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SYLLABUS

Two Years M.Com. (Full Time) Programme

(2012-2014)

VIKRAM UNIVERSITY, UJJAIN

SCHOOL OF STUDIES IN COMMERCE,

VIKRAM UNIVERSITY UJ JAIN

TWO YEAR M.COM. (FULL TIME)

PROGRAMME

(2012-2014)Page 2

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M.Com. (First Semester) '

Compulsory Papers

Paper No Compq'l'sbry Main Exam CCE MaX- Marks

Papers (Total)

I Management 35 15 50 I

Concepts

II Business 35 15 50

Environment _ _ _

Tu Advanced 35 15 50

Accounting

IV Cost Analysis and 35 15 50

Control

V Project Work 50 50

M.Com. (Second Semester)

Compulsory Papers

Paper No Compulsory Main Exam CCE MaX- Marks

Papers ~ (Total)

I Corporate Legal 35 15 50

| Framework. '

|| Organizational 35 15 50

Behaviour

||| Advanced 35 15 50

Statistical Analysis

|V Functional 35 15 50

Management -

' v Project Work 50 50 i

M.Com. (Third Semester)

Compulsory Papers

i Paper No Compulsory ' Main Exam | CCE MaX- Marks _I

Papers (Total)

| Managerial 35 15 50

_ Economics'f' ,

|| Tax Planning and 35 _ 15 50

Management

||| I Entrepreneurship 35 15 50

Skill Development

|√ Accounting for 35 15 50

Managerial

Decisions

V Project Work : 50 50Page 3

SEMESTER - IV: SPECIAL ATTENTION TO THE STUDENTS

Students are required to select any one specialization out of seven suggested below:

Max. Marks - 50 in Each Optional

Subject: 15 Marks for CCE

~35 Marks for Main Exam

Optional - Specialization

(A) Marketing Management

(B) Financial Analysis and Control

(A) MARKETING MANAGEMENT

1. Advertising & Sales Management

2. Consumer Behaviour

3. Rural & Agricultural Marketing

4. International Marketing

5. Dissertations / Project Report & Viva-Voce

(B) FINANCIAL ANALYSIS AND CONTROL

1. Security Analysis and-Portfolio Management.

2. Strategic Financial Management

3. Project Planning and Management

4. Indian Financial System

5. Dissertation / Project Report & Viva-Voce

Important Note:

1. University, looking to the vision of State Government has a right to opt any job oriented / Computer Paper in lieu of One Paper suggested in all groups in each Semester. The Syllabus of these job oriented / Computer paper shall be framed by the Concerned University.

2. In each Semester students have to select one Job related Project. The guideline of 'li' the project work has been provided by the Department of Higher Education. The Project work Will be purely job oriented. The has freedom to select the project under the guidance of the teacher. Page 4

M.Com. (Post Graduates)

I Year I semester

MC. 1 01 Management Concepts

Unit — 1

Introduction: Concept of Management, Scope and Nature of Management, Approaches to Management, Human Relation, Behavioural and System approach.

Unit — 2

Planning: Concept of Planning, Objectives and components of Planning, Nature and Process of Planning, determination of Objectives. Management by Objectives, Management by Exception, Concepts, Nature and Process of decision-making. Theories of decision-making.

Unit — 3

Organizing: Concept, objectives and element of organization, process and principles of organization. Organization Structure and Charts, Span of Management, Delegation of Authority, Centralization and Decentralization.

Unit — 4

Directing: Concept, Nature, Scope, Principles and Techniques of Direction, Communication: concept, Process, Channel and Media of Communication. Barriers to effective communication, Building effective communication system.

Unit — 5

Controlling: Concept, objectives, nature and process of control, levels and areas of control. Various control techniques. Z-Theory of Management, Management Education in India: Objectives, Present position and difficulties.

Suggested Readings; 3"

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4. Understanding Organization - ShuklaPage 5

M.C.I()2 BUSINESS ENVIRONMENT

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Unit - 1 _ ~ '

Theoretical Framework of Business Environment: Concept, Significance and nature of business environment; Elements of environment -intemal and external; Changing dimensions of business environment, Liberalisation, Privatisation and Globalisation.

