

**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 Commerce
International Accounting and Finance**

Syllabus : 2015 - 2016

**Courses having focus on
Employability/ Entrepreneurship/
Skill development**

SEMESTER - I
FINANCIAL ACCOUNTING
C4 15MC101

Objective:

To acquaint students with Accounting Concepts through case study method and to acquire adequate knowledge of accounting treatment of certain concepts of business and to gain knowledge on the preparation of accounts for internal control system.

Module - 1: Mechanics of Accounting

10Hrs

Introduction; Accounting equation – **Case Study Method; Accounting Rules; Capital and Revenue items; Accounting Principles (Concepts and Convention); The use of double-entry and accounting systems; Double-entry book-keeping principles along with the maintenance of accounting records and sources of accounting information. Brief Introduction to Indian accounting standards and the various accounting standards issued, US GAAP and IFRS.**

Module - 2: Preparation of Financial Statements

15Hrs

Journal, Ledger, Trial Balance and Final Accounts – Simultaneously Rectification of Errors before preparing Trial Balance and after preparing trial balance, Rectification after preparing Balance Sheet, Final Accounts of Sole proprietorship.

Module 3: Accounting for Current Assets and Current Liabilities

10

Hrs

Accounts Payable- Trade Creditors; Amount payable to Employees, Customers and Suppliers; accounting treatment of Accounts Payable.

Inventory- Meaning of Inventories, **Cost for Inventory Valuation, Inventory Systems** : Periodic Inventory System and Perpetual Inventory System, Valuation: Meaning and Importance, Computation of Valuation of Inventory as on Balance Sheet Date: If Inventory is taken on a Date After the Balance Sheet or Before the Balance Sheet

Accounts Receivable- Revenue recognition as per Ind AS-18 and IFRS &; Bad debts; **Provision for Bad and Doubtful Debts; Accounting treatment of Accounts Receivable.**

Module - 4: Accounting for Depreciation and Fixed Assets

10hrs

Acquisition of Fixed Assets; determination of Cost; Depreciation Method as per Indian AS 16 & IFRS Straight line method, written down value method and Disposal of Fixed Assets; Amortization; Accounting for Intangible assets; difference between Intangible and Fictitious assets – **Journal entries – Accounting Treatment as per the IFRS**

Module - 5: Companies Financial Statements

15 hrs

Meaning – **Preparation of Financial Statements of Companies as per Schedule III of the Companies Act, 2013** (excluding Cash Flow Statement and Consolidated Financial Statement) - Treatment of special items: Depreciation, Interest on Debentures, Provision for Tax, Dividends, Interim, Proposed, Corporate Dividend Tax, Unclaimed dividend, Commission payable before charging such Commission and after charging such commission.

Skill Development:

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

1. Find out the practical benefits of using Tally.
2. Collection and recording of Hire Purchase Agreement
3. Arrangement of Mock situation to value the stock.
4. Accounting Concepts and Conventions – its applications by firms.
6. Discuss the problems of using Computer for Accounting.
8. Undertake a study of AS-6 – depreciation accounting. Calculation of depreciation, changes in depreciation method, disclosure in the balance sheet, etc. Analyse the balance sheet of three companies and comment on the applicability of this accounting standard.

Books for Reference:

- *ACCA STUDY MATERIAL 2015 of KAPLAN AND BPP*
- *Robert N Anthony, David F Hawkins and Kenneth A Merchant :Accounting Text and Cases: The McGraw-Hill Companies- Special Indian Edition*
- *Augustin Amaladas (at SJCC) and Mary Amalashanthi: Corporate Financial Knowledge Integration, Himalaya Publication.*
- *Grewal & Gupta: Advanced Accounting, S Chand & Co., New Delhi.*
- *Jain & Narang: Financial Accounting, Kalyani, Delhi.*
- *Radhaswamy & R L Gupta: Advanced Accounting, S Chand & Co., New Delhi.*
- *S. Kr. Paul: Advanced Accounting, New Central Book Agency, Calcutta.*

**SEMESTER 1
COST ACCOUNTING I
C415MC102**

Objective:

To familiarize and acquire adequate knowledge with the basic cost concepts required for effective decision making in firms.

Module 1 - Basic Concepts

7hrs

Meaning - Cost accounting - Cost accountancy - Costing - Cost accounting and management - Objectives of Cost Accounting - Cost accounting v/s Financial Accounting - Cost Accounting v/s Management Accounting - Advantages of cost accounting - Methods of costing - Techniques (types) of costing -- Cost centres (Meaning and purpose) - Cost units (Meaning and importance) - Cost accounting departments - Brief note on Cost Audit Records and Report Rules.

