

**Integral University, Lucknow**  
**Department of Commerce & Business Management**  
**Study and Evaluation Scheme**  
**Choice Based Credit System**  
**M.Com**  
**w.e.f. Session 2020-21**

YEAR-I

SEMESTER-I

S.N.	Subject Code	Course Category	Subject	Period (Per Week)				Evaluation Scheme				
				L	T	P	Credit	Sessional (CA)			Exam	Subject Total
								UE	TA	Total	ESE	
1	BM441	Core	Introduction to Accounting Theories	3	1	0	4	40	20	60	40	100
2	BM442	Core	Financial Management & Policy	3	1	0	4	40	20	60	40	100
3	BM443	Core	Direct Taxation	3	1	0	4	40	20	60	40	100
4	BM444	Core	Banking Currency & Exchange	3	1	0	4	40	20	60	40	100
5	MT404	Core	Concept of applied Statistics	3	1	0	4	40	20	60	40	100
6	BM445	Core	Sales & Marketing Management	3	1	0	4	40	20	60	40	100
7	BM446	Core	Fundamentals of Business Management	3	1	0	4	40	20	60	40	100
<b>TOTAL</b>				<b>21</b>	<b>7</b>	<b>0</b>	<b>28</b>	<b>280</b>	<b>140</b>	<b>420</b>	<b>280</b>	<b>700</b>

L - Lecture T – Tutorial P – Practical C – Credit UE– Unit Exams TA – Teacher Assessment

Sessional Total (CA) = UE + TA

Subject Total = Sessional Total (CA) + End Semester Examination (ESE)

M.Com YEAR-I SEMESTER-I

Course Code: **BM441**

Title of the Course: **Introduction to Accounting Theories**

Pre-Requisite: NONE Co-Requisite: NONE

L	T	P	C
3	1	0	4

**Objective :** To familiarize and acquaint the student with accounting standards and various financial reporting practices.

Course Outcomes	
<b>CO 1</b>	To be able to get the in-depth knowledge of the concept of the accounting and accounting theories.
<b>CO 2</b>	To get the over view of the accounting standards in general as well as in particular in India. Also have knowledge of the latest accounting concepts in usage in modern business concerns.
<b>CO 3</b>	To know the regulatory authority for accounting standards in India, its history and the contemporary laws regarding it.
<b>CO 4</b>	To get the knowledge of financial reporting, corporate reporting and the various concepts of income measurement.
<b>CO 5</b>	To know the accounting standards around the world viz., IFRS & GAAP, its comparison and applicability.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Use of IFRS and Ind AS	Understand the application of IFRS in India through the use of Ind AS – the applicability of Ind AS – the mapping of Ind AS to IFRS – differences between IFRS& Ind AS – the list of IFRS (Ind AS) – Process of transition to IFRS for the first time-Conceptual& Regulatory Framework	8
2	Accounting Standards	Formation, Meaning, Benefits of Accounting Standards, Process of Standards setting in India, Elementary knowledge of Indian Accounting Standards. Contemporary Issues in Accounting: Lease Accounting, Social Accounting, Human Resource Accounting, Managerial Accounting, Financial Engineering	8
3	Preparation & presentation of financial statements	Thorough knowledge of preparation & presentation of financial statements by incorporating the effects of the accounting standards – statement of profit or loss and other comprehensive income – statement of financial position (Balance sheet) Preparation of statement of changes to equity and cash flow statements for a single entity, statement of profit or loss and balance sheet with adjustments pertaining to the standards covered in unit 1.	8
4	Consolidation	Concept of group – concepts of parent, subsidiary & associate – concept of control of parent over subsidiary – concept of non-controlling interest – basics of consolidation – identify which entity should prepare consolidated financial statements- Consolidated financial statements (excluding group cash flow statement) for a simple group with one subsidiary and/or one associate – computation of fair value of net assets, goodwill and Non-Controlling Interest (NCI) on date of acquisition -computation of group reserves on date of consolidation – fair value adjustments on consolidation – effects of intra-group trading on consolidation – effect of disposal of parent’s investment in subsidiary in parent’s individual financial statements and in consolidated financial statements.	8
5	Analysis of financial statements	Analyse the financial performance of an entity using the financial statements – use of ratios in performance evaluation – trend analysis – comparison with competition or industry average- Concept of integrated reporting – use of integrated reporting by companies – types of capital used in integrated reporting – principles of integrated reporting.	8

**References Books:**

Jawahar Lal, Accounting Theory and Practice, Himalaya Publishing House, 2016, India New Delhi

TataMcGraw-hill Publishing Company, 2019 , India, New Delhi

Ghosh T.P. “IFRS for finance executives”; Taxman Allied Services Private Limited 2019, New Delhi

Jain S.P. & Narang K.L: Accounting Theory & Management Accounting, Kalyani, 2020, India Haryana.

