

**MANONMANIAM SUNDARANAR UNIVERSITY. TIRUNELVELI
DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION**

B.COM.

(Effective from the Academic Year 2016-2017 onwards)

I Year

Sl. No	Components	Credits
1.	Part – I Tamil	6
2.	Part – II English	6
	Part – III	
3.	Managerial Economics	6
4.	Business Organisation and Management	7
5.	Principles of Financial Accounting	7
Total		32

II Year

Sl. No.	Components	Credits
1.	Banking Theory, Law and Practice	7
2.	Business Communication and Office Methods	6
3.	Marketing and Salesmanship	6
4.	Advanced Financial Accounting	7
5.	Business Mathematics and Statistics	6
Total		32

III Year

Sl. No.	Components	Credits
1.	Management Accounting	7
2.	Cost Accounting	7
3.	Corporate Accounting	7
4.	Business Law	5
5.	Auditing	6
Total		32

I YEAR

Part I

1. Tamil

Part II

2. English

Part III

3. Managerial Economics

4. Business Organisation and Management

5. Principles of Financial Accounting

MANAGERIAL ECONOMICS

Unit I

Subject matter of economics – definition and meaning of business economics – basic concepts – importance and limitations of business economics – goods – types of goods – wants – law of diminishing utility – consumer surplus

Unit II

Demand analysis – meaning – kinds of demand – law of demand determination of demand – types of demand – elasticity of demand – meaning – price elasticity – income elasticity – cross elasticity – types – method of measuring elasticity of demand – demand forecasting

Unit III

Production analysis – meaning of production – factors of production – production function – isoquants – law of returns – law of variable proportions – returns to scale – economies and diseconomies – cost of production – short run and long run – cost curves – optimum firm

Unit IV

Pricing of the product – pricing in perfect competition – monopoly – meaning – monopolistic competition – oligopoly – imperfect competition – pricing policy objectives – factors influencing pricing policy – various pricing methods – pricing of new products

Unit V

Profit analysis – profit – functions of profit – profit policy – meaning – break even analysis – break even point – assumption – limitations – uses – profit forecasting – methods

Reference Books

1. Managerial Economics – R.L. Varshney & K.L. Maheswary - Sultan Chand, Publications, New Delhi
2. Economic Analysis – K.P.M. Sundaram & E.N. Sundaram – Sultan Chand, Publications, New Delhi
3. Business Economics by Bani Mazumdar & V.G. Mankar – Himalaya Publishing house, Bombay
4. Business Economics – A.R. Arya Sri, V.V. Ramamoorthy – Tata McGraw Hill Companies

BUSINESS ORGANISATION AND MANAGEMENT

Unit I

Nature of business – definition – objectives – characteristics – business environment – micro and macro environments

Unit II

Joint stock company – definition – features – kinds – steps for incorporation – management – public enterprises – meaning – features – objectives – multinational companies – meaning – merits and demerits

Unit III

Management – meaning – nature and functions of management – planning – meaning – types of plans – objectives – planning process – policies and procedures – decision making – types of decisions – techniques of decision making

Unit IV

Organising – meaning – importance – principles of organisation – steps – departmentalisation – delegation of authority and responsibility – types of organisations

Unit V

Communication – meaning – importance – channels and methods of communication – barriers to communication

Controlling – meaning – basic steps in controlling – requirements of an effective control process

Books for Reference

1. Business Organization and Management – Y.K. Bhusan, Sultan Chand, Publications, New Delhi
2. Business Organization and Management – M.C. Shukla

3. Business Organization and Management – S.A. Shertekhar
4. Principles and Practice of Management – L.M. Prasad
5. Principles and Practice of Management – DinagarPagere
5. Business Environment – Francis Cherunilam Himalaya Publishing house, Bombay

PRINCIPLES OF FINANCIAL ACCOUNTING

Unit I

Accounting concepts – accounting conventions – preparation of final accounts – trading and profit and loss account – balance sheet – with advanced adjustment entries – provision for bad and doubtful debts – provision for discount on debtors and creditors – capital and revenue expenditure – deferred revenue expenditure – bank reconciliation statement – rectification of errors

Unit II

Bills of exchange – honouring and dishonouring of bills – renewal of bills – retirement of bills – insolvency of acceptor – trade and accommodation bills

Unit III

Accounts of non-trading concerns – receipts and payment accounts – income and expenditure account – differences – preparation of balance sheet

Unit IV

Depreciation – need – causes – methods of providing depreciation – straight line method – diminishing balance method – sinking fund method – annuity method – insurance policy method – machine hour rate method