Module 2 - Cost Concepts and Classification

12 hrs

Cost - Expenses - Losses - Classification of costs - Natural classification of costs - Cost behaviour (in relation to changes in output or activity or volume - Degree of traceability to the product - Association with the product - Functional classification of costs - Costs of control other costs - Cost statement or cost sheet - Tender and quotation - Job and Batch Costing.

Module 3 - Material Control and Material Costing

12 hrs

Materials - Concepts and objectives of material control - Organization for material control - Purchasing and receiving procedure - Some issues in materials procurement - stores organization - Inventory system - Inventory shortages (losses) and overages - Inventory control- Calculations of Stock levels and EOQ with or without discount. Costing material received - Costing material issues (FIFO, LIFO, simple and weighted average method only) - Pricing of materials returned to vendor - Pricing of materials returned to storeroom - Selection of a material pricing method.

Module 4 - Labour Costs: Accounting and Control

12hrs

Introduction - Direct labour and indirect labour - Organization for labour control - Wage systems - Incentives wage plans - Work study - Job evaluation and merit rating - Time and motion study - Labour turnover - Treatment of labour cost related items - Methods of remunerating labour - Time and piece rate system - Halsey and Rowan premium systems - Taylor and Merrick's differential piece rate system.

Module 5 - Overhead Distribution

17hrs

Concept - Classification of overheads - Factory overhead - Fixed - Semi variable and variable - Factory overheads - Accounting and distribution - Collection and codification of factory overheads - Allocation and apportionment of factory overheads - Apportionment of service departments overheads to producing

departments (repeated and simultaneous equation method) – Absorption of factory overhead (Machine hour rate) – Selecting an absorption rate.

Skill Development:

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

1. List methods of costing adopted by industries located in the region.
2. List materials consumed in any two organizations of your choice.
3. Collection of different formats – materials requisition – purchase requisition-bin card-stores ledger.
4. Preparation of wage sheet / pay roll with imaginary figures.
5. List out the various expenses of two companies and prepare the cost sheet.

Books for Reference:

- *ACCA STUDY MATERIAL 2015 of KAPLAN AND BPP*
- *Colin Drury: Management and Cost Accounting.*
- *Nigam: Theory and Techniques of Cost Accounting.*
- *S. P. Jain & K L Narang: Cost and Management Accounting.*
- *Dr. S. N. Maheshwari: Cost Accounting.*
- *JawaharLal: Cost Accounting.*
- *M. N. Arora: Cost Accounting.*

**SEMESTER - I
TAXATION-I
C4 15AR103**

Objective:

The Objective of the syllabus under this paper is to expose the students to the various important provisions of Income Tax Act relating to computation of Income of individual.

Module - 1: Introduction

5 Hrs

Brief history of Income Tax - Legal Frame work - Canons of Taxation - Finance Bill - Scheme of Income Tax- Meaning of Assessee - Person - Assessment year - Previous year - Income - Gross Total Income - Total Income- Residential Status and Incidence of Tax on individual.

Module-2: Income from Salary

16 Hrs

Income from Salary - Features of Salary Income - Basic Salary- Allowance - Types - Perquisites - Types section 89(1) - Tax Rebate U/S 88 - Problems. (Restricted to Individual Assessee) fully exempted and partly exempted incomes - including problems on House Rent Allowance - Leave Encashment - Commutation of Pension - Death-cum-Retirement benefits - Gratuity - compensation received on termination of the service.

Module-3: Income from House Property

8

Hrs

Introduction - Annual value under different situations (self occupied - Let out - Partly self occupied partly let out - Portion wise and time wise) - Deductions (u/s 24) - Problems.

Module -4: Profits and Gains from Business and Profession

8

Hrs

Meaning of business, profession, profits of business or profession, features of assessment of profits and gains, rules for adjustment of profit and loss account- Depreciation u/s 32.

Module - 5: Capital Gains

8 Hrs

Meaning and kinds of capital asset, transfer, transactions not regarded as transfer, full value of consideration, cost of acquisition, cost of improvement, capital gains exempt from tax, exemptions from capital gains u/s 54. Problems on computation of short term and long term capital gains.

Module - 6: Income from Other Sources

8

Hrs

General income, specific incomes, treatment of specific incomes, deduction of tax at source with respect to interests, winnings, prizes etc. Problems on computation of

taxable income from other sources and deduction u/s 57 and amounts expressly disallowed u/s 58.

