

**MANNAR THIRUMALAI NAICKER COLLEGE**  
**PASUMALAI, MADURAI- 625 004**

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Re-accredited with 'A' Grade by NAAC)



**M.Com., (CA)**

**SYLLABUS AND REGULATIONS**

UNDER  
CHOICE BASED CREDIT SYSTEM (CBCS)  
**(For those who joined during 2018-2019 and after)**

### Eligibility

Admission for M.Com (CA) Program is open to the candidates having Bachelor Degree in B.Com (CA), B.Com, Management, Corporate Secretarial ship and other related program of any recognized university.

### Duration of the Course

The duration of the course shall be two academic year comprising four semesters with two semesters in each academic year.

### Subjects of Study

1. Core Subjects
2. Electives
3. Non Major Electives

### The scheme of Examination

The components for continuous internal assessment are:

Two tests and their average	--15 marks
Seminar /Group discussion	--5 marks
Assignment	--5 marks
Total	--25 marks

### Pattern of the questions paper for the continuous Internal Assessment

The components for continuous internal assessment are:

#### Part –A

Six multiple choice questions (answer all) 6 x 01= 06 Marks

#### Part –B

Two questions ('either .... or 'type) 2 x 07=14 Marks

#### Part –C

One question out of two 1 x 10 =10 Marks

Total -----  
30 Marks  
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Pattern of the question paper for the Summative Examinations:

**Note: Duration- 3 hours**

**Part –A**

Ten multiple choice questions 10 x 01 = 10 Marks

No Unit shall be omitted: not more than two questions from each unit.)

**Part –B**

Five Paragraph questions (‘either .... or ‘type) 5 x 07 = 35 Marks

(One question from each Unit)

**Part –C**

Three Essay questions out of five 3 x 10 =30 Marks

(One question from each Unit)

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Total 75 Marks  
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**Minimum Marks for a Pass**

50% of the aggregate (Internal +Summative Examinations).

No separate pass minimum for the Internal Examinations.

34 marks out of 75 is the pass minimum for the Summative Examinations.

### PROGRAMME SPECIFIC OUTCOMES

**PSO1:** To enable the students to get ready for employment in functional areas like Accounting, Taxation, Banking, Insurance and problem solving skills.

**PSO2:** To enhance the students to having a better knowledge on the concepts and practices of Computerized Accounting and Office Automation.

**PSO3:** To Help the students to analyze the importance of E-Commerce in Business and to gain excellence in Direct and Indirect Taxes

**PSO4:** On successful completion of the course, the students will have an in-depth knowledge in both Commerce and Computer Application

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**DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS - PG**  
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**COURSE PATTERN**

<b>Study Component</b>	<b>Sem I</b>	<b>Sem II</b>	<b>Sem III</b>	<b>Sem IV</b>	<b>Total hours</b>	<b>Total Credits</b>	<b>No of Papers</b>	<b>Total Marks</b>
<b>Core Subject</b>	6(4) 6(4) 6(4) 6(4) 6(4)	6(4) 6(4) 6(6) 6(4) 6(4)	6(4) 6(4)	6(4) 6(4) 6(6)	90	62	15	<b>1500</b>
<b>Elective</b>	-	-	6(4) 6(6)	6(6) 6(6)	24	22	4	<b>400</b>
<b>NME</b>	-		6(4)	-	6	6	1	<b>100</b>
<b>Total</b>	<b>30 (20)</b>	<b>30 (22)</b>	<b>30 (22)</b>	<b>30 (26)</b>	<b>120</b>	<b>90</b>	<b>20</b>	<b>2000</b>

**I SEMESTER**

<b>S.No</b>	<b>Subject Code</b>	<b>Name of the Subject</b>	<b>Hour/Week</b>	<b>Credit</b>	<b>Max Marks (Internal)</b>	<b>Max Marks (External)</b>	<b>Total 100</b>
1	18PCCC11	Advanced Accounting	6	4	25	75	100
2	18PCCC12	Human Resource Management	6	4	25	75	100
3	18PCCC13	Advanced Business Statistics	6	4	25	75	100
4	18PCCC14	E-Trade and Services	6	4	25	75	100
5	18PCCCP1	Database Management System - Lab	6	4	40	60	100
		<b>TOTAL</b>	<b>30</b>	<b>20</b>	<b>140</b>	<b>360</b>	<b>500</b>