Anthony R.N., D.F. Hawkins and K.A. Merchant, Accounting: Text and Cases , McGraw Hill, 2021, India New Delhi

PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
<b>CO</b>									
<b>CO1</b>	2	1	-	2	1	2	1	2	2
<b>CO2</b>	1	2	1	-	2	1	2	2	1
<b>CO3</b>	2	-	1	2	2	2	1	2	2
<b>CO4</b>	2	1	2	1	2	2	1	2	2
<b>CO5</b>	2	1	1	2	1	2	2	1	2

**M.Com YEAR-I SEMESTER-I**

Course Code: **BM442** Title of the Course: **Financial Management & Policy**

Pre-Requisite: NONE Co-Requisite: NONE

L	T	P	C
3	1	0	4

**Objective:** To make students understand various issues involved in financial management of a firm and equip them with advanced analytical tools and techniques that are used for making sound financial decisions and policies.

<b>Course Outcomes</b>			
<b>CO 1</b>	Understand the core concepts and techniques in financial management		
<b>CO 2</b>	Ability to conduct discounted cash flow analysis and capital budgeting process.		
<b>CO 3</b>	Describe various capital structure theories and estimating cost of capital.		
<b>CO 4</b>	Understanding working capital requirement and management.		
<b>CO 5</b>	Understand the process of a determining firm's dividend pay out policy.		
<b>Unit No</b>	<b>Title of The Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs</b>
1	INTRODUCTION	Introduction, Meaning, scope and development of financial management; Finance Function; Objectives of the Firm, Indian financial system, Risk and Return, Time value of Money and its relevance.	8
2	CAPITAL INVESTMENT DECISIONS	Capital Budgeting: Meaning, Process and Significance, Methods of project evaluation and selection: ARR, Payback and discounted payback, NPV, IRR, Benefit cost ratio.	8
3	FINANCING DECISIONS	Cost of Capital: Cost of Equity, Debt, Retained Earnings and Overall Cost of Capital, Operating and Financial Leverages: Concept and significance, EBIT-EPS analysis, Capital structuring Theories: Net Income approach, Net Operating Income approach and MM approach	8
4	WORKING CAPITAL DECISIONS	Working Capital: Meaning and significance, working capital cycle, Working capital Management, overall considerations in WCM; determinants and determination of working capital requirements; management of cash; management of receivables management of Inventories.	8
5	DIVIDEND DECISIONS	Ploughing back of profits, forms of dividends, factors affecting dividend policy, Retained Earning Vs. Dividend Decision; Walter Model; Gordon Model; MM hypothesis.	8

**References Books:**

Chandra P., Financial Management: Theory and Practice, 7th Edition, Tata McGraw Hill, 2016 New Delhi.

Van Horn James C, Financial Management and Policy, Prentice Hall of the India, 2014 New Delhi

Khan YM and Jain PK, Financial Management - Text and Problems, ,5 Edition, Tata McGraw Hill Publishing Company Ltd, 2017 New Delhi

Reddy G.S., Financial Management: Theory and Practice, 2nd Edition, Himalayan Publications, 2013 New Delhi.

Anthony R.N., D.F. Hawkins and K.A. Merchant, Accounting: Text and Cases , McGraw Hill, 2016, India New Delhi

<b>PO-PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO</b>									
<b>CO1</b>	2	2	2	1	1	3	1	-	2
<b>CO2</b>	2	2	3	1	2	3	1	1	1
<b>CO3</b>	3	1	2	-	2	-	2	1	1
<b>CO4</b>	2	2	1	2	1	2	1	-	-
<b>CO5</b>	1	2	2	2	1	1	1	1	1

**M.Com YEAR-I SEMESTER-I**

Course Code: **BM443** Title of the Course: **DIRECT TAXATION**

Pre-Requisite: NONE Co-Requisite: NONE

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

**Objective:** To provide an understanding of Income Tax in India as applicable to relevant Finance Act and to inculcate the requisite professional skills required in Tax practices.

