

UNIVERSITY



OF MYSORE

Estd. 1916

VISHWAVIDYANILAYA KARYA SOUDHA
CRAWFORD HALL, POST BOX NO. 406
MYSURU-570 005

No.: PMEB/AC-10/758/2019-20

Date: 23-08-2021

NOTIFICATION

Sub.: Introduction of **B.Com. -Hons.(E-Commerce & Digital Marketing)**, **B.Com.-Hons.(Finance & Investment)** and **B.Com.-Hons. (International Accounting & Finance)** courses under Specialized Programmes from the academic year 2021-22-reg.

Ref.: 1. Decision of the BOS Meeting held on 03-07-2021.
2. Decision of the Academic Council meeting held on 13-07-2021.

The Board of Studies in **B.Com.-Hons. (E-Commerce & Digital Marketing)**, **B.Com.-Hons. (Finance & Investment)**, **B.Com.-Hons. (International Accounting & Finance)** (UG) at its meeting held on 03-07-2021 has recommended to introduce **B.Com.-Hons. (E-Commerce & Digital Marketing)**, **B.Com.-Hons. (Finance & Investment)** and **B.Com.-Hons. (International Accounting & Finance)** courses in University of Mysore under specialized/specified programs. The Regulations, Syllabus and Scheme of Examinations is approved from the academic year 2021-22.

The Academic Council has also approved the above said proposals at its meeting held on 13-07-2021 and the same is hereby notified.

The Regulations, Syllabus and Scheme of Examinations of **B.Com.-Hons.(E-Commerce & Digital Marketing)**, **B.Com.-Hons. (Finance & Investment)** and **B.Com.-Hons. (International Accounting & Finance)** courses is uploaded in University website. The contents may be downloaded from the University website www.uni-mysore.ac.in.

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DOS in Commerce, Manasagangotri, Mysuru.
3. Prof. N. Nagaraja, Chairperson, BOS in **B.Com.-Hons.(E-Commerce & Digital Marketing)**, **B.Com.-Hons. (Finance & Investment)**, **B.Com.-Hons. (International Accounting & Finance)** (UG), DOS in Commerce, Manasagangotri, Mysuru.

M. S. S.
24/8/2021
REGISTRAR
REGISTRAR
University of Mysore
MYSURU - 570 005

P.T.O...

4. The Principal, GETS Academy, # CA-40, Hootagally Industrial Area, near Belavadi Petrol Bunk, Belavadi, Mysuru-18.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
8. Office Copy.

UNIVERSITY OF MYSURU



Proposed regulation for eight semester program of B.Com honors with E-commerce Specialization

Regulation 2021

1.0 Programmes offered:

B.Com (Honours) to those aspiring to become leaders in the field of Management and Commerce. The focus is on creating a talent pool of accounting-centric professionals whose credentials as Professionals in its true sense of term is sacrosanct. The Program is so conceived that it equips the students with a wide range of managerial skills, while building competence in a particular area of business. The Programme ensures that in addition to their regular core courses the students are exposed to all major general commerce and business principles.

The B.Com [Honours] are advanced and progressive 4-year programs, focused on more dominant specializations. Honours programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to.

1.1 Vision:

Commitment to pursue excellence in education, while equipping students with knowledge and skills, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into global assets, with the core values of professionalism, integrity, respect for diversity and continuous learning.

1.2 Mission:

GETS ACADEMY is dedicated to excellence in performance and committed to provide quality education, opportunities and services that meet the needs of business and also contribute for the society's wellbeing, national development and to meet global competencies.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment. Environment Protection and Sustainable Development forms the core of its Mission.

1.3 Course objectives:

1. Our Graduates after successful completion of the program will develop skills and competencies in the area of commerce, management, communication, finance, effective business practices, environment protection and sustainable development.

2. They will be able to lead teams, develop problem solving abilities and decision making capacities.
3. Our students after successful completion of the program will be able to gain insights into the emerging domains and develop interest in lifelong learning
4. The course design ensures that the youth get adequate opportunities to identify, develop their skills and meet the requirements of industry, corporates and the society, nationally and internationally.
5. Driven by one aim – imparting ethical and profound education – GETS ACADEMY has begun its journey with an objective of molding corporate-ready professionals with its specialized programs.
6. Aim to bridge the gap between the corporate expectations and the prevalent strengths of our human resources, we endeavor to help individuals to succeed by transforming knowledge into action.

1.4 Program outcomes:

The commitment of imparting profound education reflects in the enlivening infrastructure of our institution, and most importantly, GETS ACADEMY does not market itself as a manufacturer of degree and certificate holders alone, but also acts as a responsible creator of able professionals:

- With Entrepreneurial Competency and Leadership Ability.
- With the ability to communicate effectively.
- Encourage Analytical and critical thinking abilities for data –driven decision making and forecasting.
- Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
- Gain exposure through inter- disciplinary and specialized courses.
- Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
- Integrate knowledge, skill and attitude that can enhance the creativity and personality of students.
- Apply knowledge of theory and practices in problem solving and decision making of business.
- The overarching outcome is to develop knowledgeable, skilled, ethical and well-rounded individuals, who are job ready from day one of passing out from GETS ACADEMY and have the potential to lead their organizations to success.

1.5 Career opportunities:

The specialized programs that GETS Academy seeks to provide, will give an overall eclectic dimension to the students to stand out from the rest. The programs have been designed keeping in mind the growing trends and requirements in Commerce and Management domains of life activity.

B.COM (HONS) students with specializations are being increasingly and eminently sought for by the corporate world, national and international organizations. The attributes of being industry-ready and readily deployable, would be the outcome of the rigorous coaching, training, practice and exposure to live activities, nationally and internationally, would be the hallmark of GETS ACADEMY.

2.0 Eligibility for Admission:

2.1 Pre-University / Higher Secondary / 10 +2 Examination Pass from recognized Board with a minimum of 45% in aggregate [40% in case of candidates belonging to Reserved Category].

2.2 Lateral Entry: one year certificate or diploma / in computer science / commerce / management / sustainable development.

2.3 All compulsory subjects (languages, constitution of India, Environment studies and physical education) as required by UGC should be successfully completed as a bridge course if the student has not undergone the prescribed subjects in the diploma.

3.0 Structure of the Undergraduate Degree Programme in B.COM Honors:

3.1. The Syndicate of the University of Mysore, on being satisfied from the Inspection report submitted by the Inspection team has granted recognition to GETS Academy, Mysuru, under Section 66 of the K.S.U. Act 2000 to offer the following Specified/specialized course, subject to the terms and conditions as declared here under.

3.1.1 B.Com (Honors)

- E-commerce & Digital Marketing

3.2 In line with the new National Educational Policy (NEP), the above programs are credit based, advanced and progressive 4-year programs, focused on more dominant specializations. Honors programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to. Students who take up these programs would be provided, Certificate upon completion 1st year, Diploma upon completion of 2nd year, Degree upon completion of 3rd year and Honors Degree upon completion of all the 4 years.

3.3 Students successfully completing the Honours Degree Program of four years can seek admissions for M.Com and MBA Masters Program for duration of one year only.

4.0 Scheme of Instructions

4.1 Choice Based Credit System (CBCS) was introduced from the Academic year 2015-16 in the curriculum to provide students a balanced approach to their educational endeavour.

- a) Undergraduate (UG) degree programmes in Honors for four years will have the curriculum and syllabi (course contents) as approved by the respective Board of Studies of University of Mysuru.

4.2 The curriculum for B.COM degree programme is designed to have a minimum of **144 credits + 4 Non – CGPA credits (within third to fifth semesters of study for the award of degree).**

Under CBCS, the degree programme will consist of the following categories of courses:

- i. **General Core foundation (CF)** courses comprising of Humanities courses;

Language Courses, Courses specific to the selected program etc.,
ii. Compulsory Courses (CC) consisting of Non- CGPA courses.

4.3 Non-CGPA courses:

Non-CGPA courses offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

4.3.1 The student shall select any two courses /activity from the following Table 1 during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department

Table 1. Non CGPA Courses

No.	Course /Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Management courses	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2
12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication per paper	2

4.3.2 A student must earn compulsorily the credits under each category shown in **Table 2** and also a minimum total of **148 credits (144 credits + 4 Non - CGPA credits)** for the award of undergraduate in B.COM.

Table2. Distribution of Credits:

No.	Category	Credits
1	General degree	144
2	Non-CGPA	04
	Total Credits	148

4.4 Students are eligible for award of the respective **UG (Hons.) Degree** upon successful completion of **192 credits (144 regular credits + 44Specialization Credits + 4 Non - CGPA credits)** under each category shown in table 3 maintaining a CGPA of 7.0 with no history of arrears.

Table3. Distribution of Credits:

No.	Category	Credits
1	General degree	144
2	Specialization	52
3	Non-CGPA	04
	Total Credits	200

5.0 Medium of instructions:

The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

6.0 Attendance:

6.1 Only those students who have at least 75% attendance in a course shall be permitted to take semester examination for that course.

6.2 The candidate who fails to satisfy the requirement of the attendance in a course shall rejoin the same course by obtaining prior permission from the university.

7.0 Scheme of Examination & Evaluation

7.1 There shall be University Examination at the end of each semester for maximum marks of 80 Marks for theory and the continuous assessment will be 20 Marks.

7.2 All course of this program except courses that are common to all other graduate program of the University of Mysuru shall be set / valued / reviewed by BoE of B.Com Honors for a maximum of 80 Marks.

7.3 The pattern of the question paper will be as follows,

Part – A Answer any two out of four questions 2 X 15 = 30

Part – B Answer any three out of five questions 3 X 10 = 30

Part – C Answer any four out of six questions 4X05= 20

Total - 80

7.4 Continuous assessment will be carried out in two stages – one , eight weeks of instructions designated as A1, A2 will be conducted before 16th week of the semester.

7.5 The breakup of total marks will be as follows:

A1 (Covering the first half of the syllabus) - 10 Marks

A2 (Covering the second half of the syllabus) -	10 Marks
Semester Exam (Entire syllabus)	- 80 Marks
Total	100

7.6 Evaluation of project report:

7.6.1 Evaluation of project report is for 100 Marks divided into three components

I.	P1 (Finalization and preparation of synopsis)	- 30 Marks
II.	P2 (submission of detailed work dairy)	- 30 Marks
III.	P3 (final project report)	- 40 Marks
	Total	100

8.0 Board of Examiners and Evaluation :

8.1 There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of evaluation constituted by the University.

8.2 There will be single valuation for all papers.

9.0 Declaration of result:

9.1 Minimum for a pass in each paper shall be 35 % and for all the papers in the semester average shall be 40 %.

9.2 There shall be no minimum marks for A1 and A2.

9.3 Classification of successful candidates and graduation of result shall be as per the University regulations.

9.4 Students who take up these programs would be provided, Certificate upon completion 1st year, Diploma upon completion of 2nd year, Degree upon completion of 3rd year and Honors Degree upon completion of all the 4 years.

10.0 Provision for repeaters :

10.1 A candidate is allowed to carry all the previous uncleaned papers to the subsequent semesters.

10.2 The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.

11.0 Any other issue not envisaged shall be resolved by the Vice-Chancellor in consultation with the appropriate bodies of the University.

12.0 Where ever the regulation is silent, the provisions of University shall be Applicable

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
1.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
1.2	Language: English	4	3	2:1:0
1.3	Financial Accounting – I	6	5	4:1:0
1.4	Business Mathematics	5	4	3:1:0
1.5	Constitution of India	4	4	3:1:0
1.6	Banking & Insurance	4	4	3:1:0
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
2.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
2.2	Language: English	4	3	2:1:0
2.3	Financial Accounting – 2	6	5	4:1:0
2.4	Indian Financial System and Financial Market Operations	5	4	3:1:0
2.5	Business Regulatory Framework	4	4	3:1:0
2.6	Environment studies	4	4	3:1:0
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
3.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
3.2	Language: English	4	3	2:1:0
3.3	Cost Accounting - 1	5	4	4:1:0
3.4	Income tax law and practice	5	5	4:1:0
3.5	Money and banking	5	4	3:1:0
3.6	Physical education	4	4	2:1:1
	Non-CGPA		2	0:0:2
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
4.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
4.2	Language: English	4	3	2:1:0
4.3	Credit risk management	5	5	4:1:0
4.4	Cost Accounting – II	5	5	4:1:0
4.5	Direct tax law and practice	5	5	3:1:0
4.6	Business Statistics	5	4	4:1:0
	Non-CGPA		2	0:0:2
	Total	28	25	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
5.1	Banking Law & Practice	4	4	3:1:0
5.2	Indirect Taxes	4	5	4:1:0
5.3	Advanced cost & Management Accounting - I	5	4	3:1:0
5.4	Corporate Accounting - I	5	4	3:1:0
5.5	Auditing and Corporate Governance	5	4	3:1:0
5.6	Secretarial Practice	5	4	3:1:0
	Non-CGPA		2	0:0:2
	Total	28	25	

Specialization syllabus for E-Commerce & Digital Marketing

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
6.1	Rural marketing & international marketing	5	4	3:1:0
6.2	International business	4	5	4:1:0
6.3	E-commerce	5	5	4:1:0
6.4	Computer applications in business	4	5	4:1:0
6.5	Computerized accounting system	5	4	3:1:0
6.6	Web technology	5	4	0:2:2
	Total	28	29	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
7.1	Advanced cost & Management Accounting - II	5	4	3:1:0
7.2	Corporate accounting – II	5	4	3:1:0
7.3	Company law	4	5	4:1:0
7.4	Public finance	5	4	3:1:0
7.5	Investing in Stock Market	5	4	3:1:0
7.6	Project and viva-vice	4	4	0:2:2
	Total	28	25	

Specialization syllabus for E-Commerce & Digital Marketing

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
8.1	Digital marketing	5	5	4:1:0
8.2	Advertising & sales management	5	4	3:1:0
8.3	Database management system	4	3	2:1:0
8.4	International marketing	5	3	2:1:0
8.5	Visual basic 6.0	5	4	3:1:0
8.6	Stock markets & investment decision	4	4	3:1:0
	Total	28	23	

SEMESTER I
1.3: FINANCIAL ACCOUNTING-I

Objectives:

To provide students the opportunity to learn the fundamental accounting concepts, techniques and skills

UNIT-1-

Accounting Principles and Standards- Accounting-Meaning and Definitions, Objectives-Accounting Cycle-Accounting Concepts and Conventions With Examples- An Overview Of Accounting Standards Issued By ICAI And IFRS.

UNIT-2-

Final accounts of sole trading concern- Preparation of Trading and Profit And Loss Account and Balance sheet with adjustments.

UNIT-3-

Accounts from incomplete records-Meaning, features and techniques of obtaining complete information, problems on conversion of single entry into double entry system.

UNIT-4-

Branch Account-meaning and objectives of maintaining of branch accounts by head office, goods invoiced by H O at cost and invoice price, accounting treatment under – debtors system.

UNIT-5-

Departmental accounts-Meaning, objectives, advantages of keeping departmental accounts, basis for allocation of joint expenses, internal transfer of goods, preparation of profit and loss account and balance sheet.

UNIT-6-

Computerized accounting-meaning features, introduction to tally, creation and alteration of company, groups and ledger accounts, generation of trial balance and financial statements.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

1.4 BUSINESS MATHEMATICS

Course Objective

The objective of this course is to familiarize the students with the basic mathematical tools with special emphasis on applications to business and economic situations.

Unit I: Matrices and Determinants

Unit II: Basic Calculus

- 2.1 Mathematical functions and their types (linear, quadratic, polynomial, exponential, logarithmic and logistic function). Concepts of limit and continuity of a function.
- 2.2 Concept of Marginal Analysis. Concept of Elasticity, Applied Maxima and Minima problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity.

Unit III: Advanced Calculus

- 3.1 Partial Differentiation: Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials.
- 3.2 Maxima and Minima involving two variables – Applied optimization problems and Constraint optimization problems using Lagrangean multiplier involving two variables having not more than one constraint.
- 3.3 Integration: Standard forms & methods of integration- by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases
- 3.4 Application of Integration to marginal analysis; Consumer's and Producer's Surplus. Rate of sales, The Learning Curve.

Unit IV: Mathematics of Finance

- 4.1 Rates of interest: nominal, effective and their inter-relationships in different compounding situations.
- 4.2 Compounding and discounting of a sum using different types of rates. Applications relating to Depreciation of assets and Equation of value.
- 4.3 Types of annuities: ordinary, due deferred, continuous, perpetual. Determination of future and present values using different types of rates of interest. Applications relating to Capital expenditure, Leasing, Valuation of simple loans and debentures, sinking fund. (excluding general annuities).

Unit V: Linear Programming

- 5.1 Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs. Cases of unique solutions, multiple optimal solutions, unbounded solutions, infeasibility, and redundant constraints.
- 5.2 Solution of LPPs by simplex method - maximization and minimization cases. Shadow prices of the resources, Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.
- 5.3 The dual problem: Formulation, relationship between Primal and Dual LPP, Primal and Dual solutions (excluding mixed constraints LPPs). Economic interpretation of the dual.

References

- Kapoor, V.K. *Business Mathematics, Theory & Applications*. Sultan Chand & Sons
- Sharma, S.K. & Kaur, Gurmeet. *Business Mathematics*. Sultan Chand
- Thukral, J.K. *Business Mathematics*. Mayur Publications.

1.5 CONSTITUTION OF INDIA

- As per University of Mysore syllabus.

1.6 BANKING & INSURANCE

Course Objective

To impart knowledge about the basic principles of the banking and insurance.

Unit I: Origin of Banking

Definition and function of banks, banker and customer relationship, general and special types of customers. Types of Deposits: Types of banks in India; Role of Foreign Banks in India; Advantages and Disadvantages of Foreign banks, Road Map for Foreign Banks in India; India's approach to Banking Sector reforms; Achievements of financial sector reforms and areas of concern, Credit Allocation Policies of Commercial banks, Credit Market Reforms.

Unit II: Operations of Banking

Cheque: definition, features and types of cheque; Endorsement: meaning and essentials of a valid endorsement, types of endorsement; Era of Internet Banking and its benefits, Mobile Banking, Home banking, Virtual Banking, Electronic Clearing System (ECS), Epayments, Electronic Fund Transfer (EFT), E-money, Safeguard for internet banking, Critical comparison of traditional banking methods and e-banking; Balance Sheet of a Bank, special items of a Balance Sheet, off Balance Sheet Items; Anti-money Laundering Guidelines.

Unit III: Loans and Advances

Principles of sound lending, Types of loans and advances, Advances against various securities; Securitization of Standard Assets and its Computation; Basel Accord: merits and weaknesses of the Basel II, Basel III; NPA: Meaning, causes, computation, assessment and Impact of NPAs on Banking Sector, Insolvency and Bankruptcy Code 2016; objectives & features.

Unit IV: Concept of Insurance

Characteristics, Functions of Insurance, Fundamental Principles of Insurance: Indemnity, Insurable Interest, Utmost Good faith, Proximate Cause, Contribution, Subrogation, Economic Function; Reinsurance and Co-insurance: features, objectives, methods; Bancassurance: features, merits.

Unit V: Life and Non-Life Insurance

Types of Insurance, Life and Non Life: Features, needs, policies of different types of Insurance, Control of Malpractices and Misselling, Negligence, Loss Assessment and Loss control,

Computation of Insurance Premium, Dematerialisation of Insurance Policies; Regulatory Framework of Insurance: IRDA Act 1999; Objectives of IRDA, Composition of

IRDA, Duties, Powers and Functions of IRDA; Role of IRDA: Delegation of Powers, establishment of Insurance Advisory Committee, Power to make Regulations.

References

- Mishra, M.N. *Principles and Practices of Insurance*. Sultan Chand and Sons
- Suneja, H.R. *Practical and Law of Banking*. Himalaya Publishing House

Additional Resources:

- Gupta, P.K. *Insurance and Risk Management*. Himalaya Publishing House
- Agarwal, O.P. *Banking and Insurance*. Himalaya Publishing House
- Jr.Black, Kenneth & Jr. Skipper, Harold. *Life and Health Insurance*. Pearson Education
- Vaughan, E.J. and Vaughan, T. *Fundamentals of Risk and Insurance*. Wiley & Sons

SEMESTER II

2.3 FINANCIAL ACCOUNTING II

Objectives:

To develop an understanding among the students the use of different accounting methods in different business situations and use of computer as an accounting tool

UNIT-1-

Accounting for consignment transaction-goods sent at cost price and at invoice price-types of commission-account sales-valuation of goods lost in transit- valuation of goods lost in transit-valuation of stock on consignment, problems on cost price and invoice price.

UNIT-2-

Accounting for Hire purchase system- features, preparation of statement of analysis, ascertainment of cash price of an asset-problems on hire purchase system including repossession.

UNIT-3-

Accounting for instalment system- meaning, features and differences between hire-purchase and instalment system, problems on instalment system.

UNIT-4-

Accounting for royalties-minimum rent, short working, recoupment of short working-analytical table-preparation of ledger accounts in the books of both parties-sublease (theory only).

UNIT-5-

Financial statement of non-profit organization-meaning, recognition of capital and revenue items, receipts and payment account, income and expenditure account, preparation of income and expenditure account and balance sheet

UNIT-6-

Computerised accounting-Accounting with using tally –inventory creating stock group-stock categories- units of measures, godown and stock items, entering opening stock quantity and amount, tally voucher(accounting and inventory)-creating new voucher type.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad.
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

2.4 BUSINESS REGULATORY FRAMEWORK

Unit 1. Law of Contract: Indian Contract Act, 1872

- i. Introduction-importance of Contract Act in Indian Business.
- ii. Formation of a valid contract-proposal, (including intention to create legal relationship), acceptance, consideration, capacity of the parties to contract, free consent, legality of object, agreement declared void, enforceability of agreement.
- iii. Classification of contract- absolute contract, contingent contract, quasi contract (of certain relations resembling those created by contract.)
- iv. Performance of contract, Performance of reciprocal promises.
- v. Discharge of contract – by performance, by novation, recession, alteration, etc. by impossibility, by breach of contract.
- vi. Remedies for breach of contract.
- vii. Special contract agency

Unit 2. Sale of Goods Act, 1930

- i. Formation of contract of sale of goods.
- ii. Goods and their classification.
- iii. Condition and warranty
- iv. Transfer of property in goods
- v. Performance of contract
- vi. Breach of contract – rights of unpaid seller.

Unit 3. Negotiable Instruments Act, 1881

- i. Characteristics of negotiable instruments.
- ii. Features – Promissory note, Bill of Exchange, cheque
- iii. Holder and holder in due course.
- iv. Crossing of cheque – types of crossing and its effect.
- v. Dishonour of negotiable instruments

Unit 4. Consumer Protection Act, 1986

- i. Importance of Consumer Protection Act.
- ii. Definitions – Complainant, Complaint, Consumer, Consumer dispute, Person.
- iii. Consumer Protection Councils – Composition, objects.
- iv. Consumer Disputes Redressal Agencies – composition, powers, functions

Unit 5. Foreign Exchange Management Act, 1999

- i. Introduction – objectives of FEMA
- ii. Definitions- Capital account transaction, currency, current account transaction, foreign exchange, person, person resident in India
- iii. Regulation and Management of Foreign Exchange

2.5 INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKET OPERATIONS

Unit – I: Financial System

Meaning and significance; Role of finance in an economy, Components (instruments, markets, etc.); kinds of finance – Rudimentary finance, Direct and Indirect finance; Role of financial intermediaries. The structure of Indian Financial System

Unit – II: Money and Indian Banking System

Functions; Alternative measures to money supply in India – Their different components; Commercial Banks – Importance and functions; Structure of Commercial banking system in India; Distinction between Commercial and Central bank; Credit Creation Process of Commercial banks; High powered money – meaning and uses – Concept of Money Multiplier. The Reserve Bank of India: Functions; Instruments of Monetary and Credit control, Main features of Monetary Policy since independence.

Unit – III: Development Banks

Concept of Development bank and their needs in Indian financial system – Difference with Commercial banks – Major Development banks and their functions (IFCI, IDBI, ICICI, EXIM Bank, SIDBI, SFCs, NABARD)

Unit – IV: Other Financial Institutions

Other Financial Institutions: Introduction; Life Insurance Corporation of India, General Insurance Corporation of India, Unit Trust of India.

Unit – V: Interest Rate Structure

Meaning – Gross and Net interest rate – their difference, Nominal and Real interest rate – their difference, Differential interest rate, Causes of variation of interest rate, relationship between interest rate and economic progress, Administered and Market determined interest rate. Recent changes in interest structure in India.

Suggested Readings

- Meir Kohn, Financial Institution and Market, Oxford University Press. New Delhi.
- Khan, M. Y., Indian Financial System-Theory and Practice, TMH, New Delhi.
- Bhole, L. M., Financial Markets and Institutions, TMH, New Delhi.
- Pathak, B., Indian Financial System-Pearson, New Delhi.
- Mukherjee, Ghosh and Roy, Indian Financial System and Financial Market Operations, Dey Book Concern, Kolkata
- Clifford, Gomez, Financial Markets, Institutions and Financial Services, PHI

2.6 ENVIRONMENT STUDIES

- As per University of Mysore syllabus.

SEMESTER III

3.3 COST ACCOUNTING - I

Unit 1. Introduction:

Evolution of Cost Accounting – Concepts of Cost. Costing, Cost Accounting, Cost Accountancy, Cost Unit, Cost Centre, Costing methods and costing techniques. Features, Utility, Purpose, Scope, Functions, Advantages and Limitations of Cost Accounting – Relations with Financial and Management Accounting – Installation of Cost Accounting Systems (Steps, Difficulties, Remedies). Cost Accounting Records Rules.

Unit 2. Cost Classification and Analysis:

Various types of classification of costs – main elements of cost (Direct Material, Direct Labour, Chargeable Exp. and Overheads). Analysis of Total Cost (Prime Cost, Works Cost, Cost of Production, Total Cost and Cost of Sales) – Preparation of Estimates and Fixation of Selling prices – Cost Sheet and Manufacturing Account (including preparation of these statements).

Unit 3. Materials:

Purchase Organization and Purchase Procedure (When, how much and where from to purchase and related Documents) – Receiving, Inspection, Acceptance, Return, Transfer etc. of Material and related Documents – Stores organization and Stores Routine Purchase, Cost of Material – Issue of Materials and related Documents – Various methods of Pricing (FIFO, Weighted Average), Stores Records (Bin Card, Stores Ledger and Stores Abstract) – Materials Losses – Materials Control Procedures (Fixing Various levels, Various Methods of Fixing Economic Order Quantity. Perpetual Inventory system, Methods of Stock taking, ABC Analysis, Stores Ratio Analysis and Stores Report).

Unit 4. Labour:

Introduction, Recruitment – Time keeping and Time booking (Various Methods and Documents) Idle Time and Overtime (causes and treatment in Cost Accounts) – Various Methods of Remuneration – Various Incentive Schemes (Incentives) – Calculation of wages, Preparation of Pay Rolls and Payment of Wages (including Relevant Internal Checks) – Accounting Treatment and Control of Labour Costs – Labour Turnover – meaning, causes, effects and methods.

Unit 5. Overheads:

Definitions and classification – Various Sources of Collection – Various Methods of Grouping and Codification – Allocation, Apportionment (Various Principles, Bases and Rates) – Under and Over Absorptions (reasons, treatment in Cost Accounting and measures to avoid) – Control of Overheads – Factory Overhead – Departmentalization – Primary Distribution – Various Methods of Secondary Distribution and that of Absorption (Including Practical Applications of these Methods) Administration, Selling and Distribution Overheads (Features, Accounting Treatment, Apportionment, Inclusion in Costs and Various types of Analysis). Miscellaneous matters connected with Overheads. (Depreciation on the basis of Replacement Costs, Obsolescence Loss, Plant and Machinery Register, Repairs and

Maintenance Costs, Research and Development Costs, Inclusion of Interest on Capital and Notional Depreciation in Costs, Excess Capacity and Idle Capacity Costs of Wastes, Scraps, Spoilages and Defectives).

3.4 INCOME TAX LAW AND PRACTICE

Course Objective

This course aims to impart knowledge of law pertaining to levy of income tax in India. It also aims to enable the students to apply the same practically.

Unit1:Introduction

Basic concepts: Income; Agricultural income; Person; Assessee; Assessment year; Previous year; Gross Total Income; Total income; Maximum marginal rate of tax; Permanent Account Number (PAN) *Residential status:* Scope of total income on the basis of residential status; Exempted income under section 10.

Unit 2: Computation of Income under different heads-1

Income from Salaries; Income from House Property

Unit 3: Computation of Income under different heads-2

Profits and gains of business or profession; Capital gains; Income from other sources

Unit 4:

Computation of Total Income and Tax Liability and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total income of individuals and firms; Tax liability of an individual and a firm; Five leading cases decided by the Supreme Court

Unit 5: Preparation of Return of Income

Filing of returns: Manually, on-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory on-line filing of returns for specified assesses

References

- Ahuja, Girish and Gupta Ravi. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
- Singhania, Vinod K. and Singhania Monica. *Students' Guide to Income Tax, University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.
- Vinod Kumar Singhania, e-filing of Income Tax Returns and Computation of Tax, Taxmann Publication Pvt. Ltd, New Delhi. Latest version
- 'Excel Utility' available at incometaxindiaefiling.gov.in

3.5 MONEY AND BANKING

Unit-I

Definition of money, functions and importance of money, role of money in various economic systems, evils of money, classification of money, circular flow of money.

