



శాతవాహన విశ్వవిద్యాలయం
SATAVAHANA UNIVERSITY
KARIMNAGAR

DEPARTMENT OF COMMERCE

3rd Year
B. Com Syllabus

W.e.f. Academic Year 2013-14

SATAVAHANA UNIVERSITY, KARIMNAGAR

Department of Commerce

B.Com Specialisation wise 3rd Year Papers

Specialisation	PAPER (PPW : 5 each paper; Exam Duration 3 hrs)					
	Common Paper				Elective Paper	
	301	302	303	304	305 (E-I)	306 (E-II)
B.Com (General)	BLS (70+30) PPW 4+1	CRA (70+30) PPW 4+1	CMA (70+30) PPW 4+1	AUD (70+30) PPW 4+1	ACA (70+30) PPW 4+1	AMA (70+30) PPW 4+1
B.Com (General with Marketing Electives)	BLS (70+30) PPW 4+1	CRA (70+30) PPW 4+1	CMA (70+30) PPW 4+1	AUD (70+30) PPW 4+1	PRINCIPLES OF MARKETING (100) PPW 5	RURAL MARKETING (100) PPW 5
B.Com. (Computer Application)	BLS (70+30) PPW 4+1	CRA (70+30) PPW 4+1	CMA (70+30) PPW 4+1	AUD (70+30) PPW 4+1	WEB PR (70+30) PPW 4+1	RDBMS (70+30) PPW 4+1
B.Com. (Taxation)	BLS (70+30) PPW 4+1	CRA (70+30) PPW 4+1	CMA (70+30) PPW 4+1	AUD (70+30) PPW 4+1	SALES TAX (Central, State Excise & Custom Act (100) PPW 5	CORPORATE TAX MANAGE MENT (100) PPW 5

Note : 1. Maximum Marks allocated for each paper are given in parentheses; 70 Marks for Theory and 30 Marks for Computer practical and Commerce Lab Practical.
2. Each paper allotted PPW are FIVE
3. One hour theory classes equal to two computer/ commerce Lab hours

SATAVAHANA UNIVERSITY, KARIMNAGAR

Department of Commerce B.Com 3rd Year

Paper –301: BUSINESS LAWS (Common Paper to All Streams)

Max. Marks: 70T + 30P= 100

P.P.W: 4+1

Time: 3 Hours

Objective:

To make the students learn the basics of business laws and apply them in real life situations.

Unit-I: Contract Act: (25 HOURS)

Agreement and contract: Definition and meaning-Essentials of a valid contract -types of contracts. Offer and Acceptance: Definition-Essentials of a valid offer and acceptance-communication and revocation of offer and acceptance. Consideration: Definition and importance-Essentials of valid consideration -The Doctrines of “Stranger to Contract” and ‘No Consideration-No Contract’ –Capacity to contract- Special rules regarding minor’s agreements. Consent: Free Consent-Flaws in Consent, Coercion-Undue influence –Fraud -Misrepresentation and Mistake.

(Lab Work: Students are expected to know the cases of Contract act and able to create a written Contract)

Unit-II: Discharge of a Contract: (25 HOURS)

Legality of object and consideration: Illegal and immoral agreements -agreements opposed to public policy. Agreements expressly declared to be void -wagering agreements and contingent contracts. Discharge of contract-various modes of discharge of a contract- performance of contracts. Breach of a contract -types-remedies for breach of contract.

Unit-III: Sale of Goods Act: (25 HOURS)

Contract of Sale: Definition-features-Definition of the term goods-types of goods-rules of transfer of property in goods-differences between sale and agreement to sell. Rights of an unpaid seller. Conditions and Warranties -meaning and distinction -express and implied conditions and warranties -sale by non-owners -auction sale.

(Lab Work: students are expected to know the cases and practical problems relating to the sale of goods act. Students are advised to refer to the Internet website and prepare the assignments)

Unit-IV: Consumers Protection Act and Intellectual Property Rights: (25 HOURS)

Definition of the terms- consumers, unfair trade practices, restrictive trade practices and complainant -rights of consumers -consumer protection councils -consumer redressal agencies -penalties for violation.