<b>Course Outcomes</b>	
<b>CO1</b>	To understand basic concepts and provisions of Income Tax Law and Practices
<b>CO2</b>	To learn various provision regarding deductions and exemptions available under income tax.
<b>CO3</b>	To understand Computation of Total Income of assessee under various heads like Salary, House Property, Business or Profession, Capital gains and Income from other Sources
<b>CO4</b>	To understand practical aspects of various types of returns of income to be filed by the assess.
<b>CO5</b>	To learn how to file online return of income within due dates and to practically and professionally implement the concepts of income tax in real life

<b>Unit. No</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>
1	Introduction	Definitions:- Person, Assesses, Income, Previous year, Assessment year, Agricultural Income, Company, Business. Provision for filling of return of Income(including forms of return) sec- 139(1),(5)	8
2	Tax Status	Residential Status, Exempted income under section 10 of Income Tax Act.	8
3	Computation of Total Income	Income from salary, Definition of Allowance & Perquisites, Income from house Property.	8
4	Income from other sources	Income from Capital Gains, Long term Capital Assets, Short term capital Assets. Income from Business and Profession, Income from other source (Practical problems)	8
5	Deduction	a. Deduction U/s 80 U/s 80C, 80CCF, 80D, 80DD, 80DDB, 80E,80U. b. Deduction of tax at sources (T.D.S.) Collection of tax at sources (T.C.S.) Advance payment of tax interest and penalties Computation of income and tax of Individual, Firm and Company.	8

**References Books:**

Vinod K. Singhanian, Direct Tax Law and Practice, Taxman, 2017 New Delhi

G. Ahuja & R. Gupta, Systematic approach to Income Tax, Wolters Kluwer, 2021

Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law and Practices, Sahitya Bhavan, 2016, Agra

G. Ahuja & R. Gupta, Simplified Approach to Income Tax, Flair Publication, 2021

Sukumar Bhattachary, Tax Planning in India, 2017 New Delhi India

<b>PO-PSO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>POS2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	2	2	1	1	1	1	-	2	1
<b>CO2</b>	1	3	2	2	-	1	-	1	2
<b>CO3</b>	2	-	-	1	2	2	-	1	1
<b>CO4</b>	-	2	-	2	1	3	2	-	1
<b>CO5</b>	2	-	2	1	2	1	3	3	2

**M.Com YEAR-I SEMESTER- I**

Course Code: **BM444**

Title of The Course: **BANKING CURRENCY & EXCHNAGE**

Pre-Requisite: NONE

Co-Requisite: NONE

L	T	P	C
3	1	0	4

**Objective:** To develop the conceptual and theoretical knowledge of banking and insurance.

<b>Course Outcomes</b>	
<b>CO 1:</b>	Understand the evolution Monetary Theory and its forms
<b>CO 2:</b>	Understand the current state of the Indian banking industry and the challenges associated with them
<b>CO 3:</b>	Understand the regulatory structure within which the banking system operates
<b>CO 4:</b>	Understand and the different operational issues faced by banks and the risk management mechanism.
<b>CO 5:</b>	Understand and the Foreign exchange market and its basic system of Operations

<b>Unit No</b>	<b>Title of The Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs</b>
1	Introduction	Money and Its Form, Quantity Theory of Money, Inflation, Monetary Standards, Indian Money Market, Credit and its Instruments	8
2	Indian Financial System	Introduction to Indian Financial System: Nature, Functions. Banking: Indian Banking, Banking Structure, Forms of Banking, Banking Regulation Act 1949: Functions of Banking Companies, Restrictions on business of banking companies, Winding up of a banking company	8
3	Reserve Bank of India	Reserve Bank of India 1934: Functions, its Role in Bank Management and Regulation, Issue of currency notes, Asset backing for note- issue, Distribution of currency Chests. Reserve Bank as banker to Government. Regulation and Supervision over Commercial Banks, Commercial Banks: Role & Functions.	8
4	Commercial Banks	Management of capital funds in Commercial Banks- Capital Adequacy Norms, Liquidity Management, Asset Liability Management - Gap analysis, Management of Non-Performing Assets, Strategies for making commercial banks viable, Para banking activities, Retail Banking, Fee based Vs. Fund based services, CRM, Benefits & strategies for CRM,	8
5	Foreign Markets	Overview of Foreign Exchange Market, Concept and Significance of Foreign Exchange, Functions of Foreign Exchange, Methods of Exchange Control.	8

<b>References Books:</b>									
Fabozzi - Foundations of Financial Markets and Institutions (Pearson Education), 2017, New Delhi									
Khan M Y - Financial Services (Tata Mc Graw Hill), 2015, New Delhi									
Machiraju H R - Indian Financial System (Vikas) 2017 , India, New Delhi									
Jain S.P. & Narang K.L: Accounting Theory & Management Accounting, Kalyani, 2015, India Haryana.									
Anthony R.N., D.F. Hawkins and K.A. Merchant, Accounting: Text and Cases , McGraw Hill, 2016, India New Delhi									
<b>PO-PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO</b>									
<b>CO1</b>	1	1	1	1	1	2	-	1	1
<b>CO2</b>	2	1	2	-	1	1	1	-	1
<b>CO3</b>	1	1	1	1	-	1	-	1	-
<b>CO4</b>	1	-	0	1	1	0	1	1	1
<b>CO5</b>	2	1	1	0	1	1	-	-	-

