

Tilak Maharashtra Vidyapeeth, Pune
Department of Distance Education
Syllabus – 2012-13
S.Y.B.Com.

Compulsory Subjects:-

- 1) Business Management
- 2) Corporate Accounting
- 3) Business Economics (Macro)
- 4) Business Communication
- 5) Corporate Law

Specialization Subjects: -

- i. Cost & Works Accounting -I
- ii. Banking & Finance- I
- iii. Business Entrepreneurship -I
- iv. Marketing Management - I

C-211 - Business Management

Objectives:-

1. To introduce the concept of management to the students.
2. To acquaint the students with modern management practices.
3. To develop leadership skills ,communication skills.

1. Concepts of Management.

Definitions as art or science, profession, scope of Management, functions of Management ,Managerial skills; Traditional & Professional . in India.

2. Evaluation of Management Thoughts : -

- 2.1 F.W.Taylor- scientific Management.
- 2.2 Henry Fayol – administrative Management
- 2.3 Elton Mayo - experiment
- 2.4 Chester Barnard - theory
- 2.5 Peter Drucker – thoughts

3. Functions of Management.

1. Planning – Meaning, Importance, process, advantages & limitations
2. Content of planning:
 - a. Forecasting – meaning, need, techniques
 - b. Decision Making – Meaning, Importance, Factors affecting decision making.
 - c. Time management.
 - d. Organising & Staffing

4. Organisation structure.

Meaning, purpose, types of organisation, delegation of Authority, span of control.

5. Direction.

Definition, Meaning, Importance, Nature & principles of direction, components of direction & techniques.

6. Motivation: Meaning, Importance & theories

1. Maslow's Need theory of Hierarchy
2. Herzberg's two factors Theory
3. Mc Gregors Theory X & Theory Y
4. Financial & Non- Financial Incentives
5. Moral

7. Leadership: Meaning, Importance, qualities of leaders, theories of leadership- Trait, Situational, composite, Theory Leadership Style - Autocratic, Participative, Free rain.

8. Control : Definition, Features, essentials of good control, techniques of control (Budgetary control, PERT, CPM, TQM, ABC analysis, Management Audit)

9. Recent Trends in Mgt.

- 9.1 Management. of change
- 9.2 Management. of crisis
- 9.3 Business ethics
- 9.4 Event Management.
- 9.5 Disaster Management.

C - 212 - Corporate Accounting

Objectives: -

1. To know the basic concepts of corporate accounting.
2. To develop awareness about corporate accounting practices.
3. To enable the students with the provision of companies Act related to Amalgamation, Absorption, Reconstruction, and Internal reconstruction, Holding Company.& Liquidation of company

Chapter1:- Issue of shares

- 1.1 Types of shares
- 1.2 Issue of equity shares (at par, at premium, at discount)
- 1.3 Forfeiture of shares, Reissue of forfeited shares

Chapter 2: Profit Prior To Incorporation

- 2.1 Introduction
- 2.2 Accounting treatment profit or loss prior to incorporation.
- 2.3 Sales ratio, Time ratio & Variable ratio

Chapter 3: Company Final Accounts

- 3.1 Introduction
- 3.2 Final Accounts
- 3.3 Forms & Contents of P & L A/c & Balance sheet in conformity with schedule VI of the Co's Act.

Chapter 4: Accounting Standards:

Familiarity to AS1; AS2 ; AS4; AS5;

Chapter 5: Amalgamation; Absorption; & Reconstruction of companies:-

Introduction, Transferor and Transferee Company, Purchase Consideration, Methods of Calculations, Methods of accounting, Accounting entries in the books of Transferor Company and ledger Accounts, Entries in the books of Transferee Company and preparation of balance sheet.

Chapter 6: Internal Reconstruction:

Introduction, Procedure of reduction, Accounting procedure, Capital Reduction Account, Treatment of arrears of dividend.

