

Integral University, Lucknow  
Master of Commerce (M.Com) Syllabus  
w.e.f 2020-2021

**Programme Outcomes :**

- To acquire in-depth knowledge of Commerce discipline, including wider and global perspectives, with an ability to discriminate, analyze and synthesize existing and new knowledge.
- To demonstrate ability to understand commerce in multifunctional areas like Banking and Finance, Auditing and taxation, Marketing, Human resource & Entrepreneurship.
- To demonstrate knowledge and understanding of commerce principles and apply the same on personal and professional fronts after considering the economical and financial factors.
- To display commitment towards professional and intellectual integrity, professional code of conduct ,ethics and an understanding of responsibility to contribute to the community for sustainable development of society.
- To have documentation by adhering to appropriate standards, make effective presentations, and give and receive clear instructions.

**Programme Specific Outcomes :**

- To examine the operations of modern banking and financial institutions as influenced by different market structures, regulatory framework and level of international openness.
- To apply critical thinking and problem-solving skills related to taxation of individuals, flow through entities, and corporations. In addition, students will recognize potential opportunities for tax savings and tax planning.
- To apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.
- To analyze key differences in taxing policies related to expatriates and the countries they live and work in - allowing them to reflect on cultural and ethnic differences in approaches to business and taxation policies

**Programme Educational Outcomes :**

- To become successful entrepreneurs and finance professionals in the field of Banking, Insurance, Manufacturing, Transport, Telecom, Service, Hospitality, IT and to pursue career in teaching and for advanced studies.
- To contribute in the creation, transmission and application of knowledge in the field of commerce and other related fields as well adapted to a rapidly changing environment through life long learning.
- To recognize for their capacity to think strategically and to lead, motivate and manage multi disciplinary teams thereby enhancing managerial effectiveness under all circumstances.
- To be known for their strong commitment to sense of 'giving back to the society' through display of professional ethics, human dignity, empathy and humility in their professional and personal life.

**Integral University, Lucknow**  
**Department of Commerce & Business Management**  
**STUDY & EVALUATION SCHEME**  
**Choice Based Credit System**

**M.Com**

**w.e.f. Session 2020-21**

**Total Credit: 102**

**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 - I YEAR SEMESTER – I

Course Code : BM441 Title of The Course: Introduction to Accounting Theories

Approved On :

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	
CO 1:	To be able to get the in-depth knowledge of the concept of the accounting and accounting theories
CO 2:	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
CO 3:	To know the regulatory authority for accounting standards in India, its history and the contemporary laws regarding it.
CO 4:	To get the knowledge of financial reporting, corporate reporting and the various concepts of income measurement
CO 5:	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	<b>Accounting Theory Fundamentals</b>	Meaning, Objective, Need, Classification, Role and Users of Accounting and Accounting Theory, History of Accounting Thoughts. Accounting Postulates, Concepts and Principles. <b>Accounting Theory:</b> Syntactical, Semantical and Behavioural accounting theories. Approaches to formulation accounting theory	8
2	<b>Accounting Standards</b>	Formation, Meaning, Benefits of Accounting Standards, Process of Standards setting in India, Elementary knowledge of Indian Accounting Standards. <b>Contemporary Issues in Accounting:</b> Lease Accounting, Social Accounting, Human Resource Accounting, Managerial Accounting, Financial Engineering	8
3	<b>The Framework of Accounting Regulation and Policy</b>	Need for and evolution of accounting regulation in India. Regulatory provisions of accounting in Indian Companies Act. Role of MCA, NFRA, NACAAS, ICAI, SEBI and RBI in framing and enforcing accounting regulation in India. Economic and social consequences of accounting regulation and policies	8
4	<b>Financial Reporting</b>	Concept and development of Financial Reporting (including True blood Report (USA), The Corporate Report (UK), Stamp Report (Canada). <b>Corporate Reporting:</b> Significance of Corporate Reporting, Social and Interim Reporting. Harmonization of Financial Reporting, <b>Income Measurement:</b> Concepts of Income Revenues, Expenses, Gains, losses, Assets, Liabilities and Equity. Depreciation Method, Depreciation and Indian Companies Act,	8
5	<b>International Financial Reporting Standards IFRS</b>	Meaning, An overview of IFRS, Uniform Global Financial Reporting: Need, Differences between IAS, Indian GAAP and US GAAP, Role of International Accounting Standards Board (IASB).	8

References Books:
Jawahar Lal, Accounting Theory and Practice, Himalaya Publishing House, 2008, India New Delhi
Ghosh T.P. "IFRSs For Finance Executives", Taxmann Allied Services Private Limited, 2016, India New Delhi
Porwal L.S. " Accounting Theory" TataMcGraw-hill Publishing Company, 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

M.Com - I YEAR SEMESTER – I

Course Code : BM442 Title of The Course: Financial Management & Policy  
Approved On :

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

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.