**M.Com YEAR-I SEMESTER- I**

Course Code: **MT104**

Title of The Course: **CONCEPT OF APPLIED STATISTICS**

Pre-Requisite: NONE

Co-Requisite: NONE

L	T	P	C
3	1	0	4

**Objective:** To develop the conceptual and theoretical knowledge of Statistics.

<b>Course Outcomes</b>	
<b>CO 1</b>	To demonstrate and understand the quantities approach of mathematical and statistical analysis.
<b>CO 2</b>	To demonstrate and understand the matrices and calculus concept.
<b>CO 3</b>	To understand the knowledge of central tendency.
<b>CO 4</b>	To understand the concept of probability with its laws and principles.
<b>CO 5</b>	To demonstrate and implicated the decision theory and index number.

<b>Unit No</b>	<b>Title of The Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs</b>
1	Introduction	Discrete and continuous data, graphical representation of grouped data: Bar diagram, histogram and Pie chart. Concept of central tendency and its measures: Mean, Median, Mode, Geometric and Harmonic mean, partition values, Dispersion and its measures: Range, Quartiles deviation, mean deviation, Standard deviation and Coefficient of Variation, moments, skewness, kurtosis and their measures.	8
2	Methods of Mean	Scatter diagram, Karl Pearson's and Spearman's rank correlation coefficients, coefficient of determination, correlation ratio, principle of least squares, fitting of linear regression and related results, partial and multiple correlations of three variables, their measures and related results.	8
3	Probability	Random experiment, events, mutually exclusive and disjoint events, trial, sample space, definition of probability, addition and multiplication theorem, independent events, conditional probability, Bayes theorem (without proof) and its applications. Probability distributions: Binomial, Poisson and normal distributions	8
4	Time series analysis	Index Numbers: Types and methods of their constructions (Weighted & Un-weighted). Components of time series, Additive and multiplicative models. Fitting of trend by Free hand method, semi average method, Moving averages and principle of least squares. Seasonal variations calculation and uses. Simple averages, ratio-to-trend methods.,	8
5	Data Test methods	Test of significance: Sample and hypothesis, Null and alternative hypotheses, critical region, Types I & Type II errors, level of significance, and power of a test. Large and small sample test: Z, t, Chi-square, F tests, and analysis of variance: one way and two way classifications.	8

**References Books:**

Spiegel M.R. (1967): Theory and problem of Statistics, Schaum's Publishing Series

Goon A.M., Gupta M.K. and Das Gupta B. (1991): Fundamental of Statistics, Vol. I, World Press, Calcutta

Meyer P.L. (1970): Introductory Probability and Statistical Applications, Addison Wesley.

Hogg R.V. and Craig A.T. (1972): Introduction to Mathematical Statistics, Amerind Publishing Co.

Rohtagi, V.K. (1967): An Introduction to Probability and Statistics.

**M.Com YEAR-I SEMESTER- I**

Course Code: **BM445**

Title of The Course: **SALES & MARKETING MANAGEMENT**

Pre-Requisite: NONE

Co-Requisite : NONE

L	T	P	C
3	1	0	4

**Objective :** The purpose of this course is to develop an understanding of the underlying concept, strategies and the issues involved in the exchange of products and services.

<b>Course Outcomes</b>	
<b>CO 1</b>	Understand Marketing concept and its environment and to analyze the market based on segmentation, targeting and positioning.
<b>CO 2</b>	Know the consumer behaviour and their decision making process and also understand CRM
<b>CO 3</b>	Understand product mix decisions and analyze pricing policies and strategies including product life cycle.
<b>CO 4</b>	Make decision regarding distributions channel planning and promotional decisions like advertising and their objectives for product and services both.
<b>CO 5</b>	Understand sales management and different approaches of presentation and demonstration of product and services.

