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# JAI PRAKASH UNIVERSITY CHAPRA



**REGULATION AND COURSES OF STUDIES**

**FOR**

**MASTER OF COMMERCE**

**BASED ON SEMESTER SYSTEM**

w.e.f. The Session-2012-13

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**Regulation for Master's Degree in the Faculty of Commerce (M.Com) from the Academic session 2012-2013.**

- 1.1 This regulation shall be called the regulation for Master's Degree in Commerce of the J.P. University, Chapra.
- 2.1 The University shall award Master's degree in the following subjects in the faculty of Commerce : Master of Commerce (M.Com).
- 2.2 The duration of Master's course shall be of two academic sessions.
- 2.3 The Examinations for the Master's degree programme shall consist of four semesters of six month each.
- 2.4 Each academic session shall consist of two semesters- I & III : from July to December and II & IV : from January to June.
- 2.5 Each academic session shall consist of 16 papers spread over four semesters with four papers semester.
- 2.6 The distribution of Papers: theoretical with number of credit specified in each subject in the course structure of the subject concerned.
- 2.7 The terms 'credit' means weightage given to a course in relation to the instructional hours assigned to it. One credit will consist of ten hours of instructions which comes to the duration of four/five hours per week. Each papers of the Master's degree programme carries number of credits specified in the course structure of the subject concerned.
- 2.8 The total credits required for the completion of M.Com degree shall be 80.
- 3.1 The performance of a student in each paper will be assessed on the basis of a continuous internal assessment (C.I.A.) of 30 marks and written examinations of 70 marks conducted towards the end of each semester, called the end semester evaluation (ESE)
- 3.2 The components of C.I. A. are follows:
  - (a) Two mid-semester written tests of one hour duration each = 15 Marks
  - (b) Seminar/ Quiz/Term Paper = 10 Marks
  - (c) Punctuality and conduct = 05 Marks
- 3.3 There shall be an end semester evaluation (ESE) in each semester wherein each paper shall carry 70 marks.
- 3.4 In the case of theory paper of the question paper will be set by a panel of experts approved by the Vice- Chancellor.
- 3.5 The duration of the theory examination will be of 3 (three hours and the examinees will be required to answer a total of 4 questions out of which question number one will be compulsory. The question number one will be of objective type.
- 3.6 The distribution of marks in the written ESE shall have the following format wherein the question paper shall consist of eight questions.

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- 3.6 (i) Section A: There shall be one' compulsory objective type question comprising ten questions covering the entire syllabus and each question would carry one mark.  $10 \times 1 = 10$  Marks
- 3.6 (ii) Section B : Question number two will comprise five short answer questions, covering the entire syllabus and examines will answer only three out of seven questions.  
 $3 \times 20 = 60$  Marks
- 3.7 There shall be four papers in all in each semester covering theory field work/dissertation followed by viva voce, etc. as mentioned in detail in the course structure of the subject concerned in each semester.
- 3.8 There shall be four papers towards the end of each semester evaluation (ESE). Each paper shall carry 70 Marks. The total marks of all the four papers shall be 280 marks.
- 3.9 The examinations will be designed to assess whether the candidate has developed necessary knowledge and skills along with clear conception of fundamentals which are necessary for him or her to carry out the day to day work efficiently.
- 3.10 There shall be two external examiners preferably form outside the university or state in Project/Field work/ Summer Training/ dissertation.
- 3.11 Evaluation of each semester shall be done through a continuous internal assessment (CIA) by the concerned course teacher. The CIA & ESE will be aggregated at the end of each semester for each paper.
- 4.1 To be eligible to appear at the ESE Examination, a Candidate must be registered as the student of this University.
- 4.2 To be eligible to appear at the examination a student shall be required to have attended at least 75% of the lectures delivered or sessions conducted in theory course. A shortage of attendance up to 15% can be condoned by the Vice-Chancellor as per the J.P.University rules in a very special case on the recommendation of the concerned Head/Principal.
- 5.1 A student shall be declared pass only when she/He/ obtain 40% or above marks both in CIA and ESE separately. A student will be declared 'failed' in a semester when she/He gets Below 45% marks in aggregate, or does not appear at the examination.
- 5.2 A students who has secured less then 40% marks shall be promoted to the next semester, if s/he has not otherwise failed as per section 5.1 of the regulation. A student will be allowed to re-appear at the examination of such courses only once as and when it is held or at the time of regular semester end examination in which s/he has been promoted.
- 5.3 When a student fails to appear in the end semester examination in out of four courses, s/he will also be promoted to the next semester subject to the condition specified in section 5.2, she will have to re-appear at the examination of such courses only once as and when it is held or at the time of regular semester end examination in which s/he has been promoted.
- 5.4 In the 4th (or Final) Semester a candidate will be required to have successfully cleared all the sixteen papers for award of the degree.
- 6.1 Successful candidate shall be awarded the class/division at the end of Fourth Semester Examination based on the aggregate marks obtained in all the four Semester examinations of 80 credits consisting of 1600 marks. The following is the categorization of successful candi-
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dates based on marks obtained by them:

- |     |   |                               |
|-----|---|-------------------------------|
| (a) | 75% and above                             | -First Class with Distinction |
| (b) | Less than 75%, but equal or more than 60% | -First Class                  |
| (c) | Less than 60%, but equal or more than 45% | -Second Class                 |
| (d) | Less than 45%                             | -Fail                         |

