

# **MASTER OF COMMERCE (M.COM.)**

**Two Year Programme  
(Four Semesters)**

## **COURSE STRUCTURE**

Under

**Choice Based Credit System (CBCS)  
W.E.F. ACADEMIC SESSION 2023-2024**



**DEPARTMENT OF COMMERCE  
UNIVERSITY OF LUCKNOW  
LUCKNOW**

**UNIVERSITY OF LUCKNOW**  
**Master of Commerce Programme**  
**Regulations 2020**

**1. Applicability**

These regulations shall apply to the Master in Commerce (M.Com.) programme from the session 2023-24.

**2. Minimum Eligibility for admission**

A three/four year Bachelor's degree or equivalent in B.Com., B.Com. (Hons.) awarded by the University or Institute as per law and recognized as equivalent by this University with minimum 48% percentage marks or equivalent grade, shall constitute the minimum requirement for admission to the Master in Commerce programme.

**3. Programme Objectives**

- To acquaint students in the conventional as well as contemporary areas in the discipline of Commerce.
- To enable students to be well versed with national as well as international trends in business.
- To enable students to understand accounting and auditing practices, marketing environment, human resource development, taxation rules, role of regulatory bodies in the corporate and financial sectors, nature of financial instruments and markets, customer relationship management and business ethics.
- To provide in-depth knowledge of all core areas specifically Accounting & Finance, Marketing and Human Resource Management.

**4. Programme Outcomes**

After Completing Masters in Commerce (M.Com) the students will be able to:

- Develop an ability to apply knowledge acquired in problem solving in practical life and management of business activities.
- Inculcate ethical values, team work, leadership and managerial skills moulding students into future visionaries, management leaders that are compassionate yet efficient.
- Develop innovative thought processes and nurture open-mindedness, equitability and perseverance.
- Develop teaching and research talent in students and to create academic expertise suiting to contemporary needs of the society.
- Adopt a reflective approach to personal development and embrace the philosophy of continual professional development.

**5. Specific Programme Outcomes**

After the completion of the M.Com Course, a student should be able to:

- Pursue Research in his chosen area.
- Become successful Entrepreneurs.
- Teach in Colleges and Universities after qualifying the requisite tests. (NET/SET)
- Work in Banking and Insurance sector as executives after qualifying requisite test.
- Pursue professional courses such as CA/CS/CMA/CFA.
- Work as Accountants in Corporations.
- Work as Executives in Marketing and Sales.
- Work as Managers in Organizations.
- Work as investment and tax consultants after internship in suitable organizations.

### SEMESTER III

Paper Code	Name of Paper	Credit	Remarks
MCCC-301	Corporate Accounting	4	Core Course
MCCC-302	Human Resource Management/ <b>MOOC'S</b>	4	Core Course

#### **Choose any One Group\***

MCEL-301 A	Strategic Cost Accounting	4	Elective	<b>Group A</b>
MCEL-302 A	Specialized Accounting	4	Elective	

MCEL-301B	Customer Relationship Management	4	Elective	<b>Group B</b>
MCEL-302B	Digital Marketing	4	Elective	

MCEL-301C	Labour Welfare and Social Security	4	Elective	<b>Group C</b>
MCEL-302C	Organisational Behaviour	4	Elective	

MCIN-301	Summer Internship	4	Summer Internship
MCIER-301	Fundamentals of Accounting and Taxation	4	Inter Departmental
	<b>Total</b>	<b>24</b>	

\*The group opted by student in Semester III will continue in Semester IV

### SEMESTER IV

Paper Code	Name of Paper	Credit	Remarks
MCCC-401	Forensic Accounting and Fraud Examination	4	Core Course

#### **Choose any One Group**

MCEL-401A	Working Capital Management	4	Elective	<b>Group A</b>
MCEL-402A	Security Analysis and Portfolio Management	4	Elective	

MCEL-401B	Services Marketing	4	Elective	<b>Group B</b>
MCEL-402B	Sales and Distribution Management	4	Elective	

MCEL-401C	Industrial Psychology	4	Elective	<b>Group C</b>
MCEL-402C	Management of Small Business	4	Elective	

MCMT-401	Master Dissertation & Viva-voce	8	Master Thesis
MCIRA-401	Indian Financial System	4	Intra Departmental
	<b>Total</b>	<b>24</b>	
	<b>Grand Total (Sem. I to IV)</b>	<b>96</b>	

MC- M.Com.; MCCC – Core Course; MVC – Value added course (Credited); MCVNC – Value added course (Non Credited); MCEL – Elective; MCIER – Interdepartmental Course; MCIRA – Intradepartmental Course

### **COURSE OBJECTIVES**

The course aims to develop the ability of economic decision making among the students and enable them to understand decision making techniques in a business organization.

