



# **St. PETER'S UNIVERSITY**

**St. Peter's Institute of Higher Education and Research**  
(Declared Under Section 3 of the UGC Act, 1956)  
**AVADI, CHENNAI – 600 054**  
**TAMIL NADU**

**M.Com.**

**Code No. - 410**

(Effective From **2009 – 2010**)

(Distance Education)

**Regulations and Syllabi**

(I & II Year)

**St. PETER'S INSTITUTE OF DISTANCE EDUCATION**

**Recognized by Distance Education Council and**

**Joint Committee of UGC – AICTE - DEC, New Delhi**

**(Ref. F. No. DEC/SPU/CHN/TN/Recog/09/14 dated 02.04.2009 and**

**Ref.F.No.DEC/Recog/2009/3169 dated 09.09.2009)**

**St. PETER'S UNIVERSITY**  
**St. PETER'S INSTITUTE OF DISTANCE EDUCATION**  
Chennai – 600 054.

**Code No. – 410**

**M.Com.**

(Distance Education)

**Regulations and Syllabi**

(Effective from 2009 – 2010)

- 1. Eligibility:** Candidates who passed B.Com. degree examination of this University or an examination of other University accepted as equivalent thereto are eligible for admission to Two Year M.Com. Programme
- 2. Duration:** Two Years.
- 3. Medium:** English is the medium of instruction and examination.
- 4. Methodology:** The methodology of distance education includes the supply of self-instructional study materials in print format and in CD, face-to-face instruction for theory and practicals for a limited period during week ends and on holidays, provision of virtual class in phased manner, dissemination of information over e-mail, Student - Support Service at various Centres of the University, Continuous Assessment and End Assessment conducted by the University at various parts of India.
- 5. Weightage for Continuous and End Assessment:** There is no weightage for Continuous Assessment unless the ratio is specifically mentioned in the scheme of Examinations. The End Assessment (EA) has 100% weightage.

**6. Credit System:** Credit system be followed with 36 credits for each Year and each credit is equivalent to 25 hours of effective study provided in the Time Table of the formal system.

## 7. Scheme of Examinations

### First Year

Code No.	Course Title	Credit	Marks	
			EA	Total
<b>Theory</b>				
109PMCT01	Marketing and Strategic Management	8	100	100
109PMCT02	Cost and Management Accounting	8	100	100
109PMCT03	Statistical Analysis and Quantitative Techniques	6	100	100
109PMCT04	Corporate Legal Frame Work and Security Analysis	6	100	100
109PMCT05	Financial Management and Project Finance	8	100	100
<b>Total</b>		<b>36</b>	<b>500</b>	<b>500</b>

### Second Year

Code No.	Course Title	Credit	Marks	
			EA	Total
<b>Theory</b>				
209PMCT01	Research Methodology and E-Commerce	6	100	100
209PMCT02	Taxation	8	100	100
209PMCT03	Global Marketing and Financial Services	8	100	100
209PMCT04	Advanced Corporate Accounting	8	100	100
<b>Elective (Any one from the following papers)</b>				
209PMCT05	Human Resources Management	6	100	100
209PMCP01	Project Work			
<b>Total</b>		<b>36</b>	<b>500</b>	<b>500</b>

**8. Passing Requirements:** The minimum pass mark (raw score) be 50% in End Assessment.

**9. Grading System:** Grading System on a 10 Point Scale be followed with 1 mark = 0.1 and the conversion of the Grade point as given below.

$$\begin{aligned} \text{Overall Grade Point Average (OGPA)} &= \frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}} \\ &= \frac{\sum (EA)C}{\sum C} \end{aligned}$$

**The Overall Grade:** The Overall Grade and Classification of all successful candidates be arrived at from the Overall Grade Point Average as stipulated in the following conversion Table.

<b>Grade</b>	<b>Over all Grade Point Average(OGPA)</b>	<b>Over all weighted Average marks</b>	<b>Classification</b>
0	9.0 to 10.0	90 to 100	First Class
A	8.0 to 8.9	80 to 89	First Class
B	7.0 to 7.9	70 to 79	First Class
C	6.0 to 6.9	60 to 69	First Class
D	5.0 to 5.9	50 to 59	Second Class
<b>F</b>	0.0 to 4.9	0 to 49	<b>Reappearance</b>

The Grade Sheets of successful candidates provide particulars such as (1) Overall weighted Average Marks and (2) Overall Grade.

**10. Pattern of the Question Paper:** The question paper for the End Assessment will be set for three hours and for a maximum of 100 marks with following divisions and details.

