

Programme Name	Master of Commerce
Semester	Fourth
Paper No	4.1
Course Code	
Course Name	Strategic Management
Course Type	Core Course
Effective from	DECEMBER 2012
Objective	The Objective of this course is to enhance decision making ability of students in Situations of uncertainty in a dynamic business environment.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	<p>Concept of Strategy</p> <p>Meaning and features of strategy and strategy management, importance and risks of strategic management, strategic management process model and levels of strategy.</p> <p>Meaning of purpose, objective, mission, target and vision, characteristics and importance of mission, factors for formation of mission</p>	08	13	0.5
	B	<p>Environmental Analysis, Internal Analysis And Diagnosis</p> <p>Definition and features of business environment, brief concept of external environmental factors, meaning and process of environmental scanning and appraisal, brief concept of internal environmental factors.</p> <p>Porter's concept of industry analysis, concept of value chain analysis and concept of SWOT analysis.</p>	07	12	0.5
2	A	<p>FORMULATION OF STRATEGY</p> <p>Brief concept of grand strategies, stability strategies, expansion strategies, retrenchment strategies and combination strategies, various alternative strategies – modernization strategies, diversification strategies, integration strategies, merger strategies, take over strategies, joint venture strategies, turn around strategies, divestment strategies and liquidation strategies.</p>	08	13	0.5
	B	<p>STRATEGIC CHOICE</p> <p>Meaning and process of strategic choice, factors affecting strategic choice, methods for evaluating alternative strategies – BCG Matrix, G.E. nine cell planning grid, SPACE, Hoffer product/market growth matrix and benchmarking.</p>	07	12	0.5

3	A	FUNCTIONAL STRATEGIES Marketing, production, research and development, personal and financial policies and plans.	08	13	0.5
	B	STRATEGY IMPLEMENTATION Inter relationship between strategy formulation and strategy implementation, brief concept of issues in strategy implementation and resistance to effective implementation of strategy.	07	12	0.5
4	A	STRATEGY AND STRUCTURE Various organization structures for strategy implementation – functional structure, multi divisional structure, strategic business units structure, matrix structure and network organization structure and role of CEO for effective strategy formulation and implementation	08	13	0.5
	B	STRATEGIC EVALUATION Meaning of strategic evaluation and control, types of strategic control, types of operational control and strategic control v/s operational control	07	12	0.5

References:

1. Bhattachary S. K. and Venkatramin, Managing Business Enterprises: Strategies, Structure and Systems, Vikas Publishing House, New Delhi.
2. Coulter Mary K, Strategic Management in Action, Prentice Hall, New Delhi.
3. D. R. Patel and B. A. Prajapati, Strategic Management, Atul Prakashan, Ahmedabad.
4. Glueck, Williams F. and Lawrence, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi.
5. Michal E. Porter, The Competitive Strategy, Macmillan, New Delhi

Programme Name	Master of Commerce
Semester	Fourth
Paper No	4.2
Course Code	
Course Name	Quantitative Techniques & Research Methodology
Course Type	Core Course
Effective from	DECEMBER 2012
Objective	This course helps students to make them familiar with art of using different research methods and techniques . It also enables students, irrespective of their discipline, in developing the most appropriate methodology for their research studies.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Introduction to research methodology Meaning, Objectives, motivation in research, types, approaches , importance, research methodology, scientific research , process, criteria for good research, problems encountered, <i>Defining research problem, Developing research proposal, Research Design</i> : meaning, need, features, important concepts	06	10	0.4
	B	Experimental designs Basic principles - randomization, replication, local control; Informal experimental design - before and after without control, after only with control, before & after with control; Formal experimental designs - completely randomized, randomized block, latin square ; <i>Sampling design</i> : implications, steps criteria for sampling procedure, characteristic of good sample design, different types of sample design - (a) Probability sampling like simple random, systematic random, stratified, cluster (b) Non probability sampling like quota, judgmental, convenience	09	15	0.6
2	A	Data collection Techniques Primary and Secondary data, direct and indirect investigation and techniques, Data collection through Questionnaires : advantages and disadvantages of mail, & personal questionnaire, essential of good questionnaire, guidelines for constructing questionnaire, difference between survey and experiment	08	13	0.5
	B	Sampling fundamentals Need, some definitions-population, sampling frame, sampling design, statistics and parameter, sampling error, precision, confidence level and significance level; sampling distribution, sampling theory, standard error, estimation for population mean and proportion, Ethical issues in research, Writing research report and presentation of research report, Role of computer in research, general concept of computer and computer technology, computer system, areas of computer applications	07	12	0.5

