

# **Department of Commerce**

# **B.Com (Aided & SF)**

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
**(Re-Accredited with ‘A’ Grade by NAAC)**  
**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**  
**COURSE STRUCTURE (w.e.f 2014-17 batch onwards)**  
**Semester – I**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part II English	P211	English through Prose	5	3	75	25	75	100
Core	MK11	Company Organisation and Secretarial Practice	4	3	60	25	75	100
Core	MK12	Financial Accounting	8	5	60	25	75	100
Core	MK13	Business Mathematics	4	4	120	25	75	100
Allied 1	AK11	General Economics	5	4	75	25	75	100
Environmental Studies	ES	Environmental Studies	2	2	30	15	35	50
Value Education 1	VE	Value Education 1	2	2	30	15	35	50
	<b>TOTAL</b>		<b>30</b>	<b>23</b>				

**Semester – II**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part II English	P221	English through Drama	5	3	75	25	75	100
Core	MK21	Business Law	5	4	60	25	75	100
Core	MK22	Business Statistics	5	5	60	25	75	100
Core	MK23	Advanced Accountancy	8	6	120	25	75	100
Allied 2	AK21	Business Economics	5	4	75	25	75	100
Skill Based Elective 1	SBE1	Written Communication Skills	2	2	30	15	35	50
	<b>TOTAL</b>		<b>30</b>	<b>24</b>				

**Semester - III**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part I Tamil	P131	காப்பிய இலக்கியம்	3	--	45	--	--	--
Core	MK31	MS-Office	3	3	45	25	75	100
Core	MK32	Banking Theory, Law & Practice	5	4	75	25	75	100
Core	MK33	Partnership Accounts	8	5	120	25	75	100
Core	MKL31	MS-Office – Lab	2	1	30	40	60	100
Allied 3	AK31	Business Environment and Business Ethics	5	4	75	25	75	100
Non-Major Elective 1	NME1	Accounting for Managers	2	2	30	15	35	50
Value Education 2	VE2	Value Education 2	2	2	30	15	35	50
	<b>TOTAL</b>		<b>30</b>	<b>21</b>				

**Semester – IV**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part I Tamil	P141	தமிழ் இலக்கியம்	3	3	45	25	75	100
Core	MK41	Entrepreneurship & Small Business Management	5	4	75	25	75	100
Core	MK42	Accounting Package	3	3	45	25	75	100
Core	MK43	Business Accounting	8	5	120	25	75	100
Core	MKL41	Accounting Package - Practical	2	1	30	40	60	100
Allied 4	AK41	International Trade & Export Management	5	4	75	25	75	100
Non-Major Elective 2	NME 2	Cost Computation & Control	2	2	30	15	35	50
Skill Based Elective 2	SBE 2	Quantitative Aptitude Skills	2	2	30	15	35	50
	<b>TOTAL</b>		<b>30</b>	<b>24</b>				

**SEMESTER – V**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core	MK51	Corporate Accounting	8	6	120	25	75	100
Core	MK52	Costing - I	5	5	75	25	75	100
Core	MK53	Management Accounting	5	4	75	25	75	100
Core - Elective 1	EMK54	Marketing Management	5	3	75	25	75	100
Core - Elective 2	EMK55	Income Tax Law & Practice-I	5	3	75	25	75	100
Value Education 3	VE 3	Value Education 3	2	2	30	15	35	50
		<u>Self study paper:*</u> Financial Services and Markets						
	<b>TOTAL</b>		<b>30</b>	<b>23</b>				

**\* Carries Extra 5 credits that do not form part mandatory credits (140) required for completion of the course.**

**Semester – VI**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core	MK61	Special Accounts	8	6	120	25	75	100
Core	MK62	Fundamentals of Investment Management	5	4	75	25	75	100
Core	MK63	Principles & Practice of Auditing	5	4	75	25	75	100
Core	MK64	Costing - II	5	5	75	25	75	100
Core Elective-3	EMK65	Income Tax Law & Practice - II	5	3	75	25	75	100
Skill Based Elective	SBE 3	Resume Writing and Interview Facing Skills	2	2	30	15	35	50
<b>TOTAL</b>			<b>30</b>	<b>24</b>				

**A) CONSOLIDATION OF CONTACT HOURS AND CREDITS**

SEMESTER	CONTACT HOURS /WEEK	CREDITS
I	30	23
II	30	24
III	30	21
IV	30	24
V	30	23
VI	30	24
	PART V	01
<b>Total</b>	<b>180</b>	<b>140</b>

**B) CURRICULUM CREDITS**

<b>Part I</b>	<b>Tamil</b>	<b>1 x 3 = 03</b>	<b>Credits</b>
<b>Part II</b>	<b>English</b>	<b>2 x 3 = 06</b>	<b>Credits</b>
<b>Part III</b>	<b>Core</b>	<b>= 87</b>	<b>Credits</b>
		<b>(12+15+13+13+15+19)</b>	
	<b>Core Electives</b>	<b>3 x 3 = 09</b>	<b>Credits</b>
	<b>Allied</b>	<b>4 x 4 = 16</b>	<b>Credits</b>
<b>Part IV</b>	<b>Value Education</b>	<b>3 x 2 = 06</b>	<b>Credits</b>
	<b>Environmental Studies</b>	<b>1 x 2 = 02</b>	<b>Credits</b>
	<b>Skill Based Electives</b>	<b>3 x 2 = 06</b>	<b>Credits</b>
	<b>Non-Major Electives</b>	<b>2 x 2 = 04</b>	<b>Credits</b>
<b>Part V</b>		<b>1 x 1 = 01</b>	<b>Credits</b>
	<b>Total</b>	<b>140</b>	<b>Credits</b>

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<b>Course</b>	<b>: B.Com</b>	<b>Code No</b>	<b>: MK11</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted:</b>	<b>5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>

**Title of the Paper: COMPANY ORGANISATION AND SECRETARIAL PRACTICE**

**Unit I – New Companies Act, 2013 – An Introduction**

Salient Features of the New Companies Act, 2013 – Definitions of company – New Companies Act, 2013 Vs Old Companies Act, 1956 - Corporate Identity Number (CIN) – Features of a Company – Kinds of Companies (including One Person Company, Small Company, Producer Company and Dormant Company) – Company Vs Partnership – Public Company Vs Private Company – Types of Shares and Debentures – Shares Vs Debentures.

**Unit II – Incorporation of a Company**

Promoters – Functions – Duties and Remuneration of Promoters – Stages in the formation of a Private and a Public Limited Company – Promotion – Incorporation – Capital Formation – Commencement of Business.

**Unit III - Documents**

Memorandum of Association – Contents – Articles of Association – Contents – Distinction between Memorandum and Articles of Association – Prospectus – Contents – Statement in lieu of Prospectus – Shelf Prospectus – Private Placement.

**Unit IV – Company Management and Administration**

Directors – Woman Director – Number of Directorship – Independent Directors – Liability of Independent Directors – Director Identification Number (DIN) - Qualification and Disqualification of Directors – Appointment and Removal of Directors – Remuneration, Duties, Powers and Liabilities of Directors.

Company Secretary – Appointment – Qualifications – Duties, Rights and Liabilities of a Company Secretary – Dismissal of a Secretary - Role of the company secretary before, during and after meetings.

**Unit V – Company Meetings**

Statutory meeting – Statutory Report - Meaning of Annual General Meeting - Extra Ordinary General Meeting, Class meeting, Directors meeting – Who can convene the Extra Ordinary General Meeting – Quorum - Types of motions and Resolutions – Ordinary Vs Special Resolution - Voting and polls, Minutes, and Proxies.

**Text Book:**

1. Elements of Company Law

**N.D.Kapoor,**  
Revised Edition, 2013  
Sultan Chand & Sons.  
New Delhi.

**Books for Reference:**

1. Secretarial Practice
2. Law For Business

**MC Kuchhal**  
Revised Edition, 2009,  
Vikas Publishing House Pvt. Ltd.  
Noida  
**M.M.Sulphey & Basheer**  
2<sup>nd</sup> Edition - 2013.  
PHT Learning Pvt Ltd. New Delhi.

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**Course** : B.COM **Code No** : MK 12  
**Semester** : I **No. of Hrs allotted:** 8  
**Paper** : Core **No. of Credits** : 5  
**Title of the paper:** FINANCIAL ACCOUNTING

**Course Objectives** : To make the students learn the basic accounting records, statements and to prepare them.

**UNIT – I: Accounting** – Meaning – Branches of Accounting – Objectives – Double Entry System of Accounting - Advantages of Financial Accounting.

Accounting Concepts and Conventions – Preparation of Journal, Ledger and Trial Balance - Errors disclosed by Trial Balance - Errors not disclosed by Trial Balance – Types of errors - Rectification of Errors – Suspense a/c .

**UNIT – II : Subsidiary Books** – Meaning – Advantages – Preparation of Purchase book, Sales book, Purchases Returns book, Sales Returns book- Cash book – Single column, Double column and Three column cash book – Petty cash book – Imprest system – Journal proper.

**UNIT- III: Bank Reconciliation Statement** – Meaning of BRS – Causes for the difference between cash book and pass book – procedure for Preparing BRSPreparation of bank reconciliation statement.

**UNIT -IV: Bill of Exchange** – Definition – Parties to a bill of exchange – Bill of exchange versus Promissory note – Trade bill versus Accommodation bill – Accounting for bill of exchange – Recording transactions in the books of the drawer and drawee – Retiring a bill under rebate – dishonour of bills – Renewal of bills – Endorsement of bills – Accommodation bills – Insolvency of one party.

**UNIT –V : Final Accounts of Sole Traders:** Meaning of Final Accounts – Utility of Final Accounts – Components of Final Accounts - Trading Account – Profit and Loss account – Balance Sheet - Adjusting Entries – Treatment of Closing Stock – Outstanding expenses, Prepaid expenses, Accrued income, Income received in advance, Depreciation, Interest on capital, Interest on drawings, Bad debts, Provision for Bad and doubtful debts, Provision for discount on debtors and creditors, Loss of stock by accidents, fire etc., stock taken away by the proprietor, stock given as free samples – Preparation of manufacturing account.

**Text Book:**

1. ADVANCED ACCOUNTANCY - VOL - I

*T.S.Reddy,A. Murthy*  
*Revised Edition 2012*  
*Margham Publications*  
*T.Nagar,Chennai-17*

**Books for Reference:**

1.ADVANCED ACCOUNTANCY – VOL - I

*S.P. Jain, K.L. Narang*  
*2<sup>nd</sup> Edition, 2009,*  
*Kalyani Publishers, Ludhiana.*

2. ADVANCED ACCOUNTANCY – VOL – I

*R.L.Gupta & M. Radaswamy,*  
*Revised edition 2012*  
*Sultan Chand & Son.,(2008)*  
*Ram Nagar, New Delhi – 110 055.*

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**Course** : B.COM **Code No** : MK 13  
**Semester** : I **No. of Hrs allotted** : 4  
**Paper** : Core **No. of Credits** : 4

**Title of the paper:** BUSINESS MATHEMATICS

**Course Objectives** : To train the students in solving Mathematical problems related to Business

**Unit I Simple, Interest and Compound Interest-** calculating simple interest - Finding out missing items – Calculating Compound Interest – Finding out missing items – difference between Simple Interest and Compound Interest.

**Unit II Commercial Arithmetic:** Discount on Bills – Logarithms - Laws of logarithms – Characteristics and Mantissa – Antilogarithms – Ratio, Proportions and Percentages – Annuities - Simple Problems.

**Unit III Sets:** Basic Concepts – Set Operation – Union of Set – Intersection of sets – Difference of sets – venn diagram – Laws of sets.

**Unit IV Matrices:** Basic Concepts – Addition and Subtraction of Matrices – Multiplication of two matrices – Inverse of a Matrix – Solving equation through consistency of equation – Rank of a Matrix.

**Unit V Differential Calculus (excluding Trigonometric Functions):** Rules – Sum-rule product rule – quotient rule, function of a function rule (Simple Problem only) Maxima and Minima (Single variable cases) – Methods of integral calculus – rules (excluding integration by parts of fractions) – Simple problems only.

**Text Book:**

1. Business Mathematics

**P.R. Vittal**  
Revised Edition 2012

2. Business Mathematics (For Unit V)

**N.K. Nag**  
Revised Edition 2012

**Reference Book:**

1. An Introduction to Business Mathematics

**V. Sundaresan and  
S. D. Jayaseelan**  
6<sup>th</sup> Edition, 2008.



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<b>Course</b>	<b>: B.Com</b>	<b>Code No</b>	<b>: MK21</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted:</b>	<b>5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>

**Title of the Paper: BUSINESS LAW**

**Course Objectives :** To familiarize the students with the various provisions of the Acts relating to Business.

**Unit I - Indian Contract Act, 1872**

Definitions – Contract – Essentials of a valid contract- Classification of contracts – Offer - Legal rules of an offer – Acceptance – Legal rules as to acceptance – Communication of offer, Acceptance and Revocation – Consideration – Legal Rules as to Consideration – Capacity to Contract – Free Consent – Coercion – Undue Influence – Fraud – Misrepresentation – Mistake.

**Unit II - Special Contracts**

Contract of Indemnity and Guarantee - Contract of Indemnity Vs Contract of Guarantee  
Indemnity- Kinds of Guarantee – Rights of Surety – Discharge of Surety

Bailment and Pledge – Requisites of bailment – Classification of Bailment - Duties and Rights of Bailor and Bailee – Law relating to Lien – Termination of Bailment – Pledge – Essentials of Pledge - Pledge Vs Bailment – Rights and Duties of Pawnor and Pawnee.

**Unit III – Contract of Agency**

Essentials of Agency – Rules of Agency - Creation of Agency – Classification of Agents – Duties and Rights of Agent – Duties and Rights of Principal – Sub-agent – Personal Liability of Agent – Termination of Agency.

**Unit IV- Sale of Goods Act, 1930**

Definitions - Essentials of a Contract of Sale – Sale Vs Agreement to Sell – Sale Vs Hire-purchase Agreement – Classification of Goods – Conditions and Warranties – Express and Implied Conditions and Warranties – Delivery of Goods – Rules as to Delivery of Goods – Rights and Duties of the Buyer – Unpaid Seller – Rights of an Unpaid Seller against the goods.

**Unit V - The Limited Liability Partnership (LLP) Act, 2008**

Definitions – Origin – LLP in India - Salient features of LLP - Difference between LLP and partnership - LLP Vs Company - LLP agreement - Nature of LLP - Partners and designated partners – Partners and their relations -Incorporation document - Incorporation by registration - Registered office of LLP – Advantages and Disadvantages of LLP.

**Text Book:**

1. Business Law

**ND Kapoor**  
Revised Edition  
Sultan Chand & Sons  
Educational Publishers  
New Delhi-2.

**Books for Reference:**

1. Elements of Mercantile Law

**ND Kapoor**  
Revised Edition  
Sultan Chand & Sons  
Educational Publishers  
New Delhi-2.

2. Business Law

**R.S.N Pillai & Bagavathi**  
3<sup>rd</sup> Edition  
S.Chand & Co Pvt Ltd.  
New Delhi-55.

3. Law For Business

**M.M.Sulphey & Basheer**  
2<sup>nd</sup> Edition 2013.  
PHT Learning Pvt Ltd.  
New Delhi.

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<b>Course</b>	: B.COM	<b>Code No</b>	:MK22
<b>Semester</b>	: II	<b>No. of Hrs allotted</b>	: 5
<b>Paper</b>	: Core	<b>No. of Credits</b>	: 5
<b>Title of the paper : BUSINESS STATISTICS</b>			

**Course Objectives:** To train the students in the collection, processing, analysis and presentation of statistical data.

**UNIT – I** **(25 hours)**

**Statistics** – Definition – Functions, Scope and Limitations of statistics - Statistical Enquiry – Stages in conducting a statistical survey – Primary data Vs secondary data – Sources of secondary data – Classification, Tabulation and Presentation of data- Diagrams.

**Measures of Central Tendency** - Average – Meaning – Characteristics of a typical average – Computation of Mean, Median, Mode, Geometric Mean, Harmonic Mean and Weighted Arithmetic Mean- Merits and Limitations of each.

**UNIT – II** **(20 hours)**

**Measures of Dispersion:** Dispersion – Meaning – Properties of a good measure of dispersion – Absolute versus relative measure of dispersion – Computation of Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation- Merits and Limitations of each.

**Skewness** – Meaning – Variation versus Skewness – Measures of Skewness- Karl Pearson’s and Bowley’s Co-efficient of Skewness.

**UNIT - III** **(20 hours)**

**Correlation Analysis:** Definition – Types of Correlation – Methods of Studying Correlation – Spearman’s Rank Correlation Co-efficient.

**Regression Analysis :** Definition – Correlation Vs Regression – Regression lines and Regression Equations – Regression co-efficient- Computation of correlation co-efficient from regression co-efficient.

**UNIT - IV** **(15 hours)**

**Index Numbers:** Definition – Characteristics of Index numbers – Uses – Types of index numbers – Construction of Price Index numbers – Unweighted Index numbers – Weighted Index numbers – Tests of adequacy of Index number - formulae.

**UNIT - V** **(10 hours)**

**Analysis of Time Series:** Introduction – Uses - Components of time series – Measurement of trend- graphical method, semi-average method, moving average and method of least square.

**Text Book:**

1. BUSINESS STATISTICS

*S.P. Gupta & M.P. Gupta*  
*Revised Edition - 2007.*  
*S. Chand & Company Ltd.,*  
*Ram Nagar,*  
*New Delhi – 110 055.*

**Books for Reference:**

1. BUSINESS STATISTICS –

*R.S.N. Pillai and Bagavathi*  
*Revised edition 2008*  
*S. Chand & Company Ltd.,*  
*Ram Nagar, New Delhi – 110 055.*

2. BUSINESS STATISTICS -

*K.Alagar*  
*New Edition - May 2009,*  
*Tata McGraw hill publications*  
*7, West Patel Nagar,*  
*New Delhi - 8*

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : MK23**  
**Semester : II No. of Hrs allotted: 8**  
**Paper : Core No. of Credits : 6**  
**Title of the paper: ADVANCED ACCOUNTANCY**

**Course Objectives:** To train the students in preparing the final accounts of non-profit organizations and accounts of Consignments and Joint ventures.

**UNIT – I : Accounts of Nonprofit Organisations** – Meaning of non-profit organization- Treatment of Peculiar terms viz., donation, legacy and subscription - Receipts & Payments account Versus Income & Expenditure account – Preparation of Income and Expenditure account and Balance Sheet from Receipts and Payments Account.

**UNIT – II: Single Entry System** - Meaning – limitations –Double entry system versus Single entry system – ascertainment of profit – Net worth method – Conversion method – Balance sheet Versus Statement of affairs – Preparation of final accounts from incomplete records.

