

UNIVERSITY OF MADRAS
INSTITUTE OF DISTANCE EDUCATION
BCOM – General
Under Choice Based Credit System
(With effect from the academic year 2018 – 2019)

SCHEME OF EXAMINATION

SEMESTER I		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part I	Paper-I					
Part II	Paper-I	English	3	25	75	100
Part III	Core Paper-I	Financial Accounting	4	25	75	100
	Core Paper-II	Business Communication	4	25	75	100
	Allied Paper- I	Business Economics	3	25	75	100

SEMESTER II		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part I	Paper-II					
Part II	Paper-II	English	3	25	75	100
Part III	Core Paper-III	Advanced Financial Accounting	4	25	75	100
	Core Paper-IV	Principles of Management	4	25	75	100
	Allied Paper-II	Indian Economy	3	25	75	100

SEMESTER III		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper-V					
	Core Paper-VI	Business Laws	4	25	75	100
	Core Paper-VII	Banking Theory, Law & Practice	4	25	75	100
	Allied Paper-III	Business Statistics & Operation Research I	3	25	75	100
Part IV	NME-I	Indian Constitution	2	25	75	100

SEMESTER IV		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper-VIII			Corporate Accounting – II	4	
	Core Paper-IX	Company Law	4	25	75	100
	Core Paper-X	Financial Services	4	25	75	100
	Core Elective-I	Business Statistics & Operation Research II	3	25	75	100
Part IV	NME-II	Basics of Psychology	2	25	75	100

SEMESTER V		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper-XI			Cost Accounting	4	
	Core Paper-XII	Practical Auditing	4	25	75	100
	Core Paper-XIII	Financial Management	4	25	75	100
	Core Elective-II	Marketing Management	3	25	75	100
Part IV		Environmental Studies	2	25	75	100

SEMESTER VI		SUBJECTS	CREDIT	Max Marks		TOTAL
COURSE COMPONENT				INT	EXT	
Part III	Core Paper-XIV			Management Accounting	4	
	Core Paper-XV	Business Taxation	4	25	75	100
	Core Paper-XVI	Entrepreneurial Development	4	25	75	100
	Core Elective-III	Portfolio Management	3	25	75	100
Part IV		Value Education	2	25	75	100

CREDIT DISTRIBUTION

Course component		No. of paper x Credit(s)	Total	
Part I	Language Paper(2)	2x3	06	
Part II	English(2)	2x3	06	
Part III	Core paper(16)	16x4	64	
	Allied(3)	3x3	09	
Part IV	Elective(3),	3x3	09	
	NME(2),EVS(1),VE(1)	4x2	08	102

BCOM – General
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SYLLABUS
SEMESTER – I

CORE PAPER I – FINANCIAL ACCOUNTING

UNIT I

Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings .

UNIT II

Preparation of Receipt and Payments Accounts – Income and Expenditure Account and Balance Sheet of Non Trading Organizations.

UNIT III

Account Current – Average Due Date – Sale or Return Account.

UNIT IV

Depreciation – Meaning, Causes, Types – Straight-Line Method – Written Down Value Method – Insurance Claims – Average Clause (Loss of Stock only).

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

REFERENCE BOOKS:

1. R.L. Gupta & V.K Gupta – Advanced Accounting
2. T.S. Reddy & A.Murthy – Financial Account
3. Shukla & Grewal – Advanced Accounting
4. Jain & Narang – Financial Accounting
5. P.C.Tulsian – Financial Accounting
6. S.Parthasarathy & A.Jaffarulla – Financial Accounting
7. R.L Gupta & Radhaswamy – Advanced Accounting – Volume I

CORE PAPER II - BUSINESS COMMUNICATION

UNIT I

Communication- Definition - Methods - Types - Principles of Effective Communication - Barriers to Communication - Business letters - lay out.

UNIT II

Business Letters- Meaning - Kinds of Business Letters - Application for a situation - Interview - Appointment letter - Acknowledgement - Promotion - Enquiries - Reply Letter to Enquiries - Orders - Sales Letter - Circular Letter - Complaints Letter.

UNIT III

Bank Correspondence - Insurance Correspondence - Agency Correspondence - Correspondence with Share Holders & Directors.

UNIT IV

Reports - Meaning - Writing of Reports - Meetings - Agenda - Minutes - Memorandum - Office order - Circular Notes.

UNIT V

Modern forms of communication - Fax - email - video conference - internet - websites - uses of the various forms of communication.

SUGGESTED READINGS :

1. Rajendra Paul & Korlahalli, J.S. Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Shirley Taylor, Communication for Business, Pearson Publications, New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.
5. Simon Collin, Doing Business on the Internet, Kogan Page Ltd, London.
6. Mary Ellen Guffey, Business Communication - Process and Product, International Thomson Publishing, Ohio.
7. Sundar, K. A, Business Communication, Vijay Nicole Imprints Pvt. Ltd., Chennai.

