

M.Com. Part II
(Corporate Tax Planning and Management)

Objective

This course aims at making students conversant with the concept of the corporate tax planning and Indian tax laws, as also their implications for corporate management.

Course Inputs

Unit- 1 (25 Marks)

1. **Introduction to Tax Management** : Concept of tax planning; Tax avoidance and tax evasions; corporate taxation and dividend tax.
2. **Tax Planning for New Business**: Tax planning with reference to location, nature and form of organization of new business.

Unit - 2 (25 Marks)

3. **Tax Planning and Financial Management Decisions**: Tax planning relating to capital structure decision, dividend policy, inter-corporate dividends and bonus shares.

Unit - 3 (25 Marks)

4. **Tax Planning and Managerial Decisions** : Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy decisions; Repair, replace, renewal or renovation, and shutdown or continue decisions.

Unit - 4 (25 Marks)

5. **Special Tax Provisions**: Tax provisions relating to free trade zones, infrastructure sector and backward areas; Tax incentives for exporters.

Note: - 1 question from each unit with internal options. 50 % for practical examples and 50 % for theory

References

- Ahuja G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central Sales Tax, Bharat Law House, New Delhi.
Circulars issued by C.B.D.T.
Income Tax Act, 1961.
Income Tax Act, 1962.
Lakhotia, R.N: Corporate Tax Planning, Vision Publications, Delhi.
Sanghania, V.K: Direct Taxes: Law and Practice, Taxman's Publication, Delhi.
Sanghania Vindo K: Direct Tax Planning and Management, Taxman's Publication, Delhi.

M.Com. Part II
Quantitative Techniques & Research Methodology
[effective From , June - 2007]

Objective :

This course helps students to make them familiar with art of using different research methods and techniques . It also enables students, irrespective of their discipline, in developing the most appropriate methodology for their research studies.

Unit - I

- (A) **Introduction to research methodology :** meaning, Objectives, motivation in research, types, approaches , importance, research methodology, scientific research , process, criteria for good research, problems encountered, *Defining research problem, Developing research proposal, Research Design:* meaning, need, features, important concepts (10%)
- (B) **Experimental designs:** basic principles - randomization, replication, local control; Informal experimental design - before and after without control, after only with control, before & after with control; Formal experimental designs - completely randomized, randomized block, latin square ;
Sampling design: implications, steps criteria for sampling procedure, characteristic of good sample design, different types of sample design - (a) Probability sampling like simple random, systematic random, stratified, cluster (b) Non probability sampling like quota, judgmental, convenience (15%)

Unit - II

- (A) **Measurement & scaling techniques:** classification of measurement scales, sources of errors, tests of sound measurement, techniques of developing measurement tools, scaling procedure, classification, important scaling techniques - rating scales, differential scales, summated scales, cumulative scales, multidimensional scaling
Data collection through Questionnaires : advantages and disadvantages of mail, & personal questionnaire, essential of good questionnaire, guidelines for constructing questionnaire, difference between survey and experiment (13%)
- (B) **Sampling fundamentals :** need, some definitions-population, sampling frame, sampling design, statistics and parameter, sampling error, precision, confidence level and significance level; sampling distribution, sampling theory, standard error, estimation for population mean and proportion, sample size determination using precision rate, confidence interval & Bayesian statistics, Ethical issues in research, Writing research report and presentation of research report, Role of computer in research, general concept of computer and computer technology, computer system, areas of computer applications (12%)

Unit - III Testing Hypothesis

- (A) **Large Sample Test:** Definition of hypothesis, basic concepts - null hypothesis and alternative hypothesis, the level of significance, type I & type II errors, two tailed and one tailed test, power of test , testing of mean, testing of differences between two means, testing of proportion of differences between two proportion limitations of hypothesis testing (13%)
- (B) **Small Sample Test :** idea of degree of freedom, test significance based upon t and F statistic- testing of mean, testing of difference between two means, testing of equality of variances, chi-square test (12%)

Unit - IV

- (A) **Chi-square Test for large samples:** Definition of chi-square, limitations of chi-square test, chi-square test as a test of goodness of fit and as a test of independence, Yate's correction and its application, *Analysis of Variance (ANOVA) :* Concept, one way ANOVA, ANOVA in test in latin square design (15%)
- (B) **Non Parametric Test (Distribution Free Tests) :** Idea of non Parametric tests, various tests - Sign test, Fisher -Irwin test, McNemer test, Wilcoxon matched pair test, Wilcoxon-Man-Ehitney test, One Sample Run test (10%)

