

L_7_General_Ed_Commerce_Stream

I MANAGEMENT ACCOUNTING

Unit I:

1. Nature and Scope, Difference between cost accounting and management accounting, cost control, cost reduction, cost management.

Unit II:

2. Budgeting and budgetary control: Concept of budget and budgetary control objectives, merits, and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget, Programme and performance budgets.

Unit III:

3. Standard costing and variance analysis: Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis – material, labour, overhead and sales variances, Disposition of variances, Control ratios.

Unit IV:

4. Absorption versus variable costing: Distinctive features and income determination.
Cost-Volume-Profit Analysis: Break-even analysis-algebraic and graphic methods.
Contribution / sales ratio, key factor. Margin of safety. Angle of incidence.
Determination of cost indifference point.

Unit V:

5. Decision making: Costs for decision making, variable costing and differential analysis as aids in making decisions – fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, sellor process further.

Unit VI:

6. Responsibility Accounting: Concept, Significance, Different Responsibility Centers, Divisional Performance Measurement – Financial Measures.

II FINANCIAL MANAGEMENT

Unit-I:

1. Scope and objective, Time value of money, Risk and return (including Capital Asset Pricing Model), Valuation of securities – Bonds and Equities.

Unit-II:

2. The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate Of Return, Net Present Value (NPV) Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.

Unit-III:

3. Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure – Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage. Determinants of capital structure.

Unit-IV:

4. Dividend Decision – Theories for Relevance and irrelevance of dividend decision for corporate valuation. Cash and stock dividends. Dividend policies in practice.

Unit-V:

5. Working Capital Decisions: Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.

III AUDITING

Unit I:

1. Introduction: Meaning, Objects, Basic Principles and Techniques. Classification of Audit.
2. Audit Planning. Internal Control – Internal Check and Internal Audit

Unit II:

3. Audit Procedure – Vouching and verification of Assets & Liabilities.

Unit III:

4. Audit of Limited Companies:

- (i) Company Auditor: Qualifications and disqualifications, Appointment, Removal, Remuneration, Rights, Duties and Liabilities.
- (ii) Audit Committee

- (iii) Auditor's Report: Contents and Types. Auditor's certificates
- (iv) Emphasis on Companies (Auditor's Report) order, 2003 (CARO – 2003)
- (v) Liabilities of Statutory Auditors in case of non-compliance.

Unit IV:

- 5. Special Areas of Audit: Special features of Cost audit. Tax audit and Management audit.
 - 6. Recent Trends in Auditing: Basic considerations of audit in EDP Environment.
 - 7. Relevant Auditing and Assurance Standards (AASs).
 - 8. Relevant Case Studies/Problems.
-

IV E-COMMERCE

PART – A

Unit-I: Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce.

Unit-2: Planning Online Business: Nature and dynamics of the internet, pure online vs brick and click business; assessing requirement for an online business designing, developing and deploying the system, one to one enterprise.

Unit-3 Technology for Online Business: Internet, IT Infrastructure, Middleware, contents: Text and Integrating E-business applications.

Unit-4: Mechanism of making payment through internet: Online payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card;

Unit-5: Laws Relating to online transactions: Salient Features.

Unit-6: Applications in E-Commerce: E-commerce applications in manufacturing, wholesale, retail and service sector.

PART – B

Unit-7 Virtual existence: Concepts, working, advantages and pitfalls of Virtual organization, workforce, work zone and workspace and staff less organization.

Unit-8 Designing an E-Commerce Model for a middle level organization: The conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart.

Unit-9 Security in E-Commerce: Digital Signatures, Network security, Data encryption with secret keys, data Encryption public keys.

OR

PART C (Practical)

V FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES

Unit-I:

1. An Introduction To Financial System, its Components – financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system.

Unit-II:

2. Financial Markets: Money market – functions, organization and instruments. Role of central bank in money market. Indian money market – an overview. Capital Markets – functions, organization and instruments. Indian debt market. Indian equity market – primary and secondary markets. Role of stock exchanges in India. SEBI and investor protection.

