

சென்னைப் பல்கலைக்கழகம்
தொலைதரக் கல்வி நிறுவனம்



M.Com. Degree Course in

COMMERCE

வணிகவியல்

Syllabus for Core Subjects

Non-Semester

(Effective from the Academic Year 2005 - 2006)

UNIVERSITY OF MADRAS

INSTITUTE OF DISTANCE EDUCATION

CHENNAI - 600 005

M.Com. DEGREE COURSE IN COMMERCE

SCHEME OF EXAMINATION

FIRST YEAR			
Paper	Title	Hours	Marks
1	Advanced Corporate Accounting and Accounting Standards	3	100
2	Entrepreneurship and Small Business Promotion	3	100
3	Advanced Marketing	3	100
4	Advanced Management Theory	3	100
5	Quantitative Techniques for Business Decisions.	3	100
SECOND YEAR			
6	Advanced Cost and Management Accounting	3	100
7	Financial Management	3	100
8	Human Resource Management	3	100
9	Marketing Research and Consumer Behaviour	3	100
10	Financial Services and Stock Exchange	3	100

INSTITUTE OF DISTANCE EDUCATION

M.Com. DEGREE COURSE IN COMMERCE

SYLLABUS

FIRST YEAR

PAPER 1 - ADVANCED CORPORATE

ACCOUNTING AND ACCOUNTING STANDARDS

Unit I

Advanced problems in share capital issues and debenture issue transaction - underwriting - buy back of shares by companies.

Unit II

Valuation of goodwill and shares - principles of valuation of fixed and current assets - valuation of business.

Unit III

Acquisition, Amalgamation, absorption and reconstruction (internal and external) schemes. Statements for liquidation of companies.

Unit IV

Consolidated final statement of Holding companies and subsidiary companies - inter company holdings and owings - dividend - treatment of dividends.

Unit V

Accounting systems of banking and insurance companies - preparation of final statement of accounts.

Unit VI

Accounting for price level changes - social responsibility accounting - human resource accounting.

Unit VII

Financial reporting and disclosure practices - corporate governance - norms of SEBI (relating to information disclosure in annual reports) - audit committee constitution and functions.

Unit VIII

Basic postulates of accounting theory and generally accepted accounting principles and practices recommended by the ICAI.

Unit IX

Accounting standards issues by ICAI - Mandatory and non mandatory Accounting Standards - compliance by companies in India.

Unit X

Professional chartered accountants - their functions and services - code of conduct - professional ethics.

REFERENCE

1. M.C. Shukla and T.S.Grewal, Advanced Accounts, New Delhi, S. Chand and Co., 1996.
2. R.L. Gupta and M. Radhaswamy, Advanced Accounts, New Delhi, Sultan Chand, 1996.

3. S.P. Jain and K.L.Narang, Advanced Accounts, Ludhiana, Kalyani Publishers, 1992.
4. T.S. Reddy et.al. Corporate Accounting, Chennai, Margam Publications, 2002.
5. N. Das Gupta, "Financial reporting in India" - Sultan Chand & sons, Latest Edition.
6. Dharminder Singh Ubha, "Corporate disclosure practices", Deep & Deep publications, 2001.
7. Rao, P.M., `Financial reporting and disclosure practices', Deep & Deep publications, 2000.
8. B. Banerjee, `Regulation of Corporate accounting and Reporting in India', World press Calcutta, 2002.
9. Porwal, "Accounting Theory", Tata Mc Graw Hill, 2001.
10. Compedium of Accounting Standards, ICAI Publications, New Delhi, 2004.
11. Sanjiv Agarwal, "Guide to accounting and accounting standards", Snow White Publishers, 2000.
12. D.S. Rawat, "Accounting standards", Taxmann Publication, New Delhi, 2003.

PAPER 2 - ENTREPRENEURSHIP AND SMALL BUSINESS PROMOTION

Unit I

The concept of entrepreneurship - entrepreneurial culture
- establishing entrepreneurial system - idea processing,
personal, financial information and intelligence - rewards
and motivation - concept bank - role of industrial fair.

Unit II

Theories of entrepreneurship - entrepreneurial traits - types of entrepreneurs - behavioural patterns of entrepreneurs - entrepreneurial motivation.