**COURSE OUTCOMES :** After completion of this course, the students should be able to

- Develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decisions making and control.
- Gain knowledge about tools and techniques of financial statement analysis.
- Identify difference between various forms of accounting- Financial, Management and Cost.
- Prepare forms of budgetary statements and types of budget.

### **COURSE OUTLINE**

#### **Unit I : Management Accounting**

Management Accounting - Introduction, definition, objectives, nature, scope, role and emerging patterns of management accounting. Management Accountant - Role, position, duties and responsibilities of management accountant, Reporting to management. Difference between cost, management and financial accounting.

#### **Unit II : Financial Statement and its Interpretation**

Analysis and interpretation of financial statements, Tools of financial statement analysis, Uses & importance of analysis, Horizontal, vertical and dimensional analysis of financial statement and their interpretations.

#### **Unit III : Ratio Analysis**

Ratio analysis – Concept and importance of ratio analysis, Types of ratios – liquidity, profitability, activity and solvency ratios, accounting for changes in financial position.

#### **Unit IV : Marginal Costing and Cost-Volume-Profit Analysis**

Marginal Costing as a tool for decision making – Meaning, significance, objectives and importance. Cost-volume-profit analysis – Contribution, Margin of Safety, Profit-Volume analysis, multiple product analysis and optimal use of limited resources.

#### **Unit V : Budgetary Control**

Budgeting & Budgetary control - Meaning, importance, types, nature and functions, preparation of different types of budget, Budgetary control, Concept of Performance and Zero base budgeting.

### **SUGGESTED READINGS :**

1. Shashi K Gupta & R.K. Sharma – Management Accounting : Principle & Practice.
2. M.E. Thukaram Rao : Management Accounting.
3. Pandey, I.M. – Management Accounting
4. Gupta, R.L. – Advanced Accountancy Vol. II
5. Goyal, M.M. – Management Accounting
6. Khan and Jain – Management Accounting
7. Sharma, D.C. and Gupta, K.G. - Management Accounting
8. Batty, J. - Management Accounting
9. Hingorani, Ramnathan and Grewal - Management Accounting
10. Lall, B.M. and Jain, I.C. – Cost Accounting : Principles and Practice, Prentice Hall, Delhi

### **COURSE OBJECTIVES**

The course aims to acquaint the students with basic principles underlying the provisions of Goods and Services Tax and Custom Duty.

**COURSE OUTCOMES** : After completion of this course, the students should be able to :

- Know the basic methods and legal provisions of indirect taxes
- Understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development.
- Comprehend the principles of taxation, objectives of tax and its impact, shifting and incidence process of indirect taxes in the market orientated economy.
- Understand the implications of GST on the taxable capacity consumers, dealers and society at large.
- Understand the Custom Duty framework in India.

### **COURSE OUTLINE**

#### **Unit I: Introduction to Indirect Tax System, GST**

GST - Basic concepts, key definitions, GST Framework, GST Council, Levy and collection of GST with Composition Scheme.

#### **Unit II : Registration Under GST**

Procedure of Registration under GST, Meaning, Time & Value of Supply, Input Tax Credit, Tax Invoice and Bill of Supply, Debit & Credit Note, Reverse charge and Exemption from GST.

#### **Unit III : Recording and Assessment**

Accounts & Records under GST, Return, Procedure of Accounting and Assessment under GST, Demand, Payment of Tax, Refund of Tax & Recovery of Tax, Liability of Payment of Tax, Types of Assessment and Voucher under GST.

#### **Unit IV : Authorities and Power**

Powers of GST Authorities - Inspection, Search, Seizure and Arrest, Offences and Penalty, Appeals & Revision, Audit, Advance Ruling, Various Provisions & Issues under GST, IGST Basic provisions, TCS, TDS, Provisions relating to E-Commerce and E-Way Bill.

#### **Unit V : Custom Duty**

Custom Duty Act, 1962 : Various Provisions of Custom Law & Duties : Basic concept and objectives of Custom Duty Act, Computation & Assessment of Custom Duty, Custom Tax Authorities and their powers, Appeal, Penalties, Prosecution and Appeals.