- 6.2 Each successful candidate of all the four semesters taken together shall receive a certificate in the prescribed format specifying the subject in which he/she was examined and the class in which he/she was placed.
- 6.3 A Candidate who is placed first in the First Class in the subject shall be awarded a Gold Medal.
- 6.4 Student shall be expected to complete the requirements for the award of Master's degree in a minimum period of two consecutive years and a maximum period of four years from the date of admission. There shall be no relaxation in lower or upper time limit of the programme.
- 7.1 A Student, who has secured less than 45% marks in any end semester evaluation (ESE), shall be allowed to appear only once for the improvement of marks in two theory courses in the ESE as and when it is held at the time of regular end semester examination.
- 8.1 The Vice- Chancellor may appoint a Board of Moderators to look in to all the examinations conducted and results shall be published by the Examination Board of J.P.University.
- 9.1 Generally there shall be no grace marks of any kind. But in some extraordinary cases Vice-Chancellor may consider for grace marks on the request of Board of Moderators of the subject concerned.
- 10.1 Wherever this regulation is silent or not explicit, reference should be made to the earlier regulation for the postgraduate degree course of the concerned faculty of University.
- 11.1 Under the new regulation regarding Master's degree programme based on the semester system, Semester I & II shall come in to effect from the academic session 2012-2013 and Semesters III & IV from academic session 2013-2014.

### **Ordinance for Admission to M.Com. (Semester System) in the Faculty of Commerce.**

- 1.0 The Post Graduate Degree "Master of Commerce" in the Faculty of Commerce shall be offered by the J.P.University.
- (a) Commerce
- 2.0 Courses shall be of two- year (Four Semester) duration the "Master of Commerce" Course shall be abbreviated as M.Com.
- 3.0 Admission
- 3.1 A Candidate seeking admission to M.Com. Part-1 must be a Graduate with B.Com. Honours. The Candidate for admission must have secured at least 45% marks in the graduate level qualifying examination in the subject concerned.
- 3.2 Admission to M.Com. Part-1 shall be made in order of merit on the basis of marks obtained

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- by the applicant in the subject concerned at the Bachelor Examination.
- 3.3 80% of total seats in each Master's Course shall be filled up by the graduates of J.P. University. The rest of the seats in each master's Course shall be filled up from amongst the applicants of other Universities.
- In Case seats remain vacant in either of the category, they shall be filled up by a merit list prepared taking into consideration all remaining applicants of other category.
- 3.4 (a) The reservation of seats for the courses shall be reserved for women applicants. The number of reserved seats for his category will be reduced by the number of seats filled up by woman applicants admitted on reserved seats and unreserved seats.
- (b) A maximum of two seats shall be earmarked for Sports and Fine Arts separately for applicants who have distinguish themselves in Sports and Fine Arts separately for applicants who have distinguished themselves in Sports and Fine Arts by representing a District 'State. These seats shall be in addition to the number of sanctioned seats.
- (c) Seats left unfilled in any of the category by reason of the fact that eligible candidates are not available shall be filled up by admitting applicants from amongst candidates available in the General category.
- (d) No candidate shall be entitled to two weightages. —
- 3.5 The Total number of seats for in M.Com. Shall be decided by the J. P. University in accordance with the guidelines received from the State Government from time to time.
- 3.6 Each candidates shall have to pay Rs.100/- for purchase of Admission Form and Prospectus.
- 3.7 (a) No Applicant shall be admitted to the course who has not applied for admission within the notified time or who being selected for admission does not get himself/herself registered within the specified time excepting where delay has been condoned by the Vice-Chancellor.
- (b) No applicant shall be admitted who, in the opinion of the Vice-Chancellor, should not be admitted in the best interest of the University.
- (c) The admission of any Student admitted to M.Com. may be cancelled if it is found at any later point of time that any document submitted or statement made by him in his/her support of his/her admission is forged (not genuine ) for fake(incorrect.)
- 3.8 No candidate shall be allowed to register as a student in any other course leading to a Diploma or a Degree during the academic years of his/her study for M.Com. Course,
- 3.9 Admission of NRI and Foreign Students shall not be governed by this ordinance. Foreign and NRI candidates seeking admission into in M.Com. in the Faculty of Commerce may be admitted at the discretion of the Vice-Chancellor as provided under Clause 1 (a) of the General Ordinance.

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# REGULATION AND COURSES OF STUDIES OF M.COM. (COMMERCE)

## BASED ON SEMESTER SYSTEM

W.E.F. THE SESSION - 2012-13

The courses leading to the award of M.Com. degree in Commerce shall be of two years duration consisting of four semesters having 80 (eighty) credits with 1600 marks of 16 papers (100 marks each).

**The duration of semester and distribution of credits and papers will be as follows :-**

1. 1st Semester July to December 20 credits 4 papers (100 marks each)
2. 2nd Semester January to June 20 credits 4 papers (100 marks each)
3. 3rd Semester July to December 20 credits 4 papers (100 marks each)
4. 4th Semester January to June 20 credits 4 papers (100 marks each)
4. **The M.Com. Commerce courses shall comprise of :**
  - (a) Core Subjects - Compulsory for all : 14 papers of five credits each.
  - (b) Elective Subjects (Specialisation) - Each student has to opt for only one elective out of the list of five options given in the papers in the third semester and the same option shall have to be compulsorily exercised in the fourth semester.
5. **The semester-wise break up of the course structure shall be as under:**

**All four papers in M.Com. (each semester) shall be compulsory.**

### Core Courses

#### M.Com. Semester I

	Written	Internal Assessment
Paper I : Management Concepts	70 Marks	30 Marks
Paper II : Statistical Analysis	70 Marks	30 Marks
Paper III : Managerial Economics	70 Marks	30 Marks
Paper IV: Corporate Financial Accounting	70 Marks	30 Marks

#### M.Com. Semester II

	Written	Internal Assessment
Paper V : Accounting for Managerial Decisions	70 Marks	30 Mark
Paper VI : Financial Management	70 Marks	30 Marks
Paper VII : Marketing Management	70 Marks	30 Marks
Paper VIII : Corporate Legal Framework	70 Marks	30 Marks

