



Shiksha Mandal's

G. S. College of Commerce, Wardha

(Autonomous)

B. Com. (Major in Accountancy & Business Studies)

Semester VI



Financial Management (BCABS 6.1)

Teaching Hours: 60

Total Credits: 4

Total Marks: 70+30 = 100

Group: Major Core

Objectives:

1. To **learn** the fundamentals of financial management & **know** the concept of leverage.
2. To **understand** the concepts of Working Capital Management.
3. To **familiarize** students with Capital Budgeting.
4. To **use** a variety of theories to comprehend the significance of dividend decisions.

Learning Outcomes:

1. Students will be able to understand the fundamentals of Financial Management, including informed decision-making related to financial leverage.
2. Students will be able to analyze and evaluate Working Capital Management.
3. Students will be able to examine, appraise, and apply Capital Budgeting techniques for effective investment decision-making.
4. Students will be able to understand Dividend Policy frameworks and make strategic decisions regarding dividend distribution.

Unit

Content

Unit	Content
I	Introduction to Financial Management and Leverages Theory: Finance – Meaning, Scope & Functions. Financial Management – Meaning, Scope and Objectives- Profit Maximization Vs Wealth Maximization, Role of the Chief Financial Officer in the company. Leverage- Concept & Types. Practical Problems: Calculation of Operating Leverage, Financial Leverage and Combined Leverage.
II	Working Capital Management Theory: WCM-Concept, Significance, Types of Working Capital. Adequacy of Working Capital, Factors Affecting the Needs of Working Capital and Computation of Working Capital Requirement. Practical Problems: Assessment of Working Capital Requirement.
III	Capital Budgeting Theory: Capital Budgeting- Concept, Need, Types, Process, Factor Influencing Capital Budgeting, Techniques of Capital Budgeting- A. Non-Discounted Cash Flow: Payback Period & Discounted Payback Period, Accounting Rate of Return, B. Discounted Cash Flow: Net Present Value, Internal Rate of Return, & Profitability Index. Practical Problems: Problems based on Different Techniques of Capital Budgeting.
IV	Dividend Decisions Theory: Meaning, Nature and Types of Dividends, Determinants of Dividend Decisions, Concept of Pay-out Ratio & Retention Ratio, Dividend Policy: Concept, Essentials of Sound Dividend Policy, Types of Dividend Policy and Dividend Relevance & Irrelevance Decisions. Practical Problems: Problems based on Dividend Theories: Walter's Model, Gordon's Model & Modigliani-Miller Model.



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Books Recommended:

- 1) **Financial Management**, Ravi Kishore, Taxman's, New Delhi.
- 2) **Financial Management: Problems and Solutions**, Ravi Kishore, Taxmann, New Delhi
- 3) **Financial Management**, I.M. Pandey, Vikas Publishing House, New Delhi.
- 4) **Financial Management & Policy**, V. K. Bhalla – (Anmol Publication, New Delhi)
- 5) **Financial Management**, M. Y. Khan & P. K. Jain – Tata McGraw Hill Education Pvt. Ltd. 6th Edition
- 6) **Business Finance – I**, Dr. Vishal Thangan – Sir Sahitya Kendra, Nagpur.
- 7) **Business Finance – II**, Dr. Vishal Thangan- Sir Sahitya Kendra, Nagpur.