Unit III

Search for a business idea - sources and selection - project classification and identification - constraints - features of ancillary units - consumer products.

Unit IV

Appraisal of project proposals - feasibility prospects - project objectives, design, assessment of technical, economic, financial and marketing aspects - format to report.

Unit V

Project management techniques - network analysis - activity performance, time schedules - factory design - design requirements - factory Act provision.

Unit VI

Financial analysis - cost of capital - operating cost - cost estimation - budgeting under uncertainty - risk and inflationary conditions - Pro forma profit and loss accounts and balance sheet - cash flow statement - social cost benefit analysis.

Unit VII

Sources of project finance - credit facilities - types of credit available - evaluation of loan proposals by financial institutions - leasing arrangement - evaluation of lease proposal.

Unit VIII

Marketing channel - selecting of channel members - setting quality standards - recruitment strategies - out sourcing options.

Unit IX

Support system for entrepreneurship development - entrepreneurship development programmes in India - training institutions - institution provided technical, financial marketing assistance - role of consultancy organizations.

Unit X

Procedure for setting a small industry - selection of type of organization - SSI registration - registration and licensing requirements for tax - CST excise duty - power supply - incentives and subsidies - to SSI by state and central government - exploring export possibilities - import of capital goods and raw materials.

REFERENCE

1. Hans Schollhammer and Arthur H. Kunitoff, Entrepreneurship and Small Business Management, John Wiley.
2. Joseph R. Mancuso, How to start, finance and manage your own small business, Prentice Hall.
3. R.A.Sharma, Entrepreneurial Change in Indian Industries, Sterling, Delhi.
4. James R. Cook and Harpet, The Start-up Entrepreneur, 1986.
5. John E.Tropman and Gersh Mornistar, Entrepreneurial systems for the 1990s, Greenwood Press.
6. Gupta and Srinivasan, Entrepreneurial Development, New Delhi, Sultan Chand, 1992.

PAPER 3 - ADVANCED MARKETING

Unit I

Marketing concepts - types - product marketing - security marketing - service marketing- marketing segmentation and targeting - market environment.

Unit II

Products - meaning and classification - product planning and development - product life cycle - product mix vs. marketing mix - product line strategies - branding packaging, grading, standardizing, labeling.

Unit III

Product pricing - price determination - pricing policies - strategies and techniques.

Unit IV

Distribution channels - channel selection - distribution cost analysis - break up distribution cost.

Unit V

Sales promotion techniques and methods - marketing risks - control management - direct marketing - maxi marketing model.

Unit VI

Salesmanship - training sales men - compensating sales men.

Unit VII

Advertising - benefits and criticism - media selection - advertisement copy development - measuring advertisement effectiveness.

Unit VIII

Marketing finance - sources - sale on open account - bank credit factors - accounts receivable - alternative method of financing - financing internal and external marketing.

Unit IX

Service Marketing - nature and classification of services - characteristics of services - pricing of services - quality of services - CRM and Relationship marketing.

Unit X

Ethics in marketing - Consumer Protection Act - District and State level councils - MRTP Act - provisions relating to restriction and unfair trade practices - legal provisions to prevent adulteration, underweight, substandard and other trade mal practices.

REFERENCE

1. Stanton W.J. et.al., - Fundamentals of Marketing, McGraw Hill, NewYork, 1991.
2. Philip Kotler, Marketing Management - Analysis, Planning, and Control, Prentice Hall of India, New Dehi, 1996.
3. Ramaswami and Namakumari - Marketing Management in Indian Context, Tata McGrazw Hil, New Delhi, 1994.
4. Christopher Lovelock, Services Marketing, 4th Edition, Pearson Education, New Delhi, 2002.
5. C.B. Mamoria and R.K. Suri, Marketing Management, Kitab Mahal, New Delhi, 2003.

PAPER 4 - ADVANCED MANAGEMENT THEORY

Unit I

Managing in 21st Century - Global business environment - cultural and ethical environment - globalisation effect on business in India and on management practices.

Unit II

Managing for quality - Deming and Juran contribution for quality movement - ISO 9000 - overview of global quality standards - TQM - TQM in Indian Companies.