### M.Com. Semester III

	Written	Internal Assessment
Paper IX : Human Resource Management	70 Marks	30 Marks
Paper X : Advance Cost Accounting	70 Marks	30 Marks
Paper XI : Research Methodology	70 Marks	30 Marks
<b>Elective Courses</b>		
Paper XII : (A) Organizational Behaviour	70 Marks	30 Marks
(B) Industrial Relations	70 Marks	30 Marks
(C) Labour Legislation in India	70 Marks	30 Marks
(D) Strategic Management	70 Marks	30 Marks

### M.Com. Semester IV

	Written	Internal Assessment
Paper XIII : Income Tax Laws & Accounts	70 Marks	30 Marks
Paper XIV : Advanced Auditing	70 Marks	30 Marks
Paper XV : <del>Comprehensive Viva Voce</del>	<del>100 Marks</del> 70	30 Marks 30 Marks
<b>Elective Courses</b>		
<del>Paper XVI : <del>Financial Institutions &amp; Markets</del></del>	<del>70 Marks</del>	<del>30 Marks</del>
(A) Security Analysis	70 Marks	30 Marks
(B) Portfolio Management	70 Marks	30 Marks
(C) Computer Application in Business	70 Marks	30 Marks

Semester Time/SI. No. of Paper	Paper/Care Papers	Marks		Total	No. of Credits
		University Exam	Internal Exam		
<b>Semester I</b>					
Paper 1	Management Concepts	70	30	100	05
Paper 2	Statistical Analysis	70	30	100	05
Paper 3	Managerial Economics	70	30	100	05
Paper 4	Corporate Financial Accounting	70	30	100	05
<b>Total</b>	<b>4 Papers</b>	<b>280</b>	<b>120</b>	<b>400</b>	<b>20</b>
<b>Semester II</b>					
Paper 5	Accounting for Managerial Decisions	70	30	100	05
Paper 6	Financial Management	70	30	100	05
Paper 7	Marketing Management	70	30	100	05
Paper 8	Corporate Legal Framework	70	30	100	05
<b>Total</b>	<b>4 Papers</b>	<b>280</b>	<b>120</b>	<b>400</b>	<b>20</b>
<b>Semester III Core Courses</b>					
Paper 9	Human Resource Management	70	30	100	05
Paper 10	Advanced Cost Accounting	70	30	100	05
Paper 11	Research Methodology	70	30	100	05
<b>Effective Paper / Specialisation</b>					
Paper 12 (A)	Organizational Behaviour	70	30	100	05
Paper 12 (B)	Industrial Relations	70	30	100	05
Paper 12 (C)	Labour Legislation in India	70	30	100	05
Paper 12 (D)	Strategic Management	70	30	100	05
<b>Semester IV Core Courses</b>					
Paper 13	Income Tax Laws & Accounts	70	30	100	05
Paper 14	Advance Auditing	70	30	100	05
Paper 15	<del>Comprehensive Viva-Voce</del> <i>Financial Institutions &amp; Markets</i>	70	30	100	05
<b>Effective Paper / Specialisation</b>					
<del>Paper 16 (A)</del>	<del>Financial Institutions &amp; Markets</del>	<del>70</del>	<del>30</del>	<del>100</del>	<del>05</del>
Paper 16 (B)	Security Analysis	70	30	100	05
Paper 16 (C)	Portfolio Management	70	30	100	05
Paper 16 (D)	Computer Application in Business	70	30	100	05

### Exam Rules :

7. (I) That each candidate shall be examined in four theory papers each of 100 marks including 30 marks for internal evaluation at each semester. The duration of theory examination/Term end exam shall be of three hours.



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- (II) That, there shall be continuous internal evaluation of the student. Learning and performance by the teacher of the Department in each semester. Internal evaluation in all the core and elective courses except for paper 4,8,12 and 16 shall comprise of the following :

**The components of C.I. A. are follows:**

- |     |  |            |
|-----|--|------------|
| (a) | Two mid-semester written tests of one hour duration each | = 15 Marks |
| (b) | Seminar/ Quiz/Term Paper                                 | = 10 Marks |
| (c) | Punctuality and conduct                                  | = 05 Marks |

The internal evaluation of paper 4, 8, 12 and 16 shall be based on the performance in the viva-voce of 30 marks to be conducted by the Department.

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**M.Com. Semester I**  
**Paper -I**  
**MANAGEMENT CONCEPTS**

**COURSE INPUT**

UNIT I	Meaning, Concept, Nature and Functions of Management.
UNIT II	Evolution of different schools of management thought of leading thinkers Taylor, Fayol and Mayo.
UNIT III	Planning : Meaning, Characteristics, importance, types of planning, process of planning.
UNIT IV	Delegation of authority : Definition, characteristics, Forms and importance, principles of delegation.
UNIT V	Communication : meaning, concept, kinds, objectives, communication process, models, barrier.
UNIT VI	Direction : Co-ordination and control, Elements of directing.

**Class Allotment**

Unit I	:	10 Classes
Unit II	:	12 Classes
Unit III	:	12 Classes
Unit IV	:	14 Classes
Unit V	:	12 Classes
Unit VI	:	<u>10 Classes</u>
		<b>70 Classes</b>

**Books Recommended :**

1. Lallan Pd. & S.S. Gulshan : Management Principles & Practice - S. Chand, New Delhi
2. J.L.Masic : Essential of Management, Prentice Hall, Delhi
3. Koontz Harold & O'Donnel : Essentials of Management - Tata McGraw Hill, New Delhi
4. Robbins, Stephen P. & Other : Management Prentice Hall, New Delhi
5. Sharma & Surana : Prabandh, Sanathan Evam Vyavhar, Ramesh Book Depot, Jaipur
6. H.K.Singh : Principles of Management (Hindi Medium), Pryag Pustak Bhawan, Allahabad.