Intellectual Property Rights: Meaning, Need and Objective -Meaning of the terms Intellectual property, literary copy rights, patents, trademarks, trade names, trade secrets, industrial designs,

geo graphical indications. Information Technology Act, 2000: aims and objectives -a brief overview of the Act.

(Lab work: Students are expected to know the Model for of a complaint, Check list of requirements for petition to be filed before the National Consumer Disputes Redressal Commission; cases and practical problems under the Consumer Protection Act and Right to Information Act. Students are advised to refer to the Internet, Websites and prepare the assignments)

Unit-V: Company Law: (25 HOURS)

Doctrine of ultra virus, and its effects -doctrine of constructive notice -doctrine of indoor management -exceptions.

Management of Companies -Directors-qualifications-disqualifications-appointment-removal-rights and duties- Company meetings and resolutions -appointment of a company Secretary.

Winding up of Companies -various modes -compulsory winding up -powers and duties of official liquidator -members and creditors- voluntary winding up subject to the supervision of the court -dissolution.

(Lab work: Students are expected to know the cases of Companies Act. Students are advised to refer to the Internet Website and prepare the assignments)

Suggested Readings:

Gulshan S.S., Mercantile Law, Excel Books

Kapoor ND, Mercantile Law, Sulthan Chand

Kapoor ND, Company Law, Sulthan chand

Maheshwari S.N., Business Laws, Himalaya Publishers

Balachandran V, Business Laws, Tata Mc. Grahil Publishers

Tulsian, Mercantile law, Tata Mc. Grahil Publishers

Tulsian, Business law, Tata Mc. Grahil Publishers

Gogna , A text book of Business And industrial law, S.Chand

Pillai Bagavathi,Business Law , S.Chand

Gogna , A text Book of Mercantile Law, S.Chand

S.S.Gulshan,Business Law, Excel Books

Bulchandani, Business Laws, Himalaya Publishing

Maheshwari& Maheshwari , Mercantile Law, Sulthan Chand

Bare Acts of different Laws (as per the syllabus) , Sulthan Chand

Company Act , Law Publications

Consumer Protection Act, Law Publications

IPR (Intellectual Property Rights), Law Publications

Cases of different Business Laws. Law Publications

SATAVAHANA UNIVERSITY, KARIMNAGAR
Department of Commerce
B.Com 3rd Year

Paper – 302: CORPORATE ACCOUNTING
(Common Paper to All Streams)

P.P.W: 4+1

Max. Marks: 70T+ 30P= 100
Time: 3 Hours

Objectives:

1. To provide the knowledge relating to the Accounting standards.
2. To enable students to prepare final Accounting using Accounting package
3. To enable students to prepare financial statements of Insurance and Bank Companies.

Unit-I: Accounting standards-Valuation of Goodwill and Shares (30 HOURS)

Accounting standard -Need and Importance-An overview of Indian Accounting Standards.

Valuation of Goodwill -Need and methods-Normal profit Method. Super profit method-Capitalization method

Valuation of Shares-Need for Valuation-Method of Valuation-Net asset method, Yield basis method, fair value method.

Unit-II: Company final Accounts-issue of Bonus Shares and Profits Prior to incorporation (30 HOURS)

Preparation of Final Accounts-Provisions relating to preparation of final accounts-Profit and loss account and balance sheet (Including Problems).

(Computer Lab work: Preparation of final accounts using computers)

Issue of Bonus Shares -Provisions of company's Act and SEBI guidelines. Acquisition of business and Profits prior to incorporation -Accounting treatment (theory only.)

Unit-III: Amalgamation and Internal Reconstruction (25 HOURS)

Amalgamation -In the nature of Merger and Purchase -Calculation of purchase consideration-Treatment in the books of transferor and transferee (as per Accounting Standard 14, excluding inter-company holdings)

(Computer Lab work: Recording of transactions relating to mergers using computers)

Internal Reconstruction -Accounting treatment-Preparation of final statements after reconstruction.

(Computer Lab work: Recording of transactions relating to Internal Reconstruction using computers)

Unit-IV: Bank Accounts (20 HOURS)

Bank Accounts -Books and Registers to be maintained by Bank -Slip system of posting -rebate on bills discounted -Schedule of advances –Nonperforming assets -Legal provisions relating to preparation of final accounts.