Module – 7: Deductions from Gross Total Income & Tax Liability of Individuals 5 Hrs

(Provisions relating to individuals only) u/s 80 – Deduction in respect of certain payments and deduction in respect of certain incomes- Carry forward and set off of losses - Computation of total taxable income and tax liability of an individual.

Module -8: Income Tax authorities

2

Hrs

A brief discussion on

- Income tax officer and powers and functions;
- CBDT – powers and functions;
- Commissioner of Income Tax – powers and functions;
- Types of assessment and rectification of mistakes;
- Recovery of tax and refunds.

Skill Development:

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

1. Chart of capital gains index numbers
2. Table of rates of TDS
3. Filing of Income tax returns
4. List of enclosures for IT returns
5. Tax planning

Books for Reference:

- ❖ B. S. Raman: *Income Tax*
- ❖ B. B. Lal: *Direct Taxes, Konark Publisher (P) Ltd.*
- ❖ Bhagwathi Prasad: *Direct Taxes – Law and Practice, Wishwa Prakashana.*
- ❖ Dinakar Pagare: *Law and Practice of Income Tax, Sultan Chand and Sons.*
- ❖ Dr. Girish Ahuja & Dr. Ravi Gupta: *Income Tax*
- ❖ Dr. Mehrotra & Dr. Goyal: *Direct Taxes – Law and Practice, Sahitya Bhavan Publication.*
- ❖ Dr. Vinod K. Singhania: *Direct Taxes – Law and Practice, Taxmann Publication.*
- ❖ Gaur & Narang: *Income Tax.*

SEMESTER - I
PRINCIPLES OF MANAGEMENT
C4 15AR104

Objective:

To familiarize the students with the concepts and principles of management and to train those in practical and managerial skills. To introduce them to some aspects of human resource management.

Module - 1: Introduction to Management and History of Management Thought 8 Hrs

Introduction: Meaning - Features of Management - Scope and Functional Areas of Management - Management as an Art - Science or Profession - Management and Administration - Principles of Management - Roles and skills of managers.

Evolution of Management Thought: Pre-scientific Management (introduction) - Taylor's scientific management - Fayol's modern management - Lillian and Gilberth Human Relations.

Module - 2: Introduction to Business organisational structure & Environment 8 Hrs

Business organizational structure and design- Organizational culture in business- Purpose and types of business organization - The formal and informal business organization - Individual and group behaviour in business organizations- Stakeholders in business organizations- Political and legal factors affecting business- Macroeconomic factors- Micro economic factors- Social and demographic factors- Technological factors- Environmental factors- Competitive factors.

Module-3: Planning, Organising and Staffing 10 Hrs

Planning- Nature - Planning Process - Objectives - Types of plans - MBO (Peter Drucker) & MBE. **Forecasting-** Meaning - Techniques of forecasting - Qualitative and quantitative forecasting. **Decision Making-** Meaning - Steps in decision making - Delegation and principles of delegation.

Organizing: Nature and purpose of organization - Principles of organization - Departmentation - Centralization vs. Decentralization of Authority - Span of Control - Meaning - Factors affecting span. **Staffing-** Nature and process of staffing.

Module - 4 Leadership, Directing and Controlling 10 Hrs

Leadership: Meaning - Leadership styles - Theories of leadership.

Directing: Meaning - Principles and techniques of directing.

Controlling: Meaning and definition – Features – Steps in controlling and methods of establishing control. Techniques of controlling – Budgetary and non-budgetary.

Module – 5: Co-Ordination and Motivation

10 Hrs

Co-ordination: Meaning – steps and methods of co-ordination.

Motivation: Meaning - Theories of motivation – Carrot & Stick approach – Maslow’s – McGregor’s – Herzberg’s – Vroom’s Expectancy – Motivating individuals and groups – Team formation, development and management- - Learning and training at work- Review and appraisal of individual performance.

Module 6: Personal effectiveness and communication

6

Hrs

Personal effectiveness techniques- Consequences of ineffectiveness at work- Competence frameworks and personal development- Sources of conflicts and techniques for conflict resolution and referral- Importance of communication in business.

Module – 7: Business Ethics

8

Hrs

Meaning – Need and importance – Factors affecting ethical practices in Business - Fundamental principles of ethical behaviour- The role of regulatory and professional bodies in promoting ethical and professional standards in the accountancy profession- Corporate codes of ethics- Ethical conflicts and dilemmas- Social Responsibilities of Management – Meaning, Social responsibilities of business towards various groups.