**II SEMESTER**

<b>S.No</b>	<b>Subject Code</b>	<b>Name of the Subject</b>	<b>Hour/Week</b>	<b>Credit</b>	<b>Max Marks (Internal)</b>	<b>Max Marks (External)</b>	<b>Total 100</b>
1	18PCCC21	Services Marketing	6	4	25	75	100
2	18PCCC22	Applied Management Accounting	6	4	25	75	100
3	18PCCC23	Retail Management	6	6	25	75	100
4	18PCCC24	Web Technology	6	4	25	75	100
5	18PCCCP2	Web Technology - Lab	6	4	40	60	100
		<b>TOTAL</b>	<b>30</b>	<b>22</b>	<b>140</b>	<b>360</b>	<b>500</b>

<b>III SEMESTER</b>							
<b>Course</b>	<b>Subject Code</b>	<b>Name of the Subject</b>	<b>Hour/Week</b>	<b>Credit</b>	<b>Max Marks (Int)</b>	<b>Max Marks (Ext)</b>	<b>Total 100</b>
Core	18PCCC31	Special Accounting	6	4	25	75	100
Core	18PCCC32	Direct Taxes	6	4	25	75	100
Elective	18PCCE31	1. Advanced Tally and Software Project Management 2. Java Programming 3. Computer Graphics	6	4	25	75	100
	18PCCE32						
	18PCCE33						
Elective	18PCCEP1	1. CASE TOOLS - Lab 2. Java Programming- Lab 3. Computer Graphics- Lab	6	6	40	60	100
	18PCCEP2						
	18PCCEP3						
NME	18PCCN31	Banking and Insurance	6	4	25	75	100
		<b>TOTAL</b>	<b>30</b>	<b>22</b>	<b>140</b>	<b>360</b>	<b>500</b>

<b>IV SEMESTER</b>							
<b>Course</b>	<b>Subject Code</b>	<b>Name of the Subject</b>	<b>Hour/Week</b>	<b>Credit</b>	<b>Max Marks (Internal)</b>	<b>Max Marks (External)</b>	<b>Total 100</b>
Core	18PCCC41	Goods and Services Tax Act and Customs Duty	6	4	25	75	100
Core	18PCCC42	Research Methods in Commerce	6	4	25	75	100
Core	18PCCPR1	Project & Viva-Voce	6	6	40	60	100
Elective	18PCCE41	1. Quantitative Techniques for Management 2. Project Management 3. International Marketing Management	6	6	25	75	100
	18PCCE42						
	18PCCE43						
Elective	18PCCE44	1. Entrepreneurship 2. Corporate Social Responsibility 3. Corporate Governance and Business Ethics	6	6	25	75	100
	18PCCE45						
	18PCCE46						
		<b>TOTAL</b>	<b>30</b>	<b>26</b>	<b>140</b>	<b>360</b>	<b>500</b>





**MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)**  
**DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS (M.Com CA)**  
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**Class : M.Com (CA)**  
**Semester : I**  
**Subject Code : 18PCCC11**

**Part III: Core**  
**Hours : 6**  
**Credit : 4**

**ADVANCED ACCOUNTING**

**Course Outcomes:**

**CO1:** To educate the learners with accounting concepts, standards and principles.

**CO2:** To make the learners to be through with accounting for non-trading concerns and insurance claims.

**CO3:** To enrich the learners to be familiar with branch, departmental accounts.

**CO4:** To develop the entrepreneurial skill by acquiring knowledge about administrative as well as management skills.

**Unit-I:**

Accounting of Financial Information System: Generally accepted Accounting Principles – Accounting Concepts and Conventions – Critical Review of Accounting Principle and Concepts.

**Unit-II:**

Accounting problems related to Non-Trading concerns – Preparation of accounts from incomplete records.

**Unit-III:**

Branch and Departmental Accounts (Excluding Foreign Branches). Hire purchase and installment purchase systems.

**Unit-IV:**

Insolvency accounts of Individuals– Procedure – Provisions under PTI Act and PI act – Statement of affairs – Deficiency Account – Difference between Balance sheet and Statement of Affairs.

