

**St. Joseph's College of Commerce (Autonomous)**

**163, Brigade Road, Bangalore - 560 025**

**Assessed and Re-Accredited with 'A' Grade by the National  
Assessment and Accreditation Council ( NAAC )**

**Recognized by the UGC as  
College with Potential for Excellence**



**Bachelor of Business Administration  
Professional ( Finance and Accountancy )**

**Syllabus : 2017 - 2018**

**Courses having focus on**

**Employability/ Entrepreneurship/**

**Skill development**

## SEMESTER I

### M4 17 MC 101: PERSPECTIVES IN MANAGEMENT

#### Objective:

1. To provide a basis of understanding to the students with reference to working of Business Organization through the process of Management.
2. To understand the basic principles of management and become Familiar with management process, functions and principles.
3. To get an idea about new developments in management.

#### Module 1- **Forms of Organisation & Management**

15

##### Hrs

Organisation: Meaning, Characteristics, Merits and Limitations of: Proprietary concerns, Partnership firms, Companies - Government undertakings- Non Business Organization - Trusts - Cooperative Society - Clubs and Associations.

Introduction of Management - Meaning, Definition, its nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management-Administration-Organization

Evolution of Management Thought: Contribution of F.W.Taylor, Taylor's scientific management - Fayol's Principles of Management - Elton Mayo, Chester Bernard, Peter Ducker to the management thought -various approaches to management (i.e. Schools of management thought).

Indian Management Thought-Western/Eastern Business model, Concepts of Indian Management, **Indian Management Practitioners, Functions of Management** - Nature, Importance and Levels of Business Management - Need for Managers -Types of Managers - Managerial Roles

#### Module 2- **Planning**

10

##### Hrs

**Planning:** Nature - Planning Process - Objectives, Meaning - Need & Importance, types levels - advantages and limitations, Types of Plans.

**Forecasting:** Meaning and purpose of forecasting - Techniques of forecasting - Qualitative and quantitative.

**Decision Making:** Meaning - Steps in decision-making - Delegation and principles of delegation- MBO & MBE.

#### Module 3- **Organizing and Staffing**

8

##### Hrs

**Organizing:** Nature and purpose of organization, Elements of organizing & processes

Principles of organization - Organization structure and types, Delegation of authority - Principles of Delegation, Importance and difficulties in delegation - Departmentation - Committees - Centralization vs. Decentralization of Authority -Span of Control.

**Staffing:** Nature -Process of staffing- Importance of staffing.

## Module 4- Directing

12

### Hrs

**Directing:** Meaning – Principles and techniques of directing. Leadership: Meaning – Leadership styles-Formal and informal leadership.

**Motivation:** Introduction, Theories of motivation - [Maslow's need hierarchy theory – Herzberg's two factor theory - McGregor's X and Y theory- Vroom's valence theory] Alderfer's Hierarchy of Motivational Needs(ERG-Theory), McClelland's Theory of Needs, Expectancy Theory, Equity Theory.

**Morale**-Meaning, Features, Difference between Morale and Motivation, Significance, Morale and performance, Developing High Morale, Measurement of Morale

**Communication:** Principles and Process of communication – Barriers to effective communication.

**Co-ordination:** Meaning – Principles and process of co-ordination.

## Module 5- Controlling

8

### Hrs

Meaning & Definitions — Steps in controlling -- Essentials of a Sound Control System – Methods of Establishing Control, Techniques of controlling – Budgetary and non-budgetary.

## Module 6- Social Responsibility of Management and Contemporary Trends in Business 7 Hrs

**Social Responsibilities of Management** – Meaning, Social responsibilities of business towards various groups- Meaning of business ethics– need and importance – Profits and Ethics – factors affecting ethical practices in Business.