Unit-V: Accounts of Insurance Companies (25 HOURS)

Life Insurance companies -Preparation of revenue Account, Profit and loss Account -Balance sheet and Valuation Balance sheet. General Insurance Companies- Preparation of final accounts with special reference to fire & marine insurance only.

Suggested readings:

1. Principles and Practice of Accounting: R.L. Gupta & V.K. Gupta, Sultan Chand & Sons
2. Advanced Accountancy (Vol-II): S.N.Maheshwari & V.L.Maheshwari
3. Accountancy–III: Tulasian, Tata Mcgraw Hill Co.
4. Advanced Accountancy: Arulanandam; Himalaya
5. Accountancy–III: S.P. Jain & K.L Narang, Kalyani Publishers
6. Modern Accountancy (Vol-II): Haneef & Mukherjee, Tata Mcgraw Hill
7. Advanced Accounting (Vol-II): Chandra Bose, PHI
8. Advanced Accountancy: Shukla and Grewal, S.Chand & Co
9. Advanced Accountancy: R.L.Gupta & Radhaswamy, Sultan Chand & Sons
10. Financial Accounting: Dr.V.K.Goyal, Excel Books
11. Introduction to Accountancy: T.S.Grewal, S.Chand and CO
12. Corporate Accounting: Goyal VK, Excel
13. Corporate Accounting: Verma KK, Excel
14. Accounting package: Tally, Wings, Focus.
15. Manuals provided by Wings, Tally and focus (accounting package)
16. Corporate Accounting: T. Joseph, Tata
17. Corporate Accounting: Sakshi Vasudeva, Himalaya.

SATAVAHANA UNIVERSITY, KARIMNAGAR

Department of Commerce B.Com 3rd Year

Paper – 303: COST & MANAGEMENT ACCOUNTING (Common Paper to All Streams)

P.P.W: 4+1

Max. Marks: 70T + 30P= 100
Time: 3 Hours

Objectives:

1. To impart conceptual knowledge of costing and management accounting.
2. To train the students in finding the cost of products using different methods of costing.
3. To equip with the basic skill of analysis of financial information to be useful to the management.

Unit-I: Introduction (30 HOURS)

Cost Accounting: definitions, features, objectives, functions, scope, advantages and limitations. Management counting: definitions, features, objectives, functions, scope, advantages and limitations. Relationship among cost, management and financial accounting.

Cost concepts-Cost classification-preparation of cost sheet. Relationship of costing department with other departments.

Unit-II: Elements of Costs (30 HOURS)

Material cost: Direct and Indirect material cost, Inventory control techniques- Stock levels, EOQ, ABC analysis.

Issue of materials to production- Pricing methods-FIFO, LIFO with base stock, average methods.

Labour cost: Direct and Indirect labour cost-Methods of payment of wages including incentive plans-Halsey plan, Rowan plan, and Tailors Piece Rate method.

Overheads : Features , classification and methods of allocation.

(Computer lab work: Computation of stores ledgers, labour cost/payment of wages a Overheads-using accounting package)

Unit-III: Methods of Costing: (25 HOURS)

Job and Contract costing: Features, costing process- Computation of cost. Process Costing: features, treatment of abnormal losses preparation of process Cost Accounts (Excluding equivalent products and inter process profits)

(Computer Lab: Cost sheet preparation, job and contract costing and computation of process costs -using accounting package)

Unit-IV: Costing Techniques for Decision making: (25 HOURS)

Marginal costing-Meaning-Importance-Marginal Cost Equation -Difference between Marginal costing and Absorption costing -Applications of Marginal costing (Theory only).

Break Even Analysis -Meaning and Importance -Break even chart and different formulas (simple problems)

Budget, Budgeting, Budgetary control-meaning and importance -types of Budgets -Fixed Budget- Simple problems in Flexible Budget

Standard costing-Meaning and importance variance analysis-Material and Labour variances (Theory only)

(Computer Lab work: Budgeting, Marginal costing & calculation of Break-even and standard costs -using excel package/accounting package)

Unit-V: Financial Statement Analysis: (20 HOURS)

Financial statement Analysis- Meaning, Importance, Limitation -Process of -Methods / techniques of Financial statement analysis -Common size statement, Comparative statement, Trend Analysis, Funds flow and Cash flow statements (Theory only)

Ratio Analysis: Meaning, need, importance, limitations -Calculation of liquidity, Solvency, Profitability and Turnover Ratios- Interpretation of Ratios (including problems).