Structure of Question Paper**Total Marks:-100
Time:- 3 hours.**

Question No.	Unit	Marks	Note
1 (A) or (A)	1 (A)	10	Theory
1 (B) or (B)	1 (B)	07	Theory
1 (C) or (C)	1 (B)	08	Theory
2 (A) or (A)	2 (A)	13	Theory
2 (B) or (B)	2 (B)	12	Theory
3 (A) or (A)	3 (A)	13	Theory & Example
3 (B) or (B)	3 (B)	12	Theory & Example
4 (A) or (A)	4 (A)	08	Theory &/or Example
4 (B) or (B)	4 (A)	07	Example
4 (C) or 4 (C)	4 (B)	10	Theory &/or Example

References:

1. Research Methodology by C.R. Kothari, 2nd edition (2004), New Age International Publication, New Delhi.
2. Research Methodology by G.R. Basotia & K.K. Sharma, 1st edition (1999), Mangal Deep Publication, Jaipur.
3. Research Methodology by D.K. Bhattacharyya, 1st edition (2003), Excel Books Publication, New Delhi.
4. Research Methods for Management by Dr. S. Shajahan, 2nd edition (2004), Jaico Publishing House, Mumbai.
5. Marketing Research Concept & Practices in India by S. Shajahan, 1st edition (2005), McMillan India Publication, New Delhi.
6. Marketing Research by Luck 7 Rubin, 7th edition, Prentice Hall of India Publication, New Delhi.
7. Introduction to mathematical Statistics by S.P. Gupta.
8. Business Statistics by Sancheti & Kapoor, Sultan Chand & Sons, New Delhi.

M.Com. Part II
(Advanced Financial Accounting)

Objective

The Objective of this course is to acquaint students with the according concepts, tools and techniques for managerial decisions.

Course Inputs

1. **Analysis of Financial Statement: - I (25 Marks)**
Interpretation and Analysis of Financial position from given ratio and other details. (including projected statements)
2. **Analysis of Financial Statement: - II (25 Marks)**
Preparation and interpretation of Fund Flow and Cash Flow Statement. (including projected statements)
3. **Accounting Theory : - (20 Marks)**
 - a. Concepts, Conventions, Principles (GAAP) of Accounting.
 - b. Accounting Standards - Need and Process.
 - c. Indian Accounting Standard : As 1 to 6 & As 8 to 9.
 - d. Harmonization of accounting Standards.
4. **Emerging Dimensions in Accounting : - (30 Marks)**
 - a. Inflation Accounting CPP and CCA.
 - b. Human Resource Accounting.
 - c. Social Accounting.
 - d. Environment Accounting.
 - e. EVA.

Note : - 1 question from each unit with internal options. 75% for practical example and 25% for theory

References:

- Beams, F.A. Advanced Accounting, Prentice Hall Jersey.
Dearden, J and S.K. Bhattacharya; Accounting for Management, Vikas Publishing House, New Delhi.
Engler, C.,L.A Bernstein and K.R Labert: Advanced Accounting, Irwin Chicago.
Fisher, P.M. W.J. Taylor and J.A. Leer: Advanced Accounting, South-western, Ohio.
Gupta, R.L : Advanced Financial Accounting, S.Chand & Co New Delhi.
Keiso D.E. And J.J. Weygandt: Intermediate Accounting, John Wiley and Sons, NY.
Maheshwari, S.N: Advanced Accountancy - Vol. II Vikas Publishing House, New Delhi.
Monga, J.R.: Advanced Financial Accounting, Mayoor Paprebacks, Noida
Narayanswamy , R : Financial Accounting : A Managerial Perspective, Prentice Hall of India, Delhi.
Neigs, R.F. : Financial Accounting, Tata McGraw Hill, New Delhi.
Shukla, M.C and T.S. Grewal : Advanced Accountancy, Sultan Chand & Co. New Delhi.
Warm, C.S. and P.E. Fess : Principles of Financial and Managerial Accounting South-western, Ohio.

M.Com. Part II
(Accounting for Managerial Decision)

Objective

The Objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions.

