

SYLLABUS

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI-12

PG COURSES – AFFILIATED COLLEGES

M.Com

(Choice Based Credit System)

(with effect from the academic year 2021-2022 onwards)

Semester-I				
Part	Subject Status	Subject Title	Subject Code	Credit
III	Core-1	Accounting for Management	ZKCM11	4
III	Core-2	Statistics	ZKCM12	4
III	Core 3	Management Concepts and Organisational Behaviour	ZKCM13	4
III	Core-4	Insurance and Risk Management	ZKCM14	4
III	Core-5	International Business	ZKCM15	4

ACCOUNTING FOR MANAGEMENT

Objectives

- To acquaint the students with the applicability of financial statements for decision making
- To develop the skills for preparation, analysis and interpretation of financial statements
- To enable the students to take decisions using management accounting tools
- To teach the mechanics of preparation of cash flow and funds flow statements
- To understand standard costing and variance analysis

UNIT I

Introduction :

Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Preparation of Trading,



Profit and Loss account and Balance sheet with adjustment entries – Management accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting – Utility of accounting for management.

UNIT II

Analysis of financial statements:

Concepts of Financial Statements – Nature - Analysis & Interpretations of financial statements – Tools - Comparative Financial statements - Common size statements — Trend analysis - Ratio analysis – Short term financial ratios- Long term financial ratios – Profitability ratios – Proprietary & Yield ratios – Turnover ratios – DU Pont analysis –Financial Reporting & analysis

UNIT III

Funds flow statement and Cash flow statement:

Funds Flow Analysis – Funds from Operation, Sources and Uses of Funds, Preparation of Schedule of Changes in Working Capital – Construction of Funds Flow Statement –Marginal Uses of fund flow analysis and its Limitations - Cash Flow Analysis – Cash from Operation – Preparation of Cash Flow Statement – Uses and Limitations – Distinction between Funds Flow and Cash Flow

UNIT IV

Standard Costing and Variance analysis:

Standard Costing – Advantage and Limitations of standard costing – Standard Hour – Standard cost card – Variance analysis – Relevance of standard cost for variance analysis – Significance of variance analysis –Computation of Material Variances – Labour Variances – Overhead Variances – Sales Variances – Accumulation & Disposal of Variances

UNIT V

Budget and Budgetary control:

Concept of Budget & Budgetary control – Nature and objectives of budgetary control – Establishing a system of Budgetary control - Advantages & limitations – Types of Budgets - Preparation of sales budget , selling & distribution cost budget, Production budget, purchases budget, Cash budget, Fixed and Flexible budgets – Master budget - Zero base budgeting.

Learning Outcome

- After the completion of the course, the students must be able to:



- Have a good understanding of the applicability of financial statements for Decision making
- Gain knowledge of preparation, analysis and interpretation of financial Statements
- Describe the usage of management accounting tools
- Prepare cash flow and funds flow statements
- Gain mastery over the preparation of variance analysis

References :

1. Khan M Y & Jain P K (2014), Management Accounting, Tata McGraw Hill, New Delhi
2. MaheswariSN, (2014), Management Accounting, Sultan Chand & Sons, New Delhi
3. Murthy A and Gurusamy S, (2017), Management Accounting, Vijay Nicole Imprints, Chennai
4. Jain SP and Narang K.L, (2012), Cost Accounting, Kalyani Publishers, Mumbai
5. Murthy A and Gurusamy S, (2017), Cost Accounting, Vijay Nicole Imprints, Chennai
6. Martin S. Fridson, Fernando Alvarez, (2012), Financial Statement Analysis: A Practitioner's Guide, Wiley, New Delhi
7. Sharma and Shashi K. Gupta, Management Accounting, Kalyani Publishers
8. Reddy, T.S. &Dr. Hari prasad Reddy, Y, Management Accounting, Margham Publications, Chennai.
9. Hansen - Mowen, Cost Management Accounting and Control, South Western College



STATISTICS

Objectives:

1. To enable the students to learn about probability distribution and its application to business.
2. To know about hypothesis and testing of hypothesis
3. To teach non parametric test in detail
4. To know the statistical decision theory
5. To enable the students to know about statistical quality control

Unit I

Probability Distribution:

Theoretical Distribution - Binomial, Poisson, and Normal Distributions and their applications to business.

Unit II

Statistical Inference:

Test of Hypotheses: – Standard error and sampling Distribution - procedure for testing of Hypothesis- Two tailed and one tailed Test of Hypothesis – Assumptions of the Parametric data- Z test-One sample T Test-Independent Sample T test– Paired sample T Test - Analysis of Variance (ANOVA)

Unit III

Non Parametric Tests:

Chi-square tests-Sign tests-Kruskal-Wallis test- Mann Whitney U test.

