

SAKTHI COLLEGE OF ARTS AND SCIENCE FOR WOMEN,

ODDANCHATRAM

(Recognized Under Section 2(f) and 12(B) of UGC Act 1956)

(Affiliated to Mother Teresa Women's University, Kodaikanal)

PG AND RESEARCH DEPARTMENT OF COMMERCE

CURRICULUM FRAMEWORK AND SYLLABUS FOR

OUTCOME BASED EDUCATION IN

SYLLABUS FOR

B. Com.,

FRAMED BY

MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL

UNDER

CHOICE BASED CREDIT SYSTEM

2015 - 2018

The Revised syllabus for B.Com may be recommended from the academic year 2013 – 2014 onwards. Regulations scheme of examinations and syllabus for B.Com is based on UGC/TANSCHÉ guidelines under Choice Base Credit System (CBSC)

Objectives:

1. To inculcate the knowledge of accounting principles and practice
2. To impart the Knowledge in the field of banking and insurance activities
3. To equip the students well prepared to face the competitive world.
4. To make the students well equipped for getting job opportunities.
5. To develop the computer knowledge among commerce students.

Eligibility:

Candidate should have passed the higher secondary examination or CBSE or other equivalent examination from any schools.

Duration:

The duration of the course will be three consecutive academic years under semester system.

Medium of Instruction:

English

PART III CORE - FINANCIAL ACCOUNTING – I

Unit – I

Meaning of book keeping and accountancy – Definition, objectives, function and limitations of accounting – Classification of accounts – Rules of double entry system – Advantages of double entry system – Accounting concepts and conventions.

Unit II

Preparations of Journal, Ledger and trail balance, subsidiary books – Rectification of error – Meaning and types of errors.

Unit III

Depreciation accounting– Method of depreciation – Straight line method, Written down value method, Annuity method, Sinking fund method and Insurance policy method.

Unit IV

Preparation of final accounts of a Sole Proprietor.

Unit V

Account of non-trading concerns.

Text Book:

1. Fundamentals of Advanced Accounting - R.S.N.Pillai and Bagavathi – / S.Chand& Co., New Delhi / 3rd Revised Edition, 2012

The Ratio between theory and problem should be 25% & 75%.

Reference Books:

1. An Introduction to Accounting – Grewal T.S / S Chand & Co., New Delhi / Edition 1998.

2. Advanced Accountancy – R.L, Gupta and Radhaswamy / Sultan Chand & Sons, New Delhi/ 13th revised Edition 2007

3. Financial Accountancy – Jain &Narang / Kalyani Publishers./17th Edition, 2011.

4. An introduction to Accountancy - Maheswari S.N / Vikas Publishing House PVT Ltd., Delhi./17th Edition

The Ratio between theory and problem should be 25% & 75%

PART III CORE -BUSINESS ORGANIZATION

Unit I

Nature of business – Division of business – Types of trade – Objective of business – Requisites for success in modern business – Qualities of good business – Business man – Evolution of business, industry revolution, economic and political consequences.

Unit II

Ownership and size of business firms – Sole proprietorship – Partnership – Cooperative society and Joint stock company – Ideal form organization – Choice of suitable form – Features, merits and demerits – Evaluation – Distinction between different forms.

Unit III

The economics of size criteria for measurement – Economics of large scale production – Social evil of big business – Reason for survival of small business – Optimum form – Factors affecting optimum size – Representative firm – External economics.

Unit IV

Government and business – Government regulation in business activity and industrial policy in India – Public utilities management – Price policy – Special problems in managing public utilities.

Unit V

Trust-Societies – NGO's characteristics - Management problems.

Text Book:

Fundamentals of business organization – Y.K.Bhushun / Sultan Chand & Sons Ltd., New Delhi/ 15th Revised Edition, 2000.

Books reference:

1. Business organization and management – Jagadishparkash/ KitabMahal, Publisher, Allahabad/Edition 2001
2. Business organization and management – V.K.Bhushan / S.Chand publication / reprint 2003
3. Business organization– S.M.Sundaram / S.Chand publication / edition 1999

UNIT I

Features of Indian Economy - Meaning of under development Economy - Basics Characteristics of an under development Economy. Poverty – Poverty line – Causes of poverty- measures undertaken by the government to remove poverty – Unemployment - Poverty Eradication Program.

UNIT II

Agriculture – Meaning, features and problems - Causes of Low Productivity - Green Revolution - Mechanization - Merits and Demerits

UNIT-III

Industrial Policy – 1956 and 1991 – Micro, Small and Medium Enterprises – Definition - Industrial Sickness – Problems, measures to prevent Sickness of Small Scale Industries.