**Part A:** 10 questions (with equal distribution to all the units in the syllabus). Each question carries 2 marks.

**Part B:** 5 questions with either or type (with equal distribution to all the units in the syllabus). Each question carries 16 marks.

The total marks scored by the candidates will be calculated to the maximum prescribed in the Regulations.

## **11. Syllabus**

# **109PMCT01: MARKETING AND STRATEGIC MANAGEMENT**

## **Section – A : MARKETING MANAGEMENT**

### **Unit: I**

Introduction – Marketing Management – Nature and Scope of Marketing. Concepts – Marketing Process – Marketing Functions – Market Mix – Market Planning – Organizing – Market Environment – Market control and Its Implementation.

### **Unit: II**

Product Planning and Policy for Old and New Products and Its Implementation – Product Development – Product life Cycle, Packaging.

### **Unit: III**

Buying Decision – Consumer Behaviour – Meaning – Nature – Factors Influencing Consumer Behaviour – Controllable and Non Controllable – Buying Decision Process – Market Segmentation – Customer life Cycle.

### **Unit: IV**

Pricing Decision and Distribution Decisions – Factors Affecting Price Determination – Pricing Policies And Strategies – Nature – Functions, Channel of Distribution – Types of Channels – Intermediaries – Channel Management.

### **Unit: V**

Promotional Decisions – Communication Process – Promotional Mix – Advertising – Other Tools and Techniques – Marketing Research and Information.

### **Reference:**

1. Doyle – Marketing and Strategy.
2. Phillip Kotler – Principles of Marketing.
3. Ramasamy and Namanakumari – Marketing Management.
4. Stanton, William Jandcharies – Future – Fundamentals of Marketing.
5. Czinkota – Marketing Management.

## **Section – B : STRATEGIC MANAGEMENT**

### **Unit: I**

Defining Strategy – Strategic Management – Mission and Purpose – Objective – Goals – Stages – Functional Level Strategies – Environment Analysis – Environmental Scanning and Industry Analysis.

### **Unit: II**

Strategy Formulation and Choice of Alternatives: Modernization – Diversification – Integration – Merger – Takeover And Joint Venture – Turn Around – Disinvestments And Liquidation Strategies – Process of Strategic Choice – Industry – Competitor – SWOT Analysis – Factors Affecting Strategic Choice – Generic Competitive Strategies – Cost leadership – Differentiation Focus – Value Chain Analysis – Bench Marking.

### **Unit: III**

Functional Strategies: Marketing – Production – Research and Development – Financial – Operations – Purchasing – Logistics – Human Resource Management – Information Systems Strategies.

### **Unit: IV**

Strategy Implementation – Inter Relationship Between Strategy Formulation And Implementation - Reengineering And Strategy Implementation – Issues In Strategy Implementation – Resource Allocation.

### **Unit: V**

Evaluation And Control In Strategic Management – Measuring Performance – Types of Controls – Primary Measures of Divisional And Functional Performance – Strategic Information System – Guidelines For Proper Control.

# **109PMCT02: COST AND MANAGEMETN ACCOUNTING**

## **Section A: COST ACCOUNTING**

### **Unit: I**

Cost Accounting – Meaning And Definition – Importance – Cost Concept – Differences Between Financial Accounting and Cost Accounting – Installation of an Ideal costing System – Elements of Cost – Classifications of Cost – Preparation of Cost Sheet Including Tender.

### **Unit: II**

Material Cost Control – Fixation of Various Stock Levels – Economic Order Quantity – Purchase Procedure – Issue of Materials – Pricing of Material Issues – Inventory Control and Verification.

Labour Cost Control – Time Keeping – Wage Payment and Incentive Schemes – Idle Time and Overtime – Labour Turn Over.

### **Unit: III**

Overheads – Meaning Classification According To Functions and Variability – Apportionment and Reapportionment of Overheads – Absorption of Overheads – Machine Hour Rate – Reconciliation of Cost and Financial Profits.

### **Unit: IV**

Job Costing – Contract Costing – Process Costing – Losses and Gains – Inter Process Profit – Equivalent Production – Joint and By products – Activity Based Costing

### **Unit: V**

Marginal Costing – meaning and concept – advantage and limitations - application of marginal costing techniques – make or buy, import or make, own or lease – key factor – break even analysis.

### **Reference Books:**

1. Maheshwari S.N. – Principles of Cost Accounting – Sultan Chand & Sons, New Delhi.
2. Iyengar S.P. – Cost Accounting – Sultan Chand & Sons, New Delhi.
3. Arora – Cost Accounting – Principles and Practice Vikas Publishing House (P) Ltd., New Delhi.
4. Jain. S.P. and Narang – Advanced Cost Accounting – Kalyani Publishers, Ludhiana.

