

**Department of Commerce
University of Lucknow**

COURSE STRUCTURE

Semester I

MC – 101 : ACCOUNTING THEORY AND PRACTICE - I
MC – 102 : FINANCIAL MANAGEMENT
MC – 103 : TAXATION LAW AND ACCOUNTS – I
MC – 104 : INDIAN BUSINESS ENVIRONMENT
MC – 105 : MARKETING MANAGEMENT

Semester II

MC – 201 : ACCOUNTING THEORY AND PRACTICE – II
MC – 202 : TAXATION LAW AND ACCOUNTS – II
MC – 203 : MANAGERIAL ECONOMICS
MC – 204 : LABOUR LEGISLATION
MC – 205 : GLOBAL BUSINESS ENVIRONMENT
MC – 206 : VIVA-VOCE

Semester III

MC – 301 : CORPORATE ACCOUNTING
MC – 302 : MANAGEMENT ACCOUNTING
MC – 303 : INTERNATIONAL MARKETING
MC – 304 : HUMAN RESOURCE MANAGEMENT
MC – 305 : MANAGEMENT OF SMALL BUSINESS

Semester IV

MC – 401 : STRATEGIC COST MANAGEMENT
MC – 402 : BUSINESS RESEARCH METHODOLOGY
MC – 403 : INDIAN FINANCIAL SYSTEM
MC – 404 : ENTREPRENEURIAL DEVELOPMENT
MC – 405 : TAX PLANNING AND MANAGEMENT
MC – 406 : VIVA-VOCE

MC- 101 : ACCOUNTING THEORY AND PRACTICE - I

COURSE OBJECTIVES

The course aims at to provide indepth knowledge of Accounting Theory to the students.

COURSE OUTLINE

Unit I

Accounting an overview, Accounting theory and its classification.

Unit II

Accounting concept of income, Capital & revenues, Computer and accounting.

Unit III

Depreciation accounting & policy, Inventory policy and its valuation.

Unit IV

Accounting for changing prices, Foreign currency translation.

SUGGESTED READINGS :

1. Porwal, L.S. – Accounting Theory
2. Hendrickson – Accounting Theory
3. Bierman and Drebin – Financial Accounting
4. Thacker, R.J. – Accounting Principles
5. Meigs and Keller – Intermediate Accounting
6. Edwards and Black – The Modern Accountant's Handbook
7. Davidson – Handbook of Modern Accounting
8. Maheshwari, S.N. – Advanced Accountancy Vo. I and II
9. Shukla and Grewal – Advanced Accounting
10. Agarwal, B.D. – Higher Accountancy
11. Gupta and Radhaswamy – Advanced Accounts, Vol. I and II

MC- 102 : FINANCIAL MANAGEMENT

COURSE OBJECTIVES

To provide an exposure to the conceptual framework and significance of Financial Management in the corporate organisation's overall performance and equip the students with tools, techniques and the processes involved in financial planning and taking financing, investment decisions.

COURSE OUTLINE

Unit I

The concept of Financial Management – Definition, nature, objectives, functions and scope of financial management, Preparation of financial plan – its objectives, essential features, consideration in formulating financial plan, Capitalisation, over-under and fair capitalisation.

Unit II

Capital structure – Definition, factors determining the financial structure, Leverage Analysis – Financial operating and combined leverages, EBIT-EPS Analysis, Cost of Capital – Meaning, definition, classification and computation of specific weighted and marginal cost of capital.

Unit III

Concept of working capital – Classification, importance, factors determining adequate value of working capital. Estimation of working capital requirements. Financing of working capital – Long- medium-short term. Trends in Financing of working capital by banks, Recommendation of Various committees regarding financing of working capital.

Unit IV

Working Capital Management – Inventory management. Tools and techniques of investment management. Determination of stock levels, Ved analysis, just in time inventory, Cash Management and Receivable Management.