(Computer lab work: Financial statement analysis, Funds flow, Cash flow and Ratio analysis - using accounting package: Students are expected to learn financial statement analysis preferably using MS Excel)

Suggested Readings:

Maheshwari, SN, Principles of Management Accounting, Sultan Chand Khan, and Jain, Management Accounting, Tata Mc Graw Hill

Jain and Narang, Cost Accounting, Kalyani Publishers

Sharma and Gupta, Management Accounting, Kalyani Publishers

Frye, Microsoft Office Excel 2003 and 2007 step by step, PHI

M.N.Arora, Cost and Management Accounting, Himalaya publishing

SATAVAHANA UNIVERSITY, KARIMNAGAR

Department of Commerce B.Com 3rd Year

Paper – 304: AUDITING (Common Paper to All Streams)

P.P.W: 4+1

Max. Marks: 70T + 30P= 100
Time: 3 Hours

Objectives :

1.To impart knowledge pertaining to basic concepts of auditing; 2.To acquaint oneself with auditing procedure and report writing.

Unit I: Introduction to Auditing: (25 HOURS)

Auditing : Meaning-Definition -Evolution-objectives-importance. Types of Audit : Based on ownership (proprietorship, partnership, companies, trusts, cooperative societies, government department) Based on time (interim, final, continuous, balance sheet) Based on objective (independent, financial, internal, cost, tax, government, secretarial)

Unit II: Planning of Audit and Control: (25 HOURS)

Auditor: qualifications and disqualification-Qualities-Appointment and reappointment-remuneration-Removal-Rights-Duties-Liabilities.

Auditing Planning : Engagement letter-audit programme-audit note book audit paper -audit work book -audit content –audit marking-internal control and sampling in audit.

(Lab work : preparation of audit of programme for an organization)

Unit III: Vouching and Audit of Financial Statements: (25 HOURS)

Vouching : meaning-voucher of cash and trading transactions-investigation, verification and valuation of assets and liabilities-difference between vouching, investigation, verification and valuation. Audit of financials

Statements: Receipts-payment-sales-purchase-fixed assets-investment-personal ledger-inventories-capital and reserves-other assets-other liabilities.

(Lab work: vouching of cash book of s local business unit)

Unit IV: Audit of Institutions: (25 HOURS)

Audit of institutions: partnership-Manufacturing and other companies -Non-trading concerns.

Audit Report: content-preparation of audit report -Fair report -Qualified report.

Lab work: Collections of Model Audit Reports from Local Auditor and prepare a similar report.

Unit V: Report writing: (25 HOURS)

Business Correspondence and Report Writing: Basic principles -Business letter.

Business Report: Structure-preparation of routine reports and special reports.

(Lab work : Drafting of model business letter and preparation of Business reports)

Suggested Readings :

1. Practical auditing (Himalaya publication) : R.G. Saxena
2. Contemporary Auditing : Karmal Gupta
3. Contemporary Auditing : Spicer&pegler

SATAVAHANA UNIVERSITY, KARIMNAGAR

Department of Commerce B.Com 3rd Year

Paper – 305: ADVANCED CORPORATE ACCOUNTING

(Elective-I Paper to B. Com (General) Stream)

P.P.W: 4+1

Max. Marks: 70T + 30P= 100

Time: 3 Hours

Objectives:

1. To provide the knowledge relating to the Holding Companies, subsidiary Companies.
2. To enable students to understand Double Accounting System
3. To enable students to prepare Liquidation of Companies and HR Accounting etc.

Unit-1: Holding Companies: (25 HOURS)

The nature of Holding Companies -Legal requirements for a Holding Company -accounts of holding companies -the consolidated balance Sheet-schedule VI of the companies Act and subsidiary companies -form of consolidate balance sheet-cancellation of investment accounts - minority interest -cost of acquiring control or goodwill -capital reserve - Preference share.

Capital in subsidiary companies -debentures in subsidiary companies- pre-acquisition profits/reserve –pre-acquisition losses- intercompany transactions -unrealized profit on stock - contingent liabilities -revaluation of assets -bonus shares -treatment of dividend received from subsidiary company -goodwill in the balance sheet of subsidiary company -proposed dividend - interim dividend by subsidiary.

