



JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)

"A" Road, Churchgate, Mumbai - 400 020, India.

Affiliated to
University of Mumbai

Program: BAF

Proposed Course: Accounting and Finance

Semester - V

**Credit Based Semester and Grading System (CBGS) with effect
from the academic year 2020-21**

TYBAF SEMESTER V

Academic year 2020-2021

BAF- Semester V				
Course Codes		Course Title	Credits	Lectures
				/Week
CBAF501	Core Course	Corporate Accounting II	6	5
CBAF502	Core Course	Direct Tax	6	5
CBAF503	Core Course	Financial Reporting & Analysis	6	5
CBAF504	Compulsory Course	Securities Analysis & Portfolio Management	4	4
CBAF505 CBAF506	Elective Course	Marketing in Digital Era (Elective I)/ Human Resource Management in Accounting & Finance (Elective II) /	4	4
CBAF507	Applied Course	Project Work	4	4

Semester V

Course Code CBAF501	CORPORATE ACCOUNTING – II 06 Credits Lecture / week 05	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To nourish and nurture students' knowledge about underwriting of shares, buyback of shares. ➤ To enhance their knowledge about amalgamation, absorption, and external reconstruction. <p>Outcomes:</p> <ul style="list-style-type: none"> ➤ It would lead to value addition to the knowledge and improve their advanced accountancy skills. 	
	THEORY	75 L
Sub Unit	Unit I: Underwriting of shares & debentures	15L
1.	Introduction, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission	
2.	Underwriters, Sub-Underwriters, Brokers and Manager to issues Types of underwriting, Abatement Clause Marked, Unmarked and Firm-underwriting applications	
3.	Liability of the underwriters in respect of underwriting contract Practical problems	
	Unit – II: Buy Back of Shares	20 L
1.	Company Law / Legal provisions (including related restrictions, power, transfer to capital redemption reserve account and prohibitions).	
2.	Compliance of conditions including sources, maximum limits and debt equity ratio. Cancellation of Shares Bought back (Excluding Buy Back of minority shareholding) Practical problems	

	Unit – III: AS – 14 - Amalgamation, Absorption & External Reconstruction (excluding intercompany holdings)	20 L
1.	In the nature of merger and purchase with corresponding accounting treatments of pooling of interests and purchase method respectively. Meaning and Computation of purchase consideration. Problems based on purchase method only. Practical problems	
	Unit – IV: Internal Reconstruction	20 L
1.	Need for reconstruction and company law provisions. Distinction between internal and external reconstruction. Methods including alteration of share capital, variation of shareholder rights, sub division, consolidation, surrender and reissue / cancellation, reduction of share capital with relevant legal provisions and accounting treatment for same. Practical problems	
	Evaluation Scheme Evaluation scheme for Theory courses I. Continuous Assessment (C.A.) - 40 Marks Project/ assignment/ presentation/test II. Semester End Examination (SEE)- 60 Marks	

Course Code CBAF502	DIRECT TAXATION 06Credits Lecture / week 05	
	<p>Objectives:</p> <ul style="list-style-type: none"> ❖ To help students gain knowledge about basic tax concepts and also to help them to learn about computation of income. ❖ To enhance their knowledge about various deductions and incomes exempt from tax. <p>Outcomes:</p> <ul style="list-style-type: none"> ❖ It would lead to value addition to the knowledge and improvise their taxation skills. 	
	THEORY	(75 lectures)
	Unit1Definitions and Residential Status	15 L
1.	Basic Terms (Sec. 2,3,4) Assesse, Assessment	
2.	Assessment Year, Annual Value, Business, Capital Assets, Income, Previous Year, Person, Transfer. Determination of Residential Status of Individual	
3.	Scope of Total Income (Sec 5) Exclusions from total income Sec 10 (Exclusions relating to specific heads to be covered with relevant heads of income)	
	Unit2Heads of Income – I	30 L
1.	Salary (Sec.15-17) Income from House Property (Sec. 22-27)	
2.	Profit & Gain from Business and Profession(Sec. 28, 30,31,32, 35, 35D,36,37, 40, 40A and 43B) Capital Gain (Sec. 45, 48, 49, 50 and 54and sec 112 w.e.f. from the year 2019-2020) Income from other sources (Sec.56- 59)	

	Unit3: Deductions under Chapter VI A	15 L
1.	Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA along with section 80TTB, Filing of income tax return	
	Unit4 Computation of Taxable Income of Individuals	15 L
1.	Computation of Total Income and Taxable Income of Individuals Long Term Capital Gains.	
Evaluation Scheme	Evaluation scheme for Theory courses I. Continuous Assessment (C.A.) - 40 Marks Project/ assignment/ presentation/test II. Semester End Examination (SEE)- 60 Marks	
References:	Students Guide to Income Tax Dr Vinod Singhania- Taxmann • Students Handbook on Taxation- T N Manoharan- Snow White • Income Tax Act and Rules	

