### AKS UNIVERSITY, SATNA

### **Faculty of Commerce & Financial Studies**

Study and Evaluation Scheme
OF
Master of Commerce

2018-2020

(Applicable w.e.f Academic Session 2018-20 till revised)



<sup>\*\*</sup> The University Authorities reserve all the rights to make any additions/ deletions or changes/ modifications to this syllabus as deemed necessary.

## AKS UNIVERSITY FACULTY OF COMMERCE & FINANCIAL STUDIES

#### M.Com.(FirstSemester)

Sr.No	Subject	Paper Code	Period			Credit
			L	т	Р	
1	Management Concepts	40MT101	3	2	0	4
2	Business Environment	40MT102	3	2	0	4
3	Advanced Accounting	40AC103	4	1	0	5
4	Cost Analysis and Control	40AC104	4	1	0	5
	TOTAL					18

#### M.Com.(Second Semester)

Sr.No	Subject	Paper Code	Period			Credit
			L	Т	Р	
1	Corporate Legal Framework.	40EC201	3	2	0	4
2	Organizational Behavior	40MT202	3	2	0	4
3	Advanced Statistical Analysis	40MS203	4	1	0	5
4	Functional Management	40MT204	4	1	0	5
5						
	TOTAL					18

#### M.Com.( THIRD Semester)

Sr.No	Subject	Paper Code		Credit		
			L	Т	Р	
1	Managerial Economics	40EC301	4	1	0	5
2	Tax Planning and Management	40TP302	4	1	0	5
3	Entrepreneurship Skill Development	40EN303	3	2	0	4
4	Accounting for Managerial Decisions	40AC304	4	1	0	5
	TOTAL					19

### M.Com. (FORTH Semester) (Specialization)

Sr.No.	Subject	Paper Code	Period			Credit
			L	т	Р	
1	Specialization -1	As Per Specialization	4	1	0	5
2	Specialization -2	As Per Specialization	4	1	0	5
3	Specialization -3	As Per Specialization	4	1	0	5
4	Specialization -4	As Per Specialization	4	1	0	5
5	Dissertations/Project Report &Viva-Voce	As Per Specialization				5
	TOTAL					25

#### **SEMESTER-IV: SPECIALATTENTION TO THE STUDENTS**

Students are required to select **anyone** specialization out of seven suggested below:

#### **Optional-Specialization**

- (A) Marketing Management
- (B) Financial Analysis and Control
- (C) Human Resource Development
- (D) Accounting
- (E) Banking and Insurance
- (F) Taxation

#### (A) MARKETING MANAGEMENT

- 1. Advertising & Sales Management
- 2. Consumer Behavior
- 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

#### (C) HUMAN RESOURCE DEVELOPMENT

- 1. Industrial Relation
- 2. Social Security and Welfare
- 3. Industrial Laws
- 4. Human Resource Planning and Development
- 5. Dissertation/Project Report&Viva-Voce

#### (D) ACCOUNTING

- 1. Corporate Accounting
- 2. Cost Administration and Control
- 3. Accounting Theory
- 4. Institutional Accounting
- 5. Dissertation/Project Report&Viva-Voce

#### (E) BANKING AND INSURANCE

- 1. Banking Practices
- 2. Banking in India
- 3. Insurance Management
- 4. Indian Financial System
- 5. Dissertation/Project Report&Viva-Voce

#### (F) TAXATION

- 1. Direct Tax in India
- 2. Business Taxation
- 3. Indirect Taxes
- 4. Sales and Service Tax
- 5. Dissertation/Project Report&Viva-Voce

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#### **40MT 101 Management Concepts**

Duration: 3hr marks: 100

#### **Unit-1 Introduction:**

Concept of Management, Scope and Nature of Management, approaches to Management, Human Relation, Behavioral and System Approach.

#### **Unit-2 Planning:**

Concept of Planning, Objective 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, principals and techniques of direction, communication: concept, process, channel and media of communication. Barrier store 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:**

1. Understanding Organization- Shukla

#### **40MT102 Business Environment**

Duration: 3hr marks: 100

#### Unit- 1 Theoretical framework of business environment:

concept, significance and nature of business environment; elements of environment- internal and external: changing dimensions of business environment, liberalization, privatization and Globalization.

#### Unit- 2 Economic Environment of Business:

Significance and elements of economic environment, Economic system and business environment, economic planning in India, Government policies, Industrial policy and licensing policy, fiscal, policy, Monetary policy, Exam. Policy.

#### Unit- 3 Political and legal Environment of business:

Monopoly and Restrictive Trade practices (MRTP) Act, Foreign Exchange Management Act (FEMA), Consumer Protection Act, and 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 Organization (WTO), International Monetary Fund (IMF), foreign Investment in India.

#### **Unit- 5 Technological Environment:**

Concept Online Channels, Online Services, Advantage of Online Service, E-commerce, Indian Conditions of E-commerce, Electronic Banking, Franchise Business.