3	A	Testing Hypothesis - Large Sample Test Definition of hypothesis, basic concepts - null hypothesis and alternative hypothesis, the level of significance, type I & type II errors, two tailed and one tailed test, power of test, testing of mean, testing of differences between two means, testing of proportion of differences between two proportion limitations of hypothesis testing	08	13	0.5
	B	Testing Hypothesis - Small Sample Test Idea of degree of freedom, test significance based upon t and F statistic- testing of mean, testing of difference between two means, testing of equality of variances.	07	12	0.5
4	A	Chi-square Test and analysis of variance Definition of chi-square, limitations of chi-square test, chi-square test as a test of goodness of fit and as a test of independence, Yate's correction and its application, <i>Analysis of Variance</i> (ANOVA) : Concept, one way ANOVA, ANOVA in test in latin square design	09	15	0.6
	B	Non Parametric Test (Distribution Free Tests) Idea of non Parametric tests, Sign test, McNemer change test, Wilcoxon matched pair test, Man-Ehitney test, One Sample Run test.	06	10	0.4

References:

- 1 Research Methodology by C.R.Kothari, 2nd Edition (2004), New Age International Publication, New Delhi
- 2 Research Methodology by G. R. Basotia and K. K. Sharma, 1st Edition (1999), Mangal Deep Publication, Jaipur. New Delhi
- 3 Research Methodology by D. K. Bhattacharya, 1st Edition, (2003), Excel Books Publication, New Delhi
- 4 Marketing Research concept and practices in India by Dr. S.Shahjahan, 1st Edition (2005), Mac Millan India Publication, New Delhi
- 5 Marketing Research by Luck and Rubin, 7th Edition, Prentice Hall of India Publication, New Delhi.
- 6 Introduction to Mathematical Statistics by S.P.Gupta, S.C hand, New Delhi
- 7 Business Statistics by Sancheti & Kpoor, Sultan and Sons, New Delhi

Programme Name	Master of Commerce
Semester	Fourth
Paper No	4.31
Course Code	
Course Name	Advanced Financial Accounting
Course Type	Elective Course
Effective from	DECEMBER 2012
Objective	To acquaint students with the according concepts, tools and techniques for managerial decisions.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	Analysis of Financial Statement: - I Interpretation and Analysis of Financial position from given ratio and other details. (including projected statements)	15	25	01
2	02	Analysis of Financial Statement: - II Preparation and interpretation of Fund Flow and Cash Flow Statement. (including projected statements)	15	25	01
3	03	Accounting Theory Concepts, Conventions, Principles (GAAP) of Accounting.	15	25	01
4	04	Emerging Dimensions in Accounting a. Inflation Accounting CPP and CCA. b. Accounting Standards - Need and Process. c. Indian Accounting Standard : As 1 to 6 & As 8 to 9. d. Harmonization of accounting Standards. b. Human Resource Accounting. c. Social Accounting. d. Environment Accounting. e. Economic Value Added (EVA)	15	25	01

Note : - 75% for practical example and 25% for theory

References:

1. Rana T. J. : "Management Accounting", Sudhir Prakashan, Ahmedabad
2. Gupta, R.L : Advanced Financial Accounting, S.Chand & Co New Delhi.
3. Maheshwari, S.N: Advanced Accountancy - Vol. II Vikas Publishing House, New Delhi.
4. Monga, J.R.: Advanced Financial Accounting, Mayoor Paprebacks, Noida
5. Narayan swamy , R : Financial Accounting : A Managerial Perspective, Prentice Hall of India
6. Shukla, M.C and T.S. Grewal : Advanced Accountancy, Sultan Chand & Co. New Delhi.