**Recent Trends in Management:** Management of Change, Management of Crisis, International Management, Indian Management Concepts-Indian Business Models and its Basic Features, Community involvement

### Skill Development:

*(These activities are only indicative, the Faculty member can innovate)*

1. Different types of Organization Charts (structure).
2. Chart of Staffing.
3. Graphic representation of Maslow's Theory.
4. Chart on Media of Communication.
5. Draft a Control chart of different industry/business groups.
6. Prepare a list of corporate strategies that are adopted by Indian Companies to face the challenges of competition.
7. Select a successful retail store and give details of factor leading to its success.
8. Select a failed venture, if any known to you, and bring out reasons for its failure (Note what we learn from these success & failure stories).
9. Select a company and prepare a SWOT analysis for the same.
10. Mention the characteristics and skills of managers in the 21st century.
11. List out some unethical practices prevailing in an organization.
12. Undertake a study of some ethical practices followed by an organization.

## Books for Reference:

- ❖ *J.S. Chanda: Management Concepts and Strategies.*
- ❖ *L. M Prasad: Principles of Management.*
- ❖ *S.V.S Murthy: Essentials of management.*
- ❖ *Sharma & Gupta: Principles of Management.*
- ❖ *Srinivasan&Chunawalla: Management Principles and Practice.*
- ❖ *Tripathi& Reddy: Principles of Management.*
- ❖ *Y.K. Bhushan -Business Management*
- ❖ *Ricky W.Griffin, Cengage -Management Principles and Applications*
- ❖ *P.Kanagasabapathi PHI Learning -Indian Models of Economy, Business and Management,*
- ❖ *Anil Bhat, Aryakumar,Oxford University Publishers-Learning Management Principles Processes and Practices*
- ❖ *Koontz & O'Donnell : Essentials of Management*

**SEMESTER - I**  
**M4 17 MC 102: FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

**Objective:**

To enable students to understand the importance of cost identification and behavior, Accounting control systems and basic concepts of Marginal Costing.

**Module 1- Introduction to Management Accounting** **8 Hrs**

Define management accounting, need and scope of management accounting, importance of cost control and planning within organization, difference between financial information requirements for companies, public bodies and society.

**Module 2- Cost Identification and Behavior** **12 Hrs**

Classification of cost, the treatment of direct cost and indirect cost, historical verses economic cost, over head cost, direct variable and full cost of products service and activities, marginal cost pricing and full cost pricing to achieve specified return on sales or return on investment, markup and margins.

**Module 3- Planning Within Organization** **12 Hrs**

Budgeting for planning and control, functional budget including income statement, statement of financial position and statement of cash flow, reporting of actual outcome against budget, fixed and flexible budget variances.

**Module 4- Accounting Control System** **12 Hrs**

Principles of manufacturing accounts and the integration of the cost accounts with the financial accounting system, treatment of variances as period entries and integrated ledger systems, job batch and process costing (only average cost method)

**Module 5- Decision Making** **16 Hrs**

Contribution concepts and CPV analysis, break even charts, break-even point, profit targets, margin of safety, contribution/sales ratio, relevant cost and cash flow, make or buy decision, limiting factor analysis for a multi product company.

**Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. Classifying various expenditures of six Public Sectors and six Non Governmental Organisations into relevant and irrelevant costs.
2. Make a comparative study of marginal costing and absorption costing of two different industries and find out their pattern of calculation of profits.
3. List various activity areas of a large scale manufacturing unit and identify their cost drivers.
4. Prepare fund flow/ cash flow statements with imaginary figure as per Accounting Standards.

**Books for Reference:**

- ❖ *Dr. R. P. Rustagi Management Accounting.*
- ❖ *S.M.Inamdar Management Accounting.*
- ❖ *Peter Atrill, Eddie McLaney Management Accounting : an active learning approach.*
- ❖ *Manmohan and Goyal Principles of Management Accounting.*
- ❖ *Horngreen and Sundlem Introduction to Management Accounting.*

## M1 15AR103: MICRO ECONOMICS

### Objective:

To familiarize the students with the basic theories, concepts, methodologies and terminologies used in economics.

### Module 1 -Introduction to Economics

6Hrs

Nature and Significance of Managerial Economics, Basic concepts, Micro and Macro Economics, Difference between plant, Firm and Industry, Economic Growth and Development, Concept of Equilibrium.