- 1. Adhikary, M:Economic Environment of business, SultanChand & sons, new Delhi.
- 2. Ahluwalia, L.J.: Industrial Growth in India, Oxford University Press Delhi.
- 3. Alagh, Yoginderk: Indian Development Planning And policy, VUKAS Publication, New Delhi

#### **40MT103 Advance Accounting**

Duration: 3hr marks: 100

#### **Unit-1 Final Accounting**

Preparation of Profit and loss Account, Balance sheet (Advanced problem)

#### Unit- 2 Bank Reconciliation

Concept of Bank Reconciliation, Advanced Problems of Bank Reconciliation Statement, Rectification of Errors, Types of Error, Method of Rectification Accounting for Nonprofit organization

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#### **Unit-3 Single Entry System and Insurance Claim**

Accounting from incomplete Records by Net worth method and conversion method. Accounting For Insurance Claim.

#### **Unit-4 Investment Accounts**

Preparation of investment account
Preparation of Voyage accounts
Concept of Insolvency, Preparation of Statement of Affairs and Deficiency account

#### Unit-5 Dissolution of partnership Firm

Concept of Dissolution of partnership Firm Accounting process in case of Dissolution including sales of Firm. Concept and Accounting of Amalgamation.

- 1. Gupta R.L ,Radha Swamy M: Company Account SultanChand And sons new Deli
- 2. Maheshwaris.n:Corporate accounting vikas publishing house new delhi.
- 3. Mongaj. R, ahuja, Girish, and Shgalahok: financial accounting mayor paper backs noida.
- 4. Shukla M.C., GREWALT.s and gupta S.C adnance Account S.Chand&CO.new Delhi
- 5. Moorec.l and jacdicker. K.: Managerial Accounting. South Western publishing co. Cincinnati, ohio.
- 6.Modi oswal&S.K.Khatik, Corporate Accounting in hindi &English (both)College book house ,Jaipur.

#### **40MT104 Cost Analysis and Control**

Duration: 3hr marks: 100

#### **Unit-1 Various Cost Concepts:**

Cost center 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 Management Costing in Business Decisions.

#### **Unit-4 Budgetary Control:**

Basic concepts, Preparation of functional budget: Cost Audit, Objective and Advantages.

#### **Unit-5 Standard Costing**

Concept of standard costing, Types of Variances and Variance Analysis. Material Variance, Labour Variance, Overhead Variance

- 1. M. Agarwal & Mjain -cost Accounting
- 2. Jain & Narang Cost Accounting
- 3. S.N. Mahehswari Cost Accounting
- 4. M.C.Agarwal-Cost Accounting
- 5. Jawaharlal -cost Accounting

#### **40EC201Corporate Legal Framework.**

Duration: 3hr marks: 100

#### Unit-1 Companies Act, 1956 (Relevant Provisions):

Definition, Type 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 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; Present action of negotiable instruments,

#### Unit -3 MRTP Act 1969:

Monopolistic trade practices; Restrictive trade practices; Unfair Trade practices

#### Unit-4 Consumer protection Act 1986 practices

Restrictive trade practices; unfair trade practices.

#### 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

- 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

#### **40MT202-Organizational Behavior**

Duration: 3hr marks: 100

#### Unit-1 Concept of Organization

Type and Significance Organization Goal And its Determinants: Organization Behavior –Concept ,Nature And Significance Organizational Behavior models

#### **Unit-2 Personality Concept**

Theories Determinants And Importance Perception Concept process and The Theories Learning : concept components, Affecting factors and theories.

#### **Unit -3 Motivation:**

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

#### **Unit-4 Nature of Interpersonal Behavior**

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.

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

#### **40MS203-Advanced Statistical Analysis**

Duration: 3hr marks: 100

#### Unit-1 Theory of Probability -

Concept and meaning of Probability, Theorem of Probability, Probability Distribution, Binomial, Poisson and Normal Distribution.

#### **Unit-2 Theory of Sampling**

Meaning and Concept of sampling, large sample. Small sample and Test of Signification.

#### **Unit-3 Analysis of Variance**

Concept of Variance, Classification of Variance (including one way and two way classification ) Chisquare Test.

#### Unit-4 Interpolation and Extrapolation,

Meaning and method of Interpolation and Extrapolation, Association of Attributes. Yules coefficient of attribute

#### Unit-5 Regression Analysis,

Concept of Regression, Preparation of regression line by various method.

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

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

#### **40MT204 Functional Management**

Duration: 3hr marks: 100

#### **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 function of Marketing Management, Marketing mix. Advertising Management: Meaning Objectives, Function 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

Function, 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 function. Type of production Systems, Concept of Production Planning Objectives, elements And steps Production of production control, process Of Product Diversification, Simplification and Specialization.

#### **Suggested Readings:**

1. Motihar.M.-Functional Management

# AKS UNIVERSITY SATNA FACULTY OF COMMERCE & FINANCIAL STUDIES M.COM (SEM-3) 40EC301-Manegerial Economics

Duration: 3hr marks: 100

#### **Unit-1 Nature and Scope of Managerial economic**

Managerial Economic: Role and Responsibilities, Fundamental economic concepts Incremental Principle, Opportunity Cost Principle, Discounting Principle, Equip -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.

