

**SRI SANKARA ARTS & SCIENCE COLLEGE (AUTONOMOUS)**

**PG DEPARTMENT OF COMMERCE**

**(CHOICE BASED CREDIT SYSTEM)**

**BACHELOR DEGREE IN COMMERCE (B.Com)**

(w.e.f 2017-2018)

REVISED SYLLABUS

**I SEMESTER**

**Core Paper I - FINANCIAL ACCOUNTING**

**Objectives**

**No of Credits : 4**

1. To enable the students to know the Principles of Accounting in General.
2. To Understand the System of Keeping Financial Accounting Records.

**Unit I : Introduction**

Meaning and Scope of Accounting - Objectives of Accounting - Basic Accounting Concepts - Accounting Transactions - Double Entry Book Keeping - Journal - Ledger - Preparation of Trial Balance - Preparation of Cash Book.

**Unit II : Final Accounts**

Preparation of Final Accounts of a Sole Trading Concern - Adjustments - Preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet of Non-Trading Organizations.

**Unit III : Rectification of Errors and Bank Reconciliation Statement**

Classification of Errors - Rectification of Errors - Preparation of Suspense A/c. Bank Reconciliation Statement - Need and preparation.

#### **Unit IV : Depreciation and Insurance Claims**

Depreciation - Meaning - Causes - Types - Straight Line method - Written down value method  
- Concept of useful life under Companies Act, 2013.

Insurance Claims - Calculation of Claim Amount - Average Clause.

#### **Unit V : Single Entry System**

Meaning and Features of Single Entry System - Defects - Difference between Single Entry and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method- Conversion Method.

**Note :** Questions in Sec. A, B & C shall be in the proportion of 20:80 between  
**Theory and Problems.**

#### **Suggested Readings**

1. Gupta, R.L & Gupta, V.K, Advanced Accounting, Sulthan Chand & Sons, New Delhi.
2. Jain & Narang, Financial Accounting, Kalyani Publishers, New Delhi.
3. Reddy, T.S & Murthy, A. Financial Accounting, Margham Publications, Chennai.
4. Shukla & Grewal, Advanced Accounting, S. Chand & Co. New Delhi.
5. Parthasarathy, S. & Jaffarulla, A. Financial Accounting, Kalyani Publishers, New Delhi.

#### **E-Resources**

[www.accountingcoach.com](http://www.accountingcoach.com)

[www.accountingstudyguide.com](http://www.accountingstudyguide.com)

[www.futureaccountant.com](http://www.futureaccountant.com)

[www.onlinelibrary.wiley.com](http://www.onlinelibrary.wiley.com)

## **Core Paper II - BUSINESS COMMUNICATION**

### **Objectives**

**No of Credits : 4**

1. . To facilitate the students to understand the concept of Communication.
2. . To know the Basic Techniques of the Modern forms of Communication.

### **Unit I : Communication**

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

### **Unit II : Business Letters**

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

### **Unit III : Correspondence**

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

### **Unit IV : Reports and Meetings**

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

### **Unit V : Forms of Communication**

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

### **Suggested Readings**

1. Rajendra Paul & Korlahalli, J.S. Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Shirley Taylor, Communication for Business, Pearson Publications, New Delhi.

3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.
5. Simon Collin, Doing Business on the Internet, Kogan Page Ltd, London.
6. Mary Ellen Guffey, Business Communication - Process and Product, International Thomson Publishing, Ohio.
7. Sundar, K. A, Business Communication, Vijay Nicole Imprints Pvt. Ltd., Chennai.

**E-Resources**

[www.newagepublishers.com](http://www.newagepublishers.com)

[www.managementstudyguide.com](http://www.managementstudyguide.com)

[www.businesscommunication.org](http://www.businesscommunication.org)

[www.smallbusiness.chron.com](http://www.smallbusiness.chron.com)

## **Allied Paper – I - BUSINESS ECONOMICS**

### **UNIT I**

**No of Credits : 5**

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics

Definition – Scope and Importance of Business Economics

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

### **UNIT II**

Demand and Supply Functions:

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

### **UNIT III**

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

### **UNIT IV**

Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium – Economies of Scale

Cost Classification – Break Even Analysis

## UNIT V

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

### Recommended Texts

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

**NON MAJOR ELECTIVE – Any one of the following (Semester wise)**  
**Common syllabus to B.Com., B.Com (Accounting Finance), B.Com (Banking Management), B.Com.(C.A) B.Com. ISM & B.Com (Marketing Management),**

**I SEMESTER**

**1. BASICS OF COMPUTER**

**INTRODUCTION - UNIT – I**

**No of Credits : 2**

1. Introduction to computers
2. Input Devices
3. Output Devices
4. Operating System

**MS WORD – UNIT - II**

5. Text Manipulations
6. Usage of Numbering, Bullets, Footer and Headers
7. Usage of Spell check, Find & Replace
8. Text Formatting
9. Picture insertion and alignment
10. Creation of documents, using templates
11. Creation templates
12. Mail Merge Concepts
13. Copying Text & Pictures from Excel

**MS-EXCEL - UNIT – III**

14. Cell Editing
15. Usage of Formulae and Built-in Functions
16. File Manipulations
17. Data Sorting (both number and alphabets)
18. worksheet Preparation
19. Drawing Graphs
20. Usage of Auto Formatting

**MS-POWER POINT – UNIT – IV**

21. Inserting Clip arts and Pictures
22. Frame movements of the above

23. Insertion of new slides
24. Preparation of Organization Charts
25. Presentation using Wizards
26. Usage of design templates

#### **INTERNET – UNIT – V**

27. Introduction to Internet
28. WWW
29. E-Mail

#### **REFERENCE BOOKS :**

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing
3. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

## **2. BASICS OF RETAIL MARKETING**

### **UNIT – I**

**No of Credits : 2**

Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing

### **UNIT – II**

Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

### **UNIT – III**

Retail location factors – Branding in retailing – private labeling – Franchising concept.

### **UNIT – IV**

Communication tools used in Retailing – Sales promotion, e-tailing- window display



## **UNIT - V**

Supply chain management – definition – importance – Role of information Technology in retailing.

### **Reference Books:**

1. Modern Retail Management – J.N.Jain & P.P.Singh Regal Publications , New delhi
2. Retail Management – Suja Nair, Himalaya Publishing house.

### 3. AN OVERVIEW OF ISO

UNIT-I

No of Credits :2

An Introduction to ISO 9000, 9001,9002,9003. The Quality systems to be certified-  
Meaning of ISO- Benefits of ISO 9001- Certification- General Scheme of ISO 9001.

UNIT-II

QMS (Quality Management Systems). Meaning- Principles of ISO 9001-2000-Preparing  
a specimen QMS – future of ISO? – QMS Documentation- QMS Process & Measurement.

UNIT-III

ISO 9001-2000 Requirements- Explanation of main clauses – Time Line and cost  
Implication of Implementing.

UNIT-IV

ISO 9001-2000 and QIS- Comparison of ISO 901 and the capability Maturity Model for  
software. Certification bodies operating Multinationals.

UNIT-V

ISO and how to hire an ISO 9000 Consultant- What is Internal Quality Auditing.

#### REFERENCE BOOKS

1. guide to ISO 9001-2000.

