

**GONDWANA UNIVERSITY, GADCHIROLI**

**CHOICE BASED CREDIT SYSTEM**

**FACULTY  
OF  
COMMERCE**

**SYLLABUS OF M. COM. PART TWO  
SEMESTER IV**

**Principal, Dr. R. P. Ingole  
Dean  
Faculty of Commerce  
Gondwana University, Gadchiroli**

**M.COM.PART TWO**  
**SEMESTER IV**  
**CORE SUBJECT**  
**(PCC4C01) ADVANCED MANAGEMENT ACCOUNTING**

**Theory: 80 Marks**  
**Internal Assessment: 20 Mark**

**Objective:** Management needs the understanding and applications of the tools and techniques which are used in the presentation. The objective of teaching management accounting to the post-graduate students of commerce is that they should learn advance management accounting techniques and decision making and control.

**Periods Allotment**

**Unit I**

**15**

- 1) Meaning, Objective, Functions, Importance of Management Accounting as tool of 4 Management Accounting. Management Accounts Position-Role and Responsibilities. **(Theory)**
- 2) Marginal Costing and Its Application in Decision Making and Break Even Analysis **(Practical)**

**Unit II**

**15**

- 1) Preparations of Financial Statements, Interpretations and Analysis, Role of Accountant towards preparation and analysis of Financial Statement. **(Theory)**
- 2) Ratio Analysis including Interpretation. **(Practical)**

**Unit III**

**15**

- 1) **Budgetary Controls**-Meaning, Advantages ,Uses and Types **(Theory)**
- 2) **Budgets**-Preparation of Cash Budget, Flexible Budget, Capital Budget **(Practical)**

**Unit IV**

**15**

- 1) Management Information System- Anatomy of MIS, Characteristics, Implementation of MIS and Limitations Management Audit- Concept, Scope and Object of Management Audit. **(Theory)**
- 2) Fund Flow Analysis **and** Cash Flow Analysis **(Practical)**

**REFERENCE BOOKS:-**

1. Management Accounting- R. S. N.Pillai, S. Chand and Company, New Delhi.
2. Management Accounting- N. K. Agrawal, Galgotia Publication.
3. Management Accounting- M. Willson,Himalaya Publication.
4. Management Accounting- Jagwant Singh, Kitab Mahal.
5. Management Accounting- P. V. Rathnam, Kitab Mahal.
6. Management Accounting- R. K.Sharma,Kalyani Publication.
7. Management Accounting- M. G. Patkar, Phadke Prakashan.
8. Management Accounting- M. R. Agrawal, Garima Publication.
9. Advanced Management Accounting –Dr. P. M. Navghare and Dr. R. P. Ingole. Sheth Publication Nagpur,

**M. COM. PART II**  
**PAPER PATTERN SEMESTER IV**  
**ADVANCED MANAGEMENT ACCOUNTING**

**Time 3 Hours**  
**Marks: 80**

<b>Que. No. 1- Unit I</b>	Theory	16
	<b>OR</b>	
	Practical	16
<b>Que. No. 2- Unit II</b>	Practical	16
	<b>OR</b>	
	Practical	16
<b>Que. No. 3- Unit III</b>	Practical	16
	<b>OR</b>	
	Practical	16
<b>Que. No. 4- Unit IV</b>	Practical	16
	<b>OR</b>	
	Practical	16
<b>Que. No. 5</b>		
A	Theory (Unit I)	4
B	Theory (Unit II)	4
C	Theory (Unit III)	4
D	Theory (Unit IV)	4

**POOL OF SUBJECTS SEM. IV**  
**M. COM. PART II**  
**SEMESTER IV**  
**(PCC4E02) INTERNATIONAL BUSINESS ENVIRONMENT**

**Objectives:** This Course develops ability to understand and scan business environment in order to analyses opportunities and take decisions under uncertainty.

**Periods Allotment**

**Unit I**

**16**

**Theoretical frame work of Business Environment:** Meaning, Nature, Types and Importance of International Business. Levels of Environment, Internal and External Environment.

**Economic Environment of Business:** Nature, Significance and Elements of Economic Environment; Economic Systems and Business Environment; Gap Government Policies, Industrial Policy, Fiscal Policy, Monetary Policy ,Public Sector and Economic Development.