Company Lab: Computation of problems using Excel and Accounting packages.

Unit-II Electricity Companies: (Double Accounting System) (30 HOURS)

Meaning of Double account system -Revenue account and Net revenue account -Capital account and General balance sheet. Replacement of an Asset. Important provisions of Indian Electricity Act 1910, Electricity supply act 1948 and the Companies act 1956 -Formats of relevant accounts -calculation of reasonable return and disposal of surplus. Preparation of Net revenue account and Balance sheet.

Lab: Computation of problem using Excel and Accounting packages.

Unit-III: Accounting for Price Level Changes (Inflation Accounting): (20 HOURS)

Introduction, history, limitations, profit measurement under different systems of accounting, methods of accounting for price level changes, current cost accounting (CCA) methods, different approaches, measurements of profits, merits and demerits, preparation of income statement, cost of sales of adjustment, depreciation procedure under CCA. Preparation of current cost balance sheet.

Lab: Computation of Problems using Excel and Accounting packages.

Unit-IV: Human Resource Accounting: (20 HOURS)

Definition, objectives, approaches, assumptions, advantages, objections of HRA. Evaluation methods. Human Resource Accounting in India. Human resource cost accounting, Historical cost accounting. Replacement cost method. Opportunity cost method. Human resource accounting.

Social responsibility accounting: Meaning, Nature of social responsibility, need, objectives, accounting concept and objectives of social responsibilities, indicators of social performance.

Unit-V: Liquidation of Companies: (25 HOURS)

Scope of contributory preferential payments, preference dividend. Statement of affairs and deficiency surplus account. Liquidators final statement of account. liquidators remuneration, receiver for debenture holders. 13 list contributories.

Lab: Computation of Problems using Excel and Accounting packages.

Suggested Readings:

- 1.R.L.Gupta,M.Radha Swamy: Corporate Accounting, Sultan Chand
- 2.M.A.Arulanandam,K.S.Raman: Advanced Accounting, Himalaya Publishers
- 3.S.M.Shukla: Advanced Accounting, Sahitya Bavan

SATAVAHANA UNIVERSITY, KARIMNAGAR

Department of Commerce B.Com 3rd Year

Paper – 306: ADVANCED MANAGEMENT ACCOUNTING (Elective-II Paper to B. Com (General) Stream)

Max. Marks: 70T + 30P= 100

P.P.W: 5(4+1)

Time: 3 Hours

Objective:

The objective of this paper is to familiarize the student with the tools and of decision making in management accounting.

Unit-I: Introduction: (15 HOURS)

Limitation of Financial accounting-Employment of Management Accounting-Definition and Scope-Role of Market Accountant-Controller functions-Manageial Services-Management Information System.

Unit-II: Business Budgets-Budgetary Control-Capital Budgets: (25 HOURS)

Objectives, Advantages, Limitations, and Essentials of Budgets and Budgetary Control-Organization of Budgetary Control -Classification of Budgets.
Fundamentals of Capital Budgeting -Preparation of Capital Budgets.

Unit-III: Working Capital: (35 HOURS)

Importance of working capital –Estimation -surplus character of investment -Fund flow statement -concept of funds -concept of cash flows -Preparations of Funds flow statement -uses and limitation. Cash flow statement -concept of cost and notional construction of Cash flow statement.

Unit-IV: Marginal Costing & Break Even Analysis: (30 HOURS)

Concept of Marginal costing-variable & Absorption costing -Benefits and Limitation of Cost, Volume , Profit analysis. Break Even Point -Margin of safety -Make or Buy decision.

Unit-V: Standard Costing & Variance Analysis: (25 HOURS)

Standard costing and Historical costing -Establishment of cost standard -steps involved in standard costing -variance analysis -Material Variance: Material price variance-Material use variance -Material Mix variance - Labour Variance: Idle time variance -Over heads Variance.

Suggested Readings:

Maheshwari, SN, Principles of Management Accounting, Sultan Chand
Khan, and Jain, Management Accounting, Tata Mc Graw Hill
Jain and Narang, Cost Accounting, Kalyani Publishers
Sharma and Gupta, Management Accounting, Kalyani Publishers
M.N.Arora, Cost and Management Accounting, Himalaya publishing

SATAVAHANA UNIVERSITY, KARIMNAGAR
Department of Commerce
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Paper-305: PRINCIPLES OF MARKETING
(Elective-I Paper to B. Com (Marketing) Stream)

Max. Marks : 100

P.P.W. : 5

Time : 3 Hours

OBJECTIVE : To help students to understand the concept of marketing and its applications.

