Syllabus for B.com Third Year
With effect from June 2013

B.COM. III YEAR ( VI SEM.)

Course Code :

5.1 Advanced Accounting & Auditing - II
5.2 Management Accounting – II
5.3 Economic Development & Planning in India - II
5.4 Business Regulatory Framework – II

GROUP “A”

5.6.1 Taxation
1) Income Tax Law & Practice - II
2) VAT And Service Tax - II
3) Training & Project work – II

Or

UGC Vocational Course

GROUP “B”

5.6.1 Management
1) Human resource Development - II
2) Marketing Management - II
3) Training & project work – II

Or

UGC Vocational Course

GROUP “C”

5.6.1 E-Commerce
1) E-Commerce – III
2) E-Commerce – IV
3) Training & Project work - II

Or

UGC Vocational Course

GROUP “D”

5.6.1 Banking & Insurance
1) E Banking & Accounting - II
2) E Insurance & Accounting - II
3) Training & project work - II

Or

UGC Vocational Course

GROUP “E”

5.6.1 Co-operation and Rural Development
1) Co-operation - II
2) Rural Development - II
3) Training & project work - II

Or

UGC Vocational Course

GROUP “F”

5.6.1 Travel & Tourism
1) Travel - II
2) Tourism - II
3) Training & project work - II

Or

UGC Vocational Course
Auditing

**Object:** To develop the accounting knowledge and its application in different fields also to develop practical knowledge of auditing.

**Chapter 1: Introduction of Auditing**

Basic Concepts of Auditing, Distinction between Investigation and Auditing, Classification of Audits, Difference between Government Audit and Commercial Audit, Advantages of Audit, Limitations of Audit.

**Chapter 2: Detection and Prevention of Fraud**

Types of Errors, Location of Errors, Detection and prevention of Fraud, Auditors position as regards to Frauds and errors.

**Chapter 3: Audit Evidence**

Introduction, Evidence for assertions, formation of opinion, types of evidence Audit techniques of collecting Audit Evidence, Audit Sampling, Types of Sampling.

**Chapter 4: Company Auditor**

Qualifications, Appointment, Removal, Power, Duties and Responsibilities.

**Chapter 5: Auditors Report**

Basic elements of Audit report, kinds of audit report, specimen of clean report, specimen of qualified report.

**Reference:**

1. Auditing (N.D. Kapur)
2. Taxation (Taxman)
LEARNING OBJECTIVES
The objective of the course is to equip the students with the ability to analysis interpret and use accounting information in managerial decision making. The student is expected to have a good working knowledge of the subject. This course provides the students an understanding of the application of accounting techniques for management.

1. FINANCIAL STATEMENT ANALYSIS


2. RATIO ANALYSIS


3. WORKING CAPITAL MANAGEMENT


4. CAPITAL BUDGETING

Meaning and nature of Capital Budgeting, Need & importance of Capital Budgeting, Capital Budgeting Process, Methods of Capital Budgeting or Evaluation of Investment Proposals - Traditional Methods- Time adjusted method or discounted method.

5. RESPONSIBILITY ACCOUNTING

Definition, Meaning, Basic Principles, Basic Process in implementation, Responsibility Reporting, Centers of Control – Cost Centre, Revenue Centre- Responsibility Centre - Profit Centre- Investment Centre, Benefits of Responsibility Accounting.

SUGGESTED READINGS
1. MANAGEMENT ACCOUNTING by MANMOHAN GOYAL, SAHIYTA BHAWAN PUBLICATION, AGRA.
2. MANAGEMENT ACCOUNTING by R K SHARMA AND S K GUPTA, KALYAN PUBLICATION, LUDHIYANA.
3. MANAGEMENT ACCOUNTING by KHAN M Y AND JAIN R K, TATA MC GRAW HILL, NEW DELHI.
4. MANAGEMENT ACCOUNTING by N VINAYAKHAN AND I B SINGH, HIMALAYA PUBLISHING HOUSE
5. MANAGEMENT ACCOUNTING by R S N PILLAI AND V BHAGVATHI, S CHAND & COMPANY.
6. PRINCIPLES OF MANAGEMENT ACCOUNTING by Dr. S N MAHESHWARI, SULTAN CHAND AND SONS.
7. MANAGMENT ACCOUNTING by Dr. H.W. KULKARNI, Dr. V.K. BHOSALE, Dr. S.M. KOLHE, ARUNA PRAKASHAN, LATUR.
8. MANAGEMENT ACCOUNTING by S.K. GUPTA and R.K. SHARMA.
9. FINANCIAL MANAGEMENT by V.R. PALANIVELU, S. CHAND.
10. ADVANCE MANAGEMENT ACCOUNTING by RAVI M. KSHORE (TAXMANN’S)
ECONOMIC DEVELOPMENT AND PLANNING IN INDIA – II