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Management Accounting (BCABS 6.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Major Core
Objective: The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.			
Learning Outcome: <ol style="list-style-type: none">1. To Apply management accounting tools such as cash budgets to support financial planning and control.2. To Apply financial ratio formulas to compute and interpret liquidity, solvency, profitability, and efficiency ratios.3. To Analyse cost behaviour to support managerial decisions on pricing, production, and profitability.4. To Analyse the movement of funds and working capital to understand the financial operations of a business.			
Unit	Content		
I	Introduction and Budgetary Control: Theory: Meaning and Definition, Characteristics, Objectives, scope and functions of Management Accounting- Difference between Financial Accounting, Cost Accounting and Management Accounting. Meaning of Budgetary Control, tools of Budgetary Controls, Types of Budgets, Advantages and Disadvantages of Cash Budget Practical Problems: Preparation of Cash Budget.		
II	Ratio Analysis: Theory: Meaning of Ratios, advantages and limitations of Ratio Analysis. Types of Ratios - Liquidity Ratios, Solvency Ratios, Profitability Ratios, Efficiency Ratios. Practical Problems: Calculation of Operating Ratios and Financial Ratios.		
III	Marginal Cost Analysis: Theory: - Meaning of Marginal Costing, Use of Marginal Costing, Advantages of Marginal Costing, Meaning and Use of Break-Even Point, Advantages and Limitation of Break Even Point, Introduction of Various Concepts Like Contribution, Profit Volume Ratio, Fixed Costs, Margin of Safety. Practical Problems: Calculation of BEP in Units and Amount, Profit Volume Ratio, Margin of Safety, Fixed Cost, Sale, Profit, Variable Cost, Contribution		
IV	Fund Flow Analysis Theory: - Meaning of Fund Flow, Uses of fund flow statement, Objectives, Advantages and Disadvantages of Fund Flow Statement, Meaning of Working Capital, Meaning of Current Assets and Current Liabilities, Changes of Working Capital Practical Problems: Preparation of Statement Showing Changes in Working Capital, Profit and Loss Adjusted Account and Fund Flow Statement.		



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Books Recommended:

1. **Management Accounting**, Surendra Singh, PHP Learning Pvt. Ltd., Delhi, 2016.
2. **Management Accounting**, M. Y. Khan. K. P. Jain, Tata McGraw Hill Education Pvt. Ltd., Delhi, 2011.
3. **Management Accounting**, Dr. B. K. Mehata, SBPD Publication, Agra, 2015.
4. **Management Accounting**, RSN Pillai, S. Chand & Co., Ltd., New Delhi, 2012.
5. **Management Accounting**, M. Muniraju, Himalaya Pub. House, 2011.
6. **Management Accounting**, Dr. Jawaharlal, S. Chand & Co., Ltd., New Delhi, 2006.
7. **Principles of Management Accounting**, S. N. Maheshwari, S. Chand & Co., Ltd., New Delhi, 2007.
8. **Financial Management**, Ravi M. Kishore, Taxmann, New Delhi.
9. **Accounting for Management Planning and Control**, Richard M. Lynch and Robert Williamson.
10. **Advanced Management Accounting**, Ravi Kishor, Taxmann, New Delhi.





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Artificial Intelligence in Commerce (BCABS 6.3.1)

Teaching Hours: 60	Total Credit: 04	Total Marks: 70+30=100	Group: Major Core
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Objectives: After studying this course, the learner will be able to:

1. **Understand** the fundamental concepts, scope, and relevance of Artificial Intelligence in Commerce, Accounting, Taxation, Management, and Business Communication.
2. **Apply** appropriate AI-enabled tools and digital platforms to perform practical tasks in accounting, taxation, and business communication.
3. **Analyze** commercial data, documents, and business situations using AI-supported tools for problem-solving and decision-making.
4. **Evaluate and create** AI-assisted outputs such as invoices, summaries, checklists, reports, presentations, and formal business communications in an ethical and career-oriented manner.

Learning Outcomes: After successful completion of this course, the learner will be able to:

1. **Explain** the concept, significance, scope, and ethical considerations of Artificial Intelligence in Commerce.
2. **Use** free AI-enabled tools for preparing and interpreting basic accounting records, tax working sheets, and business communication documents.
3. **Analyze** business information, study material, and compliance-related content through AI-supported workflows to derive meaningful outputs.
4. **Create** practical, AI-assisted commercial outputs such as GST invoices, tax checklists, meeting summaries, business presentations, and mini project reports for real-life applications.

Unit	Content
I	Introduction to AI in Commerce and Prompt Writing: Meaning, Definition and Scope of Artificial Intelligence; Concepts of Machine Learning, Generative AI and Automation; Role and Importance of AI in Commerce; Areas of Application of AI in Accounting, Taxation, Finance, Marketing, Human Resource Management and Business Decision-Making; Benefits and Limitations of AI in Commerce; Ethical Issues in the Use of AI; Introduction to Prompt Writing – Meaning, Importance, Types and Techniques of Effective Prompting for Commerce Students. Specific Tools to be used: Notebook LM, Google Gemini, Microsoft Copilot, Perplexity AI, ChatGPT.
II	AI Applications in Accounting: Use of AI in Journal Entries, Ledger Classification and Trial Balance Preparation; AI-assisted Rectification of Errors; AI for Bank Reconciliation Statement; AI for Preparation and Interpretation of Financial Statements; AI for Ratio Analysis and Accounting Notes; Use of AI with Spreadsheets for Accounting Calculations, Formatting and Data Analysis; Practical