SUGGESTED READINGS :

1. Arvind Kumar & Pusphendra Misra : Financial Management, New Royal Book Co.
2. Van Horne, Jame : Financial Management & Policy
3. Soloman Ezra : The Theory of Financial Management
4. Hunt William and Donaldson : Basic Business Finance
5. Kuchhal, S.C. : Financial Management
6. Bradley : Fundamental of Corporation Finance
7. Pandey, I.M. : Financial Management
8. Fred, Weston J. : The Scope & Methodology of Finance
9. Weston & Brigham : Essentials of Management Finance
10. Chandra, P. : Financial Management
11. Kulshreshtha, R.S. : Vittiya Prabadh (Hindi)
12. Srivastava, R.M. : Financial Management
13. Srivastava, R.M. : Financial Decisions
14. Gupta, S.P. : Vittiya Prabandh (Hindi)
15. Sharma & Gupta : Financial Management

MC- 103 : TAXATION LAW AND ACCOUNTS - I

COURSE OBJECTIVES

The course aims at to provide students indepth knowledge of laws and accounts relating to Income-Tax.

COURSE OUTLINE

Unit I

Basic concepts, scope of total income, exempted income, deductions from gross total income, heads of income, deemed income, clubbing of income, set off and carry forward of losses.

Unit II

Computation of Total income and tax liability of individuals, Hindu undivided families.

Unit III

Computation of total income and tax liability of companies and firms.

Unit IV

Income tax authorities, return of income and assessment process, appeals and revisions, advance payment of tax, tax deduction at source.

Suggested Readings :

1. Shukla, S.K. : Direct Tax : Law and Accounts
New Royal Book Co., Lucknow
2. शुक्ला, एस. के. : प्रत्यक्ष कर : विधि एवं खाते
New Royal Book Co., Lucknow
3. Singhanian, V.K. : Direct Tax : Laws and Accounts
4. Bare Act : Income Tax Act 1961
Income Tax Rules 1962

MC – 104 : INDIAN BUSINESS ENVIRONMENT

COURSE OBJECTIVE

The course develops ability to understand and scan business environment, analyse opportunities and take decisions.

COURSE OUTLINE

Unit I

Theoretical framework : Concept, significance and nature of Business Environment, elements of environment, internal and external, changing dimensions of Business environment. Economic system and their impact on business.

Unit II

Relationship between business and government, Industrial policy and legal framework relating to business : IDRA and other Acts, Liberalisation/Globalisation and its impact. Role of public sector in Indian Business.

Unit III

Business and society, social responsibility of business, Consumer rights, consumerism and business, foreign capital and technology.

Unit IV

Financial Policy, Money and Capital markets – Instruments and Institutions, Stock Exchanges etc. and other financial institutions.

SUGGESTED READINGS

1. Ghosh, P. and Kapoor, G.K. – Business and Society : A study of Business Environment.
2. Adhikari, M. – Economic Environment of Business.
3. Cherunilam – Business Environment
4. Dasgupta, A. and Sengupta, A. – Government and Business in India
5. Kuchhal, S.C. – Industrial Economy of India
6. Dutta and Sundaram – Indian Economy

MC – 105 : MARKETING MANAGEMENT

COURSE OBJECTIVE

The purpose of this course is to develop an understanding of the underlying concept, strategies and the issues involved in the exchange of products and services.

COURSE OUTLINE

Unit I : Introduction

Concept of Marketing, Marketing-mix and its environment variables; Marketing environment, Market segmentation and Targeting.

Unit II : Consumer Behaviour

Concept, significance and factors influencing consumer behaviour, Buying Motives, Buying habits, Buying process, Customer-relationship management, Marketing Research.

Unit III : Product Management & Pricing Decisions

Concept of Product, Product-mix, Product-line and Product Life-cycle, Product positioning, New product development, Brand management, Packaging. Concept, nature and scope of Product Pricing, Price policy considerations, objectives and strategies of pricing.

Unit IV : Distribution and Advertising Management

Management of Physical Distribution, Distribution channel intermediaries, channel management decisions, Organised retailing; Direct marketing; Internet marketing, Marketing of services, Advertising as a management function, objectives, DAGMAR approach, Advertising media and selection decisions.