Unit — 2

Economic Environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic planning

in India; Government policies: Industrial policy and licensing policy, fiscal policy, Monetary policy, EXIM policy.

Unit — 3

Political and Legal Environment of Business: Monopoly and Restrictive Trade Practices (MRTP) Act, Foreign Exchange Management Act (FEMA), Consumer Protection Act, Patent Laws.

Unit — 4

Socio, Cultural & International Environment: Social responsibility of business, Characteristic, Components, Scope, relationship between society and business, Socio-cultural business Environment, Social Groups, World Trade Organisation (WTO), International Monetary Fund (IMF), Foreign Investment in India.

Unit — 5

Technological Environment: Concept, Online Channels, Online Services, Advantage of Online services, E-commerce, Indian conditions of Ecommerce, Electronic Banking, Franchise Business.

Suggested Readings:

1. Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi
2. Ahluwalia, I.J.: Industrial Growth in India, Oxford University Press Delhi.
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Publication, New Delhi. Page 6

M.C.103 ADVANCED ACCOUNTING

Unit — 1

Final Accounts (Advanced).

Unit — 2 .0-

Advanced Problems of Bank Reconciliation Statement, Rectification of

Errors, Accounting for Non Profit Organisation.

Unit — 3

Accounting from Incomplete Records, Accounting for Insurance Claim.

Unit — 4

Investment A/c, Voyage A/c, Insolvency A/c.

Unit - 5

Dissolution of partnership firm including sales of Firm and Amalgamation.

Suggested Readings:

1. Gupta R.L., Radhaswamy M: Company Accounts; Sultan Chand and Sons, New Delhi.
2. Maheshwari S.N: Corporate Accounting; Vikas Publishing House, New Delhi.
3. Monga J.R, Ahuja, Girish, and Sehgal Ashok : Financial Accounting: Mayur Paper Backs, Noida.
4. Shukla M.C., Grewal T .S. and Gupta S.C.: Advanced Accounts: S. Chand & Co. New Delhi,
5. Moore C.L. and Jacdicke R.K.;Managerial Accounting; South Western Publishing Co., Cincinnati, Ohio. ~ I '
6. Modi, Oswal & S.K. Khatik; Corporate Accounting in Hindi & English (both) College Book House, Jaipur. Page 7

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M.C.104 COST ANALYSIS AND CONTROL

Unit - 1

Various cost concepts, Cost centre and cost unit, Methods and techniques of Costing. Installation of costing system, Methods of inventory control, Overheads Accounting.

Unit — 2

Process Accounting Joint product and By product, Equivalent Production

and Inter Process Profit, Operating Cost.

Unit — 3

Marginal Costing: Concepts, Break Even Analysis, Uniform costing and Inter firm comparison-“Use of Managerial Costing in business Decision.

Unit — 4

Budgetary Control: Basic concepts, Preparation of functional budget: Cost Audit, Objectives and Advantages.

Unit — 5

Standard Costing and Variance Analysis.

Suggested Readings:

1. T. Q. R. W '23 @5193 — E. Hilt — 'I cilEl '55?
2. Oswal Maheshwari - Cost Accounting
3. M. Agarwal & M Jain - Cost Accounting
4. Jain & Narang - Cost Accounting
5. SN. Mahehwari - Cost Accounting
6. MC. Agarwal- Cost Accounting
7. Jawaharlal- Cost AccountingPage 8

M.Com. (Post Graduates)

„_ I Year II semester

M.C.201 CORPORATE LEGAL FRAMEWORK

Unit — 1

The Companies Act, 1956 (Relevant Provisions): Definition, types of companies, Memorandum of association; Articles of association; Prospectus; Share capital and Membership, Meetings and Resolutions; Company Management; Managerial

Remuneration; Winding up and dissolution of companies.

Unit — 2

The Negotiable Instruments Act, 1881: Definition, Types of Negotiable Instruments, Negotiation; Holder and holder in due course, Payment in due course; Endorsement and Crossing of cheque; Presentation of negotiable instruments.