Unit-III:

3. Financial Institutions: Commercial banking – introduction, its role in project finance and working capital finance. Development Financial institutions (DFIs) – overview and role in Indian economy. Life and non-life insurance organizations in India. Mutual Funds – Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

Unit-IV:

4. Overview of financial services industry. Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.

Unit-V:

5. Leasing and hire – purchase. Consumer and housing finance. Venture capital finance. Factoring services, bank guarantees and letter of credit. Credit rating. Financial counseling.

VI COMPENSATION MANAGEMENT

Unit –I Compensation Management: Concept, principles and practices; Consequences of pay dissatisfaction.

Unit –II Foundations of Compensation: Performance evaluation, Job evaluation – Job grading and Job design; Theories of Compensation; Executive Compensation.

Unit –III Compensation Strategy and Policy: Developing Strategic Compensation alternatives; Challenges of compensation design; broad bending; compensation policies in India.

Unit –IV Components of Compensation: Basic Pay, D.A. Incentives Plans; Profit Sharing Schemes; Employee Stock Ownership; Fringe, benefits & retirement benefits provident fund, gratuity, pension.

Unit –V International Compensation Management: Components of International Compensation package; approaches to international compensation.

Unit-VI Payroll Accounting through computers.

Unit – VII Compensation Laws : Payment of Wages Act, Minimum Wages Act., Bonus Act., Payment of Gratuity Act., Employees State Insurance Act., and Workmen"s Compensation Act.

VII CORPORATE TAX PLANNING

Unit I - Tax planning

- Tax management, tax evasion, tax avoidance.

Unit II –Corporate tax in India

- Types of companies
- Residential status of companies and tax incidence
- Tax liability and minimum alternate tax
- Tax on distributed profits

Unit III 3.1

- Tax planning with reference to setting up of a new business: Locational aspect, nature of business, form of organisation.
- Tax planning with reference to financial management decision - Capital structure, dividend including deemed dividend and bonus shares
- Tax planning with reference to specific management decisions - Make or buy; own or lease; repair or replace
- Tax planning with reference to employees" remuneration
- Tax planning with reference to sale of scientific research assets
- Tax planning with reference to receipt of insurance compensation
- Tax planning with reference to distribution of assets at the time of liquidation
- Tax planning with reference to :
 - Deferred tax assets
 - Deferred tax liabilities
 - Reassessment of recognized and unrecognized deferred tax assets and deferred tax liabilities (in view of provisions of IAS-12 & AS – 22)

Unit IV

- Special provisions relating to non-residents
- Double taxation relief
- Provisions regulating transfer pricing

- Advance rulings

Unit V

- Tax planning with reference to business restructuring-Amalgamation
 - Demerger
 - Slump sale
 - Conversion of sole proprietary concern/partnership firm into company
 - Transfer of assets between holding and subsidiary companies
-

VIII ADVERTISING AND PERSONAL SELLING

Section A: Advertising

Unit – I

1. Introduction: Meaning, nature and importance of advertising; Types of advertising; Advertising objectives and audience selection; Setting of advertising budget.
2. Media Decisions: Major media types - their merits and demerits; Factors influencing media choice.

Unit –II

3. Message Development; Advertising appeals, Advertising copy and elements.
4. Measuring Advertising Effectiveness: Evaluating communication and sales effects; Pre and Post testing techniques
5. Advertising Agency: Role, types and selection of advertising agency. Ethical and legal aspects of advertising.

Section B: Personal Selling

Unit –III

6. Introduction: Nature and importance of personal selling; Types of personal selling situations and selling jobs; Personal selling and salesmanship; Characteristics of a successful salesman; Customer knowledge – buying motives and selling appeals; Product and market knowledge.
7. Process of Effective Selling: Prospecting, pre-approach and approach; Presentation and demonstration.

