

**Department of Commerce
University of Lucknow**

COURSE STRUCTURE

Semester I

- MC – 101 : ACCOUNTING THEORY AND PRACTICE
- MC – 102 : FINANCIAL MANAGEMENT
- MC – 103 : DIRECT TAX LAW AND ACCOUNTS
- MC – 104 : INDIAN AND GLOBAL BUSINESS ENVIRONMENT
- MC – 105 : MARKETING MANAGEMENT

Semester II

- MC – 201 : ACCOUNTING FOR BUSINESS DECISIONS
- MC – 202 : INDIRECT TAX LAW AND ACCOUNTS
- MC – 203 : ENTREPRENEURIAL DEVELOPMENT
- MC – 204 : LABOUR LEGISLATION
- MC – 205 : INDIAN FINANCIAL SYSTEM
- MC – 206 : VIVA-VOCE

Semester III

- MC – 301 : CORPORATE ACCOUNTING
- MC – 302 : FINANCIAL REPORTING SYSTEM & PRACTICES
- MC – 303 : HUMAN RESOURCE MANAGEMENT
- MC – 304 : MANAGEMENT OF SMALL BUSINESS

Optional (Any One)

- MC – 305 : INTERNATIONAL MARKETING
- MC – 306 : PROJECT PLANNING AND CONTROL

Semester IV

- MC – 401 : TAX PLANNING AND MANAGEMENT
- MC – 402 : BUSINESS RESEARCH METHODOLOGY
- MC – 403 : BUSINESS ANALYSIS AND FORECASTING
- MC – 404 : STRATEGIC COST ACCOUNTING
- MC – 405 : VIVA-VOCE

Optional (Any One)

- MC – 406 : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
- MC – 407 : SPECIALISED ACCOUNTING

MC- 101 : ACCOUNTING THEORY AND PRACTICE

COURSE OBJECTIVES

The course aims at to provide indepth knowledge of Accounting Theory to the students.

COURSE OUTLINE

Unit I

Accounting an overview, Accounting theory and its classification.

Unit II

Accounting concept of income, Capital & revenues, Basics of Computerised Accounting

Unit III

Depreciation accounting & policy, Inventory policy and its valuation.

Unit IV

Accounting for change in price level, Accounting for Foreign currency translation.

SUGGESTED READINGS :

1. Porwal, L.S. – Accounting Theory
2. Hendrickson – Accounting Theory
3. Bierman and Drebin – Financial Accounting
4. Thacker, R.J. – Accounting Principles
5. Meigs and Keller – Intermediate Accounting
6. Edwards and Black – The Modern Accountant's Handbook
7. Davidson – Handbook of Modern Accounting
8. Maheshwari, S.N. – Advanced Accountancy Vo. I and II
9. Shukla and Grewal – Advanced Accounting
10. Agarwal, B.D. – Higher Accountancy
11. Gupta and Radhaswamy – Advanced Accounts, Vol. I and II

MC- 102 : FINANCIAL MANAGEMENT

COURSE OBJECTIVES

The aim of the course is to provide conceptual understanding of the subject as well as its importance in the corporate organisation's overall performance. It equips the students with the tools and techniques used by a Financial Manager while making financial investment and dividend decisions.

COURSE OUTLINE

Unit I : Overview

Nature, Scope and Objectives of Financial Management, Time Value of Money, Concept of Risk and Return, Financial Planning and Forecasting, Distinction between Indian and International Financial Management

Unit II : Investment and Dividend Decision

Capital Budgeting : Concept and Techniques, Cost of Capital, Weighted Average Cost of Capital.

Dividend Decisions : Dividend Models : Determinants and Factors Influencing Dividend Policy.

Unit III : Financing Decision

Leverage, EBIT-EPS Analysis, Capital Structure : Theories and Factors.

Unit IV : Management of Working Capital

Working Capital Estimation, Management of Cash, Inventory Management, Receivables Management, Working Capital Financing.

SUGGESTED READINGS :

1. Van Horne, Jame : Financial Management & Policy
2. Soloman Ezra : The Theory of Financial Management
3. S.C. Kuchhal : Financial Management
4. I.M. Pandey : Financial Management
5. P. Chandra : Fundamentals of Financial Management
6. R.P. Rustagi : Financial Management : Theory, Concepts and Problems
7. M.Y. Khan & P.K. Jain : Financial Management : Text, Problem and Cases
8. V.K. Bhalla : Financial Management & Policy
9. P.G. Apte : International Financial Management
10. V.K. Bhalla : International Financial Management
11. S.P. Gupta : Vittiya Prabandh (Hindi)
12. M.D. Agarwal & N.P. Agarwal : Vittiya Prabandh (Hindi)

MC- 103 : DIRECT TAX LAW AND ACCOUNTS

COURSE OBJECTIVES

The course aims at to provide students indepth knowledge of laws and accounts relating to Income-Tax.

