

ASD GOVT.DEGREE COLLEGE FOR WOMEN(A),KAKINADA  
Department of commerce  
2018-2019

**ASD GOVT.DEGREE COLLEGE FOR WOMEN(A),KAKINADA**



**DEPARTMENT OF COMMERCE**

**II, IV & VI SEMESTERS**

**2018-2019**

**Semester II**  
**Accounting-II**

**Unit-I: Depreciation**

Meaning of Depreciation - Methods of Depreciation: Straight line Written down Value - Sum of the Years' Digits - Annuity and Depletion (Problems).

**Unit-II: Provisions and Reserves**

Meaning Provision vs. Reserve Preparation of Bad debts Account Provision for Bad and doubtful debts Provision for Discount on Debtors - Provision for discount on creditors - Repairs and Renewals Reserve A/c (Problems).

**Unit-III: Consignment Accounts**

Consignment - Features - Proforma invoice - Account sales - Del-credre Commission - Accounting treatment in the books of consigner and consignee Valuation of closing stock Normal and Abnormal losses (Problems).

**Unit-IV: Joint Venture Accounts**

Joint venture Features Differences between Joint-venture and consignment Accounting procedure - Methods of keeping records (Problems).

**Unit-V: Non Trading Organizations**

Differences between Trade and Non Trade Organizations in Accounting Treatment - Income and Expenditure Account and Receipts and Payment Account with Balance Sheet (Problems).

**Reference Books:**

1. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
2. T. S. Reddy and A. Murthy - Financial Accounting, Margham Publications.
3. S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers.
4. Tulsan, Accountancy-1, Tata McGraw Hill Co.
5. V.K. Goyal, Financial Accounting, Excel Books
6. T.S. Grewal, Introduction to Accountancy, Sultan Chand & Co.
7. Haneef and Mukherjee, Accountancy-1, Tata McGraw Hill
8. Arulanandam, Advanced Accountancy, Himalaya Publishers
9. S.N.Maheshwari & V.L.Maheswari, Advanced Accountancy-I, Vikas Publishers.

## **DSC 2 B: BUSINESS ENVIRONMENT**

**Unit-1: Overview of Business Environment** Business Environment - Meaning - Macro and Micro Dimensions of Business Environment Economic Political Social Technological Legal -Ecological - Cultural - Demographic - Changing Scenario and implications Indian Perspective - Global perspective.

**Unit-II:** Economic Growth Meaning of Economic growth - Factors Influencing Development - Balanced Regional Development.

**Unit-III -** Development and Planning Rostow's stages of economic development - Meaning - Types of plans - Main objects of planning in India - NITI Ayog and National Development Council -Five year plans.

**Unit-IV:** Economic Policies Economic Reforms and New Economic Policy New Industrial Policy - Competition Law - Fiscal Policy - Objectives and Limitations - Union budget -t-Structure and importance of Union budget - Monetary policy and RBI.

**Unit-V-**Social, Political and Legal Environment Concept of Social Justice - Schemes - Political Stability - Leal Changes.

References:

1. Rosy Joshi and Sangam Kapur, Business Environment.
2. Francis Cherunilam, Business Environment.
3. S.K. Mishra and V.K. Puri, Economic Environment of Business.
4. K. Aswathappa, Essentials of Business Environment.

### **DSC 3 B-BUSINESS ECONOMICS-II**

**Unit-I:** Production and Costs: Techniques of Maximization of output, Minimization of costs and Maximization of profit Scale of production Economies and Dis-economies of Scale - Costs of Production - Cobb-Douglas Production Function.

**Unit-II:** Market Structure-I: Concept of Market Market structure Characteristics - Perfect competition - characteristics equilibrium price - profit maximizing output in the short and long run Monopoly- characteristics - Profit maximizing out-put in the short and long run - Defects of Monopoly - Distinction between Perfect competition and Monopoly.

**Unit-III** Market Structure-II: Monopolistic Competition Characteristics  
Product differentiation - Profit maximization - Price and output in the short and long-run-Oligopoly - characteristics - Price rigidity - Kinked Demand Curve - Distribution - Concepts - Marginal Productivity - Theory of Distribution.

**Unit-IV** National Income And Economic Systems: National Income - Definition Measurement - GDP - Meaning Fiscal deficit - Economic systems - Socialism -Mixed Economic System - Free Market economy.

**Unit-V** Structural Reforms: Concepts of Economic liberalization, Privatization, Globalization-WTO Objectives Agreements - Functions - Trade cycles - Meaning - Phases Benefits of International Trade Balance of Trade and Balance of payments.