Unit-II

The Quantity Theory of Money-fisher, Cambridge and Keynesian theory of money. Inflation: Types of inflation, Theories of inflation, effects and consequences of inflation, control of inflation.

Unit-III

Credit, its definition, types, merits and demerits, credit and economic development. Functions of commercial Banks & Central Banks, process of credit creation and its limitations.

Unit-IV

Control of money supply, Reserve Bank of India: its functions- Traditional and Development :Suggested Readings

1. KPM Sundram. Money Banking and International Trade. Sultan Chand & Sons
2. T R Jain. Money and Banking, Jain Publications

3.6 PHYSICAL EDUCATION

- As per University of Mysore syllabus.
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SEMESTER IV

4.3 CREDIT RISK MANAGEMENT

Unit 1 - Risk management introduction

- Risk management an introduction
 - Risk management from various stakeholders perspectives
 - Various types of risks
 - Various types of risk management
- Credit risk – an introduction
 - Fundamentals of credit risk
 - Approaches to credit risk
- Bank risk management
 - Need for credit risk management in banks

Supervisory capital and role of credit risk management

- Types of lending
- Bank lending Other debt instruments

Unit 2 - Risk management frameworks

- Credit risk analysis frameworks – Credit scoring
 - Credit scoring basics
 - Credit bureaus
 - Limitations of Credit scoring
- Credit risk analysis frameworks – Credit rating
 - Rating systems
 - Rating agencies

- Rating criteria and methodology
- Rating process
- What credit rating does not cover
- Credit risk analysis frameworks – Internal rating/underwriting
 - A lending approach – the five Cs
 - Internal risk modeling
 - Building IRB models
 - Credit bureaus Limitations of Credit scoring

Unit 3 - Risk management various risks

- Business risks
 - Industry risks
 - Economic risk
 - Firm specific risks
- Financial Risks
 - Fin St analysis
 - Ratio analysis
 - Benchmarking
 - Industry specific overrides
- Transaction risk
 - Loan agreements
 - Covenants
 - Monitoring transaction risks Mitigating covenant risks

Unit 4 – risk management

- Credit risk Management
 - Wholesale lending credit risk management
 - Retail lending credit risk management
 - Investment related credit risk mangement
- Credit risk and BASEL frameworks
 - Basel 2 and Basel 3
 - Credit risk treatment under both B2 and B3
 -

Recommended resources

- Credit Risk Management, Andrew Flight
- Credit Risk Management: Basic Concepts: Tony Von Gestel Risk Assessment and Risk Management Ronald E. Hester
- Quantitative Risk Management: Concepts, Techniques, and Tools, Alexander J. McNeil
- The Handbook of Credit Risk Management: Sylvain Bouteille

- Credit Risk Management: Hong Kong Institute Of Bankers
- Managing Credit Risk: The Next Great Financial Challenge JohnCaouette

4.4 COST ACCOUNTING II

Unit 1. Cost Accounting Procedure:

Non – integrated Accounting System: Maintaining Ledgers (including Control Accounts) under this systems. Reconciliation of Cost and Financial Accounts. Integrated Accounting System – Features – Advantages and Disadvantages – Accounting Procedures.

Unit 2. Various Methods of Costing:

Job Costing: Job order – Job Ledger – preparation of job Cost Accounts and Cost Control Accounts – Batch costing, Contract Account and Determination of Profit or Loss on incomplete contract (including value of work certified – Contract cost and valuation of WIP) – Presentation of Contract particulars in the Balance Sheet – Retention money – Cost Plus contract – Escalation clauses. Processing Costing: preparation of process accounts (including normal and abnormal loss, abnormal gain).

Unit 3 - Budgetary Control:

Introduction, Define Budget & Budgetary Control, Features & Objectives of Budgetary Control System. Factors to be considered for preparing budgets. Functional, Fixed & Flexible, Zero-Base Budgets. Budget reports.

Unit 4 -Standard Costing:

Introduction, Concept and Uses of Standard Costing, Setting up of Standards Cost Accounting Methods, Computation of Variances relating to Material and Labour.

4.5 DIRECT TAX LAW AND PRACTICE

Unit 1:

a) Residential Status and Incidence of Tax

Residential status of a company, Incomes deemed to accrue or arise in India u/s 9

b) Income which do not form part of Total Income

Sec 10A, 10AA, 10B, 10BA

Unit 2: Heads of Income and Provisions Governing Heads of Income

a) *Profits and gains from business and profession* Advance level discussion with special emphasis on presumptive taxation

b) *Capital Gains* Advance level discussion with special emphasis on transfer, treatment u/s 45(1A), 45(2), 45(3), 45(4). 45(5), taxability of financial assets and exemptions

c) *Income from other sources* Advance level discussion with special emphasis on deemed dividend

Unit 3:

a) Income of other Persons included in Assessee's Total Income

Revocable transfer of assets, Income from assets transferred to the benefit of spouse and son's wife, Conversion of self-acquired property into joint family property

b) Deductions from Gross Total Income

Deductions u/s 80IAB, 80IC, 80ID, 80IE

Unit 4: Computation of Total Income and Tax Payable

Advance level problems on computation of total income and tax liability of an Individual, HUF, Firm and AOP

Unit 5:

- a) *Relief U/S 89*
- b) *Double Taxation Relief*
- c) *Business Restructuring – Amalgamation, Demerger, Slump Sale*

Unit 6: Wealth Tax

Advance level discussion with special emphasis on basic concept of valuation of let-out building, Advance level problem on computation on net wealth and tax payable

Suggested Readings

- Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxmann
- Lal and Vashist, Direct Taxes, Pearson
- Gupta and Ahuha, Direct Taxes Law And Practice, Bharat

4.6 BUSINESS STATISTICS

Unit-I

Probability Distribution: Binomial, Poisson & Normal distribution

Unit-II

Correlation Analysis – meaning, significance, types and methods, probable error, coefficient of determination; Regression analysis – Meaning, equations, lines. Standard error of estimate. Difference between correlation and regression.

Unit-III

Time series - components, models, trend analysis including second degree parabola and exponential formula measurement of seasonal cyclical and irregular variations, shifting the trend origin.

Unit-IV

Statistical Decision Theory: Ingredients, expected opportunity loss, optimal decisions with maximin, minimax and Bayes' principle (with prior, pre-posterior and posterior analysis) Statistical Quality Control.

Suggested Readings:

1. *Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.*
2. *D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.*
3. *N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.*
4. *R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.*

SEMESTER V
5.1 BANKING LAW AND PRACTICE

Unit I: Banks and Banking Enactments:

Definition, Function and Nature of Banking, Banking System of India, Nationalization of Banks.

Unit II: Banking Legislation in India:

The Banking Regulation Act, RBI Act, SBI Act, The Banking Companies (Acquisition & Transfer Of undertakings) Acts 1970,1980.

Unit III: Other Banking Legislation:

RRB Act 1976, NABARD Act, Export Import Bank Act.

Unit IV: Law Relating to Negotiable Instruments:

Introduction, Parties to a Negotiable Instrument, Negotiation Discharge of Parties, Liability of Banker.

Unit V: Employment of Bank's Funds:

Banks and Liquidity, Loans and Advances, Purchase/Discounting of Bills of Exchange, Contracts of Indemnity and Guarantee, Term Loans, Agriculture Finance.

5.2 INDIRECT TAXES

Unit 1 : Introduction to Indirect Taxes:

Meaning, Characteristics and Features of Indirect Tax, Advantages and Disadvantages of Indirect Tax, Constitution of India and Indirect Tax, Types of Indirect Taxes- A brief introduction of Central Excise Act, 1944, Customs Duty Act,1962, Central Sales Tax Act,1956, VAT and Service Tax.

Unit II: Central Excise Act, 1944:

Important Definitions, Nature and Scope of Excise Duty, Classification and valuation of Excisable Goods, Procedure of Registration, Assessment, Clearance of Excisable Goods, Exemption to Small Scale Industries under the Act, Calculation of Excise Duty, CENVAT, Administrative set up of Excise Duty.

Unit III : Customs Duty Act,1962:

Important Definitions, Prohibition of Importation and Exportation of Goods, Valuation for Customs Duty, Import-Export Procedure, Export Promotion Schemes, Customs Duty Authorities and their Powers, Penalties and Prosecutions.

Unit IV : Central Sales Tax Act,1956:

Important Definitions, Inter-State Sale, Sales Tax Liability, Declared Goods, Procedure of Registration, Computation of Tax, Procedure of Assessment, Penalties and Prosecution.

Unit V: Service Tax:

Salient features of Service Tax, Valuation of Taxable Services, Exemptions, Exceptions to Exemptions, Scope and Future, Registration, Import and Export of Services, Classification of Services, Filling of Return and Appeal.

5.3 ADVANCED COST AND MANAGEMENT ACCOUNTING-I

Objectives:

To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services

UNIT-1-

Introduction to Costing Methods: Meaning, Importance and Categories, Cost accounting Standards- Generally Accepted Cost Accounting Principles (GACAP)- Purpose, Objective and Applicability.

UNIT-2-

Contract costing: Introduction- Contract account, Profit on incomplete contracts, work in progress, Contractee's Accounts, Escalation clause.

UNIT-3-

Process costing: Introduction, Distinction between Job costing, and process costing, process losses, inter-process profits, Joint products and by-products- Meaning, features, differences, problems on process accounts including joint and by products.

UNIT-4-

Operating Costing-Introduction, transport costing, standing charges, operating/running charges, preparations of operating cost sheet.

UNIT-5-

Reconciliation of cost and financial accounts-need for reconciliation, reasons for disagreement, reconciliation procedure, problems on reconciliation.

UNIT-6-

Activity based costing(ABC);Definition, Features, Advantages, Differences between ABC and traditional costing, Allocation of overheads; Objectives of ABC, Development of ABC, Implementation of ABC, Problems on Computation of Activity Based Costing and Traditional Costing;

Books for reference:

1. Cost Accounting: N.K. Prasad
2. Cost Accounting: Nigam & Sharma :
3. Practical Costing: Khanna, Pandey & Ahuja
- 4: Cost Accounting: M.L. Agarwal
5. Cost Accounting: Jain & Narang
6. Cost Accounting: S.P. Iyengar

5.4 AUDITING AND CORPORATE GOVERNANCE

Objective:

To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility

Unit 1: Introduction

Auditing: Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.

Unit 2: Audit of Companies

Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report- Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

Unit 3: Special Areas of Audit

Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Computer aided audit techniques and tools; Auditing Standards; Relevant Case Studies/Problems;

Unit 4: Corporate Governance

Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance

Unit 5: Business Ethics

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement

Unit 6: Corporate Social Responsibility (CSR):

Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR

Suggested Readings:

1. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning
2. Aruna Jha, *Auditing*. Taxmann Publication.
3. A. K. Singh, and Gupta Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
4. Anil Kumar, *Corporate Governance: Theory and Practice*, Indian Book House, New Delhi
5. MC Kuchhal, *Modern Indian Company Law*, Shri Mahaveer Book Depot. (Publishers). (Relevant Chapters)
6. KV Bhanumurthy and Usha Krishna, *Politics, Ethics and Social Responsibility of*

Business, Pearson Education

7. Erik Banks, *Corporate Governance: Financial Responsibility, Controls and Ethics*, Palgrave Macmillan

5.5 CORPORATE ACCOUNTING-I

Objectives:

To provide students an understanding of various accounting techniques applied in various vital financial events in corporate business

UNIT-I-

Accounting for share capital: Meaning and types of shares-issue of shares over-subscription and prorated allotment- forfeiture of shares-reissue of forfeited shares-passing journal entries and preparing balance sheet.

UNIT-2-

Financial statements of limited companies: Preparation of financial statements as per schedule III of Companies' Act-2013. Provisions of companies Act-2013 on Declaration of Dividends.

UNIT-3-

Accounting For Redemption of Preference Shares And Issue Of Bonus Shares: Conditions for redemption of preference shares, and Accounting procedure for redemption; meaning of bonus shares and bonus issue-SEBI guidelines for bonus issue-accounting entries for issue of bonus shares.

UNIT-4-

Issue and redemption of debentures: meaning and types of debentures-methods of redemption of debentures-journal entries for issue of debentures and conditions for redemption- financing for redemption of debentures.

UNIT-V-

Liquidation of companies- Meaning and circumstances of liquidation- preparation of liquidator's final statement of account.

UNIT-VI-

Accounting for employees stock option plan, buy-back of securities, equity shares with differential rights, under writing of shares and debentures.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad.
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

5.6 SECRETARIAL PRACTICE

Unit I: Introduction:

Meaning, Appointments, Legal position, Powers and Responsibilities and Removal of company secretary.

Unit II: Share Capital, shares, shares, Allotment, Calls & Forfeiture:

Share Capital – Meaning and Types. Shares – Meaning and Types of Shares. Features of Different types of Preference share. Legal Provisions regarding Allotment, Calls, Transfer, Transmission and Forfeiture of shares. Share Certificate and share Warrant.

Unit III: Dividend, Accounts & Auditors:

Dividend – Meaning and Legal Provisions regarding Dividend. Dividend warrant and Bonus shares. Books of Accounts – Statutory Books and Statistical Books. Auditors – Qualifications and Disqualifications, Appointment, Legal Position, Rights and Powers, Removal and Remuneration and Duties of Auditors.

Unit IV: Company Meetings and Secretary's Duties:

Types of Company Meetings. Legal provisions and Secretary's Duties regarding Statutory, Annual General and Extra-ordinary General Meetings. Notice, Agenda and Minutes. Resolutions. Chairman. Proxy. Voting and Poll.

Unit V: Drafting:

Drafting of Notice, Agenda, Minutes of Statutory, Annual General and Extra-ordinary General Meetings. Drafting of Resolutions. Drafting of Call Letters, Share certificate and share warrant, etc.

E-COMMERCE AND DIGITAL MARKETING SEMESTER VI

6.1 RURAL MARKETING & INTERNATIONAL MARKETING

Course objectives:

The objective of the course is to expose the students to the rural market environment and the emerging challenges in the globalization of the economics. The main objective of this programme is to develop a strong foundation of applied knowledge, concepts, approaches and analytical skills in the participants for successful marketing of products and services to rural consumers and users.

There are two primary objectives for the International Marketing course:

- To gain a solid understanding of the theoretical and conceptual principles of International marketing;
- To understand how to develop and manage a strategic international marketing initiative.

Module 1:

Introduction to Rural Marketing

- Concept, Nature & Scope and Importance of Rural Marketing
- Marketing Mix in a Rural Context
- Difference between Rural and Urban Marketing

Module 2:

Consumer Behavior in the Rural Marketing Environment

- Evolution of Rural Marketing in India
- Rural Marketing Environment and its Impact on Marketing Operations (Physical; Demographic; Socio-Cultural; Political; Technological; Economic Environments)
- Characteristics, Attitudes and Behavior of Rural Buyers
- Factors influencing Consumer Behavior in Rural Markets

Module 3:

Marketing Strategies in Rural Context

- STP Analysis in Rural Markets: Segmentation (Prerequisites, Bases of Segmentation: Geographic, Demographic, Psychographic, Behavioural); Targeting (Segment Coverage); Positioning (Bases of Positioning: Product; Service; People; Image)
- Product Planning and Branding in Rural Markets: Levels of a Product; Product Line and Mix Decisions; Branding in Rural Markets (Basic Concepts of Brand Loyalty; Brand Stickiness; Fake Brands); Packaging Strategies for Rural Markets
- Pricing Strategies in Rural Markets: Rural-Centric Pricing Strategies; Market Entry Pricing Strategies; Product Mix Pricing Strategies; Price Adjustment Strategies
- Distribution Strategies in Rural Markets: Rural Channel Members; Challenges in Rural Distribution and Logistics
- Promotional Strategies in Rural Markets: Rural Media Vehicles; Selection of Communication Channels

Module 4:

Marketing of Agricultural Inputs

- Concept of Agricultural Inputs; Co-operative Marketing; Public Distribution System
- Agricultural Marketing in India: Problems and Prospects
- Case Studies: ITC E-Choupal; HUL Project Shakti; Initiatives of Coca Cola to tap BOP; DCM
- Shriram Consolidated Ltd HariyaliKissan Bazaar

Module 5:

Introduction to International Marketing

- Concept, Scope and Environment of International Marketing
- Proactive and Reactive Motivations of Internationalization
- Difference between domestic marketing, international marketing, multinational marketing, export marketing and global marketing

Module 6:

International Marketing Models

- The PESTEL Framework
- The EPRG Model and the Self-Reference Criterion (SRC)
- Hofstede's 4 Dimensions of Culture
- Concept of High-Context and Low-Context Cultures

Module 7:

International Market Entry Strategies and Market Research

- Segmentation and Identification of Foreign Markets

- Foreign Market Entry Strategies: Exporting, Piggy-backing, Wholly-owned Subsidiaries, Licensing, Franchising, Joint-Ventures, Mergers and Acquisitions, Turnkey operations, Strategic Alliances, Countertrade, Management Contracting
- Barriers to Entry in International Markets

Module 8:

International Marketing Mix Decisions

- International Product Policy and Planning: The process of New Product Development (NPD) in IM (export manufacturing firms and export houses); Segmentation, Targeting and Positioning (STP) analysis in product planning; Concept of International PLC
- Pricing in International Markets: Price and non-price factors; Export pricing methods; International pricing strategies; Price distortion and dumping
- Distribution and Logistics in International Context: Types of Intermediaries in Direct and Indirect selling channels (concepts only); Foreign sales agent selection & appointment
- Tools of Promotion in International Markets: Promotional Mix (Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity); Promotional Appeals; Merchandising, Trade fairs/exhibition

Suggested Readings:

1. Krishnamacharyu & Ramakrishnan, Rural Marketing: Text & Cases, Person Education.
2. Gopaldaswamy, T.P, Rural Marketing, Wheeler Publishers, New Delhi.
3. Rajagopal, Managing Rural Business, Wheeler Publishers, New Delhi.
4. Kashyap, Rural Marketing, Pearson Education
5. Varshney & Bhattacharya: International Marketing Management, Sultan Chand & Sons
6. W.J. Keegan: Multinational Marketing Management, Prentice Hall
7. V. Terpstra & Ravi Saratnag: International Marketing, Naper Publishing Group
8. P. Cateora & Graham: International Marketing, McGraw Hill
9. Hans Muhlbacke: International Marketing-A global perspective, Cengage Learning EMEA

6.2 INTERNATIONAL BUSINESS

Course Objective

This course aims to introduce students to the international business, trading and financial environment. Students are also expected to understand the basic features of the foreign exchange market and types of exchange rates. The course also creates awareness about emerging issues such as outsourcing and environmental sustainability in the context of international business.

Module 1:

Introduction to International Business:

Globalization and its growing importance in the world economy; Impact of Globalization; International business contrasted with domestic businesses –complexities of international business; Internationalization stages and orientations; Modes of entry into International businesses.

International Business Environment: Economic, demographic, cultural and political-legal environment

Module 2:

International Trade: Theories of International trade - Absolute advantage theory, Comparative advantage theory, Factory proportion theory and Leontief paradox, Product life cycle theory, National competitive advantage theory; Tariff and Non-Tariff Barriers.

BOP- Balance of payment account and its components

Module 3:

Regional Economic Integration:

Forms of regional integration; Integration efforts amongst countries in Europe, North America and Asia: EU, NAFTA and SAARC; Cost and benefits of regional economic integration.

International Economic Organisations: WTO, UNCTAD, World Bank and IMF

Module 4:

International Financial Environment:

Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, trading in spot markets, cross exchange rates, forward markets, forward rate, long and short forward positions, forwards premium and discount; Arbitrage, Hedging and Speculation; Types of exchange rate systems – fixed and floating, soft peg, crawling peg, free float, managed float; Foreign exchange risk and exposure

Exchange rate Determination: Types of Exchange rates, Factors affecting exchange rate- relative inflation rates, interest rates, relative interest rates, relative income levels, government controls, expectations.

Module 5:

Foreign Direct Investment:

Types of FDI - Greenfield investment, Brownfield investments, Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI

Developments and Issues in International Business: Outsourcing and its potential for India; International Business & Ecological considerations.

References:

- Bennett, Roger. *International Business*, Delhi: Pearson
- Charles, W L Hill and Jain, Arun Kumar, *International Business*, New Delhi: Tata McGraw Hill
- Daniels John. D. Lee H. Radenbaugh and David P Sullivan. *International Business*, Pearson Education.
- Griffin, Ricky W and Michael W Pustay- *International Business-A Managerial Perspective* Prentice Hall
- Michael R. Czinkota, et al. *International Business*. Fortforth. The Dryden Press.
- Menipaz, E., Menipaz A. and Tripathi S.S. *International Business : Theory and Practice*. New Delhi. Sage Publications India Pvt. Ltd.

6.3 E-COMMERCE

Course Objective

To enhance skills for effective and contemporary applications of E-commerce.

Module 1:

Introduction to E- Commerce: Concepts and significance of E-commerce, driving forces of E-commerce. E-commerce business models - key elements of a business model and categories. Mechanism Dynamics of World Wide Web and internet- evolution and features; Design and launch of E-commerce website - decisions regarding Selection of hardware and software; Outsourcing vs in house development of a website.

Module 2:

Online Business Transactions

Rationale of transacting online, E-commerce applications in various industries (banking, insurance, payment of utility bills and others), e-marketing, e-tailing, online services, e-auctions, online portal, online learning, e-publishing and e-entertainment, online shopping

Module 3:

Website Designing

Introduction to HTML tags and attributes: Text formatting, fonts, hypertext links, tables, images, lists, forms, cascading style sheets.

Module 4:

E-payment System

signatures- procedures and legal position; Payment gateways; Online banking- concepts, importance; Electronic fund transfer; Automated Clearing House. Automated Ledger Posting. Emerging modes and systems of E-payment (MPaisa, PayPal and other digital currency). E-payments risks

Module 5:

Security and Legal Aspects of E-commerce

E-commerce security – meaning and issues. Security threats in the E-commerce environment- security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.; Technology solutions- encryption, security channels of communication, protecting networks, servers and clients. Information Technology Act 2000- provisions related to offences, secure electronic records, digital signatures, penalties and adjudication.

Practical :

Designing a Web Page in Notepad and HTML

References

- Agarwala, Kamlesh N., Lal, Amit and Agarwala, Deeksha. “*Business on the Net: An Introduction to the whats and hows of E-commerce.*” Macmillan India Ltd.
- Bajaj KK, Debjani Nag “*E-Commerce.* Tata McGraw Hill Company” New Delhi
- Chhabra, T.N., Jain, Hem Chand, Jain, Aruna. “*An Introduction to HTML*” Dhanpat Rai & Co
- Dietel, Harvey M., Dietel, Paul J., and Steinbuhler Kate. *E- Business and E- commerce for Managers.* Pearson Education.

- Diwan, Parag and Sharma, Sunil “ *Electronic commerce- A manager’s Guide to E-Business*”, Vanity Books International ,Delhi
- Elias M. Awad“*Electronic Commerce from vision to fulfillment*” Third Edition PHI publications.
- Kosiur, David, “*Understanding Electronic Commerce*” Prentice Hall of India Private Ltd., New Delhi.
- Turban, E., et.al. “*Electronic commerce: A Managerial perspective*” Pearson Education Asia.
- Whiteley, David, “*E-Commerce*” McGraw Hill, New York.
- IT Act 2000
- Kumar A. “ *Cyber Laws*” Book Age Publications, New Delhi

6.4 COMPUTER APPLICATIONS IN BUSINESS

Course Objective

To provide computer knowledge to commerce students and equip them with computational skills using ICT tools.

Module 1:

Data Processing, Networking and Recent trends in computing Computing:

Concept of computing, Data and information; Computing Interfaces: GUI, CLI, Touch Interface, NLI; data processing; applications of computers in business.

Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall.

Basic Internet Terminology: I.P. Address, Modem, Bandwidth, Routers, Gateways, Internet Service Provider (ISP), World Wide Web (www), Browsers, Search Engines ,Proxy Server, Intranet and Extranet; Basic Internet Services; Internet Protocols: TCP/IP, FTP, HTTP(s), Uses of Internet to Society; Cyber Security: Cryptography, digital signature.

Recent trends in computing : Tools of business collaboration: emails, wikis, file sharing, screen sharing, web presenting, work scheduling; Cloud computing: meaning, types of cloud services: IaaS, PaaS, SaaS; Grid Computing; Virtualization; Green Computing; E-Commerce: meaning, business models , Electronic Data Interchange (EDI), Payment Gateways; Internet of Things (IoT)

Module 2:

Word Processing

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Databases and spreadsheet files; Printing documents; Citations and Footnotes.

Creating Business Documents using the above facilities

Module 3:

Preparing Presentations

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow.

Creating Business Presentations using above facilities

Module 4:

Spreadsheet and its Business Applications

Spreadsheet concepts, Managing worksheets; Formatting, conditional formatting, Entering data, Editing, and Printing and Protecting worksheets; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs; Working with Multiple worksheets; controlling worksheet views, naming cells and cell ranges.

Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database functions, Text functions and Error functions

Working with Data: Sort and filter; Consolidate; Tables; Pivot tables; What-if-analysis: Goal seek, Data tables and Scenario manager; Data analysis ToolPak: Descriptive Statistics, Moving averages, Histogram, Covariance, correlation and Regression analysis (only for projection)

Creating business spreadsheet: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Constraint optimization, Assignment Problems, Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression Analysis

Module 5:

Database Management System (Theory)

Theoretical background of Database Designs for Accounting and Business Applications: Database, Database Management System, Database System; Comparison of Database System with Traditional File System; Entity Relationship Model (ER-Model); Relational Database Model: Creating Relationship between Tables, Concept of Keys, Fundamental Integrity Rules; ERD to Relational Mapping; Normalization of databases upto 3 Normal Forms.

SQL and Retrieval of Information: Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL

DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules;

Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the data records of Employees, Suppliers and Customers.

References

- Elmasari, Ranez and Shamkant B. Navathe, *Fundamentals of Database Systems*, Pearson Education
- Jain Hem Chand and Tiwari H. N. (2019), *Computer Applications in Business*, Taxmann
- Madan Sushila, *Computer Applications in Business*, Scholar Tech Press.
- MathurShruti and Jain Pooja, *Computer Applications in Business*, Galgotia Publishing Company
- Sharma S.K. and Bansal Mansi, *Computer Applications in Business*, Taxmann
- Wayne Winston, *Data Analysis & Business Modeling*, PHI.
- Simon Benninga, *Financial Modeling*, The MIT Press

6.5 COMPUTERISED ACCOUNTING SYSTEM

Course Objectives

This course seeks to enhance the skills of a commerce student needed for accounting for business transactions using Computerized accounting system.

Module -1:

Computerised Accounting System:

Computerised Accounting Systems: Basics of Computerised accounting systems; Difference between manual and computerized Accounting system; factors affecting selection of suitable Computerised accounting software; Procurement and installation of Computerised accounting software; Using any popular accounting software: Create, Select, shut, and delete a Company; setting security features of company; Date and Period features; Configure and Features settings; Backup and Restore data of a Company

Module -2:

Creating Masters:

Creating Accounting Ledgers and Groups: Single Create Vs. Multiple Create, creating ledger under a group and entering opening balance

Creating Stock Items and Groups: Creating Unit of Measurement, creating Stock Groups using Single or multiple create feature under an existing group, creating Stock items using Single or multiple feature under an existing group,

Module -3:

Voucher Entry:

Types of vouchers; selection of voucher type for transactions; Vouchers Entry: Voucher Number and date settings, Voucher entry with more than one debit or credit accounts, Editing and deleting a voucher, Printing of Voucher and Cheque.

Module -4:

Taxation and Generating Reports:

Taxation: Accounting for Tax Deducted at Source, Tax Collected at Source, and Goods and Service Tax

Generating Reports: Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement

Module -5:

Auditing:

Auditing in Computerized Accounting system: Statutory Audit, Voucher verification, Verification of related party transaction, CAAT: Various Tools

References

- Nadhani, Ashok K, *Tally ERP 9 Training Guide*, BPB Publications
- *Tally ERP 9 book advanced user*, Swayam Publication (www.tallyerp9book.com)

6.6 WEB TECHNOLOGIES

Objective: to gain skills of usage of Web Technologies to design Web pages.

Module -1:

Introduction:

Art of creating a web site - Markup language (HTML) – Hypertext - Formatting text - Forms & formulating instructions & formulation elements – Commenting code – Anchors - Back grounds – Images - Hyperlinks – Lists – Tables – Frames - Web design principles.

Module -2:

An over view of dynamic web pages & dynamic web page: An over view of dynamic web pages and dynamic web page technologies: Introduction to Dynamic HTML programming -Cascading style sheets(CSS)- Basic syntax and structure -Events handling- Changing Text and Attributes - Dynamically changing style - Text Graphics and placements- Creating multimedia effects with filters and Transactions.

Module -3:

*Java script:*Introduction - Client side Java script - Server side Java script - Core features - Data types and variables – Operators - Expressions and statements – Functions – Objects – Array - Date and math related objects - Document object model- Event handling.

Module -4:

Events and event handlers:

General information about Events – Event –OnAbort –OnClick - Ondbl click - Ondrag drop – Onerror - Onfocus - Onkey Press – Onkey Up – Onload - Onmouse Down – Onmouse Move - Onmouse Out – Onmouse Over - Onmove - Onrest – Onresize - Onselect - On submit - Onunload.