A.K.Chakraborty

P.K.Basu

S.C.Chakravarthy

PUBLICATIONS: Asian Books Pvt. Ltd

## **4. BASICS OF HEALTH CARE MANAGEMENT**

### **UNIT – I PERSONAL (SELF) HEALTH CARE**

**No of Credits : 2**

Personal Hygiene – Personal Diet pattern – Self health maintenance by yoga and other spiritual practice – Drills

### **UNIT – II FAMILY HEALTH CARE**

Family hygiene – group health care by vaccination – propitiation and prevention – Sanitation and diet patterns

### **UNIT - III COMMUNAL HEALTH CARE**

Mass – Hygiene (Social Hygiene) – Environmental Hygiene - Communal health care centres – Hospitals – Statistical bodies - Government and Non government organizations (NGO) for propagation of nutritious diet patterns - maintained by voluntary health organizations and government schemes.

### **UNIT – IV HEALTH AWARENES**

Health awareness programme organized by governmental and non governmental agencies. Communal amenity programme.

### **UNIT – V HEALTH DISASTER MANAGEMENT**

First Aid – Disaster management techniques like epidemic eruption control, management and eradication.

**Books for reference :**

Text books on

1. Social and preventive Medicine, K. Park, Brimnot publishers

## **II SEMESTER**

### **Core Paper III - ADVANCED FINANCIAL ACCOUNTING**

#### **Objectives**

**No of Credits : 4**

1. To enable the students to get a comprehensive understanding of the Financial Accounting
2. To make the students know the various methods of maintaining the accounting records in various forms of Business.

#### **Unit I : Branch Accounts**

Dependent Branches - Stock and Debtors system - Distinction between Wholesale Profit and Retail Profit - Independent Branches (Foreign Branches excluded)

#### **Unit II : Departmental Accounts**

Basis of Allocation of Expenses - Calculation of Profit - Inter-departmental Transfer at Cost or Selling Price.

#### **Unit III : Hire Purchase and Instalment System**

Hire Purchase System - Default and repossession - Hire Purchase Trading Account.  
Instalment System - Calculation of Profit.

#### **Unit IV : Partnership Accounts**

Admission of a Partner - Retirement of a Partner - Death of a Partner.

#### **Unit V : Partnership Accounts**

Dissolution of a Partnership Firm - Insolvency of a Partner - Insolvency of all Partners - Piece meal Distribution of cash in case of Liquidation of Partnership Firm.

**Note : Questions in Sec. A, B & C shall be in the proportion of 20:80 between  
Theory and Problems.**

### **Suggested Readings**

1. Gupta, R.L & Gupta, V.K, Advanced Accounting, Sulthan Chand & Sons, New Delhi.
2. Jain & Narang, Financial Accounting, Kalyani Publishers, New Delhi.
3. Reddy, T.S & Murthy, A. Financial Accounting, Margham Publications, Chennai.
4. Shukla & Grewal, Advanced Accounting, S. Chand & Co., New Delhi.
5. Tulsian P.C. - Financial Accounting.
6. Parthasarathy, S. & Jaffarulla, A. Financial Accounting, Kalyani Publishers, New Delhi.

### **E-Resources**

[www.accountingcoach.com](http://www.accountingcoach.com)

[www.accountingstudyguide.com](http://www.accountingstudyguide.com)

[www.futureaccountant.com](http://www.futureaccountant.com)

[www.onlinelibrary.wiley.c](http://www.onlinelibrary.wiley.c)

## **Core Paper IV - PRINCIPLES OF MANAGEMENT**

### **Objectives**

**No of Credits : 4**

1. . To make the students to understand the basic concepts of management.
2. . To prepare the students to know about the significance of the management in Business.

### **Unit I : Introduction**

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

### **Unit II : Planning**

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

### **Unit III : Organisation**

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

### **Unit IV : Authority and Responsibility**

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

### **Unit V : Direction Co-ordination & Control**

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

### **Suggested Readings**

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

### **E-Resources**

[www.wisdomjobs.com](http://www.wisdomjobs.com)

[www.aima.in](http://www.aima.in)

[www.clep.collegeboard.org](http://www.clep.collegeboard.org)



## **Allied Paper - INDIAN ECONOMY**

### **UNIT I**

**No of Credits : 5**

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

### **UNIT-II**

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

### **UNIT-III**

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

### **UNIT IV**

Industry-Role of industries in economic development-Large and Small scale Industries-New Economic Policy 1991

### **UNIT V**

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

#### **Recommended Texts**

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

**NON MAJOR ELECTIVE – Any one of the following (Semester wise)**  
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## **II SEMESTER**

### **1. CONSUMER PROTECTION AND CONSUMER RIGHTS**

#### **UNIT - I**

**No of Credits : 2**

Introduction of consumer protection act 1986-other amendments-salient features

#### **UNIT – II**

Definitions of the terms- : consumer - appropriate laboratory - complainant - consumer dispute -complaint-restrictive trade practice.

#### **UNIT - III**

The various consumer rights:-right to safety, Right to information, Right to choose, -right to be heard -Right against exploitation -Right to consumer education

#### **UNIT - IV**

Consumer protection councils:-Central - State.

#### **UNIT - V**

Consumer disputes redressal agencies:-Direct forum-state commission-national commission

#### **REFERENCE BOOKS:**

1. Lectures On Torts And Consumer Protection Laws By  
Dr.Regu Surya Rao--Asia Law House. Hydrabad.
2. Consumer Protection Laws --By Prof.Rakesh Khanna--Central Law Agency.

## 2. BASICS OF BUSINESS INSURANCE

### **Unit – I**

**No of Credits : 2**

Introduction to Insurance – Type of Insurance – Principles of Insurance.

### **Unit – II**

Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA

### **Unit – III**

Life insurance products – Term, Whole life, Endowment.

### **Unit – IV**

Introduction to general Insurance – fire, marine and motor insurance.

### **Unit – V**

Government and insurance companies – LIC India- private players in Insurance in India.

### **Text Books Recommended:**

Dr.N.Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai. Dr.A.Murthy – Elements of Insurance, Margham Publications, Chennai

M.N.Mishra – Insurance, Principles and practice, S.Chand & Co. Ltd., New Delhi

### **References**

Nalini Prava Tripathy, Prabir Paal – Insurance Theory & Practice, Prentice Hall of India Anand Ganguly – Insurance Management, New Age International Publishers.

# **FUNDAMENTALS OF DISASTER MANAGEMENT**

## **Objectives**

**No of Credits : 2**

1. To develop an understanding of the process of Disaster Management.
2. To understand the mitigation programmes of Disaster Management.
3. To develop an understanding of the Disaster Management poling and legislation.

## **UNIT I**

Meaning, definition, basic aspects and types of disasters.

## **UNIT II**

Stages IN Disaster - Pre, during and post disaster.

## **UNIT III**

Disaster Mitigation – guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.

## **UNIT IV**

Disaster training – Utilisation of resources, training and public awareness.

## **UNIT V**

Disaster Management policy and legislation; Disaster Management – Strategy in India.

## **Books for Reference**

1. “Disaster Management” , I sundar, T. Sezhiyan 1<sup>st</sup> Edition, Sarup and Sons, New Delhi, 2007.
2. “Disaster Management” , A Disaster Manager’s Hand boob; Carter.W, ASTAN Development Bank, Manila.
3. Natural Disaster Management, Destruction, Safety and Pre cautions, S. Prasad, Mangalam publishers and Distributors, New Delhi – 2007.
4. Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachna publications, 1973.