Programme Name	Master of Commerce
Semester	Fourth
Paper No	4.41
Course Code	
Course Name	FINANCIAL MARKETS
Course Type	Elective Course
Effective from	DECEMBER 2012
Objective	To develop an understanding of the financial markets in India.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	Money Market Meaning, Characteristics and Functions of Money Market; Role of the Reserve Bank in the Money Market; Intermediaries in the Money Market; Development of Money Market in India; Money Market Instruments: Treasury Bills, Commercial Paper; Certificate of Deposit; Commercial Bills; Collateralized Borrowing and Lending Obligation; Call Money Market and Term Money Market.	15	25	01
2	02	Capital Market Meaning, Functions and Types of Capital Market; Reforms in the Capital market; Intermediaries; Issue Mechanisms; Types of Primary Issues: Public, Rights and Private Placement; Resource Mobilization from International Capital Markets: ADRs, GDRs and ECBs; Primary Market Scenario in India; Debt Market: Private Corporate. Debt Market and Government Securities Market; Role of SEBI in the Capital Market.	15	25	01
3	03	Secondary Capital Market Functions of the Secondary Market; Post Reforms Stock Market Scenario; Organization, Management and Membership of Stock Exchanges; Listing of Securities; Trading Arrangements; Stock Market Index; Stock Exchanges in India; Measures to boost Liquidity in the Stock Market; Impact of Reforms on Stock Market Activity.	15	25	01

4	04	Derivatives Market Meanings Economic Benefits, Types of Derivatives Market: Financial and Commodities; Distinctive features of the Derivatives Market; Exchange traded v/s OTC Derivatives Market; Forward and Futures; Options – types and Salient Features of Options.	15	25	01
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References:

1. Sardar H.C. :Financial Markets” 1st Ed., Sudhir Prakashan, Ahmedabad (Gujarati)
2. Pathak Bharati V. ”Indian Financial System”, Pearson Education, 3rd Edition.
3. Khan M.Y. “Indian Financial System”, Mc Graw Hill, 6th Edition.
4. Machiraju, H.R., “Indian Financial System”, Economic Times.

Programme Name	Master of Commerce
Semester	Fourth
Paper No	4.32
Course Code	
Course Name	Operation Research (Paper – 1)
Course Type	Elective Course
Effective from	DECEMBER 2012
Objective	To introduce the important ideas in operation research which are both fundamental and long lasting. To provide the theoretical aspects of the subject with practical application to real-life industrial, business problems with some changes as per the requirements.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	Network PERT and CPM analysis Concept of network diagram definitions connected with network time calculations method. matrix solution method critical path method PERT in network problems crashing of activities in a project.	15	25	01
2	02	Queuing theory and Sequencing Basic concepts for a queuing system - study of (M/M/I : FIFO) and (MMK : FIFO) queues with simple properties Applications of queuing theory without any mathematical derivations. Problem of sequencing - sequencing of n jobs on two and three machines.	15	25	01
3	03	Inventory Control Cost associated with inventory - classification of inventory system hot size models with and without shortages (back order policy only) inventory models under price breaks and quantity discount deterministic inventory models under given-restrictions - ABC and VED analysis of inventory.	15	25	01
4	04	Marked Research Definition of marked research-scope problem formulation cost value and round off. use of EMV and EVPI approach research design data collection univariate and bivariate analytical tools and methods applied research problems including case studies Bayesian approach to problems of marked research.	15	25	01

References :

1. Hadley G.S (1974) : Linear programming, Addison -Wesley
2. Gass S.I. : Linear programming
3. Sharma J.K. : Intro. to O.R.
4. Taha H.A. : Operation Research - An Introduction
5. Sharma S.D. : Intro. to O.R.
6. Hillier and Lieberman : Operation Research
7. Vajda S. : Game Theory with Application
8. Hadley G.S. : Non-linear and Dynamic programming
9. Naddor e. : Inventory systems
10. Rao S.S.(1984) : Optimization Theory & Applications,
Sec.Ed. wilev Eastarn
11. Hadley and whitin : PERT CPM Management

Note : One Question from each unit with internal options. 60 % for examples and 40 % for theory weightage compulsory for each question. And each question should contain two or three sub-questions.