### Module 2- Consumer Demand Analysis - Cardinal and Ordinal Approach 10Hrs

Meaning of Demand, Demand determinants, Law of Demand, indifference Curves - Properties, Elasticity of Demand - Types, Degrees and Measurement of Elasticity.

### Module 3 -Demand Forecasting & Pricing

10Hrs

Methods of Demand Forecasting, Pricing - Factors influencing Pricing, Aims and objectives of Pricing-Methods of Pricing- Cost plus pricing, Dual pricing, Administered pricing, Target rate of return pricing.

### Module 4- Production and Cost Analysis

6Hrs

Laws of Production - law of Variable proportions and Laws of Returns of Scale,

### Module 5- Cost Analysis

8Hrs

Cost Analysis - Types of costs, calculation of Cost, Relationship between Short curves & Long curves, Cost curves, Relationship between AC and MC.

## Module 6 - Market Competition

20Hrs

Revenue analysis – Revenue curves under different market competitions, Perfect competition – Meaning, Equilibrium of firm and industry under perfect competition, Pricing under imperfect competition – monopoly and monopolistic competition.

### Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. To do a survey on the practical application of laws of economics.
2. To collect data on sales of consumer durable goods and predict the sales for a later year.
3. To find different case studies relating to different market conditions and to do an analysis.
4. To find out how demand differentiates between normal and inferior goods.
5. To analyze the role of a business economist in the everyday functioning of an organization taking live examples.

### Books for Reference:

- ❖ D. M. Mithani: Business Economics.
- ❖ Dr. P. N. Reddy & H. R. Appanaiah: Essentials of Business Economics.
- ❖ H. Craig Petersen & W. Cris Lewis: Managerial Economics, PHI.
- ❖ Joel Dean: Managerial Economics.
- ❖ K. Dewett: Economic Theory.
- ❖ M. L. Seth: Text Book of Economic Theory.
- ❖ Mote V. L. Peul. S & G. S. Gupta: Managerial Economics, TMH.
- ❖ Petersen & Lewis: Managerial Economics.
- ❖ Sankaran: Business Economics.
- ❖ Varsheney&Maheswari: Managerial Economics.

**SEMESTER –I**  
**M4 17 AR 104: BUSINESS MATHEMATICS & STATISTICS**

**Objective:**

To enable students to understand simple arithmetical calculations relating to topics on Commerce and Economics. To enable students to grasp the fundamentals of Statistics for interpreting business data.

**PART A - BUSINESS MATHEMATICS**

**Module 1- Theories of Equations** **10 Hrs**  
Theory of equations: Linear, Quadratic, and Simultaneous - **Application of equations in business and commerce**

**Module 2- Interest and Annuities** **10 Hrs**  
Laws of indices and logarithms - **Simple interest - Compound Interest** - Annuities: Meaning - Types - Present Value and Future Value of annuity - Applied Problems on Perpetuity - Loans - Sinking fund - Endowment fund using Annuity Tables

**PART B - BUSINESS STATISTICS**

**Module 3- Introduction to Statistics** **8 Hrs**  
Meaning and Definition of Statistics - Characteristic of Statistics - Functions, Scope and Limitations of Statistics - **Classification and Tabulation of Data - Diagrammatic and Graphic Representation of Data using Excel**

**Module 4 - Measures of Central Tendency and Dispersion** **14 Hrs**  
Meaning - Arithmetic Mean - Weighted Mean - Combined Mean - Median - Mode - Empirical Relationship. Dispersion - Meaning - Range - Quartile Deviation - Mean Deviation - Standard deviation and their Coefficients

**Module 5- Time series** **6 Hrs**  
Components of time series - **Trend analysis** by Moving Averages and Least Squares Method (linear).