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**M.Com. Semester I**  
**Paper -II**  
**STATISTICAL ANALYSIS**

**COURSE INPUT**

- UNIT I      Univariate Analysis : An Overview of Central Tendency, Dispersion and Skewness.
- UNIT II      Probability Theory : Probability - classical, relative & subjective probability :  
Addition & Multiplication probability models, Conditional Probability and Baye's  
Theorem
- UNIT III     Index Number : Conceptual Framework and construction of Simple Index Number.
- UNIT IV     Correlation - Product moment correlation, Co-efficient and rank correlation.
- UNIT V      Regression.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	15 Classes
Unit IV	:	14 Classes
Unit V	:	<u>13 Classes</u>
		<b>70 Classes</b>

**Books Recommended :**

1. Hoods R.P. : Statistics for Business and Economics, Macmillan, New Delhi
2. Gupta, S.P. : Statistical Method, Sultan Chand, New Delhi
3. Asthana, B.N. : Elements of statistics, Chaitanya Publ., Home, Allahabad
4. Elhance, D.N. : Fundamentals of Statistics, Kitab Mahal, Allahabad
5. S.P.Singh : Statistics - Theory and Practice, S.Chand, New Delhi
6. S.P.Singh : Statistics, SBPD, Agra

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**M. Com. Semester I**  
**Paper -III**  
**MANAGERIAL ECONOMICS**

**COURSE INPUT**

UNIT I	Nature, Scope and Significance of Managerial Economics : Economics and Managerial Economics, Managerial Economist's roles and responsibilities.
UNIT II	Demand Analysis : Individual and market demand, Law of demand, determination of demand, elasticity of demand - its meaning & importance, price elasticity, income elasticity, cross and advertising elasticity.
UNIT III	Price determination under different Market Conditions : Price determination and firm equilibrium in short run and long run under perfect competition monopolistic competition, oligopoly and monopoly.
UNIT IV	Cost Analysis, Law of variable proportion, Types of cost, cost output.
UNIT V	Profit : Nature, types, theories and measurement of profit.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
<b>Total</b>	:	<u>70 Classes</u>

**Books Recommended :**

1. Singh, H.K. : Managerial Economics (English & Hindi Medium),  
and Singh, Meera Prayag Pustak Bhawan, Allahabad
2. Dean, Joel : Managerial Economics, Prentice Hall, Delhi
3. Petersen, H & Others : Managerial Economics, Prentice Hall, Delhi
4. Varshney & Maheshwari : Managerial Economics, Sultan Chand & Sons, New Delhi
5. Dwivedi, D.N. : Managerial Economics, Vikash Pub. House, New Delhi
6. Sinha, V.C. : Business Economics, Prayag Pustak Bhawan, Allahabad

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**M.Com. Semester I**  
**Paper -IV**  
**CORPORATE FINANCIAL ACCOUNTING**

**COURSE INPUT**

UNIT I	Accounting Concepts, Principles and conventions.
UNIT II	Valuation of Goodwill and shares.
UNIT III	Accounting for holding & subsidiary companies.
UNIT IV	Accounts relating to liquidation of companies.
UNIT V	Voyage Accounts.
UNIT VI	Investment Accounts

**Class Allotment :**

Unit I	:	10 Classes
Unit II	:	12 Classes
Unit III	:	12 Classes
Unit IV	:	12 Classes
Unit V	:	12 Classes
Unit VI	:	12 Classes
<b>Total</b>	:	<b>70 Classes</b>

**Books Recommended :**

1. Gupta, R.L. : Advanced Financial Accounting - Sultan Chand & New Delhi
2. Dearden, J. & : Accounting for Management, Vikash Pub. House, S.K.Bhattacharya  
New Delhi
3. Maheshwari, S.N. : Advanced Accountancy, Vikash Pub. House, New Delhi
4. Narayana Swami, R. : Financial Accounting, Prentice Hall, New Delhi
5. Shukla & Grewal : Advanced Accountancy, S.Chand & Co., New Delhi.

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## M. Com. Semester II

Paper - V

### ACCOUNTING FOR MANAGERIAL DECISIONS

#### COURSE INPUT

- UNIT I Management Accounting : Meaning concept, uses, objectives, significance, difference between cost accounting and financial accounting.
- UNIT II Standard Costing : Meaning, concept and determination of standard cost and standard units, standard cost and the estimated cost, variance analysis and calculation of different types of material variances and labour variances.
- UNIT III Marginal Costing : Meaning, concept, uses, importance and difference between absorption and marginal costing system, calculation of BEP, PVR, MOS, D.P. only.
- UNIT IV Budget : Meaning, uses, types, preparation of sales, production.
- UNIT V Flexible and cash budget, Funds flow and cash flow analysis.