Unit V

Single entry system – features – advantages and disadvantages – single entry system Vs double entry system – calculation of profit by comparing capitals – conversion of single entry system into double entry by finding out missing information

Text and Reference Books

1. Advanced Accountancy – S.P. Jain & K.L. Narang – Kalyani Publishers, New Delhi
2. Advanced Accountancy – R.L. Gupta and M. Radhaswamy – Sultan Chand, Publications, New Delhi
3. Advanced Accountancy – M.C. Sukla and T.S. Grewal – S. Chand & Co, New Delhi

4. Advanced Accountancy – Dr. M.A. Arulanandam & K.S. Raman – Himalaya Publishing house, Mumbai
5. Advanced Accountancy – T. S. Reddy, A. Murthy, Marsham Publications, Chennai

II YEAR - BANKING THEORY, LAW AND PRACTICE

Unit I

Origin of banks – main functions of commercial banks – subsidiary and agency service of commercial banks – social responsibility of banks

Unit II

Central Bank of India – functions – methods of credit control – traditional and promotional functions – RBI monetary policy – opening of new branches – new licensing policy

Unit III

Banker – customer – relationship between a banker and customer – general and special relationship – rights of the banker – cheque – meaning – essential of valid cheque – crossing – definition – types of crossing – endorsement – types – material alteration – statutory protection to a paying banker – statutory protection to the collecting banker

Unit IV

Core banking – home banking – retail banking – internet banking – online banking and offline banking – mobile banking – computerized banking – electronics funds transfer – ATM and debit card – smart card – credit card – e-cash – swift – RTGS – impact of technology – global developments in banking technology

Unit V

Modernised Banking – Traditional Vs E-banking transactions – electronic delivery channels – advantages of e-banking – constraints in e-banking – security measures

Reference Books

1. Banking Law and Practice – P.N. Vastav
2. Banking Law and Practice – S.N. Lal
3. Banking Law and Practice – E. Gordan and K. Natarajan
4. Banking Law and Practice – S.S. Gulshan and Gulshan K. Kapoor
5. Banking Law and Practice – K.C. Sherlekar

BUSINESS COMMUNICATION AND OFFICE METHODS

Unit I

Nature and importance of business communication – types – media – radio – T.V., - modern e-communication – essentials – forms and structure – style and art of business writing

Unit II

Application – interview – testimonials – appointment – enquires and replies – orders and executions – credit and status enquires – claims and adjustments – collection letters – circular letters

Unit III

Banking, insurance, agency, export and import correspondence – company secretary's correspondence – correspondence with government

Unit IV

Organisation of a modern office – office – meaning – functions – importance – management of organisation – office systems and routines – office machines and equipments – selection of equipments

Unit V

Mail and correspondence – organisation of mailing department – making and maintenance of records – filing methods – essentials of a good filing system – indexing – types of indexing

Reference Books

1. Business Communication – Pradhan, Bhence and Thakur Himalaya Publishing house, Bombay
2. Essentials of Business Communication – Rajendra Pal and KorlayHalli, Sultan Chand, Publications, New Delhi
3. Business Correspondence and Report Writing – R.C. Sharma and Krishna Mohan, Sultan Chand, Publications, New Delhi
4. Office Management – J. C. Denyar
5. Office Management – Neuner and Keeling, Taraporevala publications

MARKETING AND SALESMANSHIP

Unit I

Definition of marketing – importance – marketing functions – classification – kinds of markets – buying – classes of buyers – planning the purchase of goods – types of buying – assembling – selling – product planning and development –

meaning and importance – product life cycle – diversification and simplification of products – distribution channel

Unit II

Branding – meaning – registration – essentials of good brand – methods – classes – advantages – packing and packages – need – requisites of good package – advantages – marketing risks – causes – methods of minimizing risks

Unit III

Financing – meaning and importance of financing – kinds of social requirements – methods of financing – transportation – importance and functions – modes – advantages and disadvantages of road, railway, water and air transportation – storage and warehousing – meaning and importance – functions – types

Unit IV

Salesmanship – meaning, nature and importance – salesman – meaning, qualities, duties and responsibilities, types salesman, recruitment and selection – training of salesman – need – objectives – contents of training programmes – various methods – merits and demerits of each – remuneration to salesman – objectives – essentials of a good remuneration plan – methods – merits and demerits of each method – travelling expenses of salesman – supervision and control of salesman – requisites – methods

Unit V

Sales organization – need and importance of sales department – types of sales organisation – sales manager – quality of sale manager – duties and responsibilities – types – sales promotion – objectives – methods – advertising – social and economic effects – types of advertisement – media planning – advertisement copy.

