

APPENDIX – 27(R)
UNIVERSITY OF MADRAS
MASTER OF COMMERCE (M.Com.)
(Choice Based Credit System)

REVISED REGULATIONS
(w.e.f.2013 – 2014 onwards)

CONDITIONS FOR ADMISSIONS

1. MASTER OF COMMERCE (M.Com.)

A candidate who has passed the B.Com. B.Com/B.A (Corporate Secretaryship), B.Com (Accounting & Finance) B.C.S., B.B.A., B.Com (Bank Management), B.Com. (Computer Applications), B.Com./B.A.(Co- operation), B.A. (Industrial Organization) and B.Sc.(Mathematics)/ B.Sc (Statistics) or B.Sc. (Computer Science) or B.C.A. or any other UG degree with at least any two core/main papers offered at the B.Com shall be eligible for admission to M.Com Degree Program.

5. Revised Scheme of Examinations

First Semester

Course Components	Code	Subjects	Instruc tional Hours	Credits	Exam. Hours	Max. Marks		
						CIA	Extern al	Total
Core Paper - I	Com 201	Advanced Corporate Accounting and Accounting Standards #		4	3	25	75	100
Core Paper - II	Com 203	Financial Management #		4	3	25	75	100
Core Paper - III	Com 205	Organizational Behaviour		4	3	25	75	100
Core Paper – IV	Com 207	Managerial Economics #		4	3	25	75	100
Elective \$		Paper - I		3	3	25	75	100
Soft Skill - I				2	-	40	60	100

Composition of marks: 80 % problems and 20 % theory

\$ Electives are to be chosen from the Groups of Electives listed at the end

Second Semester

Course Components	Code	Subjects	Instructional Hours	Credits	Exam. Hours	Max. Marks		
						CIA	External	Total
Core Paper – V	Com 202	Advanced Cost and Management Accounting #		4	3	25	75	100
Core Paper – VI	Com 204	Quantitative Techniques for Business Decisions #		4	3	25	75	100
Core Paper - VII	Com 206	Marketing of Services		4	3	25	75	100
Elective		Paper - II		3	3	25	75	100
Extra Disciplinary Elective §		Paper – I Total Quality Management		3	3	25	75	100
Internship				2	-	-	-	100
Soft Skill - II				2	-	40	60	100

Composition of marks: 80 % problems and 20 % theory

§ To be offered to other Departments

Internship will have to be carried out at the end of the Second Semester and the report of the same shall be submitted by the students within a period of one month after the completion of the Internship. The Internship report shall be evaluated by the two examiners within the Department of the College. The marks shall be sent to the University by the College and the same will be included in the Third Semester Statement of Marks

Third Semester

Course Components	Code	Subjects	Instructional Hours	Credits	Exam Hours	Max. Marks		
						CIA	External	Total
Core Paper - VIII	Com 209	Research Methodology		4	3	25	75	100
Core Paper – IX	Com 211	Knowledge Management		4	3	25	75	100
Core Paper – X	Com 213	Fundamentals of Information Technology		4	3	40 (Practical)	60 (Theory)	100
Elective		Paper - III		3	3	25	75	100
Elective		Paper - IV		3	3	25	75	100
Extra Disciplinary Elective		Paper – II Business Ethics, Corporate Governance & Social Responsibility		3	3	25	75	100
Soft Skill - III				2	-	40	60	100

Fourth Semester

Course Components	Code	Subjects	Instructional Hours	Credits	Exam. Hours	Max. Marks		
						CIA	External	Total
Core Paper – XI	Com 208	Management Information Systems		4	3	25	75	100
Core Paper – XII	Com 210	Security Analysis and Portfolio Management		4	3	25	75	100
Core Paper – XIII	Com 212	Merchant Banking and Financial Services		4	3	25	75	100
Core Paper – IV and XV	Com 214	Project Plus Viva-voce *		8		40	160 @	200
Elective		Paper V		3	3	40 (Practical)	60 (Theory)	100
Soft Skill - IV				2	-	40	60	100

@ Viva-voce examination carries 40 Marks and Project Report carries 120 Marks

* Project Viva-voce is considered equivalent to two core papers. Hence, a College may choose to offer the following two core papers in lieu of the Project Viva-voce

Core Paper – XVI	Com 216	Financial Derivatives		4	3	25	75	100
Core Paper – XVII	Com 218	Financial Markets and Institutions		4	3	25	75	100

List of Electives

Course Component	Group A Accounting and Taxation Management	Group B Human Resource Management	Group C Marketing Management
Paper I	Accounting for Specialized Institutions	Strategic Human Resource Management and Development	CRM and Relationship Marketing
Paper II	Income Tax Law and Practice	Industrial relations and Labor Welfare	Consumer Behavior
Paper III	Accounting for Decision Making	Change Management	Consumer Rights and Education
Paper IV	Indirect Taxes	Managerial Behavior and Effectiveness	Advertising and Salesmanship
Paper V	Computerized Accounting	Human Resources Accounting and Audit	International Marketing

APPENDIX – 7(S)
UNIVERSITY OF MADRAS
1. MASTER OF COMMERCE (M.Com.)

