

Tilak Maharashtra Vidyapeeth, Pune
Department of Distance Education
Subject List – T.Y.B.Com.
Academic Year -2011-12

- 1. Business Regulatory Framework**
- 2. Advanced Accountancy**
- 3. Indian & Global Economic Development**
- 4. Business Taxation & Auditing**

5&6 Specialization- II & III

A. Cost & works accounting- II & III

B. Banking & Finance- II & III

C. Business Entrepreneurship- II & III

D. Marketing & Advertisement- II & III

Tilak Maharashtra Vidyapeeth, Pune
Department of Distance Education
Syllabus – 11-12
T.Y.B.Com.

1. Business Regulatory Framework

Objectives –

1. To develop the understanding of business laws in students.
2. To enable them do learn various provisions of law and its implementation.

Unit-1 - Contract Act (1872)

- a. Nature, classification of contract, offer & acceptance, parties to contract, Essentials of valid contract (free consent, Lawful object, consideration, Agreement declared to be void,)
- b. Kinds of contract- Contingent contract, quasi contract, performance of contract, void, avoidable contract.
- c. Discharge of contract, breach of contract & remedies for breach of contract.

Unit-2- Sale of Goods Act (1930)

Formation of contract of sale, sale & agreement to sale & Essentials
Goods & their classification & kinds
Conditions & warranties – Transfer by non - owners
Transfer of property in goods
Sale by auction & Agreement to Sale

Unit-3- Negotiable Instrument Act (1881)

Definition, features, presumptions of negotiable instruments, promissory notes, Bills of exchange & cheques. Distinction between them, Crossing of cheques
Holder & holder in due course- privileges to holder in due course, Drawee in case of need, Negotiation, endorsement, Dishonour & discharge., Liabilities of parties to Negotiable Instrument.

Unit-4 - Consumer Protection Act (1986)

Definition of consumer, complaints, contents of complaints, grievance, redressal, machinery & Procedure, Unfair Trade Practice, Restrictive Trade Practice
Consumer protection Council, Procedure to file complaints, Consumer Disputes Redressal Agencies
Time limit of appeal
Salient features of consumer protection Act

Unit-5 – Intellectual Property Rights (IPRs)

WIPO – Objectives, programmes & Activities of WIPO
TRIPS – Objectives & Categories of IPR covered by TRIPS
Patent - Definition, concept, Rights & Obligations of Patentee
Copyright – Characteristics, subject matter, Author & Rights, Term
Trademark – Characteristics, Functions, Illustrations, Various Marks, Term Rights of Trademark holder
Design – Importance, characteristics, Rights of Design Holder

2. Advanced Accountancy

Objectives:-

1. To impart the knowledge of
2. Final account of Banks and company
3. Insurance
4. Branch account
5. Accounts for incomplete record etc.

1. Banking company final account:-

Introduction, NPA, Reserved fund, Acceptance, endorsement and other obligations
Bills for collection, rebate on bills discounted, Provision for bad and doubtful debts
Preparation of final account in a variation form as per banking regulation act 1949.

2. Insurance Claim: -

- a. Claim for loss of stock- Introduction, calculation of average clause, treatment of abnormal item of goods. Under & over valuation of stock
- b. Claim for loss of profit: - Indemnity period, Calculation of claim

3. Investment accounts:-

Introduction, need, investment in securities cum interest , Ex- interest while purchasing and selling brokerage and expenses treatment and valuation of stock (closing investment) FIFO, Market price.

4. Branch Account : -

Introduction, types of branches, dependent branches only
Stock and debtors system
Branch trading, P & L account
Goods supplied at cost and invoice price

5. Departmental accounts : -

Introduction, methods and technical allocation of expenses, interdepartmental transfers, provision for unrealised profit

6. Accounts for Incomplete Records: -

Introduction, ascertainment of profit of sole trader, statement of affair method and conversion of single entry in to double entry

7. Interpretation and analysis of financial data

Meaning, objectives, purpose, methods, calculation of various ratio – gross profit, net profit, operating profit, stock turnover, current, liquid return of investment

8. Accounting standards: -

AS – 6 , AS – 9 , AS – 13

3. Indian and Global Economic Development

Objectives: -

1. To acquaint the students with economic development in India.
2. To acquaint the students with changing economy of India with reference to Industrial, Agricultural development etc.

