

UNIVERSITY OF KALYANI

Department of Commerce

Revised Syllabus of

Master of Commerce (M. Com.) with CBCS

Effective from Academic year 2017-18

(Approved by the PGBS on 18.04.2017)

Department of Commerce

University of Kalyani

Course Curricula of Master of Commerce (M. Com.)
(Two-year Master Degree Programme under Semester System with **CBCS**
effective from the Academic Year 2017-18)

Paper Code	Course Title	Credits	Marks
	<u>First Semester</u>		
M.C. 101	Business Economics (Soft-core)	2.0	100
M.C. 102	Marketing Management and Human Resource Management (50+50) (Soft Core)	2.0	100
M.C. 103	Accounting Theory and Accounting Standards (Hard Core)	5.0	100
M.C. 104	Cost & Management Accounting (Hard Core)	<u>5.0</u>	<u>100</u>
	Total of First Semester	<u>14.0</u>	<u>400</u>
	<u>Second Semester</u>		
OC_ COM. 201	Personal Income Tax (CBCS)	4.0	100
M.C. 202	Business Environment and International Business (50+50) (Soft core)	2.0	100
M.C. 203	Business Statistics and Research Methodology (75+25) (Soft core)	2.0	100
M.C. 204	Financial Institutions, Markets and Services (Hard Core)	<u>5.0</u>	<u>100</u>

	Total of Second Semester	<u>13.0</u>	<u>400</u>
	<u>Third Semester</u>		
M.C. 301	Financial Management (Hard Core)	5.0	100
M.C. 302	Direct Tax (Hard Core)	5.0	100
M.C. 303	Operations Research (Soft core)	2.0	100
M.C. 304	Computer Applications in Business (Practical) (Hard Core)	<u>5.0</u>	<u>100</u>
	Total of Third Semester	<u>17.0</u>	<u>400</u>

	<u>Fourth Semester (Specialization: Accounting and Finance)</u>		
M.C. 401A	Financial Accounting & Reporting (Hard Core)	5.0	100
M.C. 402A	Advanced Auditing and Indirect Tax (Hard Core)	5.0	100
M.C. 403A	Financial Statement Analysis (Hard Core)	5.0	100
M.C. 404A	Security Analysis and Portfolio Management (Hard Core)	<u>5.0</u>	<u>100</u>
	Total of Fourth Semester	<u>20.0</u>	<u>400</u>
	<u>Fourth Semester (Specialization: Marketing)</u>		
M.C. 401M	Consumer Behaviour (Hard Core)	5.0	100
	Marketing Research (Hard Core)		
M.C. 402M	Sales, Distribution and Retail Management (Hard Core)	5.0	100
	Advertising Management and Services Marketing (Hard Core)		
M.C. 403M	Total of Fourth Semester	5.0	100
M.C. 404M	<u>Fourth Semester (Specialization: E-Commerce)</u>	<u>5.0</u>	<u>100</u>
	Electronic Commerce (Hard Core)	<u>20.0</u>	<u>400</u>
	Business Models for E-Commerce (Hard Core)		
M.C. 401E	Legal and Security Issues in E-Commerce (Hard Core)	5.0	100
M.C. 402E	Financial and Other Issues in E-Commerce (Hard Core)	5.0	100
M.C. 403E	Total of Fourth Semester	5.0	100
M.C. 404E	<u>Fourth Semester (Specialization: Banking and Insurance)</u>	<u>5.0</u>	<u>100</u>
	Indian Banking System (Hard Core)	<u>20.0</u>	<u>400</u>
	Retailing and CRM in Banking (Hard Core)		

M.C. 401B	General Insurance and Reinsurance (Hard Core)	5.0	100
M.C. 402B	Life Insurance Schemes (Hard Core)	5.0	100
M.C. 403B	Total of Fourth Semester	5.0	100
M.C. 404B		<u>5.0</u>	<u>100</u>
	Grand Total	<u>20.0</u>	<u>400</u>
		<u>64.0</u>	<u>1600</u>

Note- In each theoretical paper 20 marks will be earmarked for In-Semester Assessment. In practical paper 30 marks will be earmarked for In-Semester Assessment.

