Tilak Maharashtra Vidyapeeth, Pune  
Department of Distance Education  
T.Y.B.Com.  
Year -2012-13

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

Specialization Subjects:-
A. Cost & works accounting- II & III  
B. Banking & Finance- II & III  
C. Business Entrepreneurship- II & III  
D. Marketing Management- II & III

C – 311 - Business Regulatory Framework

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

Unit-1 - Contract Act (1872)  
a. Nature, classification of contract, offer & acceptance, parties to contract, Essentials of valid contract (free consent, Lawful object, consideration, Agreement declared to be void, )  

Unit-2- Sale of Goods Act (1930)  
Formation of contract of sale, sale & agreement to sale & Essentials  
Goods & their classification & kinds  
Conditions & warrantees – Transfer by non - owners  
Transfer of property in goods  
Sale by auction & Agreement to Sale

Unit-3- Negotiable Instrument Act (1881)  
Definition, features, presumptions of negotiable instruments, promissory notes, Bills of exchange & cheques. Distinction between them, Crossing of cheques  
Holder & holder in due course- privileges to holder in due course, Drawee in case of need, Negotiation, endorsement, Dishonour & discharge., Liabilities of parties to Negotiable Instrument.

Unit-4 - Consumer Protection Act (1986)  
Definition of consumer, complaints, contents of complaints, grievance, redresseal, machinery & Procedure, Unfair Trade Practice, Restrictive Trade Practice  
Consumer protection Council, Procedure to file complaints, Consumer Disputes Redressal Agencies  
Time limit of appeal  
Silent features of consumer protection Act
Unit-5 – Intellectual Property Rights (IPRs)
WIPO – Objectives, programmes & Activities of WIPO
TRIPS – Objectives & Categories of IPR covered by TRIPS
Patent – Definition, concept, Rights & Obligations of Patentee
Copyright – Characteristics, subject matter, Author & Rights, Term
Trademark – Characteristics, Functions, Illustrations, Various Marks, Term Rights of Trademark holder
Design – Importance, characteristics, Rights of Design Holder

C- 312 - Advanced Accountancy

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

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

2. Insurance Claim: -
   b. Claim for loss of profit: - Indemnity period, Calculation of claim

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

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

5. Departmental accounts : -
   Introduction, methods and technical allocation of expenses, interdepartmental transfers, provision for unrealised profit

6. Accounts for Incomplete Records: -
   Introduction, ascertainment of profit of sole trader, statement of affair method and conversion of single entry in to double entry

7. Interpretation and analysis of financial data
   Meaning, objectives, purpose, methods, calculation of various ratio – gross profit, net profit, operating profit, stock turnover, current, liquid return of investment

8. Accounting standards: -
   AS – 6, AS – 9, AS – 13
C-313 - Indian and Global Economic Development

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

1. Introduction:
   a. Indian economy as an emerging economy - characteristics
   b. Indicators of economic development & comparison with developed economy
   c. Meaning of term ‘Less developed’

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

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

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

5. Human Resource Development comparative study of population
   a. Role, concept of Human Development Index
   b. Concept of Human Poverty Index

6. Growth of Global Economy since 1990’s
   a. Meaning & challenges of Liberalisation, Privatisation & Globalisation
   b. Privatisation – For & Against arguments.

7. Regional & International economic co-operatives
   a. Need for international economic cooperation- European union ( Eu)
   b. International monetary fund (IMF)
   c. South Asian Association for Regional cooperation (SAARC)
   d. World Bank
   e. World Trade organization (WTO) Regional Economic Co-operation
8. **Foreign Capital & Trade**
   
   a. Need, forms & Importance of Foreign Trade in Economic development  
   b. Current Export – Import Policy (Exim Policy)

9. **Balance of Payment & Balance of Trade – Concepts**
   
   a. India’s Balance of Payment since 1991  
   b. Convertibility of Rupee on current & Capital A/c

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**C- 314 - Business Taxation and Auditing**

**Objectives:**

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

**UNIT-I : Income Tax Act, 1961**

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

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

2.1 Income from Salary - Salient features, meaning of salary; Allowances and their taxability; perquisites and their valuation, Profit in lieu of salary; Deductions allowed (theory and problems)

2.2 Income from house property
Basic of chargeability;
Annual value
Deductions allowed (Theory and problems)

Profits and Gains by Business & Profession:
Methods of Accounting
Deductions expressly allowed and deductions expressly disallowed (Theory & problems)