COURSE OUTLINE

Unit I

Basic concepts, scope of total income, TAN, PAN etc., exempted income, deductions from gross total income, heads of income, deemed income, clubbing of income, set off and carry forward of losses.

Unit II

Computation of Total income and tax liability of individuals, Hindu undivided families.

Unit III

Computation of total income and tax liability of companies and firms, Penalties and Prosecution.

Unit IV

Income tax authorities, return of income and assessment process, appeals and revisions, advance payment of tax, tax deduction at source, E-filing of overlay, Fulfilment of TDS, TCS, Avoidance of Double Taxation.

Suggested Readings :

1. Shukla, S.K. : Direct Tax : Law and Accounts
New Royal Book Co., Lucknow
2. शुक्ला, एस. के. : प्रत्यक्ष कर : विधि एवं खाते
New Royal Book Co., Lucknow
3. Singhanian, V.K. : Direct Tax : Laws and Accounts
4. Bare Act : Income Tax Act 1961
Income Tax Rules 1962

MC – 104 : INDIAN AND GLOBAL BUSINESS ENVIRONMENT

COURSE OBJECTIVE

The course develops ability to understand and scan business environment, analyse opportunities and take decisions.

COURSE OUTLINE

Unit I

Theoretical framework : Concept, significance and nature of Business Environment, elements of environment, internal and external, changing dimensions of Business environment. Economic system and their impact on business. Basics of Global environment.

Unit II

Relationship between business and government, Industrial policy and legal framework relating to business : IRDA and other Acts, Liberalisation/Globalisation and its impact. Role of public sector in Indian Business.

Unit III

Need of Indian government intervention in International business and the specific legislations, EXIM policy, FEMA, SEBI etc. Foreign Capital and Technology.

Unit IV

International Economic Institutions – WTO, World Bank, IMF and their importance to India, Foreign Trade Policy.

SUGGESTED READINGS

1. Ghosh, P. and Kapoor, G.K. – Business and Society : A study of Business Environment.
2. Adhikari, M. – Economic Environment of Business.
3. Cherunilam – Business Environment
4. Dasgupta, A. and Sengupta, A. – Government and Business in India
5. Kuchhal, S.C. – Industrial Economy of India
6. Dutta and Sundaram – Indian Economy

MC – 105 : MARKETING MANAGEMENT

COURSE OBJECTIVE

The purpose of this course is to develop an understanding of the underlying concept, strategies and the issues involved in the exchange of products and services.

COURSE OUTLINE

Unit I : Orientation Towards Marketing

Evolution of Marketing Management, Marketing Challenges. Formulating Marketing strategy and planning and its environment variables, positioning, marketing mix. Market Segmentation & Targeting

Unit II : Marketing Research and Consumer Behaviour

Meaning, scope and objectives of marketing research. Marketing research process, types of marketing research.

Concept significance and factors influencing consumer behaviour, buying motives, buying habit buying process, customer relationship management.

Unit III : Fundamentals of Product, Price, Promotion Decisions

'Product' and its components. Product 'Differentiation' and 'Product Positioning', Brand Management and Brand Equity. New Product Development and adoption. Product Pricing policies and decisions. Distribution channels and supply chain management. Modern Retailing Trends in India – The retailing Mix. Management of Marketing communications and New Media Marketing Information System and Sales forecasting.

Unit IV : Contemporary Issues & Trends in Marketing Management

Rural marketing; Direct marketing, Internet marketing, Online marketing and pricing, Customer relationship management (CRM). Green Marketing

SUGGESTED READINGS

1. Prof. A. Chatterjee – Marketing Fundamentals – A Contemporary Insight
2. R.K. Maheshwari & Ram Milan – Marketing Management
3. McCathy, D.J. – Basic Marketing – A Managerial Approach
4. Kotler Philip – Marketing Management – Analysis, Planning and Control
5. Dholakia – Marketing Management
6. Neelamegham, S. – Marketing Management and the Indian Economy
7. Jain, S.C. – Viparan Prabandh (Hindi)
8. Ramaswamy, V.S. & Namakuimari, S. – Marketing Management
9. Saxena, Rajan – Marketing Management
10. Arun Kumar – Marketing Management

MC- 201 : ACCOUNTING FOR BUSINESS DECISIONS

COURSE OBJECTIVES

The course develops ability of economics decision making among the students.