**Unit-V:**

Insurance Claims – Loss of Stock Policy – Loss of profit Policy – Average clause policy.

**80% of the questions must be Problems**

**20% of the questions must be Theory**

**Text Book:**

T.S.Reddy and A.Murthy,**Advanced Accountancy – Volume – I**, Margham Publications, Chennai, 2013.

**Reference Books:**

1. R.L.Gupta ,**Advanced Accounting** , Sultan Chand, Publications, Delhi,2012.
2. S.P.Jain and K.L.Narang, **Advanced Accountancy**, Kalyani Publishers, New Delhi, 2014.



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**Class : M.Com (CA)**  
**Semester : I**  
**Subject Code : 18PCCC12**

**Part II : Core**  
**Hours : 6**  
**Credit : 4**

**HUMAN RESOURCE MANAGEMENT**

**Course Outcomes:**

- CO1:** To introduce the basic concepts, functions and processes of human resource management.
- CO2:** To familiarize the students with the training and development.
- CO3:** To be aware of recent trends in human resources.
- CO4:** To develop the entrepreneurial skills by gaining knowledge on the importance of human resource.

**Unit-I**

Human Resource Management -Introduction – Meaning – Definition – Objectives – Nature and Scope – Need for HRM Approach – Significance of HRM – Limitations - HRM and Personnel Management.

**Unit-II**

Human Resource Development (HRD)- Introduction – Concept – Definitions – Features – Objectives – Essentials of HRD at Micro and Macro levels – Significance of HRD – Distinction between Personnel Function and HRD.

**Unit-III**

Man Power Planning- Job Analysis – Recruitment – Selection– Training.

**Unit-IV**

Performance Appraisal- Introduction – Meaning – Definition – Features – Objectives – Benefits and Uses – Limitations – Process – Methods of performance Appraisal – Suggestions to improve performance appraisal – Essentials of an Effective Appraisal System.

**Unit-V**

Motivation-Definition – Importance – Techniques – Theories of Motivation – Morale: Meaning and Definition – Factors influencing Morale – Factors Improving Morale – Job Satisfaction.

**Text Book:**

ShashiK.Gupta and Rosy Joshi, **Human Resource Management**, Kalyani Publishers, New Delhi, 2018.

**Reference Books:**

1. L.M.Prasad, **Human Resource Management**, Sultan Chand and sons, New Delhi, 2018.
2. C.P.Gupta, **Human Resource Management**, Sultan Chand and Sons, New Delhi, 2009



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**Class : M.Com (CA)**  
**Semester : I**  
**Subject Code : 18PCCC13**

**Part III: Core**  
**Hours : 6**  
**Credit : 4**

**ADVANCED BUSINESS STATISTICS**

**Course Outcomes:**

**CO1:** To make the learners understand the advanced statistical concepts.

**CO2:** To impart knowledge about the various statistical tools.

**CO3:** To develop the skill in application of statistical tools

**CO4:** To develop the employability skill by making the students to use statistical tools.

**Unit- I:**

Correlation – Types of correlation – Karl Pearson Co – efficient of correlation (Simple, Partial and Multiple correlations) – Spearman's rank Correlation – Regression Analysis – Regression Lines and regression Co – efficient.

**Unit- II:**

Time Series Analysis : Components of Time Series – Measurement of trend – moving average and least square method – Exponential Trends and Growth curve – Measurement of seasonal variation – Ratio to trend and link relative method.

**Unit- III:**

Approaches to probability – Addition, multiplication and Baye's Theorem, Mathematical Expectation – Theoretical Distribution: Binominal, Poisson and Normal distribution and their applications to business.

**Unit-IV:**

Procedure for Hypothesis Testing – One tailed and Two Tailed Test – Large Sample tests for means and standard deviations – Small sample tests (t- test) – F test and Analysis of Variance (ANOVA)

**Unit- V:**

Chi- square test – Sign test – Man Whitney U test – Kruskalwallis test

**80 % of the Questions must be Problems**

**20 % of the Questions must be Theory**

**Text Book:**

S.P.Gupta, **Statistical Methods**, Sultan Chand and Sons, New Delhi, 2014.