B.COM III YEAR (VI SEM)

UNIT -1 OBJECTIVES AND STRATEGY OF ECONOMIC PLANNING IN INDIA

Objectives and economic Planning in India, Mixed economy and economic planning, Development Strategy in India, Liberalisation, Privatisation and Globalisation.

UNIT -2 INDUSTRIAL POLICY AND INDIAN PLANNING


UNIT -3 ECONOMIC REFORMS AND LPG

Performance analysis of public sector, Comparision of the public and private sector, meaning and scope of Privatization Items at Privatization in India, Economic reforms in India.

LPG and its impact on Indian Economy, Fair Globalisation and the need for policy framework.

UNIT – 4 PLANNING EXPERIENCE IN INDIA

Five year plans, pattern of financing the five year plans in India, Relative merits and demerits of different sources of plan financing, Review of Sixty (60) years of planning of India.

UNIT -5 ELEVENTH FIVE YEAR PLAN AND INCLUSIVE GROWTH

Economic Scenario on the eve of the eleventh plan, objectives of the eleventh plan, Macro economic dimensions of the eleventh plan, Financing the eleventh plan, Sectoral allocation of resources, Employment perspective in the eleventh plan, Poverty reduction, Regional Disparities in Growth rate.
The Objective of this course is to provide a brief idea about the framework of Indian Business Law.

Unit 1: The Consumer Protection Act 1986

Unit 2: The Negotiable Instruments Act, 1881
Definitions : {a} Promissory Notes – {b} Bills of Exchange {c} Cheque Holder and Holder in due Course - Presentation of Negotiable Instruments Crossing of a Cheque

Unit 3: The Factories Act, 1948
Definitions: {a} Worker {b} Factory {c} Occupier {d} Approval Provisions Relating to: {a} Inspecting Staff (b) Health {c} Safety {d} Welfare {e} Working Hours

Unit 4: The Industrial Disputes Act, 1947
Definitions of Industry - Definitions of Industrial Disputes - Authorities for settlement of Industrial Disputes - Strike and Lock Outs - Lay offs and Retrenchment

Unit 5: Cyber Laws and RTI (Right to Information Act 2005)
Cyber crimes and Legal provisions relating to cyber crime. Nature and scope of RTI.

Recommended Books:
2. N. D. Kapoor, Business Law, Sultan Chand & Sons, New Delhi
4. डॉ. फी.आर. कुलकर्णी , प्रा. एस.एल. दिवरेकर, व्यवसाय नियामक कायदे , विच्छेद बुक्स पब्लिशर्स, औरंगाबाद
Learning Objective: The Objective of the course is to provide the candidates with sound knowledge of the important provisions of the Income Tax law and their applications.

Course Contents

Unit 1: Set-off and Carry Forward of Losses:
Meaning of Set off of Losses, Set off under the same head and under the other heads, set off of capital losses, set off of business losses, Meaning of Carry forward of losses, Carry forward of capital losses, Carry forward of business losses and losses under house property income. Simple problems on set off and carry forward of losses of an individual.

Unit 2: Deduction from GTI of An Individual and A Hindu Undivided Family
Deduction u/s 80C- in respect of sums paid or deposited in LIP, RPF, PPF, NSC, VIIIth Issue, Home loan Installments and Tuition Fees. Deduction u/s 80D- in respect of Medical Insurance premia, Deduction u/s 80DD- in respect of medical treatment of disabled dependant. Deduction u/s 80E- in respect of interest on higher education loan.