#### Class Allotment :

Unit I	:	10 Classes
Unit II	:	15 Classes
Unit III	:	15 Classes
Unit IV	:	15 Classes
Unit V	:	15 Classes
<b>Total</b>	:	<b>70 Classes</b>

#### Books Recommended :

1. S.N.Maheshwari : Cost and Management Accounting
2. Jain & Narang : Cost and Management Accounting
3. H.Chakrovary & S.Chakravarty : Management Accounting
4. Anthony Rober : Management Accounting, Tarapurwala, Mumbai
5. I.M.Pandey : Management Accounting, Vani Pub., Delhi
6. Sharma & Gupta : Managerial Accounting, Kalyani Publication, Ludhiana

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## M. Com. Semester II

### Paper - VI

## FINANCIAL MANAGEMENT

### COURSE INPUT

UNIT I	Meaning, Nature, Scope, Objectives, importance and limitations of financial management, profit V/s wealth maximization, finance function, organisation of finance function.
UNIT II	Leverage : Meaning and types of leverage, computation of operating, financial & combined leverages.
UNIT III	Cost of capital : Meaning and significance of cost of capital, calculation of cost of debt, preference and equity share capital, ploughing back of profit.
UNIT IV	Management of working capital : Definition, types, importance of working capital, sources of working capital, factors determining working capital requirements, operating cycle.
UNIT V	Capital structure : Meaning of capital structure, factors affecting capital structure, dividend policies, forms of dividend, factors affecting dividend policy.
UNIT VI	Financial Requirements : Over capitalization and under capitalization.

### Class Allotment :

Unit I	:	10 Classes
Unit II	:	12 Classes
Unit III	:	12 Classes
Unit IV	:	12 Classes
Unit V	:	12 Classes
Unit VI	:	<u>12 Classes</u>
Total	:	<b>70 Classes</b>

### Books Recommended :

1. Singh, H.K. and Sankalp Srivastava : Business Finance (English and Hindi Medium), Business Finance (English and Hindi Medium), Prayag Pustak Bhawan, Allahabad
2. Pandey, I.M. : Financial Management, Vikash Publishing, Delhi
3. Khan, M.Y. & Others : Financial Management, Tata McGraw, New Delhi
4. Chandra Prasanna : Financial Management, Tata McGraw, New Delhi
5. Hampton, John : Financial Decision, Prentice Hall, New Delhi.

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## M. Com. Semester II

### Paper - VII

## MARKETING MANAGEMENT

### COURSE INPUT

UNIT I	Introduction : Concept, nature, scope and importance of Marketing, Marketing concept and its evolution, marketing mix, strategic marketing planning an overview.
UNIT II	Market Analysis and Selection : Marketing environment – macro and micro components and their impact on marketing decisions, market segmentation and positioning, buyer behavior, organizational buyers, consumer decision making process.
UNIT III	Pricing Decisions : Factors affecting price determination, pricing policies and strategies, discounts and rebates.
UNIT IV	Distribution channels and physical distribution decisions : Nature, function and types of distribution channels, Distribution channel, intermediaries channel management decisions, Retailing and Wholesaling.
UNIT V	Market Research : Meaning and Scope of market research, marketing research process.

### Class Allotment :

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
<b>Total</b>	:	<b>70 Classes</b>

### Books Recommended :

1. Kotlar, Philip & Gary Armstrong : Principles of Marketing, Prentice Hall, New Delhi
2. Ramaswamy, V.S. & Others : Marketing Management, Macmillan, India, Delhi
3. Stanton, William J. & Others : Fundamentals of Marketing McGraw Hill, New York
4. Still Richard R. & Others : Sales Management Decisions, Prentice Hall, Delhi
5. Srinivasan, R. : Case Studies in Marketing, Prentice Hall, New Delhi
6. Jha, S.N. : Fundamentals of Marketing, Vaibhav Laxmi Prakashan, Varanasi



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**M. Com. Semester II**

**Paper - VIII**

**MARKETING MANAGEMENT**

**CORPORATE LEGAL FRAMEWORK**

**COURSE INPUT**

- UNIT I Definition characteristics types of public company, difference between public company and private company, Multinational company.
- UNIT II Promotion and incorporation of companies, Memorandum of Association, Articles of Association, Prospectus.
- UNIT III Company Management : Managerial remuneration, power, Rights and duties of Director of Company.
- UNIT IV Company Meeting Resolutions minutes of meeting.
- UNIT V Winding up of company : Meaning, types of winding up under the supervision of court and compulsory winding up of company.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
Total	:	<u>70 Classes</u>

**Books Recommended :**

1. Taxman's Company Act, 1988, New Delhi
2. The Companies Act, 1956
3. Taxman's - Master Guide to Companies Act, 1998
4. Ramaiya - A Guide to Companies Act, 1998

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## M. Com. Semester II

### Paper - IX

## HUMAN RESOURCE MANAGEMENT

### COURSE INPUT

UNIT I	Introduction: Meaning, Evolution and scope of Human Resource Management.
UNIT II	Human Resource Planning: Meaning, need and objectives of Human Resource Planning.
UNIT III	Selection: Meaning and Procedure of selection, Difference between Recruitment and Selection.
UNIT IV	Training: Training & learning, Developing Training Materials, Training methods.
UNIT V	Industrial Democracy: Concept & Scope, levels of workers participation in Management.

### Class Allotment :

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
<b>Total</b>	:	<b>70 Classes</b>

### Books Recommended :

1. Saxena : Personal Management
2. G.D.Sharma & Others : Human Resource Management
3. C.B.Gupta : Human Resource Management
4. C. B. Memoria : Personnel Management
5. Jha, G.K. : Labour Problems in Public Sector, University Publication, L.N.Mithila University, Darbhanga

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## M. Com. Semester III

### Paper - X

# ADVANCED COST ACCOUNTING

#### COURSE INPUT

UNIT I	Introduction: Meaning, objectives, types and importance of cost accounting as modern management techniques, cost classification.
UNIT II	Operating Costing: Basic concept, advantages and Limitations.
UNIT III	Material Purchase Procedure : Material Valuation Inventory, control and store records.
UNIT IV	Standard Costing : Concept and uses, types of standards, Material and Labour Variances.
UNIT V	Reconciliation between cost and financial accounts.

