SYMBIOSIS COLLEGE OF ARTS & COMMERCE

(An Autonomous College Affiliated to University of Pune)

SYLLABUS

M.Com. – Part I

2017-18

SEMESTER	SUBJECT HEAD	TITLE
SEMESTER I	Compulsory Subject - 1	Management Accounting
	Compulsory Subject - 2	Contemporary Strategic Management
	Special Subject Group (A)	
	Advanced Accouting and Taxation	Advanced Accounting
		Income Tax
	Special Subject Group (B)	
	Business Administration	Advanced Production and Operations Management
		Financial Management
SEMESTER II	Compulsory Subject - 1	Financial Analysis & Control
	Compulsory Subject - 2	Business Research Methodology
	Special Subject Group (A)	
	Advanced Accouting and Taxation	Specialised Area in Accounting
		Advanced Studies in Business Tax Assesment & Planning
	Special Subject Group (B)	
	Business Administration	Advanced Marketing Management
		New Financial Policies and Pracites

<h1 style="text-align:center; color:blue">MANAGEMENT ACCOUNTING – SEM I</h1>

	Symbiosis College of Arts and Commerce (An Autonomous College Affiliated to University of Pune)										

Subject code	**12C70011**	Semester	I	II	III	IV	V	VI	M.Com. Semester	*I* √	*II*	*III*	*IV*

Unit	Contents of the syllabus	Number of Lectures
1	**Title of the topic : <u>Introduction to management accounting:</u>** **Contents** : 1.1Limitations of financial accounting. Need for cost and Management accounting as an area of accounting. Management accounting and managerial decisions. Management accountant's position, role and Responsibilities. Management Accounting and Financial Accounting, Cost accounting and decision Making. Information systems and management decision making, improvement in information for Management decision making	08
2	**Title of the topic : Analyzing Financial statement:** **Contents :** 2.1 Fund flow statement 2.2 Cash flow statement	20
3	**Title of the topic : Standard Costing:** **Contents :** 3.1 Standard costing as a control technique, method of cost control, objects of standard costing method. 3.2 Analysis of variance:Meaning, importance, kinds of variances and their uses: material, Labor	10
4	**Title of the topic : Marginal Costing :** **Contents :** 4.1 Concept of marginal costing, cost -volume-profit-analysis, break even analysis, assumptions and practical applications of break even analysis. 4.2 Budgeting: Definitions of budge, essential of budgeting, types of budget, functional, master etc. fixed and flexible budget, problems on cash budget and flexible budget.	10
5.	**Title of the topic : Reporting and Methods system:** **Contents :** **5.1** Introduction and information, Definition, Importance of objects of management information system, characteristics,principles, measurement reporting system, Modes of reporting-statement.	12
	Total Number of Lectures	60

<p style="text-align:center">Suggested Reference Books Books recommended</p>

1. Principles & concepts of Cost Management system-Dr. Manmohan Prasad.

2. Management Accounting: By Anthony Robert (Publisher-Taraporewala, Mumbai)

3. Introduction to Management Accounting. By Homgram , C. T. Gary, I Sunderm and William O. Stration. (Publisher- Orentic Hall, Delhi)

4. Cost Accounting, A Managerial emphasis, By Homgran,Charies T. George Foster and Shikant

M. Dallar (Publisher-Prentince Hall Delhi)

5. Management Accounting, By Pandy I M (Publisher-Vikas Publication, Delhi)

6. Management Accounting by Pillai. R. , S. N. Bhagwati (S. Chand & Company Pvt. Ltd. New Delhi.)

7. Management Accounting S. C. Gupta (Ritu Publication Jaypur, India) Advanced Management Accounting (text and cases) – Jawahar Lal

8. Principal Costing-B. S. Khanna, I. M. Pandey, G. K. Ahuja & S. C. L Batra (S. Chand & Company)

9. Cost Management – Leslie G. Eldenburg and Susan K. Wolcot

Suggested Journals Journals:
1. Taxman Journal of costing and management

2. British accounting review

3. International Journal of accounting

4. Management of accounting

Web sites :
1. http:// www.sun.com/executives/reading

2. www.aif.

