

# **FACULTY OF COMMERCE**

## **Scheme and syllabus for the First Degree Programme in Commerce under the Choice Based Credit and Semester System (CBCS)**

**(To be introduced from 2015 admissions)**

The First Degree Programme in Commerce is designed with the objective of equipping the students to cope with the emerging trends and challenges in the industrial and business world.

### **Eligibility for admission**

Eligibility for admissions and reservation of seats for the First Degree Programme in Commerce shall be according to the rules framed by the University from time to time. No student shall be eligible for admission to the First degree programme in Commerce unless he/she has successfully completed the examination conducted by a Board/ University at the +2 level of schooling or its equivalent.

### **Registration**

Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

### **Duration**

The normal duration of the First Degree Programme in Commerce shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of instruction in a semester. Odd Semester (June-October) commences in June and Even Semester (November – March) commences in November every Year.

### **Programme Structure**

The First Degree Programme in Commerce shall include:

1. Language courses
2. Foundation courses
3. Core courses
4. Complementary courses
5. Open/ Elective courses
6. Project

Language courses include 4 common courses in English and 2 courses in an additional language chosen by the student. The student shall choose any one of the following additional languages offered in the college: Malayalam, Hindi, Tamil, French, German, Russian,

and Arabic.

Foundation courses include 2 courses which are compulsory basic courses. Foundation course one aimed at providing general education on Methodology of Business studies and foundation course two aimed at providing basic education on general informatics and cyber laws.

Core courses include 16 compulsory courses in the major subject and complementary courses include 4 courses in the allied subjects.

There shall be two open courses. The students attached to the Department of Commerce can opt one course from their Department and another from any one of the other Departments in the college. The open course (1) in the 5<sup>th</sup> semester is a non- major elective open to all students except to the students from the Department of Commerce and the open course (2) in the 6<sup>th</sup> semester is an elective course in the major subject offered to the students of the Department of Commerce. In addition to the 2 open courses, the students shall choose any one of the additional elective streams with 4 courses in each stream, which is also compulsory as part of the First Degree Programme in Commerce.

All students are to carry out a project work either individually or in a group of not more than 5 under the supervision of a teacher. The project work may commence in the 5<sup>th</sup> semester.

The student secures the credits assigned to a course on successful completion of the course. The student shall be required to earn a minimum of 120 credits including credits for language courses, foundation courses, core courses, complementary courses (as the case may be), project and open/ elective courses within a minimum period of six semesters for the award of the Degree excluding credits required for social service/ extension activities. The minimum credits required for different courses are given below:

<b>Courses</b>	<b>Credits</b>
Language courses	22
Foundation courses	5
Core courses including project	61
Complementary courses	12
Open/ elective courses	20
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	120
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Social Service/ Extension activities	1

**General Structure for the First Degree Programme in Commerce**

Sem. No.	Courses	Instruction Hours per Week	Credits	Uty. Exam Duration (Hours)	Evaluation		Total Credits
					Internal	Uty Exam	
I	Language Course I (English I)	5	4	3	20%	80%	4
	Language Course II (Addl. Language I)	4	4	3	20%	80%	4
	Foundation Course I	4	2	3	20%	80%	2
	Core Course I	4	3	3	20%	80%	4
	Core Course II	4	3	3	20%	80%	2
	Complementary Course I	4	3	3	20%	80%	3
	II	Language Course III (English II)	5	4	3	20%	80%
Language Course IV (Addl. Language II)		4	4	3	20%	80%	4
Foundation Course II		4	3	3	20%	80%	3
Core Course III		4	3	3	20%	80%	3
Core Course IV		4	3	3	20%	80%	3
Complementary Course II		4	3	3	20%	80%	3
III		Language Course V (English III)	3	3	3	20%	80%
	Core Course V	4	3	3	20%	80%	3
	Core Course VI	4	3	3	20%	80%	3
	Core Course VII	5	4	3	20%	80%	4
	Complementary Course III	4	3	3	20%	80%	3
	Elective Course I	5	4	3	20%	80%	4
IV	Language Course VI (English IV)	3	3	3	20%	80%	3
	Core Course VIII	4	3	3	20%	80%	3
	Core Course IX	4	4	3	20%	80%	4
	Core Course X	5	4	3	20%	80%	4
	Complementary Course IV	4	3	3	20%	80%	3
	Elective Course II	5	4	3	20%	80%	4
V	Core Course XI	4	4	3	20%	80%	4
	Core Course XII	5	4	3	20%	80%	4
	Core Course XIII	5	4	3	20%	80%	4
	Open Course I	3	2	3	20%	80%	2
	Elective Course III	5	4	3	20%	80%	4
	Project	3	-	-	-	-	-
VI	Core Course XIV	4	4	3	20%	80%	4
	Core Course XV	5	4	3	20%	80%	4
	Core Course XVI	5	4	3	20%	80%	4
	Open Course II	3	2	3	20%	80%	2
	Elective Course IV	5	4	3	20%	80%	4
	Project	3	4	-	-	-	4

## PROGRAMME STRUCTURE

### SEMESTER – I

<b>Courses</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Instructional Hours per week</b>	<b>End Semester Exam. Hours</b>	<b>Credits</b>
Language Course I	EN 1111	English I	5	3	4
Language Course II	1111	Additional Language I	4	3	4
Foundation Course I	CO 1121	Methodology and Perspectives of Business Education	4	3	2
Core Course I	CO 1141	Environmental Studies	4	3	4
Core Course II	CO 1142	Functional Application of Management	4	3	2
Complementary Course I	CO 1131	Managerial Economics	4	3	3
Total			25		19

### SEMESTER – II

<b>Courses</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Instructional Hours per week</b>	<b>End Semester Exam. Hours</b>	<b>Credits</b>
Language Course III	EN 1211	English II	5	3	4
Language Course IV	1211	Additional Language II	4	3	4
Foundation Course II	CO 1221	Informatics and Cyber Laws	4	3	3
Core Course III	CO 1241	Business Communication And Office Management	4	3	3
Core Course IV	CO 1242	Financial Accounting	4	3	3
Complementary Course II	CO 1231	Business Regulatory Framework	4	3	3
Total			25		20

**SEMESTER – III**

<b>Courses</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Instructional Hours per week</b>	<b>End Semester Exam. Hours</b>	<b>Credits</b>
Language Course V	EN 1311	English III	3	3	3
Core Course V	CO 1341	Entrepreneurship Development	4	3	3
Core Course VI	CO 1342	Company Administration	4	3	3
Core Course VII	CO 1343	Advanced Financial Accounting	5	3	4
Complementary Course III	CO 1331	Information Technology in Business	4	3	3
Elective Course I	CO 1361	Course from Elective Stream 1/2/3/4/5	5	3	4
Total			25		20

**SEMESTER - IV**

<b>Courses</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Instructional Hours per week</b>	<b>End Semester Exam. Hours</b>	<b>Credits</b>
Language Course VI	EN 1411	English IV	3	3	3
Core Course VIII	CO 1441	Capital Market	4	3	3
Core Course IX	CO 1442	Banking Theory and Practice	4	3	4
Core Course X	CO 1443	Corporate Accounting	5	3	4
Complementary Course IV	CO 1431	Business Statistics	4	3	3
Elective Course II	CO 1461	Course from Elective Stream 1/2/3/4/5	5	3	4
Total			25		21

**SEMESTER –V**

<b>Courses</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Instructional Hours per week</b>	<b>End Semester Exam. Hours</b>	<b>Credits</b>
Core Course XI	CO 1541	Fundamentals of Income Tax	4	3	4
Core Course XII	CO 1542	Cost Accounting	5	3	4
Core Course XIII	CO 1543	Accounting for Specialized Institutions	5	3	4
Open Course I	CO 1551	Open Course – 1/2/3	3	3	2
Elective Course III	CO 1561	Course from Elective Stream 1/2/3/4/5	5	3	4
Project		Project	3	-	-
<b>Total</b>			<b>25</b>		<b>18</b>

**SEMESTER –VI**

<b>Courses</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Instructional Hours per week</b>	<b>End Semester Exam. Hours</b>	<b>Credits</b>
Core Course XIV	CO 1641	Auditing	4	3	4
Core Course XV	CO 1642	Applied Costing	5	3	4
Core Course XVI	CO 1643	Management Accounting	5	3	4
Open Course II	CO 1651	Open Course – 1/2/3	3	3	2
Elective Course IV	CO 1661	Course from Elective Stream 1/2/3/4/5	5	3	4
Project	CO 1644	Project	3	-	4
<b>Total</b>			<b>25</b>	<b>-</b>	<b>22</b>
<b>Grand Total (SI+SII+SIII+SIV+SV+SVI)</b>			<b>-</b>	<b>-</b>	<b>120</b>

**ELECTIVE STREAMS**  
**1 – FINANCE**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>
III	CO 1361.1	Financial Management
IV	CO 1461.1	Project Finance
V	CO 1561.1	Financial Markets and Services
VI	CO 1661.1	Income Tax Law and Accounts

**2– CO-OPERATION**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>
III	CO 1361.2	Principles of Co-operation
IV	CO 1461.2	Co-operative Management and Administration
V	CO 1561.2	Co-operative Legal System
VI	CO 1661.2	Co-operative Accounting

**3 – TRAVEL AND TOURISM**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>
III	CO 1361.3	Fundamentals of Tourism – I
IV	CO 1461.3	Fundamentals of Tourism – II
V	CO 1561.3	Management of Travel and Tour Operations
VI	CO 1661.3	Hospitality Management

**4 – INSURANCE AND BANKING**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>
III	CO 1361.4	Principles and Practice of Insurance – I
IV	CO 1461.4	Principles and Practice of Insurance – II
V	CO 1561.4	Indian Banking System
VI	CO 1661.4	Practical Banking

**5 – COMPUTER APPLICATION**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>
III	CO 1361.5	Computer Application for Publications
IV	CO 1461.5	Software for Data Management
V	CO 1561.5	Web designing and production for business
VI	CO 1661.5	Computerised Accounting

OPEN COURSES		
Semester	Course Code	Course Title
<b>V</b> <i>(for students from the disciplines other than Commerce)</i>	CO 1551.1	Fundamentals of Financial Accounting
	CO 1551.2	Principles of Management
	CO 1551.3	Capital Market Operations
<b>VI</b> <i>(for students from the department of Commerce)</i>	CO 1661.6	Marketing Management
	CO 1661.7	Management of Foreign Trade
	CO 1661.8	Advertising and Sales Promotion

**Notes:**

1. Each candidate has to choose an elective stream which contains four courses, one each in the third, fourth, fifth and sixth semesters.
2. The open course offered in the fifth semester is an elective course for students from the disciplines other than Commerce. He/ She can choose any one among the courses offered in that group as part of his/ her course of study.
3. The open course offered in the sixth semester is an elective course for students from the commerce department and each student has to choose any one among the courses offered in that group as part of his/ her course of study.
4. Of the five instructional hours per week allotted to the elective stream Computer Application, 2 hours per week shall be for theory and 3 hours per week shall be for practical. The practical records shall be prepared, duly certified by the teacher concerned and countersigned by the Head of the Department shall be produced at the time of practical examination and viva -voce. Of the 4 credits given to each of the Computer Application courses in the third, fourth, fifth and sixth semesters, 2 credits shall be for theory and 2 credits shall be for practical. The maximum marks for evaluation of the practical examination shall be 80 marks, distributed among the following components of evaluation:
  - (i) Output of the Practical - 50
  - (ii) Practical Record - 15
  - (iii) Viva-voce - 15

All courses included under foundation courses, core courses, complementary course, open and elective courses shall be handled by **teachers in Commerce**

**An industrial visit cum tour for not less than five days form part of the course of the study for regular students during 5<sup>th</sup>/6<sup>th</sup> semester. A report of the same must be prepared**



**and kept in the college.**

### **Social Service/ Extension activities**

Students are to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3<sup>rd</sup> / 4<sup>th</sup> semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 120 credits.

### **Audit courses (zero credit)**

The students are free to do additional courses (skill based, vocational courses) prescribed by the University outside the 25 hour weekly instructional period. These courses may be taken as zero credit courses.

### **Attendance**

The minimum number of hours of lectures, seminars or practical which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, seminars or practical sessions.

### **Evaluation**

There shall be Continuous Evaluation (CE) and End Semester Evaluation (ESE) for each course. CE is based on specific components viz., attendance, tests, assignments and seminars. The CE shall be for 20 marks and ESE shall be for 80 marks. The marks of each component of CE shall be: Attendance – 5, assignment / seminar – 5 and test paper -10. The teacher shall define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight may be given for punctuality in submission. Seminar shall be graded in terms of structure, content, presentation, interaction etc.

The allotment of marks for attendance shall be as follows:

Attendance less than 51%	-	0 mark
51 % - 60 %	-	1 mark
61 % - 70%	-	2 marks
71 % - 80%	-	3 marks
81 % - 90 %	-	4 marks
91% and above	-	5 marks

### **Assignments/ Seminars**

Each student shall be required to do one assignment or one seminar for each course. The seminars shall be organized by the teacher / teachers in charge of CE and the same shall be assessed by a group of teachers including the teacher / teachers in charge of that course.

### **Tests**

For each course there shall be at least one class test during a semester. Valued answer scripts shall be made available to the students for perusal within 10 days from the date of the test.

### **End Semester Evaluation (ESE)**

End Semester Examination of all the courses in all semesters shall be conducted by the University. The duration of examination of all courses shall be 3 hours. In the case of the course in Computer Application, the duration of the examination shall be 3 hours for theory and 90 minutes for practical examination.

### **Evaluation of Project**

The report of the project shall be submitted to the Department in duplicate before the completion of the sixth semester. There shall be no CE for project work. A Board of two examiners appointed by the University shall evaluate the report of the project work. The viva – voce based on the project report shall be conducted individually. The maximum marks for evaluation of the project shall be 100, distributed among the following components of project evaluation.

i	Statement of the problem and significance of the study -	10
ii	Objectives of the study	- 5
iii	Review of literature	- 5
iv	Methodology	- 15
v	Analysis and interpretation	- 15
vi	Presentation of the report	- 10
vii	Findings and suggestions	- 10
viii	Bibliography	- 5
ix	Viva-voce	- 25
	Total	<u>100</u>

### **Promotion to Higher Semesters**

Students who complete the semester by securing the minimum required Attendance of 75% and by registering for the End Semester Examination of each semester conducted by the University alone shall be promoted to the next higher semester.

# **SEMESTER - I**

## **Foundation Course I: CO 1121 – METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION**

No of institutional hours per week: 4

No of credits: 2

Aim of the course: To provide the methodology for pursuing the teaching learning process with a perspective of higher learning in business education.

Course objective:

1. To understand business and its role in society.
2. To understand entrepreneurship and its heuristics
3. To comprehend the business environment
4. To enable the students to undertake business activities
5. To provide a holistic, comprehensive and integrated perspective to business education

**Module 1:** Economic system and business- meaning of economic system- its functioning – different economic systems and their features- capitalism, socialism, communalism, mixed economies- division of labour- innovation- flow of goods and services, circular flow of income- different forms of business organizations- individual and organized business –family and corporate business. Business for profit, business not for profit and business for non- profit. Business entities – individual, partnerships, co- operatives, trusts , undivided families, joint stock companies- private- public, joint ventures and MNCs etc. –(basic concepts only) **(13 hrs)**

**Module 2:** Business and Economic Development- Meaning of economic growth and development- measures of economic development- Role of Business in economic development- company, industry and economy interrelationship- role of public and private sectors, new economic Policy- liberalization- privatization and globalization. Emergence of” managerialism”. (a brief study only) **(13 hrs)**

**Module 3:** Establishing business- steps in establishing a business- environmental analysis- legal , physical, financial, social, economic, technical etc.- idea generation- procedures and formalities- commencement of business – entrepreneur- individual, group entrepreneurs- intrapreneur- entrepreneurship. Mobilisation of financial resources for business – sources of funds- savings- factors affecting savings- loans and advances- equity and preference shares retained earnings and debt etc.- market for raising finance- money market and capital market- lending institutions- banks and non- banking institutions- payment to government – taxes, direct and indirect – state and national levels (a brief study only) **(20 hrs)**

**Module 4:** Trained man power for quality enhancement- role of trained manpower for quality at individual , family, organizational and national level- quality of life and quality of work life- the role of human resources management problems in small , medium and large organizations – use of technology in organization- (a brief study only) **(13 hrs)**

**Module 5:** Learning business information-Meaning of information – business information – methods and techniques of collecting and learning business information- observation, reading techniques – listening to lectures , note taking –seminars and workshops- student seminars –

individual and team presentations- conferences and symposiums- filed studies- case studies and project reports etc. (a brief study only) **(13 hrs)**

#### Books recommended

1. Keith Davis and William Frederic.C. Business and Society – management , Public policy , Ethics, International student Edition McGraw- Hill Book Co Newdelhi
2. Peter F.Drucker. Management- Task , Responsibilities, practices Allied publishers pvt Ltd, Mumbai
3. Peter f . Drucker The practice of management , Harper and Row Publishers Inc.NY.
4. N.D Kapoor Business Law Sulthan Chand & Sons
5. Francis Cherunilam Business Environment Text and Cases Himalaya Publishers
6. H.R Machiraju Indian Financial System Vikas Publications
7. P Suba Rao Essentials of HRM Himalaya publishers
8. Velasquez Business Ethics Eastern Economy edition
9. Nandan H Fundamentals of Entrepreneurship PHI, New Delhi
10. C.B.Gupta, business Organisations and management- Sultan Chand , 8<sup>th</sup> Edition 2013

## **Core Course I: CO 1141 – ENVIRONMENTAL STUDIES**

**No. of instructional hours per week: 4**

**No. of Credits: 4**

**Aim of the course:** To develop knowledge and understanding of the environment and enable the students to contribute towards maintaining and improving the quality of the environment.