CHOICE BASED CREDIT SYSTEM

REVISED SYLLABUS
(w.e.f.2014-15)

(i.e. candidates admitted to the course from the academic year 2014-15 onwards)

FIRST SEMESTER

Core Paper – I Advanced Corporate Accounting and Accounting Standards

Objective: To impart knowledge on corporate accounting methods and procedures and to develop skills in the preparation of accounting statements and in their analysis

Unit I - Advanced problems in share capital and debenture transactions including underwriting - Valuation of goodwill and shares

Unit II - Acquisition, Amalgamation, absorption and reconstruction (internal and external) schemes -

Unit III - Consolidated final statement of Holding companies and subsidiary companies –inter-company holdings and Owings -treatment of dividends

Unit IV - Statements for liquidation of companies

Unit V - Basic postulates of accounting theory and generally accepted accounting principles and practices recommended by the ICAI -Mandatory Accounting Standards (AS) issued by the Ministry of Corporate Affairs (MCA)

Note: The proportion between theory oriented and problem oriented questions in the University examination shall be 20:80

Book References

1. M.C. Shukla and T. S. Grewal, Advanced Accounts, New Delhi, S. Chand and Co.
- 2 R.L. Gupta and M. Radhaswamy, Advanced Accounts, New Delhi, Sultan Chand
- 3 S.P. Jain and K.L. Narang, Advanced Accounts, Ludhiana, Kalyani Publishers
- 4 T S Reddy, et.al., Corporate Accounting, Chennai, Margam Publications

Webreferences

www.indiacorporateadvisor.com

www.iimcal.sc.in

www.futureaccountant.com

Financial Management

Objective: To impart knowledge on the fundamentals of finance function in business and to develop skills in financial analysis and decision making

Unit I Functions of manager – methods and sources of raising finance – sources of short term and long term finance – critical appraisal of different securities and bonds as source of finance – equity shares – convertible and non-convertible debentures – preferred stock - Objectives / goals of finance function -financing decisions -investment decision -importance of financial planning -problems in financial forecasting

Unit II Capital Structure decisions -Traditional and MM approaches -current views - determinants - capital structure- overtrading-over and under capitalization -leverage analysis EBIT -EPS analysis

Unit III Cost of capital measurement WACC-MCC and value of the firm -factors influencing dividend policy of firm -dividend relevancy -company law provisions on dividend payment

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

Unit V Working capital management -working capital cycle -forecasting of working capital requirement - factors influencing working capital- different components -inventory -cash - receivables -credit policies –collection policies

Note: The proportion between theory oriented and problem oriented questions in the University Examination shall be 60:40

Book References

1 Van Horne J. Financial Management & Policy Pearson Education, Delhi

2 Brealey and Myers, Principles of Corporate Finance, New York,

McGraw Hill 3 Weston and Brigham, Managerial Finance, New York,

Holt Rinehart

4 Pandey I M, Financial Management, New Delhi, Vikas

5 Babatosh Banerjee, Financial Policy and Management Accounting, Calcutta, The

World Press 6 Prasanna Chandra, Financial Management Theory and Practice, New

Delhi, TMH

7. Periyasamy P, Financial Management, Vijay Nicole Imprints

Web references

www.accountingstudyguide.com

www.managementparadise.com

Organizational Behaviour

Objective: To provide knowledge on employees' behaviour and their managerial implications and to impart knowledge on organizational dynamics

UNIT I Introduction to Organizational Behaviour - Meaning - Elements - Need - Approaches - Models - Global Scenario.

UNIT II Individual Behaviour - Personality - Learning - Attitudes - Perception - Motivation - Relevance to Organizational Behaviour - Group behaviour - Group Dynamics - Group Norms - Group Cohesiveness - Their relevance to Organizational Behaviour

UNIT III *Organizational communication - Meaning, Importance, Process, Barriers - Methods to reduce barriers - Principles of effective communication - Stress - Meaning - Types - Stress management*

UNIT IV Organizational Dynamics - Organizational Effectiveness - Meaning, Approaches - Organizational Culture - Meaning, Significance - Organizational Climate - Implications on Organizational Behaviour

UNIT V Organizational change - Meaning - Resistance to change - Management of change

Book References

1. Mishra - Organizational Behaviour - Vikas Publishing House Pvt. Ltd
2. Chandran - Organizational Behaviour - Vikas Publishing House Pvt Ltd
3. L.M. Prasad, - Organizational Behaviour - 3rd Edition Reprint - Sultan Chand & Sons
4. Gupta.Shahi.K & Joshi Rosy Wahia, 2004 - Organizational Behaviour - 1st Edition - Kalyani Publishers
5. Gregory Moorhead, Ricky W. Griffin - Organizational Behaviour - Published by Bixtantra
6. Chauhan R.K. - Organisational Behaviour - Tamilnadu Book House.

Web references

www.journals.elsevier.com
www.unesco.org
www.onlinelibrary.wiley.com

Core Paper IV - Managerial Economics

Objective: To offer expertise and knowledge on the application of economic theories and concepts to business decisions

Unit I The Scope and Methods of Managerial Economics -Risk -uncertainty and probability analysis
- Approach to managerial decision making and the theory of firm

Unit II Demand analysis, basic concepts and tools of analysis for demand forecasting, use of business indicators; demand forecasting for consumer goods, Consumer durable and capital goods

Unit III Concepts in resource allocation, cost analysis; breakeven analysis, short run and long run cost functions; production function: cost -price -output relations -Capital investment analysis - Economics of size and capacity utilization input -output -analysis

Unit IV Market structure, Pricing and output; general equilibrium. Product policy, rates, promotion and market strategy -Advertising rates model- Advertisement budgeting

Unit V Pricing objectives -pricing methods and approaches -Product line pricing -Differential pricing
- Monopoly policy restrictive agreements -Price discrimination -Measurement of economic concentration -Policy against monopoly and restrictive trade practices

Book References

1 Peterson, Managerial Economics 4th Ed. Pearson Education, New Delhi, 2 Spencer, M.H. : Managerial Economics, Text Problems and Short Cases 3 Mote and Paul: Managerial Economics TMH, New Delhi

4 Sampat Mokherjee, Business and Managerial Economics Calcutta New Central Book Agency 5 D.N. Dwivedi Managerial Economics, New Delhi Vikas

Note: The proportion between theory oriented and problem oriented questions in the University examination shall be60:40.

