



**M.O.P. VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

Choice Based Credit System

Course of Study for the batch of Candidates
admitted in

2016 – 2017

2015 – 2016

2014 – 2015

ACADEMIC YEAR 2016 – 2017

B. Com., HONOURS

**Activities / Content with direct bearing on
Employability/ Entrepreneurship/ Skill Development**

**Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2016 – 2017**

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2016- 2017)
B.COM (HONOURS)

CORE I – INTRODUCTORY ACCOUNTING

SUBJECT CODE:15UCOM304	THEORY	100 MARKS
-------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: I

COURSE OBJECTIVES:

- To facilitate the understanding of Accounting in General
- To give a comprehensive understanding of the system of Financial Accounting and corporate Accounting
- To understand the intermediate concepts for assets, liabilities and stockholders' equity
- To develop skill, related to problem solving and critical thinking

UNIT I

Introduction to Accounting

Meaning and scope of Accounting, Basic Accounting Concepts, Principles and Conventions, Accounting standards , Concepts, objectives, Benefits -Introduction to IFRS Accounting Policies, Selection of accounting policies, change in accounting policies. Accounting as a measurement discipline-Valuation principles, Accounting estimates.

Accounting Transactions, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Subsidiary Books , Cash book, Capital and Revenue Expenditure and Receipts, Contingent Assets and Contingent Liabilities, Rectification of Errors, Preparation of Final Accounts of a Sole Trading Concern with Adjustments.

(15 Hrs)

UNIT II

Bank Reconciliation Statement

Introduction, Procedure for reconciling the cash book balance with the pass book balance, Methods of Bank Reconciliation Statement.

Inventory valuation and record keeping

Introduction, Inventory valuation, Basis of Inventory Valuation, Techniques of Inventory valuation, Inventory record systems

Depreciation Accounting

Introduction, Methods for providing depreciation, change in the method of depreciation, Revaluation of depreciable assets.

(8 Hrs)

UNIT III

Accounting for Special Transactions

Consignment Account-Introduction, Accounting for consignment transactions and events in the books of the consignor, Accounting books of the consignee.

Joint venture- Introduction, Methods of maintaining Joint Venture Accounts.

Bills of Exchange and Promissory Notes- Introduction, Record of Bills of Exchange and Promissory Notes.

Sale of goods on approval or return basis-Introduction, Accounting Records.

(12 Hrs)

UNIT IV

Partnership Accounts

Introduction, Treatment of Goodwill, Admission of a New partner , Retirement of a partner, Death of partner. (Simple problems)

(15 Hrs)

UNIT V

Issue of shares and debentures

Issue, Forfeiture and Reissue of shares, Redemption of preference shares, Issue of Debenture

(10 Hrs)

PROBLEMS IN ALL UNITS: PROBLEM: THEORY = 80:20

TEXT BOOKS

- T.S.Reddy & A.Murthy (2014) Financial Accounting, Margham Publications, Chennai
- T.S.Reddy & A.Murthy (2014) Corporate Accounting, Margham Publications, Chennai

REFERENCE BOOKS

- S P Jain & K LNarang (2014) Financial Accounting, Kalyani Publishers. New Delhi.1994.
- R.L.Gupta & V.K.Gupta. (2014) Advanced Accounting, Sultan Chand & Sons. New Delhi.
- P.C.Tulsian (2013) Financial Accounting , Pearson publication.
- M.A Arulanandam and K.S.Raman (2011) Advanced Accountancy, Himalaya Publishing House.
- M.C.Shukla and T.Sgrewal (2011) Advanced Accounts, S Chand & Co.New Delhi.
- R.L.Gupta &M.Radhaswamy (2014) Corporate Accounting, Sultan Chand & Sons,NewDelhi.

Activity Planner

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Conduct Multiple choice test to test knowledge of Accounting Principles and Concepts
- Preparation of financial statements of Sole Trader with adjustment
- Hold discussion boards to identify and disclose the errors involved in accounting process
- Facilitate Brainstorming session to elucidate different methods of depreciation
- Quiz on Consignment and Bill of Exchange transactions
- Group Projects on Inventory accounting

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2016- 2017)
B.COM (HONOURS)

CORE II – BUSINESS LAWS

SUBJECT CODE:15UCOM302	THEORY	100 MARKS
-------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: I

COURSE OBJECTIVES:

- To test the general comprehension of elements of mercantile law.
- To give an exposure to the students, some of the important laws that are essential for an understanding of the legal implications of the general activities of a modern business organization.

UNIT I

Introduction to Business Laws

The Indian Contract Act, 1872 ,An overview of Sections 1 to 75 covering the general nature of contract , **Essentials of a valid contract**, Offer and acceptance, consideration ,Capacity to contracts, free consent, Legality of object, Void agreements, Contingent contracts, performance of contracts, Discharge of contracts, Remedies for breach of contracts, Quasi contracts

(20 Hrs)

UNIT II

Special contracts

Indemnity and Guarantee, Contract of Indemnity and guarantee, Distinction, Extent of surety's liability, Kinds of guarantee, Rights of surety, Discharge of surety.
Bailment and Pledge, Meaning, Requisites of bailment, Classification of bailment, Duties and rights of Bailor and Bailee, Finder of goods, termination of bailment, pledge, rights of pawnor and pawnee, pledge by non owners.

(10 Hrs)

UNIT III

Sale of Goods Act, 1930

The Sale of Goods Act, 1930 - Formation of the contract of sale, Conditions and Warranties , Transfer of ownership and delivery of goods, Performance of contract, **Unpaid seller and his rights**, Auction sales.

(10 Hrs)

UNIT IV

Partnership Act, 1932

The Indian Partnership Act, 1932- General Nature of Partnership, Rights and duties of partners , Registration and dissolution of a firm.

(10 Hrs)

UNIT V

Contract of Agency

Essentials, creation, classification of agents, Duties and rights of principle and agents, Relation of principal with third parties, personal liability of agent, termination of agency.

(10 Hrs)

TEXT BOOK

- N.D. Kapoor (2014) Elements of Mercantile Law, Sultan Chand and Sons. Delhi.

REFERENCE BOOKS

- R.S.N. Pillai and Bhagavathi, Business Law, S Chand & Co. New Delhi.
- Dr. N. Premavathy Business Laws, Sri Vishnu Publishers Chennai.
- MC. Shukla Mercantile Law, S Chand & Co. New Delhi.
- Jaishri N Jethwalev, Adarsh Kumar Verma and NR Sarkar, Public Relations, Sterling Publisher.

Activity Planner

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Conduct Role play on essentials of a valid contract.
- Participatory learning through conduct of Case study relating to sale of goods Act
- Classroom discussions to demonstrate the applicability of legal provisions relating to contract of agency, special contracts such as indemnity guarantee and bailment, pledge.
- Conduct written and oral test to facilitate students understand the Legal provisions relating to partnership Act and contract of agency.
- Mediate debates on rights of an Unpaid seller

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2016- 2017)
B.COM (HONOURS)

CORE III – ECONOMICS

SUBJECT CODE:15UCOM301	THEORY	100 MARKS
-------------------------------	---------------	------------------

CREDITS:4

TEACHING HOURS: 60

SEMESTER: I

COURSE OBJECTIVES:

- To get acquainted with the knowledge of Micro and Macro concepts in economics.
- To understand the nature of Indian Economy

UNIT I

Introduction to Micro Economics

Definition, scope and nature of Economics, Methods of economic study, Central problems of an economy and Production possibilities curve.

Demand and Supply Functions

Utility analysis ,cardinal and ordinal utility analysis , Consumer equilibrium , Price, Income and Substitution Effect

Demand function , Meaning of Demand, determinants and distinctions of demand , Law of demand , Elasticity of demand, Price, income and cross elasticity of demand Supply Functions-meaning, determinants, Law of supply , Elasticity of supply.

(15 Hrs)

UNIT II

Theory of Production, Cost and Pricing

Meaning and Factors of production, Laws of Production , The Law of variable proportions and Laws of returns to scale

Concepts of Costs – Short-run and long-run costs, Average and marginal costs, Total, fixed and variable costs.

Various forms of market –price determination in Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly

(10 Hrs)

UNIT III

Indian Economy – A Profile

Nature of the Indian Economy, Role of different sectors – Agriculture, Industry and Services in the development of the Indian economy, their problems and growth,

National Income of India – Concepts of national income, Different methods of measuring national income, Growth of national income and per capita income in various plans, Basic understanding of tax system of India – Direct and Indirect Taxation

Select Aspects of Indian Economy

Population – Its size, rate of growth and its implication for growth, Poverty – Absolute and relative poverty and main programs for poverty alleviation, Unemployment – Types, causes and incidence of unemployment, Infrastructure – Energy, Transportation, Communication, Health and Education, Inflation, Budget and Fiscal deficits, Balance of payments, External debts.

(15 Hrs)

UNIT IV

Economic Reforms in India

Features of economic reforms since 1991, Liberalisation, Privatization and Disinvestment, Globalisation.

(10 Hrs)

UNIT V

Money and Banking

Money – Meaning and functions

Commercial Banks – Role and functions

Reserve Bank of India – Role and functions, monetary policy.

(10 Hrs)

TEXT BOOKS

- Misra and Puri, Principles of Micro Economics - 3rd edition 2009, Himalaya Publication, Mumbai
- Misra and Puri, Principles of Macro Economics - 2nd edition 2009, Himalaya Publication, Mumbai
- Dutt and Sundaram (latest edition), Indian Economy, Sultan Chand & Sons- New Delhi.

REFERENCE BOOKS

- K. K. Dewett and M.H. Navalur, Modern Economic Theory – 23rd edition 2010, S.Chand & Co. Ltd, Delhi
- S.Shankaran (latest edition) Indian Economy – Margham Publications, Chennai latest edition
- Misra and Puri (latest edition) Indian Economy-Himalaya Publications, Mumbai.

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

S.NO.	Description of activity
1	Q & A session: Basic tools of economics
2	Group discussion: Determinants of Demand
3	MCQ quiz: Utility analysis; Demand and supply functions
4	MCQ quiz: Production and Cost
5	Group presentations: Short run and Long Production functions
6	Concept sheets: Various forms of Markets
7	MCQ quiz: Business cycles

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2016- 2017)
B.COM (HONOURS)

CORE IV- MATHEMATICS AND STATISTICS

SUBJECT CODE: 15UMAT301	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS:4

TEACHING HOURS : 60

SEMESTER: I

COURSE OBJECTIVES:

- To provide a sound conceptual knowledge
- To apply the techniques in analysis and interpretation

UNIT I

Arithmetic

Ratio and proportion, Indices, Logarithms

Equations –Linear, simultaneous linear equations up to three variables, quadratic and cubic equations in one variable, equations of a straight line, intersection of straight lines, graphical solution to linear equations. Inequalities-Graphs of inequalities in two variables, common region.

(12 Hrs)

UNIT II

Arithmetic (Contd.)

Simple and Compound Interest including annuity – Applications

Basic concepts of Permutations and Combinations

Sequence and Series –Arithmetic and geometric progressions and applications

(10 Hrs)

UNIT III

Calculus

Sets, Functions and Relations

Limits and Continuity – Intuitive Approach

Basic concepts of Differential and Integral Calculus (excluding trigonometric functions

(15 Hrs)

UNIT IV

Statistics

Statistical description of data-Textual, Tabular & Diagrammatic representation of data.- Frequency Distribution, Graphical representation of frequency distribution – Histogram, Frequency Polygon, Measures of Central Tendency-Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic, Mean, Measures of dispersion-Standard deviation, Quartile deviation

Correlation and Regression

(10 Hrs)

UNIT V

Statistics

Probability and Expected Value by Mathematical Expectation

Theoretical Distributions-Binomial, Poisson and Normal.

Sampling Theory-Basic Principles of sampling theory , Comparison between sample survey and complete enumeration , Errors in sample survey , Some important terms associated with sampling , Types of sampling , Theory of estimation , Determination of sample size .Index Numbers

(13 Hrs)

Theory: Problem = 20 : 80

TEXT BOOKS

- D C Sancheti, V K Kapoor (2012) Business Mathematics, Sultan Chand & Sons , New Delhi.
- S.P. Gupta (Reprint 2012), Statistical Methods, Sultan Chand & Sons , New Delhi.

REFERENCE BOOKS

- P R Vittal (2012), Business Mathematics, Margham Publications, Chennai.
- G Srinivasa & D George (2010) Business Mathematics and Statistics, New Age International, Chennai

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **SD: Worksheets-** Solving challenging problems on Ratio & proportion, indices and logarithms.
- **SD: Mock test** on Simple/ Compound Interest, Permutations/ Combinations, Sequence/ Series, A.P/ G.P.
- **SD: Assignments** – Students compute derivatives of simple algebraic equations and evaluate integrals using various methods of integration
- **SD: Case Study Analysis-** Discussion on how Measures of Central Tendency (Mean, Median and Mode) are often used by marketers to gain an understanding of how their advertisement performs i.e marketers calculate the mean/ median revenue

earned per advertisement and calculate the mode of the type of ad used (e.g. newspaper, TV, radio, digital) and analyze which type of ads their companies use most often.