Chapter 7: Holding Company:

Introduction: Definition of Holding Companies and subsidiary companies – Principles of consolidation – consolidation of balance sheet with one subsidiary company – Goodwill or capital reserve – Minority interest – capital or revenue profits / losses – inter company

Chapter 8: Liquidation of Joint Stock Company:-

- Concept of Liquidation
- Modes of Winding up
- Procedure of Winding up

C-213 - Business Economics

Objectives: - To impart the knowledge of

- 1) Macro economics
- 2) Inflation and deflation
- 3) Output of employment

- 1. Basic Concepts of Macro Economics-** Introduction, Meaning, nature, scope, significance & limitations of Macro Economics.
- 2. Money-**
 - Definition & functions of money, & Meaning
 - Demand for money
 - Classical and Keynesian Approach
 - Supply of money – Role of Central Bank
 - Reserve Bank of India's New Money Measures
 - Role of Commercial Banks. (Credit Creation)
 - Value of money – Quantity Theory of Money, Cash Balance Approach, Milton Friedman's Approach, James Tobin's Portfolio
- 3. Inflation & Deflation**
 - Inflation – meaning, causes & Effects
 - Demand – pull & cost, push inflation, consequences of inflation
 - Inflationary gap – Definition, Causes & effects
 - Deflation – Meaning & causes
 - Consequences of deflation.
- 4. Output & Employment Theories.**
 - Say's Law of Market
 - Keynesian theory of employment & Income
- 5. Trade Cycle -** Meaning, Features & phases of trade cycle
Policy for Trade cycle – Monetary & Fiscal Measures
- 6. National Income –** Definition Meaning,
 - Concept of National Income – Gross National product (GNP)
Net National product (NNP)
National Income at factor cost
personal Income, Disposable Income
 - Measurement of National Income - Methods
 - Circular flow of Income
 - Difficulties in Measurement of National Income
- 7. Public Finance –** Meaning, nature & scope – Public Revenue, Public Expenditure, Public Debt, Deficit Financing
Budget Concept & Types
- 8. Consumption Function –** Meaning
 - Propensity to consume
 - Propensity to save
 - Keyne's Law of Consumption
 - Determinants of Consumption function

C – 214 - Business Communication

Objectives:-

1. To develop communication skills in the students.
2. To acquaint the students with various types of business letters so as to improve business correspondence.
3. To develop the art of Report writing.

Unit –I - Business Communication

- i. Communication - Definition, Meaning & Importance
- ii. Business communication - Definition, Meaning & Importance
- iii. Elements of communication process
- iv. Types of communication
- v. Principles of effective communication
- vi. Barriers to effective communication.

Unit –II - Methods of Communication

1. Nature and scope of business communication & it's importance
2. Methods of communication: - Verbal, Non- verbal, Use of audio visual and electronic media for business communication.
3. Types of communication in corporate organisation: - Upward, Downward & Horizontal communication.

Unit – III- Interpersonal skills and Body Language

1. Body language- Concept & importance, Definition
2. Use of body language to improve communication.
3. Interpersonal skills – concept, use of effective interpersonal skills to get desired results in corporate sector, Elements of Good Listening, Barriers in Listening

Unit – IV - Business correspondence

1. Business letters (correspondence) – Meaning & Importance, structure and layout of a business letters, forms of layout Essential qualities of a good business letter.
2. Types of Business Letters.- Letters of Enquiry and replies to them, Order letters & their fulfilment, trade reference and status Enquiry, Complaints and their adjustment, collection letters, sales letters & circular letters.
3. Application letter for Employment, Appointment letter, Termination letter

Unit – V - Reports Writing

1. Report writing – Meaning and Importance
2. Types of Reports, Structure of reports.
3. Drafting of Reports- Definition, purpose and scope – determining the audience – Collection of data, organising the material analysis and interpretation of data presentation of data, Writing of Reports and its submission.
4. Study of specimen Reports.

Unit – VI - Business communication and Information Technology

1. Computer application in business communication – Use of E-mail, Fax and Internet. Website, Telex and Electronics Clearance System

C-215 - Corporate Law

Objective:-

- A] To acquaint the students with company/corporate law.
- B] To enable them to learn the implementations of these laws.