**Course objectives:**

1. To enable the students to acquire basic ideas about environment and emerging issues about environmental problems.
2. To give awareness about the need and importance of environmental protection

**Module I: Environmental studies** – meaning – scope – importance (4hrs)

**Module II: Ecology and Ecosystems, Biodiversity and its Conservation, and Natural resources** – meaning of ecology – structure and function of an ecosystem – producers – consumers – decomposers – energy flow in the ecosystem – ecological succession- food chain – food webs and ecological pyramids . Ecosystem – concept– types of ecosystems – structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem. Biodiversity and its conservation- introduction- definition- genetic, species and ecosystem diversity- value of biodiversity – biodiversity at global, national and local levels – India as a mega-diversity nation – hot-spots of diversity – threats to diversity – conservation of diversity in situ, ex-citu. Natural resources- features- air resources, forest resources, water resources, mineral resources, food resources- energy resources, land resources- over exploitation of natural resources- consequences- conservation of natural resources- role of an individual in conservation of natural resources (25 hrs)

**Module III: Industry and environment** - pollution – environmental pollution – soil pollution – air pollution – water pollution – thermal pollution – noise pollution – causes, effect and control measures – waste management – waste minimisation through cleaner technologies – reuse and recycling - solid waste management. (18hrs)

**Module IV: Social issues and environment** – Unsustainable to sustainable development – urban problems related to energy – water conservation – water harvesting – resettlement and rehabilitation of people – environment ethics – waste land reclamation – consumerism and waste products. (15 hrs)

**Module V: Human Population and environment** – population growth – variation among nations – population explosion – environment and human health – human rights – value education – Women and child welfare. (10hrs)

**Note:** :All students must visit a local area to document environmental issues and prepare a brief report on the same identifying issues involved and suggesting remedies. (This will part of the internal marks. i.e. for EVS the internal marks = attendance – 5 marks + test paper – 5 marks + field project – 10 marks)

### **Books recommended**

Misra. S.P and Pandey .S.N. *Essential Environmental Studies*, Ane Books India, New Delhi.  
Kiran B. Chokkas and others. *Understanding Environment*, Sage Publications New Delhi.  
Arumugam N. and Kumaresan V. *Environmental Studies*, Saras Publications, Kanyakumari.  
Benny Joseph. *Environmental Studies*, Tata McGraw-Hill Publishing Co.Ltd.,New Delhi.

## **Core Course II : CO 1142 - Functional Application of Management**

**No. of instructional hours per week : 4**

**No. of credits : 2**

Aim of the Course: To give an understanding on the functional application of management Course objectives: To familiarise the students with various aspects of organizational management .

**Module – 1: Introduction to Management** – Concepts, Significance, Management and administration. Management Process- Functions of management. **(Brief explanation to functions of management)**  
**(12hrs)**

**Module 2: Financial Management-** - Concept of finance- Functions of finance - Meaning, scope and objectives of financial management - Source of finance- short term and long term, Working capital- concepts and factors affecting working capital.  
**(15 Hrs)**

**Module 3: Operations management-** Meaning , scope, production function in an organisation- Routing, scheduling and dispatching, Material Management, Safety consideration and environmental aspects.  
**(15 Hrs)**

**Module 4: Marketing Management** –Marketing-Meaning, Definition, Concept , Importance, Marketing and selling . Marketing management - importance – major problems of marketing in India- Marketing mix ,Product, price, place and promotion.  
**(15 Hrs)**

**Module 5: Human Resource Management** – Meaning- Definition- Job analysis , job specification, Job description and job evaluation,- Recruitment , Selection, Training, Placement, Development and Compensation .  
**(Conceptual framework only) (15 Hrs)**

### **Books recommended:**

1. Tripathy Reddy, Principles of Management, Tata Mc Graw Hill Publishers, New Delhi.
2. L.M. Prasad, Principles of Management, Sultan Chand & sons, New Delhi.
3. M.Y. Khan and P.K. Jain, Financial management, Tata Mc Grawhill Publishers, New Delhi.
4. R.S. Goel, Operations management, Kalyani Publications, Ludhiana.
5. R. C. Agarwal, Marketing Management, Educational publishers, Agra.
6. Philip Kotler and Gary Armstrong, Principles of Marketing, PHI, New Delhi.
7. William. J .Stanton, Fundamentals of Marketing, McGraw-Hill, New York
8. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.
9. C. B. Mamoria, Personnel Management, Sultan Chand&Sons, New Delhi.
10. I M. Pandey, Financial Management, Vikas Publishing House, New Delhi.

## **Complementary Course I: CO 1131 – MANAGERIAL ECONOMICS**

**No. of instructional hours per week: 4**

**No. of credits: 3**

**Aim of the course:** To acquaint the students with the application of economics in the context of managerial decision making.

**Course objectives:**

1. To familiarise the students with the economic principles and theories underlying various business decisions.
2. To equip the students to apply the economic theories in different business situations.

**Module I: Introduction** – Economics – managerial economics – distinction between managerial economics and traditional economics – characteristics of managerial economics – scope of managerial economics – Application of economic theories in business decisions – role and responsibility of a managerial economist. (12hrs)

**Module II: Demand Estimation** – Demand– elasticity of demand – price – income – advertisement- cross – uses – measurement. Demand forecasting – short term and Long term forecasting – methods of forecasting – forecasting the demand for new products. (15hrs)

**Module III: Theory of Production** – Production function – Cobb Douglas Production function – Laws of production–Law of Diminishing Returns–Law of returns to scale–Economies and diseconomies of scale–Isoquant curve – Iso cost curve–optimum combination of inputs. (15hrs)

**Module IV: Pricing Policy and Practices** – objectives – role of cost in pricing – demand factor in pricing – factors to be considered when formulating a pricing policy – cost plus pricing – marginal cost pricing – going rate pricing – Breakeven point pricing –Product Line pricing – Pricing of a new product – Pricing over the life cycle of a product. (15hrs)

**Module V: Business Cycles** – Introduction – phases of a business cycle – causes and indicators –Theories of business cycles – control of business cycles. (15hrs)

*Notes: Conceive a new product idea, fix a suitable price and justify it. The students may develop the various aspects regarding product features, product content, pricing and promotional strategies. (for module IV)*

*Study the growth stage of a company – its origin – vision and mission statement – objectives – market access – expansion and diversification. (for module V)*

**Books Recommended:**

1. Maheswari.K.L and Varshney. *Managerial Economics* ,Sultan Chand &Sons, New Delhi.
2. Mote V.L, Samuel Paul and Gupta G.S. *Managerial Economics*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
3. Gupta G.S. *Managerial Economics*, Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
4. Dwivedi N.D. *Managerial Economics*, Vikas Publishing House, New Delhi.
5. Reddy P.N and Appanniah. H.R. *Principles of Business Economics*, S. Chand &Co. Ltd. New Delhi.

## SEMESTER - II

### Foundation Course II: CO 1221-INFORMATICS AND CYBER LAWS

No. of instructional hours per week : 4

No. of credits : 3

**Aim of the course:** To update and expand informatics skills and attitudes relevant to the emerging knowledge society and to equip the students to effectively utilise the digital knowledge resources for business studies.

**Course objectives:** 1. To review the basic concepts and fundamental knowledge in the field of informatics.

2. To create awareness about the nature of the emerging digital knowledge society and the impact of informatics on business decisions.

3. To create an awareness about the cyber world and cyber regulations.

**Module I: Overview of Informatics-** meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology, Purchase of technology, license, guarantee, and warranty. New development in informatics (12hrs)

**Module II: Knowledge Skills for Higher Education-** Data, information and knowledge, knowledge management, Internet access methods –Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET. (15hrs)

**Module III: Social Informatics-** IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues (18hrs)

**Module IV: CYBER WORLD** - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues, (12 hrs.)

**Module V: CYBER REGULATIONS** – Scope of cyber laws, - Provisions under IT Act 2000, cyber related Provisions under IPC (15 hrs.)

#### **Books Recommended:**

1. Ramesh Bangia. *Learning Computer Fundamentals*, Khanna Publishers, New Delhi.
2. Rajaraman, *Introduction to information Technology*, PHI, New Delhi.
3. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
4. Ramachandran et.al , *Informatics and Cyber laws*, Green Tech Books, Thiruvananthapuram
5. Barbara Wilson. *Information Technology: The Basics*, Thomson Learning.
6. George Beekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, New Delhi.
7. IT Act 2000,
8. Rohas Nagpal, IPR & Cyberspace – Indian Perspective



## **Core Course III: CO 1241 - BUSINESS COMMUNICATION AND OFFICE MANAGEMENT**

No. of instructional hours per week : 4

No. of credits : 3

**Aim of the course:** To explore the talents in business communication and enable the students to understand the appointment and role of a Company Secretary in business.

### **Course objectives:**

- 1.To develop communication skills among students relevant to various business situations
- 2.To impart knowledge on the management of Modern Offices.

**Module I: Communication**– meaning-definition-features-objectives -process - classification– principles of effective communication-communication skills – importance of communication in management-types of communication-barriers to communication-communication network. (12hrs)

**Module II: Oral communication**–meaning-merits and demerits –essentials –meetings and conferences –presentation skills –group communication – intra personal and inter personal communication-transactional analysis- –telephone conversation–interview –ethics of communication –exercises in oral communication. (15hrs)

**Module III: Written communication**– meaning- merits and demerits –objectives- essentials –importance-qualities of effective letters – business letters : essentials -structure–business enquiry –orders –execution of orders – reports: meaning-definition- importance-types - business report writing –preparation of resume –electronic media on communication – importance of media in communication. (15hrs)

**Module IV: Office Manager** –meaning & definition, functions, duties & qualities of office manager. Office: meaning & definition- nature of office work, importance & functions of office-meaning & definition of office management- Office layout. (15hrs)

**Module V: Record Keeping and Management** -meaning - definition - scope of record management- principles of record keeping - Filing: meaning- definition -different types of filing system. Indexing: meaning, definition - different types of indexing. (15hrs)

**Note: Oral and written communication exercises to be pursued in the learning process.**

Books Recommended:

- 1.Bhatia R.C., Business Communication. Ane Books Pvt.Ltd.,New Delhi.
- 2.Shalini Aggarwal. Essentials of Communication Skills, Ane Books Pvt.Ltd. New Delhi.
- 3.Asha Kaul.Effective Business Communication, PHI ,New Delhi.
- 4.Madhukar. R.K.Business Communication, Vikas Publishing House, New Delhi.
- 5.Francis Soundararaj.Speaking and Writing for Effective Business Communication, Macmillan india Ltd.,New Delhi.
- 6.Sadagopan.S. Management Information System, PHI, New Delhi.
- 7.Rajendra Paland Korlahalli J.S. Essentials of Business Communication Sultan Chand & Sons, New Delhi.
- 8.Goyal D.P.Management Information System, Macmillan India Ltd., New Delhi.
9. Chopra & Chopra, Office management -, Himalaya publications
10. Sharma & Gupta, Office Organisation & Management, Kalyani Publishers
11. Krishna Murty- s. Office Management ,Chand publications

## **Core Course IV: CO 1242 - FINANCIAL ACCOUNTING**

**No. of instructional hours per week : 4**

**No. of credits : 3**

**Aim of the Course:** To impart knowledge and understanding of the principles and concepts of financial accounting and develop the skill required for the preparation of financial statements and accounts of various business areas.

Recommended Structure of Preparing question.      Theory 30%      Practice(Problem)70%

Course Objectives

1. To familiarize the students with Accounting Standards
2. To equip the students to prepare the accounts of special business areas.

Module1- Introduction to Accounting- Journalizing- posting- preparation of Trial Balance(Review only) Generally Accepted Accounting Principles- Indian Accounting Standards- Procedure for setting various Accounting Standards (Basic Concepts) Accounting errors- Meaning – Definition –Types –Detection and rectification of errors –Suspense Accounts. (12 hrs)

Module2- Depreciation Accounting- Meaning -Fixed and reducing balance with adjustments – Annuity method – Depreciation fund method – insurance policy method Revaluation method- Depletion unit method- Machine hour rate method- Mileage method- Sum of year's digits method- Preparation of Accounts for sole trader- (with advanced adjustments) (15 hrs)

Module 3- Sectional and Self Balancing Ledgers- Introduction – T he Three Ledges- Sectional Ledgers- Total Debtors Account- Total Creditors Account- Self Balancing Ledgers- Scheme of entries- Transfers from one ledger to another ledger- contra balances in ledgers. Distinction between S elf balancing and Sectional balancing system- Advantages and disadvantages of Sectional and Self balancing ledgers. (15 hrs)

Module 4- Accounts of Hire Purchase and Instalment purchase system- Meaning – difference between Hire Purchase and Instalment- Accounting enties in the books of purchaser and vendor- Default in payment- Complete and partial repossession – Instalment system – Entries in the books purchaser and seller (18 hrs)

Module 5- Voyage, Packages and containers accounts –Voyage Accounts Meaning- Advantages- Preparation of voyage accounts- Voyage in progress – Accounting for packages and containers –Accounting treatment – Containers trading account- Containers provision account. (12 hrs)

Books Recommended;

1. Gupta R. L. and Radhaswamy .M. Advanced Accounting , Sultan Chand & Sons , New Delhi.
2. Shukla M. C .Grewal .T. S. and S.C. Gupta. Advanced Accounts S. Chand &Co. Ltd. New Delhi.
3. Jain S.P. and Narang K. L. Financial Accounting , Kalyani Publishers , New Delhi.
4. Naseem Ahmed , Nawab Ali Khan and Gupta . M. L. Fundamentals of Financial Accounting Theory and Practice , Ane Books Pvt . L td.New Delhi.

## **Complementary Course II: CO 1231 - BUSINESS REGULATORY FRAMEWORK**

**No. of instructional hours per week : 4**

**No. of credits : 3**

Aim of the course : To acquaint the students with the legal framework influencing business decisions and operations.

Course objective:

1. To provide a brief idea about the framework of Indian business Laws
2. To enable the students to apply the provisions of business laws in business activities
3. To motivate the students to take up higher studies in business Laws

**Module 1:** Introduction to law- Meaning of law- definition of law – importance of law- branches of law –sources of law- mercantile law- importance- sources- other business regulations – statutory and professional- objectives(basic study only) (4 hrs)

**Module 2:** Law of contracts- The Indian Contract Act 1872- definition of contract – law of contracts- nature of contracts- classification- essential elements of a contract- offer and acceptance – considerations- capacity of parties- coercion- undue influence, fraud, misrepresentation, mistake, free consent legality of object and considerations- performance of contract- discharge of contract- breach of contract- remedies for breach of contract. (25 hrs)

**Module 3:** Special contracts- Bailment and pledge- bailment definition- essential elements- rights and duties of bailer and bailee – finder of lost goods. Pledge essentials- rights and duties of pawner and pawnee Indemnity and guarantee- indemnity –definition- nature of liability of surety, rights of surety, discharge of surety. Meaning and definition of guarantee. Law of agency – essentials, kinds of agents- rights and duties agent and principal creation of agency, termination of agency contract. (15 hrs)

**Module 4:** Sale of Goods Act 1930-meaning of contract of sale- formation of contract of sale – Goods and their classification- condition and warranties- transfer of property in goods- performance of contract of sale- unpaid seller and his rights. (8 hrs)

**Module 5:** Regulatory authorities Salient features and functions, IRDA,TRAI,Intellectual property rights meaning – patent rights- trade marks- copy rights-plagiarism. Right to Information Act, 2005- objects of the Act- informations to be disclosed by public authorities- exemption from disclosure of information- request for obtaining information- Central Information Commission- State Information Commission- powers and functions of Information Commission. (20 hrs)

### **Books Recommended**

1. Kapoor. N .D, *Business law*, Sulthan Chand and Sons
2. Chandha P.R, *Business law* gajgotia, New Delhi
3. Garg K.C, V.K Surendran, Mahesh Sharma and Chawla R.C, *Busiess regulatory frame work*, Kalyani Publishers, New Delhi
4. Tulsian P.C, *Business Laws*, Tata Macgraw-Hill publishing Co.Ltd, New Delhi
5. B S Moshal, *Modern Business law*, Ane books, New Delhi
6. Awathar Singh, *Company Law*, Eastern Law Books
7. BARE Acts: *Contract Act*, Sale of Goods Act, RTI Act 2005, IRDA, TRAI

## SEMESTER – III

### CORE COURSE V: CO 1341- ENTREPRENEURSHIP DEVELOPMENT

No of Instructional hours per week: 4

No of credits: 3

Aim of the course: To equip the students to have a practical insight for becoming an entrepreneur.