- **Individual learning:** Students integrate theoretical knowledge with applicable skills and compute range, coefficient of variation of their marks secured in the courses in first Internal Assessment.
- **Class activity:** Predict trends to adjust product and services or advertising & marketing campaigns, and then take the best approaches in business scenario using coefficient of correlation and regression analysis
- **Class interactive session :** Discussion on motions of theoretical distributions (Binomial, Poisson and Normal), sampling theory for demonstrating theoretical and practical issues, leading to effective classroom discussion and deeper student understanding of real-world applications.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2016- 2017)
B.COM (HONOURS)

CORE V - BUSINESS ACCOUNTING

SUBJECT CODE: 15UCOM305	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS : 60

SEMESTER: II

COURSE OBJECTIVES:

- To facilitate the understanding of Accounting in specific areas
- To understand the practical applicability of Financial Accounting
- To develop skill, related to problem solving and critical thinking
- To familiarize students with the fundamentals of computerized system of accounting

UNIT I

Non – Profit Organizations

Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non profit Organizations

(10 Hrs)

UNIT II

Insurance claims for loss of stock and loss of profit

Investment Accounting as per Accounting Standard -13 ,valuation of current investment and long term investment, disposal of investment and Reference to IFRS/IND-AS and M2M.

Accounts from incomplete records, Average Due Date and Account current, Self-balancing ledger.

(15 Hrs)

UNIT III

Hire purchase& Installment sale

Hire purchase and Installment-Default and repossession , Hire purchase trading account, Installment purchase system

(10 Hrs)

UNIT IV

Partnership -Admission of a partner – Retirement of a partner –Death of a partner

Dissolution of a Partnership

Insolvency of a partner (Application of Indian Partnership Act 1932),Insolvency of all partners – Gradual Realization of Assets and Piecemeal Distribution (Advanced Problems)

(15 Hrs)

UNIT V

Accounting in Computerized Environment - An overview of computerized accounting system, Salient features and significance, Concept of grouping of accounts, Codification of accounts, maintaining the hierarchy of ledger, Accounting packages and consideration for their selection, Generating Accounting Reports.

(10 Hrs)

PROBLEMS IN ALL UNITS EXCEPT UNIT V PROBLEM: THEORY RATIO = 80:20

TEXT BOOKS

- T.S.Reddy & A.Murthy (2014) Financial Accounting , Margham Publications , Chennai-17.
- Jain & Narang (2014) Financial Accounting, Kalyani Publishers, New Delhi.

REFERENCE BOOKS

- R.L.Gupta & V.K.Gupta (2012) Advanced Accounting, Sultan Chand & Sons, New Delhi
- M.C.Shukla and T.Sgrewal (2011) Advanced Accounts, S Chand & Co. New Delhi.
- P.C.Tulsian, Financial Accounting (2013) Pearson
- M.A Arulanandam and K.S.Raman (2011) Advanced Accountancy, Himalaya Publishing House.

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Assign take home problems in all Units to facilitate development of skill in problem solving
- **Worksheet preparation on Partnership accounts**
- Classroom discussions to summarise the claim for loss of stock and profit
- Multiple choice test to assess knowledge of single entry system of book keeping
- Class test on Accounting procedures of hire purchase system
- Quiz to assess knowledge on accounting standards

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2016- 2017)
B.COM (HONOURS)

CORE VI – COST ACCOUNTING

SUBJECT CODE: 15UCOM306	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS : 60

SEMESTER: II

COURSE OBJECTIVES:

- To facilitate the student to be aware of computation of cost related to products and services
- To promote analytical and critical ability.
- To facilitate the students to know about the operations of funds in business
- To pave way for future financial decision makers

UNIT I

Nature and scope of Cost Accounting

Cost analysis, concepts and Classifications. Installation of costing systems, cost centers and profit centers. Cost classification for stock valuation, profit measurement, decision making and control Coding systems, Elements of cost, Cost behaviour pattern, separating the components of semi-variable costs , Installation of a costing system , Relationship of cost accounting, financial accounting, management accounting and financial management

Material Costing

Procurement procedures - store procedures and documentation in respect of receipts and issue of stock, stock verification ,Inventory control - techniques of fixing of minimum, maximum and reorder levels, economic order quantity, **ABC classification**; stocktaking and perpetual inventory ,Inventory accounting ,Consumption - identification with products of cost centres, basis for consumption entries in financial accounts, monitoring consumption.

Cost ledgers – non-integrated accounts, integrated accounts, reconciliation of cost and financial accounts.

Nature and scope of Cost Accounting

Cost analysis, concepts and Classifications. Installation of costing systems, cost centers and profit centers. (10 Hrs)

UNIT II

Labour and Overhead Costing

Labour cost -Attendance and payroll procedures, overview of statutory requirements, overtime, idle time and incentives ,Labour turnover , Utilisation of labour, direct and indirect labour, charging of labour cost, identifying labour hours with work orders or batches or capital jobs , Efficiency rating procedures ,Remuneration systems and incentive schemes.

Direct Expenses- Sub-contracting – control on material movements, identification with the main product or service.

Overhead costing-Functional analysis – factory, administration, selling, distribution, research and development, Behavioural analysis – fixed, variable, semi variable and step cost ,Factory overheads – primary distribution and secondary distribution, criteria for choosing suitable basis for allotment, capacity cost adjustments, fixed absorption rates for absorbing overheads to products or services , Administration overheads – method of allocation to cost centres or products ,Selling and distribution overheads – analysis and absorption of the expenses in products/customers, impact of marketing strategies, cost effectiveness of various methods of sales promotion.

(15 Hrs)

UNIT III

Methods of costing

Job Costing- Batch Costing- Contract Costing-**Operating Costing**.

Process costing-Normal loss-Abnormal loss-Equivalent production-Joint Products and By-Products-Methods

(17 Hrs)

UNIT IV

Budgets

Classification of budgets- Sales, Production, Production Cost-Materials- Labour Overheads, **Preparation of Cash Budget**-Receipts & Payments Method ,P&L Method & Balance Sheet Method, Fixed and Flexible budget.

Standard costing and Variance analysis.

(8 Hrs)

UNIT V

Marginal Costing

Decision making analysis-**Key Factor**, Make or Buy, Product Mix & Sales Mix, Discontinuance of product line, Change Vs. Status Quo, Shutdown or continue, expand or contract, Equipment replacement, idle capacity utilization, exploring foreign market, exploring new market.

(10 Hrs)

PROBLEMS IN ALL UNITS: PROBLEM: THEORY - 80:20

TEXT BOOK

- T.S. Reddy & Hari Prasad Reddy (2014) Cost Accounting and Management accounting, Margham Publications. Chennai-17

REFERENCE BOOKS

- Saxena and Vashist, Cost Accounting. 7th Edition. Reprint 2011, Sultan Chand & Sons. New Delhi .
- Dr. Maheswari S.N, Principles of Management Accounting. 17th Revised Edition 2012. Sultan Chand & Sons. New Delhi
- Jain S.P. and Narang ,Cost Accounting. 8th Edition Re-print 2013 Kalyani Publishers. New Delhi.

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Solving problems in Cost sheet
- Worksheet solving on operating costing.
- Conduct Multiple choice test to test knowledge of Cost Accounting Principles and Concepts
- Problem solving skills through Assignments in all the units.
- Classroom discussion to elucidate the methods of computing the labour cost.
- Develop decision making skills through application on key determinants in marginal costing

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2016- 2017)
B.COM (HONOURS)

CORE VII – ETHICS AND COMMUNICATION

SUBJECT CODE: 15UMED306	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: II

COURSE OBJECTIVES:

- To have an understanding of ethical issues in business.
- To nurture and develop the communication and behavioural skills relating to business.
- To assess the flow of communication in organizations .

UNIT I

Ethics

Introduction to Business Ethics The nature, purpose of ethics and morals for organizational interests; ethics and conflicts of interests; ethical and social implications of business policies and decisions; corporate social responsibility; ethical issues in corporate governance.

Environment Issues Protecting the Natural Environment – Prevention of pollution and depletion of natural resources; conservation of natural resources.

(10 Hrs)

UNIT II

Ethics in Workplace Individual in the organisation, discrimination, harassment, gender equality.

Ethics in Marketing and Consumer Protection Healthy competition and protecting consumer's interest.

Ethics in Accounting and Finance Importance, issues and common problems.

(10 Hrs)

UNIT III

Communication

Elements of Communication -Forms of communication: Formal and Informal, Inter-departmental, verbal and non-verbal; active listening and critical thinking, Presentation skills including conducting meeting, Press conference - Planning and composing business messages -Communication channels - Communicating corporate culture, change, Innovative spirits - Communication breakdowns -Communication ethics -Groups dynamics; handling group conflicts, consensus building; influencing and persuasion skills; negotiating and bargaining - Emotional intelligence – Emotional quotient - Soft skills -personality traits; interpersonal skills; leadership.

(20 Hrs)

UNIT IV

Communication in Business Environment

Business Meetings – Notice, Agenda, Minutes and Secretarial Practice Standards , Chairperson’s speech , Press releases , Corporate announcements by stock exchanges , Reporting of proceedings of a meeting

(10 Hrs)

UNIT V

Basic Understanding of Legal Deeds and Documents -Partnership deed ,Power of Attorney , Lease deed , Affidavit ,Indemnity bond , Gift deed ,Memorandum and articles of association of a company ,Annual Report of a company.

(10 Hrs)

TEXT BOOKS

- Rajendra Pal & J.S. Korlahalli. Essentials of Business Communication 13th edition 2011 Sultan Chand & Sons. New Delhi.
- Sekar G& Saravana prasanth B, Law ethics & Communication, Peason Education Private Ltd. New Delhi.

REFERENCE BOOKS

- Shirley Taylor. Communication for Business. 4th Edition 2005 Pearson Publications. New Delhi. 2
- Bovee, Thill, Schatzman . Business Communication Today edition 2008. Peason Education Private Ltd. New Delhi.
- Penrose, Rasbery, Myers. Advanced Business Communication. Edition 2004. Bangalore. 2002
- Simon Collin. Doing Business on the Internet. Kogan Page Ltd. London Edition.. 2004
- Mary Ellen Guffey. Business Communication - Process and Product. International Thomson Publishing. Ohio Edition. 2012

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **Conduct of role play on ethics in consumer protection.**
- Classroom discussion on the impact of corporate social responsibility.
- Discuss the relevance of formal and informal communication.
- Brainstorming sessions on the ethical and social implications of business policies

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2016- 2017
B.COM (HONOURS)

CORE VIII– INDUSTRIAL LAWS

SUBJECT CODE: 15UCOM307	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: II

COURSE OBJECTIVES:

- To gain knowledge of some of important commercial laws related to business.
- To provide an overview of the Industrial laws.

UNIT I

The Negotiable Instruments Act, 1881

Introduction, meaning, characteristics and definitions, classification of Instruments, Sight and Time Bills (Section 21 – 25), Negotiation, Negotiability vs. Assignability, Negotiability vs. Assignability, Different provisions relating to Negotiations.

(10 Hrs)

UNIT II

The Negotiable Instruments Act, 1881

Rights and obligation of the parties to an instrument, notice of dishonor, Noting and Protesting, Acceptance and payment for Honour and Reference in case of need, Presentment of Instruments, Payment and Interest, International law regarding negotiable instruments, Different types of hundis, Rules of Compensation

(10 Hrs)

UNIT III

The Payment of Bonus Act, 1965

Introduction and definitions, First, second, third and fourth Schedule, Available surplus, payment of minimum and maximum bonus, special provisions in respect of certain establishments, power of exemptions, application of certain laws not barred.

(15 Hrs)

UNIT IV

The Employees' Provident Funds and Miscellaneous Provisions Act, 1952

Introduction and definitions, Employees' Provident Fund Scheme, Employees' Pension Scheme, Employees' Deposit – Linked Insurance scheme, Management of schemes.

(10 Hrs)

UNIT V

The Payment of Gratuity Act, 1972

Introduction, objectives, applicability and definitions, payment and calculation of Gratuity, forfeiture of gratuity, power to exempt, mode of payment and disputes, appeals, appointment of inspectors, cognizance of offences, protection of gratuity.

Industrial Disputes Act, 1947

Duties of the Authorities, Grievance Redressal machinery, Award and Settlement, Strikes, Lock outs, Lay – offs, Penalties.

