Gondwana University, Gadchiroli

FACULTY OF COMMERCE

M.Com.-I

Syllabus

Dr. R. P. Ingole
Dean
Faculty Of Commerce
Gondwana University, Gadchiroli.
### APPENDIX-A

Scheme of teaching and examination under credit based semester pattern for M.Com Course.

#### Semester-I

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Subject</th>
<th>Course Scheme</th>
<th>No.of Credits</th>
<th>Examination Scheme</th>
<th>Maximum Marks</th>
<th>Minimum Passing Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>T</td>
<td>P</td>
<td>ESE</td>
</tr>
<tr>
<td>1</td>
<td>Advanced Financial Accounting</td>
<td>4 - - -</td>
<td>5</td>
<td>80</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Indian Financial System</td>
<td>4 - - -</td>
<td>4</td>
<td>80</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Managerial Economics</td>
<td>4 - - -</td>
<td>4</td>
<td>80</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Marketing Management</td>
<td>4 - - -</td>
<td>4</td>
<td>80</td>
<td>20</td>
<td>100</td>
</tr>
</tbody>
</table>

#### Semester-II

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Subject</th>
<th>Course Scheme</th>
<th>No.of Credits</th>
<th>Examination Scheme</th>
<th>Maximum Marks</th>
<th>Minimum Passing Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>T</td>
<td>P</td>
<td>ESE</td>
</tr>
<tr>
<td>1</td>
<td>Research Methodology</td>
<td>4 - - -</td>
<td>5</td>
<td>80</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Advanced Cost Accounting</td>
<td>4 - - -</td>
<td>5</td>
<td>80</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Co-operation and Rural Development</td>
<td>4 - - -</td>
<td>4</td>
<td>80</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Human Resource Management</td>
<td>4 - - -</td>
<td>4</td>
<td>80</td>
<td>20</td>
<td>100</td>
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</tbody>
</table>
### Semester-III

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Subject</th>
<th>Course Scheme</th>
<th>No.of Credits</th>
<th>Examination Scheme</th>
<th>Maximum Marks</th>
<th>Minimum Passing Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L</td>
<td>T</td>
<td>P</td>
<td>ESE</td>
<td>P</td>
</tr>
<tr>
<td>1</td>
<td>Statistical Techniques</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>80</td>
</tr>
<tr>
<td>2</td>
<td>Tax Procedures &amp; Practice</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>80</td>
</tr>
<tr>
<td>3</td>
<td>Computer Application in Commerce</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>80</td>
</tr>
<tr>
<td>4</td>
<td>Service Sector Management</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>80</td>
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</table>

### Semester-IV

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Subject</th>
<th>Course Scheme</th>
<th>No.of Credits</th>
<th>Examination Scheme</th>
<th>Maximum Marks</th>
<th>Minimum Passing Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L</td>
<td>T</td>
<td>P</td>
<td>ESE</td>
<td>P</td>
</tr>
<tr>
<td>1</td>
<td>Advanced Management Accounting</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>80</td>
</tr>
<tr>
<td>2</td>
<td>International Business Environment</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>80</td>
</tr>
<tr>
<td>3</td>
<td>Entrepreneurship Development</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>80</td>
</tr>
<tr>
<td>4</td>
<td>Seminar (Audit Course)</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Project</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>12</td>
<td>-</td>
</tr>
</tbody>
</table>

E=External Examiner; I- Internal examiner;
Summary of the Total Marks and Credits

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Semester End Exam.</td>
<td>Internal Assessment</td>
</tr>
<tr>
<td>1</td>
<td>320</td>
<td>80</td>
</tr>
<tr>
<td>2</td>
<td>320</td>
<td>80</td>
</tr>
<tr>
<td>3</td>
<td>320</td>
<td>80</td>
</tr>
<tr>
<td>4</td>
<td>340</td>
<td>60</td>
</tr>
<tr>
<td>Total</td>
<td>1300</td>
<td>300</td>
</tr>
</tbody>
</table>

- The Semester End written examination of all subjects shall be conducted by the University.