UNIT IV

Meaning - Types of unemployment - Nature of unemployment in India - Causes of unemployment - Remedial measures for unemployment

UNIT V

Liberalization – Privatization – Globalization – Evolution – Functions of W.T.O – National Income – Concepts – Methods of measuring National Income – Importance and difficulties of measuring the National Income

Text Book:

Indian Economy- S.Sankaran (Margham Publications)/ Revised & Enlarged Edition - 1997

Reference Books:

1. Indian Economy -RuddarDott K.P.M. Sundharam / S.Chand& Co. Ltd./ 48th edition
2. Indian Economy -S.K. Misra&V.K.Puri/ Himalaya Publishing House /20th Edition
3. Indian Economy -Ishwar C.Dhingra / Sultan Chand & Sons/ Sultan Chand & Sons/ 16th
4. Indian Economy - A.N. Agarwal / wishwaPrakashan Publishing, New Delhi/ 20th Edition / Revised& Enlarged Edition 2002
5. Indian Economy-(Problems, Practices and development) S.Sankaran / Margam Publication/ Revised& Enlarged Edition 2002

PART-III CORE -FINANCIAL ACCOUNTING: II

UNIT –I

Consignment - Treatment of normal loss and abnormal loss - Calculation of unsold stock - Goods sent at cost price and invoice price - Accounting for goods sent on sale or return basis.

UNIT-II

Joint Venture - Meaning and methods of keeping books of accounts.

UNIT –III

Single entry system of book keeping - Conversion of single entry to double entry system.

UNIT-IV

Bills of exchange - Trading and accommodation bills – Renewals - Dishonor due insolvency - Retiring of bills.

UNIT-V

Branch accounts (excluding foreign branches) - Dependent branches - Independent branches - Goods and cash-in-transit - Inter branch transactions.

Departmental accounts - Allocation of expenses - Inter departmental branches.

Text Book:

1. Fundamentals of Advanced Accounting (Financial Accounting- R.S.N.Pillai and Bagavathi / S.Chand& Co., New Delhi / 3rd revised Edition, 2012

Reference Books:

Advanced Accountancy – R.L, Gupta and Radhaswamy / Sultan Chand & Sons, New Delhi./ 13th revised Edition 2007

Financial Accountancy – Jain & Narang / Kalyani Publishers./17th Edition, 2011.

The ratio between theory and problem should be 25% & 75%

PART – III- CORE-- BUSINESS COMMUNICATION

UNIT-I

Need and functions of Business Letter - Essential of effective Business Letter -

Kinds of Business Letter.

UNIT-II

Letter of Application - Application for situation.

UNIT-III

Trade Letters – Enquires – Offers – Orders – Confirmation – Cancellation – Execution -
Credit and status enquires.

UNIT-IV

Claims and Adjustments - Acknowledging receipt of goods and payment letter.

UNIT-V

Collection letters and circular Letter.

Text Book:

Modern Commercial correspondence-R.S.N. Pillai&Bhagavathi/S.Chans& Company
Ltd.,Delhi/Reprint 2009

Reference Book:

Business Communication by N.S.Raghunathan, B.Santhanam, Margham publications-
3rdedition ,Reprint2011.

Business Communication by Rajendrapal and J.S Korlahalli/S.Chand& Sons,12th edition
reprint 2009

UNIT-I

Meaning – Definition - Nature and Scope of Managerial Economics – Objectives -
Role of Managerial Economist

UNIT- II

Demand Analysis - Law of Demand - Determinants of Demand - Elasticity of
Demand – Types - Measurement of Elasticity of Demand - Advertising Elasticity –
Demand forecasting

UNIT-III

Production - Production Function – ISO – Quant - Procedure Equilibrium - Laws
of production function - Law of variable proportion - Laws of returns to scale - Economics
of scale – Law of supply.

UNIT –IV

Cost Analysis - Cost Concepts - Cost curves - Cost output relationships in short run
- Long run - Market Structure - Perfect competition – Features - Imperfect competition –
Monopoly - Monopolistic competition - Oligopoly.

UNIT –V

Trade cycle 4 phases - Causes and effects of trade cycle – Inflation and Deflation.

Text Book

Managerial Economics: R.Carnery, U.K.C. Sudha Nayak, M.Girija and R.Meenakshi /S.
Chand & Company Publication / 2nd Edition 2002

Reference Books

1. Business Economics-S.Sankaran/Margham Publication/Seventh Edition, Reprint,1998.
2. Managerial Economics-D.N. Dwivedi / Vikas Publishing House (P) Ltd. / 7th Edition,
Reprint 2010

PART-III-CORE - FINANCIAL ACCOUNTING –III

UNIT-I

Royalties accounting (including Sub-lease)

UNIT-II

Insolvency accounts of Individuals and firms

UNIT-III

Hire purchase accounting – Two methods of accounting for hire purchase complete and partial repossession

UNIT-IV

Fire Insurance Claims - Average clauses - Loss of stock – Loss of profit policy - Voyage accounts

UNIT-V

Preparation of value added statements – Format and content of value added statements.

Text Books:

Advanced Accountancy by R.S.N.Pillai & Bagavathi / S.Chand & Company / 2nd Edition.

Reference Books

1.Advanced Accountancy by S.P.Jain&K.L. Narang/ Kalyani Publication/17th Edition, 2011

2.Advanced Accountancy by R.L.Gupta and M.Radhaswamy/Sultan Chand & Sons Educational Publishers, New Delhi/13th revised edition, 2007

The Ratio between theory and problem should be 25% & 75%.