Module -5:

Extensible markup language (xml):

Introduction- Creating XML Documents- XML style Sheet- Hyperlinksin XML Document Object Model- XML Query Language.

Suggested readings:

1. Internet & World Wide Web How to Program: Deitel&Deitel, Pearson.
2. Web programming: Chris Bates.
3. HTML & XML An Introduction NIIT, PHI.
4. HTML for the WWW with XHTML & CSS: Wlizabeth Castro, Pearson
5. Internet and Web Technologies: Raj Kamal, McGraw Hill.
6. Web Technology: A Developer's Perspective:Gopalan&Sivaselvan, PHI.
7. The Complete Reference PHP: S.Holzner, McGrawHill.
8. Internet Technology and Web Page Design: R.Singh&M.Sonia, Kalyani.
9. Web Programming using PHP and MySQL: A.Babu, K.Meena&Sivakumar, HPH.
10. Web Technology and Design by Xavier, New Age International Pub.

SEMESTER VII

7.1 ADVANCED COST AND MANAGEMENT ACCOUNTING-II

Objectives:

To familiarize students with an understanding of accounting tools and techniques relevant to management decision making

UNIT-I-

Introduction: Meaning and Definition of Management Accounting, Scope and Objectives of Management Accounting-Differences between Management Accounting and Financial Accounting –Management accounting and Cost accounting-Limitations of Management Accounting.

UNIT-2-

Analysis of Financial Statements: Common Size statements, Comparative Statement, Trend analysis.

UNIT-3-

Ratio Analysis: Meaning and Objectives-Types of ratios-(A) Profitability Ratios-GP ratio-NP Ratio-Operating ratio- Operating profit ratio-Return on capital employed ratio-EPS,(B)Turnover Ratios-working capital turnover ratio- Stock Turnover ratio-Fixed assets turnover ratio-Debtors turnover Ratio-Creditors turnover Ratio, (C) Financial ratios-Current Ratio- liquidity ratio-Debt-equity ratio-Proprietary Ratio-Capital gearing Ratio-Advantages and Limitations of Ratios- Construction of Balance sheet using ratios.

UNIT-4-

Cost flow statement: Meaning, Definition, Uses and Limitations-Differences between funds flow statement and cash flow statement-Preparation of Cash flow statement(AS-7):Direct method and Indirect Method.

Unit 5-

Marginal costing-Definition-Basic concepts-Assumptions-Marginal Cost statement – Contribution-Break Even Analysis-P/V Ratio-Margin of Safety-Decision areas-Make or Buy and Pricing.

Unit-6-

Budget and Budgeting Control-Definition-Basic Concepts-Budget Manual-Key factor-Classification of Budgets-Problems on cash budget, sales budget, Flexible Budget, Cash Planning and Motives for holding cash

Reference materials:

1. Cost Accounting: N.K. Prasad
2. Cost Accounting: Nigam & Sharma :
3. Practical Costing: Khanna, Pandey & Ahuja
4. Cost Accounting: M.L. Agarwal
5. Cost Accounting: Jain & Narang
6. Cost Accounting: S.P. Iyengar

7.2 CORPORATE ACCOUNTING- II

Objectives:

To understand the various higher accounting methods applied insurance and electricity undertakings; Accounting techniques applied in valuing Human Resources and effect of inflation on financial affairs

UNIT-1-

Accounting for General insurance companies, fire and marine insurance, preparation of final accounts as per latest regulations

UNIT-2-

Accounting for life insurance, preparation of valuation balance sheet, preparation of final accounts as per latest regulations.

UNIT-3-

Final accounts of electricity companies, Forms of financial statements, differences between depreciation as per companies act and as per tariff policy under Electricity supply act 2003

UNIT-4-

Holding company accounts, Accounting for Holding Company: Preparation of Consolidated Balance Sheet, Minority interest, Computation of Goodwill/ Capital Reserve, Revaluation of assets of subsidiary Company.

UNIT-5-

Human resource accounting: Accounting Aspects of Human Capital –Meaning, Basic Premises, Need and Significance of HRA, Advantages and Limitation of HRA; Monetary and Non-Monetary Models; Cost Based Models- Acquisition Cost Method, Replacement Cost Model, Opportunity Cost Method, standard cost method, Current Purchasing Power Method (C.P.P.M.).

UNIT-6-

Inflation accounting and income measurement: Inflation Accounting: Concept – Limitations of historical based-cost financial statements – Methods of Inflation Accounting: Current Purchasing Power Method – Current Cost Accounting Method (Including problems). Income Concepts for financial reporting – Measurement and Reporting of Revenues, Expenses, Gains and Losses (Theory only) – Analysis of Changes in Gross Profit (Including problems)

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : Agarwala A.N. Agarwala, K.N.:Kitab Mahal, Allahabad.
5. Financial Accounts, MishraA.K :Sahitya Bhawan Publishers and Distributers

6. Chakraborty, S.K., Human Asset Accounting: The Indian Context in Topics in Accounting and Finance, Oxford University Press.

7.3 COMPANY LAW

Unit I: Introduction:

Historical Development of company Legislation in India. Salient Features of the Companies Act, 1956. The Present set-up of company Law Administration in India. Promoter: Concept, Functions and Legal Position. Registration of Companies and the Documents required in this regard.

Unit II: Nature and Classification of Company:

Meaning and characteristics of Companies. Classification of companies. Special Privileges of a Private Company. Conversion of a Private Company into a Public Company and vice-versa.

Unit III: Memorandum, Articles and Prospectus:

Nature and Clauses of Memorandum of Association. Alteration of Memorandum of Association. Articles of Association- Nature and Contents. Legal effect of Memorandum and Articles. Doctrine of Constructive Notice. Doctrine of Indoor Management. Prospectus- Meaning and Contents. Untrue and Mis-statements in Prospectus and their consequences.

Unit IV: Membership and Management of Companies:

Membership- Nature of Member. Methods of Acquisition and Termination of Membership. Directors- Meaning, Appointments, Legal Position, Qualifications and Disqualifications, Remuneration, Powers, Duties and Liabilities of Directors. Managing Director and Manager.

Unit V: Borrowing Powers and Winding Up of Companies:

Borrowing Powers of Companies. Charges- Meaning and Types of Charges. Winding Up- Meaning of Winding Up and Modes of Winding Up. Compulsory winding, Voluntary winding Up and Winding Up under the supervision of court.

7.4 PUBLIC FINANCE

UNIT I:

Introduction: Meaning, Nature and Scope of Public Finance; Public Finance and Private Finance; Public Finance & other Sciences; Theory of Maximum Social Advantage- Concept and Limitations.

UNIT II:

Public Expenditure: Meaning, Nature, Objectives and Classification; Canons of Public Expenditure; Effects of Public Expenditure; Public Expenditure in India.

UNIT III:

Public Revenue: Meaning and Classification; Sources of Public Revenue; Tax & Non Tax Revenues; Features of Sound Tax System; Theories of Taxation- Physiocratic Theory, Expediency Theory, Cost of Service Theory, Benefit Received Theory and Ability to Pay Theory.

UNIT IV:

Tax Structure and Burden: Concept of Tax Burden; Impact of Tax, Shifting and Incidence of Taxes; Theories of Tax Shifting- Concentration Theory, Diffusion Theory and Modern Theory; Economic Effects of Taxes; Taxable Capacity; Indian Tax Structure- Salient Features.

UNIT V:

Public Debt: Meaning and Significance; Private and Public Debt; Classification and Sources of Public Debt; Effects of Public Debt; Methods of Repayment of Public Debt; Limitations of Public Debt; Deficit Financing- Concepts, Objectives, Significance and Limitations.

7.5 INVESTING IN STOCK MARKETS

Course Objective

To equip students with the basic skills required to operate in stock market.

Unit-I: Basics of Investing : Basics of Investment & Investment Environment. Risk and Return, Instruments of Investment - Equity shares, Preference shares, Bonds and Debentures. Indian Security Markets: Primary Markets (IPO, FPO, Private placement, Offer for sale), Secondary Markets (cash market and derivative market: Futures and Options) Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information. Trading in securities: types of orders, using brokerage and analyst recommendations.

Unit II: Indian Security Markets

Primary Markets (IPO, FPO, Private placement, Offer for sale), Secondary Markets (cash market and derivative market: Futures and Options) Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information.

Trading in securities: types of orders, using brokerage and analyst recommendations.

Unit III: Fundamental Analysis

Top down and bottom up approaches, Analysis of international & domestic economic scenario, Industry analysis, Company analysis (Quality of management, financial analysis :Both Annual and Quarterly, Income statement analysis, position statement analysis including key financial ratios, Cash flow statement analysis, Industry market ratios: PE, PEG, Price over sales, Price over book value, EVA), Understanding Shareholding pattern of the company.

Unit-IV: Technical Analysis

Trading rules (credit balance theory, confidence index, filter rules, market breath, advances vs declines and charting (use of historic prices, simple moving average and MACD) basic and advanced interactive charts. Do's & Don'ts of investing in markets.

Unit-V: Investing in Mutual Funds

Concept and background on Mutual Funds: Advantages, Disadvantages of investing in Mutual Funds, Types of Mutual funds: Open ended, close ended, equity, debt, hybrid,

money market, and entry load vs. exit load funds. Factors affecting choice of mutual funds. CRISIL mutual fund ranking and its usage, calculation and use of Net Asset *Value*.

References

- Kumar, Vinod and Nangia, Raj Sethi, *Investing in Stock Markets*, Ane books
- Singh J K , Singh Amit Kumar, *Investing in Stock Markets*, A K Publications, Delhi.
- Tripathi, Vanita and Pawar, Neeti (2019), *Investing in Stock Market*, Taxmann Publications.

Additional Resources

- Aswath, Damodaran, *Investment Validation Tools and Technique for Determining Mutual Funds*, John Wiley & Sons
- Chandra, Prasanna. *Investment Analysis and Portfolio Management*, Tata McGraw Hill
- Gurman and Jochnk, *Fundamentals of Investing*, Pearworth
- Madura, Jeff, *Personal Finance*, Pearson

E-COMMERCE AND DIGITAL MARKETING

SEMESTER VIII

8.1 DIGITAL MARKETING

Course Objectives: This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.

Module 1:

Introduction

Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.

Module 2:

Digital Marketing Management

Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.

Module 3:

Digital Marketing Presence

Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimisation: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.

Module 4:

Interactive Marketing

Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.

Module 5:

Ethical and Legal Issues

Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.

References

- Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). *Internet Marketing: Strategy, Implementation, and Practice*. Pearson India
- Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). *E- Marketing*. Routledge
- Gupta, Seema (2018). *Digital Marketing*. McGraw Hill Education (India) Private Ltd.
- Kapoor, Neeru. *E-Marketing*, Pinnacle learning
- Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). *Digital Marketing: 4.0 Moving from Traditional to Digital*. Pearson India
- Ryan, Damian and Jones Calvin (2016). *Understanding Digital*

8.2 ADVERTISEMENT AND SALES MANAGEMENT

OBJECTIVE: To make the students aware of the strategy, concept and methods of advertising and sales promotion.

Module 1:

Introduction

Advertising-Meaning-Origin and development - Objectives-Importance- Functions of advertising-Role of advertisement in marketing mix- Classification and Types of advertisement- Merits and demerits- Advertisement process- Advertising planning- Key players in advertising industry- Advertisement agencies- Types and functions of advertising agencies- -Advertisement campaign -Social, economical and legal aspects of advertisement- Ethics in advertisement- meaning- perceived role of advertisement-Forms of ethical violation- misleading advertisements- advertising to children- product endorsements- stereotyping, cultural, religious and racial sensitivity in advertising- obscenity in advertising- misleading and deceptive advertising- false claims- Advertisement Standards Council of India – Regulation of advertising in India

Module 2:

Advertisement appeal and media

Advertisement appeal- Meaning- essentials of an advertisement appeal- types of appeal- advertisement copy- requisites of an effective advertisement copy-types of copy- Elements of copy-Lay out- Functions of lay out- Elements of layout- Principles of design and layout copy writing- qualities of a good copy writer- -Copy testing and advantages- Advertising media- Media planning and strategy-Types of media- Media selection-Importance of media planning and selection problems in media planning- Internet as an advertisement medium- Objects of internet advertisement- Advantages and disadvantages of internet advertising – Permission marketing- Steps in permission marketing

Module 3:

Advertising research Need for advertisement research- Measuring the effectiveness of advertising-Importance of measuring the effectiveness- Methods: Pre-testing, Concurrent testing and Post- testing-Constraints in measuring the effectiveness- DAGMAR model

Module 4:

Sales promotion

Promotion mix- Components- Sales promotion-Concept- Definition-Scope-Objectives-Importance of sales promotion- Methods and techniques of sales promotion -Sales promotion strategies-Differences between advertisement and sales promotion—Advantages and drawbacks of sales promotion-Sales promotion budget and its preparation-Sales promotion campaign-Evaluation of sales promotion strategies

Module 5:

Personal selling

Nature and importance-Essential elements of personal selling- Process-Principles of personal selling- Types of sales persons-Sales force management-Designing and managing the sales force- Evaluating sales force

Suggested Readings

1. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education
2. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi,
3. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi,
4. Manendra Mohan - Advertising Management – Concepts and Cases, Tata McGraw Hill
5. Sherlekar, Victor & Nirmala Prasad - Advertising Management - Himalaya Publishing House
6. S.A. Chunawalla- Promotion Management Himalaya Publishing House
7. C.L. Tyagi, Arun Kumar- Advertising Management- Atlantic Publishers and Distributors

8.3 DATABASE MANAGEMENT SYSTEM

Objective: To familiarize the students with the concepts of database management and to equip them to handle the database for business firms.

Module 1:

Database Concepts:

Meaning – Character- Field-Record-File-Database- Types of Databases- Entities, Attributes, Keys – DBMS - Advantages of Database Systems – Entity Relationship Concepts –Data Independence - Components of DBMS.

Module 2:

RDBMS & Relationships in Database:

Data Models - Relational Data Model - RDBMS – Relationships - Types of Relationships - One to One - One to Many - Many to Many – Functional Dependency - Normalization : Meaning , Schemas (1NF, 2NF, 3NF)- Defining Relationships -Referential Integrity-Key: Candidate key , Primary key Foreign Key.

Module 3:

Basic Elements of MS- Access 2013:

Introduction - Objects in Ms- Access - Create, Open, and Close a Database - Creating a Data Table - Different ways of Creating Tables - Data Types - The Primary Key - Properties of the Fields - Saving a Table - Closing a Table - Modifying Data Tables - Creating Table Relationships -Editing Relationships.

Module 4:

Queries & Forms in Access: Types of Queries - Creating a Query - Saving Queries - Summary Queries -Cross Tab Queries - Action Queries - Forms - The Form Wizard - Editing the Data in a Form - The Form Design View - The Form Design Bar - The Toolbox - Working with Controls.

Module 5:

Reports in Access:

The Report Wizard - The Report Design View - The Report Design Bar – The Toolbox - The Preview Window - Grouping and Sorting - Printing a Report

Suggested Readings

1. Ritchie, Collin, Principles of database systems and Design.
2. An Introduction to Database Systems: C.J. Date, A.Kannan&S.Swamynathan- Pearson Education.
3. Elmasri,Ramez and Navathe ,Shamkant B, Fundamentals of Database Systems.
4. Viescas, John L and Conrad Jeff , Microsoft Office Access 2013 Inside Out.
5. Connolly, Thomas and Begg, Carolyn , Learning SQL A step-by-step guide.
6. Michael Alexander, Richard Kusleika, Access 2013 Bible, Wiley Books.
7. Joan Lambert & Joyce Cox, Microsoft Access 2013 Step by step, Microsoft

8.4 INTERNATIONAL MARKETING

Objective: To equip the students with environmental, procedural, institutional and decisional aspects of international marketing.

Module 1:

International Marketing

Definition-Nature-Benefits-Special Problems-Features of International Marketing vis a Vis Domestic Marketing-Internationalization Stages-International Marketing Orientation-Planning for International Marketing

Module 2:

International marketing Research

Objectives of Marketing Research-Features, Advantages and Limitations of Marketing Research-Steps In Marketing Research Process-Importance of International Marketing Research-Research Agencies-Market Entry and Operating Strategies

Module 3:

International Marketing Environment

Economic, Political, Legal, Demographic and Cultural Environment, International Institutions-Free Trade Zone- Globalisation –Positive and Negative Effects of Globalization-

Globalisation and Its Impact on International Marketing-Marketing Barriers-Tariff and Non-Tariff Barriers

Module 4:

Foreign Trade Strategy of India

Foreign Trade Policy-India and World Trade-Export and Import Policy-Major Problems of India's Export Sector-Procedure and Documentation on Exporting-Export Promotion Council-Export Finance

Module 5:

International Marketing Mix

Product Strategies-International Marketing and PLC-Pricing Strategies-Promotion Strategies-Distribution Strategies

Suggested Readings

1. Keegen, Global Marketing Management, Pearson, Mumbai
2. Cateora Philip, John Graham & Mary Gilly, International Marketing, McGraw Hill/Irwin.
3. SakOnkvisit& John J Shaw, International marketing analysis and strategies, Routledge Taylor and Francis group,UK
4. Cherunilam, Francis, International Marketing Text and cases, Himalaya Publishing House,Mumbai
7. Indian Journal of Marketing (ISSN 0973-8703), New Delhi-110016
- 8.

8.5 VISUAL BASIC 6.0

Course Objective:-

To understand the programming algorithm, process, structure & database.

- Creating & developing desktop applications.
- Easy to develop Concept of Graphics User Interface
- To develop necessary skill to use front-end Tool

Module 1:

Introduction

IDE-Tool bar, Project explorer, Tool box, Property window, Project types

Module 2:

Working with forms

The anatomy of forms, Form properties, Events & methods, Working with MDI form

Module 3:

Programming in VB

Data types, Key words, Variables, Controls, Operators, Message box , Control statement – if & select case , Looping statement – While, do...while, do...until Array Library function

Module 4:

Visual Basics control

Labels, Text box, Command button, Check box, Option button, Frame, List box, Combo box, Picture box, images controls, Scroll bar, Drive list, directory list and file list, Properties events & methods of each control

Module 5:***Database connectivity***

Introduction to JET engine, ODBC& ISAM loading access database

Reference Book:

1. Mastering in visual basics 6.0 by PBP publication
2. Complete visual basic by PBP publication
3. Guide to visual basics by Peter Norton.

8.6 STOCK MARKETS AND INVESTMENT DECISIONS

Course Objectives:

The course is designed to meet the expectations of non-commercial graduates and intended to help students to:

1. Comprehend the role of stock markets as an avenue for investments.
2. Understand the different types stock market instruments.
3. Competent the basics relating to trading in stocks.
4. Understand the fundamentals of indices such as SENSEX and NIFTY.

Module 1:***Stock Markets:***

Meaning-History- Functions of Stock Exchange - Leading Stock Exchanges in India - NSE and BSE, Role of SEBI, Investor's Protection, Grievance Redressal.

Module 2:***Stock Market Instruments:***

Short Term and Long Term Instruments, Shares- Types of Shares, Debentures- Types of debentures- Bonds - Types of Bonds - Benefits of Investments in Stocks. Stock v/s Debenture-Case studies.

Module 3:***Trading in Stock Market:***

Trading Mechanism - PAN Card, Speculation- Types of Speculation, Advantages and Drawbacks of Speculation - DEMAT Account - Depository Services - NSDL - CSDL Brokers- Brokerage-Settlement Procedure - Case studies.

Module 4:***Stock Market Indices:***

SENSEX, NIFTY, SENSEX S&P - CNX - MID CAP, SMALL CAP, Large CAP, Factors impacting on indices, Recent changes in the Stock Market Volatilities- Case studies.

References:

1. Capital Markets- By Dr. S. Guruswamy, Mcgraw Hill Publications.
2. Capital Market and Investment Management- By Dr. M.S. Khan, S.M. Farisal, Laxmi

UNIVERSITY OF MYSURU



Proposed regulation for eight semester program of B.Com honors with Finance and Investment & Specialization

Regulation 2021

1.0 Programmes offered:

B.Com (Honours) to those aspiring to become leaders in the field of Management and Commerce. The focus is on creating a talent pool of accounting-centric professionals whose credentials as Professionals in its true sense of term is sacrosanct. The Program is so conceived that it equips the students with a wide range of managerial skills, while building competence in a particular area of business. The Programme ensures that in addition to their regular core courses the students are exposed to all major general commerce and business principles.

The B.Com [Honours] are advanced and progressive 4-year programs, focused on more dominant specializations. Honours programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to.

1.1 Vision:

Commitment to pursue excellence in education, while equipping students with knowledge and skills, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into global assets, with the core values of professionalism, integrity, respect for diversity and continuous learning.

1.2 Mission:

GETS ACADEMY is dedicated to excellence in performance and committed to provide quality education, opportunities and services that meet the needs of business and also contribute for the society's wellbeing, national development and to meet global competencies.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment. Environment Protection and Sustainable Development forms the core of its Mission.

1.3 Course objectives:

1. Our Graduates after successful completion of the program will develop skills and competencies in the area of commerce, management, communication, finance, effective business practices, environment protection and sustainable development.
2. They will be able to lead teams, develop problem solving abilities and decision making capacities.

3. Our students after successful completion of the program will be able to gain insights into the emerging domains and develop interest in lifelong learning
4. The course design ensures that the youth get adequate opportunities to identify, develop their skills and meet the requirements of industry, corporates and the society, nationally and internationally.
5. Driven by one aim – imparting ethical and profound education – GETS ACADEMY has begun its journey with an objective of molding corporate-ready professionals with its specialized programs.
6. Aim to bridge the gap between the corporate expectations and the prevalent strengths of our human resources, we endeavor to help individuals to succeed by transforming knowledge into action.

1.4 Program outcomes:

The commitment of imparting profound education reflects in the enlivening infrastructure of our institution, and most importantly, GETS ACADEMY does not market itself as a manufacturer of degree and certificate holders alone, but also acts as a responsible creator of able professionals:

- With Entrepreneurial Competency and Leadership Ability.
- With the ability to communicate effectively.
- Encourage Analytical and critical thinking abilities for data –driven decision making and forecasting.
- Ability to understand , analyze and communicate global , economic, legal and ethical aspects of business.
- Gain exposure through inter- disciplinary and specialized courses.
- Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
- Integrate knowledge, skill and attitude that can enhance the creativity and personality of students.
- Apply knowledge of theory and practices in problem solving and decision making of business.
- The overarching outcome is to develop knowledgeable, skilled, ethical and well-rounded individuals, who are job ready from day one of passing out from GETS ACADEMY and have the potential to lead their organizations to success.

1.5 Career opportunities:

The specialized programs that GETS Academy seeks to provide, will give an overall eclectic dimension to the students to stand out from the rest. The programs have been designed keeping in mind the growing trends and requirements in Commerce and Management domains of life activity.

B.COM (HONS) students with specializations are being increasingly and eminently sought for by the corporate world, national and international organizations. The attributes of being industry-ready and readily deployable, would be the outcome of the rigorous coaching, training, practice and exposure to live activities, nationally and internationally, would be the hallmark of GETS ACADEMY.

2.0 Eligibility for Admission:

2.1 Pre-University / Higher Secondary / 10 +2 Examination Pass from recognized Board with a minimum of 45% in aggregate [40% in case of candidates belonging to Reserved Category].

2.2 Lateral Entry: one year certificate or diploma / in computer science / commerce / management / sustainable development.

2.3 All compulsory subjects (languages, constitution of India, Environment studies and physical education) as required by UGC should be successfully completed as a bridge course if the student has not undergone the prescribed subjects in the diploma.

3.0 Structure of the Undergraduate Degree Programme in B.COM Honors:

3.1. The Syndicate of the University of Mysore, on being satisfied from the Inspection report submitted by the Inspection team has granted recognition to GETS Academy, Mysuru, under Section 66 of the K.S.U. Act 2000 to offer the following Specified/specialized course, subject to the terms and conditions as declared here under.

3.1.1 B.Com (Honors)

- Finance and Investment

3.2 In line with the new National Educational Policy (NEP), the above programs are credit based, advanced and progressive 4-year programs, focused on more dominant specializations. Honors programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to. Students who take up these programs would be provided, Certificate upon completion 1st year, Diploma upon completion of 2nd year, Degree upon completion of 3rd year and Honors Degree upon completion of all the 4 years.

3.3 Students successfully completing the Honours Degree Program of four years can seek admissions for M.Com and MBA Masters Program for duration of one year only.

4.0 Scheme of Instructions

4.1 Choice Based Credit System (CBCS) was introduced from the Academic year 2015-16 in the curriculum to provide students a balanced approach to their educational endeavour.

- a) Undergraduate (UG) degree programmes in Honors for four years will have the curriculum and syllabi (course contents) as approved by the respective Board of Studies of University of Mysuru.

4.2 The curriculum for B.COM degree programme is designed to have a minimum of **144 credits + 4 Non – CGPA credits (within third to fifth semesters of study for the award of degree).**

Under CBCS, the degree programme will consist of the following categories of courses:

- i. **General Core foundation (CF)** courses comprising of Humanities courses; Language Courses, Courses specific to the selected program etc.,
- ii. **Compulsory Courses (CC) consisting of Non- CGPA courses.**

4.3 Non-CGPA courses:

Non-CGPA courses offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

4.3.1 The student shall select any two courses /activity from the following Table 1 during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department

Table 1. Non CGPA Courses

No.	Course /Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Management courses	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2
12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication per paper	2

4.3.2 A student must earn compulsorily the credits under each category shown in **Table 2** and also a minimum total of **148 credits (144 credits + 4 Non - CGPA credits)** for the award of undergraduate in B.COM.

Table2. Distribution of Credits:

No.	Category	Credits
1	General degree	144
2	Non-CGPA	04
	Total Credits	148

4.4 Students are eligible for award of the respective **UG (Hons.) Degree** upon successful completion of **192 credits (144 regular credits + 44 Specialization Credits + 4 Non - CGPA credits)** under each category shown in table 3 maintaining a CGPA of 7.0 with no history of arrears.

Table3. Distribution of Credits:

No.	Category	Credits
1	General degree	144
2	Specialization	52
3	Non-CGPA	04
	Total Credits	200

5.0 Medium of instructions:

The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

6.0 Attendance:

6.1 Only those students who have at least 75% attendance in a course shall be permitted to take semester examination for that course.

6.2 The candidate who fails to satisfy the requirement of the attendance in a course shall rejoin the same course by obtaining prior permission from the university.

7.0 Scheme of Examination & Evaluation

7.1 There shall be University Examination at the end of each semester for maximum marks of 80 Marks for theory and the continuous assessment will be 20 Marks.

7.2 All course of this program except courses that are common to all other graduate program of the University of Mysuru shall be set / valued / reviewed by BoE of B.Com Honors for a maximum of 80 Marks.

7.3 The pattern of the question paper will be as follows,

Part – A Answer any two out of four questions	2 X 15 = 30
Part – B Answer any three out of five questions	3 X 10 = 30
Part – C Answer any four out of six questions	4X05= 20
	Total - 80

7.4 Continuous assessment will be carried out in two stages – one , eight weeks of instructions designated as A1, A2 will be conducted before 16th week of the semester.

7.5 The breakup of total marks will be as follows:

A1 (Covering the first half of the syllabus)	- 10 Marks
A2 (Covering the second half of the syllabus)	- 10 Marks
Semester Exam (Entire syllabus)	- 80 Marks
Total	100

7.6 Evaluation of project report:

7.6.1 Evaluation of project report is for 100 Marks divided into three components

I.	P1 (Finalization and preparation of synopsis)	- 30 Marks
II.	P2 (submission of detailed work dairy)	- 30 Marks
III.	P3 (final project report)	- 40 Marks
	Total	100

8.0 Board of Examiners and Evaluation :

- 8.1 There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of evaluation constituted by the University.
- 8.2 There will be single valuation for all papers.

9.0 Declaration of result:

- 9.1 Minimum for a pass in each paper shall be 35 % and for all the papers in the semester average shall be 40 %.
- 9.2 There shall be no minimum marks for A1 and A2.
- 9.3 Classification of successful candidates and graduation of result shall be as per the University regulations.
- 9.4 Students who take up these programs would be provided, Certificate upon completion 1st year, Diploma upon completion of 2nd year, Degree upon completion of 3rd year and Honors Degree upon completion of all the 4 years.

10.0 Provision for repeaters :

- 10.1 A candidate is allowed to carry all the previous uncleaned papers to the subsequent semesters.
- 10.2 The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.

11.0 Any other issue not envisaged shall be resolved by the Vice-Chancellor in consultation with the appropriate bodies of the University.

