

# MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

## CHOICE BASED CREDIT SYSTEM

### B.COM (HONOURS)

(With effect from the Academic Year 2020-2021 onwards)

#### Eligibility:

Should have studied Commerce and Accountancy in Higher Secondary School of Examination. 20% reserved for Vocational stream.

Sem	Pt. I/II/III /IV/V	Sub. No.	Subject Status	Subject Title	Contact Hours/week	C Credit
I	I	1	Language	Tamil/other language	6	4
	II	2	Language	Communicative English-I	6	4
	III	3	Core 1	Financial Accounting-I	5	4
	III	4	Core -2	Business Environment	4	4
	III	5	Add on Major (Compu lsory)	Professional English for Commerce & Management- I	4	4
	III	6	Allied-I	Managerial Economics	3	3
	IV	7	Common	Environmental Studies	2	2
	<b>Sub Total</b>					30
II	I	8	Language	Tamil/other language	6	4
	II	9	Language	English	6	4
	III	10	Core 3	Financial Accounting-II	5	4
	III	11	Core -4	Business Law	4	4
	III	12	Add on Major (Compu lsory)	Professional English for Commerce & Management - II	4	4
	III	13	Allied-II	Business Communication	3	3
	IV	14	Common	Value Based Education/ Social Harmony	2	2
	<b>Sub Total</b>					30

## FINANCIAL ACCOUNTING -I

### Objectives

1. To acquire conceptual knowledge of financial accounting.
2. To impart skills for recording various kinds of business transactions.

### Unit I : Accounting Fundamentals

Accounting –Definition –Branches of Accounting –Functions of Accounting – Advantages – Limitations –Book Keeping –Book Keeping Vs Accounting –Uses of Accounting Information – Accounting Principles –Concepts and Conventions –Classification of Accounts –Double Entry System of Accounting –Journal –Ledger –Subsidiary Books –Trial Balance –Bank Reconciliation Statement – Rectification of Errors –Final Accounts of Sole Trader –Opening Entries – Closing Entries –Transfer Entries –Adjustment Entries.

### Unit II : Depreciation and Inventories

Depreciation –Meaning –Causes –Types –Straight line Method –Written Down Value Method – Annuity Method –Sinking Fund Method –Revaluation Method – Insurance policy Method

Inventories –Meaning –Signification of Inventory Valuation –Inventory Record System: Periodic and Perpetual –Methods –FIFO, LIFFO and Weighted Average Method –Salient Features of Indian Accounting Standard (Ind-AS 2)

### Unit III : Bills of Exchange, Account Current and Average Due Date

Bills of Exchange –Definition –Features –Advantages –Types : Trade Bills and Accommodation Bills -Bills of Exchange Vs Promissory Notes –Recording Transactions in Journal and Ledger –Retiring –Dishonour –Renewal of bills –Insolvency of Acceptor –Accommodation Bills –Trade Bills Vs Accommodation Bills.

Account Current –Meaning –Definition –Different Methods of Preparation of Account Current . Average Due Date –Meaning –Practical Uses- Determination of Due Date –Calculation of Average Due Date.

### Unit IV : Insurance Claims and Insolvency Accounts

Insurance Claims – Meaning – Loss of Stock –Average Clause –Abnormal Items –Consequential Loss, Insolvency Accounts –Meaning –Statement of Affairs –Deficiency Accounts –Insolvency of Individual Only.

## **Unit V : Accounts of Not–For-Profit Organisations**

Final Accounts of Not–For-Profit Organisations –Preparation of Receipts and Payments Account ,Income and Expenditure Account and Balance Sheet –Treatment of Various Special Items.

### **TEXT AND REFERENCE BOOKS**

1. R.L.Gupta and Radhaswamy, Advanced Accountancy-Vol I, Sulthan Chand and sons, New Delhi
2. M.C. Shukla, T.S.Grewal and S.C. Gupta, Advanced Accountancy-Vol I, S Chand and sons, New Delhi
3. S.P. Jain and K.L. Narang, Advanced Accountancy-Vol I, Kalyani Publishers, New Delhi
4. Dr.M.A. Arulanandam and K.S. Raman, Advanced Accountancy-Vol I ,Himalaya Publishing House , Mumbai.
5. T.S. Reddy and A.Murthy, Advanced Accountancy, Margham Publications, Chennai.

## **BUSINESS ENVIRONMENT**

### **Unit 1: Business Environment**

**12 Hours**

Concepts and elements of business environment: Economic environment- Economic systems, Economic policies (Monetary and fiscal policies); Political environment- Role of government in business. Policy Environment: Liberalisation, Privatisation and Globalisation – Second Generation reforms, Industrial policy and implementation. Industrial Growth and structural changes.

### **Unit 2: Legal and Social environment**

**12 Hours**

Legal environment- Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR).