Course objectives: To familiarize the students with the latest programs of the government authorities in promoting small and medium industries. To impart knowledge regarding how to start new ventures.

**Module 1:** Concepts of entrepreneur: Entrepreneur- Definitions-Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits- Entrepreneurial functions-role of entrepreneurs in the economic development- Factor effecting entrepreneurial growth- Entrepreneurship - Meaning- definition- Entrepreneur Vs Intrapreneur- Women Entrepreneurs- Recent development-Problems-Entrepreneurial Development Programmes- Objectives of EDP- Methods of training- Phases of EDP (15Hours)

**Module 2:** Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)-Functions of National Small Industries Corporation(NSIC)-Functions of Small Industries Development Bank of India (SIDBI)-Khadi Village Industry Commission (KVIC)- Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board(NEDB)-Objectives of National Institute for entrepreneurship and small business development (NIESBUD)- Techno park-Functions of techno park Incentives- Importance-Classification of incentives- Subsidy- Types of Subsidy (15 Hours)

**Module 3:** Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates-Classification-Benefits- Green channel- Bridge capital- Seed capital assistance-Margin money schemes –Single Window System- Sickness-Causes –Remedies- Registration of SSI (15 Hours)

**Module 4:** Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis- Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis-Government regulations for project clearance- -Import of capital goods- approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises-Location decision- Significance. (15 Hours)

**Module 5:** Project Report-Meaning-Definition-Purpose of project reports-Requirements of good report-Methods of reporting-General principles of a good reporting system-Performa of a project report-Sample project report. (12 Hours)

*Books Recommended:*

1. Shukla M.B. *Entrepreneurship and small Business Management*, Kitab Mahal Allahabad.
2. Sangram Keshari Mohanty, *Fundamentals of entrepreneurship*, PHI, New Delhi.
3. Nandan H. *Fundamentals of Entrepreneurship*, PHI, New Delhi.
4. *Small-Scale Industries and Entrepreneurship*, Himalaya Publishing ,Delhi
5. C.N.Sontakki, *Project Management*, Kalyani Publishers, Ludhiana.
6. Sangam Keshari Mohanty. *Fundamentals of Entrepreneurship*, PHI, New Delhi
7. Peter F. Drucker- *Innovation and Entrepreneurship*.
8. *Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.*
9. *MSME Act 2006.*

# Core Course VI CO 1342: COMPANY ADMINISTRATION

No: of Instructional Hrs per week – 4

No: of credits : 3

Objective:

- 1. To familiarize the students about the salient provisions of Indian Companies Act 2013.*
- 2. To acquaint the students about Management and Administration of Companies, Compliance requirements, investigation into the affairs of the company and Winding up procedure.*

**Module I. Introduction to Company Law:** - Definition. Types of Companies-Public Company-Private Company-One man Company-Government Company-Guarantee Company— Incorporation of companies-Memorandum of Association-Articles of Association-Table A and its contents. (15 hrs.)

**Module II- Management and Administration:-** Constitution of Board of Directors- - Appointment – functions and responsibilities of Board of Directors - Board Committees- Audit Committee--Board Meetings- General Body Meetings- Voting- Quorum- Minutes- Proxy- Resolutions—Special—Ordinary—By circulation— e-resolution. ( 15 hrs )

**Module III- Disclosure and Transparency:** - Annual return- Boards report- report on AGM- Promoters holdings- Interested directors- Related party disclosures- Online Filing of Documents- Directors Identification Number. (15Hrs)

**Module IV- Compliances, Governance and CSR:** - Key Managerial Personnel- Secret Responsibilities and Challenges of Company Secretary (15 Hrs)

**Module V- Winding Up:** - Voluntary Winding up- Winding Up by National Company Law Tribunal- Winding Up by Liquidators- Summary Procedure for Liquidation (12 Hrs)

## References

1. Indian Companies Act 2013
2. Elements of Company Law- N.D. Kapoor, Sultan Chand and Sons, New Delhi
3. The Company Law- Avtar Singh
4. Company Law- Majumdar.
5. Kuchan M C, Secretarial Practise, Vikas Publications, New Delhi

## **Core Course VII: CO 1343 - ADVANCED FINANCIAL ACCOUNTING**

**No. of instructional hours per week : 5 No. of credits : 4**

Aim of the course: To equip the students with the preparation of accounts of various business areas.

Structure of Preparing question: Theory 30% Practise (Problem) 70%

### **Course Objective**

1. To create awareness of accounts related to dissolution of partnership firms.
2. To acquaint students with the system of accounting for different branches and departments.
3. To enable students to prepare accounting of consignments and joint venture.

**Module 1:** Partnership Accounts – Introduction- features- Dissolution of Partnership Firm- Preparation of Realisation Accounts and Capital Accounts- insolvency of a partner- application of the decision in Garner vs. Murray- insolvency of all partner. (20 hrs)

**Module 2:** Accounting for consignment- meaning – terms- used in consignment accounting – difference between consignment and sales. Accounting treatment in the books of the consignor and consignee- cost price method and invoice price method – valuation and treatment of unsold stock- loss of stock- normal and abnormal- loss in transit. (20 hrs)

**Module 3:** Joint venture: Meaning- features- difference between joint venture and partnership – joint venture and consignment- Accounting treatment when one of the ventures is appointed to manage the venture- When separate set of books are not maintained for recording joint venture transaction- when separate set of books are kept for the venture – when memorandum method is followed. (15 hrs)

**Module 4:** Branch Accounts- meaning, features and types of branch accounting- accounting for the branches not keeping full system of accounts- Debtors system, Stock and Debtors system, final accounts – wholesale branch- accounting for branches keeping full system of accounts- adjustment for depreciation of fixed assets, expenses met by Head office for the branch and reconciliation- incorporation of branch Trial Balance in the Head Office books. (20 hrs)

**Module 5:** Departmental Accounting- meaning - features- advantages- objectives- methods of departmental accounts- allocation and apportionment of departmental expenses- difference between departmental accounts and branch account- inter departmental transfers- preparation of departmental trading and profit and loss account. (15 hrs)

### **Books Recommended:**

1. Gupta R.L. and Radhaswamy. M. *Advanced Accountancy*, Sultan Chand & Sons, New Delhi.
2. Shukla M.C., Grewal T.S and Gupta S.C. *Advanced Accounts*, S. Chand & Co. Ltd., New Delhi.
3. Jain S.P. and Narang. K.L. *Advanced Accountancy*, Kalyani Publishers, New Delhi.
4. Naseem Ahmed, Nawab Ali Khan and Gupta M.L. *Fundamentals of Financial Accounting Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
5. Maheswari S.N. and Maheswari S.K. *Advanced Accountancy*, Vikas Publishing House, New Delhi.

## **Complementary Course IV: CO 1331- INFORMATION TECHNOLOGY IN BUSINESS**

**No. of instructional hours per week: 4**

**No. of credits: 3**

**Aim of the course:** To expose the students to the innovations in information technology and its potential application in business.

### **Course objectives:**

1. To review the basic concepts and functional knowledge in the field of IT
2. To expose the students to computer application in the field of Business.

**Module I: Introduction to Information Technology** – meaning – definition – components of IT - Evolution of computers – Features and design of Hardware –. **Software - Overview** – system software – application software. (10hrs)

**Module II: Internet** - Meaning, Definitions, History. Internet structures – 7 layers. Internet protocols – TCP/IP, FTP, HTTP, URL. Internet Browsers – WWW Consortium, Search engines. Internet Security - network security, firewall, cryptography, password, biometrics, digital signature, and digital certificate. Business applications of internet - e-mail, UseNet, newsgroup, telnet, intranet, extranet, e-ticketing, chatting, FAQ. (18hrs)

**Module III: E-Commerce** - E-Commerce models with case study – B2B, B2C, C2C, C2B Business Applications of E-Commerce-Auctions – benefits, implementation and impact. Online financial Services – Stock trading, e-broking. E-business – Model -Do-it-yourself model, Made to Order Model, Information Service model, Emerging hybrid models. (18 hrs.)

**Module IV: E-Banking** EDI - working of EDI - E-Banking - features, benefits, limitations – digital payment systems - Credit Card, Debit Card, Smart Card, E-cash - .Processing of Credit Cards (12hrs)

**Module V: E-Governance** - Meaning, Definition, Models – G2G, G2B, G2C.E-citizen, E-service – e-filing, E-society ICT & E- Governance, Benefits and risks of E-Governance (14 hrs.)

### **Books Recommended:**

1. Rajaraman V. *Fundamentals of Computer*, PHI, New Delhi.
2. Alexis Leon & Mathews Leon . *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
3. Bharat Bhaskar . *Electronic Commerce*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4. Pankaj Sharma . *E-Governance*, APH Publishing Corporation, New Delhi
5. Ramachandran et.al *Information Technology in Business*, Green Tech Books, Thiruvananthapuram.
6. Bansal S.K . *E-Business Fundamentals*, APH Publishing Corporation, New Delhi.
7. Afuah A .and Tucci C. *Internet Business Models and Strategies*, McGraw-Hill.
8. Gary P Schneider. *E-Commerce*, Thomson.
9. Joseph. *E-commerce : An Indian Perspective*, PHI, New Delhi.
10. Stallings . *Cryptography and Network Security*, PHI ,New Delhi.
11. Stephen L Nelson . *MS Office: The Complete Reference*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.

## **Elective Course I: Stream 1 – Finance** **CO 1361.1 - FINANCIAL MANAGEMENT**

**No. of instructional hours per week: 5**

**No. of credits: 4**

**Aim of the course:** To provide conceptual and analytical insights to make financial decisions skillfully.

**Course objectives:**

1. To familiarise the students with the conceptual framework of financial management.
2. To enable the students to understand the practical application of financial management.

**Module I: Introduction** – Meaning – importance - scope – objectives – profit maximization – wealth maximization – finance function – time value of money. (10hrs)

**Module II: Investment Decision** – Capital budgeting – determination of cash flows – evaluation methods – non discounted and discounted - pay back – ARR –NPV –IRR – Profitability Index- Interpretation of results. (20hrs)

**Module III: Financing Decision** – Sources of finance – Equity, debt, institutional finance (Indian and overseas)- cost of capital – cost of debt – cost of preference capital – cost of equity – cost of retained earnings – composite cost of capital – capital structure – factors determining capital structure – capital gearing – operating leverage – financial leverage. (25hrs)

**Module IV: Management of Working Capital** – Meaning – types – determinants – estimation of working capital requirement – cash management – receivables management- inventory management. (20hrs)

**Module V: Dividend Decision** – Dividend policy – conservative vs liberal policy – ploughing back of profits and dividend – factors determining dividend policy. (15hrs)

**Books Recommended:**

1. Shashi. K. Gupta and Sharma R.K. *Financial Management* ,Kalyani Publiehers, New Delhi.
2. Pandey.I.M. *Financial Management*, Vikas Publishing House, New Delhi.
3. Prasanna Chandra . *Financial Management*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Khan.M.Y and Jain.P.K. *Financial Management: Text and Problems*, Tata McGraw-Hill Co. Ltd.,New Delhi.
5. Srivastava.R.M. *Financial Management*, Pragati Prakashan, Meerut.
6. Bhabatosh Banarjee. *Fundamentals of Financial Management* ,PHI, New Delhi.
7. James C Van Horne. *Fundamentals of Financial Management*, PHI, New Delhi.
8. Preeti Singh. *Fundamentals of Financial Management* ,Ane Books Pvt.Ltd. New Delhi.
9. Kulshestia.R.S. *Financial Management*, Sahitya Bhawan Publications, Agra.
10. Sharan.V. *Fundamentals of Financial Management*, Pearson Education
11. Viswanath.S.R. *Financial Management*, Sage Publications, New Delhi



## **Elective Course I: Stream 2 - Co-operation**

### **CO 1361.2 - PRINCIPLES OF CO-OPERATION**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To give knowledge about the development of co-operative movement in India and abroad.

**Course objectives:** To inculcate the principles of co-operation among the students. To acquaint the students with the management and working of co-operatives.

**Module I: Origin and Development of Co-operation** – meaning – definition – features – importance – objectives – benefits of co-operation- different aspects of co-operation- economic, social and moral. (10hrs)

**Module II: Co-operation and other economic systems** – capitalism, socialism and communism - co-operatives and other forms of business organizations– distinctive features of a co-operative organization vis-a-vis, partnership and joint stock companies- A co-operative as an institution and as an enterprise – Co-operative Common Wealth. (15hrs)

**Module III: Evolution and development of co-operative principles** – principles of co-operation- Rochdale pioneers (I stage)- reformulated principles by ICA (II stage)- Karve Committee on Cooperative principles (III stage)- Principles of ICA in 1995 (IV stage)- distinction between Cooperative values and Cooperative principles (15 hrs)

**Module IV Types of Co-operatives in India and in Kerala** (i) Short term and medium term co-operative credit structure- primary agricultural credit societies, Urban Co-operative Banks, employees credit societies- District Co- operative Banks and State Co-operative Banks. (ii) Long term credit structure- PCARDBs and SCARDBs. (iii) General purpose and special purpose agricultural marketing societies- primary marketing societies and their federations including NAFED, rubber marketing societies and their federations, dairy co-operative societies and their federations, fishery co-operatives and their federations (iv) Processing co-operatives- need and Importance (v) Housing co-operatives and their federations (vi) Consumer co-operatives and their federations (vii) Industrial co-operatives and their federations- handlooms and power looms, coir, handicrafts (viii) Workers co-operatives- significance of workers co-operatives in Kerala. (35hrs)

**Module V: Co-operative movement in foreign countries** – Great Britain (consumer), Germany (agricultural credit), Denmark (dairy), China (Induscos), Japan (multipurpose), USA (Marketing) (a brief study). (15hrs)

#### **Books Recommended:**

1. Hajela T.N. *Co-operation Principles, Problems and Practices*, Konark Publishers, New Delhi
2. Mathur B.S . *Co-operation in India*, Sahitya Bhawan Publications, Agra.
3. Umesh Patnaik and Ananta K. Roy. *Co-operations and Co-operative Management* ,Kalyani Publishers ,New Delhi.
4. Bedi R.D. *Theory, History and Practice of Co-operation*, B. Lal Book Depot, Meerut.
4. Krishnaswami O.R . *Fundamentals of Co-operation*, S.Chand & Co. Ltd., New Delhi.
6. Krishnaswami O.R. et.al . *Co-operation Concept and Theory*, Arudra Academy, Coimbatore.
7. National Co-operative Union of India .*Hundred years of co-operative Development in India*.
8. Seetharaman S.P. and Shingi P.M. *Agribusiness Co-operatives*, Oxford & IBH Publishing Co. New Delhi.
9. Rajagopalan (ed) . *Rediscovering Co-operation, Vol. I, II & III*, IRM Anand, Gujarat.
10. Attwood. D.W and Baviskar B.S . *Who Shares ? – Co-operatives and Rural Development*, Oxford University Press ,New Delhi

## **Elective Course I : Stream 3 - Travel and Tourism**

### **CO 1361.3 - FUNDAMENTALS OF TOURISM – I**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To give knowledge about the development and impact of tourism industry.