(15 Hrs)

TEXT BOOK

- N.D.Kapoor , Merchantile Law , Sultan Chand Publications, Revised Edition 2014.

REFERENCE BOOKS

- Mrs. S. Sumathi Prof. P. Saravanavel, Legal systems in Business, Edition 2011, Himalaya publications
- Dr. M.R. Sreenivasan, Industrial Relations and Labour Legislations, Third Revised Edition 2011, Reprint 2012, Margham Publications

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Conduct Role play on settlement of industrial disputes
- Encourage presentation of case lets using audio - visual aids for understanding the role of the Conciliation machinery in case of dispute settlements
- Mediate debates on rights and duties of employers and employees during case discussions on payment of wages and gratuity
- Require presentation of solutions for case lets on Bonus Act through analysis of critical incidents

**Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2015 – 2016**

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE IX - FINANCIAL PLANNING

SUBJECT CODE: 15UCOM315	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER:III

COURSE OBJECTIVES:

- To develop ability to analyze and interpret various tools of financial analysis and planning
- To gain knowledge of management and financing of working capital
- To understand concepts relating to financing and investment decisions

UNIT I

Functions of Finance:

Finance function, nature and objectives- goals – Profit maximization, Conflicts in profit versus value maximization principle – Wealth maximization – Role of Chief Financial Officer, Major decisions of finance manager – Financing and investing.

Time Value of Money

Compounding and discounting techniques – concepts of annuity and perpetuity.

(10 Hrs)

UNIT II

Financial Analysis and Planning

Ratio analysis for performance evaluation and financial health - Application of ratio analysis in decision making, Analysis of cash flow statement.

(10 Hrs)

UNIT III

Financing Decisions

Cost of Capital – weighted average cost of capital and marginal cost of capital, Capital Structure decisions – capital structure patterns, designing optimum capital structure, constraints, various capital structure theories, Business risk and financial risk – operating and financial leverage, trading on equity

(15 Hrs)

UNIT IV

Types of Financing

Different sources of finance, Project financing – intermediate and long term financing ,Negotiating term loans with banks and financial institutions and appraisal thereof , Introduction to lease financing, Venture capital finance.

Investment Decisions

Purpose, objective, process -Understanding different types of projects , Techniques of decision making: non-discounted and discounted cash flow approaches - payback period method, accounting rate of return, net present value, internal rate of return, modified internal rate of return, discounted payback period and profitability index. Ranking of competing projects, ranking of projects with unequal lives.

(10 Hrs)

UNIT V

Working capital management:

Working capital policies , Funds flow analysis ,Inventory management ,Receivables management ,Payables management , Management of cash and marketable securities ,Financing of working capital

(15 Hrs)

PROBLEMS IN ALL UNITS. PROBLEM: THEORY RATIO= 60:40

TEXT BOOKS

- Prasanna Chandra, Fundamentals of Financial Management, Fifth Edition 2010 Tata Mc.GrawHill, New Delhi
- A.Murthy, Financial Management, Revised Edition 2012, MarghamPub;ications

REFERENCES

- I.M.Pandey, Financial Management, 2009 Vikas Publishing
- Dr.P.C.Tulsian, Financial Management, Revised Edition 2010, S.Chand
- G.Sudharsana Reddy, Financial management, First Edition 2011, Himalaya Publishing House
- Khan & Jain ,Financial Management, Edition 2009, Sultan Chand & Sons
- Dr.S.N.Maheshwari, Elements of Financial Management, Reprint 2012, Sultan Chand & Sons, New Delhi

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Conduct short answer tests in solving problems on working capital management
- Hold classroom discussions on the theories of capital structure
- **Analysis of cash flow statements**
- Assign worksheets to solve problems on cost of capital computation
- Assist students in drafting a comprehensive financial plan for capital budgeting needs

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE X– ACCOUNTING FOR COMPANIES

SUBJECT CODE: 15UCOM309	THEORY	100 MARKS
CREDITS: 4		TEACHING HOURS: 60

SEMESTER: III

COURSE OBJECTIVES:

- To have an understanding of the conceptual framework for the preparation and presentation of financial statements;
- To gain working knowledge of the professional standards and application of accounting principles to different practical situations; and
- To gain the ability to solve advanced problems in the case of different entities.

UNIT I

Accounting Standards

Working knowledge of: AS 1: Disclosure of Accounting Policies ,AS 2: Valuation of Inventories , AS 3: Cash Flow Statements, AS 6: Depreciation Accounting ,AS 7: Construction Contracts (Revised 2002) ,AS 9: Revenue Recognition ,AS 10: Accounting for Fixed Assets, AS 13: Accounting for Investments, AS 14: Accounting for Amalgamations

(10 Hrs)

UNIT II

Company Accounts

Preparation of financial statements – Profit and Loss Account, Balance Sheet and Cash Flow Statement ,Profit (Loss) prior to incorporation

(10 Hrs)

UNIT III

Alteration of share capital:

Alteration of share capital – Internal reconstruction and reduction of capital. Conversion of fully paid shares into stock and stock into shares, Accounting for bonus issue

(15 Hrs)

UNIT IV

Amalgamation –Absorption and External Reconstruction of a company – (Inter company investments excluded) as per AS-14

(15 Hrs)

UNIT V

Accounting for Holding Companies (Inter company investments excluded) Preparation of Profit & Loss Account and consolidated Balance Sheet as per AS-21.

(10 Hrs)

PROBLEMS IN ALL UNITS - **PROBLEM: THEORY RATIO= 80:20**

TEXT BOOKS

- S.P.Jain and K.L Narang (2011) Advanced Corporate Accounting, Sixth Revised Edition Kalyani Publishers, New Delhi.
- S.P.Jain and K.L Narang. (2010)Corporate Accounting, Kalyani Publishers, New Delhi.
- T.S.Reddy and A.Murthy (2012)Corporate Accounting Reprint ,Margam Publishers,Chennai-17.
- Study Materials

REFERENCE BOOKS

- M.C.Shukla and T.Sgrewal. Advanced Accounts Vol2 I., 2011, S Chand & Sons. New Delhi
- R.L.Gupta&M.Radhaswamy Corporate Accounting. 13th Edition 2011, Sultan Chand & Sons. NewDelhi,.

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **Problem solving on alteration of share capital**
- Quiz on Accounting Standards and IFRS
- In depth Discussion on Important Standards of Accounting
- Computing time ratio, sales ratio and basis for apportionment of expenses through problem solving from reference books.
- Drafting solutions to problems on consolidating the Final Accounts statements of a Companies as per schedules
- **Discussion on application of Accounting Standards**

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XI - TAXATION I

SUBJECT CODE: 15UCOM316	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: III

COURSE OBJECTIVES:

- To enable the students to know the basic concepts of Income Tax
- To calculate the taxable income under the various heads of income

UNIT – I

Introduction

Meaning of income -- Important definitions under the income tax act -scope of total income - residential status -Incomes exempt from tax.

(10 Hrs)

UNIT – II

Income from Salary

Heads of Income – Salaries – Provisions relating to retirement benefits – Provident fund -- Allowances –Perquisites and their Valuations –Deductions from salary-Computation of Salary Income

(20 Hrs)

UNIT – III

Income from house property

Chargeability – Meaning of annual value - Deductions from annual value - Computation under different circumstances – Treatment of Arrears of rent and unrealised rent

(10 Hrs)

UNIT – IV

Income from other sources

Chargeability - computation – Interest on securities gross Vs Net interest – grossing up – Taxability of gifts - Deductions in computing income under this head and other related provisions.

(10 Hrs)

UNIT – V

Permissible deductions from gross total income 80 C- 80U

(10 Hrs)

PROBLEMS IN ALL UNITS, **PROBLEM: THEORY RATIO = 80:20**

TEXT BOOK

- Vinod K. Singhania-Students Guide to Income Tax ,Latest edition

REFERENCE BOOKS

- Mehrotra H.C - Income Tax Law and Accounts.-SahityaBhavan Publications Agra-Latest edition
- Bhagavathi Prasad- Income Tax Law and Practice-VishwaPrakasan. New Delhi- Latest edition
- Gaur and Narang-Income Tax Law and Accounts-Kalyani Publishers-Latest edition

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Classroom Discussion on tax concepts in relation to residential status
- Conduct oral and written test to help students to remember the fundamental concepts
- Assist in solving problems on computation of tax under the different heads of income.
- Computation of permissible deductions under sections 80 C to 80 U
- Hold MCQ test in unit I to help students remember the fundamental concepts.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XII - TAXATION II

SUBJECT CODE: 15UCOM317	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: III

COURSE OBJECTIVES:

- To enable the students to know the basic concepts of Income Tax
- To calculate the taxable income under the various heads of income

UNIT – I

Income under capital gains

Chargeability - Short term, long-term capital gains -transfer of capital assets – Certain transactions not included as transfer - Cost of acquisition – Cost of improvement - Indexation of cost – Exempted capital gains - Computation of capital gains.

(20 Hrs)

UNIT – II

Income from business or profession

Allowable and not allowable expenses-General deductions-its principles –provisions relating to depreciation- deemed business profits chargeable to profits to tax-compulsory maintenance of books of Account-audit of accounts of certain persons-special provision for computing incomes on estimated basis under sections 44AD and 44AE – Computation of income from business or profession

(15 Hrs)

UNIT – III

Clubbing, Set off and Carry forward of losses

Clubbing of income – Transfer of income without the transfer of asset Circumstances under which the individual is assessable in respect of remuneration of spouse – Assess ability of income from assets transferred to spouse, sons wife, another -persons for the benefit of spouse-Assess ability in respect of income of minor child . Set off – Carry forward and set off.

(10 Hrs)

Unit – IV- Assessment of Individuals

(10 Hrs)

UNIT – V - Meaning of Permanent Account Number, Return of Income, TDS, Basic provisions concerning Advance Tax, Rates of Taxation, Assessment procedure

(5 Hrs)

PROBLEMS IN ALL UNITS. PROBLEM: THEORY RATIO= 80:20

TEXT BOOK

- Vinod K. Singhania-Students Guide to Income Tax.- Latest edition

REFERENCE BOOKS

- Mehrotra H.C- Income Tax Law and Accounts.-SahityaBhavan Publications Agra-Latest edition
- Bhagavathi Prasad- Income Tax Law and Practice-VishwaPrakasan. New Delhi- Latest edition
- Gaur and Narang (2015)-Income Tax Law and Accounts-Kalyani Publishers-

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Conduct oral and written test to help students to remember the tax provisions in Unit I,II & III.
- Conduct MCQ tests in unit IV
- computation of tax liability of an Individual
- Conduct mock E-Filing through simulation techniques
- Classroom discussion of amended provisions on capital gains.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XIII - INDIRECT TAXATION

SUBJECT CODE: 15UCOM318	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: III

COURSE OBJECTIVES:

- To gain knowledge of various provisions of Central Excise, Service tax, VAT & Sales Tax.
- To understand the statutory compliance under indirect taxes including audits

UNIT I

Service Tax – Basic Concepts, Point of Taxation, Valuation and Place of provision of Service; Negative List, Exempted Services and Service Tax Liability; Comprehensive Issues in Service tax.

(15 Hrs)

UNIT II

Excise Act - Valuation under Central Excise, Export Procedures under Central Excise, CENVAT Credit Rules, 2004; SSI Exemption, Registration and Payment of duty, Excise Audits, Comprehensive issues under Excise, Service Tax and Customs and Appeals.

(20 Hrs)

UNIT III

Customs Act – Basic Concept, Valuation under Customs, Types of Duties, Administrative and other aspects, Import and Export Procedure, Baggage Rules, 1998.

(10 Hrs)

UNIT IV

VAT – Basic Concepts, Registration of VAT, VAT Rules and Schedules, Input Tax Credit and Related topics.

(5 Hrs)

UNIT V

Central Sales Tax Act, 1956 – Basic Concepts, Section 3,4,5; Types of Forms, Appeals to CST Authorities.

(10 Hrs)

PROBLEMS IN ALL UNITS. PROBLEM: THEORY RATIO= 80:20

TEXT BOOKS

- Indirect Taxation ,Mohd. Rafi.
- T.S.Reddy Y.Hari Prasad Reddy-Business Taxation-Margham Publications-Edition 2007

REFERENCE BOOKS

- Ahuja Girish and Gupta Ravi-Practical Approach to Income Tax- Sitaram & Co. Chennai-Latest Edition, 2010
- Dr. Vinod K Singhanian and Monica Singhanian - Students Guide to Income Tax- Sitaram & Co. Chennai-Latest Edition, 2009

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Conduct MCQ tests in all units to help students to remember the fundamental concepts
- Explain the provisions relating Point of Taxation, Valuation and Place of provision of Service
- Illustrate with examples the concepts customs duty .
- Assist in solving problems on computation of input tax credit
- **Problem solving on computation of VAT.**
- Entrust data collection on the functionalities of E Way bills, tax invoices by asking students to procure samples from available sources.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XIV – CORPORATE LAW

SUBJECT CODE: 15UCOM314	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4
SEMESTER: III

TEACHING HOURS: 60

COURSE OBJECTIVES:

- Students are expected to possess the basic knowledge of the act and its application

UNIT I

The Companies Act, 2013 (overview) , **Formation Of Company - Incorporation - Documents to be filed with Registrar** - Certificate of Incorporation - Effects of registration - restrictions on commencement of business - Promoter - Preliminary contracts , Board of company Law Administration-National Company Law Tribunal, Appellate Tribunal .