UNIT-I

Introduction – Meaning - Definition – Functions – Importance - Limitation of its uses – sampling Designs - Simple random sampling - Restricted Random sampling – Stratified sampling - Systematic sampling – Merits - Demerits

UNIT-II

Collection Data - Primary and secondary data - Direct Personal observation - Indirect oral Interview –Information through Agencies - Mailed Questionnaire - Schedules sent through Enumerators - Sources of secondary data - Diagram –Introduction – Advantages - Limitation of a diagram - Rules for making a diagram - Types of diagram – Bar diagram – Subdivided diagram - Percentage bar diagram - Pie diagram - General rules - Difference between diagram and graph –Graphic representation – Histogram - Frequency polygon – Frequency curve - ogive or cumulative frequency curves.

UNIT-III

Measures of central Tendency including combined measures – Dispersion - Methods of measuring dispersion – Range – Uses - Inter Quartile range - Quartile deviation, Mean deviation - Co-efficient of mean deviation - Standard deviation - Uses – Skewness – Meaning - Karl Pearson’s co-efficient of Skewness - Bowley’s co-efficient of skewness – Moments - Kurtosis.

UNIT-IV

Correlation analysis – Introduction - Definition – Significance of the study of correlation- correlation and causation- Types of correlation- Karl Pearson’s coefficient of correlation – properties of probable error-standard error-Regression analysis-Introduction-definition – uses-significance of regression study-correlation and mathematical properties.

UNIT-V

Index Numbers-Introduction-meaning-definition-uses-Types of Index Numbers- Interpretation of index Numbers-problems of construction-Laspeyre’s Method –Paasche’s Method-Bowley’s Method –Fisher ‘s Ideal Method-Marshall-Edge worth Method-Kelly’s Method-Quantity Index Number-value Index Numbers-Time Reversal test –Factor reversal test-consumer price index-Family Budget-Limitation of Index numbers.

Text Book:

Statistical Methods - M.Manoharan / Palani Paramount Publication/Second enlarged and revised edition 2004.

Books Recommended

Business Statistics- S.P.Gupta/ Sultan chand& sons / first edition 2009

The ratio between theory and problem should be 25% & 75%.

ELECTIVE- MARKETING

UNIT-I

Marketing – Meaning – Definitions – Importance - Modern marketing concepts -

Functions of marketing - Classification of markets

UNIT-II

Product - Characteristics of consumer goods and Industrial goods - Product planning -

Product mix and product line - Product life cycle - Meaning – Stages in product life cycle.

Product Identification - Branding – Characters, advantages and disadvantages of Branding – Trademarks - Packaging – Labeling.

UNIT-III

Pricing - Objectives of pricing – Decisions - Factors influencing pricing decision - Kinds of pricing - Pricing policies.

UNIT-IV

Physical distribution – Importance of distribution – Factors influencing the selection of channel - Marketing intermediates: Wholesalers - Functions of wholesalers - Services – Retailers - Function and services of retailers.

UNIT-V

Promotion - Objectives and importance of sales promotion - Types of sales promotion programs - Personal selling – Objectives – Importance - Steps in selling - Kinds of salesman -Duties and responsibilities of salesman.

Text Book:

Modern Marketing principles and practices-R.S.N.Pillai & Begavathi / S. Chand & Company Ltd., New Delhi / Third Edition.

Reference Books:

1. Marketing Management-Philipkotler / Pearson Publisher / 13th Edition
2. Marketing Management-Dr.C.B.Gupta&Dr.N. Rajan Nair/ Sultan Chand & Sons/ 11th thoroughly revised edition 2009

SBEC- ENTREPRENEURSHIP DEVELOPMENT THEORY

UNIT-I

Introduction: Entrepreneur - Definition emergence of entrepreneurial class - theories of entrepreneurship - characteristics of entrepreneur.

UNIT-II

Search for a business idea: Sources and selection - project classification and identification - constraints - steps for starting a small industry selection of type of organization.

UNIT-III

Entrepreneurial behavior: Innovation and entrepreneur - role of an entrepreneur in economic growth as an innovator - illustrative cases of innovative entrepreneurship - social responsibility.

UNIT-IV

Project finance - sources of project finance, credit facilities - evaluation by financial institutions lease financing.

UNIT-V

Incentives and subsidies: Central Government schemes and State Government Schemes - Incentives to SSIs.

Text Book:

1. S.S. Khanka, Entrepreneurial Development, S. Chand & Co., New Delhi

Reference Books

1. Siner A. David, Entrepreneurial Megabuks, John Wiley & Sons, New York.
2. PrasannaChandra : Project Preparation, Appraisul, Implementation, Tata McGraw Hill, New Delhi.
3. Holt: Entrepreneurship, New Venture Creation, Prentice Hall of India
4. Gupta CB and Srinivasan NP: Entrepreneurial Development, Sultan Chand & Sons, New Delhi

UNIT-I

Definition of banking-banker-customer-the relationship between a banker and a customer-
Statutory obligation to honor cheques-Banker's Lien-Duty to maintain secrecy to
customer's account.