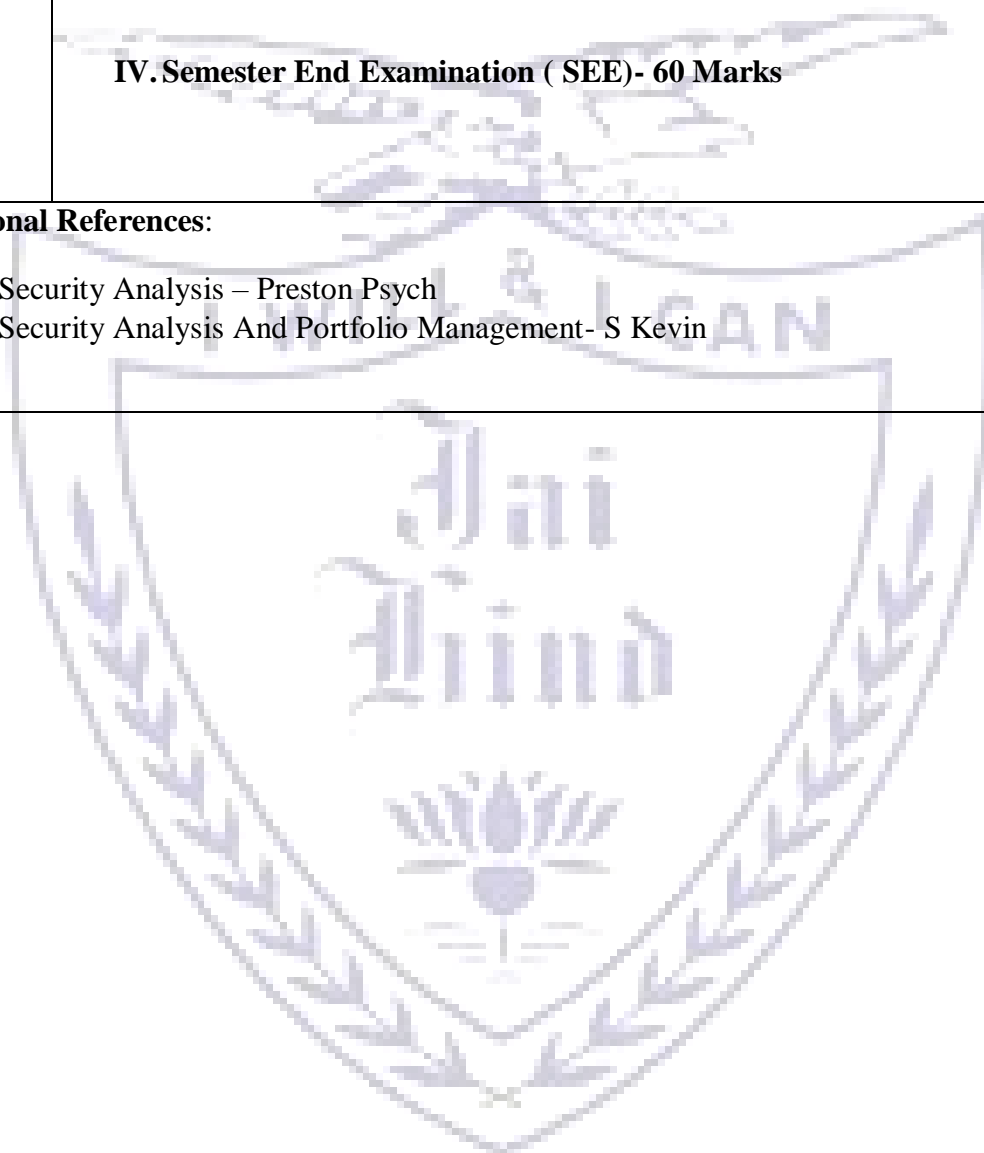
Course Code CBAF503	FINANCIAL REPORTING AND ANALYSIS 06 Credits Lecture / week 05	
	THEORY	75 lectures
	<p>Objectives:</p> <ul style="list-style-type: none"> ❖ To help students gain knowledge about preparing balance sheet of banking and insurance company. ❖ To enhance their knowledge about NBFC's and IFRS. <p>Outcomes:</p> <ul style="list-style-type: none"> ❖ It would lead to value addition to the knowledge and improve their IFRS skills and also help them in better preparation of financial statements. 	
	Unit – I: Final Accounts of Banking Company	25 L
1.	Legal Provisions in Banking Regulation Act, 1949 relating to Accounts. Statutory Reserves including Cash Reserve and Statutory Liquidity Ratio. Bills	
2.	Purchase and Discounted, Rebate on Bill Discounted. Final Accounts in Prescribed Form. Non – performing Assets and Income from Non – performing Assets.	
3.	Classification of Advances: Standard, Sub – standard, Doubtful and Provisioning Requirement.	
	Unit – II: Final Accounts of Insurance Company	15 L
1.	Preparation and Presentation of Corporate Final Accounts for Insurance Companies.	
2.	Final Accounts in accordance with Insurance Legislation	
3.	Study of Accounting Policies from Annual Reports of Listed Insurance	