#### **4. CONCEPT OF SELF HELP GROUPS**

##### **Objectives of the course**

**No of Credits : 2**

1. To develop an understanding of the basic concepts of SHGS.
2. To enable the students Understand the operative mechanisms of SHGS
3. To Help the students to know about the various activities undertaken by SHGS
4. To help the students to understand the concept of women empowerment through SHGS
5. To develop an understanding of the role of govt. & NGO's for the development of SHGS.

**UNIT - I** Meaning, Concept and Functions of SHGS

**UNIT - II** Women empowerment through SHGS

**UNIT - III** Micro finance through SHGS

**UNIT - IV** Social Development through SHGS

**UNIT -V** Role of Govt. and NGO's in fostering SHGS

##### **Bibliography**

1. "Clinical approach to promotion of entrepreneurship" ED.Setty, Anmol publications Pvt., Ltd, New Delhi 2004.
2. "India economic Empowerment of Women", V.S. Ganesamurthy, New Century publications, New Delhi, 1<sup>st</sup> published – May 2007.
3. "Readings in Microfinance", N. Lalitha Dominant publishers and Distributors, New Delhi, 1<sup>st</sup> Edition 2008.
4. "Rural Credit and Self Help Groups, Micro finance needs & concepts in India", K.G.Karmakar, Sage publications, New Delhi, 1999.
5. "Rural empowerment through, SHGS, NGO's & PRI's S.B.Verma, Y.T. Pavar, Deep & Deep publications, New Delhi 2005.
6. "Women's Own; the Self help movement of Tamil Nadu". C.K. Gariyali, S.K. Vettivel, Vetri publishers, New Delhi, 2003.

##### **Journals**

1. Yoja na, A Development Monthly, Chief Editor Anurag Misra, Published by Ministry of information and Broad casting.
2. Kurukshetra, A Journal on Rural Development, Montly Journal, Editors; Kapil kumar, Lalitha Khurane published by Ministry of Rural Development.

### **III SEMESTER**

#### **Core Paper V - CORPORATE ACCOUNTING**

##### **Objectives**

**No of Credits : 4**

1. . To enable the students about the Preparation of the Company accounts.
2. . To motivate the students to understand the various Provisions of the Companies Act.

##### **Unit I : Share Capital**

Issue of Shares - Types of Shares - Forfeiture of shares - Reissue of shares - Underwriting of shares - Stock split - Meaning of Redemption - Redemption of Preference Shares.

##### **Unit II : Debentures & Acquisition of Business**

Meaning - Types of Debentures - Issue - Underwriting of Debentures - Redemption of Debentures. Acquisition of Business - Meaning - Profit Prior to Incorporation.

##### **Unit III : Final Accounts**

Final Accounts - Preparation of P & L A/c and Balance Sheet - Managerial Remuneration- Calculation and Legal Provisions.

##### **Unit IV : Valuation of Shares and Goodwill**

Valuation of Shares and Goodwill - Meaning - Methods of Valuation of Shares and Goodwill.

##### **Unit V : Alteration of Share Capital**

Meaning - Internal Reconstruction - Reduction of Share Capital.

**Note** : Questions in Sec. A, B & C shall be in the proportion of 20:80 between

## **Theory and Problems.**

### **Suggested Readings**

1. Gupta, R.L & Radhaswamy, M, Advanced Accounts, Sulthan Chand, New Delhi.
2. Jain, S.P & Narang, N.L., Advanced Accounting, Kalyani Publications.
3. Reddy T.S. & Murthy, A, Corporate Accounting, Margham Publications, Chennai.
4. Shukla & Grewal & Gupta, Advanced Accounting, S. Chand & Co., New Delhi.

### **E-Resources**

[www.accountingcoach.com](http://www.accountingcoach.com)

[www.accountingstudyguide.com](http://www.accountingstudyguide.com)

[www.futureaccountant.com](http://www.futureaccountant.com)

[www.education.svtuition.org](http://www.education.svtuition.org)



## **Core Paper VI - BUSINESS LAWS**

### **Objectives**

**No of Credits : 4**

1. . To highlight the Provisions of Law governing the General Contract and Special Contract.
2. . To enable the students to understand the Legal Remedies available in the Law to the Business and other People.

### **Unit I : Formation of Contract**

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

### **Unit II : Offer, Acceptance and Consideration**

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

### **Unit III : Other Elements of Valid Contract**

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

### **Unit IV : Performance of Contract**

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

### **Unit V : Sale of Goods Act**

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

## **Suggested Readings**

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

## **E-Resources**

[www.cramerz.com](http://www.cramerz.com)

[www.digitalbusinesslawgroup.com](http://www.digitalbusinesslawgroup.com)

<http://swcu.libguides.com/buslaw>

<http://libguides.slu.edu/businesslaw>

**Core Paper VII - BANKING THEORY, LAW AND**  
**PRACTICE**

**Objectives**

**No of Credits : 4**

1. . To facilitate the understanding of the origin and the growth of the Indian Banking System.
2. . To understand the Modern day Developments in Indian Banking Sector.

**UNIT - I : Introduction to Banking**

History of banking - Components of Indian banking - Indian banking system - Phases of development - Banking structure in India - Payment banks and Small Banks - Commercial banking - Definition - Classification of banks. Banking system - Universal banking - Commercial Banking - functions - Role of Banks in Economic Development. Central Banking

- Definition - Need - Principles - Central Banking Vs. Commercial banking - Functions of

Central bank.

**UNIT - II : RBI**

Establishment - Objective - Legal framework - Functions - SBI - Origin and History - Establishment - Indian subsidiaries - Foreign subsidiaries - Non-banking - Subsidiaries - Personal banking - International banking- Trade financing - Correspondent banking. Co-operative banks - Meaning and Definition - Features - Co-operative banks Vs Commercial banks - Structure.

**UNIT III: e banking**

Meaning - Services - e-banking and Financial services - Initiatives - Opportunities - Internet banking - Meaning - Internet banking Vs Traditional banking - Services - Drawbacks - Frauds in Internet banking. Mobile banking - Meaning - Features - Services - Security issues - Electronic Mobile Wallets. ATM - Evolution - Concept - Features - Types - Mechanism - Functions. Electronic money - Meaning - Categories - Merits of e-money - Electronic Funds Transfer (EFT) system - Meaning - Steps - Benefits.

## **UNIT IV - Bank Account**

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Opening - Types of accounts - FDR - Steps in opening Accounts - Savings Vs Current Account - 'Donatio Mortis Causa' - Passbook - Bank Customer Relationship - Special Types of customers - KYC norms. Bank Lending - Lending sources - Bank Lending Principles - Forms of lending - Loan evaluation process - Securities of lending - Factors influencing Bank lending - Negotiable Instruments - Meaning - Characteristics - Types. Crossing - Definition - Objectives - Crossing and negotiability - Consequences of crossing.

## **UNIT V - Endorsement**

Meaning - Components - Kinds of Endorsements - Cheques payable to fictitious persons - Endorsement by legal representative - Negotiation back - effect of endorsement - Rules regarding endorsement. Paying banker - Banker's duty - Dishonoring of cheque - Discharge of paying banks - Payment of a crossed cheque - Material alteration - Statutory protection under Section 85 - Refusal of cheque payment. Collecting Banker - Statutory protection under section 131 - Collecting banker's duty - RBI instructions - Paying banker Vs Collecting Banker - Customer grievances - Grievances redressal - Banking Ombudsman.