Elective Paper - Accounting for Specialized Institutions

Objective: To provide in-depth understanding about the accounting practices to be followed to maintain the accounts of various specialized institutions and to update the knowledge of accounting standards for specified nature of accounts

UNIT I - Accounting for banking companies

UNIT II – Accounting for insurance companies (both life and non-life)

UNIT III Double account system – meaning - differences between single and double account system, advantages and disadvantages of double account system – preparation of final accounts of electricity companies

Unit IV Accounting for price level changes -Social responsibility accounting - Human resources accounting

UNIT V Accounting for Educational Institutions - Voyage Accounts – Accounting for package and containers - Accounting for Investments AS 13

Note: The proportion between theory oriented and problem oriented questions in the University examination shall be20:80

Book References

1. Maheshwari S N, Advanced Accounting, Vol.II, Vikas Delhi
2. Shukla and Grewal, Advanced Accounting, Vol.II, S. Chand and Sons, New Delhi
3. Gupta R L and Radhaswamy, Advanced Accounting, Vol.II, Sultan Chand and Sons, New Delhi
5. Jain and Narang, Advanced Accounting, Vol.II, Kalyani, New Delhi
6. Horngren C T, Introduction to Financial Accounting, PHI, New Delhi
7. Mark, E., Harkins, International Financial Reporting and Analysis, TMH, New Delhi
8. Thomas, P. Edmonds, Fundamentals of Financial Accounting Concepts, TMH, New Delhi

Web References

www.accountingcoach.com

www.accountingstudyguide.com

www.cimaglobal.com

www.futureaccountant.com

Second Semester

Advanced Cost and Management Accounting

Objective: To impart knowledge on cost and management accounting techniques and to develop the skills of students in the preparation of cost and management accounting statements

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

Unit II Costing methods -product costing -process costing -treatment of equivalent units - inter - process profit- JIT costing -Activity based costing

Unit III Budgets and Budgeting control- Flexible Budgets, Zero Base Budgets

Unit IV Cost Volume Profit Analysis -decision making -make or buy, own or lease, repair or renovate, changes V s. Status quo, sell or scrap, export V s. local sales, shut down or continue. Responsibility Accounting and Transfer Pricing -Measurement of Segment Performance

Unit V Financial Statement analysis -Ratio analysis -Funds / Cash flow

statement Note: The proportion between theory and problems shall be

20:80

Book References

1. Murthy and Gurusamy, Cost Accounting, Vijay Nicole Imprints and Tata McGraw Hill
2. Murthy and Gurusamy, Management Accounting, Vijay Nicole Imprints and Tata McGraw Hill
3. Horngren C. T. Cost Accounting -A Managerial Emphasis, New Delhi, Pearson Education
4. Kaplan, Advanced Management Accounting, 3rd Ed. Pearson Education, New Delhi
5. Polimeni, et. at. Cost Accounting: Concepts and Applications for Managerial Decision Making, New York, McGrawHill Choudhary Anu Prasad Roy & Amitava Bhattacharya, Cost and Management Accountancy: Methods and Techniques, Calcutta, New Central Book Agency
6. Reddy T S and Y.H. Reddy, Cost and Management Accounting, Margam Publications, Chennai

Web references

www.futureaccountant.com

www.ce.cmu.edu

www.computerizedaccount.tripod.com

Quantitative Techniques for Business Decisions

Objective: To provide knowledge in quantitative methods and applications and to offer expertise in quantitative analysis

Unit I Theory of probability -probability rules -Baye's theorem -Probability distribution - Binomial, Poisson and Normal. Statistical decision theory -Decision environment -decision making under certainty and uncertainty and risk conditions -EMV, EOL and marginal analysis -value of perfect information - decision tree analysis

Unit II Sampling-Meaning of random sample -sampling methods -sampling error and standard error relationship between sample size and standard error Sampling distribution - characteristics- central limit theorem -estimating population parameters - point and interval estimates -estimating proportion, percentage and mean of population from large sample and small sample

Unit III Testing hypothesis -testing of proportions and means -large samples -small samples - one tailed and two tailed tests -testing differences between mean and proportions -errors in hypothesis testing -chi square distribution -characteristics -applications -test of independence and tests of goodness of fit - inferences -F distribution- testing of population variance- analysis of variance -one way and two way

Unit IV Correlation and regression -Simple, partial and multiple correlation -simple, partial and multiple regressions -estimation using regression line -standard error of estimate -testing significance of correlation and regression coefficients -interpreting correlation -explained variation and unexplained variation - coefficient of determination- multivariate analysis - factor, cluster and discriminant analysis

Unit V Linear programming graphic and simplex models -maximization and minimization - transportation -Assignment

Note: The proportion between theory and problems shall be 20: 80

Book References

1 Richard I. Levin and David S Rubin, Statistics for Management, 7th Ed. Pearson Education New Delhi

2 Gupta, Statistical Methods, Sultan Chand

3 Johnson, Applied Multivariate Statistical Analysis, 5th Ed, Pearson Education

Web references

http://fe.ugm.ac.id/iup/material/syllabi_quantitative.pdf

www.aiu.edu

<http://www.duxbury.com/sme6/index.html>

Marketing of Services

Objective: To provide specialized knowledge on marketing skills for service sector and to expose students to marketing practices in service sector

Unit I Nature and classification of services -Characteristics of services and their marketing implications

Unit II Marketing strategies for service firms -with special reference to information, communication, consultancy, advertising, professional services, after -sales service, recruitment, training and tourism

Unit III Product support services -pricing of services -problems of quality -innovations in services

Unit IV Marketing of financial services -nature- types -marketing of insurance -mutual fund - marketing for non-profit firms.