(15 Hrs)

UNIT II

Memorandum of Association , Articles of Association - Contents & Alteration

Prospectus –Meaning- Kinds- Registration -Contents - Mis-statement in prospectus and their consequences - Statement in lieu of Prospectus

(10 Hrs)

UNIT III

Share Capital – Meaning - Kinds - Public Issue- Alteration of capital - Reduction of capital , Bonus Issue, Rights Issue, Buy Back of shares, Preference Shares – Meaning and Redemption Deposits – Meaning – Acceptance of Deposits from public, Debentures - Definition - Kinds - Guidelines for the issue of debentures ,Mortgages and charges-Fixed and Floating charges - Registration of charges

(10 Hrs)

UNIT IV

Management and administration –General provisions- Registered office and name, Restrictions on commencement of business, Register of members and debenture holders, Foreign registers of members or debenture holders, annual returns, general provisions regarding registers and returns. **Meetings and Procedures:** Introduction - Kinds of Meetings - Meetings of share holders - Statutory Meeting - Annual General Meeting - Extra-ordinary General Meeting - Class Meetings - Board Meetings .

(15 Hrs)

UNIT V

Winding Up: Meaning - Modes of winding up - Compulsory winding up - Voluntary winding up- Consequences of winding up - Liquidators - Duties and powers of Liquidator .

(10 Hrs)

TEXT BOOKS

- Kapoor, N.D,(2013) Merchantile Law , 34th Revised Edition, Sultan Chand Publications,
- Kapoor, N.D (2007, Reprint 2012) Company Law & Secretarial Practice. 13th Edition Sultan Chand & Sons.

REFERENCE BOOKS

- Mrs.Sumathi. S, Prof. Saravanavel, P. (2011), Legal systems in Business, Himalaya publications
- Dr. Sreenivasan,M.R (2007, Reprint 2013) Company Law, Second Edition, Margham Publications
- Dr. Sreenivasan, M.R. (2011) (Reprint 2012) Industrial Relations and Labour Legislations, Third Revised Edition, , Margham Publications

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Quiz to assess knowledge on Procedure for incorporation of a company
- Classroom discussions on rules regarding payment of dividend
- Conduct Unit wise test to help students recall the provisions of Companies Act 2013
- **Classroom discussions on alteration procedures of MOA**
- Conduct test to facilitate students understand the Legal provisions to alter the contents of the statutory documents of a company
- Engage students through role play on the administration setup of a company
- Power point presentation in classroom forum relating law provisions and real time cases

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XV – ADVANCED ACCOUNTING I

SUBJECT CODE: 15UCOM320	THEORY	100
--------------------------------	---------------	------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: IV

COURSE OBJECTIVES:

- To have an understanding of the conceptual framework for the preparation and presentation of financial statements
- To gain working knowledge of the professional standards and application of accounting principles to different practical situations

UNIT I

Conceptual Framework for Preparation and Presentation of Financial Statements of companies as per the accounting standards (Advanced Problems)

(10 Hrs)

UNIT II

Accounting Standards - Working knowledge of AS 4: Contingencies and Events occurring after the Balance Sheet Date AS 5: Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies-AS 11: The Effects of Changes in Foreign Exchange Rates (Revised 2003) AS 12: Accounting for Government Grants AS 16: Borrowing Costs AS 19: Leases AS 20: Earnings Per Share AS 26: Intangible Assets AS 29: Provisions, Contingent Liabilities and Contingent Assets.

(10 Hrs)

UNIT III

Advanced Issues in Partnership Accounts: Dissolution of partnership firms including piecemeal distribution of assets; Amalgamation of partnership firms; Conversion into a company and Sale to a company.

(15 Hrs)

UNIT IV

Departmental Accounts

Basis for allocation of expenses – Inter departmental transfer at cost or selling price – Treatment of expenses which cannot be allocated

(10 Hrs)

UNIT V

Branch Accounts

Dependent branches – Stock and debtors system – Distinction between wholesale profit and retail profit – Independent branch accounts including foreign branches

(15 Hrs)

PROBLEMS IN ALL UNITS. PROBLEM: THEORY RATIO= 80:20

TEXT BOOK

- T.S.Reddy & A.Murthy (2014) Financial Accounting, Margham Publications, Chennai-17.

REFERENCE BOOKS

- Jain & Narang (2009) Financial Accounting, Kalyani Publishers. New Delhi.1994.
- R.L.Gupta & V.K.Gupta. (2009) Advanced Accounting, Sultan Chand & Sons. New Delhi.
- Shukla & Grewal (2009) Advanced Accounting, Sultan Chand & Sons, New Delhi.
- P.C.Tulsian (2009) Financial Accounting , Tata Mcgraw-Hill.
- M.C.Shukla and T.Sgrewal (1997) Advanced Accounts, Sultan Chand & Sons,New Delhi.

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Compute problems on partnership accounting through active listening.
- Interactive problem solving of departmental and branch accounts
- Quiz on Accounting Standards
- Discussion on Accounting standards and disclosure requirements in Unit I
- Analysis of financial statements, matching activity on Schedule number and its respective title in final accounts.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XVI- AUDITING AND ASSURANCE

SUBJECT CODE: 15UCOM321	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: IV

COURSE OBJECTIVES:

- To understand objective and concepts of auditing and gain working knowledge of generally accepted auditing procedures and of techniques and skills needed to apply them in audit and attestation engagements and solving simple case-studies.

UNIT I

Auditing Concepts – Nature and limitations of Auditing, Basic Principles governing an audit, **Ethical principles and concept of Auditor’s Independence**, Relationship of auditing with other disciplines.

Auditing and Assurance Standards – Overview, Standard-setting process, Role of International Auditing and Assurance Standards Board and Auditing and Assurance Standards Board in India.

Auditing engagement – Audit planning, Audit programme, Control of quality of audit work– Delegation and supervision of audit work.

(10 Hrs)

UNIT II

Documentation – Audit working papers, Audit files: Permanent and current audit files, Ownership and custody of working papers.

Audit evidence – Audit procedures for obtaining evidence, Sources of evidence, Reliability of audit evidence, Methods of obtaining audit evidence, **Physical verification**, Documentation, Direct confirmation, Re-computation, Analytical review techniques, Representation by management.

Internal Control – Elements of internal control, Review and documentation, Evaluation of internal control system, internal control questionnaire, internal control check list, Tests of control, Application of concept of materiality and **audit risk**, Concept of internal audit.

Internal Control and Computerized Environment, Approaches to Auditing in Computerised Environment. **Audit Sampling** – Types of sampling, Test checking, Techniques of test checks

(15 Hrs)

UNIT III

Analytical review procedures- Audit of payments – General considerations, Wages, Capital expenditure, Other payments and expenses, Petty cash payments, Bank payments, Bank reconciliation.

Audit of receipts – General considerations, Cash sales, Receipts from debtors, Other Receipts.

Audit of Purchases – Vouching cash and credit purchases, Forward purchases, Purchase returns, Allowance received from suppliers.

Audit of Sales – Vouching of cash and credit sales, Goods on consignment, Sale on approval basis, Sale under hire-purchase agreement, Returnable containers, Various types of allowances given to customers, Sale returns

(10 Hrs)

UNIT IV

Audit of suppliers' ledger and the debtors' ledger – Self-balancing and the sectional balancing system, Total or control accounts, Confirmatory statements from credit customers and suppliers, Provision for bad and doubtful debts, Writing off of bad debts.

Audit of impersonal ledger – Capital expenditure, deferred revenue expenditure and revenue expenditure, Outstanding expenses and income, Repairs and renewals, Distinction between reserves and provisions, Implications of change in the basis of accounting.

Audit of assets and liabilities.

(10 Hrs)

UNIT V

Company Audit – Audit of Shares, Qualifications and Disqualifications of Auditors, Appointment of auditors, Removal of auditors, Powers and duties of auditors, Branch audit, Joint audit, Special audit, Reporting requirements under the Companies Act, 1956.

Audit Report – Qualifications, Disclaimers, Adverse opinion, Disclosures, Reports and certificates.

Special points in audit of different types of undertakings, i.e., Educational institutions, Hotels, Clubs, Hospitals, Hire-purchase and leasing companies (excluding banks, electricity companies, cooperative societies, and insurance companies).

Features and basic principles of government audit, Local bodies and not-for-profit organizations, Comptroller and Auditor General and its constitutional role.

(15 Hrs)

TEXT BOOK

- Dinkar Pagare, Principles and Practice of Auditing, [Sultan Chand & Sons](#), 11th Edition 2007, Reprint 2012.

REFERENCE BOOKS

- [B. N. Tandon](#), [S.Sudharsanam & S.Sundharabahu](#), Practical Auditing, S.Chand & Sons New Delhi, 2006, Reprint 2012.
- Dr. Premavathy. Practical Auditing. Sri Vishnu Publishing Co. Chennai, 2nd Edition 2003, Reprint 2013

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Formulate an audit plan from the scratch based on published financial statements of organizations in various sectors
- Extensively discuss, conduct and present case studies on issues relating to auditors independence, test of control and materiality.
- Experiment on vouching procedures and report findings of vouching through vouching of real time records of small businesses
- Facilitate simulation of presentation of audit report in a shareholders meeting and encourage arguments on the appropriateness of the claims
- **Role play on qualities of an Auditor**
- Conduct frequent short answer tests to enable better remembrance of the various Standards of Auditing

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XVII– COMPUTER FUNDAMENTALS AND ACCOUNTING SOFTWARE

SUBJECT CODE: 15UCOM324	PRACTICAL	100 MARKS
--------------------------------	------------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: IV

UNIT I

Word processing - Introduction – Creating a document – Editing a document – Making tables – Spell check – Mail merge – Printing a document– Using passwords – Protection of file – Converting word documents to web documents and PDF files.

MS-PowerPoint - Introduction – Starting and creating PowerPoint windows – use of wizards and templates – Editing slides – layout of slides – Creating and changing backgrounds – Deleting a slide – Slide show – Special effects – Saving a presentation – drawing objects – Clip art – scanned objects – Printing presentations.

(15 Hrs)

UNIT II

MS-Excel - Introduction – Starting and creating work books – Using sheets in a work book – Entering and editing data – Copying – Formatting data – Sorting and filtering data – Cell Referencing – Ranges – Formulae and editing formula – Functions – Creating charts –Data analysis – Printing in excel – Saving/closing a work book – Using passwords – Protection of file – Spread sheet application.

(10 Hrs)

UNIT III

Database Management system - Introduction – DDL – DML – DA – Building and customizing database.

MS-Access - Opening file in Access – Managing database from access wizard – Navigating with switchboard wizard – Creating a database – Entering data in a database – Linking a table from another table – Exporting information from a database – Saving information in a database – Building database using access.

Working with tables - Renaming tables – modifying a form – Structured Query Language (SQL) –Creating and modifying Query – Creating report with auto report – Opening a report – Page size – Margin – Report headers – **Detailed reports – Summary reports – Printing reports.**

(10 Hrs)

UNIT IV

Accounting software - Chart of accounts – General ledger master – Grouping of general ledger accounts – Sub ledger master – Types of sub ledger – Types of transactions.

(15 Hrs)

UNIT V

Installing and starting an accounting package - Setting up a new company – Setting up new accounts head – Voucher entry – Generating books of accounts – Cash book – bank book – Posting – Printing check list, reports and subsidiary ledgers – Finalization – Financial statements (Trial balance, P/L account, balance sheet) – Closing and reopening of books.

(10 Hrs)

REFERENCE BOOKS

- M.K.McBride (2009) Basic Computing with Windows, Elsevier
- Steven Holzner (2010) Visual Basic 6 Black Book, The Coriolis Group
- Teach Yourself Visually Microsoft Office (2007) Wiley Publishing Inc.
- Gavin Powell (2010), Beginning Database Design, Wrox Publications
- Vikas Guptha (2010), Computer and Financial Accounting with Tally 9, Comdex

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Classroom discussion on accounting software
- Preparation of record books to show the outputs from application of various software packages

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XVIII- INFORMATION TECHNOLOGY

SUBJECT CODE: 15UCOM326	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: IV

COURSE OBJECTIVES:

- To develop an understanding of Information Technology and its use by the business as facilitator and driver.