## **Section – B: MANAGEMENT ACCOUNTING**

### **Unit: I**

Accounting for Managerial decisions (Management Accounting) – Meaning, Scope and Importance – Distinction between Financial Accounting and Management Accounting – Management Accounting and Cost Accounting.

### **Unit: II**

Analysis and Interpretation of Financial Statements – Ratio Analysis – Significance of Ratios – Use and Limitations.

### **Unit: III**

Fund Flow Statement and Cash Flow Statement.

### **Unit: IV**

Budgeting – Meaning and Concept – Essentials of Good Budgeting – Types of Budgets – Sales, Production, Material Purchase Budgets – Flexible Budgets – Cash Budget – Zero Based Budgeting.

### **Unit: V**

Standard Costing – Techniques – Different Variances and Their Analysis – Relevance of Variance Analysis to Management Decisions.

### **Reference Books:**

1. Sharma & Gupta – Management Accounting – Kalyani Publishers, Ludhiana.
2. Manmohan & Goyal – Principles of Management Accounting – Sahitya Bhavan, Agra.
3. Maheshwari S.N. – Management Accounting – Sultan Chand & Sons, New Delhi.
4. Hingorani, Ramanathan & Grewal – Management Accounting – Sultan Chand & Sons, New Delhi.

# 109PMCT03: STATISTICAL ANALYSIS AND QUANTATIVE TECHNIQUES

## Section – A: STATISTICAL ANALYSIS

### Unit: I

Statistical Analysis – Concept – Univariate Analysis – An Over View of Central Tendency – Dispersion and Skewness – Bivariate Analysis – Simple Correlation and Regression Techniques – Charts – Graphs – Diagrams.

### Unit: II

Probability distributions – Binomial, Poisson and normal distributions – Characteristics and Applications.

### Unit: III

Procedure of Testing Hypothesis – Standard Error And Sampling Distribution – Errors in Testing Hypothesis – Tests of Significance – Z Test – Large Samples – Small Samples – Students ‘t’ Distribution.

### Unit: IV

Testing of Hypothesis – Parametric Tests – F-Test – One – Way – Two – Way  $\chi^2$  –  $\chi^2$  Test and goodness of fit – Conditions for applying  $\chi^2$  test – Yates Correction – Uses of  $\chi^2$  Test – Introduction of SPSS.

### Unit: V

Multivariate Analysis – Partial and Multiple correlation and Regression – Factor Analysis – Cluster Analysis – Conjoint analysis – Automatic Interaction Detector.

### Reference Books:

1. Hoodai, R.P., Statistics for Business and Economics, Macmillain, New Delhi
2. Gupta, S.P., Statistical Methods, Sultan Chand & Sons, New Delhi

## **Section – B : QUANTITATIVE TECHNIQUES**

### **Unit: I**

Quantitative Techniques – Concept – Need – Linear Programming – Assumptions – Formulation of Linear Programming Problems – Solutions – Graphic Method – Simplex Method.

### **Unit: II**

Statistical Decision Theory – Meaning and Scope – Decision Framework – Decision Under Uncertainty – Expected Monetary – Expected Opportunity Loss -Expected Value of Perfect Information – Uses of Incremental Analysis.

### **Unit: III**

Decisions under Uncertainty – Pay – Off Matrix – Mini Max Criterion – Maxi Max Criterion – Mini Max Regret (Or Savage) Criterion – Hurwicz Criterion – Decision Tree.

### **Unit: IV**

Demand Forecasting – Purpose of Forecasting Demand – Steps involved in Forecasting – Extrapolation Techniques of Demand Forecasting – Time Series – Seasonal Indices – Method of Simple Average – Ratio – To Trend Method – Moving average Method – Method of Link Relatives.

### **Unit: V**

Assignment Problems – A Variant of the Transportation Problem – Complete Enumeration Method – Transportation Method – Simplex Method – Hungarian assignment Method(Ham) – Unbalanced Assignment Problems – Constrained assignment problems – Unique Versus Multiple Optimal Solutions – Maximization Case – Dual of the Assignment Problem.

### **Reference Books:**

1. Vohra – N.D., Quantitative Techniques in Management, Tata Mcgraw Hill Publishing Company Ltd., New Delhi.
2. Sanchethi. D.C., Kapoor.V.K. and Metha.P.C. Quantitative Mehtods, Sultan Chand and Sons, New Delhi.