**Module 6 - Correlation and Regression** **12 Hrs**  
Correlation: **Meaning, Karl Pearson's Coefficient of Correlation, Spearman's Correlation Coefficient** Regression: **Concept, the two Regression Equations**

**Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. Develop an Amortization Table for Loan Amount - EMI Calculation.
2. Prepare a Bank Statement using SI and CI.
3. Prepare a Case Study on application of Calculus to business.
4. Collection of Data and computation of various averages
5. **Analysis of data by computing standard deviation and coefficient of variation**
6. **Comparing and correlating data**

## 7. Presentation of data in graphs and diagrams

### Books for Reference:

- ❖ *Goel Ajay and GoelAlka: Mathematics and Staistics.*
- ❖ *Akhilesh K B and Balasubrahmanyam S: Mathematics and statistics for Managemnet.*
- ❖ *Dorai Raj: Business Mathematics.*
- ❖ *Dr. A K Arte& R V Prabhakar: A Textbook of Business Mathematics.*
- ❖ *Saha: Mathematics for Cost Accountants.*
- ❖ *Sanchethi& Kapoor: Business Mathematics.*
- ❖ *Soni: Business Mathematics.*
- ❖ *ZamiruddingKhanna: Business Mathematics.*
- ❖ *Chikkodi& BG Satya Prasad: Business Statistics, Himalaya Publications.*
- ❖ *Dr.Asthana: Elements of Statistics, Chaitanya.*
- ❖ *Dr. B N Gupta: Statistics (Sahitya Bhavan), Agra.*
- ❖ *Dr.Sancheti&Kapoor: Statistics Theory, Methods and Application.*
- ❖ *Ellahance: Statistical Methods.*
- ❖ *S P Gupta: Statistical Methods, Sultan.*

**SEMESTER II**  
**M4 17 MC 201: BUSINESS ENVIRONMENT**

**Objective:**

To familiarize the student regarding business environment, impart of economic policies on decisions of any organization.

**PART-A: ECONOMIC ENVIRONMENT**

**Module 1- An Overview of Business Environment** **10 Hrs**

Meaning and definition, Objectives, Importance and Uses of Study of business environment.

**Environmental analysis** - Meaning, Process of Environmental Analysis, Limitations of environmental Analysis, environmental factors - The Micro environment of business and the macro environment of business.

**Module 2- Economic Environment** **12 Hrs**

Meaning - Characteristics of Indian Economy - **Features Affecting Economy** - Impact of Liberalization Privatization & Globalization of Indian Business.

**Monetary policy** - Meaning, objectives

**Fiscal policy** - Meaning, objectives, budget and its importance

**EXIM policy** - Meaning, objectives

**Industrial policy** - meaning, objectives (Latest Policy Measures.)

**Module 3- Global Environment** **8 Hrs**

Meaning, nature of globalisation, causes of globalization, strategies for globalization, Challenges of International Business, GATT and WTO and its implications on Indian economy.

**PART-B: LEGAL ENVIRONMENT**

**Module 4- Political Environment** **10 Hrs**

**Meaning, Political** institutions, The Constitution of India, The Preamble, The fundamental rights, The relationship between business and government, Responsibilities of business towards government, Responsibilities of government towards business, Extent of state intervention in business.

**Module 5- Technological, Social and Natural Environment** **12 Hrs**

**Technological Environment** - Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment .

**Social and cultural Environment-** Meaning and definition of society, Culture - elements of culture, business and culture,

**Natural Environment** - Meaning of Natural Environment, Natural Environment and its impact on business

**Module 6: Legal Environment****8 Hrs**

Committee on Competition Law and Policy 2000 – Competition Commission of India – Competition Act 2000 – Comparison with MRTP Act - Information technology act 2000 - Cyber Regulations Appellate Tribunal – Cyber Offences.

**Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. List out the various cyber offences and the penalties for the same.
2. List at least 3 MNCs of G-8 Countries operating in India along with products they manufacture.
3. Collect the latest Fiscal, Monetary Policies on business

**Books for Reference:**

- ❖ *Chidamb K: Business Environment.*
- ❖ *Dr. K. Aswathappa: Business Environment.*
- ❖ *Francis, Cherunilam: Business Environment.*
- ❖ *Misra&Puri: Economic Development.*
- ❖ *Rosy Wali: Business Environment.*
- ❖ *S. Adhikari: Business Environment.*