SUGGESTED READINGS

1. Prof. A. Chatterjee – Marketing Fundamentals – A Contemporary Insight
2. R.K. Maheshwari & Ram Milan – Marketing Management
3. McCathy, D.J. – Basic Marketing – A Managerial Approach
4. Kotler Philip – Marketing Management – Analysis, Planning and Control
5. Dholakia – Marketing Management
6. Neelamegham, S. – Marketing Management and the Indian Economy
7. Jain, S.C. – Viparan Prabandh (Hindi)
8. Ramaswamy, V.S. & Namakuimari, S. – Marketing Management
9. Saxena, Rajan – Marketing Management
10. Arun Kumar – Marketing Management

MC- 201 : ACCOUNTING THEORY AND PRACTICE - II

COURSE OBJECTIVES

The course aims at to provide indepth knowledge of Accounting Theory to the students.

COURSE OUTLINE

Unit I

Financial statements – Nature & limitations, Financial analysis – kinds & techniques, Comparative statements common sign statements and trend analysis.

Unit II

Ratio analysis and accounting for changes in financial position, cash flow and fund flow reporting.

Unit III

Valuation of goodwill, valuation of shares and valuation of business.

Unit IV

Accounts of holding companies and Subsidiary companies, Underwriting accounts.

SUGGESTED READINGS :

1. Porwal, L.S. – Accounting Theory
2. Hendrickson – Accounting Theory
3. Bierman and Drebin – Financial Accounting
4. Thacker, R.J. – Accounting Principles
5. Meigs and Keller – Intermediate Accounting
6. Edwards and Black – The Modern Accountant's Handbook
7. Davidson – Handbook of Modern Accounting
8. Maheshwari, S.N. – Advanced Accountancy Vo. I and II
9. Shukla and Grewal – Advanced Accounting
10. Agarwal, B.D. – Higher Accountancy
11. Gupta and Radhaswamy – Advanced Accounts, Vol. I and II

MC- 202 : TAXATION LAW AND ACCOUNTS - II

COURSE OBJECTIVES

The course aims at to provide students indepth knowledge of laws and accounts of wealth tax and indirect taxes.

COURSE OUTLINE

Unit I : Wealth Tax Act, 1957

The concept of net wealth, Assets exempt from Wealth tax, Valuation of assets, computation of net wealth and wealth tax.

Unit II : Central Sales Tax Act, 1956

Principles for determining different categories of sales, Registration of dealers, computation of taxable turnover and sales tax liability, declared goods, collection of tax and penalties.

U.P. Trade Tax Act, 1948 & Commercial Tax (VAT)

Main provisions of U.P. Trade Tax Act, 1948, Main provisions of (Commercial Tax) value added tax, Tax liability, levy and collection of tax and penalties, settlement of disputes, computation of tax etc.

Unit III : Central Excise Duty Act, 1944 and Custom Duty Act, 1962

Main provisions of Central Excise Act, 1944, Customs Act, 1962, Authorities and their powers, Valuation of goods, computation of duty.

Unit IV : Service Tax (Finance Act, 1994)

Main Provisions of Service Tax, Authorities and their power. Filing of Return, Assessment procedure, Provisions relating to Appeals and revisions, penalties and prosecution.

Suggested Readings :

1. Shukla, S.K. : Indirect taxes – Laws and Accounts
New Royal Book Co., Lucknow
2. शुक्ला, एस० के० : अप्रत्यक्ष कर : विधि एवं लेखे
New Royal Book Co., Lucknow
3. Date, V.S. : Indirect taxes : Laws and Practice
4. Bare Act : Wealth Tax Act, 1957
Central Sales Tax Act 1956
U.P. Trade Tax Act, 1948
Central Excise Act, 1944
Customs Act, 1962

MC – 203 : MANAGERIAL ECONOMICS

COURSE OBJECTIVES

The objective of this course is to impart a basic knowledge of the concept and tools of Economic Analysis as relevant for Business Decision Making.

COURSE OUTLINE

Unit I : Introduction

Meaning, nature and scope of Managerial Economics, Difference from Traditional Economics, The Business System, Fundamental concepts in Business Decisions, Objects of Business Firms, Business Cycle.