	Companies	
	Unit – III: Non – Banking Financial Companies	15 L
1.	Introduction, Definition, Registration and Regulation, Classification, Income Recognition, Accounting of Investment, Applicability of Prudential Norms, Assets classification, Non-performing Assets, Capital Adequacy, Preparation of Financial statement	
	Unit – IV: Introduction to IFRS	20 L
1.	IFRS 1- First Time Adoption of International Financial Reporting Standards Objective, Scope, Definitions, First IFRS Financial Statements, Recognition and Measurement, Comparative Information, Explanation of Transition to IFRS, Reconciliations, Interim Financial Reports, Designation of Financial Assets or Financial Liabilities, Use of Fair Value as Deemed Cost, Use of Deemed Cost, Exceptions to Retrospective Application of other IFRS, Exemptions for Business Combination, Exemptions from other IFRS and Presentation and Disclosure.	
	<p>Evaluation Scheme</p> <p>Evaluation scheme for Theory courses</p> <p>I. Continuous Assessment (C.A.) - 40 Marks</p> <p>Project/ assignment/ presentation/test</p> <p>II. Semester End Examination (SEE)- 60 Marks</p>	
References:	Ashish K. Bhattacharyya – “Financial Accounting for Business Managers”, Prentice Hall of India Pvt. Ltd. •Shashi K. Gupta – “Contemporary Issues in Accounting”, Kalyani Publishers. • R. Narayanaswamy – “Financial Accounting”, Prentice Hall of India, New Delhi • Ashok Sehgal – “Fundamentals of Financial Accounting”, Taxmann’s Publishers • IFRS – Dr Ram Mohan Bhawe and Dr Anjali Bhawe	

Course Code CBAF504	Security Analysis and Portfolio Management Credits: 04 Lectures / Week :04	
	THEORY	60 lectures
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To nourish and nurture students' knowledge about investment, speculation and portfolio management. ➤ To enhance their knowledge about portfolio valuation techniques. <p>Outcomes:</p> <ul style="list-style-type: none"> ➤ It would lead to value addition to the knowledge and portfolio management skills of students 	
Unit I	<p>Portfolio Management–</p> <ul style="list-style-type: none"> • Portfolio Management – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management. • Investment Environment in India and Factors Conducive for Investment in India. Portfolio Analysis – Meaning and its Components, Calculation of Expected Return and Risk, Calculation of Covariance, Risk – Return Trade off. • Portfolio Selection – Meaning, Feasible Set of Portfolios, Efficient Set of Portfolios, Selection of Optimal Portfolio, Markowitz Model, Limitations of Markowitz Model, Measuring Security Return and Portfolio Return and Risk under Single Index Model and Multi Index Model. <p>Portfolio Management – Valuation</p> <ul style="list-style-type: none"> • Portfolio Revision – Meaning, Need, Constraints and Strategies. • Portfolio Evaluation – Meaning, Need, Measuring Returns (Sharpe, Treynor and Jensen Ratios) and Decomposition of Performance. • Bond Valuation – Meaning, Measuring Bond Returns, Yield to Maturity, Yield to Call and Bond Pricing. Bond Pricing Theorems, Bond Risks and Bond Duration. 	15 L