COURSE OUTLINE

Unit I

Introduction, definition, objectives, nature, scope, role and emerging patterns of management accounting, role, position and responsibilities of management accountant, Reporting to management.

Unit II

Analysis and interpretation of financial statements, Uses & importance of analysis, Horizontal, vertical and dimensional analysis.

Unit III

Ratio analysis and accounting for changes in financial position, cash flow and fund flow reporting.

Unit IV

Budgeting & Budgetary control, Meaning, importance and types, Budgetary control, performance budgeting.

SUGGESTED READINGS :

1. Pandey, I.M. – Management Accounting
2. Gupta, R.L. – Advanced Accountancy Vol. II
3. Goyal, M.M. – Management Accounting
4. Khan and Jain – Management Accounting
5. Sharma, D.C. and Gupta, K.G. - Management Accounting
6. Anthony, R.M. - Management Accounting
7. Horngren Charles, T. - Management Accounting
8. Batty, J. - Management Accounting
9. Hingorani, Ramnathan and Grewal - Management Accounting
10. Horngren Charles T., Geogre Goster and Srikant M. Dalinr – Cost Accounting : A Managerial Emphasis, Prentice Hall, Delhi
11. Lall, B.M. and Jain, I.C. – Cost Accounting : Principles and Practice, Prentice Hall, Delhi
12. Welsch, Glenn A., Ronald W. Hilton and Paul N. Gordan – Budgeting, Profit and Control, Prentice Hall, Delhi.

MC- 202 : INDIRECT TAX LAW AND ACCOUNTS

COURSE OBJECTIVES

The course aims at to provide students indepth knowledge of laws and accounts of Goods and Services Tax with custom duties.

COURSE OUTLINE

Unit I:

Introduction to Indirect Tax System, GST and its Basic concepts, key definitions, GST Framework, GST Council, Levy and collection of GST with Composition Scheme, Procedure of Registration under GST, Meaning, Time & Value of Supply, Input Tax Credit, Tax Invoice and Bill of Supply, Debit & Credit Note, Reverse charge and Exemption from GST.

Unit II :

Accounts & Records under GST, Return, Procedure of Accounting and Assesment under GST, Demand, Payment of Tax, Refund of Tax & Recovery of Tax, Liability of Payment of Tax, Types of Assessment and Voucher under GST.

Unit III :

Powers of GST Authorities - Inspection, Search, Seizure and Arrest, Offences and Penalty, Appeals & Revision, Audit, Advance Ruling, Various Provisions & Issues under GST, IGST Basic provisions, TCS, TDS, Provisions relating to E-Commerce and E-Way Bill.

Unit IV :

Custom Duty Act, 1962 : Various Provisions of Custome Law & Duties : Basic concept and objectives of Custome Duty Act, Computation & Assessment of Custom Duty, Custom Tax Authorities and their powers, Appeal, Penalties, Prosecution and Appeals.

Suggested Readings :

1. S.K. Shukla : Goods and Service Tax with Custom Duty (Hindi & English)
2. Bare Act of GST.
3. Taxman – Indirect Tax Laws

MC – 203 : ENTREPRENEURIAL DEVELOPMENT

COURSE OBJECTIVES

The course aims at to impart and inculcate entrepreneurial skills among the students.

COURSE OUTLINE

Unit I

Evolution, definition, need, benefits and characteristics of entrepreneurship, Entrepreneurial process, motivation, approach, qualities and profile of entrepreneur, Basic causes of failure, Types of entrepreneur, responsibilities of an entrepreneur.

Unit II

Functions of entrepreneur, nature and role of entrepreneurship, Opportunities and changes, Personal ethics, EDP programmes & institutions, needs, role, phases, institutional efforts, problems and suggestions.

Unit III

Environment of entrepreneurship, Size of business unit, optimum size of business unit, factors determining the size of business unit, location and plant layout, combination. Theories of entrepreneurship.

Unit IV

Project management – Project selection, project report, project evaluation, Project execution – Procurement of finance, land building, machinery, raw-materials, manpower and other inputs.