Unit V CRM & Relationship Marketing -Customer Satisfaction

Book References

1 Christopher Lovelock, Services Marketing, 4th Ed, Pearson Education

2 EG Bateson, Managing Services Marketing -Text and Readings, Dryden Press,

Hinsdale Ill 3 Philip Kotler and Paul N Bloom, Marketing Professional Services,

Prentice Hall, New Jersey 4 Payne, The Essence of Services Marketing, New Delhi,

Prentice Hall

5 Helen Wood Ruffe, Services Marketing, Macmillan India,

New Delhi 6 Mary Ann Pezzallo, Marketing Financial Services,

Macmillan

Web references

www.managementstudyguide.com

www.tutor2u.net

www.learnmarketing.net

Extra-Disciplinary Paper I - Total Quality Management

Objective: To provide expert knowledge in the emerging Total Management techniques and to build conceptual clarity and skill of concept applications

UNIT I Introduction to Quality Control - Quality and Cost Considerations - Statistics and its Applications in Quality Control

UNIT II Sampling Inspection in Engineering Manufacture- Statistical Quality Control by the Use of Control Charts- Methods of Inspection and Quality Appraisal - Reliability Engineering - Value Engineering and Value Analysis

UNIT III Theory of Sampling Inspection - Standard Tolerancing - ABC Analysis - Defect Diagnosis and Prevention

UNIT IV Quality Improvement: Recent Technique for Quality Improvement - Zero Defect - Quality Motivation Techniques - Quality Management System and Total Quality Control

UNIT V Selection of ISO Model and Implementation of ISO 9000 - Human Resource Development and Quality Circles - Environmental Management System and Total Quality Control

Book References

1. Srinivasa Gupta and Valarmathy, Vijay Nicole Imprints
2. Dahlgaard Jens J., Kristensen K., Kanji Gopal K, "Fundamentals Of Total Quality Management", Bross Chapman & Hall, London
3. George, Stephen and Weimerskirch, Arnold, "Total Quality Management - Strategies and Techniques Proven", Mohit Publications
4. Hakes, Chris (editor), "Total Quality Management: The Key to Business Success", NY: Chapman and Hall
5. Fox, Roy, "Making Quality Happen. Six Steps to Total Quality Management", McGraw-Hill
6. Jain, "Quality Control And Total Quality Management", Tata McGraw Hill
7. Lal H, "Total Quality Management: A Practical Approach", New Age International Private Ltd
8. Rao, Ashok, "Total Quality Management: A Cross Functional Perspective", Wiley & Sons

Web References

www.managementhelp.org
www.tqmschool.com
www.bpir.com

Elective Paper - Income Tax Law and Practice

Objective: To test whether the students have acquired working knowledge of the Income Tax Act 1961 and basic concepts of different Tax Concepts

UNIT I Heads of Income – computation of income from salary – income from house property – profits and gain from business or profession

UNIT II Computation of capital gains – income from other sources

UNIT III set-off and carry forward of losses – deduction from gross total income

UNIT IV Assessment: Assessment of individuals HUF, partnership firms and companies

UNIT V Transfer pricing – concept – methods – domestic and international under the Income Tax of 1961

Note: The proportion between theory oriented and problem oriented questions in the University examination shall be 20:80

Book References

1. Hariharan N, Income Tax Law and Practice, Vijay Nicole Imprints
2. Bhagawath Prasad Direct Taxes Law and Practice
3. Dinakar Pagre - Direct Taxes
4. V.K. Singharia Direct Taxes Law & Practice
5. S. Bhattacharya Indian income Tax Law & Practice

Web References

www.incometaxindia.gov.in

www.taxsmile.com

www.law.incometaxindia.gov.in

www.taxmanagementindia.com AC.F'14

THIRD SEMESTER

Research Methodology

Objective: To provide knowledge on research methods, techniques and the process and to develop skills in the application of research methods for business problem solving

Unit I Research -Meaning and purpose -types of research -Pure and applied, survey, case study experimental, exploratory -Research Design -Steps in selection and formulation of research problem

- steps in research -review of literature

Unit II Formulation of Hypothesis- Types, sources -Testing -sampling techniques- sampling error and sample size

Unit III Methods of data collection -Primary and secondary data -observation -interview - questionnaire -construction of tools for data collection -testing validity and reliability -pilot study and pre-testing

Unit IV Processing and analysis of data -editing -coding -transcription- tabulation -outline of statistical analysis -descriptive statistics -elements of processing through computers - packages for analysis

Unit V Report writing -target audience -types of reports -contents of reports - styles and conventions in reporting -steps in drafting a report

Book References

1 William C Emory, Business Research Methods, Richard D

Irwin, NJ 2 Donald R Cooper, Business Research Methods 7th

Ed, McGraw Hill

3 Krishnaswami OR, Methodology of Research for Social Science, Himalaya,

Mumbai 4 Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern

Web references

www.tutorsindia.com

www.springer.com

www.authorstream.com

www.socialpsychology.org

Knowledge Management

Objective: To provide knowledge on understanding managing human resources in organization and to provide an exposure on the knowledge management tools

UNIT I Knowledge Economy – Technology and Knowledge Management – Knowledge Management Matrix – Knowledge Management Strategy – Prioritizing knowledge strategies – knowledge as a strategic asset