Unit — 3

MRTPA Act 1969: Monopolistic trade practices; Restrictive trade practices; Unfair trade practices. ~ . _c_

Unit — 4 ~

The consumer protection Act, 1986: salient features; Definition of Consumer, Right of consumer; Grievance Redressal Machinery.

Unit — 5

Regulatory Environment for International Business; FEMA, WTO: Regulatory framework of WTO, basic principles and its character, WTO provisions relating to preferential treatment to developing countries; regional groupings, technical standard, anti-dumping duties and other Non Tariff Barriers. Custom valuation and dispute settlement, TRIP and TRIMS.

Suggested Readings:

1. Singh, Avtar: Law Relating to Monopolies, Restrictive and Unfair Trade Practices, Eastern Book Co., Lucknow.
2. The Companies Act, 1956
3. The Negotiable Instruments Act, 1881
4. SEBI Act, 1992, Nabhi Publication, Delhi.
5. Amarchand D, Government and Business, Tata McGraw Hill, New Delhi

6. Securities (Contract and Regulation) Act 1956

7. Jain Narang - Corporate Legal Framework Page 9

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M.C.202 ORGANIZATIONAL BEHAVIOUR

Unit — 1

Concept of Organization, Types and significance, Organization Goal and its determinants. Organization Behaviour - Concept, Nature and Significance, Organizational Behaviour models.

Unit — 2 “ _

Personality: Concept, Theories, Determinants and importance, Perception: Concept, Process and Theories, Learning: Concept, Components, affecting factors and theories.

Unit — 3

Motivation: Meaning, types and important elements, Theories of Motivation, Attitudes and Values: Concept, factors, significance and Theories.

Unit - 4

Nature of interpersonal Behaviour, Transactional Analysis, Concept of Group, Theories of group formation, Group cohesiveness, Power and Authority.

Unit — 5

Organizational Conflicts: Causes and suggestions. Developing sound Organizational Climate, Management of Change, Concept and Process of Organizational Development.

Suggested Readings: ~ “

1. L.M. Prasad - Organizational Behavior
2. C.V. Gupta - Organizational Behavior
3. 6.5. Sudha - Organizational Behavior
4. P.C. Jain - Organizational Behavior
5. Sareen Sandeep - Organizational BehaviorPage 10

M.C.203 ADVANCED STATISTICAL ANALYSIS

Unit — 1

Theory of Probability - Probability Distributions, Binomial, Poisson and Normal Distribution.

Unit — 2

Theory of Sampling and Test of Signification.

Unit — 3

Analysis of Variance (including one way and two way classification), Chisquare Test. .4_

Unit - 4 . : '

Interpolation and Extrapolation. Association of Attributes.

Unit — 5

Regression Analysis, Statistical Decision Theory: Decision under Risk and Uncertainty, Decision Tree Analysis.

Suggested Readings:

1. Shukla & Sahai - Advanced Statistical Analysis
2. Gupta C.B - Advanced Statistical Analysis
3. Gupta B.N. - Advanced Statistical Analysis
4. Elhance D.N - Advanced Statistical Analysis

5. Pathak & Shashtri - Advanced Statistical Analysis

6. Singh U.N - Advanced Statistical Analysis

7. Nagar K.N - Advanced Statistical Analysis

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M.C.204 FUNCTIONAL MANAGEMENT

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Unit — 1 - :

Financial Management: Concept, Nature and Objectives, Functions of Financial Manager, Financial Planning, Nature, Need and influencing factors, Characteristics of a sound financial plan.

Unit — 2

Capitalization, Concept and Theories, Over and Under Capitalization, Capital structure, Balanced Capital Structure, Trading on Equity, Leverage: Financial and Operating leverage.

Unit - 3

Concept of Marketing Management, Nature and Scope of marketing, Functions of marketing management, Marketing mix.

Advertising Management: Meaning Objectives, functions and scope, Media of advertising, Selecting an advertising media Essential of a good advertising copy, Meaning of Sales Promotion, Importance, limitations and Methods of sales promotion.

Unit — 4

Concept of Personal Management, Functions, Scope and Importance, Signification of Man-Power Planning, Sources' of Recruitment, Characteristics of a Good Recruitment Policy, Concept of Selection, Selection procedure, Importance of employee Training,

Methods of Training.