#### **Reference Books:**

1. Aryasri and Murthy, Business Economics, Tata McGraw Hill
2. H.L Ahuja, Business Economics, Sultan Chand & Sons
3. KPM Sundaram, Micro Economics
4. Mankiw, Principles of Economics, Cengage Publications
5. Mithani, Fundamentals of Business Economics, Himalaya Publishing House
6. DAR Subrahmanyam & V Hari Leela, A Text Book on Business Economics, Maruthi Publishers.
7. A.V. R. Chary, Business Economics, Kalyani Publishers, Hyderabad.

## ACCOUNTING FOR SERVICE ORGANIZATIONS

**Unit-I:** Non-Trading/Service Organizations: Concept - Types of Service Organizations - Section (8) and other Provisions of Companies Act, 2013.

**Unit - II** Electricity Supply Companies: Accounts of Electricity supply companies: Double Accounting system - Revenue Account Net Revenue Account - Capital Account - General Balance Sheet (including problems).

**Unit-III**-Bank Accounts Bank Accounts - Books and Registers to be maintained by Banks - Banking Regulation Act, 1969 - Legal Provisions Relating to preparation of Final Accounts (including problems).

**Unit-IV:** Insurance Companies Life Insurance Companies-Preparation of Revenue Account, Profit and Loss Account, Balance Sheet (including problems) - LIC Act, 1956.

**Unit-V:** General Insurance Principles Preparation of final accounts with special reference to fire and marine insurance (including problems) - GIC Act, 1972.

### Suggested Readings

1. Corporate Accounting - RL Gupta & M. Radha Swami
2. Corporate Accounting - P.C. Tulsian
3. Company Accounts: Monga, Girish Ahuja and Shok Sehagal
4. Advanced Accountancy: Jain and Narang
5. Advanced Accountancy: R.K. Gupta and M. Radhaswamy
6. Advanced Accountancy: Chakraborty
7. Advanced Accountancy: S.P. Iyengar
8. Modern Accounting: A. Mukherjee, M. Hanife McGraw Hill Company Ltd., New Delhi.
9. Accounting standards and Corporate Accounting Practices: T.P. Ghosh Taxman
10. Corporate Accounting: S.N. Maheswari, S.R. Maheswari, Vikas Publishing.
11. Advanced Accountancy: Arutanandam, Raman, Himalaya Publishing House.
12. Advanced Accounts: M.C. Shukla, T.S. Grewal, S.C. Gupta, S. Chand.

## INCOME TAX

**Unit-I:** Introduction: Income Tax Law Basic concepts: Income, Person\_ Assesse, Assessment year, Agricultural Income, Capital and revenue Residential status, Income exempt from tax (theory only).

**Unit-II:** Income from salary: Allowances, perquisites, profits in lieu of salary, deductions from salary income, computation of salary income and qualified savings eligible for deduction u/s 80C (including problems).

**Unit-III:** Income from House Property: Annual value, let-out/self occupied deemed to be let-out house, deductions from annual value computation of income from house property (including problems). - Profits and Gains from Business or Profession

**Unit-IV:** Income from Capital Gains - Income from other sources - (from Individual point of view) - chargeability - and assessment (including problems).

**Unit-V:** Computation of total income of an individual - Deductions und section - 80 (including problems).

**Reference Books:**

1. Dr. Vinod: K. Singhanian; Direct Taxes - Law and Practice, Taxman Publications
- 2 B.B. Lai: Direct Taxes: Konark Publications

## **BUSINESS LAWS**

**Unit-I:** Contract Meaning and Definition of Contract-Essential elements of valid Contract-Valid, Void a Indian Contract Act, 1872.

**Unit-II:** Offer and Acceptance Definition of Valid Offer, Acceptance and Consideration -Essential elements of a Valid Consideration.

**Unit-III:** Capacity of the Parties and Contingent Contract Rules regarding to Minors contracts Rules relating to contingent contracts. Different contracts-Rules relating to remedies to breach of contract .

**Unit-IV:** Sale of Goods Act 1930 Contract of sale... Sale and agreement to sell Implied conditions and warranties Rights

**Unit-V:** Cyber Law and Contract Procedures Digital Signature Safety Mechanism

### Reference

1. J. Jay sahicar, Business Laws, Margsham Publication. Chennai-17
2. Ktfpoor ND, Mercentile Law, Sultan Chand
3. Balachandram V. Business law Tata
4. Tulsian, Business Law Tata
5. Pillai Bhagavathi, Business Law, S.Chand.