ALLIED PAPER I: BUSINESS ECONOMICS

UNIT 1

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics -Definition – Scope and Importance of Business Economics

Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency

UNIT II

Demand and Supply Functions - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

UNIT III

Consumer Behaviour: Law of Diminishing Marginal utility – Equimarginal Utility – Indifference Curve – Definition, Properties and equilibrium

UNIT IV

Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium – Economies of Scale - Cost Classification – Break Even Analysis

UNIT V

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discrimination monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods

Recommended Texts

1. S.Shankaran, Business Economics - Margham Publications - Ch -17
2. P.L. Mehta, Managerial Economics – Analysis Problems & Cases - Sultan Chand & Sons - New Delhi – 02.
3. Francis Cherunilam, Business Environment - Himalaya Publishing House -Mumbai – 04.
4. Peter Mitchelson and Andrew Mann, Economics for Business - Thomas Nelson Australia - Can -004603454.
5. C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur - 03.
6. H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons - New Delhi – 55.

SEMESTER – II

CORE PAPER III – ADVANCED FINANCIAL ACCOUNTING

UNIT I

Branch accounts – Dependent Branches – Stock & Debtors System

UNIT II

Departmental Accounts – Basis for allocation of expenses – Interdepartmental transfer at cost or selling price – Treatment of expenses which cannot be allocated.

UNIT III

Hire-purchase and Instalment System – Default and Repossession – Instalment Purchase System.

UNIT IV

Partnership Accounts – Admission of a Partner – Retirement of a Partner – Death of a Partner.

UNIT V

Dissolution of partnership – Insolvency of a partner (application of Indian Partnership Act, 1932) – Insolvency of all partners – Gradual realization of asset and Piece – meal distribution.

Reference books

1. R.K Gupta – Financial Accounting.
2. T.S. Reddy & A.Murthy – Financial Accounting
3. Jain & Naran – Financial Accounting
4. R.K. Gupta & Redhaswamy – Advanced Accounting
5. S.N. Maheswari – Financial Accounting
6. T.S. Shukla & Grewal – Advanced Accounting
7. S.Parthasarathy, & A.Jaffarulla – Financial Accounting.

CORE PAPER IV- PRINCIPLES OF MANAGEMENT

UNIT-I: Introduction

Definition - Importance - Nature and Scope of Management - Process of Management - Role and functions of Managers - Levels of Management - Scientific Management - Contributions to Management by different Schools of thought.

UNIT-II: Planning

Nature - Importance - Types of Planning - Steps in planning - Objectives of Planning - Policies - Decision making Process - Types of Decisions.

UNIT-III: Organisation

Meaning and Types of organisations - Principles - Formal and Informal organisation - Organisation Structure - Span of Control - Departmentalization - Basis - Meaning and Importance of Departmentalization - Policies - Meaning and Types - Procedures - Forecasting.

UNIT IV: Authority and Responsibility

Authority - Definition - Sources - Limitations - Difference between Authority and Responsibility - Delegation of Authority - Meaning - Principles and importance - Centralisation Vs Decentralisation.

UNIT V: Direction Co-ordination & Control

Direction - Nature - Purpose. Co-ordination - Need - Types and Techniques - Requisites for Excellent Co-ordination. Controlling - Meaning - Importance - Control Process.

SUGGESTED READINGS:

1. Gupta, C.B. Management Theory & Practice, Sulthan Chand & Sons, New Delhi.
2. Prasad, L.M. Principles & Practice of Management, Sultan Chand & Sons, New Delhi.
3. Tripathi, P.C. & Reddy, P.N. Principles of Managements, Tata Mac. Graw Hill, New Delhi.
4. Wehrich and Koontz, Management - A Global Perspective.
5. N. Premavathy, Principles of Management, Sri Vishnu Publications, Chennai.
6. Jayasankar, J. Business Management, Margham Publication, Chennai.
7. Sundar, K. Principles of Management, Vijay Nicole Imprints Pvt. Ltd., Chennai.

ALLIED PAPER II: INDIAN ECONOMY

UNIT I

Economic growth and economic Development-Features of economic development-Indicators of economic development-National Income - Basic concepts and computation of National Income

UNIT II

Major problems of Indian Economy-Poverty-Inequalities-Unemployment-Population. Transport & Foreign Trade

UNIT III

Agriculture –Contribution to economic development-Green Revolution-Irrigation-Minor, Medium, Major irrigation works. Land Reforms-Food policy and Public Distribution System

UNIT IV

Industry-Role of industries in economic development-Large and Small scale Industries-New Economic Policy 1991- Liberalization, Privatization and Globalization (LPG)- Demonetization- Issues and Benefits of Demonetization- Make in India – Benefits and Limitations.

UNIT V

Five Year plans in India-Achievements and failures-Economic development under Five Year Plans

Recommended Texts

1. I.C. Dingra, Indian Economy
2. Ruddar Datt & K.P.M. Sundharam, Indian Economy - S.Chand & Sons - New Delhi.
3. K.N. Agarwal, Indian Economy – Problem of Development of Planing - Wishwa Prakashan - New Age of International Ltd.
4. S.K.Misra & V.K.Puri, Indian Economy – Its Development - Himalaya Publishing House - Mumbai.