Unit — 5

Production Management: Concept, Importance, Scope and functions. Types of production systems, Concept of production planning, objectives, elements and steps. Procedure of production control, Process of New Product Development, Concept of Product Diversification, Standardization, Simplification and Specialization.

Suggested Readings:

I. Motihar M. - Functional Management

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M.Com. (Post Graduates)

II Year I semester

M.C.3(I) MANAGERIAL' ECONOMICS

Unit — 1 ~

Nature and Scope of Managerial economics, Managerial Economist : Role and Responsibilities, fundamental economic concepts Incremental Principle, Opportunity Cost Principle, Discounting Principle, Equi-Marginal Principle, Profit Maximization Theory.

Unit — 2

Demand Analysis, Elasticity of Demand, its Meaning and Importance, Price Elasticity, Income Elasticity, Cross Elasticity. Theory of Consumer Choice, Indifference Approach, Revealed Preference Theory.

Unit — 3

Production Function, Law of Variable Proportions, Law of Returns to Scale.

Unit — 4

Business Cycles: Nature and Phases, Theories of Business Cycles :Non-Monetary Theories and Monetary Theories.

Unit — 5 “

Profit Management - Measurement of Profit, Concept of Risk and Uncertainty, Profit Planning and Forecasting.

Suggested Readings:

1. Chopra, O.P. Managerial Economics, Tata McGraw Hill, Delhi.
2. Dean, Joel: Managerial Economics, Prentice Hall, Delhi.
3. Varian, H.R. International Micro Economics: A Modern Approach, East West Press, New Delhi.
4. Varshney, RL and Maheshwari, KL Managerial Economics; Sultan Chand and Sons New Delhi.
5. Dwivedi D.N.: Managerial Economics, Vikas Publishing House, New Delhi.
6. Sinha V.C - Managerial Economics

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M.C.302 TAX PLANNING AND MANAGEMENT

Unit — 1

Concept of Tax Planning_',_Meaning, Scope, Importance, Objectives of Tax Planning, Tax Avoidance, Tax Evasion and Tax Planning.

Unit — 2

Areas of Tax Flaming: Ownership Aspect, Activity Aspects & Locational Aspects, Nature of the Business &Tax Planning.

Unit — 3

Tax Planning and Setting up New Business: Deductions Available to New Industrial Undertakings, Amalgamation, Merger and Tax Planning. Special

Tax Provisions - Tax Provisions Relating to Free Trade Zones,
Infrastructure Sector & Backward Areas. Tax Incentives for Exporters.

Unit — 4

Tax Planning and Financial Decisions: Capital Structure Decision
Dividend, Inter Corporate Dividend, Bonus Shares, Purchase of Assets Out
of Own Funds or Out of Borrowed Funds.

Unit — 5

Tax Management: Introduction, Difference between Tax Planning and Tax
Management, Areas of Tax Management, Return of Income and
Assessment, Penalties and Prosecutions, Appeals and Revisions.

Suggested Readings:

1. Ahuja, G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central Sales Tax; Bharat Law House, New Delhi.
2. Lakhotia, R.N.; Corporate Tax Planning; Vision Publication, Delhi.
3. Singhania, V.K. Direct Taxes: Law and Practice; Taxman's Publication, Delhi.
4. Sainghania, Vinod K; Direct Tax Planning and Management; Taxman's Publication, Delhi-Tax Planning and Management

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M.C.3 O3 ENTREPRENEURSHIP SKILL DEVELOPMENT

Unit — I

The entrepreneur: Definition, emergence of Entrepreneurial class; Theories of
Entrepreneurship, Socio-economic Environment and Entrepreneur.

Characteristics of Entrepreneur leadership, Risk taking, Decision making and Business Planning.

Unit — 2

Promotion of a venture: Opportunity analysis, External Environmental forces economic,

Social, Technological, Competitive factors, legal requirements for establishment of a new unit and raising funds.

Unit — 3

Entrepreneurial Behaviour: Innovation and Entrepreneurship, Entrepreneurial Behaviour, Social Responsibility.