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 Control chart of different industry/business groups.
6. Prepare 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 organisation.
12. Undertake a study of some ethical practices followed by an organisation.

Books for Reference:

- ACCA STUDY MATERIAL 2015 of KAPLAN AND BPP
- Appaniah & Reddy: Essentials of Management.

- *Koontz & O' Donnell: Management.*
- *L. M Prasad: Principles of Management.*
- *Rustum&Davan: Principles and Practice of Management.*
- *S.V.S Murthy: Essentials of management.*
- *Sharma & Gupta: Principles of Management.*

- *Srinivasan&Chunawalla: Management Principles and Practice.*
- *Thomas N. Duening& John. M. Ivan Cevich: Management, Principles and Guidelines, Biztantra Publications.*
- *Tripathi& Reddy: Principles of Management.*
- *Premavathy M. Dr., Business Ethics, Sriwishnu Publication.*

SEMESTER II
COST ACCOUNTING - II
C4 15MC201

OBJECTIVES

This course helps in understanding application of cost accounting techniques in order to facilitate business decisions and promote efficient and effective use of scarce business resources, appreciating the risks and uncertainty inherent in business and controlling those risks. It also aims at applying appropriate budgeting techniques and methods for planning and control.

Module 1 – Marginal Costing and Absorption Costing **18 hrs**

Absorption costing – introduction, meaning, advantages and disadvantages of absorption costing, **ascertainment of profit under absorption costing – marginal costing**-introduction, meaning, advantages and disadvantages of marginal costing, differences between absorption costing and marginal costing, **ascertainment of profit under marginal costing – income determination under marginal costing and absorption costing – marginal cost equations, Cost Volume Profit Analysis, Break Even Point, Margin of Safety, Break even Chart – Profit Volume Chart, Applications of Marginal Costing - Make or Buy Decision, Key factor / limiting factor , Accepting or Rejecting the Export Offer, Pricing decisions, Selecting the Suitable Product Mix, introduction of new product, operate or shut down decisions etc**

Module 2 – Relevant Costing **8 hrs**

Analysis of **relevant cost** with other cost concepts-relevant benefits- sunk cost-future costs, future benefits-Relevant cost and relevant benefits for business decisions-**Case study method.**

Module-3: Budgetary Control **14 hrs**

Meaning – Need- Objectives and functions-Advantages and Limitations- Classification- **Preparation of Budgets - Raw material consumption, Purchase, labour hour, Overhead, Cash, Master, Fixed and Flexible Budget.**

Module 4 – Standard Costing **10hrs**

Meaning- **Steps involved in Standard Costing – Analysis of Variances – Material Variances – Labour Variances – Overhead variances-Preparation of Variance Reports and interpretation of variance report.**

Module 5: Performance measurement and control **5 hrs**

Performance management information systems- Sources of management information- Management reports- Performance analysis in private sector organizations-

Divisional performance and transfer pricing- Performance analysis in not-for-profit organisations and the public sector- External considerations and behavioural aspects

Module 6: Contemporary Concepts

5

hrs

Activity based costing- Target costing- Life-cycle costing- Throughput accounting- Environmental accounting.

Skill Development:

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

- Derive a target cost in manufacturing and service industries.
- Derive a life cycle cost in manufacturing and service industries.
- Prepare break even charts and profit volume charts and interpret the information contained within each, including multi-product situations.
- Formulate and solve multiple scarce resource problem both graphically and using simultaneous equations as appropriate.
- List methods of costing adopted by industries located in the region.
- Prepare a budgetary statement for any two organizations of your choice.
- Collect the different format of budget prepared by two companies of your choice.
- State the impact of standard costing on the decision making of the company of your choice.
- List out the various expenses of two companies and prepare the cost sheet.

Books for Reference:

- ❖ ACCA STUDY MATERIAL 2015 of KAPLAN AND BPP
- ❖ Colin Drury: *Management and Cost Accounting*.
- ❖ Augustin Amaladas and Mary Amala Shanthi: *Corporate Financial Knowledge Integration*, Himalaya publications
- ❖ Nigam: *Theory and Techniques of Cost Accounting*.
- ❖ S. P. Jain & K L Narang: *Cost and Management Accounting*.
- ❖ Dr. S. N. Maheshwari: *Cost Accounting*.
- ❖ JawaharLal: *Cost Accounting*.
- ❖ M. N. Arora: *Cost Accounting*.