**Unit – III: Consignment Accounts:** Meaning – Consignment versus Sale – Journal and Ledger in the books of consignor and the consignee – Treatment of Normal loss and abnormal loss- Valuation of Closing stock - Invoice price method.

**Joint venture:** Meaning – Joint venture Versus Partnership – Consignment versus Joint venture – Accounting for joint ventures –separate set of books– no separate set of books– memorandum joint venture method.

**Unit – IV: Depreciation Accounting** - Meaning – causes and need for providing depreciation– methods of providing depreciation and their accounting treatment: straight line method – diminishing balance method – annuity method – sinking fund method and insurance policy method.

**Unit – V: Average Due Date:** Meaning - Uses – Determination of average due date.

**Account Current** – Meaning – Preparation of account current – Product method – Red-ink interest.

**Text Book:**

1. ADVANCED ACCOUNTANCY - VOL-I -

*T.S.Reddy, A.Murthy  
Revised Edition,2009  
Margham publications,  
24, Rameshwaram Road,  
T.Nagar, Chennai -17.*

**Books for Reference:**

1.FINANCIAL ACCOUNTING

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*S.P.Jain & J.L. Narang,  
Revised Edition 2012,  
Kalyani Publishers, B-1/1292,  
Rajinder Nagar, Ludhiana*

2. ADVANCED ACCOUNTANCY - VOL-I -

*R.L.Gupta & M. Radaswamy,  
Revised edition – 2012  
S.Chand & Company Ltd,  
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<b>Course</b>	<b>: B.COM</b>	<b>Code No</b>	<b>:ESK21(P)</b>
<b>Semester</b>	<b>: II</b>	<b>No. of Hrs allotted</b>	<b>: 2</b>
<b>Paper</b>	<b>: Skill Based Electives</b>	<b>No. of Credits</b>	<b>: 2</b>

**Title of the paper : WRITTEN COMMUNICATION SKILLS**

**Course Objective:** To enable the students proficient in writing letters.

**UNIT – I : Introduction to Written Communication and Business Correspondence:**

Meaning – Merits and Demerits of Business Letter – Needs functions – Layout – Letter of Enquiring, Placing order and Credit Status Enquiry.

**UNIT – II: Art of Writing Letters:** Banking Correspondence – Letter requesting the Banker to stop payment of cheque – Overdraft facility – Request for opening Letter of Credit – Job Application – Letter – Types – Form and Content of Application Letter – Letter to the Principal requesting for Bonafide Student Certificate, Bus Pass Forms – Fee Structure Certificate for Scholarship.

**Text Book:**

1. . ESSENTIALS OF BUSINESS COMMUNICATION - Rajendra Paul & J.S. Korlahalli  
Revised Edition 2012,  
Sultan Chand and Sons,  
23, Dharyaganj,  
New Delhi –2.

**Books for Reference:**

1. BUSINESS COMMUNICATION - Urmila Rai & S.M. Rai  
7<sup>th</sup> Edition 2005.  
Himalya Publishing House,  
New Delhi.
2. BUSINESS COMMUNICATION AND CUSTOMER RELATIONS - Homaipradhan,D.S.Bhende&  
Vijaya Thakur  
Himalaya Publishing House(2008)  
Dr.Bhalerao Marg Girgam

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<b>Course</b>	<b>: B.COM</b>	<b>Code No</b>	<b>: MK31</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted</b>	<b>: 3</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 3</b>
<b>Title of the paper:</b>	<b>MS-OFFICE</b>		

**Course Objectives** : To expose students on the basic methodology of creating documents, processing data and practicing power point presentations.

**UNIT I - Introduction** of Computers – Characteristics of Computers – Components of computer - Benefits of Using Computers – Recent trends in computer system - Working with windows - MS Office applications.

**UNIT II – Microsoft Word:** Creating a New document – Edit and Formatting a document – Change the Page Layout, Background and Borders – Headers & Footers – Creating Tables – Editing tables – Insert Word Art, Clip Arts & Pictures – Mail Merge.

**UNIT III - Microsoft Excel:** Building a Spread sheet – Using Auto fill – Adding and Removing Rows and Columns – Creating and Copying formulae – Changing column widths & Row Height – Hyperlink - Using Auto format – Creating and Printing a chart.

**UNIT IV - Microsoft Power Point:** Creating and Saving a presentation using Auto-content wizard - Design template – Blank presentation – Opening an Existing presentation – Setting slide transitions – Slide Animations – Power point Presentation views – Printing slides, Notes and Handouts.

**UNIT V - Microsoft Access:** Creating a new database – Creating a new table – Creating a Primary key – Editing Fields – Sorting records – Querying a database – Forms - Reports.

**Text Book:**

1. **MS OFFICE 2000 FOR EVERY ONE** – Sanjey Saxena,  
New Edition -2009  
Vikas Publishing House Pvt.Ltd.,  
New Delhi.

**Books for Reference:**

1. **MS-OFFICE** - Nellai Kannan, C., ,  
Revised Edition - 2002  
Nels Publications,  
Thirunelveli,  
Tamil Nadu

2. **MS-OFFICE:Manual** - A.M.Malhotra&P.S.Bright  
2012

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : MK32**  
**Semester : III No. of Hrs allotted : 5**  
**Paper : Core No. of Credits : 4**  
**Title of the Paper: BANKING THEORY, LAW and PRACTICE**

**Course Objective:** To make the students aware of the facilities and services offered by the Commercial Banks.

**UNIT I : Introduction to Banking:** Definition of Banking – Types of banks – Commercial Banks – Functions – Agency services and General utility services of Commercial Banks – Relationship between Banker and Customer – General and Special relationship - RBI and its functions

**UNIT II: Cheques:** Meaning and definition – Characteristics of a Cheque – Drawing up of a Cheque - Cheque Versus Draft – Crossing – Types of Crossing – Significance of each Crossing – Endorsement – Kinds of Endorsement – Significance of each Endorsement.

**UNIT III: Bank Lending:** Principles of sound lending – Forms of Advances – Secured and Unsecured Advances

**Secured Advances:** Advances against Goods – Documents of title to goods (Bill of Lading, Warehouse Receipts, Railway Receipts only) – Stock Exchange Securities- Government Securities – Precautions to be taken by a banker in each case.

**UNIT IV: Recent Trends in Banking:** Electronic Banking- Features- Internet Banking versus Traditional banking – Mobile banking – Features – Requirements – Telephone banking – Features – Telephone banking facilities – ATM – Features – Functions of ATM – Benefits of ATM – Credit Cards – Features Electronic Fund Transfer– Real Time Gross Settlement(RTGS).

**UNIT V: Banking Ombudsman:** Meaning – Object – Appointment of Ombudsman – Powers and duties of Ombudsman – Procedure for Redressal of Grievance – Settlement by agreement – Settlement by recommendation – Settlement by award.

**Text Book:**

- 1. BANKING THEORY LAW AND PRACTICE -** *E. Gordon & K. Natarajan, 22<sup>nd</sup> Revised Edition 2013, Himalaya Publishing House,, Delhi.*

**Books for Reference:**

- 1. BANKING THEORY LAW AND PRACTICE –** *K.P.M. Sundaram & Varshney, Revised Edition 2013. Sultan Chand & Sons, 23 Daryaganj, New Delhi.*
- 2. BANKING THEORY LAW AND PRACTICE –** *Srivastava, Revised Edition 2009, Himalaya Publication House, Delhi.*

**THIAGARAJAR COLLEGE, MADURAI – 9.**

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM** **Code No : MK33**  
**Semester : III** **No. of Hrs allotted: 8**  
**Paper : Core** **No. of Credits : 5**  
**Title of the paper: PARTNERSHIP ACCOUNTS**

**Course Objectives :** To train the students in preparing the accounts maintained by the partnership firms.

**UNIT – I : Partnership Accounts :** Introduction – Partnership Deed – Rules applicable in the absence of an agreement – Profit and Loss appropriation account – Fixed capital account – Fluctuating capital account – Interest on capital and interest on drawings (excluding Past adjustments and Guarantees).

**UNIT – II: Admission of a Partner:** New profit sharing ratio – Sacrificing ratio – Revaluation of Assets and Liabilities – Memorandum Revaluation Account– Methods of Valuation of Goodwill – Treatment of Goodwill (as per Accounting Standard 10 ) - Adjustment of capital in proportion to profit sharing ratio- Balance sheet of the new firm.

**UNIT – III : Retirement of a Partner:** Retirement – Treatment of Goodwill –Gaining ratio – settlement of amount due to the retiring partner - Admission cum Retirement – Calculation of capital of the new firm – Balance sheet of the new firm.

**Death of a partner** – Settlement of deceased partner's capital account – Executors account- Joint Life Policy

**UNIT – IV: Dissolution Accounting:** Simple dissolution - Settlement of accounts on Dissolution – Firms debts versus private debts – Entries on dissolution – Insolvency of a partner – Garner Versus Murray rule – Fixed and Fluctuating capital – Insolvency of all Partners.

**Piece-meal Distribution:** Proportionate capital method and Maximum loss method.

**UNIT – V: Amalgamation of firms and sale to a company:** Amalgamation of Firms – Accounting treatment – Sale of Firm to a Company – Purchase consideration - Accounting treatment in the books of the Firm.

**Text Book:**

**1. ADVANCED ACCOUNTANCY -**

*T.S.Reddy & A. Murthy,  
Revised Edition - 2012,  
Margham Publications,  
24, Rameshwaram Road,  
T.Nagar, Chennai - 17.*

**Books for Reference:**

**1. ADVANCED ACCOUNTANCY –**

*R.L.Gupta & M. Radaswamy,  
Revised Edition– 2012  
S. Chand & Company Ltd.,  
Ram Nagar, New Delhi – 110 055.*

**2. FINANCIAL ACCOUNTING –**

*S.P. Jain & K.L. Narang,  
13<sup>th</sup> Edition – 2009  
Kalyani Publishers, B-1/1292,  
Rajinder Nagar, Ludhiana.*

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: B.COM</b>	<b>Code No</b>	<b>: NME1</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted:</b>	<b>2</b>
<b>Paper</b>	<b>: Non Major Electives</b>	<b>No. of Credits</b>	<b>: 2</b>

**Title of the paper: ACCOUNTING FOR MANAGERS**

**Course Objectives** : To make non-commerce students understand the basic accounting concepts so as to enable them to prepare the statements and final accounts of sole proprietary concerns.

**UNIT – I Accounting** : Meaning – Objectives – Branches of Accounting – Double Entry System– Preparation of Journal, Ledger and Trial Balance-Subsidiary Books – Meaning – Advantages –List of subsidiary books - Preparation of Purchases book, Sales books, Purchases returns book, Sales returns book – Cash book – Single column, Double column and Three column cash book – Petty cash book – Imprest system - Journal proper.

**UNIT– II: Final Accounts of Sole Traders** – Trading Account – Profit and Loss Account – Balance Sheet – Adjustment entries – Treatment of Closing Stock – Outstanding expenses, prepaid expenses, Depreciation, Interest on Capital and Interest on Drawings.

**Text Book:**

- 1. ADVANCED ACCOUNTANCY- Volume: I -** *T.S.Reddy,A. Murthy*  
*Revised Edition – 2009,*  
*Margham Publications,*  
*T.Nagar, Chennai -17.*

**Books for Reference:**

- 1. ADVANCED ACCOUNTANCY- Volume: I –** *S.P. Jain, K.L. Narang*  
*3 rd Edition 2009,*  
*Kalyani Publishers,*  
*Ludhiana.*
- 2. ADVANCED ACCOUNTANCY- Volume: I –** *R.L.Gupta & M. Radaswamy,*  
*Revised edition 2008,*  
*S. Chand & Company Ltd.,*  
*New Delhi – 110 055.*



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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: B.COM</b>	<b>Code No</b>	<b>: AK31</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted</b>	<b>: 5</b>
<b>Paper</b>	<b>: Allied</b>	<b>No. of Credits</b>	<b>: 4</b>

**Title of the paper : Business Environment and Business Ethics**

**Course Objective:** To familiarize the students with the various dimensions, social responsibilities and ethics of business in the competitive environment.

**UNIT: I Business and its environment**

Nature of business – Scope of business – Objectives of business – Business environment- Importance –Dimensions of business environment: Economic, Social, Cultural, Political, Legal, Demographic, Natural and Technological environment.

**UNIT : II Economic and Political Environment** - Economic systems – Capitalism – Socialism – Mixed economy - Features, merits & limitations of each system – Role of Government in business : Regulatory role , Promotional role , Entrepreneurial role and Planning role – Constitution of India – The Preamble – The Fundamental Rights – The Directive Principles.

**UNIT : III Industrial policy Resolutions in India** - Meaning – Need & Importance of Industrial policy - Industrial Policy Resolutions 1948 & 1956 – The New Industrial policy 1991 – Features – Meaning of Liberalization, Privatization and Globalization.

**UNIT : IV Global Environment** - Meaning – Merits and Demerits of Globalization – GATT (General Agreement on Tariffs and Trade) – Meaning, Objectives – WTO and its functions - MNCs (Multinational Companies) – Benefits and limitations of MNCs.

**Unit : V Social Responsibility and Ethics of Business**

Concept – Responsibility to shareholders, employees, consumers and community.

**Ethics and business ethics** – Introduction – Need and importance – Nature and scope, and objective of business ethics – Factors influencing business ethics - Characteristics of business ethics.

**Reference**

Text Book

1. Essentials of Business Environment

**K.Aswathappa,**  
Reprint 2014  
Himalaya Publishing House  
New Delhi.

**Books for Reference**

1. Business Environment

**Francis Cherunilam**  
Reprint, 2012  
Himalaya Publishing House  
Mumbai.

2. Business Environment

**Dr.K.Chidambaram &  
Dr.V.Alagappan, 2012**  
Vikas Publishing House Pvt Ltd  
New Delhi.

3. Business Environment

**A.C.Fernando**  
First Edition, 2011  
Dorling Kindersley (India) Pvt.Ltd. Noida.

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.Com Code No : MK 41**  
**Semester : IV No. of Hrs allotted : 5**  
**Paper : CORE No. of Credits : 4**

**Title of the Paper: Entrepreneurship and Small Business Management**

**Course Objectives :** To expose students to the concepts of Entrepreneurship and to enable them to start a small business enterprise.

**UNIT – I Entrepreneurship:** Meaning – Evaluation of the concept of the entrepreneur – Characteristics of successful entrepreneur – Functions – Needs for an entrepreneur – Types of an Entrepreneur – Intrapreneur - Growth of Entrepreneurship in India – Role of Entrepreneurship in Economic Development

**UNIT – II Women Entrepreneurship:** Concept of Women Entrepreneur – Functions of Women Entrepreneur – Growth of Women Entrepreneurship in India – Problems of Women Entrepreneur – Developing Women Entrepreneur – Limitations of Women Entrepreneur – Institutional support and Assistance to Women Entrepreneur.

**UNIT – III Entrepreneurial Development Programmes:** Meaning of Entrepreneurial competency – Major Entrepreneurial competencies – Meaning of EDP – Need for EDP – Objectives of EDP – EDP in India – Phases of EDP – Problems of EDP

**UNIT – IV Institutional Finance & Support to Entrepreneur:** Need for Institutional finance – Commercial banks – IDBI – IFCI – ICICI – IRBI – SFC – SIDCS – SIDBI – EXIM bank - Need for institutional support – NSIC – SIDO – SSIB – SSID – SISI – DIC – TCO

**UNIT – V Micro & Small Enterprises:** Meaning – Definition – Micro & Macro units – Characteristics, Objectives and essentials of Small Scale Enterprises – Steps in stepping up of small enterprises – Role of micro enterprises in economic development – Problems of Micro and small Enterprises

**Text Book:**

- 1. Entrepreneurial Development -** S.S.Khanka,  
Revised Edition, 2013,  
S.Chand & Company Ltd,  
Ram Nagar, New Delhi-110 055.

**Books for Reference:**

- 1. Entrepreneurial Development –** Renu Arora, S.K.Sood  
Revised Edition, 2004  
Kalyani Publishers,  
B-I/1292 Rajinder Nagar,  
Ludhiana – 141 008 .

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : MK42**  
**Semester : IV No. of Hrs allotted: 3**  
**Paper : Core No. of Credits : 3**  
**Title of the paper : ACCOUNTING PACKAGE**

**Course Objective :** To make the students understand the fundamentals of accounting package and to train them in preparing accounts.

**UNIT: I Accounting on Computers:** Introduction – Accounting system – Benefits of accounting on computers – Tally fundamentals – Key components of Tally – Creation of companies – F11: Features – F12: Configuration.

**UNIT: II Processing Transactions in Tally:** Classification of accounts – Groups – Predefined groups/Reserved groups – Managing groups - Ledger accounts – Voucher entry – Default vouchers - Various vouchers like Receipt, Payment, Journal & Contra .

**UNIT: III Inventory Vouchers:** Stock groups – Stock categories – Stock items – Units of measure – Stock valuation methods – Inventory details in vouchers – Receipt note, Delivery note, Rejections & Stock summary.

**UNIT: IV Financial Reports in Tally:** Trial Balance – Profit & Loss accounts - Balance sheet – Ratio analysis – Day book – List of accounts.

**UNIT: V Purchases and Sales Order:** Creating , altering and deleting purchase order and sales order – Credit purchase and credit sales – Duties and taxes (VAT only)

**Text Book:**

**1. Comdex Tally 9- Course kit**

*Dr. Namrata Agarwal ,  
New Edition 2009  
Dreamtech press  
New Delhi*

**Reference Book**

**1. Tally 9**

*Nellai Kannan  
Revised Edition 2009  
Nels Publications,  
Thirunelveli*

**2. Implementing Tally 9**

*A. K. Nadhani, K. K. Nadhani  
BPB Publications Publication  
Edition 2007,*

**3. Tally 9.0**

*Dinesh Maidasani  
Edition 2009  
Firewal Media, New Delhi – 110 00.*

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: B.COM</b>	<b>Code No</b>	<b>: MK43</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted</b>	<b>: 8</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>

**Title of the paper: BUSINESS ACCOUNTING**

**Course Objectives** : To make the students understand the special types of accounts such as Royalty, Hire purchase, Branch and Departmental accounts.

**UNIT – I : Royalty Accounts** : Meaning – Minimum rent – Short workings – Recoupment of short workings – Accounting records in the books of the lessor and lessee – Sub lease.

**UNIT – II : Hire Purchase and Installment Systems** : Hire purchase system – Features – Calculation of interest – Accounting treatment in the books of buyer and seller (excluding hire purchase trading accounts and stock and debtors system) – Default and repossession – Complete repossession - Partial repossession– Installment system – Difference between Hire purchase system and Installment system.

**UNIT – III: Insolvency Accounts:** Meaning – Insolvency Accounts - Preferential creditors under the two Acts – Insolvency of individual – Preparation of statement of affairs and deficiency account (excluding firm insolvency).