Course Inputs

1. **Budgeting : (25 Marks)**
Definition of budget; Essential of budgeting; Types of budgets - functional, master etc. ; Fixed and flexible budget; Budgetary control; Zero-base budgeting; performance budgeting.
2. **Standard Costing and Variance Analysis : (25 Marks)**
Standard costing as a control technique; Setting of standards of their revision; Variance Analysis - meaning and importance, kinds of variance and their uses - material labour and overhead variances; Disposal of variances; Relevance of variance analysis of budgeting and standard costing. Reconciliation of Standard Profit with actual profit
3. **Managerial Costing and Break-even Analysis:**
Concepts of marginal cost; Marginal costing and absorption costing; Marginal costing versus direct costing; Cost-volume-profit analysis; Break-even analysis; Assumptions and practical applications of break-even- analysis; Decisions regarding sale-mix, make or buy decisions and discontinuation of a product line etc.
4. **Emerging Dimension in Management Accounting : (25 Marks)**
 - a. Responsibility Accounting
 - b. Activity based costing
 - c. Just in time

Note : - 1 question from each unit with internal options. 75% for practical example and 25% for theory

References:

Anthony, Robert : Management Accounting, Tarapore-wala, Mumbai.
Barfield, Jessie, Ceity, A. Raiborn and Michael R. Kenney: Cost Accounting : Traditions and Innovations, South Western College Publishing, Cincinnati, Ohio.
Descoster, Don T. and Elden L. Schafer : Management Accounting: A Decision Emphasis, John Wiley and Sons Inc., New York.
Garrison, RAY H. and Eric W. Noreen: Management Accounting, Richard D.Irwin, Chicago.
Hansen, Don R. and Maryanne M Moreen: Management Accounting, South-Western College Publishing, Cincinnati Ohio.
Horngren, C.T Gray L. Sundem and William O. Stratton: Introduction to Management Accounting, Prentice Hall, Delhi.
Horngren Charles T., Geroqe Foster and Srikant M. Daliar: Cost Accounting: A Managerial Emphasis, Prentice Hall, Delhi.
Lall, B.M. and I.C Jain: Cost Accounting: Principles and practice, Prentice Hall Delhi.
Pandey, I.M: Management Accounting , Vani Publication, Delhi.
Welsch Glenn A. Ronald W. Hilton and Paul N. Gorden: Budgeting, Profit Planning and Control, Prentice Hall Delhi.

M.Com. Part II
Sub: Project Planning and Control
[New Course From , June-2007]

Objective :

The Objective of this course is to enable students learn the process and issues relating to preparation, appraisal, review and monitoring of projects.

COURSE INPUTS:

Unit-1

(A) Identification Of Investment Opportunities :

Project ideas, screening of ideas; Environment scanning and opportunity analysis; government regulatory Framework.

(B) Market And Demand Analysis :

Information required for market and demand analysis; sources of information – primary and secondary; demand forecasting.

(C) Technical Analysis :

Material and Inputs; Production technology; Product Mix; Plant Location and Lay-Out; Selection of Plant and Equipment.

Unit-2

(A) Cost Of Project And Means Of Financing :

Major cost components; means of financing; Planning capital structure; Various Financing schemes of Financial institutions.

(B) Profitability, Financial Projections:

Projected balance-sheet, Profit and Loss Account and Cash Flow Statement.

Unit-3

(A) Appraisal Criteria And Appraisal Process :

Investment appraisal in practice; process followed by financial institutions; project appraisal techniques.

(B) Social Cost Benefit Analysis :

Rational for social cost benefit analysis; Methodology of SCBA; L&M approach and UNIDO approach; Measurement of the impact on distribution; SCBA in India.

Unit-4

**Network Techniques For Project Implementation,
Monitoring And Control:**

PERT and CPM techniques; Critical Path; Event slacks and activity floats; scheduling to match availabilities of manpower; Measures of variability and Probability of Completion by a specified date; Project implementation practices in India.

Structure of question paper**Total Marks :-100
Time :- 3 hours.**

Question Number	Unit	Marks	Note
1 (a) or 1(a)	1 (a)	10	
1(b) or 1(b)	1 (b)	10	
1(c) or 1(c)	1 (c)	10	
2(a) or 2(a)	2(a)	13	
2(b) or 2(b)	2(b)	12	
3(a) or 3(a)	3(a)	13	
3(b) or 3(b)	3(b)	12	
4 or 4	4	20	

References :-

Chandra Prasanna: Project Preparation, Appraisal and Implementation; Tata Mc Graw Hill, Delhi.
Dir. B.A.Prajapati (S.K.School of Business Management Patan)
Prof. S.H.Patel (Commerce college Pilvai)

M.Com. Part II

Sub: Consumer Behavior and Marketing Research.

[New Course From , June-2007]

Objective :

This course helps students develop basic understanding of the concept and theories of consumer and industrial buying behavior and their applications in marketing decision making and to enable student learning the process, tools and techniques of marketing research.

Part-A

Consumer Behavior (50%)

Unit- – I (25%)

(A) Consumer Behavior Theory and Its Application to Marketing Strategy :

Consumer buying process; Extensive limited and routine problems solving behavior.