M. Com. First Semester

Paper Code – M.C. 101

Business Economics

(Soft-core)

Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)

1. Business Economics: Its meaning and scope. Relation between micro-economics and business economics, Relation between macro-economics and business economics. (2 Classes)
2. Theory of Consumer Behaviour: The objective of the consumer, the principle of utility maximization-one commodity and two-commodity cases, The Indifference Curve Analysis- the maximization of utility subject to the budget constraint- the meaning of the Lagrange multiplier, The Engel curve, The different types of elasticities: price, income, cross and advertisement, Demand forecasting: meaning, importance and estimate, Simple problems, Durable Consumer Goods. (16 Classes)
3. Theory of Producer Behaviour: The objective of the producer- the least cost combination of factors, different types of isoquants, Linear homogeneous production function- properties and proofs, Cobb-Douglas production function- properties and proofs, CES production function- properties and proofs, Elasticity of substitution: definition, measurement and uses, Various types of costs and relation among them. Simple numerical and algebraic problems. (20 Classes)
4. Markets and determination of prices: Definition of a market and its classifications, Perfectly competitive market, monopoly market (dead weight loss case), price discrimination, monopolistically competitive market, Oligopoly (Kinked-demand curve model and Cournot Model), Sales maximization Hypothesis of Baumol, Simple problems on price, output and profit under different markets. (20 Classes)
5. Macro Economics: National Income Analysis- relevant concepts, relation between GNP and Welfare of the people, Consumption function: different hypotheses, paradox of thrift, IS curve and LM curve, Demand for Money- relation between rate of interest and transaction demand for money, Phillips curve. (14 Classes)

Suggested Readings:

1. Adhikari, M: Business Economics, Exult Books, New Delhi.
2. Ackley, G: Macro-Economic Theory.
3. Baumol, Willam: Economic Theory and Operations Analysis, Prentice Hall, London.
4. Branson: Macro-Economic Theory and Policy.
5. Dean, Joel: managerial Economics, Prentice Hall, Delhi.
6. Gill, R.T.: Economic Development.
7. Todero, M : Economic Development in the Third World.
8. Koutsyanis : Modern Micro- Economics.
9. Versney, R.L. & Maheshary, K.L.: Managerial Economics, SultanChand & Sons , New Delhi.

Paper: M.C. - 102

Marketing Management and Human Resource Management

(Soft-core)

Full Marks: 100 (Term End Exam—80 and Internal Assessment - 20)

First Half (Marketing Management) Full Marks: 50

1. **Introduction to Marketing Management:** Marketing Concepts, Evolution of Marketing Concept, Marketing Mix, Marketing Planning, Marketing Environment, Techniques for Environmental Scanning. (6 Classes)
2. **Analysing Consumer Behaviour and Marketing Research:** Marketing Research and Marketing Information Systems, Consumer Markets and Consumer Behaviour. (6 Classes)

3. Market Segmentation and Targeting: Concept of segmentation and targeting, Basis for segmentation, Product positioning.

(6 Classes)

4. Product and Price: Managing the Product, Product Decisions, Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products – Importance, Factors influencing pricing, Pricing policies and strategies.

(12 Classes)

5. Promotion and Place Mix: Elements of promotion mix - Advertising, Sales Promotion, Personal Selling, and Publicity; Direct marketing and online marketing, Distribution channels and logistics management. (6

Classes)

Suggested Readings:

1. Kotler, Philip, Armstrong, G, Agnihotri and Haque: Principals of Marketing- A South Asian Perspective, Pearson Education.
2. Kotler Philip, Keller, K.L., Koshy and Jha: Marketing Management- A South Asian Perspective, Pearson Education.
3. Kotler Philip and Armstrong, G.: Principles of Marketing, PHI.
4. Stanton, Willam J.: Fundamentals of Marketing, McGraw Hill.
5. Ramaswamy, V.S. and Namakumari, S.: Marketing Management, McMillan.
6. Bhattacharya K. Sisir.: Marketing Management, National Publishing House.
7. Dalrymple, J.D. and Parson, J.L.: Marketing Management Strategy and Cases, John Wiley and Sons.
8. Saxena, Rajan: Marketing Management, Tata McGraw Hill, New Delhi.