**Reference Books:**

1. S.P. Gupta and M.P. Gupta, **Business Statistics**, Sultan Chand and Sons, New Delhi, 2011.
2. Sanchetti and Kapoor, **Advanced Statistical Methods**, New Delhi, Sultan Chand, 2008



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**Class : M.Com (CA)**  
**Semester : I**  
**Subject Code : 18PCCC14**

**Part III: Core**  
**Hours : 6**  
**Credit : 4**

**E – TRADE AND SERVICES**

**Course Outcomes:**

**CO1:** To Understand the concept of E-Commerce

**CO2:** To Learn the functionality of Electronic payment systems, online shopping etc.

**CO3:** To make the students to gather knowledge about online business transactions.

**CO4:** To develop the entrepreneurial skill by gaining knowledge about online business.

**Unit I: Foundation of E-COMMERCE:** What is E-Commerce?- Categories of E-Commerce – Major business pressures – Benefits of E-Commerce– E-Business Categories - **Business to Consumer Electronic Commerce:** Introduction – Categories of B2C E-commerce - Business to Business Electronic Commerce: Introduction –Categories of B2B E-Commerce– Electronic Data Interchange – Components of EDI Systems

**Unit-II: Network infrastructure for E-Commerce:** Introduction – Components of I-Way– Introduction to Internet, Intranet, Extranet – TCP/IP Architecture – Applications of Intranets and Extranets

**Unit-III: Web Security:** Introduction – Security Attacks, Passive Attacks and Active Attacks – Internet Associated Attacks – Cyber Crime – Security Services - **Firewalls:** Introduction – Characteristics – Limitations – Categories of Firewalls

**Unit-IV: Electronic Payment System:** Types of E-Payment System – Electronic Cash System – Electronic Cheque – Credit Card based E-Payment Systems - Smart Card and E-Payment System .

**Unit- V:Mobile COMMERCE:** Introduction – Benefits of Wireless and Mobile Computing – Mobile Computing Applications - Legal Requirements in E-Commerce– Privacy issues in E-Commerce – Intellectual property issues

**Text Books**

MamtaBhusry, **E-Commerce, Firewall Media**, Laxmi Publications Pvt. Ltd,2011,

**Reference Books:**

1. Bharat Bhaskar, **Electronic Commerce ,Frame Work Technologies and Applications**, 3<sup>rd</sup> Edition. Tata McGraw Hill Publications, New Delhi, 2008.
2. KamleshK.Bajaj and Debjani Nag, **ECommerce- The Cutting Edge of Business**,TataMcGrawHill Publications, New Delhi, 2008.



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**Semester : I**  
**Subject Code : 18PCCCP1**

**Part III:Core**  
**Hours : 6**  
**Credit : 4**

**DATABASE MANAGEMENT SYSTEM- Lab**

**Course Outcomes:**

**CO1:** To understand the basic operations of Database.

**CO2:** To make the students to learn PL/SQL commands.

**CO3:** To create views, synonyms and Index.

**CO4:** To develop the employability skills by gaining knowledge about the database development.

**Lab Programs**

1. Creation of a database and writing SQL queries to retrieve information from the database.
2. Performing Insertion, Deletion, Modifying, Altering, Updating and Viewing records based on conditions.
3. Creation of Views, Synonyms, Sequence, Indexes, Save point.
4. Creating an Employee database to set various constraints.
5. Creating relationship between the databases.
6. Write a PL/SQL block to satisfy some conditions by accepting input from the user.
7. Write a PL/SQL block that handles all types of exceptions.
8. Creation of database triggers and functions
9. Write a PL/SQL block to implement cursor.
10. Creation of Procedures.





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**Class : M.Com (CA)**  
**Semester : II**  
**Subject Code : 18PCCC21**

**Part III :Core**  
**Hours : 6**  
**Credit : 4**

**SERVICES MARKETING**

**Course Outcomes:**

- CO1:** To introduce the concepts in services marketing.  
**CO2:** To impart the knowledge about services marketing mix.  
**CO3:** To educate the learners about the application of services marketing mix.  
**CO4:** To develop the entrepreneurial skill.

