



Master of Commerce

SEMESTER I

1. Accounting Theory
2. Corporate Governance
3. Financial Management
4. Marketing Management
5. Business Policy and Environment

Semester I

ACCOUNTING THEORY

- Module 1: The Meaning of Accounting Theory:** The meaning of accounting theory; relationship with accounting research and practice. Syntactical, semantical and behavioural accounting theories. Approaches to formulation accounting theory. Ownership theories - proprietary, entity and fund theories. Case Study Analysis.
- Module 2: The IASB Framework for the Preparation and Presentation of Financial Statements:** Preface, purpose and scope; Users and their information needs; Objectives of financial statements; Underlying concepts and assumptions; Qualitative characteristics of financial statements; Constraints on relevant and reliable information; Structure and format of financial statements. Physical and financial capital maintenance concepts. Case Study Analysis.
- Module 3: Definition, Recognition, Measurement and Disclosure of Elements Financial Statements:** The concept of revenue and expense; their recognition principles and processes, measurement methods and disclosure issues. Gains and losses from extraordinary items, discontinued operations, effects of changes in accounting principles, and prior period items. Definition of asset, liability and owners' equity; their types and characteristics; their recognition principles, measurement methods and disclosure issues. Problems and Case Study Analysis.
- Module 4: The Framework of Accounting Regulation and Policy:** Need for and evolution of accounting regulation in India. Regulatory provisions of accounting in Indian Companies Act. Role of MCA, NFRA, NACAAS, ICAI, SEBI and RBI in framing and enforcing accounting regulation in India. Meaning and objectives of accounting policy. Economic and social consequences of accounting regulation and policies. Analysis of Significant Accounting Policy Statements disclosed by the companies in their annual reports.

References:

1. Anthony R.N., D.F. Hawkins and K.A. Merchant, *Accounting: Text and Cases*, McGraw Hill, 1999
2. Richard G. Schroeder, Myrtle W. Clark and Jack M. Cathey, *Financial Accounting Theory and Analysis: Text Readings and Cases*, John Wiley and Sons, 2005.
3. Ahmed Riahi Belkaoui, *Accounting Theory*, Quorm Books, 2000.
4. Jawahar Lal, *Accounting Theory and Practice*, Himalaya Publishing House, 2008.
5. L.S. Porwal, *Accounting Theory*, TMH, 2000.
6. Thomas R.Dyckman, Charles J Davis, Roland E.Dukes, *Intermidate Accounting*, Irwin McGraw-Hill.
7. Eldon S. Hendriksen, *Accounting Theory*.
8. www.iasb.org.
9. www.icaai.org.
10. www.dca.gov.in

SC01: BUSINESS POLICY AND ENVIRONMENT

Course Contents:

- Module 1: Introduction:** Business in a social system; business and economic system; Business objectives; internal environment and external environment.
- Module 2: Business Ethics:** Principles of Business Ethics; Doctrine of trusteeship; unethical practices; good ethics and good business. Social responsibility of business; Doctrine of social responsibility: Rationale of social responsibility; control of monopoly and restrictive and unfair trade practices.
- Module 3: Business Environment:** Business in a social system-internal environment or business-externalenvironment-Economic-political-socio-cultural-technological environment – case studies.
- Module 4: Business Policy:** Importance of business policy-essentials of business policy-classification or business policy-Production policy-personnel policy- Financial policy-Marketing Policy-case studies.

References:

1. A concept of corporate planning-, Russel Ackoff, Newyork wiley
2. Business policy and strategic management- Tokyo, McGraw hill
3. Strategic Management-Text and Cases- V.S.P. Rao and V. Harikrishna
4. Strategic Management-Azar Kazmi
5. Strategic Management-Francis Cherunillam
6. Strategic Management-Subba Rao.