Unit II : Demand Analysis

Demand theory, The concepts of Demand, Determinants of Demand, Demand Function and Demand Elasticities, Demand estimation and Demand forecasting.

Unit III : Cost and Production Analysis

Cost concepts and its classification, Cost-output relationship, Accounting Vs. Economic view, LAC Curve and its Managerial use.

Unit IV : Pricing Decisions and Profit Management

Pricing policies and methods, Nature and measurement of profit, Profit planning and forecasting, Break-even Analysis – utility and limitations.

SUGGESTED READINGS :

1. J.V. Vaishampayan : Managerial Economics, New Royal Book Co.
1. Richard & Brackford : Business Economics
2. Mote, Paul & Gupta : Managerial Economics
3. Joel Dean : Economic Theory
4. Baumol, W.J. : Operational Analysis
5. Dwivedi, D.N. : Managerial Economics
6. Varshney and Maheshwari : Managerial Economics
7. Manne, A.S. : Economic Analysis for Business
8. Mithani, D.M. : Managerial Economics
9. झिंगन, एम.एल. : प्रबन्धकीय अर्थशास्त्र

MC- 204 : LABOUR LEGISLATION

COURSE OBJECTIVES

The course aims at to impart knowledge of the laws relating to Labour – Welfare, etc. and their applications.

COURSE OUTLINE

Unit I

The Factory Act, 1948 – Brief history, object, applicability, definitions approval, licensing and registration of factories; The inspecting staff, health, safety and welfare provisions relating to hazardous, processes, working hours of adults. Employment of women, employment of young persons, annual leave with wages, penalties and procedure.

Unit II

The Payment of Wages Act, 1936 – Introduction, Application of the Act, Definitions rules for payment of wages, Deductions from wages provisions of the payment of wages act relating to deduction, Registers and records, inspectors claims for wrongful deductions penalty for various offences.

Unit III

The Minimum Wages Act, 1948 – Object and scope of the Act, Definition, fixation of minimum rates of wages, Working hours and determination of wages and claims.

Unit IV

Industrial Dispute Act, 1947 – Concept, layoff, retrenchment, strike, lockout, closure, authorities for settlement of Industrial disputes in India, procedure, power and duties of authorities, penalties.

SUGGESTED READINGS :

1. S.K. Shukla & K.P.Tewari – Industrial and Labour Law, (Hindi & English), New Royal Book Co., Lucknow
2. Malik, P.K. – Industrial Laws, Vol. 1 & 2
3. Singh, Indrajeet – Industrial and Labour Laws (Hindi)
4. Kapoor, N.D. – Industrial Laws
5. Chakraborty, B.K. – Labour Laws in India

MC – 205 : GLOBAL BUSINESS ENVIRONMENT

COURSE OBJECTIVE

The broad objective of the course is to acquaint the students with emerging scenario of Indian economy and its impact on Global Business.

COURSE OUTLINE

Unit I

The meaning and rationale for globalisation, strategies for going Global. Nature, importance and scope of international business.

Unit II

History from Domestic market to Global markets : Investment flows; Attracting Foreign capital; implication for Indian Industries. Indian business before and after W.T.O.

Unit III

Need of Indian government intervention in International business and the specific legislations, EXIM policy, FEMA, SEBI etc.

Unit IV

International Economic Institutions – WTO, World Bank, IMF and their importance to India, Foreign Trade Policy.

SUGGESTED READINGS

1. Adhikary, Manab – Global Business Management
2. Bhattacharya, B. : Going International-Response Strategies to Indian sector
3. Black and Sundaram – International Business Environment
4. Buckley, Ardin – The Essence of International Money
5. Gosh, Biswanath – Economic Environment of Business
6. Letiche, Joh M. – International Economics Policies and Theoretical Foundations
7. Sodersten, B.O. – International Economics
8. Tayeb, Monis H. – The Global Business Environment – An Introduction
9. Parvez Asheghian and Bahman Ebrahim – International Business
10. Peter H. Lindert – International Economics

MC- 301 : CORPORATE ACCOUNTING

COURSE OBJECTIVES

The course aims at to impart and inculcate the knowledge of detailed accounting process and reporting requirements of companies among the students.