**UNIT – IV: Branch Accounts:** Branch accounting – Types of branches – Independent branch – Debtors system (excluding stock and debtors system, foreign branches)

**Departmental Accounts** – Allocation of expenses – Inter-department transfers. (Excluding unrealized profit on closing stock).

**UNIT – V: Insurance Claims:** Claims for loss of stock – Calculation of normal and abnormal items – Application of average clause – Loss of profits – Steps in the preparation of claim under loss of profits policy.

**Farm accounting** – Meaning – Objectives of Farm Accounting – Special characteristics of Farm Accounting – Recording of farming transactions – Preparation of Final Accounts.

**Text Book:**

**1. ADVANCED ACCOUNTANCY – Vol - I -** *T.S.Reddy,A. Murthy,  
Revised edition 2012  
Margham Publications,  
24, Rameshwaram Road,  
T.Nagar, Chennai - 17 .*

**Books for Reference:**

**1. ADVANCED ACCOUNTANCY - Vol - I** – *R.L.Gupta & M. Radaswamy,  
13th Edition,2012  
S.Chand & Company Ltd,  
Ram Nagar, New Delhi-110 055.*

**2. ADVANCED ACCOUNTANCY-Vol - I –** *S.P. Jain & K.L. Narang,  
Revised Edition 2009,  
Kalyani Publishers,  
B-1/1292, Rajinder Nagar,  
Ludhiana*

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : AK41**  
**Semester : IV No. of Hrs allotted: 5**  
**Paper : Allied II No. of Credits : 4**

**Title of the paper: INTERNATIONAL TRADE & EXPORT MANAGEMENT**

**Course Objectives :** To enable the students to understand the importance of international trade, the procedure for export of goods and services and the documents to be prepared at different stages of processing of an export order.

**UNIT I – Introduction to International Trade:** Meaning – Features – Objectives – Motives - Domestic Trade versus International Trade – Arguments for and against international trade – Trade Policy - Free trade – Protection – Trade barriers – Tariffs and its types – Non Tariff barriers and its types

**UNIT II – International Trading Environment:** GATT – Objectives, principles and defects of GATT – World Trade Organisation (WTO) – Objectives and Functions of WTO- Salient Features of UR Agreement –Concept of Balance of Trade and Balance of Payment – Foreign Exchange Market – Functions and Dealings on the Foreign Exchange Market – Exchange Rate systems and classifications .

**UNIT III: Foreign Trade Policy and Regulation:** Foreign Trade Policy – Objectives, Strategies, Features and Promotional Measures – Foreign Trade Act (1992) - Export Promotion in India – Importance and Objectives – Export Promotion Measures – EOU, EPZ, and SEZ.

**UNIT IV – Export Finance :** Institutional Finance for Export – Pre Shipment Credit – Post Shipment Credit- EXIM Bank – ECGC – Quality Control and Pre Shipment Inspection – FERA – FEMA – IMF – IFC – UNCTAD - UNIDO

**UNIT V - Export procedures and Documentation** – Procedures and Formalities in the export of goods – Exchange control formalities – Shipping of goods – Export documents – Documents related to goods – Certificates related to shipment – Documents related to payment – Documents related to inspection – Documents related to Excisable Goods – Documents related to Foreign Exchange Regulation.

**Text Book:**

**1. INTERNATIONAL TRADE AND EXPORT MANAGEMENT** - *Francis Cherunilam, 16<sup>th</sup> Edition 2008. Himalaya Publishing House, "Ramdoot", Dr. Bhalerao Marg, Girgaon, Mumbai-400 004.*

**Books for Reference:**

**1. INTERNATIONAL TRADE** - *S.Sankaran, Revised Edition 2013. Margham Publications, Chennai – 600 017.*

**2. INTERNATIONAL MARKETING AND EXPORT MANAGEMENT** - *T.A.S.Bala Gopal Himalaya Publishing House. "Ramdoot", Dr. Bhalerao Marg, Girgaon, Mumbai-400 004.*

**THIAGARAJAR COLLEGE, MADURAI – 9.**

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : ENK41(C)**  
**Semester : IV No. of Hrs allotted : 2**  
**Paper : Non Major Electives No. of Credits : 2**

**Title of the paper : COST COMPUTATION & CONTROL**

**Course Objectives :** To make the students familiar with the methods and techniques of cost computation and cost control to non-commerce students.

**UNIT – I Introduction to Cost Accounting:** Meaning of Cost, Costing and Cost Accounting - Objectives of cost accounting – Classification of cost by elements and by functions –Methods of costing versus Techniques of costing - Preparation of cost sheet (Simple Problems)

**UNIT– II : Cost Control Techniques** – Budgetary control – Meaning - Types of budgets – Preparation of production budget - Flexible budget– Marginal costing technique – Meaning of Marginal cost – Fixed costs versus Variable cost – Cost Volume Profit analysis- Break Even Point (BEP)

**Text Book:**

**1. COST ACCOUNTING** - Jain & Narang  
Revised Edition 2008,  
Kalyani Publishers,  
Ludhiana.

**Books for Reference:**

**1. COST ACCOUNTING** - M.N. Arora  
Revised edition- 2007.  
Vikas Publishing House Pvt. Ltd.  
Noida, New Delhi

**2. COST ACCOUNTING** - Tulsian  
Revised edition – 2007.  
Tata MC Graw Hill Co,  
New Delhi.

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: B.COM</b>	<b>Code No</b>	<b>: ESK41 (Q)</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted:</b>	<b>2</b>
<b>Paper</b>	<b>: Skill Based Electives</b>	<b>No. of Credits</b>	<b>: 2</b>

**Title of the Paper: QUANTITATIVE APTITUDE SKILLS**

**Course Objectives:** To improve the quantitative aptitude skills of the students and to enable them to take up competitive examinations confidently.

**UNIT – I:** Percentage – Time & Work - Time & Distance .

**UNIT – II:** Profit and Loss – Stocks and Shares – Data Interpretation (Tabulation, Barchart and Pie chart).

**Text Book:**

**1. QUANTITATIVE APTITUDE**

*R.S. Agarwal  
7<sup>th</sup> Edition, 2008  
S. Chand & Company Ltd,  
New Delhi – 110 055.*

**Books for Reference:**

**1. BUSINESS MATHEMATICS**

*P.R. Vital  
Third Edition 2005,  
Margham Publications,  
24, Rameswaran Road,  
T.Nagar, Chennai – 600 017.*

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : MK51**  
**Semester : V No. of Hrs allotted: 8**  
**Paper : Core No. of Credits : 6**  
**Title of the paper: CORPORATE ACCOUNTING**

**Course Objectives :** To train the students in the preparation of company accounts and to enable them to prepare company final accounts.

**UNIT – I : Shares :** Shares – Definition – Classes of shares – Issue of shares for cash – Calls in advance and Calls-in-arrear – Issues of shares for consideration other than cash – Issue of shares at premium – Issue of shares at discount – Forfeiture of shares–Re-issue of forfeited shares.

**Debentures** – Definition – Types of debentures – Issue of debentures – Redemption of debentures through sinking fund and purchase of own debentures

**Underwriting of shares and debentures :** Underwriting – Marked and Unmarked applications – Pure underwriting – Determination of liability of underwriters – Firm underwriting.

**UNIT – II: Acquisition of Business :** Acquisition of business – Accounting treatment when new set of books are opened – Purchase consideration – Treatment in the books of vendor – Treatment in books of purchaser when debtors and creditors are taken over on behalf of vendor– Accounting treatment when same set of books are continued – Treatment of debtors and creditors when not taken over.

**Profit Prior to Incorporation:** Meaning – Calculation of time ratio and sales ratio – Weighted ratio – Computation of pre- incorporation and post – incorporation profit.

**UNIT - III : Amalgamation, Absorption and Reconstruction:** Meaning – Purchase consideration – Accounting treatment in the books of purchasing company and the vendor company – Alteration of share capital – Internal reconstruction – Scheme of capital reduction – Construction of Balance Sheet after reconstruction (Excluding external reconstruction)

**UNIT - IV: Valuation of Goodwill and Shares:** Goodwill – Definition – Factors affecting value of goodwill – Need for valuation – Methods of Valuation - Valuation of shares –Yield method – Earning capacity method – Fair value of a share.

**UNIT – V: Liquidation:** Meaning – Legal provisions – Order of payment – Preferential payments – Preparation of liquidator’s final statement of account.

Text Book:

1. CORPORATE ACCOUNTING -

*T.S.Reddy & A.Murthy  
Reprint 2012,  
Margham publications,  
24, Rameshwaram Road,  
T.Nagar, Chennai-17.*

**Books for Reference:**

1. ADVANCED ACCOUNTANCY –Vol-II

*R.L. Gupta & M.Radaswamy  
Revised Edition – 2012  
Sultan Chand & Sons,  
New Delhi-2.*

2. CORPORATE ACCOUNTING -

*S.Kr. Paul,  
Revised Edition – 2009.  
New Central Book Agency  
8/1, Chindamoni Das lane,  
Kolkatta – 700 009.*



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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : MK52**  
**Semester : V No. of Hrs allotted : 5**  
**Paper : Core No. of Credit : 5**  
**Title of the paper : COSTING - I**

**Course Objectives:** To enable the students to learn the basic concepts of Cost Accounting and enable them to compute the cost of products and services.

**UNIT I Cost Accounting:** Meaning and definition – Objectives – Advantages – Cost Accounting Versus Financial Accounting – Cost Accounting Versus Management Accounting – Elements of Cost – Cost Classification – Cost Sheet.

**UNIT II Materials :** Material Control Techniques – Economic Order Quantity (EOQ) – Bin Card Versus Stores Ledger – Pricing of material issues under LIFO, FIFO, Simple Average, Weighted Average and Base Stock Methods – Merits and demerits of each method – ABC Analysis - VED Analysis, Continuous stock taking and Perpetual Inventory System.

**UNIT III Labour:** Time Wage System and Piece Wage System – Merits and demerits – Essentials of a good wage system.

**Incentive Schemes:** Halsey Plan, Rowan Plan, Taylor's Differential Piece Rate, Merrick's multiple piece rates – Computation of labour cost - Labour Turnover – Causes – Methods of computing Labour Turnover.

**UNIT IV Overheads:** Meaning – Functional Classification of Overheads - Allocation Versus Apportionment of Overheads – Bases of Apportionment – Primary Distribution and Secondary Distribution of Overheads: Repeated distribution, Simultaneous equation method, step and ladder method – Absorption of overheads- Bases of absorption - Calculation of Machine Hour Rate.

**UNIT – V Reconciliation of Cost and Financial Accounts:** Need for Reconciliation – Reasons for disagreement – Procedure of Reconciliation.

**Text Book:**

1. COST ACCOUNTING - *S.P.Jain & K.L. Narang, Revised Edition – 2012 Kalyani Publishers, B-/1292, Rajinder Nagar, Ludhiana.*

**Books for Reference:**

1. ADVANCED COST ACCOUNTING – *V.K. Saxena & C.D. Vashist, Sultan Chand and Sons(2011) 23, Dharyaganj, New Delhi –2*
2. COST ACCOUNTING - *P C Tulsian Ist Edition 2008, Tata MC Graw-Hill Publishing Co .,Limited, New Delhi.*

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**DEPARTMENT OF COMMERCE**  
**(From 2014 – 2017 Batch onwards)**

**Course : B.COM** **Code No : MK53**  
**Semester : V** **No. of Hrs allotted : 5**  
**Paper : Core** **No. of Credits : 4**  
**Title of the Paper: MANAGEMENT ACCOUNTING**

**Course Objectives:** To expose students to management principles, management accounting and their applications.

**UNIT I Management Accounting:** Meaning - Definition – Nature and Scope – Functions – Objectives – Financial accounting and Management accounting – Management accounting and Cost accounting – Utility of management accounting – Limitations of management accounting.

Financial Statements – Analysis and interpretation of Financial Statements – Common size and Comparative statements – Trend Analysis.

**UNIT II Ratio Analysis:** Meaning - Utility and Limitations of Ratio Analysis – Classification of Ratios – Computation of Liquidity, Solvency, Profitability and Turnover Ratios and construction of Balance Sheet.

**UNIT III Funds Flow Analysis:** Meaning – Objectives –Preparation of fund flow statement – Calculation of fund from operation –Advantages and limitations of fund flow analysis – Fund flow statement versus Balance sheet.

**UNIT IV Cash Flow Analysis:** Meaning – Preparation of cash flow statement (As per AS 3) – Calculation of cash from operation –Utility and Limitation of cash flow analysis.

**UNIT V Working Capital Management:** Meaning - Concepts and importance of working capital – Factors determining working capital requirements – Sources of working capital – Estimating working capital.

**Text book :**

- |                           |  |
|---------------------------|--|
| 1. MANAGEMENT ACCOUNTING: | Shashi K. Gupta R. K. Sharma,<br>Revised Edition – 2012<br>Kalyani Publishers,<br>B-I/1292, Rajinder Nagar,<br>Ludhiana. |
|---------------------------|--|

**Books for Reference**

- |  |   |
|--|---|
| 1. MANAGEMENT ACCOUNTING AND<br>FINANCE CONTROL: | S.N. Maheswari,<br>Revised Edition – 2012<br>Vikas Publishers, Delhi.   |
| 2. MANAGEMENT ACCOUNTING:                        | A. Murthy, S. Gurusamy<br>2 <sup>nd</sup> Edition – 2011,<br>Tata McGraw-Hill,<br>Publishing Company Ltd,<br>New Delhi. |
| 3. PRINCIPLES OF MANAGEMENT<br>ACCOUNTING:       | Man Mohan & Goyal,<br>Sahtiya Bhawan, Agra – 3.   |

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM**

**Semester : V**

**Paper : Core Elective**

**Code No : EMK54**

**No. of Hrs allotted : 5**

**No. of Credits : 3**

**Title of the paper: MARKETING MANAGEMENT**

**Course Objectives :** To make the students aware of the basic concepts of marketing and the art of personal selling.

**UNIT – I Marketing :** Definition – Importance - Scope – Approaches to the study of marketing- Marketing concepts.

**Functions of marketing:** Functions of exchange, Functions of physical treatment, and Functions of facilitating exchange - Marketing mix – Marketing is science as well as an art.

**UNIT – II Product :** Features – Classification of products – Stages in New Product Development – Product line and mix - Product differentiation; Branding; Packaging; Labeling – Product Life cycle.

**Pricing:** Types - Kinds - Factors influencing pricing decisions – Pricing strategies – Procedure of price determination.

**UNIT – III Physical Distribution:** Different channels - Functions of middlemen - Factors considered for selecting a channel – Wholesalers and retailers – services - Direct marketing

**UNIT – IV Promotion :** Promotion mix- Sales promotion – Objectives– Advertising – Kinds – advertising media - Personal selling – kinds – Functions – Qualities of a good salesman – Personal selling Vs. Sales promotion – Market research.

**UNIT – V Market Segmentation:** Meaning - Importance - Bases of market segmentation - Consumer behaviour – Fundamentals - Factors influencing consumer behaviour – Electronic marketing – Significance of Electronic marketing.

**Text Book:**

1. MARKETING MANAGEMENT - R.S.N. Pillai and Bagavathi  
S. Chand & Company Ltd.,  
Ram Nagar,  
New Delhi – 110 055.

**Books for Reference:**

1. MARKETING MANAGEMENT – Rajan Saxena,  
Tata MC Graw Hill Publishing Company Limited,  
7, West Patel Nagar,  
New Delhi – 110008.
2. MARKETING MANAGEMENT – Philip Kotler  
44<sup>th</sup> edition – 2001.  
Prentice Hall of India(P)Limited.  
New Delhi-110 001.
3. MARKETING MANAGEMENT – Dr. C. B. Gupta & Dr. N. Rajan Nair  
Reprint: Edition 2012  
Sultan Chand & Sons (P) Ltd.,  
New Delhi - 110002

**THIAGARAJAR COLLEGE, MADURAI – 9.**

**(Re-Accredited with 'A' Grade by NAAC)**

**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM** **Code No : EMK55**  
**Semester : V** **No. of Hrs allotted : 5**  
**Paper : Core Elective** **No. of Credits : 3**  
**Title of the paper : INCOME TAX LAW & PRACTICE - I**

**Course Objective :** To enable the students to learn the various provisions of the Income Tax Act 1961 and to apply them to compute tax under different heads of income.

**UNIT – I Introduction:** Basic concepts – Exempted incomes – Fully exempted incomes – Partly exempted incomes – Agricultural income and Non- Agricultural income - Heads of incomes - Gross Total Income-Tax rate for individuals.

Residential status of individuals and HUFs – Incidence of tax – Problems on incidence of taxation

**UNIT – II Income from salaries:** Different forms of salary – Treatment of Allowances – Perquisites - Deductions from salary income – Computation of income from salary.

**UNIT - III Income from House property:** Basis of charge – Exempted house property incomes – Computation of income from let out house property – Gross Annual Value- Deductions u/s 24 - Treatment of loss from house property – Income from self occupied house property – Computation of total Income from house property.

**Unit IV Income from Business / Profession :** Expressly admissible deductions – Expenses expressly disallowed- Deemed profits- Valuation of stock- Computation of Income from Business- Cash system and mercantile system of accounting - Computation of Income from Profession- simple problems.

**UNIT - V Income from Capital gains** - Basis of charge – Meaning of capital assets – Types of capital gains- Transactions not regarded as transfer – Indexed cost of acquisition- Indexed cost of Improvement- Computation of capital gain - Exempted capital gains.

**Income from Other Sources** - Chargeability – Interest on Securities – Basis of charge- Grossing up - Deductions – Computation of Income from other sources.

**Text Book:**

1. INCOME TAX LAW & ACCOUNTS – *Dr. H.C.Mehrotra,*  
*Revised Edition (as per latest AY)*  
*Sahitya hawan Publications,*  
*Hospital Road, Agra – 282 003*

**Books for References:**

1. INCOME TAX LAW & PRACTICE – **V.P.GAUR,**  
**D.B.NARANG,**  
*Revised edition (as per latest AY)*  
*Kalyani Publications*  
*B-1/1292, Rajinder Nagar,*  
*Ludhiana-141 008*

2. INCOME TAX LAW & PRACTICE – **T.S.REDDY AND MURTHY,**  
*Revised edition (as per latest AY)*  
*Margham Publications, Chennai-17.*

**THIAGARAJAR COLLEGE, MADURAI – 9.**

**(Re-Accredited with 'A' Grade by NAAC)**

**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : BCOM Code No :**  
**Semester : V No. of Hrs allotted :**  
**Paper : Self Study Paper No. of Credits :**  
**Title of the paper : FINANCIAL SERVICES AND MARKETS**

**Course Objectives :** To expose the students to the financial markets and financial products and services.

**UNIT – I : The Financial System in India:** Functions of the financial system – Financial Assets – Financial intermediaries – Financial markets – Capital market – Money market – Financial instruments.