#### **Suggested Readings :**

1. S.K. Shukla : Goods and Service Tax with Custom Duty (Hindi & English)
2. Sripal Saklecha & Anit Saklecha – GST Evam Custom Kanoon, Taxmann (Hindi)
3. Bare Act of GST.
4. Taxman – Indirect Tax Laws

**COURSE OBJECTIVES**

The course aims to impart knowledge of the laws relating to the management of the Labour force and its application in the real world.

**COURSE OUTCOMES :** After completion of this course, the students should be able to :

- Know about the developments and the judicial setup of Labour Laws.
- Learn about the salient features of welfare and wage Legislations.
- Understand the laws related to working conditions of labour.

**COURSE OUTLINE**

**Unit I : The Factory Act, 1948**

Brief history, object, applicability, definition, approval, licensing and registration of factories; The inspecting staff, health, safety and welfare provisions relating to hazardous, processes, working hours of adults. Employment of women, employment of young persons, annual leave with wages, penalties and procedure.

**Unit II : The Payment of Wages Act, 1936**

Introduction, Application of the Act, Definitions, rules for payment of wages, Deductions from wages provisions of the payment of wages Act relating to deduction, Registers and records, inspectors claims for wrongful deductions penalty for various offences.

**Unit III : The Minimum Wages Act, 1948**

Object and scope of the Act, Definition, fixation of minimum rates of wages, Working hours and determination of wages and claims.

**Unit IV : Industrial Dispute Act, 1947**

Concept, layoff, retrenchment, strike, lockout, closure, authorities for settlement of Industrial disputes in India, procedure, power and duties of authorities, penalties.

**Unit V : To be announced**

**SUGGESTED READINGS :**

1. Malik, P.K. – Industrial Laws, Vol. 1 & 2
2. Singh, Indrajeet – Industrial and Labour Laws (Hindi)
3. Kapoor, N.D. – Industrial Laws
4. S.K. Shukla & K.P.Tewari – Industrial and Labour Law, (Hindi & English), New Royal Book Co., Lucknow
5. Chakraborty, B.K. – Labour Laws in India
6. Mishra, S.N. – Labour and Industrial Laws
7. Goswami, V.G. – Industrial Laws
8. Shukla, R.K. – Industrial Laws
9. P.K. Jain – Industrial Laws
10. Sanjeev Kumar – Industrial Laws

### **COURSE OBJECTIVES**

The course aims to equip the students with advanced knowledge of the methods and techniques relating to business analysis and forecasting.

**COURSE OUTCOMES :** After completion of this course, the students should be able to :

- Understand the importance of forecasting in making accurate decisions in economic and business environment.
- Forecast demand in light of changing circumstances and to formulate business plans.
- Handling the trend seasonal and cyclical issues in forecasting analysis.
- Understand the bases of regression analysis, time series and its application and forecasting.

### **COURSE OUTLINE**

#### **Unit I : Introduction**

Nature and Structure of Business. The Business System, Business Forecasting – Meaning, Characteristics, Needs, Significance and Factors affecting business forecasting, The process of business forecasting, Limitations and suggestions for making business forecasting process more effective.

#### **Unit II : Demand Analysis**

Introduction, Determinants of Demand, Analysis of Consumer Behaviour : Utility Analysis and Indifference curve analysis, Exceptional Demand decisions. Elasticity of demand, Demand for Industrial Products, Consumer Durables and Non Durables, Demand Function, Types of elasticity of demand.

#### **Unit III : Cost Analysis**

Cost concepts relevant for management decisions, Cost functions- short run and long run, Average, Marginal and Total Cost, Cost, Price and Profit.

#### **Unit IV : Factor Pricing**

Elements of factor pricing, Labour pricing, Demand and supply of factors of production. The Production function and the optimal input combinations.

#### **Unit V : Business Forecasting Techniques**

Methods and Techniques of forecasting, Qualitative & Quantitative techniques, Time series analysis, Regression analysis, Correlation.

### **SUGGESTED READINGS :**

1. Horowitz : An Introduction to Quantitative Analysis
2. Varshney and Maheshwari : Managerial Economics
3. Manne, A.S. – Economic Analysis for Business
4. Gupta, S.P. – Business Statistics
5. Levin and Kirpatrick – Quantitative Analysis for Business Decisions
6. Levin and Kirpatrick – Statistics for Business Decisions
7. Richard & Brackford - Business Economics
8. Mote, Paul & Gupta - Managerial Economics
9. Joel Dean - Economic Theory
10. Baumol, W.J. - Operational Analysis
11. Dwivedi, D.N. - Managerial Economics
12. Manne, A.S. - Economic Analysis for Business
13. Mithani, D.M. - Managerial Economics
14. झिंगन, एम.एल. – प्रबन्धकीय अर्थशास्त्र
15. वाष्णीय एवं माहेश्वरी – प्रबन्धकीय अर्थशास्त्र

## **COURSE OBJECTIVE**

The course is designed to provide sufficient theoretical inputs to conduct various types of research relating to different problems of industry and business for accurate prediction, decision and control action.