UNIT - I : INTRODUCTION: Nature and scope of marketing; Importance of Marketing as a business function, and in the economy; Marketing concepts - traditional, modern, selling vs. marketing; Marketing mix; Marketing environment.

UNIT - II : CONSUMER BEHAVIOUR AND MARKET SEGMENTATION : Nature, scope and significance of consumer behaviour, Market segmentation concept and importance; Base for market segmentation.

UNIT - III : PRODUCT : Concept of product, consumer, and industrial goods, product planning and development; packing role and function, Brand name and trademark; After-sales services, Product life cycle concept.

UNIT - IV : PRICE: Importance of price in the marketing mix; Factors affecting price of a product / service; Discount and rebates.

UNIT - V : DISTRIBUTION CHANNELS AND PHYSICAL DISTRIBUTION : Distribution channels - concept and role; types of distribution channels; Factors affecting choice of distribution channel; Retailer and wholesaler ; Physical distribution of goods, Transportation ; Warehousing; Inventory control ; Order Processing.

PROMOTION: Methods of promotion; Optimum promotion mix; Advertising media - their relative merits and limitations ; characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of successful sales persons; Functions of salesman. .

SUGGESTED READINGS:

1. Philip Kotler: Marketing - Prentice Hall.
2. William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
3. Stanton W.J., Etzel Michale. J.Walker Bruce.J; Fundamentals of Marketing McGraw- Hill, New York.
4. Lamb Charless W., Hair Joseph E., and McDaniel Carl: Principles of Marketing; South-Western- Publishing, Cincinnati, Ohio.
5. Cravens David W, Hills Genrald E., Woodruff Robert B : Marketing Management : Richard D. Irwin, Homewood, Illinois.
6. Kotler Philip and Armstrong Gary : Principles of Marketing; Prentice- Hall of India, New Delhi
7. Fulmer RM : The New Marketing McMillan, New York
8. McCarthy J.E. Basic Marketing - a Managerial Approach; McGraw Hill, New York.
9. Cundiff, Edward W., and Stiu RR Basic Marketing - Concepts, Decisions and Strategies; Prentice Hall, New Delhi
10. Bushkirk, Richard H : Principles of Marketing; Dryden Pren, Illinois.

SATAVAHANA UNIVERSITY, KARIMNAGAR

Department of Commerce B.Com 3rd Year

Paper-306: RURAL MARKETING (Elective-II Paper to B. Com (Marketing) Stream)

Max. Marks : 100

P.P.W. : 5

Time : 3 Hours

OBJECTIVES : To expose the students to the peculiarities of agricultural and rural marketing in the Indian context.

UNIT - I : RURAL MARKETING: Importance, nature and scope; Rural vs Urban Marketing; Definition of rural area .

UNIT - II : UNDERSTANDING RURAL MARKETING ENVIRONMENT: Geographical, economic, Scio-cultural and infrastructural factors, and their influence on marketing operations.

UNIT - III : RURAL CONSUMER : Characteristics - Attitude and behaviour, Buying patterns and influences; Segmenting rural markets.

UNIT - IV: RURAL MARKETING STRATEGIES: Product Planning for rural marketing, quality and size; packaging and branding decisions, pricing decisions.

UNIT - V : PROMOTION AND DISTRIBUTION IN RURAL MARKETS : Media and Advertising copy decisions; Distribution channels and logistics in rural markets.

SUGGESTED READINGS:

1. Rajagopal : Management Rural Business; wheeler Publications, New Delhi
2. Neelameghan S : Marketing in India; Cases and Reading; Vikas Publishing House, NewDelhi.
3. Gopaldaswamy T.P .: Rural Marketing; Wheeler Publishers, New Delhi
4. Nayyar H., and Ramaswamy P : Globalization and Agricultural Marketing ; Rawat Publications, Jaipur.
5. Moria CB : Agricultural Marketing: Himalaya Publishing House, New Delhi.