**UNIT – II: Market for securities:** The new issues market – Functions of new issue market – Players in the new issues market – Methods of primary issue of shares.

**UNIT – III: Stock Exchanges in India:** The secondary market – Organisation of stock exchanges in India – SEBI – Functions and powers of SEBI.

**UNIT- IV: Merchant Banking:** Definition – Origin – Merchant Banking in India – Services rendered by merchant banks – Qualities required of Merchant Bankers – General obligations and responsibilities of Merchant Bankers.

**UNIT - V: Mutual Funds:** Meaning – Fund unit Vs shares – Types and Classification of funds – Importance of mutual funds – Risks – Organisation of the Fund – Operation of the fund – Facilities available to investors – Private Mutual Funds.

**Text Book:**

1. FINANCIAL MARKETS AND SERVICES - *E. Gordon & K. Natarajan, Revised Edition -2010 Himalaya Publication, Mumbai.*

**Books for Reference:**

1. FINANCIAL SERVICES – *M.Y. Khan, Revised Edition 2000, Tata MC Graw Hill, New Delhi.*
2. INDIAN FINANCIAL SYSTEM – *H.R. Machiraju, Revised edition 2010 Vikas Publishing House, New Delhi.*

**THIAGARAJAR COLLEGE, MADURAI – 9.**

**(Re-Accredited with 'A' Grade by NAAC)**

**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : MK61**  
**Semester : VI No. of Hrs allotted: 8**  
**Paper : Core No. of Credits : 6**  
**Title of the paper: SPECIAL ACCOUNTS**

**Course Objectives :** To train the students in preparing the accounts of special types of Corporate business entities.

**UNIT – I Accounts of Banking Companies:** Preparation of profit and loss account and balance sheet – Legal form – Bills for collection – Acceptances and endorsements – Branch adjustments – Adjustments of bad and doubtful debts, Rebate on bills discounted, provision for taxation and depreciation.

**UNIT – II Accounts of Insurance Companies:** Accounts of Life Insurance Business – Types of policies – Annuity business – Surrender value – Life Assurance Fund – Preparation of final accounts – Revenue account – Valuation balance sheet - Balance sheet– Accounts of General Insurance Business – Fire and Marine Insurance – Profit and Loss account – Balance sheet.

**UNIT – III Accounts of Electricity Companies:** Double account system – Single account system versus Double account system – Advantages of double account system – Final accounts under double account system – Simple adjustments – Replacement of an asset – Disposal of Surplus.

**UNIT - IV Final Accounts of Joint Stock Companies:** Contents of final statement – Balance sheet – Profit and Loss account – Calculation of managerial remuneration.

**UNIT V Accounts of Holding Companies:** Meaning of Holding Company and Subsidiary company – Preparation of consolidated balance sheet – Minority interest – Cost of control or capital reserve – Pre-acquisition losses – Treatment of contingent liabilities and unrealized profits.

**Text Book:**

1. CORPORATE ACCOUNTING - *T.S.Reddy & A.Murthy,  
Reprint 2012  
Margham publications,  
24, Rameshwaram Road,  
T.Nagar,  
Chennai -17.*

**Books for Reference:**

1. ADVANCED ACCOUNTANCY VOL - II - *S.P.Jain & K.L. Narang,  
Revised Edition – 2009,  
Kalyani Publishers,  
B-/1292, Rajinder Nagar,  
Ludhiana.*

2. ADVANCED ACCOUNTANCY - VOL - II - *R.L. Gupta & M.Radaswamy  
Edition – 2012  
Sultan Chand & Sons,  
New Delhi-2.*

**THIAGARAJAR COLLEGE, MADURAI – 9.**

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: B.Com</b>	<b>Code No</b>	<b>: MK62</b>
<b>Semester</b>	<b>: VI</b>	<b>No. of Hrs allotted:</b>	<b>5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>

**Title of the Paper: Fundamentals of Investment Management**

**Course Objective:** To enable the students to understand the basic concepts and theories of investment management.

**Unit I Nature and Scope of Investment :** Investment – Features of investment - Classification of investment – Investment and Speculation – Investment process – Investment alternatives – Real investment – Contingent investment – Sources of investment information.

**Unit II Securities Market:** Primary market – Functions- Underwriting – Public issues – Offer of sale – Private placement – Rights issue – Participants in the primary market.

**Secondary market** – Characteristics of Stock Exchanges – Stock Exchanges in India –Listing of securities – Merits and demerits of listing –Kinds of brokers in Stock Exchanges.

**Unit III Risk and Return:** Risk – Uncertainty – Causes of risk- Classification of risks – Systematic risk – Unsystematic risk – Measurement of risks – Components in return on investment – Factors determining the return on investment – Measurement of return- Traditional methods – Modern methods.

**Units IV Approaches to Fundamental and Technical Analysis:** Fundamental analysis – Economic analysis – Variables and techniques for economic analysis – Industry analysis – Classification of industry – Life cycle of an industry – Key factors in industry analysis – Company analysis – Sources of information – Analysis of company's earnings – Ratio analysis – Technical analysis – Assumptions – Technical analysis versus fundamental analysis – Dow Theory – Minor trends – Chartist method- Charts – Line chart – Bar chart – Candlestick charts – Points and figures chart.

**Unit V Concept of Valuation:** Time value of money – Valuation of financial assets by applying the concept of time value of money – Future value of a series of payments – Annuities – Compounding and discounting techniques – Valuation of equities – Holding period return – Valuation of equity shares based on accounting information and dividends – Bond valuation – Yield to Maturity (YTM) and Yield to Call (YTC) (simple problem only).

**Reference**

Text Book

1. Investment Management

**L.Natarajan**  
Reprint 2012  
Margham Publications  
Chennai – 600017.

**Books for Reference**

1. Investment Analysis and Portfolio Management

**R.P.Rustagi**  
Revised Edition  
Sultan Chand & Sons  
Educational Publishers  
New Delhi 110002.

2. Investment Management

**Preeti Singh**  
18<sup>th</sup> Revised Edition, 2013  
Himalaya Publishing House  
New Delhi.

**THIAGARAJAR COLLEGE, MADURAI – 9.**

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**DEPARTMENT OF COMMERCE**

**(From 2014-17 batch onwards)**

**Course : B.COM Code No : MK63**  
**Semester : VI No. of Hrs allotted : 5**  
**Paper : Core No. of Credits : 4**

**Title of the paper: PRINCIPLES & PRACTICE OF AUDITING**

**Course Objective:** To make the students to learn the basic principles and procedures of auditing.

**UNIT I Basic Principles of Auditing :** Definition – Nature and Scope of Auditing – Difference between Accounting, Auditing and Investigation – Objects of Audit – Qualities of an Auditor – Types of Audit – Ethics of Auditing.

**UNIT II Audit Procedure and Internal Control:** Preparatory steps to be followed in the commencement of a new audit - Audit Programme – Audit Note Book – Audit Working Papers – Audit Files– Audit report – Essentials of Effective Reporting.

**Internal Control:** Elements - Objectives – Internal check – Objects of Internal Check – Duties of an auditor in connection with Internal check .

**UNIT III Vouching :** Definition - Meaning – Auditors duty regarding vouching of various items of debit side of the cash book: cash in hand, collection from debtors, interest on investment and rent received - Credit side of the cash book: wages, payment to suppliers, cash purchases and purchase of land & buildings.

**UNIT IV Audit of limited companies:** Company Auditor - qualification, disqualification, Appointment – Remuneration - rights and duties – removal of auditor - Liabilities of the auditor - Civil and Criminal liabilities.

**UNIT V Auditing of computerized accounting:** EDP Audit – EDP Audit features and limitation – General approach to EDP Audit – Major areas on Internal control system – CIS and Internal Control System – Special Techniques for Auditing in EDP environment – Need for CAAT – Types and Uses of CAAT.

**Text Book:**

1. AUDITING – *B.N. Tandon,  
Revised Edition-2009  
Sultan Chand and Sons,  
23, Dharyaganj, New Delhi*

**Books for Reference:**

1. PRINCIPLES AND PRACTICE OF AUDITING - *Dr. T.R. Sharma  
Revised edition 2010  
Sahithya Bhavan,  
Hospital Road,  
Agra –282 003.*
2. CONTEMPORARY AUDITING - *Kamal Gupta  
Revised Edition-2008  
Tata MC Graw Hill Publishing Co Ltd,  
7, West Patel Nagar,  
New Delhi – 110008.*
3. A TEXT ON AUDITING - *Partha Chaterjee,  
Revised Edition – 2011,  
Vrinda Publications (p) ltd,  
New Delhi – 110 091.*



**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: B.COM</b>	<b>Code No</b>	<b>: MK64</b>
<b>Semester</b>	<b>: VI</b>	<b>No. of Hrs allotted</b>	<b>: 5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>

**Title of the paper : COSTING - II**

**Course Objective:** To expose the students to the techniques of cost computation and control.

**UNIT I Job Costing:** Drafting Quotations and Tenders-Batching Costing-Contract Costing- Calculation of Profits on Incomplete Contract.

**UNIT II Process Costing-**Features of Process Costing-Normal Loss-Abnormal Loss, Abnormal Gain (Excluding inter process profits and Equivalent Production).

**UNIT III Marginal Costing:** Meaning – Features - Advantages – Limitations – Marginal Costing versus Absorption Costing – Break Even Analysis and Cost Volume Profit analysis - Applications of Marginal Costing.

**UNIT IV Standard Costing:** Standard cost and Estimated costs – Analysis of variances – Material variances – Labour variances –Overhead variances – Advantages and limitations of Standard costing.

**UNIT V Budgetary Control:** Meaning and need for Budget – Budget versus Forecast – Standard costing versus Budgetary control– Functional Budget: Production budget , Production cost budget, Sales budget and Cash budget – Flexible budget -Master budget– Advantages and limitations of Budgetary control – Meaning of Zero base budgeting.

**Text Book:**

1. COST ACCOUNTING - *S.P. Jain & K.L. Narang,  
Revised Edition – 2012  
Kalyani Publishers,  
B-I/1292, Rajinder Nagar,  
Ludhiana.*

**Books for Reference:**

1. COST ACCOUNTING - *R.S.N. Pillai & V. Bagavathi,  
S.Chand & Company Ltd(2013)  
Ram Nagar,  
New Delhi-110 055.*

2. ADVANCED COST ACCOUNTING – *V.K. Saxena & C.D. Vashist,  
Sultan Chand and Sons(2009)  
23, Dharyaganj, New Delhi –2.*

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-17 batch onwards)**

**Course** : B.COM **Code No** : EMK62(I)  
**Semester** : VI **No. of Hrs allotted** : 5  
**Paper** : Core Elective - II **No. of Credits** : 3  
**Title of the paper** : INCOME TAX LAW & PRACTICE-II

**Course Objectives** : To enable the students to learn the provisions of the Income Tax Act 1961 and to apply them to compute tax under different heads of income.

**UNIT I Deductions from Gross Total Income:** Computation of Gross Total Income – Deductions from 80C to 80U- Deductions allowed to Individuals, firms and Companies

**UNIT II Set off and carry forward of Losses:** Set off- Intra-head adjustment – Inter-head adjustment – Carry forward of losses – Unabsorbed depreciation.

**UNIT III Assessment:** Meaning – Procedure – PAN- Types of Assessment- Assessment of Individuals - Computation of Gross Total Income- Deductions allowed out of Gross Total Income – Computation of tax liability (Simple Problems).

**UNIT IV Assessment of Partnership firms:** - Partnership firm assessed as PFAS- Computation of Book Profit of PFAS – Limits on payment of remuneration to partners of PFAF – Computation of total income of PFAS – Deductions allowed out of Gross Total Income –Tax rate applicable to PFAS- Individual Income of Partners

Partnership firm assessed as PFAOP - Computation of Business Income and Total Income of PFAOP- Tax rate applicable to PFAOP -Individual Income of Partners of PFAOP- – Simple Problems

**UNIT V Assessment of Companies-** Types of Companies – Residential status of company – Computation of Gross Total Income of Companies – Tax liability of companies (Simple Problems).

**Text Book:**

1. INCOME TAX LAW & ACCOUNTS – *Dr. H.C.Mehrotra,  
Revised Edition (as per latest  
assessment year)  
Sahitya hawan Publications,  
Hospital Road,  
Agra – 282 003*

**Books for References:**

1.INCOME TAX LAW & PRACTICE – *V.P.GAUR,  
D.B.NARANG,  
Revised edition (as per latest  
assessment year)  
Kalyani Publications  
B-1/1292, Rajinder Nagar,  
Ludhiana-141 008*

2.INCOME TAX LAW & PRACTICE – *T.S.REDDY AND MURTHY,  
Revised edition (as per latest assessment  
year)  
Margham Publications  
T.nagar, Chennai.*

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-17 batch onwards)**

<b>Course</b>	<b>: B.Com</b>	<b>Code No</b>	<b>: SBE3</b>
<b>Semester</b>	<b>: VI</b>	<b>No. of Hrs allotted</b>	<b>: 2</b>
<b>Paper</b>	<b>: Part IV</b>	<b>No. of Credits</b>	<b>: 2</b>

**Title of the Paper: RESUME WRITING & INTERVIEW FACING SKILLS**

**Course objective:** To expose the students to the basics of resume writing and to enable them to face the interview.

**UNIT I Resume Writing Skills:** Resume – Meaning – Importance – Parts of resume – Kinds of resume – Basics of resume writing – E-Resume – Sample resume – Resume for international jobs

**UNIT II Interview Facing Skills:** Interview – Kinds – Patterned Interview – Non-directive interviews – One to one interview – Panel interview – Stress interview – Stages in preparation of Job interviews – Mental preparation – Physical preparation – Psychological preparation – Do’s & Don’ts of facing interview – Making good impression during job interviews.

**Text Book:**

1. WINNING RESUME

**Jayant Neogy**

Pustak Mahal Publishers(2010)

Darya Ganj,

New Delhi

2. Interview Facing Skills

Course Manual Compiled by

The Commerce Department.

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-17 batch onwards)**

**Course : B.Sc MATHEMATICS**  
**Semester : I**  
**Paper : Allied**

**Code No : SAM41**  
**No. of Hrs allotted : 5**  
**No.of Credits : 4**

**Title of the Paper: MANAGEMENT ACCOUNTING**

**Course Objectives:** To expose students to principles of management accounting and their applications.

**UNIT I MANAGEMENT ACCOUNTING:** Meaning - Definition – Nature and Scope – Functions – Objectives – Financial accounting and Management accounting – Management accounting and Cost accounting – Utility of management accounting – Limitations of management accounting.

**UNIT II FINAL ACCOUNTS OF SOLE TRADER:** Trial Balance – Trading account – Profit and Loss account – Balance Sheet –Adjustments – Closing stock – Outstanding expenses – Prepaid expenses – Accrued income – Income received in advance – Depreciation – Bad debts – Provision for bad and doubtful debts.

**UNIT III FINANCIAL STATEMENT ANALYSIS:** Analysis and interpretation of Financial Statements – Common size and Comparative statements – Trend Analysis.

**UNIT IV RATIO ANALYSIS:** Meaning - Utility and Limitations of Ratio Analysis – Classification of Ratios – Computation of Liquidity, Solvency, Profitability and Turnover Ratios and construction of Balance Sheet – Simple problems only

**UNIT V WORKING CAPITAL MANAGEMET:** Meaning - Concepts and importance of working capital – Factors determining working capital requirements – Sources of working capital – Estimating working capital– Simple problems only

**TEXT BOOK REFERENCE:**

1. MANAGEMENT ACCOUNTING:

Shashi K. Gupta R. K. Sharma,  
Revised Edition – 2012  
Kalyani Publishers,  
B-I/1292, Rajinder Nagar,  
Ludhiana.

**BOOKS FOR REFERNCE**

2. MANAGEMENT ACCOUNTING:

A. Murthy, S. Gurusamy  
2<sup>nd</sup> Edition – 2011,  
Tata McGrew-Hill,  
Publishing Company Ltd, New Delhi

# MFC (SF)

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
**(Re-Accredited with ‘A’ Grade by NAAC)**  
**DEPARTMENT OF COMMERCE**  
**MASTER OF FINANCE & CONTROL**  
**COURSE STRUCTURE (w.e.f 2014-16 batch onwards)**

**SEMESTER - I**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core – 1	S1PK1	Advanced Business Accounting	7	5	90	25	75	100
Core – 2	S1PK2	Business Law	5	4	90	25	75	100
Core – 3	S1PK3	Advanced Cost Accounting	6	5	90	25	75	100
Core – 4	S1PK4	Applied Direct Taxation	7	4	90	25	75	100
Elective1	S1PKE1 / S1PKE2	Corporate Governance and Business Ethics / Corporate Finance	5	5	90	25	75	100
<b>TOTAL</b>			<b>30</b>	<b>23</b>	<b>450</b>	<b>125</b>	<b>375</b>	<b>500</b>

**SEMESTER - II**

Course	Code.No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core – 5	S2PK1	Advanced Financial Accounting	7	5	90	25	75	100
Core – 6	S2PK2	Advanced Financial Management	6	4	90	25	75	100
Core – 7	S2PK3	Information System and Technology	5	4	90	25	75	100
Core – 8	S2PK4	Cost Analysis and Control	7	5	90	25	75	100
Elective 2	S2PKE1/ S2PKE2	Operations Management / Service Marketing	5	5	90	25	75	100
<b>TOTAL</b>			<b>30</b>	<b>23</b>	<b>450</b>	<b>125</b>	<b>375</b>	<b>500</b>

**SEMESTER - III**

Course	CodeNo	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core – 9	S3PK1	Advanced Corporate Accounting	7	5	105	25	75	100
Core – 10	S3PK2	Applied Indirect Taxation	6	4	90	25	75	100
Core – 11	S3PK3	Advanced Management Accounting	6	4	90	25	75	100
Core – 12	S3PK4	Business Accounting Package	4	3	60	25	75	100
Core – 13	S3PKL1	Business Accounting Package – Lab	2	2	30	40	60	100
Core – 14	S3PK5	Auditing	5	4	75	25	75	100
<b>TOTAL</b>			<b>30</b>	<b>22</b>	<b>450</b>	<b>165</b>	<b>435</b>	<b>600</b>

**SEMESTER - IV**

Course	CodeNo	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core – 15	S4PK1	Advanced Special Accounting.	8	5	120	25	75	100
Core – 16	S4PK2	Cost Audit & Management Audit	6	4	90	25	75	100
Core – 17	S4PK3	Strategic Management	5	4	75	25	75	100
Elective 3	S4PKE1/ S4PKE2	Security Analysis and Portfolio Management / Financial Markets and Services	6	5	90	25	75	100
PJ	PJ1	Project	5	4	75	40	60	100
<b>TOTAL</b>			<b>30</b>	<b>22</b>	<b>450</b>	<b>140</b>	<b>360</b>	<b>500</b>

**A) CONSOLIDATION OF CONTACT HOURS AND CREDITS: M.F.C**

SEMESTER	CONTACT HOURS /WEEK	CREDITS
I	30	23
II	30	23
III	30	22
IV	30	22
<b>TOTAL</b>	<b>120</b>	<b>90</b>

**B) Curriculum Credits**

Core	--- 75Credits
Elective	---15 Credits
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<b>Total</b>	90 Credits
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**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

**Course** : I MFC **Code No** : S1PK1  
**Semester** : I **No. of Hrs allotted:** 7  
**Paper** : Core **No. of Credits** : 5

**Title of the Paper:** ADVANCED BUSINESS ACCOUNTING

**Course Objective (s):** To expose the students to special types of accounts and enable them to understand the intricacies of preparation of such types of accounting.