#### Class Allotment :

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	<u>14 Classes</u>
<b>Total</b>	:	<b>70 Classes</b>

#### Books Recommended :

1. M.L.Agrawal : Cost Accounting
2. S.M.Shukla : Cost Accounting
3. M.L.Sharma : Cost Accounting
4. W.B.Bigg : Cost Accounting
5. S.N.Maheshwari : Cost Accounting

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**M. Com. Semester III**  
**Paper - XI**  
**RESEARCH METHODOLOGY**

**COURSE INPUT**

- UNIT I Theory of Research : Meaning and objectives of Research, Process of Research, Types of Research, Approaches, Selection and Formulation of a Research Problem, Criteria of a Good Research Problem.
- UNIT II Hypothesis and Research Design : Concept, sources and types of Hypothesis, Formulation of Hypothesis, Quality of a workable Hypothesis, Usefulness of Hypothesis in Business Research, Uses of Research Design, Steps in Preparing a Research Design, Exploratory or Formulative Design, Description and Diagnostic Design, Research Design for Business Studies.
- UNIT III Sampling and Data Sources : Characteristics of good sample, Principles of sampling, Sampling process, Probability and Non-probability sampling.
- UNIT IV Process of Data collection through observation and schedule, Construction of questionnaire, Interview, Technique in Business Research, Choice between Primary and Secondary Data.
- UNIT V Interpretation and Report Writing : Meaning and importance of interpretation, Pre-requisition of interpretation, Errors in Interpretation, Essentials of a Good Research Report, Types of Reports, Layout of a Research Report, Writing up of the Report, Evaluating a Research Report.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14Classes
Unit IV	:	14 Classes
Unit V	:	<del>14 Classes</del>
<b>Total</b>	:	<b>70 Classes</b>

**Books Recommended :**

1. M.H.Gopal : Introduction to Research procedure in Social Science.
2. Q.H.Farooquee : Technique of Thesis Writing.
3. S.S.Shrivastava : Survey Research Technology.
4. A.K.Das Gupta : Research Methodology.
5. Good & Other : Research Methodology.

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**M. Com. Semester III**  
**Paper - XII (Elective)**

(A)

**ORGANISATIONAL BEHAVIOUR**

**COURSE INPUT**

UNIT I	Organisation : Concept, features, types, forms of organisation, approaches to organisation. Theories of organisation - Classical, Neoclasical and modern theories of organisation.
UNIT II	Organisational Behaviour - Concept, features, historical background the Hawthorne studies - relationship of organizational behaviour to other field.
UNIT III	Personality : Introduction, determinant of personality - development, measurement of personality, personal theories, big five personality traits-Myers-Briggs Type indicator (MBTI).
UNIT IV	Organisational Conflict - Introduction, meaning and source of conflict types and levels of conflict - conflict resolution techniques and styles.
UNIT V	Organisational Conflict - Meaning, types, approaches of organizational change, resistance of change, reasons and methods of overcoming resistance.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
<b>Total</b>	:	<b>70 Classes</b>

**Books Recommended :**

1. Griffin, Rickey W. : Organisation Behaviour - Houghton Mifflin Co. Boston
2. V.S.P.Rao : Organisational Behaviour, Vikash Publication, New Delhi
3. Harsey, Paul & Others : Management or Organizational Behaviour, Prentice Hall, New Delhi
4. Luthans, Fred : Organisational Behaviour, McGraw Hill, New York
5. Robbins, Stephen P. : Organisation Behaviour, Prentice Hall, New Delhi
6. Rai, O.P. : Organisational Behaviour, Mishra Trading Company, Varanasi

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## M. Com. Semester III

### Paper - XII (Elective)

(B)

## INDUSTRIAL RELATIONS

### COURSE INPUT

UNIT I	Industrial Relations – Meaning, importance and determinants of industrial relations.
UNIT II	Industrial Disputes – Analysis of industrial disputes – Causes & results factors aggravating industries unrest.
UNIT III	Trade Unionism – Growth and characteristics of industrial labour central trade unions and their industrial relation policy major problems of India’s trade union movement.
UNIT IV	State Policy – Need and nature of state intervention, industrial relation policy of the Govt.
UNIT V	Industrial Disputes Legislation, National Commission on labour – its recommendation.
UNIT VI	Machinery for settlement of industrial disputes in India.

### Class Allotment :

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	12 Classes
Unit IV	:	10 Classes
Unit V	:	10 Classes
Unit VI	:	10 Classes
<b>Total</b>	:	<b>70 Classes</b>

### Books Recommended :

1. T.N.Bhagoliwal : Economics of labour & Social Welfare
2. V.V.Giri : Labour Problems in Indian Industry
3. E.A.Ramaswamy : Industrial Relation in India
4. C.B.Memuria : Dynamics of Industrial Relations in India
5. G.K.Jha : Labour Problems in Public Sector

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**M. Com. Semester III**

**Paper - XII (Elective)**

**(B)**

**INDUSTRIAL RELATIONS**

**COURSE INPUT**

UNIT I	Industrial Relations – Meaning, importance and determinants of industrial relations.
UNIT II	Industrial Disputes – Analysis of industrial disputes – Causes & results factors aggravating industries unrest.
UNIT III	Trade Unionism – Growth and characteristics of industrial labour central trade unions, and their industrial relation policy major problems of India’s trade union movement.
UNIT IV	State Policy – Need and nature of state intervention, industrial relation policy of the Govt.
UNIT V	Industrial Disputes Legislation, National Commission on labour – its recommendation.
UNIT VI	Machinery for settlement of industrial disputes in India.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	12 Classes
Unit IV	:	10 Classes
Unit V	:	10 Classes
Unit VI	:	10 Classes
<b>Total</b>	:	<b>70 Classes</b>