SUGGESTED READINGS :

1. B.R. Barhol, Enterpreneurhsip Development
2. Chandra, P. – Project Management
3. I.D.B.I. – Manual for Evaluation of Industrial Projects in Developing Countries
4. Singh, S.P. – Capital Expenditure Decisions
5. Mote, V.L. et. al. – Capital Investment Decisions
6. Wright – Discounted Cash Flow
7. World Bank – Compounding and Discounting for Project Evaluation.
8. Sudha, G.D. – Vyavasayik Uddyamika ka Vikas (Hindi)

MC- 204 : LABOUR LEGISLATION

COURSE OBJECTIVES

The course aims at to impart knowledge of the laws relating to Labour – Welfare, etc. and their applications.

COURSE OUTLINE

Unit I

The Factory Act, 1948 – Brief history, object, applicability, definitions approval, licensing and registration of factories; The inspecting staff, health, safety and welfare provisions relating to hazardous, processes, working hours of adults. Employment of women, employment of young persons, annual leave with wages, penalties and procedure.

Unit II

The Payment of Wages Act, 1936 – Introduction, Application of the Act, Definitions rules for payment of wages, Deductions from wages provisions of the payment of wages act relating to deduction, Registers and records, inspectors claims for wrongful deductions penalty for various offences.

Unit III

The Minimum Wages Act, 1948 – Object and scope of the Act, Definition, fixation of minimum rates of wages, Working hours and determination of wages and claims.

Unit IV

Industrial Dispute Act, 1947 – Concept, layoff, retrenchment, strike, lockout, closure, authorities for settlement of Industrial disputes in India, procedure, power and duties of authorities, penalties.

SUGGESTED READINGS :

1. S.K. Shukla & K.P.Tewari – Industrial and Labour Law, (Hindi & English), New Royal Book Co., Lucknow
2. Malik, P.K. – Industrial Laws, Vol. 1 & 2
3. Singh, Indrajeet – Industrial and Labour Laws (Hindi)
4. Kapoor, N.D. – Industrial Laws
5. Chakraborty, B.K. – Labour Laws in India

MC – 205 : INDIAN FINANCIAL SYSTEM

COURSE OBJECTIVE

The objective of this course is to enable the students to comprehend the framework of the Indian Financial System and the interplay of financial markets, institutions and services operating in the economy.

COURSE OUTLINE

Unit I : Overview

Meaning of Financial System, Functions and Key elements of the Indian Financial System, Role of the Financial System in the Economy, Reforms in the Financial System, Mobilisation of resources from International Markets.

Unit II : Financial Markets

Money Market : Composition, Functions and Instruments.

Capital Market : Functions and Organisation, Primary Market : Issues, Book building, Green Shoe Option, IPO's and FPO's.

Secondary Market : Functions and Organisation, Trading and Settlement, Stock Exchange Index, Internet Trading.

Concept of Derivative and Debt Market in India.

Unit III : Financial Services

Investments Banks, Merchant Banks, Depository and Custodians, Credit Rating Agencies, Factoring and Forfaiting, Lease, Hire purchase, Housing Finance, Micro Finance.

Unit IV : Financial Institutions and Regulation

Development Banks, Banking and Non Banking Financial Institutions, Mutual Funds, Insurance Institutions, Regulatory Framework.

SUGGESTED READINGS :

1. L.M. Bhole : Financial Institutions and Markets
2. M.Y. Khan : Indian Financial System
3. R.M. Srivastava : Management of Indian Financial Institutions
4. S.C. Kuchal : Corporation Finance
5. Bharti V. Pathak : Indian Financial System
6. Kohn Meir : Financial Institutions & Markets
7. Madura Jeff : Financial Institutions & Markets
8. H.R. Machiraju : Indian Financial System
9. Vasant Desai : The Indian Financial System
10. V.P. Agarwal : Vittiya Bazaron Ki Karyapranali (Hindi)
11. E. Gordon, : Bhartiya Vittiya Bazar Evam Sevain (Hindi)
- K. Natrajan, O.P. Agarwal
12. RBI Publications

MC- 301 : CORPORATE ACCOUNTING

COURSE OBJECTIVES

The course aims at to impart and inculcate the knowledge of detailed accounting process and reporting requirements of companies among the students.

COURSE OUTLINE

Unit I

Accounting for shares & debentures – Issue, forfeiture, re-issue, redemption and buy-back of shares, SEBI guidelines, Accounting for Underwriting.

Unit II

Corporate financial statements, Profit prior to Incorporation, Dividends, Distribution of profits, Managerial remuneration. Ascertainment of net profit for Managerial remuneration.