COURSE OUTLINE

Unit I

Accounting for shares & debentures – Issue, forfeiture, re-issue, redemption and buy-back of shares, SEBI guidelines.

Unit II

Corporate financial statements, Dividends, Distribution of profits, Managerial remuneration. Ascertainment of net profit for Managerial remuneration.

Unit III

Accounting problems relating to mergers & reconstructions, liquidation.

Unit IV

Corporate financial analysis : Profit or loss prior to incorporation.

SUGGESTED READINGS :

1. Bhattacharya and Dearden – Accounting for Management
2. Anthony, Robert – Management Accounting – Text and Cases
3. Gupta, R.L. – Advanced Accountancy
4. Grewal, T.S. – Double Entry Book Keeping
5. Hingorani, Ramanathan and Grewal – Management Accountancy
6. Agarwal, B.D. – Higher Accountancy
7. Shukla and Grewal – Advanced Accounts
8. Maheshwari, S.N. – Advanced Accountancy

MC- 302 : MANAGEMENT ACCOUNTIING

COURSE OBJECTIVES

The course develops ability of economics decision making among the students.

COURSE OUTLINE

Unit I

Introduction, definition, objectives, nature, scope, role and emerging patterns of management accounting, role, position and responsibilities of management accountant, Reporting to management.

Unit II

Analysis and interpretation of financial statements, Uses & importance of analysis, Horizontal, vertical and dimensional analysis.

Unit III

Capital budgeting – meaning, definition, significance, limitation, process, Capital building decisions, investment decisions and methods of ranking investment proposals and their practical applications, Zero base budgeting,

Unit IV

Budgeting & Budgetary control, Meaning, importance and types, Budgetary control, performance budgeting.

SUGGESTED READINGS :

1. Pandey, I.M. – Management Accounting
2. Gupta, R.L. – Advanced Accountancy Vol. II
3. Goyal, M.M. – Management Accounting
4. Khan and Jain – Management Accounting
5. Sharma, D.C. and Gupta, K.G. - Management Accounting
6. Anthony, R.M. - Management Accounting
7. Horngren Charles, T. - Management Accounting
8. Batty, J. - Management Accounting
9. Hingorani, Ramnathan and Grewal - Management Accounting
10. Horngreen Charles T., Geogre Goster and Srikant M. Dalinr – Cost Accounting : A Managerial Emphasis, Prentice Hall, Delhi
11. Lall, B.M. and Jain, I.C. – Cost Accounting : Principles and Practice, Prentice Hall, Delhi
12. Welsch, Glenn A., Ronald W. Hilton and Paul N. Gordan – Budgeting, Profit and Control, Prentice Hall, Delhi.

MC – 303 : INTERNATIONAL MARKETING

COURSE OBJECTIVE

The course is designed to provide an exposure of the environmental dynamics of international business and their impact on the international business operations of a firm and to acquaint them with the conceptual framework, policies and procedures of international marketing management.

COURSE OUTLINE

Unit I : Introduction to International Marketing

Nature, scope and importance of international marketing, Domestic and International marketing, Transition to international marketing, International Marketing environment, geographical, economics, demographic, socio-cultural, political and legal environment.

Unit II

International marketing orientation – EPRG framework, selection of foreign markets, International market entry strategies, Foreign market analysis, Indirect and direct exporting, Licensing, Joint ventures, Global market segmentation.

Unit III

Product planning and development for global markets, Product standardisation Vs. adaptation, International product life-cycle, New Product development, packaging, labelling, International pricing decisions, International market channel decisions.

Unit IV

Composition and direction of India's foreign trade, Institutional infrastructure for export promotion, Export assistance and promotion schemes, International economic institutions, International market research.