**SEMESTER II
BUSINESS LAW
C4 15MC202**

Objective

The course aims to familiarize the students with Business and Global laws and its interpretations and demonstrate an understanding of corporate and fraudulent behaviour.

Module - 1: Jurisprudence, Scope and Essential elements of legal systems 8 Hrs

Introduction to Law - Classification of law - Hierarchy of Courts - Brief of procedure in Courts- Meaning and Scope of business law - Sources of Indian business law

Module - 2: Indian Contract Act of 1872 20 Hrs

Definition - Types of contract - Essentials - Offer - Acceptance - Consideration capacity of parties - Free consent (meaning only) - Legality of object and consideration - Various modes of discharge of a contract - Remedies for breach of contract.

Module - 3: Sale of Goods Act 1935 8 Hrs

Law of sale of Goods - Conditions and warranties - Transfer of ownership - Performance of contracts - Remedial measures.

Module -4: Intellectual Property Legislations 4 Hrs

Meaning and scope of intellectual properties - Patent Act of 1970 and amendments as per WTO agreements : Background - Objects - Definition - Inventions - Patentee - True and first inventor - Procedure for grant of process and product patents - WTO rules as to patents (in brief) - Rights to patentee - Infringement - Remedies.

Module - 5: Consumer Protection Act [COPRA] 6 Hrs

Background - Definition of (1) Consumer; (2) Consumer Dispute; (3) Complaint; (4) Deficiency; (5) Service - Consumer Protection Council - Consumer redressal agencies - District Forum - State Commission and National Commission.

Module - 6: Cyber Laws 1999 2 Hrs

Objectives - Definitions and salient features - Provisions pertaining to piracy and related offences and penalties.

Module-7: Global Law 12 Hrs

Essential elements of legal systems- Business, political and International legal regulation and conflicts of laws

Formation and constitution of business organisations -Agency law, Partnerships, corporations and legal personality, insolvency law and administration.

Governance and ethical issues relating to business - Corporate fraudulent behaviour.

Skill Development:

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

1. Draft a 'rent agreement' incorporating all the essential features of a valid agreement.
2. Draft an agreement to repay a loan borrowed from a bank on installment basis.
3. Case laws 'involving points of law of contracts'.
4. Draft a complaint against 'unfair trade practice' adopted by a businessman, to the consumer forum.
5. List out the latest cases of both High Court and Supreme Court on Environmental issues with both facts and judgements [at least 2 cases].
6. Quote examples of violation of Cyber Laws.

Books for Reference:

- ❖ *ACCA STUDY MATERIAL 2015 of KAPLAN AND BPP*
- ❖ *Aswathappa. K & Ramachandra: Business Law, HPH, Mumbai.*
- ❖ *Bare Acts.*
- ❖ *Garg, Sareen, Sharma & Chawla: Business Law.*
- ❖ *Kapoor N.D: Business Law, Sultan Chand & Co.*
- ❖ *M. C. Kuchhal: Business Law.*
- ❖ *Nabhi: Business Law, Indian Law House, Mumbai.*
- ❖ *Tulsian: Business Law, Tata McGraw Hill, New Delhi.*

**SEMESTER II
TAXATION II
C4 15AR203**

Objective:

The objective of the syllabus under this paper is to expose the students to the various important provisions of Tax relating to computation of Income of corporate assessee.

Module - 1: Introduction to Corporate Tax **5 Hrs**

Brief history of Corporate Tax - Legal Frame work - Finance Bill - Scope of corporation tax Residential Status and Incidence of Tax on companies - tax evasion and tax avoidance; Nature and scope of tax planning and management in the corporate sector

Module 2: Computation of Corporate Tax **15 hrs**

Computation of corporate tax: Carry forward and set off of losses in the case of certain companies under Sec. 79 of Income -tax Act, 1961; **Computation of taxable income of companies; Computation of the amount of corporate tax liability; Minimum Alternate Tax.**

Module 3: **15 hrs**

Central Excise and Customs law - The Central Excise Law, Goods, Excisable goods, Manufacture and manufacturer, Classification, Valuation, Related Person, Captive Consumption, CAS 4, CENVAT, Basic procedures, Export, SSI, Job Work, Assessment, Demands, Refund, Exemptions; - **Customs Laws** - Basic Concepts of customs law; Territorial waters, high seas; Types of custom duties, Anti-Dumping Duty, Safeguard Duty; Valuation; Customs Procedures, Import and Export Procedures, Baggage, Exemptions, Warehousing, Demurrage.