Unit III

Accounting problems relating to acquisitions, mergers & reconstructions, liquidation, Demerger etc.

Unit IV

Accounting for Consolidation/Integration of Accounts, Holding & subsidiary company, Valuation of Shares, Valuation of G/W.

SUGGESTED READINGS :

1. Bhattacharya and Dearden – Accounting for Management
2. Anthony, Robert – Management Accounting – Text and Cases
3. Gupta, R.L. – Advanced Accountancy
4. Grewal, T.S. – Double Entry Book Keeping
5. Hingorani, Ramanathan and Grewal – Management Accountancy
6. Agarwal, B.D. – Higher Accountancy
7. Shukla and Grewal – Advanced Accounts
8. Maheshwari, S.N. – Advanced Accountancy

MC – 302 : FINANCIAL REPORTING SYSTEM & PRACTICES

Unit I

Role of Accounting Standards in Financial Reporting, International Financial Reporting Standards, Concept, features and Comparison between Indian and International Accounting standards, Comparison between Indian and Us, GAAPS. Overview of Financial Reporting System.

Unit II

Corporate Financial Reporting, Accounting for Corporate Restructuring Reporting of Amalgamation, Absorption, Internal Restructuring, External Restructuring Accounting & Reporting for Corporate Damage.

Unit III

Issues in Corporate Financial Reporting with special reference to published financial statements, Segmental Reporting, Reporting for borrowing cost, Foreign currency transactions, Interim reporting.

Unit IV :

CSR Reporting, Reporting for Non Profit and Public Sector Organisation, Public Utilities, Environmental Reporting, Recent Developments in Financial Reporting.

SUGGESTED READINGS :

1. Lawrence : Financial Reporting and Analysis
2. David Fredrick : Financial Reporting and Analysis
3. David Young & Jacob Cohen : Corporate Financial Reporting & Analysis
4. Financial Accounting and Reporting – Guidelines of ICAI
5. International Financial Reporting – Guidelines of IASB

MC – 303 : HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES

The course aims at familiarizing the students of the significance and role of HRM in working of the modern organizations and to expose them to human resource processes and practices with special reference to India.

COURSE OUTLINE

Unit I : Overview of HRM

HRM : Concept, evolution, objectives, scope, importance, principles and functions.
Manpower Planning : Concept, need, objectives, principles, methods or techniques.

Unit II : Employee Appraisal and Maintenance

Career Planning : Concept and techniques;
Career Development : Concept and techniques;
Performance Appraisal : Concept, significance, types, methods or techniques,
Incentive, Potential appraisal.

Unit III : Employee Relations

Grievance : Causes of grievances, grievance procedure, steps in handling grievance, Directive principles of handling grievances, Ideal grievance procedure.
Discipline : Objects, forms/types of discipline, principles of maintaining discipline, causes of indiscipline, suggestions for effective discipline. Disciplinary action, elements and principles of disciplinary action process.
Collective Bargaining : Concepts, Goals of management and unions in collective bargaining.

Unit IV : Employee Integration and Separation

Promotion, Job analysis and design, Job enrichment, Job enlargement, Labour Turnover, Absenteeism, Voluntary Retirement, Superannuation Lay-off, Retrenchment, Dismissal, Discharge.

SUGGESTED READINGS :

1. R.K. Shukla, Human Resource Management, New Royal Book Co., Lko.
2. R.B.S. Verma, Manav Sansadhan vah Prabandh ki Rooprekha, New Royal Book Co., Lko.
3. Mamoria, C.B. – Personnel Management
4. Srivastava, M.P. – Human Resource Planning : Approaches, Needs, Assessment Needs, Assessment and Priorities in Manpower Planning.
5. Ashwathapa – Human Resource Management
6. VSP Rao – Human Resource Management – Text and Cases
7. Gary Dessler – Human Resource Management
8. P. Jyothi and D.N. Venkanesh – Human Resource Management
9. John M. Ivancevich : Human Resource Management

MC- 304 : MANAGEMENT OF SMALL BUSINESS

COURSE OBJECTIVES

The course aims at to impart indepth knowledge of organisation and finance of a small business and small-scale industries basically in India.

COURSE OUTLINE

Unit I : Introduction

Definition, MSME's, Characteristics, scope and significance of cottage, small and medium industries, distinction between a small and large-scale industry. Environment affecting small-business and small-industry, small-scale industries and central/state governments, various agencies assisting small-scale industries in India.