Unit III

Business process reengineering - Managing BPR - need, responsibility and implementation of BPR - limitations - BPR in Indian Industry.

Unit IV

Information Technology and its impact on management - global developments in communication and information technology - development, storage and retrieval of information - web based and internet based business operation.

Unit V

Out sourcing - concept and meaning - economics of outsourcing - causes for out sourcing - methods of out sourcing - types of business processes out sourced - global trends in out sourcing.

Unit VI

Strategic Management - need for strategy - process and types of strategy - measuring effectiveness of strategy - learning organizations - knowledge management.

Unit VII

Leadership challenges - leadership styles - contemporary ideas on leadership - leadership for global business operation - managing MNCs.

Unit VIII

Decision making - effective decision making - decision support system - expert system - creativity - nurturing creativity in organisations.

Unit IX

Indian contribution to management thought - Vedic management concepts - Bhagavat Gita - Tirukkural.

Unit X

Cotemporary issues - women in management - gender equity in organisations - social responsibility of business.

REFERENCE

1. Stephen Robbins, Management 7th Edition, New Delhi, 2002.
2. Gray Dressler Management, Prentice Hall (Pearson Education) 2001.
3. Doede Keuning, Management A Contemporary Approach, Prentice Hall (Pearson Education) 1998.
4. Gregory Bound, Beyond Total Quality Management, Mc Graw Hill, 1994.
5. Basotia G.R., Total Quality Management, Mangal Deep Pub., New Delhi, 2002.
6. Luis Gomes - Meijia et.al, Management, Mc Graw Hill, 2001.
7. S. Nakkiran and D.J. Franklin, Business Process Outsourcing, Deep and Deep Pub., New Delhi, 2004.

PAPER 5 - QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Unit I

Theory of probability - probability rules - Baye's theorem - Probability distribution - Binomial, Poisson and Normal.

Unit II

Statistical decision theory - Decision environment - decision making under certainty and uncertainty and risk conditions - EMV, EOL and marginal analysis - value of perfect information - decision tree analysis - simulation and sensitivity analysis.

Unit III

Sampling theory - meaning of sampling - random sample - characteristics of random sampling method - non random sampling methods and their uses - determining sample size - sampling error and standard error.

Unit IV

Sampling distribution - features - central limit theorem - uses of sampling distribution - estimation - estimating population parameters - point and interval estimates - estimating proportion, percentage and mean of population from large sample and small sample.

Unit V

Testing of hypothesis - testing of proportions and means of large samples - through small samples - one tailed and two tailed tests - testing differences between two samples for mean and proportions - errors in hypothesis testing.

Unit VI

Chi square distribution - characteristics - applications - tests of independence and tests of goodness of fit - test of association - F distribution - testing of population variance - analysis of variance - one way and two way analysis.

Unit VII

Correlation and regression analysis - simple, partial and multiple correlation - computation methods - simple, partial and multiple regressions - computation methods - estimating values using regression equation - standard error of estimate - testing significance of correlation and regression coefficients - interpreting correlation - explained variation and unexplained variation - coefficient of determination.

Unit VIII

Multivariate analysis - factor, cluster and discriminant analysis - software packages for analysis - SPSS features.

Unit IX

OR Models - their characteristics and limitations - linear programming - graphic and simple methods - maximization and minimization - transportation and assignment models.

Unit X

Waiting line theory - characteristics of single line channel - game theory - pure game - saddle point - mixed strategy - value of the game.

REFERENCE

1. Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, 6th Edn., 1995.
2. S.P. Gupta, Statistical Methods, Sultan Chand, 1990.
3. Sanchetti and Kapoor, Statistics, Sultan Chand, New Delhi, 1992.
4. Joseph F Hair, Rolph E. Anderson, Ronald L. Tathern & William C Black, Multivariate Data Analysis, Pearson Education, New Delhi, 2003.
5. Richard A. Johnson and Dean W. Wichern, Applied Multivariate Statistical Analysis, Prentice Hall of India, 2001.
6. Kanthi Swaroop and P.K. Gupta, Operations Research, S. Chand & Co, New Delhi, 2001.
7. Agarwal N.P., Operations Research, Ramesh Book Dept., 2004.
8. Anand Sharma, Quantitative Techniques for Decision Making, Himalaya Pub., New Delhi, 2002.