## **Suggested Readings**

1. Gurusamy S, Banking Theory: Law and Practice, Vijay Nicole Publications, 2015, Chennai
2. Clifford Gomez, Banking and Finance, Theory, Law and Practice, Jain Book Agency, 2010, Mumbai
3. Gupta, R K BANKING Law and Practice, Jain Book Agency, 2001, New Delhi
4. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand Co, 2010, New Delhi
5. Maheswari, S.N. Banking Law Theory and Practice, Kalyani Publications, 2011, Mumbai
6. Santhanam B, Banking Theory Law and Practice, Margam Publications
7. Nirmala Prasad, Banking and Financial Services, Himalaya Publications

## **E Resources**

[www.lawcommissionofindia.nic.in](http://www.lawcommissionofindia.nic.in)

[www.rbi.org](http://www.rbi.org)

[www.bankingombudsman.org](http://www.bankingombudsman.org)

## **Core Paper VIII - MARKETING**

### **Objectives**

**No of Credits : 4**

1. To make the students understand the importance and the relevance of Marketing in Today's Business World.
  
2. To enable the students to understand the Features of the Indian Marketing.

### **Unit I : Introduction**

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

### **Unit II : Market Segmentation and Consumer Behaviour**

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

### **Unit III : Marketing Mix and Product Policy**

Marketing Mix - Meaning - Product - Introduction - Product policy - Product Planning - Stages of New Product Development - Introduction to PLC - Packaging - Branding - Labelling - Product Mix - Price - Pricing Policies and Methods.

### **Unit IV : Channels of Distribution**

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

### **Unit V : Recent Trends in Marketing**

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

## **Suggested Readings**

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

## **E-Resources**

[www.marketmotive.com](http://www.marketmotive.com)

<http://emailmarketing.com100.com/email-marketing-tutorial/>

[www.marketing91.com](http://www.marketing91.com)

[www.managementstudyguide.com](http://www.managementstudyguide.com)

## Allied Paper III - (1) BUSINESS STATISTICS

### Objectives

No of Credits : 5

1. . To facilitate the understanding of the relevance and need of the Statistics in the Current Scenario.
2. . To Customize the importance of Business Statistics for the Commerce Students.

### UNIT - I Introduction

Meaning and Definition of Statistics - Collection and Tabulation of Statistical Data - Presentation of Statistical Data - Graphs and Diagrams

### UNIT- II Measures of Central Tendency and Measures of Variation

Measures of Central Tendency - Arithmetic Mean, Median, Mode, Harmonic Mean and Geometric Mean. Measures of Variation - Standard deviation - Mean Deviation - Quartile Deviation - Skewness and Kurtosis - Lorenz Curve

### UNIT- III Correlation and Regression Analysis

Simple Correlation - Scatter Diagram - Karl Pearson's Correlation - Spearman's Rank Correlation - Regression - Meaning - Linear Regression.

### UNIT - IV Time Series

Analysis of Time Series - Causes of variation in Time Series Data - Components of Time series; Additive and multiplicative models - Determination of Trend by Semi average, Moving average and Least squares (Linear, Second degree and Exponential) Methods - Computation of Seasonal indices by Simple average, Ratio-to-moving average, Ratio-to Trend and Link relative methods

### UNIT - V Index Numbers

Meaning and Types of Index numbers - Problems in Construction of Index numbers - Methods of Construction of Price and Quantity indices - Tests of adequacy - Errors in Index numbers - Chain Base Index numbers - Base shifting - splicing - deflating - Consumer Price index and its uses - Statistical Quality Control

**Note : Questions in Sec. A, B & C shall be in the proportion of 20:80 between**

## **Theory and Problems.**

### **Suggested Readings**

1. Dhingra I C & M.P. Gupta, Lectures in Business Statistics, Sultan Chand and Sons, New Delhi, 2009
2. Gupta S P and Archana Agarwal, Business Statistics (Statistical Methods), Sultan Chand and Sons, New Delhi, 9<sup>th</sup> revised edition 2013
3. Gupta S. C, Fundamentals of Statistics, Himalaya Publishing House
4. Sharma J K, Fundamentals of Business Statistic's, 2nd edition, Vikas Publishing House Pvt Ltd, 2013
5. Rajagopalan.S.P, and Sattanathan, R., Business Statistics and Operations Research, Vijaya Nicole Imprint Pvt. Ltd., Chennai
6. J o s e p h A n b a r a s u , Business Statistics, Vijay Nicole Imprint Pvt. Ltd, Chennai

### **E-Resources**

[www.spss.co.in](http://www.spss.co.in)

<https://statlearning.class.stanford.edu>

<http://www.mit.edu>

[www.springer.com](http://www.springer.com)



## (2) RURAL ECONOMICS

### UNIT-I

No of Credits : 5

Structure of the Rural Economy of India – Predominance of the Rural sector in the Indian Economy – Features of the Indian Rural Economy.

### UNIT – II

Role of Agriculture in Rural Development – Pattern of Agricultural holding – Strategy of Agricultural development and Green Revolution – Problems of Agricultural Labourers and Artisans in the Rural Economy – Measures to solve their problems.

### UNIT-III

Non-farm sector in the Rural Economy – Role of Small Scale Industries, Cottage industries, Khadi and village Industries in the Rural Economy.

### UNIT-IV

Rural Indebtedness – Causes and magnitude – Role of RBI, Commercial Banks, RRBs and NABARD in rural Economy.

### UNIT-V

Poverty and unemployment Problem in the rural Economy – Steps taken to solve the problems – Rural Development – Strategy for Rural Development with special reference to PURA.

#### **Study Material:**

1. Rural Economics – T.N.Chhabra and P.L.Taneja
2. Rural Economics - I.C.Dhingra
3. Fundamentals of Rural Economics – S.S.M.Desai.
4. Rural Economy of India – A.N.Agrawal and Kundan Lal

## IV SEMESTER

### **Core Paper IX - ADVANCED CORPORATE ACCOUNTING**

#### **Objectives**

**No of Credits : 4**

1. To make the students understand the applications of Accounting Transactions in Corporate Sector.
2. To facilitate the students to understand the Provision of the Indian Companies Act.

#### **Unit I : Company Accounts**

Amalgamation, Absorption and External Reconstruction of Companies.

#### **Unit II : Holding Company**

Holding Company - Subsidiary Company - Meaning - Preparation of Consolidated Final Statement of Accounts - Treatment of Dividend. (Inter - Company Owing excluded)

#### **Unit III : Banking Company & Insurance Company**

Preparation of - Final Accounts of Banking Insurance Companies.

#### **Unit IV : Liquidation**

Meaning - Preparation of Liquidator's Final Statement of Account - Calculation of Liquidator's Remuneration.

#### **Unit V : Special Accounting**

Accounting for Price Level Changes - Human Resource Accounting - Computerised Accounting Meaning.

**Note** : Questions in Sec. A, B & C shall be in the proportion of 20:80 between

## **Theory and Problems.**

### **Suggested Readings :**

1. Gupta, R.L. & Radhaswamy, M., Advanced Accounts, Sulthan Chand & Sons, New Delhi.
2. Jain, S.P. & Narang K.L., Advanced Accounts - Kalyani Publishers.
3. Reddy, T.S & Murthy, A, Corporate Accounting, Margham Publications, Chennai.
4. Shukla, M.C. & Grewal, J.S, Advanced Accounts, S. Chand and Company, New Delhi.