Reference Books

1. Marketing and Salesmanship – Philip Kotler, Pearson Publications
2. Sales Management – Belling G.L.
3. Marketing and Salesmanship – Sinha S.C., Himalaya Publishing house, Mumbai
4. Salesmanship, Sales Management and Administration – Sathiyarayanan

ADVANCED FINANCIAL ACCOUNTING

Unit I

Self balancing and sectional balancing systems

Unit II

Hire purchase and instalment systems – royalty accounts – contract accounts – accounting for empties and packages – investment accounts

Unit III

Partnership accounts – appropriation of profits – past adjustment and guarantee – admission – retirement – death – joint life policies

Unit IV

Amalgamation of firms – sales to a company – dissolution of a firm under ordinary conditions and under GernerVs Murray decision – when all partners are insolvent – piece meal distribution

Unit V

Insolvency – individual – firm – departmental and branch accounting

Reference Books:

1. Advanced Accountancy – M.C. Shukla and T.S. Grewal, Sultan Chand, Publications, New Delhi
2. Advanced Accounting – R.L. Gupta and Radhaswamy, Sultan Chand, Publications, New Delhi
3. Advanced Accounting – Dr. Arulnandam and Dr. Raman, Himalaya Publishing house, Mumbai
4. Advanced Accounting – S.P. Iyengar, Chand & Sons, New Delhi

BUSINESS MATHEMATICS AND STATISTICS

Unit I

Business statistics – meaning – definition – uses and limitations – collection of primary and secondary data – sampling methods

Unit II

Measurement of central tendency – mean, median, mode, geometric mean, harmonic mean – advantages and disadvantages and calculation – measures of dispersion – range, quartile deviation, mean deviation, standard deviation –

advantage, disadvantage and calculation – Skewness – Karlpearlson and Bowley’s Coefficient of Skewness

Unit III

Correlation – meaning – types – calculation of Karlpearlsons co-efficient of correlation – rank correlation (only individual observation). Regression – meaning – calculation of X value and Y value – time series – meaning – components – uses – calculations, moving average – seasonal index and trend value by straight line method

Unit IV

Analytical geometry – point of distance between two points – slope of straight line – business application – modeling by liner functions

Unit V

Algebra – theory of indices – zero and negative indices – (without fractional indices – laws of indices – matrices – concepts – proof) – multiplication – matric inverse – solving

Books for Reference

1. Statistical Methods – S.P. Gupta, Sultan Chand, Publications, New Delhi
2. Statistics – D. N. Elhmee
3. Business Statistics – C.P. Gupta, Sultan Chand, Publications, New Delhi
4. Business Mathematics – D.C. Sancit and V.K. Kapoor, Sultan Chand, Publications, New Delhi
5. An Introduction to Business Mathematics – V. Sundaram and S.D. Jeaselan, Pali Publications
6. A Text book of Business Mathematics – G.K. Rangunath, C.S.Sambasiva, Y. Rjaraman, Himalaya Publishing house, Mumbai

III YEAR - MANAGEMENT ACCOUNTING

Unit I

Management Accountancy – meaning – relationship between cost, financial and management – objectives

Unit II

Financial statement analysis and ratios, their significance, utility and limitations – types of ratios – preparation of financial statements with ratios

Unit III

Fund flow and cash flow analysis – forecasting – working capital requirements

Unit IV

Budget and budgetary control – objectives – master budget and functional budgets – techniques of capital budgeting

Unit V

Management information system and reporting – nature of information needed for management centre – profit centre – types of reports

Reference Books:

1. Management Accounting – S.N. Maheswari – Sultan Chand, Publications, New Delhi
2. Management Accounting – R.S.N. Pillai and Bhawathi – Sultan Chand, Publications, New Delhi
3. Management Account – Hingorani and Ramanathan
4. Management Accounting – Vasudevan

COST ACCOUNTING

Unit I

Definition of costing – uses of costing – objects and advantages – difference between cost and financial accounts – installation of costing systems – analysis and classification of costs – preparation of cost sheet – reconciliation of cost and financial books.