3. www.hbr.org

4. www.mb2000.com

CONTEMPORARY STRATEGIC MANAGEMENT – SEM I

Sr. No.	Contents	Lectures

1	**Introduction to Strategic Management**
	1. Trends and changes in Business Environment.
	2. **Understanding Strategy**
	   ▪ Concept of Strategy.
	3. **Introduction to Strategic Management**
	   ▪ Meaning, Characteristics and Process
	   ▪ Strategic Management *vs.* Operational Management
	   ▪ Components of Strategic Management.
		06

2	**Strategic Intent** 1. Meaning and attributes of Vision, Mission and Objectives 2. Difference between Vision and Mission 3. Linkages of objectives to Vision and Mission.	04

3	**Scanning of the Environment**
	1. **Appraisal of External Environment**
	   ▪ Environmental Threat and Opportunity Profile (ETOP)
	   ▪ Industry Analysis – Porter Model.
	2. **Appraisal of Internal Environment**
	   ▪ Competitive Advantage, Core Competence, Benchmarking
	   ▪ SWOT Analysis
	   ▪ Value Chain Analysis - Porter Model
	   ▪ Portfolio Analysis - BCG Matrix and GE 9 Cell Model.
		14

4	**Strategy Formulation**
	1. Levels of Strategy
	
	2. Types of Strategy.
	
	   A. Growth Strategy
	      1. Expansion through Intensification
	      2. Expansion through Integration.
	   B. Defensive Strategies
	      1. Retrenchment Strategy
	      2. Turnaround Strategy
	      3. Survival Strategy
	      4. Spin-Off Strategy
	      5. Divestment Strategy
	      6. Liquidation Strategy.
	
	   C. Porter's Generic Competitive Strategies
		16

5	**Strategy Implementation and Strategy Evaluation**
	1. **Strategy Implementation**
	   ▪ Barriers to Strategy Implementation
	   ▪ Strategy Implementation - Reengineering and Six Sigma.
	
	2. **Strategy Evaluation**
	   ▪ Operations Control and Strategic Control
	   ▪ Balanced Scorecard.
		12

6	**Sustainability and Strategic Management** 1. Integration of Sustainability Issues in Strategic Management 2. Triple Bottom Line - People-Planet-Profits.	04

7	**Contemporary Business Models and their Strategies** 1. E-Commerce Business Models 2. Traditional Businesses with Internet Strategies 3. Virtual Value Chain.	04
	Total	**60**

❖ Suggested List of Resources:

a) References:

1. **Strategic Management: An Integrated Approach –** By Charles Hill and Gareth Jones, biztantra Publication.
2. **Strategic Management and Business Policy -** By Azhar Kazmi, McGraw Hill Publication.
3. **Strategic Planning formulation for Corporate Strategy –** By Namakumari and Ramaswami.
4. **Cases in Strategic Management –** By Buddhiraja S. B. and M.B. Athreeya, TMH Publishing Company, New Delhi, 1996.
5. **Business Policy: Strategic Planning and Management, -** By Ghosh P. K., 8th Edition Sultan Chand and Sons, New Delhi.
6. **Management Policy and Strategic Management (Concepts, Skills and Practices)** - By R. M. Srivastava, Himalaya Publishing House.
7. **Strategic Management -** by Dr. Yogeshwari L. Giri.

b) Websites:

1. http://www.thepalladiumgroup.com
2. http://www.mckinsey.com

c) Journals and supplementary Material:

1. The Essentials, Harvard Business Press, 2011 Edition.
2. Core Competence, Distinctive Competence, and Competitive Advantage: What Is the Difference? By Mooney, Ann. Journal of Education for Business, Nov/Dec, 2007, Vol. 83 Issue 2.
3. Managing Core Competence of the Organization by Srivastava, Shirish C., Vikalpa: The Journal for Decision Makers, Oct-Dec, 2005, Vol. 30 Issue 4.
4. Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter, First Free Press Edition, 1980.

ADVANCED ACCOUTING – SEM I

Unit	Contents of the syllabus	Number of Lectures
	Detailed syllabus	
1	**Title of the topic** : INTRODUCTION: **Contents :** 1.1 Accounting Concepts and conventions, Nature of accounting standards-process of setting standards- standards formulated by ICAI- International Financial Reporting Standards (IFRS) Value added accounting: Concept and techniques	08
2	**Title of the topic** : ACCOUNTING FOR GROUP OF COMPANIES: **Contents :** 2.1 Holding company with two subsidiaries-Definition-Provisions of Accounting Standards 21-Accounts Consolidation-Preparation of Consolidated Balance sheet-Minority Interest-Pre-acquisition or Capital profits –cost of control or goodwill-inter-company balances unrealized inter company profits-Revaluation of Assets and liabilities-Bonus Shares-treatment of dividend-more than one subsidiary –intercompany holdings consolidation of profits and loss account(including Problems **.**	20
3	**Title of the topic** : ACCOUNTING FOR LIQUIDATION OF COMPANIES: **Contents :** 3.1 Preparation of Statement of Affairs- Deficiency/Surplus Account-Liquidators Final Statement of Accounts, Receiver's Statement of Accounts.	12
4	**Title of the topic** : BRANCH ACCOUNTS: **Contents :** 4.1 Branch Accounts: Independent Branches- Accounting at Head Office-Accounting at Branch- Some Special Transactions. Foreign Branches- Rules of converting Trial Balance of the foreign Branch in Head Office Currency	12
5	**Title of the topic : VALUATION OF SHARES AND GOODWILL:** **Contents :** **5.1**. Valuation of Shares – Need for valuation – Methods of valuation of shares – Net Asserts method, Dividend yield method, Earning yield method, Return on Capital method, Price/Earning method and Fair value method. **5.2**. Valuation of Goodwill – Need for valuation – Methods of valuing Goodwill – Number of Years purchase of average profits method, Capitalization method – Annuity method – Super profits method.	08
	Total Number of Lectures	60