### **E-Resources**

[www.accountingcoach.com](http://www.accountingcoach.com)

[www.accountingstudyguide.com](http://www.accountingstudyguide.com)

[www.futureaccountant.com](http://www.futureaccountant.com)

[www.education.svtuition.org](http://www.education.svtuition.org)

## Core Paper X - COMPANY LAW

### Objectives

No of Credits : 4

1. . To enlighten the students on the Provisions governing the Company Law.
2. . To make the students aware on the recent amendements to Companies Act.

### Unit I : Joint Stock Company

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

### Unit II : Share Capital and Debentures

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

### Unit III : Managerial Personnel

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

### Unit IV : Meetings and Resolutions

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

### Unit V : Winding up of Company

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

### **Suggested Readings**

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

### **E-Resources**

[www.mca.gov.in](http://www.mca.gov.in)

[www.companyliquidator.gov.in](http://www.companyliquidator.gov.in)

[www.companyformationinindia.co.in](http://www.companyformationinindia.co.in)

[www.iepf.gov.in](http://www.iepf.gov.in)

## **Core Paper XI - FINANCIAL SERVICES**

### **Objectives**

**No of Credits : 4**

1. To enable the students to understand the world of financial services.
2. To facilitate the understanding of the various Financial Services.

### **Unit I : Introduction**

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

### **Unit II: Merchant Banking and Public Issue Management**

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

### **Unit III: Money Market and Stock Exchange**

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

### **Unit IV : Leasing**

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

### **Unit : V : Venture Capital**

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

Functions - Features - Types - Chilean Model - Pension Investment Policy - Pension Financing.

### **Suggested Readings**

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

### **E- Resources**

[www.rbi.org](http://www.rbi.org)

[www.sebi.org](http://www.sebi.org)

[www.nse.org](http://www.nse.org)

## **Core Paper : XII - BUSINESS TAXATION**

### **Objectives**

**No of Credits : 4**

1. . To make the students to gain knowledge of the Principles of the Indirect Tax.
2. . To highlight the students about the Customs duty, Excise duty, VAT etc.

### **UNIT I : Introduction**

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

### **UNIT II : Central Excise Duty**

Classification - Levy and Collection of Excise Duty - Clearance of Excisable goods - Exemption from Excise Duty - Excise and Small Scale Industries - Excise and Exports - Demand, Refund, Rebate of Central Excise Duty - Offences and Penalties - Settlement - Appellate Provisions.

### **UNIT III : Customs Duty**

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

### **UNIT IV :Sales Tax Act**

Central Sales Tax Act - Levy and Collection of CST - Important Definitions - Sales Purchase in the course of export or import- Liability of Tax - Registration of Dealers - Goods of Special Importance - Offences and Penalties.

### **UNIT V : Value Added Tax**

Value Added Tax - objectives - Levy of VAT - Arguments in favour of VAT - Difficulties in administering VAT - Set off / Input Tax Credit - Carrying over of Tax Credit - Registration - TIN - Returns - Assessment of VAT liability - Declaration Form - Service Tax - Tax on Different Services - Rates of Service Tax - Exempted services.



### **Suggested Readings**

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Ahuja Girishand Gupta Ravi Practical Approach to Income Tax
5. Vinod K. Singhania and Monica Singhania, Students Guide to Income Tax, Taxman Publications
6. Datta, D C, Layman's Guide on GST, Taxman Publications
7. Reddy & Dr. Y. Hariprasad Reddy, Business Taxation, Margham Publications, Chennai

### **E-Resources**

- [www.legalserviceindia.com](http://www.legalserviceindia.com)
- [www.indiacorporateadvisor.com](http://www.indiacorporateadvisor.com)
- [www.tnvat.gov.in](http://www.tnvat.gov.in)
- [www.cbec.gov.in](http://www.cbec.gov.in)
- [www.aces.gov.in](http://www.aces.gov.in)

## Allied Paper IV – (1) Elements of Operations Research

### Objectives

No of Credits : 5

1. To facilitate the understanding of the Concept of Operation Research.
2. To help the student to understand the various techniques of solving problems.

### UNIT I : Introduction

Operations Research - Meaning - Definition - Origin and History - Characteristic features - Need - Scope - Steps - Techniques - Application - Limitations.

### UNIT II : Linear Programming Problem (LPP)

Meaning - Requirements - Assumptions - Applications - Formulating LPP - Advantages - Limitations - formulating LP Model (simple problems only)

### UNIT - III : Methods of LPP

Obtaining Optimal solution for Linear Programming Problem (LPP) - Graphical Method - Problems - Simplex Method for type of LPP & for Slack Variable Case - Maximization Function - Minimization Function (simple problems only)

### UNIT - IV : Transportation Problems

Meaning - (Initial Basic Feasible Solution) - Assumptions - Degenerate Solution - North - West Corner Method - Least Cost Method - Vogel's Approximation Method - Assignment Problems - Features - Transportation Problem Vs Assignment Problem - Hungarian Method (Simple problems only).

### UNIT - V : Game Theory

Meaning - Types of Games - Basic Assumptions - Finding value of game for Pure Strategy - Mixed Strategy - Indeterminate Matrix and Average Method - Graphical Method - Pure Strategy - Saddle Point - Pay off Matrix Value of game (simple problems only)

**Note : Questions in Sec. A, B & C shall be in the proportion of 20:80 between Theory and Problems.**

### Suggested Readings

1. Agarwal, N.P. and Sonia Agarwal, Operations Research and Quantitative techniques, RB S A Publishers, New Delhi, 2009
2. GURUSAMY S, Elements of Operations Research, Vijay Nicole Imprints, 2015, Chennai
3. Anand Sharma, Operations Research, Himalayan Publishing House, 2014, Mumbai

4. Gupta P K & Gupta S P, Quantitative Techniques & Operations Research, Sulthan Chand and Sons, 2014, New Delhi
5. Kanti Swarup, P.K.Gupta & Man Mohan, Operations Research, Jain Book Agency, 2014, New Delhi
6. Sarangi, S.K. Applied Operations Research and Quantitative Methods, Himalayan Publishing House, 2014, Mumbai
7. Shridhara, K. Bhat, Operations Research, Himalayan Publishing House, 2011, Mumbai

**E-resources**

<http://www.learnaboutor.co.uk/>

<http://www.theorsociety.com/>

[www.orcomplete.com/](http://www.orcomplete.com/)

<http://www.orsi.in/>

## (2) INTERNATIONAL ECONOMICS

### UNIT –I

**No of Credits : 5**

International Trade – Importance of International Trade , Theories of Foreign Trade – Theories of Adam Smith, Ricardo, Haberler’s Hechsher – Ohlin.

### UNIT – II

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium – Fixed and Floating Exchange Rates – Euro-Dollar Marketing (An overview)

### UNIT-III

Export Management – Export procedure and Documents – Export Finance – Export Promotion – Export pricing.

### UNIT-IV

International Economic Organizations and its Functions, IMF, IDA , IFA, IBRD , ADB , UNCTAD , UNIDO

### UNIT – V

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in Agricultural Trade – TRIPS , TRIMS – Indian Patent Law.