- 1. Chopra, o.p. Managerial Economics, Tata Mcgraw hill ,Delhi.
- 2. Dean, joel: Managerial Economics, prentice Hall, Delhi.
- 3. Varian, H.R. International Micro Economic: A Modem Approach, East West Press, new Delhi.
- 4. Varshney,RL And Maheshwari, KL ManagerJal Economics; sultan Chand and sons new Delhi.
- 5. Dwivedi D.N: Managerial Economics, Vikas Publishing House, new Delhi.
- 6. Sinha V.C- Managerial Economics

#### **40TP302-Tax Planning and Management**

Duration: 3hr marks: 100

#### **Unit-1 Concept of Tax Planning:**

Meaning, Importance, Objective of Tax Planning, Tax Avoidance, Tax Evasion and Tax Planning.

#### **Unit-2 Area Of Planning:**

Ownership Aspect, Activity Aspects & Vocational Aspects; Nature of Business & Tax Planning.

#### **Unit-3 Tax Planning and Setting up new Business:**

Deductions Available to New Industrial Undertaking, Amalgamation, Merger and Tax Planning. Special Tax Provisions –Tax Provision Relating to free Trade Zones, Infrastructure Sector & Backward Areas. Tax Incentives for Exporters.

#### **Unit-4 Tax Planning and Financial Decision:**

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.

- **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 Planing; Vision Publication, Delhi.
- 3. Singhanja, 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.

### AKS UNIVERSITY SHERGANJ SATNA FACULTY OF COMMERCE & FINANCIAL STUDIES

### M.COM (SEM-3) 40EN303- Entrepreneurship Skill Development

Duration: 3hr marks: 100

#### **Unit-1 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 Technological, Competitive Factors, Legal requirements for establishment of a new unit and raising Funds.

#### **Unit-3 Entrepreneurial Behavior:**

Innovation and Entrepreneurship, Entrepreneurial Behaviour, Social Responsibility.

#### **Unit-4 Entrepreneurial Development Programmers**

Relevance and Achievement Government in organizing such Programme 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 level Promo-Tional Service and Financial Institution Role of Development Banks .

- 1. Kenneth R Van Voorthis: Entrepreneurship and small business management.
- 2. Hass School hammer & Arthur kuru Entrepreneurship and samall
- 3. Sharma RA. Entrepreneurial change in Indian Industries.
- 4. Dhar P.N and Lydall H.F. The role of small enterprises in Indian Economic . Development.

#### **40AC304-Accounting for Managerial Decision**

Duration: 3hr marks: 100

#### **Unit-1 Management Accounting:**

Management Accounting- meaning nature and Importance. Difference of Management accounting With cost Accounting and financial accounting Role And Duties of Management Accountant.

#### **Unit-2 Financial Statements**

Nature and Limitations of Financial Statements Need and Objective of Financial Analysis, Ratio Analysis: Profitability, Activity and Financial Ratios.

#### **Unit-3 Fund Flow Analysis**

Concept of Fund flow analysis
Concept of Cash Flow analysis, Application of AS-3

#### **Unit-4 Investment Decision**

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

#### **Unit-5 Management Reporting System**

Types of Report, Responsibility Accounting, Concept of Management Audit.

- 1. M.R. Agarwal- Accounting for Managers
- 2. Agarwal & Agarwal Accounting for Management.-
- 3. Agarwal ,Jain & Jain Accounting for Managers
- 4. Gupta AS.P-- Accounting for Managers

### **GROUP-A SPECIALIZATION MARKETING MANAGEMENT Paper I-Advertising and sales management**

Duration: 3hr marks: 100

#### **Unit-1 Introduction:**

Concept, Scope, Objectives and Function 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 message, 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 Objective and Function of Sales Management. Sales Organization, Management of sales force and sales Force objective, Sales force Recruitment: - Selection Training, Compensation and Evaluation.

- 1. Philip kotler-Marketing Management.
- 2. Sontaka- Marketing Management.
- 3. P.C.Tripathi Marketing Management.
- 4. Bhadad & Porwal- Marketing Management.

### GROUP-A SPECIALIZATION MARKETING MANAGEMENT Paper II-Consumer Behavior

Duration: 3hr marks: 100

#### **Unit-1 Introduction:**

Meaning and Significance of Consumer Behavior Determinants of Consumer behavior Consumer behavior Vs Buyers Behavior, Consumer Buying Process and Consumer Movements in India.

#### **Unit-2 Organizational Buying Behavior and Consumer:**

Research: Characteristics and process of Organizational, Buying Behavior, Determinants of organizational buying behavior History of consumer research and Consumer Research process.

#### **Unit-3 Consumer Need and Motivation:**

Meaning of Motivation, Needs and Goals Dynamic Nature of Consumer motivation, type and systems of consumer Needs, Management of Motives and Development Of Motivational Research.

#### **Unit-4 Personality & Consumer Behavior:**

Concept of Personality, Theories of Personality, Personality and Understanding consumer Diversity, Self and self- Images.