# **109PMCT04: CORPORATE LEGAL FRAMEWORK AND SECURITY ANALYSIS**

## **Section – A : CORPORATE LEGAL FRAMEWORK**

### **Unit: I**

Companies Act, 1956-Definition – Features – Kinds of Companies – Memorandum of Association – Articles of Association – Prospectus – Share Capital and Membership.

### **Unit: II**

Company Management: Qualifications and Disqualifications of Directors – Powers, Duties and Liabilities of Directors – Meetings and Resolutions – Meaning and Modes of Winding Up.

### **Unit: III**

SEBI Act 1992; Organization – Objectives – Powers – Functions – Role of SEBI in Controlling Securities Market – Disclosure of Information and Investor Protection.

### **Unit: IV**

Corporate Responsibilities towards Consumers; Definition of Consumer – Consumerism – Consumer Rights – Consumer Protection and Consumerism in India – Consumer Protection Act, 1986 – Grievance Redressal Machinery.

### **Unit: V**

Corporate Responsibilities Towards Environment: The Environment (Protection) Act, 1986-Definition of Environment – Functions – Powers of the Central Government to Make Rules to Regulate Pollution – Abatement of Environmental Pollution.

### **Reference Books:**

1. Kapoor. N.D. – Elements of Company Law
2. Avadhani. V.D. – SEBI Guidelines and Listing
3. Kappor. N.D – Elements of Industrial Law
4. Francis Cherunilam – Business Environment – Text and Cases
5. Francis Cherunilam – International Business – Text and Cases
6. Sherlekar. S.A. – Marketing Management

## **Section – B : SECURITY ANALYSIS**

### **Unit: I**

Nature and Scope of Security Analysis – Concept of Risk and Return – Measurement of Risk.

### **Unit: II**

Fundamental Analysis – Economic analysis, Industry analysis and Company Analysis – Technical analysis – Trends, Indications, Indices and Moving average applied in Technical Analysis.

### **Unit: III**

Valuation of Securities – Equity Shares – Preference Shares – Debentures Bonds.

### **Unit: IV**

Efficient Market Hypothesis – Weak, Semi-Strong and Strong Market and its Testing Techniques – Markowitz – Risk Return Optimization – Sample Sharpe's Optimization Solution – Random Walk Theory – Dow Theory.

### **Unit: V**

CAPM Model – Capital Market Line, Security Market Line – Risk Free Lending and Borrowings.

### **Reference Books:**

1. Dr. Ranganatham. M, & Madhumathik. R, Investment Analysis & Portfolio Management, Pearson Management, New Delhi.
2. Dr. Bhalla.V.K. Investment Management.
3. Fisher & Jordan, Security Analysis & Portfolio Management, Prentice Hall India.
4. Sharpe, William, Gordan, Investments, Prentice Hall India.

# **109PMCT05: FINANCIAL MANAGEMENT AND PROJECT FINANCE**

## **Section – A : FINANCIAL MANAGEMENT**

### **Unit: I**

Financial Management: Meaning, Nature and Scope of finance; Objectives of Financial Management – Profit Maximization, Wealth Maximization – Conflict of Goals between management and owners, Finance Functions – Traditional Approach, Modern approach – Investment Decisions, Financing Decisions, Dividend Decisions and Working Capital Management Decisions (Theory Only).

Role of Finance Manger; Interface of the finance function with other areas (Theory Only).

### **Unit: II**

Financing Decisions: Cost of Capital: Meaning and significance of Cost of Capital; Calculation of cost of debt; preference shares, Equity capital and retained earnings; Overall cost of Capital (Weighted) (Problem and Theory).

Leverages: Concept, Measurement, Importance and Implications of Operating, Financial and Combined Leverages (Problem and Theory).

### **Unit: III**

Capital Structure: Meaning, Features of appropriate Capital Structure: Factors determining capital structure: Capital Structure Theories – Net Income Approach, Net Operating Income Approach, Traditional Approach, MM Approach (Problem and Theory).

### **Unit: IV**

Investment Decisions: Capital Budgeting – Nature of Investment Decisions, Importance, Kinds of Investment decisions – Accept – Reject, Mutually Exclusively, Capital Rationing Decision; Capital Budgeting Process, Determination of relevant cash flows (Problem and Theory).

Capital Budgeting Evaluation Techniques: Discounted Cash Flow Criteria – Net Present Value, Internal Rate of Return and Profitability Index and Non – Discounted Cash flows – Payback Period, Accounting Rate of Return (Problem and Theory).

