahuja and Ravi Gupta: Direct Taxes
- 4. T. N. Manoharan: Hand Book of Income Tax Laws
- 5. B.B.Lal & N.Vashisht: Direct Taxes (Pearson)
- 6. S. S. Gupta: Service Tax (Taxmann)
- 7. R. Mohan Lavis : Service Tax (Bharat Publishers, New Delhi)

M.COM Part I
Semester II
ADVANCED COST ACCOUNTING AND COST SYSTEMS
Application Of Cost Accounting. Paper – III

Course Code: 203

Objective: To provide adequate knowledge on cost accounting practices.

Level of knowledge – Advanced

| Unit No | Name of the Topic | Periods |
|--|---|-----------|
| 1 | <u>Treatment of Certain Items</u> General Principles of Treatment of, Depreciation, Amortization of Interest on Capital, Cost of Finance, Research and Development Cost, Material Losses- Waste, Scrap, Spoilage, Defectives | 12 |
| 2 | <u>Value Chain Analysis</u> Introduction - Definition – Role of Management Accountant – Value Chain Analysis – approach for assessing competitive advantage – value chain analysis v/s conventional management accounting | 12 |
| 3 | <u>Cost Book Keeping and Reconciliation between Cost and Cost financial Accounts</u> - Book- keeping, Cost Ledgers, interlocking and integral Accounts. Reconciliation of Cost and Financial Accounts, Reasons, needs, Methods. | 12 |
| 4 | <u>Productivity</u> 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. Measures to improve productivity- Technical, Financial, Operational Measures. Restructuring of activities- Business Process Re-engineering elementary knowledge. Human aspect of productivity. | 12 |
| Total | | 48 |
| <p>Note : 50% Marks for Theory and 50% Marks for practical problems.</p> <p>Areas of Practical Problems:</p> <p>i) Reconciliation of Cost and Financial Profit ii) Measurement of Productivity.</p> <p>List of Books, Journals recommended for Study</p> <p>1. Ravi Kishor : Advanced Cost Accounting and Cost Systems Taxman's Allied Services Pvt. Ltd. New Delhi</p> <p>2. N.K. Prasad : Principles and Practice of Cost Accounting Book Syndicate Pvt. Ltd. Calcutta</p> <p>3. Prof. Subhas : Practice in Advanced. Costing and Management Jagtap Accounting Niraii Prakashan, Pune</p> | | |

- | | | |
|--|--|--|
| | <p>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. 14. Cost Accounting – Bhatta HSM,Himalaya Publication 15. Cost Accounting – Prabhu Dev , Himalaya Publication 16. Advanced Cost Accounting – Made Gowda,Himalaya Publication</p> | |
|--|--|--|

Website: www.myicwai.com

M.COM Part I
Semester II
B - ADVANCED COST ACCOUNTING AND COST SYSTEMS
Course Code: 204

Cost Control And Cost System

Paper - IV

Objective: To equip the students for designing and Implementing cost control, cost reduction programme and different cost system.

Level of knowledge - Advanced

| Unit No | Name of the Topic | Periods |
|----------|--|-----------|
| 1 | <u>Cost Control and Cost Reduction</u> Introduction, Process of Cost Control and Cost Reduction, Cost Reduction Programme and its implementation: Methods and Techniques- | 12 |
| 2 | <u>Value analysis and Value Engineering. Just-In-Time (JIT), Activity Based Costing (ABC)</u> | 6 |
| 3 | <u>Marginal Costing, Cost – Volume - Profit Analysis and differential Costing</u> 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 | <u>Pricing Decision: 08</u> Introduction – Pricing of Finished Product – Theory of price – Pricing Policy – Principles of Products Pricing – New Product Pricing – pareti Analysis | 12 |
| 5 | <u>Costing System Design and Installation.</u> 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. | 12 |
| | Total | 48 |
| | 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 | |

| | | |
|--|--|--|
| | <p>3. Prof. Subhas : Practice in Advanced. Costing and Management Jagtap Accounting Niraii Prakashan, Pune</p> <p>4. Malz, Curry, : Cost Accounting - Taraporwalla. Frank</p> <p>5. Hom R Green : Cost Accounting, Management Emphasis PreticHall of India Pvt. Ltd.</p> <p>6. S.P. Iyengar : Cost Accounting Principles and Practice Sultan Chand and Sons, New Delhi</p> <p>7. Ravi Kishor : Student's Guide to Cost Accounting Taxmarin's, New Delhi</p> <p>8. M.N. Arora : Cost Accounting Principles and practice Vikas Publishing House Pvt. Ltd., New Delhi.</p> <p>9. S.N. Maheshwari: Cost Accounting Theory and Problems Mittal Shree Mahvir Book Dept. New Delhi.</p> <p>10. B.S. Khanna : Cost Accounting Principles and Practice.</p> <p>11. V.K. Sexena : Cost Accountant Textbook – Sultan Chand and Sons, New Delhi.</p> <p>12. John Hs : 1) Management Accountant - ICWA of India Calcutta 2) Chartered Accountant - ICA of India New Delhi.</p> <p>13. ICWA : 1) Introduction of Costing System Publication 2) Inventory Control. 3) Getting Ready for Maintenance of Cost Records. 4) Activity Based Costing.</p> <p>14. Website : www.mycicwai.com</p> | |
|--|--|--|

M.Com. Part I
C - Business Practices and Environment
Semester II
Paper III Modern Business Practices

Course Code: 203

| Unit No | Name of the Topic | Periods |
|----------|--|----------|
| 1 | <u>Chamber of Commerce and Trade Associations</u> Organizations, objectives and functions-Maharashtra chamber of commerce, Industries and Agricultural and their local ranches, Maratha Chamber of Commerce, Commerce Industries & Agriculture, Indian Merchants Chamber | 8 |
| 2 | <u>Federation of Indian Chamber of Commerce ad Industries (FICCI)</u> Association of Chamber of Commerce Confederation of Indian Industries (CII) | 8 |
| 3 | <u>Public Enterprises and Public Utilities</u> 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 | 8 |
| 4 | <u>Agricultural Business Practices</u> Characteristics of Agriculture Business – Nature of Indian Agriculture – Government policies related to agricultural business- Problems and prospects of Agricultural Business – Agricultural Taxation policy. | 8 |
| 5 | <u>Agricultural products and Farms Services</u> Nature and disposal of Agricultural by-products-Farm waste-cost of recycling of farm waste. | 8 |
| 6 | Allied agricultural business - Dairy Poultry – Bio – Manures, etc WTO and its impact on agri-business practices. | 8 |
| 7 | <i>Recommended Books for study</i> 1.Principles of Business Orgnisation 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
C - Business Practices and Environment
Semester II
Paper IV 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 Inean – small and cottage industries mergers and acquisitions. Foreign investment- Foreign Technology and MNCS | 8 |
| 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. | 8 |
| 3 | Environmental Analysis- Meaning and importance- Techniques of Analysis 1 .Verbal and Written Information 2 .Search and scanning 3 .Spying 4 .Forecasting Limitation of these techniques Competitions analysis Rivalry Amongst existing firms, threat of new entrants treat of substitutes- Bargaining power of suppliers and buyers. | 8 |
| 4 | Problems of growth –unemployment, Poverty, regional imbalance, Social injustice, Inflations, Parallel economy, Lack of technical knowledge and information | 8 |
| 5 | Global Environment- Natural Social, Cultural, Demographic and technological environment and its impact on world trade. | 8 |
| | <i>Recommended books for study</i> 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 <i>Recommended Journals/Periodicals: -</i> 1. Arth Vijnyan 2. The Economic Times 3. Economic and Polictical Weekly. | |

M.Com.
(Semester-I)
D - Business Administration
SEM- II - Marketing Management
PAPER III

Total Marks: 100

Course Code:203

Objective:

- 1. To enable the student to acquaint himself with various aspects of marketing management.**
- 2. To impart knowledge regarding consumer behavior customer relationship and understanding of brand management**

| Unit No | Name of the Topic | Periods |
|----------|---|----------|
| 1 | <p><u>Introduction</u> Marketing: Definition & concepts of Marketing and marketing Management Evolution of Marketing (Marketing Orientation) Types of Marketing: 1. Tele Marketing, E-Marketing. 2. Services Marketing 3. Rural Marketing -- Features, Importance and Difficulties\Problems, Suggestions for Improvement of rural markets. Marketing planning, research and information system</p> | 8 |
| 2 | <p><u>Consumer Behavior</u> Meaning and Concept Buying Motives and Consumer Behavior Environment Influence on Consumer behavior: Economic, Political, Technological, Global etc Consumer Behavior Models and Consumerism Consumer Education and Protection Ethics in Marketing</p> | 8 |
| 3 | <p><u>Customer Relationship Management (CRM)</u> Concept, Significance and Problems Customer Integration Management (CIM) Attracting, Retaining and Growing Customers, Forming Strong Customer Bonds Customer Database and CRM</p> | 8 |
| 4 | <p><u>Marketing Strategy</u> Product, Price, Place, Promotion and Process Strategies New Product Development Strategy, Failure of a new Product, Causes and Remedies Strategies over Product Life cycle International Marketing as a Strategy</p> | 8 |
| 5 | <p><u>Marketing Communication and Brand Management</u> Meaning, Concept, and Importance Media Management: Media Selection Media Effectiveness Developing an effective Media Plan</p> | 8 |

| | | |
|----------|---|----------|
| | Role of a Media Manager, Advertising Campaign approaches New Trends in Marketing Communication | |
| 6 | <u>Brand Management</u> 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 | 8 |
| | <i>List of Books Recommended</i> 1. Introduction to Marketing- Theory and Practice By Adrian Palmar – Oxford Publication 2. Marketing Management By Philip Kotler, Kevin Lane Keller Publication Pearson Education 3. Marketing Management By Rajan Saxena – Tata McGraw Hill 4. Marketing Management – By S. A. Shertekar 5. Modern Marketing Management – UBS Publication Distribution Limited By- R. S. Davar 6. Marketing – Biplab S. Rose – Himalaya Publication House 7. Marketing Management – P. K. Agrawal Pragati Prakashan, 8. Marketing Management – Analysis, Planning, Control By Philip Kotlar (Prentice Hall Delhi) 9. Readings in Marketing Management' - Himalaya Publications House, Mumbai 10. International Trade and Export Management - Francis Cherunilam 11. Principles and Practice of Marketing in India - Dr, C,. B. Mamoria, Joshi, Mulla 12. Marketing Management – J. C. Gandhi 13. Marketing Management – Dr. B. K. Chatterji 14. Rural Marketing – Krishna Havaladar 15. Brand Management – The Indian Context By YLR Moorthi (Vikas Publishing House) 16. Customer Relationship Management – A step by step approach By H. Peeru Mohamed, A sagadevan (Vikas Publishing House) | |

D - Business Administration
Financial Policies & Practices
Paper - IV

Total Marks: 100

Course Code:204

Objective: -

- 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 | <u>Profit Planning</u> Concepts and basics of profit planning, approaches to profit planning Break Even Analysis, Proforma Income statement, Retention of earnings, Depreciation considerations | 8 |
| 2 | <u>Dividend Policies</u> Optimal Dividend policy, variables influencing dividend policy, types of dividend policy, forms of dividend payment. Implications of Over Capitalization and Under Capitalization | 8 |
| 3 | <u>Financial Management of Business Expansion</u> 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 | 8 |
| 4 | <u>New Financial Instruments</u> 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 | 8 |
| 5 | <u>Marketing Communication and Brand Management</u> 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. | 8 |
| 6 | <u>International Financial Management</u> World monetary system – Important Features, Foreign exchange market & rates International parity relationships Financing of foreign operations, Modes and Methods exchange markets: markets and dealings | 8 |
| | <i>List of Books Recommended</i> 1. Introduction to Marketing- Theory and Practice By Adrian Palmar – Oxford Publication 2. Marketing Management By Philip Kotler, Kevin Lane Keller Publication Pearson Education 3. Marketing Management By Rajan Saxena – Tata McGraw Hill 4. Marketing Management – By S. A. Shertekar | |

| | | |
|--|--|--|
| | <p>5. Modern Marketing Management – UBS Publication Distribution Limited By- R. S. Davar</p> <p>6. Marketing – Biplab S. Rose – Himalaya Publication House</p> <p>7. Marketing Management – P. K. Agrawal Pragati Prakashan,</p> <p>8. Marketing Management – Analysis, Planning, Control</p> <p>9. Dr. Prassanna Chandra – Financial Management Theory & Practice published by McGraw Hill 6th Edition</p> <p>10. Financial Management and Policy – By Dr. R. M. Shrivastava, Himalaya Publishing House</p> <p>11. Indian Financial System – Bharati Pathak Dorling Kindersley (India) Pvt. Ltd.</p> <p>12. Business Finance – S. C. Kuchal</p> <p>13. Financial Management – I. M Pandey</p> <p>14. Financial Management – Study material by Alpha group ICFAI Hydrabad</p> <p>15. Financial Management – Dr. P. V. Kulkarni</p> <p>16. Fundamentals of Financial Management By Horne, Wachowicz Jr. Bhaduri Published by Pearson Education 12th Edition</p> | |
|--|--|--|