Suggested Reference Books Books recommended

1. Richard Lewis and David Pendrill -Advanced Financial Accounting- Pearson Education
2. Steven M. Bragg-GAAP: Interpretation and Application of Generally
   Accepted Accounting Principles - Wiley
3. B.Banerjee -Regulation of Corporate Accounting & Reporting in India- World Press.
4. Asish K Bhattacharya -Indian Accounting Standards- McGraw-Hill Education (India).
5. Advanced Accounting with Accounting Standards- Problems & Solutions - Ravi.M.Kishore-Taxman
6. L.S.Porwal -Accounting Theory -McGraw-Hill Education (India)
7. Shukla and Grewal: Advanced Accounts. (S. Chand & Co Ltd. New Delhi)
8. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
9. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
10. Accounting Standards issued by ICAI.

INCOME TAX – SEM I

<table>
<tr><th colspan="3">Detailed syllabus</th></tr>
<tr><th>Unit</th><th>Contents of the syllabus</th><th>Number of Lectures</th></tr>
<tr>
<td>1</td>
<td><u>Title of the topic</u> : INTRODUCTION
Contents :
1.1 History of Income Tax in India – Fundamental Concepts and definitions under Income Tax Act, 1961 – Rates of taxes – Basis of charge – Residential status and scope of total income –Income Exempt from tax – Capital & Revenue</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td><u>Title of the topic</u> : HEADS OF INCOME: SALARIES & HOUSE PROPERTY
Contents :
2.1. Salaries: Chargeability -Allowances and Taxability – Perquisites – Valuation of perquisites – Provident Funds – Deduction from salaries (Theory & Advanced problems).
2.2. Income from House Property: Annual Value-Self occupied property and let out property –deemed to be let out property – Permissible educations. (Theory & Advanced problems).</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td><u>Title of the topic :</u> HEADS OF INCOME : BUSINESS & PROFESSION
Contents :
3.1 Profits & Gains of Business or Profession:
Meaning of Business Profession and Vocation-deductions expressly allowanced – Depreciation –Specific disallowances – Method of accounting – Maintenance of Books of Account – Audit of Accounts [Theory & Problems]</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td><u>Title of the topic :</u> HEADS OF INCOME : CAPITAL GAINS & OTHER SOURCES:
Contents :
4.1. Capital Gains: Business Research Methods
4.2 Income from Other Sources: Chargeability – Deductions – Amounts not deductible<u>.</u></td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td><u>Title of the topic :</u> COMPUTATION OF TAXABLE INCOME
Contents :
5.1 Clubbing of income – Set off and carry forward of losses – Deductions from Gross Total Income – Computation of Taxable Income of an Individuals and Hindu Undivided Families. (Theory & Problems)</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total Number of Lectures</td>
<td>60</td>
</tr>
</table>

Note:
1. Amendments made prior to commencement of Academic Year in the relevant act should be considered
2. The breakup of questions in the Examination will be as under :
a. Theory questions will carry 30% marks.
b. Problems will carry 70% marks.

Suggested Reference Books Books recommended
1. Dr. Vinod Singhania: Direct Taxes, Law and Practice
2. Dr. Bhagawati Prasad: Direct Taxes
3. Girish Ahuja and Ravi Gupta: Direct Taxes
4. T. N. Manoharan: Hand Book of Income Tax Laws
5. B.B.Lal & N.Vashisht: Direct Taxes (Pearson)
6. S. S. Gupta: Service Tax (Taxmann)
7. R. Mohan Lavis : Service Tax (Bharat Publishers, New Delhi)Jaico Publishing House