1. Introduction: -

- a. Indian economy as an emerging economy - characteristics
- b. Indicators of economic development & comparison with developed economy
- c. Meaning of term 'Less developed'

4. Agricultural Development in India

- a. Role of Agriculture in the Indian Economy
- b. Agricultural productivity, Rural Indebtness
- c. Agricultural Marketing in Global perspective – Problems & Measures
- d. Constraints in Agricultural Development

5. Industrial Development In India

- a. The Role of industrialisation in Economic Development
- b. Problem of small-scale industries, Large scale industries & Medium size Enterprises
- c. Performance and problems of the public sector
- d. Industrial Imbalance: Causes and Measures
- e. Industrial Liberalization and privatisation

6. Planning in India

- a. Planning in a mixed economy
- b. Need of economic planning in India
- c. Formulation of a plan
- d. Objectives of planning in India
- a. Strategy of Indian planning
- b. Achievement and failures of planning

7. Human Resource Development comparative study of population

- a. Role, concept of Human Development Index
- b. Concept of Human Poverty Index

8. Growth of Global Economy since 1990's

- a. Meaning & challenges of Liberalisation, Privatisation & Globalisation
- b. Privatisation – For & Against arguments.

9. Rigional & International economic co-operatives

- a. Need for international economic cooperation- European union (Eu)
- b. International monetary fund (IMF)
- c. South Asian Association for Regional cooperation (SAARC)
- d. World Bank
- e. World Trade organization (WTO) Rigional Economic Co-operation

10. Foreign Capital & Trade

- a. Need, forms & Importance of Foreign Trade in Economic development
- b. Current Export – Import Policy (Exim Policy)

11. Balance of Payment & Balance of Trade – Concepts

- a. India's Balance of Payment since 1991
- b. Convertibility of Rupee on current & Capital A/c

4. Business Taxation and Auditing (B.T.A.)

Objectives: -

1. To impart the knowledge of Taxation
2. To enable the students to learn various auditing practices.

UNIT -I : Income Tax Act, 1961

Definition:

Income, Person, Assesses, Assessment Year, Previous year, Agricultural income, Exempted Income, Residential status of an assesses.

UNIT- II : Computation of taxable income under the different heads of income.

- 2.1 Income from Salary -Salient features , meaning of salary; Allowances and their taxability; perquisites and their valuation, Profit in lieu of salary; Deductions allowed (theory and problems)
- 2.2 Income from house property
Basic of chargeability;
Annual value
Deductions allowed (Theory and problems)
Profits and Gains by Business & Profession: -
Methods of Accounting
Deductions expressly allowed and deductions expressly disallowed
(Theory & problems)
Capital Gains:-
Chargeability
Definitions
Cost of improvement
Short term and long term gains
Deductions (Theory only)
Income from other sources:
Inclusions & Deductions

Unit –III : Computation of total taxable income of an individual

Deductions to be made applicable to individual from gross total income
Income-tax Rebates and Reliefs
Computation of Taxable Income and Income –tax

Auditing:

Unit – I : Introduction and principles of Auditing

Definition, nature, objects and Advantages of Auditing.
Types of Errors and frauds.
Various types of Audit including Tax Audit

Unit – II : Audit Process :

Audit Programme, Audit Note Book, Working papers, Test checking,
Vouching of cash Book
Verification and valuation of Assets and liabilities.
Internal control, Internal check and Internal Audit
Audit in Computerised Accounts

Unit – III : Company Auditor

Qualifications and Disqualifications
Appointments and Removal
Rights, Duties and liabilities

Unit – IV : Audit Report

Types of Audit Report
Audit certificate, Difference between Audit Report and Audit certificate

Unit – V : Tax Audit

Auditor's Role under Income Tax Act.
Compulsory Tax Audit
Certificate for claiming exemptions
Selective Tax Audit

Unit – VI : Audit of Computerised Systems

Auditing an EDP environment
Problems in EDP
General EDP control
Audit Techniques

Marketing Management Paper –II

Objectives:

1. To impart the knowledge of modern marketing techniques.
2. To develop marketing skills in students.

Unit-1 - Marketing Management:

Marketing Management – Introduction, Definition.
Responsibilities of Marketing Management
Functions of Marketing Management, Skills & Qualities of Marketing Manager, Challenges in Globalisation, Methods to manage change

Unit-2 - Market Segmentation:

Introduction, Relevance
Essentials of effective market segmentation
Procedure of market segmentation, Patterns of market segmentation
Basis for segmenting consumer market and Industrial market
Benefits and limitations
Market targetting & positioning

Unit-3 - Buyer Behaviour: -

Meaning, Need of studying buyers' behaviour
Different factors influencing consumer Behaviour
Buyers behaviour and buying process
Buying behaviour of Indian customers
Organisational Buyer Behaviour

Unit-4 - Ethics and Social Responsibilities of Marketing , Social Marketing :-

Introduction - Social responsibilities of Marketing Manager
Social criticism of marketing
Impact of marketing on social in general and on other business.
Action to regulate marketing activities
Recent trends in Social marketing

Unit-5 - Customer Relationship Management: -

Meaning—significance – process of building Customer Relationship
Customer service, customer care, focus, customer delight , Attracting and retaining customers, Need for customer retention, difficulties related to customer relationship management.

Unit-6 – Industrial Marketing –

Introduction
Industrial Marketing Strategy
Future of Industrial Marketing
Global Industrial Marketing.

Unit – 7 – Retail Marketing

Meaning, characteristics, Significance, Functions, Trends in Retail Formats
Organised / Unorganised forms of retailing

Unit – 8 – International Marketing –

Introduction , Need & signification
International Marketing planning
Significance for developing countries
Recent trends in Global Marketing

Unit – 9 –Consumer Role in Business

Imp. of consumer / consumerism in India / consumer rights & Agencies Evolution
of Customer Movement in India.

Marketing & Advertising – III

Objectives: -

1. To enable the students to learn marketing technique through advertisement.
2. To understand the role& functions of advertising agencies.
3. To understand the concepts and types of advertising media, appeals and its material used

1. Meaning – scope – elements of Advertising

Conceptual frame work, origin and growth.
Advertising as a marketing tool and significance for consumer welfare.
Nature scope and functions.
Role of Advertising in modern business.
Advertising and marketing mix.
Advertising – Marketing – Types

Economic and social aspects of advertising
Benefits – Limitations
Criticism of advertising

2. Advertising Media

Definitions, Classification & characteristics of different media. Comparative study of advertising media.

Selection of media. Factors affecting selection

Media mix – Geographical selectivity – Media scheduling – modern advertising

3. Advertising Layout

Meaning and Importance

Components – Background – Border caption – Decorations – Heading - Illustration – Mascot Name plate – price – product – slogan – space – sub heading – Text Message- Trademark, Balance in layout – weight – movement.

Preparation of copy, Essentials of good copy, copy - writing

4. Appeal to Advertisement

Introduction – Different appeals & their significance

Advertising message

Positive Emotional approach

Negative Emotional approach

Fear appeal and market segmentation

Direct and Indirect Appeal

Relation between advertising appeal and buying motives

5. Advertising Agency, Functions, Selection, Coordination

Evaluation – History of Advt. Agency. Functions

Factors involved in Agency selection. Co-ordination with the Agency. Changing the agency organisational structure – Development of new agency system

Institutional Advertising – Interdependence of Institution and product, Advantages of image building, Audience segmentation and media. Methods of selecting new clients.

Corporate Advertisement:- corporate advertising in India.

6. Advertising Process

Advertising process : - Advertising psychology, Effectiveness of Advertising. Buyers

Behaviour & advertising

Advertising strategy – Planning and organization contribution, setting of Advertising Objectives,

Advertisement strategy. Advertisement planning, level of decision making, factors influencing organisational features.

7. Construction of Advertising Material

Visualization – Technique

Preparation of the copy – copy thinking

Objectives and essentials of good copy types of copy. Faults in copy writing

A-I-D-A- formula: Attention, Interest, Desire, Action. Attracting attention

Display – Headline – writing – use of illustration creating – interest, desire and confidence -

Suggesting Action. Advertisement themes.