M. Com. Part-I
Syllabus w.e.f. 2008-09
E - Commercial Laws and Practices
Semester-II
Paper-III: E-Security and Cyber Laws

Marks-100

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 | <p><u>Internet Security</u> 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</p> | 8 |
| 2 | <p><u>E-Security</u> Introduction to Security – Electronics Security – Information useful to Intruders- Types of Intruders – Attacking Methods – Accidents Occurrence Security Practices – Security Tools – Network Security</p> | 8 |
| 3 | <p><u>Introduction of HTML and XML : [Hyper Text Markup language and Extensible Markup language]</u> Features of HTML – front page explorer – front page editor – features of front page editor – creating and adding web pages – adding hyperlinks and enhancing web pages – Introduction of XML, definition of XML, comparison of HTML and XML, Advantages, disadvantages and application of XML.</p> | 8 |
| 4 | <p><u>Introduction to cyber laws</u> 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]</p> | 8 |
| 5 | <p><u>Information Technology Act – 2002 [part-I]</u> 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 of dispatch and receipt of electronic record – carriage of goods – Duties of subscriber.</p> | 8 |

| | | |
|---|---|---|
| 6 | <p><u>Information Technology Act – 2002 [part-II]</u> Penalties – Under Section 43 to 47. Offences – Under Section 65 to 78. Miscellaneous – Under Section 80 to 94.</p> | 8 |
| | <p><i>Books Recommended</i> 1. E-commerce – C.S.V. Murthy, Himalya Publishing House 2. E-commerce – Devid Whiteley – McGraw Hill 3. Guide to Cyber Laws – By Rohnay D. Ryder [Wadhwa, Nagpur] 4. E-commerce – P. Joseph – PHI 5. E-commerce – The cutting edge of business – K. Bajaj and Nog TMH. 6. Information Technology in business – J.A. Senn – Prentice Hall 7. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing Co. 8. Text book on Intellectual property rights – N.K. Acharya, Asia Law House.</p> | |

M.Com. Part-I
Syllabus w.e.f. 2008-09
E: Commercial Laws and Practices

Marks 100

Course Code: 204

Semester – II
Paper – IV: Laws Relating to Copyright and Designs

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 | <p><u>Copyright (Introduction and Procedure)</u> Historical evolution of the law on copyright-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</p> | 8 |
| 2 | <p><u>Copyright (Infringement and Regulatory Authorities)</u> Infringement of copyright [several circumstance like literary work, drumstick work, musical work, photographs etc.] Remedies against infringement-offences and penalties copyright society [Function and right].</p> | 8 |
| 3 | <p><u>Industrial Designs : [The Designs Act-2000]</u> 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-Defences which may be set up by the defendant.</p> | 8 |
| 4 | <p><u>Layout Design Act 2000</u> Introduction – Registerable and Prohibitible 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.</p> | 8 |
| 5 | <p><u>Geographical Indications: [The geographical Indications of Goods (Registration and protection) Act – 1999.]</u> 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.</p> | 8 |

| | | |
|---|--|---|
| 6 | <p><u>Protection of New Plant Varieties and farmers rights [Act-2001]</u></p> <p>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 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.</p> | 8 |
| | <p><i>Books Recommended</i></p> <ol style="list-style-type: none"> 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 | |

F - Co-operation and Rural Development
Revised From June 2008
International Co-operative Movement: Paper III

Marks: 100

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 | <u>Introduction:</u> 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 Cooperation - c. | 10 |
| 2 | <u>Co-operation in Social/Economic Systems:</u> 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 | <u>Co-operative Movement in the World:</u> Co-operative Movement in the UK, USA, USSR, China, Japan, Yugoslavia, Israel and Sweden. | 8 |
| 4 | Principles of Co-operation and their Application- Modified Principles-Economics of Co-operation - Philosophy of Co-operation | 10 |
| 5 | <u>Role of Co-operative Movement in Global Economy:</u> Emerging trends in Co-operative institutions the world over | 10 |
| | Total | 48 |
| | <i>List of Books Recommended for Study</i> 1 G. S. Kamat: New Dimensions of Co-operative Management 2 . 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.Gangadhar Kayande 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.
F - Co-operation and Rural Development
Revised From June 2008
MANAGEMENT OF CO-OPERATIVE BUSINESS: PAPER IV

Marks : 100

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.**
- 5 To give basic knowledge about formation of co-operative society and its administration.**

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

| | |
|--|--|
| <p><i>List of Books Recommended for Study</i></p> <ol style="list-style-type: none">1 G. S. Kamat: New Dimensions of Co-operative Management2 G. S. Kamat: Cases in Co-operative Management3 K. K. Taimani: Co-operative Organization and Management4 I L O: Co-operative Management and Administration5 B. C. Mehta: Consumer Co-operation in India.6 Dr.Gangadhar Kayande Patil Sahakar- Chaitany Publication Nasik7 Prof L.P.Wakale and Dr.G.H.Barhate -Sahakari Vikas-Sheth Publishing Mumbai | |
|--|--|

SECOND SEMESTER
Paper II – Banking Law & Practices

Course Code: 203

| Unit No | Name of the Topic |
|----------------|---|
| 1 | <u>Introduction to Prevention of Money Laundering Act, 2002</u> 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. |
| 2 | <u>Banker customer relationship</u> 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. |
| 3 | <u>Asset - Liability Management</u> 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 non performing assets Management of investment Portfolio- Regulatory aspects. |

| | |
|---|---|
| 4 | <p><u>Hi-tech banking and Mergers and Acquisition in banking sector</u> 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.</p> |
| | <p><i>List of Books and Journals:</i> Tannan's 'Banking', Law and Practice in India Banking P.N. Varshney, Banking: Law and Practice Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services All relevant and recent Bare Acts Indian Institute of Bankers: Laws and Practices relating to banking All journals published by Indian Institute of Banking and Finance</p> |

SECOND SEMESTER
Paper IV - MONETARY POLICY

Course Code: 204

| Unit No | Name of the Topic |
|---------|--|
| 1 | <p><u>Money supply measures</u></p> <ul style="list-style-type: none"> - Money supply measures of the Reserve Bank of India - Concept of High powered money - Recommendations of the Working Group on 'Money Supply : Analytics and methodology of compilation (Chairman : Dr. Y.V. Reddy), 1998 - Money supply and price stability. |
| 2 | <p><u>Monetary management</u></p> <p>Objectives of monetary policy: Price stability, Generation of employment, Exchange rate stability, Balanced growth etc., conflict between objectives.</p> |
| 3 | <p><u>A) Instruments of monetary policy:</u> mechanism and effectiveness of following instruments.</p> <p>1) Quantitative instruments</p> <ul style="list-style-type: none"> - Variations in Bank Rate - Open Market Operations and - Variable Reserve Ratio <p>2) Qualitative instruments</p> <ul style="list-style-type: none"> - Margin requirements - Credit rationing - Moral suasion - Direct action - Publicity <p>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.</p> |
| 4 | <p><u>Development and promotional role of the Reserve Bank of India and its implications.</u></p> <p>1) R.B.I. and rural credit : priority sector advance, regional rural banks, development of farm sector and non-farm sector.</p> <p>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.</p> <p>3) R.B.I. and export credit: pre-shipment credit, post-shipment credit, measures to promote exports</p> |
| | <p><i>Recommended books/ Journals</i></p> <ol style="list-style-type: none"> 1. Reserve Bank of India functions and working (latest edn.) R.B.I. 2. Monetary Economics for India, Dr. Narendra Jadhav 3. Central Banking for emerging market economies, A. Vasudevan 4. Monetary and financial sector reforms in India : A central banker's perspective, Dr. Y.V. Reddy 5. Indian economy : Essays on money and finance, Dr. C. Rangarajan. 6. Reserve Bank of India Bulletin 7. Annual Report on Trend and Progress of Banking in India. |

**H - ADVANCED MARKETING
SEMESTER – II
Paper – III CUSTOMER RELATION MANAGEMENT
& RETAILING**

Marks: 100

Course Code:203

Objectives:

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

**CUSTOMER RELATION MANAGEMENT
& RETAILING**

| Unit No | Name of the Topic | Periods |
|---------|--|---------|
| 1 | <u>INTRODUCTION</u> Conceptual foundation of Relationship Management, Evolution of relationship management significance in Indian context | 8 |
| 2 | <u>RELATIONSHIP MARKETING</u> Relationship marketing of Services Vs. Relationship marketing in Consumer markets - Buyers sellers relationships - Relationship marketing in Mass markets, relationship marketing and marketing strategy | 8 |
| 3 | <u>INFORMATION TECHNOLOGY & CRM</u> 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 | 8 |
| 4 | <u>RETAILING</u> 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 | 8 |
| 5 | <u>STORES DESIGN</u> 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 | 8 |
| 6 | <u>RETAIL SUPPLY CHAIN MANAGEMENT</u> | 8 |

| | | |
|--|--|-----------|
| | 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 | |
| | Total | 48 |
| | <p><i>Books Recommended</i></p> <ol style="list-style-type: none"> 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 Reardon 12) Retail Marketing Management – Swapna Pradhan | |

M. Com Part – I
H- ADVANCED MARKETING
SEMESTER – II
Paper – IV SERVICES MARKETING

Marks: 100

Course Code: 204

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

| Unit No | Name of the Topic | Periods |
|---------|---|---------|
| 1 | <p><u>INTRODUCTION</u> 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</p> | 8 |
| 2 | <p><u>SERVICES MARKETING MIX PART A</u> 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 sand plans for services – Personal Selling – Advertising and Sales Promotion in Service Industry - Increasing use of below the line promotions.</p> | 10 |
| 3 | <p><u>SERVICES MARKETING MIX PART B</u> 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 capes – 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.</p> | 8 |
| 4 | <p><u>SERVICES MARKETING STRATEGY</u></p> | 8 |

| | | |
|----------|--|-----------|
| | Services Marketing Strategy - Services Market Segmentation – Problem areas of segmentation - Targeting - Positioning and Differentiation of Services – Positioning the intangibles – Perceptual maps. | |
| 5 | <u>ROLE AND MANAGEMENT OF SERVICES</u> 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 | 8 |
| 6 | <u>INFORMATION TECHNOLOGY AND SERVICES MARKETING APPLICATIONS</u> 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 | 8 |
| | Total | 48 |
| | <i>Books Recommended</i> 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 | |

Objectives:

To Enable students to acquire sound knowledge of concepts, nature and structure of business finance

| Unit No. | Topic | Periods |
|----------|--|---------|
| 1 | <u>Business Finance</u> Meaning, objective, scope and importance | 4 |
| 2 | <u>Time value of Money</u> Need, Importance, Future value, Present value | 4 |
| 3 | <u>Strategic financial planning</u> Meaning - objective, steps in financial planning - estimating financial requirements - limitations of financial planning - capitalization - overcapitalization - under capitalization | 10 |
| 4 | <u>Corporate securities and sources of long term finance</u> 4.1 Ownership securities - equity shares: characteristics, advantage and disadvantages, preference shares: characteristics, advantage and disadvantages 4.2 Creditorsip securities- debentures:characteristics - classification-procedure of issuing debentures and Bonds 4.3 The dividend decision: Background of dividend policy, measures of dividend policy, dividend yield and dividend pay out. | 10 |
| 5 | <u>Short term finance and working capital</u> Characteristics of short term finance - sources of short term financing - trade creditors, bank credit, bank financing of account receivables, working capital - advantages and disadvantages of short term financing | 10 |
| 6 | <u>Project financing</u> Meaning Importance, Project preparation, evaluation of project: technical analysis- commercial analysis, financial and managerial analysis | 10 |
| | <i>Recommended Books :</i> 1) P.V.Kulkarni: Business finance, Himalaya Publishing House 2) S.C.Kuchal: Corporate Finance, chaitanya Publishing House, Allahabad 3) Prasana Chandra: Financial Management: Theory and Practice 4) William L. Maggiuson, Scott B. Smart, Lawrence J. Gitman: Principles of corporate finance, Cengage Learning Private Limited, Dehli 5) Aswath Damodaram: Corporate Finance: Theory and Practice, Wiley International | |

M.Com Part 2 Sem – III
Subject: Industrial Economics 302 (A)

Objectives:

- 1) To study the basic concept in Industrial Economics.
- 2) To study the impact of industrialization on the economy.