Unit II : Production

Methods and procedures of starting a small-scale industry preparation and evaluation of project reports, organisation and financing of small-scale industries.

Unit III : Basic Problems of MSME's

Problems faced by small-scale industries related to production, finance, personnel and marketing in India. Financial Institutions related to MSME's.

Unit IV : Problem of Sickness- Prevention and Measures of MSME's

Sickness and failure of small-scale industries in India, causes, preventive measures and rehabilitation. Industrial Policy Provisions relating to MSME's.

SUGGESTED READINGS :

1. Desai, Vasant – Management of Small-scale industries
2. Farooqui, Q.H. – Small and Cottage Industries in India
3. Singh, N. – Scientific Management of Small-Scale Industries
4. Commissioner, Small-Scale Industries, Govt. of India – Annual Report
5. Small-Scale Industries Corp., New Delhi – Annual Report
6. State Financial Corporations – Annual Report
7. SIDBI – Annual Report
8. Indian Investment Centre, New Delhi – Various Publications.

MC- 305 : INTERNATIONAL MARKETING

COURSE OBJECTIVE

The course is designed to provide an exposure of the environmental dynamics of international business and their impact on the international business operations of a firm and to acquaint them with the conceptual framework, policies and procedures of international marketing management.

COURSE OUTLINE

Unit I : Introduction to International Marketing

Nature, scope and importance of globalisation, Concept of Domestic and International marketing, Transition to international marketing, International Marketing environment, geographical, economics, demographic, socio-cultural, political and legal environment.

Unit II

International marketing orientation – EPRG framework, selection of foreign markets, International market entry strategies, Foreign market analysis, Indirect and direct exporting, Licensing, Franchising : Factors affecting selection of entry modes, Joint ventures, Global market segmentation.

Unit III

Product planning and development for global markets, Product standardisation Vs. adaptation, International product life-cycle, International pricing decisions, International market channel decisions, branding decisions.

Unit IV

EXIM Policy, Institutional infrastructure for export promotion, Export assistance and promotion schemes, International economic institutions, International Market Export-Import Procedure & Documentation.

SUGGESTED READINGS

1. Keegan – International Marketing
2. Varshney, R.L. & Bhattacharya, B. – International Marketing
3. Francis Cherunilam – International Marketing
4. Vasudevan – International Marketing
5. Jain, S.C. – International Marketing, CBS publications, New Delhi
6. Keegan, Warren J. – Global Marketing Management, Prentice Hall, New Delhi
7. Onkvisit, Sak and John J Shaw– International Marketing: Analysis and strategy
8. Fayer Weather, John – International Marketing
9. Rakesh Mohan Joshi – International Marketing

MC- 306 : PROJECT PLANNING AND CONTROL

Unit I

Project Planning and Overview, Capital Expenditure and Capital Budgeting, Facets of Project Analysis, Financial and Technical Feasibility Study, Method of Resource Allocation, Generation and Screening of Project Ideas.

Unit II

Analysis of Market and Demand, Demand forecasting, marketing planning, technical analysis relating for material and manufacturing process. Product mix, capacity, location, machines scheduling, routing etc.

Unit III

Analysis relating to Project – Cost, Sources of Finance, Estimation of Cost of Production, sales, working capital requirements, cash flows relating to project, BEP and Project Viability.

Unit IV

Cost of capital of the Project, Methods of Valuation of Cost, Analysis of Rate of Return, Modes of Long and short term financing, Project appraisal criteria, both in financial and non financial terms. Project Monitoring and control – Tools and techniques, Net Working – PERT & CPM.

SUGGESTED READINGS :

1. Albert Lester : Project Planning and Control
2. Dr. B.C. Punima and Khandelwal : Project Planning and Control with PERT and CPM
3. Paul, E. Harris : Production Planning and Control
4. James, P. Lewis : Production Planning Scheduling and Control
5. Prasanna Chandra : Project Management
6. Charry : Project Management

MC- 401 : TAX PLANNING AND MANAGEMENT

COURSE OBJECTIVES

The course aims at basically to sharpen the skills of the students to enable them to plan and manage their tax affairs.

COURSE OUTLINE

Unit I : Introduction

Definition, nature, scope, significance and limitations of tax-planning, difference between tax-evasion and tax-avoidance, tax management, tax-audit : concept, its significance and procedure and legal provisions, IRS.