8. Advertising a career

Selecting advertising as a career

The modern advertiser Educational training

Advantages and limitations of advt as a Profession

Women in advertising career

9. Future of Advertising in India

Advertising in the market place – Advt. in non-business Areas. (Advt. – Advertising)

Industrial Advertising

Rural Advertising

Future of Advertising in India

Factors that influence the future Advertising.

10. Brand Marketing

Meaning of Brand & Branding

Benefits of Brand to seller & customer

Types of Brands & significance

Branding Decision

Overheads and methods of costing Cost and work Accounting – II

Objectives:-

1. To provide training about the concepts, principles and application of overhead.
2. To understand various methods of costing and their applications.

1. Overheads: -

Meaning, Definition, and classification

Collection, Allocation, Apportionment and Reapportionment of overheads

Overhead absorption – meaning and methods

Under & over absorption of overheads –

Meaning, Reasons and accounting treatment

Control of production overheads, Administration overheads and selling and distribution overheads

2. Special item of overhead costs and treatment: -

Capacity cost, capacity cost, Research and development cost, depreciation cost, cost of obsolescence, cost of tools and cost of training

3. Methods of costing : -

Meaning and methods of costing – Needs for various methods

Job costing - Meaning, Features, Advantages, limitations & preparation of job cost sheet.

Contract costing – definition, features, preparation of contract account with works certified, uncertified, escalation clause, profit on complete contract, cost plus contract

4. Process costing :-

Meaning, features, preparation of process account with normal or abnormal loss or gain.

Inter-process profit

Theory – Joint product, by product

5. Operating costing :-

Meaning, features

Cost unit: simple and composite

Cost sheet for transport, Hospital, Canteen etc.

Costing technique and cost Audit

Cost and working Accounting – III

Objectives:

- 1.To impart training regarding techniques of cost control .
- 2.To create awareness among the students regarding cost control and cost reduction.
- 3.To provide training as regards concept, procedures and legal provisions of cost audit.
- 4.To develop the skills in cost control and in cost audit.

Marginal costing: -

Meaning & concepts- Fixed cost, variable cost, Marginal cost,
Marginal costing- contribution, p / v ratio
Break even point, Assumptions & limitations
Margin of safety
Cost, volume profit Analysis
Differential cost analysis
Application of marginal costing techniques

Budgetary Control: -

Meaning of budget and budgetary control
Objectives of budgetary control
Procedure of budgetary control
Advantages and limitations
Types of budget – According to flexibility – According to functions
(Sales, production, purchase, cash etc.)
According to management control-
Programme, performance, zero base budgeting
Practical problems – cash and flexible budget

Uniform costing and inter firm comparison: -

Meaning – objectives, advantages, limitations
Requisites – uniform cost manual.
Inter-firm comparison – meanings, essentials, advantages, limitations.

Standard costing: -

Definition, Meaning of various concepts
Difference between standard cost and historical cost (difference between standard costing and budgetary control.)
Advantages and limitations
Setting of material, labour, overhead standards.
Variance Analysis – meaning, types, causes of material and labour variance

Cost Audit:-

Meaning – objective, types of cost audit.
cost investigation and cost audit.
Advantages of cost audit.
Procedure and programme of cost audit
Cost auditors – appointment, rights, powers and liabilities
Cost audit report

Target Costing :-

Meaning, features of Target costing
Advantages & Limitations of Target costing
Impact on profitability of firm.

Business Entrepreneurship paper II

Enterprise creation and venture planning

Objectives: -

1. To help students to develop their entrepreneurial competence.
2. To develop knowledge and understanding in creating and managing new venture
3. To help students to bring out their own business plan.
4. To encourage students to set up their own business venture.

Section – I

Unit I – Business opportunities and market survey.

Identification and evaluation of Business opportunity.
Assessment of Market.
Conducting market survey.