SEMESTER III

CORE PAPER V - CORPORATE ACCOUNTING – I

UNIT I

Issue of Shares and Debentures – various kinds – Forfeiture – Re-issue – Underwriting of Shares and Debentures.

UNIT II

Redemption of Preference Shares and Debentures – Purchase of Business – Profits prior to Incorporation.

UNIT III

Preparation of Company Final Accounts – Company Balance Sheet preparation – Computation of Managerial Remuneration.- Schedule III for Financial Statements.

UNIT IV

Valuation of Goodwill and Shares.

UNIT V

Alteration of Share Capital – Internal Reconstruction and Reduction of Capital

REFERENCE BOOKS

1. R.L.Gupta – Corporate Accounting
2. T.S.Reddy & A.Murthy – Corporate Accounting
3. Shukla & Grewal – Advanced Accounting
4. Jain & Narang – Company Accounts
5. Chakraborty – Advanced Accountancy

CORE PAPER VI - BUSINESS LAWS

UNIT I: Formation of Contract

Indian Contract Act - Formation - Nature and Elements of Contract - Classification of Contracts - Contract Vs Agreement.

UNIT II: Offer, Acceptance and Consideration

Offer - Definition - Forms of Offer - Requirements of a Valid Offer. Acceptance - Meaning - Legal rules as to a Valid Acceptance. Consideration - Definition - Types - Essentials.

UNIT III: Other Elements of Valid Contract

Capacity of Parties - Definition - Persons Competent to contract. Free consent – Coercion - Undue Influence - Fraud - Misrepresentation - Mistake. Legality of object - Void agreements - Unlawful Agreements.

UNIT IV: Performance of Contract

Performance of Contracts - Actual Performance - Attempted Performance - Tender. Quasi Contract - Definition and Essentials. Discharge of Contract - Modes of Discharge - Breach of Contract - Remedies available for Breach of Contract.

UNIT V: Sale of Goods Act

Sale - Contract of Sale - Sale Vs Agreement to Sell - Meaning of Goods - Conditions and Warranty - Caveat Emptor - Exceptions of Caveat Emptor - Buyer and Seller of Goods - Unpaid Seller - Definition - Rights of an Unpaid Seller.

SUGGESTED READINGS

1. Kapoor, N.D. Business Laws, Sultan Chand and Sons.
2. Sreenivasan, M.R. Business Laws, Margam Publications.
3. Dhandapani, M.V. Business Laws, Sultan Chand and Sons.
4. Badre Alam, S. & Saravanel, P. Mercantile Law
5. Pillai, R.S.N. & Chand, S, Business Law, S Chand & Co, Delhi
6. Ramaswamy, K.N., Business Law, S Chand & Co, Delhi
7. Shukla, M.C, Business Law, S. Chand & Co.
8. Balachandran. V & Thothadri.S, Business Law, Vijay Nicole Imprints Pvt. Ltd. Chennai

CORE PAPER VII - BANKING THEORY, LAW AND PRACTICE

UNIT I

Origin of Banks - Banking Regulation Act 1949 (Definition of Banking, Licensing, opening of Branches, functions of Banks, Inspection) - Role of Banks and Economic Development - Central Banking and role of RBI and their functions.

UNIT II

Commercial Banks - Functions- accepting Deposits - lending of Funds, E-Banking - ATM cards - Debit Cards - Personal Identification Number - Online Enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System.

UNIT III

Opening of an Account, Types of Deposit Account - Types of Customers (Individuals, Firms, Trust and Companies) - Importance of Customer Relations - Customer Grievances, Customer Redressal - Ombudsman.

UNIT IV

Principles of Lending - Types of Borrowings - Pre-cautions to be taken by a Banker.

UNIT V

Negotiable Instruments (Promissory Note, Bill of Exchange, Cheque, Draft) Definitions – Features – Crossings – Endorsement - Material Alteration - Paying Banker - Rights and Duties, Statutory Protection – Dis-honour of Cheques - Role of Collecting Banker.

REFERENCE BOOKS

1. Sundaram & Varshney- Banking, law, theory and practice (SULTAN CHAND Co.)
2. B.Santhanam- Banking & Financial systems(MARGHAM PUBLISHERS)
3. S.N.Maheshwari Banking theory, law and practice (KALYANI PUBLICATIONS)
4. Parameswaran- Indian Banking (S. CHAND &Co.)
5. Tandon-Banking law theory & practice
6. Sherlaker & Sherlaker - Banking law theory and practice.

ALLIED PAPER III – BUSINESS STATISTICS & OPERATION RESEARCH I

UNIT I

Introduction – Classification and tabulation of statistical data – Diagrammatic and graphical representation of data.