**UNIT I BRANCH AND DEPARTMENTAL ACCOUNTS**

**Branch Accounts:** Need for Branch Accounting – Types of Branches – Accounting of Retail Dependant Branches – Debtors System – Stock and Debtors System – Final Accounts System – Accounting of systems of an Independent Branch – Treatment of special items such as goods in transit and cash in transit – Inter branch transfers – Incorporation of Branch Assets and Liabilities.

**Departmental Accounts:** Advantages of Departmental accounts – Methods of Departmental Accounts – Allocation of Departmental expenses – Departmental Trading and Profit and Loss Account and Balance sheet.

**UNIT II ROYALTY AND HIRE PURCHASE ACCOUNTS**

**Royalty Accounts** – Minimum rent – Short workings – Recoupment of short workings – Accounting entries in the books of the Lessor and Lessee – Sub lease

**Hire Purchase Accounts** – Nature of Hire purchase agreement – Accounting entries in the books of the hire purchaser and hire vendor – Partial and Complete Repossession.

**Instalment Payment System** – Accounting entries in the books of the buyer and the seller

**UNIT III INSURANCE CLAIMS AND INVESTMENT ACCOUNTS**

**Insurance claims** – Loss of Stock policy – Loss of Profit policy – Procedures to ascertain the value of stock and the amount of claim to be lodged.

**Investment Accounts:** Accounting for fixed income bearing securities – Cum interest vs. Ex interest – Preparation of Investment Accounts.

**UNIT IV PARTNERSHIP ACCOUNTS**

Features of Partnership – Partnership Deed – Fixed and Fluctuating Capital Accounts – Appropriation of net income – Admission, Retirement and Death of a partner – Adjustment in regard to goodwill, Partner’s Capitals – Joint Life Policy

**UNIT V DISSOLUTION AND AMALGAMATION OF FIRMS**

**Dissolution of Firms** – Settlement of Accounts – Application of Garner vs. Murray for Fixed and Fluctuating Capital – Piecemeal Distribution – Surplus Capital Method and Maximum Loss Method.

**Amalgamation of Firms** – Accounting Entries in the books of Amalgamating firms – Accounting Entries in the books of the new firm.

**Text Book**

1. ADVANCED ACCOUNTANCY - II

**S.P. Jain & KL Narang**  
Reprint 2012  
Kalyani Publishers, New Delhi

**Reference Books**

1. MODERN ACCOUNTANCY - VOLUME I

**A Mukherjee M Hanif**  
2nd Edition 2011  
Tata McGraw-Hill Education  
(P)Ltd., New Delhi.  
**S N Maheshwari,**  
**Sunil K Maheshwari**  
**Sharad K Maheshwari**  
Vikas Publishing House ,Delhi

2. FINANCIAL ACCOUNTING



**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

<b>Course</b> : MFC	<b>Code No</b> : S1PK2
<b>Semester</b> : I	<b>No. of Hrs allotted:</b> 5
<b>Paper</b> : Core	<b>No. of Credits</b> : 4
<b>Title of the paper:</b> BUSINESS LAW	

**Course Objectives** : To familiarize the students with the provisions of various Acts relating to commercial undertakings.

**UNIT – I : Law of Contract** - Nature of contract – Essential elements of a valid contract – Offer and Acceptance – Void & Voidable Agreements - Consideration – Legality of object – Quasi contracts - Contingent contracts – Termination or discharge of contract - Special contracts – Indemnity & Guarantee – Bailment & Pledge – Laws of Agency.

**UNIT – II : Sale of Goods Act** – Definition - Formation of contract of sales – Conditions and Warranties – Transfer of ownership and delivery - Performance of the contract of sale of goods – Unpaid seller- Rights.

**UNIT- III: Law relating to Employees** – Factories Act, 1948– Industrial Dispute Act, 1947 – Workmen Compensation Act, 1923 – Payment of Wages Act, 1936 – Provident Funds Act, 1952– Payment of Bonus Act, 1965 – Payment of Gratuity Act, 1972– Consumer Protection Act, 1986.

**UNIT -IV: Laws relating to Partnership** – Indian Partnership Act, 1932 – Nature of partnership – Rights and liabilities of partners - Dissolution of firms – Limited Liability Partnership Act, 2008 – Concepts, formation, membership & functioning – Dissolution.

**UNIT -V: Prevention of Money Laundering Act 2011** – Concepts – Definitions – Various transactions – Obligations of banks and financial institutions – RBI guidelines on KYC (Know Your Customer).

**Text Book:**

1. MERCANTILE LAW	–	<b>N. D. Kapoor</b> Revised Edition 2010 Sultan Chand & Sons, Educational Publishers, New Delhi.
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**Books for Reference:**

1. BUSINESS LAW	–	<b>K. R. Bulchandani</b> Himalaya Publishing House(2010), ‘Ramdoot’ Dr.Bhalerao Marg Girgam Mumbai – 400 004.
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2. INDUSTRIAL & LABOUR LAWS	-	<b>K. C. Mandot</b> Premier Book Co.,(2010) 23, Daryaganj, New Delhi – 110 002.
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3. LAW FOR BUSINESS		<b>M.M Sulphey &amp; Azhar Basheer</b> 2 <sup>nd</sup> Edition 2013 PHI Learning Private Ltd., Delhi.
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**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MFC</b>	<b>Code No</b>	<b>: S1PK3</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: CORE</b>	<b>No. of Credits</b>	<b>: 5</b>

**Title of the Paper: ADVANCED COST ACCOUNTING.**

**Course Objectives :** To expose the students to the cost accounting concepts and cost control technique

**UNIT I: - COST ACCOUNTING AND COST CONCEPTS:-** Cost Accounting – Meaning – Objectives and Importance – Installation of Cost Accounting – Status and Functions of Cost Accountant.

Concept of Cost – Elements of Cost – Components of Total Cost – Classification of Cost – Cost Sheet – Meaning, Methods and Techniques of costing.

Material Cost and Control – Objectives of material Control – Storage of materials – Material control Techniques – EOQ – Material Level setting- ABC Analysis – VED Analysis – XYZ Analysis – Prepectual Inventory system – Inventory Ratios – FSND Analysis – Kardex system – Valuation of Materials – Pricing of Material Issues.

**UNIT II:- LABOUR COST AND CONTROL:-** Direct and Indirect Labour – Components of labour Cost – Computation of Labour Cost – Control of Idle time and Overtime – Labour Turnover – Causes and effects - Cost of Labour Turnover - Remuneration and Incentives – Systems of Wage payment – Premium and Bonus Plans.

**UNIT III:- ACCOUNTING AND CONTROL OF OVERHEADS:-** Overheads – meaning – classification – Allocation and Apportionment of overheads – Absorption of overheads – Actual Versus Pre-determined Overhead rates – Machine hour Rate – under absorption and over absorption of overheads.

**UNIT IV:-METHODS OF COSTING:-**Single, unit of output costing – Job and Batch costing – contract costing.

**UNIT V:- PROCESS COSTING, OPERATION COSTING AND OPERATING COSTING:-** Process Costing – Features and advantages – Treatment of Normal and Abnormal losses – Inter-process Profit – Equivalent Production – Joint Products and By-products – Operation Costing – Meaning – Procedure – Operating Costing – Determination of Unit of Cost – Transport costing.

**Text Book:**

1. ADVANCED COST ACCOUNTING

**S P Jain K L Narang**  
12<sup>th</sup> Edition  
Reprint 2012  
Kalyani Publishers,  
New Delhi – 141 008.

**Books for Reference:**

1. COST AND MANAGEMENT ACCOUNTING

**P V Rathnam**  
Revised Edition - 2008  
Sterling Publishers, Private Ltd,  
L-10, Green Park Extension,  
New Delhi – 144 403.

2. ADVANCED COST & MANAGEMENT ACCOUNTING

**Saxena & Vashist**  
Revised Edition - 2008  
Sultan Chand & Sons,  
23, Daryagani, New Delhi – 02.

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**DEPARTMENT OF COMMERCE**

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**Course : MFC Code No : S1PK4**

**Semester : I No. of Hrs allotted : 7**

**Paper : Core No. of Credits : 4**

**Title of the paper: APPLIED DIRECT TAXATION**

**Course Objectives :** To make the students to understand the provisions of Income Tax Act 1961 and Wealth Tax Act 1957

**Unit – I (25 hours )**

**Overview of Income Tax Act, 1961:** Basic Concepts -scope of total income - Income which do not form part of Total Income - Residential Status and Incidence of Tax - Tax Accounting Standards by the Central Board of Direct Taxes.

Computation of Income from Salaries – Allowances- perquisites

**Unit – II. (15 hours )**

**Computation of Income under House property:** House property income – Exempted House property income - Computation of Income from House property –Deductions u/s 24

Profits and gains from Business or Profession - Expressly admissible deductions – Expenses expressly disallowed- Deemed profits- Valuation of stock- Computation of Income from Business

**Unit – III. (15 hours )**

**Computation of Income from Capital Gains:** capital assets – Types of capital gains- Indexation.

Computation of Income from Other Sources: Other Sources – Grossing Up.

Set off and Carry Forward of Losses - Set off – Intra and Inter-head adjustments- Carry forward of losses- Deductions from Gross Total Income-Rates of Tax and Tax Liability

**Unit – IV. (20 hours )**

**Assessment:** Assessment of Individuals - Assessment of Firms - Assessment of Companies - Assessment Procedure- types of Assessment.

**Unit –V. (15 hours )**

**Wealth Tax Act, 1957:** Background, concept and charge of wealth tax - Assets, deemed assets, exempted assets - Valuation of assets - Computation of net wealth - Return of Wealth Tax and Assessment Procedure

**Text Book:**

1. DIRECT TAXES LAW AND PRACTICE -

**Dr. Vinod K. Singhania**

Revised Edition (as per latest assessment year)

Taxmann Publications Pvt Ltd.

59/32, New Rohtak Road,

New Delhi – 110 005.

**Books for Reference:**

1. INCOME TAX LAW & PRACTICE -

**Dr. H.C. Mehrotra, Dr. S.P. Goyal**

Revised Edition (as per latest assessment year)

Sahitya Bhawan Publications,  
Hospital Road, Agra – 282 003.

2. LAW AND PRACTICE OF INCOME TAX -

**Dinkar Pagare**

Revised Edition (as per latest assessment year)

Sultan Chand & Sons,

23, Daryagani, New Delhi –110 002

3. LAW AND PRACTICE OF INCOME TAX -

**V.P.Gaur and Narang**

Revised Edition (as per latest assessment year)

Kalyani Publications, New Delhi

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**DEPARTMENT OF COMMERCE**

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<b>Course</b>	<b>: MFC</b>	<b>Code No : S1PKE1</b>
<b>Semester</b>	<b>: I</b>	<b>No. of Hrs allotted: 5</b>
<b>Paper</b>	<b>: Elective 1</b>	<b>No. of Credits : 5</b>

**Title of the Paper: Corporate Governance and Business Ethics**

**Course Objectives:** To make the students understand the importance of governance and ethical principles of business in the competitive environment.

**Unit I Corporate Governance**

Corporate governance – Need for and importance of corporate governance – Benefits of good governance - Theories underlying corporate governance- Stake holder's theory – Stewardship theory – Agency theory – Separation of ownership and control.

Board of directors – Board structure – Types of directors – Board's role and responsibilities - Role of non-executive directors - Diversity in board room – Board charter – Meeting and processes - Directors' training and development - performance evaluation of board.

**Unit II Committees and Board Committee**

Various board committees, their composition, role and responsibilities - Audit committee –Remuneration committee – Nomination committee - shareholders Grievance committee - Corporate governance committee- Corporate compliance committee - Other committees.

Corporate Governance in India - Legislative framework of Corporate governance in India - Listing agreement – Kumaramangalam Birla committee - Corporate governance norms prescribed by SEBI– Companies Act - Corporate governance in PSUs, Banks, Insurance companies.

**Unit III Risk Management and Internal Control:**

Risk and its classification – Risk evaluation - Risk Management and oversight – Enterprise risk management - Evaluation of key financial decisions - Internal control – Roles and responsibilities of internal control – Disclosure about risk -Evaluation of effectiveness of internal control – Director's responsibility statement – Going concern status – Evaluation of going concern uncertainties.

**Unit IV Corporate Governance Forums**

The Institute of Company Secretaries of India – National Foundation for Corporate Governance – Organisation for Economic Co-operation and Development – Global Corporate Governance Forum – Institute of Directors – Commonwealth Association of Corporate Governance – International Corporate Governance Network – The European Corporate Governance Institute – Conference Board – The Asian Corporate Governance Association – Corporate Secretaries International Association.

**Unit V -Ethics in Business**

Ethics and business ethics – Introduction – Need and importance – Nature and scope, and objective of business ethics – Factors influencing business ethics - Characteristics of business ethics – Corporate governance ethics - Importance and need for business ethics in Indian context – Corporate social responsibility of business.

## **Reference**

### Text Book

1. Corporate Governance

**A.C.Fernando**  
Third Edition 2009  
Pearson Education  
New Delhi

### Books for Reference

1. Corporate Governance
2. Corporate Governacne –The Indian Scenario
3. Business Ethics and Corporate Governance

**Subhash Chandra Das**  
Second Edition 2013  
PHI Learning Pvt. Ltd.  
New Delhi.

Vasuda Joshi  
First Edition 2004  
Foundation Books Pvt. Ltd.  
New Delhi.

**A.C.Fernando**  
Revised Edition 2010  
Dorling Kindersley (India) Pvt.Ltd.  
Noida.

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**DEPARTMENT OF COMMERCE**

**(From 2014-16 batch onwards)**

**Course : MFC**

**Semester : I**

**Paper : Electives**

**Title of the paper : CORPORATE FINANCE**

**Code No : S1PKE2**

**No. of Hrs allotted : 5**

**No. of Credits : 5**

**Course Objectives :** To expose the students to the sources of finance and take up major finance decisions.

**UNIT – I : Corporate Finance:** Nature and scope – Valuation of the firm – Dividend valuation model – Working capital management – Investment decision – Investment analysis – Risk analysis - probability approach.

**UNIT – II : Financial Decision:** Cost of capital – Cost of various sources of financing – Capital structure determination – Equity and Debt forms.

**UNIT- III: Dividend policies:** Walter model – Gordon model – Payment ratio – Dividend as a residual payment – MM Irrelevance Doctrine – Role of financial institutions.

**UNIT -IV: Capital Markets:** Fiscal policies – Government regulation affecting capital Market – Role of SEBI – Stock markets – Business failure – Mergers – Consolidations and liquidation – Lease Finance – Venture capital – Mutual funds.

**UNIT –V : Internal Financing:** Determinants of internal savings – dangers of ploughing back of profits – stock dividends or Bonus shares – Limitations of Bonus issues

**Text Book:**

1. CORPORATION FINANCE - **S C Khuchal.**  
*Revised Edition - 2009*  
*Chaitanya Publishing House,*  
*University Road,*  
*Allahabad.*

**Books for Reference:**

1. FINANCIAL MANAGEMENT - **Khan (MY) & Jain (PK)**  
*Revised Edition – 2009,*  
*Tata MC Graw-Hill,*  
*New Delhi.*

2. FINANCIAL MANAGEMENT – **I. M. Pandey**  
*Revised Edtion – 2009,*  
*Tata MC Graw-Hill,*  
*New Delhi.*

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**DEPARTMENT OF COMMERCE**

**(From 2014-16 batch onwards)**

**Course : MFC Code No : S2PK1**  
**Semester : II No. of Hrs allotted: 7**  
**Paper : Core No. of Credits : 5**

**Title of the Paper: ADVANCED FINANCIAL ACCOUNTING**

**Course Objectives** To expose students to special types of accounts and enable them to understand the intricacies of preparation of such types of accounts.

**UNIT-I Accounting Cycle:-** Accounting – Meaning – Branches of Accounting – Financial Accounting – Users of Financial Accounting information – Accounting Concepts and Conventions – Accounting Cycle – Journal, Subsidiary Books – Ledger – Trial Balance – Final Accounts of sole traders – Adjusting and Closing Entries – Manufacturing Account. Preparation of Bank Reconciliation Statement – Rectification of Errors – Suspense Account.

**UNIT-II Bills of Exchange and Account Current:-** Definition of Bills of Exchange – Accounting for Bills of Exchange – Accommodation Bills.

Account Current – Meaning – Preparation of Account Current – Depreciation – Meaning – Objectives and Causes – Methods of providing Depreciation – Accounting for Depreciation – Accounting Standards in India – Scope of Accounting Standards – AS1: Disclosure of Accounting Policies – AS2: Valuation of Inventory – AS6: Depreciation Accounting.

**UNIT-III Single Entry System:-** Ascertainment of profit or loss – Conversion to Double Entry System.

**UNIT-IV Accounting for Non-profit Organisation:-** Non-profit Entities – Accounting procedures – Terminologies used – Preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet.

**UNIT-V Consignment and Joint Venture Accounts:-** Consignment – Meaning – Journal and Ledger in the books of the Consignor and the Consignee – Cost Price Method – Invoice Price Method.

**Joint Venture:**

Features of a Joint Venture – Methods of keeping Accounts – Valuation of unsold stock – Conversion of Consignment into Joint Venture.

**Text Book:**

1. FINANCIAL ACCOUNTING

**A. Mukheerjee M. Hamit**

12<sup>th</sup> Reprint – 2011.

Tata McGraw Education pvt.ltd.

New Delhi.

**Books for Reference:**

1. MODERN ACCOUNTANCY (VOLUME 1)

**A. Mukheerjee M. Hamit**

2<sup>nd</sup> Edition – 2011

Tata McGraw Education pvt.ltd.

New Delhi.

2. FINANCIAL ACCOUNTING

**S N Maheshwari**

**Sunil K Maheshwari**

**Sharad K Maheshwari**

5<sup>th</sup> Edition First Reprint 2013

Vikas Publishing House Pvt. Ltd.

New Delhi.