#### Unit-5 Social Class and Consumer Behavior:

Meaning of Social Class, Measurement of Social Class, Lifestyle Profile of the social class, Social Class Mobility, Affluent and Non-affluent Consumer, Selected Consumer behavior applications in social class.

#### **Suggested Readings:**

1. Philip kotler-Marketing Management.

### GROUP-A SPECIALIZATION MARKETING MANAGEMENT Paper III-Rural & Agricultural Marketing

Duration: 3hr marks: 100

#### **Unit-1 Rural Marketing**

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:**

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:**

Market Management and Channel Strategy: Modem Marketing management and Agricultural products, Structured organized market- 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 Market:**

Regulation of Market: 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 Market in India.

#### **Unit-5** Marketing of Farm Products:

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.

- 1. Marketing Management Sontaka
- 2. Marketing Management –R.L. Vashney
- 3. Marketing Management-Bhadada & Porwal

# AKS UNIVERSITY SATNA FACULTY OF COMMERCE & FINANCIAL STUDIES M.COM (SEM-4) GROUP-A SPECIALIZATION MARKETING MANAGEMENT Paper IV-International Marketing

Duration: 3hr marks: 100

#### **Unit-1 International Marketing:**

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: and pricing**

Export Organization: Meaning affecting factors and Types, Overseas Product Development: its concept and methods, pricing and its factors, Methods, of Pricing, price quotation.

#### **Unit-3 Direct Trading and Indirect Trading:**

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

#### **Unit-4 Export Credit:**

Export Credit: Meaning, Nature, Influencing factors And Significance, Methods of 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.

#### **Unit-5 Export & Import and WTO**

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. Rather

#### GROUP-B FINANCIAL ANALYSIS & CONTROL

Paper I-Security Analysis and Portfolio Management

Duration: 3hr marks: 100

#### **Unit-1 Investment:**

Investment: Concept, objective and types Investment and Speculation, Factors of Sound Investment plan. Financial Market: Meaning and Types, Investment opportunities Available in India.

#### Unit-2 Concept of Return and Risk,

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

#### **Unit-3 Fundamental Analysis**

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

#### **Unir-4 Stock Exchange in India:**

Stock Exchange in India: B.S.E., N.S.E., O.T.C. Interconnection of Stock, Exchange in Indices and Their Computation, SEBI: Their Power and Functions.

#### **Unit-5 Capital Market**

Emerging Trends in India Capital Market Depositories and Script Less Trading, Book Building Stock Lending Scheme, Rolling Settlement, Green Shop Option, Responsibilities and Code of conduct for portfolio Manager.

#### **Suggested Readings:**

Investment Management -R.P. Rastogi

- 1. Security Analysis And Portfolio Management P.Pandian
- 2. Security Analysis And Portfolio Management S.Guruswami
- 3. Security Analysis And Portfolio Management Jordon/Fischer

### GROUP-B FINANCIAL ANALYSIS & CONTROL Paper II-Strategic Financial Management

Duration: 3hr marks: 100

#### Unit-1 Leverage.

Concept of time value of Money, Leverage Analysis: Financial and Operating Leverage.

#### **Unit-2 Financial Analysis**

EBIT-EPS Analysis, financial Break-Even level, Indifference Level of EBIT, Value of the Firm: Net Income and Net Operating Income Approach, Traditional Approach, MM Hypothesis.

#### Unit-3 Share, And Debentures.

Valuation Of Equity, Preference Share, And Debentures.

#### **Unit-4. Dividend Decision:**

Dividend Decision: Relevance of Sound Dividend Policy, Dividend Policy and Retained Earnings Stability of Dividends, Legal Constraints, Bonus Share Theories of Dividend Decisions.

#### **Unit-5 Working Capital:**

Working Capital: Concept, Needs And Affecting Factors, Methods of Financing Working Capital, Working Capital Monitoring And Control. Estimation of Working Capital.

- 1. Strategic Financial Management-G.P. Lakhotia
- 2. Strategic Financial Management(Hindi)-N.P. Agarwal

### GROUP-B FINANCIAL ANALYSIS & CONTROL Paper III-Project Planning Management

Duration: 3hr marks: 100

#### **Unit-1 Concept of Project:**

Project: Meaning, Characteristics and step, Project Life Cycle, Causes Of project Failure. Classification of project, project Identification, Sources of Project Ideas, Considerations For Initial Selection of Projects.

#### **Unit-2 Project Formulation:**

Project Formulation: Pre-feasibility Study, Project Feasibility Analysis: Market Analysis, Technical Analysis, Economic Analysis.

#### **Unit-3 Project Finance**

Project Finance: Direct Financial Assistance, Bridge Loans, Specific Assistance Scheme of Financial Institutions, Project Organization Structure, Role, Qualities And Functions of project Manager, Rights and Responsibilities Of a project Manager.

#### **Unit-4 Project Implementation:**

Project Implementation: Pre-requisites for Successful Implementation. Project Management System; Characteristics, Necessity, Project Management Information System.

#### **Unit-5 Project Audit**

Project Audit Ex-post Project Evaluation, Human aspect of project Management ,Environment Appraisal of project (a brief Review).