SUGGESTED READINGS

1. Keegan – International Marketing
2. Varshney, R.L. & Bhattacharya, B. – International Marketing
3. Francis Cherunilam – International Marketing
4. Vasudevan – International Marketing
5. Jain, S.C. – International Marketing, CBS publications, New Delhi
6. Keegan, Warren J. – Global Marketing Management, Prentice Hall, New Delhi
7. Onkvisit, Sak and John J Shaw– International Marketing: Analysis and strategy
8. Fayer Weather, John – International Marketing
9. Rakesh Mohan Joshi – International Marketing

MC- 304 : HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES

The course aims at familiarizing the students of the significance and role of HRM in working of the modern organizations and to expose them to human resource processes and practices with special reference to India.

COURSE OUTLINE

Unit I : Overview of HRM

HRM : Concept, evolution, objectives, scope, importance, principles and functions.
Manpower Planning : Concept, need, objectives, principles, methods or techniques.

Unit II : Employee Appraisal and Maintenance

Career Planning : Concept and techniques;
Career Development : Concept and techniques;
Performance Appraisal : Concept, significance, types, methods or techniques,
Incentive, Potential appraisal.

Unit III : Employee Relations

Grievance : Causes of grievances, grievance procedure, steps in handling grievance, Directive principles of handling grievances, Ideal grievance procedure.
Discipline : Objects, forms/types of discipline, principles of maintaining discipline, causes of indiscipline, suggestions for effective discipline. Disciplinary action, elements and principles of disciplinary action process.
Collective Bargaining : Concepts, Goals of management and unions in collective bargaining.

Unit IV : Employee Integration and Separation

Promotion, Job analysis and design, Job enrichment, Job enlargement, Labour Turnover, Absenteeism, Voluntary Retirement, Superannuation Lay-off, Retrenchment, Dismissal, Discharge.

SUGGESTED READINGS :

1. R.K. Shukla, Human Resource Management, New Royal Book Co., Lko.
2. R.B.S. Verma, Manav Sansadhan vah Prabandh ki Rooprekha, New Royal Book Co., Lko.
3. Mamoria, C.B. – Personnel Management
4. Srivastava, M.P. – Human Resource Planning : Approaches, Needs, Assessment Needs, Assessment and Priorities in Manpower Planning.
5. Ashwathapa – Human Resource Management
6. VSP Rao – Human Resource Management – Text and Cases
7. Gary Dessler – Human Resource Management
8. P. Jyothi and D.N. Venkanesh – Human Resource Management
9. John M. Ivancevich : Human Resource Management

MC- 305 : MANAGEMENT OF SMALL BUSINESS

COURSE OBJECTIVES

The course aims at to impart indepth knowledge of organisation and finance of a small business and small-scale industries basically in India.

COURSE OUTLINE

Unit I : Introduction

Definition, CSM's, Characteristics, scope and significance of cottage, small and medium industries, distinction between a small and large-scale industry. Environment affecting small-business and small-industry, small-scale industries and central/state governments, various agencies assisting small-scale industries in India.

Unit II : Production

Methods and procedures of starting a small-scale industry preparation and evaluation of project reports, organisation and financing of small-scale industries.

Unit III : Basic Problems of SME's

Problems faced by small-scale industries related to production, finance, personnel and marketing in India. Financial Institutions related to SME's.

Unit IV : Problem of Sickness- Prevention and Care of SME's

Sickness and failure of small-scale industries in India, causes, preventive measures and rehabilitation. Industrial Policy Provisions relating to SME's.

SUGGESTED READINGS :

1. Desai, Vasant – Management of Small-scale industries
2. Farooqui, Q.H. – Small and Cottage Industries in India
3. Singh, N. – Scientific Management of Small-Scale Industries
4. Commissioner, Small-Scale Industries, Govt. of India – Annual Report
5. Small-Scale Industries Corp., New Delhi – Annual Report
6. State Financial Corporations – Annual Report
7. SIDBI – Annual Report
8. Indian Investment Centre, New Delhi – Various Publications.

MC- 401 : STRATEGIC COST MANAGEMENT

COURSE OBJECTIVES

The course aims at to impart and inculcate the knowledge of controlling and effective management of cost among the students.