<b>Unit No.</b>	<b>Title of The Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs</b>
1	Introduction	Concept of Marketing, Marketing-mix and its environment variables; Marketing environment, Market segmentation and Targeting.	8
2	Consumer Behaviour	Concept, significance and factors influencing consumer behaviour, Buying Motives, Buying habits, Buying process, Customer-relationship management, Marketing Research.	8
3	Product Management & Pricing Decisions	Concept of Product, Product-mix, Product-line and Product Life-cycle, Product positioning, New product development, Brand management, Packaging. Concept, nature and scope of Product Pricing, Price policy considerations, objectives and strategies of pricing	8
4	Distribution and advertising Management	Management of Physical Distribution, Distribution channel intermediaries, channel management decisions, Organized retailing; Direct marketing; Internet marketing, Marketing of services, Advertising as a management function, objectives, DAGMAR approach, Advertising media and selection decisions.	8
5	Sales management	Sales Management: Meaning, Objectives, Characteristics, Functions and Importance. Salesmanship: Meaning, Features and Significance. Qualities of a Good Salesman Selling Process: Meaning, Stages in Selling Process Prospecting, Pre-approach, the Approach, Presentation and Demonstrations, Handling the Objections, Closing the Sale	8

**References Books:**

Prof. A. Chatterjee Marketing Fundamentals A Contemporary Insight, 2017, New Delhi

R.K. Maheshwari & Ram Milan Marketing Management , 2015, New Delhi

McCarthy, D.J. Basic Marketing A Managerial Approach 2017 , India, New Delhi

Jain S.P. & Narang K.L: Accounting Theory & Management Accounting, Kalyani, 2015, India Haryana.

Kotler Philip Marketing Management Analysis, Planning and Control 5. Dholakia Marketing Management, 2016, India New Delhi

Pingali Venugopal, Sales and Distribution Management: An Indian Perspective, 2008 Edition, Sage Publication India Pvt. Ltd.

<b>PO/PSO/CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	1	2	1	1	2	1	1	2	1	-
<b>CO2</b>	1	2	1	1	1	2	2	2	2	-
<b>CO3</b>	1	1	1	1	2	1	2	1	1	-
<b>CO4</b>	1	2	1	1	1	1	1	2	2	-
<b>CO5</b>	1	1	-	-	1	1	1	2	1	1

**M.Com YEAR-I SEMESTER- I**

Subject Code: **BM446** Title of the Course: **Fundamentals of Business Management**  
 Pre-Requisite: NONE Co-Requisite: NONE

L	T	P	C
3	1	0	4

**Objective:** The objective is to impart a basic understanding of Management; its functions and process; as applicable to business organizations.

<b>Course Outcomes</b>	
<b>CO 1</b>	To explain the basics of management how it evolved as a discipline, the various environments which influence business and the significance of social responsibility.
<b>CO 2</b>	To make the learner understand the methods of planning at various levels and certain traits which a manager should use as a good decision maker.
<b>CO 3</b>	To understand the importance of organizing and its significance.
<b>CO 4</b>	To know the tools of directing, motivation and communication process.
<b>CO 5</b>	To understand the meaning of controlling, methods and recent trends in management.

<b>Unit No</b>	<b>Title of The Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs</b>
1	Introduction to Management	Introduction to Management and Organizations, functions, significance of management. Role and skill of manager. Evolution of Management Thought, The Business Environment of Organization Ethical Issues in Management Social Responsibilities of Business and Corporate Governance.	8
2	Planning and Decision Making	Essentials of Planning Types of Managerial Plans Significance of Organizational Objectives; Management by Objectives Decision Making Its Importance; Process and Decision-Making Situations Rational Decision Making and its Limitations.	8
3	Organizing and Delegation	Nature of Organizing Different Types of Organizational Structures Delegation and Decentralization in Organizations Organizational Climate and Culture Reinventing Organizations.	8
4	Staffing and Directing	An Overview of the Staffing Function The Nature of Directing Basics of Motivation and Motivators Leadership and its Role in Management of Organizations The Communication Process and Organizational Communication Channels.	8
5	Controlling and types	Nature and Process of Control Types of Control Essentials of an effective Control System Co- ordination as the Essence of managerial Functions Recent Trends and Issues in management.	8

**References Books:**

Wehrich, Cannice and Koontz: Management A Global Entrepreneurial Perspective, 2017, New Delhi
Robbins, S. P. and Mary Coulter: Management , 2015, New Delhi
Stoner, Freeman and Gilbert, Jr.: Management 2017 , India, New Delhi
Neeru Vasistha – Principles of Management, New Dehi
Kotler Philip Marketing Management Analysis, Planning and Control 5. Dholakia Marketing Management, 2016, India New Delhi

<b>PO/PSO -CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	-	1	-	2	-	1	-	2	-	-
<b>CO2</b>	-	2	-	2	-	-	-	2	2	2
<b>CO3</b>	-	-	-	2	3	-	2	-	-	1
<b>CO4</b>	2	-	2	-	-	-	--	2	2	2
<b>CO5</b>	2	-	2	-	2	2	2	-	-	-