| Unit No. | Topic | Periods |
|----------|--|---------|
| 1 | <u>Introduction</u> 1.1 Meaning and Scope of Industrial Economics. 1.2 Need and significance of the study of Industrial Economics. 1.3 Inter-relationship between Industrial Development and Economic Development. | 8 |
| 2 | <u>Theories of Industrial Location</u> 2.1 Factors influencing location of Industries. 2.2 Weber's theory of location. 2.3 Sargent Florence Theory of location. | 8 |
| 3 | <u>Industrial Productivity</u> 3.1 Productivity – Meaning and Measurement. 3.2 Factors affecting Industrial Productivity. 3.3 Measures required for improving productivity. | 8 |
| 4 | <u>Industrial Profile and Problems</u> 4.1 Private sector – large and small-medium enterprises. (SMEs) 4.2 Public Sector – Role of Public Sector, Problems of Public Sector. 4.3 Special Economic Zones (SEZ) Role and Problems | 8 |
| 5 | <u>Industrial Imbalance</u> 5.1 Meaning of Industrial imbalance. 5.2 Need of balanced Regional Development of Industries. 5.3 Industrial imbalance – causes and measures | 8 |
| 6 | <u>Impact of Industrialization</u> 6.1 Impact of Urbanization 6.2 Impact on Employment 6.3 Impact on Global Warming | 8 |
| | <i>Recommended Books :</i> 6) S. C. Kuchal – Industrial Economy of India. 1981 7) D. R. Gadgil – Industrial Evolution in India, Oxford.1948 8) K. V. Sivayya and V.B.M.Das – Indian Industrial Economy, Chand and Co. Ltd. New Delhi 1999 Publishing House. 9) S. C. Kuchal – Major Industries in India, Chaitanya Publishing House, Allahabad. | |

University of Pune

Business Practices Board

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Business Statistics (302-B)

Objectives:

- 1) To understand and Master the concepts, techniques & applications of Statistical Methods.
- 2) To develop the skills of solving real life problems using Statistical Methods.
- 3) To make students to understand the art of applying statistical techniques to solve some real life problems.
- 4) To gain knowledge of Statistical Computations

| Unit No. | Topic | Periods |
|----------|--|---------|
| 1 | <u>Univariate Probability Distributions</u> 1.1 Random variables, discrete random variables, Continuous random variables. 1.2 Probability distribution and probability mass function (p.m.f.) of discrete random Variable. 1.3 Expected value and variance of discrete random variable. Numerical problems on finding expected value and variance of a discrete random variable. | 4 |
| 2 | <u>Some Standard Probability distributions</u> 2.1 Binomial Distribution: p.m.f, Mean and variance 2.2 Poisson distribution: p.m.f., mean and variance Normal distribution: p.d.f., mean, variance, properties based on area, Relations between these distributions. 2.3 Numerical problems to calculate probabilities, mean and variance. | 10 |
| 3 | <u>Tests of Hypothesis</u> 3.1 Hypothesis, null and alternative hypothesis, two types of errors, critical region, level of significance, p-value. 3.2 Large sample tests for population mean and population proportion. 3.2.1 $H_0: \mu = \mu_0$ Vs $H_1: \mu \neq \mu_0$ 3.2.2 $H_0: \mu_1 = \mu_2$ Vs $H_1: \mu_1 \neq \mu_2$ 3.2.3 $H_0: P = P_0$ Vs $H_1: P \neq P_0$ 3.2.4 $H_0: P_1 = P_2$ Vs $H_1: P_1 \neq P_2$ Numerical problems | 6 |

| | | |
|---|--|----|
| 4 | <p><u>Exact sampling tests</u> 4.4 chi square test for goodness of fit 4.5 chi square test for independence of two attributes 4.6 t- test for</p> <ol style="list-style-type: none"> a. $H_0: \mu = \mu_0$ Vs $H_1 : \mu \neq \mu_0$ b. $H_0: \mu_1 = \mu_2$ Vs $H_1 : \mu_1 \neq \mu_2$ c. Paired 't' test d. $H_0: \rho = 0$ Vs $H_1 : \rho \neq 0$ <p>Numerical problems</p> | 8 |
| 5 | <p><u>Statistical Quality Control (SQC)</u> 5.1 Meaning and scope 5.2 Control limits, specification limits, tolerance limits 5.3 Process control and product control 5.4 \bar{X}, R, p and C charts. 5.5 Problems in drawing charts. 5.6 Acceptance sampling plans: 5.6.1 Concept, description and working of single sampling plans (s.s.p.) 5.6.2 Producer's risk, consumer's risk, AQL, LTPD, AOQ, AOQL, ATI</p> <p>Examples on calculation of probabilities using Poisson distribution.</p> | 13 |
| 6 | <p><u>Time Series</u> 6.1 Definition, components, analysis and its uses. 6.2 Measurement of Trend by graphical, moving average and Least square method (Linear)</p> <p>Numerical problems and graphs.</p> | 7 |
| | <p><i>Recommended Books :</i></p> <ol style="list-style-type: none"> 1) Fundamentals of mathematical Statistics By Gupta and Kapoor (S. Chand) 2) Schaum's outline of probability By Seymour Lipschutz 3) Fundamentals of applied Statistics By Gupta and Kapoor (S. Chand) 4) Fundamentals of Statistics By Gupta S.C. 5) Quantitative Techniques for business By A.B. Rao (Jaico Publication) | |

Subject: Advanced Auditing (303)

Objectives:

- 1) **Level of Knowledge-Basic Knowledge**
- 2) **Objective: To impart knowledge and develop understanding of methods of auditing and their application.**

| Unit No. | Topic |
|-----------------|--|
| 1 | Introduction Auditing concepts Basic Principles governing an audit- Relationship of auditing with other disciplines -Audit Programme-Vouching, -Verification and Valuation. |
| 2 | <u>Auditing and Assurance Standards</u> Overview-Standard setting process-Role of International Auditing and Assurance Standard Board and Auditing and Assurance Standard Board in India. |
| 3 | <u>Risk Assessment and Internal Control</u> Evaluation of internal control procedures; techniques including questionnaire; flowchart; internal audit and external audit, coordination between two. |
| 4 | <u>Audit of Limited Companies</u> Preliminaries to the audit of limited company-Audit of share capital transactions, Debentures and other transactions-Audit report with special reference to CARO 2003 *Profit and divisible profit-Dividends-Investigation under Companies Act, 1956. |
| 5 | <u>Audit Committee and Corporate Governance</u> Corporate Governance: Introduction-Verification of Compliance of Corporate Governance. Audit Committee: Constitution-Powers of Audit Committee-CEO/CFO Certification to Board-Report on Corporate Governance. |
| 6 | <u>Audit under Computerized Information System (CIS) Environment</u> Special aspects of CIS Audit Environment, need for review of internal control .Use of Computers for Audit purposes; audit tools, test packs, computerized audit programmes; Special aspects in Audit of E- Commerce Transitions |
| | <i>Recommended Books :</i> <ol style="list-style-type: none">1) Spicer and Peglar : Practical Auditing2) Kamal Gupta : Contemporary Auditing3) R.C. Saxena : Auditing (Himalaya)4) Basu : Auditing5) Jagadish Prasad : Auditing : Principles6) M.D.Paula : The Principles of Auditing7) B.N. Tondon: A Handbook of Practical Auditing8) The Institute of Accountants of India : Auditing assurance Standards |

University of Pune
(Pattern – 2008)
M.Com Part 2 Sem – III
Subject: Specialised Area in Auditing (304)

w.e.f. 2009 – 10

Objectives:

To impart knowledge and develop understanding of methods of Audit in Specialised areas.

| Unit No. | Topic | Peirods |
|----------|--|-----------|
| 1 | <u>Tax Audit</u> Tax audit U/s 44 AB of Income Tax Act, 1961-Audit Programme-from 3 CA, 3 CB and 3 CD. | 4 |
| 2 | <u>Internal Audit</u> Nature, Scope and purpose of Internal Audit-Review of internal control-Areas of internal audit-purchase, sale, cash bank transactions-Internal audit report. | 6 |
| 3 | <u>Audit of Banks</u> Salient features of Enactments affecting Banks-Bank Audit, its approach-Steps in Bank Audit-Checking of Assts and Liabilities-Scrutiny of Profit & Loss items. Audit Report of Banks. | 8 |
| 4 | <u>Audit of Cooperative Societies</u> Maharashtra State Co-op Act 1960 and Multistate Co-op. Societies Act 2002. Special features of Audit of Co-operative Societies. Audit Report of Co-operative Societies | 8 |
| 5 | <u>Audit of Specialised Units</u> Special features of audit of educational institutions, Hotel, Club, Hospital, charitable trusts, Public Sector undertaking. | 10 |
| 6 | <u>Government System of Audit</u> Funds maintained by Government for meeting expenditure and receipts-Structure of financial administration in India-Objects of Government audit-Role of Controller and Auditor General of India-Audit of receipt, expenditure, sanctions, Public Accounts Committee-Audit of departmental commercial undertaking-Audit of Local bodies. | 12 |
| | <i>Recommended Books :</i> 1) Kamal Gupta : Contemporary Auditing 2) R.C. Saxena : Auditing (Himalaya) 3) Basu : Auditing 4) B.N. Tondon: A Handbook of Practical Auditing 5) 5 Anil Roy Chaudhari : Modern Internal Auditing 6) V.S. Agarwal : Internal Auditing 7) 7 George Koshi : Tax Audit Manual (Taxmann, New Delhi) 8) 8.The Institute of Chartered Accountants of India : Guidance note on Tax Audit U/s 44 AB of the Income Tax Act | |

M.Com Part-II

Advanced Cost Accounting & Cost System

Course Code-303

Semester – III

Paper-V

Title of the course: Cost Audit

Objective: To provide adequate knowledge on Cost Audit Practices.

Level of Knowledge – Advanced.

Unit No. 1. Introduction

(Lectures -8)

Meaning, Definitions, Objectives & Scope of Cost Audit, Advantages of Cost Audit the concepts of Efficiency Audit, Proprietary Audit, Social Audit, System Audit -.

Unit No. 2. Cost Auditor

(Lectures -8)

Qualifications, Disqualifications, Appointment, Remuneration & Removal of Cost Auditor, Status, Relationship with financial Auditor – Rights, Duties, Responsibilities & Liabilities of Cost Auditor under Company Act. 1956, Cost & Works Accountants Act. 1959, & other Statutes as amended from time to time.

Unit No. 3 Cost Audit – Planning & Execution

(Lectures -10)

Familiarization with the Industry, The production process, system & procedure, List of Records Preparation of the Cost Audit Programme, Verification of Cost Records, Evaluation of Internal Control System, Audit Notes & Working Papers, Cost Audit in Electronic Data Processing Environment.

Unit No. 4. Cost Audit Report

(Lectures -12)

Detail contents of the Report, Distinction between 'Notes' & 'Qualification' to the Report, Cost Auditor's observation & conclusions. Study of Cost Audit Report Rules U/S 233 (b) & Cost Accounting Records Rules U/S 209 (1) (d) of the Company Act. 1956.

Unit No. 5. Numerical Problems on Cost Audit

(Lectures - 10)

Calculation of prices to be quoted, Valuation of Closing Stock of Raw-material, W.I.P., Finished Goods, Scrap, Power Cost, Calculation of different ratios, suggestions for improvements, Elementwise Contribution to the Variation of profits, Costing & financial profit & Loss Accounting, reconciliation between cost profit and financial profit.

(Total Lectures – 48)

- Note – 1.** All the amendments made to the respective Laws before one year
Of the examination should be considered.
2. 80% marks for Theory and 20% marks for Practical Problems.

Area of the Practical Problems – Numerical Problems on Cost Audit.

References:-

1. Cost Audit and Management Audit-By D. Datta Chowdhary publication central Publication Kolkatta.
2. I.C.W.A . of India's publications (A) Industry wise Cost Accounting Record Rules and Cost Audit Report Rules (B) Guidelines on Cost Audit (C) Cost Audit Reports Rules (D) Cost Audit Social Objectives.
3. Cost Audit and Management Audit – By V.K. Saxena and C.D. Vashist, Sultan Chand and Sons Delhi.
4. Cost Audit & Management Audit – By N.P. Agarwal.
5. The Management Audit- By P. William, Leonar.
6. Efficiency Audit- Mohanlal Jain, Printwel Jaipur.
7. Efficiency Audit- By Laxmi Narayan – Longman.
8. Institute of Cost and Works Accountants of India- Cost Audit Social Objectives.
9. Laws on Cost Audit- By N. Banerjee, International Law Book Centre, Kolkatta .
10. Cost and Management Audit-By Rajnath, published by Tata MC Graw Hill.

Journal – “Management Accountant” - ICWAI, Publication.

Web Site - www.mycwai.org/

Title of the course: Management Audit

Objective:-To equip the students with the knowledge of the techniques and methods of planning and executing the Management Audit.

Level of Knowledge: Advanced

Chapter I: Management Audit (Periods 8)

Introduction-Definition-Concept of Management Audit. Difference between Financial Audit & Management Audit. Objectives, Importance & Scope of Management Audit. Relationship among different audits.

Chapter II: Procedure of Management Audit. (Periods 8)

Preliminaries of Management Audit. Conduct & Essentials of Management Audit. Program of Management Audit.

Chapter III: Evaluation of Corporate Image. (Periods 10)

Meaning & Concept of Corporate Image, Corporate Image Program. Management Audit & Corporate Image. Numerical problems on evaluation of corporate image, Critical Path Method (CPM), Program Evaluation and Review Techniques (PERT.)