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**DEPARTMENT OF COMMERCE**

**(From 2014-16 batch onwards)**

**Course : MFC Code No : S2PK2**

**Semester : II No. of Hrs allotted: 6**

**Paper : Core No. of Credits : 4**

**Title of the paper : ADVANCED FINANCIAL MANAGEMENT**

**Course Objectives : To train the students to the applications of Financial Management in Managerial Decision making**

**Unit –I Financial Management - an overview (15 hours )**

Finance and Financial Management – Scope of financial management-Objectives and goals of financial management – Functions of the finance manager- Organisation of finance function.

Sources of long term finance – Equity capital –Preference capital –Retained earnings – Term loans- Debentures – Main features, advantages and limitations of each source.

**Unit –II. Cost of capital and Capital Budgeting (25 hours )**

Concept of cost of capital – Measurement of specific cost of capital and overall cost of capital.

Capital Budgeting – Importance – Process of Capital Budgeting – Evaluation Techniques – Traditional techniques- Discounted Cash Flow Techniques.

**Unit –III. Financing Decisions (15 hours )**

Operating, Financial and Combined Leverage.

Capital Structure – Definition – Assumptions – Capital structure theories – Net Income Approach – Net Operating Income Approach – Modigliani- Miller Approach – Traditional Approach – Designing Capital Structure – Factors relevant to designing an appropriate capital structure.

**Unit –IV. Dividend Decision (20 hours )**

Dividend – Meaning – Relevance of Dividends- Walter Model – Gordon Model – Irrelevance of Dividends – Residual theory of Dividends- Modigliani and Miller Approach – Determinants of Dividend Policy- Bonus shares and Stock splits – Share Buybacks.

**Unit –V. Working Capital Management (15 hours )**

Concepts of Working Capital – Approaches- Working Capital Financing – Determinants of Working Capital Requirements- Computation of Capital needs- Financing of Working Capital- Sources of Working Capital Finance.

**Text Book:**

1. FINANCIAL MANAGEMENT  
(TEXT,PROBLEMS AND CASES)

**M Y KHAN & P K JAIN**  
Sixth Edition 2013  
McGraw Hill Education(India) Pvt. Ltd.  
New Delhi – 110 005.

**Books for Reference:**

1. FINANCIAL MANAGEMENT  
(THEORY AND PRACTICE )

**PRASANNA CHANDRA**  
Eighth Edition 2013  
TATA McGraw Hill Education Pvt Ltd..  
New Delhi – 110 005.

2. FINANCIAL MANAGEMENT  
(THEORY AND PRACTICE )

**S N MAHESWARI**  
13<sup>th</sup> Edition Reprint 2011  
Sultan Chand & Sons  
New Delhi.



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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

**Course : MFC** **Code No : S2PK3**  
**Semester : II** **No. of Hrs allotted: 5**  
**Paper : Core** **No. of Credits : 4**  
**Title of the paper: INFORMATION SYSTEM & TECHNOLOGY**

**Course Objectives :** To develop an understanding of the principles of Information Technology and apply the principles of Information Technology in business.

**UNIT – I**

**Basic of Information System Analysis and Design** - Information system- Types of information – System development life cycle – Structured System Analysis and design, Physical and logical design – Data Inflow Diagrams - Requirements Analysis-Design of New System - Data Modeling, Data dictionary, Entity relationship diagram, structure, charts, Transformation and Transaction Analysis.

**UNIT – II**

**Data Base Management System** – Data – Methods of data collection – File and Data base concept - Overview of DBMS – Data models – Data base administrator – Data base users – Data Independence - Relational Database Management System (RDBMS) – Relational Model Concepts - Concept of Keys – Set Operators.

**UNIT- III**

**Management Information System (MIS)** – Meaning – Objectives – Implementation – Pre- requisites of MIS - Decision process and Evaluation – Components of Information System to support (TPS, MIS, DSS and Expert system) – Business Intelligence.

MIS in functional areas – Finance & Cost Management - Financial Modeling – Inventory - Marketing - Human Resource Management – Accounts Payable - Payroll.

**UNIT - IV**

**Enterprise Resource Planning (ERP)** – Objectives - Modules of ERP (FICO) – ERP implementation Life Cycle – Uses of ERP – Business process Re-Engineering – Supply chain Management.

**UNIT –V**

**Cyber Law** - Components – Cyber crime – Information Act, 2000: Objectives, Scope and Power of Central Government – Offences and Penalties – **E-Commerce** – Meaning – Objectives - Merits & Demerits – Recent Trends in E-Commerce: Electronic Data Interchange (EDI), Electronic Financial Transaction(EFT) – Legal Aspects of E-Commerce.

**Text Book:**

1. Management Information System  
Managerial Perspective

**D. P. Goyal,**  
Revised Edition – 2009,  
Macmillan Publishers  
India Limited,  
Chennai – 600 041.

**Books for Reference**

1. Database Management System
2. Management Information System

**Alexis Leon & Matheus Leon**  
Revised Edition-2012,  
Vikas Publishers, New Delhi

**James A O’Brien, George M.  
Marakas & Ramesh Behl**  
9<sup>th</sup> Edition 2010  
Tata Mcgraw Hill  
Education(P) Ltd.,  
New Delhi – 110 063.

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**DEPARTMENT OF COMMERCE**

**(From 2014-16 batch onwards)**

**Course : MFC**

**Code No: S2PK4**

**Semester : II**

**No. of Hrs allotted: 7**

**Paper : Core**

**No. of Credits: 5**

**Title of the Paper: COST ANALYSIS AND CONTROL**

**Course objectives : To train the students with the cost accounting concept and cost control techniques**

**UNIT I COST CONCEPTS IN DECISION MAKING**

Cost Concepts – Cost Classification – Relevant cost versus Irrelevant cost. Marginal Costing and Cost Volume Profit Analysis – Marginal Cost versus Absorption cost – Application of Marginal costing – Breakeven Point – Margin of safety – Profit Planning – Fixation of selling price – Make or buy decision – Key factors – Selection of a Suitable salesmix – Maintaining desired level of profits – Alternative course of action.

Differential cost analysis – Meaning – Characteristics – Differential cost analysis versus Marginal costing – Practical applications of Differential costing.

**UNIT II BUDGETING CONTROL SYSTEM**

Meaning of Budget and Budgetary Control – Objectives of Budgetary Control – Organisation for Budgetary control – Different types of Budgets – Functional Budgets versus Master Budgets – Fixed Budgets versus Flexible Budgets – Performance Budgeting – Zero Based Budgeting – Responsibility Accounting – Balance Score Card.

**UNIT III STANDARD COSTING AND VARIANCE ANALYSIS**

Standard Cost and Standard Costing – Standard Costing versus Budgetary Control – Computation of Material, Labour, Overhead and Sales variances - Reporting of variance – Reporting of Variances – Advantages and limitations of Standard Costing.

**UNIT IV PRODUCTIVITY AND VALUE ANALYSIS**

Meaning of Productivity – Measurement of Productivity – Value analysis – Meaning – Procedure of value analysis – Techniques of value analysis – Advantages, Concepts of value Added – Uses – Methods of calculating Gross Value Added – Calculation of Net Value Added – Net Output method – Income Distribution method – Preparation of Value Added statement.

**UNIT V ACTIVITY BASED COSTING AND TARGET COSTING**

Concept of ABC – Need for ABC – Kalpan and cooper's approach to ABC – Cost drivers and cost pools – Characteristics of ABC – Steps to develop ABC – Implementation of ABC – Benefits of ABC.

Target Costing – Definition – Traditional Cost plus Approach versus Target Costing – Objectives of Target Costing - Steps in Target Costing – Target Costing Process – Main features of Target Costing – Advantages of Target Costing.

**TEXT BOOK**

1. ADVANCED COST ACCOUNTING

**S.P. Jain K.L. Narang**

23<sup>rd</sup> Edition Reprint 2012

Kalyani Publishers, New Delhi.

**REFERENCE BOOKS:**

1. Cost and Management Accounting

**Dr. S. N. Maheshwari**

13<sup>th</sup> Edition, Reprint – 2011

Sultan Chand & Sons

New Delhi.

2. Cost and Management Accounting

**M.N. Arora**

4<sup>th</sup> Revised

Edition 2013

Himalaya Publishing House

New Delhi.

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**DEPARTMENT OF COMMERCE**

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**Course : MFC** **Code No : S2PKE1/S2PKE2**  
**Semester : II** **No. of Hrs allotted : 5**  
**Paper : ELECTIVE - 2** **No. of Credits : 5**  
**Title of the Paper: OPERATIONS MANAGEMENT**

**Course Objectives :** To familiarize the students with the concepts and applications of Operation Management in industrial scenario.

**UNIT 1 - An Overview of Operations Management:** Meaning – Recourses – Functions – Objectives and Scope of operations management – Contribution of Operations management to business policy decisions.

Designing of goods and services: Designing process - Role of operation – Product design – Process design - Production design – Process management – Process flowcharting.

**UNIT II – Production Planning and Control:** Meaning – Objectives – Scope – Principles – Phases – Functions – Types of production control – Work Study – Time Study – Method Study – Forecasting – Need , Advantages and Approaches of Forecasting – Capacity planning and its classification.

**UNIT III – Project Planning:** Process Planning – Steps in process planning – Process decisions – Procedure for process planning and process design – Process analysis and flow design – Plant Layout – Types of layout – Plant location – Steps in location – Project Scheduling – Gantt Charts – PERT – CPM - Linear Programming – Application of linear programming – Methods of solving Linear Programming Problem – Graphical solution method – Simplex method – Transportation (Simple Problems only).

**UNIT IV – Maintenance Management:** Meaning – Objectives and Functions of Maintenance Management – Breakdown Maintenance - Preventive Maintenance – Comparison of preventive and breakdown maintenance – Total Productive Maintenance – Techniques and Organisation of maintenance.

**UNIT V – Productivity Management and Total Quality Management:** Meaning, Importance and Types of productivity – Factors affecting Productivity – Measurement of productivity – Productivity and Input Output Analysis – Product Improvement Approaches.

Total Quality Management: Principles and Structure of TQM – Certification of TQM.

**Text Book:**

1. PRODUCTION AND OPERATIONS MANAGEMENT

**J P Saxena**

2<sup>nd</sup> Revised Edition 2010

Tata McGraw-Hill

Education Pvt. Ltd.,

New Delhi.

**Books for Reference:**

1. PRODUCTION AND OPERATIONS MANAGEMENT

**B S.Goyal**

18<sup>th</sup> Edition 2006

Pragati Prakashan

Educational Publishers

Meerut – 250 001

2. Study Material of ICWAI Inter (Stage II)

Revised Edition 2012,

(Unit I & II)

Institute of Cost Accountants of India

Kolkatta.

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**DEPARTMENT OF COMMERCE**

**(From 2014-16 batch onwards)**

**Course : MFC**

**Semester : II**

**Paper : Electives**

**Title of the paper : SERVICE MARKETING**

**Code No : S2PKE2**

**No. of Hrs allotted : 5**

**No. of Credits : 5**

**Course Objectives :** To expose the students on the classification of services and marketing of financial services in areas like Banking, Tourism, Hospital services and Transport systems.

**UNIT – I : Service Marketing:** Origin & Growth - Concept – Classification of services – Marketing of financial services – The Indian scene – Designing of service strategy.

**UNIT – II : Banking:** Bank vs. Customer – Customer service – Government regulations – Reserve Bank of India – Regulations – New schemes – Commercial banks – Rural banks – Consumer banking.

**UNIT- III: Tourism:** Need for tourism – Growth and Development of tourism – Tourism and Culture – Tourism marketing – Tourism pricing – Tourism promotion – Tourism and Government Administrative systems.

**UNIT -IV: Hospital Services:** Supportive services – Legal controls on hospitals – Consumerism and hospital services. Hospital law – Medical staff organization – Health care resources – Health care system – Marketing of Health services.

**UNIT –V : Transport Systems:** Models of transport –Costing –Pricing – Administration. Transport planning – Passenger transportation – Transport safety – Traffic pollution and control.

Text Book:

1. SERVICE MARKETING - *Nadgundar, Rajendra*  
*Revised Edition – 2000.*  
*Tata MC Graw –Hill Publishing Company*  
*New Delhi.*

**Books for Reference:**

1. SERVICE MARKETING - *S. Balaji*  
*Revised Edition 2006.*  
*Sultan Chand Company Ltd,*  
*New Delhi.*

2. SERVICE MARKETING - *Nimit Chowdhary, Monica Chowdhary,*  
*Revised Edition 2005.*  
*Mac Milan India Ltd,*  
*New Delhi.*

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**DEPARTMENT OF COMMERCE**

**(From 2014-16 batch onwards)**

**Course : II MFC Code No : S3PK1**  
**Semester : III No. of Hrs allotted: 7**  
**Paper : Core No. of Credits : 5**  
**Title of the Paper: ADVANCED CORPORATE ACCOUNTING**

**Course Objectives :** To train the students in preparing the Final Accounts of Company

**Unit I Company Accounts:**

Issue of Shares – Forfeiture and Reissue of Shares – Bonus shares – SEBI Guidelines – Rights Issue.

Redemption of Preference shares – Methods of Redemption – Premium on redemption of Preference shares.

Issue and Redemption of debentures – SEBI Guidelines for Issue of Debentures – Recording the Issue and Redemption of debentures – Underwriting of Shares and debentures.

**Unit II Company Final Accounts:**

Books of Accounts to be kept by a company – Preparation of Annual Accounts – Forms and contents of Profit & Loss account and Balance sheet – Managerial remuneration.

Profit Prior to Incorporation – Accounting Treatment of Pre-Incorporation Profit/Loss.

**Unit III Amalgamation of Companies:**

Types of Amalgamation – Amalgamation in the nature of merger – Amalgamation in the nature of Purchase – Purchase consideration – Accounting for Amalgamation – Entries in the books of the transferee and transferor companies – Treatment of Inter – Company holding.

**Unit IV Alteration of share capital and Internal Reconstruction:**

Meaning and Objective of Capital Reduction – Procedure for Reducing Share Capital – Accounting Entries – Schemes of Reconstruction.

**Valuation of Goodwill and Shares:** Types of Goodwill – Valuation of Goodwill Accounting for Goodwill – Valuation of Shares – Need for valuation – Factors affecting valuation – Methods of valuation of shares.

**Unit V Liquidation of Companies:**

Meaning of Liquidation – Modes of Liquidation – Order of Payment – Preferential Creditors – Preparation of Statement of Affairs – Lists to be attached to the statement of affairs – Deficiency / Surplus Accounts – Liquidation – Final statement of account.

**Text Book:**

1. ADVANCED ACCOUNTANCY - II

**S.P. Jain**  
**K.L. Narang**  
Reprint 2012  
Kalyani Publishers,  
New Delhi.

**Reference for Books:**

2. MODERN ACCOUNTANCY - VOLUME II

**A Mukherjee M Hanif**  
2nd Edition 2011  
Tata McGraw-Hill  
Education Pvt. Ltd.  
New Delhi.

3. ADVANCED ACCOUNTANCY – VOLUME II **R.L. Gupta &**

**M. Radaswamy**  
Edition 2012  
Sultan Chand & Sons,  
New Delhi.

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
**(Re-Accredited with ‘A’ Grade by NAAC)**  
**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

**Course** : MFC **Code No** : S3PK2  
**Semester** : III **No. of Hrs allotted** : 6  
**Paper** : Core **No. of Credits** : 4  
**Title of the paper** : APPLIED INDIRECT TAXATION

**Course Objectives** : To make the students to understand the provision of indirect Tax Laws

**UNIT –I** **(20 hours)**

Canons of Taxation- Indirect Taxes - Features of Indirect Tax - Indirect Tax Laws, administration and relevant procedures

Central Excise – Law relating to Central Excise – Types of Excise Duties - Excisable Goods-taxable event-Manufacture - Deemed manufacture – Classification of goods – Valuation for central excise- MRP based valuation for Central Excise- Transaction Value in Excise – CENVAT credit- Exempted goods- Basic procedures in Central Excise – Excise concession to SSI - Exemption from Duty .

**UNIT –II** **(25 hours)**

Customs Laws : Basic concepts of Customs Law - Types of customs duties, Anti-Dumping Duty, Safeguard Duty - Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions, Warehousing, Demurrage, Project Import and Re-imports - Penalties and Offences

**UNIT –III** **(15 hours)**

Service Tax - Introduction, Nature of Service Tax, Service Provider and Service Receiver - Registration procedure, Records to be maintained - Negative List of Services, Exemptions and Abatements - Valuation of Taxable Services - Exemptions and Abatements – Payment of Service tax, Return – CENVAT Credit Rules – Export and Import of services.

**UNIT –IV** **(15 hours)**

Central Sales Tax Act : Central Sales Tax - Introduction, Definitions , salient features of CST Act -) Stock Transfer, Branch transfer, Inter State Sale - Various forms for filing of returns under CST - Procedures under Central Sales Tax (CST)- Practical examples on CST.

Value Added Tax (VAT) - Introduction, definitions, salient features of State VAT Act - Treatment of stock & branch transfer under State VAT Act - Filing of return under State VAT Act - Accounting & Auditing VAT

**UNIT –V** **(15 hours)**

Practical problems and case studies under Indirect taxes

**Text Book:**

1. INDIRECT TAXES –LAW & PRACTICE

**V.S. Datey,**  
32<sup>nd</sup> Edition January 2014,  
Taxmann Publications Pvt Ltd  
59/32, New Rohtak Road, New Delhi – 110 005.

**Books for Reference:**

1. INDIRECT TAXATION

**Dr. V. Balachandran**  
Revised Edition( as per latest assessment year),  
Sultan Chand & Sons, 23, Daryagani,  
New Delhi – 110 002.

2. BUSINESS TAXATION

**Dinkar Pagare & Dr. V. Balachandran**  
Revised Edition( as per latest assessment year),  
Sultan Chand & Sons,23, Daryagani,  
New Delhi – 110 002.

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

**Course : II MFC** **Code No : S3PK3**  
**Semester : III** **No. of Hrs allotted: 6**  
**Paper : Core** **No. of Credits : 4**  
**Title of the Paper: ADVANCED MANAGEMENT ACCOUNTING**

**Course Objectives :** To expose the students to the various tools used for analysis of Finance Accounting statements

**UNIT I MANAGEMENT ACCOUNTING – AN OVERVIEW:**

Management Accounting - Meaning, Objectives and Scope – Tools and Techniques of Management Accounting – Cost Accounting and Financial Accounting, Management Accounting and Financial Management, Management Accounting and Cost Accounting – Management Principles – Role of Management Accountant in Decision Making – Utility of Management Accounting – Limitations of Management Accounting –Installation of Management Accounting System.

**UNIT II FINANCIAL STATEMENTS ANALYSIS AND INTERPRETATION:**

Financial Statements - Meaning, Nature, Objectives, Importance and Limitations – Recent Trends in Presentation of Financial Statements – Types of Financial Analysis – Methods – Comparative, Common size Income statement and Balance sheet and Trend Analysis - Inter firm and Intra firm Comparison – Meaning, Advantages and Limitations.