<p>Unit II</p>	<p>Fundamental Analysis</p> <ul style="list-style-type: none"> • Economy Analysis – Meaning, Framework, Economic Analysis, Forecasting, Barometric or Indicator Approach, Econometric Model Building and Opportunistic Model Building. • Industry Analysis – Concept of Analysis, Industry Life Cycle, Industry Characteristics. • Company Analysis – Financial Statements, Analysis of Financial Statements, (Practical questions on Debt Equity Ratios, Total Debt Ratio, Proprietary ratios, interest coverage ratio, Profitability ratios related to sales, investment and equity shares Efficiency or Activity Ratios) and Assessment of Risk (Leverages). 	<p>15 L</p>
<p>Unit III</p>	<p>Technical Analysis-</p> <ul style="list-style-type: none"> • Dow Theory. • Meaning and Principles of Technical Analysis, Price Chart, Line Chart, Bar Chart, Japanese Candlestick Chart, Trends and Trend Reversals, Chart Patterns, Support and Resistance, Reversal Patterns, Continuation Patterns and Elliot Wave Theory • Mathematical Indicators – Calculation of Moving Averages (Simple and Exponential Moving Average), Oscillators and Relative Strength Index • Market Indicators. • Fundamental Analysis V/s Technical Analysis. 	<p>15 L</p>
<p>Unit IV</p>	<p>Efficient Market Theory & CAPM</p> <ul style="list-style-type: none"> • Market Theories- <p>Random Walk Theory, The Efficient Market Hypothesis, Forms of Market Efficiency, Competitive Market Hypothesis.</p> <ul style="list-style-type: none"> • CAPM <p>Fundamental Notions of Portfolio Theory, Assumption of CAPM, Efficient Frontier with Riskless Lending and Borrowing, Capital Market Line, Security Market Line and Pricing of Securities with CAPM.</p> <ul style="list-style-type: none"> • Arbitrage Pricing Theory (APT) – The Return Generating Model, Factors Affecting Stock Return, Expected Return on Stock, APT V/s CAPM 	<p>15L</p>

	<p>Evaluation Scheme</p> <p>Evaluation scheme for Theory courses</p> <p>III. Continuous Assessment (C.A.) - 40 Marks</p> <p>Project/ assignment/ presentation/test</p> <p>IV. Semester End Examination (SEE)- 60 Marks</p>	
<p>Additional References:</p> <ul style="list-style-type: none"> • Security Analysis – Preston Psych • Security Analysis And Portfolio Management- S Kevin 		



Course Code CBAF505	Elective Course Marketing Management in the Digital Era (Elective I) Credits: 04 Lectures / Week :04	
	<p>Objectives:</p> <p>This course is designed to offer the fundamental aspects, ideas, concepts and examples of how marketing is understood and practiced to the students. The course will focus on establishing a strong understanding of the role played by the customer in the larger idea of business and how a marketer could spearhead business decisions by providing customer insights to the top management or decision makers. The course will discuss at length the philosophy behind marketing as a business orientation in comparison with other orientations such as production, product and sales.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • Define marketing and provide his/her own understanding (meaning) of marketing. • Have clarity on the philosophy of marketing and how it affects overall business environment • Know how segmentation, targeting and positioning strategies are formulated and implemented. 	
	THEORY	60 lectures
1	Introduction to Basic Marketing Concepts	20 L
	<p><u>Introduction to Marketing:</u> Importance and Scope of Marketing; Core marketing concepts; Company Orientations; Marketing Realities; Integrated, Internal and Performance Marketing; Marketing Management Tasks</p> <p><u>Value Philosophy in Marketing:</u> Understanding the value philosophy, Meaning of value; Value Creation and Delivery; Value Delivery Process; Value Delivery and Upstream Marketing; Value Innovation; Co-creation of value</p> <p><u>Analysing the Marketing Environment:</u> Components of Environment; Macro Environment; Environment specific to the firm; Global Environment – global economy, global demographics, consumer environment, technology environment, competition environment.</p>	

2	Market Segmentation, Targeting, Differentiation & Positioning & Marketing Mix	20 L
	<p>Levels of Segmentation; Bases for Segmenting Consumer and Business Markets; Market Targeting Developing and Communicating a Positioning Strategy & Differentiation Strategies <u>Product and Brand Strategy</u> Product Levels; Classifying products; Product Range, Line, Mix; Product Lifecycles; New Product Development, New Service Development; Stages of Product Development; Adoption Process; Branding <u>Pricing to Capture Value</u> Pricing Environment; Consumer Psychology & Pricing; Pricing Philosophy; Setting Price; Price Adaptations; Initiating Price Changes; Responding to Competitors' Price Changes <u>Developing Effective Distribution, Logistics and Retailing</u> Marketing channels and Value Networks; The role of Marketing channels; Channel Design Decisions; Channel Management Decisions; Channel Integration and Systems; Conflict; Cooperation and Competition; E-commerce, Retailing, Private Labels - <u>Promoting Value</u> Marketing Communications; Communication Theory; Personal Influencers; Marketing Communications Mix; WOM, IMC, Cultural aspects of Marketing Communication; Advertising, Sales Promotion, Personal Selling, Direct Marketing; Public Relations; Account Management; Mix Selection; Media</p>	
3	Marketing Trends & Marketing Analytics	10 lectures
	<p>Experiential Marketing, Ambush marketing Buzz marketing, Viral Marketing any other latest trends. Identifying Marketing Information Needs – Customer databases and Developing a Marketing Information System- Data mining, Marketing Research, Analyzing and Using Marketing Information for Forecasting, On-line Research, Impact of Big Data</p>	
4	Digital Media Marketing	10 lectures
	<p>Strategic Planning and Social Media Marketing Social Media Campaigns: The Strategic Planning Process Develop a Planning Structure in the Organisation The infrastructure of Social Media Marketing</p>	