UNIT I

Business Process Management & IT – Introduction to various Business Processes-Accounting, Finances, Sale, Purchase etc. Business Process Automation-Benefits & Risks, Approach to Mapping systems: Entity Diagrams, Data Flow Diagrams, Systems Flow Diagrams, Decision trees/tables, Accounting systems Vs. Value chain Automation. Information as a business assets, Impact of IT on business Processes. Business Risk of Failure of IT , Business Process Re-engineering.

(10 Hrs)

UNIT II

Information Systems and It Fundamentals: Understanding importance of IT in business and relevance to Audit with case studies. Understand working of Computers and networks in business process automation from business information perspective. Concepts of Computing (Definition provided by ACM/IEEE and overview of related terminology) .Overview of IS Layers –Applications , DBMS, Systems software, Hardware, Networks & Links and people. Overview of Information systems life cycle and key phases. Computing Technology & Hardware- Servers, end points, popular computing architectures, emerging computing architectures & delivery models- examples: SaaS, cloud computing, Mobile computing, etc. Examples: Overview of latest devices/technologies- i5, Bluetooth, Tablet, Wi-Fi, Android, Touchpad, iPad, iPod, Laptop, Notebook, Smartphone, Ultra-Mobile PC etc.

(15 Hrs)

UNIT III

Telecommunication and Networks: Fundamentals of telecommunication, Components and functions of Telecommunication systems. Data networks- types of architecture, LAN, WAN, Wireless, Private and Public networks etc. Overview of computing architecture- centralized, de-centralized, mainframe, Client-server, thin-thick client etc. Network Fundamentals- Components, Standards and protocols. Network administration and management- concepts and issues. How information systems are facilitated through telecommunication. How Internet works, Internet architecture, Key concepts, risks and controls, e-commerce and M-Commerce technologies

(15 Hrs)

UNIT IV

Business Information Systems: Information Systems and their role in businesses, IT as a business enabler & driver- ERP, **Core Banking System**, CRM, SCM, HRMS, Payments Mechanisms. The relationship between organizations, Information systems and business processes, Accounting Information systems and linkages to Operations systems, Business reporting, MIS & IT. Organization roles & responsibilities and table or authorities, importance of access controls, Privilege controls. Specialized systems- MIS, DSS, Business Intelligence, Expert Systems, Artificial Intelligence, Knowledge management systems, etc.

(10 Hrs)

UNIT V

Business Process Automation through Application software: Business Applications- Overview and types, Business Process Automation, relevant controls and informations systems. Information Processing & Delivery channels and their role in Information systems. Key types of Application Controls and their needs. Emerging concepts-Virtualizations, Grid Computing, Cloud delievery Model.

(10 Hrs)

TEXT BOOK

- Daniel Minoli & Emma Minoli, Web Commerce Technology Handbook, Tata Mc-Graw Hill Edition, 16th Reprint 2008.
- Study Material.

REFERENCE BOOKS

- Gary.P.Schneider & James.T.Perry, Electronic Commerce, Course Technology (Thomson Learning), 2000.
- Ravi Kalakota & Andrew.B.Whinston, Frontiers of E-Commerce, 1997

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **Assignment and case study discussion to develop knowledge in core banking solutions.**
- Facilitate case study discussions to appraise real life scenarios on applications of e-commerce and electronic payment systems.
- Conduct quiz to recollect terminologies related to emerging IT.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XIX - BANKING SYSTEM AND FINANCIAL SERVICES

COMMON TO B.Com (Accounting & Finance), B.Com (Marketing management), B.Com (Corporate Secretaryship) & B.Com (HONOURS)

SUBJECT CODE: 15UCOM322	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS: 60

SEMESTER: IV

COURSE OBJECTIVES

- To understand the prevailing banking system
- To have a knowledge of various banking instruments
- To learn the transitional role of banks
- To conceptualize the inclusion of technology in banking.

UNIT I

Indian Financial Market

Structure, Meaning, Classification, Characteristics, Money Market Instruments, Indian Money Market, Organised and Unorganised Sector, Deficiencies in Money Market .

(10 Hrs)

UNIT II

Banking Regulation Act, 1949

Definition of Banking, Licensing, Opening of branches, Functions of Banks, Retail Banking, Corporate Banking, Inspection, Role of Banks, Social Responsibilities and Economic Development, Central Banking and Role of RBI and their functions - Commercial Banks, Functions, Accepting Deposits, Lending of Funds, Opening of an Account, Types of Deposit Account, Types of customers (Individuals, firms, Trusts, and Companies), Importance of customer relations, Customer grievances and redressal – Ombudsman, Principles of lending - Types of Borrowing, Precautions to be taken by a banker.

(15 Hrs)

UNIT III

Negotiable Instruments

Promissory Note, Bills of Exchange, Cheque, Draft – Definitions, Features, Crossing - Endorsement - Material Alteration –Paying Banker – Rights and Duties – Statutory Protection – Dishonour of Cheques –Role of collecting banker- Rights and Duties – Statutory Protection – Dishonour of Cheques

(10 Hrs)

UNIT IV

Financial Services

Meaning and importance of financial services, Types of financial services, financial services and economic environment, Players in Financial Services Sector.

Leasing and Hire purchase, Concepts and features, Types of lease Accounts – Factoring, Functions of Factor - Consumer finance - Venture capital - Mutual Funds - Credit Rating- Insurance, Different types - Merchant Banking, Functions, Issue management, Managing of new issues – Underwriting

(15 Hrs)

UNIT V

Technology in banking

E-Banking, Historical perspective, Intranet, Extranet, Data transmission, Internet banking, Phone banking, Mobile banking, Alerts & notifications, kiosk banking, Payment gateways, ATM Cards, Debit cards, Personal Identification Number, Online enquiry and update facility, Electronic Fund Transfer, Electronic Clearing System, Technology & Security standards, Risks.

(10 Hrs)

TEXT BOOKS

- Dr.K.Nirmala Prasad & Prof.J.Chandradoss, Reprint 2010, Banking Theory Law & Practice, Himalaya Publishing House,
- Sundaram and Varshney, Reprint 2011, Banking Law Theory and Practice. Sultan Chand & Sons. New Delhi

REFERENCE BOOKS

- C.S.Rao & S.Arunajatesan, Technology in Banking (2011), Margham Publications, Chennai. 1st Edition
- Gordon.K. Natrajan (2010), Financial Markets and Financial Services, Himalaya Publishing Company.
- S.N.Maheswari. Banking Law Theory and Practice, (Reprint 2009), Kalyani Publishers. New Delhi.
- Dr. S. Gurusamy, Banking, Theory, Law & Practice, (2010) 2nd Edition, Tata McGraw-Hill, New Delhi.
- Gordon Natarajan, Banking Theory Law & Practice, (Reprint 2011), Himalaya Publishing House.
- M.Y. Khan. (2005), Financial Services, Tata Mc.Graw Hill Publishers
- H.R. Machiraju, (2006)2nd Edition , Indian Financial System, Vikas Publishing House, Mumbai
- B. Santhanam.(2009) Financial Services, Margham Publishers

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Conduct short answer test on Financial markets
- Case study on Financial services
- Power point presentation on types and features of negotiable instruments.
- Role play on situations based on settlement of disputes by arbitrator/ Ombudsman
- Classroom discussion on technological advancements in banking sector
- Interactive sessions on recent technological development in banking sector

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2015- 2016)
B.COM (HONOURS)

CORE XX- OPERATIONS RESEARCH WITH SOFTWARE APPLICATION
COMMON TO B.Com (Accounting & Finance) & B.Com (HONOURS)

SUBJECT CODE: 14UMAT328	THEORY	80 MARKS
SUBJECT CODE: 14UMAT328P	PRACTICAL	20 MARKS

CREDITS: 4

TEACHING HOURS:60

SEMESTER: IV

Theory: 40 Hours

Practical: 20 Hours

COURSE OBJECTIVES:

- To promote the applications of Operations Research in business.
- To apply mathematical techniques for the optimal utilization of limited resources.

UNIT I

Linear Programming

Introduction to Operations Research, Meaning and Scope of OR, Models in OR, Linear Programming Problem- Formulation and Graphical method, Simplex method, Big M method.

(8 Hrs)

UNIT II

Transportation Model

Introduction, Mathematical Formulation, Methods for finding Initial basic feasible solution – North West corner rule, Least cost method, Vogel’s approximation method, Test for optimal solution- MODI Method, Degeneracy, Unbalanced and Maximization Transportation problem .

Assignment Problem

Introduction, Mathematical Formulation, Hungarian Method - Maximization and Minimization Problems, Unbalanced problem, Restricted assignment problem, Travelling salesman problem.

(8 Hrs)

UNIT III

Network Analysis

Introduction, Construction of networks, Network Computations – Earliest completion time of a project, Critical path, Floats, PERT (without crashing).

(8 Hrs)

UNIT IV

Game Theory

Introduction, Two persons zero-sum game with and without saddle points, Matrix Oddment method, Dominance property for $m \times n$ game, Graphical Method for solving $2 \times n$ or $m \times 2$ games.

(8 Hrs)

UNIT V

Decision Theory

Introduction, **Decision making under uncertainty**- Maximax criterion , Maximin criterion, Minimax regret criterion, Hurwicz criterion, Laplace criterion.

Sequencing Problem

Introduction, **Johnson's method – Processing of n jobs on two machines , n jobs on three machines and n jobs on m machines.**

(8 Hrs)

TEXT BOOK

- Prof. V.Sundaresan, K.S.Ganapathy Subramanian and K.Ganesan (2000), Resource Management Techniques, A.R.Publications, Chennai.
- P.R.Vittal, V. Malini (2002), Operations Research, Margham Publications, Chennai.

REFERENCE BOOKS

- Kanti Swaroop,Gupta P.K. and Manmohan (1999), Problems in Operation Research, Sultan Chand & Sons, New Delhi..
- S.D. Sharma (2001), Operations Research: Theory and Applications, Macmillan, New Delhi.

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **Assignments** on LPP: Formulate a given simplified description of a suitable real world problem as LPP and solve them using graphical, simplex and Big M method.
- **Worksheets** on Transportation and Assignment problems: Apply different techniques of transportation / assignment models for transporting goods/allocate resources in business scenario.
- **Group activity: Drag-And-Drop**(Ability to link and apply) : This activity will equip the students to implement CPM & PERT, a tool for monitoring and controlling projects to minimize production delays, interruptions and conflicts in practical situations in industry.

- **Class activity:** Students use different strategies of Game theory such as Dominance property for $m \times n$ game, Graphical Method for solving $2 \times n$ or $m \times 2$ games to win any competitive situation.
- **Internet surfing :** Student surf the net to identify suitable decision making situations, analyze and apply appropriate criteria -Minimax regret criterion, Hurwicz criterion, Laplace criterion to select best course of action among available alternatives.
- **Role play:** Students will enact as a decision maker, explain types of decision making environment to draw conclusions
- **Participatory learning:** Group discussion on sequencing techniques to find the appropriate order in which number of tasks can be assigned to finite number of service facilities using Johnson's Methods to optimize the output.
- Students apply software tools to schedule, organize , and coordinate tasks within a project using PERT techniques.

OPERATIONS RESEARCH WITH SOFTWARE APPLICATION-PRACTICAL

- 1. LINEAR PROGRAMMING PROBLEM**
Graphical method, Simplex method, Big M method
- 2. TRANSPORTATION PROBLEM**
North West corner rule, Least cost method, Vogel's approximation method, Unbalanced and Maximization Transportation problems.
- 3. ASSIGNMENT PROBLEM**
Maximization and Minimization Problems, Unbalanced problem, Restricted assignment problem,
Travelling salesman problem.
- 4. NETWORK ANALYSIS**
CPM and PERT

**Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2014 – 2015**

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXI - FINANCIAL MARKETS

SUBJECT CODE: 14UCOM352	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER V

COURSE OBJECTIVES:

- To Evaluate the role of agents and instruments in Financial markets
- To Interpret the relevance of Financial institutions.
- To Analyse the degree of risk for effective management

UNIT I

An overview of financial market-Legal and Regulatory framework-Financial sector Reforms-SEBI –SCRA-Various Segments of Financial Markets-Money Markets-Structure-Characteristics-Players- Instruments-Interest Rates Determination.

(10 hours)

UNIT II

Agents in Financial Markets - Reserve Bank of India; SEBI; Banking Institutions, Non-Bank Financial Corporation's (NBFCs), Insurance, Pension Plans and Mutual Funds

Financial Market Instruments -Call money, Treasury Bills, Commercial Bills, Commercial Paper; Certificate of Deposits, Government Securities and Bonds, Repo, Reverse Repo and Promissory Notes Futures, Options, other Derivatives, Money Market Instruments & Mutual Funds

(10 hours)

UNIT – III

Capital Market -Structure- Characteristics- Primary, Secondary Market -Market Intermediaries, Stock brokers, Underwriters, Depositories Credit Rating Agencies.