**Course objectives:**

1. To introduce the basic concepts of tourism.
2. To give an insight into the various impacts of tourism.

**Module I: Tourism** - Meaning – definition – nature – scope – importance and components of tourism – concepts of tourism - types of tourism. (15hrs)

**Module II: Historical Development** - Travel for trade and commerce, early pleasure travel- development of Spas- the Grand tour, annual holiday-organized travel, development of industrial society and its impact on travel, seaside resorts, growth of tourism in the 21<sup>st</sup> century. (20hrs)

**Module III: Transport System** - Development – surface transport, water transport, air transport, emergence of jet, high speed trains, luxury coaches, car rental, tourism train - mass tourism. (20hrs)

**Module IV: Consumer Behavior** - Tourism motivation, tourist behavior, individual perception, early factors, travel motivation, modern tourism and motivation. (15hrs)

**Module V: Impact of Tourism** - Economic significance, foreign exchange earnings, tourism income multiplier, leakages, employment, regional development- socio-cultural impacts, environmental impacts – sustainable development of tourism. (20hrs)

**Books Recommended:**

1. Bhatia A.K. *The Business of Tourism – Concepts and Strategies*, Sterling Publishers, New Delhi.
2. Jagmohan Negi. *Travel Agency and Tour operation-Concepts and Principles*, Kanishka Publishers, New Delhi.
3. James Warner Morrison *.Travel Agent and Tourism*, Arco, New York.
4. Dixit, M. *Profiles of Indian Tourism*, Royal Book House, Lucknow.
5. Bhatia A.K. *Tourism Management and Marketing: Business of Travel Agency Operations*, Sterling Publishers New Delhi.
6. Seth P.N. *Successful Tourism Management*, Sterling Publishers, New Delhi.

## **Elective Course I: Stream 4 - Insurance and Banking**

### **CO 1361.4 - PRINCIPLES AND PRACTICE OF INSURANCE – I**

**No. of instructional hours per week:5**

**No. of credits : 4**

**Aim of the course:** To provide an understanding of the life insurance business and its operation in India.

**Course objectives:**

1. To expose students to an overview of the working of life insurance business.
2. To impart to students relevant skills for handling major functions of life insurance business.

**Module I: Introduction** – Definition and nature of insurance – evolution of insurance – role and importance of insurance – insurance contract – principles of insurance – insurance and assurance – types of insurance – life, general. (15hrs)

**Module II: Life Insurance Organisation** – The Indian context, the distribution system, functions of agents, appointment and continuance, remuneration to agents, trends in life insurance distribution channels.Plans of Life Insurance – Need level, Term Life Insurance, Increasing / Decreasing Term Policy, Whole Life Insurance, Endowment Insurance, Money Back Endowment Plan, Marriage Endowment Plan, Educational Annuity Plan, Children Deferred Assurance Plans, Annuities. (20hrs)

**Module III: Policy Conditions** – Application and acceptance – prospectus, proposal forms and other related documents, age proof, special reports. Policy document – need and format – preamble, operative clauses, proviso, schedule, attestation, conditions & privileges, alteration, duplicate policy. (20hrs)

**Module IV: Premium**, premium calculation, days of grace, non –forfeiture options, lapse and revival schemes. Assignment –Nomination- Loans – surrenders – foreclosure – Married Women’s Property Act, Policy, calculations. (15hrs)

**Module V: Policy Claims** - Maturity claims, survival benefit payments, death claims, waiver of evidence of title, early claims, claim concession, presumption of death, accident benefit and disability benefit – settlement options, valuations and bonus, distribution of surplus (20hrs)

**Books Recommended:**

1. MishraM.N . *Insurance Principles and Practice*, Sultan Chand & Sons, New Delhi.
2. Mathew M.J. *Insurance Principles and Practice*, RBSA Publishers, Jaipur.
3. Arthur Williams.C, Jr., Michael L.Smith, Peter C Young . *Risk Management and Insurance*, McGraw-Hill.
4. Gupta O.S . *Life Insurance*, Frank Brothers, New Delhi.
5. Vinayakam N, Radhaswamy and Vasudevan S.V. *Insurance – Principles and Practice*, Sultan Chand & Sons, New Delhi.
6. Mishra M.N. *Life Insurance Corporation of India, Vol.I,II, &III*, Raj Books, Jaipur.
- 7 Srinivasan M.N. *Principles of Insurance Law*, Ramanujn Publications, Bahgalore.
8. Sharma R.S . *Insurance Principles and Practice*, Vora, Mumbai.
9. Balachandran S. *Life Insurance*, Insurance Institute of India, Mumbai.
10. Dinsdale M.A . *Elements of Insurance*, Pitman, London.
11. *Life Insurance Corporation Act, 1956*.

## **Elective Course I: Stream 5 -Computer Application**

### **CO 1361.5 - COMPUTER APPLICATION FOR PUBLICATIONS**

**No. of instructional hours per week : 5 (2 hrs theory and 3 hrs practical) No. of credits : 4**

**Aim of the study:** To update and expand skills in electronic data processing and computer application in business operations.

#### **Course objectives:**

1. To give functional knowledge in the field of free software.
2. To equip the students to meet the demands of the industry.
3. To develop practical skills in document preparation, publishing and business presentation.

**Module I:** Free software - meaning uses advantages - Linux an overview - **Libra Office** Writer – basics of document creation, editing, formatting and printing Calc – structure and its applications Impress – basic structure of the package Equation Editor (25hrs)

**Module II.: Word processing** - Opening Microsoft Word, Word Adjusting, adding or deleting text, selecting blocks of text, copying text, moving text, search and replace, Saving, editing and designing a document, character formatting and style, page formatting – headers, footers, page numbers, bullets, margin settings and column, justifying of text, line spacing, tab settings, automating tasks, creating tables – entering text into tables, inserting rows and columns in the table, deleting a row and column from the table formatting the text in the table. (10hrs)

**Module III: Advanced uses of MS Word** - Mail Merge – creating the main document, creating a mail merge document, modifying the records in the data source, merging the main document with the data, sending the merged document to the printer. Creating documents using templates - Adding and removing digital signatures in documents (15hrs)

**Module IV: PageMaker** - Creating and opening publications, working in the PageMaker window, setting defaults and preferences, viewing pages, using toolbox, working with text and graphics, moving between pages, adding and deleting pages, naming and saving a publication, closing a publication (20hrs)

**Module V: Microsoft PowerPoint** - Introduction, creating presentations – using auto content wizard, using templates, using blank presentation, formatting background, adding sounds, slide show, slide sorter, setting animation, slide transition, setting intervals, saving and printing presentations, adding and playing audio clips in presentations, creating hyperlinks in presentations, converting the presentations into a video clip (an overview only) (20 hrs.)

#### **Recommended Practical:**

1. Libra office – creation of documents, Calc sheets, and presentation in impresses and make equations using equation editors
2. Word Processing – creation, editing, formatting and printing of documents(orders, memos, circulars and other formal and informal documents); creation of tables and editing of tables; inserting of images; diagrams and audio clips; mail merge, adding digital signatures in documents
3. Page Maker – creating publication and editing a publication, renaming, saving, printing and closing of publication, inserting an image in publication.
4. Creating presentations with proper animation and slide transition with hyperlinks (add proper sounds and images in the slides).

#### **Books Recommended:**

1. Cox et.al, 2007. *MS Office step by step*, PHI, New Delhi.
2. Atman Rebecca Bridge and Atman Rich. *Mastering in PageMaker*, BTB Publications, New Delhi.
3. John Ray. *10minute guide to Linux*, PHI, New Delhi.
4. Libra Office 4.0 User Guides

## **SEMESTER - IV**

### **Core Course VIII CO 1441 Capital Market**

No. of instructional hours per week 4

No. of credits: 3

Aim: To provide an in-depth knowledge on Capital Market

Objective: To provide the students with a clear-cut idea about the functioning of Indian Capital Market

**Module 1 Capital Market in India** Financial market – meaning – structure of financial market– Capital market - Meaning – Classification – Primary & secondary – Structure – Industrial securities market – Govt. Securities market – Market for mortgages (12 hours)

**Module 2 Primary Market** - Methods of floatation of capital – Public issue – IPO – FPO - Procedure of public issue – Book building process – Fixed price issue Vs Book building - Role of intermediaries – - Private placement (10 hours)

**Module 3 Secondary Market** - Functions of stock exchange – Securities traded in the stock exchange –Dematerialization of securities – Depositories - Major stock exchanges in India – BSE – NSE – Listing – Trading procedure – Online trading — Clearing and settlement - Rolling settlement – Investment Vs Speculation- types of speculators – unfair trade practices in the stock exchange – Membership in stock exchange - stock market indices – Recent developments in the Indian stock market- (Analysis of stock exchange indices may be done as practical in the class room) (20 hours)

**Module 4 – Derivatives** - Meaning - Types of derivatives – Commodity vs Financial derivatives - Forwards – Futures – Options – Trading mechanism -commodity exchanges (15 hours)

**Module 5 – Regulatory framework of stock exchanges** - Securities Contract( Regulation) Act (Basics only) - Role and functions of SEBI – regulatory functions – developmental functions – Investor protection fund – purpose – operation. (15hours)

#### **Books Recommended:**

1. Kevin S . *Security Analysis and Portfolio Management* ,PHI, New Delhi.
2. Preethi Singh . *Dynamics of Indian Financial System*, Ane Books Pvt. Ltd., New Delhi.
3. Sojikumar.K and Alex Mathew . *Indian Financial System and Markets*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Bharathi V. Pathak . *Indian Financial System* , Pearson Education,Noida.
5. Khan M.Y. *Financial Services*,Tata McGraw Hill Publishing Co. Ltd., New Delhi.
6. Srivastava R.M. *Indian Financial System*, Rishi Publishers, Hyderabad.

**Core Course IX CO 1442 BANKING THEORY AND PRACTICE**

**Number of instructional hours:** 4/Week

**Number of Credits:** 4

**Aim of the course:** To expose the students to the changing scenario of Indian banking.

**Course objectives:**

1. To provide basic knowledge of the theory and practices of banking.
2. To familiarize the students with the changing scenario of Indian Banking.

**Module I: Introduction to Banking :-** Meaning and definition - Evolution of Banking – Structure – Types of Banks in India – Public sector banks and private sector banks – Scheduled banks – foreign banks – New generation Banks – functions of commercial banks – credit creation. (15 Hrs)

**Module II : Central Banking :** – Origin - functions- Important central banks of the world – RBI – Constitution of RBI – functions – credit control – methods of credit control – RBI and agriculture credit – RBI and financial inclusion. (15 Hrs)

**Module III: Banking Practice:** – Banker – customer – Definition as per Banking Regulation Act – Relationship between banker and customer – General and special relationship – Negotiable instruments – cheque – essentials of a valid cheque – crossing – general and special – Dishonor of cheque – liabilities of wrongful dishonor – opening and operation of accounts by special types of customers – minor, married woman, firms, company. (20 Hrs)

**Module IV: Innovations and Reforms in Banking :-** E-banking – CORE – ECS – EFT – RTGS – NEFT – SWIFT – Banking Ombudsman – Mobile Banking – Internet banking . (15 Hrs)

**Module V: Retail Banking:** - Products and services - Housing loans – Vehicle loans – Personal loans – Education loans – farm loans – Banking sector reforms- Capital adequacy norms – NPA- Management of NPA.

**Books Recommended:**

1. Sundaram K.P.M and Varshney P.N. *Banking Theory Law and Practice*, Sultan Chand & Sons, New Delhi.
2. Maheswari S.N . *Banking Theory Law and Practice*, Kalyani Publishers New Delhi.
3. Sekhar K.C. *Banking Theory Law and Practice*, Vikas Publishing House, New Delhi.
4. Gordon E. and Natarajan K. *Banking Theory Law and Practice*, Himalaya Publishing House, Mumbai.
5. Lall Nigam B.M. *Banking Law and Practice*, Konark Publishers Pvt. Ltd., New Delhi.
6. Radhaswami M. *Practical Banking*, Sultan Chand & Sons, New Delhi.
7. Dekock . *Central Banking*, Crosby Lockwood Staples, London.

## **Core Course X: CO 1443 - CORPORATE ACCOUNTING**

**No. of instructional hours per week: 5**

**No. of credits: 4**

**Aim of the course:** To expose the students to the accounting practices prevailing in the corporate.

Recommended structure for preparing question paper    Theory    30%    Problems    70%

### **Course Objectives:**

1. To enable the students to develop awareness about corporate accounting in conformity with the provisions of Companies Act, IAS and IFRS.
2. To enable the students to prepare and interpret financial statements of joint stock companies in different situations.

**Module I:** Accounting standards applicable to corporate sector – Indian and International (10hrs)

**Module II:** Final Accounts of Companies – company statutory records – preparation of final accounts – According to revised schedule 6- Form and contents of balance sheet (Horizontal form with notes), Profit and Loss account ( Horizontal with notes) – Profit prior to incorporation (20 hours)

**Module III: Amalgamation, Absorption and External Reconstruction** - Accounting for amalgamation of companies – meaning – types – merits and demerits of amalgamation – determination of purchase consideration: Lump sum, Net worth and Net Payment methods – Accounting in the books of purchasing and vendor company- post amalgamation Balance Sheet – Accounting for absorption and External Reconstruction. (30hrs)

**Module IV: Internal Reconstruction** – Reorganization of capital – consolidation and sub-division of share capital – post reconstruction Balance Sheet. (15hrs)

**Module V: Interpretation of financial statements** –familiarity with AS 20 –objectives, scope, definition, presentation, measurement –Basic EPS –Diluted EPS –Diluted Potential Equity Shares –Restatement and disclosure –EBIT –EPS Analysis, Asset–Liability Management (with computation) (15hrs)

### **Books recommended:**

1. Jain S.P and Narang K.L . *Corporate Accounting*, Kalyani Publishers, New Delhi.
2. Maheswari S.N. and Maheswari S.K. *Corporate Accounting*, Vikas Publishing House, New Delhi.
3. Paul. K.R . *Accountancy*, New Central Book Agency Pvt. Ltd. Kolkata.
4. Pillai R.S N.,Bhagavathi and Uma S. *Fundamentals of Advanced Accounting*, S Chand & Co. Ltd., New Delhi.
5. M.C. Shukla, Grewal T.S.and Gupta S.C. *Advanced Accounts* S.Chand & Co. Ltd., New Delhi.
6. Mukherjee A. and Hanif M. *Corporate Accounting*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
7. Nirmal Gupta and Chhavi Sharma. *Corporate Accounting Theory and Practice*, Ane Books India, New Delhi.

## Complementary Course III : CO 1431 - BUSINESS STATISTICS

No. of instructional hours per week : 4

No. of credits : 3

**Aim of the course:** To develop the skill for applying appropriate statistical tools and techniques in different business situations.

**Course Objectives:**

1. To enable the students to gain understanding of statistical techniques as are applicable to business.
2. To enable the students to apply statistical techniques for quantification of data in business.

**Module I—Introduction:** - Meaning, definition, functions, objectives and importance of statistics.- Distrust of statistics - Collection, classification, tabulation and presentation of data. Measures of central tendency and Measures of dispersion - relevance and applicability of each technique in business. (17 hrs)

**Module II—Correlation:** - Meaning and definition-correlation and causation – Types of correlation –Methods of measuring correlation for ungrouped data -Karl Pearson's co-efficient of correlation and its interpretation, Probable error - , Coefficient of determination Spearman's rank correlation- co-efficient of Concurrent deviation- Application of different measures of correlation in business. (15hrs)

**Module III--Regression analysis :** - Meaning and definition - Types of Regression -Regression lines- determination of simple linear regression-. Regression equations and their application in business. Properties of correlation and regression co-efficients – Comparison of regression and correlation (15hrs)

**Module IV--Index numbers:** - Meaning and importance-Problems in construction of index numbers-Methods of constructing of index numbers- Simple aggregative, Average of Price relatives, Lasperye's, Paasche's, Dorbisch- Bowley's, Marshall-Edgeworth's and Fisher's ideal index numbers, Test of Consistency: Time Reversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of Base year. Cost of living Index and its use in determination of wages – Wholesale Price Index Number , Population index, inflation index, Operational indices- Sensex and Nifty. (15hrs)

**Module V--Time series analysis:** - Meaning and definition- components- Measurement of long term trend- Moving average method- Method of Least squares- Application in business. (10hrs)

**Books Recommended:**

1. Gupta.S.P. *Statistical Methods*, Himalaya Publishing House, Mumbai.
2. Elhance.D.L . *Fundamentals of Statistics*, Kitab Mahal, Allahabad.
3. Gupta.B.N. *Statistics - Theory and Practice*, Sahitya Bhawan Publications, Agra.
4. Sanchetti D.C and Kapoor V.K . *Statistics - Theory, Methods and Application*, Sultan Chand & Sons, New Delhi.
5. Nabendu Pal and Haded Sarkar S.A . *Statistics - Concept and Application*, PHI, NewDelhi.
6. Agarwal.B.M. *Business Mathematics and Statistics*, Ane Books Pvt.Ltd., New Delhi.
7. Richard I.Levin and David S. Rubin, *Statistics for Management*, Prentice Hall of India, latest edition.



## **Elective Course II: Stream 1 - Finance**

### **CO 1461.1 - PROJECT FINANCE**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To enable the students to learn the process and issues relating to preparation, appraisal, review and monitoring of projects.

