

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Com / Integrated B.Com – M.com

Semester: VI

ADVANCED ACCOUNTING

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- To know the output of investment at the end of particular period.
- To understand the accounting procedure of insurance companies.
- To understand the key principles and theories of Advanced Accounting.

LEARNING OUTCOMES:

- On successful completion of the course, the students will be able to
- Learn various valuation methods and techniques used in practice.
- Develop skills in Advanced Accounting.
- Explore the challenges and considerations involved in preparation of financial statements of Banking & Insurance companies.
- Gain knowledge of Advanced Accounting and their impact on business.

UNIT 1: BUY BACK OF SHARES

06 HRS

Introduction and meaning - Objectives and benefits of buy-back -Provisions regarding buy-back of shares under Companies Act, 2013 - SEBI regulations regarding buy-back of shares. Methods of buyback: through tender offer to existing shareholders - through open market and through book-building - Accounting entries for buy-back of shares - Problems.

UNIT 2: INVESTMENT ACCOUNTS

14 HRS

Meaning of Investments - Types or Classification of Investments - Valuation of Investments - Cost of Investments - Accounting treatment for Re-classification of Investments - Disposal of Investments and income from investments – Problems

UNIT 3: FINANCIAL STATEMENTS OF BANKING COMPANIES

14 HRS

Functions of a bank - Important provisions of Banking Regulation Act, 1949 with regard to Minimum Capital and Reserves - Statutory Reserve - Cash Reserve - Statutory Liquidity Ratio etc., - Special Features of Bank Accounting. Final Accounts of Banking Companies – components and formats - Accounting treatment for Rebate on Bills Discounted – Acceptance - Endorsement and Other Obligations - Problems on preparation of bank final accounts.

UNIT 4: FINANCIAL STATEMENTS OF LIFE INSURANCE COMPANIES

14 HRS

Introduction - Classification of Insurance Business - Life Insurance and General Insurance. Components of Financial Statements of Life Insurance Business – Revenue Account - Profit and Loss Account - Balance Sheet and Schedules. Problems.

UNIT 5: FINANCIAL STATEMENTS OF GENERAL INSURANCE COMPANIES 12 HRS

Components of Financial Statements of General Insurance Business – Revenue Account - Profit and Loss Account - Balance Sheet and Schedules - Accounting Principles for preparation of Financial Statements of Insurance companies – Problems on Revenue accounts of Fire & Marine Business only

SKILL DEVELOPMENT:

- List any six companies which have exercised buy back along with the terms of Buy back.
- Prepare an Investment A/c with imaginary figures.
- Prepare a table of rebate on bills discounted with imaginary figures.
- Prepare a schedule of premiums with imaginary figures in respect of Life Insurance Company.
- Prepare a statement of claims with imaginary figures of General Insurance company

BOOKS FOR REFERENCE:

- Arulanandam & Raman; Advanced Accountancy, HPH
- Hanif and Mukherjee, Corporate Accounting, McGraw Hill Publishers.
- Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
- S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
- Soundarajan & K. Venkataramana, Financial Accounting, SHBP.
- Anil Kumar, Rajesh Kumar and Mariyappa, Advanced Accounting, HPH
- Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand
- M.C. Shukla and Grewal, Advanced Accounting

Note: Latest edition of text books may be used.

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Com / BBA / Integrated B.Com – M.com

Semester: VI

CUSTOMER RELATIONSHIP MANAGEMENT

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- This course will help students to understand the key components of CRM and how it can be integrated within an organization.
- This course helps the students to understand the basics they need to make a decision about the need for CRM, its benefits, and how to coordinate the basic requirements for a CRM undertaking.
- The objective here is to know how CRM creates value for organizations and customers.

LEARNING OUTCOMES:

- To learn the framework of customer relationship management.
- To analyze the expectations of customers and the role of CRM in maintaining customer loyalty.
- To understand steps in building customer centricity.
- To get an insight into the strategies for CRM implementation.
- To make the students aware of the role of CRM in formulating marketing strategies to be adopted in the service sector.

UNIT 1: INTRODUCTION TO CUSTOMER RELATIONSHIP

12 HRS

Introduction–CRM –Definition –Emergence of CRM Practice –Factors responsible for CRM growth -CRM process - framework of CRM - Benefits of CRM - Types of CRM - Scope of CRM - Features of CRM - CRM and Cost-Benefit Analysis - CRM and Relationship Marketing. Recent trends in CRM.