**Books Recommended :**

1. T.N.Bhagoliwal : Economics of labour & Social Welfare
2. V.V.Giri : Labour Problems in Indian Industry
3. E.A.Ramaswamy : Industrial Relation in India
4. C.B.Memuria : Dynamics of Industrial Relations in India
5. G.K.Jha : Labour Problems in Public Sector

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**M. Com. Semester III**

**Paper - XII (Elective)**

(C)

**LABOUR LEGISLATION IN INDIA**

**COURSE INPUT**

UNIT I	Principles of labour legislation.
UNIT II	Factories Act, 1948 - History, Main provisions and its critical evaluation.
UNIT III	Trade Union Act, 1926 - Objectives - registration of trade unions - rights and privileges of registered trade unions, amalgamation and dissolution of trade unions.
UNIT IV	Industrial Disputes Act, 1947- Critical evaluation.
UNIT V	Employees' State Insurance Act, 1948 - Origin and Main provisions of the Act.
UNIT VI	Workmen's Compensation Act, 1923 - History, importance and provisions.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
<b>Total</b>	:	<u>70 Classes</u>

**Books Recommended :**

1. P.R.Sinha : Labour Legislation Act
2. R.Ramasami : Industry & Labour
3. R.C.Saxena : Labour Problem & Social Welfare



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## M. Com. Semester III

### Paper - XII (Elective)

(D)

## STRATEGIC MANAGEMENT

### COURSE INPUT

- UNIT I Concept of Strategy : Concept of Strategy and Strategic Management, Strategic Management Process, Levels of Strategy, Approaches to Strategic Decision Making, Organisational Mission and Purpose, Objectives and Goals, Importance of Strategic Management.
- UNIT II Environmental Analysis and Diagnosis: Concept of Environment and its Components, Organisational Appraisal, industry Analysis, Competitors Analysis, SWOT Analysis.
- UNIT III Strategy Intent : Grand Strategies : Turnaround, Divestment and Liquidation Strategies, Growth Strategies-Merger, Take-over and Joint Strategies, Integration and Diversifications.
- UNIT IV Marketing, Production/Operations and R & D Plans and Policies, Personnel and Financial Plans and Policies..
- UNIT V Strategy Implementation and Evaluation : Strategic Implementation-Concept, Relationship between Strategic Formulation and implementation, Strategic Evaluation and Control - Concept, Types of Strategic Control, Techniques of Strategic Evaluation and Control - Strategic and Operational Control.

### Class Allotment :

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
<b>Total</b>	:	<b>70 Classes</b>

### Books Recommended :

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**M. Com. Semester IV**

**Paper - XIII**

**INCOME TAX LAWS & ACCOUNTS**

**COURSE INPUT**

UNIT I	A detailed study of the Indian Income tax Act 1961 as amended up to date conceptual framework, residential status and incidence of tax, Income not included in total income, Previous year, Assessment year.
UNIT II	Set-off and carry forward : Meaning of set-off and carry forward of losses, provision regarding set-off of losses and carry forward of losses.
UNIT III	Income Tax Authorities : Types of Income Tax Authorities, Assessing officer, Meaning functions and powers of control Board of Direct Taxes.
UNIT IV	Assessment and computation of Income Tax of individual H.U.F. firms, companies and non-residents.
UNIT V	Rebate of Income Tax.
UNIT VI	Filing of returns and collection of income-tax at source.
UNIT VII	Assessment of Firm : Meaning of partnership : Partner and Firms total income.

**Class Allotment :**

Unit I	:	10 Classes
Unit II	:	10 Classes
Unit III	:	10 Classes
Unit IV	:	10 Classes
Unit V	:	08 Classes
Unit VI	:	10 Classes
Unit VII	:	12 Classes
<b>Total</b>	:	<b>70 Classes</b>

**Books Recommended :**

1. H.L.Mehorotra : Income Tax
2. B.K.Singhania : Students guide for Income Tax
3. Bhagwati Pd. : Income Tax

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## M. Com. Semester IV

### Paper - XIV

### ADVANCED AUDITING

#### COURSE INPUT

- UNIT I Meaning, Objectives and various types of audit.
- UNIT II Statutory requirements of audit under companies Act, 1956 and Income Tax Act, 1961.
- UNIT III Appointment, Rights and liabilities of an auditor.
- UNIT IV Audit Process : Routine, Checking vouching, Valuation, Verification and auditor's report.
- UNIT V Tools and Techniques of conducting audit of trading and non-trading organization including government departments, banks, insurance and co-operative societies.
- UNIT VI Cost Audit : Meaning, objectives, importance and types of Cost Audit.

#### Class Allotment :

Unit I	:	10 Classes
Unit II	:	12 Classes
Unit III	:	12Classes
Unit IV	:	14 Classes
Unit V	:	12 Classes
Unit VI	:	10 Classes
<b>Total</b>	:	<b>70 Classes</b>

#### Books Recommended :

1. Kamal Gupta : Auditing
2. Emile Woolf : Advanced Auditing & Investigation
3. Kumar & Sharma : Auditing Theory

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**M. Com. Semester IV**

**Paper - XV**

**COMPREHENSIVE VIVA-VOCE**

It is compulsory paper for the students of 4th Semester having either of Finance, Marketing & Human Resource Management Specialisation with 100 Marks for Viva-Voce Examination.

Viva-Voce will be conducted by two External Examiners.