Unit 3: Computation of Tax Liability
Tax Rates in respect of individuals, Computation of Tax Liability of an individual.

Unit 4: Provisions concerning advance tax and tax deducted at source

Unit 5: Provisions for filing of return of income.

Note:- The Provisions of the Income Tax Act as applicable to assessment year at the Commencement of the academic year shall be studied for the annual and the supplementary examination.

Suggested Reading:

1) Dr H C Meharotra and Dr S P Goyal – Income Tax Law & Accounts : Sahitya Bhavan Publications.
Learning Objective: The Objective of the course is to provide the candidates with a good knowledge of the important provisions of the Maharashtra Value Added Tax Act and their application in Service.

Course Contents

Unit 1: Introduction to Service Tax
Nature of Service Tax, Tax on Services, Constitution basis of Service Tax, Law Governing Service Tax, service Tax Administration.

Unit 2: Charge of Service Tax, Provision, Taxable Service –
List service provider, service recipient, Rate, value of taxable service

Unit 3: Taxable Service –
Classification, Taxable Service, valuation, Exemption.

Unit 4: Payment of Service Tax, Point of Taxation Basic Principles Registration, Filing returns.

Unit 5: Practising Chartered Accountant, Commercial Training or Coaching Practicle Problems.

Books:
1) Direct and Indirect Taxes by Ainpure – Manan Prakashan.
Management Group – B
Human Resource Management II
(Semester VI)

Learning Objectives
Objective of this Course is to provide a sound understanding of the basic principles of Human Resource Management and their applications in the business & industry.

Unit 1: Motivations and Job Satisfaction
Meaning and Definitions Factors of Motivation Importance of Motivation Types of Motivation Job Satisfaction

Unit 2: Wages and Salary Administration:
Concept of Wages and Salary Principles of Wages and Salary Administration Types of Wages Incentives Schemes and Fringe Benefits

Unit 3: Performance Appraisal:
Concept of Performance Appraisal Objectives of Performance Appraisal Benefits of Performance Appraisal Methods of Performance Appraisal

Unit 4: Workers Participation in Management and Empowerment
Concept of WPM Forms of WPM - Committees, Suggestion Schemes, Quality Circle Empowerment

Unit 5: Emerging Issues in HRM
Human Resource Accounting Human Resource Audit Human Resource Information System TQM Approach to HRM

Suggested Readings:
Management Group – B
Marketing Management - II
( Semester VI)

Learning Objectives
Objective of this Course is to provide a sound understanding of the basic principles of Human Resource Management and their applications in the business & industry.

Unit 1: Market Segmentation
Meaning and Concept of Market Segmentation Bases for Market Segmentation Benefits of Market Segmentation Concept of Target Marketing Concept of Positioning Strategy

Unit 2: Consumer Behaviour
Meaning and Concept of Consumer Behaviour Factors affecting the Consumer Behaviour Stages in Buying Decision Making Process Organizational Consumer and their Buying Decision Making Process

Unit 3: Customer Relationship Management
Meaning and Concept of CRM Advantages of CRM Strategies for Maintaining Customer Relations

Unit 4: Marketing Research
Meaning and Concept of Marketing Research Objectives and Importance of Marketing Research Types of Marketing Research Scope of Marketing Research Process of Marketing Research

Unit 5: Recent Trends in Marketing
Green Marketing Rural Marketing Insurance Marketing E-Marketing Event Marketing Gibai Marketing

Suggested Readings:
Paper III  
**E-Commerce : Legal Framework & Technology**

1. Electronic Data Interchange - What is EDI, Building Block of EDI system, Benefit of EDI, Application of EDI.


**Recommended Books :**
1. Electronic Commerce - By Bharat Bhaskar
2. E-Commerce - G.S.V. Murthy
3. E-Commerce - P.T. Joseph S.J.

Paper IV  
**E-Commerce : Marketing & Internet Advertising**


3. Internet Advertising- Internet Advertising, Competitive Advertising Media, Models of Internet Advertising Website, Sponsoring.