Programme Name	Master of Commerce
Semester	Fourth
Paper No	4.42
Course Code	
Course Name	Operation Research (Paper – 2)
Course Type	Elective Course
Effective from	DECEMBER 2012
Objective	To introduce the important ideas in operation research which are both fundamental and long lasting. To provide the theoretical aspects of the subject with practical application to real-life industrial, business problems with some changes as per the requirements.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	01	Optimization Techniques Formulation of linear programming (LP) problem, artificial basic techniques, degeneracy, revised simplex method, bounded variable techniques, duality in LP statement of duality theorem and applications. Integer programming (IP) problem method of solving an IP problem and examples .	15	25	01
2	02	Theory of games – study of two person zero, some game problem, games with and without saddle point dominances in games, conversion of game problem into an LP problem. Formulation of non-linear programming (NLP) problem and application introduction to quadratic and tractional linear programming problems and examples.	15	25	01
3	03	Transportation Problem Meaning, definition, uses and mathematical form of the TP. Obtaining the initial feasible solution by North-West corner rule and vogel’s approximation method. Testing the optimality of the initial basic feasible solution by (i) stepping stone method and (ii) MODI method. unbalanced transportation problem, Denegeracy, Examples.	15	25	01

4	04	Total Quality Management Introduction, various definitions of quality. Total Quality Management : understanding, definitions and elements), six basic concepts of TQM, David Garvin approaches of quality – quality planning quality cost, benefits of TQM, Taguchi Method (introduction, nominal the best, smaller the better and larger the better loss function and its examples) ISO 9000 (introduction, benefits, standard, requirements, implementation, documentation, internal audits, registration)	15	25	01
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References :

1. Hadley G.S (1974) : Linear programming, Addison -Wesley
2. Gass S.I. : Linear programming
3. Sharma J.K. : Intro. to O.R.
4. Taha H.A. : Operation Research - An Introduction
5. Sharma S.D. : Intro. to O.R.
6. Hillier and Lieberman : Operation Research
7. Vajda S. : Game Theory with Application
8. Hadley G.S. : Non-linear and Dynamic programming
9. Naddor e. : Inventory systems
10. Rao S.S.(1984) : Optimization Theory & Applications,
Sec.Ed. wilev Eastarn
11. Hadley and whitin : PERT CPM Management

Note : One Question from each unit with internal options. 60 % for examples and 40 % for theory weightage compulsory for each question. And each question should contain two or three sub-questions.

Programme Name	Master of Commerce
Semester	Forth
Paper No	4.33
Course Code	
Course Name	Foreign Trade Policy procedure & Documentation - (Paper-7)
Course Type	Elective Course
Effective from	DECEMBER 2012
Objective	To develop understanding of foreign trade process, techniques, procedure and to prepare required documents.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Foreign Trade- Meaning, necessities, Importance Corporations involved in Foreign Trade, Scope of Foreign Trade, State Trading Corporation (STC)- Introduction, objectives.	8	13	0.5
	B	Foreign Trade policy- India's Foreign Trade policy 1991, Export- Import policy 2002-2010, Globalizations & its impact on Indian economy. Advantages and disadvantages of Foreign Trade .	7	12	0.5
2	A	Pricing in Foreign Trade- Meaning, Steps for Export pricing, INCO TERMS, Objectives and pricing policies, Methods of pricing, Factors affecting to pricing decisions.	8	13	0.5
	B	Brand- Meaning, International concept regarding Brand. Brand strategy, advantages & disadvantages, Brand positioning, Packing and Labeling- packing in foreign trade, Technical consideration for packing, objectives of labeling, advantages & disadvantages.	7	12	0.5
3	A	Tariffs controls-Quotas, Anti dumping duties, countervailing duties, Exchange controls and other non control Tariffs control	8	13	0.5