1. Joint stock company:

- Meaning, characteristics, kinds of companies
- Lifting the veil of incorporation
- Conversion of Private Ltd. Co. into Public Ltd.Co. & vice versa
- Formation stages of joint stock companies, Promotion
- Incorporation, Commencement of Business stage

2. Documents incidental to formation of company:

- Memorandum of Association- meaning, clauses, alterations, doctrine of constructive notice of memorandum
- Articles of Association – Meaning, Contents, Alterations, Table A- Doctrine of Indoor Management.
- Prospectus – Meaning contents, draft & Abridged form of prospectus, statutory requirements in relation to prospectus
- Statement in lieu of prospectus.
- Misstatement in prospectus
- Consequences, remedies & Liabilities for misstatement in prospectus:

3. Share & Share Capital :

- Meaning of shares, types of shares, Issue & allotment, underwriting of shares, Transfer & transmission of shares, D-MAT of shares, Forfeiture of shares, Re-issue& surrender of shares, Buy Back of shares, employee stock option

scheme & SWEAT equity shares.

- Membership of Joint Stock Co. Meaning, Mode of acquisition & termination of membership. Rights & Liability of members, Nomination by member.

4. Borrowing Powers:

Provisions relating to borrowing powers.

Debentures - Meaning, types, Issue of debentures

- Public deposits - Acceptance (Rule)
- Mortgage, Pledge, Hypothecation.

5. Company Management:

- Corporate Governance - Introduction
- Director – Provision related to appointment, Removal & retirement by rotation of director's, powers Duties of a director, Liabilities of Directors
- Appointment of whole time director.
- Appointment of a managing director, remuneration of secretarial Auditors.

6. Rules of majority:

- Meaning, Exceptions to rule of majority
- Prevention of oppression & mismanagement.

7. Company Meeting:

- Meaning, Prerequisites of a valid meeting
- Types of meeting & provision related to various types of meeting.

8. Winding up of a joint stock company :-

- Meaning, mode of winding up
- Procedure of winding up
- appointment of official liquidators –rights & duties.

Specialization Subjects

C- 216 - Cost & Works Accounting - I

Objectives:-

- 1) To impart the knowledge of various cost concept.
- 2) Various elements of cost.
- 3) Recording & Ascertaining cost
- 4) Calculations relating to Material & labour cost.

1. Introduction of various concepts

- Cost, costing, cost accounting, cost accountancy
- Objectives of cost accounting
- Limitation, advantages of costing system
- Essential of ideal costing system
- Difference between cost and financial accounting
- Cost units & cost centers.

2. Element of cost - Material, Labour and other expenses

- Classification of costs and types of costs
- Preparation of Cost Sheets, Tenders and Quotation.

3. Material

- Need & essentials of Material control
- Procedure of scientific purchasing
- Purchase control
- Documentation
- Stock level – Maximum, Minimum, Re- order and EOQ

4. Store Organisation, Material Accounting, & Inventory control :-

- Classification and codification of inventory
- Material records – Bin card, store ledger
- Issue of material and pricing methods of Issue of Material
- Inventory control: - Periodic and perpetual stock taking
- Control of Waste, Scrape, defectives and spoilage
- ABC Analysis
- Inventory Ratios

5. Labour cost, Remuneration & Incentives

5.1. Introduction – Direct & Indirect Labour, organization for accounting & control of labour cost

5.2. Time Records – Time keeping, Methods of Time keeping

Time Booking – Methods of Time Booking

Difference between Time Keeping & Time Booking

a. Methods of Remuneration

Introduction

Essentials of a satisfactory system of Labour Remuneration

Time wages

Piece Rate

Difference between Time Rate & Piece Rate

b. Bonus Plans

c. Incentive plan

6) Labour Turnover

- Meaning, causes of Labour turnover , Labour turnover Rates
- Effects of Labour Turnover, Reduction of Labour Turnover

C- 217 - Banking & Finance – I

Objectives: -

1. To get the students acquainted with the Indian Banking system.
2. To make the students aware of latest changes in banking system.
3. To know the details about Banking Sector Reforms.
4. To know the details about co-operative Banking.
5. To acquaint the student with Role of Reserve Bank of India.

