Tilak Maharashtra Vidyapeeth, Pune  
B.Com. Distance Programme  
Syllabus – 2013-14  
T.Y.B.Com.

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 I 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 II 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 III 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 IV 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 appealSilent features of consumer protection Act
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.

UNIT I 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.

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

UNIT III 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.

UNIT IV 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

UNIT V Departmental accounts
Introduction, methods and technical allocation of expenses, interdepartmental transfers,
provision for unrealised profit

UNIT VI Accounts for Incomplete Records
Introduction, ascertainment of profit of sole trader, statement of affair method and
conversion of single entry in to double entry

UNIT VII 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

UNIT VIII 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.

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

UNIT II 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

UNIT III 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

UNIT IV 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
e. Strategy of Indian planning
f. Achievement and failures of planning

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

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

UNIT VII 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

UNIT VIII Foreign Capital & Trade
a. Need, forms & Importance of Foreign Trade in Economic development
b. Current Export – Import Policy ( Exim Policy )
UNIT IX Balance of Payment & Balance of Trade – Concepts
   a. India's Balance of Payment since 1991
   b. Convertibility of Rupee on current & Capital A/c

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:

Objective:
   To get the knowledge of Audit Principles, Process
   and about Audit Report in Accounting
   To understand the tax structure and computerized system of 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.

UNIT I  **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

UNIT II  **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
UNIT III  **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

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

UNIT V  **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.

UNIT I  **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

UNIT II  **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

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

UNIT IV  **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

UNIT V  **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

UNIT VI  **Target Costing**
Meaning, features of Target costing
Advantages & Limitations of Target costing
Impact on profitability of firm.

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**C- 316 - Banking & Finance - II**

**Objectives: -**
1. To acquaint the student with financial market and it 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.

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

UNIT II  **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.

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

UNIT IV  **Non-Banking Finance Companies (N.B.F.C.s.)**
- 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

UNIT V 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

UNIT I Laws Relating to Banking in India
Provisions of the Banking Regulation Act, 1949 with reference to the following:
Definition, Capital, Reserve Fund, Cash Reserve, Cash reserve for non-scheduled Banks,

UNIT II Negotiable Instruments Act 1881

UNIT III 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.

UNIT IV 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.

UNIT V 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
UNIT VI  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
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

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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.

UNIT I  **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
UNIT II  Managing Internal & External Business Situation
• Managing internal customers, product, Technology & Infrastructure.
• Porter’s 5 Forces Model of Competition.
• Significance of Entrepreneurial Decision Making.

UNIT III  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

UNIT IV  Leadership
Leadership – Meaning, Difference between Manager & Leader, Leadership Theories

UNIT V  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

UNIT VI  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 I  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 II  Market Segmentation
Introduction, Relevance
Essentials of effective market segmentation
Procedure of market segmentation, Patterns of market segmentation
Basis for segmenting consumer market and Industrial market
Benefits and limitations
Market targetting & positioning
C- 328 - Marketing Management – III

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

UNIT I 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
UNIT II 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

UNIT III Advertising Layout
Meaning and Importance
Components – Background – Border caption – Decorations – Heading - Illustration – Mascot Name
plate – price – product – slogan – space – sub heading – Text Message- Trademark,
Preparation of copy, Essentials of good copy, copy - writing

UNIT IV 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

UNIT V 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
Corporate Advertisement:- corporate advertising in India.

UNIT VI 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.

UNIT VII 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

UNIT VIII 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
UNIT IX  **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.

UNIT X  **Brand Marketing**  
Meaning of Brand & Branding  
Benefits of Brand to seller & customer  
Types of Brands & significance  
Branding Decision