Chapter IV: Different Areas of Management Audit (Periods 12)

Corporate Service Audit, Corporate Development Audit and Social Cost-Benefit analysis
Evaluation of-

1. Consumer Services
2. Research and Development
3. Corporate culture
4. Personnel development

Chapter V: Operational Audit (Periods 10)

Meaning & Concept of Operational Audit. Objectives, plan for Operational Audit. Approach, method, evaluation, recommendations and reporting under Operational Audit. Program for Operational Audit.

(Total Periods 48)

Note:-

1. All the amendments made of the respective Laws before one year of the examination should be considered.
2. **80%** marks for theory and **20%** marks for practical problems

- **Area of Practical Problems:** Problems on evaluation of corporate image, Critical Path Method (CPM), Program Evaluation and Review Techniques (PERT).

- **List of books/material recommended for study:**
 1. Cost Audit and Management Audit-D.Dattachoudhary-Central Publication, Kolkata
 2. Cost Audit and Management Audit-V.K.Saxena and C.D.Vashist-S.Chand and Company
 3. Management Audit-P.William Leaner
 4. Cost Audit and Management Audit-Rajnathan-Tata Mcgraw Hill Publication
 5. Journal: Management Accountant-ICWAI Publication
 6. Website-www.mycwai.org , www.aicmas.com

University of Pune
(Pattern – 2008)
M.Com Part 2 Sem – III
Subject: Entrepreneurial Behavior (303)

w.e.f. 2009 – 10

Objectives:

1. To develop understanding of entrepreneurial environment amongst the students.
2. To motivate students to inculcate in the modern values of entrepreneurship.

| Unit No. | Topic | Periods |
|---|---|-----------|
| 1 | <u>Entrepreneurship</u> Meaning & features, Personal qualities, Studies of personal & social traits, Assessing potential entrepreneurship, tools & techniques used Behavioral tests. | 8 |
| 2 | <u>Entrepreneurship training</u> Objectives & importance, Training models, Training Components, Information input & training methodologies | 8 |
| 3 | <u>Development of achievement motivation</u> Sources of development of achievement ,achievement motivation as related to entrepreneurship problems, beliefs & attitude ,limitations | 8 |
| 4 | <u>Need & importance of trainer</u> Motivator skills & qualifications required, Training the trainer, development input for trainer motivator, post training support. | 8 |
| 5 | <u>Business opportunity guidance</u> Importance & relevance of business opportunity, process of identifying & assessing business opportunity. | 8 |
| 6 | <u>Business opportunity & need of potential entrepreneurship</u> Selection of business opportunity, new trends in the service sector, scope for entrepreneurship in the service sector. | 8 |
| Total | | 48 |
| <i>Recommended Books :</i> <ol style="list-style-type: none"> 1. S.S. Nadkarni-Developing new Entrepreneurs,EDII Ahmadabad. 2. N.P.Singh- Entrepreneurs v/s Entrepreneurship Asian society for ED. 3. Desai Vasant –Dynamics of Entrepreneurial development & management,HPH 4. Khairka S.S. Entrepreneurial Development ,S.Chand & Co,New Delhi. 5. Moharana Drant Desai- Entrepreneurship Development,RBSA Publishers,Jaipur. 6. Paul Jose,Kumar N.Paul T.M. Entrepreneurship Development, HPH,New Delhi. 7. Saini J.S. Rathore B.S. Entrepreneurship Theory & Practice | | |

Objectives:

1. To expose the students to the various aspects of entrepreneurship.
2. To enable the students to do SWOT analysis of entrepreneurship as career options.

| Unit No. | Topic | Periods |
|--------------|--|-----------|
| 1 | <u>Problems in Entrepreneurship Development</u> Dot com entrepreneurship, role of Govt. in entrepreneurship development - R & D, Science technology & entrepreneurship development. | 8 |
| 2 | <u>Specialized institutions involved in entrepreneurship development</u> Business incubation & venture capitalists | 8 |
| 3 | <u>Change in concept of entrepreneurship</u> Entrepreneurship within organization, corporate strategy entrepreneurship. | 8 |
| 4 | <u>Business idea search</u> Project identification, project design, Network analysis, Business model PERT, Critical path method, Creativity & innovation, Meaning & importance & role in developing a new business | 8 |
| 5 | <u>Issues in project management</u> Project direction, co-ordination & control, project cost evaluations & cost control, Interface with industrial sickness, project monitoring & MIS. | 8 |
| 6 | <u>Entrepreneurship development efforts in India-Issues & cases</u> | 8 |
| TOTAL | | 48 |
| | <i>Recommended Books :</i> <ol style="list-style-type: none"> 1) S.S. Nadkarni-Developing new Entrepreneurs,EDII Ahmadabad. 2) N.P.Singh- Entrepreneurs v/s Entrepreneurship Asian society for ED. 3) Desai Vasant –Dynamics of Entrepreneurial development & management,HPH. 4) Khairka S.S. Entrepreneurial Development ,S.Chand & Co,New Delhi. 5) Moharana Drant Desai- Entrepreneurship Development,RBSA Publishers,Jaipur. 6) Paul Jose,Kumar N.Paul T.M. Entrepreneurship Development, HPH,New Delhi. 7) Saini J.S. Rathore B.S. Entrepreneurship Theory & Practice. | |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Subject: Human Resource Management (303)

Objectives:

To acquaint the students with the concepts and techniques of human resource management.

| Unit No. | Topic | Periods |
|----------|---|---------|
| 1 | <u>Human Resource Management</u> a) Introduction – Concept, Approaches, Functions, Challenges of HRM in Indian Context & in changing business scenario b) H R Environment – Technology and Structure, Network Organisations, Virtual Organisations, Workforce Diversity, Demographic Changes, Entry of female employees in the workforce, Dual Career Employees, Employee leasing, Contract Labour, Global Competition, Global sourcing of Labour, WTO and Labour Standards. | 10 |
| 2 | <u>Manpower Planning</u> Objectives, Estimating Manpower Requirement, Recruitment & Selection – Sources of Recruitment and Process of Selection & Assessment Devices – Retention of Manpower, Succession Planning. | 10 |
| 3 | <u>Training & Development</u> Training Process and Methodology, Need and Objectives, Training Procedure, Methods of Training and Aids, Evaluation of Training Programmes. | 10 |
| 4 | <u>Performance Appraisal and Merit Rating</u> Definition, Methods of Performance Appraisal, Result Based Performance Appraisal, Errors, Ethics in Performance Appraisal, 360 Degree Feedback. Merit Rating – Promotions, Transfers, Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation. | 10 |
| 5 | <u>Retirement/Separation/Retrenchment Strategies</u> Kinds of Retirement, VRS and Separation Schemes, Early Retirement Plans, Resignation, Discharge, Dismissal, Suspension, Lay off. New Concepts in HRM – New Concepts of Customer Service Level and Agreement, SQDCS, HR Audit, Benchmarking, Downsizing, H R Outsourcing. | 8 |

Recommended Books :

- 1) Human Resource Management -Garry Dessler
- 2) Human Resource Management -R S Dwiwedi
- 3) Human Resource Management -V P Michael
- 4) Human Resource Management -Mirza and Saiyadin
- 5) Managing Human Resource -Arun Monappa
- 6) Strategic Human Resource Management – Charles R Green
- 7) Strategic Human Resource Management - Kandula
- 8) Strategic Human Resource Management - Jeffery B Mello
- 9) Personnel & Human Resource Management - Robert Mat & Jhon Jackson
- 10) Dynamics of Personnel Administration -Dr Rudrabasavraj
- 11) Personnel & Human Resource Management -A M Saxena
- 12) Manushyabal Vyavasthapan Va Audyogik Sambandha -Dr Madhavi Mitra

University of Pune

(Pattern – 2008)
M.Com Part 2 Sem – III

w.e.f. 2009 – 10

Subject: Organisational Behaviour (304)

Objectives:

To introduce to the students the concepts, processes and theories of organizational behavior.

| Unit No. | Topic | Periods |
|-----------------|--|----------------|
| 1 | Introduction to Organisational Behaviour 1.1 Definition and Goals of Organisational Behaviour 1.2 Theoretical and Conceptual Frameworks for the Study of Organisational Behaviour 1.3 Role of Information Technology in Organisation and Impact of Globalisation on OB. 1.4 Models of Organisational Behaviour – Autocratic, Custodial, Supportive, Collegial and SOBC | 8 |
| 2 | Organisational Designs and Culture 2.1 Horizontal Network and Virtual Designs 2.2 Definition and Characteristics of Organisational Culture 2.3 Creating and Maintaining a Culture | 6 |
| 3 | <u>Perception, Personality and Attitudes</u> 3.1 Process of Impression Management 3.2 Meaning of Personality, Attributes of Personality 3.3 Dimensions of Attitude, Attitude Change 3.4 Job Satisfaction, Outcomes of Job Satisfaction | 8 |
| 4 | <u>Motivational Processes and Emotional Intelligence</u> 4.1 Types of Motives – Primary, General, Secondary 4.2 Theories of Work Motivation – Maslow, Herzberg, Vroom. 4.3 Meaning of Emotional Intelligence 4.4 Emotional Intelligence in the Workplace | 8 |
| 5 | <u>Stress and Conflict</u> 5.1 Causes of Stress : Extra Organisational, Organisational, Group and Individual 5.2 Types of Conflict : Intra – individual, Interactive 5.3 The Effects of Stress and Conflict 5.4 Managing Stress and Conflict | 8 |
| 6 | <u>Groups and Teams</u> 6.1 Types of Groups 6.2 Groups Cohesiveness 6.3 Dysfunctions of Group 6.4 Types of Teams and Team Building | 9 |

| | | |
|--|---|--|
| | <p><i>Recommended Books :</i></p> <ol style="list-style-type: none">1) Organisational Behaviour -Frued Luthans2) Human Behaviour at Work -J W Newstorm3) Organisation Behaviour : Text and Cases - Games K, Aswathappa4) Organisational Behaviour -Stephen Robbins5) Organisational Behaviour -Dr Mrs Oka & Mrs Kulkarni | |
|--|---|--|

Objectives:

- 1) To acquaint the students with basic principles of International Trade , Theories of International Trade and Dispute resolution mechanism.
- 2) To study the impact of international business environment on foreign market operations.

| Unit | Topic | Periods |
|------|---|-----------|
| 1 | <u>Development of International Law</u> Meaning, Scope & Nature of International Law-Modern systems of International Law. | 6 |
| 2 | <u>Sources of International Law</u> Sources of International Law and Types there of International custom and modern sources of International Law | 8 |
| 3 | <u>Position of individual in International Law</u> Right of individual in International Law-Duties of individual in International Law-Procedural capacity | 6 |
| 4 | <u>Theories of International Trade</u> The Mercantilists' version-Classical approach-Factor proportion theories – Neo-factor proportion theory- Country similarity theory. Ricardo's Theory-Heckscher –ohlin Theory. | 10 |
| 5 | <u>International Business Environment</u> National regulation of International Business- Free trade v/s Protection – Forms of Trade Regulation at National level- Regulation of Foreign Direct Investment (FDI) in International Trade & basic Rationale. | 10 |
| 6 | <u>Dispute Resolution</u> Diplomatic modes of conflict resolution - Arbitration - International court of Justice and its Jurisdiction. | 8 |
| | Total | 48 |
| | <i>Recommended Books :</i> <ol style="list-style-type: none"> 1) International Law, Gurdip Singh, Macmillan India Ltd. 2) International Business, Concept, Environment and Strategy., Vyuptakesh Shran ,Pearsn Education (Singapur)Pte.Ltd. 3) International Business-Competing in the Globel Market Place-Charles Hill, Arun kumar Jain, Tata Mchraw Hill, New Delhi. 4) International Business-text and Cases-francis cherunilam, Prentice Hall of India Pvt.Ltd.New Delhi. 5) International Economics-M.L.Jhingan, Vrinda Publications, Delhi. | |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Subject: World Trade Organisation Norms and Practices (304)

Objectives:

To understand purpose and scope of WTO and to study important provisions of amalgamation.