COURSE OUTLINE

Unit I

Concept and uses of Cost Accounting; Accounting plan and responsibility centres : Meaning, significance of responsibility accounting, Types of Responsibility centres, transfer pricing.

Unit II

Marginal costing and break even analysis; concept, basic characteristics, application and limitations of marginal costing.

Unit III

Standard costing analysis as a control technique, setting of standards, variance analysis, Relevance of Variance analysis to budgeting and standard costing.

Unit IV

Value chain analysis, activity based costing, quality costing, target and life style costing, Cost Audit

SUGGESTED READINGS :

1. Pandey, I.M. – Management Accounting
2. Gupta, R.L. – Advanced Accountancy Vol. II
3. Goyal, M.M. – Management Accounting
4. Khan and Jain – Management Accounting
5. Sharma, D.C. and Gupta, K.G. - Management Accounting
6. Anthony, R.M. - Management Accounting
7. Horngren Charles, T. - Management Accounting
8. Batty, J. - Management Accounting
9. Hingorani, Ramnathan and Grewal - Management Accounting
10. Horngreen Charles T., Geogre Goster and Srikant M. Dalinr – Cost Accounting : A Managerial Emphasis, Prentice Hall, Delhi
11. Lall, B.M. and Jain, I.C. – Cost Accounting : Principles and Practice, Prentice Hall, Delhi
12. Welsch, Glenn A., Ronald W. Hilton and Paul N. Gordan – Budgeting, Profit and Control, Prentice Hall, Delhi.

MC – 402 : BUSINESS RESEARCH METHODOLOGY

COURSE OBJECTIVE

The course is designed to provide sufficient theoretical inputs to conduct varied types of researches relating to different problems of industry and business for accurate prediction, decision and control action.

COURSE OUTLINE

Unit I : Introductory

Nature, scope and significance of Business Research Methodology, Scientific Methods of Research, Research-Process, Research Design.

Unit II : Research Problem

Selection and formulation of Research Problem, Defining the scope and significance, Research Methodology, Hypotheses.

Unit III : Collection, Tabulation and Analysis of Data

Types of Data and their characteristics, Methods of Data Collection Questionnaire, Schedules, Interview, Observation, Sources of Secondary Data, Analysis of data through Statistical Tools.

Unit IV : Interpretation of Data and Preparation of Report

Different statistical techniques of data analysis, testing hypothesis – χ^2 test, t-test, f-test, regressions, equation, etc. Interpretation, Report writing, Presentation, Footnoting, Referencing, Preparation of Bibliography, Appendices.

SUGGESTED READINGS

1. Manoj Dixit, Research Methodology, New Royal Book Co., Lucknow
2. Anderson, Durason and Poole – Thesis and Assignment, Wiley Eastern Ltd.
3. Pauline, V. Young – Scientific Social Surveys and Research, Prentice Hall of India.
4. Kothari, C.R. – Research Methodology : Methods and Techniques, Wiley Eastern
5. Redman and Mory – The Romance of Research
6. Ackoff, R.L. – The Design of Social Research, Chicago University Press
7. Tandon, B.C. – Business Research Methodology
8. Kerlinger, F. – Research Methodology
9. Lokeshkaul – Research Methodology
10. Festinger – Research Methodology
11. Luck, D.J., Wales, H.G., Taylor, D.A. & Rubin, R.S. – Marketing Research, Prentice Hall of India.
12. Tull, D.S. and Hawkins, D.I. – Marketing Research : Measurement and Methods, McMillian.
13. Brown, F.E. – Marketing Research, Addison Wesley USA
14. Green, R.E. and Tull, D.S. – Research for Marketing Decisions, Prentice Hall of India.
15. Ferber, R. – Market Research, McGraw Hill Book Company.

MC-403 : INDIAN FINANCIAL SYSTEM

COURSE OBJECTIVE

The aim of the course is to enable the students to understand the structure and systems of Indian Financial Markets and financial institutions.