UNIT-II

General precautions for opening account-opening of an account-procedure saving account-
current account –Fixed deposits

UNIT-III

Negotiable Instrument-Bills of Exchange, Promissory Note, cheque-Definitions Features
of a cheque

UNIT-IV

Crossing of cheques

UNIT-V

Loans and Advances Principles of lending

Text Book:

1. Banking Theory Law and Practice-E.Gardon&K.Natarajan / Himalaya Publication/20
Revised edition 2010

Reference Book:

1. Banking Law and Practice- K.P.M.Sundaram& P.N Varshney/ Sultan Chand & Sons /
Thirty-Sixth revised Edition,1999

2. Banking Law and Practice- Sundaram&Tannan/ Indian Law House Publication/20th
Edition Reprint 2004

3. Principles of Bank Management – Vasant Desai/ Himalaya Publication/ 1st Edition
1993.

PART-III –CORE - MODERN BANKING

UNIT – I

Origin of banking – definition – classification of banks based on operations and size or area of operations. Commercial banks – functions – modern trend in deposit mobilization and lending – innovative lending schemes – merchant banking – credit cards & debit cards – ATM etc.

UNIT –II

Banker and Customer – meaning – definition – relationship – general and special relationship – obligation to honour Cheque – lien – obligation to maintain secrecy of customer's accounts.

UNIT –III

Types of deposits – savings deposit – current deposit – fixed deposit – fixed deposit receipt and its legal implications – passbook – meaning and maintenance – effect of entries favourable to bankers – special type of customers – general procedure for opening account – minors, limited companies, non-trading concerns – joint account.

Types of advances – loan – cash credit – over draft – secured advances – modes of creating charges – lien – pledge – mortgage – hypothecation.

UNIT – IV

Cheque – meaning – definition – essentials – crossing – types of crossing – types of endorsement – making – significance – material alternation & immaterial alternation.

UNIT – V

Paying banker – duties – circumstances for dishonour of cheques – collecting banker – duties.

Text Book:

Banking Theory, Law and Practice-E.Gordon and K.Natarajan / Himalaya Publication/22nd revised Edition, 2010

Books Recommended:

1. Banking Theory ,Law and Practice-K.P.M.Sundaram&P.N.Varshney / Sultan Chand & sons /Thirty/ Sixth revised edition 1999.
2. Banking Theory ,Law and Practice-Sundaram&Tannan / Indian Law house/20th edition reprint 2004
3. Principles of Bank Management - Vasant Desai / Himalaya Publication / 1st Edition 1993

PART-III-CORE-PRINCIPLES AND PRACTICE OF INSURANCE

UNIT – I

Origin of insurance – definition of certain terms – risk – peril hazard – functions and importance – method of treating risks – types of insurance – organization – forms of insurance.

UNIT –II

Essentials of sound insurance plan – classification of insurance – contracts. Personal, property, liability and guarantee insurance – fundamental principles of insurance, good faith, insurable, interest, indemnity subrogation, double insurance – reinsurance.

UNIT –III

Life assurance – fundamental of life contract – varieties of Life assurance – annuity of Life assurance and annuity contract – whole life and endowment assurance policies according to the method of premium payment and payment of the sum assured policies on more the one life – with or without profit other class of assurance – insurance and annuity compared.

UNIT – IV

Procedure for taking a life policy – proposal – agents report – medical examination – hazards of residence, occupation, war risks, women – financial position, past history, policy conditions – proof of age – payment of premium – days of grace – commencement of risk – antedating critical expenses – hazardous occupation – alternation – additional assurance – suicide – lost policies – assignment – nomination – incontestable clause – settlement of claim – lapsing of policy – revival of policy – redacting – surrender value - paid up value – loans.

UNIT – V

General insurance – types – features – fire policies – motor insurance – voyage insurance.

Text Book:

Insurance –M.N.Misra/ 18th Revised and England Edition, 2011/S.Chand& Company Ltd., Ramnagar, Delhi.

Reference Books:

Insurance- G.Thenmozhi and T.Tamilarasi/ Merit India Publication, Madurai/ First Edition, 2003

ALLIED – BUSINESS ENVIRONMENT

UNIT-I

Business Environment – Meaning – Definition – Internal and External factors affecting business.

UNIT-II

Social and cultural environment – culture – characteristics – elements – interface between business and culture – caste system – joint family system – linguistic and religious groups.

UNIT-III

Economic environment – economic factors affecting demand –competitive forces.

UNIT-IV

Technological environment - impact of technology on society, business and economic development.

UNIT-V

Global environment - Globalization manifestations of MNS's.

TEXT BOOK:

Business environment – S.Sankaran/Maraham Publications, Chennai/Third Edition – 2004.

REFERENCE BOOK:

Business environment -Frances Cherulinam /Himalaya Publishing house, Mumbai/Fifteenth edition 2004.