UNIT II

Measures of Central tendency – Mean , median and mode – Dispersion, Range, Quartile deviation, Mean Deviation , Standard Deviation – Measures of Skewness.

UNIT III

Correlation – Karl Pearson’s Coefficient of Correlation – Spearmann’s Rank Correlation – Regression Lines and Coefficients.

UNIT IV

Time Series Analysis – Trend – Seasonal Variation.

UNIT V

Introduction to OR – Linear Programming – Graphical and Algebraic Solution (maximization and minimization)

REFERENCE BOOKS

1. Statistical Methods – S.P. Gupta
2. Introduction to Operations Research – Dr. P.R. Vittal
3. Statistics – Elhance
4. Operations Research – Hira and Gupta, S. Chand.
5. Operations Research – Handy and A. Taha.

NON-MAJOR ELECTIVE I: INDIAN CONSTITUTION

UNIT I: Introduction

Salient features of the constitution – preamble – Federal systems – Fundamental Rights and Duties – Directive Principles of State Policy – Amendment procedure

UNIT II: Union Executive

Union Executive – President – Elections – Powers – Legislative – Executive – Judiciary and Emergency – Vice President – Prime Minister – Cabinet

UNIT III: Parliament

Union Parliament – Rajya Sabha – Chairman – Lok Sabha – Speaker – Powers and functions

UNIT IV: Judiciary

Supreme Court – Appointment and Removal of Judges – Constitutional Remedies – Independence of Judiciary – Original – appellate – Advisory power – Judicial Review

UNIT V: State Government

State government – governor – Appointment – Removal – Powers – Executive – Legislative – Judicial and Discretionary – Chief Minister – Cabinet – State legislatures – High Court.

BOOKS RECOMMENDED FOR STUDY

1. Basu D.D.,- Introduction to the Consitution of India , Prentice Hall of India.
2. Pylee.M.V.,- An Introduction to the Constitution of India, Vikas Publishing House.
3. Siwach.J.R.,- Dynamics of Indian Government and Politics Sterling Publishing House.

SEMESTER IV

CORE PAPER VIII – CORPORATE ACCOUNTING – II

UNIT I

Human Resource Accounting – Accounting Standards - Financial Reporting practice
– Accounting for price level changes – (Theory Only)

UNIT II

Final Accounts of insurance companies including balance sheet

UNIT III

Final accounts of banking companies including balance sheet

UNIT IV

Amalgamation – Absorption and external reconstruction of a company –
(intercompany investments excluded) Concept of Hostile Takeover (Theory only)

UNIT V

Liquidation – Calculation of Liquidator's Remuneration - Liquidator's final statement
of receipts and payments.

REFERENCE BOOKS:

1. R.L.Gupta – Corporate Accounting
2. T.S.Reddy & A.Murthy – Corporate Accounting
3. Shukla & Grewal – Advanced Accounting
4. Jain & Narang – Company Accounts
5. Chakraborty – Advanced Accountancy

CORE PAPER IX – COMPANY LAWS

UNIT I: Joint Stock Company

Meaning - Kinds of Companies (Special Provisions with respect to Private Company, Public Company, One Person Company, Small Company, Dormant Company) - Formation - Memorandum of Association - Contents - Restriction on “Other Objects” - Doctrine of Ultra Vires - Articles of Association - Contents - Prospectus - Contents - Types (Statement in Lieu of Prospectus, shelf Prospectus, Red Herring Prospectus) – Underwriting – Book Building Process - Green Shoe Option - E-Filing - Dematerialization.

UNIT II: Share Capital and Debentures

Meaning of Shares - Kinds of Shares - Voting rights - Issue of shares at a Premium and Discount - Partly paid shares - Bonus Shares - Rights shares - Sweat Equity Shares. Debentures - Meaning - Types.

UNIT III: Managerial Personnel

Directors - Women Directors - Independent Directors - Director Identification Number - Other Key Managerial Personnel - Related Party Transactions.

UNIT IV: Meetings and Resolutions

Meeting - Statutory Meeting - Annual General Meeting - Extraordinary General Meeting - Notice of Meeting - Quorum - Proxy - Board of Directors Meeting - Committee - Types of Committee - Audit Committee - Stake Holders Relationship Committee - Corporate Social Responsibility Committee. Resolutions - Ordinary Resolution - Special Resolution - Resolution requiring special notice.

UNIT V: Winding up of Company

Modes of Winding up - Winding up by the Court - Voluntary Winding up - Types - Members Voluntary Winding up - Creditors Voluntary Winding up. National Company Law Appellate Tribunal.

