

# BHARATHIDASAN UNIVERSITY, TIRUCHIRAPALLI – 620 024

**M.Com – Revised Course Structure under CBCS**

(For the candidate admitted from the academic year 2016–2017 onwards) (updated on 7-12-2017)

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| **Se me st**  **er** | **Course** | **Course Title** | **Ins. Hrs/ Week** | **Credit** | **Exa m Hrs** | **Marks** | | **Total** |
| **Int** | **Ext** |
| **I** | Core Course – I (CC) | Managerial  Economics | 6 | 4 | 3 | 25 | 75 | 100 |
| Core Course – II (CC) | Services Marketing | 6 | 4 | 3 | 25 | 75 | 100 |
| Core Course – III (CC) | Corporate Laws | 6 | 4 | 3 | 25 | 75 | 100 |
| Core Course – IV (CC) | Income Tax Theory  Law & Practice | 6 | 4 | 3 | 25 | 75 | 100 |
| Elective Course – I (EC) | 1. Insurance Management | 6 | 4 | 3 | 25 | 75 | 100 |
| **Total** | | **30** | **20** |  |  |  | **500** |

# CORE COURSE – I

# MANAGERIAL ECONOMICS

**Objective : To make the students to realize the usefulness of economic tools, principles & laws in making business decisions.**

**UNIT I**

Managerial Economics – Meaning, Nature, Scope and Application – Relationship with other discipline – Role of Managerial Economist – Demand Analysis – Demand Determinants - forecasting and techniques.

# UNIT II

Production Function – Managerial use of production function – Supply analysis - Law of Supply – managerial uses of supply curve. Cost Concepts, classification & determinants – Cost Output relationship – Economies of scale - Cost Control and Cost Reduction.

# UNIT III

Price and Output decisions under different marketing structures - Perfect competition, Monopoly, Oligopoly & Monopolistic Competition – Price discrimination – Pricing Objectives, policies, Strategies and methods - Price differentials – Price forecasting.

# UNIT IV

Profit – Nature & Concept – Profit Planning, Policies and Forecasting- profit theories - Measurement of profit - Interest – Rent and theories.

# UNIT V

Business Cycle and policies – Economic forecasting of business – Input Output Analysis – National Income - Accounting and Measurement.

# Text and Reference Books (Latest revised edition only)

1. Joel Dean, Managerial Economics – Prentice Hall, New York.
2. Mehta P.L. – Managerial Economics – Sultan Chand and Sons, New Delhi.
3. Varshney and Maheswari - Managerial Economics - Sultan Chand and Sons, New Delhi.
4. Gupta G.S. – Managerial Economics – Tata McGraw Hill, New Delhi.
5. Mithani D.M. – Managerial Economics – Himalaya Publishing House, Mumbai.
6. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd, New Delhi.
7. Cauvery, SudhaNayak and Others - Managerial Economics - S. Chand and Sons, New Delhi.
8. H. Craig Petersen, W. Cris Lewis, Managerial Economics, 4th Edition, Pearson Education.

# CORE COURSE – II SERVICES MARKETING

**Objective : To enable students to gain expert knowledge on marketing of various servic**es.

**UNIT I**

Services Marketing – Definition – importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

# UNIT II

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process. Delivering Quality Service - TQM in services marketing - Quality standards - process and technological requirements to implement Quality Standards in services marketing.

# UNIT III

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategies during the Product Life Cycle – Product Planning Strategy – Development of new products – Diversification and elimination.

# UNIT IV

Bank Marketing – Insurance Marketing – Transport Marketing.

# UNIT V

Tourism and Hotel Marketing - Education Marketing – Communication Services Marketing – Health services.

# Text and Reference Books :( Latest revised edition only)

1. S.M.Jha, Services Marketing, Himalaya Publishing House, Mumbai.
2. M.Y.Khan, Services Marketing, Tata McGraw Hill, New Delhi.
3. C.B.Memoria&R.K.Suri,Marketing Management, Kitab Mahal,
4. Kotler -Marketing Management , Sultan Chand & Sons, New Delhi.
5. Cowell.- Marketing of Services, Heinemann Publishers, London.
6. Christopher Lovelock, JochenWirtz&Jayanta Chatterjee – Service Marketing People, Technology, Strategy. Pearson Education.

# CORE COURSE – III CORPORATE LAWS

**Objective: To make the students understand the legal framework with reference to Companies in India.**

**UNIT I**

Provisions of Companies Act 1956 relating to Company Administration

* Board of Directors – Managing Director – Provisions relating to various types of meetings. Latest amendments in Companies Act, 2013 relating to company administration and governance.

# UNIT II

Industries (Development and Regulation) Act, 1951 - object – Definitions – Central Advisory Council – Development Council – Regulation of Scheduled Industries – Registration and Licensing

* Investigation and takeover of Management of Industrial undertakings of Central Government – Effect of Central Government’s order – Management and control of undertakings owned by companies in liquidation – Power to provide relief measures – power to exempt special cases – penalties.

# UNIT III

Foreign Exchange Management Act, 1999 – Definitions – Regulation and Management of Foreign Exchange – Authorized person – contravention and penalties – adjudication and penalties – Directorate of Enforcement.