**Unit-I:**

Services Marketing – Concept – Definition – Nature and Characteristics of services – Classification of service – Difference between Goods & Services – Needs service marketing – Role of services marketing in an economy – Obstacles in services marketing – Overcoming the obstacles.

**Unit-II:**

Service Marketing mix – Elements of services marketing mix – Seven Ps – Service product – Price, Promotion, Place – People, process and Physical evidence.

**Unit-III:**

Services marketing for Health service – Types of hospitals – Marketing mix for hospitals – Indian Health Care Industry.

**Unit-IV:**

Tourism services – Users of tourism services – Marketing mix for tourism – Tourism products – Techniques of sales promotion for tourism – Tour operators – Travel agent – Travel guides.

**Unit – V:**

Globalization of services – Introduction – Challenges to global Service Marketers – Successful global service marketing – Typical International services – Strategic implications of ISM– Globalisation and corporate culture.

**Text Book:**

Vasanthi Venugopla, **Services Marketing**, Himalaya Publishing House, New Delhi, 2011.

**Reference Books:**

1. Helen Woodruffe, **Services Marketing**, Macmillan India, New Delhi, 2001.
2. S. Shajahan, **Services Marketing**, Himalaya Publishing House, Mumbai, 2005.



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<b>Class</b>	<b>: M.Com (CA)</b>	<b>Part III</b>	<b>: Core</b>
<b>Semester</b>	<b>: II</b>	<b>Hours</b>	<b>: 6</b>
<b>Subject Code</b>	<b>: 18PCCC22</b>	<b>Credit</b>	<b>: 4</b>

**APPLIED MANAGEMENT ACCOUNTING**

**Course Outcomes:**

**CO1:** To develop an understanding of the conceptual framework of Management Accounting.

**CO2:** To acquire the students, the management accounting techniques that facilitates managerial decision making.

**CO3:** To make the students to get practical skill in solving management problems.

**CO4:** To develop the entrepreneurial skills by knowing the cost efficiency cost control, etc.

**Unit-I:**

Management Accounting – Meaning – Objectives and Scope – Relationship between Management Accounting, Cost Accounting and Financial Accounting – Financial Statement Analysis – Ratio Analysis – Analysis of liquidity – Solvency and Profitability.

**Unit-II:**

Fund flow and Cash flow analysis – Meaning – Difference between fund flow statement and cash flow statement – preparation of fund flow statement and cash flow statement.

**Unit-III:**

Marginal costing – Meaning – features – assumption – Break even and CVP Analysis – Application of marginal costing in managerial decision making.

**Unit-IV:**

Standard costing – Setting standards – Variance analysis and reporting – Material, Labour, Overhead – Sales and profit variance – Reporting and investigation of variance.

**Unit-V:**

Budget and Budgetary control forecasting Vs. Budget – Preparation of functional budget – Types of budgets – Zero base budgeting – Programme budgeting and performance budgeting.

**80% of the Questions must be Problems**

**20% of the Questions must be Theory.**

**Text book:**

R.Ramachandran and R.Srinivasan, **Management Accounting**, Sriram Publications 2013.

**Reference Books:**

1. ShashiK.Gupta, R.K.Sharma, **Management Accounting**, Kalyani Publishers, Ludhiana, 2012.
2. S.N.Maheswari, **Management Accounting and Financial Control**, Vikas Publishers, Delhi, 1998.



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**Class : M.Com (CA)**  
**Semester : II**  
**Subject Code : 18PCCC23**

**Part III : Core**  
**Hours : 6**  
**Credit : 6**

**RETAIL MANAGEMENT**

**Course Outcomes:**

**CO1:** To know the concepts of retail marketing.

**CO2:** To understand the stages in product development and pricing of products.

**CO3:** Be familiar with Ethics in business.

**CO4:** To develop the entrepreneurial skill by gaining knowledge on Retail Markets.

**Unit-I Role and Relevance of Retailing**

Introduction – Retail industry in India – Characteristics – Functions – Categories of Retailers – Retailing channels abroad and in India – Franchising – Multi level marketing – The changing face of retailing.

**Unit-II Retail Customer**

Consumer behavior – Factors affecting consumer decision making – Stages of consumer decision – Influence of situational variables on shopping behavior – Indian shoppers.