COURSE OUTLINE

Unit I : Financial Systems & Money Market

Definition, significance and its relationship with economic development, An overview of the Indian financial system. The constituents of a financial system markets. Finance market as a part of financial system. Its various components e.g. Call money, treasury bill, commercial bill, commercial paper, financial guarantee, discount market etc. Present position of Indian money market.

Unit II : Capital Market

Capital market in India - Concept characteristics and functions. The primary (New issue market) and the secondary market. Instrument of capital market, Capital market institutions – organisation, functions and control of SEBI, Stock holding corporation of India, OTECI and NSE.

Unit III : Financial Services

Definition, objective, functions and importance of merchant banking, Credit rating, underwriting and portfolio management.

Unit IV :

Concept, objective, functions and importance of credit & debit cards, Depository Services, Factoring and Custodial services.

SUGGESTED READINGS :

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|------------------|---|---|
| Bhgole, M.K. | : | Financial Markets and Institutions |
| Khan, M.Y. | : | Indian Financial Systems |
| Srivastava, R.M. | : | Management of Indian Financial Institutions |
| Kuchal, S.C. | : | Corporation Finance |
| Khan, M.Y. | : | Industrial Finance |
| Desai, V. | : | Development Banking |
| Kuchhal, S.C. | : | The Industrial Economy of India |

MC- 404 : ENTREPRENEURIAL DEVELOPMENT

COURSE OBJECTIVES

The course aims at to impart and inculcate entrepreneurial skills among the students.

COURSE OUTLINE

Unit I

Evolution, definition, need, benefits and characteristics of entrepreneurship, Entrepreneurial process, motivation, approach, qualities and profile of entrepreneur, Basic causes of failure, Types of entrepreneur, responsibilities of an entrepreneur.

Unit II

Functions of entrepreneur, nature and role of entrepreneurship, Opportunities and changes, Personal ethics, EDP programmes & institutions, needs, role, phases, institutional efforts, problems and suggestions.

Unit III

Environment of entrepreneurship, Size of business unit, optimum size of business unit, factors determining the size of business unit, location and plant layout, combination. Theories of entrepreneurship.

Unit IV

Project management – Project selection, project report, project evaluation, Project execution – Procurement of finance, land building, machinery, raw-materials, manpower and other inputs.

SUGGESTED READINGS :

1. B.R. Barhol, Entrepreneurship Development
2. Chandra, P. – Project Management
3. I.D.B.I. – Manual for Evaluation of Industrial Projects in Developing Countries
4. Singh, S.P. – Capital Expenditure Decisions
5. Mote, V.L. et. al. – Capital Investment Decisions
6. Wright – Discounted Cash Flow
7. World Bank – Compounding and Discounting for Project Evaluation.
8. Sudha, G.D. – Vyavasayik Uddyamika ka Vikas (Hindi)

MC- 405 : TAX PLANNING AND MANAGEMENT

COURSE OBJECTIVES

The course aims at basically to sharpen the skills of the students to enable them to plan and manage their tax affairs.

COURSE OUTLINE

Unit I : Introduction

Definition, nature, scope, significance and limitations of tax-planning, difference between tax-evasion and tax-avoidance, tax management, tax-audit : concept, its significance and procedure and legal provisions.

Unit II : Tax Planning through Organisational Set-up

Tax planning with reference to location, nature and form of organisation of new business, organisational problems and tax-management, tax-obligations of individuals, firms and companies.

Unit III : Tax Planning through Managerial and Financial Decisions

Tax-planning through managerial decisions like make or buy, repair or renovate, own or lease, export and domestic sales, capital structure, dividend policy, amalgamation, mergers etc.

Unit IV : Tax Planning through Concessions, Incentives and Tax Audit

Implications of Tax-concessions and incentives in respect of Residential status, location of business, rebates including deduction and exemption etc. Tax planning regarding capital gains, Salary, other source, house property etc.

Suggested Readings :

1. Shukla, S.K. – Tax Planning & Management, (कर नियोजन एवं प्रबन्ध) (Hindi & English), New Royal Book Co., Lucknow
2. Prasad, Bhagwati – Law and Practice of Income Tax in India.
3. Bare Act.