- 1. N.P. Agarwal Project Planning & Management .
- 2. Prasanna Chand Project Planning & Management.
- 3. Chowdhri S.C- Project Planning & Management.
- 4. Singh Narendra- Project Planning & Management.
- 5. Agrawal Singh or Mishra Project Planning & Management, Ramesh Book Dipo Jaipur.

### GROUP-B FINANCIAL ANALYSIS & CONTROL Paper IV-Indian Financial System

Duration: 3hr marks: 100

#### **Unit-1 Introduction of Financial System:**

Introduction of Financial System: Components, Functions, Nature and Role, Relationship between Financial System and Economic growth.

#### **Unit-2 Money Market in India:**

Money Market in India: Meaning function, Development of Money Market in India, Money Market Instruments. Capital Market: Meaning and functions, History of Indian Capital Market, Reforms in Indian Capital Market.

#### **Unit-3 Depositories and Custodians:**

Depositories and Custodians: Depository System NSDL, CSDL, Stock Holding Corporation of India, Derivatives Market, Concept, Benefits and Needs. Type of Financial Derivatives, Forward and future Contracts, Options, futures, Types and Benefits.

#### **Unit-4 Concept of Credit Rating**

Credit Rating concept and Significance, Credit Rating Agencies in India, Factoring and Forfeiting.

#### **Unit-5 Mutual Funds:**

Mutual Funds: Introduction, History, Types, Organization, Regulation over Mutual Funds, Objectives of Financial Sector Reform, Present Position of Financial Sector Reforms in India.

- 1. Indian Financial System B. Phatak
- 2. Indian Financial System Khan & Jain

### GROUP-C: HUMAN RESOURCE DEVELOPMENT Paper I-Industrial Relation

Duration: 3hr marks: 100

#### **Unit-1 Industrial Relation:**

Industrial Relation: Concept, Approaches, Importance of Industrial Relation and Scope, Objectives, Principles of Industrial Relations, Industrial Relation and Productivity.

#### **Unit-2 Concept of Trade Union**

Trade Union Concept: Objectives, Significance Functions and types, Principles of Trade Union And Unionism. Fundamental Structure of Trade Union, Role of Trade Union in Industrial Relation, Problems of Labor Movements in India.

#### Unit-3

Collective Bargaining, Negotiations and Worker Participation in Management.

#### **Unit-4 Industrial Discipline**

Problem of Industrial Discipline, Grievance handling Machinery, Strike and Lockout.

#### **Unit-5 Human Relation:**

Human Relation: Meaning, Assumptions, Principles, Evolution of Human Relation Movement, Human Relation Policy, Training in Human Relations and Their Methods, Criticism and suggestions to Improve Human Relations. Suggestion System: Concept, Objects, Elements and Importance, Means of Suggestions, Controlling suggestion system.

#### **Suggested Readings:**

Industrial Relation: K.K. Ahiya
 Industrial Relation: Bhagoliwal

### GROUP-C: HUMAN RESOURCE DEVELOPMENT Paper II-Social Security and Welfare

Duration: 3hr marks: 100

#### **Unit-1 Social security**

Social Security: Meaning, Essentials, Scope and Importance, Social Assistance and Social Security. Need of Social security in India. Social Security Measures in India.

#### **Unit-2 Labour Welfare**

Labour Welfare: Meaning, Needs, Objectives, Types and Scope, Components of Labour Welfare, Physical Environment of Work Place, Legal Provisions related To Physical Environment.

#### **Unit-3 Fringe Benefits and Services:**

Fringe Benefits and Services: Meaning, Element and Objectives. Employees Services: Medical, Recreation, Safety and Other Services.

#### **Unit-4 Fating and Monotony**

Fating and Monotony: Causes Of Fatigue, Effects and measure of fatigue Monotony: Meaning, Methods of Monotony study, Effects and measures. Morale: Meaning, Determinants, Effects and raising the Morals.

#### **Unit-5 Job satisfaction & Incentives**

Factors affecting job satisfaction, Non monitoring Incentives, Concept of Profit Sharing Profit sharing In India, Co-partnership.

### GROUP-C: HUMAN RESOURCE DEVELOPMENT Paper III-Industrial Laws

Duration: 3hr marks: 100

#### Unit-1

The Factories Act, 1948.

#### Unit-2

The Industrial Dispute Act.

#### Unit-3

The Minimum Wages Act, 1948.

#### Unit-4

The Employees' Provident Fund and Misc. Act, 1952.

#### Unit-5

The Payment of Gratuity Act, 1972.

- 1. Kumawat Industrial Laws.
- 2. AWaitar Singh - Industrial Laws.

### **GROUP-C: HUMAN RESOURCE DEVELOPMENT Paper IV-Human Resource Planning and Development**

Duration: 3hr marks: 100

#### **Unit-1 Personal Management & Manpower Planning**

Personal Management Concept, Objective, Scope and Function. Function and Responsibilities of Personnel Manager. Man Power Planning: Concept, Objectives and Estimation.

#### Unit-2 Recruitment & Selection

Recruitment: Selection, Induction, Promotion and of Employee.