| Unit No. | Topic | Periods |
|----------|---|-----------|
| 1 | <u>Introduction to WTO</u> Background - History of Multilateral trading system-Basic principles of the WTO trading system-Structures and working of the WTO –Misunderstandings about WTO-Benefits of trading system. | 10 |
| 2 | <u>The WTO Agreement</u> The WTO Agreement-WTO accession-WTO members - Current status of individual accessions -Decision on measures in favor of least developed countries. | 6 |
| 3 | <u>WTO and Trade Liberalisation</u> Liberalisation of trade in manufacturers-Liberalisation of agricultural trade-Trade related Investment measures (TRIMs)-Trade in Counterfeit Goods (TRIPs) | 8 |
| 4 | <u>Patent Law and UR Agreement</u> Indian Patent Law and UR agreement-An evolution of UR agreement-UR agreement and developing countries-UR agreement and India. | 6 |
| 5 | <u>The WTO Disputes settlement system</u> Disputes-Appeals-Procedure of WTO dispute settlement system-GATT disputes- Liberalising trade and setting disputes- Globalisation and WTO-WTO and developing countries. | 8 |
| 6 | <u>Agreement on Anti dumping measures.</u> Main provision – dumping determination-price comparisons-constructed price-Domestic industry volume of Import procedure for investigation- duration of measures-ASEAN currency crises. The case of steel-WTO report on Anti dumping-Review of Anti dumping Agreement. | 10 |
| | Total | 48 |
| | <i>Recommended Books:</i> 1) R. K. Rangachari, WTO, Its Benefits, Misunderstandings, Agreements, Policies for the developing countries, Palak Publication, Mumbai. 1) Amrita Shahabadi, World Trade Organisation, APT Publishing Corporation, New Delhi. 2) Francis Cherunilam, International Trade and export Management, Himalaya Publishing House. | |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Subject: Co-operative Credit System (303)

Objectives:

- 1) To acquaint students with the concept of Co-operative credit system.
- 2) To study the organizational set-up of co-operatives system.
- 3) Creating awareness about the problems of rural credit.

| Unit No | Topic | Periods |
|---------|---|-----------|
| 1 | <u>Introduction</u> 1.1 Definition of Credit 1.2 Importance of Agricultural Credit 1.3 Features of credit 1.4 Types of credit 1.4.1 Short Term 1.4.2 Medium term 1.4.3 Long term 1.5 Need of Institutional Credit for Agricultural Limitations of Credit System | 10 |
| 2 | <u>Structure of Credit Co-operatives.</u> 2.1 Federal Credit Co-operatives. 2.2 Need for the Integration of Short term, Medium term and Long term credit. | 4 |
| 3 | <u>Agricultural Credit Co-operatives</u> 3.1 Agricultural Credit Co-operatives- PACS, 3.2 District Central Co-operative Bank-DCC Banks. 3.4 State Co-operative Banks | 4 |
| 4 | <u>Non Agricultural Credit Co-operatives</u> 4.1 Urban Co-operative Societies 4.2 Salary earners Co-operative Credit Societies 4.3 Other non agricultural Credit Societies | 10 |
| 5 | <u>Regional Rural Banks</u> 5.1 Need and Objectives. 5.2 Formations. 5.3. Functions. 5.4 .Sources of finance. 5.5. Performance. 5.6. Problems and prospects. | 12 |
| | Total | 48 |

Recommended Books:

- 1) G.S.Kamat. - New Dimensions of Co-operative Management
- 2) K.K.Taimani. - Co-operative Organization and Management.
- 3) G.S.Kamat. - Cases in Co-operative management.
- 4) Dr G.H.Barhate,, L.P.Wakale and B.G.Sahane Sahakar Vikas ,Seth Publication Mumbai.
- 5) S.L.Goyal Principle, Problems and Prospects of co-operative administration, sterling publishing pvt. Ltd, Jalandhar.
- 6) Samiuddin & Rahman – Co-operative sector in India, S.Chand & co.
- 7) Kamat G.S – New Dimension of Co-operative management, Himalaya Publishing.
- 8) Krishanaswami O.R – Co-operative Audit, National council for Co-operative training, New Delhi.
- 9) Khandelwal M.C - Co-operative Audit, Patiyala Pustak Bhandar, Jaipur.
- 10) Samiuddin – Scope & Problems of Co-operative in India, Aligarh.
- 11) Samiuddin – Co-operative farming & its impact on Rural Industrialization, Aligarh
- 12) Dutt and Somsundaram- Indian Economy

Journals :

- 1) Journal of Rural Development, Hyderabad (Rajendranagar)
- 2) Journal of co-operative perspective, Pune
- 3) The Indian Journal of commerce, New Delhi
- 4) Journal of Sahakari Maharashtra, Pune
- 5) Journal of Southern Economics

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Subject: Co-operative Banking System (304)

Objectives:

1. To understand the operational process of disbursement of loans and advances
2. To understand the supervisory role of M.S.C.Bank, NABARD and R.B.I

| <u>Unit No</u> | <u>Topic</u> | <u>Periods</u> |
|-----------------------|---|-----------------------|
| 1 | <u>Lending Operations</u> 1.1 Types of advances including advances under IRDP. 1.2 Advances to priority sector schemes. 1.3 Eligibility for advances. 1.4 Procedures and Types. 1.5 Disbursement of advances. 1.6 Over dues- follow up. | 10 |
| 2 | <u>Institutional support to Co-operative Credit</u> 2.1 National Federation of State Co-operative banks. 2.2 National Federation of Agricultural and Rural Development bank. 2.3 National Co-operative Bank for Rural Development- Its role in the development of Co-operative Banking. | 10 |
| 3 | <u>Maharashtra State Co-operative Bank (Apex Bank)</u> 3.1 Objectives 3.2 Organization & Management. 3.3 Functions and Working. 3.4 Role of MSC Bank in the development of Co-operative movement in the State. 3.5 Progress, problems and Prospects. | 12 |
| 4 | <u>National Bank for Agricultural and Rural Development (NABARD)</u> 4.1 Historical background. 4.2 Organization and Functions. 4.3 Role of NABARD in Agricultural refinance. 4.4 Procedure and norms of refinance. 4.5 Performance evaluation 4.6 | 6 |
| 5 | <u>Role of R.B.I. in Co-operative Credit.</u> 5.1 Supervisory role of R.B.I 5.2 Funding of R.B.I 5.3 | 2 |
| | Total | 48 |

Recommended Books:

- 1) G.S.Kamat.- New Dimensions of Co-operative Management
- 2) K.K.Taimani.- Co-operative Organization and Management.
- 3) G.S.Kamat.- Cases in Co-operative management.
- 4) Dr G.H.Barhate, L.P.Wakale and B.G.Sahane-- Sahakar Vikas ,Seth Publication ,Mumbai.
- 5) S.L.Goyal Principle, Problems and Prospects of co-operative administration, sterling publishing pvt. Ltd, Jalandhar.
- 6) Samiuddin & Rahman – Co-operative sector in India, S.Chand & co.
- 7) Kamat G.S – New Dimension of Co-operative management, Himalaya Publishing.
- 8) Krishanaswami O.R – Co-operative Audit, National council for Co-operative training, New Delhi.
- 9) Khandelwal M.C - Co-operative Audit, Patiyala Pustak Bhandar, Jaipur.
- 10) Samiuddin – Scope & Problems of Co-operative in India , Aligarh.
- 11) Samiuddin – Co-operative farming & its impact on Rural Industrialization, Aligarh

Journals :

- 1) Journal of Rural Development, Hyderabad (Rajendranagar)
- 2) Journal of co-operative perspective, Pune
- 3) The Indian Journal of commerce, New Delhi
- 4) Journal of Sahakari Maharashtra, Pune

University of Pune

(Pattern – 2008)
M.Com Part 2 Sem – III

w.e.f. 2009 – 10

Subject: Foreign Exchange (303)

Objectives:

1. To Provide an understanding of various aspects of foreign exchange market.
2. To acquaint the students with financing of foreign trade.
3. To Provide an understanding of exchange rate mechanism and factors affecting exchange rates.
4. To make students aware of development in foreign exchange market.

| Unit No. | Topic | Periods |
|-----------------|---|----------------|
| 1 | <u>Foreign Exchange Market</u> Meaning of foreign exchange Features of foreign exchange market. Participants of foreign in market exchange market Spot market: features Forward market: features Forward market Hedging Swap rates Foreign exchange futures Foreign exchange Options | 8 |
| 2 | <u>Risk in Foreign Exchange Market</u> Exchange Rate risk or Position Risk Operational Risk Country Risk Legal Risk Counter party Risk or Credit Risk Liquidity Risk Management of Risks | 8 |
| 3 | <u>Foreign Exchange Market in India</u> Structure and Growth of Indian foreign Exchange Market Foreign Exchange Management Act, 2000 Authorized money changers and Authorized Dealers in Foreign Exchange. Dealing Rooms Types of Accounts: of Non-Resident Indians Meaning of Non-Resident Non-Resident (External) Account (NRE) Non-Resident (Ordinary) Account (NRO) Foreign currency (Non-Resident) Account (FCNR) Resident Foreign Currency Account (RFC) Non-Resident Non-Repatriable Account (NRNR) Role of Reserve Bank of India in Foreign Exchange Market in India | 8 |

| | | |
|---|---|---|
| 4 | <p><u>Exchange rate Mechanism</u> Concept of Exchange Rate, buying and selling rates Cross Rates, Spot Cross Rates, Forward Cross Rates Determination of equilibrium exchange rate (based on demand and supply) Factors influencing Exchange Rate: Interest Rates Inflation Purchasing Power Parity Trade Imbalances Capital Inflows Political Factors Exchange Rate Adjustment.</p> | 8 |
| 5 | <p><u>Financing of Foreign Trade</u> Foreign Trade Documentation: Objectives. Documents: Letter to Credit (L/C) Parties to L/C; operation of L/C Types of L/C: Revocable credits Irrevocable Credits Transferable, Back to back credits Revaluing L/C Anticipatory L/C Draft, Types of draft. Mate's Receipt. Bill of lading, Invoice. Insurance policy, Certificate of origin, consular's invoice, bill of exchange (D/A, D/P)</p> | 8 |
| 6 | <p><u>Methods of Financing Foreign Trade</u> Bank Credit – 1) Pre-shipment credit 2) Post-shipment credit 3) Medium-term credit 4) Credit under duty draw back scheme Export-Import Bank of India (EXIM Bank): Objectives, Functions, Performance and Role.</p> | 8 |
| | <p><i>Recommended Books :</i> 1) International Financial Management - V. Sharan 2) Financial Institution and Markets-a Global Perspective-Hazel J. Johnson 3) Foreign Exchange; International Finance-Risk Management-A.V. Rajwade 4) Financial Markets and Institutions- L.M. Bhole 5) International Financial Management-Eun/Resnick 6) International Financial Management, Markets, Institutions-James C. Baker- 7) Reserve Bank of India Bulletin- 8) Annual Reports of IMF, World Bank, Asian Development Bank.</p> | |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Subject: International Finance (304)

Objectives:

- 1. To Provide an understanding of International Financial market.**
- 2. To acquaint the students with International monetary system**
- 3. To Provide an understanding of operations of international Financial Institutions**

| Unit No | Topic | Periods |
|----------------|--|----------------|
| 1 | <u>International Banking</u> Reasons For International Banking Types of International Banking offices: Correspondent Bank Foreign Offices Subsidiary and Affiliate Banks Offshore banking Centers | 6 |
| 2 | <u>International Money Market</u> Euromarkets- Development of Eurodollar Market. Instruments- Euro Notes, Euro commercial Paper, Medium-term Euro Notes. | 6 |
| 3 | <u>International Debt and Equity Markets</u> International Debt Market Instruments: International Bonds Procedure of Issue of – Foreign Bonds Euro Bonds Global Bonds Convertible Bonds Floating rate Notes International Equity Market Instruments: Procedure of Issue of – American Depository Receipts (ADR) Global Depository Receipts (GDR) | 10 |
| 4 | <u>International Monetary Market</u> Special Commodity Standard Gold Slandered : Features, weaknesses. Britton Woods System : Features, Weaknesses. Fixed parity System, Collapse of fixed parity System. | 6 |
| 5 | <u>New Exchange Rate Regime</u> Floating Rate System: Independent Float and Managed Float. Currency Pegging: Pegging to single Currency ; Pegging to basket of Currencies ‘ Pegging to SDRS (Special Drawing Rights); Crawling Peg. Convertible and Non-Convertible Currency. | 10 |

| | | |
|-----------------|--|------------------|
| <p>6</p> | <p><u>International Financial Institutions</u> Origin, Objectives, Structure and Operations of: 1) Bank for International Settlements (BIS) 2) International Monetary Fund (IMF) World Bank Group: International Bank for Reconstruction and Development (IBRD); International Finance Corporation (IFC); International Development Agency (IDA) Multilateral Investment Guarantee Agency (MIGA) & International Conference for Settlement of Investment Disputes (ICSID)</p> | <p>10</p> |
| | <p><i>Recommended Books :</i> 1) International Financial Management - V. Sharan 2) Financial Institution and Markets - a Global Perspective - Hazel J. Johnson 3) Foreign Exchange; International Finance-Risk Management-A.V. Rajwade 4) Financial Markets and Institutions- L.M. Bhole 5) International Financial Management-Eun/Resnick 6) International Financial Management, Markets, Institutions-James C. Baker- 7) Reserve Bank of India Bulletin- 8) Annual Reports of IMF, World Bank, ADB.</p> | |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Subject: International Marketing (303)

Objectives:

- 1) **To familiarize the student to understand the international environment and policies**
- 2) **To enable the students to acquire necessary skills to deal in international market**

| Unit No | Topic | Periods |
|----------------|---|----------------|
| 1 | <u>Introduction</u> Concept of International Marketing and its scope, Objectives of International Marketing, Challenges and Opportunities in International Marketing, Underlying forces of International Marketing Channels, Reason of entry in International Marketing | 10 |
| 2 | <u>International Policy</u> Recent Import Export Policies and Procedures, Facilities and Incentives relating to Export Business | 4 |
| 3 | <u>Procedural Aspect</u> Export Documentation, Preparing Export Document Shipping and Customer Clearance of goods. Processing/Manufacturing goods for Export and their inspection by Government Authorities Compulsory Quality Control and Pre-shipment Inspections, Excise Clearance, Insuring goods against marine risk, Marine Insurance, Submitting documents to Bank for purchase/Collection/Negotiation under L/C. Export Credit Limit. | 12 |
| 4 | <u>International Marketing Strategy</u> Rules for successful exporting. International Market Segment Preliminaries for starting Export Business. Registration of Exporters. Sending/Exporting Samples. Appointing Overseas Agents obtaining a License (Export License) | 6 |
| 5 | <u>Pricing and Finance Strategy</u> International Pricing Decisions and factors influencing these decisions. Uniform pricing Vs. Market by market pricing. Arranging Finance for Exports: Financial and fiscal incentives provided by the Government and Foreign | 12 |

| | | |
|----------|---|----------|
| | <p>exchange facilities by the R.B.I. and EXIM Bank. Institutional support from Government, Semi Government and Autonomous Organizations for Exporters Obtaining export credit Insurance. Exchange rates, Understanding foreign exchange rates and protection against their adverse movement.</p> | |
| 6 | Labeling, Packaging, Packing and Marketing Goods for Orientation to GATT and functions of W.T.O | 4 |
| | <p><i>Recommended Books :</i></p> <ol style="list-style-type: none"> 1) Winning The World Marketing – Bhattacharya 2) International Trade and Export Management – B.M. Wahi and A.B. Kalkundribar. 3) International Marketing Management – Varshney and Bhattacharya 4) International Marketing Export Marketing – S.Shiva Ramu 5) International Marketing – S.S. Rathor, J.S. Rathor 6) Global Marketing Strategy – Douglas & Craig 7) Export Marketing – Michael Vaz 8) Export Marketing – Francis Cherunilam 9) Export Marketing – B. Bhattacharya 10) Export - What , Where & How – Parasram 11) Essentials of Export Marketing – S.A. Chunnawala | |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Subject: Marketing Research (304)

Objectives:

To acquaint the student various marketing research techniques & to enable them to use them in practice in national and international market

| Sr.No. | Topic | No. of Lectures |
|----------------------|---|------------------------|
| <u>UNIT 1</u> | <u>INTRODUCTION</u> Marketing Research –Role of marketing research in marketing - Scope and obstacles in acceptance – Implications of marketing research on marketing mix (4 P's and extended 4 P's) - Limitations of marketing research – ethics in marketing research. Prominent Market research agencies in India - Jobs in marketing research – skill sets required - job and growth prospects. | 6 |
| <u>UNIT 2</u> | <u>MARKET INTELLIGENCE</u> Marketing intelligence – Marketing Decision Support System components - Scope and Significance of Marketing Intelligence in decision making – Market potential analysis, methods. Sales analysis – by territory, by product, by customer and by size order - Quality and quantity of Market Information – value of information – Decision tree and Bayesian analysis concept – types of market information. | 8 |
| <u>UNIT 3</u> | <u>MARKETING RESEARCH PROCESS</u> Research process – problem formulation – hypothesis statement – characteristics of a good hypothesis – preparing the research proposal. Research designs – Exploratory designs - Focus groups and experience surveys, Qualitative research techniques – depth interview and projective techniques. Causal research – experimental designs – internal and external validity of experiments. | 10 |

| | | |
|----------------------|--|----|
| <u>UNIT 4</u> | <u>MARKET INFORMTION</u> Various sources of market Information – Methods of collecting Market Information - Secondary data – sources – problems of fit and accuracy. Shop and retail audits, Readership surveys and viewer ship surveys, Syndicated services. | 6 |
| <u>UNIT 5</u> | <u>APPLICATION OF MARKETING RESEARCH</u> Applications of Marketing Research: Cluster analysis for identifying market segments, Conjoint analysis for Product research, Multi-dimensional scaling, Discriminate analysis and perceptual mapping for Brand positioning research, Advertising research – copy testing, media selection, media scheduling, Market and Sales Analysis, Sales forecasting – objective and subjective methods, Test marketing, Industrial versus consumer marketing research. | 12 |
| <u>UNIT 6</u> | <u>IT ENABLED MARKETING</u> Web based marketing research - using the internet for collecting secondary data – primary data - advantages and limitations in data collection – reach – analysis – accuracy – time. | 6 |

Recommended Books :

- 1) Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn
- 2) Marketing Research –Aakar, Kumar, Day
- 3) Marketing Research – Thomas C. Kinnear
- 4) Marketing Research – Nargundkar
- 5) Marketing Research – Measurement & Methods – Donald S. Tull, Del I. Hawkins
- 6) Marketing Research – Beri
- 7) Business Research Methods – Cooper

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – III

Subject: Capital Market and Financial Services (401)

Objectives:

To Enable students to acquire sound knowledge, concept and structure of capital market and financial services

| Unit No. | Topic | Periods |
|----------|---|---------|
| 1 | <u>Capital market</u> Meaning, Functions, Structure, Characteristics, Participants of capital market - Capital market instruments, Equity share, Preferences shares, Debenture, Bonds - Innovative debt instruments - Forward contracts, Futures contract - Options contract | 10 |
| 2 | <u>Stock Market</u> Stock exchange: organization-membership-governing body- Bombay stock exchange, National Stock Exchange and Over the Counter Exchange of India (OTECEI) 1) Primary market - Functions of primary market - issue mechanism, participants 2) Secondary market: Objectives, functions of secondary markets, stock broking, e-broking, depository system-functions and benefits stock market trading-derivatives trading | 10 |
| 3 | <u>Listing Regulations</u> Introduction-Advantages of listing, Central listing authority (CLA), Regulation 2003-Delisting of securities guidelines, guidelines for listing agreements | 6 |
| 4 | <u>Financial Services</u> Merchant banking-meaning-functions and services rendered Mutual funds: Meaning, functions-Types-Open and closed ended funds-income funds-balanced fund, growth fund-index fund Portfolio management-meaning and services Credit rating-meaning and need, various credit rating institutions- | 12 |
| 5 | <u>Securities and Exchange Board of India (SEBI)</u> Background, Establishment, functions, powers, achievements and regulatory aspects and | 4 |
| 6 | <u>Foreign Capital</u> Foreign investment: Meaning, need. Indian direct investment abroad, external commercial borrowing (ECB) Indian Depository Receipts (IDR), Foreign institutional investors (FIIs), Regulation of foreign capital. | 6 |

Recommended Books :

- 1) M.Y. Khan: Indian financial system-Tata Mcgraw Hill Publishing Co. Ltd.
- 2) Frank J. Fabozzi and Franco Modigliani: Capital markets institutions and instruments - Prentice Hall of India, New Delhi
- 3) Fredric Mishkin and Stanley Eakins, Financial Markets and Institutions, Pearson Prentice Hall, Boston san Francisco, New York.

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Global Industrial Environment (402-A)

Objectives:

- 1) To understand the effect of globalization on industry.
- 2) To study the growth of Indian Industries.

| Unit No | Topic | Periods |
|---------|--|---------|
| 1 | <u>Industrial Finance</u> Meaning and need of Industrial Finance. 1.1 Internal sources of industrial finance 1.2 Foreign sources of industrial finance – Direct investment, institutional investment, Non Resident Investments | 8 |
| 2 | <u>Industrial Growth in India</u> 2.1 Review of Industrial Progress since 1991 2.2 Industrial policy 1991 2.3 Export-Import Policy since 1991 | 8 |
| 3 | <u>Effects of Liberalization, Privatization and Globalization (LPG)</u> 3.1 Privatization – concept, methods and impact on Indian Industry. 3.2 Liberalization – Concept and background, effects on Indian Industry. 3.3 Globalization – Concept and effects on Indian Industry. | 8 |
| 4 | <u>Importance and progress of some industries in India.</u> 4.1 Iron and steel 4.2 Agro and allied industry, sericulture, floriculture and 4.3 Information Technology (IT) and Information Technology Enabled Services. (ITES) | 8 |
| 5 | <u>Foreign Capital</u> 5.1 Role of Foreign Capital 5.2 Indian Government. Policy towards foreign capital since 1991. 5.3 Multinational Corporations (MNCs) – meaning, objectives, advantages and disadvantages. | 8 |
| 6 | <u>Industrial Labour</u> 6.1 Features of Industrial Labour 6.2 Present Problems of Indian industrial labour. 6.3 Outsourcing Labour and Contract Labour-Meaning & concepts | 8 |

Recommended Books :

- 1) S. C. Kuchal – Industrial Economy of India. 1981
- 2) D. R. Gadgil – Industrial Evolution in India, Oxford.1948
- 3) K. V. Sivayya and V.B.M. Das – Indian Industrial Economy, Chand and Co. Ltd. New Delhi 1999
- 4) S. C. Kuchal – Major Industries in India, Chaitanya Publishing House, Allahabad.
- 5) Francis Cherunilam – Industrial Economics – Indian Perspective, Himalaya Publishing House, Mumbai. 1999
- 6) Wadilal Dagli – A profile of Indian Industry, Vora and Co. Mumbai.
- 7) Dutt and Sunderam – Indian Economy, S. Chand and Co 2008

University of Pune

(Pattern – 2008)
M.Com Part 2 Sem – III

w.e.f. 2009 – 10

Subject: Operation Research (402-B)

Objectives:

- 1) **To understand and Master the concepts, techniques & applications of Operations Research**
- 2) **To develop the skills of solving real life problems using Statistical Methods.**
- 3) **To make students to understand the art of applying statistical techniques to solve some real life problems.**
- 4) **To gain knowledge of Statistical Computations**

| Unit No | Topic | Periods |
|----------------|--|----------------|
| 1 | <u>Statistical Decision Theory</u> 1.1 Decision making under risk EMV, EOL criteria. 1.2 Decision making under uncertainty 1.3 Determination of optimal strategy by using maximin, maximax, minimax regrets Laplace and Hurwitz's criteria. 1.4 Decision tree diagram 1.5 Numerical problems. | 10 |
| 2 | <u>Game Theory</u> 2.1 Introduction 2.2 Two person zero sum game, saddle point, pure strategy, Mixed strategy. 2.3 Dominance principle. 2.4 Algebraic system of solving 2X2 game. 2.5 Numerical problems | 4 |
| 3 | <u>Linear programming problem (L.P.P.)</u> 3.1 Solution of L.P.P. by simplex method 3.2 Big- M method. 3.3 Special case, degeneracy, alternate solution, unbounded solution, infeasible solution. 3.4 Formation and dual of a L.P.P. 3.5 Numerical problems. | 11 |
| 4 | <u>Transportation Problem (T.P.)</u> 4.1 Definition, Balanced and unbalanced T.P. 4.2 Methods of finding Initial Basic feasible solution (I.B.F.S.) a. North west corner method b. Matrix Minima method c. Vogel's approximation method. 4.3 Optimal solution by U-V method 4.4 Maximization and degeneracy in T.P. 4.5 Numerical problems. | 11 |

| | | |
|---|--|---|
| 5 | <u>Network Models</u> 5.1 Weighted route diagram 5.2 Minimal spanning tree 5.3 Shortest route algorithm 5.4 Numerical problems | 6 |
| 6 | <u>Max-Min Networks</u> 6.1 Model definition 6.2 Maximum flow 6.3 Minimum cost capacitated network 6.4 Numerical problems | 6 |
| | <i>Recommended Books :</i> 1) Operations Research – Kanti Swarup, Gupta, Manmohan 2) Quantitative Techniques for Managerial Decisions –Jhamb L.C. 3) Operations Research – V.K.Kapoor 4) Operations Research –Hamdy Taha. | |

M. Com. Part II Semester IV
PAPER VIII: PROJECT WORK/ CASE STUDIES

Code 404

Project Work in Accountancy

A student can select any topic relating to principles practices and procedures of accounting auditing taxation and management accounting. Any topic from the syllabus of the papers studied at M Com. Part One or Part Two under special paper Accountancy & Taxation can be of a use. Pick up any unit studied and try to connect it to commercial word around e.g. in taxation a student has studied taxation of a company, then he can select a topic Tax Planning of a particular company or a study of taxation of an educational institute. On this line following areas have been listed out for project work in Accountancy.

AREA OF PROJECT WORK IN ACCOUNTING:

Following is the list of topics for project work in Accounting.