**Unit-III Retail Market Segmentation**

Meaning – Benefits – segmenting, targeting and positioning – criteria for effective market segmentation – Classification of consumer goods – Bases for segmentation – Customer profile – Market segmentation in India.

**Unit-IV Retail Location Strategy**

Importance of location decision – Location determining factors – Types of retail location – Site selection analysis – Estimate of store sales – Retail location theories – Location assessment procedures.

### **Unit-V Product and Merchandise management**

Product management – Brand Management – Merchandise management – Model Stock Plan – Constraining factors – Types of suppliers – Criteria for the selection of suppliers.

Visit Retail malls to gather practical knowledge.

#### **Text Book:**

1. Chetan Bajaj, RajnishTuli, nidhi. V.Srivastava, **Retail Management**, Oxford University Press, NewDelhi, 2014.

#### **Reference Books:**

1. Barry Bermann and Joel R.Evans, 1979, **Retail Management – A Strategic Approach**,MeemillanPublishing co. inc, New York, 2013.
2. Jain J.N and Singh P.P., **Modern Retail Management: Principles and Techniques**, Regal Publications.



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**Class : M.Com (CA)**  
**Semester : II**  
**Subject Code : 18PCCC24**

**Part III : Core**  
**Hours : 6**  
**Credit : 4**

**WEB TECHNOLOGY**

**Course Outcomes:**

**CO1:** To understand the basic concepts of web programming using HTML.

**CO2:** To learn how to link pages in a website.

**CO3:** To know the importance of ASP to design the web pages.

**CO4:** To develop the employability skill by obtaining practical knowledge on website designing.

**Unit - I**

Introduction: What is Internet? – History of Internet – Internet services and Accessibility – Uses of Internet – Protocols – Web Concepts – Internet Standards

Internet Protocols: Introduction – Internet Protocols – Host Names – Internet Applications and Application Protocols

**Unit - II**

**HTML:** Introduction – SGML – Outline of a HTML Document – Head Section – Body Section – HTML Forms

**Unit - III**

**VBScript:** Introduction – Embedding VBScript code in an HTML Document – Comments – Variables – Operators – Procedures – Conditional Statements – Looping Constructs – Objects and VBScript - Cookies

**Unit - IV**

**ASP:** Introduction – Advantages of using ASP – First ASP Script – Processing of ASP Scripts with Forms – Variables and Constructs – Subroutines – Include/Virtual – ASP Cookies: Creating a Cookie – Retrieving a Cookie Value – A Cookie with Keys – Reading Cookies – ASP Objects: Response Object – Request Objects – Application Objects – Session Objects – Server Objects – The ASPError Object.

**Unit - V**

**DHTML:** DHTML Document Object Model and Collections – Event Handling – Filters and Transitions – Data Binding

**Text Books:**

1. N.P.Gopalan, J.Akilandeswari ,**Web Technology**, PHI Learning Private Limited, New Delhi, Second Edition, July 2014.

**Reference Books:**

1. L.Mathu Krithiga Venkatesh, **Web Technology**, Margham Publications, Chennai, 2004.
2. Chris Bates , **Web Programming**, Wiley India Pvt Ltd, New Delhi, Third Edition, 2002.





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**Class : M.Com (CA)**  
**Semester : II**  
**Subject Code : 18PCCCP2**

**Part III :Core**  
**Hours : 6**  
**Credit : 4**

**WEB TECHNOLOGY - Lab**

**Course Outcomes:**

**CO1:** To write HTML programs using various tags.

**CO2:** To gain knowledge in developing web applications.

**CO3:** To write HTML programs using VBScript and JavaScript

**CO4:** To develop employability skill in IT field by gaining knowledge on website designing.

**Program List:**

1. Write a HTML program for formatting text
2. Write a HTML program for creating ordered, unordered and definition list
3. Write a program to Use image as a link
4. Create class timetable using HTML
5. Design a login form in HTML
6. Create a webpage that has blinking text
7. Create a webpage with scrolling text
8. Write a program in VBScript to add two integers
9. Write a VBScript program to compare two numbers
10. Write a VBScript program to generate random numbers
11. Write a program in JavaScript to move objects around the document
12. Write a program in JavaScript using Dynamic sorting and filtering