#### **Unit-3 Training and Development**

Training and Development: Objectives, Principles and Techniques. Executive Development Programmers: Concept, Objectives And Significance, Executive Development Techniques.

#### **Unit-4 Industrial Psychology**

Industrial Psychology: Concept, Function, and Importance Place of Psychology in Industry. Group Dynamics: Meaning, Goals of the Group, Classification of group, Essentials of group formation, Characteristics and Advantage of Group, Group Cohesiveness: Managing Group Conflicts.

#### **Unit-5 Performance Appraisal**

Performance Appraisal and job Evaluation: Concept, Objectives, Significance and Techniques.

- 1. Human Resource Management G.S. Sudha
- 2. Human Resource Management Bhagliwal

### **GROUP-D: ACCOUNTING Paper I- Corporate Accounting**

Duration: 3hr marks: 100

#### Unit-1

Issue and Forfeiture of shares, Accounting for Redemption of Preference Share and Debenture, Buy back of Equity Share, Profit Prior and After Incorporation, Underwriting Commission.

#### Unit-2

Company Final Account, AS-4, AS-5, Disposal of Profit, Declaration of Bonus Share.

#### Unit-3

Merger of Companies, AS-14

#### Unit-4

Internal Reconstruction of a Company, Liquidation of a Company.

#### Unit-5

Valuation of Goodwill and Share.

- 1. Modern Accountancy Mukharjee, Haif
- 2. Advance Accountancy Vol-2 A.K. Sehgl
- 3. Advance Accountancy Vol-2 R.L. Gupta
- 4. Advance Accountancy Vol-2 Shukla & Grewal

**GROUP-D: ACCOUNTING** 

#### Paper II- Cost Administration and Control

Duration: 3hr marks: 100

#### **Unit-1 Marginal Costing**

Application of Marginal Costing, Key factor analysis, Profit Planning, Optimum Product Mix, Make or Buy Decision, Price Fixation, Discontinuance of Product, Diversification of Product line, Acceptance of New Order, Close Down Decision.

#### **Unit-2 Budgetary Process:**

Budgetary Process: Budget Manual, Zero Base Budget, Planning, Programming of Budgeting System, Performance Budgeting, Disposal of Variance in standard costing, Transfer pricing: Meaning, necessity and methods.

#### **Unit-3 Pricing Strategy**

Pricing Strategy: Factors influencing product pricing, Pricing decision process, pricing Methods: Cost plus Pricing, Standard cost pricing Marginal, Cost Pricing, Pricing for Target Rate of Return; Added value, Method of Pricing, differential Cost Pricing, Going Rate Pricing, Opportunity Cost Pricing, Administered Pricing, Export pricing, Skimming and Penetration Pricing Policy, price Discrimination Target pricing, Non Financial factors of Pricing.

#### **Unit-4 Cost Reduction and Control**

Cost Reduction and Control, Cost Control Process, Cost Reduction Process, Planning for Cost Reduction, Techniques for cost control and Reduction, Value Analysis, Inventory Control Techniques.

#### **Unit-5 Planning**

TQM IN Costing Material Requirement Planning Manufacturing Resource Planning Product Life Cycle Costing, Feedback Control System, Activity Based Costing, Target costing, Enterprises Resource Planning, System, Benchmarking, Business Process Outsourcing.

- 1. Cost Accounting Jawahar lal
- 2. Cost Accounting M.N. Arora
- 3. Cost Accounting Ravi M. Kishore
- 4. Cost Accounting M.L. Agarwal

### GROUP-D: ACCOUNTING Paper III- Accounting Theory

#### **Unit-1 Accounting:**

Accounting: as an Information System, as a Language factors Influencing Accounting Environment. Accounting and Economic Development. Concept of Accounting Theory Role and Classification of Accounting Theory Approaches of Accounting Theory.

#### **Unit-2 Accounting Policies**

Accounting Postulates, Concept and Principles, G.A.A.P., Accounting Policies Revenue Recognition Study of AS-9, Concept of Expenses, Gain and losses.

#### **Unit-3 Concept of Income**

Revenue Measurement and its Relevance, Various Concept of Income: Accounting Concept, Economic Concept and Capital Maintenance Concept Operating And Non- Operating Activities, Concept of Comprehensive income, prior period Items and Extraordinary Items.

#### **Unit-4 Prices**

Conceptual study of Accounting for Changing Prices, Segment Reporting, Social Accounting.

#### **Unit-5** Reporting & Accounting

Interim Reporting, Human Resource Accounting, Value Added Reporting, Environment Accounting And Reporting.

- 1. Accounting Theory Jawahar lal
- 2. Accounting Theory J.C. Maheshwari
- 3. Accounting Theory L.S. Porwal
- 4. Accounting Theory R. Mangal

### **GROUP-D: ACCOUNTING Paper IV- Institutional Accounting**

Duration: 3hr marks: 100

#### Unit-1

Accounting for Holding Company.

#### Unit-2

Accounting for Bank and Insurance Company (Including).

#### Unit-3

Double Accounting System.

#### Unit-4

Accounting for Co-operative societies, Hotel Accounting.