**COURSE OUTCOMES** : After completion of this course, the students should be able to :

- Understand Research and identify research problems.
- Learn Quantitative and Qualitative Methods of research.
- Represent data in tabular as well as graphical manner.
- Write Research paper and Preparation of Report

## **COURSE OUTLINE**

### **Unit I : Introduction**

Nature, scope and significance of Business Research Methodology, Scientific Methods of Research, Research-Process, Research Design.

### **Unit II : Research Problem & Formulation of Hypothesis**

Research Problem : Scope, significance, selection and formulation. Hypothesis : Types and its significance in Research Methodology

### **Unit III : Sampling, Collection and Tabulation of Data**

Sample Design, Sampling errors. Types of Data and their characteristics, Methods of Data Collection – Questionnaire, Pilot Testing, Schedules, Interview, Observation, Primary and Secondary Data.

### **Unit IV : Analysis of Data**

Different statistical techniques of data analysis - Testing hypothesis – Chi-square test, t-test, f-test, z-test, Association of Attributes, Factor analysis, ANOVA, MANOVA, Regression analysis.

### **Unit V : Data Interpretation and Preparation of Report**

Meaning, Techniques and Precautions in Interpretation. Report writing, Presentation, Footnoting, Referencing, Preparation of Bibliography, Appendices, Use of software in Data Analysis, Plagiarism.

## **SUGGESTED READINGS**

1. Manoj Dixit, Research Methodology, New Royal Book Co., Lucknow
2. Anderson, Durason and Poole – Thesis and Assignment, Wiley Eastern Ltd.
3. Pauline, V. Young – Scientific Social Surveys and Research, Prentice Hall of India.
4. Kothari, C.R. – Research Methodology : Methods and Techniques, Wiley Eastern
5. Redman and Mory – The Romance of Research
6. Ackoff, R.L. – The Design of Social Research, Chicago University Press
7. Tandon, B.C. – Business Research Methodology
8. Kerlinger, F. – Research Methodology
9. Lokeshkaul – Research Methodology
10. Festinger – Research Methodology
11. Luck, D.J., Wales, H.G., Taylor, D.A. & Rubin, R.S. – Marketing Research, Prentice Hall of India.
12. Tull, D.S. and Hawkins, D.I. – Marketing Research : Measurement and Methods, McMillan.
13. Brown, F.E. – Marketing Research, Addison Wesley USA
14. Green, R.E. and Tull, D.S. – Research for Marketing Decisions, Prentice Hall of India.
15. Ferber, R. – Market Research, McGraw Hill Book Company.



**COURSE OBJECTIVE :**

The course aims to impart in-depth knowledge about Entrepreneurship and its Development.

**COURSE OUTCOMES :** After completion of this course, the students should be able to

- Understand the institutional support to entrepreneurs
- Classify the challenges of women entrepreneur
- Know the parameters to assess opportunities and constraints for new business ideas
- Understand the systematic process to select and screen a business idea
- Design strategies for successful implementation of idea and write a business plan

**COURSE OUTLINE**

**Unit I : Entrepreneur**

Evolution, meaning, definition and characteristics of an entrepreneur, Functions and types of entrepreneur, Role and responsibilities of an entrepreneur, Obstacles faced by an entrepreneur.

**Unit II : Entrepreneurship Development**

Meaning, concept and process of entrepreneurship, Environment of entrepreneurship, Theories of Entrepreneurship – Joseph Schumpeter's Theory of Innovation, Hagen's Theory of Status Withdrawal, David McClelland's Need for Achievement Theory, Knight's Risk Taking Theory. Meaning, Role, phases and institutions of EDP's.

**Unit III : Business Planning and Financing**

Meaning & concept of business plan, Key elements of business plan, Method to initiate ventures, Sources of finance in India, Venture Capital, Criteria for evaluating new venture proposals.

**Unit IV : Women and Social Entrepreneurship**

Women Entrepreneurs – concept & role, Challenges and opportunities of women entrepreneurs in India. Social entrepreneurs – feature and importance, Strategies of successful entrepreneurs.