## **Unit: V**

Working Capital Management: Concept, Need and types of Working Capital; Determination of Working Capital; Estimation of Working Capital Needs; Financing of current assets – Matching, Conservative Approach, Aggressive Approach (Problem and Theory)

Management of Cash – Motives of holding cash; Objectives of Cash Management; Factors Determining cash needs. Management of Receivables – Objectives, Cost associated with receivable and benefits of receivable management. Inventory Management – objectives, Cost of holding inventory and benefits of Inventory Management (Theory Only)

## **Reference Books:**

1. Khan. M.Y and Jain. P.K, Financial Management, Text and Problems, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
2. Pandey, I. M, Financial Management, Vikas Publishing House (P) Ltd., New Delhi.
3. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw-Hill Publishing Company Ltd., New Delhi.

## **Section – B : PROJECT FINANCE**

### **Unit: I**

Project Identification and Formulation – Stages in a Project Cycle: Project Identification, Formulation, Evaluation and Implementation – Role of Consultants in Project Management.

Sources of Project Financing: Conventional financing and non-conventional financing.

### **Unit: II**

Estimation of Project Finance – Estimating the total capital requirements – Factors determining the fixed Capital and Working capital – Judicious Financing Plan – Capital Gearing – Matching of Project requirements with available assistance from various sources.

### **Unit: III**

Project Appraisal: Process of Lending for a Project – Pre-sanction Appraisal – Managerial appraisal: Fundamentals of Managerial appraisal – Evaluation of Managerial skills, past records, Management and Working of the group companies.

### **Unit: IV**

Technologies appraisal: Objectives – Classifications of technology – Essential of Technologies appraisal – Availability of Raw Materials and Utilities and Safeguard against Pollution, Effluent disposal / treatment.

Socio-Economic Appraisal: Economies of Scale, Employment Generation, Social Cost Benefit Analysis, Contribution to Government Revenue, Political Stability, Priority and Evaluation of International Competitiveness.

### **Unit: V**

Project Monitoring – Post Sanction Supervision and Follow up – How to Improve Recovery? Project Review – Post audit – Abandonment Analysis – General approach – Behavioural issues.

Industrial Sickness: Role of the Board for Industrial Financial Reconstruction (BIFR).

## **Reference Books:**

1. Machiraju. H. R, Project financing, Vikas Publishing House Private Ltd., New Delhi.
2. Prasanna Chandra, Project: Planning, Analysis, Selection, Implementation and Review, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Vasant Desai, Project Management, Himalaya Publishing House, Mumbai.
4. Rao. P.C.K., Project Management and control, Sultan Chand & Sons, New Delhi.

# 209PMCT01: RESEARCH METHODOLOGY AND E-COMMERCE

## Section – A : RESEARCH METHODOLOGY

### Unit: I

Meaning of Business Research – Types of Research – Descriptive, Exploratory, Empirical, Historical and Case Study. Identification, Selection and Formulation of Research Problem – Research Design – Components of the Research Design.

### Unit: II

Census – Universe/Population – Sample – Sampling Techniques – Random and Non Random Sampling – Sampling Frame – Size of the Sample – Sampling and Non Sampling Errors.

### Unit: III

Collection of Data, Primary and secondary Data – Tools of Collection of Data – Questionnaire – Personal Interview – Interview Schedule – Observation – Precautions to be Taken While Applying Tools – Pilot Study and Pretesting.

### Unit: IV

Analysis And Interpretation of Data – Hypothesis Characteristics of A Good Hypothesis – Formulation and Testing Of Hypothesis – Methods of Testing Hypothesis – Parametric and Non Parametric Tests, Test of Significance – ‘t’ Test – ‘F’ Test – Correlation, Regression, Simple, Partial and Multiple – ( $x^2$ ) Tests – Analysis of Variance.

### Unit: V

Research Report – Types of Reports – Target Audience – Steps in Drafting A Research Report – Contents of A Research Report – Title Pages – Table of Contents – Body of The Report – Appendices – Bibliography – Footnotes.

### Reference:

1. Kothari. C.R. Research Methodology: Willey Eastern Ltd., New Delhi.
2. Amarchand. D: Research Methods in Commerce – Emerald Publishers, Chennai.
3. Anderson. J. Berry H.D & Poole: Thesis and Assignment Writing – Wiley Ltd.
4. Thanulingom .N: Research Methodology in Social Science, Himalaya Publishing House.

## **Section – B: E – COMMERCE**

### **Unit: I**

E-Commerce – Meaning and Concept – E-Commerce Vs Traditional Commerce – Features of E-Commerce – Need for E-Commerce – Channels of E-Commerce

Internet – Concepts and Technologies – Web Technologies – Global Publishing Concept – Universal Reader Concept – Client Sever – Concept – Hyper Text Concept – Network of Hyper Text – Commercial Uses of Hyper Text – URLs, HTTP, HTTPD Servers, HTML, HTML Forms and CGI Gateway Services.