## REFERENCE BOOKS

1. International Trade and Export Management - Francis Cherunilam.
2. International Economics – K.R. Gupta.
3. International Economics (Theory and Policy) – Paul R. .Krugam and Maurice Obstfeld.
4. International Economics – Robert J. Carbaugh
5. International Economics – H.G. Mannur.

## V SEMESTER

### Core Paper XIII - ELEMENTS OF COST ACCOUNTING

#### Objectives

No of Credits : 4

1. To make the students to know the Process of Accounting for Cost Elements.
2. To understand the advantages of Costing to the Stakeholders, Workers, Creditors and the Public.

#### Unit I : Cost Accounting

Definition - Nature and Scope - Principles of Cost Accounting - Cost Accounting and Financial Accounting - Cost Accounting Vs Management Accounting - Installation of Costing System - Classification of Costs - Cost Centre - Profit Centre.

#### Unit II : Cost Sheet

Meaning - Preparation of Cost Sheet - Reconciliation of Cost and Financial Accounts.

#### Unit III : Material Costing

Material Control - Meaning and Objectives - Purchase of Materials - Stock Levels of Materials - EOQ - Stores Records - ABC Analysis - Issue of Materials - Methods of Issue - FIFO - LIFO - HIFO - Base Stock Method - Specific Price Method - Simple and Weighted Average Method - Standard and Inflated Price Method.

#### Unit IV : Labour Costing

Direct Labour and Indirect Labour- Time Keeping - Methods and Calculation of Wage Payments - Time Wages - Piece Wages - Incentives - Different Methods of Incentive Payments - Idle time - Overtime - Labour Turnover - Meaning, Causes and Measurement.

#### Unit V : Overheads Costing

Overheads - Definition - Classification - Allocation and Apportionment of Overheads - Basis of Allocation - Absorbtion of Overheads - Preparation of Overheads Distribution Statement- Machine Hour Rate - Computation of Machine Hour Rate.

**Note : Questions in Sec. A, B & C shall be in the proportion of 20:80 between Theory and Problems.**

### **Suggested Readings**

1. **Murthy A & Gurusamy S, Cost Accounting, Vijay Nicole Imprints Pvt. Ltd. Chennai**
2. Jain, S.P & Narang, K.L., Cost Accounting, Kalyani Publishers
3. Khanna, B.S. Pandey, I.M - Ahuja, G.K and Arora M.N., Practical Costing, S Chand & Sons
4. Reddy, T.S. and Hariprasad Reddy, Y, Cost Accounting, Margam Publications
5. Prasad, N.K and Prasad, V.K, Cost Accounting, Book Syndicate
6. Saxena and Vashist, Cost Accounting Sulthan Chand and Sons, 2014, New Delhi

### **E-Resources**

www.accountinglectures.com

www.accountingcoach.com

<http://simplestudies.com/accounting-lectures.html>

[www.accountingstudyguide.com](http://www.accountingstudyguide.com)

## **Core Paper XIV - PRACTICAL AUDITING**

### **Objectives**

**No of Credits : 4**

1. . To make the students to understand the concept of present day Auditing Practices.
  
2. . To enable the students to gain knowledge of various techniques of Auditing.

### **UNIT - I : Introduction**

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

### **UNIT - II : Vouching and Verification**

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

### **Unit III : Audit and Accounting Standards**

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

### **Unit IV : Auditors and Audit Report**

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

### **Unit V : Recent Trends in Auditing**

EDP Audit - Meaning - Division of auditing in EDP environment. Impact of



Computerization on Audit Approach - Online Computer System Audit - Types of Online Computer System Audit - Audit around with the Computers - Procedure of Audit under EDP system.

### **Suggested Readings**

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

### **E-Resources**

[http://www.osbornebooksshop.co.uk/p/auditing\\_tutorial](http://www.osbornebooksshop.co.uk/p/auditing_tutorial)

[www.mu.ac.in](http://www.mu.ac.in)

[www.learnthat.com](http://www.learnthat.com)

## **Core Paper XV - ENTREPRENEURIAL DEVELOPMENT**

### **Objectives**

**No of Credits : 4**

1. To make the students to understand the concept of Entrepreneurship and there work in life.
2. To enable the students to know the effectiveness of the Manpower in Entrepreneurship.

### **UNIT I : Concept of Entrepreneurship**

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

### **UNIT II : Entrepreneurial Development Agencies.**

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

### **UNIT III : Project Management**

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

### **UNIT IV - Entrepreneurial Development Programmes**

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

### **UNIT V - Economic development and Entrepreneurial growth**

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

### **Suggested Readings**

1. Saravanavel, P. Entrepreneurial Development, Principles, Policies and Programmes, Ess Pee Kay Publishing House - 1997, Chennai.

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

**E-resources**

<http://inventors.about.com/od/entrepreneur/>

<http://learnthat.com/tag/entrepreneurship/>

[www.managementstudyguide.com](http://www.managementstudyguide.com)

[www.quintcareers.com](http://www.quintcareers.com)

[www.entrepreneur.com](http://www.entrepreneur.com)

## **Core Paper XVI - FINANCIAL MANAGEMENT**

### **Objectives**

**No of Credits : 4**

1. To impart the basics of Financial Management for the benefit of Commerce students.
2. To enable the students to know the concepts of the Investment, Financing and Working Capital.

### **Unit I : Introduction**

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

### **Unit II : Capital Structure**

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

### **Unit III : Cost of Capital**

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

### **Unit IV : Dividend**

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

### **Unit V : Working Capital**

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

**Note : Questions in Sec. A, B & C shall be in the proportion of 80:20 between Theory and Problems.**

### **Suggested Readings**

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

### **E-Resources**

[www.cpdwise.com](http://www.cpdwise.com)

[www.simplilearn.com](http://www.simplilearn.com)

[www.findtutorials.com](http://www.findtutorials.com)

[www.studyfinance.com](http://www.studyfinance.com)

## **Elective Paper I – (1) INCOME TAX LAW AND PRACTICE - I**

### **Objectives**

**No of Credits : 5**

1. To Provide a detailed understanding of the various provisions of I.T. Act.
2. To enable the students to about the Assessment Procedures and Tax Planning.

### **Unit I : Introduction**

Meaning of Income - Features of Income Tax - Types - Important Definitions Under the Income Tax Act - Assessee - Types - Rates of Tax - Residential Status - Scope of Total Income - Incomes Exempt from tax.

### **Unit II : Income from Salary**

Definition - Allowances - Valuation of perquisites - Deductions from Salary - Gratuity - Pension - Commutation of Pension - Leave Salary - Profits in lieu of Salary - Provident Funds - Deductions under Sec. 80.

### **Unit III : Income from House Property**

Annual Value - Meaning and Computation - Deductions from Annual Value - Legal Provisions.

### **Unit IV : Profits and Gains from Business or Profession**

Income from Business or Profession - Allowable expenses - Not allowable expenses - General deductions - Provisions relating to Depreciation - Deemed Business Profits - Undisclosed incomes - Investments - Compulsory maintenance of Books of accounts - Audit of Accounts of certain persons - Special provisions for Computing Incomes on estimated basis - Computation of Income from Business or Profession.

### **Unit V : e-filing & Submission of Returns**

e-filing - Concept - Procedure - 26 AS - TDS - Traces - Filing of Return - Various Returns - Permanent Account Number (PAN) - Usage of PAN - Concept of Transfer Pricing - Fundamentals.