### **Unit 3: International Business Environment**

**12 Hours**

Nature of International Business (IB); Scope of International Business; Forms of International Trade Drivers of IB; IB and domestic business compared; Participants in International Business; Evolution of IB; reasons for Internalization; Strategies of entering international business; Approaches to International Business (Ethnocentric, Polycentric and Regiocentric); Theories of IB-Mercantilism theory, Absolute cost advantage theory; Comparative cost advantage theory; Factor endowment theory. Balance of payments (BOP): Importance and components of BOP

### **Unit 4: Globalization of Business**

**12 Hours**

Features of Globalization; Stages of Globalization; Benefits and pitfalls of globalization on Indian economy; Essential Conditions for Globalization; Barriers to Globalization in India; MNC –meaning, Types of MNCs; Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy .

### **Unit 5: Economic Integration and EXIM trade**

**12 Hours**

Integration between countries-Levels of integration; Regional trading blocks-EU, NAFTA, Mercosur, APEC, ASEAN, SAARC (Structure and functions only); Purpose of Export Trade; Benefits of exports to companies; Types of Exports; Export Trade: Procedure, Steps & Documentation; Pricing in Export/Import Trade; Functions and services of EXIM bank; India's recent EXIM Policy; GATT, WTO-functions, structure, agreements, implications for India.

#### **References:**

- Aswathappa K. (2015). Essentials of Business Environment. New Delhi: Himalaya Publication.  
Aswathappa. K. (2015). International Business. New Delhi: Tata McGraw Hill  
Charles W.L. Hill. (2010). International Business. New Delhi: McGraw - Hill.  
Don Ball and Wendell McCulloch. (1993). International Business. New Delhi: McGraw - Hill.  
A.V. Vedipurishwar. (2009). The Global CEO. New Delhi: Vision Books.  
Subba Rao. (2012). International Business. New Delhi: Tata McGraw Hill

## PROFESSIONAL ENGLISH – I

### UNIT 1: COMMUNICATION

**Listening:** Listening to audio text and answering questions - Listening to Instructions

**Speaking:** Pair work and small group work.

**Reading:** Comprehension passages –Differentiate between facts and opinion

**Writing:** Developing a story with pictures.

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

### UNIT 2: DESCRIPTION

**Listening:** Listening to process description.-Drawing a flow chart.

**Speaking:** Role play (formal context)

**Reading:** Skimming/Scanning- Reading passages on products, equipment and gadgets.

**Writing:** Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended definition-

Free Writing.

**Vocabulary:** Register specific -Incorporated into the LSRW tasks.

### UNIT 3: NEGOTIATION STRATEGIES

**Listening:** Listening to interviews of specialists / Inventors in fields

(Subject specific)

**Speaking:** Brainstorming. (Mind mapping).

Small group discussions (Subject- Specific)

**Reading:** Longer Reading text.

**Writing:** Essay Writing (250 words)

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

## **UNIT 4: PRESENTATION SKILLS**

**Listening:** Listening to lectures.

**Speaking:** Short talks.

**Reading:** Reading Comprehension passages

**Writing:** Writing Recommendations

Interpreting Visuals inputs

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

## **UNIT 5: CRITICAL THINKING SKILLS**

**Listening:** Listening comprehension- Listening for information.

**Speaking:** Making presentations (with PPT- practice).

**Reading:** Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence,

Professional Ethics and Life Skills)

**Writing:** Problem and Solution essay– Creative writing –Summary writing

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

## **References:**

1. Shiv Khera – You Can Win
2. Robin Sharma – The Monk Who Sold His Ferrari
3. A.P.J.Abdul Kalam – Ignited Minds  
- Wings of Fire
4. Richard Back – Jonathan Livingston Seagull
5. Med Serif – How to Manage Yourself

## **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 – economics 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 BaniMazumdar& V.G. Mankar – Himalaya Publishing house, Bombay
4. Business Economics – A.R. Arya Sri, V.V. Ramamoorthy – Tata McGraw Hill Companies

## FINANCIAL ACCOUNTING -II

### Objectives

- 1.To enhance critical and analytical approach to different types of accounting.
- 2.To understand the nature and system of accounting followed in partnership firm.

### Unit I : Hire Purchase and Installment Purchase System

Meaning –Definition –Accounting Procedure –Calculation of Cash Price and Interest – Accounting Treatment –Default and Repossession –Complete and Partial Repossession –Difference between Hire Purchase and Installment System –Installment Purchase System.

### Unit II : Branch and Departmental Accounts

Branch –Meaning –Types of Branches –Accounting of Various Types of Dependent Branches – Debtor System –Goods Invoiced to Branch at Cost Price and Selling Price –Final Account System – Whole Sale Branch System –Independent Branches –Accounting Treatment –Inter Branch Transaction - Incorporating Branch Trial Balance in the Head office Books (Excluding Stock and Debtor System and Foreign Branches)

Departmental Accounts –Purpose –Allocation of Expenses –Preparation of Departmental Trading and Profit and loss account -Inter Departmental Transfers at Cost Price and Selling Price.

### Unit III : Accounting of Consignment and Joint Venture

Consignment Account –Meaning –Account Sales –Accounting Treatment –Valuation of Stock – Normal Loss and Abnormal Loss –Invoicing Goods Higher than Cost

Joint Venture –Meaning –Features –Accounting of Joint Venture Transactions –Separate Set of Books Only.