**Unit V : Government Initiative to Promote Entrepreneurship in India**

Government Schemes to promote Entrepreneurship – Start up, Stand up, Skill India, Make in India, Incubation Centre. Concept of Unicorn, Study of main Unicorn in India.

**SUGGESTED READINGS :**

1. B.R. Barhol - Entrepreneurship Development
2. Shukla, M.B. – Entrepreneurship and Small Business Management
3. Jain, Pankaj – Entrepreneurship Development (Hindi)
4. Lal, Madhurima – Entrepreneurship
5. Agarwal & Mehta – Uddyamita Ka Vikas (Hindi), SBPD Publishing House
6. Mote, V.L. et. al. – Capital Investment Decisions
7. Sudha, G.D. – Vyavasayik Uddyamita ka Vikas (Hindi)
8. Desai, Vasant – Entrepreneurship Development

## **MCVNC-201: FRENCH**

### **COURSE OBJECTIVE**

The aim of this course is to enable students to introduce themselves and others, to wish in French and to interact with francophone persons. They will also be able to read and write documents in French.

**COURSE OUTCOMES** : After completion of this course, the students should be able to :

- Communicate elementary things in French
- Read and write official letters
- Prepare resume and advertisements
- Work in multinational companies

### **Unit I :**

Se presenter, Dire les nationalites et les professions, l'alphabet et les nombres jusqu'a 60, Savoir Saluer dire l'adresse, Conjuguer au present les verb etre, avoir, regarder, parler, ecouter, lire, ecrire et comprendre, les jours et les mois, article definit et indefinit, demander et repondre << qui est-ce ? et qu'est-ce que c'est?>>

### **Unit II :**

Les loisirs et les lieux; a, au, a l, a la, aux, en, chez; les verbs au present faire, aller, rester, venir, aimer, adorer, preferer; il y a; l'heure (quelle heure est-il?, il est....; imperatif des verbs-commencer arriver, partir, entrer, sortir, vouloir, pouvoir, savoir et connaitre (conjugaison au present; interrogation et negation.

### **Unit III :**

Des adjective pour decire une personne, ses qualites et ses defaults; interroger et repondre avec 'si'; feminin et pluriel des adjectifs; demander l'age; savoir les nombre jus qu'a 1000000; voici, voila, c'est ici/la/la-las, c'est pres(de)/loin(de); les adjectives demonstratif-ce, cet,cette et ces; les nombres ordinaux-premier, deuxieme (second)..... centieme; conjugaison des verb-vendre, acheter, batiment et les meubles

### **Unit IV :**

Les repas de la journee, les legumes; conjugaison au present des verbs – gouter, choisir, commander, manger, boire; exprimer la quantite avec les articles partifs – de, du, de l', de la et des; les pronoms apres les preposition – moi, toi, lui, elle, nous, vous, eux et elle; moi.....aussi/ moi..... non plus; le temps matin/apres midi etc; conjugaison au present des, verbs pour les activites de la journee come-se reveiller, se lever, se laver, s'habiller, prendre le petit dejeuner, partir travailler, dejeuner se promener, se reposer, se coucher et dormir; construction negatif et interrogatif et en forme infinitive des verbs pronominales; c'est sur/ce n'est pas sur; encore/un autre; les adjectives possessives – mon/ma mes ton/tantes, son/sa/ses, etc.

### **Unit V :**

Les vêtements de l'homme et de la femme, les matériaux comme cuir, velours etc. et les couleurs Dire la taille, la pointure, le poids et les mesure et aussi le prix; Tout – Comme adjective-tout, toute tous et toutes; Tout – comme pronom – tout, tous; l'imperatif des verbs pronominaux comme se lever; conjugaison des verbs (au present-se lever, etre debout, se coucher, s'asseoir; les ingredients de la cuisine comme le sucre, le sel etc. les ustencils, comme poel, casserole etc.; Donner des ordre/interdire; construction avec "il faut" et avec le verb "devoir,

### **PRESCRIBED BOOK :**

1. Le Nouveau Sans Frontiere 1 (Unit I & II)

### **SUGGESTED READINGS :**

1. S.P. Singh - Cours de la langue Francaise en hindi, Langers Publication, Delhi
2. S.P. Singh – French Tenses and Art of Conjugaison, Shreya Publications, Delhi
3. M. Dondo – Modern French Course
4. G. Mauger – Cours de la langue Francaise et de civilization, Goyal Publication, Delhi