SUGGESTED READINGS

1. Kapoor, N.D., Business Laws, Sulthan Chand and Sons, New Delhi.
2. Sreenivasan, M.R. Business Laws, Margam Publications, Chennai.
3. Dhandapani, M.V. Business Laws, Sultan Chand and Sons, New Delhi.
4. Avatar Singh, Company Law, Eastern Book Company
5. Shukla, M.C. & Gulshan, S.S., Principles of Company Law
6. Badri Alam, S & Saravanavel, Company Law, Himalaya Publications
7. Gogna, P.P.S., Text Book of Company Law, S. Chand & Co.
8. Gaffor & Thothadri, Company Law, Vijay Nicole Imprints Pvt. Ltd. Chennai

CORE PAPER X – FINANCIAL SERVICES

UNIT I: Introduction

Financial Services - Concept - Objectives - Functions - Characteristics - Financial Services Market - Concept - Constituents - Growth of Financial Services in India - Financial Services Sector Problems - Financial Services Environment - The Forces - Players in Financial Markets - Interest Rate Determination - Macro Economic Aggregates in India.

UNIT II: Merchant Banking and Public Issue Management

Definition - Functions - Merchant Bankers Code of Conduct - Public Issue Management- Concept - Functions - Categories of Securities Issue - Mechanics of Public Issue Management - Issue Manager - Role of Issue Manager - Marketing of Issue - New Issues Market Vs Secondary Market - Underwriting - Types - Benefits Functions.

UNIT III: Money Market and Stock Exchange

Characteristics - Functions - Indian Capital Market - Constituents of Indian Capital Market - New Financial Institutions and Instruments - Investor Protection - Stock Exchange Functions - Services - Features - Role - Stock Exchange Traders -Regulations of Stock Exchanges - Depository - SEBI - Functions and Working.

UNIT IV: Leasing

Characteristics - Types - Participants - Myths about Leasing - Hire Purchase - Lease Financing Vs Hire Purchase Financing - Factoring - Mechanism - Functions of a Factor - Factoring - Players - Types - Operational Profile of Indian Factoring - Operational Problems in Indian Factoring - Factoring Vs bills Discounting - Consumer Finance - Mechanics - Sources - Modes - Demand for Consumer Finance - Factors - Consumer Finance Insurance.

UNIT V: Venture Capital

Origin and Growth of Venture Capital - Investment Nurturing Methods - Mutual Funds - Portfolio Management Process in Mutual Funds - Credit Rating System - Growth Factors - Credit Rating Process - Global and Domestic Credit Rating agencies - Principles of Insurance - Life and Non - Life Insurance - IRDA - Powers - Pension Fund - Objectives - Functions - Features - Types - Chilean Model - Pension Investment Policy - Pension Financing.

SUGGESTED READINGS:

1. Gurusamy S, Essentials of Financial Services, Vijay Nicole Imprints, Chennai, 2014
2. Gomez Clifford, Prentice Hall of India, Financial Markets, Institutions and Financial Services, 2008
3. Meir Kohn, Financial Institutions and Markets, Oxford University Press
4. Rajesh Kothari, Financial Services in India: Concept and Application, Sage publications, 2012, New Delhi.
5. Madhu Vij & Swati Dhawan, Merchant Banking and Financial Services, Jain Book Agency, 2000, Mumbai
6. Vasant Desai, Financial Markets and Financial Services, Himalayan Publishing House Pvt Ltd, 2000, Mumbai
7. Santhanam B, Financial Services, Margam Publications

CORE ELECTIVE I - BUSINESS STATISTICS & OPERATION RESEARCH II

UNIT I

Index Numbers – Aggregative and relative Index – Chain and Fixed Index – Wholesale Index – Cost of Living Index.

UNIT II

Probability – Addition and Multiplication Theorem – Conditional Probability – Baye's Theorem (without proof) – Simple Problems.

UNIT III

Sampling Techniques – Types of Sample and Sampling Procedures – Tests of Significance – Normal, t, F, chi-square- Simple problems.

UNIT IV

Assignment and Transportation Problems.

UNIT V

Network Analysis – PERT and CPM (no crashing)

REFERENCE BOOKS

1. Statistical Methods – S.P. Gupta
2. Introduction to Operations Research – Dr. P.R. Vittal
3. Statistics – Elhance
4. Operations Research – Hira and Gupta, S. Chand.
5. Operations Research – Handy and A. Taha.

NON-MAJOR ELECTIVE –II: BASICS OF PSYCHOLOGY

UNIT I

Introduction – Definition psychology as Science . A brief history of Psychology – Structuralism, Functionalism, Behaviorism, Gestalt Psychology , Psychoanalytic psychology, Humanistic Psychology. Approaches to Psychology – Behavioral , Psychodynamic Approach, cognitive Approach, Behavioral Neuroscience, Evolutionary psychology, Sociocultural approach, humanistic movement, positive psychology.

UNIT II

Methods of psychology – Introduction to the Scientific Method, Research Methods: Descriptive Research – Observation, Surveys and Interviews, Standardized tests, Case Studies, Correlational Research, Experimental Research.

UNIT III

Sensation and Attention Sensation – Definition, Sensory receptors and brain, Thresholds – absolute threshold, difference threshold, Subliminal perception, sensory adaptation, Sensory Gating, Selective Attention, Determinants of attention.