Capital Gains:
Chargeability
Definitions
Cost of improvement
Short term and long term gains
Deductions (Theory only)

Income from other sources:
Inclusions & Deductions

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

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

Unit – I: Introduction and principles of Auditing
Definition, nature, objects and Advantages of Auditing.
Types of Errors and frauds.
Various types of Audit including Tax Audit

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

Unit – III: Company Auditor
Qualifications and Disqualifications
Appointments and Removal
Rights, Duties and liabilities

Unit – IV: Audit Report
Types of Audit Report
Audit certificate, Difference between Audit Report and Audit certificate

Unit – V: Tax Audit
Compulsory Tax Audit
Certificate for claiming exemptions
Selective Tax Audit

Unit – VI: Audit of Computerised Systems
Auditing an EDP environment
Problems in EDP
General EDP control
Audit Techniques

C- 315 - Cost and work Accounting – II

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

1. Overheads: -

   Meaning, Definition, and classification
   Collection, Allocation, Apportionment and Reapportionment of overheads
   Overhead absorption – meaning and methods
   Under & over absorption of overheads –
   Meaning, Reasons and accounting treatment
   Control of production overheads, Administration overheads and selling and distribution overheads

2. Special item of overhead costs and treatment: -
Capacity cost, capacity cost, Research and development cost, depreciation cost, cost of obsolescence, cost of tools and cost of training
3. **Methods of costing**: -
   Meaning and methods of costing – Needs for various methods
   Contract costing – definition, features, preparation of contract account with works certified, uncertified, escalation clause, profit on complete contract, cost plus contract

4. **Process costing**: -
   Meaning, features, preparation of process account with normal or abnormal loss or gain.
   Inter-process profit
   Theory – Joint product ,by product

5. **Operating costing**: -
   Meaning, features
   Cost unit: simple and composite
   Cost sheet for transport, Hospital, Canteen etc.

C- 325 - Cost and works Accounting – III

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

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

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

**Uniform costing and inter firm comparison:** -
   Meaning – objectives, advantages, limitations
   Requisites – uniform cost manual.
   Inter-firm comparison – meanings, essentials, advantages, limitations.

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

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

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

C- 316 - Banking & Finance - II

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

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

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

3. Indian capital market :-
   - Meaning & functions of capital market.
   - Structure & features of Indian capital market.
   - Participants in Indian capital market – Stock Exchange (Bombay Stock Exchange, National Stock Exchange) depositories, Banks & financial institution, Brokers, Foreign Institutional Investors; Merchant Bankers, underwriters, Mutual funds, Role of S.E.B.I.
   Limitation of Indian capital market.

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

5. Specialised Financial Institutions & Investment Institutions in India
   Objective, organisation, functions & progress of
   a. Industrial Finance Corporation of India.
   b. Industrial Investment Bank of India
   c. Small Industries Development Bank of India, State Finance Corporation
   d. Life Insurance Corporation of India.
   e. Unit Trust of India.
   f. General Insurance Corporation of India
   g. Provident Funds

C- 326 - Banking & Finance- III

1. Laws Relating to Banking in India -
   Provisions of the Banking Regulation Act, 1949 with reference to the following:

2. Negotiable Instruments Act.1881 -

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

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

5. Securities for Advances -
   - Principles of Secured Advances
   - Precautions to be taken by the banker while advancing against:
     (a) Documents of Title to Goods
     (b) Real Estate
     (c) Fixed Deposit Receipt
     (d) Gold and Silver Bullion
     (e) Supply Bills
     (f) Life Insurance Policy
     (g) Shares
     (h) Agricultural Produce
Modes of creating charge: - Lein, pledge, Hypothecation, Mortgages & types of Mortgages

6. **Project Appraisal & Recovery Measures** :
   Step in Project Appraisal – Economic, Technical, Managerial operational & Financial Aspects
   a) Non Legal Measures – Follow up action – One time settlement – Recovery Camps – Recovering through Self Help Groups
   Enforcement of Security Interest Act, 2003

**C- 317 - Business Entrepreneurship paper II**

**Objectives:**
1. To help students to develop their entrepreneurial competence.
2. To develop knowledge and understanding in creating and managing new Venture
3. To help students to bring out their own business plan.
4. To encourage students to set up their own business venture.
5. To make student aware about Business crises, sickness & It's management.
6. To provide knowledge about key tools & techniques to set up new Business Venture.