HC02: CORPORATE GOVERNANCE

Course Contents:

- Module 1: Concept of Corporate Governance:** Its importance-corporate governance and Agency theory-benefits of good corporate governance-present scenario-case studies.
- Module 2: Corporate Ethics:** Concept and Importance –benefits of corporate ethics-corporate philosophy and culture-managing ethics and legal compliance-case analysis.
- Module 3: Corporate Social Responsibility:** Corporate crimes-company and society relations-corporate social challenges-corporate accountability-business and ecology-case analysis.
- Module 4: Corporate Governance in India:** Reforming BOD- Birla Committee-Naresh Chandra Committee-Narayana murthy committee-Audit committee-Corporate governance code-The future scenario-case studies.

References:

1. Business ethics by L.P. Hartman, Tata Mc Grawhill.
2. Business ethics by W.H.Shaw-(Thomson)
3. Corporate management and Accountability by L.C. Gupta (Mc Millan Institute for FM and Research, Chennai-1974)
4. Strategic Management by Hill, Ireland and Horkisson (Thomson)
5. Business and society by Keith Davis (Mc Graw Hill)

M.COM SYLLABUS

HC03: FINANCIAL MANAGEMENT

Course Contents:

- Module 1: Introduction:** Meaning, Scope, and functions of Financial Management. Corporate Objectives - Profit Maximization and Wealth Maximization, their social implications. Concept of Cash Flow and Time value of money.
- Module 2: Capital Budgeting Decisions:** Appraisal criteria for capital budgeting decisions - NPV Vs IRR.- Multiple IRRs - Capital Rationing – Risk Analysis in Capital Budgeting – Measurement of Risk – Project variance – Expected NPV.
- Module 3: Capital Structure and Dividend Decision:** Capital structure theories-NI, NOI, traditional and M-M theories - Cost of Capital - Computation of cost of equity, retained earnings, preference capital and debt- weighted average cost of capital .
Dividend Decision : Determinants of dividend policy – types of dividends - dividend models – Walter’s model – Gordon’s model – Modigliani and Miller’s model .
- Module 4: Working Capital Management:** Meaning and Objectives of WC Mgt. - Management of cash - Baumol and Miller Orr Models – Mgt. of receivables – Credit Policy variables - Mgt. of Inventory – Optimal investment in Inventory – EOQ Model..

References:

1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.
2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.
3. Kotrappa G. Investment Decision Making, Deep & Deep Publishing House, New Delhi.
4. Chandra, Prasanna; Financial Management TMH, New Delhi.
5. Horn, Van; Financial management and Policy, Prentice Hall of India.
6. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Richard Brealey and Stewart Myers, Principles of Corporate Finance, Tata McGraw Hill, 2000.
8. 5. V K Bhalla, Financial Management and Policy: Text and Cases, Annual Publishers, 2002.

HC04: MARKETING MANAGEMENT

Course Contents:

Module 1: Marketing Concepts and Tools: Meaning and definition of marketing –scope of marketing-core marketing concepts –evaluation of marketing concepts and its stages – objectives of marketing – building customer satisfaction, value and retention. Direct marketing vis-à-vis on-line marketing – major channels of direct marketing – marketing in 21st century – e-commerce, advantages and disadvantages of direct marketing and on-line marketing.

Module 2: Scanning the Marketing Environment: Analysis of needs and trends in macro-environment –classification of macro environment- classification of macro environmental factors.

Module 3: Market-oriented Strategic Planning - corporate and division strategic planning – business strategic planning.

Module 4: Developing Marketing Strategies - positioning the product, differentiation tools, developing the positioning strategies, product life cycle, marketing strategies, designing competitive strategies. Product line decisions, brand decisions, pricing decisions, promotion decisions, channel decisions.

References:

1. Philip Kotler, Marketing Management, PHI , New Delhi.
2. Rajan Saxena, Marketing Management, TMH , New Delhi.
3. Stanton, Fundamental s of Marketing, TMH, New Delhi.
4. Gandhi, marketing: A Managerial introduction, TMH, New Delhi.