

SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES

FACULTY OF EDUCATION

DEPARTMENT OF COMMERCE AND MANAGEMENT

M.Com IIIrd Semester

Managerial Economics

MCO-301

Course Objectives: The objective of the course is to acquaint students with the basic principles managerial economics for developing the understanding of theory of the demand production functions, business cycles, profit management, which would help them in managerial decision-making processes.

Subject Learning Outcomes: On completion of this course, the student should be able to:

SO1: Describe the nature and scope of managerial economics, demand analysis and growth model of the firm.

SO2: Learn the techniques of production function and cost analysis.

SO3: Comprehend the market forms and apply the pricing techniques to determine the price of factors of production.

SO4: Describe the trade cycles in the open economy and exchange rate determination

Course Contents

UNIT-I Meaning of Managerial economics: Nature and Scope of Managerial economics, Managerial Economist: Role and Responsibilities, fundamental economic concepts **Profit Maximization Theory.**

UNIT-II Demand Analysis: Elasticity of Demand, Introduction Explanation Theory of Consumer Choice, Indifference Approach, Revealed Preference Theory.

UNIT-III Production Function: Law of Variable Proportions, Law of Returns to Scale.

UNIT-IV BusinessCycles: Nature and Phases, Theories of Business Cycles.

UNIT-V Profit Management: Measurement of Profit, Concept of Risk and Uncertainty.

References:-

- 1.Chopra, O.P. Managerial Economics, Tata McGraw Hill, Delhi.
- 2.Dean, Joel: Managerial Economics, Prentice Hall, Delhi.

3.Varshney, RL and Maheshwari, KL Managerial Economics; Sultan Chand and Sons New Delhi.

4.Dwivedi D.N.: Managerial Economics, Vikas Publishing House, New Delhi.

5.Sinha V.C - Managerial Economy

6.Varshney R.C.- Managerial Economics

7.Shrivastava O.S. Managerial Economics Quality Publishing Company, Bhopal

Teaching Learning Process: The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks: The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end semester examination

Keywords: Managerial economics, Profit Maximization Theory, Demand, Production Function, Business Cycles. Profit Management

M.Com IIIrd Semester
Tax Planning and Management

MCO-302

Course Objectives: This course is designed to make the students aware of the tax planning and management. Understanding the concept of tax planning and areas of tax and tax planning & setting up new business, financial decisions, and tax assessment.

Subject Learning Outcomes: On completion of this course, the student should be able to:

SO1: able basics concept of tax planning.

SO2: able to describe how the provisions in the tax laws can be used for tax planning.

SO3: able to explain different types of incomes and their taxability and expenses and their deductibility.

SO4: able to tax planning and financial decisions and tax assessment.

SO5: able to state the use of deductions of expenses to reduce the taxable income.

Course Contents

UNIT-I Concept of Tax Planning: Meaning, Scope, Importance, Objectives of Tax Planning

UNIT-II Areas of Tax Planning: Ownership Aspect, Activity Aspects & Vocational Aspects, Nature of the Business & Tax Planning.

UNIT-III Tax Planning and Setting up New Business: Deductions Available to New Industrial Undertakings, Amalgamation, Merger and Tax Planning. Special Tax Provisions - Tax Provisions Relating to Free Trade Zones, Infrastructure Sector & Backward Areas.

UNIT-IV Tax Planning and Financial Decisions: Capital Structure Decision Dividend, Inter Corporate Dividend, Bonus Shares.

UNIT-V Tax Assessment: Introduction, Difference between Tax Planning and Tax

Management, Areas of Tax Management, Return of Income and Assessment, Penalties and Prosecutions, Appeals and Revisions.

References:-

1. Ahuja, G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central Sales Tax; Bharat Law House, New Delhi.

2. Lakhota, R.N.; Corporate Tax Planning; Vision Publication, Delhi.

3. Singhania, V.K. Direct Taxes: Law and Practice; Taxman's Publication, Delhi.

4.Sainghania, Vinod K; Direct Tax Planning and Management; Taxman's Publication, Delhi.- Tax Planning and Management

5.Mehrotra S.- Tax Planning and Management

6.Lakhotia - Tax Planning and Management

7.SaklechaShripal - Tax Planning and Management

8.Goyal R.S. - Tax Planning and Management

Teaching Learning Process: The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks: The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end semester examination

Keywords: Tax Planning, Tax Areas, Setting Up New Business, Financial Decisions, Tax Assessment.