ELECTIVE - BUSINESS MATHEMATICS

UNIT – I

Average – Mixtures - Ratios and proportions – Variation - Computation of simple and compound interest - Discounting of bills

UNIT –II

Permutation and combination – Rules - fractional notation – Circular Permutations complementary theorems – Restricted Permutations

UNIT -III

Intrapolation and Extrapolation

UNIT –IV

Theory of probability – Various schools of thoughts – theorems – conditionals probability – Baye’s theorem – Mathematical Expectation.

UNIT – V

Theoretical Distribution: Binominal, Poisson and Normal distribution

Text Book:

Business Mathematics-D.C.Sanchetti&V.K.K.Kapoor/Sultan Chand & sons, New Delhi/11th Edition.

Reference Book:

1. Business Mathematics-Aggarwal, Vrinda Publication, Delhi/ 1rd Edition
2. Business Mathematics – M.Mahonaran & C.Elango/Palani Paramount Publication, Palani /2nd edition.

PART-IV- SBEC- CREATIVE ADVERTISING

UNIT-I

Advertising-meaning-definition-objectives-different kinds-advantages-and objections.

UNIT-II

Advertisement copy-Qualities of Good Advertisement copy.

UNIT-III

Advertisement media-factors to be considered in the selection of media-various advertising media.

UNIT-IV

Advertising Budget-measuring the effectiveness of advertising – pretests-post-tests.

Text Book:

Modern Marketing principles and practices-R.S.N.Pillai&Begavathi/ S. Chand & Company Ltd., New Delhi/third Edition

Reference Books:

Marketing - Rajan Nair &Sanjith .R Nadir/sultan chand& sons, New Delhi/Seventh Edition.

ONMEC- ACCOUNTING FUNDAMENTALS

Unit I

Introduction – book keeping – Accounting Principles – Objectives – Concepts – Classification of accounts – advantages and Limitations of Double entry system.

Unit II

Books of original entry – Journal – Journal Proper – Compound entry.

Unit III

Subdivision of Journal – Subsidiary books – purpose – purchase, sales, purchase return, sales return and cash book (single column only)

Unit IV

Books of Journal entry – ledgers – purpose – ruling and balancing of the Ledger account.

Unit V

Trial Balance – meaning- importance – preparation.

Text Books:

Advanced Accountancy – R.S.N.Pillai and Bagavathy./Konark Publisher PVT Ltd /2nd Edition.

Reference Books

1. Jain & Narang – Advanced Accountancy/Kalyani Publishing ,Bangaluru/17th Edition.
2. R.L.Gupta- Advanced Accounting/Sultan chand & son / New Delhi/ 5th Edition.
3. Arulanandam & Raman-Advanced Accountancy/Himalaya Publishing house / 5th Edition.

PART III CORE - PARTNERSHIP ACCOUNTING

UNIT-I

Partnership- Meaning, Definition-Partnership deed- Fixed and Fluctuating capital accounts - Past adjustments and guarantees.

UNIT-II

Admission of partners- calculation of new ratio and sacrificing ratio Treatment of goodwill- Revaluation of assets and liabilities-Adjustment of capital

UNIT-III

Retirement and death of a partner- Accounting treatment –settlement of amount due to legal representative- Joint-life-policy and methods of its accounting treatment.

UNIT-IV

Dissolution of firm- Insolvency of partners-Garner vs. Murray case -methods of Piecemeal distribution.

UNIT-V

Amalgamation of firm and sale to a company

Text Book

Advanced partnership accounting by S.P.Jain&Narang/ Kalyani Publisher / 18th Edition.

Reference books:

1. Advanced Accounting by R.L.Gupta&Radhaswamy/ Sultan chand& son II volume /13th edition 2007.
2. Advanced Accounting by R.S.N.Pillai&Bagavathi/Konark Publisher PVT Ltd./ 2nd Edition

The ratio between theory and problem should be 25% 75%

PART III CORE -COST ACCOUNTING

UNIT-I

Definition of costing-importance –uses-objects-advantages-difference-between cost and financial accounting-installation of costing system –analysis and classification of cost- Preparation of cost sheet.

UNIT-II

Materials-Purchase procedure –requisition of material control –recording and controlling of material department-maintenance stores-minimum level-economic order quantity- Perpetual inventory-control over wastage and scrap and spoilage.

UNIT-III

Methods of remunerating labour-incentive schemes-idle time –control over idle time Labour turnover-measurement.

UNIT -IV

Accounting overhead-fixed and variable overheads of changing overheads-allocation and apportionment-absorption-Distinction Between works overheads, administrative, overhead, selling and distribution of service overheads.