Accounting Ratios: Meaning, Advantages, Limitations of Accounting Ratios – Classification of Ratios: Profitability Ratios, Turnover Ratios and Financial Ratios – Computations of Ratios and Construction of Balance Sheet – Du Pont Control chart –.

**UNIT III FUNDS FLOW STATEMENT:**

Meaning of Fund and Fund Flow statement – Need, Uses of funds flow statement – Funds flow Statement and Income statement – Preparation of Funds flow statement.

**UNIT IV CASH FLOW STATEMENT:**

Meaning, Utility and Limitation of Cash Flow Analysis – Difference between Cash flow Analysis and Funds flow Analysis – Preparation of Cash Flow Statement (AS 3).

**UNIT V Emerging Concepts in Management Accounting:**

Total Quality Management (TQM) – Meaning, Principles and Seven C’s of TQM. Just-in-time Approach (JIT) – JIT Goals – Impact of JIT system on Waste, Overheads, Product Prices and on other costs – Back flushing in a JIT System.

Enterprise Resource Planning (ERP) – Features – Components of ERP – Advantages and Problem Areas in ERP implementation – Materials Requirement Planning (MRP-I and MRP-II) – Objectives, Assumptions underlying in use of MRP systems.

**Text Book**

1. COST AND MANAGEMENT ACCOUNTING

**Dr.S.N. Maheshewari**

13<sup>th</sup> Edition Reprint 2011.

Sultan Chand & Sons, New Delhi

2. MANAGEMENT ACCOUNTING AND PERFORMANCE MANAGEMENT  
(UNIT V) (Page: A.7.1 to A.7.44)

**V.K.Saxena and C. D. Vashist**

3<sup>rd</sup> Edition – 2010

Sultan Chand & Sons, New Delhi

**Reference Books**

1. ADVANCED MANAGEMENT ACCOUNTING

**Ravi M. Kishore**

Taxmann

Publication (P) Ltd.

New Delhi – 110 005.

**THIAGARAJAR COLLEGE, MADURAI – 9.**

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**DEPARTMENT OF COMMERCE**

**(From 2014-16 batch onwards)**

**Course : MFC Code No : S3PK4**

**Semester : III No. of Hrs allotted: 4**

**Paper : Core No. of Credits : 3**

**Title of the Paper: BUSINESS ACCOUNTING PACKAGE**

**Course Objectives :** To train the students the principles of accounting package Tally and MS Office and to help them in preparing accounts and statements through Tally and MS - Office.

**UNIT – I : Introduction** – Windows Basics – Windows Accessories – Using file manager and program manager. Introduction for word – Editing a Document – Formatting text and paragraph – Finding and replacing text and spell checking – Using Tabs - Enhancing document – Column, Tables and other features – Using Graphics, Templates and Wizards – Using mail merge.

**UNIT – II : Introduction to Worksheet and cell** – Getting started with excel – Editing cells and using commands and functions – Moving and copying, inserting and deleting rows and columns – Getting help and formatting a worksheet – Printing the worksheet – Creating charts – Using Date and Time – Function filtering.

Naming Ranges and using statistical and financial functions – Database in a worksheet – Multiple worksheet and macros.

**UNIT- III: Tally fundamentals** – Key components of Tally – Creation of companies – Classification of accounts – Ledger accounts – Account Groups categories – Stock groups – Multiple locations – Units of measure – Creation of stock items – Stock valuation methods – Types of vouchers – Default vouchers – Inventory details in vouchers – Receipt note – Delivery note rejections etc., - Cost centre analysis – Inventory analysis reports.

**UNIT – IV: Lab Cycle** - Accounts mode – Inventory mode – Accounting cum Inventory mode. Voucher entry – Cash sales, Credit sales, Cash purchase, Credit purchase, Cash book transactions and other transactions-Voucher entry for Stock – Purchases, Sales, Sales return, Purchase return – Preparation of VAT reports

**UNIT -V: Taxation through Tally** – Service tax – Special features – Amendment in service tax – Payment of service tax – Activating service tax in Tally – Creating service tax ledgers.

TCS (Tax Collected at Source) – List of specified goods – TCS in Tally.

Tax Deducted at Source (TDS) – Types – Different heads of income where TDS is deducted – TDS in Tally – To account TDS for rent, Salaries and any advance payment to a party – TDS reconciliation.

**Text Books**

1. MS OFFICE 2000 FOR EVERY ONE

**Sanjey Saxena,**  
New Edition -2009  
Vikas Publishing House Pvt.Ltd.,  
New Delhi.

(For chapters I to IV )

2. COMDEX TALLY 9- COURSE KIT

**Dr.Namrata Agarwal ,**  
Dreamtech press  
New Edition 2009  
19 A, Ansari road,  
Darya ganj,  
New Delhi

**Reference Book**

1. TALLY 9

**Nellai Kannan**  
Revised Edition 2009  
Nels Publications,  
Thirunelveli



**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MFC</b>	<b>Code No</b>	<b>: S3PK5</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted:</b>	<b>5</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 4</b>

**Title of the paper: AUDITING**

**Course Objectives** : To expose the students to the basic principles and procedures of auditing.

**UNIT – I : Auditing:** Meaning and Definition of auditing - Nature and scope of auditing – Comparison between book keeping, Accounting, Auditing & Investigation – Objectives of auditing – Basic principles governing an audit – Advantages & limitations of audit – Classification of audit – Cost audit – Tax audit – Secretarial audit – Forensic audit – Social audit – Environmental audit – Efficiency cum performance audit – Propriety audit- Concepts of true and fair – Concepts of materiality in planning and performing the audit – disclosure of accounting policies.

**UNIT – II : Audit Planning :** Introduction - Audit planning – Procedures for preparation of Audit Programme – Audit working papers - Audit note book – quality control for Audit work – Audit sampling – Audit risk – surprise checks.

**Internal control & vouching:** Internal control – distinction between Internal check, Internal audit & Internal control – Organisational independence –Standards on Internal Audit (SIA) – Meaning of vouching – Cash vouching procedure - Verification of items in Balance Sheet - Fixed Assets, Investments, Inventories, Debtors, Loans and advances, Cash and Bank balances, Debentures and Creditors, Provisions for taxation, Proposed dividend – Other items in the Balance Sheet.

**UNIT – III : Company Auditor and Company Audit:** Auditors appointment – Methods of Appointment of auditor – Remuneration, removal, rights and duties of statutory auditor – Joint audit – Branch audit – Audit of shares – Audit of Debentures – Audit of divisible of profits – Inter corporate loans and Investment (Section 372A).

**UNIT -IV: Audit of Regulated Industries & Non – regulated industries:** Audit of educational institutions - Audit of hospital – government expenditure Audit – Audit of Non - Government Organisation & Charitable institution – Audit of Hotel – Audit of recreation club – Audit of partnership firm, small companies and sole trader – Audit from incomplete records – Propriety audit in the context of Government Audit – Audit of Commercial Accounts

**UNIT –V: Audit Report:** Basic elements & significance of audit report – Scope of audit report – contents of the report – qualification in the report – Audit report under the Indian Companies Act – Auditors report on revised accounts of companies before circulations to shareholders – Section 293A of the Companies Act and the Auditor - CARO (Companies Auditors Report Order) – Audit Report – Objectives and Functions of Auditing and Assurance Standard Board (AASB).

## **Text Book**

1. CONTEMPORARY AUDITING – **Kamal Gupta**  
*Revised Edition 2009,*  
*Tata MC Graw,*  
*Hill Publishing Company Ltd,*  
*New Delhi.*

## **Books for Reference**

1. A HAND BOOK OF PRACTICAL  
AUDITING - **B.N. Tandon, S. Sudharsanam**  
*Revised Edition – 2006*  
*S. Chand and Company Ltd.,*  
*New Delhi – 110 055.*
1. AUDITING: Principles and  
practice - **Sanjay Kumar sataphy Biswa mohana Jena**  
First Edition - 2012  
Himalaya Publishing House  
New Delhi-1
2. Study Material of ICWAI Inter (Stage II)  
(Unit IV) Revised Edition 2012,  
Institute of Cost Accountants of India  
Kolkatta.

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

**Course** : MFC **Code No** : S4PK1  
**Semester** : IV **No. of Hrs allotted:** 8  
**Paper** : Core **No. of Credits** : 5  
**Title of the paper:** **ADVANCED SPECIAL ACCOUNTING**

**Course Objectives** To expose students to special types of accounts and enable them to understand the intricacies of preparation of such types of accounts.

**UNIT: I Accounts of Holding Companies** – Meaning of Holding companies – Subsidiary companies – Preparation of Consolidated Balance Sheet – Elimination of common transactions – Treatment of unrealized profit and contingent liabilities – Revaluation of assets – Inter-company dividends.

**UNIT: II Accounts of Banking Companies:** Preparation of profit and loss account and balance sheet – Legal form – Bills for collection – Acceptances and endorsements – Branch adjustments – Adjustments of bad and doubtful debts, Rebate on Bills discounted, provision for taxation and depreciation.

**UNIT - III: Accounts of Insurance Companies:** Accounts of Life Insurance Business – Types of policies – Annuity business – Surrender value – Life Assurance Fund – Preparation of final accounts – Revenue account – Valuation balance sheet - Balance sheet– Accounts of General Insurance Business – Fire and Marine Insurance – Profit and Loss account – Balance sheet.

**UNIT – IV: Accounts of Electricity Companies:** Double account system – Single account system Vs Double account system – Advantages of double account system – Final accounts under double account system – Simple adjustments – Replacement of an asset – Disposal of Surplus.

**UNIT: V Accounting standards:** International Accounting Standards – Accounting Standards in India – Mandatory Accounting Standards – Scope of Accounting Standards – AS-1 to AS-10.

**Text Book**

1. ADVANCED ACCOUNTANCY - II

**S.P. Jain**  
**K.L. Narang**  
Reprint 2012  
Kalyani Publishers,  
New Delhi.

**Reference Books**

1. MODERN ACCOUNTANCY - VOLUME II

**A Mukherjee M Hanif**  
2nd Edition 2011  
Tata McGraw-Hill  
Education Pvt. Ltd.  
New Delhi.

2. ADVANCED ACCOUNTANCY – VOLUME II

**R.L. Gupta &**  
**M. Radaswamy**  
Edition 2012  
Sultan Chand & Sons,  
New Delhi.

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MFC</b>	<b>Code No</b>	<b>: S4PK2</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted</b>	<b>: 6</b>
<b>Paper</b>	<b>: Core</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the paper: COST AUDIT &amp; MANAGEMENT AUDIT</b>			

**Course Objectives** : To expose the students to the techniques and methods of planning and conducting Cost Audit and Management Audit.

**UNIT – I : Basics of Cost Audit** - Nature and scope of cost audit – Provisions relating to maintenance of Cost Accounting records under the Companies Act – Planning the Audit – Preparation of Audit Programme – Cost Auditor – appointment, rights and responsibilities – Structuring the cost audit.

**UNIT – II : Cost Accounting Records Rules** – Cost Audit Report Rules – Provisions of Cost Audit Report Rules 2001 and Cost Audit Report Rules 2011 - Forms of cost audit report – Annexure to the Cost Audit Report – Proforma of the Cost Audit Report – Usefulness of cost audit.

Procedure for Prescription of Cost Accounting Record Rules – Cost Accounting (Records) Rules under clause (a) of sub-section of section 209. Cost Audit (report) rules issued under section 233 (b) of Companies Act 1956 – Cost Accounting Record Rules and its applicability – Provisions of Cost Accounting Record Rules for various industries.

**UNIT- III: Internal Audit & Operational Audit** – Concept of Internal Audit – Internal Audit techniques and procedures – Internal audit reports.

**Operational audit** - Operational audit techniques and procedures – Operational audit report - Special Reports for Banks, Shareholders and Employees – Evaluation of Internal Control System, Budgetary Control System, Inventory Control System and Management Information System (MIS).

**UNIT -IV: Management Audit in different forms and functions** – Corporate services audit – Corporate Governance and Audit Committee – Inventory audit – VAT audit – Bank audit and Concurrent audit – Systems audit – Energy audit – its meaning and methodology.

**UNIT –V: Cost Accounting Standards and Auditing Assurance Standard** – Various Pronouncements - Professional Ethics - IFAC

**Text Book:**

- 1. COST AUDIT AND MANAGEMENT AUDIT** - **Saxena & Vashist,**  
*Sultan Chand & Sons(2008)*  
*23, Daryagani,*  
*New Delhi – 110 002.*

**Books for Reference:**

1. GUIDELINES ON COST AUDIT - *ICWA of India,*  
*Study Material,*  
*Kolkatta.*
2. EFFICIENCY AUDITING - **Walley,**  
*MaC Millan,-2009*  
*New Delhi.*

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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

**Course : MFC Code No : S4PK3**  
**Semester : IV No. of Hrs allotted: 5**  
**Paper : Core No. of Credits : 4**

**Title of the paper: STRATEGIC MANAGEMENT**

**Course Objectives :** To assist the students to develop the knowledge about Strategic Management

**Unit I Strategic Management - An Overview:**

Concepts of Strategy and Strategic Management – Dimensions of strategic decisions – Benefits of Strategic Management Process.

**Unit II Hierarchy of Strategic Intent:**

Strategic Intent – Company Mission – Formulating a mission – Characteristics of a mission statement – Components of a mission statement – Business definition – Dimensions of Business Definition – Goals and Objectives – Characteristics of objectives – Critical success factors.

**Unit III Environment Appraisal:**

Environment Appraisal – External Environment – Components of External Environment – Economic, Social Political, Technological, Supplies and regulatory factors – Environment scanning – Methods and Techniques used for Environment scanning – Sources of information for Environmental scanning.

**Unit IV Analysis of Internal Environment:**

Traditional Approaches to Internal Analysis – SWOT Analysis – Methods and Techniques used for Internal Analysis – Value Chain Analysis – Comparative analysis – Historical Analysis – Bench marking – Balanced Score Card – Key Factor Rating.

**Unit V Corporate Strategies:**

Grand Strategies – Stability Strategies – Expansion strategies – Retrenchment strategies – turnaround strategies - combination strategies.

**Text Book**

1. BUSINESS POLICY AND STRATEGIC MANAGEMENT

**Azhar Kazmi**  
2<sup>nd</sup> Edition  
Reprint 2013  
Tata McGraw-Hill  
Publishing Company  
Limited, New Delhi.

**Books for Reference**

1. Strategic Management

**John A. Pearce II**  
**Richard B.**  
**Robinson Jr.**  
**Amita Mital**  
2<sup>nd</sup> Edition Reprint 2009  
Tata McGraw-Hill  
Education Pvt Ltd.  
New Delhi.

2. Strategic Management

**Francis Cherunilam**  
Revised Edition 2014  
Himalaya Publishing House  
New Delhi.

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-16 batch onwards)**

<b>Course</b>	<b>: MFC</b>	<b>Code No</b>	<b>: S4PKE1</b>
<b>Semester</b>	<b>: IV</b>	<b>No. of Hrs allotted:</b>	<b>6</b>
<b>Paper</b>	<b>: Elective 3</b>	<b>No. of Credits</b>	<b>: 5</b>

**Title of the Paper: Security Analysis and Portfolio Management**

**Course Objectives:** To familiarize the students with the practical aspects of the securities market.

**Unit I Investment Fundamentals**

Investment – Features of Investment – Investment Objectives – Investment Vs Speculation – Investment Alternatives – Financial Instruments – Money Market Instruments – Capital Market Instruments – Sources of Investment Information – Investment Process.

Risk – Types of Risk - Causes of Risk – Measurement of Risk – Return – Holding Period Return – Measurement of Return – Traditional Methods – Modern Methods.

**Unit II Securities Market and Indices**

Primary Market – Functions – Participants – Methods of Raising Funds in the Primary Market – Issue Management.

Secondary Market – Major Players – Stock Exchanges – Functions – Leading Stock Exchanges in India – BSE, NSE and OTCEI -Stock Market Indicators – Types of Stock Market Indices – Stock Market Quotations – Investment Companies – Classification of Investment Companies – Buying and Selling of Shares – Trading and Settlement – Regulation of Securities Market in India – SEBI – Powers and Functions.

**Unit III Fundamental and Technical Analysis**

Fundamental Analysis – Domestic Economy – Global Economy – Business Cycle – Industry Analysis – Company Analysis – Financial Statement Analysis – Ratio Analysis.

Technical Analysis – Concept – Theories – Dow Theory – Eliot Wave Theory – Charts – Types – Trend and Trend Reversal Patterns – Mathematical Indicators – Moving Averages – Market Indicators.

**Unit IV Valuation of Securities**

Equity Shares – Concepts – Valuation – Dividend Valuation Models – Preference Shares – Concept – Features – Yields – Bond – Bond Features – Types of Bonds – Determinants of Interest Rates – Bond Management Strategies – Bond Valuation – Bond Duration – Yield to Maturity (YTM) – Yield to Call (YTC).

**Unit V Modern Portfolio Theory**

Markowitz Model – Portfolio Selection – Opportunity Set – Efficient Frontier – Capital Asset Pricing Model (CAPM) – Assumptions – CAPM Equation – Security Market Line (SML) – Capital Market Line (CML)- SML Vs CML – Arbitrage Pricing Theory – Assumptions.

Measuring Risk and Return of Portfolios - Portfolio Revision – Techniques of Portfolio Revision – Formula Plan – Constant Rupee Value Plan – Constant Ratio Plan – Variable Ratio Plan – Rupee Cost Average. Evaluation of Portfolio Performance – Treynor’s Measure – Sharpe’s Index – Jensen’s Model – Rho or Correlation Co-efficient.

## **Text Book**

1. Investment Analysis and Portfolio Management

**Prasanna Chandra**

Edition

Tata-McGraw Hill Publishing  
Company Ltd.  
New Delhi.

## **Books for Reference**

1. Security Analysis and Portfolio Management

**Punithavathy Pandian**

Revised Edition

Vikas Publishing House Pvt.Ltd.  
New Delhi.

2. Investment Management

**Preeti Singh**

18<sup>th</sup> Revised Edition, 2013

Himalaya Publishing House  
New Delhi.

**THIAGARAJAR COLLEGE, MADURAI – 9.**

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**DEPARTMENT OF COMMERCE**

**(From 2014-16 batch onwards)**

**Course : MFC**

**Code No : S4PKE2**

**Semester : IV**

**No. of Hrs allotted : 6**

**Paper : Electives**

**No. of Credits : 5**

**Title of the paper : FINANCIAL MARKETS AND SERVICES**

**Course Objectives :** To expose the students to the techniques of various investments and instruments in stock market.

**UNIT – I : The Financial System in India:** Functions of the financial system – Financial Assets – Financial intermediaries – Financial markets – Capital market – Money market – Financial instruments – Development of financial system in India.