**Unit I – Business opportunities and market survey.**
   Scanning of Business Environment.
   Identification and evaluation of Business opportunities.
   Assessment of Market.
   Conducting market survey. - preparation of questionnaire, Data collection, Analysis & Interpretation.

**Unit II – Institutional & Government support to new venture. (students are expected to study the assistance schemes of the following institutions)**
   District industry centre (DIC)
   Maharashtra centre for entrepreneurship Development (MCED)
   Entrepreneurship Development Institute of India, Ahmedabad (EDI)
   Maharashtra industrial and technical consultancy organisation (MITCON)
   Khadi and Village industries commission (KVIC)
   Maharashtra industrial development corporation (MIDC)
   Maharashtra small scale industries development corporation (MSSIDC)
   National Small Industries Corporation of India (NSIC)
   Rajiv Gandhi Udyami Mitra Yojna (RGUMY)
   Prime Minister's Rojgar Yojana (PMRY)
   Prime Minister's Rojgar Yojana for Educated unemployed Youth.

**Unit III – Financial Assistance**
   Maharashtra State Financial Corporation (MSFC)
   Commercial Banks – Term loan and working capital loan
   Loan schemes for women entrepreneurs
   Small Industries Development bank of India
   Venture capital suppliers
   Self employment schemes of Govt. of Maharashtra
   Incentives schemes of the Government for SSI
Unit IV – Preliminary project Report
Project Report – Meaning and importance, Feasibility of the project
Selection of the suitable form of organization
Preliminary project Report preparation – Contents- Marketing and Technical
Feasibility, financial viability, precautions to be taken by an entrepreneur while
Preparing project report
Project Appraisal – Break even Analysis and Ratio Analysis.

Unit V – Tools and techniques of project implementation
Network analysis – Basic concepts in Network Analysis
Critical path method (CPM)
Programme evaluation and review technique (PERT)

Unit VI – Small Business management
General introduction of the functional areas of SSI
Operation
Marketing
Human Resource
Finance
Risk

Unit VII – Study of Biographies of entrepreneurs
Late Mr. J.R.D.Tata, Late Mr. Dhirubhai Ambani
Late Shri Tatyasaheb Kore of Warnanagar
The success story of Lijjat Papad
The success story of Nirma Enterprises

Unit VIII – Business crises and sickness
Nature and Types of Crises
Starting crises, cash crises, delegation crises, leadership crises, financial crises, property
crises, succession crises
Sickness
Meaning and definitions
Symptoms of Sickness
Causes of Sickness
Turnaround strategies – TELCO Story

C – 327 - Business Entrepreneurship Development - III

Objectives:-
1. To develop the knowledge of Entrepreneurship Concept
2. To understand the behavioral aspects of entrepreneurship
3. To get aware about Entrepreneurial Competencies.
4. To understand the concepts of Leadership, motivation & stress Management.

Chapter 1. Organizational Behaviour.
Organization – Meaning, Definition, Goals, approaches.
Organizational Behaviour – Meaning, Definition, Scope
Historical roots of Organizational Behaviour
Chapter 2. Individual Behaviour & Personality.
- Determinants of individual behavior – Biographical characteristics, Ability, Learning & personality.
- Personality – Meaning, Definitions, Determinants of personality, Theories of Personality.
  . Personality Development.
  . Emotional Intelligence.
  . Entrepreneurial Personality.

Chapter 3 : - Innovation sources of innovation & Creativity
- Systematic entrepreneurship
- Purposeful innovation
- Seven sources of innovation
  a. The unexpected
  b. Incongruities
  c. Process need
  d. Industry and market structures
  e. Demographics
  f. Changes in perception
  g. New knowledge
  h. Principles of innovation

Chapter 4 :- Managing Internal & External Business Situation
- Managing internal customers, product, Technology & Infrastructure.
- Porter’s 5 Forces Model of Competition.
- Significance of Entrepreneurial Decision Making.