- The performance of the learners will be evaluated in two Components, One component will be the continuous assessment by the College/ Department (Internal assessment) carrying 20% marks and the second component will be the Semester wise End Examination carrying 80% marks. The allocation of marks for the Internal Assessment and Semester End Examination for all subjects except Project will be as shown below:

<table>
<thead>
<tr>
<th>1a Two periodical class tests</th>
<th>08 marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1b An assignment/ Viva/ Group Discussion/ Seminar based on curriculum to be assessed by the teacher concerned</td>
<td>08 marks</td>
</tr>
<tr>
<td>1c Overall conduct as a responsible learner</td>
<td>04 marks</td>
</tr>
<tr>
<td><strong>1</strong></td>
<td><strong>Internal assessment Total marks</strong></td>
</tr>
<tr>
<td><strong>2</strong></td>
<td><strong>Semester wise End Examination marks</strong></td>
</tr>
<tr>
<td><strong>Total marks per subject</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Guideline for Project:**

- For Project work a group of 8-10 students per guide/supervisor has to be allotted by the respective College/ University Department.

- A copy of Project work (Printed or Type Written) shall be submitted to College/ University Department.

  Fifteen Days prior to the date of commencement of Semester-IV Examination, which will be retained by the college/Department for internal evaluation purpose.

- A Candidate shall submit with his/her project work, a certificate from the Guide to the effect that the candidate has satisfactorily completed the Project work and that the Project work is the result of the candidate’s own work.
• Candidate shall submit his declaration that the Project is the result of his own research work and the same has not been previously submitted to any examination of this University or any other University. The Project shall be liable to be rejected and/or cancelled if found otherwise.

• The Project work shall be evaluated through Viva-voce at the College/Department by one internal examiner appointed by the Principal/Head of the Department and one external examiner appointed by University.

• For Project work/Research work a **Maximum of 20** students (2 group) per guide/supervisor has to be allotted by the College/University Department. **FOUR** periods per week of one hour duration shall be the work load allotted for project guidance for 20 students.

• The Project guide/supervisor must possess M.Phil. or Ph.D. degree of Faculty of Commerce or should be a Full time time approved Teacher.

• The admitted student shall deliver a seminar in IV semester on any topic from the prescribed curriculum and the department shall certify to the university accordingly being a Audit course.

**Guidelines for Setting Question Papers of Semester I, II, III & IV End Examination.**

i) The question paper should be set in such a manner so as to cover the complete syllabus as prescribed by the University.

ii) The numerical questions in any of the subjects shall be set in ENGLISH only and the candidate shall have to answer such questions in ENGLISH only. The candidate may answer non-numerical questions in ENGLISH, MARATHI or HINDI.

iii) The duration of the Semester wise End Examination shall be 3.00 Hours per course.

iv) The Question paper for all subjects of all semesters except Project of semester IV shall comprise as per recommended by respective board of studies.

The internal evaluation of all subjects shall be done at College/Department by the respective subject teacher.
Mark: 80

Total No. of teaching days allotted to the first semester are 60 (i.e. 15 weeks) for the convenience
No. of periods and chapters that may be covered are given below as guidelines.

Objective: The objective of this course is to expose students to advanced accounting issues and
practices students should learn advance treatment only to the given chapters in the source.

Section -A (Theory)

1. Accounting standards : Indian Accounting standards, International Accounting standards 03
2. a) Computer Software Accounting 03
3. New Trends in Accounting :
   a) Inflation Accounting 04
   b) Human Resources Accounting
   c) Social Accounting
   d) Lease Financing

Section -B (Illustration/Problems)

4. Hire Purchase Accounting. 10
   a) Re-possession; Partial Re-possession and Complete Re-possession.
   b) Hire Purchase stock and Debtors Method.
5. Fire Insurance Claims: (Poor Selling Live Goods) Including Loss of Profit Policies. 10
6. Internal and External reconstruction, Amalgamation and Absorption of the companies. 10
7. Valuations of Good Will and Shares - Including preference and Bonus shares. 10
8. Accounts of Holding companies (Including rights issue and Bonus Issue of Share, Inter owing company transactions.) 10
List of Books of Advanced Financial Accounting

2. Kumar, Anil S.- Advanced Financial Accounting - Himalaya Publication House
6. R. K. Lele and Jawaharlal : Accounting Theory (Himalaya Publishers)
7. Dr. L. S. Porwal : Accounting Theory (Tata McGraw Hill)
9. Dr. S. N. Maheshwari : Corporate Accounting (Viakas Publishing House Pvt. Ltd., New Delhi)
10. Dr. Ashok Sehgal & Dr. Deepak Sehgal : Advanced Accounting (Taxmann, New Delhi)

Unit II: Banking - Definition, Creation of money, Present structure of commercial banking system in India, Brief history, functions, Balance Sheet of Bank- Liability of Bank, Assets of Bank, Importance of Balance Sheet of Bank. Portfolio management- meaning and objective- Liquidity, Solvency and Profitability, Types of Portfolio management.