**UNIT – II : Market for securities:** The new issue market – Functions of new issue market – Players in the new issue market – Methods of primary issue of shares – The secondary market – Organisation of stock exchanges in India – SEBI – Functions and powers of SEBI.

**UNIT- III: Merchant Banking:** Definition – Origin – Merchant Banking in India – Services rendered by merchant banks – Qualities required for Merchant Bankers – General obligations and responsibilities.

Venture capital : Origin - Meaning – Features – Scope of a venture capital – Venture capital guidelines – Method of venture financing – Indian scenario.

**UNIT -IV: Mutual Funds:** Meaning – Fund unit Vs shares – Types and Classification of funds – Importance of mutual funds – Risks – Organisation of the Fund – Operation of the fund – Facilities available to investors – Private Mutual Funds – Commercial Banks and Mutual Fund – Mutual Funds in India.

**UNIT –V : Discounting and Factoring:** Discounting, factoring, meaning – Modus operandi – Terms and conditions – Functions – Types of Factoring – Factoring Vs Discounting – Benefits – Factoring in India.

**Credit Rating:** Definition – Meaning – Functions of credit rating – Origin of Credit rating in India – Benefits of credit rating – Credit rating agencies in India : CRISIL – ICRA - CARE

**Text Book**

1. FINANCIAL MARKETS AND SERVICES - *E. Gordon & K. Natarajan, Himalaya Publication, Mumbai.*

**Books for Reference**

1. FINANCIAL SERVICES – *M.Y. Khan, Revised Edition 2000, Tata MC Graw Hill, New Delhi.*
2. INDIAN FINANCIAL SYSTEM – *H.R. Machiraju, Revised edition -2008, Vikas Publishing House Pvt Ltd, New Delhi.*



# **M.Phil Commerce**

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**M.PHIL COMMERCE**  
**Course Structure (W.e.f. 2014-15 Batches Onwards)**

**Semester - I**

Course	Code	Course Title	Ins. Hrs/ Week	Exam Hrs	Marks		Total
					Int	Ext	
Core – I	S1MK1	Research Methodology	6	3	100	100	200
Core – II	S1MK2	Advanced Financial Management	6	3	100	100	200
<b>TOTAL</b>			<b>12</b>	<b>6</b>	<b>200</b>	<b>200</b>	<b>400</b>

**Semester -II**

Course	Code	Course Title	Ins. Hrs/ Week	Exam Hrs	Marks		Total
					Int	Ext	
Core -III	S2MK1	Human Resource Management	6	3	100	100	200
Core -IV		Dissertation and Viva-Voce			100	100	200
<b>TOTAL</b>					<b>200</b>	<b>200</b>	<b>400</b>

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**DEPARTMENT OF COMMERCE**  
**(From 2014-15 batch onwards)**

**Course : M.Phil** **Code No : S1MK1**  
**Semester : I** **No. of Hrs allotted: 6**  
**Paper : Core** **No. of Credits : 5**

**Title of the paper : RESEARCH METHODOLOGY**

**Course Objectives:** To make the Scholars familiar with the various aspects involved in the research process.

**Unit I: Introduction and Planning of Research:**

Meaning – Purpose – Types of Research – Methods of Research – Survey Method – Case Study – The Planning Process – Selection of Problem for Research – Formulation of the Selected Problem – Hypothesis – Research Design.

**Unit II : Methods of Data Collection and Tools for Data Collection:**

Sources of data – Primary – Secondary – Methods of collecting Primary data – Survey Method – Personal interviewing – Telephone interviewing – Mail Survey – Observation Method – Experimental Method.

**Tools for data Collection:** Construction of Schedules and Questionnaires - Scaling Technique – Nature – Likert Scale – Ranking Scales – Scale Construction – Pilot Study and Pre-Testing.

**Unit III: Sampling**

Sampling Techniques – Probability and Non-Probability – Sampling Design – Sample size – Sampling and Non-Sampling Errors.

**Unit IV: Data Analysis and Report Writing**

Processing of Data – Editing – Coding – Tabulation – Research report – Types of report – Style of reporting – Step on drafting report – Contents of research report.

**Statistical Tools:**

Correlation and Regression Analysis – Linear Growth Rate; Compound Growth Rate – Testing of hypothesis (z, t, f,  $x^2$ ) test.

**Unit V Application of SPSS in Research**

SPSS Windows and Files – Entering and Working with Data – Descriptive Statistics and Graphs – Linear Regression – Multiple Correlation and Regression – Chi-Square Test – One – Way ANOVA – Two-Way ANOVA – t Test.

**Books for Reference**

1. A Hand Book on SPSS for Research Work  
(Unit 5)

**Anil Kumar Mishra**  
First Edition 2011  
Himalaya Publishing House  
Mumbai.

2. Research Methodology

**C.R. Kothari**  
Gaurav Garg  
3<sup>rd</sup> Edition – 2012  
New age International  
Private Ltd Publishers.

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
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**DEPARTMENT OF COMMERCE**  
**(From 2014-15 batch onwards)**

**Course : M.Phil Code No : S1MK2**

**Semester : I No. of Hrs allotted : 6**

**Paper : Core No. of Credits : 5**

**Title of the paper : ADVANCED FINANCIAL MANAGEMENT**

**Course objective:** To train the students the concepts and applications of financial management in managerial decision-making.

**Unit –I Financial Management - An Overview**

Finance and Financial Management – Scope of financial management-Objectives and goals of financial management – Functions of the finance manager- Organisation of finance function.

Sources of long term finance – Equity capital –Preference capital –Retained earnings – Term loans- Debentures – Main features, advantages and limitations of each source.

**Unit –II. Cost of capital and Capital Budgeting**

Concept of cost of capital – Measurement of specific cost of capital and overall cost of capital.

Capital Budgeting – Importance – Process of Capital Budgeting – Evaluation Techniques – Traditional techniques- Discounted Cash Flow Techniques.

**Unit –III. Financing and Dividend Decisions**

Operating, Financial and Combined Leverage.

Capital Structure – Definition – Assumptions – Capital structure theories – Net Income Approach – Net Operating Income Approach – Modigliani- Miller Approach – Traditional Approach – Designing Capital Structure – Factors relevant to designing an appropriate capital structure.

Dividend – Meaning – Relevance of Dividends- Walter Model – Gordon Model – Irrelevance of Dividends – Residual theory of Dividends- Modigliani and Miller Approach – Determinants of Dividend Policy- Bonus shares and Stock splits – Share Buybacks.

**Unit –IV. Working Capital Management**

Concepts of Working Capital – Approaches- Working Capital Financing – Determinants of Working Capital Requirements- Computation of Capital needs- Financing of Working Capital- Sources of Working Capital Finance.

**Unit V International Financial Management**

Foreign Capital – Foreign Direct Investment – Euro Issues – Foreign Currency Convertible Bonds – Global Depository Receipts (GDR) – American Depository Receipts (ADR) – External Commercial Borrowings – Foreign Institutional Investors.

Foreign Exchange Risk – Types of Exposures in Foreign Exchange – Transaction Exposure – Translation Exposure – Economic Exposure – Managing Foreign Exchange Risk – Managing Transaction Exposure – Managing Translation Exposure – Managing Economic Exposure.

**Text Book**

1. FINANCIAL MANAGEMENT  
(TEXT,PROBLEMS AND CASES)

**M Y KHAN & P K JAIN**  
Sixth Edition 2013  
McGraw Hill Education(India) Pvt. Ltd.  
New Delhi – 110 005.

**Books for Reference**

1. FINANCIAL MANAGEMENT  
(THEORY AND PRACTICE )

**PRASANNA CHANDRA**  
Eighth Edition 2013  
TATA McGraw Hill Education Pvt Ltd..  
New Delhi – 110 005.

2. FINANCIAL MANAGEMENT  
(THEORY AND PRACTICE )

**S N MAHESWARI**  
13<sup>th</sup> Edition Reprint 2011  
Sultan Chand & Sons,  
New Delhi.

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**DEPARTMENT OF COMMERCE**

**(From 2014-15 batch onwards)**

**Course : M.Phil Code No : S2MK1**

**Semester : II No. of Hrs allotted : 6**

**Paper : Core No. of Credits : 5**

**Title of the paper : HUMAN RESOURCE MANAGEMENT**

**Course Objectives:** To help the students understand the importance of Human Resource Management in meeting the challenging requirements of highly skilled and competent human resources due to Globalisation.

**Unit – I**

Human Resource Management – Functions of Human Resource Management – Nature and Scope of Human Resource Management – Human Resource Planning – Meanings – Importance – Objectives – Process – Areas – Job Analysis – Purposes – Uses – Contents – Steps and Techniques.

**Unit – II**

Recruitment and Selection – Recruitment Policy – Sources – Methods – Recruitment Practice in India – Selection Procedure – Scientific Selection – Placement – Induction and Socialisation.

**Unit – III**

Training and Development – Principles of Training – Methods of Training – Procedure – Contributions of Training – Evaluation of Training Programme – Career Development – Benefits – Promotion Practices in India – Transfer – Transfer Policy and Procedure – Grievance and Redressal Procedures – Organisational Development – Meaning – Models and Interventions

**Unit – IV**

Performance Appraisal – Need – Purpose and Use of Performance Appraisal – Steps in Performance Appraisal – Traditional Vs Modern Methods of Performance Appraisal – Performance Appraisal based on MBO system – Managerial Appraisal – Managerial Ethics in Performance Appraisal.

**Unit – V**

Human Resource Accounting – Human Resource Information System – Human Resource Management Research and Audit – Human Resource Management in changing environment – International Human Resource Management – Managing Human Resource in Virtual Organizations.

**Text Book**

1. Human Resource Management

**C.B. Gupta**

Sixth Edition 2013

McGraw Hill Education(India) Pvt. Ltd.

New Delhi – 110 005.

**Books for Reference**

1. Essential of Human  
Resource Management

**P. Subba Rao**

Fifth Revised Edition 2013

Himalaya Publishing House

New Delhi.

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**DEPARTMENT OF COMMERCE**  
**(From 2014 – 2015 Batch onwards)**

**Course** : B.COM **Code No** :  
**Semester** : I and II **No. of Hrs allotted** : 40  
**Paper** : CERTIFICATE COURSE **No. of Credits** : 5

**Title of the paper** : RETAIL MANAGEMENT

**Course Objective** : To explore channels of retail management – Learning the art of retailing and exposure to CRM.

**UNIT I: Retailing**

**Introduction to Retail:** Functions of a retailer-The Marketing-Retail equation-The Rise of the Retailer – Proximity to customer Challenges and opportunities-Empowered consumer-Evolution of Retail in India-Drivers of Retail change in India- Size of Retail in India: Clothing, Textiles and Fashion accessories-Food And Food services-Books & Music, Communication accessories – Emerging Sectors-FDI in retail-Retail Realities–Challenges to Retail Development in India .

**UNIT II : Retail Models and Retail Development**

**The Evolution of Retail formats** -The Concept of life cycle in Retail-Innovation, accelerative growth- Maturity-Decline-Phases of growth in retail markets-Business models in retail-Classification based on ownership /Merchandise offered/Franchising /Non Store Retailing/Direct selling/Direct response marketing/Telemarketing/Fairs and Road Shows/Event Management/Automated Vending/kiosks/ The Cash & Carry/credit Marketing/Brand Management.

**UNIT III: Customer Relationship Management (CRM)**

**CRM** : Definition-Components off CRM-Defining CRM Concepts – Customer Life Cycle- **B to B** CRM- Understanding Goal of CRM-Using Customer touch points –CRM Functions : Marketing/Sales/Customer Services/ Product Support- CRM Planning – Developing Strategy-Building CRM Component-Analyzing and Segmenting Customers-Taking it to Customers – Get Ready : Avoiding Common Barriers.

**Text Book:**

1. Retailing Management, Text & Cases - *Swapana Pradhan*  
*2<sup>nd</sup> edition, 2006*  
*Tata McGraw Hill Publications*  
*New Delhi*

**Reference Books:**

1. Retail Management - *M.Chael hevya and Barton.A Weitz, ,*  
*International edition,U.S,1798.*  
*Irwin Mcgraw hill, Delhi*
2. Customer Relationship Management: Getting it Right *Judith . W.Kincaid,*  
*Pearson Education, New Delhi.*

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**DEPARTMENT OF COMMERCE**  
**(From 2014 – 2015 Batch onwards)**

**CERTIFICATE COURSE**

<b>Course</b>	<b>: B.COM</b>	<b>Code No</b>	<b>:</b>
<b>Semester</b>	<b>: III</b>	<b>No. of Hrs allotted:</b>	<b>40</b>
<b>Paper</b>	<b>: CERTIFICATE COURSE</b>	<b>No. of Credits</b>	<b>: 5</b>
<b>Title of the paper:</b>	<b>RETAIL MANAGEMENT</b>		

**Course Objective:** To explore channels of retail management – Learning the art of retailing and exposure to CRM.

**UNIT I: RETAILING :** Retailing – Meaning – Definition - Characteristics of Retailing – Retailer - Function of Retailer - Career in store operation, buying and Merchandising Corporate staff Position in retail firms.

**UNIT II: RETAIL IN INDIA:** Emergence of organized Retailing Traditional, Retail formats- Independent stores - Cooperative and Government - Owned stores - Modern retail formats in India - Company owned stores - Retailing in rural areas.

**UNIT III: RETAIL CUSTOMERS :** Consumer behavior – Meaning – Factors affecting consumer decision making – Stages of consumer decision making process- Types of consumer decision making – Consumer decision rules–Research and analysis of customer profiles.

**UNIT IV: BUSINESS MODELS IN RETAIL:** Retail organization – Meaning – Classification of retail units – Bases of Classification of retail units – Store retailer – Non- Store retailer – Electronic retailing – Catalogue and direct mail retailing – Direct selling – Television shopping – Bending Machine retailing.

**UNIT V: CUSTOMER RELATIONSHIP MANAGEMENT IN RETAILING:** CRM- Meaning- Objectives – Differences between Transactional marketing and CRM – CRM process - Collecting customer data – Analyzing the customer data and identifying the target consumers – Developing CRM programs – Implementing CRM programs.

**Text Book:**

1. Retailing Management, Text & Cases - *Swapana Pradhan*  
*2<sup>nd</sup> edition, 2006*  
*Tata McGraw Hill Publications*  
*New Delhi*

**Reference Books:**

1. Retail Management - *M.Chael hevya and Barton.A Weitz, ,*  
*International edition, U.S, 1798.*  
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**DEPARTMENT OF COMMERCE**  
**(From 2014 – 2015 Batch onwards)**

**Course** : B.COM **Code No** :  
**Semester** : I and II **No. of Hrs allotted** : 40  
**Paper** : CERTIFICATE COURSE **No. of Credits** : 5

**Title of the paper** : RETAIL MANAGEMENT

**Course Objective** : To explore channels of retail management – Learning the art of retailing and exposure to CRM.

**UNIT I: Retailing**

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**UNIT II : Retail Models and Retail Development**

**The Evolution of Retail formats** -The Concept of life cycle in Retail-Innovation, accelerative growth- Maturity-Decline-Phases of growth in retail markets-Business models in retail-Classification based on ownership /Merchandise offered/Franchising /Non Store Retailing/Direct selling/Direct response marketing/Telemarketing/Fairs and Road Shows/Event Management/Automated Vending/kiosks/ The Cash & Carry/credit Marketing/Brand Management.

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**Reference Books:**

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*International edition,U.S,1798.*  
*Irwin Mcgraw hill, Delhi*
2. Customer Relationship Management: Getting it Right *Judith . W.Kincaid,*  
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**DEPARTMENT OF COMMERCE**  
**(From 2014 – 2015 Batch onwards)**

**CERTIFICATE COURSE**

**Course** : B.COM **Code No** :  
**Semester** : III **No. of Hrs allotted:** 40  
**Paper** : CERTIFICATE COURSE **No. of Credits** : 5  
**Title of the paper:** RETAIL MANAGEMENT

**Course Objective:** To explore channels of retail management – Learning the art of retailing and exposure to CRM.

**UNIT I: RETAILING :** Retailing – Meaning – Definition - Characteristics of Retailing – Retailer - Function of Retailer - Career in store operation, buying and Merchandising Corporate staff Position in retail firms.

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**UNIT V: CUSTOMER RELATIONSHIP MANAGEMENT IN RETAILING:** CRM- Meaning- Objectives – Differences between Transactional marketing and CRM – CRM process - Collecting customer data – Analyzing the customer data and identifying the target consumers – Developing CRM programs – Implementing CRM programs.

**Text Book:**

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*2<sup>nd</sup> edition, 2006*  
*Tata McGraw Hill Publications*  
*New Delhi*

**Reference Books:**

1. Retail Management - *M.Chael hevya and Barton.A Weitz, ,*  
*International edition, U.S, 1798.*  
*Irwin Mcgraw hill, Delhi*

2. Customer Relationship Management: Getting it Right *Judith . W.Kincaid,*  
*Pearson Education, New Delhi.*

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**DEPARTMENT OF MATHEMATICS**  
**(From 2014 – 2015 Batch onwards)**

DIPLOMA COURSE

<b>Course</b>	<b>: B.Com</b>	<b>Code No</b>	<b>:</b>
<b>Semester</b>	<b>: III and IV</b>	<b>No. of Hrs allotted</b>	<b>: 40</b>
		<b>No. of Credits</b>	<b>: 5</b>

**Title of the paper : RETAIL PLANNING**

**Objective:** To evaluate, plan and choose channels of Retail distribution.

**UNIT I -Retail Marketing**

Marketing: Retailing, Role, Relevance & Trends - Retail Customer - Retail market segmentation & franchising - Relationship marketing in Retailing.

**UNIT II – Retailing Management in Service Sector**

Retailing in Banking - Retailing in Industries - Retailing in Financial Services and Mutual Funds.

**UNIT III – Operations Management in Retailing**

Operations: Retail location strategy - Product and Merchandise management - MIS - Logistics & SCM -Security measures - Footfalls / computerized methods & non computerized methods - Visual / display methods - Merchandising & Management

**UNIT IV – Accounting and HRM in Retailing**

Accounting Methods - Accounting Processes. Human Resources in Retail organization- Training needs for employee- Recruitment, Selection and Training of employees

**UNIT V- Mall Management**

Mall Management:-Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting -Aspects in HR-Aspects in Quality management.

**Text book**

1. Retailing Management Text & Cases - *Swapna Pradhan*  
*Tata McGraw Hill Publications*  
*New Delhi*

**Reference Books:**

1. Retailing Management *Levy & Weitz*  
*Tata McGraw Hill Publications*  
*New Delhi*

2. Retail Management A Strategic Approach *Barry Berman & Joel R.Evans*  
*The Prentice Hall of India*  
*New Delhi*