

## Part B

### Programme: Master of Commerce (Semester I) (NEP)

Code of Subject	Title of Subject	Total Numbers of Periods
M.Com.- NEP/12	Managerial Economics	60

#### Course Outcomes:

1. To know the concepts of managerial economics economic and managerial theory
2. To provide the knowledge of demand analysis and consumer choice theory.
3. To understand production function and law of supply
4. To acknowledge price determination and pricing practices
5. To enable students to understand business cycles.

Unit No.	Contents	No. of Periods
Unit-1	Nature & scope of Managerial Economics: Concepts of Managerial Economics. Economic theory & Managerial theory. Role & responsibilities of Managerial Economists	12
Unit-2	Fundamental Principles- Opportunity cost principle, Equi-marginal principle. : Demand Analysis: Individual & market, Law of demand. Elasticity of demand its meaning and importance. Price elasticity, Income elasticity & Cross elasticity Using elasticity. in Managerial decisions. Theory of consumer choice: Indifference approach-theory of consumer choice under risk. Demand estimation & forecasting.	12
Unit-3	Production Theory: Production function. Production with one and two variable inputs. Economics and dis-economics of scale. Short & Long run cost functions. Law of variable proportions. Law of supply, supply, cost and managerial decisions.	12
Unit-4	Price determination & pricing practices. Characteristics of different market structures, Objectives of firm. Price determination in short-run and long run under perfect competition. Monopolistic competition, oligopoly and monopoly. Price-discrimination.	12

Unit-5	Business cycles: Nature and phases of business cycle. Theories of business cycles. Monetary innovation. Management of Cyclical Fluctuations - Fiscal and Monetary Policies. Inflation: Characteristics and types. inflation in terms of demand pull and cost push factors. Effects of Inflation.	12
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**Reference Books: -**

1. Chopra O.P: Managerial Economics: Tata McGraw Hill, Delhi. Petersen, H. Craig and W. Cris Lewis: Managerial Economics, Prentice Hall Delhi
2. Varshney R.L. and Maheshwari K.L: Managerial Economics Sultan Chand and Sons, New Delhi.
3. Dwivedi D.N: Managerial Economics, Vikas Publishing House, New Delhi.
4. Adhikary M: Managerial Economics, Excel Books, New Delhi. Mehta P.C : Managerial Economics, Sultan Chand and Sons, New
5. Baumol W.J.: Economic Theory and operations Analysis, Prentice hall of India Pvt. Ltd. New Delhi.
6. Dwivedi K.K: Modern Economic Theory.
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**Part B**

**Programme: Master of Commerce (Semester: I) NEP**

Code of Subject	Title of Subject	Total Numbers of Periods
M.Com. NEP/14	Service Marketing	75

**Course Outcome:**

1. Students will understand seven phases of marketing of service in depth.
2. Student will understand strategic issues peculiar of service marketing.

3. Students will understand an importance of new and innovative concepts of CRM, especially E-CRM.
4. Demonstrate ideacreationandimplementationofCRMfordifferent servicesector.

Unit	Content	No. of Periods
I	<p><b>SERVICES MARKETING</b></p> <p>1.1 Nature and type of services.</p> <p>1.2 Difference between service sand goods marketing.</p> <p>1.3 Services marketing triangle.</p> <p>1.4 Micro and macro environment for services marketing.</p>	15
II	<p><b>SERVICESMARKETINGPROCESS.</b></p> <p>2.1 Service market segmentation, Targeting and positioning.</p> <p>2.2 Servicesmarketingmix-Need, Pricing of services.</p> <p>2.3 Promotion and Distribution of services.</p> <p>2.4 Matching of demand for supply o fservices.</p>	15
III	<p><b>SERVICEMARKETINGAPPLICATIONS.</b></p> <p>3.1 Marketing off in ancial services.</p> <p>3.2 Marketing of hospital.</p> <p>3.3 Marketing of tourism.</p> <p>3.4 Marketing of educational services.</p>	15
IV	<p><b>CUSTOMER RELATIONSHIPMANAGEMENT</b></p> <p>4.1 Relationship Marketing-Meaning, nature and scope.</p> <p>4.2 Types of relational exchanges.</p> <p>4.3 Attributes and determinants of relational exchange.</p> <p>4.4 Reasons for relationship marketing.</p>	15
V	<p><b>DEVELOPINGANDMANAGINGRELATIONSHIP</b></p> <p>5.1 Customer Expectation and Perception</p> <p>5.2 Relationship strategies.</p> <p>5.3 Implementing customer relationship management.</p> <p>5.4 CorporatesocialResponsibilityandCRM.</p>	15

**BOOKSRECOMMENDED**

1. TheEssenceofServices Marketing,byPayneandAdrian.PrenticeHall.

2. ServicesMarketing,byZeithamI.McGrawHill,Inc,NewYork.
3. ServicesMarketingbyS.M.Jha. HimalayaPublishingHouse.
4. CustomerRelationshipManagement,byJagdishSeth et.al.TataMcGrawHillNewDelhi
5. CustomerRelationshipManagementEssentials,byJohnW.Gosney. PrenticeHall
6. ServicesMarketingandCustomerRelationshipManagement, byDr.L.K.Karangale&Dr.P.N.Ladhe; PayalPrakashranNagpure