### **Unit: II**

E-Commerce Models – Infrastructure for E-Commerce Models – Supply Chain Management – Remote Servicing – Digitalization of Prospectus and Servicing – Online Advertising and Marketing.

E-Commerce – Electronic Cataloguing – Order Generation – Cost Estimation – Pricing – Accounting – Order Selection – Order Prioritization – Order Scheduling – Order Fulfilling – Delivery Order – Receipt Management – Past Sale Services.

### **Unit: III**

Web Site Meaning – Web site in B2C E-Commerce – Web Site Design Principles – Technologies of Web Site – Various Methods of Customer Communication Through Web Site.

Electronic Payment Systems – features – Types of E-Payment – Use of Various E-Cards for Business Payments – Implications – Probable Risks in Using E-Cards – Managing The Risks Recent Trends in Electronic Payment And Receipt.

### **Unit: IV**

Business To Business Contract Through E-Commerce – Need – Alternative Models of B2B E-Commerce – Technologies – Paperless Trading – Concept EDI – Standards – VANS – EDI Service – Internet Based EDI – FTP Based Messaging.

Using E-Commerce – Workflow Management – Product Differentiation – Organization – Re-Structuring – Logistics Management – Knowledge Management – Mass Customerization.

## **Unit: V**

Features of IT act 2000 – Security Risks – Threats – Sources of Threats – Risk Management Approaches – Legal Framework of E-Commerce – Cyber Laws – Feature of Cyber Laws – Multi Media and – E-Commerce – Multimedia Technologies – Desk Top Video Conferencing – Broad Bank Networks – Related Concepts – ATM and Cell relay – Visa cards.

### **Reference Book:**

1. Agarwala, K.N and Deeksha Agarwala, Business on the Net: What's and How's of E-Commerce ; Macmillan, New Delhi.
2. Diwan, Prag and Sunil Sharma, Electronic Commerce, Micro Soft Press, Washington.
3. SchNeider, Gray D, Electronic Commerce, Course Technology, Delhi.
4. Prag Diwar and Sunil Sharma, E-Commerce – A Manager's Guide to E-Business, Eal Books, New Delhi.

## **209PMCT02: TAXATION**

### **Section – A : DIRECT TAXES**

#### **Unit: I**

Basic Concepts – Definitions – Precious Year, Assessment Year, Income, Assessee, Person – Residential Status – Tax Free Income, agricultural Income.

#### **Unit: II**

Heads of Income – Computation of Income under the head salaries – Income from House Property – Profits and Gains of Business (or) Profession – Depreciation and other Allowances – Deemed Income.

#### **Unit: III**

Capital Gains – Income from other sources – Deductions From Gross Total Income.

#### **Unit: IV**

Computation of Total Income – Individuals – Assessment of Firm – Tax Deducted at Sources – Advance Tax – Penalties – PAN – Income Tax authorities.

#### **Unit: V**

Aggregation of Income – Set off and Carry Forward of Losses – Classification of Companies for Income Tax Purpose – MAT – TAX on Distributed Profits – An Outline of Wealth Tax.

#### **Reference Books:**

1. Gaur. V.P & Narang K.L, Income Tax Law & Practice, Kalyani Publishers.
2. Dr. Vinod Singhania, Direct Taxes, Taxman Publications.
3. Dinkar Pagare, Income Tax Law & Practice, Sultan Chand & Sons.
4. Dr. Jayakumar. A, Income Tax Law & Practice, Vijay Nicole, Chennai.

## **Section – B : INDIRECT TAXES**

### **Unit: I**

Basic Principles of Taxation – Direct and Indirect Taxes – Significance of Indirect Taxes and Limitations.

### **Unit: II**

Central Excise – Levy – Clearance of Excisable goods – Physical Control – Self Removal Procedure – Compounded Levy Scheme – Exemption – Duty Drawback – MODVAT – CENVAT.

### **Unit: III**

Customs Duty – Definitions – Assessable Baggage, Bill of Entry, Dutiable goods – Clearance Procedure – Import by post – Prohibited exports – Export of Cargo – Hand, Sea And Air Routes – Importance of Cargo, Personal Baggages, Import of Stores.

### **Unit: IV**

Central Sales Tax Act, 1956 – Dealer, Declared goods place of Business, Sale, Sale Price, Turnover, Year, Appropriate authority, Interstate Sale – Registration of Dealers – Procedure for levy and Collection – Rate of Tax – Exemption of Subsequent sales.