12.0 Where ever the regulation is silent, the provisions of University shall be Applicable

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
1.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
1.2	Language: English	4	3	2:1:0
1.3	Financial Accounting – I	6	5	4:1:0
1.4	Business Mathematics	5	4	3:1:0
1.5	Constitution of India	4	4	3:1:0
1.6	Banking & Insurance	4	4	3:1:0
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
2.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
2.2	Language: English	4	3	2:1:0
2.3	Financial Accounting – 2	6	5	4:1:0
2.4	Indian Financial System and Financial Market Operations	5	4	3:1:0
2.5	Business Regulatory Framework	4	4	3:1:0
2.6	Environment studies	4	4	3:1:0
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
3.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
3.2	Language: English	4	3	2:1:0
3.3	Cost Accounting - 1	5	4	4:1:0
3.4	Income tax law and practice	5	5	4:1:0
3.5	Money and banking	5	4	3:1:0
3.6	Physical education	4	4	2:1:1
	Non-CGPA		2	0:0:2
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
4.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
4.2	Language: English	4	3	2:1:0
4.3	Credit risk management	5	5	4:1:0
4.4	Cost Accounting – II	5	5	4:1:0
4.5	Direct tax law and practice	5	5	3:1:0
4.6	Business Statistics	5	4	4:1:0
	Non-CGPA		2	0:0:2
	Total	28	25	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
5.1	Banking Law & Practice	4	4	3:1:0
5.2	Indirect Taxes	4	5	4:1:0
5.3	Advanced cost & Management Accounting - I	5	4	3:1:0
5.4	Corporate Accounting - I	5	4	3:1:0
5.5	Auditing and Corporate Governance	5	4	3:1:0
5.6	Secretarial Practice	5	4	3:1:0
	Non-CGPA		2	0:0:2
	Total	28	25	

Specialization syllabus for Finance & Investment

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
6.1	Accounting theory	4	4	3:1:0
6.2	Marketing management	4	5	4:1:0
6.3	Statistics for business decisions	5	5	4:1:0
6.4	Risk in financial services	5	5	4:1:0
6.5	Strategical financial management	5	4	3:1:0
6.6	Internship	5	4	0:2:2
	Total	28	29	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
7.1	Advanced cost & Management Accounting - II	5	4	3:1:0
7.2	Corporate accounting – II	5	4	3:1:0
7.3	Company law	4	5	4:1:0
7.4	Public finance	5	4	3:1:0
7.5	Investing in Stock Market	5	4	3:1:0
7.6	Project and viva-vice	4	4	0:2:2
	Total	28	25	

Specialization syllabus for Finance & Investment

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
8.1	Capital market instruments	4	5	4:1:0
8.2	Human resource management	5	4	3:1:0
8.3	Stock market & investment decisions	5	3	2:1:0
8.4	International finance	4	3	2:1:0
8.5	Financial securities and derivatives	5	4	3:1:0
8.6	Investment analysis and portfolio management	5	4	3:1:0
	Total	28	23	

SEMESTER I
1.3: FINANCIAL ACCOUNTING-I

Objectives:

To provide students the opportunity to learn the fundamental accounting concepts, techniques and skills

UNIT-1-

Accounting Principles and Standards- Accounting-Meaning and Definitions, Objectives-Accounting Cycle-Accounting Concepts and Conventions With Examples- An Overview Of Accounting Standards Issued By ICAI And IFRS.

UNIT-2-

Final accounts of sole trading concern- Preparation of Trading and Profit And Loss Account and Balance sheet with adjustments.

UNIT-3-

Accounts from incomplete records-Meaning, features and techniques of obtaining complete information, problems on conversion of single entry into double entry system.

UNIT-4-

Branch Account-meaning and objectives of maintaining of branch accounts by head office, goods invoiced by H O at cost and invoice price, accounting treatment under – debtors system.

UNIT-5-

Departmental accounts-Meaning, objectives, advantages of keeping departmental accounts, basis for allocation of joint expenses, internal transfer of goods, preparation of profit and loss account and balance sheet.

UNIT-6-

Computerized accounting-meaning features, introduction to tally, creation and alteration of company, groups and ledger accounts, generation of trial balance and financial statements.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

1.4 BUSINESS MATHEMATICS

Course Objective

The objective of this course is to familiarize the students with the basic mathematical tools with special emphasis on applications to business and economic situations.

Unit I: Matrices and Determinants

Unit II: Basic Calculus

- 2.1 Mathematical functions and their types (linear, quadratic, polynomial, exponential, logarithmic and logistic function). Concepts of limit and continuity of a function.
- 2.2 Concept of Marginal Analysis. Concept of Elasticity, Applied Maxima and Minima problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity.

Unit III: Advanced Calculus

- 3.1 Partial Differentiation: Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials.
- 3.2 Maxima and Minima involving two variables – Applied optimization problems and Constraint optimization problems using Lagrangean multiplier involving two variables having not more than one constraint.
- 3.3 Integration: Standard forms & methods of integration- by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases
- 3.4 Application of Integration to marginal analysis; Consumer's and Producer's Surplus. Rate of sales, The Learning Curve.

Unit IV: Mathematics of Finance

- 4.1 Rates of interest: nominal, effective and their inter-relationships in different compounding situations.
- 4.2 Compounding and discounting of a sum using different types of rates. Applications relating to Depreciation of assets and Equation of value.
- 4.3 Types of annuities: ordinary, due deferred, continuous, perpetual. Determination of future and present values using different types of rates of interest. Applications relating to Capital expenditure, Leasing, Valuation of simple loans and debentures, sinking fund. (excluding general annuities).

Unit V: Linear Programming

- 5.1 Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs. Cases of unique solutions, multiple optimal solutions, unbounded solutions, infeasibility, and redundant constraints.
- 5.2 Solution of LPPs by simplex method - maximization and minimization cases. Shadow prices of the resources, Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.
- 5.3 The dual problem: Formulation, relationship between Primal and Dual LPP, Primal and Dual solutions (excluding mixed constraints LPPs). Economic interpretation of the dual.

References

- Kapoor, V.K. *Business Mathematics, Theory & Applications*. Sultan Chand & Sons
- Sharma, S.K. & Kaur, Gurmeet. *Business Mathematics*. Sultan Chand
- Thukral, J.K. *Business Mathematics*. Mayur Publications.

1.5 CONSTITUTION OF INDIA

- Syllabus as per university of Mysore.

1.6 BANKING & INSURANCE

Course Objective

To impart knowledge about the basic principles of the banking and insurance.

Unit I: Origin of Banking

Definition and function of banks, banker and customer relationship, general and special types of customers. Types of Deposits: Types of banks in India; Role of Foreign Banks in India; Advantages and Disadvantages of Foreign banks, Road Map for Foreign Banks in India; India's approach to Banking Sector reforms; Achievements of financial sector reforms and areas of concern, Credit Allocation Policies of Commercial banks, Credit Market Reforms.

Unit II: Operations of Banking

Cheque: definition, features and types of cheque; Endorsement: meaning and essentials of a valid endorsement, types of endorsement; Era of Internet Banking and its benefits, Mobile Banking, Home banking, Virtual Banking, Electronic Clearing System (ECS), Epayments, Electronic Fund Transfer (EFT), E-money, Safeguard for internet banking, Critical comparison of traditional banking methods and e-banking; Balance Sheet of a Bank, special items of a Balance Sheet, off Balance Sheet Items; Anti-money Laundering Guidelines.

Unit III: Loans and Advances

Principles of sound lending, Types of loans and advances, Advances against various securities; Securitization of Standard Assets and its Computation; Basel Accord: merits and weaknesses of the Basel II, Basel III; NPA: Meaning, causes, computation, assessment and Impact of NPAs on Banking Sector, Insolvency and Bankruptcy Code 2016; objectives & features.

Unit IV: Concept of Insurance

Characteristics, Functions of Insurance, Fundamental Principles of Insurance: Indemnity, Insurable Interest, Utmost Good faith, Proximate Cause, Contribution, Subrogation, Economic Function; Reinsurance and Co-insurance: features, objectives, methods; Bancassurance: features, merits.

Unit V: Life and Non-Life Insurance

Types of Insurance, Life and Non Life: Features, needs, policies of different types of Insurance, Control of Malpractices and Misselling, Negligence, Loss Assessment and Loss control,

Computation of Insurance Premium, Dematerialisation of Insurance Policies; Regulatory Framework of Insurance: IRDA Act 1999; Objectives of IRDA, Composition of IRDA, Duties, Powers and Functions of IRDA; Role of IRDA: Delegation of Powers, establishment of Insurance Advisory Committee, Power to make Regulations.

References

- Mishra, M.N. *Principles and Practices of Insurance*. Sultan Chand and Sons
- Suneja, H.R. *Practical and Law of Banking*. Himalaya Publishing House

Additional Resources:

- Gupta, P.K. *Insurance and Risk Management*. Himalaya Publishing House
- Agarwal, O.P. *Banking and Insurance*. Himalaya Publishing House
- Jr.Black, Kenneth & Jr. Skipper, Harold. *Life and Health Insurance*. Pearson Education
- Vaughan, E.J. and Vaughan, T. *Fundamentals of Risk and Insurance*. Wiley & Sons

SEMESTER II

2.3 FINANCIAL ACCOUNTING II

Objectives:

To develop an understanding among the students the use of different accounting methods in different business situations and use of computer as an accounting tool

UNIT-1-

Accounting for consignment transaction-goods sent at cost price and at invoice price-types of commission-account sales-valuation of goods lost in transit- valuation of goods lost in transit-valuation of stock on consignment, problems on cost price and invoice price.

UNIT-2-

Accounting for Hire purchase system- features, preparation of statement of analysis, ascertainment of cash price of an asset-problems on hire purchase system including repossession.

UNIT-3-

Accounting for instalment system- meaning, features and differences between hire-purchase and instalment system, problems on instalment system.

UNIT-4-

Accounting for royalties-minimum rent, short working, recoupment of short working-analytical table-preparation of ledger accounts in the books of both parties-sublease (theory only).

UNIT-5-

Financial statement of non-profit organization-meaning, recognition of capital and revenue items, receipts and payment account, income and expenditure account, preparation of income and expenditure account and balance sheet

UNIT-6-

Computerised accounting-Accounting with using tally –inventory creating stock group-stock categories- units of measures, godown and stock items, entering opening stock quantity and amount, tally voucher(accounting and inventory)-creating new voucher type.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad.
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

2.4 BUSINESS REGULATORY FRAMEWORK**Unit 1. Law of Contract: Indian Contract Act, 1872**

- i. Introduction-importance of Contract Act in Indian Business.
- ii. Formation of a valid contract-proposal, (including intention to create legal relationship), acceptance, consideration, capacity of the parties to contract, free consent, legality of object, agreement declared void, enforceability of agreement.
- iii. Classification of contract- absolute contract, contingent contract, quasi contract (of certain relations resembling those created by contract.)
- iv. Performance of contract, Performance of reciprocal promises.
- v. Discharge of contract – by performance, by novation, recession, alteration, etc. by impossibility, by breach of contract.
- vi. Remedies for breach of contract.
- vii. Special contract agency

Unit 2. Sale of Goods Act, 1930

- i. Formation of contract of sale of goods.
- ii. Goods and their classification.
- iii. Condition and warranty
- iv. Transfer of property in goods
- v. Performance of contract
- vi. Breach of contract – rights of unpaid seller.

Unit 3. Negotiable Instruments Act, 1881

- i. Characteristics of negotiable instruments.
- ii. Features – Promissory note, Bill of Exchange, cheque
- iii. Holder and holder in due course.
- iv. Crossing of cheque – types of crossing and its effect.
- v. Dishonour of negotiable instruments

Unit 4. Consumer Protection Act, 1986

- i. Importance of Consumer Protection Act.
- ii. Definitions – Complainant, Complaint, Consumer, Consumer dispute, Person.
- iii. Consumer Protection Councils – Composition, objects.
- iv. Consumer Disputes Redressal Agencies – composition, powers, functions

Unit 5. Foreign Exchange Management Act, 1999

- i. Introduction – objectives of FEMA
- ii. Definitions- Capital account transaction, currency, current account transaction, foreign exchange, person, person resident in India
- iii. Regulation and Management of Foreign Exchange

2.5 INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKET OPERATIONS

Unit – I: Financial System

Meaning and significance; Role of finance in an economy, Components (instruments, markets, etc.); kinds of finance – Rudimentary finance, Direct and Indirect finance; Role of financial intermediaries. The structure of Indian Financial System

Unit – II: Money and Indian Banking System

Functions; Alternative measures to money supply in India – Their different components; Commercial Banks – Importance and functions; Structure of Commercial banking system in India; Distinction between Commercial and Central bank; Credit Creation Process of Commercial banks; High powered money – meaning and uses – Concept of Money Multiplier. The Reserve Bank of India: Functions; Instruments of Monetary and Credit control, Main features of Monetary Policy since independence.

Unit – III: Development Banks

Concept of Development bank and their needs in Indian financial system – Difference with Commercial banks – Major Development banks and their functions (IFCI, IDBI, ICICI, EXIM Bank, SIDBI, SFCs, NABARD)

Unit – IV: Other Financial Institutions

Other Financial Institutions: Introduction; Life Insurance Corporation of India, General Insurance Corporation of India, Unit Trust of India.

Unit – V: Interest Rate Structure

Meaning – Gross and Net interest rate – their difference, Nominal and Real interest rate – their difference, Differential interest rate, Causes of variation of interest rate, relationship between interest rate and economic progress, Administered and Market determined interest rate. Recent changes in interest structure in India.

Suggested Readings

- Meir Kohn, Financial Institution and Market, Oxford University Press. New Delhi.
- Khan, M. Y., Indian Financial System-Theory and Practice, TMH, New Delhi.
- Bhole, L. M., Financial Markets and Institutions, TMH, New Delhi.
- Pathak, B., Indian Financial System-Pearson, New Delhi.
- Mukherjee, Ghosh and Roy, Indian Financial System and Financial Market Operations, Dey Book Concern, Kolkata
- Clifford, Gomez, Financial Markets, Institutions and Financial Services, PHI

2.6 ENVIRONMENT STUDIES

- Syllabus as per university of Mysore.

SEMESTER III

3.3 COST ACCOUNTING - I

Unit 1. Introduction:

Evolution of Cost Accounting – Concepts of Cost. Costing, Cost Accounting, Cost Accountancy, Cost Unit, Cost Centre, Costing methods and costing techniques. Features,

Utility, Purpose, Scope, Functions, Advantages and Limitations of Cost Accounting – Relations with Financial and Management Accounting – Installation of Cost Accounting Systems (Steps, Difficulties, Remedies). Cost Accounting Records Rules.

Unit 2. Cost Classification and Analysis:

Various types of classification of costs – main elements of cost (Direct Material, Direct Labour, Chargeable Exp. and Overheads). Analysis of Total Cost (Prime Cost, Works Cost, Cost of Production, Total Cost and Cost of Sales) – Preparation of Estimates and Fixation of Selling prices – Cost Sheet and Manufacturing Account (including preparation of these statements).

Unit 3. Materials:

Purchase Organization and Purchase Procedure (When, how much and where from to purchase and related Documents) – Receiving, Inspection, Acceptance, Return, Transfer etc. of Material and related Documents – Stores organization and Stores Routine Purchase, Cost of Material – Issue of Materials and related Documents – Various methods of Pricing (FIFO, Weighted Average), Stores Records (Bin Card, Stores Ledger and Stores Abstract) – Materials Losses – Materials Control Procedures (Fixing Various levels, Various Methods of Fixing Economic Order Quantity. Perpetual Inventory system, Methods of Stock taking, ABC Analysis, Stores Ratio Analysis and Stores Report).

Unit 4. Labour:

Introduction, Recruitment – Time keeping and Time booking (Various Methods and Documents) Idle Time and Overtime (causes and treatment in Cost Accounts) – Various Methods of Remuneration – Various Incentive Schemes (Incentives) – Calculation of wages, Preparation of Pay Rolls and Payment of Wages (including Relevant Internal Checks) – Accounting Treatment and Control of Labour Costs – Labour Turnover – meaning, causes, effects and methods.

Unit 5. Overheads:

Definitions and classification – Various Sources of Collection – Various Methods of Grouping and Codification – Allocation, Apportionment (Various Principles, Bases and Rates) – Under and Over Absorptions (reasons, treatment in Cost Accounting and measures to avoid) – Control of Overheads – Factory Overhead – Departmentalization – Primary Distribution – Various Methods of Secondary Distribution and that of Absorption (Including Practical Applications of these Methods) Administration, Selling and Distribution Overheads (Features, Accounting Treatment, Apportionment, Inclusion in Costs and Various types of Analysis). Miscellaneous matters connected with Overheads. (Depreciation on the basis of Replacement Costs, Obsolescence Loss, Plant and Machinery Register, Repairs and Maintenance Costs, Research and Development Costs, Inclusion of Interest on Capital and Notional Depreciation in Costs, Excess Capacity and Idle Capacity Costs of Wastes, Scraps, Spoilages and Defectives).

3.4 INCOME TAX LAW AND PRACTICE

Course Objective

This course aims to impart knowledge of law pertaining to levy of income tax in India. It also aims to enable the students to apply the same practically.

Unit1:Introduction

Basic concepts: Income; Agricultural income; Person; Assessee; Assessment year; Previous year; Gross Total Income; Total income; Maximum marginal rate of tax; Permanent

Account Number (PAN) *Residential status*: Scope of total income on the basis of residential status; Exempted income under section 10.

Unit 2: Computation of Income under different heads-1

Income from Salaries; Income from House Property

Unit 3: Computation of Income under different heads-2

Profits and gains of business or profession; Capital gains; Income from other sources

Unit 4:

Computation of Total Income and Tax Liability and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total income of individuals and firms; Tax liability of an individual and a firm; Five leading cases decided by the Supreme Court

Unit 5: Preparation of Return of Income

Filing of returns: Manually, on-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory on-line filing of returns for specified assesses

References

- Ahuja, Girish and Gupta Ravi. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
- Singhanian, Vinod K. and Singhanian Monica. *Students' Guide to Income Tax, University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.
- Vinod Kumar Singhanian, e-filing of Income Tax Returns and Computation of Tax, Taxmann Publication Pvt. Ltd, New Delhi. Latest version
- 'Excel Utility' available at *incometaxindiaefiling.gov.in*

3.5 MONEY AND BANKING

Unit-I

Definition of money, functions and importance of money, role of money in various economic systems, evils of money, classification of money, circular flow of money.

Unit-II

The Quantity Theory of Money-fisher, Cambridge and Keynesian theory of money. Inflation: Types of inflation, Theories of inflation, effects and consequences of inflation, control of inflation.

Unit-III

Credit, its definition, types, merits and demerits, credit and economic development. Functions of commercial Banks & Central Banks, process of credit creation and its limitations.

Unit-IV

Control of money supply, Reserve Bank of India: its functions- Traditional and Development :Suggested Readings

1. KPM Sundram. Money Banking and International Trade. Sultan Chand & Sons
2. T R Jain. Money and Banking, Jain Publications

3.6 PHYSICAL EDUCATION

- Syllabus as per university of Mysore.

SEMESTER IV
4.3 CREDIT RISK MANAGEMENT

Unit 1 - Risk management introduction

- Risk management an introduction
 - Risk management from various stakeholders perspectives
 - Various types of risks
 - Various types of risk management
- Credit risk – an introduction
 - Fundamentals of credit risk
 - Approaches to credit risk
- Bank risk management
 - Need for credit risk management in banks

Supervisory capital and role of credit risk management

- Types of lending
- Bank lending Other debt instruments

Unit 2 - Risk management frameworks

- Credit risk analysis frameworks – Credit scoring
 - Credit scoring basics
 - Credit bureaus
 - Limitations of Credit scoring
- Credit risk analysis frameworks – Credit rating
 - Rating systems
 - Rating agencies
 - Rating criteria and methodology
 - Rating process
 - What credit rating does not cover
- Credit risk analysis frameworks – Internal rating/underwriting
 - A lending approach – the five Cs
 - Internal risk modeling
 - Building IRB models
 - Credit bureaus Limitations of Credit scoring

Unit 3 - Risk management various risks

- Business risks
 - Industry risks
 - Economic risk
 - Firm specific risks

- Financial Risks
 - Fin St analysis
 - Ratio analysis
 - Benchmarking
 - Industry specific overrides
- Transaction risk
 - Loan agreements
 - Covenants
 - Monitoring transaction risks Mitigating covenant risks

Unit 4 – risk management

- Credit risk Management
 - Wholesale lending credit risk management
 - Retail lending credit risk management
 - Investment related credit risk mangement
- Credit risk and BASEL frameworks
 - Basel 2 and Basel 3
 - Credit risk treatment under both B2 and B3

Recommended resources

- Credit Risk Management, Andrew Flight
- Credit Risk Management: Basic Concepts: Tony Von Gestel Risk Assessment and Risk Management Ronald E. Hester
- Quantitative Risk Management: Concepts, Techniques, and Tools, Alexander J. McNeil
- The Handbook of Credit Risk Management: Sylvain Bouteille
- Credit Risk Management: Hong Kong Institute Of Bankers
- Managing Credit Risk: The Next Great Financial Challenge JohnCaouette

4.4 COST ACCOUNTING II

Unit 1. Cost Accounting Procedure:

Non – integrated Accounting System: Maintaining Ledgers (including Control Accounts) under this systems. Reconciliation of Cost and Financial Accounts. Integrated Accounting System – Features – Advantages and Disadvantages – Accounting Procedures.

Unit 2. Various Methods of Costing:

Job Costing: Job order – Job Ledger – preparation of job Cost Accounts and Cost Control Accounts – Batch costing, Contract Account and Determination of Profit or Loss on incomplete contract (including value of work certified – Contract cost and valuation of WIP) – Presentation of Contract particulars in the Balance Sheet – Retention money – Cost Plus contract – Escalation clauses. Processing Costing: preparation of process accounts (including normal and abnormal loss, abnormal gain).

Unit 3 - Budgetary Control:

Introduction, Define Budget & Budgetary Control, Features & Objectives of Budgetary Control System. Factors to be considered for preparing budgets. Functional, Fixed & Flexible, Zero-Base Budgets. Budget reports.

Unit 4 -Standard Costing:

Introduction, Concept and Uses of Standard Costing, Setting up of Standards Cost Accounting Methods, Computation of Variances relating to Material and Labour.

4.5 DIRECT TAX LAW AND PRACTICE

Unit 1:

a) Residential Status and Incidence of Tax

Residential status of a company, Incomes deemed to accrue or arise in India u/s 9

b) Income which do not form part of Total Income

Sec 10A, 10AA, 10B, 10BA

Unit 2: Heads of Income and Provisions Governing Heads of Income

a) *Profits and gains from business and profession* Advance level discussion with special emphasis on presumptive taxation

b) *Capital Gains* Advance level discussion with special emphasis on transfer, treatment u/s 45(1A), 45(2), 45(3), 45(4), 45(5), taxability of financial assets and exemptions

c) *Income from other sources* Advance level discussion with special emphasis on deemed dividend

Unit 3:

a) Income of other Persons included in Assessee's Total Income

Revocable transfer of assets, Income from assets transferred to the benefit of spouse and son's wife, Conversion of self-acquired property into joint family property

b) Deductions from Gross Total Income

Deductions u/s 80IAB, 80IC, 80ID, 80IE

Unit 4: Computation of Total Income and Tax Payable

Advance level problems on computation of total income and tax liability of an Individual, HUF, Firm and AOP

Unit 5:

a) *Relief U/S 89*

b) *Double Taxation Relief*

c) *Business Restructuring – Amalgamation, Demerger, Slump Sale*

Unit 6: Wealth Tax

Advance level discussion with special emphasis on basic concept of valuation of let-out building, Advance level problem on computation on net wealth and tax payable

Suggested Readings

- Singhania V.K., and Singhania K, Direct Tax Law and Practice, Taxmann
- Lal and Vashist, Direct Taxes, Pearson
- Gupta and Ahuha, Direct Taxes Law And Practice, Bharat

4.6 BUSINESS STATISTICS

Unit-I

Probability Distribution: Binomial, Poisson & Normal distribution

Unit-II

Correlation Analysis – meaning, significance, types and methods, probable error, coefficient of determination; Regression analysis – Meaning, equations, lines. Standard error of estimate. Difference between correlation and regression.

Unit-III

Time series - components, models, trend analysis including second degree parabola and exponential formula measurement of seasonal cyclical and irregular variations, shifting the trend origin.

Unit-IV

Statistical Decision Theory: Ingredients, expected opportunity loss, optimal decisions with maximin, minimax and Bayes' principle (with prior, pre-posterior and posterior analysis) Statistical Quality Control.

Suggested Readings:

1. *Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.*
2. *D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.*
3. *N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.*
4. *R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.*

SEMESTER V

5.1 BANKING LAW AND PRACTICE

Unit I: Banks and Banking Enactments:

Definition, Function and Nature of Banking, Banking System of India, Nationalization of Banks.

Unit II: Banking Legislation in India:

The Banking Regulation Act, RBI Act, SBI Act, The Banking Companies (Acquisition & Transfer Of undertakings) Acts 1970,1980.

Unit III: Other Banking Legislation:

RRB Act 1976, NABARD Act, Export Import Bank Act.

Unit IV: Law Relating to Negotiable Instruments:

Introduction, Parties to a Negotiable Instrument, Negotiation Discharge of Parties, Liability of Banker.

Unit V: Employment of Bank's Funds:

Banks and Liquidity, Loans and Advances, Purchase/Discounting of Bills of Exchange, Contracts of Indemnity and Guarantee, Term Loans, Agriculture Finance.

5.2 INDIRECT TAXES

Unit 1 : Introduction to Indirect Taxes:

Meaning, Characteristics and Features of Indirect Tax, Advantages and Disadvantages of Indirect Tax, Constitution of India and Indirect Tax, Types of Indirect Taxes- A brief introduction of Central Excise Act, 1944, Customs Duty Act,1962, Central Sales Tax Act,1956, VAT and Service Tax.

Unit II: Central Excise Act, 1944:

Important Definitions, Nature and Scope of Excise Duty, Classification and valuation of Excisable Goods, Procedure of Registration, Assessment, Clearance of Excisable Goods, Exemption to Small Scale Industries under the Act, Calculation of Excise Duty, CENVAT, Administrative set up of Excise Duty.

Unit III : Customs Duty Act,1962:

Important Definitions, Prohibition of Importation and Exportation of Goods, Valuation for Customs Duty, Import-Export Procedure, Export Promotion Schemes, Customs Duty Authorities and their Powers, Penalties and Prosecutions.

Unit IV : Central Sales Tax Act,1956:

Important Definitions, Inter-State Sale, Sales Tax Liability, Declared Goods, Procedure of Registration, Computation of Tax, Procedure of Assessment, Penalties and Prosecution.

Unit V: Service Tax:

Salient features of Service Tax, Valuation of Taxable Services, Exemptions, Exceptions to Exemptions, Scope and Future, Registration, Import and Export of Services, Classification of Services, Filing of Return and Appeal.

5.3 ADVANCED COST AND MANAGEMENT ACCOUNTING-I

Objectives:

To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services

UNIT-1-

Introduction to Costing Methods: Meaning, Importance and Categories, Cost accounting Standards- Generally Accepted Cost Accounting Principles (GACAP)- Purpose, Objective and Applicability.

UNIT-2-

Contract costing: Introduction- Contract account, Profit on incomplete contracts, work in progress, Contractee's Accounts, Escalation clause.

UNIT-3-

Process costing: Introduction, Distinction between Job costing, and process costing, process losses, inter-process profits, Joint products and by-products- Meaning, features, differences, problems on process accounts including joint and by products.

UNIT-4-

Operating Costing-Introduction, transport costing, standing charges, operating/running charges, preparations of operating cost sheet.

UNIT-5-

Reconciliation of cost and financial accounts-need for reconciliation, reasons for disagreement, reconciliation procedure, problems on reconciliation.

UNIT-6-

Activity based costing(ABC);Definition, Features, Advantages, Differences between ABC and traditional costing, Allocation of overheads; Objectives of ABC, Development of ABC, Implementation of ABC, Problems on Computation of Activity Based Costing and Traditional Costing;

Books for reference:

1. Cost Accounting: N.K. Prasad
2. Cost Accounting: Nigam & Sharma :
3. Practical Costing: Khanna, Pandey & Ahuja
4. Cost Accounting: M.L. Agarwal
5. Cost Accounting: Jain & Narang
6. Cost Accounting: S.P. Iyengar

5.4 AUDITING AND CORPORATE GOVERNANCE

Objective:

To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility

Unit 1: Introduction

Auditing: Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.

Unit 2: Audit of Companies

Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report- Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

Unit 3: Special Areas of Audit

Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Computer aided audit techniques and tools; Auditing Standards; Relevant Case Studies/Problems;

Unit 4: Corporate Governance

Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance

Unit 5: Business Ethics

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement

Unit 6: Corporate Social Responsibility (CSR):

Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR

Suggested Readings:

1. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning
2. Aruna Jha, *Auditing*. Taxmann Publication.
3. A. K. Singh, and Gupta Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
4. Anil Kumar, *Corporate Governance: Theory and Practice*, Indian Book House, New Delhi
5. MC Kuchhal, *Modern Indian Company Law*, Shri Mahaveer Book Depot. (Publishers). (Relevant Chapters)
6. KV Bhanumurthy and Usha Krishna, *Politics, Ethics and Social Responsibility of Business*, Pearson Education
7. Erik Banks, *Corporate Governance: Financial Responsibility, Controls and Ethics*, Palgrave Macmillan
8. N Balasubramanian, *A Casebook on Corporate Governance and Stewardship*, McGraw Hill Education

5.5 CORPORATE ACCOUNTING-I**Objectives:**

To provide students an understanding of various accounting techniques applied in various vital financial events in corporate business

UNIT-I-

Accounting for share capital: Meaning and types of shares-issue of shares over-subscription and prorata allotment- forfeiture of shares-reissue of forfeited shares-passing journal entries and preparing balance sheet.