UNIT IV

Perception – definition, Perceptual constancy, Perceptual organization, Depth perception, Motion perception , Perceptual learning, Motives and perception, Perceptual expectancy, Extra Sensory perception.

UNIT V

Learning – The nature of Learning, Classical Conditioning – Principles and Applications, Operant Conditioning – Principles and Applications, Observational learning, Cognitive factors in learning – Latent learning , Insight learning.

REFERENCES:

1. Santrock, J.W. (2006). Psychology Essentials (Updated 2nd ed.). new Delhi: tata McGraw Hill.
2. Coon, D., & Mitterer, J.O.(2007). Introduction to Psychology (11th ed.). New Delhi: Cengage Learning India Pvt Ltd.

SEMESTER V

CORE PAPER XI – COST ACCOUNTING

UNIT I

Definition, meaning and objectives- Advantages and Importance- Distinction between Cost and Financial Accounting - Elements of Cost and Preparation of Cost Sheets and Tenders.

UNIT II

MATERIALS

Stores record- purchase records- purchase order- Goods received note- Bin card- Stores Ledger - Inventory Control- ABC Analysis – Economic Ordering Quantity – Maximum, Minimum and Reordering levels – Methods of Pricing Issues - Perpetual Inventory System.

UNIT III

LABOUR

Importance of Labour Cost Control- Various Methods of Wage Payments - Calculation of Wages - Methods of Incentives (Bonus) Schemes - Recording Labour time- Treatment of “OVER TIME” and “IDLE TIME”- Labour Turn Over (L.T.O)

UNIT IV

OVERHEADS: (Factory, Administration, Selling and Distribution)

Definition and Meaning of Overheads – Classification – Apportionment of Overheads – Redistribution (Secondary Distribution) – Absorption of Overheads including “Machine Hour Rate”.

UNIT V

Methods of Costing

Unit Costing – Job Costing (Excluding Contract Costing)– Process Costing – Simple Process Accounts (Excluding Inter Process Profits and Equivalent Production, Joint Product) – Operation and Operating Costing.

REFERENCE BOOKS

- 1 *B.K.Bhar – Cost Accounts*
- 2 *Jain & Narang – Cost and Management Accounts*
- 3 *S.N.Maheshwari – Cost & Management Accounts*
- 4 *S.P.Iyengar – Cost and Management Accounting*
- 5 *T.S. Reddy and Y. Hari Prasad Reddy – Cost Accounting*

CORE PAPER XII – PRACTICAL AUDITING

UNIT I: Introduction

Meaning and Definition of Auditing - Distinction between Auditing and Accounting - Objectives - Advantages and Limitations of Audit - Scope of Audit - Classifications of Audit - Audit Planning - Meaning. Audit programme - Meaning - Objectives and Contents - Audit Note Book, - contents, Usefulness of Audit Note Book - Audit working papers - Meaning. Ownership and Custody - Test checking and Routine checking - Meaning. Internal control - Meaning - Definition - Objectives - Technique for evaluation of Internal Control System. Internal check - Meaning - Objectives difference between Internal control, Internal check and Internal Audit.

UNIT II: Vouching and Verification

Vouching - Meaning and Definitions - Objectives. Trading Transactions - Audit of Ledger-Scrutinizing of ledgers - Vouching of cash Receipts and Payments - Vouching of outstanding Assets and Liabilities - Verification - Meaning - Objectives and Process - Valuation of Assets and liabilities - Distinction between Verification and Valuation.

UNIT III: Audit and Accounting Standards

Types of Audit - Statutory Audit - Concurrent Audit - Stock Audit - Cost Audit - Secretarial Audit - CAG Audit - Management Audit. Accounting Standards - Standards on Auditing - Standards on Internal Audit - Penal Provisions - Role of National Financial Reporting Authority (NFRA)

UNIT IV: Auditors and Audit Report

Appointment - Procedures - Eligibility and Qualifications - Powers and Duties - Rotation and Removal of Auditors - Resignation of Auditors - Remuneration of Auditors - Audit report - Preparation and presentation. Auditor's Responsibilities and liabilities towards Shareholders, Board and Audit Committee. Restriction on other Services.

UNITV: Recent Trends in Auditing

EDP Audit - Meaning - Division of auditing in EDP environment. Impact of Computerization on Audit Approach - Online Computer System Audit - Types of Online Computer System Audit - Audit around with the Computers - Procedure of Audit under EDP system.

SUGGESTED READINGS:

1. Auditing, D.P. Jain Konark Publishers Pvt. Ltd.
2. Auditing, Principles and Practice, Ravinder Kumar and Virender Sharma, Eastern Economy Edition.
3. Practical Auditing, B.N. Tandon, Sultan Chand and Co., New Delhi.
4. Contemporary Auditing, Kamal Gupta, Tata Mc Graw Hill.
5. Practical Auditing, Dinkar Pagare, Sultan Chand & Sons
6. Sundar. K & Paari. K, Practical Auditing, Vijay Nicole Imprints Pvt. Ltd. Chennai

CORE PAPER XIII – FINANCIAL MANAGEMENT

UNIT I: Introduction

Meaning and Objectives of Financial Management - Functions of Financial Management. Finance - Importance of Finance - Sources of Finance - Role of Financial Manager in Financial Management.