### **Unit: V**

VAT Implementation in India – White Paper on VAT – Differences between General Sales Tax and VAT – Registration of Dealers – TIN – Rates of VAT – Exempted goods under VAT.

### **Reference Books:**

1. Govindan. M.S, Indirect Taxes Made Easy, Sitaraman & Co., Chennai.
2. Datey. V.S. Indirect Taxes, Taxman Publications, New Delhi.
3. Balachandran V, Indirect Taxation, Sultan Chand & Sons, New Delhi.
4. Dinakar Pagare, Business Taxation, Sultan Chand & Sons, Delhi.

# **209PMCT03: GLOBAL MARKETING AND FINACIAL SERVICES**

## **Section – A : GLOBAL MARKETING**

### **Unit: I**

Introduction To Global Marketing: Definition, Scope, and Significance – Global Marketing Versus Domestic Marketing – factors Responsible for Transition From Domestic to Transnational Marketing – Barriers to Global Marketing – Need for Effective Global Marketing.

### **Unit: II**

Marketing Environment and Decisions: Controllable and Uncontrollable Environments - Marketing Strategies and Policies – Market Selection Decision, Strategy for Market Entry Decision.

### **Unit: III**

Product and Pricing Decisions: Product – Concept – Product Strategy – Standardization Versus Product Adoption – New Product Development – Product Positioning Strategy – Pricing Concept – Objectives – Policies and Strategies.

### **Unit: IV**

Promotion Decisions: Factors Determining Promotion Strategy – Promotional Methods – Packaging and Labeling.

### **Unit: V**

Institutional Infrastructure; Export Promotion Councils – Indian Institute of Foreign Trade (IIFT) – Indian Trade Promotion Organization (IIPO) – National Centre for Trade Information (NCTI) – Export Credit Guarantee Corporation (ECGC) – State Trading Corporation (STC) – Minerals and Metal Trading Corporation (MMTC)- World Trade Organization (WTO)

### **Reference Books:**

1. Varshney,R.L and Bhattacharyya.B. – International Marketing Management – (An Indian Prespective) – Sultan Chand and Sons, New Delhi.
2. Francis Cherunilam – International Marketing (Including Export Management) Himalaya Publishing House, Mumbai.
3. Mishra M.N- International Marketing Management, Oxford & IBH Publishing Co.
4. Cherian Jacob and Parab B- Export Marketing – Himalaya Publishing House, Mumbai.
5. Dubey, V.K – Export Management, Common Wealth Publishers, New Delhi.

## **Section – B : FINANCIAL SERVICES**

### **Unit: I**

Marketing Concept in Financial Services Market: Marketing Concept – Scope – Characteristic Features of Services – Causes for Financial Innovations – Challenges Facing the Financial Service Sectors – Financial Products and Services – Emerging Scenario.

### **Unit: II**

Marketing Environment and Buyer Behaviour: Environment: Micro and Macro Environments – Buyer Behaviour: Motivation – Maslow’s Theory – Factors Influencing Consumer Behaviour in Financial Services.

### **Unit: III**

Product Development And Promotional Programmers: Product Development Strategy – Stages in New Product Development – Product Life Cycle Promotional Programmes: Steps Involved in Developing Promotional Campaign – Advertising – Media Option - Message Option – Personal Selling – Corporate Image and Approaches for its Establishment – Consumer Loyalty – Factors Influencing Consumer Loyalty.

### **Unit: IV**

Financial Markets: Money and Capital Markets: Money Market: Meaning Constituents – Features – Money Market Vs Capital Market – Money Market Instruments – Call Money, Commercial Paper – Treasury Bills, Certificate of Deposits – Inter Bank Participation Certificates, Trade Bills. Capital Market: Primary and Secondary Markets – Depository System.

### **Unit: V**

Role of Financial Institutions: Development Banks: IDBI, IFCI, IIBI, SIDBI – Investment Institutions; LIC, GIC, Mutual funds – New Generation Banks: ICICI, IDFC, UTI – Venture Capital Funds/Companies.

## References:

1. Varsheney.P.N. & Mittal.D.K. – Indian Financial System, Sultan Chand & Sons, New Delhi.
2. Gordon E. & Natarajan.K. – Financial Markets and Services, Himalaya Publishing House.
3. Avadhani V.A. – Marketing of Financial Services and Markets Himalaya Publishing House.
4. Chawla A.S and others – Indian Banking Towards 21<sup>st</sup> Century – Deep and Deep Publications. New Delhi.
5. William J.Stanton – Marketing Management, Tata Mc Graw Hill, New Delhi.
6. Subba Rao P. – Principles and Practice of Bank Management, Himalaya Publishing House.