UNIT-2-

Financial statements of limited companies: Preparation of financial statements as per schedule III of Companies' Act-2013. Provisions of companies Act-2013 on Declaration of Dividends.

UNIT-3-

Accounting For Redemption of Preference Shares And Issue Of Bonus Shares: Conditions for redemption of preference shares, and Accounting procedure for redemption; meaning of bonus shares and bonus issue-SEBI guidelines for bonus issue-accounting entries for issue of bonus shares.

UNIT-4-

Issue and redemption of debentures: meaning and types of debentures-methods of redemption of debentures-journal entries for issue of debentures and conditions for redemption- financing for redemption of debentures.

UNIT-V-

Liquidation of companies- Meaning and circumstances of liquidation- preparation of liquidator's final statement of account.

UNIT-VI-

Accounting for employees stock option plan, buy-back of securities, equity shares with differential rights, under writing of shares and debentures.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New

- Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
 4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad.
 5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

5.6 SECRETARIAL PRACTICE

Unit I: Introduction:

Meaning, Appointments, Legal position, Powers and Responsibilities and Removal of company secretary.

Unit II: Share Capital, shares, shares, Allotment, Calls & Forfeiture:

Share Capital – Meaning and Types. Shares – Meaning and Types of Shares. Features of Different types of Preference share. Legal Provisions regarding Allotment, Calls, Transfer, Transmission and Forfeiture of shares. Share Certificate and share Warrant.

Unit III: Dividend, Accounts & Auditors:

Dividend – Meaning and Legal Provisions regarding Dividend. Dividend warrant and Bonus shares. Books of Accounts – Statutory Books and Statistical Books. Auditors – Qualifications and Disqualifications, Appointment, Legal Position, Rights and Powers, Removal and Remuneration and Duties of Auditors.

Unit IV: Company Meetings and Secretary's Duties:

Types of Company Meetings. Legal provisions and Secretary's Duties regarding Statutory, Annual General and Extra-ordinary General Meetings. Notice, Agenda and Minutes. Resolutions. Chairman. Proxy. Voting and Poll.

Unit V: Drafting:

Drafting of Notice, Agenda, Minutes of Statutory, Annual General and Extra-ordinary General Meetings. Drafting of Resolutions. Drafting of Call Letters, Share certificate and share warrant, etc.

FINANCE AND INVESTMENT SEMESTER VI

6.1 ACCOUNTING THEORY

Course Objectives:

The goal of this course is to provide the knowledge of accounting theory based on conceptual framework of accounting theory and also the critical thinking skills necessary to analyze and interpret accounting related transactions in accordance with accounting theory, and the financial reports generated by the accounting system.

Module 1:

An Introduction to Accounting Theory:

Postulates, Principles and Concepts of accounting theory. Approaches to formulate Accounting theory.Syntactical, semantical and behavioural accounting theories.Proprietary, entity and fund theories.Ind.AS Framework for the Preparation and Presentation of Financial Statements.

Module 2:***Recognition, Measurement and Disclosure of Elements of Financial Statements:***

Recognition and measurement principles and methods of incomes, expenses, assets and liabilities and their disclosure. Problems and Analysis of annual reports.

Module 3:***Accounting Regulations and Policies:***

Institutional framework for formulating and implementing accounting regulations in India- Ministry of Corporate Affairs, National Financial Regulatory Authority, Institute of Chartered Accountants of India, Reserve Bank of India, and Securities Exchange Board of India. Government, For Profit and Non Profit Organisation's accounting policies and practices. Analysis of regulations and annual reports.

Module 4:***eXtensible Business Reporting Language:***

Role of XBRL in Business Reporting. Fundamentals of XBRL. Features of XBRL software. Commercial & Industrial Taxonomy of MCA. Instance Document. Analysis of XBRL financial statements.

References:

1. Anthony R.N., D.F. Hawkins and K.A. Merchant, Accounting: Text and Cases, McGraw Hill, 1999.
2. Richard G. Schroeder, Myrtle W. Clark and Jack M. Cathey, Financial Accounting Theory and Analysis: Text Readings and Cases, John Wiley and Sons, 2005.
3. Ahmed RiahiBelkaoui, Accounting Theory, Quorm Books, 2000.
4. Jawahar Lal, Accounting Theory and Practice, Himalaya Publishing House, 2008.
5. L.S. Porwal, Accounting Theory, TMH, 2000.
6. Thomas R. Dyckman, Charles J Davis, Roland E. Dukes, Intermediate Accounting, Irwin McGraw-Hill.
7. Eldon S. Hendriksen, Accounting Theory.
8. Charles Hoffman and Liv Apneseth Watson, XBRL for Dummies, Wiley Publishing Inc.
9. www.iasb.org.

6.2 MARKETING MANAGEMENT

Course Objective:

The objective of this course is to provide the student the knowledge about marketing and its significance and managing them in organizations.

Module 1:***Marketing Concepts and Tools:***

Meaning and definition of marketing –scope of marketing-core marketing concepts – evaluation of marketing concepts and its stages – objectives of marketing – building customer satisfaction, value and retention. Understanding the value philosophy -direct marketing vis-à-vis on-line marketing – major channels of direct marketing – marketing in 21st century – e-commerce, advantages and disadvantages of direct marketing and online marketing.

Module 2:***Scanning the Marketing Environment:***

Analysis of needs and trends in macro-environment –classification of macro environment-classification of macro environmental factors. Global environment and Global economy; Marketing environment of India.

Module 3:

Market-oriented Strategic Planning:

Corporate and division strategic planning – business strategic planning. Stages of New product development. Price or differentiation oriented strategies.

Module 4:

Developing Marketing Strategies:

Positioning the product, differentiation tools, developing the positioning strategies, product life cycle, marketing strategies, designing competitive strategies. Product line decisions, brand decisions, pricing decisions, promotion decisions, channel decisions.

References:

1. Philip Kotler, Marketing Management, PHI , New Delhi.
2. RajanSaxena, Marketing Management, TMH , New Delhi.
3. Stanton, Fundamental s of Marketing, TMH, New Delhi.
4. Gandhi, Marketing: A Managerial introduction, TMH, New Delhi,
5. Marketing: Paul Baines, Chris Fill and Kelly Page, Oxford University Press, 2nd Edition, 2011.

6.3 STATISTICS FOR BUSINESS DECISIONS

Course Objectives:

The aim of this course is to enable a student to have knowledge about application of probability theory and sampling in different areas of commerce, time series analysis and application of multiple correlation and regression analysis.

Module 1:

Probability Theory and Theoretical Distributions:

Binomial, Poisson and Normal probability distributions- their characteristics and applications in business decisions.

Module 2:

Sampling:

Meaning of sample and population. Probability and non-probability methods of sampling; Use of random digits to choose random samples; Sampling from normal and non- normal populations; The Central limit theorem; Use of sampling in business decisions; Testing of hypothesis.

Module 3:

Time Series Analysis:

Variations in time series; Cyclical, seasonal and irregular variations; Trend analysis; Application of time series analysis in forecasting.

Module 4:

Multivariate Analysis:

Partial Correlation, Multiple Correlation and Regression analysis. Analysis of Variance; Application of multivariate analysis in business decisions.

References:

1. Statistical Methods: S.P. Gupta
2. Statistics: Sanchetti and Kapoor
3. Statistics: Chandan
4. Econometrics: Wonnacott and Wonnacott Wiley Publications
5. Statistical Analysis for Decision Making: Morris Hamber

6.4 RISK IN FINANCIAL SERVICES

Course Objectives:

- Familiarize the students with Traditional and Modern risks in financial services.
- To study the different types of risks associated with business organizations.

Module-1***Principles of Risk Management***

Introduction to Risk in Business, Specific Risks in Financial Services, external sources of risk and their potential impact on a business: economic, political, competitive environment, social and market forces, technological including cyber security, shocks and natural events, external stakeholders and third parties.

Module-2***International Risk Regulation***

The Bank for International Settlements, role of the Bank for International Settlements, Basel Regulatory Capital, international guidelines and supervisory standards established by the Basel Committee, Capital Adequacy Assessment Process (ICAAP), principles of home-host state regulation, Regulatory Risk, differences between statutory and principles-based approaches to financial regulation.

Module -3***Operational Risk and Credit Risk***

Definitions of Operational Risk according to the Basel Committee on Banking Supervision, Basel operational risk event types: Internal Fraud, External Fraud, Employment Practices and Workplace Safety, Clients, Products, & Business Practice, Damage to Physical Assets, Business Disruption & Systems Failures, Execution, Delivery & Process Management, Operational Risk Policy, Operational Risk Framework: identification, measurement, management and control, management information, monitoring, escalation, remediation. Operational Risk Identification, Operational Risk Assessment, and Measurement Managing Operational Risk, Credit Risk: Identification of Credit Risk: understand the key components of credit risk and how they arise: counterparty risk, issuer risk, and concentration risk. Credit Risk Measurement: techniques for measuring credit risk, credit exposure, credit risk premium, credit ratings. Credit Risk Management: sound practice features of an effective credit risk management function, reporting and escalation tools of credit risk management, Basel key stages of credit risk policy development.

Module -4***Market Risk, Investment Risk & Liquidity Risk***

Identification of Market Risk, different types of market risk: volatility risk, liquidity risk, currency risk, basis risk, Interest rate risk, commodity risk, equity risk. Market Risk Management: techniques and their application in managing market risk: hedging, market risk

limits diversification. Concepts used in risk measurement and control: probability, volatility, regression, correlation coefficients alpha and beta, optimization. Value-at-Risk (VaR) approach to managing market risk. The Measurement of Investment Returns: basic concepts and measurement of investment-related returns: nominal returns, real returns, total returns, holding period return. Identification and Measurement of Investment Risk, asset and portfolio investment risk, significance of alpha, beta and key investor ratios.

Identification of Liquidity Risk: constituents of liquidity risk and how they can arise within the contexts of credit, market, investment and operational risk. Measurement of Liquidity Risk: funding liquidity risk analysis: liquidity gap analysis, stress testing, expected future funding requirement.

Module -5

Model Risk, Risk Oversight and ERM

Overview of Model Risk: benefits and limitations of modeling, major models utilized in operational, credit, market and liquidity risks, the principles of effective governance of risk modeling. Risk Governance within Financial Services Organizations: general roles, responsibilities and relationships between the principal oversight functions and the role of senior management. Risk Culture and Leadership: factors determining a firm's risk and control culture: governance and policies, risk appetite/risk tolerance, transparency, integrity, ethics and social responsibility, education and development. Enterprise Risk Management (ERM): definitions of enterprise risk and ERM, goals and challenges of establishing and implementing an ERM programme in relation to: exception-based escalation, aggregation, accountability.

Text Books And Reference Books:

1. Alexander, K., Dhumale, R., & Eatwell, J. (2006). *Global governance of financial systems : the international regulation of systemic risk*. New York: Oxford University Press.
2. Development., O. f.-o. (2010). *Risk and Regulatory Policy: Improving the Governance of Risk*. Paris: OECD Publishing.
3. Kross, W. K. (2007). *Organized opportunities : risk management in financial services operations*. Weinheim: Wiley-VCH.
4. MacNeil, I., & O'Brien, J. (. (2010). *The future of financial regulation* .Portland, Or: Hart Pub.

6.5 STRATEGIC FINANCIAL MANAGEMENT

Course Objectives

This course will help the students to expand their understanding in applying core financial management concepts and techniques for strategic decision making. It covers basic concepts of finance, risk analysis, investment decision analysis, strategic aspects to - cost management, mergers, acquisitions and corporate restructuring; ethical considerations and the concept, need and implication of corporate governance.

Module -1

Introduction

Meaning of SFM - Reasons for managing business financially - 9-s model for SFM - Financial goals and strategy- Value Chain analysis- Cost Benefit analysis- Strategic Business Units- Strategic Planning process- Life –Cycle costing- Activity Based costing

Module -2

Risk analysis & Classification

Types of risk - Financial risk- market risk and credit risk, foreign exchange risk, interest rate risk, counterparty risk, systemic risk- operational risk, Strategic risk, Risk and return analysis (practical problems involving expected return and risk)- Difficulties in measurement of risk, Risk classification system-COSO

Module -3

Investment decision and project cash flows

Long- term Investment decisions- Types of long term investment decisions- Phases in long term investment decisions- Different analyses for evaluating an investment proposal- Estimation of project cash flow- Initial cash flow, Sunk cost, Terminal cash flow (problems on estimation of cash flow) – Relevant cost analysis (concept)

Module -4

Capital Budgeting Decisions

Capital budgeting decisions-Traditional Capital Budgeting evaluation methods (PBP & ARR- revision of these concepts)Capital budgeting decisions under uncertainty and risky situations- Concept of probability & expected value Certainty Equivalent approach, Simulation and Decision tree analysis, Sensitivity analysis, Capital Rationing, Adjusted Net Present Value, Replacement decisions, Effect of inflation on CB decisions (case study)

Module -5

Corporate Valuation & Shareholder value creation

Reasons for valuation of business enterprise - Different Approaches to corporate valuation – Discounted Cash Flow valuation- FCFF, NOPLAT, FCFE, EVA- problems on DCF method of valuation- Traditional techniques of evaluating value- ROI, EBIT, EBIDTA, ROCE, RONA- New approaches to shareholder valuation

Module -6

Expansion and Financial Re-structuring

Need for financial restructuring - Restructuring through privatization-Restructuring of sick companies - Mergers and amalgamations – Calculation of purchase consideration- Share exchange ratio- Evaluation of M&A decisions (problems)- legal procedure for merger – benefits and cost of merger; Corporate and distress restructuring – Demergers- Leverage buyout-share repurchases.

Module-7

Ethical Aspects in SFM

Ethical Dilemma faced by Financial Managers - Need for corporate social responsibility – Corporate governance- Key stakeholders of an organization-shareholders, lenders, directors, employees, customers, suppliers and the government- Principles of Corporate Governance- Audit Committee- Role of BOD- Good CG practices (case study)

Text Books And Reference Books:

1. Rustagi., R P (2010), 4th ed., *Financial Management - Theory, Concepts And Problem*, New Delhi: Taxman Publications Pvt. Limited.

Essential Reading / Recommended Reading

1. Pandey.I.M. (2015)*Financial Management*(9 ed). New Delhi: Vikas Publications

2. Jakothiya.,Girish. .(2000) .*Strategic Financial Management*.New Delhi: Vikas Publishing House.
3. Prasanna,C.(2011)*Corporate Valuation and Value creation*. New Delhi: TATA McGraw Hill.

SEMESTER VII

7.1 ADVANCED COST AND MANAGEMENT ACCOUNTING-II

Objectives:

To familiarize students with an understanding of accounting tools and techniques relevant to management decision making

UNIT-I-

Introduction: Meaning and Definition of Management Accounting, Scope and Objectives of Management Accounting-Differences between Management Accounting and Financial Accounting –Management accounting and Cost accounting-Limitations of Management Accounting.

UNIT-2-

Analysis of Financial Statements: Common Size statements, Comparative Statement, Trend analysis.

UNIT-3-

Ratio Analysis: Meaning and Objectives-Types of ratios-(A) Profitability Ratios-GP ratio-NP Ratio-Operating ratio- Operating profit ratio-Return on capital employed ratio-EPS,(B)Turnover Ratios-working capital turnover ratio- Stock Turnover ratio-Fixed assets turnover ratio-Debtors turnover Ratio-Creditors turnover Ratio, (C) Financial ratios-Current Ratio- liquidity ratio-Debt-equity ratio-Proprietary Ratio-Capital gearing Ratio-Advantages and Limitations of Ratios- Construction of Balance sheet using ratios.

UNIT-4-

Cost flow statement: Meaning, Definition, Uses and Limitations-Differences between funds flow statement and cash flow statement-Preparation of Cash flow statement(AS-7):Direct method and Indirect Method.

Unit 5-

Marginal costing-Definition-Basic concepts-Assumptions-Marginal Cost statement – Contribution-Break Even Analysis-P/V Ratio-Margin of Safety-Decision areas-Make or Buy and Pricing.

Unit-6-

Budget and Budgeting Control-Definition-Basic Concepts-Budget Manual-Key factor-Classification of Budgets-Problems on cash budget, sales budget, Flexible Budget, Cash Planning and Motives for holding cash

Reference materials:

1. Cost Accounting: N.K. Prasad
2. Cost Accounting: Nigam & Sharma :
3. Practical Costing: Khanna, Pandey & Ahuja
- 4: Cost Accounting: M.L. Agarwal

5. Cost Accounting: Jain & Narang
6. Cost Accounting: S.P. Iyengar

7.2 CORPORATE ACCOUNTING- II

Objectives:

To understand the various higher accounting methods applied insurance and electricity undertakings; Accounting techniques applied in valuing Human Resources and effect of inflation on financial affairs

UNIT-1-

Accounting for General insurance companies, fire and marine insurance, preparation of final accounts as per latest regulations

UNIT-2-

Accounting for life insurance, preparation of valuation balance sheet, preparation of final accounts as per latest regulations.

UNIT-3-

Final accounts of electricity companies, Forms of financial statements, differences between depreciation as per companies act and as per tariff policy under Electricity supply act 2003

UNIT-4-

Holding company accounts, Accounting for Holding Company: Preparation of Consolidated Balance Sheet, Minority interest, Computation of Goodwill/ Capital Reserve, Revaluation of assets of subsidiary Company.

UNIT-5-

Human resource accounting: Accounting Aspects of Human Capital –Meaning, Basic Premises, Need and Significance of HRA, Advantages and Limitation of HRA; Monetary and Non-Monetary Models; Cost Based Models- Acquisition Cost Method, Replacement Cost Model, Opportunity Cost Method, standard cost method, Current Purchasing Power Method (C.P.P.M.).

UNIT-6-

Inflation accounting and income measurement: Inflation Accounting: Concept – Limitations of historical based-cost financial statements – Methods of Inflation Accounting: Current Purchasing Power Method – Current Cost Accounting Method (Including problems). Income Concepts for financial reporting – Measurement and Reporting of Revenues, Expenses, Gains and Losses (Theory only) – Analysis of Changes in Gross Profit (Including problems)

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : Agarwala A.N. Agarwala, K.N.:Kitab Mahal, Allahabad.

5. Financial Accounts, Mishra A.K : Sahitya Bhawan Publishers and Distributors
6. Chakraborty, S.K., Human Asset Accounting: The Indian Context in Topics in Accounting and Finance, Oxford University Press.

7.3 COMPANY LAW

Unit I: Introduction:

Historical Development of company Legislation in India. Salient Features of the Companies Act, 1956. The Present set-up of company Law Administration in India. Promoter: Concept, Functions and Legal Position. Registration of Companies and the Documents required in this regard.

Unit II: Nature and Classification of Company:

Meaning and characteristics of Companies. Classification of companies. Special Privileges of a Private Company. Conversion of a Private Company into a Public Company and vice-versa.

Unit III: Memorandum, Articles and Prospectus:

Nature and Clauses of Memorandum of Association. Alteration of Memorandum of Association. Articles of Association- Nature and Contents. Legal effect of Memorandum and Articles. Doctrine of Constructive Notice. Doctrine of Indoor Management. Prospectus- Meaning and Contents. Untrue and Mis-statements in Prospectus and their consequences.

Unit IV: Membership and Management of Companies:

Membership- Nature of Member. Methods of Acquisition and Termination of Membership. Directors- Meaning, Appointments, Legal Position, Qualifications and Disqualifications, Remuneration, Powers, Duties and Liabilities of Directors. Managing Director and Manager.

Unit V: Borrowing Powers and Winding Up of Companies:

Borrowing Powers of Companies. Charges- Meaning and Types of Charges. Winding Up- Meaning of Winding Up and Modes of Winding Up. Compulsory winding, Voluntary winding Up and Winding Up under the supervision of court.

7.4 PUBLIC FINANCE

UNIT I:

Introduction: Meaning, Nature and Scope of Public Finance; Public Finance and Private Finance; Public Finance & other Sciences; Theory of Maximum Social Advantage- Concept and Limitations.

UNIT II:

Public Expenditure: Meaning, Nature, Objectives and Classification; Canons of Public Expenditure; Effects of Public Expenditure; Public Expenditure in India.

UNIT III:

Public Revenue: Meaning and Classification; Sources of Public Revenue; Tax & Non Tax Revenues; Features of Sound Tax System; Theories of Taxation- Physiocratic Theory, Expediency Theory, Cost of Service Theory, Benefit Received Theory and Ability to Pay Theory.

UNIT IV:

Tax Structure and Burden: Concept of Tax Burden; Impact of Tax, Shifting and Incidence of Taxes; Theories of Tax Shifting- Concentration Theory, Diffusion Theory and Modern Theory; Economic Effects of Taxes; Taxable Capacity; Indian Tax Structure- Salient Features.

UNIT V:

Public Debt: Meaning and Significance; Private and Public Debt; Classification and Sources of Public Debt; Effects of Public Debt; Methods of Repayment of Public Debt; Limitations of Public Debt; Deficit Financing- Concepts, Objectives, Significance and Limitations.

7.5 INVESTING IN STOCK MARKETS

Course Objective

To equip students with the basic skills required to operate in stock market.

Unit-I: Basics of Investing

Basics of Investment & Investment Environment. Risk and Return, Instruments of Investment - Equity shares, Preference shares, Bonds and Debentures. Indian Security Markets: Primary Markets (IPO, FPO, Private placement, Offer for sale), Secondary Markets (cash market and derivative market: Futures and Options) Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information.

Trading in securities: types of orders, using brokerage and analyst recommendations.

Unit II: Indian Security Markets

Primary Markets (IPO, FPO, Private placement, Offer for sale), Secondary Markets (cash market and derivative market: Futures and Options) Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information.

Trading in securities: types of orders, using brokerage and analyst recommendations.

Unit III: Fundamental Analysis

Top down and bottom up approaches, Analysis of international & domestic economic scenario, Industry analysis, Company analysis (Quality of management, financial analysis :Both Annual and Quarterly, Income statement analysis, position statement analysis including key financial ratios, Cash flow statement analysis, Industry market ratios: PE, PEG, Price over sales, Price over book value, EVA), Understanding Shareholding pattern of the company.

Unit-IV: Technical Analysis

Trading rules (credit balance theory, confidence index, filter rules, market breath, advances vs declines and charting (use of historic prices, simple moving average and MACD) basic and advanced interactive charts. Do's & Don'ts of investing in markets.

Unit-V: Investing in Mutual Funds

Concept and background on Mutual Funds: Advantages, Disadvantages of investing in Mutual Funds, Types of Mutual funds: Open ended, close ended, equity, debt, hybrid, money market, and entry load vs. exit load funds. Factors affecting choice of mutual funds. CRISIL mutual fund ranking and its usage, calculation and use of Net Asset *Value*.

References

- Kumar, Vinod and Nangia, Raj Sethi, *Investing in Stock Markets*, Ane books
- Singh J K , Singh Amit Kumar, *Investing in Stock Markets*, A K Publications, Delhi.
- Tripathi, Vanita and Pawar, Neeti (2019), *Investing in Stock Market*, Taxmann Publications.

Additional Resources

- Aswath, Damodaran, *Investment Validation Tools and Technique for Determining Mutual Funds*, John Wiley & Sons
 - Chandra, Prasanna. *Investment Analysis and Portfolio Management*, Tata McGraw Hill
 - Gurman and Jochnk, *Fundamentals of Investing*, Pearworth
 - Madura, Jeff, *Personal Finance*, Pearson
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SEMESTER VIII

8.1 CAPITAL MARKET INSTRUMENTS

Course Objectives:

The course intended to equip students an opportunity to understand:

- a) Comprehend the role of capital markets
- b) Evaluate the various capital markets instruments like Stock, bonds, etc.
- c) The basics of new instruments like futures and options.

Module 1:

Stocks

Valuation - Dividends Growth Model –Bonds and Debentures-Types-Valuation of Bonds and Debentures - Convertible Debentures –Valuation –ADRs, GDRs –Basic features – Benefits to issuing Company –ETFs- Meaning and Importance.

Module 2:

Innovations in Capital Markets-

Derivatives - Origin, growth and Types of Derivatives – Benefits of Derivatives Market – Criticism of Derivatives.

Module 3:

Forwards and Futures

Basic features –Classification of Futures- Role of Futures Market – Newspaper Quotes - Pricing of Futures –Futures Market in India.

Module 4:

Options- Types of options contracts

Newspaper Quotes - Options payoff Diagrams- Options Market in India –Swaps –Meaning – Currency swaps –Interest Rate Swaps

References:

- 1.Capital Market Instruments – By G.Kotreshwar, ChandanaPublications(2014),Mysore
2. Financial Derivatives – By G.Kotreshwar, ChandanaPublications(2014),Mysore
3. Financial Derivatives – By Gupta (PHI)
4. Introduction to Futures and Options Markets – By John Hull (PHI)
5. Derivatives – By D.A.Dubofsky and T.W.Miller (Oxford)
6. Futures and Options – By Edwards and Ma (Mc Graw Hill)

8.2 HUMAN RESOURCE MANAGEMENT

Course Objective:

The objective of this course is to provide the student the knowledge about human resources, their significance and managing them in organisations.

Module 1:

Environmental Context:

New economic policy and changing business technological –socio-economic and political and legal environment, structural reforms and their implications for HRM in India -Response of the management –Worker and unions to structural adjustment. Concepts of human resource management-meaning -objectives-scope and functions-Perspective of HRM- linking corporate strategies and policies with HRM- organisation of HRM department.

Module 2:

Human Resources Planning and Procurement;

Job analysis and evaluation-job description-job specification -job rotation and job enrichment. Human resource planning-- importance-objectives and problems. Recruitment-meaning-recruitment policy, sources – factors affecting selection decision-selection procedure. Human resource information system.

Module 3:

Human Resource Development:

Meaning-concepts of HRD-objectives of training-organisation of training programmes-methods-advantages and limitations of training and development- Evaluation of training programmes -HRD for total quality management. Transfer policy --Promotion policy and Transfer. Demotion and Discipline- consequences of indiscipline –disciplinary procedure.Career Planning and Development.

Module 4:

Compensation/Rewards System:

Significance of reward system in business organisation. Employee motivation; Compensation system in practice-systems of promoting -factors determining employee compensation and rewards-dearness allowance, employee benefits-bonus-laws on wages, bonus and social security-managerial compensation. Performance Appraisal: concepts, objectives philosophy and process of performance appraisal system- 360 Degree performance appraisal system. Counseling.-career planning and management.

References:

1. Human Resource Management: Strategies and Action -Armstrong
2. Human Resource Management -Dr. Ashwathappa
3. Personnel and Human Resource Management -D.A. Deonz and F.P. Robins
4. Personnel Management - Edwin Phillip
5. Human Resources Management—L.M. Prasad

8.3 STOCK MARKETS AND INVESTMENT DECISIONS

Course Objectives:

The course is designed to meet the expectations of non-commercial graduates and intended to help students to:

1. Comprehend the role of stock markets as an avenue for investments.
2. Understand the different types stock market instruments.

3. Competent the basics relating to trading in stocks.
4. Understand the fundamentals of indices such as SENSEX and NIFTY.

Module 1:

Stock Markets:

Meaning-History- Functions of Stock Exchange - Leading Stock Exchanges in India - NSE and BSE, Role of SEBI, Investor's Protection, Grievance Redressal.

Module 2:

Stock Market Instruments

Short Term and Long Term Instruments, Shares- Types of Shares, Debentures- Types of debentures- Bonds - Types of Bonds - Benefits of Investments in Stocks. Stock v/s Debenture-Case studies.

Module 3:

Trading in Stock Market:

Trading Mechanism - PAN Card, Speculation- Types of Speculation, Advantages and Drawbacks of Speculation - DEMAT Account - Depository Services - NSDL - CSDL Brokers- Brokerage-Settlement Procedure - Case studies.

Module 4:

Stock Market Indices:

SENSEX, NIFTY, SENSEX S&P - CNX - MID CAP, SMALL CAP, Large CAP, Factors impacting on indices, Recent changes in the Stock Market Volatilities- Case studies.

References:

1. Capital Markets- By Dr. S. Guruswamy, Mcgraw Hill Publications.
2. Capital Market and Investment Management- By Dr. M.S. Khan, S.M. Farisal, Laxmi

8.4 INTERNATIONAL FINANCE

Course Objectives

This course seeks to provide an understanding of finance in an international setting. This course will explore the characteristics of international finance and evaluate the associated risks and benefits involved in operating globally. The course will emphasize on international currency issues when operating across national boundaries and the recent developments in international financing. The course aims at developing effective strategies for international financing and investment. As a prerequisite, the students should be having basic knowledge about concepts relating to financial management in domestic firms, business organization, basics of accounting and business management.