**Unit II**

**16**

**Demographic Environment:** Population Size, Falling Birth Rate and Changing Age Structure, Migration and Ethnic Aspects.

**Political and Legal Environment a Business:** Critical Elements of Political Environment; Government and Business; Changing Dimensions of Legal Environment in India; MRTP Act, FEMA and Licensing Policy; Consumer Protection Act.

**Socio-Cultural Environment:** Critical Elements of Political Environment; Social Institutions and Systems; Social values and Attitudes; Emerging Rural Sector in India; Indian Business System; Social Responsibility of Business; Consumerism in India.

**Unit III**

**16**

**International Economic Cooperation and Agreements:- Regional Economic Integration:** Types of Integration, Theory of Customs Union, European Union, Indio-EU trade, the Euro, Other Regional Groupings, Economic Integration. South-south Co-operation SAARC; SAPTA; Indo-Lanka Free Trade Agreement .International Commodity Agreements, GPS and GSTP.

**International Economic Institutions:-** International Monetary Fund, World Bank, World Trade Organization. Objective, Functions; role guiding Principles; Lending programmers; International Development Association; World Bank Assistance to India; an Evaluation of IMF-World Bank.

## **Unit IV**

**16**

**International Trade and Investment Theories:-** Comparative Cost Theory; Complementary Trade Theories–Stopper–Samuels on Theorem, Theory of Capital Movements; Market Imperfections Theory; Internalization Theory.

**Government Influence on Trade:-** Protectionism: Tariff Barriers; Non-Tariff Barriers(NTBs); State Trading; Exam Policy; Regulation of Foreign Trade; Export Promotion; EPZs EOUs, TPs& SEZs; Export Houses and Trading Houses; an evaluation.

**Globalization And International Investments:-** Meaning and Dimensions, Features and Factors favoring of Globalization. Stages of Globalization, Essential Conditions for Globalization, Foreign Market Entry Strategies, Exporting; Licensing and Franchising, Pros and Cons of Globalization. Social Issues in International Business, Types of Foreign Investment, Significance of Foreign Investment, FDI and production linkages; trade and investment Growth, Dispersion of FDI.

### **RECOMMENDED BOOKS:**

1. International Business Environment by Francis Cherunilam – Himalaya Publishing House.
2. The International Business Environment by Anant K.Sundaram/J.Stewart Black- Prentice Hall.
3. International Business K.A swathappa Mc graw hill education.
4. International Businesses environments and Operations John DDaniel, LeeH Rad ebaugh, Daniel P Sullivan-Pearson Education,
5. Dynamics of Successful International Business Negotiations by Robert T. Moran,William G Stripp– JAICOV
6. Business Economics and Business EnvironmentBy G. Kohcar, Das Ganu Prakashan
7. The International Environment of Business byGeraldM.Meier–OxfordPress,2006

**M. COM. PART II**  
**PAPER PATTERN SEMESTER IV**  
**(PCC4E02) INTERNATIONAL BUSINESS ENVIRONMENT**

**Time 3 Hours**

**Marks: 80**

<b>Que. No. 1- Unit I</b>	Theory	16
	<b>OR</b>	
	Theory	16
<b>Que. No. 2- Unit II</b>	Theory	16
	<b>OR</b>	
	Theory	16
<b>Que. No. 3- Unit III</b>	Theory	16
	<b>OR</b>	
	Theory	16
<b>Que. No. 4- Unit IV</b>	Theory	16
	<b>OR</b>	
	Theory	16
<b>Que. No. 5</b>		
A	Theory (Unit I)	4
B	Theory (Unit II)	4
C	Theory (Unit III)	4
D	Theory (Unit IV)	4

**POOL OF SUBJECTS SEM. IV**  
**M. COM. PART II**  
**SEMESTER IV**

**(PCC4E03) ENTREPRENEURIAL DEVELOPMENT**

- **Level of knowledge :** Basic Knowledge
- **Objectives :** To develop conceptual understanding of the fundamentals of Entrepreneurial development and procedure requirements. To impart skills in Development.