ADVANCED PRODUCTION & OPERATION MANAGEMENT – SEM I

	Detailed syllabus	
Unit	Contents of the syllabus	Number of Lectures
1	**Title of the topic : Introduction to production concept**, **Contents :** 1.1 Types of production systems, layout, types and environmental aspects Recent trends in production and service system Plant layout – Objectives, basic principles, types, Safety considerations and environmental aspects-Case study.	14
2	**Title of the topic** : **Production Planning and Control (PPC)** **Contents :** 2.1 dispatch systems, Procedure for control, Quality Management & Productivity, Factors affecting productivity and measures to improve productivity-ISO9000 to ISO4000, Effects of LPG on Operation management & various problems-Case study.	16
3	Title of the topic : **Materials Management,** **Contents :** **3.1** Inventory control systems, Material handling systems, Functions of Store department, Purchase Procedure, Storekeeping. Case studies in production and operation management, Success and failure of production and operation management.	14
4	**Title of the topic** : **Project management:** **Contents :** 4.1 meaning, Features, Project management life cycle, project cost control system, project planning and control, project scheduling and techniques and case studies.	16
	Total Number of Lectures	60

Suggested Reference Books Books recommended
1. Production and operation Management – By B. S. Goel (Pragati Prakashan)
2. Production and Operations Management – By S. N. Chary (Tata Mcgraw Hill)
3. Modern Production and Operation Management -By Elword Buffa
4. Production Planning and Inventory Control –By Magee Budman (Tata Mc Graw Hill)
5. ISO 9000 – A manual for TQM – By Suresh D. Saurabh (S. Chand Publication)
6. Essentials of Business Administration By K. A. Shantappa
7. A Key of Production Management – By Kalyani Publication, Lundhiyana

FINANCIAL MANAGEMENT– SEM I

	Detailed syllabus	
Unit	**Contents of the syllabus**	**Number of Lectures**
1	**<u>Title of the topic:</u> Financial Management: Concept and Role.** **Contents :** Financial Management: Introduction, Meanings and Definitions, Goals of Financial Management, Finance Functions, Interface between Finance and Other Business Functions, Financial assets, Financial Markets, Financial Intermediaries, Regulatory Infrastructure(RBI,SEBI),	12
2	**<u>Title of the topic</u>: Financial Statements and Financial Analysis.** **Contents :** Financial Analysis – Types of Analysis, utility, Techniques of Financial Analysis. Nature of ratios – significance of ratios as tools of analysis, limitations various ratios –Liquidity Ratios, Activity Ratios, Profitability Ratios, and Invisibility Ratios, Du Pont Chart , Solved Problems , Advantages of Ratio Analysis, Limitation of Ratio analysis	14
3	**<u>Title of the topic</u>: *Financial Planning:*** Introduction, Objectives, Benefits, Guidelines, Steps in Financial Planning, Factors Affecting Financial Planning, Estimation of Financial Requirements of a Firm Capitalization – Under and Over Capitalization, Capital Structures – Computation of cost of capital, Trading on Equity, Leverages – Type and Significance	10
4	**<u>Title of the topic</u> : *Capital Rationing:*** Introduction, Types, Steps Involved in Capital Rationing, Various Approaches to Capital Rationing **Corporate Valuation** Reasons for valuation of business enterprise. Different Approaches to enterprise valuation Market Related Valuation-At replacement cost and realizable value. Future cash flows. Market Capitalization. Economic value added approach.	10
5	**<u>Title of the topic</u>: *Receivable Management:*** Introduction, Costs Associated with Maintaining Receivables, Credit Policy Variables, Evaluation of Credit Policy *Cash Management:* Introduction, Meaning and Importance of Cash Management, Motives for Holding Cash, Objectives of Cash Management, Models for Determining Optimal Cash Needs, Cash Planning, Cash Forecasting and Budgeting	08
6	**<u>Title of the topic</u>: Overview of financial engineering.** Meaning Benchmarking practices. Innovative sources of Finance. a. Off balance sheet financing. b. Versatile bonds. c. Junk Bonds. d. Vendor Finance. e. Cooperative federation	06
	Total Number of Lectures	60
	Suggested Reference Books recommended	

1. Financial Management – I.M.Pandey
2. Financial Management – Khan & Jain
3. Financial Management – S.M.Inamdar

4. Financial Management – N.M.Wechlekar
5. Financial Management – S.C.Kuchal
6. Financial Management & Policy – R.M.Shrivastava
7. Financial Management – Prasanna Chandra
8. Financial Management- P.V. Kulkarni