Unit II : Tax Planning through Organisational Set-up

Tax planning with reference to location, nature and form of organisation of new business, organisational problems and tax-management, tax-obligations of individuals, firms and companies.

Unit III : Tax Planning through Managerial and Financial Decisions

Tax-planning through managerial decisions like make or buy, repair or renovate, own or lease, export and domestic sales, capital structure, dividend policy, amalgamation, mergers etc.

Unit IV : Tax Planning through Concessions, Incentives and Tax Audit

Implications of Tax-concessions and incentives in respect of Residential status, location of business, rebates including deduction and exemption etc. Tax planning regarding capital gains, Salary, other source, house property etc.

Suggested Readings :

1. Shukla, S.K. – Tax Planning & Management, (कर नियोजन एवं प्रबन्ध) (Hindi & English), New Royal Book Co., Lucknow
2. Prasad, Bhagwati – Law and Practice of Income Tax in India.
3. Bare Act.

MC – 402 : BUSINESS RESEARCH METHODOLOGY

COURSE OBJECTIVE

The course is designed to provide sufficient theoretical inputs to conduct varied types of researches relating to different problems of industry and business for accurate prediction, decision and control action.

COURSE OUTLINE

Unit I : Introductory

Nature, scope and significance of Business Research Methodology, Scientific Methods of Research, Research-Process, Research Design.

Unit II : Research Problem

Selection and formulation of Research Problem, Defining the scope and significance, Research Methodology, Hypotheses.

Unit III : Collection, Tabulation and Analysis of Data

Types of Data and their characteristics, Methods of Data Collection Questionnaire, Schedules, Interview, Observation, Sources of Secondary Data, Analysis of data through Statistical Tools.

Unit IV : Interpretation of Data and Preparation of Report

Different statistical techniques of data analysis, testing hypothesis – χ^2 test, t-test, f-test, regressions, equation, etc. Interpretation, Report writing, Presentation, Footnoting, Referencing, Preparation of Bibliography, Appendices.

SUGGESTED READINGS

1. Manoj Dixit, Research Methodology, New Royal Book Co., Lucknow
2. Anderson, Durason and Poole – Thesis and Assignment, Wiley Eastern Ltd.
3. Pauline, V. Young – Scientific Social Surveys and Research, Prentice Hall of India.
4. Kothari, C.R. – Research Methodology : Methods and Techniques, Wiley Eastern
5. Redman and Mory – The Romance of Research
6. Ackoff, R.L. – The Design of Social Research, Chicago University Press
7. Tandon, B.C. – Business Research Methodology
8. Kerlinger, F. – Research Methodology
9. Lokeshkaul – Research Methodology
10. Festinger – Research Methodology
11. Luck, D.J., Wales, H.G., Taylor, D.A. & Rubin, R.S. – Marketing Research, Prentice Hall of India.
12. Tull, D.S. and Hawkins, D.I. – Marketing Research : Measurement and Methods, McMillian.
13. Brown, F.E. – Marketing Research, Addison Wesley USA
14. Green, R.E. and Tull, D.S. – Research for Marketing Decisions, Prentice Hall of India.
15. Ferber, R. – Market Research, McGraw Hill Book Company.

MC-403 : BUSINESS ANALYSIS AND FORECASTING

COURSE OBJECTIVES

The course aims at to equip the students with advance knowledge of methods and techniques relating the business analysis and forecasting.

COURSE OUTLINE

Unit I

Introductory, Nature and Structure of Business. The Business System, Functional Areas of Application of Analytical and Forecasting Techniques.

Unit II : Demand Analysis

Introduction, Determinants of Demand, Analysis of Consumer Behaviour indifference curve analysis, Exceptional Demand decisions. Elasticities of demand, Demand for Industrial Products, Consumer Durables and Non Durables, Demand Function. Forecasting of Demand.

Unit III : Cost Analysis

Cost concepts, relevant for management decisions, Cost functions, short run and long run average, Marginal and Total Cost. The Production function and the optimal input combinations. Cost, Price and Profit.

Unit IV : Business Forecasting

Meaning, Significance, Long term and short term series analysis, moving averages, trend analysis, correlation regression, analysis simple and multiple.