**CONTENTS**

	<b>Periods Allotment</b>
<b>Unit I</b>	<b>16</b>
<b>Entrepreneur Entrepreneurship -</b> Conceptual issues. Entrepreneurship vs. Management. Roles and functions of entrepreneurs in relation to the enterprise and in relation to the economy. Entrepreneurship - Creativity and Innovation, Relationship with the Economic Development, Barriers to Entrepreneurship (Factors affecting Growth of Entrepreneurship), Women Entrepreneurship, Social Entrepreneurship.	
<b>Unit II</b>	<b>16</b>
<b>Entrepreneurship Trends -</b> Types of Entrepreneurship, Career Planning, Choice of Entrepreneurship as a Career.	
<b>Opportunity scouting and idea generation :</b> Role of creativity and innovation and business research. Sources of business ideas. Entrepreneurial opportunities in contemporary business environment. Developing Entrepreneurial Potential, Business Ideas Generation Process, Evaluation of Business Idea. Business Plan - The ED Cycle, Building the Business Plan, Venturing an Enterprise, Financial Considerations (Cash Flow Management, Financial Plan, Business Plan). Cases from Indian Industries	
<b>Unit III</b>	<b>16</b>
<b>Entrepreneurship in India -</b> Entrepreneurship Development in India Issues and Opportunities, Small Scale Sector in India, The NGO Factor in EDP-INDIA Corporate Social Responsibility (CSR) : NGO's in India, Social Responsibility of Entrepreneurs, CSR. Entrepreneurial behavior - Socio - psychological factors influencing entrepreneurship development.	
<b>Unit IV</b>	<b>16</b>
The concept and issues in small business marketing. The idea of consortium marketing, competitive bidding/tender marketing, negotiation with principal costumers. The Industry and Ancillarization Entrepreneurship & Industry, Ancillarization, Ancillarization in India. Ancillaries & Industrial Development, Ancillary Opportunities in different Economic Sectors :	

Agro Industries, Logistics, BPO, Banking and Finance, Sub-contracting System, Supplier Organization Network Global Aspect of Entrepreneurship.

### **BOOKS RECOMMENDED**

- Entrepreneurship 6th edition. Robert D Hisrich, Tata McGraw-Hill.
- Kuratko-Entrepreneurship - A Contemporary Approach, (Thomson Learning Books)
- Chary - Business Gurus speaks (Macmillan)
- S.S. Khanka - Entrepreneurial Development (S. Chand & Co.)
- Brandt, Steven C. , The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
- Bhide, Amar V., the Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
- Desai, Vasant, Small Scale Enterprises Vols 1-12, Mumbai, Himalay publishing House. (Latest edition).
- Dollinger, Mare J., Entrepreneurship : Strategies and resources, Illinois, Irwin, 1955.
- Holt, David H., Entrepreneurship : New Venture Creation, Prentice-Hall of India, New Delhi, Latest edition.
- Panda, Shiba Charan, Entrepreneurship Development, New Delhi, Anmol Publications. (Latest edition).
- Patel, V. G., The Seven Business Crises and How to Beat Them, Tata-McGraw, New Delhi, 1995
- SIDBI Report of Small Scale Industries Sector (latest Editions)
- Taneja, Satish and Gupta. S.L. Entrepreneurship Development - New Venture Creating, Galgotia Publishing House, New Delhi, Latest Edition
- Verma, J.C., and Gurpal Singh, Small Business and Industry - A Handbook for Entrepreneurs, New Delhi, Sage, 2002 Vesper, Karlsh, New Venture Strategies, (Revised Edition), New Jersey, Prentice - Hall, 1990.



**M. COM. PART II**  
**PAPER PATTERN SEMESTER IV**  
**(PCC4E03) ENTREPRENEURIAL DEVELOPMENT**

**Time 3 Hours**

**Marks: 80**

<b>Que. No. 1- Unit I</b>	Theory	16
	<b>OR</b>	
	Theory	16
<b>Que. No. 2- Unit II</b>	Theory	16
	<b>OR</b>	
	Theory	16
<b>Que. No. 3- Unit III</b>	Theory	16
	<b>OR</b>	
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<b>Que. No. 4- Unit IV</b>	Theory	16
	<b>OR</b>	
	Theory	16
<b>Que. No. 5</b>		
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