FINANCIAL ANALYSIS & CONTROL – SEM II

	Detailed syllabus	
Unit	**Contents of the syllabus**	**Number of Lectures**
1	**Title of the topic** : FINANCIAL STATEMENT ANALYSYS **Contents :** 1.1 Introduction - objectives of analysis of financial statement-tools of financial statement analysis - Multi – step income statement, Horizontal analysis, Communized analysis, Trend analysis, Analytical Balance Sheet **.**	**08**
2	**Title of the topic** : RATIO ANALYSIS -: **Contents :** 2.1 Ratio Analysis-Meaning and rationale, advantages and limitations. Types of Ratios -: Liquidity Ratios, Solvency Ratios, Profitability Ratios, Efficiency Ratios, Integrated Ratios.	**12**
3	**Title of the topic** : WORKING CAPITAL MANAGEMENT. **Contents :** 3.1 Concept and definition of working capital – Determination of Working capital – Assessment of Working Capital needs – Stud y of components of working capital, such as cash management, accounts receivable management and inventory management.	**12**
4	**Title of the topic** : LONG TERM INVESTMENT DECISIONS **Contents :** 4.1 Capital budgeting – Meaning- Importance – Evaluation technique and methods – Pay back, rate of Return, Discounted Pay Back Period–Discounted Cash flow – Net present value – Internal Rate of Return, Modified Internal Rate of Return- Profitability Index. Relationship between risk and returns.	**12**
5	**Title of the topic** : COST OF CAPITAL **Contents :** 5.1 Meaning – Definition and assumptions – Explicit and implicit cost – Measurement of specific cost – Cost of debt – Preference Shares – Equity shares – Retained earnings – Weighted average cost of capital	**08**
6	**Title of the topic** : Leverages: **Contents :** **6.1** Meaning & importance of the concept-Financial leverages – Operating leverages. - Combined leverages	**08**
	Total Number of Lectures	**60**

Suggested Reference Books Books recommended

1. R. N. Anthony , G. A. Walsh: Management Accounting
2. M. Y. Khan. K. P. Jain: Management Accounting
3. I. M. Pandey: Management Accounting (Vikas)
4. J. Betty: Management Accounting
5. Sr. K. Paul: Management Accounting
6. Dr. Jawaharlal: Management Accounting
7. S. N. Maheshwari: Principles of Management Accounting
8. Ravi M. Kishore: Financial Management (Taxmann, New Delhi)
9. Richard M. Lynch and Robert Williamson: Accounting for Management Planning & Control
10. Ravi Kishor: Advanced Management Accounting (Taxmann)1. R. N. Anthony , G. A. Walsh:
11. M. Y. Khan. K. P. Jain: Management Accounting
12. I. M. Pandey: Management Accounting (Vikas)
13. J. Betty: Management Accounting
14. Sr. K. Paul: Management Accounting
15. Dr. Jawaharlal: Management Accounting

BUSINESS RESEARCH METHODOLOGY – SEM II

Sr. No.	Contents	Lectures
1	**Fundamentals of Research** 1. Definition, Characteristics of good research, Applications of Research in functional areas of Business, New trends in Business research. 2. Concept of Scientific Enquiry 3. Steps in Scientific Research Process, understanding research gap through literature review 4. Drafting of Abstract and Research Proposal.	10
2	**Research Design:** 1. Concept and Features of a good Research Design 2. Use of a good Research Design 3. Exploratory Research Design 4. Descriptive Research Designs 5. Experimental Design.	06
3	**Hypothesis, Population and Sampling:** 1. **Hypothesis:** Meaning and Qualities of a good Hypothesis – Framing Null Hypothesis and Alternative Hypothesis. 2. **Hypothesis Testing** – Logic, importance and tools for hypothesis testing (Chi Square Test, 5 point scale) 3. **Population and Sampling:** Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame, Sampling errors, Non Sampling Errors, Methods to reduce the errors, Sample Size Constraints, Non Response. 4. **Probability Sample:** Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling and Cluster Sampling. 5. **Non Probability Sample:** Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling and Snowballing Sampling Methods. 6. **Determining size of the sample -** Practical considerations in sampling and sample size.	14
4	**Collection of Data:** 1. **Types of Data:** a. **Primary Data:** Definition, Sources, Characteristics, Advantages and disadvantages over secondary data. b. **Secondary Data:** Definition, Sources, Characteristics, Use of web, Issues to be considered for secondary data, sufficiency, adequacy, reliability, consistency. 2. **Questionnaire Designing** 3. **Interviews** 4. **Observation**	10
5	**Analysis and Interpretation of Data** 1. **Data Analysis :** Editing, Coding, Univariate Analysis - Tabular Representation of Data, Frequency Tables, Construction of Frequency Distributions and their Analysis in the Form of Measures of Central Tendency – Mean, Median and Mode; their relative Merits and Demerits. 2. **Graphical Representation of Data:** Appropriate Usage of Bar Charts, Pie Charts, Histogram, Leaf and Stem, Candle Stick,	08

	Box Plots. 3. **Interpretation of Data** 4. **Generalisation of Research Results.**	

6	**Writing Skills for Research Reports**
	   1. Writing Style and Structure of Report
	   2. Arranging the References
	   3. Bibliography and Webliography
	   4. Plagiarism
	   5. Communication of Research.
		06