Module -1

Introduction to International Finance

Scope- Relevance of IFM- International Financial Management & Domestic Management- Scope of International finance- International business activities & methods-Motivation for international business- Input market- output market

Module -2

Balance of Payment

Meaning- BOP manual- BOP accounting (Debit & Credit)- BOP statement & components- Current account-capital account- Official reserve account- Types and causes of disequilibrium-simple problems on preparation of BOP statement

Module -3

The International Monetary System

International monetary system- Gold standard system- Price specie-Gold exchange standard- Bretton Woods & post Bretton woods system- Alternative exchange rate regimes (all types of systems)- IMF & World bank- Objectives & Functions of IMF & World Bank- IMF classification of exchange rate regime- Capital and current account convertibility-

Module -4

The Foreign Exchange Market

Foreign exchange market-market participants- Functions of Forex market- Information and communication systems -Forex rates- Forex quotations- Cross rates- Problems on conversion of direct to indirect, cross rate calculation, spread & spot forward transactions- Arbitrage-simple problems on two-point arbitrage and three point arbitrage- Nostro, Vostro accounts – Forward and Future spot rates- simple problems-Purchasing Power Parity (simple problems)- International Fisher effect- (problems)

Module -5

Managing Foreign Exchange Exposure

Exchange risk-types of exposure-Tools & techniques of foreign exchange risk management- Management of Translation exposure-Functional versus reporting currency-Translation methods (simple problems related to methods of translation)-Management of Transaction exposure-Risk management products-Management of Economic exposure-Managing economic exposure- Marketing management of exchange risk-production management of exchange risk.

Module -6

Multinational Working Capital Management

Cash management-Objectives of effective international cash management systems-Netting (problems on netting and investing excess cash)Management of receivables- Inventory management

Text Books And Reference Books:

VIJ, M. (2006). *International Financial Management*. (2nd ed.). New Delhi: Excel Books.

Essential Reading / Recommended Reading

1. Avadhani, V. (2011). *International Financial Management*. (2nd ed.). Bangalore: Himalaya Publishing House.
 2. Apte, P. (2011). *International Financial Management*. (3rd ed.). New Delhi: The McGraw Hill companies.
 3. Varghese, S.K. (2000), *Foreign Exchange and Financing of Foreign Trade*. Vikas Publishing House.
 4. SubbaRao (2010), *International Business*. Himalaya Publishing House.
- hours duration

8.5 FINANCIAL SECURITIES AND DERIVATIVES

Course Objectives

This course presents and analyzes derivatives, such as forwards, futures, and options. These instruments have become extremely popular investment tools over the past several decades, as they allow one to tailor the amount and kind of risk one takes, be it risk associated with changes in interest rates, exchange rates, stock prices, commodity prices, inflation, weather, etc. They are used by institutions as well as investors, sometimes to hedge (reduce) unwanted risks, sometimes to take on additional risk motivated by views regarding future market movements. The course defines the main kind of derivatives, shows how they are used to achieve various hedging and speculating objectives, introduces a framework for pricing derivatives, and studies several applications of derivative-pricing techniques outside derivative markets.

Module -1

Introduction to Derivatives

Definition – Types of derivatives- forwards, futures, options and swaps- Participants and Functions- Development of Exchange traded derivatives- Global derivatives markets- Exchange traded vs OTC derivatives markets- Derivatives trading in India- Requirements for a successful derivatives markets, Misuse and criticism of derivatives Myths about derivatives.

Module -2

Introduction to Futures & Forwards

Forward & future contract: Meaning of forward contract and future contract classification of forward contract. Features of Forward contract – Difference between forward and spot contract. Meaning and definition of Future contract – Features of future contract - Evolution of future Market, Types of future contract- Futures market in India, specification of future contract and terminology. Difference between forward and future - margin requirement, Mark to Margin. Market lot, Tick size; Problems related to calculation of margin balances.

Module -3

Pricing of Futures & Forwards

Futures and forward valuations. (problems) Basic concepts in future pricing – Basis, the repo rate, arbitrage, spread and convergence. Settlement of future contract. Significance of future market. Theories (Approaches or Models) of future prices – Cost to carry approach – The expectation Approach – The Normal Backwardation approach and – The CAPM

Module -4

Option Pricing, Strategies & Valuation

Introduction to Options contracts – basic principles. Types of options – Basic concepts or Terms used in Option trading - Options terminology. Trading and settlement of options. Difference between option and futures. Options pricing – Determinants of Option Pricing – Upper and Lower limits of option pricing – In the Money – at the money and out of the money. Options Strategies – Bull Spread, Bear Spread, Butterfly Spread, Strangle and Straddle (Problems). Hedging & Trading strategies involving options, valuation of option: Introduction to basic model, one step binomial model (Problems), Black and Scholes Model (Problems), option Greeks (problems).

Module -5

Swaps and Emerging Derivatives

Swaps-Meaning - History of swaps in India – types of swaps - mechanics of interest rate swaps - using the swap to transform a liability – using a swap to transform an asset – advantages and disadvantages of swaps – valuation of interest rate swaps

Emerging derivatives products: Currency Derivatives, Credit Linked Notes, Credit Default Swaps, Structured Finance, Securitization, CDO, Synthetic CDOs, ABS, Weather derivatives, Bitcoin futures, diamond derivatives, inflation indexed derivatives.

Module -6

Commodity Market

Commodity market and derivatives - Meaning and its importance. Historical changes and growth of global and domestic Commodities derivatives markets. FCR Act 1952 and Regulatory structure of Commodities Derivatives Markets in India Commodities Derivative Exchanges and design of the markets (Major Exchanges in India). Commodity Exchange, Role of Commodity Exchanges,

Commodity Derivative Markets in India, Indian Commodity Exchanges. Difference between Commodity and financial derivatives.

Text Books And Reference Books:

1. Hull John C. (2016). Options, Futures and Other Derivatives. Prentice Hall of India
2. Srivastava,R.(2010). Derivatives and Risk management.IOU India.

Essential Reading

1. Mishra,B&Debasish,S.(2010). Financial derivatives.Maha Maya Publication.
2. Brahmaiah& P Rao Subba. (2010). Financial futures and options (1sted). Oxford. United Kingdom.

8.6 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Course Objectives

This paper is offered as a finance elective in the sixth semester. It is tailored to strengthen the business acumen of the students in the areas of finance and investment. Students opting for this elective specialize in the various aspects of investments. Various investment schemes, investment process, return and risk associated with investment, valuation of different securities, security analysis fundamental, derivatives markets and portfolio management strategies etc. As a prerequisite, the students should have basic knowledge about the concepts relating to Investment Management, various avenues and tax planning methods.

Module -1

Introduction to Investment

Meaning of investment – Financial and economic meaning, Investment vs speculation - Importance of investments –Reasons for investing, Essential features of a good investment Programme/Features- Factors influencing the investment decision - Qualities of a successful investment – Contrary thinking - Patience

composure - Flexibility and openness and decisiveness - Portfolio Management Process - Common Errors in Investment Management – Investment strategies.

Module -2

Investment Schemes

Non-Marketable Financial Assets: Bank Deposits- Company Deposits- Post-Office Deposits Schemes-Employees Provident Funds. Money Market Investments: Treasury Bills-

Certificate of Deposits- Commercial Papers- Commercial Bills. Bonds or Fixed Income Securities: Govt. Securities- RBI Relief Bonds-debentures- Public Undertakings Bonds- Preference Shares- Equity Shares- Mutual Fund Schemes- Life Insurance Schemes-Real Estate - The Distinctive features and advantages of each scheme in detail.

Module -3

Risk- Return Concepts

Components of returns yield - capital gain-expected return and realized return - Risk meaning- Risk and Uncertainty – Causes for risk – Types of Risk - Systematic and Unsystematic risk Expected risk return trade-off - Calculation of expected return calculation of risk- Beta- Calculation of beta.

Module -4

Security Analysis

FUNDAMENTAL ANALYSIS - EIC ANALYSIS

Economy Analysis - Meaning, Key economic variables, Industry Analysis -Meaning, Industry life cycle, characteristics of an industry and Porter's model, Company Analysis - Analysis of financial statements, future prospects of a company

TECHNICAL ANALYSIS-Meaning of Technical analysis and basic principles of technical analysis- Trends and Chart patterns Eliot wave theory Dow Theory, support and resistance level different types of Charts. Efficient market theory Mathematical indicators and Market indicators. Fundamental Vs technical analysis.

Module -5

Security Valuation

Time value of money-Concept of present value. Debt instruments and valuations, yield, Running yield, YTM And bond durations convexity (simple problems). Equity instrument and valuations Earning valuations revenue valuations yield valuation (simple problems)

Module -6

Introduction to Portfolio Management

Meaning-The Portfolio management Process Categories. Investment strategy objectives— Risk and Beta—Time value of money application to portfolio management—MPT and Dominance concept—SEBI guidelines for portfolio managers-Portfolio managers portfolio management service.

Asset Allocation: Process, Types of asset allocation, Management style, Different approaches to allocation decision, and overview of allocation techniques.

Module -7

Portfolio Selection and Construction

Portfolios return Portfolio risk, Portfolio diversifications. Feasible set of portfolios, Efficient set of portfolios, Selection of optimal portfolio, Markowitz model and its limitations, The sharp Index model Single index model Measuring security and portfolio's return and risk under single index model.

Capital Asset Pricing Theory, Assumptions ,Efficient frontier with risk less lending and borrowing security market line applications of the security market line The capital market line SML and CML, Pricing of securities with CAPM and its arbitrage theory.

Text Books And Reference Books:

Pandian- P. (2005). *Security analysis and portfolio management*. (2ed.). Noida: Vikas publishing house Pvt Ltd.

Essential Reading

1. Singh, P. (2007). Portfolio Management. Mumbai: Himalaya Publications.
2. Bhalla, V. (2008). Investment Management. New Delhi: Sultan Chand Publications
3. Fischer, D. E., & Jordon, R. J. (2002). Security Analysis and Portfolio Management (6th Ed.). New Delhi: Prentice Hall Of India
4. S, Kevin. (2015). Security Analysis and Portfolio Management. New Delhi: Prentice Hall Of India.
5. Lee, A. F., & Lee, C. F. (2008). Advances in Investment Analysis and Portfolio Management (Vol. 3, New Series). United Kingdom: Elsevier Science Ltd.
6. Chandra, P. (2012). Investment Analysis and Portfolio Management (4th ed.). McGraw Hill Education.

UNIVERSITY OF MYSURU



Proposed regulation for eight semester program of B.Com honors with International Accounting & Finance specialization

Regulation 2021

1.0 Programmes offered:

B.Com (Honours) to those aspiring to become leaders in the field of Management and Commerce. The focus is on creating a talent pool of accounting-centric professionals whose credentials as Professionals in its true sense of term is sacrosanct. The Program is so conceived that it equips the students with a wide range of managerial skills, while building competence in a particular area of business. The Programme ensures that in addition to their regular core courses the students are exposed to all major general commerce and business principles.

The B.Com [Honours] are advanced and progressive 4-year programs, focused on more dominant specializations. Honours programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to.

1.1 Vision:

Commitment to pursue excellence in education, while equipping students with knowledge and skills, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into global assets, with the core values of professionalism, integrity, respect for diversity and continuous learning.

1.2 Mission:

GETS ACADEMY is dedicated to excellence in performance and committed to provide quality education, opportunities and services that meet the needs of business and also contribute for the society's wellbeing, national development and to meet global competencies.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment. Environment Protection and Sustainable Development forms the core of its Mission.

1.3 Course objectives:

1. Our Graduates after successful completion of the program will develop skills and competencies in the area of commerce, management, communication, finance, effective business practices, environment protection and sustainable development.
2. They will be able to lead teams, develop problem solving abilities and decision making capacities.

3. Our students after successful completion of the program will be able to gain insights into the emerging domains and develop interest in lifelong learning
4. The course design ensures that the youth get adequate opportunities to identify, develop their skills and meet the requirements of industry, corporates and the society, nationally and internationally.
5. Driven by one aim – imparting ethical and profound education – GETS ACADEMY has begun its journey with an objective of molding corporate-ready professionals with its specialized programs.
6. Aim to bridge the gap between the corporate expectations and the prevalent strengths of our human resources, we endeavor to help individuals to succeed by transforming knowledge into action.

1.4 Program outcomes:

The commitment of imparting profound education reflects in the enlivening infrastructure of our institution, and most importantly, GETS ACADEMY does not market itself as a manufacturer of degree and certificate holders alone, but also acts as a responsible creator of able professionals:

- With Entrepreneurial Competency and Leadership Ability.
- With the ability to communicate effectively.
- Encourage Analytical and critical thinking abilities for data –driven decision making and forecasting.
- Ability to understand , analyze and communicate global , economic, legal and ethical aspects of business.
- Gain exposure through inter- disciplinary and specialized courses.
- Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
- Integrate knowledge, skill and attitude that can enhance the creativity and personality of students.
- Apply knowledge of theory and practices in problem solving and decision making of business.
- The overarching outcome is to develop knowledgeable, skilled, ethical and well-rounded individuals, who are job ready from day one of passing out from GETS ACADEMY and have the potential to lead their organizations to success.

1.5 Career opportunities:

The specialized programs that GETS Academy seeks to provide, will give an overall eclectic dimension to the students to stand out from the rest. The programs have been designed keeping in mind the growing trends and requirements in Commerce and Management domains of life activity.

B.COM (HONS) students with specializations are being increasingly and eminently sought for by the corporate world, national and international organizations. The attributes of being industry-ready and readily deployable, would be the outcome of the rigorous coaching, training, practice and exposure to live activities, nationally and internationally, would be the hallmark of GETS ACADEMY.

2.0 Eligibility for Admission:

2.1 Pre-University / Higher Secondary / 10 +2 Examination Pass from recognized Board with a minimum of 45% in aggregate [40% in case of candidates belonging to Reserved Category].

2.2 Lateral Entry: one year certificate or diploma / in computer science / commerce / management / sustainable development.

2.3 All compulsory subjects (languages, constitution of India, Environment studies and physical education) as required by UGC should be successfully completed as a bridge course if the student has not undergone the prescribed subjects in the diploma.

3.0 Structure of the Undergraduate Degree Programme in B.COM Honors:

3.1. The Syndicate of the University of Mysore, on being satisfied from the Inspection report submitted by the Inspection team has granted recognition to GETS Academy, Mysuru, under Section 66 of the K.S.U. Act 2000 to offer the following Specified/specialized course, subject to the terms and conditions as declared here under.

3.1.1 B.Com (Honors)

International Accounting & Finance

3.2 In line with the new National Educational Policy (NEP), the above programs are credit based, advanced and progressive 4-year programs, focused on more dominant specializations. Honors programs equip the students with greater dexterity in terms of their value to the Industry into which they will ultimately move to. Students who take up these programs would be provided, Certificate upon completion 1st year, Diploma upon completion of 2nd year, Degree upon completion of 3rd year and Honors Degree upon completion of all the 4 years.

3.3 Students successfully completing the Honours Degree Program of four years can seek admissions for M.Com and MBA Masters Program for duration of one year only.

4.0 Scheme of Instructions

4.1 Choice Based Credit System (CBCS) was introduced from the Academic year 2015-16 in the curriculum to provide students a balanced approach to their educational endeavour.

a) Undergraduate (UG) degree programmes in Honors for four years will have the curriculum and syllabi (course contents) as approved by the respective Board of Studies of University of Mysuru.

4.2 The curriculum for B.COM degree programme is designed to have a minimum of **144 credits + 4 Non – CGPA credits (within third to fifth semesters of study for the award of degree).**

Under CBCS, the degree programme will consist of the following categories of courses:

- i. **General Core foundation (CF)** courses comprising of Humanities courses; Language Courses, Courses specific to the selected program etc.,
- ii. **Compulsory Courses (CC) consisting of Non- CGPA courses.**

4.3 Non-CGPA courses:

Non-CGPA courses offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

4.3.1 The student shall select any two courses /activity from the following Table 1 during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department

Table 1. Non CGPA Courses

No.	Course /Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Management courses	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2
12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication per paper	2

4.3.2 A student must earn compulsorily the credits under each category shown in **Table 2** and also a minimum total of **148 credits (144 credits + 4 Non - CGPA credits)** for the award of undergraduate in B.COM.

Table2. Distribution of Credits:

No.	Category	Credits
1	General degree	144
2	Non-CGPA	04
	Total Credits	148

4.4 Students are eligible for award of the respective **UG (Hons.) Degree** upon successful completion of **192 credits (144 regular credits + 44Specialization Credits + 4 Non - CGPA credits)** under each category shown in table 3 maintaining a CGPA of 7.0 with no history of arrears.

Table3. Distribution of Credits:

No.	Category	Credits
1	General degree	144
2	Specialization	52
3	Non-CGPA	04
	Total Credits	200

5.0 Medium of instructions:

The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

6.0 Attendance:

6.1 Only those students who have at least 75% attendance in a course shall be permitted to take semester examination for that course.

6.2 The candidate who fails to satisfy the requirement of the attendance in a course shall rejoin the same course by obtaining prior permission from the university.

7.0 Scheme of Examination & Evaluation

7.1 There shall be University Examination at the end of each semester for maximum marks of 80 Marks for theory and the continuous assessment will be 20 Marks.

7.2 All course of this program except courses that are common to all other graduate program of the University of Mysuru shall be set / valued / reviewed by BoE of B.Com Honors for a maximum of 80 Marks.

7.3 The pattern of the question paper will be as follows,

Part – A Answer any two out of four questions 2 X 15 = 30
 Part – B Answer any three out of five questions 3 X 10 = 30
 Part – C Answer any four out of six questions 4X05= 20
 Total - 80

7.4 Continuous assessment will be carried out in two stages – one , eight weeks of instructions designated as A1, A2 will be conducted before 16th week of the semester.

7.5 The breakup of total marks will be as follows:

A1 (Covering the first half of the syllabus) - 10 Marks
 A2 (Covering the second half of the syllabus) - 10 Marks
 Semester Exam (Entire syllabus) - 80 Marks
 Total 100

7.6 Evaluation of project report:

7.6.1 Evaluation of project report is for 100 Marks divided into three components

I. P1 (Finalization and preparation of synopsis) - 30 Marks

II.	P2 (submission of detailed work dairy)	- 30 Marks
III.	P3 (final project report)	- 40 Marks
	Total	100

8.0 Board of Examiners and Evaluation :

8.1 There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of evaluation constituted by the University.

8.2 There will be single valuation for all papers.

9.0 Declaration of result:

9.1 Minimum for a pass in each paper shall be 35 % and for all the papers in the semester average shall be 40 %.

9.2 There shall be no minimum marks for A1 and A2.

9.3 Classification of successful candidates and graduation of result shall be as per the University regulations.

9.4 Students who take up these programs would be provided, Certificate upon completion 1st year, Diploma upon completion of 2nd year, Degree upon completion of 3rd year and Honors Degree upon completion of all the 4 years.

10.0 Provision for repeaters :

10.1 A candidate is allowed to carry all the previous uncleaned papers to the subsequent semesters.

10.2 The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.

11.0 Any other issue not envisaged shall be resolved by the Vice-Chancellor in consultation with the appropriate bodies of the University.

12.0 Where ever the regulation is silent, the provisions of University shall be Applicable

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
1.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
1.2	Language: English	4	3	2:1:0
1.3	Financial Accounting – I	6	5	4:1:0
1.4	Business Mathematics	5	4	3:1:0
1.5	Constitution of India	4	4	3:1:0
1.6	Banking & Insurance	4	4	3:1:0
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
2.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
2.2	Language: English	4	3	2:1:0
2.3	Financial Accounting – 2	6	5	4:1:0
2.4	Indian Financial System and Financial Market Operations	5	4	3:1:0
2.5	Business Regulatory Framework	4	4	3:1:0
2.6	Environment studies	4	4	3:1:0
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
3.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
3.2	Language: English	4	3	2:1:0
3.3	Cost Accounting - 1	5	4	4:1:0
3.4	Income tax law and practice	5	5	4:1:0
3.5	Money and banking	5	4	3:1:0
3.6	Physical education	4	4	2:1:1
	Non-CGPA		2	0:0:2
	Total	27	23	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
4.1	Kannada/Sanskrit/Hindi	4	3	2:1:0
4.2	Language: English	4	3	2:1:0
4.3	Credit risk management	5	5	4:1:0
4.4	Cost Accounting – II	5	5	4:1:0
4.5	Direct tax law and practice	5	5	3:1:0
4.6	Business Statistics	5	4	4:1:0
	Non-CGPA		2	0:0:2
	Total	28	25	

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
5.1	Banking Law & Practice	4	4	3:1:0
5.2	Indirect Taxes	4	5	4:1:0
5.3	Advanced cost & Management Accounting - I	5	4	3:1:0
5.4	Corporate Accounting - I	5	4	3:1:0
5.5	Auditing and Corporate Governance	5	4	3:1:0
5.6	Secretarial Practice	5	4	3:1:0
	Non-CGPA		2	0:0:2
	Total	28	25	

Specialization syllabus for International Accounting & finance

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
6.1	Marketing management	4	5	4:1:0
6.2	Business statistics	5	4	3:1:0
6.3	Theory in practice of banking	5	3	2:1:0
6.4	Advanced financial management-I	4	3	2:1:0
6.5	Advanced audit & assurance-I	5	4	3:1:0
6.6	Accounting theory	5	4	3:1:0
	Total			

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
7.1	Advanced cost & Management Accounting - II	5	4	3:1:0
7.2	Corporate accounting – II	5	4	3:1:0
7.3	Company law	4	5	4:1:0
7.4	Public finance	5	4	3:1:0
7.5	Investing in Stock Market	5	4	3:1:0
7.6	Project and viva-vice	4	4	0:2:2
	Total	28	25	

Specialization syllabus for International Accounting & finance

Sl. No	Subject	Hrs./week	Credits	L:T:P Pattern
8.1	Human resource management	4	5	4:1:0
8.2	Advanced financial management-II	5	4	3:1:0
8.3	Advanced audit & assurance-II	5	3	2:1:0
8.4	Company law & secretarial practice	4	3	2:1:0
8.5	Stock market & investment decisions	5	4	3:1:0
8.6	Organizational behavior	5	4	3:1:0
	Total	28	23	

SEMESTER I
1.3: FINANCIAL ACCOUNTING-I

Objectives:

To provide students the opportunity to learn the fundamental accounting concepts, techniques and skills

UNIT-1-

Accounting Principles and Standards- Accounting-Meaning and Definitions, Objectives-Accounting Cycle-Accounting Concepts and Conventions With Examples- An Overview Of Accounting Standards Issued By ICAI And IFRS.

UNIT-2-

Final accounts of sole trading concern- Preparation of Trading and Profit And Loss Account and Balance sheet with adjustments.

UNIT-3-

Accounts from incomplete records-Meaning, features and techniques of obtaining complete information, problems on conversion of single entry into double entry system.

UNIT-4-

Branch Account-meaning and objectives of maintaining of branch accounts by head office, goods invoiced by H O at cost and invoice price, accounting treatment under – debtors system.

UNIT-5-

Departmental accounts-Meaning, objectives, advantages of keeping departmental accounts, basis for allocation of joint expenses, internal transfer of goods, preparation of profit and loss account and balance sheet.

UNIT-6-

Computerized accounting-meaning features, introduction to tally, creation and alteration of company, groups and ledger accounts, generation of trial balance and financial statements.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

1.4 BUSINESS MATHEMATICS

Course Objective

The objective of this course is to familiarize the students with the basic mathematical tools with special emphasis on applications to business and economic situations.

Unit I: Matrices and Determinants

Unit II: Basic Calculus

- 2.1 Mathematical functions and their types (linear, quadratic, polynomial, exponential, logarithmic and logistic function). Concepts of limit and continuity of a function.
- 2.2 Concept of Marginal Analysis. Concept of Elasticity, Applied Maxima and Minima problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity.

Unit III: Advanced Calculus

- 3.1 Partial Differentiation: Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials.
- 3.2 Maxima and Minima involving two variables – Applied optimization problems and Constraint optimization problems using Lagrangean multiplier involving two variables having not more than one constraint.
- 3.3 Integration: Standard forms & methods of integration- by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases
- 3.4 Application of Integration to marginal analysis; Consumer's and Producer's Surplus. Rate of sales, The Learning Curve.

Unit IV: Mathematics of Finance

- 4.1 Rates of interest: nominal, effective and their inter-relationships in different compounding situations.
- 4.2 Compounding and discounting of a sum using different types of rates. Applications relating to Depreciation of assets and Equation of value.
- 4.3 Types of annuities: ordinary, due deferred, continuous, perpetual. Determination of future and present values using different types of rates of interest. Applications relating to Capital expenditure, Leasing, Valuation of simple loans and debentures, sinking fund. (excluding general annuities).

Unit V: Linear Programming

- 5.1 Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs. Cases of unique solutions, multiple optimal solutions, unbounded solutions, infeasibility, and redundant constraints.
- 5.2 Solution of LPPs by simplex method - maximization and minimization cases. Shadow prices of the resources, Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.
- 5.3 The dual problem: Formulation, relationship between Primal and Dual LPP, Primal and Dual solutions (excluding mixed constraints LPPs). Economic interpretation of the dual.

References

- Kapoor, V.K. *Business Mathematics, Theory & Applications*. Sultan Chand & Sons
- Sharma, S.K. & Kaur, Gurmeet. *Business Mathematics*. Sultan Chand
- Thukral, J.K. *Business Mathematics*. Mayur Publications.

1.5 CONSTITUTION OF INDIA

- Syllabus as per university of Mysore

1.6 BANKING & INSURANCE

Course Objective

To impart knowledge about the basic principles of the banking and insurance.

Unit I: Origin of Banking

Definition and function of banks, banker and customer relationship, general and special types of customers. Types of Deposits: Types of banks in India; Role of Foreign Banks in India; Advantages and Disadvantages of Foreign banks, Road Map for Foreign Banks in India; India's approach to Banking Sector reforms; Achievements of financial sector reforms and areas of concern, Credit Allocation Policies of Commercial banks, Credit Market Reforms.

Unit II: Operations of Banking

Cheque: definition, features and types of cheque; Endorsement: meaning and essentials of a valid endorsement, types of endorsement; Era of Internet Banking and its benefits, Mobile Banking, Home banking, Virtual Banking, Electronic Clearing System (ECS), Epayments, Electronic Fund Transfer (EFT), E-money, Safeguard for internet banking, Critical comparison of traditional banking methods and e-banking; Balance Sheet of a Bank, special items of a Balance Sheet, off Balance Sheet Items; Anti-money Laundering Guidelines.

Unit III: Loans and Advances

Principles of sound lending, Types of loans and advances, Advances against various securities; Securitization of Standard Assets and its Computation; Basel Accord: merits and weaknesses of the Basel II, Basel III; NPA: Meaning, causes, computation, assessment and Impact of NPAs on Banking Sector, Insolvency and Bankruptcy Code 2016; objectives & features.

Unit IV: Concept of Insurance

Characteristics, Functions of Insurance, Fundamental Principles of Insurance: Indemnity, Insurable Interest, Utmost Good faith, Proximate Cause, Contribution, Subrogation, Economic Function; Reinsurance and Co-insurance: features, objectives, methods; Bancassurance: features, merits.

Unit V: Life and Non-Life Insurance

Types of Insurance, Life and Non Life: Features, needs, policies of different types of Insurance, Control of Malpractices and Misselling, Negligence, Loss Assessment and Loss control, Computation of Insurance Premium, Dematerialisation of Insurance Policies; Regulatory Framework of Insurance: IRDA Act 1999; Objectives of IRDA, Composition of

IRDA, Duties, Powers and Functions of IRDA; Role of IRDA: Delegation of Powers, establishment of Insurance Advisory Committee, Power to make Regulations.

References

- Mishra, M.N. *Principles and Practices of Insurance*. Sultan Chand and Sons
- Suneja, H.R. *Practical and Law of Banking*. Himalaya Publishing House

Additional Resources:

- Gupta, P.K. *Insurance and Risk Management*. Himalaya Publishing House
- Agarwal, O.P. *Banking and Insurance*. Himalaya Publishing House
- Jr.Black, Kenneth & Jr. Skipper, Harold. *Life and Health Insurance*. Pearson Education
- Vaughan, E.J. and Vaughan, T. *Fundamentals of Risk and Insurance*. Wiley & Sons

SEMESTER II

2.3 FINANCIAL ACCOUNTING II

Objectives:

To develop an understanding among the students the use of different accounting methods in different business situations and use of computer as an accounting tool

UNIT-1-

Accounting for consignment transaction-goods sent at cost price and at invoice price-types of commission-account sales-valuation of goods lost in transit- valuation of goods lost in transit-valuation of stock on consignment, problems on cost price and invoice price.

UNIT-2-

Accounting for Hire purchase system- features, preparation of statement of analysis, ascertainment of cash price of an asset-problems on hire purchase system including repossession.

UNIT-3-

Accounting for instalment system- meaning, features and differences between hire-purchase and instalment system, problems on instalment system.

UNIT-4-

Accounting for royalties-minimum rent, short working, recoupment of short working-analytical table-preparation of ledger accounts in the books of both parties-sublease (theory only).

UNIT-5-

Financial statement of non-profit organization-meaning, recognition of capital and revenue items, receipts and payment account, income and expenditure account, preparation of income and expenditure account and balance sheet

UNIT-6-

Computerised accounting-Accounting with using tally –inventory creating stock group-stock categories- units of measures, godown and stock items, entering opening stock quantity and amount, tally voucher(accounting and inventory)-creating new voucher type.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad.
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

2.4 BUSINESS REGULATORY FRAMEWORK

Unit 1. Law of Contract: Indian Contract Act, 1872

- i. Introduction-importance of Contract Act in Indian Business.
- ii. Formation of a valid contract-proposal, (including intention to create legal relationship), acceptance, consideration, capacity of the parties to contract, free consent, legality of object, agreement declared void, enforceability of agreement.
- iii. Classification of contract- absolute contract, contingent contract, quasi contract (of certain relations resembling those created by contract.)
- iv. Performance of contract, Performance of reciprocal promises.
- v. Discharge of contract – by performance, by novation, recession, alteration, etc. by impossibility, by breach of contract.
- vi. Remedies for breach of contract.
- vii. Special contract agency

Unit 2. Sale of Goods Act, 1930

- i. Formation of contract of sale of goods.
- ii. Goods and their classification.
- iii. Condition and warranty
- iv. Transfer of property in goods
- v. Performance of contract
- vi. Breach of contract – rights of unpaid seller.