## SBS G 6.1 Tally

**Unit-I: Fundamentals of Tally.ERP 9:** Features - Start Tally, Create and Alter a Company - Creating Single Group/Multiple Groups, Display, Deleting Groups - Ledger: Creating Single Ledger / Multiple Ledgers.

**Unit-II: Create Accounting Masters in Tally.ERP 9** - Chart of Accounts - Creating Single and Multiple charts, Displaying and Altering charts – Walkthrough for creating Chart of Accounts – Back-up of data and Restoring - Tally Audit Features.

**Unit-III: Creating Inventory Master:** Creating Stock Groups, Displaying, Deleting, Altering - Creating Stock Unit of Measure, Displaying and Deleting Unit Measures - Creating, Altering, Displaying, Deleting Stock items - Generating Reports.

### References:

1. Tally 9 in Simple Steps, Kogent Solutions Inc., John Wiley & Sons.
2. Tally 9.0 (English Edition), (Google eBook) Computer World
3. Tally.ERP 9 Made Simple Basic Financial Accounting by BPB Publisher.
4. Tally ERP 9 For Real Time Accounting by Avichi Krishnan
5. Fundamentals of Computers, by V. Rajaraman, PHI.

## DSC 1 G 6.2 Marketing

**Unit-I: Introduction:** Concepts of Marketing: Product Concept – Selling Concept - Societal Marketing Concept – Marketing Mix - 4 P's of Marketing – Marketing Environment.

**Unit-II: Consumer Markets and Buyer Behaviour:** Buying Decision Process – Stages – Buying Behaviour – Market Segmentation – Selecting Segments – Advantages of Segmentation.

**Unit-III: Product Management:** Product Life Cycle - New products, Product mix and Product line decisions - Design, Branding, Packaging and Labeling.

**Unit-IV: Pricing Decision:** Factors influencing price determination, Pricing strategies: Skimming and Penetration pricing.

**Unit-V: Promotion and Distribution:** Promotion Mix - Advertising - Publicity – Public relations - Personal selling and Direct marketing - Distribution Channels – Online marketing- Global marketing.

### References:

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson Prentice Hall
3. Stanton J. William & Charles Futrel, Fundamentals of Marketing, McGraw Hill Company
4. V.S. Ramaswamy S. Nama Kumari, Marketing Management – Planning, McMillan

### **DSC 2G 6.3 Auditing**

**Unit-I: Auditing:** Meaning – Objectives – Importance of Auditing – Auditing as a Vigil Mechanism – Role of Auditor in checking corporate frauds.

**Unit-II: Types of Audit:** Based on Ownership and time - Independent, Financial, Internal, Cost, Tax, Government, Secretarial audits.

**Unit-III: Planning of Audit:** Steps to be taken at the commencement of a new audit - Audit programme - Audit note book - Internal check, internal audit and internal control.

**Unit-IV: Vouching and Investigation:** Vouching of cash and trading transactions - Investigation, Auditing vs. Investigation

**Unit-V: Company Audit and Auditors Report:** Auditor's Qualifications – Appointment and Reappointment – Rights, duties, liabilities and disqualifications - Audit report: Contents – Preparation - Relevant Provisions of Companies Act, 2013.

#### **References:**

1. S.Vengadamani, "Practical Auditing", Margham Publications, Chennai.
2. Ghatalia, "Principles of Auditing", Allied Publishers Pvt. Ltd., New Delhi.
3. Pradeesh Kumar, Baldev Sachdeva & Jagwant Singh, "Auditing Theory and Practice, Kalyani Publications, Ludhiana.
4. N.D. Kapoor, "Auditing", S. Chand, New Delhi.
5. R.G. Saxena, "Principles and Practice of Auditing", Himalaya Publishing House, New Delhi.
6. Jagadesh Prakesh, "Principles and Practices of Auditing" Kalyani Publications, Ludhiana.
7. Kamal Gupta and Ashok Gupta, "Fundamentals of Auditing", Tata McGraw Hill
8. B.N. Tondan, "Practical Auditing", S.Chand, New Delhi.

### DSC 3G 6.4 Management Accounting

**Unit–I: Management Accounting:** Interface with Financial Accounting and Cost Accounting - Financial Statement analysis and interpretation: Comparative analysis – Common size analysis and trend analysis (including problems).

**Unit–II: Ratio Analysis:** Classification, Importance and limitations - Analysis and interpretation of Accounting ratios - Liquidity, profitability, activity and solvency ratios (including problems).