Capital market instruments -Primary and secondary markets instruments, Optionally convertible debentures, Deep discount bonds, Rolling settlement, Clearing house operations, Dematerialization, Re-materialization, Depository system,Initial Public Offering (IPO)/ Follow on Public Offer (FPO) ; Book Building, Auction, Insider trading, Credit rating- objective, sources, process, credit rating agencies in India

(15 hours)

UNIT – IV

Stock market system-trading listing regulation of stock market operations-market efficiency-**NSE-BSE-OTCEI-Online trading system**-SEBI Guidelines for capital issues-pricing-insider trading-investor protection

(10 hours)

UNIT – V

Derivatives markets-Options and futures-Trading system-pricing derivatives-Risk hedging through derivative-Derivative market in India-its regulation

(15 hours)

TEXT BOOK:

- GURUSAMY S, Financial Services, Tata McGraw Hill

REFERENCES:

- Khan M Y, Financial Services, Tata McGraw Hill
- Kothari, Vinod Lease financing & Hire Purchase including consumer credit, Wadhwa and Company
- Lee, S J, Venture Capital Manual, Warren Gorham and Lamont Inc, Boston
- Machiraju, Indian Financial System, Vikas Publishers, 1998
- Mark Grinblatt, Sheridan Titman, Financial markets and corporate strategy, Tata Mc Grawe Hill, New Delhi, 2003

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **Classroom discussions on working of NSE**
- Brainstorming sessions on the applicability of the regulatory norms in the Financial System
- Assign collection of samples of financial instruments like cheques, NEFT forms and discuss their features
- Conduct case study on challenges to the players in the financial markets in the form of competition

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXII - STRATEGIC MANAGEMENT

SUBJECT CODE: 14UCOM351	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER: V

COURSE OBJECTIVES:

- To understand the importance of strategic and risk management and apply tools for strategic analysis appropriately
- To develop the ability to understand the risks both internal and external and build capabilities to manage risks

Unit I

Business Strategy: Introduction to Business Strategy, Nature of Business strategy and strategic decisions Characteristics of strategic decisions, Levels of strategy, Vocabulary of strategy, Strategic Management, The Strategic Position, Strategic Choices, Strategy into Action, Designing and Managing Multi-business firm, Implementation and limits of Business Strategy.
(10 hours)

Unit II

Strategy Development: Process of strategy development, Strategic planning systems, Strategic leadership, Organizational politics, Logical incrementalism, The learning organization-imposed strategy Multiple process of strategy development, intended and realized strategies, Strategic draft- strategic management uncertain and complex conditions
(15 hours)

Unit III

Strategic Position: Vision, Mission statement of the company, The Strategic Position – the macro environment, PESTEL framework, Structural drivers of change, Differential impact of environmental influences- scenarios, industries & structures Sources of competition- 5 Forces framework, competencies & core competencies, strategic groups & organizational fields, Customer Value- strategic gaps, **SWOT**, Linkages – importance, performing better than competitors, Benchmarking, industry norms and standards, experience learning curve
(15 hours)

Unit IV

Strategic Choice: Corporate Level Strategy, the Corporate portfolio, Growth Share Matrix, BCG, GE, Arthur D. Little, Business Level Strategy, forces influencing business strategy, Bases of Competitive Advantage, pricing based strategies, added value or differentiation strategy, hybrid strategy, focused differentiation, failure strategies, differentiation vs. legitimacy, Sustaining competitive advantage, sustaining low price advantage, sustaining differentiation based advantage, competition and collaboration, Game theory – simultaneous games, sequential

games, repeated games, changing the rules of, Games, Competitive strategy in hypercompetitive conditions, overcoming traditional bases of competitive advantage, escalating basis of competition, successful hypercompetitive strategies, value chain strategy

(15 hours)

Unit V

Strategic Integration: Vertical Integration and its alternatives, Diversification and strategic cope, M & A, Internal Development, Alliances, Competitive Dynamics

(5 hours)

TEXT BOOKS:

- L.M.Prasad, Business Policy:Strategic Management, Sultan Chand and Sons 4th Edition 2007

REFERENCES:

- P.K.Ghosh Business Policy:Strategic Management, Sultan Chand and Sons 2004
- R.Srinivasan, Strategic Management the Indian Context, Prentice Hall of India, 1998
- Mamoria & Mamoria – Business Planning & Policy, Himalaya Publishing House, 1998

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Class discussion:
 - Trends in Corporate Governance
 - Success stories of Corporate Governance
- Case study analysis on Corporate social responsibility and Performance: A case of Canara Bank India - Article published in Personnel Management Journal in June- March 2006.
- Case study on Samsung using SWOT analysis
- Class discussion on Five force framework .

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXIII – INVESTMENT MANAGEMENT

SUBJECT CODE: 14UMAN315	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER: V

COURSE OBJECTIVES:

- To enable the students to have an in depth knowledge about security and portfolio management
- To acquaint the students with capital market trends

UNIT – I

Security Analysis & Portfolio Management: Security analysis, Fundamental analysis, Economic analysis, Industry analysis, Company analysis, Technical analysis, Momentum analysis - arguments and criticisms. Market indicators, Support and resistance level, Patterns in stock price, Statistic models, Bollinger bands. Portfolio Management – meaning, objectives and basic principles, discretionary and non-discretionary portfolio managers, Theories on stock market movements – Daw Jones Theory, **Markowitz Model**.

(10- hours)

UNIT II

Risk analysis

Types, systematic and unsystematic risk, standard deviation and variance, security beta, market model, alpha, Portfolio analysis- **CAPM** and assumption, Security and Capital market line, decision making based on valuation, risk return ratio, arbitrage pricing model, portfolio return, portfolio risk co-efficient of variance, co-variance, correlation coefficient, correlation and diversification, minimum risk portfolio, hedging risks using risk free investments, project beta, levered and unlevered firms and proxy beta

(15 hours)

UNIT – III

Investment decisions under uncertainty: **Estimation of project cash flow**, Relevant cost analysis, Project reports- features and contents, Project appraisal steps- general, inflationary and deflationary conditions Techniques of project evaluation Investment decisions under uncertainties, Difference in project life – EAC and LCM approaches, Capital Rationing, **NPV vs. PI, NPV vs. IRR.**

(15 hours)

UNIT – IV

Investment decisions under uncertainty: Social Cost Benefit Analysis, Break-even Analysis, Inflation and Financial Management Sensitivity Analysis, Certainty Equivalent Approach, Decision Tree Analysis, Standard Deviation in Capital Budgeting, Hiller's Model , Hertz's Model, Discount Rate Component, Risk Adjusted Discount Rate, Option in Capital Budgeting
(15 hours)

UNIT – V

Investment in advanced technological environment: Financial forecasting, Strategic management and Strategy levels, Interface of financial strategy with corporate strategic management, Completed financial plan, Corporate taxation and financing, Promoter's contribution, Cost of capital – cost of different sources of capital, weighted average cost of capital, marginal cost of capital, capital asset pricing model, Debt financing- margin money, refinancing, bridge finance, syndication of loan and consortium, seed capital assistance, venture capital financing, deferred payment guarantee, Lease financing – finance and operating lease, lease rentals, sale and lease back, cross-border leasing, Debt securitization- features, advantages, factoring, forfeiting, bill discounting
(5 hours)

TEXT BOOKS:

- Dr.Natarajan (2009), Investment management, Margham publishers .
- Gordon.k.Natrajan (2010) -Financial Markets and Financial Services-Himalaya Publishing Company

REFERENCES:

- P.Pandian (2009).Security Analysis and Portfolio Management VikasPublisher .
- Preethi Singh(2010) Investment Management.. Himalaya Publishing House. Mumbai.
- V.K.Bhalla(2008) Investment management.. S.Chand & Co. Ltd. New Delhi.
- M.Y. Khan. (2005), Financial Services, Tata Mc.Graw Hill Publishers
- H.R. Machiraju, (2006)2nd Edition , Indian Financial System, Vikas Publishing House, Mumbai
- B. Santhanam.(2009) Financial Services, Margham Publishers

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Assign homework problems and follow up discussion on the solutions
- **Conduct case analysis on capital budgeting decisions**
- Hold tests on calculation of market risk and analyze the decisions made, based on the calculations
- Discuss the relevance of IFRS in accounting

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXIV - BUSINESS PERFORMANCE MANAGEMENT

SUBJECT CODE: 14UMAN311	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER: V

COURSE OBJECTIVES:

- To understand the importance of performance measurement - both financial and non financial
- To develop the skill of decision making to have competitive advantage
- To gain knowledge of different tools of quality management

UNIT I

Conceptual Framework of Performance Management: Performance Management- concept, components and related matrices, Performance, Productivity and Efficiency, Strategic assessment, business environment analysis, Competitive intelligence, communication of strategy, result analysis, Financial performance analysis, Process analysis, Supply Chain Management (SCM), Customer Relationship Management (CRM)- Customer Profitability analysis; Customer intelligence, Customer Satisfaction Index (CSI), etc

Performance Evaluation: Divisional Profitability, Human productivity and performance analysis, Return on investment, The distinction between economic and managerial performance evaluation, Economic value added (residual income), Transfer Pricing (including cost-plus, market, negotiated and dual prices) Interaction of Transfer Pricing and Taxation – post-evaluation of strategic business arrangements

(15 hours)

UNIT II

Strategic Performance Evaluation and Management Tools: Bench marking, Business process re-engineering, Value Chain- understanding of all chain of activities and the value gained at each, Activity, Porter's Value Chain Management Evaluation and Performance Analysis of strategic decisions executed through : Target Costing- profit planning and cost management, Activity Based Management - understand cost to improve customers value, Life cycle costing, Lean Management; Process Mapping

Strategic Reasoning and Decision Analysis: Game theory – introduction, extensive form games, Normal form games, Decision trees, Attitude towards risk, The expected value of perfect information

Economic efficiency of the firm – impact analysis on performance: Profit-maximization under different market structure, Market factors affecting Pricing decisions, Product policies-product line (extent and mix); promotion strategies, branding strategies; distribution strategies

Financial Performance Indicators (FPIs) and Non-financial Performance Indicators (NFPIs) for Profitability: Key indicators – for measuring financial performance and non-financial performance, Methods for improvement of productivity and profitability, Balance Score Card

(10 Hours)

UNIT III

Cost Planning and Analysis for Competitive Advantage - Application of IT and Econometric tools in Performance Management: Impact of developments in information technology and e-commerce, Data Availability (Capturing relevant data which is interpretable); Data envelopment analysis (DEA); Data Mining (DM) Data Quality (How technology and IT applications are efficient in ensuring data quality) Artificial neural networks, Six Sigma (SS), Statistical quality control (SQL), Stochastic frontier analysis (SFA); Fuzzy Sets Theory (FST); Malmquist Index (MI) Principal Component Analysis (PCA), Total Productivity Management (TPM), Supply Chain Management (SCM), Software tools (Spread sheets to BI applications), Different resources of technology: Data Warehouse, Business Intelligence Systems, Scorecards and Dashboards, Decision Support Systems, Management Information Systems, OLAP - Online Analytical Processing tools

(15 hours)

UNIT IV

Enterprise Risk Management Risk Management: Risk Management – Introduction and objectives

Risk Measurement - Pooling, Diversification, Total Loss Distribution, Ruin Probability, Risk Analysis – risk mapping and key risk indicators- Corporate Risk Management, Risk Management and Shareholders, Risk Retention / Reduction, Asset / Liability Management, Project Risk Management , Enterprise Risk, Management, Value at Risk (VAR), Basel – I, II & III (proposed)

(15 hours)

UNIT V

Performance Evaluation and Corporate Failure-Identify key-indicators for assessment of corporate failure, Application of generally accepted cost accounting techniques and tools for analysing, quantitative and qualitative performance measurement, Strategic measures to prevent Corporate Failures, Prediction Models used to assess, corporate failure, Identify and discuss performance improvement strategies that may be adopted in order to, prevent corporate failure, Impact of Long term survival – for consideration of life-cycle issues, Identification and procedure of operational changes to performance management systems, required to implement the performance improvement strategies

(10 hours)

TEXT BOOKS:

- Management Accounting and Financial Control, S.N.Maheswari Sultan Chand, 2010

REFERENCES:

- Introduction to Management Accounting, Horngren & Sundem, Prentice Hall, 2009
- Cost Accounting: A Managerial Emphasis, Horngren, Foster & Datar, Prentice Hall, 2009
- Management Accountancy, J.Batty, McDonald & Evans, 2009

- Financial policy and Management Accounting, Bhabatosh Banerjee, World Press, 2008
- Managerial Accounting, Anderson, Needles And Caldwell Houghton, Mifflin Co., 2009
- Management Accounting, I.M.Pandey, Vani Publication, 2009
- Management Accounting, R.Anthony, Tarapore Wala, 2008
- Accounting for Managerial Decisions, Bhattacharya And Dearden , Prentice Hall, 2007
- Advanced Management Accounting, Robert Kaplan, Prentice Hall, 2008
- Five Key Principles of Corporate Performance Management. Paladino, Bob,2007 [ISBN 978-0470009918](#)
- Corporate Performance Management, Wade, David and Ronald Recardo Butterworth-Heinemann, 2001 [ISBN 0-87719-386-X](#)

Activity Planner

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **Classroom discussion on Cost Planning and Analysis**
- Brain storm using cases on the techniques of formulating global business winning strategies
- Assign worksheets on solving problems related to goal setting
- Assist students in drafting a employee and systems operations feedback for appraisal

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXV –RESEARCH METHODS FOR BUSINESS

COMMON TO B.COM HONOURS. & B.B.A

SUBJECT CODE: 14UMAN310	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS:4

TEACHING HOURS:60

SEMESTER: V

COURSE OBJECTIVES:

- To gain knowledge on the research process
- To enable the students to construct an instrument for data collection.
- To apply the knowledge of research in consumer survey, motivation research, sales research, advertising research and product research.