**SEMESTER - II**  
**M4 17 MC 202: MARKETING MANAGEMENT**

**Objective:**

1. To familiarize students with basic concepts of marketing and the 4P's with special emphasis on the upcoming trends in the market.
2. To nurture the capacity to translate marketing ideas and concepts into marketing materials
3. To try one's hand at the art of marketing in the context of pricing, positioning and promoting products and services at an auction event

**Module-1 Introduction to Marketing and Marketing Environment 10 Hrs**

Meaning, nature, importance, scope and functions of marketing approaches to the study of marketing concept as a business philosophy macro marketing environment, - demographic, economic, natural, technological, legal, socio cultural (PESTEL) environment micro marketing environment - the marketing mix, business mix, suppliers, marketing intermediaries . Evaluation of marketing in the public sector and not for profit organizations, e.g., charities, non-governmental organizations, so on. Nature and process of market research

**Module-2 Market Segmentation, Targeting and Positioning 10Hrs**

Market research, data gathering techniques and methods of analysis bases for market segmentation and the requisites of sound market segmentation strategies of target marketing types of positional strategies brand awareness, brand image, brand value, brand name, brand loyalty and brand equity brand management strategies

**Module-3 Product, Pricing, Promotion and Distribution 12Hrs**

Classification of products - product mix decisions (product line, length, width, depth and consistency) stages of product life cycle - strategies to manage the life cycle of a product - process of new product development - difference and similarities in the marketing of products, services and experiences - objectives of pricing - factors influencing pricing policies and strategies - elements of promotion mix - effecting choice of distribution - steps involved in channel management

**Module-4 Consumer Behaviour and other forms of Marketing 12Hrs**

Theories of consumer behaviour- factors affecting buying decisions, types of buying behavior and stages in buying behavior - concept of social marketing and CSR - business to business (B2B) and business to government (B2G) differs from business to consumer (B2C) marketing in its different forms (consumer marketing, services marketing, direct marketing, interactive marketing and e marketing) - techniques of marketing - relationship marketing, not for profit marketing, experiential marketing and post mortem marketing

**Module-5 Emerging Technologies and Media in Marketing 16 Hrs**

Big Data analytics and their use in the process of marketing - emerging technologies and media in marketing can help in predicting customer demand and improving customer experience - Digital Marketing: Online marketing, Blogs, mobile Marketing,

**Social Media Marketing** - explain how emerging technologies and media in marketing can help in monitoring multi channel transactions and identifying customer preferences  
- evaluate marketing communications, including, viral, guerilla, buzz and other indirect forms of marketing - explain how emerging technologies and media in marketing can help in promoting marketing sustainability and ethics.

**Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. Visit any website and list the promotion strategy of a sponsoring company.
2. Find out the promotion tools of any company.
3. Observe the Distribution Network of a company.
4. List out Product Line of a company and note line modernisation or deletion.
5. Draw a Product Life Cycle with regard to a particular product of a company and observe its extension.

**Books for Reference:**

- ❖ *Kaplan Publishing CIMA Study Text E1 Organisational Management 2015.*

**SEMESTER - II**  
**M4 17 MC 203: FINANCIAL ACCOUNTING**

**Objective:**

To provide knowledge & understanding of the basic framework of financial statements and their preparation & reporting requirements

**Module 1- Introduction to Financial Accounting** **10 Hrs**

Meaning to financial Accounting, accounting records, users of accounts, objective of financial statement, purpose of accounting statement, accounting equations, capital and revenue, cash and profit, tangible and intangible assets and liabilities, historical cost conversion, assets valuation including current cost, implications for profit management.

**Module2- Regulatory Framework** **10 Hrs**

Regulatory influence of company law, items in formats for publish accounts, role of AS in financial statements, principles and rule based approach to creating accounting standards.

**Module 3- Accounting System** **10 Hrs**

Principles of double entry book keeping, account for cash and bank, bank reconciliation, imprest system for petty cash, accounts for sales and purchase including personal account and control accounts, nominal ledger accounts and journal entries, trial balance, accounts for indirect tax, accounts for pay roll, noncurrent assets register.