M.Com IIIrd Semester
Entrepreneurship Development
MCO-303

Course Objective: To inculcate the spirit of entrepreneurship among the learners so as to ensure their entrepreneurial desire resulting into promotion of a venture and development programme.

Subject Learning Outcomes: After completing the course, the student shall be able to:

SO1: understand the concept of entrepreneurship and socio-economic environment.

SO2: link the individual's capability and promotion an venture.

SO3: understand **Entrepreneurial Development Programme.**

SO4: understand **Entrepreneurship and Industrial Development.**

SO5: understand various industrial Policy of the Government.

UNIT-I Entrepreneur: Definition, emergence of Entrepreneurial class; Theories of Entrepreneurship, Socio-economic Environment and Entrepreneur.8 Hrs.

UNIT-II Promotion of a venture: Opportunity analysis, External Environmental forces, economic, Social, Technological and Competitive factors, Establishment of a new unit.

UNIT-III Entrepreneurial Behavior: Innovation and Entrepreneurship, Entrepreneurial Behavior, Social Responsibility.

UNIT-IV Entrepreneurial Development Programme: Entrepreneurial Development Programme relevance and achievements, role of Government in organizing such Programmes.

UNIT-V Entrepreneurship and Industrial Development: Planning and growth of industrial activities through industrial Policy of the Government, Role of Industrial Estates, Role of Central and State level Promotional Services.

References:-

- 1.Kenneth R Van Voorthis: Entrepreneurship and small business management.
- 2.Hass School hammer & Arthur Kuri: Entrepreneurship and small
- 3.Sharma RA. : Entrepreneurial Change in Indian Industries.
- 4.Dhar P.N. and Lydall H.F. The role of small enterprises in Indian Economic Development.
- 5.Shukla M.B - Entrepreneurship Development

6. जैन, डॉ० जिनेन्द्रकुमार, उद्यमिता-विकास, म.प्र. हिन्दीग्रन्थअकादमी, भोपाल

7. रमेशमंगल, उद्यमिता-विकास

Teaching Learning Process: Direct interactive class room teaching method along with practical cases may be put before the learners so as to promote entrepreneurial propensity among the students.

Assessment Methods: Class tests/Assignments, Class participation, Presentations, half semester End-semester examination

Keywords socio-economic environment, Promotion of a venture, Entrepreneurial Behavior, Entrepreneurial Development Programme, Entrepreneurship and Industrial Development.

M.Com IIIrd Semester

Accounting for Managerial Decisions

MCO-304

Course Objective: Enable students to acquire knowledge of concepts, methods and techniques of management accounting for the purpose of managerial planning, control and decision making.

Subject Learning Outcomes: After completing the course, the student shall be able to:

SO1: understand thoroughly the conceptual framework of Management Accounting.

SO2: understand the **Nature and Limitations of Financial Statements**

SO3: understand the **Fund Flow analysis and Cash Flow analysis**.

SO4: understand preparation of various types of budgets and budgetary control system as a tool of managerial planning and control;

SO5: able to understand **Management Reporting System and Responsibility Accounting**.

UNIT-I Management Accounting: Its meaning, nature and importance. Difference Of Management accounting with Cost Accounting and Financial accounting 8 Hrs.

UNIT-II Nature and Limitations of Financial Statements: Needs and objectives of Financial Analysis. 8 Hrs.

UNIT-III Fund Flow analysis and Cash Flow analysis (Application of A.S.-3). 8 Hrs.

UNIT-IV Capital Budgeting: Nature and Characteristics of Long Terms Investment Decision, Methods of Ranking Investment Proposals. 8 Hrs.

UNIT-V Management Reporting System: Types of Reports, Responsibility Accounting 8 Hrs.

SUGGESTED READINGS

- 1 M.R. Agarwal – Accounting for Managers
- 2 Agarwal&Agarwal – Accounting for Managers
- 3 Agarwal, Jain & Jain – Management Accounting
- 4 अग्रवाल एवं जैन – प्रबंधकीय लेखांकन
- 5 गुप्ता एस.पी. – प्रबंधकीय लेखांकन

Teaching Learning Process: The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks: The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end semester examination

Keywords: Management Accounting, Financial Statements, Fund Flow analysis and Cash Flow analysis, Long Terms Investment Decision, Management Reporting System, Responsibility Accounting

M.Com IIIrd Semester

Synopsis

MCO-305