Unit 3. Negotiable Instruments Act, 1881

- i. Characteristics of negotiable instruments.
- ii. Features – Promissory note, Bill of Exchange, cheque
- iii. Holder and holder in due course.
- iv. Crossing of cheque – types of crossing and its effect.
- v. Dishonour of negotiable instruments

Unit 4. Consumer Protection Act, 1986

- i. Importance of Consumer Protection Act.
- ii. Definitions – Complainant, Complaint, Consumer, Consumer dispute, Person.
- iii. Consumer Protection Councils – Composition, objects.
- iv. Consumer Disputes Redressal Agencies – composition, powers, functions

Unit 5. Foreign Exchange Management Act, 1999

- i. Introduction – objectives of FEMA
- ii. Definitions- Capital account transaction, currency, current account transaction, foreign exchange, person, person resident in India
- iii. Regulation and Management of Foreign Exchange

2.5 INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKET OPERATIONS

Unit – I: Financial System

Meaning and significance; Role of finance in an economy, Components (instruments, markets, etc.); kinds of finance – Rudimentary finance, Direct and Indirect finance; Role of financial intermediaries. The structure of Indian Financial System

Unit – II: Money and Indian Banking System

Functions; Alternative measures to money supply in India – Their different components; Commercial Banks – Importance and functions; Structure of Commercial banking system in India; Distinction between Commercial and Central bank; Credit Creation Process of Commercial banks; High powered money – meaning and uses – Concept of Money Multiplier. The Reserve Bank of India: Functions; Instruments of Monetary and Credit control, Main features of Monetary Policy since independence.

Unit – III: Development Banks

Concept of Development bank and their needs in Indian financial system – Difference with Commercial banks – Major Development banks and their functions (IFCI, IDBI, ICICI, EXIM Bank, SIDBI, SFCs, NABARD)

Unit – IV: Other Financial Institutions

Other Financial Institutions: Introduction; Life Insurance Corporation of India, General Insurance Corporation of India, Unit Trust of India.

Unit – V: Interest Rate Structure

Meaning – Gross and Net interest rate – their difference, Nominal and Real interest rate – their difference, Differential interest rate, Causes of variation of interest rate, relationship between interest rate and economic progress, Administered and Market determined interest rate. Recent changes in interest structure in India.

Suggested Readings

- Meir Kohn, Financial Institution and Market, Oxford University Press. New Delhi.
- Khan, M. Y., Indian Financial System-Theory and Practice, TMH, New Delhi.
- Bhole, L. M., Financial Markets and Institutions, TMH, New Delhi.
- Pathak, B., Indian Financial System-Pearson, New Delhi.
- Mukherjee, Ghosh and Roy, Indian Financial System and Financial Market Operations, Dey Book Concern, Kolkata
- Clifford, Gomez, Financial Markets, Institutions and Financial Services, PHI

2.6 ENVIRONMENT STUDIES

- Syllabus as per university of Mysore

SEMESTER III

3.3 COST ACCOUNTING - I

Unit 1. Introduction:

Evolution of Cost Accounting – Concepts of Cost. Costing, Cost Accounting, Cost Accountancy, Cost Unit, Cost Centre, Costing methods and costing techniques. Features, Utility, Purpose, Scope, Functions, Advantages and Limitations of Cost Accounting – Relations with Financial and Management Accounting – Installation of Cost Accounting Systems (Steps, Difficulties, Remedies). Cost Accounting Records Rules.

Unit 2. Cost Classification and Analysis:

Various types of classification of costs – main elements of cost (Direct Material, Direct Labour, Chargeable Exp. and Overheads). Analysis of Total Cost (Prime Cost, Works Cost, Cost of Production, Total Cost and Cost of Sales) – Preparation of Estimates and Fixation of Selling prices – Cost Sheet and Manufacturing Account (including preparation of these statements).

Unit 3. Materials:

Purchase Organization and Purchase Procedure (When, how much and where from to purchase and related Documents) – Receiving, Inspection, Acceptance, Return, Transfer etc. of Material and related Documents – Stores organization and Stores Routine Purchase, Cost of Material – Issue of Materials and related Documents – Various methods of Pricing (FIFO, Weighted Average), Stores Records (Bin Card, Stores Ledger and Stores Abstract) – Materials Losses – Materials Control Procedures (Fixing Various levels, Various Methods of Fixing Economic Order Quantity. Perpetual Inventory system, Methods of Stock taking, ABC Analysis, Stores Ratio Analysis and Stores Report).

Unit 4. Labour:

Introduction, Recruitment – Time keeping and Time booking (Various Methods and Documents) Idle Time and Overtime (causes and treatment in Cost Accounts) – Various Methods of Remuneration – Various Incentive Schemes (Incentives) – Calculation of wages, Preparation of Pay Rolls and Payment of Wages (including Relevant Internal Checks) – Accounting Treatment and Control of Labour Costs – Labour Turnover – meaning, causes, effects and methods.

Unit 5. Overheads:

Definitions and classification – Various Sources of Collection – Various Methods of Grouping and Codification – Allocation, Apportionment (Various Principles, Bases and Rates) – Under and Over Absorptions (reasons, treatment in Cost Accounting and measures to avoid) – Control of Overheads – Factory Overhead – Departmentalization – Primary Distribution – Various Methods of Secondary Distribution and that of Absorption (Including Practical Applications of these Methods) Administration, Selling and Distribution Overheads (Features, Accounting Treatment, Apportionment, Inclusion in Costs and Various types of Analysis). Miscellaneous matters connected with Overheads. (Depreciation on the basis of Replacement Costs, Obsolescence Loss, Plant and Machinery Register, Repairs and Maintenance Costs, Research and Development Costs, Inclusion of Interest on Capital and Notional Depreciation in Costs, Excess Capacity and Idle Capacity Costs of Wastes, Scraps, Spoilages and Defectives).

3.4 INCOME TAX LAW AND PRACTICE

Course Objective

This course aims to impart knowledge of law pertaining to levy of income tax in India. It also aims to enable the students to apply the same practically.

Unit1:Introduction

Basic concepts: Income; Agricultural income; Person; Assessee; Assessment year; Previous year; Gross Total Income; Total income; Maximum marginal rate of tax; Permanent Account Number (PAN) *Residential status:* Scope of total income on the basis of residential status; Exempted income under section 10.

Unit 2: Computation of Income under different heads-1

Income from Salaries; Income from House Property

Unit 3: Computation of Income under different heads-2

Profits and gains of business or profession; Capital gains; Income from other sources

Unit 4:

Computation of Total Income and Tax Liability and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total income of individuals and firms; Tax liability of an individual and a firm; Five leading cases decided by the Supreme Court

Unit 5: Preparation of Return of Income

Filing of returns: Manually, on-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory on-line filing of returns for specified assesses

References

- Ahuja, Girish and Gupta Ravi. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
- Singhanian, Vinod K. and Singhanian Monica. *Students' Guide to Income Tax, University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.
- Vinod Kumar Singhanian, e-filing of Income Tax Returns and Computation of Tax, Taxmann Publication Pvt. Ltd, New Delhi. Latest version
- 'Excel Utility' available at incometaxindiaefiling.gov.in

3.5 MONEY AND BANKING

Unit-I

Definition of money, functions and importance of money, role of money in various economic systems, evils of money, classification of money, circular flow of money.

Unit-II

The Quantity Theory of Money-fisher, Cambridge and Keynesian theory of money. Inflation: Types of inflation, Theories of inflation, effects and consequences of inflation, control of inflation.

Unit-III

Credit, its definition, types, merits and demerits, credit and economic development. Functions of commercial Banks & Central Banks, process of credit creation and its limitations.

Unit-IV

Control of money supply, Reserve Bank of India: its functions- Traditional and Development :Suggested Readings

1. KPM Sundram. Money Banking and International Trade. Sultan Chand & Sons
2. T R Jain. Money and Banking, Jain Publications

3.6 PHYSICAL EDUCATION

- Syllabus as per university of Mysore
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SEMESTER IV

4.3 CREDIT RISK MANAGEMENT

Unit 1 - Risk management introduction

- Risk management an introduction
 - Risk management from various stakeholders perspectives
 - Various types of risks
 - Various types of risk management
 - Credit risk – an introduction
 - Fundamentals of credit risk
 - Approaches to credit risk
 - Bank risk management
 - Need for credit risk management in banks
- Supervisory capital and role of credit riskmanagement
- Types of lending
 - Bank lending Other debt instruments

Unit 2 - Risk management frameworks

- Credit risk analysis frameworks – Credit scoring
 - Credit scoring basics
 - Credit bureaus
 - Limitations of Credit scoring
- Credit risk analysis frameworks – Credit rating
 - Rating systems
 - Rating agencies
 - Rating criteria and methodology
 - Rating process
 - What credit rating does not cover
- Credit risk analysis frameworks – Internal rating/underwriting

- A lending approach – the five Cs
- Internal risk modeling
- Building IRB models
- Credit bureaus Limitations of Credit scoring

Unit 3 - Risk management various risks

- Business risks
 - Industry risks
 - Economic risk
 - Firm specific risks
- Financial Risks
 - Fin St analysis
 - Ratio analysis
 - Benchmarking
 - Industry specific overrides
- Transaction risk
 - Loan agreements
 - Covenants
 - Monitoring transaction risks Mitigating covenant risks

Unit 4 – risk management

- Credit risk Management
 - Wholesale lending credit risk management
 - Retail lending credit risk management
 - Investment related credit risk mangement
- Credit risk and BASEL frameworks
 - Basel 2 and Basel 3
 - Credit risk treatment under both B2 and B3
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Recommended resources

- Credit Risk Management, Andrew Flight
- Credit Risk Management: Basic Concepts: Tony Von Gestel Risk Assessment and Risk Management Ronald E. Hester
- Quantitative Risk Management: Concepts, Techniques, and Tools, Alexander J. McNeil
- The Handbook of Credit Risk Management: Sylvain Bouteille
- Credit Risk Management: Hong Kong Institute Of Bankers
- Managing Credit Risk: The Next Great Financial Challenge JohnCaouette

4.4 COST ACCOUNTING II

Unit 1. Cost Accounting Procedure:

Non – integrated Accounting System: Maintaining Ledgers (including Control Accounts) under this systems. Reconciliation of Cost and Financial Accounts. Integrated Accounting System – Features – Advantages and Disadvantages – Accounting Procedures.

Unit 2. Various Methods of Costing:

Job Costing: Job order – Job Ledger – preparation of job Cost Accounts and Cost Control Accounts – Batch costing, Contract Account and Determination of Profit or Loss on incomplete contract (including value of work certified – Contract cost and valuation of WIP) – Presentation of Contract particulars in the Balance Sheet – Retention money – Cost Plus contract – Escalation clauses. Processing Costing: preparation of process accounts (including normal and abnormal loss, abnormal gain).

Unit 3 - Budgetary Control:

Introduction, Define Budget & Budgetary Control, Features & Objectives of Budgetary Control System. Factors to be considered for preparing budgets. Functional, Fixed & Flexible, Zero-Base Budgets. Budget reports.

Unit 4 -Standard Costing:

Introduction, Concept and Uses of Standard Costing, Setting up of Standards Cost Accounting Methods, Computation of Variances relating to Material and Labour.

4.5 DIRECT TAX LAW AND PRACTICE

Unit 1:

a) Residential Status and Incidence of Tax

Residential status of a company, Incomes deemed to accrue or arise in India u/s 9

b) Income which do not form part of Total Income

Sec 10A, 10AA, 10B, 10BA

Unit 2: Heads of Income and Provisions Governing Heads of Income

a) *Profits and gains from business and profession* Advance level discussion with special emphasis on presumptive taxation

b) *Capital Gains* Advance level discussion with special emphasis on transfer, treatment u/s 45(1A), 45(2), 45(3), 45(4). 45(5), taxability of financial assets and exemptions

c) *Income from other sources* Advance level discussion with special emphasis on deemed dividend

Unit 3:

a) Income of other Persons included in Assessee's Total Income

Revocable transfer of assets, Income from assets transferred to the benefit of spouse and son's wife, Conversion of self-acquired property into joint family property

b) Deductions from Gross Total Income

Deductions u/s 80IAB, 80IC, 80ID, 80IE

Unit 4: Computation of Total Income and Tax Payable

Advance level problems on computation of total income and tax liability of an Individual, HUF, Firm and AOP

Unit 5:

- a) *Relief U/S 89*
- b) *Double Taxation Relief*
- c) *Business Restructuring – Amalgamation, Demerger, Slump Sale*

Unit 6: Wealth Tax

Advance level discussion with special emphasis on basic concept of valuation of let-out building, Advance level problem on computation on net wealth and tax payable

Suggested Readings

- Singhania V.K., and Singhania K, *Direct Tax Law and Practice*, Taxmann
- Lal and Vashist, *Direct Taxes*, Pearson
- Gupta and Ahuha, *Direct Taxes Law And Practice*, Bharat

4.6 BUSINESS STATISTICS**Unit-I**

Probability Distribution: Binomial, Poisson & Normal distribution

Unit-II

Correlation Analysis – meaning, significance, types and methods, probable error, coefficient of determination; Regression analysis – Meaning, equations, lines. Standard error of estimate. Difference between correlation and regression.

Unit-III

Time series - components, models, trend analysis including second degree parabola and exponential formula measurement of seasonal cyclical and irregular variations, shifting the trend origin.

Unit-IV

Statistical Decision Theory: Ingredients, expected opportunity loss, optimal decisions with maximin, minimax and Bayes' principle (with prior, pre-posterior and posterior analysis) Statistical Quality Control.

Suggested Readings:

1. *Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.*
2. *D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.*
3. *N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.*
4. *R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.*

SEMESTER V**5.1 BANKING LAW AND PRACTICE****Unit I: Banks and Banking Enactments:**

Definition, Function and Nature of Banking, Banking System of India, Nationalization of Banks.

Unit II: Banking Legislation in India:

The Banking Regulation Act, RBI Act, SBI Act, The Banking Companies (Acquisition & Transfer Of undertakings) Acts 1970,1980.

Unit III: Other Banking Legislation:

RRB Act 1976, NABARD Act, Export Import Bank Act.

Unit IV: Law Relating to Negotiable Instruments:

Introduction, Parties to a Negotiable Instrument, Negotiation Discharge of Parties, Liability of Banker.

Unit V: Employment of Bank's Funds:

Banks and Liquidity, Loans and Advances, Purchase/Discounting of Bills of Exchange, Contracts of Indemnity and Guarantee, Term Loans, Agriculture Finance.

5.2 INDIRECT TAXES

Unit 1 : Introduction to Indirect Taxes:

Meaning, Characteristics and Features of Indirect Tax, Advantages and Disadvantages of Indirect Tax, Constitution of India and Indirect Tax, Types of Indirect Taxes- A brief introduction of Central Excise Act, 1944, Customs Duty Act,1962, Central Sales Tax Act,1956, VAT and Service Tax.

Unit II: Central Excise Act, 1944:

Important Definitions, Nature and Scope of Excise Duty, Classification and valuation of Excisable Goods, Procedure of Registration, Assessment, Clearance of Excisable Goods, Exemption to Small Scale Industries under the Act, Calculation of Excise Duty, CENVAT, Administrative set up of Excise Duty.

Unit III : Customs Duty Act,1962:

Important Definitions, Prohibition of Importation and Exportation of Goods, Valuation for Customs Duty, Import-Export Procedure, Export Promotion Schemes, Customs Duty Authorities and their Powers, Penalties and Prosecutions.

Unit IV : Central Sales Tax Act,1956:

Important Definitions, Inter-State Sale, Sales Tax Liability, Declared Goods, Procedure of Registration, Computation of Tax, Procedure of Assessment, Penalties and Prosecution.

Unit V: Service Tax:

Salient features of Service Tax, Valuation of Taxable Services, Exemptions, Exceptions to Exemptions, Scope and Future, Registration, Import and Export of Services, Classification of Services, Filing of Return and Appeal.

5.3 ADVANCED COST AND MANAGEMENT ACCOUNTING-I

Objectives:

To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services

UNIT-1-

Introduction to Costing Methods: Meaning, Importance and Categories, Cost accounting Standards- Generally Accepted Cost Accounting Principles (GACAP)- Purpose, Objective and Applicability.

UNIT-2-

Contract costing: Introduction- Contract account, Profit on incomplete contracts, work in progress, Contractee's Accounts, Escalation clause.

UNIT-3-

Process costing: Introduction, Distinction between Job costing, and process costing, process losses, inter-process profits, Joint products and by-products- Meaning, features, differences, problems on process accounts including joint and by products.

UNIT-4-

Operating Costing-Introduction, transport costing, standing charges, operating/running charges, preparations of operating cost sheet.

UNIT-5-

Reconciliation of cost and financial accounts-need for reconciliation, reasons for disagreement, reconciliation procedure, problems on reconciliation.

UNIT-6-

Activity based costing(ABC);Definition, Features, Advantages, Differences between ABC and traditional costing, Allocation of overheads; Objectives of ABC, Development of ABC, Implementation of ABC, Problems on Computation of Activity Based Costing and Traditional Costing;

Books for reference:

1. Cost Accounting: N.K. Prasad
2. Cost Accounting: Nigam & Sharma :
3. Practical Costing: Khanna, Pandey & Ahuja
4. Cost Accounting: M.L. Agarwal
5. Cost Accounting: Jain & Narang
6. Cost Accounting: S.P. Iyengar

5.4 AUDITING AND CORPORATE GOVERNANCE

Objective:

To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility

Unit 1: Introduction

Auditing: Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.

Unit 2: Audit of Companies

Audit of Limited Companies: Company Auditor- Qualifications and disqualifications,

Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report- Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

Unit 3: Special Areas of Audit

Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Computer aided audit techniques and tools; Auditing Standards; Relevant Case Studies/Problems;

Unit 4: Corporate Governance

Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance

Unit 5: Business Ethics

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement

Unit 6: Corporate Social Responsibility (CSR):

Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR

Suggested Readings:

1. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning
2. Aruna Jha, *Auditing*. Taxmann Publication.
3. A. K. Singh, and Gupta Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
4. Anil Kumar, *Corporate Governance: Theory and Practice*, Indian Book House, New Delhi
5. MC Kuchhal, *Modern Indian Company Law*, Shri Mahaveer Book Depot. (Publishers). (Relevant Chapters)
6. KV Bhanumurthy and Usha Krishna, *Politics, Ethics and Social Responsibility of Business*, Pearson Education
7. Erik Banks, *Corporate Governance: Financial Responsibility, Controls and Ethics*, Palgrave Macmillan
8. N Balasubramanian, *A Casebook on Corporate Governance and Stewardship*, McGraw Hill Education

5.5 CORPORATE ACCOUNTING-I

Objectives:

To provide students an understanding of various accounting techniques applied in various vital financial events in corporate business

UNIT-I-

Accounting for share capital: Meaning and types of shares-issue of shares over-subscription and prorate allotment- forfeiture of shares-reissue of forfeited shares-passing journal entries and preparing balance sheet.

UNIT-2-

Financial statements of limited companies: Preparation of financial statements as per schedule III of Companies' Act-2013. Provisions of companies Act-2013 on Declaration of Dividends.

UNIT-3-

Accounting For Redemption of Preference Shares And Issue Of Bonus Shares: Conditions for redemption of preference shares, and Accounting procedure for redemption; meaning of bonus shares and bonus issue-SEBI guidelines for bonus issue-accounting entries for issue of bonus shares.

UNIT-4-

Issue and redemption of debentures: meaning and types of debentures-methods of redemption of debentures-journal entries for issue of debentures and conditions for redemption- financing for redemption of debentures.

UNIT-V-

Liquidation of companies- Meaning and circumstances of liquidation- preparation of liquidator's final statement of account.

UNIT-VI-

Accounting for employees stock option plan, buy-back of securities, equity shares with differential rights, under writing of shares and debentures.

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad.
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers

5.6 SECRETARIAL PRACTICE

Unit I: Introduction:

Meaning, Appointments, Legal position, Powers and Responsibilities and Removal of company secretary.

Unit II: Share Capital, shares, shares, Allotment, Calls & Forfeiture:

Share Capital – Meaning and Types. Shares – Meaning and Types of Shares. Features of Different types of Preference share. Legal Provisions regarding Allotment, Calls, Transfer, Transmission and Forfeiture of shares. Share Certificate and share Warrant.

Unit III: Dividend, Accounts & Auditors:

Dividend – Meaning and Legal Provisions regarding Dividend. Dividend warrant and Bonus shares. Books of Accounts – Statutory Books and Statistical Books. Auditors – Qualifications and Disqualifications, Appointment, Legal Position, Rights and Powers, Removal and Remuneration and Duties of Auditors.

Unit IV: Company Meetings and Secretary's Duties:

Types of Company Meetings. Legal provisions and Secretary's Duties regarding Statutory, Annual General and Extra-ordinary General Meetings. Notice, Agenda and Minutes. Resolutions. Chairman. Proxy. Voting and Poll.

Unit V: Drafting:

Drafting of Notice, Agenda, Minutes of Statutory, Annual General and Extra-ordinary General Meetings. Drafting of Resolutions. Drafting of Call Letters, Share certificate and share warrant, etc.

INTERNATIONAL ACCOUNTING AND FINANCE**SEMESTER – VI****6.1 MARKETING MANAGEMENT****COURSE OBJECTIVES:**

- Explain the concept of marketing in theory and practice.
- Elucidate segmentation and learn different ways of selecting the appropriate target and positioning the product in the market.
- Analyze the factors determining consumer behavior.
- Prepare business plans by understanding the process and principle of new product development, product-mix, branding, pricing strategies and packaging.
- Interpret the factors affecting channel distribution, management of channels and current trends in wholesaling.
- Learn ethical behavior in marketing and recent trends in marketing.

Module 1:***Introduction to Marketing***

Definition – Nature – Scope – Importance – Concepts – Functions – Micro and Macro Environment – Meaning and Difference – Marketing Management – Meaning & Functions

Module 2:***Market Segmentation, Targeting & Positioning***

Marketing Mix (elements) Basis – Prerequisites for Sound Segmentation – Target Marketing Strategies – Product Positioning, Meaning and Steps involved

Module 3:***Consumer Behavior***

Meaning of Consumer Behavior – Factors Influencing Consumer Behavior – Buying

Decision Process and its Stages

Module 4:

Product & Pricing

Product Mix– Product Life Cycle – New product development
– Branding & Packing – Meaning – Types – Advantages and Disadvantages –
Objective of Pricing – Factors Influencing Pricing Decisions – Methods of Pricing
and Pricing Strategies

Module 5:

Channel of Distribution & Promotion

Factors Affecting Choice of Channel – Channel Design Decision-Channel
Management-Promotion – Meaning – Promotion Mix-Selection of Media –
Advertisement Copy – Evaluation of Advertising – Personal Selling – Sales Promotion

Module 6:

Ethical Aspects and Recent Trends in Marketing

Marketing Ethics and Consumer Rights – Socially Responsible Advertising–Ethics
and Regulation in Product–Pricing–Packaging and Labelling - E-Business – Tele-
Marketing – M-Business – Relationship Marketing–Retailing–Concept Marketing
and Virtual Marketing

Books for Reference:

- Armstrong & Kotler: Marketing - An Introduction.
- C. S. V. Murthy: Business Ethics.
- J. C. Gandhi: Marketing Management. Philip Kotler: Principles of Marketing. R.S.Davar: Marketing Management. Sherlaker S. A.: Marketing Management. Sontakatti: Marketing Management.
- William Stanton, Michael Etzel, Bruce Walker: Fundamentals of Management.
- William Stanton: Marketing Management.

6.2 BUSINESS STATISTICS

COURSE OBJECTIVES:

- Determine the type of distribution on studying the characteristic of data.
- Interpret the result of Correlation analysis to establish the relationship between two variables.
- Interpret there suit of Regression analysis to establish the relationship between two variables.
- Apply the appropriate method of solving trend analysis by using Time series analysis.
- Use Decision tree technique on different type decision making situations for solving

- Business problems.
- Apply the Monte – Carlo Simulation Technique for solving Business problems.

Module 1:

Probability Distribution

Baye’s Theorem, Random Variable, Expectation and Variance of Random Variable, Probability distributions-Binomial, Poisson and Normal distributions with business applications.

Module 2:

Correlation Analysis

Concept - Types and Methods – Scatter Diagram, Karl Person’s & Spearman’s Rank Correlation of Coefficient – Lag and Lead in Correlation.

Module 3:

Regression Analysis

Concept–Properties of Regression Co-efficient–Methods–Linear Regression– difference between Correlation and Regression

Module 4:

Time Series Analysis

Meaning – Definition – types – Methods of Solving Secular Trend Analysis - Moving Averages - Least Squares Method (Linear) – Semi-Averages Method

Module 5:

Decision Theory

Meaning-Process of Decision Making–Elements-Types of Decision- Making Situations-Decision-Making under Certainty-Uncertainty and Risk-Bayesian Approach-Decision Tree Technique

Module6:

Simulation

Essence of Simulation - Applications of Simulation – Generation of Random Numbers, Solving Problems using Monte – Carlo Technique

Books for Reference

- ACCA Approved Study Material – Becker, Kaplan and BPP.
- C. B. Gupta: Statistics, Himalaya Publications.
- Chikkodi& B. G. Satya Prasad: Business Statistics, Himalaya Publications.
- Dr. Asthana: Elements of Statistics, Chaitanya.
- Dr. B. N. Gupta: Statistics, SahityaBhavan, Agra.
- Dr. Sancheti& Kapoor: Statistics Theory, Methods and Application. Ellahance: Statistical Methods.
- S. P. Gupta: Statistical Methods, Sultan Chand, Delhi.

6.3 THEORY AND PRACTICE OF BANKING

COURSE OBJECTIVES:

- Explain the nature and functions of commercial banks and disclosure of information about customers.
- Illustrate the different types of banking system and understand its purpose.
- Describe negotiable instruments in accordance with the changing environment.
- Examine the role of a paying and collecting banker on different situations.
- Calibrate the principles on sound lending and acquires the necessary skills on managing the risk.
- Explore the skills necessary for a career in banking.

Module 1: *Nature of Banking and Functions of a Banker* Functions of Commercial banks, Sources and employment of commercial bank funds, earning assets of a bank, Creation of credit by banks, Theories of Liquidity and profitability - Obligations and rights of a banker, Garnishee Order, Disclosure of information about customers' accounts required by law(KYC), Law of limitation

Module 2:

Commercial Banks and Central Bank

Types of Banks: Scheduled and Non- Scheduled Banks, Regional Rural Banks, and Development Banks: IFCI, SFC, SIDC, ICICI, IDBI, and NABARD Types of Banking systems: Branch, Unit, Investment (Development), Universal (Mixed) Banking Understand the basic purpose and functions of: Retail banking– Investment banking(securities/trading) – Corporate Banking – Private banking – Cooperative banks. Micro Credit : Meaning and Importance, Islamic Financing-Meaning and Five Basic Principles. Regulatory Authority- RBI Quantitative and qualitative credit control measures (in detail).

Module 3:

Negotiable Instruments

Essential Characteristics of Negotiable Instruments, Promissory note, Bills of Exchange, Cheque - (meaning and features), Bearer Cheques, Crossed Cheques, Types of Crossing and Opening of Crossing, Demand Draft, Parties to a Negotiable Instrument

Module 4:

Paying and Collecting Banker

Precautions to be taken by a Paying banker, Protection to Paying banker in case of Order Cheques, Suitable replies to Dishonored Cheques. Conversion by Collecting banker, Duties of Collecting banker

Module 5:

Principles of Bank Lending and Managing Risk

Principles of sound lending, Credit worthiness of borrowers, Non- Performing Assets, Modes of creating charge (Lien, Pledge, Hypothecation, Mortgage and its types, Assignment) Different types of risks – Basel norms and its global impact with special emphasis on its implementation in India.

Module 6:

Latest Trends in Banking

Phone banking- call centers- Internet banking-mobile banking- payment gateways-card technologies- MICR electronic clearing- Total branch computerization-centralized banking-electronic fund transfer- RTGS-NEFT-Electronic Money-E- Cheques.

Books for Reference

- Sundaram & Varshney: Theory & Practice of Banking. De Kock: Central Banking.
- Dr. K. N. Prasad & T. Chandradass: Banking and Financial System. Maheswari& Paul. R. R: Banking Theory and Law and Practice.
- Rudder Datt& K. P. M. Sundara: Indian Economy.
- S. M. Jha: Services Marketing.

- Shekar&Shekar: Theory and Practice of Banking.

6.4 ADVANCED FINANCIAL MANAGEMENT –I

COURSE OBJECTIVES:

- Describe the role of financial advisor in the context of management of the financial resources and financial risks of a firm.
- Develop an ethical financial policy incorporating the reporting and governance of sustainability practices as per the expectations of stakeholders.
- Analyze the implications of recent developments in international financial environment while designing the financial planning framework for multi-national business organizations.
- Examine the implications of financial restructure options on firm's value.
- Justify the options of business reorganization plans and its implications on Firm's value.
- Examine the options of cross border Mergers and Acquisitions for Business expansion and its implications on value of firm.