UNIT II Knowledge Attributes – Fundamentals of knowledge formation – Tacit and Explicit knowledge – Knowledge sourcing, abstraction, conversion and diffusion

UNIT III Knowledge Management and organizational learning, architecture – important considerations – collection and codification of knowledge – Repositories, structure and life cycle – Knowledge Management infrastructure – Knowledge Management applications – Collaborative platforms

UNIT IV Developing and sustaining knowledge culture – Knowledge culture enablers – implementing knowledge culture enhancement programs – Communities of practice – Developing organizational memory

UNIT V Knowledge Management tools, techniques – Knowledge Management and measurements – Knowledge audit – Knowledge careers – Practical implementation of Knowledge management systems – Case studies

Book Reference

1. Joseph M. Firestone and Mark W. McElroy, Butterworth – Hienemann, Key issues in the New Knowledge Management, KMCI Press
2. Daryl Morey & others Knowledge Management – Classic and contemporary works (Edited) Universities Press India Limited
3. Shelda Debowski, Knowledge Management, , John Wiley & Sons
4. Sudhir Warier, Knowledge Management, Vikas Publishing House Private Limited
5. Stewart Barnes Knowledge Management System Theory and practice (Edited) Thomson Learning
6. Hol Sapple Springer C W, Handbook on knowledge management (Edited)

Web References

www.knowledge-management-online.com www.systems-thinking.org
www.kmworld.com
www.knowledge-management-tools.net

Fundamentals of Information Technology

Objective: To offer basic skills in computer applications and to develop working knowledge on business related software

Unit I Introduction to Computer -Classification of Digital Computer System- Computer Architecture - Number -Compliments -Logic Gates -Truth Table -Boolean Algebra -Table Simplification of Boolean Function

Unit II Introduction to Computer Software -'C', DBMS, RDBMS -Implementing Number Sorting, Matrix Addition, Multiplication, Palindrome Checking, Searching an Element an Array

Unit III MS- WORD -Creating Word Document -Editing Text -Adding and Formatting Numbers - Symbols -.Getting into Print -MS-EXCEL -Creating Tables Using EXCEL -Using Tables and Creating Graphs -MS-ACCESS -Planning and Creating Tables -forms -Modifying Tables -Creating relational Database- Form Design- Reports -MS-POWERPOINT -Preparing Power Point Presentation for Marketing Products such as CREDIT CARD, Newly Introduced Cosmetic item etc.,

Unit IV Introduction to Internet -Resources of Internet -Hardware and Software Requirement of Internet -Internet Service Providers -Creating an E-Mail Account-Sending and Receiving Messages with Attachments to our friends account -Multimedia and its Applications

Unit V Application software -Accounting packages- Statistical packages -Preparation of financial statements and statistical analysis

Note: The practical examination will be conducted by an internal examiner and an external examiner jointly.

The theory paper (3 hours and, 75 marks) will be scaled to 60 marks. The practical paper (3 hours and 100 marks) will be scaled to 40 marks. The candidate has to secure 50% in each of the practical and theory papers to secure a pass. Failure to secure the minimum either in the theory or the practical will entail the reappearance only in that paper. Twenty marks out of hundred for the practical paper is reserved for the record.

Book References

1 James A. Senn, Information Technology in Business Principles; Practices and opportunities, International Edition, Prentice Hall

2 Corey Sandler, Tom Badget, Jan Wein Garten, Ms-Office for Windows

3 Alexis Leon & Mathew Leon, Fundamental of information Technology, Vikas Publishing Home Pvt.,Ltd'

Web references

www.gurukpo.com/admin/bookpdf/66.pdf

www.springer.com

www.emeraldinsight.com

FUNDAMENTALS OF INFORMATION TECHNOLOGY LIST OF PRACTICAL EXPERIMENTS

- Creating Mail merged documents in MS WORD for example, Interview call letters
- Typing tables in Ms Word, for example schedule of debtors
- Creating a Cash budget in MS-EXCEL
- Draw a break even analysis graph in EXCEL
- Draw a graph to compare prices across year of multiple products
- Calculate the NPV of projects using EXCEL
- Computing regression and estimating the dependent variable using EXCEL
- Preparing Flexible budget using EXCEL
- Creating a file debtors and a file of Invoices along with the debtors details (relationship)
- Creating forms of data entry and data editing for a given data file (Include validation)
- Using the query generator to extract data
- Creating a Power Point presentation to promote a product.
- Creating a PP Slide show with clip art and image files
- Spelling checking, formatting and printing in WORD
- Update files in MS-Access
- Use reports to generate summaries in Ms-Access
- Use PP Facilities to create and automate slide show (including transition)
- Computing variance analysis using EXCEL
- Using data from Ms-Access to mail, merge a document in MS-WORD
- Drawing various types of graphs in EXCEL
- Preparation of Ledger Accounts through Tally
- Preparation of Trial balance though Tally
- Computation of Means and Standard deviation through SPSS package
- Computing Correlation and Regression through SPSS Package
- Preparation of Charts and Diagrams through SPSS Package

Web references

www.gurukpo.com/admin/bookpdf/66.pdf

www.springer.com

www.emeraldinsight.com

Extra-disciplinary Paper II - Business Ethics, Corporate Governance & Social Responsibility

Objective: To develop an understanding among students on ethical issues in business and good governance practices and to impart skills of analysis and capability of making business decisions

UNIT I Concept of ethics - sources -- values - codes of conduct - what is an ethical issue? - Ethical theory and its applications to business/morality and ethical theory – Ethical management - love and reverence in work and life - strengthening personal and organizational integrity - the spiritual core of leadership