Unit –IV

8. Handling Objections: Types of objections; Handling objections; Closing the sale, Customer follow-up.
9. Sales Planning and Control – An Overview: Sales forecasting; Sales budget; Sales quota; Sales territories.

Unit –V

10. Management of Sales Force: Recruitment and selection; Training and development; Direction and supervision; Sales force motivation and compensation; Sales force performance appraisal.

IX BUSINESS DATA PROCESSING

Unit 1. Database System:

Concept, characteristics, users and its liveware and advantages.

Unit 2. Database: Conceptual Framework

- Basic Concepts: Data, field, record, file, database, database management system, entities, attributes and associations, relationship among entities, logical and physical data.
- The Three Level Architecture of DBMS: External, Conceptual and Internal Level.
- DBMS Components: Data Definition Language, Data Manipulation Language, Query Language, Report Generators, Application Generators, User Interface, File Manager, Database Manager, Database Administrator, Data Dictionary.
- Advantages and Disadvantages of DBMS.
- Database Design Optimisation: Purpose and process.

Unit 3. DBMS Software:

- Environment
- Tables
- Forms
- Queries
- Reports
- Modules
- Macros

Unit 4 Business application:

- Design, analysis and development
-

X INTERNATIONAL BUSINESS

Unit – I

1. Introduction to International Business: Globalisation and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Modes of entry into international business.

2. International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

Unit –II

3. Theories of International Trade – an overview; Commercial Policy Instruments - tariff and non-tariff measures; Balance of payment account and its components.
4. International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.

Unit –III

5. Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia.
6. International Financial Environment: International financial system and institutions; Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective.

Unit –IV

7. Organisational structure for international business operations; Key issues involved in making international production, finance, marketing and human resource decisions; International business negotiations.
8. Developments and Issues in International Business: Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business; International business and ecological considerations.

Unit –V

9. Foreign Trade promotion measures and organizations in India; Special economic zones (SEZs) and 100% export oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.
 10. Financing of foreign trade and payment terms.
-

XI GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS

Unit I: Thinking Conceptually about Politics: Liberty, Equality, Justice, Rights and Recognition, The Idea of a Good Society. Domain of Politics and Ethics: Democracy and Welfare State, Market and Globalisation.

Unit II: Approaches to Moral Reasoning: Consequentialism, Deontology, Teleological reasoning.

Unit III: Ethics in Business: Concept of Business Ethics. Corporate Code of Ethics: Environment, Accountability, Responsibility, Leadership, Diversity, Discrimination.

Unit IV: Principles and Theories of Business Ethics: Principles of Business Ethics, Characteristics of Ethical Organisation, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder’s Protection, Corporate Governance and Business Ethics.

Unit V: Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading, Rating Agencies, Whistle Blowing, Corporate Governance Reforms, Initiatives in India including clause 49.

Unit VI: Major Corporate Scandals: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Tyco (USA), Andersen Worldwide (USA), Kirch Media (Germany), Vivendi (France), Parmalat (Italy) and Satyam Computer Services Ltd (India), Common Governance Problems Noticed in various Corporate Failures, Is Corporate Governance always the Cause for Corporate Failures?

Unit VII: Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992, Greenbury Committee (UK), 1995, Calpers Global Corporate Governance Principles (USA), 1996, Hampel Committee on Corporate Governance (UK), 1997, Combined Code of Best Practices (London Stock Exchange), 1998, Blue Ribbon Committee (USA), 1999, OECD Principles of Corporate Governance, 1999, CACG Guidelines/Principles for Corporate Governance in Commonwealth, 1999, Euroshareholders Corporate Governance Guidelines, 2000, Principles of Good Governance and Code of Best Practice (UK), 2000, Sarbanes-Oxley (SOX) Act, 2002 (USA), Smith Report, 2003 (UK)

Unit VIII: Corporate Social Responsibility (CSR): Arguments for and Against; Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models, Drivers of CSR, ISO 26000,