7	**Orientation to Computerised Research Utilities**
	   1. MS-Office : Research tools in Word, Excel
	   2. An introduction to SPSS
	   3. Development of questionnaire through Google Doc
	   4. An introduction to Mobile Apps – Mind Mapper, Scholar Droid and HT testing etc.
	(**Note:** It is suggested that the students will be familarised with above Computerised Research Utilities majorly through conferences, seminars and workshops to educate them to use computer in Research for-
	   a. Collection of data.
	
	   b. Analysis and presentation of data.
	
	   c. Review of the literature.
	
	   d. Avoid the plagiarism.
	
	   e. Arranging the references.
	
	   f. Use of statistical tools.
		06

Total		**60**

❖ **List of resources for Study**

1. **References:**
   a. Research Methodology by C.R. Kothari, New Age International Publication.
   b. Business Research Methods by William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Cengage Learning, 8th Edition.
   c. Business Research Methods by Naval Bajpai, Pearson, 1st Edition.

2. **Journals:**
   a. Research Methods in Economics and Business by Roberts, Harry V. Journal of Marketing Research August, 1964, Vol. 1 Issue 3, pp.- 88-90.
   b. The Nature, Social Organization and Promotion of Management Research: Towards Policy by David Tranfield and Ken Starkey, British Journal of Management, Vol. 9, 341–353 (1998).

3. **Websites:**
   a. http://www.socialresearchmethods.net.
   b. http://www.oup.com/uk/orc/bin/9780199202959.

SPECIALISED AREA IN ACCOUNTING – SEM II

	Detailed syllabus	
Unit	**Contents of the syllabus**	**Number of Lectures**
1	**Title of the topic** : ACCOUNTING FOR CONSTRUCTION CONTRACTS **Contents :** **1.1** Introduction - Accounting Treatment - Percentage of Completion Method, Completed Contract Method. Provision for foreseeable losses - Principles to be followed while taking credit for profit on incomplete contracts, valuation & disclosure of Work-in-progress, escalation clause, preparation of contract accounts.AS7	08
2	**Title of the topic** : **ACCOUNTING FOR CORPORATE RESTRUTURING** **Contents :** 2.1 Amalgamation – Absorption – External reconstruction, (Advanced problemsonly) – Internal Reconstruction – reparation of Scheme of Internal Reconstruction – Share Bu y-Back – Demerger **.**	10
3	**Title of the topic** : FUND BASED ACCOUNTING **Contents :** 3.1 Introduction - Special Features of Accounting for Educational Institutions, Accounting for Government Grants.	10
4	**Title of the topic** : SERVICES SECTOR ACCOUNTING **Contents :** 4.1 Hotel accounting – introduction - visitors' ledger. 4.2 Hospital accounting – Introduction– capital and revenue expenditure OPD & IPD Register. 4.3 Transport Undertaking – Introduction – preparation of final accounts – Accounting of Roadways Preparation of final accounts (problems on roadways) Log Book.	10
5	**Title of the topic** : CORPORATE FINANCIAL REPORTING **Contents :** 5.1 Issues and problems with reference to published financial statements of Companies. Financial Reporting in respect of Mutual Funds, Non Banking Financial Companies, Merchant Bankers, Stock Brokers	10
6	**Title of the topic** : ACCOUNTING FOR CORPORATE TAXATION **Contents :** 6.1 Accounting for Income Tax: Provision for Taxation – Advance Tax-Completion of Assessment - Corporate Dividend Tax-Tax Deducted at Source - Fringe Benefit Tax - Deferred Tax as per AS.22. 6.2 Accounting treatment of Excise Duty and CENVAT: Accounting at the time of payment of Excise Duty, Cenvat Credit availed and utilized for input and Final Product and Capital Goods. 6.3 Accounting of State Level Value Added Tax. (VAT): VAT Credit in case of Inputs/Supplies, Capital Goods. Accounting for Liabilities adjusted from VAT credit receivable balance- Inputs and / or Capital Goods. Valuation of Inventories of Inputs and Final Products and Capital Goods. 6.4 Accounting under Service Tax. Basics of Service Tax-Accounting Groups and Accounting Heads-Accounting Entries at raising Invoice and receipt of payment.- Booking of expenses and making payment.	12
	Total Number of Lectures	60
Notes: 1. Theory questions will carry 20% marks. 2. Practical problems will carry 80% marks.		