Indian Banking System

1 Development of Banking system in India

- 1.1 Importance & Role of Banking in Indian Economy
- 1.2 Structure of Banking system in India.
- 1.3 Schedule and non schedule banks

2 Commercial Banking

2.1 Banks in public sector: -

- a) Nationalized banks -
 - i) SBI & other nationalized Banks
 - ii) Social control over Banks
 - iii) Reasons or objectives of Nationalization
 - iv) Progress of Banks after Nationalization.
- b) State Bank of India & its associate bank
 - Establishment, organization and management of SBI
 - Role of SBI in Indian Economy
- c) Regional Rural Banks(RRB's)-
 - Reasons of establishment of RRB's
 - Objectives, Organization & management of RRB's
 - Functions , Progress & problems of RRB's

2.2 Banks in private sector: -

- Old and New Private Sector Banks, Local Area Banks
- Progress & Performance
- Guidelines issued by RBI

2.3 Foreign Banks

- Functions and performance of foreign Banks in India
- Regulation of foreign banks in India

3 Banking Sector Reforms

- 3.1 - Problems of Nationalized Banks
- 3.2 - Rationale and Objective of reforms
- 3.3 - Establishment and recommendations of Narasimham committee (I & II)
 - & reforms relating to –
 - Cash Reserve Ratio
 - Statutory Liquidity Ratio

- Capital adequacy Ratio
- Interest rate structure
- Directed credit program
- Income Recognition and asset classification
- Provisioning Norms
- Management of Nonperforming assets
- Special Tribunals for recovery of Loans
- Structure of Banking system
- Supervision of Banks
- 3.4 Competition and comparison of Banking in India
- Difference between scheduled & Non scheduled Banks

4. Cooperative Banking in India

- 4.1 Evolution
- 4.2 Structure
- 4.3 Meaning, Objectives, Organization, Functions, Problems and Progress of
 - a) Primary agricultural credit societies
 - b) District central cooperative Banks
 - c) State cooperative Banks
 - d) Urban / Primary cooperative Banks
 - e) Urban cooperative credit societies

5. Central Banking: - (Reserve Bank Of India)

- Definition and characteristics of Central Bank
- Evolution and establishment of Reserve Bank of India
- Regulatory functions of RBI
 - Issue and management of currency
 - Banker to government
 - Banker's bank
 - Custodian of Foreign Exchange Reserves
 - Clearance House
 - Supervision of Banks
 - Controller of credit
- 5.4 Promotional Functions: -
 - Agricultural Finance & Reserve Bank
 - Industrial Finance & Reserve Bank
 - Export Finance & Reserve Bank
- 5.5 Methods of Credit control:-
 - Quantitative controls
 - Quantitative / selective controls

6. Business & Its Environment: -

Meaning & Constituents of Business Environment, Interaction of Business & Environmental factors, objectives of Business.

C- 218 - Business Entrepreneurship - I

Objectives:-

- 1.To create entrepreneurial awareness among students.
- 2.To provide them conceptual background of types& patterns of entrepreneurship.

Unit 1 – Entrepreneur & Entrepreneurship.

- Need & importance of entrepreneurship
- problem of unemployment & wealth creation
- Entrepreneurial career as an option.
- Definition, Meaning, Functions of an entrepreneur
- Entrepreneurial competence & behavioural pattern of an entrepreneur
- Entrepreneurial motives – David Mc Cleland’s theory of Need or Achievement & Kakinada experiment

Unit 2- Study of Biographies of entrepreneurs

- B.G.Shirke
- Narayan Murthi
- Vitthal Kamat.
- Pramod Choudhari
- Azim Premji
- Anu Aga

Unit 3- Group entrepreneurship – Meaning & Significance

- Self –Help Groups & Micro enterprises
- Individual Vs Group Entrepreneurship
- Advantages & Disadvantages of Group Entrepreneurship.
- Self help Group Schemes

Unit 4- Challenges & Barriers to Entrepreneurship Development

Challenges – Social, cultural, Political & Economical
International situation & Cross Cultural Aspects
Measures to be taken to develop entrepreneurship in India.