	B	Import-Export Trade- process of Import and Export, Terms of payments, necessary documents for Imports and Exports, Scope of Export Management, Bill of leading & its functions.	7	12	0.5
4	A	Foreign Trade Decisions- Decisions of selecting foreign market, Foreign Marketing decisions, Entry procedure in foreign market, Decision of marketing mix.	8	13	0.5
	B	FEMA & Export- Procedure for Importing goods, Marketing assistance, Role of State Trading Houses, SEZs and Multinational Corporations.	7	12	0.5

References :-

1. International Marketing; SAK ONK visit. John. J. Shah.; Prentice Hall of India P. Ltd.
2. International Markets; Fayerweather John.; Prentice Hall of India Ltd.
3. International Marketing; S.C.Jain. CBS Publications, New Delhi.
4. International Markets; Charullium; Himalaya Publication
5. International Marketing; Vasudev P.K. Excell Books, New Delhi.
6. The Essence of International Marketing; Polluode, Stanley. J; Prentice H all, New Delhi.

Programme Name	Master of Commerce
Semester	Forth
Paper No	4.43
Course Code	
Course Name	International Marketing (Paper-8)
Course Type	Elective Course
Effective from	DECEMBER 2012
Objective	To develop understanding of International marketing, Pricing decision, international advertising.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	International Marketing- Meaning, needs for International Marketing, Effects of International M International Marketing decisions, Domestic marketing vs. International Marketing.	8	13	0.5
	B	International Marketing Environments - Organizational Environments, Market Environments, Macro Environments, Extra Environments, Implications for International marketing management.	7	12	0.5
2	A	International Cultural Environments- Meaning, components of culture, cultural values and their relevance to consumer behaviour, International cultural effects of consumer behaviour, Halls and Halls approach regarding cultural analysis, social & cultural effects among business marketing.	8	13	0.5
	B	Product Decisions- product planning for global market, standadisation Vs. product adaptation, new product development.	7	12	0.5
3	A	Pricing decisions- Meaning, cost concept, pricing objectives, international pricing policies and strategy, factors affecting to pricing, Information required for Export pricing, Steps for Export pricing, INCO TERM.	8	13	0.5

	B	International Marketing communication & promotion- Communication for market promotion, stages for effective international marketing communication, Problems in international marketing communication. International promotion decisions- Meaning, significance, tools for International market promotion.	7	12	0.5
4	A	Personal selling & Advertising in International Marketing- Meaning, Methods, process, advantages and disadvantages, Sales force management - functions, training, Remunerations, control on sales force.	8	13	0.5
	B	International Advertising-.Various aspects of international advertising, International concept for advertising, Strategic problems of international advertising , international trend for advertising, control and regulation on international advertising.	7	12	0.5

References :-

1. International Marketing; SAK ONK visit. John. J. Shah.; Prentice Hall of India P. Ltd.
2. International Markets; Fayerweather John.; Prentice Hall of India Ltd.
3. International Marketing; S.C.Jain. CBS Publications, New Delhi.
4. International Markets; Charullium; Himalaya Publication
5. International Marketing; Vasudev P.K. Excell Books, New Delhi .
6. The Essence of International Marketing; Polluode, Stanley. J; Prentice Hall, New Delhi.

Programme Name	Master of Commerce
Semester	Fourth
Paper No	4.5
Course Code	
Course Name	DISSERTATION / PROJECT REPORT (Compulsory)
Course Type	Core
Effective from	DECEMBER 2012
Objective	To understand the basic concepts, methods and system of research and to develop the understanding of importance of research in the development of our country in general and our life in particular.

Unit No.	Topic No.	Content	Hrs.	Marks	Credit
		DISSERTATION / PROJECT REPORT (Compulsory)		100	04

Dear Students,

As you are aware, you would be required to prepare and submit a ‘Dissertation / Project Report’, make Presentation and appear before the Panel of Examiners for Viva -Voce Examinations.

Please keep in mind following important points.