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	Utility of AI in Tally-based and Accounting-related Workflows. Specific Tools to be used: Tally Prime, Zoho Books, Google Gemini, Microsoft Excel with Copilot, Google Sheets.
III	AI Applications in Taxation: Role of AI in Direct and Indirect Taxation; AI-assisted Understanding of Heads of Income, Deductions and Exemptions; AI for Basic Income Tax Computation; AI for Tax Planning Support and Compliance Checklists; AI for Understanding GST Concepts, Input Tax Credit and Taxable Supply; AI for Drafting Tax-related Emails, Notices and Replies; Limitations of AI in Taxation and Need for Legal Verification. Specific Tools to be used: Notebook LM, Google Gemini, Microsoft Copilot, Perplexity AI, Microsoft Excel, Google Sheets, Income Tax Portal and GST Portal for verification purposes.
IV	AI Applications in Management and Business Communication: AI in Managerial Decision-Making; AI for Business Communication – Drafting Emails, Notices, Reports, Circulars and Minutes of Meetings; AI for Data Analysis, Business Insights and Dashboard Interpretation; AI in Marketing, HRM and Operations; AI for Academic Work, Research Assistance and Presentation Preparation; Responsible and Ethical Use of AI in Commerce. Specific Tools to be used: Notebook LM, Power BI Copilot, Zoho Analytics, Google Gemini, Microsoft Copilot, Canva AI, Microsoft PowerPoint with Copilot.
Books Recommended:	
<ol style="list-style-type: none">1. Artificial Intelligence for Business: Rajendra Akerkar, Springer.2. Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning to Solve Problems, Bernard Marr, Wiley.3. Students' Guide to Income Tax & GST: Dr. Vinod K. Singhania and Dr. Monica Singhania, Taxmann Publications.4. Official User Manuals / Help Documentation of Notebook LM: Zoho Books, Zoho Invoice, Clear Tax, Income Tax e-Filing Portal and GST Portal.	



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Security & Portfolio Analysis (BCABS 6.3.2)			
Teaching Hours: 60	Total Credit: 04	Total Marks: 70+30=100	Group: Major Core
Objectives: <ol style="list-style-type: none">1. To introduce learners to the investment environment and structure of financial markets.2. To develop analytical skills for evaluating securities using fundamental and technical tools.3. To equip learners with portfolio construction and evaluation techniques.4. To promote understanding of investment strategies and risk management practices.			
Learning Outcomes: After learning this subject, the learner will be able to – <ol style="list-style-type: none">1. Understand different investment avenues & the Indian financial market structure.2. Analyze securities using fundamental and technical tools.3. Construct and evaluate an efficient investment portfolio.4. Demonstrate awareness of risk management, behavioural finance, and ethical investing.			
Unit	Content		
I	Investment Environment and Market Infrastructure: Introduction to Investment & Financial Markets: Meaning and Nature of Investment – Investment vs. Speculation – Objectives of Investment – Types of Investors – Investment Process – Structure of Indian Financial Market: Money Market and Capital Market – Key Differences. Market Intermediaries & Regulatory Framework: Capital Market Instruments – Equity, Bonds, Derivatives (Overview); Intermediaries – Stockbrokers, Depositories, Depository Participants, Merchant Bankers, Mutual Funds, Credit Rating Agencies; Recent Investor Protection Initiatives; Overview of NSE, BSE, MCX and their indices.		
II	Security Analysis Techniques: Fundamental Analysis of Securities: Economic Analysis – Indicators like GDP, Inflation, Interest Rates; Industry Analysis – Porter's Five Forces Model; Company Analysis – Financial Statement Technical Analysis of Securities: Meaning, Assumptions, Tools: Dow Theory – Chart Patterns (Head & Shoulders, Double Top/Bottom), Moving Averages – Simple & Exponential, Support & Resistance Levels; Indicators and Oscillators: RSI, MACD, Bollinger Bands; Candlestick Analysis: Doji, Hammer, Shooting Star – Interpretation.		
III	Risk Management and Investment Strategies: Understanding & Measuring Risk: Types of Risk – Systematic vs. Unsystematic – Market Risk, Interest Rate Risk, Liquidity Risk, Inflation Risk; Risk Measures – Standard Deviation, Beta, Value at Risk (VaR) – Basic Concepts		