Unit III: Insurance: Insurance Basics, Insurance Vs. other savings and investment options, tax benefits, proposal form and other relevant forms, policy contract, Life Insurance Products – Traditional and Unit linked policies, individual and group policies, with profit and without profit policies, LIC- Constitution, objectives and functions.


BOOKS RECOMMENDED
5. Indian financial system, M Y Khan, Tata Mc Graw hill
# PAPER-III

## MANAGERIAL ECONOMICS

**Objective:** The objective of this Course is to develops Managerial perspective to economic fundamentals as aids to decision making under given environmental constraints.

<table>
<thead>
<tr>
<th>Unit No.</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>INTRODUCTION OF MANAGERIAL ECONOMICS</td>
</tr>
<tr>
<td></td>
<td>1.1 Definition, Scope and Characteristics of Managerial Economics</td>
</tr>
<tr>
<td></td>
<td>1.2 Theory of the Firm. Descriptive analysis of: Profit Maximization Theory, Managerial Theory, Behavioural Theory.</td>
</tr>
<tr>
<td></td>
<td>1.3 Objectives of the Firm: Profit Maximization, Security, Profit Satisfying, Sales Maximization, Utility Maximization, Staff Maximization, Growth Maximization.</td>
</tr>
<tr>
<td>2</td>
<td>DEMAND ANALYSIS</td>
</tr>
<tr>
<td></td>
<td>2.1 Individual and Market demand functions; Law of Demand, Determinants of Demand.</td>
</tr>
<tr>
<td></td>
<td>2.2 Elasticity of Demand - Concept and Measurement of Price Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand.</td>
</tr>
<tr>
<td></td>
<td>2.3 Importance of Elasticity of Demand in Business Decision making.</td>
</tr>
<tr>
<td>3</td>
<td>THEORY OF CONSUMER CHOICE</td>
</tr>
<tr>
<td></td>
<td>3.1 Cardinal Utility approach, Indifference approach, Revealed preference and theory of consumer choice under risk.</td>
</tr>
<tr>
<td></td>
<td>3.2 Demand estimation for major consumer durable and non-Durable products.</td>
</tr>
<tr>
<td></td>
<td>3.3 Demand Forecasting Techniques.</td>
</tr>
<tr>
<td>4</td>
<td>PRODUCTION AND COST ANALYSIS</td>
</tr>
<tr>
<td></td>
<td>4.1 Production Function - In the short run, In the long run Significance.</td>
</tr>
<tr>
<td></td>
<td>4.2 Cost Analysis - In the short run, In the long run.</td>
</tr>
</tbody>
</table>

**Recommended Books**

   Managerial Economics – Varshney and Maheshwari –S.Chand & Co. N. Delhi
PAPER-IV
MARKETING MANAGEMENT

Objectives: The objectives of this course is to facilitate understanding of the conceptual framework of Marketing and its applications in decision making under various environmental constraints.

Unit – I: Introduction:
Concept, nature, scope and importance of marketing, marketing concept & its evolution, Marketing mix, Strategic Marketing Planning -an overview. -15 Periods

Unit – II: Market Analysis and Selection:
- Measuring advertising effectiveness promotional seen in India
- Client Relationship

-15 Periods

Unit – III: Product Decisions:
Concept of Product, Classification of Products, Major Product decision, Product line and Product mix, Branding, Packaging and labeling, Product life cycle – Strategic amplification, New product development and consumer adoption process. -15 Periods

Unit – IV: Pricing decision:
Factor affecting price determination, Pricing policy and strategies, Discounts and Rebates. -15 Periods

Reference Books:
3. Marketing Management : Kotler Philip, Prentice Hall, New Delhi
4. Product Management in India: Mujumdar And Ramanuj, Prentice Hall, New Delhi
5. Basic Marketing : McCarthy, E Jenome and William D, Perreault
6. Marketing Management: Ramaswamy, V.S. and Namakumari, S. Mcicivilian India, new Delhi
SEMESTER –II
PAPER-I
RESEARCH METHODOLOGY


Unit II : Research Design, Introduction of Research Design, Sample procedure & types of sample, (Random sampling purposive sampling mixed sampling), Probability and non-probability sampling.

Unit III : Hypothesis, Contents of good Hypothesis, Procedure for Hypothesis, Use of statistical techniques for testing of Hypothesis, Interpretation of Data.