Second Half (Human Resource Management) Full Marks: 50

1. Introduction- Concept of Human Resource Management, Ethical issues in HRM (2 classes)
2. Human Resource Planning: concept, features, benefits, limitations, job analysis & job design, (6 classes)
3. Recruitment & Selection (6 classes)
4. Training and Development and Succession Planning (8 classes)
5. Compensation (4 classes)
6. Performance appraisal & Job evaluation (6 classes)
7. Industrial Relations in India, health, safety, welfare and social security (4 classes)

Suggested Readings:

1. Sharon Pande and Swapnalekha Basak, Human Resource Management-Text and Cases, Pearson.
2. Raj Kumar, Human Resource Management-Strategic Analysis Text and Cases, I.K. International Publishing House Pvt. Ltd.
3. Michael Armstrong, A Handbook of Human Resource management Practice, CLA, USA.
4. John Martin, Human Resource management, Sage Publications.
5. V. S. Rao, Human Resource Management-Text and Cases, Excel Books.
6. Gary Dessler and Biju Barrkey, Human Resource Management, Pearson.
7. R. Wayne Mondy, Human Resource Management, Pearson.
8. Ravindranath Badi, Human Resource Management (Text and Cases), Himalaya Publishing House.
9. Biswajeet Pattanayak, Human Resource Management, Prentice Hall .

Paper Code – M.C. 103

Accounting Theory and Accounting Standards

(Hard-Core)

Full Marks 100 (Term End Exam—80, Internal Assessment 20)

1. Conceptual Framework: Framework for Preparation and Presentation of Financial Statements issued by the ICAI (i) Purpose, Status and Scope of the Framework (ii) Meaning, Objectives and Types of Financial Statements (iii) Users and Their Information Needs (iv) Qualitative Characteristics of Information (v) Elements of Financial Statements: Meaning, Types and characteristics (vi) Recognition of Elements of Financial Statements (vii) Meaning and Bases of Measurement of Elements of Financial Statements (viii) Concept of Capital and capital Maintenance. (20 Classes)

2. Accounting Standards: Following Accounting Standards issued by the ICAI:

AS 1: Disclosure of Accounting Policies, AS 2: Valuation of Inventories, AS 4: Contingencies and Events Occuring after the Balance Sheet Date, AS 5: Net Profit or Loss for the period, Prior Period Items and Changes in Accounting Policies, AS 6: Depreciation Accounting, AS 9: Revenue Recognition, AS 10: Accounting for Fixed Assets, AS 20: Earnings Per Share, AS 26: Intangible Assets, AS 29: Provisions, Contingent` Liabilities and Contingent Assets, etc. (22 Classes)

3. An Overview of International Accounting Standards and IFRSs (8 Classes)

4. Accounting and Reporting of the effect of changes in price level: Concepts, objective and methods- Current Purchasing Power (CPP), Current Cost Accounting (CCA), Real Replacement Cost Accounting (RRCA), Cash Flow Accounting (CFA), Inflation Accounting in India. (8 Classes)

5. Human Resource Accounting (HRA): Need, meaning and objective of HRA, Different approaches for measurement of human resource, HRA in India. (8 Classes)

6. Social Responsibility Accounting (SRA): Evolution, meaning and objective of SRA, Different methods of SRA, SRA in India
(6 Classes)

Suggested Readings:

1. L.S.Porwal: Accounting Theory.
2. E.S.Hendriksen: Accounting Theory.
3. Conceptual Framework and Accounting Standards issued by the ICAI.
4. Relevant Publications of the ICAI.
5. Other Materials to be supplied in the Class Room.

Paper Code – M. C. 104

Cost & Management Accounting

(Hard-Core)

Full Marks—100 (Term End Exam—80 and Internal Assessment—20)

1. Marginal Costing for managerial decisions (10 Classes)

2. Process Costing — Equivalent Units — Costing of Joint Products and By-products.
(10 Classes)
3. Standard Costing and Variance Analysis. (16 Classes)
4. Budgets and Budgetary Control. (14 Classes)
5. Pricing Decisions and Responsibility Accounting and Transfer Pricing (8 Classes)
6. Fund Analysis: Preparation of Cash Flow and Funds Flow Statements. (8 Classes)
7. Contemporary issues in Cost and Management Accounting — Target Costing, Life Cycle Costing, Value Chain Analysis, Total Quality Management (TQM), Balanced Score-Card and Activity Based Costing.
(6 Classes)

Suggested Readings:

1. Banerjee, B.: Cost Accounting.
2. Prasad, N. K.: Advanced Cost accounting
3. Banerjee, S.: Cost Accounting.
4. Bhar, B. K.: Cost Accounting.
5. Jawahar Lal: Cost Accounting.
6. Jain & Narang: Cost Accounting.
7. Saxena & Vashit: Advanced Cost and Management Accounting.
8. Horngren, C. T., Datar, S. M. and Foster, G.: Cost Accounting—A Managerial Emphasis,
Pearson Education.

9. Rao, M. E. Thukaram: Cost & Management Accounting.
10. Colin Drury: Management and Cost Accounting.
11. Horngren and Sundem: Management Accounting.