## **209PMCT04: ADVANCED CORPORATE ACCOUNTING**

### **Unit: I**

Accounting Standards – GAAP – Indian Accounting Standards – Issue, Forfeiture and Re-Issue of Shares – Issue and Redemption of Debentures – Redemption of Preference Shares.

### **Unit: II**

Final Accounts of Joint Stock Companies – Consolidated Balance Sheet (Excluding Inter – Company Holdings)

### **Unit: III**

Absorption, Amalgamation and Reconstruction (Internal and External) of Jointstock Companies.

### **Unit: IV**

Liquidator's Final Statement of Accounts – Valuation of Shares and Goodwill

### **Unit: V**

Final Accounts of Banking Companies, Life Insurance and General Insurance (Fire and Marine) Companies

### **Reference Books:**

1. Gupta R.L and Radhaswamy M. – Corporate Accounting. Sultan Chand and Sons.
2. Shuckla. M.C. and Grewal .T.S. Advanced Accounts S. Chand Co., New Delhi.
3. Maheshwari S.N. and Maheshwari S.K- Advanced Accountancy Vol. II Vikas Publishing House, New Delhi.
4. Jain.S.P and Narang .K.L Corporate Accounting Kalyani Publishers, Ludhiana.
5. Arulanandam M.A, and Raman K.S Advanced Accountancy, Himalaya Publishing House.
6. Iyengar S.P. Advanced Accounting, Sultan Chand & Sons, New Delhi.

## **209PMCT05: HUMAN RESOURCE MANAGEMENT**

### **Unit: I**

HRM – Evolution – Objectives – Importance and Functions – Role of Human Resource Managers

### **Unit: II**

Human Resources Planning: Meaning – Definition – Importance – Objectives – Job Analysis – Recruitment – Selection – Learning, Training, and Development of Human Resources – Job Evaluation and Merit Rating – Job Satisfaction.

### **Unit: III**

Human Motivation: Meaning – Objectives – Importance of Motivation – Classification of Motives – Types of Motivation – Theories of Motivation – Malsow, Herzberg, X and Y Theories, Victor H. Vrooms Expectancy Theory and Pareks Integrated Theory of Three Level Motivation.

Leadership: Definition and Characteristics – Qualities of a leader – Functions and Responsibilities of a Leader – Leadership Styles – Leadership Therories

### **Unit: IV**

Personality – Performance Appraisal – Group Dynamics

### **Unit: V**

Organizational Conflicts – Human Engineering – QWL.

### **References:**

1. Memoria, C.B. - Personnel Management
2. Keith Davis - Human Behaviour At work
3. Tripathi.P.C. - Personnel Management and Industrial Relations
4. Ahuja.K.K - Human Resources Management
5. Subba Rao.P - HRM 2000
6. Biswajeet - Human Resources Management  
Pattanayak
7. Biswajeet - Personnel Management and Industrial Relations.  
Ghosh

## 209PMCP01: PROJECT REPORT AND VIVA VOCE

Marks Allotted

Project	75
Viva Voce	25
Total	100

Guidelines for Project Work:

(a) Topic:

The Topic of the Project work shall be assigned to the candidate before the end of first year.

(b) No. of copies of the Project Report:

The Students should prepare two copies of the project report and submit the same for the evaluation by Examiners. After evaluation one copy is to be retained in the college library and one copy can be returned to the student.

(c) Format to be followed:

The formats / certificate for project report to be submitted by the students are given below:

Format for the preparation of project report:

- (a) Title page
- (b) Bonafide Certificate
- (c) Acknowledgement
- (d) Table of contents
- (e) List of Charts
- (f) List of Tables
- (g) Text
- (h) Appendices
- (i) Bibliography

Format of the Title Page:

## **TITLE OF THE PROJECT REPORT**

Project Report submitted in par fulfillment of the requirement  
for the Award of the Degree of Master of Commerce to St. Peter's University,  
Distance Education, Chennai

By

Name of the Student :  
Register Number :  
Name of the Supervisor :  
University Department : Commerce  
Year :

## **Format of the Certificate:**

### **CERTIFICATE**

This is to certify that the Project Report entitled \_\_\_\_\_  
Submitted in part fulfillment of the requirement for the award of the degree of  
Master of Commerce to the St. Peter's University, Distance Education, Chennai is  
a record of bonafide project work carried out by \_\_\_\_\_  
under my supervision and guidance that no part of the project report has been  
submitted for the award of any degree, diploma, fellowship or other similar titles  
or prizes and that the work has not been published in part or full in any scientific  
or popular journals or magazines.

Date:

Place:

Signature of the Supervisor