1. The selection of a topic of the Dissertation / Project Report” should be related to your subject of specialization.
2. You would be required to select any Faculty Member as your “Guide” to help you by providing necessary guidance that would be required in submission of the Dissertation / Project Report.
3. You are advised to submit ‘A Brief Dissertation / Project Report Proposal’ duly signed by you and your Guide consisting of following.
 - Rationale of the Research Study
 - Objectives of the Research Study
 - Scope & Coverage of the Research Study
 - Hypotheses of the Research Study [Optional]
 - Research Design of the Research Study
 - Research Methodology: [It shall include following]
 - o Sources of Information:
 - o Secondary Data:[Sources]
 - o Primary Data:[Methods & Research Instruments to be used]
 - o Sampling Decisions (A Sampling Frame, A Representative Sampling Unit, Sampling Design/ Approach & Sampling Method, Sampling Media, Sample Size)
 - o Data Analysis & Interpretation
 - o Significance of the Research Study
 - o Contribution to Knowledge
 - o Limitations of the Research Study, if any

4. You would be required to prepare and submit minimum of One Hard Copy and Soft Copy [CD] of your Dissertation / Project Report and PowerPoint Presentation. You are advised to prepare two additional copies that would be required for yourself and your Guide.
5. You would be required to carry hard copy of your Dissertation / Project Report at the time of Vive-Voce examinations.
6. You have to submit your Dissertation / Project Report to the university before you take university examination of Semester - IV. The Project Report once submitted will not be returned to the student. You are advised to go illustrative list provided by your guide to select a topic for your Dissertation / Project Report.

Suggested Topics for Dissertation / Project Report

1. Analysis of Capital structure of any public limited company. Manufacturing of Service preferably for a period of five years or more.
2. Study of financial Control and Accounting System of a public limited company.
3. Study of Cost-Pricing Inter-relationship in any one unit of manufacturing of service nature.
4. A comparative study of return on investment of at least three units having a paid up capital of Rs. 50 Lac each and for a period of five years or more.
5. Social Audit : Its nature, scope, report and accounting implications.
6. Taxation Laws and Accounting policies.
7. Study of Project Appraisal of a profit or non -profit enterprise.
8. Study of Budgetary Control System of an enterprise.
9. Review of Literature on any one of the following aspects :
 - A. Behavioral aspects of Accounting
 - B. Human Resource Accounting
 - C. Inflation Accounting
 - D. Value Added Accounting
 - E. Social Accounting
10. A study of role of Management Accountant in an Enterprise.
11. A study of emerging dimensions of Finance Function in an Industry.
12. A study of Management of Public Issues (Strategic decisions).
13. A study of Dividend Policy as viewed by shareholders
14. A study of Borrowers' view point in regard to advancing by a financial institution.
15. A study of determinants of Investment Behaviour
16. A study of Inflation Accounting Practices
17. A study of Human Resource Accounting Practices
18. Accounting for Leases
19. Performance Evaluation of Banking Services with special reference to Customer awareness.
20. Examining : Trends in International Accounting Research
21. Environmental Accounting and Costing
22. Productivity and Capacity utilization in an Industry
23. Value creation and cost control in any corporate entity

In addition to these broad areas, specific topics in other areas also may be selected by the students with the consent of the Guide and approval of the University.

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Hemchandracharya North Gujarat University, Patan

M.Com. Semester-IV (Optional paper)

Paper No.- 4.5 : Business Ethics & Science of Living

(W.E.F.- June 2013)

Objective:-

The objective of the paper is to make the students familiar with essence of the science of living and some basic values and ethics to be practiced in business and economic life. The student shall also learn about the principle of trusteeship and charity for welfare of the society.

Unit 1 Materialistic Way of Life:-

Western Economics and Materialistic way of life- Economics: meaning and definition- Adam Smith: Science of wealth, Lionel Robins: Basic problem due to unlimited wants.

Effects of Materialistic approach of economics on human life and environment: need & Greed, dissatisfaction due to unsatisfied needs, exploitation and over use of nature, environment degradation, acute economic inequality and unhappiness. Imbalance between wealth and mental peace.