UNIT II Advertising and information disclosures - environmental responsibility - ethics and ecology - employee rights - conflict of interests - work ethics - professional ethics and responsibility

UNIT III Corporate Social Responsibility (CSR) - meaning - promoting corporate responsiveness - managing socially responsible business

UNIT IV Corporate Governance – Meaning and scope -- Origin- Practices –Shareholders Vs. Stakeholders approach –Board mechanism, Role and duties of the directors-Chairman-Governance committees

UNIT V Codes of governance –Birla committee report

Book References

1. A M A, "Corporate Governance And Business Ethics", Excel Books
2. Cannon Tom, "Corporate responsibility. A textbook on business ethics, governance, environment: role and responsibilities", Pitman, London
3. Hoffman, W. Michael, et, "Corporate Governance and Institutionalizing Ethics", Lexington Books
4. Sutton, Brenda, editor, "The Legitimate Corporation; Essential Readings in Business Ethics & Corporate Governance", Blackwell Publishers
5. Manual Vela Squez, "Business Ethics Concepts and Cases", Prentice Hall, New Jersey
6. Kenneth Blanchard and Norman Vincent Peale, "The Power of Ethical Management", New York, William Morrow & Co.,
7. Sekhar R C, "Ethical Choices in Business", Response Books
8. Kendall, Nigel, "Corporate Governance", London, Financial Times Pitman Publishing

Web References

www.business-ethics.com
www.cgi.com
www.businessethics.ca
www.societyforbusinessethics.org
e-businessethics.com

Accounting for Decision Making

Objective: To apply advanced managerial accounting concepts in order to make more informed and more effective decisions in simulated and actual business situations, to develop management accounting information systems that will play an important role in the overall success of an organization and to analyze and to apply Modern cost analysis techniques to control and to reduce the cost to enhance the value

UNIT I Cost Volume Profit analysis and Decision Making – Pricing Decision under special circumstance – Make or Buy – Shutdown or continue – Export Vs Local Sale – Expand or contract decisions – Product Mix – Price Mix decisions

UNIT II Cost concepts in Decision Making – Incremental costing – Differential costing in managerial Decision making

UNIT III Capital Investment Decision – Payback and discounted payback – Net present value and taxation – Internal Rate of Return – Accounting Rate of Return – Post project evaluations

UNIT IV Transfer pricing – Introduction – Objectives of Transfer Pricing – Methods of Transfer pricing – Transfer Pricing and Performance Measurement and Compensation Issues - Conflict between division and Company – Congruence

UNIT V Activity based approaches to Cost and Management Analysis – Activity Based Costing – Activity Based Management –Target costing – Cost ascertainment and pricing using Target Costing

Book References

1. Charler Brandon, Managerial Accounting, TMH, New Delhi
2. Ray H.Garrison, Managerial Accounting, TMH, New Delhi
3. Ravi M.Kishore, Advanced Management Accounting, Taxman, Publications, New Delhi
4. Advanced Management accounting – Study Material – Institute of Chartered Accountants
5. Horngren, Foster, Datar & Gowing. *Cost Accounting: A Managerial Emphasis*. 5th Cdn edition. Pearson

Web References

www.accountingcoach.com
www.accountingstudyguide.com
www.cimaglobal.com
www.futureaccountant.com

University of madras
Appendix

The revised syllabus for core and elective paper viz “Indirect Taxes” in both m.com and m.com accounting and finance degree programmes will take effect from the academic year 2020-2021 onwards.

Course Objective:

1. To teach the features, and benefits of GST
2. To Enable Students to learn important definitions on GST
3. To learn the registration procedure relating to GST
4. To teach the various aspects of assessment of GST
5. To learn the important provisions of GST.

UNIT I Indirect Taxes – Introduction - features – objectives of taxation – types of taxes - Direct and Indirect Taxes – indirect tax structure – merits – and demerits of indirect taxes – recent development in indirect taxes - goods and services tax act 2016- induction – features – benefits of GST Act.

UNIT II goods and services tax - important definitions – taxable persons – time of supply of goods and services – administrative Set up – classes of officers central and state goods and services tax act – appointment of officers – powers of officers – levy and collection of GST – powers to exemption from tax.

UNIT III Procedure Registration - under schedule III – special provisions relating to casual taxable person and non- resident taxable person – amendment of registration – cancellation of registration – revocation of cancellation of registration.

UNIT IV assessment of GST – self – assessment – provisional assessment – scrutiny of returns – assessment of non – filers of returns- assessment of unregistered persons – assessment in certain special cases – tax invoice – credit and debit notes – payment of tax – tax deducted source – Electronic Commerce – definitions – collections of tax at source.

UNIT V Customs Act 1962 – important definition – basics – importance of Customs Duty - constitutional authority for levy of customs duty - Types of Customs Duty – prohibition of importation and exportation of goods – valuation of goods for customs duty – transaction value – computation of assessable value and customs duty.