UNIT-V

Process costing-normal loss-abnormal loss- abnormal gain-equivalent production (Excluding by –products and joint products)

Text Book:

Cost Accounts- S.P.Jain&K.L.Narang/ Kalyani Publishers / 7th Edition

Reference Books:

1. Cost Accounts- P.P.DasGupta/ Sultan chand& Sons, New Delhi/ 7th Edition
2. Business Organisation& Management – V.K. Bhushan/ S.Chand/ Reprint 2003

The ratio between theory and problem should be 25%&75%

PART-III-CORE- INCOME TAX LAW AND PRACTICE-I

UNIT-I

Income tax Act-meaning of income –important definitions under the Income tax Act-
Scope of the total Income –Residential status –Income exempt from tax-capital, revenue-
Agricultural Income

UNIT-II

Income from salaries-scope of salary income-taxable perquisites of perquisites-deduction
from salary income. Income from the house property-definition of annual value-deduction
from annual value.

UNIT-III

Income from business and profession-basic principles of arriving at business Income-
Losses incidental to trade –specific deductions in computing income from business-general
deductions-instances of general deductions under section37 (1)-specific disallowances
under the act.

UNIT -IV

Income under capital gains, short term and long term capital gains-transfer of capital
asses-Certain transactions not included as transfer-computation of capital gains-cost of
acquisition-Cost of improvement of cost-capital gains under different circumstances –
Exempted capital gains.

UNIT-V

Income from other sources-deductions in computing income under this head.

Text Book:

Income tax theory, law & Practice – T.S.Reddy&Y.HariPradad Reddy /new edition 2013-
2014/Margam Publications.

Reference Books:

1. Income tax law and practice –Bhagawati Prasad/wishwaprakasan publishers/28th edition.
2. Income tax law and practice-Gaur and Narang/Kalyani publishers(2004)/32 revised
edition.
3. Income tax and Law and practice-Mehrotra/SathyaBhawan Publications(2009-10)/30th
edition.

The ratio between theory and problem should be 40% & 60%

PART III CORE –AUDITING

UNIT-I

Auditing its origin-Definition –objectives-Deduction of errors-deduction or Frauds-Advantages-distinction between auditing and accountancy-qualification and quality of and auditor

UNIT-II

Various kinds of audit-Private audit it statutory audit-Periodic audit-continuous audit. Balance sheet audit-cost audit – management audit.

UNIT-III

Vouchers meaning-Definitions-objectives-Vouching of receipts and payments.

UNIT-IV

Appointment of Auditors-Rights and powers of Auditors- Duties-Liabilities of the company Auditor.

UNIT-V

Investigation- Various classes of investigation-Different between audit And investigation.

Text Book:

Auditing-D.P.Jain/ konark publishers pvt ltd/2nd revised edition (2008)

Reference Books:

.Practical Auditing / B.N.Tandon/S.Chand& Company ltd/13th Revised Edition 2001.

PART III - CORE - BUSINESS MANAGEMENT

UNIT – I:

Introduction; Concept, nature, process, and significance of management; managerial roles – Role of management principles –Development of management thought; planning: Concept, process, and Types.

UNIT – II:

Decision making: concept and process; Bounded rationality; Management by objective; Environment analysis and diagnosis; Strategy formulation. Human resource management: Concepts, Role and Functions.

UNIT – III:

Organizing: Concept, nature, process, and significance; Authority and responsibility relationships; Centralization and Decentralization; Departmentation; Organization structure – forms and contingency factors –Conflict and Coordination.

UNIT – IV:

Motivation – concept; Theories – Maslow, Herzberg, McGregor, and Ouchi; Financial and non – financial incentives. Management of Change; Concept, nature, and process of planned change. Strategic management: concepts, Theories.

UNIT – V:

Leadership –concept and leadership styles; Leadership theories -Linker’s System management. Communication – nature, process, networks and barriers; Effective communication. Managerial control; concept and process; Techniques of control – Traditional and modern.

TEXT BOOKS:

1. L.M. Prasad “Principles and Practice of Management “, Sultan Chand& Sons, New Delhi/6th edition
2. C.B.GUPTA “Business Organization and Management”Sultan Chand & sons, New Delhi./3rd edition.

ELECTIVE-RETAIL MANAGEMEMT

UNIT-I

Retailing-significance of retailing – Opportunities-Retail Management Decision Process- Characteristics of retailing-structure and Nature of Retailing channel.

UNIT-II

Retail strategy-Retail customs-consumer behavior-Factors affecting Consumer decision-stages of the consumer decision process-shopping Behavior-Retail market segmentation.

UNIT-III

Retail location strategy-Importance of Location Decision-Levels of location Decision and its Determining factors–types of Retail Ladem-Site selection Analysis.

UNIT-IV

Product management –brand management and retailing-Merchandise management – criteria for the selection of suppliers-category management –Merchandise Management Planning in various Retail segment.

UNIT-V

Store management responsibility-Motivating store employees-controlling costs-Reducing inventory hour-objectives of a good Design- store layout of planning.

Text Book:

Retail Management by Chetan Bajaj, RajnishTuli, Niahiv.srivastara (oxford university Traders)/5th impression 2006/published in India.

Reference Book:

Retailing management by Michael levy and Barton A. Weitz (TATA McGraw hill publishing Ltd.,/first edition.