Unit 2 Science of Living:-

Individual happiness. Happiness as a mental domain and not a physical one. Happiness in totality. Balance between wealth and mental peace. Simplicity of life – Simple living and high thinking attitude- Self control on mind and limited wants- ideas of Mahavir Swami, Henry Thorrow and Mahatma Gandhi. Welfare of Mankind, animals and nature, friendly approach towards nature, self

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dependence, dignity of labour (ideas of Leo Tolstoy and Mahatma Gandhi) Human capital having moral character. Unto the Last and 'Sarvodaya' (ideas of John Ruskin and Mahatma Gandhi)

Unit 3 Business Ethics:-

Honesty, morality, loyalty, commitment, dedication, truth and non-violence- the eternal human values and their practice in business and economic activities. Avoidance of exploitation, malpractices, cheating and corruption. Regulatory frame work and code of ethics. Monopolistic and Restrictive trade Practices.

Advertising ethics – disclosure, non-targeting children and disadvantage sections of the society. Fair Wages and fair prices, reasonable profit. Sustainable growth – Eco friendly growth- Externalities and social cost be considered in Business decision and economic policies.

Unit 4 Charity and Trusteeship:-

Sacrifice, "Dharmada" and charity as a part of life. Social responsibility and kindness towards the weaker and deprived sections of the society. "Tyen Tyakten Bunjitaha" (consume after leaving/ sacrifice) 'Aparigrah' and wellness of the society including animals (idea of Mahavir Swami) Principle of trusteeship recommended by Mahatma Gandhi. Individual charity, Mahajan traditions of charity and corporate trusts and N.G.O.s for happiness of mankind (idea given by Acharya Pragyanji)

Outcome: -

The student shall learn about the problems created by materialistic way of life and shall learn how to make balance between unlimited wants and satisfaction as well as the balance between wealth and mental peace. The student shall be educated towards the preservation of environment and some basic values to be applied in business and economic life. The student shall develop the sense of charity and responsibility towards the soc



HEMCHANDRACHARYA NORTH GUJARAT UNIOVERSITY, PATAN
Syllabus for Master of Commerce Programme : Effective from June 2014

Programme Name	Master of Commerce
Semester	Forth
Paper No	4.53
Course Name	International Accounting
Course Type	Soft Skill
Effective from	JUNE 2014
Objective	To develop understanding of International Accounting, IFRS, Price level changes.

Unit No.	Topic No.	Content	Hrs.	Marks	Credit
1		<p>International Accounting – An overview</p> <ol style="list-style-type: none"> 1. Introduction 2. Importance of International Accounting 3. Definition of International Accounting 4. Status of International Accounting – World scenario 	15	25 %	1.0
2		<p>Analytical study of International Financial Reporting Standards (IFRS)</p> <ol style="list-style-type: none"> 1. Introduction 2. Need of Transnational Reporting Disclosure 3. Transnational Reporting – the complete reporting practices. 	15	25 %	1.0
3		<p>A. AS – 11 The effect of changes in Foreign Exchange Rates</p> <p>B. Accounting for Foreign Currency transactions</p> <p>For above A and B following points to be covered</p> <ol style="list-style-type: none"> 1. Introduction 2. The Need 3. Origin of Problem 4. International transactions 5. Forward exchange contracts 6. Foreign currency transactions 	15	25 %	1.0

HEMCHANDRACHARYA NORTH GUJARAT UNIOVERSITY, PATAN
Syllabus for Master of Commerce Programme : Effective from June 2014

4	A	Accounting for Business combinations and consolidation Introduction, Definition, Accounting treatment, Consolidation of financial statements and scope of Consolidation of financial statements	7.5	25 %	0.5
	B	Accounting for price level changes 1. Introduction 2. Nature of price level changes 3. Sort comings of conventional accounting based on historical cost 4. Distortions in reporting profit 5. Evaluation of accounting for changing prices 6. Adjustmnet methods 7. Accounting for foreign inflation	7.5		0.5

References :-

1. International Accounting : Kumar Prakashan, Ahmedabad
2. Shirin Rathore; "International Accounting", Prentice Hall, Indian edition