SUGGESTED READINGS :

1. Horowitz : An Introduction to Quantitative Analysis
2. Varshney and Maheshwari : Managerial Economics
3. Manne, A.S. – Economic Analysis for Business
4. Gupta, S.P. – Business Statistics
5. Levin and Kirpatrick – Quantitative Analysis for Business Decisions
6. Levin and Kirpatrick – Statistics for Business Decisions
7. Richard & Brackford : Business Economics
8. Mote, Paul & Gupta : Managerial Economics
9. Joel Dean : Economic Theory
10. Baumol, W.J. : Operational Analysis
11. Dwivedi, D.N. : Managerial Economics
12. Manne, A.S. : Economic Analysis for Business
13. Mithani, D.M. : Managerial Economics
14. झिंगन, एम.एल. : प्रबन्धकीय अर्थशास्त्र
15. वार्ष्णेय एवं माहेश्वरी : प्रबन्धकीय अर्थशास्त्र

MC- 404 : STRATEGIC COST ACCOUNTING

COURSE OBJECTIVES

The course aims at to impart and inculcate the knowledge of controlling and effective management of cost among the students.

COURSE OUTLINE

Unit I

Concept and uses of Cost Accounting; Accounting plan and responsibility centres : Meaning, significance of responsibility accounting, Types of Responsibility centres, transfer pricing.

Unit II

Marginal costing and break even analysis; concept, basic characteristics, application and limitations of marginal costing.

Unit III

Standard costing analysis as a control technique, setting of standards, variance analysis, Relevance of Variance analysis to budgeting and standard costing.

Unit IV

Value chain analysis, activity based costing, quality costing, target and life style costing, Cost Audit

SUGGESTED READINGS :

1. Pandey, I.M. – Management Accounting
2. Gupta, R.L. – Advanced Accountancy Vol. II
3. Goyal, M.M. – Management Accounting
4. Khan and Jain – Management Accounting
5. Sharma, D.C. and Gupta, K.G. - Management Accounting
6. Anthony, R.M. - Management Accounting
7. Horngren Charles, T. - Management Accounting
8. Batty, J. - Management Accounting
9. Hingorani, Ramnathan and Grewal - Management Accounting
10. Horngreen Charles T., Geogre Goster and Srikant M. Dalinr – Cost Accounting : A Managerial Emphasis, Prentice Hall, Delhi
11. Lall, B.M. and Jain, I.C. – Cost Accounting : Principles and Practice, Prentice Hall, Delhi
12. Welsch, Glenn A., Ronald W. Hilton and Paul N. Gordan – Budgeting, Profit and Control, Prentice Hall, Delhi.

MC- 406 : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Unit I:

Nature & Scope of Investment Management. Investment Objectives, Investment Process, Investment Management and Portfolio Management, Factors for Investment Analysis, Impact of Economic and Industry Analysis, Investment Environment and Role of Capital Markets.

Unit II :

Approaches to Security Analysis, Market Indicators, Security Price Movements, Fundamental Analysis, Technical Analysis, Dow Jones Theory, Random Walk Theory, Efficient Market Hypothesis.

Unit III : Portfolio Theory

Portfolio Analysis, Portfolio Selection, Concept & Meaning, Portfolio Revision, Portfolio Evaluation, Diversification, Markowitz approach of Portfolio Management, CAPM Model, Significance of Beta in Portfolio Theory.

Unit IV :

Institutional and Managed Portfolio, Performance Evaluation of Management Portfolio, Investment Companies and Mutual Funds.

SUGGESTED READINGS :

1. S. Kevin : Security Analysis and Portfolio Management
2. Fisher & Ronald J. Jordan : Security Analysis and Portfolio Management
3. Avdhani, VA : Security Analysis and Portfolio Management
4. Sudhindra Bhatt : Security Analysis and Portfolio Management
5. P. Pandin : Security Analysis and Portfolio Management
6. V.K. Bhalla : Investment Management

MC-407 : SPECIALISED ACCOUNTING

Unit I: Accounting for Special Entities

Accounting for Electricity Companies, Banking Companies & Insurance Companies.

Unit II :

Value Added Statements, Value Chain Analysis, Human Resource Accounting and Audit, Brand Accounting

Unit III :

Introduction of Social Responsibility Accounting. Meaning and requirements for additional disclosures, Inter Practices for some Accounting, Environmental Accounts.

Unit IV :

Lease Accounting, Accounting for financial instruments – Stock options, EPS, Reporting, Securitization of Assets.

SUGGESTED READINGS :

1. Hanif & Mukherjee : Corporate Accounting
2. S.N. Maheshwari : Corporate Accounting
3. R.L. Gupta & Radhaswami : Corporate Accounting
4. P.V. Ratnam : Advanced Accounting with Accounting Standards