UNIT I

Definition of Research- nature and scope-objectives of research-Criteria of good research- Research process- Identification, selection and formulation of research problem- Literature survey- developing hypothesis- research design- **data collection** and analysis- hypothesis testing – preparation of thesis., Problems in research.

Independent study component: Relevance of research in business decision making

(10 hours)

UNIT II

Sampling techniques –Types of sampling- sample size, steps in sampling, factors determining the sample size-sampling error.

Independent study component: Determining the sample size for consumer survey.

(10 hours)

UNIT III

Data for research-primary data-meaning-collection methods-observation-interview-questionnaire- scaling technique-schedule-pre-test-pilot study
Secondary data-meaning-relevance-limitations and cautions

Independent study component: sources of data, referencing format.

(15 hours)

UNIT IV

Processing and interpretation of data-checking-editing-coding-classification and tabulation
Data analysis-meaning and methods-quantitative and qualitative analysis (relevance).

Independent study component: overview of Statistical tools and techniques for analysis(theory)

(15 hours)

UNIT V

Structuring the report-chapter format-pagination-contents of a research report- steps in drafting reports.

Independent study component: Report Format

(10 hours)

TEXT BOOK:

- P.Ravilochanan-Research Methodology-Reprint2009-Margham Publications

REFERENCE BOOKS:

- C R Kothari-Research Methodology Methods and Techniques- Second Edition- WishwaPrakasham Publications-New Delhi 1,1990
- GC Beri, Marketing Research-Second Edition- Tata Mc-Graw Hill Publication-New Delhi,2007
- Harper .W.Boyd.Jr.Ralph Westfall StanelyF.Stasch, Marketing Research Text and Cases- 7th Edition-AITBS publication, New Delhi, 2005
- D D Sharma, Marketing Research Principles, Application and Cases-1995- Sultan Chand Publications-New Delhi –Reprint 2008.
- Suja R Nair Marketing Research- Himalaya Publications-New Delhi - 2007

Activity Planner

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Short answer test on types of research
- Drafting Questionnaire to execute research projects
- Classroom discussion on sampling techniques
- **Interactive sessions on methods of data collection**
- Demonstrate the methodology of recording reviewed articles
- Formulate a research report

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXVI - PRINCIPLES OF COST AND MANAGEMENT AUDIT

SUBJECT CODE: 14UCOM357	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER V

COURSE OBJECTIVES:

- To gain an in-depth knowledge of the techniques and methods of planning and conducting Cost Audit
- To develop the skill in Internal Control, Internal Auditing and Operational Audit
- To Understand the usefulness of cost audit and interpret for stakeholders view
- To Discuss the concepts of management audit and demonstrate its usefulness

UNIT I

Cost Accounting Record Rules - Procedure for prescription of cost accounting record rules- Cost accounting record rules and its applicability- Provisions of cost accounting record rules for various industries. **Cost Accounting Standards – Recent Guidelines**

(10 hours)

UNIT II

Cost Audit Report Rules - Provisions of Cost Audit Report Rules 2001- Form of cost audit report- Annexure to the cost audit report- Pro-forma to the cost audit report - Usefulness of Cost Audit. **Cost Audit & Assurance Standards-** Management Reporting under Cost Audit- Management Reporting issues under Cost Audit

(15 hours)

UNIT III

Basics of cost audit, appointment of cost auditor- Nature and scope of cost audit.- Provisions under Companies Act relating to maintenance of Cost Records and Cost Audit.- Cost auditor – appointment, rights and responsibilities- Structuring the cost audit-Product-group Classification

(10 hours)

UNIT IV

Internal Audit and Operational Audit- Basics of internal audit and operational audit- Concept of internal and operational audit- Internal Audit - techniques and procedures- Internal Audit Report.-Operational audit – techniques and procedures- Operational audit report- Special reports for banks, shareholders, employees etc- evaluation of internal control system, budgetary control system, inventory control system, management information System- Management Audit- concepts, procedures ,formats from Para 1-11 of cost audit record rules 2014.

(15 hours)

UNIT V

Case Study on Performance Analysis :Case Study on the basis of Form III of the Companies (Cost Audit Report) Rules, 2011-FORM OF THE PERFORMANCE APPRAISAL REPORT

(10 hours)

TEXT BOOKS:

- Cost Audit and Management Audit-Saxena & Vashist, **Sultan Chand**
- Practical cases in Cost Audit – Kunal Banerjee.

REFERENCES:

- Cost Audit and Management Audit, A. R. Ramanathan, **Macmillan, 2009**
- Cost Audit, J. P. Berry, **Macmillan, 2010**
- A Commentary on Cost Accounting (Records) Rules, A. V. Ramana Rao, **Macmillan, 2009**

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Classroom discussions on the nature and applicability of CARO rules, 2011
- Case studies discussion on Cost accounting record rules and its applicability
- **Problem solving through interpretation of Cost Audit Standards**
- Assist students in listing out the cost components through power point presentations
- Hold test on the Cost Accounting Standards and guidance notes

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

**CORE XXVII - ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS
MANAGEMENT**

**COMMON TO B.COM (Accounting & Finance) , B.COM(Marketing Management)
,B.COM(Corporate Secretaryship), B.B.A & B.COM HONOURS.**

SUBJECT CODE: 14UCOM360	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER VI

COURSE OBJECTIVES:

- To present the various aspects of entrepreneurship for successful business venture
- To understand the key concepts and ideas to run family owned business
- To apply theory into practice

UNIT I

Concept of Entrepreneurship

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

Independent study component: Economic development and entrepreneurial growth

(10 hours)

UNIT II

Entrepreneurship process: Idea generation, Business opportunity analysis, Feasibility study - Marketing, Finance, Technology & Legal Formalities – **Project appraisal, Preparation of Project Report**

Independent study component: Innovation & entrepreneurship

(15 hours)

UNIT III

Steps for Setting up a Business: Registration, Licensing, Funding, ownership structure and legal formalities

Independent study component: Entrepreneurship development & funding agencies

(15 hours)

UNIT IV

Family owned business-meaning, importance, types, history, pitfalls, succession issues.

Strategies for improving family business performance. ProfessionalVs family entrepreneurs.

Independent study component: women entrepreneurship

(10 hours)

UNIT V

B-Plan writing- Meaning,-process - Contents of a B-plan

(10 hours)

TEXT BOOK:

- Jayashree Suresh.. Entrepreneurial Development. 3rd Edition. Margham Publications. Chennai-17, 2005, Reprint 2009

REFERENCE BOOKS:

- Vasant Desai. Dynamics of Entrepreneurial Development & Management. 9th Edition. Himalaya Publishing House. Mumbai 2002.
- Colombo Plan Staff College for Technician Education, Manila. Entrepreneurship Development, Tata McGraw- Hill
- E. Gordon & K. Natrajan Entrepreneurship Development , Himalaya Publishing House . 2007.
- Renuarora & SK Sood. Entrepreneurial Development, Kalyani Publishers 2007
- Holt. Entrepreneurship - New Venture Creation. 5th Edition. Prentice Hall of India Pvt. Ltd. New Delhi. 2001
- J.S. Saini & S.K. Dhameja ..Entrepreneurship And Small Business. 1st Edition. Rawat Publications. Jaipur. 1998
- P.C. Jain . Handbook For New Entrepreneurs. 1st Edition. Oxford Press. Allahabad. 1998.
- Poornima.m.charantimath., Entrepreneurship development small Business Enterprises
- Raj Shankar., Entrepreneurship-Theory & Practice

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Developing a story to elucidate the characteristics of an entrepreneur
- Interactive discussions on life's of successful entrepreneurs.
- Interviewing woman entrepreneur and presenting the summary of the excerpts.
- Propose an economically feasible and sustainable Business plan and run a business on campus.
- Case study analysis on family owned business with examples
- Students to examine the procedures for starting a business unit based on real time entrepreneurial ventures.
- Group discussions on Preparation of sample project report.
- B Plan & Project Proposal preparation - Students to prepare a B Plan and proposal of any imaginary product / service of their choice
-

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34

(Effective for the batch of Candidates admitted in 2014- 2015)

B.COM (HONOURS)

CORE XXVIII - FINANCIAL REPORTING STANDARDS

COMMON TO B.COM (Accounting & Finance) & B.COM (HONOURS)

SUBJECT CODE: 14UCOM368	THEORY	100 MARKS
CREDITS: 4		

SEMESTER VI

TEACHING HOURS:60

COURSE OBJECTIVES:

- To familiarize with recent developments in the area of financial reporting.

UNIT I

Accounting standards

Accounting Standards Interpretations and Guidance Notes on various accounting aspects issued by the ICAI and their applications.

Overview of International Accounting Standards (IAS)/International Financial Reporting Standards (IFRS), significant difference vis-a-vis Indian Accounting Standards., Understanding of US GAAP, Applications of IFRS and US GAAP.

Independent Study: Accounting Standards and its importance

(10 hours)

UNIT II

Corporate Financial Reporting –

Issues and problems with special reference to published financial statements. Accounting for Corporate Restructuring (including inter-company holdings)

(15 hours)

UNIT III

Consolidated Financial Statements of Group Companies Concept of a Group, purposes of consolidated financial statements minority interest, Goodwill, Consolidation procedures– Minority interests, Goodwill, Treatment of pre- acquisition and post-acquisition profit .Consolidation with two or more subsidiaries, consolidation with foreign subsidiaries. Consolidated profit and loss account, balance sheet and cash flow statement.Treatment of investment in associates in consolidated financial statements. Treatment of investments in joint ventures in consolidated financial statements.

Independent Study: Accounting Standards 1-10, Analysis of Financial Statements

(15 hours)

UNIT IV

Accounting and Reporting of Financial Instruments

Meaning, recognition, derecognition and offset, compound financial instruments, Measurement of financial instruments, Hedge accounting, Disclosures
Share based payments

Meaning, Equity settled transactions, Transaction with employees and non – employees, Determination of fair value of equity instruments, Vesting conditions, Modification, cancellation and settlement, Disclosures

Financial Reporting by Mutual funds, Non-banking finance companies, Merchant bankers, Stock and commodity market intermediaries.

Independent study: Financial Reporting for Financial institution.

(10 hours)

UNIT V

Valuation

Concept of Valuation, Valuation of Tangible Fixed Assets, Valuation of Intangibles including Brand Valuation and Valuation of Goodwill, Valuation of Liabilities, Valuation of Shares, Valuation of Business, Developments in Financial Reporting, Value Added Statement, Economic Value Added, Market Value Added, Shareholders' Value Added, Human Resource Reporting, Inflation Accounting

Independent study: Valuation of fixed assets

(10 hours)

PROBLEMS/CASE STUDIES: THEORY = 20:80

TEXT BOOK

- Gupta, Nd., & Gupta, Naveen., Indian Accounting Standards: Ifrs Us Gaap Comparison ,Butterworths India, 2005.
- Financial Reporting-Study Material-Board of Studies-The Institute of Chartered Accountants of India.

REFERENCES

- Saini A, International Financial Reporting Standards (IFRS) US GAAP UK GAAP & INDIAN GAAP , Snow White Publications Pvt Ltd. 2008.
- Elliot, Barry., & Elliott, Jamie., Financial Accounting and Reporting, 12th Edition, Aug 2007.
- Alexander, David., and Ann Britton-INL, Financial reporting, Thompson publications.
- Guptha, Das., Financial Reporting, Sultan Chand Publications.
- ACCA- British Council, Financial Reportng, Foulks Lynch publications.