5. Project - Marketing of Internet Advertising.

**Recommended Books :**
1. Electronic Commerce - By Bharat Bhaskar
2. E-Commerce - G.S.V. Murthy
3. E-Commerce - P. T. Joseph S.J.
Group - D
Banking and Insurance
Semester – VI

E- Banking and Accounting - II

Chapter – I  Banking Regulation Act, 1949 :

Important Legal Provisions - Meanings of Banking Company, Licensing of Banking Companies, Maintenance of Cash Reserve Ratio (CRR), Statutory Liquidity Reserve (SLR), Minimum Transfer of Profit to Reserve Fund.

Chapter – II  Accounting of Banking Companies :

Books of Accounts of Banking company, Balance Sheet and profit and loss account of banking companies in prescribed form – practical problems on Banking Final Accounts.

Chapter – III  Banking Sector Reforms in India :

Non-Performing Assets (NPA), Capital to Risk Weighted asset Ratio (CRAR), Basis of Income Recognition, Credit Deposit Ratio (CD Ratio), Classification of Standard Assets, Sub Standard Assets Bad and Doubt full Debts, Assets Liabilities Management, Exposer Limit.

Chapter – IV  E-Banking :

Computer Accounting in Banking Companies, Core Banking, Automated Teller Machine (ATM), Debit Card and Credit Card, Online Banking, Real Time Gross Settlement (RTGS), Cheque Truncation System (CTS) Cheque, National electronic Fund Transfer (NEFT)

Chapter – V  Audit of Banking Companies :

Statutory Audit (CAMEL Rating), Concurrent Audit, Inspection of Banking by RBI (CAMEL Rating), Audit Report of Banking Companies.
E-Insurance and Accounting

Chapter – I  Life Insurance Business

Chapter – II  Preparation of Final Account of Life Insurance Corporation Revenue Account
Profit & Loss Account and Balance Sheet in prescribed form. Practical Problem.

Chapter – III  E- Insurance
Computer Accounting of Insurance co., Collection of Premium Online, Disclosures forming part of financial statements.

Chapter – IV  Audit of Insurance Company
Statutory Audit of Insurance Company
Internal Audit of Insurance Company
Inspection by IRDA
Audit report of Insurance Company

Chapter – V  Bancassurance
Bancassurance in a global perspective, Bancassurance in India, Bancassurance model, Guidelines for Bancassurance, future of Bancassurance
Group E
Co-operation & Rural Developments

SEMESTER - VI

Paper – Co-operation II

Unit I
Consumers Co-operative stores – formation, importance, function management of consumer co-operative stores preparation of final accounts of co-operative consumers stores – problem.

Unit II
Co-operative sugar factories – Importance function, formation, management of co-operative Sugar factories.

Unit III
Employees salary earner’s co-operative societies – formation Functions importance, management of salary earner’s co-operative societies, final account of salary earner’s co-operative societies - problem

Unit VI
Co-operative marketing societies - formation, importance, function.

Unit V
Co-operative Department of Maharashtra State Government Commissioner, Registrar, Deputy Registrar, Assistant Deputy Registrar, Co-operative officer their powers & duties.
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<thead>
<tr>
<th>Unit</th>
<th>Description</th>
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<tbody>
<tr>
<td>Unit I</td>
<td>Swarnjayanti Gram Swarojgar Yojana (SGSY)</td>
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<td>Unit II</td>
<td>Prime Minister’s Rozagar Yojana. (PMRY)</td>
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<td>Unit III</td>
<td>Rural Employment Generation Programme. (REGP)</td>
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<td>Unit IV</td>
<td>Rashtriya Mahila Kosh.</td>
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<td>Unit V</td>
<td>Programme’s of Development Finance Corporation.</td>
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Reference Book-
A Study material of IGNOU for PGDRD Course.
Objective: A Study of Travel agents & Tour guide and its application.

Unit 1: Travel Agency
- Travel Agents, Tour operators, Function of a travel agent – Travel information, Ticketing, Insurance, Information on destination, package tour, Tours and excursion
- Travel agency commission
- How to set up a travel agency.

Unit 2: Guiding Concept:

Unit 3: Responsibilities of Guides:
- Preparation of a tour: Review of itinerary, Participant list, accuracy, timings and practicality, Identifying the group or individual traveller's special needs.
- Checking Vehicle, Locating Vehicle and contacting driver; standard of dress and personal grooming; Greeting participants and introducing self; Leading the participant: Skills in leading the group, General instruction to Participants at monuments.