**Course objectives:**

1. To provide knowledge on the concept of project finance.
2. To highlight the sources and application of finance.

**Module I: Project** – Meaning – definition – features – classification of projects – stages in project cycle – identification, formulation and implementation. (15hrs)

**Module II: Appraisal of Projects** – Market feasibility, technical feasibility, financial feasibility-different types of appraisal to determine feasibility – feasibility report. (25hrs)

**Module III: Financial Appraisal of a Project** – Evaluation Techniques – traditional and modern (theoretical aspects only) Risk analysis – meaning – importance and techniques – Sensitivity, Break even, Decision Tree, simulation analysis. (15hrs)

**Module IV: Estimation of Project cost** – Preliminary expenses – cost of acquisition of fixed assets, cost on technical knowhow, acquisition of patents and licenses – documentation charges – preparation of project report – sources of funding. (25hrs)

**Module V: Institutional Finance for Projects** – National and state level – IDBI, SIDBI, GIC, LIC,UTI, SFC, IFC – functions and schemes. (10hrs)

*Note: Students be directed to identify the sources of finance and nature of schemes applicable to selected business units.*

**Books Recommended:**

1. Prasanna Chandra. *Project Planning, Analysis, Selection*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
2. Goel B.B. *Project Management*, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Harold Kerzner . *Project Management: A Systems Approach to Planning, Scheduling and Controlling*, CBS Publishers , New Delhi.
4. Vasant Desai . *Project Management*, Himalaya Publishing House, Mumbai.
5. Rao .P .C .K . *Project Management and Control*, Sultan Chand & Sons, New Delhi.
6. Bhavesh M Patel . *Project Management: Strategic Financial Planning, Evaluation and Control*, Vikas Publishing House, New Delhi.
7. Clifford F. Gray, Enk. W. Larson . *Project Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.

## Elective Course II: Stream 2 - Co-operation

### CO 1461.2 - CO-OPERATIVE MANAGEMENT AND ADMINISTRATION

No. of instructional hours per week : 5

No. of credits : 4

**Aim of the course:** To provide knowledge about the system of management and administrative set up of co-operatives.

**Course objectives:**

1. To familiarise the students with the principles and practice of co-operative management and administration.
2. To enable the students to identify the issues in the process of management and administration of co-operatives.

**Module I: Co-operative management** – Nature and importance – managing members, dual role of members as users and owners of co-operative enterprise – democracy in co-operatives – managing the relationship between the Board of Directors and members – co-operative corporate governance- relation between member societies and their federations. (20hrs)

**Module II: Issues in Co-operative management** – Managing the social process in a co-operative, competition, conflict and co-operation. Associative character of a co-operative and managing a co-operative association. Issues in organizing a co-operative – size of the organization – small area vs large area, single purpose vs multipurpose co-operatives - multipurpose vs multifunctional co-operatives – unitary vs federal co-operatives – designer vs green house co-operatives – Issues in financing a co-operative – Evaluating a Co-operative organization – member dimension, enterprise dimension and ethical dimension. (20hrs)

**Module III: Administrative set up of Co-operative Department in Kerala** – state level – district level and taluk level – powers and responsibilities of Co-operative department – conferment of powers of Registrar – functional Registrars in Kerala – need for separating administration from audit. (15hrs)

**Module IV: Co-operative Education and Training** –Need and importance – arrangements for co-operative education and training in India and in Kerala – NCUI, NCCT, Kerala State Co-operative Union, Circle Co-operative Unions, Specialized Sectoral Training Institutes in Kerala. (15hrs)

**Module V: Management and working of major Co-operative Organizations and Institutions – in- Aid of Co-operatives** – NAFED, IFFCO, KRIBCO, NABARD, NDDB, NCDC, and National Housing Bank and other national organizations providing assistance to housing co-operatives. (20hrs)

**Books Recommended:**

1. Krishnaswami O.R. and Kulandaiswamy V. *Co-operation Concept and Theory*, Arudra Academy, Coimbatore.
2. Bedi R.D. *Theory, History and Practice of Co-operation*, B. Lal Book Depot, Meerut.
3. Rajagopalan R. (ed). *Rediscovering Co-operation, Vol I,II & III*, Institute of Rural Management Anand, Gujarat.
4. Seetharaman S.P. and Mohan N . *Framework for Studying Co-operative Organisation: The case of NAFED*, Oxford & IBH Publishing Co., New Delhi.
5. Seetharaman S.P. and Shingi P.M. *Agribusiness Co-operatives*, Oxford & IBH Publishing Co., New Delhi.
6. Edgar Parnell . *Reinventing the Co-operative Enterprises for the 21<sup>st</sup> Century*, Plunkett Foundation, UK.
7. Tushaar Singh . *Catalysing Co-operation* , Sage Publications, New Delhi.
8. Attwood D.W. and Baviskar B.S . *Who Shares? – Co-operatives and Rural Development*, Oxford University Press, New Delhi.
9. Baviskar B.S and Donald W. Attwood . *Finding the Middle Path*, Vistaar Publications, New Delhi

## **Elective Course II: Stream 3 - Travel and Tourism**

### **CO 1461.3 - FUNDAMENTALS OF TOURISM-II**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To impart knowledge of tourism industry and the role of organisations in tourism promotion.

**Course objectives:**

1. To familiarise tourism as an industry.
2. To give an insight into tourism products of India.
3. To understand the basic functions of International tourism organisations.

**Module I: Structure of Tourism Industry** – accommodation, transport, attractions, support services, range of services. Elements of tourism – climate – scenic attractions – accessibility, geographical components, travel geography. Customer care – the tourism industry structure.

(20hrs)

**Module II: Role of Public Sector Organisations** – nature of involvement – public/private sector involvement, need for tourism organisations, functions, scope and work of NTO – Broad areas, tourist information offices – functions of overseas offices – criteria for opening overseas offices.

(20hrs)

**Module III: Tourism in India** – Major destinations, attractions - natural attractions, fairs, festivals, art, architecture, painting, music- Department of Tourism, Government of India- structure, functions, Tourism policies.

(20 hrs)

**Module IV: Tourism in Kerala-** Tourism products- wild life sanctuaries, beaches and back waters, ecotourism, health tourism, medical tourism, Tourism promotion, promotional events- travel marts, roadshows. Tourism and economic development.

(15hrs)

**Module V: International Co- operation and Organisations** - structure- organization and functions of UNWTO, PATA, IATA and ICAO.

(15hrs)

**Books Recommended:**

1. Bhatia A.K. *The Business of Tourism–Concepts and Strategies*, Sterling Publishers, New Delhi.
2. Jagmohan Negi. *Travel Agency and Tour Operation-Concepts and Principles*, Kanishka Publishers, New Delhi.
3. James Warner Morrison . *Travel Agent and Tourism*, Arco, New York.
4. Dixit, M. *Profiles of Indian Tourism*, Royal Book House, Lucknow.
5. Seth P.N. *Successful Tourism Management*, Sterling Publishers, New Delhi.

## **Elective Course II: Stream 4 - Insurance and Banking**

### **CO 1461.4 - PRINCIPLES AND PRACTICE OF INSURANCE – II**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To give knowledge of general insurance business and enable the students to understand the accounting practices of insurance companies.

**Course objectives:**

1. To make students familiar with the fundamental principles of General Insurance
2. To give awareness about the differences in the accounting practices of Life Insurance business and General Insurance business.

**Module I: Insurance Legislation in India** - Insurance Act 1938, Marine Insurance Act 1968, General Insurance Business (Nationalisation) Act, 1972, IRDA Act (a brief study) (15hrs)

**Module II: Marine Insurance** – Nature of Marine Insurance contract - marine insurance policies –policy conditions – premium calculation – marine losses - payment of claims. (15hrs)

**Module III: Fire Insurance** – Nature and use of fire insurance – fire insurance contract – kinds of policies – policy conditions – rate fixation in fire insurance – payment of claim - re – insurance. (20hrs)

**Module IV: Miscellaneous insurance** – motor insurance – burglary and personal accident insurance – Rural Insurance in India – Urban non – traditional insurance. (15 hrs)

**Module V: Accounting and Finance** – Accounting for insurance business – compliance with IRDA rules – Taxation. Investments – evaluation of investments – capital structure - cost of capital – solvency margin and compliance. Financial ratios – critical ratios and analysis, control system. Insurance company output and cost. Difference in Accounting Practices between Life and General Insurance – Reserve funds – investments – capital structure – solvency margin – deposits with Government (25hrs)

**Books Recommended:**

1. Mishra M.N. *Insurance Principles and Practice*, Sultan Chand & Sons, New Delhi.
2. Mathew M.J. *Insurance Principles and Practice*, RBSA Publishers, Jaipur.
3. Arthur Williams.C, Jr., Michael L.Smith, Peter C Young. *Risk Management and Insurance*, McGraw Hill.
4. Vinayakam N, Radhaswamy and Vasudevan S.V. *Insurance – Principles and Practice*, Frank Brothers, New Delhi.
5. Sharma R.S . *Insurance Principles and Practice*, Vora, Mumbai.
6. Dinsdale M.A . *Elements of Insurance*, Pitman, London.
7. Balachandran S. *General Insurance*, Insurance Institute of India, Mumbai.
8. *Insurance Regulatory Development Act 1999 and other relevant Acts*.

## **Elective Course III: Stream 5 - Computer Application**

### **CO 1461.5 - SOFTWARE FOR DATA MANAGEMENT**

**No. of instructional hours per week: 5 (2 hour theory and 3 hour practical)**

**No. of credits: 4**

**Aim of the course:** To update and develop theoretical and technical expertise in applying software for data management.

**Course objectives:**

1. To familiarise the students with the basics of Software for data management.
2. To equip the students to meet the demands of the industry.
3. To develop practical skills in spread sheet application, statistical software and database application.

**Module I: Data – Sources - Data processing cycle – information – information vs. data – value of information in decision making – data processing softwares - (10hrs)**

**Module II: Microsoft Excel - Excel user interface, starting with excel, working with cell and cell addresses, entering and editing data, finding and replacing data, selecting a range, moving, cutting, copying with paste, inserting and deleting cells, freezing cells, cell formatting options, adding, deleting and copying worksheet with in a workbook, renaming a worksheet, Cell reference – relative, absolute - Elements of excel charts – categories, create a chart, choosing chart type, edit chart axis, titles, labels, data series and legend, adding a text box, rotate text in a chart, converting a chart on a web page, saving a chart (15hrs)**

**Module III: Advanced uses of Microsoft Excel - Commonly used functions: – logical – AND, IF, NOT, OR, TRUE; Financial – DB, FV, IPMT, IRR, NPV, PMT, and PV; statistical – AVERAGE, COUNT, COUNTIF, MAX, MIN; mathematical – PRODUCT, SQRT, SUM, SUMIF - Pivot tables - Macros in excel creating, adding and editing of macros VBA programming in Excel (an overview) forms in excel. (20 hrs.)**

**Module IV: Software Package in Social Sciences (SPSS)- Starting SPSS -Terminology –Case, Variables and levels- System missing and user-defined missing values -Identification numbers and case numbers– Procedure- Fundamental definitions– sample, descriptive statistics, nominal scales, ordinal scales, interval scales, ratio scales, quantitative data, categorical or frequency data. Dependent and Independent variables. Parametric and non-parametric data and tests (overview of few tests like chi-square test, ANOVA etc.) (25hrs)**

**Module V: Microsoft Access - Databases - creating a new database, creating tables, editing tables, entering data into a table, editing data in a table, relationship between tables - Creating a query; types of queries - Creating a report; types of reports, printing reports - Creating a simple form; modifying a form, adding control to a form, searching, sorting (20hrs)**

**Recommended Practical:**

1. Entering and editing data in Excel sheets, formatting worksheets, creating payroll, depreciation statements, loan schedule etc. using excel, financial analysis of a company using excel, create charts for business presentations using excel. Excel forms
2. SPSS – basic skills to input data and taking statistical values like averages and prepare cross tabs and creating charts using SPSS
3. Familiarise with database, primary field, view, query etc. Create database for your educational institution for the purpose of preparing merit list and waiting list for admission of degree students.

**Books Recommended:**

1. Cox et.al. , 2007. *MS Office step by step*, PHI, New Delhi.
2. Jeremy: *SPSS for windows*, Sage Publications, New Delhi.

## SEMESTER - V

### Core Course: XI: CO – 1541: FUNDAMENTALS OF INCOME TAX

No. of instructional hours per week: 4

No. of credits: 4

**Aim of the course :** To impart the basic knowledge and understanding of the concepts and practices of Income Tax Law in India.

**Objectives :**

1. To familiarize the students about the fundamental concepts of Income Tax
2. To enable the students to acquire the skills required to compute Gross Total Income with more emphasis on income from salary and income from house property.

**Module I: Introduction** – Basic concepts and Definitions – Determination of residential status and incidence of tax – Exempted incomes. ( 10 Hrs )

**Module II: Income from Salaries** – Meaning and Definition – Allowances – Perquisites – Valuation of Perquisites – Profits in lieu of salary – Provident Fund – Deductions from Salary – Computation of Income from Salaries ( 15 Hrs)

**Module III: Income from House Property** – Basis of charge – exemptions – Annual value – Computation of Annual value – Deductions from Annual value – Computation of Income from House property ( 10 Hrs)

**Module IV: Other heads of Income** – Profits and Gains of Business or Profession – Chargeability – Deductions expressly allowed – Expenses expressly disallowed – Expenses not deductible in certain circumstances – Deductions allowable only on actual payment – Profits chargeable to tax- Maintenance of accounts - Audit of Accounts.( **Theory Only** ) Capital Gains – Basis of Charge – Capital assets – Kinds of Capital assets- Capital gain exempt from tax – Computation of Capital Gain. ( **Theory with simple illustrations** ). Income from Other Sources – Incomes chargeable under the head – Kinds of securities – Bond washing transactions – Deductions allowable – Disallowed expenses.( **Theory Only** ) ( 20 Hrs.)

**Module V: Clubbing and Aggregation of Incomes – Set –off and Carry forward of losses – Computation of Gross Total Income** ( based on Salary, house property and Capital gain ). ( 17 Hrs )

**Books Recommended :**

1. Mehrotra H.C and Goyal S.P. *Income Tax- Law and Practices*, Sahitya Bhavan Publications, Agra.
2. Vinod K. Singhania and Kapil Singhania. *Direct Taxes- Law and Practice*, Taxmann Publications Pvt. Ltd., New Delhi.
3. Gaur V.P and Narang D.B. *Income Tax- Law and Practice*, Kalyani Publications, New Delhi.
4. Lal B.B. *Income Tax – Law and Practice*, Konark Publishers Pvt.Ltd., New Delhi.
5. Mahesh Chandra, Goyal S.P and Shukla D.C. *Income Tax – Law and Practice*, Pragati Publications, New Delhi.

## **Core Course XII: CO 1542 - COST ACCOUNTING**

No. of instructional hours per week: 5

No. of credits: 4

Aim of the course: To impart knowledge of cost accounting system and acquaint the students with the measures of cost control.

### **Course objectives:**

1. To familiarize the students with cost concepts.
2. To make the students learn cost accounting as a separate system of accounting

**Module I - Introduction to Cost Accounting** – Meaning and definition – cost concepts – cost centre, cost unit, profit centre, cost control, cost reduction – objectives – Distinction between financial accounting and cost accounting – Methods and Techniques of costing – advantage of cost accounting – limitations of cost accounting – Installation of costing system – Cost Accounting Standards (CAS 1- 19 an overview). (12 hrs)

**Module II - Accounting and control of material cost-** Documentary Design- EOQ - levels of inventory. Methods of pricing of issues .ABC, VED and FSN analysis – perpetual and periodical inventory system – continuous stock taking – material losses and the accounting treatment – treatment of primary and secondary packing materials. (20hrs)

**Module III - Accounting and control of labour cost** – time keeping – time booking – systems of wage payment – incentive plans – idle time – overtime and their accounting treatment – labour turnover – concept of learning curve. (20hrs)

**Module IV - Accounting for overheads** – classification – departmentalization (allocation and apportionment) – absorption – determination of overhead rates – under / over absorption - accounting treatment – allocation of overheads under Activity Based Costing . (20hrs)

**Module V - Cost accounting records** – Integral and non-integral systems) – preparation and presentation of cost sheets – Unit Costing- Tender - Quotations - Reconciliation of cost and financial accounts. (18hrs)

### **Proportion of Theory to Problem- 40:60**

*Takes Input from: - this course CO 1542 takes its input from the Course CO 1242 in II Semester*

*Gives Output to: - This course CO 1542 gives its output to the course CO 1642 at VI Semester*

### **Books Recommended:**

1. Jain S.P and Narang K.L. *Advanced Cost Accounting*, Kalyani Publishers, New Delhi.
2. Prasad N.K. *Advanced Cost Accounting*, Book Syndicate Pvt. Ltd., Kolkata.
3. Khan M.Y. and Jain P.K. *Advanced Cost Accounting*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4. ThulsianP.C .*Practical Costing*, Vikas Publishing House, New Delhi.
5. AroraM.N .*Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M. and Jain K. *Cost Accounting*, PHI, New Delhi.
7. Maheswari S.N. *Cost and Management Accounting*, Sultan Chand & Sons, New Delhi.