Unit II – Institutional support to new venture.(students are expected to study the assistance schemes of the following institutions)

District industry centre (DIC)
Maharashtra centre for entrepreneurship Development (MCED)
Entrepreneurship Development Institute of India, Ahmedabad (EDI)
Maharashtra industrial and technical consultancy organisation (MITCON)
Khadi and Village industries commission (KVIC)
Maharashtra industrial development corporation (MIDC)
Maharashtra small scale industries development corporation (MSSIDC)

Unit III – Financial Assistance

Maharashtra state financial corporation (MSFC)
Commercial Banks – Term loan and working capital loan
Loan schemes for women entrepreneurs
Small industries development bank of India
Venture capital suppliers
Self employment schemes of Govt. of Maharashtra
Incentives schemes of the Government for SSI

Unit IV – Preliminary project Report

Project Report – Meaning and importance
Selection of the suitable form of organization
Preliminary project Report preparation – Contents- Marketing and Technical feasibility, Financial viability precautions to be taken by an entrepreneur while preparing project report
Project Appraisal – Break even Analysis and Ratio Analysis.

Section II

Unit V – Tools and techniques of project implementation

Network analysis – Basic concepts in Network Analysis
Critical path method (CPM)
Programme evaluation and review technique (PERT)

Unit VI – Small Business management (General introduction of the functional areas of SSI)

Operation
Marketing
Human Resource
Finance
Risk

Unit VII – Study of Biographies of entrepreneurs

Late Mr.J.R.D.Tata
Late Shri Tatyasaheb Kore of Warnanagar
The success story of Lijjat Papad

Unit VIII – Business crises and sickness Business crises

starting crises, cash crises, delegation crises, leadership crises, financial crises, property crises, succession crises

Sickness

Meaning and definitions
Symptoms
Causes
Turnaround strategies

Business Entrepreneurship Development III

Objectives :-

1. To develop the knowledge & understanding of behavioral aspects of entrepreneurship
2. To acquaint students with the behavioural aspects of members of the team or employee.

Topics :-

1. **Organizational Behaviour.**
 - a. Organization – Meaning, Definition, Goals, approaches.
 - b. Organizational Behaviour – Meaning, Definition, Scope
 - c. Historical roots of Organizational Behaviour
 - d. Organizational Behaviour Model.
2. **Individual Behaviour & Personality.**
 - Determinants of individual behaviour – Biographical characteristics, Ability, Learning & personality.
 - Personality – Meaning, Definitions, Determinants of personality, Theories of personality.
 - . Personality Development.
 - . Emotional Intelligence.
 - . Entrepreneurial Personality.

3. Leadership

Meaning & definitions, Distinction between Manager & Leader.
Leadership Theories - Trait Theory.
Contingency Theory – Situational Theory, Path & Goal Theory

Transactional V/s Transformational leadership, Industrial leadership & challenges of new scenario in India.

4. Group & Group Dynamics

Meaning & Definition of group, classification of group, group task
Group size, Group formation process.
Group structure.
Group Dynamics
Influence in group.
Group cohesion, co-operation & competition helping behaviour.
Helping behaviour.
Improved work group.

5. Team Building

Team meaning & definition.
Team V/s Group.
Types of team.
Creating high performance team.
Team player.
Managing Team.

6. Stress & Conflict Management.

- Stress – meaning & Definition.
- Sources & Consequences of stress.
- Stress - personal & organizational approach.
Conflict Management :- Meaning & natures of conflict, causes & management.

7. Motivation:

Motivation meaning & definition.
Early theories of motivation, Need of Hierarchy, X & Y, Hygiene theory.
Contemporary theories – existence, Goal Setting, Expectancy theory.

8. Application of motivation Theories

Job enrichment, job rotation, management by objective, employee recognition programmes, employee involvement programme.
Variable pay & skill based pay plan & other techniques.

Banking & Finance II

Financial Markets & Institution in India

Objectives: -

1. To acquaint the student with financial market and its various segments.
2. To give the students an understanding of the operations and developments in financial markets in India.
3. To enable them to gain an insight into the functioning and role of Financial institutions in the Indian Economy.

1. Indian Financial System, Structure, Changes after 1991 Indicators of Financial Development Role of financial system in economic development.