### Unit IV : Partnership Accounts–I

Definition –Partners Capital and Current Account –Appropriation of Profits –Past Adjustments and Guarantee –Admission of a Partner –Retirement of a Partner –Calculation of Ratios –Treatment of goodwill –Revaluation of Assets and Liabilities –Adjustment of Capital according to Profit Sharing Ratio –Death of a Partner –Treatment of Joint life Policy –Amalgamation of firms .

### Unit V : Partnership Accounts–II

Dissolution of Partnership Firms –Insolvency of One Partner –Insolvency of All Partners –Sale to a Company –Gradual Realisation of Assets and Piecemeal Distribution –Proportionate Capital Method and Maximum Loss Method.



## **TEXT AND REFERENCE BOOKS**

1. R.L.Gupta and Radhaswamy, Advanced Accountancy-Vol ,I, Sulthan Chand and sons, New Delhi
2. M.C. Shukla, T.S.Grewal and S.C. Gupta, Advanced Accountancy-Vol I, S Chand and sons, New Delhi
3. S.P. Jain and K.L. Narang, Advanced Accountancy-Vol I, Kalyani Publishers, New Delhi
4. Dr.M.A. Arulanandam and K.S. Raman, Advanced Accountancy-Vol I ,Himalaya Publishing House , Mumbai.
5. T.S. Reddy and A.Murthy, Advanced Accountancy, Margham Publications, Chennai.

## **BUSINESS LAW**

### **UNIT I Introduction to business laws**

Introduction, nature of law, meaning and definition of business laws, scope and sources of business laws.

### **UNIT II CONTRACT LAWS**

Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract, classification of Contracts, remedies for breach of contract.

Indian Sale of Goods Act, 1930: Definition of contract, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

### **UNIT III Intellectual Property Legislation**

Meaning and definition of intellectual property, types of intellectual properties; Patent Act of 1970 and amendments (as per WTO agreements) – Background, objects, definition, inventions, patentee, true and first inventor, procedure for grant of process and product patents, WTO rules for patents (in brief), rights to patentee, infringement, remedies.

### **UNIT IV Laws Relating to Finance**

Laws relating to Finance: the Securities and Exchange Board of India (SEBI), need for SEBI, establishment and legal status of SEBI, functions and power of SEBI, power conferred by the act to SEBI. FEMA – Salient features, directions, major provisions.

Objectives, scope and salient features, offences under the Act.

## **UNIT V Consumer Protection Act & Competition Law**

Background, Definitions - Consumer, consumer dispute, complaint, deficiency, service, consumer protection council, consumer Redressal agencies, district forum, state commission and national commission; Competition Law: Meaning and scope, salient features, offences and penalties under the Act.

### **References:**

1. N.D. Kapoor – Elements of Commercial Law
2. N.C. Shukla – A Manual of Mercantile Law
3. Dr .Avtarsingh – Law of contracts.

**MSU /2020-21/U.G. Colleges/B.Com ( Honours ) /Semester –II / Ppr.No.12/ Add on Major -  
2**

**PROFESSIONAL ENGLISH – II**

## **BUSINESS COMMUNICATION AND REPORTING**

### **Unit 1: Communication in Business**

Importance of Communication, Forms of Communication, Communication Network of the Organization; Process of Communication: Different stages, Difference between oral and written communication.

### **Unit 2: Oral Communication Skills**

Fundamentals, Barriers and Gateways, Public Speaking, Effective Power point presentations, body language, non-verbal, facial expression, voice modulation, eye contact, audience research, questions from the audience, Communication and emotional intelligence, Creativity in oral communication, Communication through telephonic, Video and Skype, Group Discussion.

### **Unit 3: Written Communication Skills**

Writing an effective Report: Stages of writing, Style and Tone; Five Ws and one H of Report writing, Divisions, Numbering and use of visual aids, Creativity in written Communication, Use of Picture, diagram in written communication, Writing Commercial letters, E-mail Messages, Maintaining a Diary, Job application and Resume writing.

### **Unit 4: Listening Skills**

Importance and need, Types, Active and Empathic listening, Listening and Judgment, Developing skills, listening and understanding, Anatomy of Poor Listening, Features of good listener.

### **Unit 5: Interpersonal Communication Skills**

Advantages and disadvantages of utilizing the team work; Characteristic features of successful teams; stages of the development of a team; team roles; challenges in team working, forms of non-team behavior. Conditions of negotiating; strategies of negotiating (Win-win, win-loss); participative negotiations; negotiating tactics; cognition and emotions in negotiating; negotiating and ethics. Types and sources of conflicts; the influence of various cultures on the solving of conflicts.

### **References**

- Monipally M.M. (2001). Business Communication Strategies, McGraw Hill, New Delhi.  
Bovee, Till and Schatzman. (2003). Business Communication Today, 7th Edition, Pearson, New Delhi.  
Parag Diwan. (2002). Business Communication, Excel Books, Bangalore.  
Murphy. (2008). Effective Business Communication, McGraw-Hill, New Delhi  
Rajendra Paul. Essentials of Business Communication, Sulthan & Chand Publications