Unit IV

Statistical Decision Theory:

Decision making Environments – Criteria for making decision under condition of risk and uncertainty- Expected value approach.

Unit V

Statistical Quality Control:

Control charts for variables and attributes-Acceptance sampling

Learning Outcome:

After the completion of the course, the students must be able to:

- Gain knowledge about probability distribution and its application to business



- Get an understanding about hypothesis and its testing
- Gain knowledge of non-parametric tests
- Learn about statistical decision theory
- Gain an understanding of statistical quality control.

References:

1. Statistical methods - S.P.Gupta
2. Fundamentals of Statistics- Gupta, S.C.,
3. Levin, R.I. and D.S. Rubin, Statistics for Management, Prentice-Hall of India.
4. Spiegel, M.R. Theory and Problems of Statistics, Schaum Publishing Company.
5. Aczel, Amir D., Complete Business Statistics, McGraw Hill, 1999.
6. Kazmeir Leonard J., Norval F. Pohl, Basic Statistics for Business and Economics, McGraw Hill International (2nd ed.)



MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

Objectives

1. To enable the students to learn the basic concepts of Management
2. To make the student acquaint on the theories of Motivation
3. To teach Group Dynamics
4. To know the Organisational factors in power distribution
5. To enable the students to know about organisational culture

UNIT-I:

Management meaning –functions of management-principles- Concept and nature of organizational behaviour-OB and experiments-Human behaviour approach-OB models- Personality: Concept-personality theories –determinants of personality-personality and behaviour- organizational applications of personality-perception: concept-perceptual process –perceptual selectivity-interpersonal perception – managerial applications of Perception.

UNIT-II

Learning: concept-nature –components of learning process –factors affecting learning –reinforcement –concept –nature-Maslows need Hierarchy theory – Herzberg's motivation Theory – McGregor's theory X and Y –incentives important elements of a sound motivational system- Attitude: concept of attitude-attitudes and behaviour –factors in attitude formation.

UNIT-III

Stress: concept –features causes of stress –effects of stress .Interpersonal behaviour –nature- levels of self-awareness –Group dynamics definition –concept of group –type of group –formal group –committee –reasons for use of committees measures for making committee effective –informal group –causes- working problems –group behaviour –group norms –group decision making process –brainstorming.

UNIT-IV

Power –concept –importance –types –power distribution –Organisational factors in power distribution –concentration of power –tactics to gain power – authority :concept –authority Vs power –major qualities essential for leadership— styles.



UNIT –V

Organisational change and development –organisational culture-international organisational behaviour –conflict –positive and negative aspects of conflict –workers participation in management –advantages and demerits.

Learning Outcomes:

After the completion of the course, the students must be able to:

- Gain knowledge about the concepts of Management
- Get an understanding about the behavioural change based on Motivation
- Gain knowledge of the Group Dynamics and conflict management
- Learn about tactics to gain power
- Gain an understanding of Organisational change and development

Text Book:

1. Organisational Behaviour –L.M.PRASAD, Sultan Chand and Sons

Reference books

- 1 Organisational Behaviour by Dr S.S.Khanka
2. Organisational Behaviour by Fred Luthans
3. Organizational Behaviour by Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Pearson Ratin Publishers
4. Organisational Behaviour: Text, Cases & Games by K . Aswathappa, Himalaya Publishing House



INSURANCE AND RISK MANAGEMENT

Objectives

- To familiarize the student's competence in Insurance at an advanced level
- To focus on increasing proficiency in the basic Insurance, rules, policy, Risk in the workplace, etc.
- To impart knowledge on the principles of life insurance and types of policies
- To teach students on the nature and types of non-life insurance policies
- To make the students understand on the various aspects of risk management

Unit I

Introduction to Insurance –

History of Insurance in world and India- Need for Insurance – Nature and Working of Insurance– Major Types of Insurance and their Features – Importance of Insurance Industry - Role of Insurance in Economic Development – Insurance and Social Security – Reforms in the Insurance Sector- IRDA- Privatization and Liberalization in India- Indian Insurance Market- New Entrants to the Indian Insurance Market.

Unit II

Life Insurance Nature and Policy types:

Nature of Life Insurance-Principles of Insurance-Terms used in Insurance- Life Insurance Product – Various Schemes – Characteristics of an Insurable risk – Role of Insurance-Factors influencing Demand for Insurance - First Premium – Renewal – Mode of Premium Payment – Limited Period Payment and Single Premium – Lapse & Revival – Paid Up Policy – Deferment Period – Nomination & Assignment of Policy – Bonus – Surrender Value.