### Part B

#### Programme: Master of Commerce (Semester I) NEP

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com.-NEP/13	<b>Advance Cost Accounting</b>	60

**Course Outcomes:** After going through the subject Advance Cost Accounting, the student will be able to:

1. Understand the basics of Cost Accounting. Apply techniques to ascertain Cost Per Unit and Selling Price and solve typical problems related to cost determination.
2. Demonstrate knowledge of Machine Hour Rate and its application in calculating the cost of production.
3. Analyze and maintain Operating Cost Accounts, focusing on the context of the Transport service industry.
4. Differentiate between Job Costing and Batch Costing, and identify scenarios suitable for each method. Create cost estimates for specific jobs and batches, incorporating overhead allocation.
5. Comprehend the principles and methods of Contract Costing, particularly in relation to long-term projects.
6. Understand the concepts and processes involved in Process Costing, particularly in industries with continuous production.
7. Define Cost Audit and its role in ensuring cost control and efficiency. Evaluate the advantages and scope of Cost Audit, differentiating it from Financial Audit. Analyze the step-by-step Cost Audit procedure, including planning, execution, and documentation. Prepare a comprehensive Cost Audit Report, highlighting findings, recommendations, and potential areas of improvement.

Through this course, students will gain the necessary knowledge and skills to effectively manage costs, perform cost analysis, and conduct cost audits, making them valuable assets in financial decision-making processes within organizations.

Unit	Contents	No. of Periods
I	1.1 Cost Accounting – Meaning, Characteristics, Importance and Scope 1.2 Typical Problems on ascertainment of Cost Per Unit and Selling Price using Statement of Cost.	12
II	2.1 Reconciliation of Statement of Cost and Financial Accounts	12
III	3.1 Machine Hour Rate 3.2 Operating Cost Accounts (Transport service only)	12
IV	4.1 Contract Costing 4.2 Process Costing	12
V	Cost Audit – Concept and Definition, Advantages, Scope, Kinds of Audit, Distinction between Financial and Cost Audit. Cost Audit Procedure, Programme, Cost Audit Report.	12

Reference Books:

1. Lalla B. M. Nigam & Shirma G. L. : Advanced Cost Accounting Himalaya Publishing House New Delhi
2. Jain S. P. & Narang K. L. : Cost Accounting, Kalyani Publishers, New Delhi
3. Jawaharlal: Cost Accounting Tata McGraw Hill Publishing Co. Ltd., New Delhi
4. Shukla M. C., Grewal T. S. & Gupta M. P. : Cost Accounting, S. Chand & Co. Pvt. Ltd.
5. Rathnam P. V. : Advanced Costing Adviser, Kitab Mahal, Allahabad
6. J. Made Gowda: Advanced Cost Accounting, Himalaya Publishing House, New Delhi
7. Gupta M. P. Cost Accounting, S. Chand & Co. Ltd. New Delhi
8. Agrawal M. R. : Cost Accounting, Garima Prakashan, Jaipur
9. Agrawal M. L. : Advanced Cost Accounting, Sahitya Bhawan Publication, Agra

**Part - B**

**Programme: Master of Commerce (Semester I) (NEP)**

Code of Subject	Title of Subject	Total number of periods
M.Com. NEP/15-A	Banking and Insurance Service	75

Course Outcomes

1. To understand the structure & function of banking and insurance service
2. To enable students to understand the functions, importance and kinds of bank and insurance.
3. Application of Bank and insurance.
4. To understand the types of banking and insurance.
5. To understand the banking and insurance sectors in Indian economy.

Unit	Content	No. of Periods
I	COMMERCIAL BANKS:	
1.1	Functions, credit creation, nationalisation of commercial banks.	
1.2	Mobilization of Resources	15
1.3	Current Trend in giving loans, N.P.A.	
1.4	Computerisation of Bank, E-banking, ATM and their impact on performance	
II	Reserve Bank of India:	
2.1	R.B.I.: functions and Instruments of Credit control	
2.2	Monetary Policy of RBI	15
2.3	RBI and Banking Sector, RBI and IRDA	
2.4	Role of RBI in the development of economy	
III	NATURE AND SCOPE OF INSURANCE:	
3.1	Need and importance of insurance, general principles of insurance	
3.2	Insurance as a Social and Business security tool	15
3.3	Procedure regarding formation of Insurance policy and Claims	
3.4	Privatisation of Insurance and its effects.	
IV	KIND OF INSURANCE:	
4.1	Life Insurance, Fire Insurance, Marine Insurance	
4.2	Crop Insurance, Livestock Insurance.	15
4.3	Other forms of Insurance cover: Motor, Personal, Accident.	
4.4	Sickness and other liability cover.	
V	LEGISLATION OF LIFE AND GENERAL INSURANCE	
5.1		

5.2	Contribution to Economic development of LIC and General Insurance	15
5.3	Development, working and Functions of IRDA, IDBI, ICICI.	
5.4	Role of LIC and General Insurance in the development of Indian economy SWOC Analysis OF LIC and General Insurance	

REFERENCE BOOKS :

1. Public sector Banking : k.N.Kabra and R.R.Suresh.
2. The Reserve Bank of India functions and working :- Reserver Bank of India Publication.
3. Insurance in India :- R.M.Roy.
4. Insurance, Principles and practice:- R.S.Sharma .
5. Marian Insurance:- keats .