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	<p>Investment Approaches and Asset Allocation: Investment Approach – Active vs. Passive Investing; Investment Strategies – Growth, Value, Index-based, Contrarian; Asset Allocation – Strategic, Tactical, Dynamic Asset Allocation; Role of Behavioural Biases – Overconfidence, Anchoring, Herding</p>
IV	<p>Portfolio Theory and Evaluation</p> <p>Portfolio Construction and Models: Objectives and Principles of Diversification; Modern Portfolio Theories: Markowitz Model – Efficient Frontier; Capital Market Theory – Capital Market Line (CML), Security Market Line (SML); Capital Asset Pricing Model (CAPM) – Assumptions, Formula, Interpretation.</p> <p>Portfolio Performance and Mutual Fund Analysis: Performance Evaluation Tools – Sharpe Ratio, Treynor Ratio, Jensen's Alpha (Concept & Use); Basics of Mutual Fund Portfolios – Types (Equity, Debt, Hybrid), NAV, Expense Ratio.</p>
Books Recommended:	
<ol style="list-style-type: none">Investment Analysis and Portfolio Management: Prasanna Chandra, McGraw Hill EducationSecurity Analysis and Portfolio Management: Punithavathy Pandian, Vikas Publishing HouseSecurity Analysis and Portfolio Management: S. Kevin, PHI Learning Pvt. Ltd.Investment Management: V. A. Avadhani, Himalaya Publishing HouseModern Portfolio Theory and Investment Analysis: Elton & Gruber, Wiley India Pvt. Ltd.Study Material on Strategic Financial Management: ICAI, ICAI Publications	



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Public Finance: Theory and Practices (BCBAS 6.4.1)

Teaching Hours: 60

Total Credits: 4

Total Marks:
70+30=100

Group: Minor

Objectives:

1. To provide students with the knowledge and understanding of basic concepts of public finance.
2. To provide the students an in-depth knowledge on various concepts and application regard to public expenditure.
3. To provide knowledge on the various sources of finance and the changing trends with regard to the same in India's journey of Economic reforms.
4. To enable the students to understand and apply the Tools of public finance for optimum allocation of resources through budget.

Learning outcome:

1. The knowledge on the basic concepts of public finance with enable the students to understand the role of government in shaping the Socio-Economic growth path of the country.
2. The knowledge gain will provide analytical ability to the students on the principles and guidelines followed by the government in framing and implementation of policies related to public expenditure.
3. Students will be able to evaluate the impact of public revenue in the current scenario and the imperative need of economic reforms towards growth and development.
4. Students will be able to analyze the finer nuances in budget making and the role-playing activity as crucial members in finance ministry will provide them with an opportunity in designing an ideal budget document.

Unit	Content
I	Introduction to Public Finance <ol style="list-style-type: none">1. Meaning, Concept, Nature & Scope of Public Finance2. Importance of Public Finance3. Tools of Public Finance4. Principle of Maximum Social Advantage.5. Finance Commission- Meaning, role, 15th Finance Commission: Allocation of resources between center and States.
II	Public Expenditure <ol style="list-style-type: none">1. Meaning & Concept of Public expenditure.2. Principles and classification of Public Expenditure.3. Causes of Increasing Public Expenditure4. Effect of Public Expenditure5. Role of Public Expenditure in a Developing Economy
III	Public Revenue <ol style="list-style-type: none">1. Meaning & Concept of Public Revenue, Sources of Public Revenue, importance of public revenue.2. Direct taxes and Indirect Taxes- Meaning, merits, demerits3. Cannons of Taxation.4. Taxation System in India–Progressive, Regressive and Proportional-Meaning, merits, demerits Reforms in Tax Structure in India; Goods & Service Tax:- Concept, Characteristics and Need for GST in India.