**Unit–III: Fund Flow Statement:** Concept of fund: Preparation of funds flow statement. Uses and limitations of funds flow analysis (including problems).

**Unit–IV: Cash Flow Statement:** Concept of cash flow – Preparation of cash flow statement - Uses and limitations of cash flow analysis (including problems).

**Unit–V: Break-Even Analysis and Decision Making:** Calculation of Break-even point - Uses and limitations - Margin of safety – Make/Buy Decision - Lease/own Decision (including Problems).

#### References:

1. S.N. Maheswari, A Textbook of Accounting for Management, S. Chand Publishing, New Delhi.
2. I.M Pandey, "Management Accounting", Vikas Publishing House, New Delhi,
3. Shashi K. Gupta & R.K. Sharma, "Management Accounting: Principles and Practice", Kalyani Publishers, Ludhiana.
4. Jawahar Lal, Accounting for Management, Himalaya Publishing House, New Delhi.
5. Charles T. Horngren, [et.al](#), "Introduction to Management Accounting" Person EducationIndia, New Delhi, 2002.
6. Murthy & Guruswamy – Management Accounting, Tata McGraw Hill, New Delhi.
7. Dr. Kulsreshtha & Gupta – Practical problems in Management Accounting.
8. Bhattacharya, D., "Management Accounting", Pearson Education India, New Delhi.
9. S.P. Gupta – Management Accounting, S. Chand Publishing, New Delhi.

## DSC H 6.5 Agricultural and Rural Marketing

**Unit-I** Concept of Rural Market: Rural market Characteristics - Rural markets and Environmental factors - Agricultural Market Yards.

**Unit-II Rural Consumer Behaviour:** Rural vs. Urban Consumer – Relevance of Marketing mix for Rural market/Consumers - Problems in rural market - Life Style Marketing – Rural market Segmentation.

**Unit-III: Agricultural Marketing:** Problems and Challenges in Agriculture Marketing - Market Yards - Support prices - Rural Warehousing.

**Unit-IV: Agriculture Support Mechanism:** Role of CCI, Tobacco Board, Spices Board, Coffee Board, Tea Board - Agriculture Price Commission.

**Unit-V: Export potential for Agro-products:** Role of Government and Non-Govt. Agencies in the development of rural and agricultural Marketing - Strategies for supply of Seed, Fertilizers, Pesticides, Farm Equipment.

### References:

1. C.S.G.Krishnamacharyulu & Lalitha Ramakrishnan, "Rural Marketing: Text and Cases", Pearson Education, New Delhi.
2. Awadhesh Kumar Singh & Satyaprakash Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, New Delhi.
3. Mamoria, C.B. & Badri Vishal: Agriculture Problems in India
4. Arora, R.C., "Integrated Rural Development", S. Chand Limited, New Delhi.
5. Gopaldaswamy, T.P., "Rural Marketing: Environment, Problems and Strategies, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Bedi & Bedi, "Rural Marketing", Himalaya Publishing House, New Delhi.

### **DSC H 6.6 Warehouse Management**

**Unit-I: Concept of Warehouse:** Functions of Warehouses - Warehousing Cost - Warehousing Management Systems (WMS) - Strategic planning for Warehousing - Supply Chain and Warehousing.

**Unit-II: Role of Warehousing in Retail:** Challenges in retail warehousing, Warehousing in fashion retail - Retail product tracking in warehouse using RFID - Role of government in warehousing - Warehousing and Supply Chain.

**Unit-III: Warehouse Operations:** Structure - Inventory Receiving - Picking - Locating - Dispatching Maintenance - Security and Safety - Records Maintenance.

**Unit-IV: Health and Safety Perspective:** Health and Safety Risks at Warehouse, Assessment of Risks, Management of Health and Safety risks - Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID).

**Unit-V: Warehousing Practices:** FCI, CWC, Reliance - Wal-Mart - KFC - ICT Applications in Warehouse - World-class Warehousing.

#### **References:**

1. Edward H. Frazelle, World Class Warehousing and Material Handling.
2. Gwynne Richards, Warehouse Management: A Complete guide to improving efficiency and minimizing costs in the modern warehouse, Kogan Page, London.
3. Stuart Emmett, Excellence in Warehouse Management: How to Minimize costs and Maximize Value, John Wiley & Sons, Ltd., London.
4. James A. Tompkins & Jerry D. Smith, The Warehouse Management Handbook, Tompkins Press, North Carolina.
5. David E. Mulcahy & Joachim Sydow, Supply Chain Logistics Program for Warehouse Management, CRC Press, New York.