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Classroom discussions on the importance of compliance to standards
- **Case studies and problem solving by application of accounting standards.**
- Peer review of assignments, drafts and essays on the reporting framework
- Solve problems related to Consolidated Financial Statements of group companies.
- Conduct short answer test on valuation of Fixed assets, brands and shares.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXIX – MARKETING MANAGEMENT

SUBJECT CODE: 14UMAN320	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER VI

COURSE OBJECTIVES:

- To understand the role and importance of marketing.
- Identify the factors influencing consumer behavior and purchase decision
- To understand the facets of 4 P's in marketing
- To understand the modalities of sales distribution and control.

UNIT I

Marketing & It's Applications: Meaning and definition of Marketing Management – nature – importance – evolution – concepts – traditional and modern functions of marketing – inter relationship between marketing and other functional areas – distinction between marketing and selling-Marketing environment

(10 hours)

UNIT II

Consumer Behaviour and Market Segmentation: Consumer Behaviour: Definition – Dimensions – Need – Kotler's model of Consumer Behaviour – Consumer Buying Process – Buying motives

Theories of Buyer Behaviour: Maslow's hierarchy of needs – Economic theory – Learning theory – Psychoanalytic theory – Howard Sheth model

Market segmentation: Concept – meaning – need – steps in segmentation – basis of segmentation – targeting and positioning

(15 hours)

UNIT III

Marketing Mix I: Product: Concept of product – attributes – levels – objectives – policies – product mix & line – New Product Development – Product Life Cycle – product failures – branding and packaging strategies – labeling

Price: Meaning and definition – significance – objectives – factors influencing pricing – kinds of pricing decisions – pricing problem – pricing discrimination

(15 hours)

UNIT IV

Marketing Mix II: Place: Channel of Distribution– meaning – importance – levels and gaps in COD – marketing middlemen – kinds of channel members (major channel types) – functions of middlemen – difference between channels of distribution and physical distribution

Promotion: Meaning – objectives – strategies – elements of the promotion mix (in brief) – meaning, objectives, advantages and disadvantages of advertising, personal selling, sales promotion, publicity and public relations

(15 hours)

UNIT V

Marketing in the New Millennium-Innovations in marketing: De – marketing, Re – marketing, Over Marketing, Meta Marketing, Virtual marketing, Green marketing, Global marketing, Services marketing

Convergence and Future development: Interactive TV – SMS Marketing – Social media promotion techniques

(5 hours)

TEXT BOOKS:

- Dr.C.B.Gupta & Dr. N. Rajan Nair (2015). Marketing Management. 16th edition. Sultan Chand & Sons. New Delhi
- Dr. K. Nirmala Prasad and Sherlaker, S.J. Salvadore Victor. (2014) Principles of Marketing. Himalaya Publishing Company. Mumbai

REFERENCES:

- Philip Kotler. (2013). Principles of Marketing: A South Asian Perspective, 13th Edition. Pearson Education. New Delhi
- Dr. N. Rajan Nair. (2013). Marketing. *Sultan Chand & Sons*. New Delhi
- K.S.Chandrasekar. (2011). Marketing Management Text and Cases, Tat McGraw *Hill*, New Delhi.

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **Class presentation on marketing mix**
- Classroom Discussion on the role of marketing in economic development.
- Interactive sessions on the various types of market segmentation.
- Conduct of Short answer test on Marketing mix.
- Power point presentation in classroom forum relating on recent innovations in marketing

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXX – BANKING THEORY, LAW AND PRACTICE

SUBJECT CODE: 14UCOM358	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER VI

COURSE OBJECTIVES:

- To understand the prevailing banking system
- To have a knowledge of various banking instruments
- To learn the transitional role of banks
- To conceptualize the inclusion of technology in banking.

UNIT I

Commercial banking – definition – classification – banking system – banking system – universal banking – functions – role of commercial banks in economic development – central banking – definition – need – principles – central banking Vs commercial banking – functions and role - RBI – functions and working – objective – legal framework – functions

(10 hours)

UNIT II

E-banking – meaning – services – risk management for e-banking – Internet banking -Internet banking Vs. traditional banking – mechanics – drawbacks of Internet banking – Indian scenario and future outlook– Mobile banking – telephone banking – ATM – electronic money – electronic funds transfer – Indian Financial Network (INFINET)

(15 hours)

UNIT III

Opening bank accounts – type of bank accounts – FDR – pay-in-slip book – donation mortis causa – bank customer – special type of customers – bank lending – sources and factors of lending – negotiable instruments

(10 hours)

UNIT IV

Crossing – definition – need – types – consequences – opening of crossing – liability of the paying banker– marking of cheques Endorsement – meaning – types – negotiation back – effect – duration and rules –paying banker – dishonouring of a cheque – payment in a crossed cheque – material alternation –statutory protection

(15 hours)

UNIT V

Collecting banker – meaning – collecting banker’s rule – statutory protection – collecting banker’s duty – collection of bills of exchange – agent for collection – paying banker Vs collecting banker – customer grievances – grievances redressal – banking ombudsman – Banking Regulations Act – major provisions

(10 hours)

TEXT BOOKS

- Dr.K.Nirmala Prasad & Prof.J.Chandradoss, Banking Theory Law & Practice, Himalaya Publishing House, Reprint 2010.
- Sundaram and Varshney, Banking Law Theory and Practice, Sultan Chand & Sons. New Delhi. Reprint 2011

REFERENCES

- C.S.Rao&S.Arunajatesan, Technology in Banking (2011), Margham Publications, Chennai. 1st Edition
- Gordon.K. Natrajan (2010), Financial Markets and Financial Services, Himalaya Publishing Company.
- S.N.Maheswari. Banking Law Theory and Practice, (Reprint 2009), Kalyani Publishers. New Delhi.
- Dr. S. Gurusamy, Banking, Theory, Law & Practice, (2010) 2nd Edition, Tata McGraw-Hill, New Delhi.
- Gordon Natarajan, Banking Theory Law & Practice, (Reprint 2011), Himalaya Publishing House.
- M.Y. Khan. (2005), Financial Services, Tata Mc.Graw Hill Publishers
- H.R. Machiraju, (2006)2nd Edition , Indian Financial System, Vikas Publishing House, Mumbai
- B. Santhanam.(2009) Financial Services, Margham Publishers

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- **Field visit to understand the Functions and workings of commercial banks**
- Power point presentation on types and features of negotiable instruments.
- Role play on situations based on settlement of disputes by arbitrator/ Ombudsman
- Classroom discussion on advancements in banking sector
- Interactive sessions on recent technological development in banking sector

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXXI – STRATEGIC COST MANAGEMENT

SUBJECT CODE: 14UCOM367	THEORY	100 MARKS
--------------------------------	---------------	------------------

CREDITS: 4

TEACHING HOURS:60

SEMESTER: VI

COURSE OBJECTIVES:

- Identify the conventions and doctrines of managerial and cost accounting and other generally accepted principles which may be applied in the contemporary cost management models.
- Identify major contemporary issues that have emerged in managerial accounting.
- Discuss a number of issues relating to the design and implementation of cost management models in modern firms.

UNIT-I

Strategic Cost Management and Control: Strategic Cost Management – conceptual framework, environmental influences on cost management practices, role of SCM in strategic positioning,

Strategic Costing – life cycle costing, target costing, Kaizen Costing, JIT Theory and constraints, Business, Process Re-engineering (BPR) and Benchmarking

Cost Control and Cost Reduction – basics, process, methods and techniques of cost reduction programme

(10 hours)

UNIT-II

Strategic Decision Making: Decision-making and Pricing strategies: Inventory decision; product-development decision, product policy, plant location, managerial decision-making; Cost-plus /Mark-up Pricing ; Return on Investment Pricing ; Return on Net-worth Pricing; Evaluation of different Pricing Methods ; Pricing a new Product ; sensitivity analysis in pricing decisions; Monopoly Pricing vs. Competitive Pricing; Bottom Line Pricing. **Costing of Service Sector** – methods, pricing, performance measurement. **Transfer Pricing** - Objectives, Methods (Cost Based, Market Price Based, Negotiated Pricing), Advantages and Disadvantages, Criteria for setting Transfer Prices, Transfer Price in different situations, Situations causing Conflicts and resolving the Conflicts; **Relevant Cost Analysis** : Relevant Cost, Irrelevant Costs - Sunk or Historical Cost, Committed Cost, Absorbed Cost, Situations where Fixed Costs become relevant for decision –making and its related implications. **Target Costing** – methodology, methods of establishment of target costs, attributable costing, back-flush accounting, target selling. **Life**

Cycle Costing - Life Cycle Costing -Meaning of Life Cycle, characteristics of life cycle concept, importance and benefits of life cycle costing , Product Life Cycle Costing, Project Life Cycle Costing. **Kaizen Costing** – concept, procedure for implementation, evaluation, benefits, challenges

(15 hours)

UNIT-III

Budgetary Control and Standard costing in profit Planning: Budgetary Control, Zero Base Budgeting -Lean Accounting, Responsibility Accounting. Variance Analysis - Investigation of Variances, Planning and Operating Variances, Quality Cost Variances, Controllable / Non-controllable Variances, Relevant Cost Approach to Variance Analysis; Learning effect in Variance Analysis; Single and Partial Plan for standard processing costing, variance analysis under marginal costing and absorption costing; ratio analysis; application of budgetary control and standard costing in profit planning

Process Control and Activity Based Cost Management, JIT & ERP: Process Control – Instrumentation and Modern Control System Process Modelling and Simulation, Activity Based Cost Management - Concept , purpose, benefits, stages, relevance in decision-making and its application in Budgeting, Traditional Vs. ABC System – comparative analysis, JIT – introduction, Benefits, Failure of traditional performance measurement criteria, Use of specific performance measures in JIT, ERP and its application in strategic cost management

(15 hours)

UNIT IV

Cost of Quality and Total Quality Management: Quality Control, Quality Assurance , Quality Management, TQM – basics, stages, principles, control, corrective actions, PRAISE-Steps, Problems, implementation, Cost of Quality Report, Continuous Process Improvement

Application of Operation Research and Statistical Tools in Strategic Decision Making (Advanced

level) Assignment, Transportation, Linear Programming, Learning Curve, Simulation, Network Analysis Time Series Analysis- Time series analysis including moving totals and averages, treatment of seasonality, trend analysis using regression analysis and application of these techniques in forecasting product and service volume

(10 hours)

UNIT-V

Entrepreneurial approach to Cost Management – with reference to core competencies: Strategic advantages and long-term perspective of cost management, Strategic cost benefit analysis of different business restricting propositions and strategic business decision making aspects, Objective based costing Value Analysis, Value Chain Analysis and Value Engineering, Profitability analysis, Process value analysis, Activity analysis, linkage analysis, application of linkage analysis in cost reduction and value addition Business Process Outsourcing (BPO) – introduction, concept, major areas, advantages, types, drawbacks Value Management – introduction, meaning, VCM architecture, methodology, advantages, IGPG (International Good Practices & Governance) – Public Accountants

(10 hours)

PROBLEM :THEORY=40:60

TEXT BOOKS:

- T.S.Reddy Y.Hari Prasad Reddy-Business Taxation ,Margham Publications, Edition2007

REFERENCE BOOKS:

- Ahuja Girish and Gupta Ravi-Practical Approach to Income Tax- Sitaram & Co. Chennai-Latest Edition, 2010
- Dr. Vinod K Singhania and Monica Singhania , Students Guide to Income Tax ,Sitaram & Co. Chennai-Latest Edition, 2010

Activity Planner:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(These activities are only indicative, the Faculty member can innovate)

- Classroom discussions on the importance of costs as the building blocks for performance management
- Discuss case studies on the linkage between cost data and systems and the organisation of activities in a range of manufacturing and service industries
- Assign problems on application of cost allocation techniques to a variety of costing problems
- **Brain storming and critical thinking on Budgetary control**
- Assist in development of strategies for managing costs and offer explanations on the role of cost data in pricing decisions.

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2014- 2015)
B.COM (HONOURS)

CORE XXXII – PROJECT AND VIVA VOCE

SUBJECT CODE: 14UMIP301	PRACTICAL	100 MARKS
--------------------------------	------------------	------------------

CREDITS: 8

SEMESTER: VI

Course Objective:

This course aims at facilitating and developing attitude towards quality research at undergraduate level.

PROJECT REPORT AND PERIODICAL PRESENTATION	50
VIVA	50
TOTAL	100

- It can be a group project
- Maximum of 3 students in a group
- It can relate to any Branch of Commerce