**Note** : Questions in Sec. A, B & C shall be in the proportion of 20:80 between

## **Theory and Problems.**

### **Suggested Readings**

1. Vinod, K. Singhania, Students Guide to Income Tax, Taxman Publications Pvt. Ltd.
2. Mehrotra - Income Tax Law & Accounts, Goyal, Sathiya Bhavan Publications.
3. Gaur & Narang, Income Tax Law & Practice, Kalyani Publishers.
4. Reddy, T.S. & Hariprasad Reddy, Y, Income Tax Theory, Law & Practice, Margham Publications, Chennai.
5. Murthy, A, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai
6. Hariharan N, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai

### **E-Resources**

[www.incometaxindia.gov.in](http://www.incometaxindia.gov.in)

[www.incometaxindiaefiling.gov.in](http://www.incometaxindiaefiling.gov.in)

[www.onlineservices.tin.egov-nsdl.com](http://www.onlineservices.tin.egov-nsdl.com)

[www.cleartax.in](http://www.cleartax.in)

## (2) VISUAL BASIC PROGRAMMING – THEORY

### UNIT I

**No of Credits : 5**

Data Types – String - Numbers – Variables – Text Boxes – Labels – Creating Controls – Tool Box – Name Property Command button – Access keys – Image controls message Boxes Grid Editing tools.

### UNIT II

Displaying Information - Determinate Loops – Indeterminate Loops – Conditional Built in Functions – Customizing a Form – Writing Simple Programs.

### UNIT III

Functions and Procedures – Lists – Arrays – Control Arrays – Combo Boxes – Grid control – Do Events and Sub Main.

### UNIT IV

Event Handling – Module – Monitoring Mouse Activity – Dialog Boxes – Common controls – Menus.

### UNIT V

MDI Forms – Database connectivity using Data control and DAO.

Note : Theory only

### Reference Books

1. Visual Basic 6 – The complete Reference – Noel Jerke – Tata MC Graw Hill 1999.
2. Visual Basic from the Ground Up – Gary Cornell - Tata MC Graw Hill 1999.



## VI SEMESTER

### Core Paper XVII - ADVANCED COST ACCOUNTING

#### Objectives

No of Credits : 4

1. To make the students to understand the process of ascertaining, classification and controlling costs.
2. To enable the students to learn the various methods of cost elements

#### Unit I : Contract Costing

Definition - Features of Contract Costing - Calculation of Profit on Contracts - Cost plus Contract - Contract Costing Vs Job costing - Preparation of Contract A/c.

#### Unit II : Process Costing

Features of Process costing - Process Loss - Normal and Abnormal Loss - Abnormal Gain - Joint Products - By Products - Concept of Equivalent Production - Process Accounts - Process Losses & Gains.

#### Unit III : Operation Costing

Operating Costing - Meaning - Preparation of Operating Cost Sheet - Transport Costing - Power Supply Costing - Hospital Costing - Simple Problems.

#### Unit IV : Marginal Costing

Meaning - Features - Absorption Costing - Marginal Costing Vs Absorption Costing - Contribution - PV Ratio - Break Even Point - Key Factor - Margin of Safety - Preparation of Marginal Cost Statement.

#### Unit V : Standard Costing

Definition - Objectives - Advantages - Standard Cost and Estimated Cost - Installation of Standard Costing - Variance analysis - Material, Labour, Overhead and Sales Variances - Calculation of Variances.

**Note :** Questions in Sec. A, B & C shall be in the proportion of 20:80 between

**Theory and Problems.**

### **Suggested Readings**

1. Jain, S.P & Narang, K.L., Cost Accounting, Kalyani Publishers
2. Khanna, B.S. Pandey, I.M - Ahuja, G.K and Arora M.N., Practical Costing, S Chand & Sons
3. Reddy, T.S. and Hariprasad Reddy, Y, Cost Accounting, Margam Publications
4. Prasad, N.K and Prasad, V.K, Cost Accounting, Book Syndicate
5. Saxena and Vashist, Cost Accounting Sulthan Chand and Sons, 2014, New Delhi
6. Murthy A & Gurusamy S, Cost Accounting, Vijay Nicole Imprints Pvt. Ltd. Chennai

### **E-Resources**

[www.accountingcoach.com](http://www.accountingcoach.com)

[www.accountingstudyguide.com](http://www.accountingstudyguide.com)

[www.futureaccountant.com](http://www.futureaccountant.com)

[thestudentcpa.com](http://thestudentcpa.com)

## **Core Paper XVIII - MANAGEMENT ACCOUNTING**

### **Objectives**

**No of Credits : 4**

1. . To enable the students to get knowledge about the various techniques of Management Principles.
2. . To make the students to get practical skill in solving management problems.

### **Unit I : Introduction**

Management Accounting - Meaning - Scope - Importance - Limitations - Management Accounting Vs Cost Accounting - Management Accounting Vs Financial Accounting.

### **Unit II : Financial Statement Analysis**

Analysis and Interpretation of Financial Statements - Nature and Significance - Types of Financial Analysis - Tools of Analysis - Comparative Statements - Common size Statement - Trend Analysis.

### **Unit III : Ratio Analysis**

Meaning - Advantages - Limitations - Types of Ratios - Liquidity Ratios - Profitability Ratios - Turnover Ratios - Capital Structure Ratios - Leverage Ratios - Calculation of Ratios.

### **Unit IV : Cash Flow Analysis & Marginal Costing**

Meaning of Cash Flow Statements - Advantages - Limitations - Preparation of Cash Flow Statement - Types of Cash flows - Operating, Financing and Investing Cash flows. Application of Marginal Costing in Decision Making - Make or Buy - Shutdown or Continue - Exploring New Markets.

### **Unit V : Budgetary Control & Capital Budgeting Control.**

Budgetary Control - Meaning - Preparation of various Budgets - Cash Budget - Flexible Budget - Production Budget - Sales Budget. Capital Expenditure Control - Meaning of Capital Budgeting - Assesment of Capital Expenditure through Pay Back Method, Net Present Value Method and Accounting Rate of Return Method.

**Note** : Questions in Sec. A, B & C shall be in the proportion of 20:80 between Theory and Problems.

### **Suggested Readings**

1. Maheswari, S.N., Management Accounting, Sultan Chand & Sons
2. Murthy A and Gurusamy S, Management Accounting- Theory & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai
3. Charles T. Horngren and Gary Sundem, N, Introduction to Management Accounting, Prentice Hall
4. Sharma and Shashi K. Gupta, Management Accounting, Kalyani Publishers
5. Reddy, T.S. & Dr. Hariprasad Reddy, Y, Management Accounting, Margham Publications, Chennai.
6. Hansen - Mowen, Cost Management Accounting and Control, South Western College

### **E-Resources**

[www.accountingcoach.com](http://www.accountingcoach.com)

[www.accountingstudyguide.com](http://www.accountingstudyguide.com)

[www.futureaccountant.com](http://www.futureaccountant.com)

[www.thestudentcpa.com](http://www.thestudentcpa.com)

## **Core Paper XIX - BUSINESS ENVIRONMENT**

### **Objectives**

**No of Credits : 4**

1. . To impart the knowledge of Business environment.
2. . To enable the students to know the factors influencing the changes in the Business Climate.

### **UNIT I : Introduction**

The Concept of Business Environment - Its Nature and Significance - Brief overview of Political, Cultural, Legal, Economic, Social and Global Environments and their impact on Business and Strategic Decisions.