Unit 5: Personality Developments of Travel agent, Tour operator, Guide
- Introduction: Meaning of Personality, Personality Factors - external, internal.
- Effective or winning personality, developing a selling personality.
- Communication skills Personality grooming, physical fitness, dressing sense, formal and informal clothing, behavior with male and female clients, behavior in office.

Reference Book –
1) Tourism development by A. K. Bhatia
2) Successful Tourism management by Pran Math Seth.
Group – F  
Travel and Tourism  
Semester – VI  
Tourism – II

Objectives: The Course includes the operation techniques of tourism marketing. The students are expected to acquire a basic knowledge of tourism marketing and its application.

Unit 1: Principles of Tourism marketing  
Principles of marketing, Determination of objectives integrated marketing, Tourist marketing mix, Marketing tools- promotion, communication in tourism promotion. Advertising agencies.

Unit 2: Tourism Marketing  
Mass production and markets, marketing concepts, marketing in Tourism, Market segmentation – its bases, marketing process and functions.

Unit 3: Tourism Promotion  
Advertising, sales support, public relations, Tourist publication evolution and modern Trends.

Unit 4: Accommodation  
History and need of Hotel, Types of Hotels, Classification of Hotels, Registration and gradation of Hotels changing of profile of accommodation sector.

Unit 5: Role of Travel agency in Tourism  
Thomas cook and the organization of Travel. Keshri Tours and the organization of tour.

Reference Book –  
1) Tourism development by A. K. Bhatia  
2) Successful Tourism management by Pran Math Seth.
B.Com. III year, VI\textsuperscript{th} Sem

UGC Vocational Course Group (Tax Procedure & Practice)

Paper I : Income Tax Procedure & Practice-II

Learning Objective: The Objective of the course is to provide the candidates with sound knowledge of the important provisions of the Income Tax law and their applications in solving problems on computation of Total Income and Tax Liability of an individual a HUF.

Course Contents

Unit 01 Assessment of Firms :
Computation of GTI and Total Income of Firm considering the Deductions u/s 80G & 80IB

Unit 02 Assessment of Companies:
Computation of GTI and Total Income of a Companies considering the Deductions u/s 80 G and 80 IB

Unit 03 Computation of Tax Liability:
Tax Rates in respect of Firms And Companies, Computation of Tax Liability of Firms and Companies.

Unit 04 Advance Tax:
Concept of Advance Tax, Corporate Assesse, Non corporate Assesse
Computation of Advance Tax Liability

Unit 05 Tax Deducted At Source :
Concept of TDS, TDS on Salary, TDS on Interest other than Securities, TDS on Rent TDS on Contractor.

Note : - The Provisions of the Income Tax Act as applicable to assessment year at the Commencement of the academic year shall be studied for the annual and the supplementary examination.

Suggested Reading:
1. Dr H C Meharotra and Dr S P Goyal- Income Tax Law & Accounts: Sahitya Bhavan Publications.
2. Dr H C Meharotra and Dr S P Goyal- Income Tax Law & Practice :Sahitya Bhavan Publications

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Learning Objective: The Objective of the course is to provide the candidates with a good knowledge of the important provisions of the Maharashtra Value Added Tax Act and their application in Business and Industry.

Course Contents

Unit 01  Concept and General Principle

Levy of Service Tax In India
Constitutional Authority
Tax Law and Procedure, Service Tax and Charted Accountant

Unit 02  Taxable services

Taxable Services
Practising Charted Accountant
Consulting Engineer
Commercial Training or Coaching

Unit 03  Computation of Service Tax Liability:

Concept of Input and Output services.
Input Credit / set-off
CENVAT credit set-off.

Unit 04  Registration, Records, Filing of Returns & Assessment.

Registration
Books & Records
Assessment and Returns.

Unit 05  Payment of Service Tax

Payment of service Tax, Due date of payments, Small Service Provider
Interest on delay Payments.

Suggested Reading:
1) Income Tax VAT & Service Tax- T. N. Manoharan : Snow White Publication
2) Tax Laws-ICSI, New Delhi(www.icsi.edu, www.icai.org)