Unit – IV : Data Collection:
1) Methods of Data Collection
   - Primary Data
   - Secondary Data
   - Field Work
   - Survey Plan

2) Analysis of Data and types of analysis
   - Qualitative analysis
   - Quantitative analysis
   - Quantant analysis

Reference Book of Data
- Research Methodology : B.L.Kothari
- Research Methodology : Dr. Upagade, Dr. Shende
- Research Methodology : M.N. Borause.
- Business Research Methodology : Zikmund (Thomson Learning Books)
Research methods in Behavioral Science : Dwivedi (Macmillan)
Section A (Theory) Teaching Workload: 15 weeks (60 periods)

Total No. of teaching days allotted to the first semester are 60 (i.e. 15 weeks) for the convenience No. of periods and chapters that may be covered are given below as guidelines.

Objective: Cost Accountancy occupies a pivotal place in the managerial science. The objective of this course is to acquaint students with the methods of costing, cost techniques and cost controls.

Section -A (Theory)

1. Methods of Cost:
   Meaning importance, object scope and limitations of cost accounting. Elements of Cost account. Difference between Cost and Financial account and difference between cost and management accounting. 03

2. Cost Audit
   Statutory Cost Audit, Types, Advantages, Cost Audit in India, Cost Audit Rules, Role of Cost Auditor. 03

3. Cost Control, Cost Reduction, Control System and Reporting
   Role of Cost Account Value analysis Cost reduction, Control System and Control report. 04

Section -B (Problem)

4. Machine Hour Rate and Labour Hour Rate 10
5. Process Accounts: Abnormal loss and Abnormal gain, Joint Product, equivalent Unit production and inter process profit. 10
6. Variance analysis: Material, Labour and Overhead Variances. 10
7. Contract Costing: Profit on Complete and incomplete contract, contract running for more than one year, two to three contracts running simultaneously, contract near to completion. 10
8. Operating Costing: Transports, Hospitals, Powerhouse costing & Hotel Costing 10

List of Books Recommended For Study of Advanced Cost Accounting

2. S. N. Maheshwari: Cost Accounting Theory and problems - Shri
Mahavir Book Depot, New Delhi.

3. V. K. Saxena : Cost Accounting Text Book - Sultan Chand and Sons New Delhi


8. S. M. Shukla : Coast Accounts (Hindi)

9. I. G. Gupta and Trivedi : Cost Accounts (Hindi)

10. Nigam R.S. - Advanced Cost Accounting, S. Chand & Company


PAPER-III
CO-OPERATION AND RURAL DEVELOPMENT

Unit –I Co-Operation
2. Co-Operation Movement in India-Origin, Development, Progress in planning-era achievement and Role of Co-operative movement in Social Economic Development, Effects of Globalization on Co-operative movement,

Unit –II Co-Operative Societies & Banks
1. Objectives membership, Sources of capital generation, Structure, Functions, Qualitative and Quantitative measures of credit control, Monetary policy in rural finance in respect of following societies and Banks :-

Unit –III Rural Development
II) Role of Voluntary Agencies, Non-Government Organization importance Limitations and strengthening voluntary Agencies.
III) Basic Needs of Rural India – Education, water supply Rural Road, Rural Housing, Present Position, Measures.

Unit –IV Rural Entrepreneurship
1. Rural Marketing – Meaning and concepts objectives, functions Limitations and system of Rural marketing Difficulties in rural marketing transport, Warehousing.

RECOMMENDED BOOKS:
1. Prasad S. K. - Rural Development concept approach and
3. 2. Khanna, Sulbha & UpnaDiwan- Rural Development strategies and planning.
5. 3. Acharya, S.S. & N.L. Agrawal - Agriculture Marketing in India New Delhi :
7. 4. Desai, Vasant - Rural Development in India Mumbai:
8. Himalaya publishing House, 2005
9. 5. Chand, Mahesh & V.K. Puri - Regional Planning in India New Delhi:
11. 6. C. Venkataiah - NGOs and Rural Development Arise
13. 7. Dr. I. SatyaSudaram - Rural Development Himalaya Publication.
Objectives: To provide a basis of understanding to the students of the concepts of Human Resource Management.

Unit – I: Human factor in Organization:

Unit – II: Recruitment and Selection:

Unit – III: Promotions and Transfers:
Concept, objectives, of promotions and transfers. Distinguishing features of promotions, transfers and up-gradation. Advantages & Significance to organization & Employees, promotions & transfers vis-a-vis productivity & efficiency. Job operator & process policies & case studies. -15 Periods

Unit – IV: Job evaluation and job design:

Reference Books:
3. Managing Human Resource: Monappa Arun, Macmillan Publisher India