**M. Com. Semester IV**  
**Paper - XV (Elective)**

(A)

**FINANCIAL INSTITUTIONS & MARKETS**

**COURSE INPUT**

- UNIT I Introduction : Nature and role of financial system, financial system and financial markets, Financial system and economic development in India.
- UNIT II Financial markets : Money and capital markets, money market – meaning, constituents, functions of money market, money market instruments-call money, treasury bills, trade bills, etc, Recent trend in Indian money market, Capital Market – Primary and Secondary Markets, Depository system, Govt. Securities market, Role of SEBI recent developments.
- UNIT III Reserve Bank of India – Organisation, management and functions, Credit Creation and Credit Control, Monetary Policy.
- UNIT IV Commercial Banks – Meaning, functions management and investment policies of Commercial banks – Present structure, E-Banking and E-Trading recent development.
- UNIT V Development Bank : Concept, objective and function of development bank, operational and promotional activities of development banks, IFCI, ICICI, IRBI, State Finance Corporations.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
<b>Total</b>	:	<b>70 Classes</b>

**Books Recommended :**

1. Avdhani : Investment & Securities in India Himalaya Publication, Delhi
2. Bhote, L.M. : Financial Markets and Intuitions, Tata McGraw Hill, Delhi
3. Varhney, P.N. : Indian Financial System, Sultan Chand & Sons, New Delhi
4. Srivastava, R.M. : Management of India Financial Institution, Himalaya Publication, Mumbai
5. Khan, M.Y. : Indian Financial System, Tata McGraw Hill, Delhi

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**M. Com. Semester IV**  
**Paper - XVI (Elective)**  
**(B)**  
**SECURITY ANALYSIS**

**COURSE INPUT**

UNIT I	Investment : Nature and scope of investment analysis, elements of investment, avenues of investment, approaches to investment analysis, concept of return and risk, security return and risk analysis, Measurement of return and risk.
UNIT II	Financial Assets : Types and their characteristics, sources of financial information.
UNIT III	Securities Markets : Primary and Secondary market : Primary market role, functions and methods of selling securities in primary market, allotment procedure, new financial instrument.
UNIT IV	Public Issue : SEBI guidelines on public issue, size of issue, pricing of issue, promoters' contribution, appointment of merchant bankers, underwriters, brokers, registrar and managers, bankers and allotment of shares.
UNIT V	Secondary Market : Role, Importance, type of brokers, trading mechanism, Listing of securities in stock exchanges, screen based trading, Depositories Act, 1996.
UNIT VI	Valuation of securities : Bonds, Debentures, Preference shares, equity shares.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	12 Classes
Unit IV	:	10 Classes
Unit V	:	10 Classes
Unit VI	:	10 Classes
<b>Total</b>	:	<b>70 Classes</b>

**Books Recommended :**

1. Balla : Investment Analysis, S.Chand & Co., Delhi
2. Machi Raju : H.R. Working of Stock Exchanges in India, Wiley Eastern Ltd., New Delhi
3. Gupta, L. C. : Stock Exchange Trading in India - Society for capital Market - Research & Development, Delhi
4. Clark, James : Investment - Analysis & Management, McGraw Hill, International Edition
5. Amiling : Fundamentals of Investment Analysis, Prentice Hall, International Edition.

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**M. Com. Semester IV**  
**Paper - XVI (Elective)**

  
**✓ PORTFOLIO MANAGEMENT**

**COURSE INPUT**

- UNIT I Portfolio Analysis : Estimating rate of return and standard deviation of portfolio : Effect of combining the securities, Markowitz Risk return optimization, Single Index model or market model, portfolio total risk, portfolio market-risk and unique risk, Simple Sharpne's optimization solution.
- UNIT II Capital market Theory – Capital market line, security market line, Risk free lending and borrowings, factor models, Arbitrage pricing theory, Two factor and multifactor models, Principle of arbitrage, arbitrage portfolios.
- UNIT III Portfolio Performance Evaluation : Measure of return, risk adjusted measures of return, market timing, evaluation criteria and procedures.

**Class Allotment :**

Unit I	:	25 Classes
Unit II	:	25 Classes
Unit III	:	20 Classes
<b>Total</b>	:	<b>70 Classes</b>

**Books Recommended :**

1. Francis J. Clark : Management of Investment of Investment - McGraw Hill, new Delhi.
2. Sharpne, William F.: Portfolio Theory and Capital Markets - McGraw Hill, New York.
3. Gupta, L.C. : Stock Exchange Trading in India - Society for capital Market Research & Development, Delhi.
4. Bhalla : Investment Analysis, S.Chand, Delhi.

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**M. Com. Semester IV**  
**Paper - XVI (Elective)**

(D)

**COMPUTER APPLICATION IN BUSINESS**

**COURSE INPUT**

- UNIT I      Computer Fundamentals : Meaning and Characteristics, Computer Generations, Classification of Computers, Organisation of Computer, Input and Output Devices, Storage Devices, PC as a Virtual Office.
- UNIT II      Information Technology : Meaning and Components, Basic Idea of Different Types of Networks, Internet-a Global Network, E-mail, Common Protocol Used in Internet, Concept of World Wide Web and Internet Browsing, Internet Security, Application of Internet in Business.
- UNIT III      Operating Systems and Word Processing : Concepts, basic Idea of DOS, WINDOWS and Unix, Introduction and Working with MS\_Word in MS-Office, MS-Excel, MS-Power Point – Basic Commands, Formatting Text and Documents, Working with Graphics and Creating Presentation the Easy Way.
- UNIT IV      Introduction to Accounting Packages : Preparation of Vouchers, invoice and Salary Statements, maintenance of Inventory, Records, maintenance of Accounting Books and Final Accounts, Financial Reports Generation .
- UNIT V      Database Management System : Traditional File Management, Processing Techniques, Limitation of File Management Systems, meaning and Features of DBMS, Components of DBMS, Architecture of DBMS, Functioning of DBMS.

**Class Allotment :**

Unit I	:	14 Classes
Unit II	:	14 Classes
Unit III	:	14 Classes
Unit IV	:	14 Classes
Unit V	:	14 Classes
<b>Total</b>	:	<u>70 Classes</u>

**Books Recommended :**