Unit — 4

Entrepreneurial Development Programme: Entrepreneurial Development Programme relevance and achievements, role of Government in organising such programmes. Critical Evaluation.

Unit — 5

Entrepreneurship and Industrial Development: Planning and growth of industrial activities through industrial Policy of the Government, Role of Industrial Estates, Role of Central and State level Promotional Service and financial Institutions. Role of Development Banks.

Suggested Readings:

1. Kenneth R Van Voorthis: Entrepreneurship and small business management.

. Hass School hammer & Arthur Kuri: Entrepreneurship and small

. Sharma RA. : Entrepreneurial Change in Indian Industries.

. Dhar P.N. and Lydall H.F. The 'role of small enterprises in Indian Economic Development. Page 15

M.C.304 Accounting for Managerial Decisions

Unit - 1 - “*“

Management Accounting: Its meaning, nature and importance. Difference of Management accounting with Cost Accounting and Financial accounting
Role and Duties of Management Accountant.

Unit — 2

Nature and Limitations of Financial Statements, Needs and objectives of financial Analysis, Ratio Analysis: Profitability, Activity and Financial Ratios.

Unit - 3

Fund Flow analysis and Cash Flow analysis, Application of A.S.3

Unit — 4

Nature and Characteristics of Long Terms Investment Decision, Methods of Ranking Investment Proposals.

Unit — 5

Management Reporting System, Types of Reports, Responsibility Accounting, Concept of Management Audit.

Suggested Readings:

1. MR. Agarwal — Accounting for Managers
2. Agarwal & Agarwal — Accounting for Managers
3. Agarwal, Jain & Jain — Management Accounting
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M.Com. (Post Graduates)

II Year IV semester

SPECIALIZATION

GROUP-A : —MARKETING MANAGEMENT

M.C.4() Advertising and Sales Management

Unit — 1

Introduction: Concept, Scope, Objectives and Functions of Advertising.

Role of Advertising in marketing mix and the advertising process. Legal, ethical and social aspect of advertising.

Unit — 2

Pre-launch Advertising Decision: Determination of target audience, Advertising Media and their choice. Advertising messages, Layout of advertisement and Advertising Appeal, Advertising Copy.

Unit - 3

Promotional Management: Advertising Department, Role of Advertising Agencies and their Selection, Advertising Budget, Evaluation of Advertising Effectiveness.

Unit — 4 . ~'

Personal Selling: Meaning and Importance of Personal Selling-Difference between Personal Selling, Advertising and Sales Promotion. Methods and Procedure of Personal Selling.

Unit — 5

Sales Management: Concept of Sales Management, Objectives and Functions of Sales Managements. Sales Organization, Management of Sales force and Sales force objectives, Sales force Recruitment :- Selection,

Training, Compensation and Evaluation.

Suggested Readings:

1. Philip Kotler — Marketing Management
2. Sontaka — Marketing Management
3. P.C. Tripathi — Marketing Management
4. Bhadad & Porwai — Marketin'gManagementPage 17

M.C.402 CONSUMER BEHAVIOUR

Unit — 1

Introduction: Meaning and Significance of Consumer Behaviour, Determinants of consumer behaviour, Consumer behaviour Vs. Buyers Behaviour, Consumer Buying Process and Consumer Movements in India.

Unit — 2

Organisational Buying Behaviour and Consumer, Research: Characteristics and Process of organizational, Buying Behaviour, Determinants of organizational buying behaviour. History of consumer research and Consumer Research Process.

Unit — 3

Consumer Needs and Motivations: Meaning of Motivation, Needs and Goals, Dynamic nature of consumer motivation, Types and systems of consumer needs, Measurement of Motives and Development of Motivational Research.

Unit — 4

Personality & Consumer Behaviour: Concept of Personality, Theories of Personality, Personality and understanding consumer Diversity, Self and

self-images.

Unit — 5

Social Class and Consumer Behaviour: Meaning of Social Class, Measurement of Social Class, Lifestyle profiles of the social class, Socialclass Mobility, Affluent and Non-affluent Consumer, Selected consumer behaviour applications in 'social class.