Course outcome

1. Get a better understanding of the features, and benefits of GST
2. Master the important definitions on GST
3. Appreciate the registration procedure relating to GST
4. Understand the various aspects of assessment of GST
5. Gain a better knowledge on the important provisions of GST

Suggested Readings

Balachandran, (2014), Indirect Taxation”, Sultan chand & sons and Kalyani publishers
Mehrotra&Goyal (2015), Indirect Taxes, SahityaBhavan Publications, Agra
Parameswaran and Viswanatha, Indirect Taxes – GST and Customs Law, (2018), Kavin Publications, Coimbatore
Radhakrishnan, (2013), Indirect Taxation, Kalyani Publishers
Background Material for Goods and Service Tax. July, 2016. National Academy of Customs Excise and Narcotics

FOURTH SEMESTER

Management Information Systems

Objective: To offer in depth knowledge on information systems in business and their management

Unit I Management Information System – Concept, Need, Strategic role – Evolution of Management Information System – Components of Management Information System – Information flow

Unit II Data base management systems – Objectives and Components – Database design – Creation and control – Recent trends in database

Unit III Developing information system – Planning, Designing and redesigning – Approaches for system development – System analysis and Design – system Implementation and Maintenance

Unit IV Transaction processing and Support system – Transaction processing system – Office automation systems – Decision support systems – Executive information systems – Artificial intelligence and Expert systems

Unit V Functional Information systems – Production, Finance, Human resource and Marketing – Managing information resources – Information Security – Control & Audit of Information Systems

Book References

1. Azam M, **Management Information Systems, Vijay Nicole Imprints**
2. James A O' Brain, Management Information Systems', Tata Mc Graw Hill
3. King R William, 'Management Information Systems'
4. Davis, 'Management Information Systems', Mc Graw Hill
5. Wetherbe, Turban, 'Information Technology for Management', John Willey publisher
6. Prasad L M, Usha Prasad, 'Management Information Systems', Sultan Chand & Sons
7. Goyal D P, 'Management Information Systems – Managerial Perspectives', Mac Millan India Ltd
8. Sadagopan S, 'Management Information System', Prentice Hall
9. Eff Oz, 'Management Information Systems', Vikas Publishing house Pvt. Ltd
10. Muneesh Kumar, 'Business Information Systems', Vikas Publishing house Pvt. Ltd
11. Kenneth C. Loudan & Jane P. Loudan, "Essentials of MIS", Prentice Hall India

Web references

www.dbatra.com
www.itworld.com
www.icisa.cag.gov.in

Core Paper XII: Security Analysis and Portfolio Management (SAPM)

APPENDIX-8(S)
UNIVERSITY OF MADRAS
M.Com and M.Com Accounting and Finance Degree Programmes
SYLLABUS
(With effect from 2018-2019)

Core Paper XII: Security Analysis and Portfolio Management (SAPM)

Objectives:

- a. To impart knowledge on the basics of security analysis
- b. To develop the skills required to make portfolio decision making

UNIT I Investment: overview – meaning, economic investment, financial investment, investment practice, features of investment, Savings Vs Investment, Factors and constraints of investment, Investment objectives, rules of stock investment, and sources of investment information. Financial securities: meaning, features of financial instruments, types of financial instruments, equity shares, non-voting equity shares, convertible cumulative preference shares, company fixed deposits, warrants, global debt instruments, importance and drawbacks of bonds and debentures.

UNIT II Risk and Return: Certainty, uncertainty, risk, types and sources of risk – Return: measurement of return, risk-return relationship, historical return, historical risk, expected rate of return and expected risk. **Time value of money:** Meaning, objectives, importance, TVM as a losing proposition, TVM as a gaining proposition, time preference for money, dimensions of time preference for money, discounting and compounding techniques – solving problems on time value of money – effective rate of interest – implicit rate of interest true rate of interest – doubling period. Time value of money and resource allocation: borrowing – lending – types of investment – market interest rates and prices – shifting resources across time – computing present value and future value – real asset investing – NPV – IRR – Calculating spot rates with forward rate – interest rate futures – bond duration

UNIT III Valuation of financial securities: financial security, valuation, types of valuation, valuation of bonds, preferred stock and equity share – Derivatives and stock index futures: meaning of derivatives, factors of growth, function and limitations of derivatives market, categories of derivatives, FRA, benefits of derivatives, stock index futures. Fundamental analysis: meaning, features, analytical framework – global economic analysis, national economic analysis, national industry analysis and company analysis. Technical analysis: meaning, mechanism, importance and criticism techniques – arguments in favour and against technical analysis – charting techniques – types of charts

UNIT IV Portfolio Management: portfolio – meaning – types of portfolio – portfolio management: meaning, need, types and importance – portfolio management Vs wealth management – portfolio manager – meaning, types, functions, strategies, registration, capital adequacy – SEBI regulations – general obligations and responsibilities – portfolio management framework – portfolio performance. **Portfolio theory:** portfolio analysis, portfolio theory, objectives, Markowitz portfolio analysis, Indifference curve analysis, Random Walk Theory

UNIT V Efficient Market Hypothesis: statement – assumptions – three levels – the Elliott Wave principle – Efficient Portfolio – Efficient frontier – CAPM and APM: meaning, risk-free and risky securities – risk averse investor, objectives, assumptions, validity, components and criticism of CAPM – Capital market line – risk – return trade-off theory – determining market risk-return trade-off – components of risk-return trade-off, value additivity and CAPM –

slope of CML – security market line – implications and limitations – Average Pricing Model – arbitrage - CAPM VsAPM – Portfolio return and risk: portfolio theory – diversification – Sharpe index model portfolio selection model – Sharpe optimal portfolio – alternative investment: meaning, features, alternative investment assets – wealth management – an overview

(Theory 60 % and Problems 40 %)

Suggested readings

1. **Gurusamy S**, Security Analysis and Portfolio Management, Vijay Nicole Imprints Ltd, 2017
2. Barua S K V Raghunathan and J R Verma, Portfolio Management, Tata McGraw-Hill 1992
3. Francis J C, Investment Analysis and Management, McGraw-Hill, 1992
4. Russell J Fuller and J L Farrell Jr, Modern Investment and Security Analysis, , McGraw-Hill Book Company, 1995
5. Donald E Fisher and Ronald J Jordon, Security Analysis and Portfolio Management, Pearson, 1995
6. Graham, Benjamin and David L Dodd, Security Analysis, McGraw-Hill, 1987
7. Elton Edwin J and M J Gruber, Modern Portfolio Theory and Investment Analysis, John Wiley and Sons, 1998
8. Sunil Parameshwaran, Interest Rates and Time Value of Money, Tata McGraw Hill, 2013
9. Krishna G Palepu, Paul M Healy, Business Analysis & Valuation, Thomson Learning Inc, 2008
10. Patwari D C, Options and Futures, Jaico Publishing House Mumbai, 2010
11. Kevin S, Security Analysis and Portfolio Management, Prentice Hall of India, 2011