	<p>Textbooks:</p> <ol style="list-style-type: none"> 1. Ramaswamy, V.S. & Namakumari. (2013); <i>Marketing Management</i>. 5th Ed, McGraw Hill, New Delhi 2. Baines, P., Fill, C., Page, K., & Sinha, P. K. (2013); <i>Marketing</i>. Asian edition, Oxford University Press, New Delhi 3. Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2009); <i>Marketing Management – A South Asian Perspective</i>. 13th Ed, Pearson, New Delhi 4. Social Media Marketing- Tracy Tuten, Michael Solomon- 5. Understanding Digital Marketing- Damian Ryan and Calvin Jones (put it in the format college asks for) 	
--	--	--

Evaluation Scheme

Evaluation scheme for Theory courses

- I. Continuous Assessment (C.A.) - 40 Marks
Project/ assignment/ presentation
- II. Semester End Examination (SEE)- 60 Marks

Course Code CBB1506	Elective Course Human Resource Management in Banking & Insurance (Elective II) Credits: 04 Lectures / Week :04	
	<p>Objectives: This course is an introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management as we know it today.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • Integrate the understanding of the human resources management framework with the management best practices, tools and models. • Plan, keeping in mind the changing roles of HR Managers while developing strategies, initiatives and programs in their organizations. 	
	THEORY	60 lectures
1	Introduction to HRM	10 L
	Plan, keeping in mind the changing roles of HR Managers while developing strategies, initiatives and programs in their organizations. Definition, Objectives scope and importance, Methods of forecasting, Job analysis – objectives, process and methods, job description, job specification, job evaluation and job design	
2	Functions of HRM	10 L
	<p>Recruitment, Selection, Socialization and Retention: Meaning and objectives, sources and constraints of recruitment, Selection process, Methods of selection, reliability and validity of test, meaning and importance of socialization, methods of socialization and retention of employees Ethical dilemmas in recruitment and selections, promotions and transfers. Employee privacy and confidentiality in testing.</p> <p>Human Resource Planning, Job Analysis and Design: Definition, Objectives scope and importance, Methods of forecasting, Job analysis – objectives, process and methods, job description, job specification, job evaluation and job design</p>	

3	Human Resource Development	20 L
	<p>HRD: Meaning, Objectives and scope of human resource development in India. Methods for training workers & managers, problems & challenges of training and development in India, Evaluation of training effectiveness. Career development.</p> <p>Performance Management & Appraisal: Meaning, Objectives, scope & purpose, Appraisal process, methods for evaluating performance, problems & challenges in appraisal, feedback & coaching, career planning & succession planning. Fairness and equity in performance appraisals.</p>	
4	Compensation Management & Emerging (Recent) Trends in Human Resource Management:	20 L
	<p>Objectives – Methods of Job evaluation – Factors determining compensation and pay rates – Current trends in compensation- Pricing managerial and professional jobs. Minimum wages Act, Types of pay structures.</p> <p>Definition and objectives, theory of wages, methods for computing value & worth of jobs, components of worker compensation, components of executive compensation. Problems & challenges in promoting equity in compensation & reward systems.</p> <p>Talent Management - PCMM- Entrepreneurship (Intrapreneurship), QWL, E-HRM, GHRM, QHRM.</p>	
	<p>Textbooks:</p> <p>1. Dessler, G & Varkey, B. (2013). <i>Human resource management</i>. Pearson</p> <p>2. Jyoti, P & Venkatesh, D.N. (2012). <i>Human resource management</i>. India: Oxford University Press.</p> <p>Snell, S. Bohlander, G. & Vohra, V. (2012). <i>Human resources management: A South Asian perspective</i>. India: Cengage Learning</p>	

Evaluation Scheme

Evaluation scheme for Theory courses

- I. Continuous Assessment (C.A.) - 40 Marks
Project/ assignment/ presentation
- II. Semester End Examination (SEE)- 60 Marks