Chapter 5 :- Entrepreneurial Competencies
- Organizational behavior – meaning, definition and scope
- Determinants of Individual Behavior, Emotional Intelligence
- Personality – meaning, determinants, Personality development
- Entrepreneurial personality & qualities
- Transactional v/s transformational leadership,
- Significance of Entrepreneurial competencies in meeting the challenges of Business in India

Chapter 6 :- Leadership
  Leadership – Meaning, Difference between Manager & Leader, Leadership Theories

Chapter 7 :- Group and team management
- Group, Group management
- Group dynamics, group cohesion, co-operation and competition
- Team building, managing a team, creating a high performance team
- Helping behavior
- Team player

Chapter 8 :- Stress management and Entrepreneurial Motivation
- Stress and conflict management
- Stress – personal and organizational approach
• Motivation in employees – Monetary & Non – Monetary Techniques.
• Theories of Motivation – Maslow's Motivation Theory / Herzberg Theory.

C- 318 - Marketing Management Paper –II

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

Unit-1 - Marketing Management:
Marketing Management – Introduction, Definition.
Responsibilities of Marketing Management
Functions of Marketing Management, Skills & Qualities of Marketing Manager, Challenges in
Globalisation, Methods to manage change

Unit-2 - Market Segmentation:
Introduction, Relevance
Essentials of effective market segmentation
Procedure of market segmentation, Patterns of market segmentation
Basis for segmenting consumer market and Industrial market
Benefits and limitations
Market targeting & positioning

Unit-3 - Buyer Behaviour: -
Meaning, Need of studying buyers’ behaviour
Different factors influencing consumer Behaviour
Buyers behaviour and buying process
Buying behaviour of Indian customers
Organisational Buyer Behaviour

Unit-4 - Ethics and Social Responsibilities of Marketing, Social Marketing: -
Introduction - Social responsibilities of Marketing Manager
Social criticism of marketing
Impact of marketing on social in general and on other business.
Action to regulate marketing activities
Recent trends in Social marketing

Unit-5 - Customer Relationship Management: -
Meaning—significance – process of building Customer Relationship
Customer service, customer care, focus, customer delight, Attracting and
retaining customers, Need for customer retention, difficulties related to customer relationship
management.

Unit-6 – Industrial Marketing –
Introduction
Industrial Marketing Strategy
Future of Industrial Marketing
Global Industrial Marketing.

Unit – 7 – Retail Marketing
Meaning, characteristics, Significance, Functions, Trends in Retail Formats
Organised / Unorganised forms of retailing
1. Meaning – scope – elements of Advertising
   Conceptual framework, origin and growth.
   Advertising as a marketing tool and significance for consumer welfare.
   Nature scope and functions.
   Role of Advertising in modern business.
   Advertising and marketing mix.
   Advertising – Marketing – Types
   Economic and social aspects of advertising
   Benefits – Limitations
   Criticism of advertising

2. Advertising Media
   Definitions, Classification & characteristics of different media. Comparative study of advertising media.
   Selection of media. Factors affecting selection
   Media mix – Geographical selectivity – Media scheduling – modern advertising

3. Advertising Layout
   Meaning and Importance
   Preparation of copy, Essentials of good copy, copy - writing

4. Appeal to Advertisement
   Introduction – Different appeals & their significance
   Advertising message
   Positive Emotional approach
   Negative Emotional approach
   Fear appeal and market segmentation
   Direct and Indirect Appeal
   Relation between advertising appeal and buying motives

5. Advertising Agency, Functions, Selection, Coordination
   Factors involved in Agency selection. Co-ordination with the Agency. Changing the agency organisational structure – Development of new agency system

6. Advertising Process
Advertising process: - Advertising psychology, Effectiveness of Advertising, Buyers Behaviour & advertising
Advertising strategy – Planning and organization contribution, setting of Advertising Objectives, Advertisement strategy. Advertisement planning, level of decision making, factors influencing organisational features.

7. Construction of Advertising Material
Visualization – Technique
Preparation of the copy – Copy thinking
Objectives and essentials of good copy types of copy. Faults in copy writing

8. Advertising a career
Selecting advertising as a career
The modern advertiser Educational training
Advantages and limitations of advt as a Profession
Women in advertising career
Internet Advertising

9. Future of Advertising in India
Advertising in the market place – Advt. in non-business Areas. (Advt. – Advertising)
Industrial Advertising
Rural Advertising
Future of Advertising in India
Factors that influence the future Advertising.

10. Brand Marketing
Meaning of Brand & Branding
Benefits of Brand to seller & customer
Types of Brands & significance
Branding Decision