1. Financial statement Analysis of –
 - a. A Limited Company for 5 years
 - b. Five Companies of five different industries
 - c. Five companies of one industry e.g. Automobile, Engineering, Textile
 - d. Five banks from Private sector/Co-op. sector
2. Study of Working Capital Management of a large Company.
3. Study of Budgetary Control System of four Companies
4. Study of Management Information System of four Companies.
5. Procedure of preparation of Consolidated Balance Sheet by Holding Company having two/three subsidiaries companies.
6. Valuation of Shares of 10 unlisted Companies.
7. A study of Amalgamation/Merger of procedure of two Companies(Accounting procedure)
8. A comparative study of Accounting System of Hotel industry – Five Star, Three star, large Hotel and small Hotel.
9. Comparative study of Accounting of Hospitals from Private sector, Trust and Small Hospital.
10. Study of Accounting for Grants to school, college, institute.
11. Application of Inflation Accounting to a large Company's Balance Sheet.
12. Human Resource Accounting for Software, Marketing, Consulting Company

13. Preparation of Value Added Statements of a Company and its comparison with Conventional Accounting Statement.
14. Preparation of Economic Value Added Statement of a Company and its comparison with Conventional Accounting Statement.
15. A study of Application of Accounting Standards of five Companies.
16. Audit planning of five firms of Auditors.
17. A study internal Audit system of four companies.
18. Tax Planning of 10 assesses
19. Tax Planning regarding purchase of House Property.
20. Tax planning of Partnership Firm/ Limited Company.
21. Taxation of Public Trust
22. A study of Perquisites and its impact on Taxable Income Employees from 10 different Companies.
23. A study of ten Export Oriented Units from Taxation point of view.
24. Financial viability of five Co-operative Sugar Factories.
25. Comparative Study of Taxable Income of Individuals and HUFF
26. Problem of units paying Service Tax
27. Accounting for Tour and Travel business.
28. Comparative Study of Housing Loan Schemes of Banks and Financial Institutions.
29. Comparative Study of Fees Structure of Non-grant and Grant In Aid Educational Institutions.
30. A survey of 20 shareholders regarding utility of Published Annual Accounts of Company.
31. Study of Investment Pattern of 20 Individuals from Taxation point of view.
32. Preparation of Project Report for Small Scale Industry, Hotel, Xeroxing business, Computer Institute, Hospital, Transport Business, Petrol Pump.
33. Ascertainment of Cost of Capital from Annual Accounts of five Companies.
34. A financial viability study of Sick Industrial Companies.

35. A study of Tax Audit Report of Non-Corporate and Corporate Assesses.
36. A study of Secretarial Audit Report of five companies.
37. A study of Cost Audit Report of two companies.
38. A study of Government system Audit of Commercial Undertaking/Local bodies.
39. Commentary on Public Accounts Committee of Central Government.
40. A comparative study of different Accounts Software e.g. Tally, SAP, ERP, Local Software etc.
41. Consolidation procedure of different units of an Educational Society.
42. A study of Significant Accounting Policies of different Companies from different Industries.
43. A study of Qualified Audit Reports of different Companies.
44. Comparative study of Advances of Credit Co-op. Societies and Urban Co-op Banks.
45. Preparation of Project Report of Agro based industries, Poultry Farming, Dairy business, Nursery, Horticulture farm.
46. A study of Vehicle Loan schemes of different Banks.
47. Excise Accounting at manufacturing unit.
48. A comparative study of NPA of Urban Co-op Banks
49. A study of Corporate Responsibility Statements of Annual Accounts of 10 Companies
50. A study of Cash Flow Statement from Annual Accounts of 10 Companies.
51. Accounting of Leasing and Finance Companies.
52. A study of Accounting of Electricity Company, (Tata Power, Ahmedabad Electricity Power Co. Ltd.)
53. An exemption under Income Tax Act, availed by 10 different assesses.
54. A comparative financial analysis of running of Luxury buses by private operators and State Transport Corporation.
55. Financial Analysis of Produce Exchanges at Taluka Level.
56. Comparative study of Annual Report of 3 Co-op Banks for the year ending 2008-09.

57. Comparative study of Annual Report of 3 Limited companies for the year 2008-09
58. Various Accounting Policies followed by Financial Institutions.
59. Impact of IRAC Norms of financial position of any co-operative bank over last 3 years.
60. Audit classification of a Credit Co-op. Society for last 2 years.
61. Determination of Taxable Income of a Charitable Hospital as per Section 11,12,12A & 35 of I.T. ACT.. Act. 1961.
62. Accounting Standards, their application by the limited company to its annual accounts.
63. Comparative study of effect of Depreciation Allowance on Book Profit & taxable profits of a limited company for 3 years including carried forward and set-off.
64. Analysis of any three recent cases decided by High Court.
65. Study of fraud cases detected by application of S.A.P.
66. Comparative study of Financial Statements of Educational Institutions for 2 years.

M.COM PART-II

ADVANCED COST ACCOUNTING AND COST SYSTEMS

Course Code 403

SEMESTER-IV

Paper-VII

Recent Advances in Cost Accounting and Cost Systems

Objective: -To provide adequate knowledge on Recent Advances in Cost Accounting and Cost Systems

Level of knowledge: -Advanced **No. of Lectures**

- | | | |
|-------------------|---|-------------|
| Unit No. 1 | Cost Accounting Standards (CAS): - CAS-1 to 5 and 7 (Final) and CAS-6, CAS-8 to 12 (Drafts and Amendments Subject to finalization from time to time) www.myicwai.org & www.aicmas.com can be referred | (8) |
| Unit No. 2 | Excise Audit, VAT Audit and Productivity Audit: - U/S 14A, 14AA, Under Central Excise Act and VAT Audit with reference to Meaning, Scope, Procedure and Reports. Productivity Audit-Meaning, Problems of Productivity Audit and Means to overcome the problems. | (12) |
| Unit No. 3 | Enterprise Resource Planning (ERP):- Introduction, Features and benefits of ERP Reasons for implementation | (4) |
| Unit No. 4 | 5 S and Six Sigma and Cost Control:- A) 5 'S' and Cost Control :- Meaning, phases- 1. Seiri 2. Seiton 3. Seiso 4. Seiketsu 5. Shitsuke Implementation and Utility of 5 S B) Six Sigma and Cost Control :- Historical review-origin & meaning Sigma level-Methods-DMAIC & DMADV Case study with reference to Mumbai Dabewala and their cost implications (Refer- Material available on internet) | (16) |
| Unit No. 5 | Study of Journal– Management Accountant: - By reading of Journal of the ICWAI- 'Management Accountant' Issues from July to September (of the respective Academic Year) and getting acquainted with recent changes and developments. | (8) |

Total- 48

REFERENCES:-

1. Indirect Taxes-V.S.Datey
2. Indirect Taxes- Ahuja

Journals :

“Management Accountant”- ICWAI, Publication
Cost Accounting Standards-Issued by ICWAI, Kolkatta

M.COM PART-II

ADVANCED COST ACCOUNTING AND COST SYSTEMS

Course Code 404

SEMESTER-IV

Paper-VIII

Project Work

Project work will carry 100 marks. For regular students, project work is compulsory. The option of **Case Studies** is only for the students registered as an external student. Students are expected to prepare the project report based on the field work and survey and studying the current trends under the guidance of their guide teacher. They will have to submit the report on 31st March every year. Project viva voce will be conducted at the end of IVth semester but before theory examination.

Guidelines Areas of Project Work

Marks-100

Students are required to visit a unit in concerned industry and submit their report on any of the following project topics.

1. Marginal Costing: Visit to any manufacturing or service industry and to study the application of marginal costing technique in taking managerial decisions.
2. Budgetary Control: Visit to any industry. A study of Budgetary Control system established therein and used for cost control purpose.
3. VAT Audit: Visit to any trading concern Chartered Accountant or Cost Accountant; understanding the actual procedure of VAT audit, its implication & benefits.
4. Excise Audit: Visit to any manufacturing unit (eligible for excise audit) or cost accountant; to understand the actual procedure of Excise audit, its importance and benefits.
5. CAS 6: Visit to the excise department/Office or cost accountant; Understanding the cost accounting Standard No.6; its utility and benefits to the concerned and excise department.
6. Cost Audit: Visit to cost accountant understanding the procedure of cost audit; cost accounting record rules of the respective industry and preparation of cost audit report.
7. Standard costing: Visit to any Engineering concern and collecting information about different cost standards adopted by the company; procedure used for setting standards and variance analysis used for cost control.
8. Process Costing: Visit to sugar industry & understanding the use of process costing method in the factory; cost analysis at each stage in particular and cost analysis in general done in the sugar factory.
9. Pricing Decisions: Visit to any industry & understanding the different methods and techniques use by the concern in pricing different products.

10. Cost Control and cost reduction: Visit to any manufacturing concern and understanding the different methods used fruitfully by the concern in cost control and cost reduction maximize the profit.
11. Contract costing: Visit to any construction contracting firm and understanding ascertainment of contract cost, allocation and apportionment of different expenses and apportionment of profit on incomplete contract.
12. Costing in service industry: Visit to any hotel, airlines, hospitals or any other service industry and understanding the costing methods used in the concerned service industry and its utility to ascertain the cost of service rendered corrected as well as for controlling the cost.
13. Recent developments in cost accounting:
14. Application of activity based costing:
15. Study of job evaluation and merit rating in industrial unit:
16. Application of target costing:
17. Cost reduction program and its implementation:
18. A study of working capital management:
19. A survey and analysis of capital budgeting methods:
20. Study of costing techniques and its use in decision making:

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Recent Advances in Business Practices (403)

| Unit No. | Topic | Periods |
|----------|---|---------|
| 1 | Industrial, investment & infrastructure policy of Maharashtra 2006 A) Thrust Areas. 1) Agro processing Policy 2) Textile Policy. 3) Retail Policy. 4) Infrastructure development Policy. 5) Cluster Approach for Development. B) Marketing Assistance. 1) Gram Udyog Vasahats. 2) Urban Haat. C) H.R. initiatives- Labour Market Information cell (LMIC) Service training institute (STI). | 16 |
| 2 | A) Recent Scheme by micro small & medium enterprises (MSME). B) Rajeev Gandhi Udyami Mitra Scheme (RGUMI). | 8 |
| 3 | <u>Self help Group</u> Definition, Meaning & Evolution, Nature & Scope of BPL & APL, Modus operandi advantage Do's & Don't self- help group. | 8 |
| 4 | <u>Environment Audit</u> Nature, Scope & importance, Types, Limitation | 8 |
| 5 | <u>Corporate Governance</u> Role & implication, Transparency & corporate discloser, Nominee Direct role | 8 |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Project Report / Case Studies (404)

There will be a project work carrying 100 marks for internal students only. The students will have to select a subject from any area of the syllabi for Business-Administration. The students will have to work under the guidance of concerned subject teacher.

The project will carry total 100 marks out of which sixty marks will be allotted for Project Report and 40 marks will be allotted for Project Viva Voce to be conducted by internal teacher and external teacher (examiner) appointed by the University.

Note: The list of suggested areas for project work will be notified in due course.

Case Studies:

There will be a paper of case studies for external students. The paper will be set for 80 marks- to be converted to 100 marks. Total 20 cases will be selected from standard book for study. In the question paper 3 cases out of 20 (twenty) cases will be covered, each carrying twenty (20) marks. One unseen case also will be covered & it will carry twenty (20) marks.

Note: The paper of case studies will be offered only by external students only.

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Recent Trends in Business Administration (403)

Objectives:

To acquaint the students with current trends in Business Administration

| Unit No. | Topic | Periods |
|-----------------|--|----------------|
| 1 | <u>Contemporary Issues in Business Administration.</u> 1.1 Change management – Concept, Significance. 1.2 Managing change-Important feature Dimensions. 1.3 Approaches towards managing change. 1.4 Futuristic and strategic approach toward changing business environment. | 10 |
| 2 | <u>Approaches to quality management.</u> 2.1 Kaizen. 2.2 Total Quality management. 2.3 Six sigma Technique feature & utility. 2.4 Five's system of Quality management. | 10 |
| 3 | <u>Enterprise Resource Planning</u> 5.1 Concept & features of E. R. P. 5.2 Tools of E. R. P. 5.3 Applying E. R. P. In business. 5.4 Computers & E. R.P. | 10 |
| 4 | <u>Cross- Cultural management system</u> 4.1 Global management system- Concept, & Significance. 4.2 Issues in cross cultural management. 4.3 Acquisition & mergers- Role & importance 4.4 Current Trends in acquisitions & mergers national & international scenario. | 10 |
| 5 | <u>Turn Around management</u> 5.1 Concept & Significance of turn around management. 5.2 Techniques of turn around management. 5.3 Turn around management prerequisite for success. 5.4 Take over & turn around management. 5.5 Restructuring & Reorganization of business. | 8 |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Project Work/Case Studies (404)

There will be a project work carrying 100 marks for internal students only. The students will have to select a subject from any area of the syllabi for Business-Administration. The students will have to work under the guidance of concerned subject teacher.

The project will carry total 100 marks out of which sixty marks will be allotted for Project Report and 40 marks will be allotted for Project Viva Voce to be conducted by internal teacher and external teacher (examiner) appointed by the University.