# UNIT IV

The Essential Commodities Act, 1955 – Powers of Central Government to Control, effect, seizure and confiscation – Consumer Protection Act 1986 – Definition – Consumer Protection Council – Consumer Disputes Redressel Agencies – District Forum – State Commission

* National Commission.

# UNIT V

Water (Prevention and Control of Pollution) Act, 1974 - Definition – functions and powers of various Boards - Compliance regarding discharges causing pollution, Penalties and Offences – Air (Prevention and Control of Pollution) Act, 1981 - Definition – Functions and powers of various Boards – Duties of occupier of specified industries to ensure adherence to standard offences by companies.

# Text and Reference Books : (Latest revised edition only)

1. Bar Act of all relevant Legislations.
2. Corporate Laws and Secretarial Practice –Sultan Chand and Sons, New Delhi.
3. N.D.Kapoor, Dr.G.K.KapoorCorporate Laws and Secretarial Practice, Premier Book Company, New Delhi.
4. TejpalSheth, Corporate Laws, Taxman Publication, Mumbai.
5. U.K.Chandhary,Economic Legislation – Law & Practice, Sultan Chand & Sons, New Delhi.
6. S.S.Gulshan and G.K.Kapoor,Economic and other Legislations Sultan Chand& Sons, New Delhi.

# CORE COURSE – IV

**INCOME TAX THEORY LAW AND PRACTICE**

**Objective: To acquaint Students to know the latest Income Tax Law and enable them to file Income Tax Returns.**

**UNIT I**

Income Tax Act – Definition – Income – Agriculture Income – Assessee

– Previous year – Assessment year – Residential Status – Scope of Total Income – Capital and Revenue – Receipts and Expenditure – Exempted Incomes.

# UNIT II

Computation of Income from Salaries and Income from House Property.

# UNIT III

Computation of Profits and Gains of Business or Profession – Computation of Capital Gain - Computation of Income from other sources.

# UNIT IV

Set-off and Carry Forward of Losses – Deduction from Gross Total Income – Computation of Tax Liability.

# UNIT V

Income Tax Authorities – Procedure for Assessment – Tax Deducted at Source (TDS) – Assessment of Individuals, Hindu Undivided Family, Partnership Firms and Companies.

## Note : Theory 25 Marks : Problems - 50 Marks

**Text and Reference Books :(Latest revised edition only)**

* 1. Gaur &Narang, “Income Tax Law & Practice”, DP Kalyani Publishers, New Delhi.
  2. DingarPagare, “Tax Laws”, S.Chand&Sons , New Delhi.
  3. Vinod K.Singhania, “Direct Taxes”, Taxmann’s Publications, New Delhi.
  4. T.S.Reddy& Hari Prasad Reddy, “ Income Tax Theory, Law & Practice”, Margham Publications, Chennai.
  5. Government of India, Income Tax Manual
  6. Dr.H.C.Mehrotra- Income Tax Law and Practice, SahithyaBhavan Publications, Uttar Pradesh.
  7. Dr.Bhagawathi Prasad - Law& Practice of Income Tax India, VishwaPrakashan Publishers, Delhi.
  8. Murthy, Income Tax- vijay Nicole, Chennai

# ELECTIVE COURSE – I

* + 1. **INSURANCE MANAGEMENT**

**Objective: To impart knowledge on the theory of insurance and to educate the process of insurance activities in India.**

**UNIT I**

Insurance – Definition – Nature - Principles – Role - Importance – Types of Insurance & Insurance Organization. Insurance Contract. Privatization of Insurance in India – Major Players in Insurance Business – Impact of Privatization of insurance in India

# UNIT II

Life Insurance – Nature – Classification of Policies - Annuities - Selection of Risk - Measurement of Risk – Mortality Table- Calculation of Premium- Surrender Value - Cover Note – Policy Conditions - Progress of Life Insurance Business in India.

# UNIT III

Fire Insurance – Nature – Fire Insurance Contract – Kinds of Policies - Polic Conditions - Payment of Claims – Reinsurance - Double Insurance.

# UNIT IV

Marine Insurance – Nature - Policies – Policy Conditions – Premium Calculation – Marine Losses – Payment of Claims - Progress of Marine Insurance Business in India.

# UNIT V

General Insurance – Motor Insurance – Burglary and Personal Accident Insurance – Miscellaneous Forms of Insurance – Employee Liability Insurance – Property Insurance - Cattle Insurance – Crop Insurance - Medi-Claim – Overseas Medi - Claim Policy - Rural Insurance in India. Insurance Regulatory and Development Authority Act,1972 - IRDA Regulations 2000.

# Text and Reference Books :(Latest revised edition only)

1. Dr.P.K.Gupta-Insurance and Risk Management-Himalaya Publishing House, Mumbai.
2. NaliniPravaTripathy and Pabir Pai-Insurance, Theory and Practice- Prentice Hall , New York.
3. M.N.Mishra-Insurance Principles and Practices-S.Chand& Sons, New Delhi
4. Mark S. Dorfman-Introduction to Risk Management and Insurance- Prentice Hall, New York.

5. IRDA 1999.