PART-IV-SBEC-BUSINESS LAW

UNIT-I

Indian contract Act-Definition-Essential elements of a valid contract

UNIT-II

Quasi contract-Performance of contract.

UNIT-III

Discharge of contract-Remedy for breach of contract.

UNIT-IV

Consumer protection Act.

Text Book:

Elements of Mercantile Law-N.D.Kapoor/ Sultan Chand & Sons educational publishers/
31st edition 2009

Reference Books:

- 1.Business Law-R.S.N.Pillai and V.Bagavathi / S.Chand Publisher/ edition 2001
- 2.Company Law – Dr.Avtar Sing, Eastern Book company, Lucknow, 11th edition.

PART III CORE -CORPORATE ACCOUNTING

UNIT-I

Accounting Procedure for issues of shares at par, at discount and at premium call in advance – calls in arrear for feature of shares –Re-issue of shares at discount and premium –underwriting of shares, redemption of preference-underwriting of shares, redemption of preference shares.

UNIT-II

Valuation of shares and goodwill in joint stock companies

UNIT-III

Meaning and definition of company-Kinds of joint stock companies-Formation of a company-commencement of business- Prospectors –issue of share capital-kinds of shares.

UNIT-IV

Acquisition of business- Profit prior to incorporation-preparation of financial accounts-requirements as per schedule IV part I and II.

UNIT-V

Amalgamation –Absorption-Internal and external reconstruction of joint stock companies.

Text Book:

1. Advanced accountancy by R.L.Gupta&Radhaswamy, Sultan Chand &sons , Delhi. 13th Edition 2007
2. Corporate Accounting by T.S.Reddy&A.Murthy / Margham Publication, Chennai / 6th revised edition 2007, reprint 2010

Reference Book:

1. Corporate accountant by R.L.Gupta&Radhaswamy..Sultan Chand &sons , Delhi. 13th Edition 2007
2. Advanced accounting by S.P.Jain&Narang ,Kalyani Publishers 17th Edition 2011./reprint 2005.
3. Corporate Accounting by S.N.Maheswari&S.K.Maheswari / Sultan Publisher/4th edition
The ratio between theory and problem should be 25%&75%

PART III CORE-MANAGEMENT ACCOUNTING

UNIT-I

Management accounting-meaning objectives-relationship between cost, financial and management accounting-financial statements analysis and interpretation – ratios - their significance-uses- their significance-limitations analysis for liquidity, profitability and solvency only excluding Projection through ratios.

UNIT-II

Fund flow and cash flow analysis-forecasting of funds requirements

UNIT-III

Standard costing and variance analysis (simple problem only)

UNIT-IV

Marginal costing-Objects –advantages-limitations-Breakeven point(simple problem only)

UNIT-V

Decision involving alternate choice-concepts of decision making- concepts of relevant and differential cost –steps in decision making –sales mix-exploring new markets- discounting products line-make or busy decisions-equipment replacement –shutdown or continue

Text Book:

1. Management Accounting - Ramachandram&Srinivasan / Sriram Publication, Tiruchy / 11th edition 1997
2. Management Accounting – R.S.N.Pillai& V/Bagavathi / S.Chand& company LTD / 1st edition revised 1999.

Reference Book:

1. Principles of Management Accounting-S.N.Maheswari/ sultan, Chand & sons,/ 13 revised edition 2001.

PART III CORE-INCOME TAX LAW AND PRACTICE-II

UNIT-I

Total income-deduction in the computation of total income-setoff And carry forward losses.

UNIT-II

Assessment of individuals-Hindu Undivided Family - Joint stock companies - Partnership firms.

UNIT-III

Income Tax administration-machinery for taxation-central board of Taxed-directorate of inspection-commissioner of income tax-appellate Tribunal

UNIT-IV

Procedure for assessment self assessment-Provisional assessment-reassessment-best judgment assessment-expert assessment-rectification of mistakes.

UNIT-V

Collection & recovery-refund of tax deduction of tax at source advance payment of tax-tax credit certificate.

Text Book:

Income tax theory, law & Practice – T.S.Reddy&Y.HariPradad Reddy / Magham Publications / 11th Edition 2012.

Reference Books:

1. Income Tax Law & Practice-Bagavathi Prasad/ 28th Edition, WishwaPrakashan Publication.
2. Income Tax Law & Practice-VinodK.Singhanian/Taxmann Publication Pvt Ltd(2010-11) 43th edition
3. Income Tax Law & Practice-H.C.MehorthaSahityaBhawan Publications(2009-10)30th edition.

PART III CORE - COMPANY LAW

UNIT – I

Company and its forms: Definition - Essential characteristics of company - Kinds of companies - Difference between Private Company and Public company - Conversion of a Private company into a Public company - Public company into a Private company.

UNIT - II

Incorporation and its consequences: Incorporation - Memorandum of Association, Articles of Association, additional documents required for incorporation, Certificate of incorporation, Commencement of business. Promoters - Meaning and importance, position, duties and liabilities.