Unit II

Materials – purchase procedure – requisition for material control – recording and controlling of material department – maintenance of stores – minimum level – maximum level – order level – Economic Order Quantities – perpetual inventory – control of wastage and scrap and spoilage

Unit III

Methods of remunerating labour – incentive scheme – idle time – control over idle time – job evaluation – merit rating – time studies – labour turnover – meaning – and measurement

Unit IV

Accounting of overheads fixed and variable overheads – basis of charging overheads – allocation – apportionment and absorption – distinction between works

overhead, administration overhead, selling overhead and distribution overhead – distribution of service overhead including secondary distribution

Unit V

Job costing – process costing normal loss, abnormal loss and abnormal gains only – marginal costing – applications of marginal costing – standard costing – variance analysis – material variance – labour variance – overhead variance – (fixed and variable) – sales variance

Reference Books:

1. Cost Accounts – S.P. Jain and Narang, Kalyani Publications
2. Cost Accounts – Das Gupta, Sultan Chand Publication, New Delhi
3. Principles and Practice of Cost Accounting – N. Sarkar
4. Cost Accounting – S.P. Iyengar, Sultan Chand Publication, New Delhi
5. Cost Accounting – R.S.N. Pillai, Sultan Chand, Publications, New Delhi
6. Cost Accounting – M.C. Agarwal, Sahitya, Bhavan Publications

CORPORATE ACCOUNTING

Unit I

Issue, forfeiture and re-issue of shares – redemption of preference shares – issue and redemption of debentures – underwriting of shares and debentures

Unit II

Acquisition of business and profit prior to incorporation – valuation of shares and goodwill – final accounts of company

Unit III

Amalgamation, absorption and internal and external reconstruction – liquidation of accounts – liquidator's final statement of accounts

Unit IV

Banking company accounts – insurance companies life and general insurance – holding company accounts

Unit V

Double account system including accounting of assets – accounting for price level changes – human resources accounting – social accounting (Theory only)

Reference Books:

1. Advanced accountancy – M.C. Shukla and T.S. Grewal, Sultan & Sons, New Delhi
2. Advanced accountancy – R.L. Gupta and M. Radhaswamy, Sultan & Sons, New Delhi
3. Advanced accountancy – S.P. Jain and K.L. Narag, Kalyani Publications, New Delhi
4. Advanced accountancy – S.P. Iyengar, Chand & Sons, New Delhi
5. Advanced accountancy – Dr. M. Arulandam and Dr. K.S Raman, Himalaya Publishing house, New Delhi

BUSINESS LAW**Unit I**

Law of contracts – valid contract – acceptance – consideration – capacity of parties – free consent – coercion – undue influence – fraud – misrepresentation – mistake – void agreements – performance of contract – quasi contracts – discharge of contract – breach of contract – remedies for breach of contract

Unit II

Law of sale of goods – contract of sale – conditions and warranties – transfer of property and title of goods – rights and duties of seller and buyer – rights of unpaid vendor – bailment and pledge – duties of bailer and bailee

Unit III

Contract of agency – mercantile agents – rights and duties of agent and principal – liability of agent and principal to third parties – contract of indemnity and guarantee – rights and liabilities of surety – discharge of surety

Unit IV

Factories Act – definition – health, safety, welfare and working of adult workers – employment of women and young person – leave with wages

Unit V

Industrial dispute Act – Authorities Under the Act – Powers and Duties of Authorities – Strike, Lockout, Lay-off and Retrenchment – Employees State Insurance Act – Benefits to Employees Under the Act – Minimum Wage Act – Minimum Rate of Wages and Payment of Minimum Wages

Reference Books

1. Manual of Mercantile Law – M.C. Shukla
2. Mercantile Law – N.D. Kapur, Sultan hand, New Delhi
3. Mercantile Law – M.C. Kuchal
4. Mercantile Law – R.C. Chawla and K.C. Carg
5. Business Law – R.S.N. Pillai, Bagavathi, S. Chand & Sons, New Delhi

AUDITING

Unit I

Nature – origin – meaning and objectives – difference between accountancy, auditing, and investigation – various types of audit – statutory audit – audit procedure, audit programme – audit working papers, test checking and routing checking – preliminaries to the audit – importance and limitations of audit

Unit II

Internal check – meaning – objectives, distinction between internal control and internal audit – essentials of a sound system of internal check – internal check with regard to different items

Unit III

Vouching – meaning – objectives and importance – vouching of cash transactions – vouching of ledger accounts

Unit IV

Verification and valuation of assets – various assets – meaning – methods of verification and valuation – objectives – company auditor – appointment qualifications, remunerations, removal, rights, duties, status and liabilities of auditor

Unit V

Auditor's report – contents – qualified and unqualified report – specimen of reports – investigation – meaning – difference between investigation and audit – objectives of investigation – duties of a investigator – classes of investigation – comprehensive audit, performance audit, cost audit, social audit of special institution like hotel, hospital, education charitable institutions

Reference Books

1. Auditing –Dr. T.R. Sharma, Sahitya Publication Agra,
2. Practical Auditing – B.N Tandon, S. Chand & Sons, New Delhi