Note: The list of suggested areas for project work will be notified in due course.

Case Studies:

There will be a paper of case studies for external students. The paper will be set for 80 marks- to be converted to 100 marks. Total 20 cases will be selected from standard book for study. In the question paper 3 cases out of 20 (twenty) cases will be covered, each carrying twenty (20) marks. One unseen case also will be covered & it will carry twenty (20) marks.

Note: The paper of case studies will be offered only by external students only.

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Recent Advances in Commercial Laws & Practices (403)

Objectives:

To acquaint the students with the Knowledge about recent changes in commercial laws.

| Unit No | Topic | Periods |
|---------|--|---------|
| 1 | <u>Information Technology Act.2002.</u> Information Technology Act-Main object of Act-Definition of Basic expression-Electrical Governance-Retention of information- Certifying Authorities-Penalties-Penalties & Adjudication-cyber Regulation | 8 |
| 2 | <u>Law Relating to Right to Information</u> Salient feature of Act-Definitions-obligation of public Authority-Duties of PIO- Request for obtaining Information-Information commissions powers-Appellate Authorities. | 8 |
| 3 | <u>Law Relating to Registration of Documents</u> Legal documents under Companies Act, Listing Agreement, Income Tax Act & Indian Stamp Act. Registrable Documents-Compulsory & Optional Registration- Time limit - Re-registration presenting document for Registration – Deposit of wills- Procedure after Registration-Institution of suit in case of under or refusal by Registrar. | 10 |
| 4 | <u>Securities & Exchange Board of India (SEBI)</u> SEBI Act 1992 – Powers & Functions – Collectives Investment scheme - Registration of intermediaries-Finance Accounts & Audit of SEBI- Penalties for failure default Inside trading & Non-disclosure of Acquisition of shares & takeovers- securities Appellate Tribunals | 8 |
| 5 | <u>Securitization Act 2002</u> Definition & Importance of Act – The Securitization of companies & Reconstruction companies (Reserve Bank) Guidelines & Directions 2003- Guidelines on sale of Financial Assets to Securitization company and Reconstruction company Under Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002. | 8 |
| 6 | <u>Debt Recovery Act-1993</u> Need & Object – Establishment of Tribunal- Establishment of Appellate Tribunal – Procedure of Tribunals- Powers of Tribunal Recovery of Debt determination by Tribunal-Appeal. | 6 |

| | Total | 48 |
|--|---|-----------|
| | <p><i>Recommended Books :</i></p> <p>10) Information Technology in Business. J.A.Sen, Prentice Hall, Delhi.</p> <p>11) Right to Information Act.2005.</p> <p>12) Law & Practice of Banking . G.S.Gill</p> <p>13) All relevant and recent Bare Ac t.</p> <p>14) Banking Law and Practice. P.N.Varshney</p> | |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Project Report / Case Studies In Commercial Laws & Practices (404)

Objectives:

- 1) To develop research h attitude in the minds of students.**
- 2) To enrich the ability of research work among the students.**

Introduction & Objective :

As a partial fulfillments of University of Pune requirement for M.Com Programme students have to undergo in-plant training of 6 weeks in an organization of repute assigned by the institute or accessible to student. The objective of this activity is to test students ability to apply theoretical knowledge to practical business situation.

In the light of exposure to different functional areas and research methodology at M.Com. Part-I curriculum the students have to collect the data relevant to their topic or problem, analyze the same methodologically, make intelligent observations and offer some practical suggestions. In order to complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

REPORT CONTENTS :

- A) Cover Page
- B) Company Certificate
- C) Guide Certificate
- D) Acknowledgement
- E) Declaration
- F) Executive Summary

TENTATIVE CHAPTER SCHEME

| | |
|------------|-----------------------------------|
| CHAPTER 1. | INTRODUCTION TO STUDY |
| CHAPTER 2. | COMPANY PROFILE |
| CHAPTER 3. | OBJECTIVES OF STUDY |
| CHAPTER 4. | REVIEW OF LITERATURE |
| CHAPTER 5. | RESEARCH METHODOLOGY |
| CHAPTER 6. | DATA ANALYSIS AND INTERPRETATIONS |
| CHAPTER 7. | OBSERVATIONS AND FINDINGS |
| CHAPTER 8. | CONCLUSIONS AND SUGGESTIONS |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Recent Advances in Co-operation and Rural Development (403)

Objectives:

- 1) To create awareness regarding globalization and its effects on a rural development.
- 2) To understand the basic reasons of farmers suicides.
- 3) To study the role of Self Help Group (SHGs) in the rural development.

| Unit No. | Topic | Periods |
|-----------------|---|----------------|
| 1 | <u>Social & Economical Aspect</u> 1.1 Theory and practice of co-operative principles. 1.2 Issue of economic viability of co-operative institutions. 1.3 Issue of non-viability and sick co- operative units 1.4 Social responsibility of co-operative institutions. 1.5 Co-operative leadership in global era. | 10 |
| 2 | <u>Globalization and co-operatives.</u> 2.1 Impact of globalization on co-operative institutions. 2.2 Challenges of global competition. 2.3 Meeting the global challenges 2.4 New management technologies. 2.5 Quality enhancement through six Sigma. | 10 |
| 3 | <u>Role of Self Help Groups in Rural development</u> 3.1 Formation & Organisation 3.2 SHGs an innovation for rural development. 3.3 Micro finance and SHGs 3.4 Development of banking habits among rural people. 3.5 Rural artisans and SHGs. 3.6 Woman empowerment through SHGs 3.7 Marketing of SHG products 3.8 Performance | 10 |
| 4 | <u>Rural distress and Government Measures</u> 4.1 Reports of various committees regarding farmers Suicides 4.2 Causes of farmer's suicides 4.3 Short and long term Governmental measures for redressing rural distress. 4.4 Self-sustaining rural development. | 8 |
| | Total | 48 |
| | <i>Recommended Books :</i> 1) Krushnaswami O.R- Co-operative Audit. 2) Krushnaswami O.R- Co-operative Accounts 3) Bedi R.D. – Theory History and Practices of Co- | |

| | | |
|--|--|--|
| | <p>operations.</p> <ol style="list-style-type: none">4) Dubhashi P.R – Principles and philosophy of co-operation.5) Dubhashi P.R-Rural development administration in India.6) B.K.Sinha- Indian co-operation.7) S.k.Day- power to the people.8) Rajeshwar – community development, Panchayat raj, sahakari samaj.9) S.K.Goyal – co-operative farming in India. <p><u>Journals:</u></p> <ol style="list-style-type: none">1) Journal of Rural Development, Hyderabad (Rajendranagar)2) Journal of co-operative perspective, Pune3) The Indian Journal of commerce, New Delhi4) Journal of Sahakari Maharashtra, Pune5) Journal of Southern Economics <p><u>Reporst:</u></p> <ol style="list-style-type: none">1) Tata Institutes of Social Sciences.2) Dr.Narendra Jadhav.3) Gokhale Institute of Political and Economics.4) N.S.Swaminathan. | |
|--|--|--|

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Project Report /Case Studies in Co-operation and Rural Development (404)

Objectives:

1. To develop research h attitude in the minds of students.
2. To enrich the ability of research work among the students.

Introduction & Objective :

As a partial fulfillments of University of Pune requirement for M.Com Programme students have to undergo in-plant training of 6 weeks in an organization of repute assigned by the institute or accessible to student. The objective of this activity is to test students ability to apply theoretical knowledge to practical business situation.

In the light of exposure to different functional areas and research methodology at M.Com. Part-I curriculum the students have to collect the data relevant to their topic or problem, analyze the same methodologically, make intelligent observations and offer some practical suggestions. In order to complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

REPORT CONTENTS :

- G)Cover Page
- H)Company Certificate
- I) Guide Certificate
- J) Acknowledgement
- K)Declaration
- L) Executive Summary

TENTATIVE CHAPTER SCHEME

| | |
|------------|-----------------------------------|
| CHAPTER 1. | INTRODUCTION TO STUDY |
| CHAPTER 2. | COMPANY PROFILE |
| CHAPTER 3. | OBJECTIVES OF STUDY |
| CHAPTER 4. | REVIEW OF LITERATURE |
| CHAPTER 5. | RESEARCH METHODOLOGY |
| CHAPTER 6. | DATA ANALYSIS AND INTERPRETATIONS |
| CHAPTER 7. | OBSERVATIONS AND FINDINGS |
| CHAPTER 8. | CONCLUSIONS AND SUGGESTIONS |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Recent Advances in Marketing (403)

Objectives:

- 1) To provide insights regarding key trends that will have a direct bearing in future marketing management
- 2) To off a guideline as to understand key trends that will have a direct bearing in future marketing decision-making.

| Unit No. | Topic | Periods |
|----------|---|---------|
| 1 | <u>MARKETING STRATEGY</u> Strategic Marketing Management (overview) – Why strategic marketing – External Analysis – Internal Analysis- Vision – Strategy identification – strategic choice. | 4 |
| 2 | <u>INTEGRATED MARKETNG COMMUNICATION</u> Concept and Process of Integrated Marketing Communications (IMC): Elements of IMC - IMC Message Design: AIDA model - Considerations for creative idea visualization - Media Management - Media Process - Media Jargons - Media Buying - Strategies and execution - Ethics and social responsibility in IMC campaigns - Evaluating Marketing Communication Programmes | 10 |
| 3 | <u>RELATIONSHIP MARKETING</u> Paradigm shift in marketing – from marketing warfare to cooperative approach – competitive advantage through Relationship Marketing – RM in industrial and consumer markets. - IT enabled RM – emergence of CRM – database marketing – data warehousing and data mining- pitfalls of IT focus in RM – ethical issues – customer privacy. | 8 |
| 4 | <u>DISTRIBUTION MANAGEMENT</u> Channel Management : Channel selection criteria, performance appraisal of channel members – Integrated Marketing Channels – Horizontal, Vertical, Multichannel Marketing Systems , Channel Conflicts & Techniques to resolve channel conflicts - Supply Chain Management – Concept, Components, Significance- Distribution efficiencies & interdependencies | 4 |

| | | |
|---|---|-----------|
| 5 | <p><u>RETAILING MANAGEMENT</u> Retailing – Definition – Significance and Importance – Indian Vs. Global scenario – Types of Retailing – Store Retailing – Non-store Retailing – Types of retailers - 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 - New trends in retailing – Franchising in retailing – Role of IT in retailing</p> | 10 |
| 6 | <p><u>STRATEGIC SERVICES MANAGEMENT</u> Strategic role of services – contribution of services to customer satisfaction, sustainable competitive advantage, services as key differentiators for manufacturing industries also - e services online Consumer Behavior – Self service technologies Services marketing applications – Financial service 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.</p> | 10 |
| | Total | 48 |
| | <p><i>Recommended Books:</i></p> <ol style="list-style-type: none"> 1) Integrated Marketing Communications - Kenneth Clow & Donald Bach PHI, 2002 2) Strategic Marketing Management- David Aaker 3) Marketing Strategy, 3rd Ed. - Boyd Walker, Mullin & Larrech 4) Relationship Marketing -S.Shajahan 5) Customer relationship Management - Sheth & Parvatiyar, Shainesh 6) Retail Management – Gibson Vedamani 7) Retailing Management – Swapna Pradhan 8) Service Marketing - Rampal & Gupta 9) Essence of Services Marketing - Ardian Payne 10) Services Marketing - S.M.Jha | |

University of Pune

(Pattern – 2008)

w.e.f. 2009 – 10

M.Com Part 2 Sem – IV

Subject: Project Report /Case Studies in Marketing (404)

Objectives:

- 1) To develop research attitude in the minds of students.**
- 2) To enrich the ability of research work among the students.**

Introduction & Objective :

As a partial fulfillments of University of Pune requirement for M.Com Programme students have to undergo in-plant training of 6 weeks in an organization of repute assigned by the institute or accessible to student. The objective of this activity is to test students ability to apply theoretical knowledge to practical business situation.

In the light of exposure to different functional areas and research methodology at M.Com. Part-I curriculum the students have to collect the data relevant to their topic or problem, analyze the same methodologically, make intelligent observations and offer some practical suggestions. In order to complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

REPORT CONTENTS :

- a) Cover Page
- b) Company Certificate
- c) Guide Certificate
- d) Acknowledgement
- e) Declaration
- f) Executive Summary

TENTATIVE CHAPTER SCHEME

| | |
|------------|-----------------------------------|
| CHAPTER 1. | INTRODUCTION TO STUDY |
| CHAPTER 2. | COMPANY PROFILE |
| CHAPTER 3. | OBJECTIVES OF STUDY |
| CHAPTER 4. | REVIEW OF LITERATURE |
| CHAPTER 5. | RESEARCH METHODOLOGY |
| CHAPTER 6. | DATA ANALYSIS AND INTERPRETATIONS |
| CHAPTER 7. | OBSERVATIONS AND FINDINGS |
| CHAPTER 8. | CONCLUSIONS AND SUGGESTIONS |