UNIT 2: CRM CONCEPTS

14 HRS

Introduction - Customer Value – Customer Expectation – Customer Satisfaction – Customer Centricity – Customer Acquisition - Customer Retention - Customer Loyalty - Customer Lifetime Value. Customer Experience Management – Customer Profitability – Enterprise Marketing Management – Customer Satisfaction Measurements – Web-based Customer Support.

UNIT 3: PLANNING FOR CRM

12 HRS

Elements of CRM plan- Setting CRM Objectives - Steps in Planning-Building Customer Centricity– Defining Data Requirements - Planning Desired Outputs - Relevant issues while planning the Outputs - CRM Strategy: The Strategy Development Process - Customer Strategy Grid.

UNIT 4: CRM IMPLEMENTATION

12 HRS

Information Technology tools in CRM –Strategies for CRM Implementation- Challenges in implementing CRM; Road Map for CRM Performance: CRM Metrics for measuring CRM performance

UNIT 5: CRM AND MARKETING STRATEGY

10 HRS

Role of CRM in formulating Marketing Strategies - Sales Force Automation - Campaign Management –Call Centres. The practice of CRM: CRM in Consumer Markets - CRM in the Services Sector - CRM in Mass Markets –CRM in the Manufacturing Sector.

SKILL DEVELOPMENT:

- Prepare a report on the impact of technology on CRM.
- Analyse the ways to measure Customer Satisfaction for any consumer product
- Discuss the CRM strategies with a CRM manager of a retail service outlet and list them.
- Prepare a list of metrics to measure CRM performance.
- List out the strategies for customer retention followed by organizations.

BOOKS FOR REFERENCE:

- Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015
- Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014.
- Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application, 2010, TMH
- Dilip Soman& Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge.
- Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.
- Ken Burnett, the Hand book of Key “Customer Relationship Management”, 2010, Pearson Education.
- Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management – An Indian Perspective”, 2010 Excel Books, 2nd edition

Note: Latest edition of text books may be used.

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Programme: B.Com / Integrated B.Com – M.com

Semester: VI

INVESTMENT MANAGEMENT

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- To understand methods of maximising the returns.
- To Minimising the risks involved in investment.
- To bring about an awareness of hedging against inflation.
- To recognise the principle of safety.
- To realise managing investment can help in saving of Tax.

LEARNING OUTCOMES:

- Understand the concept of investments and various investment avenues available.
- Comprehend the functioning of secondary market in India.
- Underline the concept of risk and return and their relevance in trading in securities.
- Illustrate the valuation of securities and finding out the values for trading in securities.
- Demonstrate the fundamental analysis and technical analysis for trading in shares in the share market.

UNIT 1: INTRODUCTION TO INVESTMENT

10 HRS

Concepts of Investments: Attributes – Economic v/s Financial Investment – Investment and Speculation – Features of a good investment – Investment Process. Financial Instruments available for investment. Money Market Instruments – Capital Market Instruments. Derivatives – Types of Derivatives (Only Concepts)

UNIT 2: SECURITY ANALYSIS

12 HRS

Introduction – Meaning and need of Security Analysis - Fundamental analysis - EIC Frame Work, Technical Analysis – Concept, Theories - Dow Theory, Eliot Wave Theory. Charts - Types, Trend and Trend Reversal Patterns. Efficient Market Hypothesis, Forms of Market Efficiency, Empirical test for different forms of market efficiency (Only Theory).

UNIT 3: RISK & RETURN

13 HRS

Risk and Return Concepts: Concept of Risk – Types of Risk - Systematic risk – Unsystematic risk – Calculation of Risk and returns. Portfolio Risk and Return: Expected returns of a portfolio - Calculation of Portfolio Risk and Return. (Problems on Calculation of Risk and Returns on Portfolio)

UNIT 4: VALUATION OF SECURITIES

13 HRS

Introduction: Valuation of securities: Meaning and need for valuation of securities - Valuation of Bonds – debentures - Preference Shares - Equity Shares - (Dividend Capitalization Approach – With and without growth – Earnings Capitalization Approach with and without growth)

UNIT 5: PORTFOLIO MANAGEMENT

12 HRS

Portfolio Management: Meaning - Need – Objectives – process of Portfolio management – Selection of securities and Portfolio analysis. Construction of optimal portfolio using Sharpe's Single Index Model. Portfolio Performance evaluation (Problems on Portfolio Performance).