Suggested Reference Books recommended

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co. Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins & K.A. Merchant: Accounting Text & Cases (Tata McGrawHill).
7. Dr. S. N. Maheshwari: Corporate Accounting (Viakas Publishing House Pvt. Ltd. New Delhi)
8. 8. Dr.Ashok Sehgal & Dr .Deepak Sehgal: Advanced Accounting (Taxmann, New Delhi).
9. Guidance Notes issued by Institute of Chartered Accountants of India. on :
a. Accounting for State level Value Added Tax ::
b. Accounting for Fringe Benefits Tax :
c. Accounting for Corporate Dividend Tax::
d. Accounting Treatment for Excise Duty:
10. Taxmann's Journal on Service Tax : Volume 10.Part 7. (2007) :Accounting under Service Tax by Pravin Dhandharia

ADVANCED STUDIES IN BUSINESS TAX ASSESSMENT & PLANNING – SEM II

Unit	Contents of the syllabus	Number of Lectures
	Detailed syllabus	
1	**Title of the topic** : ASSESSMENT OF VARIOUS ENTITIES 1.1 Assessment of firms and their partners 1.2 Assessment of Companies 1.3. Assessment of Co-operative Societies 1.4 Assessment of Local Authority 1.5 Assessment of Mutual Concerns 1.6 Assessment of Charitable Trusts (Theory & Problems) **Contents :**	08
2	**Title of the topic** : **MISCELLENEOUS** **Contents :** 2.1 Income Tax authorities, Return of Income, Procedure for Assessment – Types of assessment, Appeals and Revision, Deduction of Tax at Source – Advance payment of Tax – Deduction and Collection of Tax At Source- Interest and penalties, Offences and Prosecutions – Refund of Tax.	12
3	**Title of the topic** : **TAX PLANNING** **Contents :** 3.1 Meaning of tax planning and management, tax evasion and tax avoidance- Nature and scope of tax planning and management in the corporate sector- Justification of corporate tax planning and management. Tax Planning considerations in relation to Business.	12
4	**Title of the topic** : WEALTH TAX **Contents :** 4.1 Scheme of Wealth Tax - Incidence of Wealth Tax - Assets to be included in Net Wealth - Exempted Assets - Valuation of Assets and Wealth Tax Liability - Assessment and Penalties. (Theory & Problems	08
5	**Title of the topic** : **SERVICE TAX** **Contents :** 5.1 Service Tax: Applicability and Services covered – Valuation of taxable services for service tax– Payment of Service Tax – Registration – Furnishing of Return – Maintenance of Record – Other obligations (Theory only)	10
6	**Title of the topic** : VAT **Contents :** 6.1 The Basic concept of VAT-how VAT operates-merits & demerits of VAT- a brief overview of sate level VAT in India (VAT is not to be studied with reference to any particular State VAT Law.	10
	Total Number of Lectures	60

Notes:

1. Amendments made prior to commencement of Academic Year in the relevant act should be considered.
2. Theory questions will carry 30% marks.
3. Problems will carry 70% marks
   Scheme of Marking for Semester II will be as under :
   a. Income Tax 70 Marks
   b. Wealth Tax 10 Marks
   c. Service Tax 10 Marks
   d. VAT 10 Marks

Total Marks 100

Suggested Reference Books Books recommended

1. Dr. Vinod Singhania: Direct Taxes, Law and Practice
2. Dr. Bhagawati Prasad: Direct Taxes
3. Girish Ahuja and Ravi Gupta: Direct Taxes
4. T. N. Manoharan: Han d Book of Income Tax Laws
5. B.B. Lal & N.Vashisht: Direct Taxes (Pearson)
6. S. S. Gupta: Service Tax (Taxmann)`
7. R. Mohan Lavis : Service Tax (Bharat Publishers, New Delhi)

ADVANCED MARKETING MANAGEMENT – SEM II

	Detailed syllabus	
Unit	**Contents of the syllabus**	**Number of Lectures**
1	<u>**Title of the topic**</u> : **Introduction -:** **Contents :** 1.1 Marketing: Definition & concepts of Marketing and marketing Management Evolution of Marketing (Marketing Orientation) Types of Marketing & functions of marketing 1.2 Tele Marketing, E-Marketing. 1.3 Services Marketing 1.4 Rural Marketing - Features, Importance and Difficulties\Problems,Suggestions for Improvement of rural markets. Marketing planning, research and information system**.**	**08**
2	<u>**Title of the topic**</u> : **Consumer Behavior -:** **Contents :** 2.1 Meaning and Concept 2.2Buying Motives and Consumer Behavior 2.3Environment Influence on Consumer behavior: 2.4Economic, Political, Technological, Global etc. 2.5Consumer Behavior Models and Consumerism 2.6Consumer Education and Protection 2.7Ethics in Marketing	**10**
3	<u>**Title of the topic**</u> : Business to business marketing Introduction to industrial marketing, Importance of Global marketing, Market research and research and development in industrial market Pricing, strategies in industrial market, Marketers facing challenges in industrial market.	**12**
4	<u>**Title of the topic**</u> : **Marketing Strategy -:** **Contents :** 4.1 Product, Price, Place, Promotion and Process Strategies 4.2 New Product Development Strategy, Failure of a new Product, 4.3 Causes and Remedies 4.4 Strategies over Product Life cycle 4.5 International Marketing as a Strategy	**10**
5	<u>**Title of the topic**</u> : **Sports marketing** **Promotion of sports marketing** **Promotion of events and teams and services through sporting events and sports teams** **Career in sports marketing** **Case studies**	**08**
6	<u>**Title of the topic :**</u> **Industrial market research** **Contents :** **Meaning, framework for international research**	**08**