## **Core Course XIII: CO 1543- ACCOUNTING FOR SPECIALISED INSTITUTIONS**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To develop the skill for the preparation of final accounts of specialised institutions and enable the students to acquire professional competence in accounting.

**Course objectives:**

1. To familiarise the students with the accounting practices prevailing in various specialised institutions.
2. To acquaint the students with the preparation of final accounts of the specialized institutions.

**Module I: Accounts of Banking Companies** - Preparation of financial statements - statutory forms – comments on Balance Sheet items – Accounting policies for banking sector. (20hrs)

**Module II : Accounts of Insurance Companies** - Life and General Insurance – Preparation of Final Accounts – Determination of profit in Life Insurance Business. (20hrs)

**Module III: Accounts of Electricity Supply Companies** – Prescribed forms of accounts – Final Accounts – adjustment of rates, depreciation, contingency reserve, Development Reserve, Tariff and dividend control reserve, General Reserve. Restrictions on dividends – clear profits – reasonable return – capital base – disposal of surplus – replacement of assets (25hrs)

**Module IV:** Accounts of Stock Exchange transactions – Books of accounts maintained by the brokers as per SEBI guidelines– Accounting treatment in the books of the broker. Accounts of Local Bodies – Preparation of Income and Expenditure Account, Balance Sheets from cash book and statement of assets and liabilities. (15hrs)

**Module V: Government Accounts in India** – General Principles – Indian Audit and Accounts Department – Comptroller and Audit General and Public Accounts Committee – Compilation of Accounts. (10hrs)

**Recommended:**

1. Jain S.P and Narang K.L. *Advanced Accountancy*, Kalyani Publishers, New Delhi.
2. Maheswari S.N and Maheswari S.K. *Advanced Accounting* ,Vikas Publishing House, New Delhi.
3. Paul K.R. *Accountancy*, New Central Book Agency Pvt.Ltd., Kolkata.
4. Gupta R.L. and Radhaswamy M. *Advanced Accountancy*, Sulatan Chand & Sons, New Delhi.
5. Shukla M.C, Grewal T.S. and Gupts S.C. *Advanced Accounts* ,S. Chand & Co. Ltd., New Delhi.
6. Mukherjee A. and Hanif M. *Modern Accountancy Vol.II* ,Tata McGraw-Hill Publishing Co. Ltd.,New Delhi.
7. Kerala Institute of Local Administration . *Accrual Based Double Entry System of Accounting in ULBs*.
8. Government of Kerala . *Kerala Municipal Accounts Rules 2007*
9. Government of Kerala . *Kerala Municipal Accounts Manual 2007*.



## **Open Courses (*For students from disciplines other than Commerce*)**

### **Open Course I: CO 1551.1- FUNDAMENTALS OF FINANCIAL ACCOUNTING**

**No. of instructional hours per week : 3**

**No. of credits : 2**

**Aim of the course:** To provide basic accounting knowledge as applicable to business and to form a background for higher learning in financial accounting.

**Course objectives:**

1. To enable the students to acquire knowledge in the basic principles and practices of financial accounting.
2. To equip the students to maintain various types of ledgers and to prepare final accounts.

**Module I: Introduction to financial accounting** – Accounting – meaning, objectives – accounting concepts and conventions – systems of accounting. Accounting Standards – meaning and objectives. Double entry book keeping–basic concepts–rules of debit and credit. (8hrs)

**Module II: Recording Business Transactions** – Journal – Ledger – Subsidiary books.(8hrs)

**Module III: Cash book** – Simple cash book, cash book with cash and discount columns, cash book with cash, discount and bank columns – Petty Cash Book – Bank Reconciliation Statement.(10hrs)

**Module IV: Trial Balance** – meaning and objectives – preparation of Trial Balance – Rectification of errors – Types of errors – detection and rectification of errors – Suspense Account. (10hrs)

**Module V: Financial Statements** – Final accounts of sole trader – Manufacturing, Trading and Profit and Loss Account – Balance Sheet – Preparation of final accounts with adjustments. (18hrs)

**Books Recommended:**

1. Naseem Ahmed, Nawab Ali Khan and M.L. Gupta. *Fundamentals of Financial Accounting – Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
2. Krishnankutty Menon M. and George Chakola. *Principles of Book-Keeping And Accountancy*, Sahitya Bhawan Publications, Agra.
3. Gupta R.L.and Gupta V.K. *Principles and Practice of Accountancy*, Sultan Chand & Sons, New Delhi.
4. Jain S.P. and Narang K.L. *Basic Financial Accounting*, Kalyani Publishers, New Delhi.
5. Maheswari S.N and Maheswari S.K . *Advanced Accounting-Vol.I*, Vikas Publishing House,New Delhi.

## **Open Course: 1 - CO 1551.2 Principles of Management**

**No : of instructional Hrs per week: 3**

**No: of Credits : 2**

**Aim of the Course:** To familiarise the students from other faculties on the framework of management.

**Course objectives:** To provide knowledge on the fundamentals of management principles and functions.

**Module 1 - Introduction to Management :** - Meaning and definition, scope, importance, management and administration, management levels- Management- science, art or profession- Henry Fayol's principles of management. (10 Hrs),

**Module 2- Planning:** - Meaning, objectives, types of plans, steps in planning and limitations of planning. (9 Hrs)

**Module 3- Organising:** - Concept, significance, types- formal and informal, line and staff and functional, centralisation, decentralisation, delegation and departmentation. (15 Hrs)

**Module 4 - Staffing:** - Importance, sources of recruitment and selection , training and development.(conceptual framework only) (10 hrs)

**Module 5 - Directing and Controlling :** - Meaning and elements of direction -Controlling- Meaning - steps-. Methods of establishing control. (10 Hrs)

Books recommended:

1. Koontz.O. Donnel, Principles of management, Tata Mc grawhill, publishing co, New Delhi.
2. L. M. Prasad, Principles of Management, Sultan Chand & sons, New Delhi.
3. R.C. Bhatia, Business organisation and management, Ane books, P. Ltd. New Delhi.
4. Tripathy Reddy, Principles of Management Tata Mc Graw Hill Publishers, New Delhi.

# **Open Course 1. CO 1551.3 CAPITAL MARKET OPERATIONS**

**No: of instructional Hours per week: 3**

**No of Credits: 2**

**Aim:** To create an interest among students towards stock market investment

**Objective:** To familiarize the students with capital market operations

**Module I:** Capital Market Meaning – structure- capital market instruments (Brief discussion only) – Primary market (Meaning) – Methods of public issue – Book building – meaning – procedure (10)

**Module II:** Secondary Market – Leading stock exchanges in India – Securities traded in the stock exchange – ownership and creditorship securities (Concept only) – Procedure for buying and selling securities – Types of orders – Online trading – Stock market indices (Meaning) (12)

**Module III:** Dematerialisation of Securities – meaning –advantages of dematerialization – Depositories – functions of depositories – Procedure of dematerialization (12)

**Module IV:** Types of investors – Speculation Vs Investment – Types of speculators (10)

**Module V:** Derivatives – Meaning – Forwards – Futures – Options – Put option - Call option (10)

## **Books Recommended**

1. Kevin S . *Security Analysis and Portfolio Management* ,PHI, New Delhi.
2. Preethi Singh . *Dynamics of Indian Financial System* , Ane Books Pvt. Ltd., New Delhi.
3. Sojikumar.K and Alex Mathew . *Indian Financial System and Markets*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Bharathi V. Pathak . *Indian Financial System* , Pearson Education,Noida.

## **Elective Course III: Stream 1 - Finance**

### **CO 1561.1 Financial Markets and Services**

No: of instruction hours per week : 5

No: of credits :4

Aim: To provide a general awareness about the financial markets and services

Objective: To familiarize the students with the structure and functioning of the financial markets and financial service sector in India.

**Module 1** - Indian Financial System: Financial system- meaning- structure- Financial markets – financial institutions – Financial Instruments - Financial services (10 Hours)

**Module 2** – Financial Markets: Financial Markets – Structure – Money market -Meaning – Segments and Instruments – Capital market – Meaning – Market for financial guarantees – Foreign exchange markets (15 Hours)

**Module 3** – Financial Services: Financial services – Types – Fund based and Fee based – Industry oriented Fund Based Financial Services – Venture Capital – Features- Types – Process, Leasing – Types – advantages – limitations – Leasing institutions in India, Factoring – objectives – features – types, Forfeiting (Concept only) , Merchant banking – Functions – Regulation of Merchant banking in India, Infrastructure financing – Private equity(Brief discussion only) (25 Hours)

**Module 4** – Other Fund based Financial Services: Hire purchase – features – institutions- operators- Installment – features, Insurance – type of insurance – Schemes – Modern trends in insurance sector, Housing finance – Importance – fixed and flexible rate of interest – EMI – Procedure for granting loans, Securitization of debt – objectives – benefits, Mutual funds – Meaning – classification of mutual fund schemes. (23 Hours)

**Module 5** – Fee based financial services: Fee Based Financial Services – Credit rating – objectives – Significance -credit rating factors – Credit rating agencies , Portfolio management – Meaning – portfolio selection – maintenance – evaluation – revision (17Hours)

#### **Books Recommended:**

1. Gupta N.K and Monika Chopra . *Financial Markets, Institutions and Services*, Ane Books India, New Delhi.
2. Yogesh Maheswari . *Investment Management*, PHI, New Delhi.
3. Kevin S. *Security Analysis and Portfolio Management*, PHI, New Delhi.
4. Avadhani V.A . *Security Analysis and Portfolio Management*, Himalaya Publishing House, New Delhi.
5. Donald M. Fischer and Ronald J. Jordon. *Security Analysis and Portfolio Management*, PHI, New Delhi.
6. Bhole L.M . *Financial Markets and Institutions*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
7. Bharathi. V. Pathak. *Indian Financial System*, Pearson Education, New Delhi.
8. Vasanth Desai . *Indian Financial System*, Himalaya Publishing House, New Delhi.
9. Khan M.Y. *Financial Services*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.

## **Elective Course III: Stream 2 - Co-operation**

### **CO 1561.2 - CO-OPERATIVE LEGAL SYSTEM**

**No. of instructional hours per week : 5                      No. of credits : 4**

**Aim of the course:** To give knowledge of the legal system prevailing in India for the management and administration of co-operatives.

**Course objectives:**

To give an insight into the prevailing co-operative legal system.

To enable the students to understand the legal framework of co-operation.

**Module I:** Co-operative Legislation in India and in Kerala- Evolution of co-operative legislation in India- the 1904 Act, the Act of 1912, transfer of co-operation as provincial subject, National Development Council Resolution 1956, the Model Co-operative Societies Bill 1957, the Model Co-operative Societies Bill 1991 by Planning Commission- Trend towards parallel Co-operative Laws - Andhra Pradesh Mutually Aided Co-operative Societies Act 1995, Multi state Co-operative Societies Act 1984 and its replacement in 2002. Evolution of Co-operative legislation in Kerala and the enactment of Kerala – Co-operative Societies Act 1969. (15 hrs)

**Module II:** Kerala Co-operative Societies Act ( Act 21 of 1969) - Preamble and its significance- important definitions- registration of Co-operative societies- procedure for registration, Byelaws- contents- amendment of byelaws- change of name and liability- amalgamation and division of co-operative societies. Membership- qualification for membership- rights and liabilities of members, removal and expulsion of members, withdrawal and transfer of shares by members, restriction on holding shares, nomination by members. (20hrs)

**Module III: Management of Co-operatives-** Annual general meeting, Special general meeting, powers of general body, constitution of committee, term, reservation for weaker sections, disqualification of committee members. Election- State Co-operative Election Commission and its powers – election procedure, appointment of delegates, supersession of the committee, appointment of administrator / administrative committee – seizure of books and records. Privileges of Co-operatives – charge and set off, register of members as prima facie evidence – exemption from stamp duty, taxes and fees, deduction of dues of co-operatives – exemption from compulsory registration of certain documents. Enquiry, Inspection and Supervision – procedures - Surcharge – procedures. (25hrs)

**Module IV: Settlement of disputes** – arbitration and awards – provisions and procedures – Execution and enforcement of awards – provisions and procedures. Appeals, review and revision meaning and distinction – authority of appeals – Co-operative Tribunal- constitution and powers. Offences and penalties – provisions and procedures. (20hrs)

**Module V: Winding up and dissolution of co-operative societies** – appointment and powers of liquidators – procedures – settlement of claims. (10hrs)

**Books Recommended:**

1. Goyal B.B. *Co-operative Legislation :Trends and Dimensions*, Deep& Deep Publications Pvt. Ltd. New Delhi.
2. Bedi R.D. *Law for Co-operation*, National Council for Co-operative Training , New Delhi.
3. Mohanan P.N . *Co-operative Societies Laws in Kerala*, Swamy Law House, Ernakulam.
4. Trivedi B.B. *Law and Management of Co-operatives* , Loyal Book Depot, Meerut.
5. Weerman P.E. *A Model Co-operative Societies Law* ,International Co-operative Alliance, New Delhi.

## **Elective Course III: Stream 3 - Travel and Tourism**

### **CO 1561.3 - MANAGEMENT OF TRAVEL AND TOUR OPERATIONS**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To develop students with professional and academic inputs to adapt to the requirements of travel and tourism industry.

**Course objectives:**

1. To familiarise with the various operations in travel and tourism.
2. To understand the sale procedures and legal formalities in travel and tour operations.

**Module I: History of Travel Agency Business-** Travel agency business in India- role of TAAI-requirements of travel agency business- procedures for approval- financial standing and linkages in travel agency business- role of IATA and approval procedures- Travel formalities and procedures, VISA, Passport, insurance, health certificate. (20hrs)

**Module II: Tour Operators and Tour Operations -** Types of operators- rules of recognition of tour operators- role of tour operators- tour wholesalers- package tour- role of IATO- car rentals- car rates- car identification- car reservations and rental agreements- foreign car rentals- car rental reservation and procedures- cruises- cruise categories, volume cruises, premium cruises, luxury cruises, specialty cruises- cruise accommodation- cruise facilities- cruise costs- cruise reservation procedures. (20hrs)

**Module III: Packaging a Holiday -** Planning the product- market research- types of packages- negotiations and contracting- air seats, accommodation and ground arrangement. Administrative phase- designing the package with detailed itinerary- costing- brochure printing. Marketing phase- brochure distribution, advertising, promotional methods. Departure phase- reservation, holiday documentation, overseas ground handling- duties of a tour escort. Travel guide - record keeping- crisis management - Financial planning and control. (25hrs)

**Module IV: Travel Legislations -** need for legislation- consumer satisfaction- rights of the principals-Swiss guarantee fund, package holiday. The ombudsman of the Swiss travel industry. Directives on package holiday- withdrawal from contract. (10hrs)

**Module V: Conference Management-** Conference planning- Accommodation- venue decoration and equipment- publicity and promotion- registration. Transportation- pre and post conference tours- entertainment. (15hrs)

#### **Books Recommended:**

1. Bhatia A.K . *Tourism Manargment and Marketing: Business of Travel Agency Operations*, Sterling Publishers, New Delhi.
2. Jagmohan Negi. *Travel Agency and Tour Operation-Concepts and Principles*, Kanishka Publishers, New Delhi.
3. James Warner Morrison . *Travel Agent and Tourism*, Arco. New York.
4. Surinder Aggarwal. *Tracel Agency management*, Communication India.
5. Seth P.N. *Successful Tourism Management*, Sterling Publishers , New Delhi.

## **Elective Course III: Stream 4 - Insurance and Banking**

### **CO 1561.4 - INDIAN BANKING SYSTEM**

**No. of instructional hours per week: 5**

**No. of credits: 4**

**Aim of the course:** To impart a comprehensive knowledge of the functioning of Indian banking system.

**Course objectives:**

1. To enlighten the students on Indian Banking and the regulating provisions.
2. To enable the students to know the working of the Indian banking system.