PAPER 6 - ADVANCED COST AND MANAGEMENT ACCOUNTING

Unit I

Installation of costing system - records required to be maintained under the Companies Act - Management control and information system - cost reduction and cost control techniques - control over wastages, scrap, spoilage and defectives.

Unit II

Costing methods - products costing - process costing - treatment of equivalent units - inter-process profit.

Unit III

JIT costing - Activity based costing - procedure - benefits - requirements.

Unit IV

Budgets and Budgeting Control - Flexible Budgets, Zero Base Budgets.

Unit V

Standard costing and variance analysis - material cost variance - labour cost variance - overhead variance - sales variance - profit variance.

Unit VI

Cost Volume Profit Analysis - decision making - make or buy, own or lease, repair or renovate, change Vs. Status quo, sell or scrap, export Vs. local sales, shut down or continue.

Unit VII

Responsibility Accounting - benefits and limitations - Transfer Pricing - Measurement of Segment Performance.

Unit VIII

Financial Statement analysis - Ratio analysis - types of ratios - uses and limitations.

Unit IX

Funds flow statement analysis - Cash flow statement analysis - changes in working capital - current trends in the preparation of cash flow statement.

Unit X

Corporate performance measurements - balanced score card - Kaplan's approach - methodology - merits and limitations - trends in reporting corporate performance.

REFERENCE

1. Horngren, C.T. & George Foster, Costing Accounting - A Managerial Emphasis, New Delhi, Prentice Hall, 1991.
2. Jawaharlal, Cost Accounting, New Delhi, TMC, 1990.
3. Polimeni, et. al. Cost Accounting : Concepts and Applications for Managerial Decision Making, New York, McGraw Hill, 1991.
4. Choudhary Anu Prasad Roy & Amitava Bhattacharya, Cost and Management Accountancy : Methods and Techniques, Calcutta, New Central Book Agency, 1991.
5. Robert S. Kaplan, Advanced Management Accounting, Prentice Hall of India, Delhi, 2002.
6. S.P. Jain and K.L. Narang, Cost and Management Accounting, Ludhiana, Kalyani Publishers, 2002.
7. P.K. Sikdar, "Advanced Cost and Management Accounting", Oscar Publications.
8. Harper, W.M., "Cost and Management Accounting", Trans-Atlantic Publications.
9. Brown, C.E., "Cost and Management Accounting", Juta & Company Ltd.

PAPER 7 - FINANCIAL MANAGEMENT

Unit I

Functions of finance manager - challenges in globalization era - methods and sources of raising finance - sources of short-term and long-term finance - critical appraisal of different securities as sources of finance.

Unit II

Objectives / goals of finance function - financing decision - investment decision - management of surplus - importance of financial planning - problems in financial forecasting.

Unit III

Capital structure decisions - traditional and MM approaches - current views determinants of capital structure - over trading - over and under capitalization - leverage analysis - EBIT - EPS analysis.

Unit IV

Cost of capital - measurement of WACC, MCC and value of the firm - implications of cost of capital for investment decisions.

Unit V

Investment decisions - risk and required rate of return - estimating cash flows - present value of cash flows - evaluation of investment proposals - decision making under conditions of risk and uncertainty - sensitivity analysis - simulation - inflation effects.

Unit VI

Working capital management - working capital cycle - forecasting of working capital requirement - factors influencing working capital - estimating working capital for a new firm.

Unit VII

Components of working capital - inventory management - cash management - receivables management - credit policies - collection policies.

Unit VIII

Dividend policies of a firm - factors influencing dividend payment - dividend relevancy - company law provisions on dividend payment.

Unit IX

Capital asset pricing model - features - assumptions - limitations - arbitrage pricing model - features and assumptions and limitations.

Unit X

Financial derivatives - options and futures - using derivatives for financial risk management.