UNIT II: Capital Structure

Meaning - Factors affecting Capital Structure - Planning - Theories of Capital Structure - Determining Debt Equity Proportion - Leverage Concept.

UNIT III : Cost of Capital

Definition - Cost of Equity Capital - Cost of Preference Capital - Cost of Debt - Cost of Retained Earnings - Weighted Average (or) Composite cost of capital (WACC)

UNIT IV : Dividend

Meaning - Dividend Policies - Factors affecting Dividend Payment - Provisions on Dividend Payment in Company Law - Dividend Models - Walter's Model - Gordon's Model - M.M. Model - Hypothesis Model.

UNIT V : Working Capital

Working Capital - Meaning and importance - Factors Influencing Working Capital - Determining (or) Forecasting of Working Capital requirements - Working Capital Operating cycle.

SUGGESTED READINGS:

1. I.M. Pandey, Financial Management, Vikas Publishing House
2. Prasanna Chandra, Financial Management, Tata McGraw Hill Publications
3. S.N. Maheswari, Financial Management, Sultan Chand & Sons
4. Y. Khan and Jain, Financial Management, Sultan Chand & Sons
5. P. Periyasamy.P, Financial Management, Vijay Nicole Imprints Pvt. Ltd. Chennai
6. Murthy A, Financial Management, Margam Publications, Chennai
7. Srivatsava, Financial Management, Himalaya Publications

CORE ELECTIVE II – MARKETING MANAGEMENT

UNIT I : Introduction

Marketing – Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets.

UNIT II : Market Segmentation and Consumer Behaviour

Market Segmentation – Concept – Benefits – Basis and Levels. Introduction to Consumer Behavior – Need for study – Consumer Buying Decision Process – Buying Motives. Marketing Research – MIS – Meaning and Differences.

UNIT III : Marketing Mix and Product Policy

Marketing Mix – Meaning – Product – Introduction – Product Policy – Product Planning – Stages of New Product Development – Introduction to PLC – Packaging – Branding – labelling – Product Mix – Price – Pricing Policies and Methods.

UNIT IV : Channels of Distribution

Channels of Distribution – Levels – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales Promotion and Personal Selling.

UNIT V : Recent Trends in Marketing

E – Marketing – Online Retailing – Shopping Malls – Consumer Protection Act – Salient Features – Consumerisation – Consumer Rights, Consumer Grievance Redressal Forums – Role of Social Media in Marketing.

SUGGESTED READINGS:

1. Rajan Nair, Marketing, Sulthan Chand & Sons, New Delhi
2. Varshney, Marketing Management, Sulthan Chand & Sons, New Delhi
3. Chandrasekar K S, Marketing Management: Text and Cases, Vijay Nicole Imprints, Chennai, 2014
4. Gandhi, J.c, Marketing, Himalaya Publications.
5. Radha, Marketing, Prasanna Publications, Chennai.
6. Santhanam, Marketing, Margham Publications, Chennai.

SEMESTER VI

CORE PAPER XIV – MANAGEMENT ACCOUNTING

UNIT I

Management Accounting – Meaning, Scope, Importance and Limitations - Management Accounting vs. Cost Accounting - Management Accounting vs. Financial Accounting.

UNIT II

Analysis and interpretation of Financial Statements, nature, objectives, and tools – methods - Comparative Statements, Common Size Statement and Trend Analysis.

UNIT III

Ratio analysis - interpretation, benefits and limitations. Classifications of ratios - liquidity, profitability, turnover, capital structure and leverage.

UNIT IV

Fund Flow & Cash Flow Statements - Budget and budgetary control- meaning, objectives, merits and demerits - types of budgets- production, cash and flexible budgets.

UNIT V

Marginal Costing (excluding Decision-Making) - Absorption Costing and Marginal Costing - CVP Analysis - Break-Even Analysis - Break Even Chart.

REFERENCE BOOKS

1. Dr. Maheswari S.N.- Management Accounting
2. Chadwick- The Essence of Management Accounting
3. Charles T. Horngren and Gary N. Sundem- Introduction to management accounting
4. Sharma and Shashi K.Gupta- Management accounting
5. T.S. Reddy & Y. Hari Prasad Reddy.
6. Hansen/ Mowen- Cost management accounting and control.

CORE PAPER XV – BUSINESS TAXATION

UNIT I

Objectives of Taxation - Canons of Taxation - Tax system in India - Direct and Indirect Taxes - Meaning and Types.

UNIT II

Customs Duty - Meaning - Levy and Collection of Customs Duty - Organisation of the Customs Department - Officers of the Customs - Powers - Appellate Machinery - Infringement of the law - Offences and Penalties - Exemption from customs Duty - Customs Duty Drawback - Duty Free Zones.