**Module 4- Accounts for Single Entity** **15 Hrs**

Adjustment to the trial balance, accruals and pre-payment, bad debts and allowances for receivables, accounting treatment for depreciation(straight line, reducing balance and revaluation methods) and impairment, accounts for inventories, methods of inventories(FIFO, LIFO, average cost) manufacturing account, issue of shares.

**Module 5- Control of Accounting System** **15 Hrs**

Requirement of external audit, meaning of fair presentation, difference between internal and external audit, financial control, audit check and audit trial, errors including principles of omission, commission, journal entries and suspense account.

**Skill Development:**

(These activities are only indicative, the Faculty member can innovate)

1. Collect information with regard to the practical reasons for charging Depreciation and the methods adopted for calculating the same.
2. Generate different types of financial and cost related reports using excel and tally.
3. Find out the accounting system adopted by a Sole Proprietor
4. Differences between Double Entry and Single Entry systems of Book-keeping.

5. Analyse the differences between Profit & Loss Account and Income & Expenditure Account/ Receipts & Payments Account.
6. Study of published financial statements of firms (developing skills to interpret the financial statements & assess performance)
7. Study the accounting software such as Microsoft dynamics, SAP & Oracle

**Books for Reference:**

- ❖ *Dr. S.N. Maheswari, Financial Accounting*
- ❖ *Grewal and Shukla, Advanced Accounting*
- ❖ *P.C. Tulasian, Pearson Editions, Introduction to Accounting*
- ❖ *Jain & Narang. Financial Accounting*
- ❖ *Accounting Standards - Institute of Chartered Accountants of India*

**SEMESTER II**  
**M4 15AR 204: MACRO ECONOMICS**

**Objectives:**

To familiarize the students with everyday relevant macro indications to understand the growing importance of economics in everyday business and give emphasis on theoretical as well as practical aspects.

**Module 1- Introduction to Macro Economics**

**7 Hrs**

Social systems – Features of socialism, capitalism and mixed economy, K Economy – Features, Framework, K Economy in a developing country.

**Module 2-Business Cycles**

**10 Hrs**

Phases of Business Cycles, Features of Business Cycles, Inflation - Types, Cause and Effects.

**Module 3-Monetary and Fiscal Policy**

**10 Hrs**

**Monetary Policy** – Meaning, Features & Tools, Fiscal Policy – Meaning, Features and tools, Inflation and Deflation.

**Module 4-International Monetary Systems and Inter-National Finance**

**10 Hrs**

Exchange Rate Regime, Fixed versus Floating Rates, FDI and FII's

**Module 5 - National Income Accounting**

**8 Hrs**

Basic Concepts, Determination of National income, **Methods of Computation**, Difficulties of Estimation, Calculation of NI Concepts.

**Module 6 - Nature of Indian Economy**

**15 Hrs**

Population – Causes of Growth of Population impact of population, meaning of Life expectancy, Literacy, Age-Sex composition of population, Human Development Index, unemployment –Meaning, Types, Causes and Remedies, Capital Formation- Trends, Reasons for Low Rate of Capital formation, Measures to raise the rate of saving and investment.

**Skill Development**

1. To study how business cycles have impacted the global economy in the past companies.
2. To compare the monetary policies of any two economics.
3. Do a case study of National income accounting company and underdeveloped economy with a developed area.
4. Find out the recent charges introduced in monetary and fiscal policies.
5. Find statistical trends in unemployment.
6. List the difference between states in context of poverty, literacy, population etc.

**Books for Reference:**

- ❖ *D. M. Mithani: Business Economics*
- ❖ *Joel Dean: Managerial Economics*
- ❖ *K. K. Dewett: Economic Theory*
- ❖ *M. L. Jhingan: International Economics*
- ❖ *Mote V. L. Peul. S & Gupta G S: Managerial Economics TMH*
- ❖ *Niravathi & C. Ramani Nair: International Economics*
- ❖ *Peterson & Lewis: Managerial Economics*
- ❖ *Sankaran: Business Economics*
- ❖ *Seth M. L: Text Book of Economic Theory*
- ❖ *Varsheney & Maheswari: Managerial Economics*