**Module I: Banking Regulation Act, 1949-** History, social control, Banking Regulation Act as applicable to banking companies and public sector banks, Banking Regulation Act as applicable to Co-operative Banks. Negotiable Instruments Act, 1881- essential features of negotiable instruments- cheque, bill of exchange, promissory note. (18hrs)

**Module II: Systems of Banking-** Unit banking and branch banking- group banking and chain Banking- deposit banking and mixed banking- any time banking and anywhere banking. Banks as financial supermarkets - specialised functions to diversified functions,. Intermediation to disintermediation- banc assurance (20 hrs)

**Module III: Non-Banking Finance Companies-** Definition- Regulation- distinction between NBFCs and banks- services- assets- investment norms- SEBI and RBI guidelines- leading NBFCs functioning in Kerala. (20hrs)

**Module IV: Development Banking-** concepts- evolution- nature- importance- institutions- SIDBI- EXIM Bank- RRBs- NABARD- CARD Banks. (12hrs)

**Module V: Co- operative Banks-** structure- role of co-operative banks in developing economy- Regulation of co-operative banks- State co-operative Banks- District co-operative Banks- Primary Agricultural Credit societies. (20hrs)

**Books Recommended:**

1. Sundaram K.P.M and Varshney P.N . *Banking Theory Law and Practice*, Sultan Chand Sons, New Delhi.
2. Maheswari S.N . *Banking Theory Law and Practice*, Kalyani Publishers, New Delhi.
3. Sekhar K.C . *Banking Theory Law and Practice*, Vikas Publishing House, Mumbai.
4. Gordon E & Natarajan K . *Banking Theory Law and Practice*, Himalaya Publishing House, Mumbai.
5. Lall Nigam B.M . *Banking Law and Practice*, Konark Publishers Pvt. Ltd., New Delhi.
6. Radhaswami M . *Practical Banking*, Sultan Chand & Sons, New Delhi.
7. Vasant Desai . *Development Banking and Financial Intermediaries*, Himalaya Publishing House, Mumbai.
8. Paramesharan R and Natarajan S . *Indian Banking*, S.Chand &Co. Ltd., New Delhi.
9. Indian Institute of Banking and Finance . *Laws of Co-operative Banking*
10. Mathur B.S . *Co-operation in India*, Sahitya Bhawan Publications, Agra.
11. Bedi R.D.*Theory, History and Practice of Co- Operation*, B. Lal Book Depot, Meerut.
12. Nakiran S. *Co-operative Banking in India*, Deep &Deep Publications Pvt. Ltd., New Delhi.

## **Elective Course II: Stream 5 - Computer Application**

### **CO 1561.5 -WEB DESIGNING AND PRODUCTION FOR BUSINESS**

**No. of instructional hours per week: 5 (2 hour theory and 3 hour practical)**

**No. of credits: 4**

**Aim of the course:** To expose students to environment for web designing and developing programming skills for the same.

**Course objectives:**

1. To impart functional knowledge in the field of Web design
2. To equip the students to meet the demands of the industry.
3. To develop practical skills in Web designing and production for business organisations.

#### **Module I**

**Planning a site for business:** - Web page overview –, Elements of a web page. Types of Sites – Personal sites, Small business sites, large business sites, online business sites, Educational institution sites, Government sites, Blogs twitters, - Matching format to audience, creating guidelines, creating a site structure, Writing for the web, download time, methods for creating pages, Publishing a site – Addressing a web site, Absolute & Relative addresses (8 hrs.)

#### **Module II**

**HTML Basics** - Head content, adding a title, Body content, Paragraph breaks, Line breaks, Horizontal lines, Fonts and text size, Text color, Headings, Aligning text, Lists, Background color. Editing - About HTML editors, - Net beans, Dream viewer the editing environment Effective Page design – Uniform style, finding design ideas, Heading, Lists, using white space, splitting the text, colors and background., Creating pages with Save As. (17hrs)

#### **Module III**

**Frames, Forms, Images & Navigation** – Frames and tables, animated effects – forms – creating forms - Images – Image formats for the web, obtaining images, image size, editing images, thumbnails, images and text, rollover images - Navigation – types of hyperlinks, navigation bars, linking to external sites, email links, creating image maps, image maps in action, site maps, three-click navigation, site linkage (25hrs)

#### **Module IV**

**CSS, Multimedia and Publishing** - CSS – creating and editing cascading style sheets, adding CSS. - Sound - types of sound files, linking to sound files, embedding sound files - Video – Analog video, Digital video, webcams, Animation – Downloading animations, flash Publishing – Testing, Transferring to the web, registering a site, marketing a site, maintaining a site, Domain names, web hosting (20hrs)

#### **Module V**

**XML an Overview** – XML – XML DTD – Physical structures in XML – XML data – creating and validating a book description document in XML – placing XSL in perspective – XSL concepts – code walk through XSL - creating XSL style sheet – creating and using COM objects in XML - Creating blogs (20 hrs.)



**Recommended practical:**

1. Create a time table of your class.
2. Create a mark list of University examination.
3. Create a website for
  - (a) An automobile Company (add images and sounds)
  - (b) AN FMCG Company
  - (c) Create a dynamic website for an educational institution
4. Create a website of computer products (add proper animation)
5. Create an online application form for admission process.
6. Create a website for online marketing.
7. Creating a Blog using XML

**Books Recommended:**

1. Mary Millhollon ,et .al. *Easy Web Design*, PHI, New Delhi.
2. Nick Vandome . *Creating Web Pages*, Dreamtech Publishers,New Delhi.
3. Mike McGrath . *HTML in Easy Steps*, Dreamtech Publishers, New Delhi.,
- 4.Ramachandran et.al *Web designing and Production for Business*, Green Tech Books, Thiruvananthapuram
4. NIIT . *Basics of Website Design*
5. Millhollon & Castrina . *Faster Smarter Web Page Creation* ,PHI, New Delhi.

**SEMESTER - VI**  
**Core Course XIV: CO 1641 – AUDITING**

**No. of instructional hours per week: 4**

**No. of credits: 4**

**Aim of the course:** To understand the principles and practice of auditing

**Course objectives:**

1. To familiarise the students with the principles and procedure of auditing.
2. To enable the students to understand the duties and responsibilities of auditors.

**Module I: Introduction** Meaning and Definition of Auditing-Objectives of Auditing-Accounting Ethics and Auditing-Auditing and Assurance Standards-Concept of Auditor's Independence-Audit Evidence-Concept of Materiality-Concept of True and Fair view-Types of Audit-Statutory Audit- Internal Audit- Continuous Audit- Final Audit-Cost Audit- Management Audit-Tax Audit-Government Audit-Performance Audit- Social Audit. (15 hrs)

**Module 2: Audit Process, Documentation and Internal Check** - Preparation before audit-Audit Programme-Audit Process-Audit Note Book-Audit Working Papers-Audit Files- Internal Control- Internal Check-Duties of an auditor in connection with internal check as regards cash transactions, purchases, sales, wages and stores. (15 hrs)

**Module 3: Vouching and Verification** - Vouching - meaning and importance- Requirements of a voucher Verification-meaning-Difference between vouching and verification- general principles for verifying assets-Valuation of assets-Difference between verification and Valuation-Verification of Liabilities-General Considerations while verifying liabilities (15 hrs)

**Module 4: Audit of Limited Companies & Liabilities of an auditor** - Qualifications and Disqualifications of an Auditor-Appointment of auditor-Ceiling on number of audits- Auditors remuneration- Removal of auditor- Powers and Duties of an Auditor-Audit Report. Liabilities of an Auditor (17 hrs)

**Module 5: Investigation** - Meaning and Definition of Investigation- Distinction between investigation and auditing-Types of Investigation- Investigation on acquisition of running business- Investigation when fraud is suspected. (10 hrs)

**Books Recommended:**

1. Bhatia R.C. *Auditing*, Vikas Publishing House, New Delhi.
2. Dinkar Pagare . *Auditing*, Sultan Chand & Sons New Delhi.
3. Jagadeesh Prakash . *Auditing: Principles and Practices*, Chaitanya Publishing House, Allahabad.
4. Kamal Gupta. *Contemporary Auditing*, Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
5. Saxena and Saravanavel . *Practical Auditing*, Himalaya Publishing House, Mumbai.
6. Sharma R. *Auditing*, Lakshmi Narain Agarwal, Agra.
7. Sharma T.R. *Auditing*, Sahityan Bhawan Publications, Agra.
8. Tandon B.N. *Practical Auditing* ,S Chand & Co.Ltd. New Delhi.

## **Core Course XV: CO 1642 - APPLIED COSTING**

**No. of instructional hours per week: 5**

**No. of credits: 4**

**Aim of the course:** To develop the skill required for the application of the methods and techniques of costing in managerial decisions.

**Course objectives:**

1. To acquaint the students with different methods and techniques of costing.
2. To enable the students to apply the costing methods and techniques indifferent types of industries.

**Module I- Specific Order Costing**– Job costing – meaning– procedure –accounting.- Batch costing- meaning- procedure- Economic Batch Quantity. Contract costing– meaning– determination of profit or loss on contract – incomplete contracts –work certified and uncertified – work in progress account – cost plus contract. ( 18 hrs)

**Module II Process Costing** - Process Accounts – Process Losses – Abnormal gain and their treatment – Joint products and By products – methods of apportioning- joint cost equivalent production units. (20hrs)

**Module III Service Costing** - Meaning - Features – Composite cost unit – Service Costing applied on transport– hospital – power house - canteen. (15hrs)

**Module IV Marginal Costing** - Meaning- difference between marginal costing and absorption costing. Break Even Analysis – Cost Volume Profit analysis. Decision Making – Key Factor- Make or Buy – Product/Sales Mix- Pricing Decisions-capacity determination. (25hrs)

**Module V: Standard Costing** - Meaning – concept – standard cost – estimated cost –historical costing vs standard costing. Components of standard cost. Variance Analysis – Material Variances only – quantity, price, cost, mix and yield. (12 hrs)

**Proportion of Theory to Problem- 30:70**

Input taken :- this course CO 1642 takes its input from the Course CO 1542 in vth semester

Output given:- This course CO 1642 gives its output to the course at PG level Cost Accounting for Managerial Decision Making

**Books Recommended:**

1. Jain S.P.,Narang K.L and Simi Agarwal. *Advanced Cost Accounting*, Kalyani Publishers, New Delhi.
2. Prasad N.K. *Advanced Cost Accounting*, Book Syndicate Pvt. Ltd., Kolkata.
3. Khan M.Y and Jain P.K. *Advanced Cost Accounting*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Thulsian P.C. *Practical Costing*, Vikas Publishing House, New Delhi.
5. Arora M.N. *Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M and Jain K. *Cost Accounting*, PHI, New Delhi.
7. Maheswari S.N. *Cost and management Accounting*, Sultan Chand & Sons, New Delhi.

## **Core course XVI: CO 1643 - MANAGEMENT ACCOUNTING**

**No. of instructional hours per week: 5**

**No. of credits: 4**

**Aim of the course:** To develop professional competence and skill in applying accounting information for decision making.

**Course objectives:**

1. To equip the students to interpret financial statements with specific tools of management accounting.
2. To enable the students to have a thorough knowledge on the management accounting techniques in business decision making.

**Module I Introduction-** Meaning-definition - objectives -difference between Financial Accounting and Management Accounting- Cost Accounting vs Management Accounting- Installation of management accounting- steps involved- role of management accounting in decision making. Tools and techniques of management accounting- advantages and limitations. (15hrs)

**Module II Analysis and interpretation of financial statements** - Presentation of financial statements- Vertical and Horizontal- Parties interested in financial statements. Tools and techniques of financial statement analysis- Preparation of Comparative Financial Statements- Common size Financial Statements- Trend analysis- Ratio analysis-classification of ratios- liquidity- solvency- efficiency- profitability. Computation of Ratios and Interpretation- Preparation of Balance Sheet using ratios. (30hrs)

**Module III Fund flow analysis and cash flow analysis** - Fund flow statement- Meaning- objectives- uses of Fund Flow statement- differences between Fund Flow Statement and Balance sheet- differences between Fund Flow Statement and Income statement- Preparation of Fund flow Statement. Cash Flow statement as per Accounting Standard- 3 – meaning- objectives and uses-differences between Cash Flow Statement and Fund Flow Statement- Preparation of Cash Flow Statement. (25hrs)

**Module IV: Budgeting** -Meaning – definition- uses – functional budgets – preparation of cash budget – flexible budget – meaning and concept of master budget. (15hrs)

**Module V: Reporting to Management** – Introduction – essentials of a good report – methods and types of reports. (5hrs)

*Note: Students be directed to interpret financial statements with the help of Ratios, Fund Flow Statement and Cash Flow Statement and reporting to management.*

**Books Recommended:**

1. Man Mohan, Goyal S.N. *Principles of Management Accounting*, Sahitya Bhawan Publications, Agra.
2. Shashi K.Gupta and Sharma R.K. *Management Accounting*, Kalyani Publishers, New Delhi.
3. Gupta S.P and Sharma R.K. *Management Accounting*, Sahitya Bhawan Publications, Agra.
4. Kulshustia and Ramanathan. *Management Accounting*, Sultan Chand & Sons, New Delhi.
5. Maheswari S.N. *Management Accounting and Financial Control*, Sultan Chand & Sons Delhi.
6. Pandey I.M *Principles of Management Accounting*, Vikas Publishing House, New Delhi.
7. Khan M.Y & Jain P.K. *Management Accounting*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
8. Revi M. Kishore. *Management Accounting*, Taxman Publications Pvt.Ltd., New Delhi.
9. Jhamb H.V. *Fundamentals of Management Accounting*, Ane Books India, New Delhi.
10. Kaplan R.S and Atkinson A.A. *Advanced Management Accounting*, PHI, New Delhi.
11. Rajesh Kothari and Abhishek Godha. *Management Accounting Concepts and Applications*, Macmillan India Ltd., New Delhi.

## **Open Courses (For Students from the Department of Commerce)**

### **ELECTIVE COURSE VI: CO 1661.6      MARKETING MANAGEMENT**

**No. of instructional hours per week: 3**

**No. of credits: 2**

Aim of the course: To provide knowledge of the concepts, principles, tools and techniques of marketing.

**Course objectives:**

1. To help the students to understand marketing concepts and its applications
2. To make the students aware of modern methods and techniques of marketing.

**MODULE-1: Market Segmentation, Targeting and Positioning** - market segmentation: meaning and definition– basis-importance-stages- understanding consumer behavior and consumption pattern – consumer buying process: steps– factors influencing consumer buying – customer relations management – components — market targeting – market positioning. (14hrs)

**MODULE – 2: Product Development and Marketing**– product: meaning – definition-features-classification- product innovation: meaning-strategies- product development: meaning– stages – product mix: goals- dimensions-variables – product life cycle (10hrs)

**MODULE – 3: Product Pricing and Promotion**–significance – factors affecting price determination – pricing strategies of products and services- product promotion: meaning-definition- promotion mix –goals– factors influencing promotion mix –forms of promotion-promotion and selling- promotion and sales promotion – advertisement: objectives – functions – types –advertisement copy : features-essentials- qualities- personal selling – sales promotion techniques. (12hrs)

**MODULE – 4: Managing logistics and channels of distribution** –meaning – types – phases-channels of distribution - channels of distribution – types–marketing channel systems: vertical and horizontal. Marketing systems- issues involved in creating distribution channels – factors determining channels of distribution- distribution intensity (10hrs)

**MODULE – 5: Recent trends in Marketing** – Direct marketing – E marketing – Tele marketing – M Business – Relationship marketing– Concept Marketing – Virtual Marketing – Marketing of FMCG – Social Marketing – De marketing – Re marketing – green marketing-Synchro marketing – Service marketing (concepts only) (8hrs)

**Books Recommended:**

1. Philip Kotler and Gary Armstrong Principles of Marketing, PHI, New Delhi.
2. William. J .Stanton , Fundamentals of Marketing, McGraw-Hill, New York.
3. Stanton W.J. Etzal Michael and Walker. Fundamentals of Marketing, McGraw-Hill, New York.
4. Nirmal Singh and Devendra Thakur. Marketing principles and Techniques, Deep Deep Publications Pvt. Ltd., New Delhi.
5. Mamoria and Joshy. Principles and Practice of Marketing, Kitab Mahal, Allahabad.
6. Rajan Nair. Marketing Management, Sultan Chand & Sons, New Delhi.
7. Ramaswamy and NamaKumari . Marketing Management, Macmillan India Ltd., New Delh

## Open Course II: CO 1661.7 - MANAGEMENT OF FOREIGN TRADE

**No. of instructional hours per week : 3**

**No. of credits : 2**

**Aim of the course:** To expose the students to the overall management of foreign trade affecting International business.

**Course objectives:**

1. To acquaint the students with India's foreign trade.
2. To familiarise the students with international trade and services.

**Module I: Introduction to Foreign Trade** – basis of foreign trade-terms of trade-balance of payments-economic development and foreign trade- India's foreign trade in global context.

(8 hrs)

**Module II International Socio- Economic Environment and System**– regional economic groupings- GATT, UNCATD and WTO- bilateralism vs. Multilateralism-commodity agreements and commodity markets.