#### Unit-5

Government Accounting.

- 1. Advance Modern Accountancy Mukharjee & Hinif
- 2. Advance Accountancy Vol-2 AK. Sehgal
- 3. Advance Accountancy Vol-2 R.L. Gupta
- 4. Advance Accountancy Vol Shukla & Grewal

### GROUP-E: BANKING & INSURANCE Paper I- Banking Practices

Duration: 3hr marks: 100

#### Unit-1

Bank: Concept Function and Services, Prohibited Business, Nature of Banking, Qualities of Banker, Bank Customer Relationship, Concept of Customer, General Relationship, Bankers, Rights and Obligations Termination of Relationship.

#### Unit-2

Accounts of Customers: Various' Customers 'Account, Opening an account, Nomination facility, Special Types of Customers Minors, Pardanashin Women, Lunatics, Intoxicated Persons, Joint Hindu Family, Limited Companies and Non Trading Concern.

#### Unit-3

Employment of Bank Fund, Importance of Liquidity, Cash Reserve, Money at Call and Short notice; Investments, Statutory Provisions Regarding Liquid Assets, Principles of lending, Types of loan, Interest Tax Act.

#### Unit-4

Purchase/Discounting of Bills, Legal Position, Bill Market scheme, Lodgment of Bills Vaghul Working Group Report, Letter of Credit, Concept and types, Crossing and endorsements of cheque.

#### Unit-5

Securities For Advance: General Principles, Advances Against Goods, Stock Exchange Securities for Advances against Goods, Stock Exchange Securities, Real Estate, Life Policies, Fixed Deposits, Gold, Sliver Bound and Debenture. Lien and Mortgage, Types of Mortgage, Hypothecation, Pledge.

- 1. Basu A.K.: Fundamentals of Banking Theory and Practice, a. Maukherjee and Co. Kokata.
- 2. Sayers R.S.: Modern Banking, Oxford University Press.
- 3. Panandikar.S.G.AND Mithali D.M.: Nanking of India, Orient Longman.
- 4. Decock: Gentral Banking; Groaby Lockwood Staples, London.
- 5. Tenan M.: Banking –Law and Practice in India, Law House, New Delhi.

### GROUP-E: BANKING & INSURANCE Paper II- Banking in India

Duration: 3hr marks: 100

#### Unit-1

Indian Banking System: Indigenous Bankers, Money Landers, Nationalization of Commercial Bank and Their Effects, Classification of Banking Institutions, Commercial Banks, Regional Rural Banks, Cooperative Banks.

#### Unit-2

Development Banking in India: IFCI, ICICI, SIDBI, Credit Guarantee Institutions; Export Credit Guarantee Corporation of India, Deposit Insurance and Credit Guarantee Corporation of India.

#### Unit-3

R.B.I.: Organization; function, Central Banking Functions, Promotional functions, Control of Credit by RBI, NBFC and RBI, Commercial Banks and RBI, Power of RBI.

#### Unit-4

Banking Regulation Act 1949: Important features, Forms of Business of a Bank, Regulation for Capital, Control over Management, Restrictions on loans and Advance Winding up of a Banking Company, Amalgamation of Bank.

#### Unit-5

Emerging Trends in Banking Sector: Narasimham Committee Report, Committee on Banking Sector Reforms, Bridge Loan, And Privatization of Banks Its Impact.

- 1. Basu A.K.: Fudametals of Banking; Theory and Practice: A Mukherjee Co. Kolkata.
- 2. Sayers. R.S.: Modem Banking, Oxford University Press.
- 3. Panandikar S.G. AND Mithali D.M.: Banking of India; Orient Longman.
- 4. Decock: Gentral Banking Groaby Lockwood, Longman.

**GROUP-E: BANKING & INSURANCE Paper III- Insurance Management** 

Duration: 3hr marks: 100

#### Unit-1

Insurance: Concept, Elements, Scope, Nature, Characteristics, Function and Advantage; Principles of Insurance Contracts. Life Insurance: Features and Advantage, Fundamental Principles, Assignments of Life Policies.

#### Unit-2

Life Insurance Premium: Types and Influencing Factors. Methods of Computation of premium. Settlement of claims under Life Insurance Policies, Guidelines and Procedures.

#### Unit-3

Fire Insurance: Meaning, Need and Scope, Procedure of taking a fire Insurance Policy Fire Policy Conditions, Procedure of Claim Settlement. Motor Insurance: Basic Principles, Procedure of Motor Vehicle Insurance and Settlement of Claim. Features of Accident Insurance.

#### Unit-4

Life Insurance Corporation of India: Objective, Constitution, Function, and Management: General Insurance Corporation of India: Objectives of Nationalization, Organizational Structure.

#### Unit-5

I.R.D.A. Duties, Power and Function, Feature of IRDA, Impact of Privatization of Insurance Business In India.

- 1. Insurance in India B.C. Shrivastav
- 2. Insurance in India M. Motihar

### GROUP-E: BANKING & INSURANCE Paper IV- Indian Financial System

#### Unit-1

Introduction of Financial System: Components, Function, Nature and Role. Relationship between Financial System and Economic growth.