(B) Internal Determinants of Consumer Behaviour:

Needs, Motivation and Involvements; Information Processing and consumer perception; Learning; Attitude and attitude change; Personality; Psychographs; value and Life-Style.

Unit- – II (25%)

(A) External Determinants of Buying Behaviour:

Family and Household influence; Preference groups and social class; Influence of Culture; sub-Cultural aspects of Consumer Behavior.

(B) Models of Consumer and Industrial Buying Behaviour :

Concept of economic man; Passive Man, cognitive Man, and Emotional man; models of consumer decision making Industrial buying behavior and Models.

Part B

Marketing Research (50%)

Unit- – III (25%)

(A) Introducing to Market Research, applications of market research, Research Plan and Objective,

(B) Research Designs, Questionnaires design, sampling process and selection, sample size decisions.

Unit- – IV (25%)

(A) Data analysis & Interpretation analysis of differences.

(B) Analysis of Experiments presentation of research finding.

Structure of question paper**Total Marks :-100
Time :- 3 hours.**

Question Number	Unit	Marks	Note
1(A) or (A)	1(A)	12	}
1(B) or (B)	1(B)	13	
2(A) or (A)	2(A)	13	}
2(B) or (B)	2(B)	12	
3(A) or (A)	3(A)	13	}
3(B) or (B)	3(B)	12	
4(A) or (A)	4A)	12	}
4(B) or (B)	4B)	13	

References :-

1. David.J.Luck and Rouald .S.Rubin, : Marketing Research : Prentice Hall of India NewDelhi.
 2. Schiffan,Leon G and Laror Kanuk, : Consumer Bheaviour : Prentice Hall of India NewDelhi.
 3. Laudon.D.L. – Consumer Bheaviour : Tata McGraw Hill. NewDelhi.
 4. Bennett P.D. and H.H, Jassarjion : Consumer Bheaviour : Prentice Hall. NewDelhi.
- By:- Dir. B.A.Prajapati (S.K.Patel School of Business Management Patan)
Prof. M.K.Makwana (Sci. & Com. College Palanpur)

M.Com. Part II
Sub: International Marketing
[New Course From , June-2007]

Unit- – I

Introduction to International Marketing:

- Nature and Significance
- Process of International Marketing.
- International Dimensions of Marketing
- Domestic Marketing versus International Marketing
- The Applicability of Marketing
- Characteristics of Multinational Cooperative (MICS)
- Benefits of International Marketing.
- Basic for International Trade.
- Marketing Barriers : Tariffs and Non Tariff
- W.T.O, GATS, IPR

Unit- – II

International Marketing Environment:

- Political Environment
- Legal Environment
- Culture Environment
- Psychological and social Environment

Unit- – III

Market analysis and Foreign Entry Strategy:

Market analysis, Exportity, Licensing, Joint Venture, Manufacturing assembly Operation, Management contact, turnkey operations Aeruisition, strategies Alliances, analysis of Entry Strategies.

Product Strategies :

Basic Decision and Product planning, Branding and Packaging decisions
Distraction strategies: channels of distribution Physical Destruction and documentation

Unit- – IV

Promotion Strategies : and Financial Environment and Decisions

Personal Selling, Publicity and sales promotion Advertising Strategies Prizing strategies and basic decisions, Terms of sale and payment

Sources of Financing and International Money Market, Currencies and foreign Exchange.

Structure of question paper**Total Marks :-100
Time :- 3 hours.**

Question Number	Unit	Marks	Note
1 OR 1	1	25	
2 OR 2	2	25	
3 OR 3	3	25	
4 OR 4	4	25	

References :-

1. International Marketing; SAK ONK visit. John. J. Shah.; Prentice Hall of India Pvt Ltd.
2. International Markets; Fayerweather John.; Prentice Hall of India Ltd.
3. Internatyional Marketing; S.C.Jain. CBS Publications, NewDelhi.
4. International Markets; Charullium; Himalaya Publication
5. International Marketing; Vasudev P.K. Excell Books, NewDelhi.
6. The Essence of International Marketing; Polluode, Stanley. J ; Prentice Hall, New Delhi.