REFERENCE

1. Brealey and Myers, Principles of Corporate Finance, New York, McGraw Hill, 1990.
2. Weston and Brigham, Managerial Finance, New York, Holt Rinehart, 1989.
3. Schall and Haley, Financial Management, New York, McGraw Hill, 1983.
4. I.M. Pandey, Financial Management, New Delhi, Vikas, 1990.

5. Stephen Archer, Financial Management, New York, John Wiley, 1983.
6. Babatosh Banerjee, Financial Policy and Management Accounting, Calcutta, The World Press, 1991.

PAPER 8 - HUMAN RESOURCE MANAGEMENT

Unit I

Humans and other physical resources - emphasis on the development of the human potential- Implications of Behavioural Science theorem to HRM - Link between organization planning and HR planning.

Unit II

Acquisitions and maintenance of personnel - Recruiting and selection process - duties - orientation. Maintenance of personnel - Motivation for increased productivity - Q.W.L.

Unit III

Reward and compensation system - Grievance procedure - conflict - process - stress Vs challenge - sources - resolution.

Unit IV

Performance Appraisal - Basic consideration - Components - Methods - problem in assessment prevention.

Unit V

Human development, training - identifying needs - Designing training programme - Evaluation of training programme - methods of training - placement and management - organisational changes - change agents.

Unit VI

Individual behaviour - personality - perception - learning - values and attitudes.

Unit VII

Group dynamics - group behaviour - communication - group decision making - inter group relations.

Unit VIII

Stress management - works stress - causes for stress - coping strategies.

Unit IX

Organisational changes and development - organizational climate and culture.

Unit X

Organisational conflicts - causes - types of conflict - management of conflict.

REFERENCE

1. De Cenzo and Robbins, Personnel / Human Resource Management, Prentice Hall of India, 1998.
2. S.K. Chakraborty, Values and Ethics for Organisations, Oxford University Press, 1999.
3. Stephen Robbins, Organisational Behaviour, McGraw Hill, 1996.
4. Fred Luthans, Organisational Behaviour, McGraw Hill, 1998.
5. Hugh, J. Arnold et. al, Organisational Behaviour, McGraw Hill, 1992.
6. Gary Dressler, "Human Resource Management", Prentice Hall, 1999.

7. P E Beaumont, "Human Resource Management", Sage, 1993.
8. Milkovich G T & Boudreau J W, "Personnel / Human Resource Management - A Diagnostic Approach", Illinois, Richard D Irwin Inc. 1998.
9. Ian Beard Well & Len Holden, "Human Resource Management", McMillan Ltd, 2003.
10. Debi S Saini and Sami A Khan, "Human Resource Management", Response Books, 2000.
11. Biswanth Ghosh, "Human Resource Development and Management", Vikas Publishing, 2002.
12. Biswajeet Pattanayak, "Human Resource Management", Prentice Hall of India, Latest Edition.

PAPER 9 - MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Unit I

Marketing research - definition - nature and scope - steps in market research - market research Vs market survey.

Unit II

Marketing information system - importance - marketing research and marketing information system - interface.

Unit III

Market research design - types - factors influencing choice of design.

Unit IV

Types of marketing research - qualitative research - area of research - planning and formulating research problem.

Unit V

Measurement in research - levels of measurement - nominal, ordinal, interval and ratio levels - scaling techniques - attitude measurements.

Unit VI

Sampling procedure - methods of sampling - appropriateness of sampling method - determining sample size - sample error.

Unit VII

Methods of data collection - questionnaire - interview - observation - testing reliability and validity of instruments.

Unit VIII

Marketing research report - format and style of presentation.

Unit IX

Consumer behaviour - consumer needs and motives, personality and consumer behaviour - consumer lifestyles - consumer Psychographics.

Unit X

Consumer attitudes - formation and change - group dynamics and consumer behaviour - role of the family, social class, culture, opinion leader - consumer decision making - Nicosia, Howard - Sheth, Engel, Kollat and Black well models.