Module1:

The Role & Responsibility of Financial Manager

Key role of finance manager- Behavioral finance-Treasury- Money market instruments, treasury management function-Corporate governance-Introduction to risk management

Module 2:

Advanced Investment Appraisal

NPV modelling including inflation, taxation and working capital- Single period and multi period capital rationing-Discounted payback period -Project duration and measure of risk-IRR v MIRR-Value at risk-Impact of corporate reporting on investment appraisal

Module 3:

International Investment & Financing Decisions

Effects of exchange rate assumption on project values-Calculation of international NPV using Purchasing power parity and interest rate parity-Transfer pricing-Transaction, translation & economic risk- Issues in choosing finance for overseas investment.

Module 4:

Financing Investment Decisions

Sources of finance -Cost of capital (Ke, Kd, Kp) -CAPM (Beta valuation) and WACC-Theories of capital structure (M&M with tax without tax, static trade off theory, pecking order theory, traditional view, agency theory)-Islamic Finance-Credit risk

Module 5:

Dividend Decisions

Dividend policy and types-Dividend capacity (Introduction to FCFE)

Module 6:

Risk Adjusted WACC & Adjusted Present Value

APV -CAPM v APV

Books for Reference

- ACCA APPROVED STUDY MATERIAL OF KAPLAN, BPP and BECKERS.

- Dr. R P Rustagi: Financial Management, Taxmann Jonathan Berk & Peter DeMarzo: Pearson Education
- Bhabatosh Banerjee: Fundamental of Financial Management, PHI
- Dr. S N Maheshwari: Fundamental of Financial Management, Sultan Chand & Sons
- Prasanna Chandra: Theory & Practice, Tata McGraw Hill.

6.5 ADVANCED AUDIT & ASSURANCE – I

COURSE OBJECTIVES:

- Describe the ethical practices and code of conduct that are expected of an Auditor within the conceptual frame of auditing.
- Illustrate the situations by which professional liabilities arise for the Auditors.
- Examine the implications of current issues and developments in the context of integrated reporting and transnational Audit.
- Devise a plan for corporate governance and internal control within the international regulatory framework.
- Evaluate the quality control practices and its implications in the context of firm and individual level Audit.
- Explain the procedure involved in acceptance and terms of engagement of audit appointments.

Module 1:

Ethics and Code of Conduct

Fundamental Principles - Conceptual Framework Approach - Independence - Confidentiality - Conflicts of Interest - Conflicts in Application of the Fundamental Principles - IFAC Developments

Module 2:

Professional Liability

Legal Liability-Negligence-Restricting Liability-Responsibility of Management and Auditor in Fraud & Error – Expectations Gap

Module 3:

Current Issues and Developments

Professional and Ethical Developments-Transnational Audits-the Audit of Social, Environmental and Integrated Reporting - Other Current Issues - New and Revised Audit Standards

Module 4:

Regulatory Environment

International Regulatory Frameworks - Corporate Governance- Audit Committees - Internal Control Effectiveness – Money Laundering - Laws and Regulations

Module 5:

Practice Management –Quality Control

Principles and Purpose of Quality Control - Quality Control Firm Level - Quality Control for Individual Audit

Module 6:

Practice Management

- Obtaining and Accepting Professional Appointments Change in Auditors-Advertising and Fees-Tendering–Acceptance Terms of the Engagement

Books for Reference

- ACCA APPROVED STUDY MATERIAL OF KAPLAN, BPP and BECKERS.
- S.K Basu: Auditing principles & techniques, Pearson Education
- Varsha Ainapu e & Mukund Ainapure: PHI learning private limited
- Saxena, Reddy & Appannaish: A Text of Auditing, Himalaya Publishing House
- ArunaJha: Elements of Auditing, Taxmann.

6.6 ACCOUNTING THEORY

Course Objectives

The goal of this course is to provide the knowledge of accounting theory based on conceptual framework of accounting theory and also the critical thinking skills necessary to analyze and interpret accounting related transactions in accordance with accounting theory, and the financial reports generated by the accounting system.

Module 1:

An Introduction to Accounting Theory:

Postulates, Principles and Concepts of accounting theory. Approaches to formulate Accounting theory. Syntactical, semantical and behavioural accounting theories. Proprietary, entity and fund theories. Ind. AS Framework for the Preparation and Presentation of Financial Statements.

Module 2:

Recognition, Measurement and Disclosure of Elements of Financial Statements:

Recognition and measurement principles and methods of incomes, expenses, assets and liabilities and their disclosure. Problems and Analysis of annual reports.

Module 3:

Accounting Regulations and Policies:

Institutional framework for formulating and implementing accounting regulations in India- Ministry of Corporate Affairs, National Financial Regulatory Authority, Institute of Chartered Accountants of India, Reserve Bank of India, and Securities Exchange Board of India. Government, For Profit and Non Profit Organisation's accounting policies and practices. Analysis of regulations and annual reports.

Module 4:

eXtensible Business Reporting Language:

Role of XBRL in Business Reporting. Fundamentals of XBRL. Features of XBRL software. Commercial & Industrial Taxonomy of MCA. Instance Document. Analysis of XBRL financial statements.

References:

1. Anthony R.N., D.F. Hawkins and K.A. Merchant, Accounting: Text and Cases, McGraw Hill, 1999.
2. Richard G. Schroeder, Myrtle W. Clark and Jack M. Cathey, Financial Accounting Theory and Analysis: Text Readings and Cases, John Wiley and Sons, 2005.
3. Ahmed Riahi Belkaoui, Accounting Theory, Quorm Books, 2000.
4. Jawahar Lal, Accounting Theory and Practice, Himalaya Publishing House, 2008.

5. L.S. Porwal, Accounting Theory, TMH, 2000.
6. Thomas R.Dyckman, Charles J Davis, Roland E.Dukes, Intermediate Accounting, Irwin McGraw-Hill.
7. Eldon S. Hendriksen, Accounting Theory.
8. Charles Hoffman and Liv Apneseth Watson, XBRL for Dummies, Wiley Publishing Inc.
9. www.iasb.org.

SEMESTER VII

7.1 ADVANCED COST AND MANAGEMENT ACCOUNTING-II

Objectives:

To familiarize students with an understanding of accounting tools and techniques relevant to management decision making

UNIT-I-

Introduction: Meaning and Definition of Management Accounting, Scope and Objectives of Management Accounting-Differences between Management Accounting and Financial Accounting – Management accounting and Cost accounting-Limitations of Management Accounting.

UNIT-2-

Analysis of Financial Statements: Common Size statements, Comparative Statement, Trend analysis.

UNIT-3-

Ratio Analysis: Meaning and Objectives-Types of ratios-(A) Profitability Ratios-GP ratio-NP Ratio-Operating ratio- Operating profit ratio-Return on capital employed ratio- EPS,(B)Turnover Ratios-working capital turnover ratio- Stock Turnover ratio-Fixed assets turnover ratio-Debtors turnover Ratio-Creditors turnover Ratio, (C) Financial ratios-Current Ratio- liquidity ratio-Debt-equity ratio-Proprietary Ratio-Capital gearing Ratio-Advantages and Limitations of Ratios- Construction of Balance sheet using ratios.

UNIT-4-

Cost flow statement: Meaning, Definition, Uses and Limitations-Differences between funds flow statement and cash flow statement-Preparation of Cash flow statement(AS-7):Direct method and Indirect Method.

Unit 5-

Marginal costing-Definition-Basic concepts-Assumptions-Marginal Cost statement –Contribution-Break Even Analysis-P/V Ratio-Margin of Safety-Decision areas-Make or Buy and Pricing.

Unit-6-

Budget and Budgeting Control-Definition-Basic Concepts-Budget Manual-Key factor-Classification of Budgets-Problems on cash budget, sales budget, Flexible Budget, Cash Planning and Motives for holding cash

Reference materials:

1. Cost Accounting: N.K. Prasad
2. Cost Accounting: Nigam & Sharma :
3. Practical Costing: Khanna, Pandey & Ahuja
- 4: Cost Accounting: M.L. Agarwal
5. Cost Accounting: Jain & Narang
6. Cost Accounting: S.P. Iyengar

7.2 CORPORATE ACCOUNTING- II

Objectives:

To understand the various higher accounting methods applied insurance and electricity undertakings; Accounting techniques applied in valuing Human Resources and effect of inflation on financial affairs

UNIT-1-

Accounting for General insurance companies, fire and marine insurance, preparation of final accounts as per latest regulations

UNIT-2-

Accounting for life insurance, preparation of valuation balance sheet, preparation of final accounts as per latest regulations.

UNIT-3-

Final accounts of electricity companies, Forms of financial statements, differences between depreciation as per companies act and as per tariff policy under Electricity supply act 2003

UNIT-4-

Holding company accounts, Accounting for Holding Company: Preparation of Consolidated Balance Sheet, Minority interest, Computation of Goodwill/ Capital Reserve, Revaluation of assets of subsidiary Company.

UNIT-5-

Human resource accounting: Accounting Aspects of Human Capital –Meaning, Basic Premises, Need and Significance of HRA, Advantages and Limitation of HRA; Monetary and Non-Monetary Models; Cost Based Models- Acquisition Cost Method, Replacement Cost Model, Opportunity Cost Method, standard cost method, Current Purchasing Power Method (C.P.P.M.).

UNIT-6-

Inflation accounting and income measurement: Inflation Accounting: Concept – Limitations of historical based-cost financial statements – Methods of Inflation Accounting: Current Purchasing Power Method – Current Cost Accounting Method (Including problems). Income Concepts for financial reporting – Measurement and Reporting of Revenues, Expenses, Gains and Losses (Theory only) – Analysis of Changes in Gross Profit (Including problems)

Books for reference:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : Agarwala A.N. Agarwala, K.N.:Kitab Mahal, Allahabad.
5. Financial Accounts, MishraA.K :Sahitya Bhawan Publishers and Distributers
6. Chakraborty, S.K., Human Asset Accounting: The Indian Context in Topics in Accounting and Finance, Oxford University Press.

7.3 COMPANY LAW

Unit I: Introduction:

Historical Development of company Legislation in India. Salient Features of the Companies Act, 1956. The Present set-up of company Law Administration in India. Promoter: Concept, Functions and Legal Position. Registration of Companies and the Documents required in this regard.

Unit II: Nature and Classification of Company:

Meaning and characteristics of Companies. Classification of companies. Special Privileges of a Private Company. Conversion of a Private Company into a Public Company and vice-versa.

Unit III: Memorandum, Articles and Prospectus:

Nature and Clauses of Memorandum of Association. Alteration of Memorandum of Association. Articles of Association- Nature and Contents. Legal effect of Memorandum and Articles. Doctrine of Constructive Notice. Doctrine of Indoor Management. Prospectus- Meaning and Contents. Untrue and Mis-statements in Prospectus and their consequences.

Unit IV: Membership and Management of Companies:

Membership- Nature of Member. Methods of Acquisition and Termination of Membership. Directors- Meaning, Appointments, Legal Position, Qualifications and Disqualifications, Remuneration, Powers, Duties and Liabilities of Directors. Managing Director and Manager.

Unit V: Borrowing Powers and Winding Up of Companies:

Borrowing Powers of Companies. Charges- Meaning and Types of Charges. Winding Up- Meaning of Winding Up and Modes of Winding Up. Compulsory winding, Voluntary winding Up and Winding Up under the supervision of court.

7.4 PUBLIC FINANCE

UNIT I:

Introduction: Meaning, Nature and Scope of Public Finance; Public Finance and Private Finance; Public Finance & other Sciences; Theory of Maximum Social Advantage- Concept and Limitations.

UNIT II:

Public Expenditure: Meaning, Nature, Objectives and Classification; Canons of Public Expenditure; Effects of Public Expenditure; Public Expenditure in India.

UNIT III:

Public Revenue: Meaning and Classification; Sources of Public Revenue; Tax & Non Tax Revenues; Features of Sound Tax System; Theories of Taxation- Physiocratic Theory, Expediency Theory, Cost of Service Theory, Benefit Received Theory and Ability to Pay Theory.

UNIT IV:

Tax Structure and Burden: Concept of Tax Burden; Impact of Tax, Shifting and Incidence of Taxes; Theories of Tax Shifting- Concentration Theory, Diffusion Theory and Modern Theory; Economic Effects of Taxes; Taxable Capacity; Indian Tax Structure- Salient Features.

UNIT V:

Public Debt: Meaning and Significance; Private and Public Debt; Classification and Sources of Public Debt; Effects of Public Debt; Methods of Repayment of Public Debt; Limitations of Public Debt; Deficit Financing- Concepts, Objectives, Significance and Limitations.

7.5 INVESTING IN STOCK MARKETS

Course Objective

To equip students with the basic skills required to operate in stock market.

Unit-I: Basics of Investing

Basics of Investment & Investment Environment. Risk and Return, Instruments of Investment - Equity shares, Preference shares, Bonds and Debentures. Indian Security Markets: Primary Markets (IPO, FPO, Private placement, Offer for sale), Secondary Markets (cash market and derivative market: Futures and Options) Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information.

Trading in securities: types of orders, using brokerage and analyst recommendations.

Unit II: Indian Security Markets

Primary Markets (IPO, FPO, Private placement, Offer for sale), Secondary Markets (cash market and derivative market: Futures and Options) Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India: BSE, NSE, MSEI. Security Market Indices: Nifty & Sensex, Sources of financial information.

Trading in securities: types of orders, using brokerage and analyst recommendations.

Unit III: Fundamental Analysis

Top down and bottom up approaches, Analysis of international & domestic economic scenario, Industry analysis, Company analysis (Quality of management, financial analysis :Both Annual and Quarterly, Income statement analysis, position statement analysis including key financial ratios, Cash flow statement analysis, Industry market ratios: PE, PEG, Price over sales, Price over book value, EVA), Understanding Shareholding pattern of the company.

Unit-IV: Technical Analysis

Trading rules (credit balance theory, confidence index, filter rules, market breath, advances vs declines and charting (use of historic prices, simple moving average and MACD) basic and advanced interactive charts. Do's & Don'ts of investing in markets.

Unit-V: Investing in Mutual Funds

Concept and background on Mutual Funds: Advantages, Disadvantages of investing in Mutual Funds, Types of Mutual funds: Open ended, close ended, equity, debt, hybrid, money market, and entry load vs. exit load funds. Factors affecting choice of mutual funds. CRISIL mutual fund ranking and its usage, calculation and use of Net Asset Value.

References

- Kumar, Vinod and Nangia, Raj Sethi, *Investing in Stock Markets*, Ane books
- Singh J K , Singh Amit Kumar, *Investing in Stock Markets*, A K Publications, Delhi.
- Tripathi, Vanita and Pawar, Neeti (2019), *Investing in Stock Market*, Taxmann Publications.

Additional Resources

- Aswath, Damodaran, *Investment Validation Tools and Technique for Determining Mutual Funds*, John Wiley & Sons
- Chandra, Prasanna. *Investment Analysis and Portfolio Management*, Tata McGraw Hill
- Gurman and Jochnk, *Fundamentals of Investing*, Pearworth
- Madura, Jeff, *Personal Finance*, Pearson

SEMESTER VIII

8.1 HUMAN RESOURCE MANAGEMENT

Course objectives

The students will be able to:

- Describe the meaning, functions and Process of HRM and reasons, merits and demerits of Attrition.
- Illustrate the process of HR planning, Recruitment, selection and Induction of a hypothetical organization.
- Compare and contrast the Training methods and techniques adopted by any two organization and evaluation of training programme.
- Distinguish between Traditional and modern method of Performance appraisal system in the context of Career Planning and Development and succession planning.
- Justify the Design of Compensation and rewards in alignment with Job Evaluation.
- Illustrate a process of HR Audit and Audit Report of hypothetical organization.

Module 1:

Brief Introduction to Human Resources Management (HRM) HRM–Meaning, Importance, Objectives, Functions, Processes Systems Approach to HRM – Structure of the HR department, Meaning and reasons for Attrition, Merits and De-merits of Attrition

Module 2:

HR Planning, Recruitment, Selection and Induction

HRP: Objectives, Need and Benefits, Process of HRP, Challenges in HRP. Recruitment:

Definition, Objectives, factors affecting recruitment, sources and techniques, modern

recruitment practices Selection: Meaning and definition, significance, selection procedures,

recent trends in selection Placement: Meaning and definition Induction: Meaning,

definition, process and importance

Module 3:

Training & Development

Meaning, Importance, Benefits, Need, Objectives, Identification of Training Needs, Training Methods & Techniques, Evaluation of Training Programmes, Training Management Systems & Processes

Module 4:

Performance Appraisals and Career Management

Performance Appraisal: Meaning, need, objectives, uses, process, methods (Traditional and Modern methods), essentials of a sound appraisal system, problems of performance appraisal Career Planning & Development: Definition, need and importance, career stages, process of career planning and development. Establishing a career development system–actions and pre-requisites Succession planning: Meaning and importance, Differences in HRP and Succession Planning.

Module 5:

Compensation and Reward Management

Job Evaluation: Meaning, Importance and Techniques, Compensation: Meaning, definition, concepts and objectives, Importance of an ideal compensation plan, recent

trends in compensation management, Principles and methods of compensation fixation. Rewards: Meaning and Importance, Types of Rewards–monetary and non-monetary rewards.

Module 6:

Human Resource Auditing

Need and Purpose, benefits, process, approaches to HR Audit, phases involved in HR Audit, Audit Reports– meaning.

Books for Reference

- C. B. Memoria: Personnel Management. David Bell: Personnel Management.
- David R Hampton: Modern Management issues and Ideas. Deepak Kumar Bhattacharya: Human Research Management
- K. Aswathappa: Human Resource & Personnel Management.
- K. K. Aheja: Personnel Management. Michael Porter: HRM and Human Relations.
- T. N. Chhabra& K. K. Aheja: Managing People at Work. Amandeep Kaur, Punam Agarwal – Industrial Relations
- M.Sarma–Aspects of labour welfare and social security.

8.2 ORGANISATIONAL BEHAVIOUR

Course Objectives:

The objective of this course is to provide the knowledge about organizations, their constitution and the behavior of people in organizations.

Module1:

Introduction:

Meaning-Definitions and scope of organizational behaviour – Fundamental Concepts of OB; Key elements of OB- people, Organizational structure, technology and environment; Contributing Disciplines to OB-Psychology-Sociology-social psychology- Anthropology-Political science; OB and Management-Comparative roles in organisation; Formal and Informal organisation - Case studies.

Module 2:

Foundations of Individual Behaviour:

Personal factors, Psychological factors, Organisational factors, Environmental factors; Personality - Personality determinants-Theories of Personality; Learning – Theories of learning; Perception-meaning and definition, factors influencing perception; Attitudes, formation of attitudes, changing attitudes, attitudes and Job satisfaction; Values, Importance of Values-Sources of Values -Case studies.

Module 3:

Motivation:

The concept of Motivation-Early Theories of Motivation-Hierarchy of Needs theory-theory X and Theory Y; Hygiene theory; contemporary theories of motivation-ERG Theory-three

needs theory-cognitive evaluation theory and others; Work stress, sources of stress, stress Management – Case studies.

Module 4:

Foundations of Group Behaviour:

Defining and classifying groups-group process-group tasks-cohesive groups-group dynamics-Leadership-nature and importance-functions styles- Communication: Nature and Types-Effective communication-Roles of Formal and Informal communication-Conflict management-The process of conflict-Types of conflict -Functional and Dysfunctional conflict-Resolution of conflict-Case studies.

References:

1. Organisational Behaviour - Fred Luthans
2. Organisation Theory and Behaviour - V S P Rao and PS Narayana
3. Organisational Behaviour – K. Aswathappa
4. Human Behaviour at Work – Keith Devis
5. Organisational Theory and Behaviour- R. A. Sharma
6. Organisational Psychology – Schein, E.H.

8.3 COMPANY LAW AND SECRETARIAL PRACTICE

COURSE OBJECTIVES

- Describe the role of Company secretary as per secretarial standard 1 and 2 under the companies' act of 2013.
- Explain the various stages involved in the formation of company right from promotion to commencement of business stage.
- Explain the procedure involved in raising capital by way of issue of Shares and Debentures.
- Plan for convening the company meetings as per the compliance to manage the internal and external affairs of company.
- Describe the duties and responsibilities of director as per compliances under companies' act of 2013.
- Explain the role of official Liquidator and the procedure involved in different modes of liquidation.

Module 1:

Over View of Companies Act, 2013

Overview of Company (History, types of companies) – Authorities related to company law board–Registrar of companies and SEBI(in brief) – Importance and functions (in brief) – Company Secretary: Qualification, appointment and terminations- Secretarial Standard 1 and 2 - Secretarial Audit – Compliance with law - Related Party Transactions–Who are they?-Types and Requirements of law.

Module 2:

Company Formation Promotion:

Functions and Position of Promoters, steps in promotion, Pre-incorporation contracts and Provisional contract, Law with regard to start ups, Documents to Commence Business: Memorandum of Association: Meaning and Definition, contents, Doctrine of ultra– vires and Alteration of Memorandum, Articles of Association: Meaning, contents, alteration constructive notice and in door management, Prospectus: Meaning, definition, importance,

contents, Prospectus by implication, Shelf Prospectus, Red Herring Prospectus, Liability for misstatements and statement in lieu of prospects. Certificate for commencement of business

Module 3:

Shares

Allotment – IPO (book building process, only guidelines) – Legal provisions on allotment–Underwriting Agreements–Underwriting Commissions – Buyback of shares – Depository system (D-MAT, RE- MAT) – Transmission of Shares Members and Shareholders: Meaning of Member – Acquisition of Membership – Termination of Membership – Register of Members. Share Capital: Meaning of Share and Stock – ESOP, Sweat equity, and Shareholders agreement-Differential voting rights– Reduction of Share Capital. Borrowing and Debenture: Borrowing powers – Effects of Ultra Vi- res borrowings – Mortgage and charge – Debentures – Kinds of Debentures – Debenture Trust Deed - MCA 21 Guidelines

Module 4:

Company Meetings

Importance of meetings – Types of meetings – Annual General Meeting and Extraordinary General Meeting – Requisites of a valid meeting –Quorum – Chairman – Adjourned Meetings –Proxies -Voting – Different types of Resolutions - Drafting of Minutes– Requirements as per Secretarial Standard No. 1 and 2

Module 5:

Directors

Need for Directors – Position of Directors – Their appointment– Retirement and removal - Powers of the Board of Directors and Shareholders - Types of Directors: Alternate, Woman, Independent Director - Duties and Responsibilities of a Director

Module 6:

Winding Up

Modes of Winding up – Consequences of winding up – Official Liquidator – Defunct Company

Books for Reference

- K. Majumdar& G. K. Kapoor: Company Law & Practice. Avtar Singh: Principles of Company Law.
- Dr. P. N. Reddy & H. R.Appanaiah: Essentials of Company Law & Secretarial Practice.
- K. C. Garg& Vijay Gupta: Company Law & Secretarial Practice.

- M. C. Bhandari: Guide to Company Law Procedure.
- M. C. Kuchchal: Secretarial Practice.
- M. C. Shukla & Gulshan: Principles of Company Law.
- N. D. Kapoor: Company Law & Secretarial Practice.
- S. C. Kuchehal: Company Law & Secretarial Practice. Taxman: Company Law.
- Tuteja: Company Administration and Meetings.

8.4 ADVANCED FINANCIAL MANAGEMENT-II

COURSE OBJECTIVES

- Evaluate the options of investment decisions and Equity valuation by using Monte Carlo Simulation and capital budgeting.
- Develop an optimum capital structure on considering its implications on the value of firm.
- Analyze the implications of financing of overseas investments in the wake of effect of exchange rate assumptions.
- Examine the role and implications of financial institutions in treasury management practices by using money market instruments.
- Justify the adoption of a risk management technique by using derivatives in the context of Forex and interest rate risks.
- Select an appropriate valuation of Business model and method of financing the Mergers for Business expansion and its implications on value of firm.

Module 1:

Option Pricing

Application of BSOP model to value option to expand, delay, withdraw and redeploy-Factors that influence the value of the options-Greeks.

Module 2:

Hedging Foreign Exchange Risk

Netting, matching, leading and lagging-Forward contract -Money market hedging-Futures contracts-Currency options -Currency swaps.

Module 3:

Hedging Interest Rate Risk

Forward rate agreement-Interest rate guarantees-Interest rate futures-Interest rate options–caps, floors and collars-Interest rate swaps

Module 4:

Mergers & Acquisition I

Types of M&A-Synergy- Defenses against hostile takeover bids- Methods of financing M&A and forms of consideration-Regulation of takeovers

Module 5:

Corporate Failure & Restructuring

Ratio analysis-Financial distress-Business reorganization methods
-Corporate restructuring

Module 6:

Mergers and Acquisitions -II

Principles of Business Valuation - Asset-Based Models - Market- Based Models - Cash-Based Models - Valuation of High Growth Start-Ups - Firms With Product Options - Methods of Financing Mergers.

Books for Reference

- ❖ ACCA APPROVED STUDY MATERIAL 2016 OF KAPLAN, BPP and BECKERS.
- ❖ Dr. R P Rustagi: Financial Management, Taxmann Jonathan Berk & Peter DeMarzo: Pearson Education
- ❖ Bhabatosh Banerjee: Fundamental of Financial Management, PHI
- ❖ Dr. S N Maheshwari: Fundamental of Financial Management, Sultan Chand & Sons
- ❖ Prasanna Chandra: Theory & Practice, Tata McGraw Hi

8.5 ADVANCED AUDIT & ASSURANCE- II

COURSE OBJECTIVES

- Devise a plan for the conduct of Audit of historical financial information.
- Examine the Audit evidences in connection with the conduct of Audit of historical financial information.
- Explain the review procedure involved in Audit of historical financial information.
- Illustrate the procedure in the conduct of Group Audit of historical financial information.
- Relate the measurement of social and environmental performance with integrated reporting.
- Describe the usual matters to be incorporated in the Auditor's report.

Module 1:

Audit of Historical Financial Information - Planning

Overview of Audit Planning - Audit Methodologies -Materiality Risk - Analytical Procedures - Planning an Initial Audit Engagement

Module 2:

Audit of Historical Financial Information – Evidence

Audit Evidence-Related Parties- Written Representations-Reliance on the Work of an Auditor's Expert-Reliance on the Work of Internal Audit –Documentation

Module 3:

Audit of Historical Financial Information -Evaluation & Review

Review Procedures - Comparatives - Other Information – Subsequent Events - Going Concern - Fair Value - Inventory – Tangible Non-Current Assets Intangible Non-Current Assets-Financial Instruments- Investment Properties-Foreign Exchange Rates - Income - Liabilities - Expenses - Disclosures (Segments, Discontinued Operations, EPS, Changes in Accounting Policies)

Module 4:

Audit of Historical Financial Information -Group Audits

Group Accounting-Associates and Joint Ventures-Audit of Groups Consolidation: Problems and Procedures - Joint Audits – Transnational Audits

Module 5:

Other Assignments

Audit-Related Services-Assurance Engagements-Risk Assessments Forensic Audits - Internal Audits - Reporting on Prospective Financial Information-Impact of Out sourcing an Audit-

Module 6:

Reporting

Appraisal of Auditor's Reports - Key Audit Matters - Forming and Critiquing an Audit Matter - Communication with those Charged with Governance - Actions when Auditor's Report is Modified - Other Reports

Books for Reference

ACCA APPROVED STUDY MATERIAL OF KAPLAN, BPP and BECKERS.

S.K Basu: Auditing principles & techniques, Pearson Education

Varsha Ainapure & Mukund Ainapure: PHI learning private limited

Saxena, Reddy & Appannaish: A Text of Auditing, Himalaya Publishing House

ArunaJha: Elements of Auditing, Taxmann.

8.6 STOCK MARKETS AND INVESTMENT DECISIONS

Course Objectives:

The course is designed to meet the expectations of non-commercial graduates and intended to help students to:

1. Comprehend the role of stock markets as an avenue for investments.
2. Understand the different type's stock market instruments.
3. Competent the basics relating to trading in stocks.
4. Understand the fundamentals of indices such as SENSEX and NIFTY.

Module 1:

Stock Markets:

Meaning-History- Functions of Stock Exchange - Leading Stock Exchanges in India - NSE and BSE, Role of SEBI, Investor's Protection, Grievance Redressal.

Module 2:

Stock Market Instruments

Short Term and Long Term Instruments, Shares- Types of Shares, Debentures- Types of debentures- Bonds - Types of Bonds - Benefits of Investments in Stocks. Stock v/s Debenture-Case studies.

Module 3:

Trading in Stock Market:

Trading Mechanism - PAN Card, Speculation- Types of Speculation, Advantages and Drawbacks of Speculation - DEMAT Account - Depository Services - NSDL - CSDL Brokers- Brokerage-Settlement Procedure - Case studies.

Module 4:

Stock Market Indices:

SENSEX, NIFTY, SENSEX S&P - CNX - MID CAP, SMALL CAP, Large CAP, Factors impacting on indices, Recent changes in the Stock Market Volatilities- Case studies.

References:

1. Capital Markets- By Dr. S. Guruswamy, Mcgraw Hill Publications.
2. Capital Market and Investment Management- By Dr. M.S. Khan, S.M. Farisal, Laxmi