M.Com. Part II
Statistics : Paper III (Principal Subject)

(To be made effective From , June - 2007]

Course Contents

- Unit I : Demography :** **25%**
Meaning of demography, history and growth of demography, measures of population growth. common measures of growth rate. growth curves- logarithmic, exponential, Gompertz and logistic curves.
Life tables-scope, importance and limitations of life tables, Different methods of construction of life table, abridge life tables numerical examples to illustrate these methods.
Population projection: methods of projection, study of simple models for population projections.
- Unit II : Statistics Quality Control :** **25%**
Sampling Inspection plans-product versus lot control. Double sampling plan for attributes and its uses. Sequential Sampling plans- sampling inspection plans for variables- single sampling plans when the quality characteristics of lots is normally distributed with known and unknown standard deviation with upper and/or lower limit specified OC, ASN, ATI and AOQ of the above plans and their calculation for specified value of parameter.
Concept of total quality management, Introduction to just-in time (JIT), Quality circles production. Idea of Taguchi approach to quality management.
- Unit III : Simulation :** **25%**
Philosophy, development and implementation of simulation modeling, Examples of simulation modeling. Uniform distribution and its importance to simulation. Generation of random numbers. Properties of uniformly distributed numbers. Methods of composition method. Simulation from Binomial. Poisson, Normal and Chi-square distributions. Simulation languages & their comparison.
- Unit IV : Market Research :** **25%**
Definition of market research-scope, problem formulation. Cost value and round off. Use of EMV and EVPI approach. Research design, data collection. Univariate and bivariate analytical tools and methods applied to market research problems including case studies. Bayesian approach to problems to market research.

Books for Reference :

1. Ramkumar R. (1986) : Technical Demography, Wiley Eastern
2. Pathak K.B & Ram R. (1992) : Techniques of Demography Analysis, Himalaya Pub.
3. Bhende A.A. & Kanitakar T. (1985) : Principles of population Studies, Himalaya Pub.
4. Presat R. (1978) : Statistical Demography, Methew and Co.
5. Browker and Goode : Sampling inspection plans for variables.
6. Duncan A.J. (1965) : Quality Control and Industrial Stastics, B.O. Tarapurwaland sons.
7. Ratani R.T. : Statistical Quality Control (in Gujarati), Gujarat Granth Nirman Board.
8. Duncan And Smith : Industrial Statistics & Quality Control
9. Berry G.C. : Market Research, McGraw Hill.
10. Davar R.S. (1982) : Modern Marketing Management, Progressive Corporation Pvt. Ltd.
11. King : Quantitive Analysis for Market Management
12. Philips Kotlar : Scientific Marketing Management
13. Ravindran. Philips & Solberg : O.R. - Principles & Practice, (2nd Ed.), John Wiley & soub.
14. Hillier and Lieberman : Operation Research

M.Com. Part II
Statistics : Paper IV (Principal Subject)
(To be made effective From , June - 2007]

Course Contents

- Unit I : Optimisation Techniques :** **25%**
Integer programming (IP) problem- method of solving an IP problem and examples, Balanced and unbalanced transportation problem (TP), Modi method of finding an optimal solution of TP
Formulation of non-linear programming (NLP) problem. and applications, Introductions to quadratic and tractional linear programming problems and examples.
- Unit II : Network, PERT and CPM analysis :** **25%**
Concept of Network, Network diagram, definitions connected with Network Time calculations labeling method, matrix solution method, critical path method, CPM- PERT in network problems, crashing of activities in a project.
- Unit III : Queuing Theory and Sequencing :** **25%**
Basic concept for a queuing system - study of (M/M/1: ∞ / FIFO) and (M/M/K: ∞ / FIFO) queues with simple properties. Applications of queuing theory without any mathematical derivations.
Problem of sequencing - sequencing of n jobs on two and three machines.
- Unit IV : Inventory Control :** **25%**
Cost associated with inventory - classification of inventory system, hot size models with and without shortages (back order policy only), Inventory models under price breaks and quantity discount, deterministic inventory models under given- restrictions - ABC and VED analysis of inventory.

Books for Reference :

- | | |
|--------------------------|--|
| 1. Hadley G.S(1974) | : Linear Programming, Addison-Wesely |
| 2. Gass S.I. | : Linear Programming, |
| 3. Sharma J.K. | : Intro. to O.R. |
| 4. Taha H.A. | : Operation Research- An Introduction |
| 5. Sharma S.D. | : Intro. to O.R. |
| 6. Hillier and Lieberman | : Operation Research |
| 7. Vajda S. | : Game Theory with Application |
| 8. Hadley G.S. | : Non-Linear and Dynamic Programming, |
| 9. Naddor E. | : Inventory Systems |
| 10. Rao S.S.(1984) | : Optimisation Theory & Applications. Sec.E.d. Wiley Eastarn |
| 11. Hadley and Whitin | : PERT CPM Management |