Suggested Readings:

1. Philip Kotler — Marketing Management

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M.C.4()3 Rural & Agricultmjel Marketing

Unit — 1

Rural Marketing: Image of Indian Rural Marketing and Approach to Rural Markets of India, Rural Consumer and Demand Dimensions and Market Segmentations, Channels of Distribution and Physical Distribution Product Management, Marketing Communication and Sales force Tasks.

Unit — 2

Agricultural Marketing: Concept, Nature, Scope and Subject matter, Classification of agricultural products and their difference with manufactured goods. Agriculture market: Meaning, Components, Dimensions and Classification.

Market structure: Dynamics of Market Structure, Components of market, Structure and Market forces.

Unit — 3

Market Management and Channel Strategy: Modem marketing management

and agricultural products, Structured organized markets-commodity exchange and produce exchange, Cash market, Forward Dealing, Exchange Market, Speculative market, Channels of Distribution for consumer goods, Agricultural Consumer Goods and Agricultural Raw Materials.

Unit - 4

Regulation of Markets : Regulated market, Genesis of Regulated Market in India, Limitations in present marketing regulation. Advantages and Limitations of regulated market, Organization of Regulated Market, Future of Regulated Markets in India.

Unit — 5

Marketing of Farm Products: Packaging - Packing and Packaging, Packing material. Transportation Advantages, Means of transport and Transportation cost. Grading and Standardization - Meaning, Type, Criteria, Labeling and specification, Storage and Warehousing.

Suggested Readings:

1. Marketing Management — So'ltaka
2. Marketing Managementi R.L. Vashney
3. Marketing Management — Bhadada & PorwalPage 19

M.C.404 INTERNATIONAL MARKETING

Unit — 1

International Marketing: Meaning, Scope, Nature and Significance.

International Marketing Environment - Internal and External, International Market. Orientation Identification and Selection of foreign market, Functions and qualities of an Export Manager.

Unit — 2

Export Organization: Meaning, affecting factors and types, Overseas Product Development: It's concept and methods, pricing and its factors, Methods, of Pricing, Price quotation.

Unit — 3

Direct Trading and Indirect Trading: Meaning and Methods, Methods of Payment in international Marketing.

Unit — 4

Export Credit: Meaning, Nature, Influencing factors and significance, Methods of Export Credit, Export Credit and Finance in India. Risk in Export Trade, Role of the Export Credit Guarantee, Corporation of India Limited, The Export-Import Bank of India.

Export and Import Procedure, Documentation in foreign trade, Bilateral and Multilateral Trade Agreements, Its meaning, _Objective, types and significance, SAARC, Role of WTO in Foreign Trade.

Suggested Readings:

1. International Marketing —V.S. RathorePage 20

M.Com. (Post Graduates)

II Year IV semester

GROUP-B -- FINANCIAL ANALYSIS & CONTROL

M.C.501 Security Analysis And Portfolio Management

Unit - 1 ""

Investment: Concept; objectives and types, Investment and Speculation, Factors of Sound Investment Plan. Financial Markets: Meaning and Types,

Investment opportunities available in India.

Unit — 2

Concept of Return and Risk, Sources and Types of Risk, Measurement of Risk, Concept of Portfolio Management, Portfolio Selection, Markowitz Model, Capital Assets Pricing Model.

Unit - 3

Fundamental Analysis: Economic Analysis, Industry Analysis and Company Analysis, Technical Analysis: Dow Theory, Elliott wave Theory, Charting, Efficient Market Hypothesis.

Unit — 4

Stock Exchange in India: B.S.E., N.S.E., O.T.C., Interconnection of Stock Exchange In India, StockIndices and their Computation, SEBI: Their Power and Functions. ‘ ”

Unit — 5

Emerging Trends in Indian Capital Market: Depositories and Script less Trading, Book Building, Stock Lending Scheme, Rolling Settlement, Green Shoe Option, Responsibilities and code of conduct for Portfolio Manager.

Suggested Readings:

1. Investment Management - R.P. Rastogi
2. Security Analysis and Portfolio Management - P. Pandian
3. Security Analysis and Portfolio Management - S. Guruswami
4. Security Analysis and Portfolio Management - Jordon / Fischer