	Detail information required for marketers **Primary and secondary data of international marking,** **Organisation for international marketing ,** **Case studies.**		
7	<u>**Title of the topic**</u> : **Project work** Students will have to visit any marketing organisation in and around pune and to find out different techniques of marketing.	**04**	
	Total Number of Lectures	**60**	
	Suggested Reference Books Books recommended 1. Introduction to Marketing - Theory and Practice By Adrian Palmar – Oxford Publication 2. Marketing Management By Philip Kotler, Kevin Lane Keller Publication Pearson Education 3. Marketing Management By Rajan Saxena – Tata McGraw Hill 4. Marketing Management – B y S. A. Shertekar 5. Modern Marketing Management – UBS Publication Distribution Limited By- R. S. Davar 6. Marketing – Biplab S. Rose – Himalaya Publication House 7. Marketing Management – P. K. Agrawal Pragati Prakashan, 8. Marketing Management – Analysis, Planning, Control By Philip Kotlar (Prentice Hall Delhi) 9. Readings in Marketing Management' - Himalaya Publications House, Mumbai 10. International Trade and Export Management - Francis Cherunilam 11. Principles and Practice of Mark eting in India - Dr, C,. B. Mamoria, Joshi, Mulla 12. Marketing Management – J. C. Gandhi 13. Marketing Management – Dr. B. K. Chatterji 14. Rural Marketing – Krishna Havaldar 15. Brand Management – The Indian Contex t By YLR Moorthi (Vikas Publishing House) 16. Customer Relationship Management – A step by step approach By H. Peeru Mohamed, A sagadevan (Vikas Publishing House)		

Detailed syllabus		
Unit	**Contents of the syllabus**	**Number of Lectures**
1	**Title of the topic** : **Profit Planning -:** Contents : 1.1 Concepts and basics of profit planning, approaches to profit planning Break Even Analysis, Proforma Income statement, Retention of earnings, Depreciation considerations	12
2	**Title of the topic** : **Dividend Policies -:** **Contents :** 2.1 Optimal Dividend policy, variables influencing dividend policy, types of divided policy, forms of divided payment, dividend theories. Implications of Over Capitalization and Under Capitalization.	10
3	**Title of the topic** : **Financial Management of Business Expansion -:** **Contents :** 3.1 Business Combination, acquisitions, mergers, Conceptual Aspects, forms, Formulation of Acquisition Strategy, Assessment of Financial Implications of Potential acquisition. Projected Profit & Loss Account statement, Balance Sheet, Cash Flow Statements etc.	12
4	**Title of the topic** : **New Financial Instruments -:** **Contents :** 4.1 Floating rate bonds, Zero Interest Bonds, Deep Discount Bonds, Commercial Papers, P. Notes (Participatory Notes) Financial Derivatives- Derivative Market –Meaning, Benefits, Needs, Types, Features – Derivative market in India – Forwards, Futures and options Securitization of Assets – concept, mechanism, utility, growth in foreign countries and in India.	10
5	**Title of the topic** : **Leasing Finance and Venture Capital -:** **Contents :** 5.1 Lease Financing – nature, types, potentiality of leasing as a source of business finance, Venture Capital – Concept, dimensions, its functions – Venture capital in developing countries and in India, Operational Highlights, Regulatory Framework in India, Prerequisites for success.	08
6	**Title of the topic** : **International Financial Management -:** **Contents :** 6.1 World monetary system – Important Features, Foreign exchange market & rates International parity relationships Financing of foreign operations, Modes and Methods exchange markets: markets and dealings.	08
Total Number of Lectures		60

Suggested Reference Books Books recommended

1. Dr. Prassanna Chandra – Financial Management Theory & Practice published by McGrew Hill 6th Edition
2. Financial Management and Policy – By Dr. R.M. Shrivastava, Himalaya Publishing House
3. Indian Financial System – Bharati Pathak Dorling Kindersley (India) Pvt. Ltd.
4. Business Finance – S. C. Kuchal
5. Financial Management – I.M. Pandey
6. Financial Management – Study material by Alpha group ICFAI Hydrabad
7. Financial Management – Dr. P.V. Kulkarni
8. Fundamentals of Financial Management By Horne, Wachowicz Jr. Bhaduri Published by Pearson Education 12th Edition