Unit 5- Creativity and innovation

- Creativity – Meaning, the creativity process, components of creativity performance.
- Innovation:

- Meaning and sources of innovation
- Principles of innovation
- Do's and Don'ts of innovation.

Unit 6 - Social Responsibility of Business

- Business goals, Social responsibility & Business ethics.
- Responsibility towards stake holder's:-
Investors, owners, employees, government & society.
- Strategies – Leadership by example, code of ethics, ethical structure.
- Social Audit.
- Brief introduction to corporate Governance.

Unit 7- Entrepreneurship in service Industry.

- Role of service sector in the national economy.
- Types of service ventures
- Service industry Management.
- Success factors in service ventures
- Opportunities to service industry in rural & urban areas.
- Trading & Manufacturing

Unit 8 - Franchising

- Meaning, Definition, Types.
- Advantages to the franchisee & Franchisor
- Franchisee Relationship.
- Steps in starting Franchisee
- Cautions in franchisee.
- Business process outsourcing.

C- 219 - Marketing Management - I

Objectives: -

- 1.To develop marketing skills in students.
- 2.To develop the understanding of marketing environment and services.

Unit – I: - Marketing – An Introduction

- 1.1 Marketing: - Introduction, Definitions, Meaning & Importance.
- 1.2 Evolution of marketing, scope of marketing
- 1.3 Approaches to the study of marketing – Traditional & Modern
- 1.4 Role of Marketing Managers in changing Marketing Environment

Unit – II: - Marketing Environment

Factors affecting marketing environment, Ethics in Marketing, Challenges in Marketing

Unit – III – Marketing Planning

- 3.1 Introduction – Meaning & Definition
- 3.2 Types of market segmentation
- 3.3 Elements of market segmentation
- 3.4 Marketing Mix
- 3.5 Four P's (Product, Price. Place & Promotion) & their elements

Unit – IV – Control of Marketing Operations

- 4.1 Introduction – Scope of marketing control
- 4.2 Marketing control process
- 4.3 Consumer Movement – Origin & Nature, Consumer Education
- 4.4 Consumer Guidance Society of India

Unit – V – Customer Relationship Management (CRM)

Effective CRM – features, principles
Computers & CRM
Difficulties in CRM

Unit – VI – Marketing Research

- 6.1 Introduction
- 6.2 Meaning, Definition
- 6.3 Difference between market Research & marketing Research
- 6.4 Objectives of marketing Research
- 6.5 Importance of marketing research
- 6.6 Present status & future of marketing research in India.

Unit – VII – Marketing of Services

- 7.1 Meaning & Definition
- 7.2 Features of services
- 7.3 Classification of services: -
Consumer services & Industrial services
- 7.4 Marketing strategies for services.

Unit – VIII – New product development strategy / Marketing communication

- 8.1 Introduction & Imp. of Marketing Communication
- 8.2 Factors considering new product development strategy, Imp. of Marketing Communication
- 8.3 Organization for new product development strategy
- 8.4 Role of manager- Personal selling, Advt, Sales promotion & Publicity

- 8.5 Steps of new product development process
- 8.6 Causes of failure of new product
- 8.7 Management of product lines & Brand, Communication through product cues
- 8.8 Integrated Marketing Communication

Unit – IX Rural Marketing / Agri Marketing

- 9.1 Introduction, Definition & Scope
- 9.2 Importance, features of rural market, agri marketing
- 9.3 Rural share in national marketing
- 9.4 Features of rural market, Factors affecting demand for Agro products