REFERENCE

1. Boyd Harper, W. Jr. and Ralph Westfall, Marketing Research - Text and Cases, New York, Richard D. Irwin Inc.
2. Schrier Fredric, T., Modern Marketing Research, World Wide Publishing Co., Inc.,
3. Kulkarni, Patil and Homai Pradhan, Modern Marketing Research, Himalaya Publishing House, New Delhi, 2002.
4. Donald Tull & Deil Hawkins, Marketing Research, Prentice Hall, New Delhi, 2000.
5. Paul E Green, Donald S Tull & Gerald Albaun, Research for Marketing Decisions, Prentice Hall of India, New Delhi, 2000.
6. Naresh K. Malhotra, Marketing Research, Pearson Education, Asia, 2002.
7. Ramanuj Majumdar, Marketing Research, New Age (I) Pvt. Ltd., Chennai, 2000.
8. Matin Khan, Consumer Behaviour, New Age (I) Pvt. Ltd., Chennai - 2001.
9. Leon G.Schiffman and Leslie Kanuk, Consumer Behaviour, Prentice Hall of India, New Delhi, 1992.
10. Loudon, Consumer Behaviour, TMH, New Delhi, 2002.
11. Suja R Nair, Consumer Behaviour in Indian Perspective, Himalaya Pub., New Delhi, 2002.

PAPER 10 - FINANCIAL SERVICES AND STOCK EXCHANGES

Unit I

An overview of financial services - economic environment - macro economic aggregates and policies - financial services and economic environment - legal and regulatory frame work - security contracts regulation act - Security Exchange board of India - financial institutions and other players in financial service sector.

Unit II

An overview of financial market - capital market, money, market, government securities market, foreign exchange market - derivatives market - international financial markets.

Unit III

Merchant banking - public issue management - underwriting - portfolio management services - corporate advisory services - SEBI guidelines on merchant bankers - pricing of public issues - raising capital in foreign markets - raising inter corporate loans and fixed deposits - evaluation of services of merchant bankers.

Unit IV

Introduction to leasing - legal aspects - tax aspects - lease evaluation - lessor's point of view - lessee's point of view - accounting and reporting of lease - funding of lease - types of lease - cross border lease - import lease - structuring lease agreement - hire purchase and lease - legal aspects of hire purchase agreement - rights and duties of hire vendor and hire purchasers.

Unit V

Factoring - types - features of factoring agreement - services of factor - factoring Vs bill discounting- consumer finance - credit card services - appraisal.

Unit VI

Venture capital funds - characteristics criteria for assistance- schemes and guidelines - infrastructure financing - legal aspects - risk assessment - credit rating agencies - services - evaluation of performance.

Unit VII

Mutual funds - SEBI guidelines - management structure - schemes - performance evaluation - growth and trends - depositories - depository participation - investor services.

Unit VIII

Organisation and functions of stock exchanges - regulation and control of stock exchanges - NSE, BSE, OTCEI, regional exchanges.

Unit IX

Trading in stock exchanges - functions of intermediates - screen based and scripless trading - online trading - types of quotes - settlement procedures - clearing house - speculation - margin trading - insider trading - investor protection.

Unit X

New issues market - IPOs pricing - listing requirements - stock indices - computation of indices - derivatives - options

and futures - trading and settlement of derivative contracts
- pricing of options and futures.

REFERENCE

1. M.Y. Khan, "Financial Services", Tata McGraw Hill, 2001.
2. Machiraji, "Indian Financial System", Vikas Publishers, 1998.
3. Mark Grinblatt, Sheridan Titman, "Financial markets and corporate strategy", Tata McGraw Hill, New Delhi, 2003.
4. B.S. Bhatia, G.S. Bhatra, "Management of Capital Markets, Financial services and institutions", Deep & Deep Publishers, 2000.
5. Dr. S. Gurusamy, "Financial Services and Systems", Vijay Nicole Imprint, Pvt. Ltd. 2004.
6. L.M. Bhole, Financial Institutions and Markets, Tata McGraw Hill, 2002.
7. Sahadevan and Thiripalraju, Mutual Funds : Data interpretation & Analysis, Prentice Hall, New Delhi, 1997.
8. Sadhak, H, Mutual Funds in India, Sage Pub., New Delhi, 1997.
9. NCFM Study Material for Capital Markets, Financial Institutions, Mutual Funds, Derivatives Market, Trading Services & Regulations, NSE Publications, Chennai.
10. SEBI Guidelines, Bharat Publications, New Delhi.