2. Indian Money Markets :-

- meaning, scope & function of money market.
- structure & features of Indian money market.
- Segments of Indian money market Institutions of Indian money
- Market
- Drawbacks of Indian Money Market
- Sub Markets
- Reserve Bank of India & money market.
- Changes in money market.

3. Indian capital market :-

- Meaning & functions of capital market.
- Structure & features of Indian capital market.
- Participants in Indian capital market – Stock Exchange (Bombay Stock Exchange, National Stock Exchange) depositories, Banks & financial institution, Brokers, Foreign Institutional Investors; Merchant Bankers, underwriters, Mutual funds, Role of S.E.B.I.
- Instruments in India capital market – Shares, Debentures, Bonds (various types) Global Depository Receipts (G.D.R.) American Depository Receipts (A.D.R.), Derivatives..
Limitation of Indian capital market.

4. Non-Banking Finance Companies (N.B.F.Cs.)

- Meaning of N.B.F.C: difference between N.B.F.C & Banks.
Functions of: -
 - a. Lease finance companies.
 - b. Venture Capital Finance
 - c. Factoring companies.
 - d. Housing finance companies.
 - e. Venture capital finance companies. Regulations of N.B.F.C. in India.
 - f. Mutual funds

5. Specialised Financial Institutions & Investment Institutions in India

Objective, organisation, functions & progress of

- a. Industrial Finance Corporation of India.
- b. Industrial Investment Bank of India
- c. Small Industries Development Bank of India, State Finance Corporation
- d. Life Insurance Corporation of India.
- e. Unit Trust of India.
- f. General Insurance Corporation of India
- g. Provident Funds

Banking Law and Practice in India- III

Section-I

1. Laws Relating to Banking in India -

Provisions of the Banking Regulation Act, 1949 with reference to the following:

Definition, Capital, Reserve Fund, Cash Reserve, Cash reserve for non-scheduled Banks, Liquid Assets, Licensing, Branch Licensing, Management, Profit and Loss and Balance sheet – sec.10,29 and 30. Powers of the Reserve Bank of India – sec.35 and 36. Voluntary Amalgamation – sec.44A. Compulsory Amalgamation – sec.45. Liquidation – sec. 45R. Banking Regulation Act as applicable to Co-operative Banks.

2. Negotiable Instruments Act.1881 -

Definition, Characteristics, Presumptions of Negotiable Instruments. Promissory Note, Bills of Exchange and Cheque – Definition and Features. Parties to Negotiable Instruments. Negotiation. Presentation. Notice of Dishonor. Noting and Protesting.

3. Paying Banker and Collecting Banker -

Precautions in Payment of Customers Cheques, Paying Bankers Duties and Rights, Statutory Protection to Paying Banker, Payment of Forged Cheque Return of Cheque when the banker must refuse payment of cheques, Precautions in Collecting Customers Cheques, Collecting Banker Duties and Rights, Statutory Protection to Collecting Banker.

Section-II

4. Relationship between Banker and Customer –

Definition of Banker and Customer, Relationship as Debtor and Creditor, Banker as Trustee, Banker as Agent, Banker Obligation Of Secrecy of Accounts, Banker's Lien, Right of Set-off, Disclosure permitted by the Banker's Practices and Usage, Banker's Obligation to honour Cheques, Garnishee Order, Termination of Relationship.

5. Securities for Advances -

- Principles of Secured Advances
- Precautions to be taken by the banker while advancing against:
 - (a) Documents of Title to Goods
 - (b) Real Estate
 - (c) Fixed Deposit Receipt
 - (d) Gold and Silver Bullion
 - (e) Supply Bills
 - (f) Life Insurance Policy
 - (g) Shares
 - (h) Agricultural Produce

Modes of creating charge :- Lien, pledge, Hypothecation, Mortgages & types of Mortgages

6. Project Appraisal & Recovery Measures :-

Step in Project Appraisal – Economic, Technical, Managerial operational & Financial Aspects

- a) Non Legal Measures – Follow up action – One time settlement – Recovery Camps – Recovering through Self Help Groups
- b) Legal Measures – Debt Recovery Tribunal – Lok Adalat – Corporate Debt Recovery System – Recovery under Securitisation & Reconstruction of Financial Assets
Enforcement of Security Interest Act, 2003