Course Outcomes	
CO 1:	Understand the core concepts and techniques in financial management
CO 2:	Ability to conduct discounted cash flow analysis and estimate a company's cost of capital
CO 3:	Application of various tools to analyze the risk dimension in decision making .
CO 4:	Ability to allocate funds to the most attractive investment opportunities
CO 5:	Understand the process of a determining firm's optimal cash payout policy

Unit No	Title of The Unit	Content of Unit	Contact Hrs
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

M.Com - I YEAR SEMESTER – I

Course Code : BM443 Title of The Course: DIRECT TAXATION

Approved On :

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : To provide understanding of direct and indirect Taxes and their application to different business situations.  
To understand basic terms and principles of service tax. To understand basic concept of VAT. Income tax Act 1961

Course Outcomes	
CO 1:	To understand basic concepts and provisions of Income Tax Law and Practices
CO 2:	To learn various provision regarding deductions and exemptions available under income tax.
CO 3:	To understand Computation of Total Income of assess under various heads like Salary, House Property, Business or Profession, Capital gains and Income from other Sources
CO 4:	To understand practical aspects of various types of returns of income to be filed by the assess.
CO 5:	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

Unit No	Title of The Unit	Content of Unit	Contact Hrs
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	8
3	Tax on House, Income etc	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

Agrarwal P.K, Tax Planning for Companies, Hind Law Publishers, 2015 New Delhi

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

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

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

M.Com - I YEAR SEMESTER – I

Course Code : BM444 Title of The Course: BANKING CURRENCY & EXCHANGE

Approved On :

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.

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

Unit No	Title of The Unit	Content of Unit	Contact Hrs
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

References Books:

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

M.Com - I YEAR SEMESTER – I

Course Code: MT404 Title of The Course: CONCEPT OF APPLIED STATISTICS

Approved On :

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

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

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

Unit No	Title of The Unit	Content of Unit	Contact Hrs
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, Nnull 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 - I YEAR SEMESTER – I

Course Code : BM445 Title of The Course: SALES & MARKETING MANAGEMENT  
Approved On

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

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.

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

Unit No	Title of The Unit	Content of Unit	Contact Hrs
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



M.Com - I YEAR SEMESTER – I

Course Code: BM446 Title of The Course: Fundamentals of Business Management  
Approved On :

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.

Course Outcomes	
CO 1:	To explain the basics of management how it evolved as a discipline ,the various environments which influence business and the significance of social responsibility..
CO 2:	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.
CO 3:	To understand the importance of organizing and its significance .
CO 4:	To know the tools of directing, motivation and communication process.
CO 5:	To understand the meaning of controlling, methods and recent trends in management.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Introduction to Management and Organisations, functions, significance of management. Role and skill of manager. Evolution of Management Thought The Business Environment of an Organisation Ethical Issues in Management Social Responsibilities of Business and Corporate Governance.	8
2	Consumer Behaviour	Essentials of Planning Types of Managerial Plans Significance of Organisational Objectives; Management by Objectives Decision Making Its Importance; Process and Decision Making Situations Rational Decision Making and its Limitations.	8
3	Product Management & Pricing Decisions	Nature of Organising Different Types of Organisational Structures Delegation and Decentralisation in Organisations Organisational Climate and Culture Reinventing Organisations.	8
4	Distribution and Advertising Management	An Overview of the Staffing Function The Nature of Directing Basics of Motivation and Motivators Leadership and its Role in Management of Organisations The Communication Process and Organisational Communication Channels.	8
5	Sales management	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 inmanagement.	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

Jain, J. K.: Principles and Functions of Management i, 2015, India Haryana.

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