SKILL DEVELOPMENT:

- Compare the data of any three financial instruments selected for investment.
- Open Demat account, learn how to trade in stock market
- Prepare and submit the report on the challenges of stock trading.
- Prepare a report on systematic and unsystematic risk analysis.
- Calculate the intrinsic value of any three bonds listed on BSE/NSE, making necessary assumptions

BOOKS FOR REFERENCE:

- Bodie ZVI, Kane Alex, Marcus J Alan and Mohanty Pitabas., Investments, Tata McGraw Hill Publishing Company Limited, New Delhi.
- Sharpe F. William, Alexander J Gordon and Bailey V Jeffery, Investments, Prentice Hall of India Private Limited, New Delhi.
- Fischer E Donald and Jordan J Ronald., Security Analysis and Portfolio Management, Prentice Hall of India Private Limited, New Delhi.
- Kevin S. Portfolio Management, PHI, New Delhi.
- Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Private Limited, New Delhi.
- Prasanna Chandra, Investment Analysis and Portfolio Management, Tata Mc Graw Hill Publishing Company Limited, New Delhi.

Note: Latest edition of text books may be used.

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Programme: B.Com / Integrated B.Com – M.com

Semester: VI

STRATEGIC HUMAN RESOURCE MANAGEMENT

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- To help the students understand Human Resource Management from a strategic perspective.
- The course helps to understand the application of concepts relevant to strategic human resource management in contemporary Organizations.
- To understand the need for investing in training and development.
- The course will give an insight into TQM programs.
- The objective is to help students know how organizations establish strategic pay plans.
- To give an insight into the global HRM

LEARNING OUTCOMES:

- Students will perceive HRM from a strategic perspective and will get information about linking the HRM functions to corporate strategies in order to understand HR as a strategic resource.
- Students will get an in-depth knowledge of compensation trends.
- They will also get an insight into the global HRM.

UNIT 1: INTRODUCTION TO STRATEGIC HRM

10 HRS

Meaning of HRM- The strategic role of HRM- Planning and Implementing Strategic HR policies- HR Strategies to increase firm performance

UNIT 2: INVESTMENT PERSPECTIVES OF HR

10 HRS

Investment Consideration, investments in Training and Development, investment Practices for improved Retention- investments job secure work courses and Non traditional investment Approaches.

UNIT 3: MANAGING STRATEGIC ORGANIZATION

12 HRS

Managing Strategic Organizational renewal- Managing change and OD- instituting TQM Programmes- Creating Team-based Organizations- HR and BPR- Flexible work arrangement.

UNIT 4: ESTABLISHING STRATEGIC PLANS

14 HRS

Establishing Strategic pay plans- determining periods- Establishing periods- Pricing Managerial and professional jobs- Compensation trends- Objectives of international Compensation- Approaches to international Compensation- Issues related to double taxation. Cases

UNIT 5: GLOBAL HRM

14 HRS

Managing Global Human Resources- HR and the internationalization of business- Improving international Assignments through selections- Training and maintaining international Employees- Developing international Staff and Multinational Teams- Multinational, Global, and Transnational Strategies- Strategic Alliances- Sustainable Global Competitive Advantage- Globally Competent Managers

SKILL DEVELOPMENT:

1. Prepare a chart on strategies for effective human resource management
2. Develop E-content on investment on human resource development
3. Draft TQM practice in any organization of your choice
4. Draft a strategic plan of any multinational company for effective HR practice
5. Collect HR practice followed by any Global company

BOOKS FOR REFERENCE:

- Gary Dessler, Human Resource Management, PHI, New Delhi,
- Charles R. Greer, Strategic Human Resource Management, Pearson Education, Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resources, PHI,
- Rajkumar: Human Resource Management I.K. International Publishers Peter J. Dowling, Denice E. Welch, Randall S. Schuler,
- International Human Resource Management, Thomson South-Western,
- Rajesh Visvanathan: Strategic Human Resource Management
- R. Regis: Strategic Human Resource Management

Note: Latest edition of text books may be used.