Unit III

Non-Life Insurance and Policy types:

Introduction of General Insurance- Concept and Need- Essential Features and Requirements of Fire Policy, Loss of Profits Policy, Marine Cargo Policy, Marine Hull Policy and Motor Insurance Policy including Vehicle and Third Party Insurance- Miscellaneous Policies like Personal Accident, Fidelity Guarantee, Health & Medi-



claim, Burglary and Loss of Baggage- Co-insurance, Double Insurance and Re-insurance- General Insurance Cover Notes – Certificates of Insurance – Open Policy – Floater – Excess – Franchise – Claims – Salvage – Coinsurance – Loss: Total Loss, Actual or Constructive Loss- Valued Policy – Agreed Value – Full Value – First Loss – Increased Value – Insurance Time or Institute Cargo Clauses – Solatium.

Unit IV

Insurance Market:

Life and Non-Life Insurers Firms in India: Public Sector Pioneers in Life and General Insurance Activities — Role of Insurance Agents and Brokers – Surveyors – Medical Examiners – Third Party Administrators – Regulators: Insurance Regulatory and Development Authority (IRDA) of India- Insurance Councils – Ombudsmen – Educational Institutes – Councils – Tariff Advisory Committee - Insurance Pricing : Factors and Determinants.

Unit V

Insurance Customers and Risk Management:

Individual and Corporate Insurance Customers – Nature of Insurance Customers: Mind Set as to Insurance- Investment or Risk Management – Compulsion Vs Voluntarism- Ethical Behavior – Risk Management Attitude- Control of Risk- Avoidance, Prevention, Reduction, Retention or Transfer- Factors Influencing Policyholder Satisfaction- Retention of Customers by Insurers.

Learning Outcome

After the completion of the course, the students must be able to:

- Gain competence on Insurance at an advanced level
- Describe the basic Insurance, rules, policy , Risk in the workplace, etc
- Gain knowledge on the principles of life insurance and types of policies
- Understand the nature and types of non-life insurance policies
- Familiarize on the various aspects of risk management

References :

1. Alka Mittal and Gupta S L (2010), Principles of Insurance and Risk Management, Sultan Chand & Sons, New Delhi
2. Harrington/Niehaus, (2013), Risk Management and Insurance, Tata McGraw Hill, India.
3. Mishra M N (2011), Insurance-Principles and Practice, S. Chand & Company, New Delhi.



4. Nalini P.Tripathy and PrabirPai, (2010), Insurance:Theory and Practice, PHI, India
5. Periasamy P (2011), Principles and Practice of Insurance, Himalaya Publishing House.
6. Rob Thoyts, (2012), Insurance Theory and Practice, Routledge, UK.
7. SahooS S and Das S C (2011), Insurance Management, Himalaya Publishing House, Mumbai.



INTERNATIONAL BUSINESS

Objectives

- To teach the basics of international business
- To acquaint students on the international trading environment
- To gain an understanding on the multinational enterprises
- To learn the various aspects of international financial management
- To enable the students to gain an understanding on the recent developments in international business

UNIT I

Introduction:

International business – meaning – features – factors - International Operations Management - International Business Environment - Means of engaging in International Business – External Influences of International Business – The Human and Cultural Environments facing Business – Political influence on International Business.

UNIT II

International Trading Environment:

International Trading Environment – WTO – TRIM – TRIP – IPR - Country Evaluation and Selection – Scanning for Alternative Influential Variable – Return on Investment on Country – International Economic Organisations.

UNIT III

Multinational Enterprises:

Multinational enterprises – meaning – features - Impact of the Multinational Enterprise: Evaluating the Impact of the MNE – Economic Impact of the MNE – Operational and Political Impact of International Business – International Goods, Services and Financial Flows and Balance of Payments

UNIT IV

International Financial Management:

International Financial Management – meaning – role - International Monetary System - Foreign Exchange Rates: Basics, Transaction and Economic Exposure – Foreign Direct Investment – Strategies: Export and Import Strategies, Collaborative Strategies, Sourcing and Production Strategies – Human Resource Management.



UNITV

Recent developments in International Business:

Recent developments in International Business – E-business Strategy – International Business Intelligence – International Product Decisions - Global Supply Chain Management: International Logistics and Distribution – Designing Organisations for International Environment.

Learning Outcome :

After the completion of the course, the students must be able to:

- Gain knowledge on the basics of international business
- Get an acquaintance on the international trading environment
- Understand the multinational enterprises
- Get the description of various aspects of international financial management
- Gain an understanding on the recent developments in international business

References :

1. Anant K, Sundaram J, Steward Black, (2010, The International Business Environment – Text And Cases, Prentice Hall of India Private Limited, New Delhi
2. Apte, P.G, (2014), International Financial Management, Tata McGraw Hill, New Delhi
3. Francis Cherunilam, (2015), International Business Text and Cases, Eastern Economy Edition, New Delhi
4. John D. Daniels & Lee H Radebough, (2009), International Business, Wesley Publishing Company, New Delhi
5. Roger Bennett, (2011), International Business, Pearson Education, New Delhi