(10hrs)

**Module III India's Foreign Trade** -role of state trading in India's foreign trade; export-oriented units; export of projects and consultancy services; Free Trade Zones in India; foreign collaboration and joint ventures abroad; export-import financing institutions.

(12hrs)

**Module IV: Export and Import Procedures** -central excise clearance-customs clearance-role of clearing and forwarding agents-shipment of export cargo-export credit-export credit guarantee and policies-forward exchange cover-finance for export on deferred payment terms -duty drawbacks .

(14 hrs)

**Module V: Identification of Global Markets** –sources of information-marketing strategy-agencies promoting and supporting foreign trade.

(10hrs)

**Book Recommended:**

1. Verma M.L. *Foreign Trade Management in India*, Vikas Publishing House, New Delhi.
2. Mahajan V.S. *India's Foreign Trade and Balance of Payments*, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Varshney R.L. *India's Foreign Trade*, Kitab Mahal, Allahabad.
4. Sindhvani. *The Global Business Game*, Macmillan India Ltd., New Delhi.
5. Mithani D.M. *International Economics: Theory and Practice*, Himalaya Publishing House, Mumbai.
6. Chadha G.K. *WTO and Indian Economy*, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Batra G.S. and Dangwal R.C. *International Business: New Trends*, Deep & Deep Publications Pvt. Ltd., New Delhi.
8. Warren J. Keegan. *International Marketing*, PHI, New Delhi.
9. John Payerwaether. *International Marketing*, PHI, New Delhi.
10. *IIFT Dictionary of Shipping and Chartering terms*
11. *IIFT Freight Tariffs and Practices of Shipping Conferences*

## **OPEN COURSE II. CO 1661.8 : ADVERTISING AND SALES PROMOTION**

**No. of instructional hours per week: 3**

**No. of credits: 2**

**Aim of the course:** To acquaint the students with concepts and techniques in the application for developing and designing an effective Advertising and Sales Promotional Program

**Course objective:** To familiarize with the techniques of advertising and sales promotion and its application.

Module-I: **Introduction to Advertising** –definition- aim - features- importance- functions - advantages –objections against advertising -advertising and advertisement-advertising and publicity. (12 hrs)

Module -II : **Kinds of advertising:** product, institutional, informative, persuasive, reminder, primary demand, selective, comparative, shortage, co-operative, commercial, non-commercial, direct action advertising media- selection of advertising media –classification of advertising media: indoor, outdoor, direct, promotional. (14hrs)

Module –III: **Advertising strategies**-Meaning and definition -Objectives of Advertising strategies – major advertising strategies: creating advertising messages and selecting advertising media. (10hrs)

Module -IV: **Sales promotion**- meaning-importance - objectives- advantages – limitations – forms of promotion-advertising and sales promotion (8hrs)

Module V- **Techniques of sales promotion** – sales promotion at consumer level- sales promotion at dealer level- promotion at sales force level. (10hrs)

Reference:

1. Advertising Management – Concepts and Cases, Manendra Mohan (Tata McGraw Hill)
2. Sales Promotion and Advertising Management (6thEd.)Himalaya Publishing House
3. Advertising Excellence by Bovee, Thill, Dovel and Wood (McGraw Hill)
4. Advertising Management – Shelekar, Victor & Nirmala Prasad (Himalaya Publishing House)
5. Foundations of Advertising – Theory & Practice – S.A. Chunawala
6. Brand Positioning – Subroto Sengupta, Tata McGraw Hill
7. Cases in Marketing Management – M.L. Bhasin, Excell Books
8. Sales & Distribution Management (Units 12-16 for Sales Promotion) F.L. Lobo, Global Business Press
9. Successful Sales Promotion – Choudhry, Elliot & Toop, Orient Longman
10. Advertising Management by Batra, Myers and Aakar(5th Ed.) PHI
11. Promotion Management by S.A. Chunawalla (2nd Ed.) Himalaya

## **Elective Course IV: Stream 1 – Finance**

### **CO 1661.1 – INCOME TAX LAW AND ACCOUNTS**

**No. of instructional hours per week: 5**

**No. of Credits: 4**

**Aim of the Course:** To equip the students with the practical skill and knowledge of Income Tax Law and Accounts.

#### **Course Objective:**

1. To enable the students to understand the provisions of Income Tax for computing Total Income and Tax Liability of various persons.
2. To familiarize the students with the procedure of income tax assessment.

**Module I: - Computation of total Income** – Heads of income ( Review with practical problems from Profits and Gains of Business or Profession, Depreciation, Capital Gain and Income from Other Sources) – Deductions from Gross Total Income – Total Income. ( **30 Hrs** )

#### **Module II**

**Assessment of Individual, Firms, AOP/BOI.** ( **20 Hrs.**)

#### **Module III**

**Assessment of Company and Co-operative Society** ( **15 Hrs** )

**Module IV: - Income Tax Authorities and Their Powers – General powers- Specific powers of Authorities.** ( **10 Hrs** )

**Module V: - Assessment Procedure – Types of Return – Due date – Procedure for E-Filing of Return –PAN – TAN – Types of Assessment** ( **15 Hrs.**)

#### **Books Recommended :**

1. Mehrotra H.C and Goyal S.P. *Income Tax- Law and Practices*, Sahitya Bhavan Publications, Agra.
2. Vinod K. Singhania and Kapil Singhania. *Direct Taxes- Law and Practice*, Taxmann Publications Pvt. Ltd., New Delhi.
3. Gaur V.P and Narang D.B. *Income Tax- Law and Practice*, Kalyani Publications, New Delhi.
4. Lal B.B. *Income Tax – Law and Practice*, Konark Publishers Pvt.Ltd., New Delhi.
5. Mahesh Chandra, Goyal S.P and Shukla D.C. *Income Tax – Law and Practice*, Pragati Publications, New Delhi



## **Elective Course IV: Stream 2 -Co-operation**

### **CO 1661.2 - CO-OPERATIVE ACCOUNTING**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To impart knowledge about the system of maintaining books and accounts in co-operatives and to develop the skill in undertaking co-operative audit.

**Course objectives:**

1. To familiarise the students with the special features of accounting and audit in co-operatives.
2. To enable the students to understand the procedures of co-operative audit.

#### **Module 1**

**Co-operative Accounting-** meaning, importance, special features of co-operative accounting. – Books and Registers kept by co-operatives as per Kerala Co-operative Societies Act and Rules (12 hrs)

#### **Module II**

**Sources of funds** – State aid to Co-operatives- share capital contribution – principal state partnership fund – subsidiary state partnership fund – grants – subsidies – owned funds – borrowed funds. (20hrs)

#### **Module III**

**Trial Balance** - Preparation of Trial balance of- District Co-operative Bank, State Co-operative Bank, Agricultural and Rural Development Banks. Preparation of Receipts and Disbursement statement of Primary Societies- PACS, consumer, marketing, housing, dairy, fishery, industrial, processing societies - Practical problems. (20hrs)

**Module IV Final Accounts** – Statutory forms - preparation of Trading, Profit and Loss Account And Balance Sheet of consumer, marketing, housing, dairy, primary agricultural credit societies and Primary Agricultural and Rural Development Banks. Disposal of Net Profit – statutory and non- statutory requirements. (18hrs)

**Module V Co-operative Audit** – Definition – objectives - scope – advantage - difference between audit of co-operative societies and joint stock Companies – special features of co-operative audit – administrative set up for co-operative audit – types of audit - preparations for audit and framing of audit programme –stages of practical audit – mechanical audit, administrative audit, preparation of final statements – reconciliation of bank accounts - Co-operative auditor – duties , powers and liabilities – Audit report – Audit certificate – Audit classification – assessment and levy of audit fees. (20hrs)

#### **Books Recommended:**

1. Krishnaswami O.R. *Co-operative Account Keeping*, Oxford & IBH Publishing Co., New Delhi.
2. Krishnaswami O.R. *Co-operative Audit*, Oxford & IBH Publishing Co. New Delhi.
3. Saminddin, Mahfoozur Rahman and Hifzur Rehman . *Co-operative Accounting and Auditing*, Himalaya Publishing House, Mumbai.
4. Khandelwal M.C. *Co-operative Audit X-Rayed*, Pitaliya, Pustak Bhandar, Jaipur.
5. Department of Co-operation, Government of Kerala : *Co-operative Audit Manual*.

## **Elective Course IV: Stream 3 -Travel and Tourism**

### **CO 1661.3 – HOSPITALITY MANAGEMENT**

**No. of instructional hours per week: 5**

**No. of credits: 4**

**Aim of the course:** To impart knowledge about the organisation and management of hospitality industry.

**Course objectives:**

1. To familiarise the students with various types of accommodation.
2. To familiarise the students with various business activities in the accommodation segment.

**Module I**

**Introduction to Hospitality industry-** Emergence of the Hotel- definition- structure of accommodation, types of hotel- International, resorts- commercial, residential, floating, capsule, airport. Supplementary accommodation- principal forms- motel, youth hostel, camping and caravan sites - bed and breakfast establishments, holiday villages, timeshare. Gradation, International Hotel Association (IHA). (20hrs)

**Module II**

**Organization and Management of a Hotel-** Standardisation- organizational structure- functions of different departments- front office- housekeeping- night auditing- food and beverages- use of Hubbart's formulae. (20hrs)

**Module III**

**The Guest and the Hotel-** Accommodation- refusal of permission, F and B, safety of guest, responsibility of guest property. Hotel feasibility reports- preparation of feasibility reports-procedure- agencies and organisations associated with hotel approval and recognition- role of Tourism Finance Corporation and other agencies in financing hotel- hotel planning for 21<sup>st</sup> century. (20hrs)

**Module IV**

**Restaurant-** Definition- Types of restaurant- basic etiquette for restaurant staff- departments of restaurant- kitchen- bar- housekeeping- accounts- front office stores- Organisational structure of restaurant- types of menu. (15hrs)

**Module V**

**Managing Finance-** Preparing cheques and receiving payment- Cash payment- credit card payment- particulars in a cheque etc. (15hrs)

**Books Recommended:**

1. Chon . *Welcome to Hospitality : An introduction*, Delmar Publishers, London.
2. Walker John R. *Introduction to Hospitality* , PHI New Delhi.
- 3 Sudhir Andrews. *Hotel Front Office Training Manual*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi
4. Negi. *Hotel for Tourism Development*, Metropolitan Books Co. New Delhi.
5. Jagmohan Negi . *Hotel and Tourism Laws*, Frank Brothers, New Delhi.
6. David.J . *Text book of Hotel Management*, Anmol Publications ,New Delhi.
7. Alastair M. Morrison . *Hospitality and Travel Marketing*, Delmar Publishers , London.
8. Krishnan Kamra. *Hospitality Operations and Management*, Wheeler Publishers, Allahabad.

## **Elective Course IV: Stream 4 - Insurance and Banking**

### **CO 1661.4 - PRACTICAL BANKING**

**No. of instructional hours per week : 5**

**No. of credits : 4**

**Aim of the course:** To expose the students to the different dimensions of the emerging initiatives in banking.

**Course objectives:**

1. To familiarise the students with the emerging aspects in banking.
2. To equip the students to have a practical insight in banking operations.

**Module I: Risk Management-** Capital adequacy and CAR- Risk management under Basel I and Basel-II- Risk weighted assets- Management of Risk and financial control. (15hrs)

**Module II: Retail Banking-** Products and services- Retail banking business and its composition- housing loans, vehicle loans, personal loans and education loans. Computation of interest- fixed rate and floating rate, EMI- value added services. (20hrs)

**Module III: Asset Liability Management-** Matching assets and with liabilities- bucket concept, mismatch between assets and liabilities- Principles for sound ALM- Guidelines of Central Bank. (15 hrs)

**Module IV: Recovery Management-** Principles for sanctioning of loans- margin requirements- Repayment systems- Management of NPAs- standard, substandard and loss assets- Provisioning for NPAs- Ever greening of loans- dealing with default. (20hrs)

**Module V General Utility Services of Banks-** conventional services- locker, references, compliance with standing instructions- Modern services- linkage with other financial Institutions- insurance, mutual fund, capital market, guarantee for foreign trade, merchant banking services. (20hrs)

**Books Recommended:**

1. Indian Institute of Banking and Finance . *Risk Management*
2. Indian Institute of Banking and Finance. *Banking Products and services*
3. Indian Institute of Banking and Finance . *Management of Non Performing Advances*
4. Gopalakrishnan T.V. *Management of Non- Performing Advances* ,Macmillan India Ltd., Delhi.
5. Deepak Alok . *Micro – finance Perspectives and Operation*, Macmillan India Ltd., Delhi.
6. Ashish Parthasarthy . *Theory and Practice of Treasury and Risk Management in Banks* ,Taxmann Publications Pvt. Ltd., New Delhi.
7. Mundra S.S . *Theory and Practice of Treasury and Risk Management in Banks*, Taxmann Publications Pvt. Ltd., New Delhi.
8. Ajayakumar . *Risk Management*, Macmillan India Ltd., New Delhi.
9. Chatterjee. D.P. *Risk Management*, Macmillan India Ltd., New Delhi.
10. Chandrasekhar C. *Risk Management*, Macmillan India Ltd., New Delhi.
11. Pain P.K .*International Banking : Legal and Regulatory Aspects*, Macmillan India Ltd., New Delhi.
12. Pathe P.M. *International Banking : Legal and Regulatory Aspects* , Macmillan India Ltd., New Delhi.
13. Radhaswami M . *Practical Banking*, Sultan Chand & Sons , New Delhi.

## **Elective Course IV: Stream 5 -Computer Application**

### **CO 1661.5 - COMPUTERISED ACCOUNTING**

**No. of instructional hours per week: 5 (2 hours theory and 3 hours practical)**

**No. of credits: 4**

**Aim of the course:** To update and expand the skills in the application of accounting packages.

**Course objectives:**

1. To expose the students to computer application in the field of Accounting.
2. To equip the students to meet the demands of the industry.
3. To develop practical skills in the application of Tally Package.

**Module I:** Company creation and set-up of accounts in Tally (8.1 or higher version) Startup Tally, Quitting Tally, Creation of a Company, Alteration, deleting, and shut a Company - concepts of Grouping of Accounts – Predefined account groups, display or alter groups. Creating Ledger Accounts – Predefined ledger accounts, creation, display, alter and deleting ledger accounts - Inventory – items, groups, units, creating a single stock group, creating a multiple stock group, stock items. (10 hrs)

**Module II:** Accounting vouchers and its advanced usages - Vouchers, Types of Vouchers used in Tally, Creation of Voucher type, Types of accounting Vouchers , Accounting Features, Maintaining Bill-wise Details, Cost centre and cost category, interest calculation, Reversing journals and optional voucher, Memorandum Voucher - Inventory vouchers – delivery note, physical stock voucher, purchase order, sales order, receipt note, rejection in, rejection out, stock journal, Stock category, bill-wise details, multiple Godowns, different and actual bill quantity- Working with payroll info menu- payroll configuration and pay head creation- pay roll vouchers- payroll reports. (30hrs)

**Module III: Books of accounts and its advanced usages** - Cash book, Bank book, Journal Register, Ledger, Purchase, Register, Sales Register, Stock item, Stock group summary, movement analysis, sales order, purchase order, location wise stock reports, stock query, branch accounting, flexible invoicing, discount in invoicing, price list, bank reconciliation, manufacturing account. (20hrs)

**Module IV: Financial Management** - TDS, Generation and Reconciliation of TDS Challans, Filing e-TDS return, Calculation of VAT in Tally - Fund flow, receivables turnover, budgeting and controls, variance analysis, ratio analysis, calculating key financial ratios. (20 hrs)

**Module V: Report Generation and Printing - Display of** Trial balance, profit and loss accounts, balance sheets, consolidated statements companies/branches. Printing options, quick format, printing reports, printing of primary books, printing of registers, printing of outstanding statements, printing of inventory books (10hrs)

**Recommended Practicals:**

1. Application of Tally - creation of companies; creation of primary groups, secondary groups; creation of ledgers; creation of inventory – items, groups, units etc.

2. Creation of different types of vouchers; bills wise details; interest calculation; creation of godowns.
3. Preparing, display and alter books of accounts, preparing stock reports, stock query, branch accounts, invoices, price list and bank reconciliation statement.
4. Creating payroll vouchers in TALLY
5. Generating fund flow statements, ratio analysis statements, budgets; calculation of VAT in tally; preparation of TDS return
6. Generating Trial balance, Profit and Loss Accounts, Balance Sheets, consolidated statement of companies.

**Books Recommended:**

1. Institute of Computer Accountants . *Tally*, Vikas Publishing House, New Delhi.
2. Tally Academy . *Tally Manual*.
3. TALLY 9 Upto release 3.0, Computech Publications Ltd., New Delhi..