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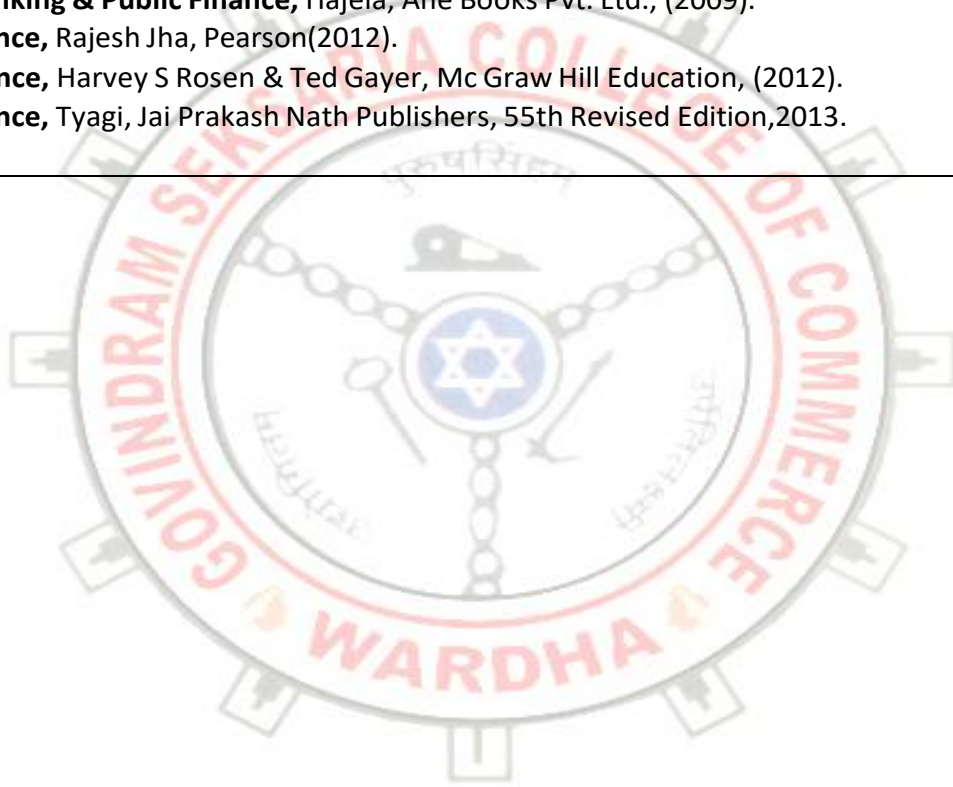
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IV	Public Debts & Government Budget 1. Meaning and Concept of Public Debt, Characteristics and role of Public Debts, Types of Public Debts, Objectives of Public Debts 2. Effects of Public Debts 3. Meaning, Role & Objectives of the Budget 4. Overview of Recent Budget of India, Case study of India's National Electric Mobility Mission Plan (Budget drafting: Role play/Classroom activity for students)
	5. Gender Budget:-Meaning, Importance

Books Recommended:

1. **Public Finance**, S.N. Chand, Atlantic (2008).
2. **Public Finance : Theory & Practice**, Kumar & Mittal, Anmol Publishers(2002).
3. **Money, Banking & Public Finance**, Hajela, Ane Books Pvt. Ltd., (2009).
4. **Public Finance**, Rajesh Jha, Pearson(2012).
5. **Public Finance**, Harvey S Rosen & Ted Gayer, Mc Graw Hill Education, (2012).
6. **Public Finance**, Tyagi, Jai Prakash Nath Publishers, 55th Revised Edition,2013.





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MIS s System Analysis Design (BCABS 6.4.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: <ol style="list-style-type: none">1. To understand the purpose, scope, types, and challenges of (MIS) and their role in supporting global business operations.2. To analyze the SDLC, the role of system analysts, and the tools used in structured analysis3. To explore the processes of feasibility study, input/output and form design, and system testing and quality assurance.4. To evaluate the processes of implementation, post-implementation, software maintenance, security, disaster recovery, and ethics.			
Learning Outcome: After learning this course, students will be able to – <ol style="list-style-type: none">1. Understand how Management Information Systems (MIS) support decision-making, business operations, and global business strategies through their structure, types, and challenges.2. Analyze to understand the process of system planning and information gathering.3. Apply to ensure the successful development and implementaion of information systems.4. Evaluate to ensuring the effectiveness and sustainability of system development.			
Unit	Content		
I	Management Information Systems: An Overview - Introduction, Need for Management Information Systems, Management Information Systems: A Concept, MIS: A definition, Management Information System and Information Technology, Nature and Scope of MIS, MIS Characteristics, Structure of MIS, Types of MIS, Role of MIS in Global Business, Challenges of Managing Information Systems.		
II	System concepts and the information systems environment, System Development Life Cycle, Role of System Analyst, System Planning and the initial investigation, information gathering, The tools of structured analysis.		
III	Feasibility Study, Input/Output and forms design, System Testing and Quality Assurance		
IV	Implementation, Post Implementation and Software maintenance, Security, Disaster recovery and ethics in system development.		
Books Recommended:			
<ol style="list-style-type: none">1. System Analysis s Designs, by Elias M. Awad, McMillan2. System Analysis s Designs, By S.K. Jha, Publisher S.K. Kataria C sons3. Management Information System, by D.P. Nagpal			