UNIT - III

Financial Structure of companies: The concept of capital. Financing of companies Sources of capital, classes and types of shares; equity with differential right; issue of shares at par, premium and discount; bonus issues, rights issues. Share capital alteration - alteration of share capital; reduction of paid-up capital; Forfeiture and surrender.

UNIT - IV

Management and Control of companies: Directors - appointment, reappointment of directors, qualifications, disqualifications, remuneration, vacation or office, retirement, resignation and removal; loans to directors; their powers and duties, office or place of profit. Role of directors - Managing and whole - time directors. Company Secretary appointments, reappointment, powers and duties.

UNIT - V

Corporate Governance: Concept of corporate Governance - Emergence of Corporate Governance - Authorities involved in corporate governance in India.

Text Book:

Elements of Company Law - N.D. Kapoor/ Sultan Chand & Sons Educational Publishers/31st edition (2009)

References:

- (1) Company Law - Ashok K. Bangrial/Vikas Publishing House Pvt. Ltd., Jangpura, NewDelhi-110 014./4th edition (1994)
- (2) Company Law - Dr. Avtar Sing,/Estern Book Company, Lucknow Publication /11th Edition(1996)
- (3) Secretarial Practice – Mc. Kuchnal 14th revised edition, vikas publishing house pvt ltd

(4) Corporate Governance – Kesho Prasad, Prentice Hall of India private Ltd, 1stedition.

PART-III CORE - INFORMATION TECHNOLOGY

UNIT-I

Introduction to computers: Definition, characteristics and generation of computers-element of computers –Hardware – CPU – Primary and secondary memory – Input and output devices - Features of computers – classification- parts of a computer system.

UNIT-II

Windows operating system –features of windows-Multimedia tools: Introduction – graphics effects & techniques – sound & music – video – multimedia author tools – Virtual reality.

UNIT-III

Information Technology –Meaning –application areas of information technology- Computer in business and Industry – Computers in home – entertainment science and engineering and medicine.

UNIT-IV

Internet and worlds wide web – Internet –services of internet features and benefits- browsing –locating information in web-protocols – internet address WWW – HTML – Web browsers – Searching the web.

UNIT-V

Communication and connectivity –telephone related communication services-video/voice communication – Video conferencing and pictures, phone-online information services- communication channels, communication networks- Wide area network-Metropolitan area network-wireless local area network

Reference Books:

1. Using information technology-Brief version, practical introduction to computers and communications Stacey sawyer brain, K.Williams, SarathK.Hutchinson, (second edition, McGraw hill companies)/3rd edition.
2. A Text of information technology –R.Saravanakumar etc., S.Chand New Delhi-2003/3rd edition..

ELECTIVE -E-COMMERCE

UNIT-I

E-Commerce, meaning-Definition reasons for the growth of E-commerce-importance of E-commerce –objectives of E-commerce infrastructure-anatomy of E-commerce application

UNIT-II

Types of E-commerce Business of Business (inter –Organizational-Commerce) business to consumers- consumer to consumer- internal business process (intra organizational E-commerce), their features and applications.

UNIT-III

Advertising and marketing: information based marketing Advertising on the internet on line advertising-types-charting the on line marketing process market research-search and resource Discovery

UNIT-IV

Electronic Data Interchange (EDI) meaning Definition importance of EDI-EDI and Email-EDI and E-commerce EDI application in business implementation of EDI-legal, security and privacy issues. Firewall-meaning types-firewall and Electronic data securities.

UNIT-V

Electronic payment system - Types of payment systems in E-commerce E-cash e-checks-Smart Cards-Credit cards (plain credit card, encrypted credit card and third party verification) Encryption and credit card – On-line Third party processors (OTTP) - Risks in electronic payments designing electronic payments system.

Books Reference:

II Fronties of Electronic commerce Kalakota&Whinston, Person Education ,Delhi-Ed:2005/6th impression,2008 published by dorling Kindersley (india)pvt.ltd.

Part IV - SBEC - INTERNATIONAL BUSINESS

UNIT-I

Meaning, Name and Scope – Role of Foreign Trade in economic development of India

UNIT II

Balance of payment in the context of economic Growth. Process: Trade Balance, Current Account position and Capital Account position – Trade – Principles of BOP – Correction of adverse BOP.

UNIT III

Euro Currency market and GATT - WTO - World Bank and IMF – Functions.

UNIT IV

Composition and direction of India's imports and exports – Past trends, present position and prospects, project consultancy and service exports – Important documents used in foreign trade.

UNIT V

Foreign exchange – theories of foreign exchange – administration of foreign exchange – rate determinations – factors influencing fluctuations in foreign exchange – exchange in India

Text Book:

International Business – Francis Cherunilam/Himalaya publishing house/New Delhi/Sixteenth Edition.

Books for reference

1. International marketing management – Varshney and Bhattachariya / Sultan Chand publication/19th edition
2. Export Marketing – T.A.S.Balagopal.
3. International marketing management – P.subbarao/ Himalaya Publication / edition 1999.

NOTE: Question paper shall cover 100% Theory