#### Unit-2

Money Market in India: Meaning function, Development of Money Market In India, Money Market Instrument. Capital Market: Meaning and functions, History and, Reforms in Indian Capital Market.

#### Unit-3

Depositories and Custodians: Depository System NSDL, CSDL, Stock Holding Corporation of India, Derivatives Market Concept, Benefits and Need Types of financial, Forward and future Contracts, Options, futures: Types and Benefits.

#### Unit-4

Credit Rating: Concept and Significance, Credit Rating Agencies in India, Factoring and Forfeiting.

#### Unit-5

Mutual Funds: Introduction, History, Types, Organization, Regulation over Mutual Funds, Objectives of Financial sector reforms, Present Position of Financial Sector Reforms in India.

- 1. Indian Financial System- B. Pathak
- 2. Indian Financial System Khan & Jain
- 3. Indian Financial System U.S. Restage

# AKS UNIVERSITY SATNA FACULTY OF COMMERCE & FINANCIAL STUDIES M.COM (SEM 4) GROUP-F: TAXATION

#### Paper I- Direct Tax in India

Duration: 3hr marks: 100

#### Unit-1

Basic Concepts and Definitions, Residential Status and Tax Incidence .Exempted Income, Deemed Income, Clubbing of Income, DeductionsunderSection-80

#### Unit-2

Computation of Tax Liabilities of Individual .Taxation on Agriculture Income.

#### Unit-3

Return of Income and Assessment, Various Types of Return, Types of Assessment.

#### Unit-4

Advance payment of Tax, Tax Deducted at Source, Penalties and Prosecution, Refund of Excess Payment.

#### Unit-5

Income Tax Authorities, Appeal and Revisions, Settlement of cases.

#### Suggested

Income Tax - Gupta &
 Income Tax - Ahuja

3. Income Tax - V.K. Singhania

4. Income Tax - R.K. Jain

### **GROUP-F: TAXATION**Paper II- Business Taxation

Duration: 3hr marks: 100

#### Unit-1

Computation of Income from Business and Profession, Assessment of H.U.F. including tax liabilities.

#### Unit-2

Assessment of firm and Association of Person. Calculation of Tax Liabilities.

#### Unit-3

Assessment of Companies, including tax calculation.

#### Unit-4

Assessment of Co-operative society, Charitable and other Trust including tax calculation.

#### Unit-5

Double Taxation Relief, Assessment of Non-Residents.

#### **Suggested Readings:**

1. Income Tax - Gupta &

2. Income Tax - V.K. Singhania

3. Income Tax - R.K. Jain

4. Income Tax - S.C. Jain

**GROUP-F: TAXATION**Paper III- Indirect Taxes

Duration: 3hr marks: 100

#### Unit-1

Concepts of Indirect Taxes, Basic conditions of Excise liability, Concept of goods, Excisable goods, Manufacture. Principles of Classification.

#### Unit-2

Valuation of Excisable goods, Definition of Assessable Value, Inclusion and exclusion from Assessable Value, Maximum Retail Price Valuation

#### Unit-3

Assessment Procedure, Demand, Refund and Appeal. Central Excise Value Added Tax Credit System (CENVAT)

#### Unit-4

Nature of customs duty, Types of customs duties, valuation for customs, duty, inclusion and exclusion, valuation under customs act, Procedures for important export under Custom Duty.

#### Unit-5

Export incentives, Duty drawback, Powers of customs officers, penalties, confiscation of goods.

- 1. Indirect Tax V.S. Datey
- 2. Indirect Tax shreepal saclecha

# AKS UNIVERSITY SATNA FACULTY OF COMMERCE & FINANCIAL STUDIES M.COM (SEM 4) GROUP-F: TAXATION

Paper IV- GOODS AND SERVICE TAX (GST)

Duration: 3hr marks: 100

#### Unit-1: Introduction of Goods and service tax (GST)

Highlights of the Constitution, What Is Goods And Service Tax, Salient Features Of The GST Model Justification of GST, Central and State Taxes to be Subsumed under GST

#### Unit 2: Levy of Goods and Service Tax

Levy residing in two statues – CGST and SGST and working simultaneously (replace SGST with UTGST to show parallel), Levy of IGST, Identification of nature of supply – inter-State or intra-State with common errors due to experience in current laws, Composition – purpose and applicability, relevance to trade and restrictions

#### **Unit 3: Registration**

Amendments Cancellations and Revocations, Location of ISD registration, Multi-State or single-State (with IGST supplies), Registration under one law extends to all GST-laws, Voluntary registration

#### Unit 4: Registration process and Returns under GST

Registration process and purpose of registration, how to file the registration Form Types, Applicability, Annual returns, Matching, Final returns Type of payment, Due date, modes of payment, rate Structure under GST

#### Unit 5: Input tax credit with specific arrangement

ITC scheme – Eligible-available-availed-allowed-utilized of credit, Ingredients in section 16 ,Purpose and exclusions through section 17 ,Savings through section 18 ,Job-work provisions in section 19