Module 4: **10 hrs**

Service Tax - Introduction, Service Provider and Service Receiver, Registration procedure, Records to be maintained; Classification of taxable services; Valuation of taxable services; Exemptions and Abatements; Payment of service tax, Return; Cenvat Credit Rules; Export and import of services; Taxable Services.

Module 5: **15 hrs**

Central Sales Tax Act & VAT Act - Introduction, definition of sale under CST; Stock transfer, branch transfer under CST; Interstate sale, Various forms for filing of sales tax returns under CST; Sales outside territorial waters under CST; Procedures;

Practical examples on CST; VAT, Salient features of State VAT Acts; Treatment of stock & branch transfer under State VAT Acts; Filing & Return as per State VAT Acts; Practical problems and Case Studies under Indirect Tax Laws.

Skill Development:

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

6. Chart of Corporate capital gains index numbers
7. Table of rates of TDS
8. Filing of Income tax returns
9. List of enclosures for IT returns
10. Corporate Tax planning

Books for Reference:

- *Business Taxation, Dr.V Rajesh Kumar,*
- *V.S. Sundaram, Commentaries on the Law of Income Tax in India, Law Publishers, Allahabad*
- *Vinod.K.Singhania, Taxmann's Publication, Direct Taxes- Planning and Management*
- *Bhagmati Prasad, Direct Taxes- Law & Practice, Vishwa Prakashan.*
- *Indirect Taxes: Md Rafi Bharats Publication.*
- *Applied Indirect Taxation, Md Rafi, Bharats Publication.*
- *Indirect Tax Management: Md. Rafi, BharatsPublication.*
- *Indirect Taxes – Law & Practice: VS Datey, Taxmann Publication.*

**SEMESTER II
BUSINESS ECONOMICS
C4 15AR204**

Objective:

The objective is to familiarize the students with the basic concepts in Economics, study the role of economics in Business and to make the student to understand how the Business Organizations work by applying Economic principles in their Business Management

Module - 1: Business Economics

4 Hrs

Meaning - Definitions - Characteristics - Scope of Business Economics - Uses and Objectives of Business Economics - Micro & Macro Economics.

Module - 2: Consumer Behaviour

15 Hrs

Approaches to the Study of Consumer Behaviour - Cardinal Approach - Law of Equi-Marginal Utility - Ordinal Approach - Indifference Curve Analysis - Properties - Consumer Surplus: Meaning - Analysis - Limitations - Consumer Sovereignty - Limitations.

Module - 3: Theory of Demand and Analysis

15 Hrs

Demand - Demand Determinants - Law of Demand - Characteristics - Exceptions - Elasticity of Demand - Price Elasticity - Types - Determining Factors - Change in Demand and Elasticity of Demand - Business Applications of Price Elasticity - Concepts of Income and Cross Elasticity of Demand - Price Elasticity of Demand Measurement By Total Outlay Method including mathematical problems - Survey of buyer's intention - Collective opinion - Trend projection - Economic Indicator. Demand forecasting methods for a new product including mathematical problems.

Module - 4: Production Function

8 Hrs

Law of Supply - Meaning - Determinants of Supply. Production Function: Equilibrium Though Isoquants and Isocosts - Types of Cost- relationship between different types of costs and breakeven analysis.

Module - 5: Market Structure

12 Hrs

Perfect Competition - Features - **Price and Output Determination** - Influence of Time Element on Price and Output - **Monopoly** - Features - Price and Output Determination- **Price Discrimination**-Price Output Determination Under Discriminating Monopoly. **Monopolistic Competition** - Features - Price and Output Determination in Short Run and in Industry - Features of **Duopoly and Oligopoly**.

Module - 6: Business Cycles

6 Hrs

Business Cycles - **Phases of Business cycle - Effects of Business Cycle** -Theories of business cycles- Multiplier and accelerator theory - Keynesian theory- **Measures to control the Business cycle - Monetary and fiscal policy- Inflation- Causes and Measures.**

Skill Development:

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

1. Draft the diagrammatic representation of each aspect of the chapter in a book under different chapters.
2. Select and discuss the case studies that will have impact on business decision-making in each chapter.
3. A survey report on the demand forecasting for a product.
4. Student to choose a product and apply price elasticity in real situation.
5. Detail charts on Consumer Surplus.
6. Present a diagram showing business cycles.

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. K. Dewett: *Economic Theory*.
- M. L. Seth: *Test 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*.