Online Resources

1. www.bloomberg.com
2. www.wallstreetjournal.com
3. www.sebi.gov.in
4. www.studyfinance.com
5. www.researchgate.net
6. www.omneycontrol.com

Merchant Banking and Financial Services

Objective: To provide conceptual understanding and in depth knowledge of merchant banking services concerning financial markets in India and to provide knowledge of financial services

UNIT I Merchant Banking – merchant bankers – corporate counseling – project counseling – pre- investment studies – capital restructuring services – credit syndication – issue management – portfolio management – working capital finance – mergers and acquisition – foreign currency financing – brokering fixed deposits – project appraisal – merchant banking – regulatory framework
– SEBI guidelines

UNIT II Public issue management – functions – categories of securities issue – issue manager – role of issue manager – activities involved in issue management – marketing of new issue – pure prospectus method – offer for sale method – private placement method – IPO method – rights issue method – bonus issue method – book-building – ESOP – OTCEI – Credit Syndication Services

UNIT III Post-issue activities – major activities – steps – factors in public issue proposal – pricing of issues – law relating to issue management – SEBI regulations – Prospectus – information – abridged prospectus – misstatement in prospectus – golden rule – types of prospectus – red-herring prospectus – shelf prospectus – M & A services – Portfolio Management Services

UNIT IV Underwriting – meaning – types – mechanism – benefits and functions – Indian Scenario – underwriting agencies – underwriter – underwriting agreement – SEBI guidelines – Bought-out deals
– grey market – capital market instruments – types – preference shares – equity shares – CCPS – company deposits – warrants – debentures and bonds – SEBI guidelines – global debt instruments – indexed bonds – floating rate Bonds – ECBs

UNIT V Depository receipts – meaning and mechanism – benefits – steps in issue of GDR – IDR – Stock exchange – history – functions – Indian stock exchanges – SEBI regulations – mechanics of settlement – margin trading – stock trading system -0 dealer trading system – NSMS – ISE – INDONEXT – NSE – Financial Services – leasing – hire-purchase finance – bill financing – factoring – consumer finance – real estate financing – credit cards – credit rating venture capital

Book References

1. Gurusamy S, Merchant Banking and Financial Services, Vijay Nicole and Tata McGraw Hill, , 4th Edition, 2012, New Delhi
2. Khan M Y, "Financial Services", Tata McGraw Hill
3. Sri Ram, "Handbook of Leasing & Hire purchases", ICFAI Hyderabad
4. Stewart, Simon (University Of Adelaide), "Financial Services & Their Regulation"
5. Rose, Peter S., And Fraser, Donald R. "Financial Institutions: Understanding and Managing Financial Services", Tex Business Publications
6. Kinsella, Ray, "New Issues in Financial Services", Powell's Books
7. Anderton, Brian, Ed, "Current Issues in Financial Services", Macmillan

Web References

www.rbi.org.in
www.sebi.gov.in
www.nse-india.com

Computerized Accounting

Objective: To develop the skills of students to prepare accounting statements using accounting software

Unit I Introduction – features – basic concept of Computerized accounting and Inventory system – accounts organisation & types of accounts – accounts statements – purchases & sales – credit & debit – transaction, invoice, voucher, order, cost & stock – income & expenses – inventory control

Unit II Masters – creation of Accounts Master – Ledger – cost – group – Budgets – Voucher & Inventory – creation of Inventory Master – Stock Item – Group & Unit measurement - Transactions – Accounts vouchers entry – contra – receipt – payment – journal – debit & credit notes – sales, purchase option and post-date vouchers. Inventory voucher entry – types – delivery challan – Goods Receipt Note, Sales & Purchase returns – Invoice – Stock Transfer – Bill of Material Physical Stock Voucher

Unit III Reports – Accounting Report – Trial Balance – Profit & Loss account – Balance Sheet & Stock Statement – Account Books – Cash & Bank Books – Ledger summaries – Bills Receivable & Payable Statements

Unit IV Inventory Report – Stock Summaries – Group Summaries – Order Books & Summary – Order status – Sales Order Summary - Purchase Order Summary – Printing – Reports on Printer – Reports to File

Unit V Statutory Reports – VAT – TDS – Service Tax – CST – Budgeting

Note: The practical examination will be conducted by an internal examiner and an external examiner jointly. The Theory paper (3 hours & 100 marks) will be scaled to 60 marks. The practical paper (3 hours & 100 marks) will be scaled to 40 marks. The candidate has to secure 50% in each of the Practical & Theory papers to secure a pass. Failure to secure the minimum either in the Theory or in the Practical will entitle the reappearance only in that paper. 20 marks out of 100 for the practical paper is reserved for the record.

Book References

1. Nidhani , Implementing Tally
2. Namrata Agarwal, “ Financial Accounting using Tally”, Dream tech Publishers, New Delhi, 2003

Web references

www.charteredaccountants.com.au
www.computerizedaccount.tripod.com
www.academyoflearning.com

<http://experts.tallysolutions.com/tallyweb/modules/operation/extranet/CXERPDownloadViewMgr.php>

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