### **UNIT II : Political Environment**

Meaning - Government and Business Relationship in India - Provisions of Indian Constitution pertaining to Business.

### **UNIT III : Social Environment**

Meaning - Cultural heritage - Social attitudes - impact of foreign culture - Castes and Communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization - Social Responsibilities of Business.

### **UNIT IV : Economic Environment**

Economic Systems and their impact on Business - Macro Economic parameters like GDP, Growth Rate Population - Urbanisation. Fiscal Deficit - Plan investment - Per Capita income and their impact on Business decisions - Five Year Planning.

### **UNIT V : Global Environment**

Factors Determing Global Environment - Forex Environment - Financial Environment. Financial System - Commercial Banks - Financial Institutions - RBI - Monetary Policy- Stock Exchange - IDBI- Non-Banking Financial Companies (NBFCs).

### **Suggested Readings**

1. Sankaran.S., Business Environment
2. Francis Cherunilam, Business Environment, Himalaya Publishing House
3. Aswathappa, Business Environment, Himalaya Publishing House
4. Dasgupta & Sengupta, Government and Business in India.
5. Srinivasan.K., Productivity and social Environment, ASIA
6. Dhanabakiyam & Kavitha.M, Business Environment, Vijay Nicole Imprints Pvt. Ltd.  
Chennai

### **E-Resources**

[www.businesscasestudies.co.uk](http://www.businesscasestudies.co.uk)  
[www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)  
[www.mbaofficial.com](http://www.mbaofficial.com)  
[www.mbaknol.co](http://www.mbaknol.co)

## **Elective Paper II – (1) INCOME TAX LAW AND PRACTICE - II**

### **Objectives**

**No of Credits : 5**

1. To help the students to understand the relevance and significance of Tax.
2. To Facilitate the students in understanding the various Provisions I.T. Act.

### **UNIT I : Income from Capital Gain**

Capital Gain - Meaning - Short term and Long term Capital Gains - Certain Transactions not included as transfer - Cost of Acquisition - Cost of Improvement - Indexation - Capital Gain under different circumstances - Exempted Capital Gains - Computation of Capital Gains.

### **UNIT II : Income from other sources**

Computation - Grossing up - Deductions in Computing Income under the head and other related provisions.

### **UNIT III : Clubbing of Incomes and Set off / Carry forward and Set - Off of losses**

Clubbing of Incomes under various situations - Deemed Incomes - Simple Problems on clubbing of incomes - Set off - Carry forward and set off of losses.

### **UNIT IV : Deductions from Gross Income**

Permissible Deductions from Gross Total Income - Sec. 80C, 80CCC, 80CCCD, 80 D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80QQB, 80RRB, 80U. Assessment of Individual- Computation of Tax.

### **UNIT V : Income Tax Authorities and Procedure of Assessment**

Income Tax Authorities - Powers of the Central Board of Direct Taxes (CBDT), Commissioners of Income Tax and Income Tax officers. Assessment Procedures - Self Assessment - Best Judgement Assessment - Income Escaping Assessment (Re assessment) - Advance Payment of Tax - Meaning and Due dates.

### **Suggested Readings**

1. Vinod, K. Singhania, Students Guide to Income Tax, Taxman Publications Pvt. Ltd.
2. Mehrotra - Income Tax Law & Accounts, Goyal, Sathiya Bhavan Publications.
3. Gaur & Narang, Income Tax Law & Practice, Kalyani Publishers.
4. Reddy, T.S. & Hariprasad Reddy, Y, Income Tax Theory, Law & Practice, Margham Publications, Chennai.
5. Murthy.A, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai
6. Hariharan N, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai

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[www.incometaxindia.gov.in](http://www.incometaxindia.gov.in)

[www.incometaxindiaefiling.gov.in](http://www.incometaxindiaefiling.gov.in)

[www.onlineservices.tin.egov-nsdl.com](http://www.onlineservices.tin.egov-nsdl.com)

[www.cleartax.in](http://www.cleartax.in)



## (2) VISUAL BASIC – PRACTICAL

### VB Practicals

**No of Credits : 5**

1. Develop simple calculator
  2. Event handling using wring timer control
  3. Performing cascading windows operation (horizontal & Vertical & tiles)
  4. Changing the color, font and size of text.
  5. Implementation of Drag and Drop events using images.
  6. Payroll Processing
  7. Inventory Management
  8. E-Banking
  9. Work Flow Applications
- Electricity Bill

## **Elective Paper III – (1) HUMAN RESOURCE MANAGEMENT**

### **Objectives**

**No of Credits : 5**

1. . To facilitate the students to know about the importance of Human Resources.
2. . To make the students to understand the various aspects of the Human Resources Management.

### **UNIT I : Introduction**

Nature and Scope of Human Resources Management - Differences between Personnel Management and HRM - Environment of HRM - Human Resource Planning - Recruitment - Selection - Methods of Selection - Uses of various Tests - Interview techniques in Selection and Placement.

### **UNIT II : Training**

Meaning - Induction - Methods - Techniques - Identification of the Training needs - Training and Development - Performance appraisal -Transfer - Promotion and Termination of services - Career Development.

### **UNIT III : Compensation**

Cost to Company - CTC Fixed and Flexible Pay - Components - Incentives - Benefits - Motivation - Welfare and Social Security Measures.

### **UNIT IV : Labour Relation**

Need - Functions of Trade Unions - Forms of Collective bargaining - Workers Participation in management - Types and effectiveness. Industrial Disputes and Settlements (laws excluded)

### **UNIT V : Human Resource Audit**

Human Resource Audit - Nature - Benefits - Scope - Approaches.

### **Suggested Readings**

1. Rao, V S P, Human Resource Management, Excel Books
2. Ashwathappa, Human Resource Management, Himalaya Publishing House
3. Garry Deseler, Human Resource Management, Prentice Hall
4. Prasad, L M, Human Resource Management, Sultan Chand & Sons
5. Tripathi, Human Resource Management, Prentice Hall
6. Sundar & Srinivasan, Essentials of Human Resource Management, Vijay Nicole Imprints Pvt. Ltd. Chennai

### **E-Resources**

[www.whatishumanresource.com](http://www.whatishumanresource.com)  
[www.managementstudyguide.com](http://www.managementstudyguide.com)  
[www.humanresources.about.com](http://www.humanresources.about.com)  
[www.managementhelp.org](http://www.managementhelp.org)

## **(2) PORTFOLIO MANAGEMENT**

### **Objectives**

**No of Credits : 5**

1. . To acclimate the students on the concept of Portfolio Management.
2. . To facilitate the students to know the techniques of Portfolio Management.

### **UNIT I : Introduction**

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

### **UNIT II : Value of Money**

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

### **UNIT III : Portfolio Analysis**

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

### **UNIT IV : Risk & Return**

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

### **UNIT V : Need and Importance of Portfolio Mangement**

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

**Note :** Questions in Sec. A, B & C shall be in the proportion of 80:20 between Theory and Problems.

### **Suggested Readings**

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

### **E-Resources**

[www.portfoliomanagement.in](http://www.portfoliomanagement.in)

[www.sebi.gov.in](http://www.sebi.gov.in)

[www.moneycontrol.com](http://www.moneycontrol.com)

[www.pms.sharekhan.com](http://www.pms.sharekhan.com)

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