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Service Sector Management (BCABS 6.4.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objectives: <ol style="list-style-type: none">1. To understand the fundamental concepts of Service Sector Management.2. To apply the concept of Information Technology in the Banking and Insurance Sector.3. To analyse the importance of Service Quality Management.4. To evaluate the impact of Distribution and Advertising in the service industry and the future of Service Management.			
Learning Outcome: After learning this subject, students will be able to: <ol style="list-style-type: none">1. Understand the Concept of Service Sector Management, Recognizing the Role of Services in the Economy, Exploring Opportunities, Evaluating Government Reforms and Analyzing Global Trends in the Service Sector.2. Apply the comprehensive significance and Role of the IT Sector, Banking Sector and Insurance Sector.3. Analyze Service Quality Management and its Models, Tools and Techniques.4. Evaluate the impact and challenges of Distribution and Advertising in the Service Industry, Understanding customers' needs and expectations, and the Future of Service Management.			
Unit	Content		
I	Unit I: Introduction to Service Sector Management: Service Sector Management: Meaning, Nature and Scope. Understanding Services: Definition and Characteristics of Services, Forms of Service Sector (Hospitality, Healthcare, Education, Retail, IT, Finance, Transport, Aviation, BPO, KPO, Information Technology, Banking, Insurance), The Role of Services in the Economy. Challenges faced in Service Sector Management. Opportunities in Service Sector Management. Government's reforms in Service Sector Management.		
II	Unit II: Information Technology, Banking and Insurance Sector: IT Sector: Role and Importance of the IT Sector in Service industries, Challenges and Opportunities in the IT sector. Banking Sector: The Role of Banking Sector in the Economy, Challenges faced by Banking Sector, Recent Trends in Banking Sector. Insurance Sector: Importance of the Insurance industry in the service sector, Challenges and Opportunities in the Insurance Sector.		
III	Unit III: Service Quality Management: Introduction to Service Quality: Definition of service quality, Impact of service quality on customer satisfaction and business profitability. Service Quality Models: 1. SERVQUAL Model (Measuring the gap between customer expectations and perceptions.) 2. The Kano Model of customer satisfaction. 3. The Gap Model of Service Quality (Five Gaps theory). 4. Customer Satisfaction Index (CSI). Measuring Service Quality: Methods of measuring service quality. Tools and Techniques for Service Quality Improvement: 1. Six Sigma and Lean Management for quality improvement 2. Total Quality Management (TQM) in the service industry 3. Benchmarking service quality against industry standards, 4. PDCA (Plan-Do-Check-Act) cycle for continuous improvement.		



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IV	Unit IV: Distribution and Advertising in the Service Industry and the Future of Service Management: Planning and managing service delivery, Challenges in the distribution of services. Advertising and Sales Promotion in the Service Industry.
	Understanding customers' needs and Expectations. The impact of distribution and advertising in the service industry on the economy. Future of Service Management: The Role of Artificial Intelligence and Automation in Service Delivery, Changing Customer Expectations in the Digital Era, Ethical and Social Issues in Service Management.
Books Recommended:	
<ol style="list-style-type: none">1. Service Sector Management, Sanjay Patnakar, Himalaya Publications.2. Managing Services, Christopher H. Lovelock, Prentice Hall.3. Total Quality Management, JE Ross, Prentice Hall4. Total Quality Management, DH Besterfield, CB Michna: Prentice Hall5. Services Marketing, Ravi Shankar, TMH6. Services Marketing, S M Jha; Himalaya Publications.	