UNIT III

GST (Goods and Service Tax), Background behind implementing GST- Problems with exiting systems – Centre Vs State pressure- Need for GST- Taxes covered by GST – Definition – Scope and Coverage – Scope of Supply – Levy of Tax- Taxable Event- Returns- Refunds- Input tax credit- Business Impact- Benefits of GST

UNIT IV

Administrative Structure of GST – Officers as per CGST Act - Officers as per SGST Act – Jurisdiction – Appointment- Powers.

UNIT V

Assessment and Audit under GST – Refunds, Demands and Recovery, Appeals and revision – Advance ruling- Offences and Penalties- Transitional Provisions under GST- GST in Tamilnadu.

SUGGESTED READINGS

1. Indirect Taxation, Sultan Chand & Sons - V. Balachandran
2. GST Law & Practice, Taxman Publishers- Shweta Jain
3. GST in India, New Century Publications
4. Students Guide to Income Tax, Taxman Publications , Vinod K.Singhania and Monica Singhania
5. Layman’s Guide on GST, Taxman Publications-. Datta, D C,

CORE PAPER XVI – ENTREPRENEURIAL DEVELOPMENT

UNIT I : Concept of Entrepreneurship

Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs.

UNIT II : Entrepreneurial Development Agencies.

Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organisation - Small Industries Service Institute. All India Financial Institutions. SIPCOT and its objectives. MSME Sector and its coverage- Objectives of Ministry of MSME. Role and Functions of MICRO Small and Medium Enterprises - Development Organisation (MSME - DO) - Objectives of SIDCO - Functions of Tamil Nadu SIDCO - IRBI and its Role. NABARD and its role in the Rural Development of India - Introduction to Micro Units Development Refinance Agency (MUDRA).

UNIT III : Project Management

Business idea generation techniques - Identification of Business opportunities - Feasibility study - Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report - Tools of Appraisal.

UNIT IV - Entrepreneurial Development Programmes

Entrepreneurial Development Programmes (EDP) - Role, relevance and achievements - Role of Government in organizing EDPs- Critical evaluation.

UNIT V - Economic development and Entrepreneurial growth

Role of Entrepreneur in Economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play, Geographic Concentration, Franchising / Dealership - Development of Women Entrepreneurship. Self-help groups and empowerment of Women in India - Financing SHG and their role in Micro-financing. Financial inclusion and its penetration in india, Challenges and Government role in Financial inclusion - Pradhan Mantri Jan-Dhan Yojana - Six Pillars of Its Mission objectives

SUGGESTED READINGS :

1. Saravanavel, P. Entrepreneurial Development, Principles, Policies and Programmes, Ess Pee Kay Publishing House - 1997, Chennai.
2. Tulsian, P.C & Vishal Pandey, Business Organization and Management, Pearson Education India, 2002, Delhi.
3. Janakiram, B, and Rizwana, M, Entrepreneurship Development, Text and Cases, Excel Books India, 2011, Delhi.
4. Arun Mittal & Gupta, S.L - Entrepreneurship Development, International Book House Pvt. Ltd, 2011, Mumbai.
5. Anil Kumar, S, Poornima, S, Abraham, K, Jayashree, K - Entrepreneurship Development, New age International (P) Ltd, 2012, Delhi
6. Gupta C B and Srinivasan NP, Entrepreneurial Development, Sultan Chand & Sons
7. Raj Shankar, Entrepreneurship, Vijay Nicole Imprints Pvt. Ltd. Chennai

CORE ELECTIVE III – PORTFOLIO MANAGEMENT

UNIT I: Introduction

Portfolio - Meaning - Objectives - Terms relating to Portfolio - Securities - Risk - Return - Introduction to Portfolio Management - Role of Portfolio Managers.

UNIT II: Value of Money

Time value - Computation of Present Value Interest Factor (PVIF), Future Value Interest Factor (FVIF), Present Value Interest Factor at an Annuity (PVIF A) - Future Value Interest Factor at an Annuity (FVIFA) Simple Problems relating to it.

UNIT III: Portfolio Analysis

Planning - Selection - Evaluation - Revision - Various Steps involved in Portfolio Development - Theories relating to Portfolio Analysis.

UNIT IV: Risk & Return

Interpretation of Risk & Return - Mean - Variance Analysis - B (Beta) Measures. Portfolio Diversification - Bond Valuation.

UNIT V: Need and Importance of Portfolio Management

Portfolio Management Vs Wealth Management - Introduction to Derivatives - Futures Options - Swaps - SEBI Regulations relating to Portfolio Operations.

SUGGESTED READINGS:

1. Francis - Management of Investments, McGraw Hill
2. V.K. Bhalla - Investment Management, S Chand & Co
3. GURUSAMY S, Security Analysis and Portfolio Management, Vijay Nicole Imprints, Chennai
4. Fisher & Jordan - Security Analysis & Portfolio Management, prentice Hall
5. Punithaathi Pandian- Security Analysis & Portfolio Management, Vikas Publishing House
