

## SEMESTER-V

### CORE-13 COST ACCOUNTING

Instructional Hrs-90	Credit-3
----------------------	----------

#### OBJECTIVES-

*To familiarise the students with cost concepts*

*To make the students learn the fundamentals of cost accounting as a separate system of accounting.*

MODULE-1 Introduction to cost accounting-Meaning, definition-Cost concepts-Costing Cost accounting-Cost accountancy-Cost unit-Cost centre-responsibility centres- Profit centre-Cost control-Cost reduction-Objectives of cost accounting-Distinction between cost accounting and financial accounting-Methods and techniques of cost accounting- Advantages and disadvantages of cost accounting.

(15hrs)

MODULE-2 Accounting and control of material cost-material purchase procedure-Material stock level-EOQ-ABC, VED and FSN analysis-JIT-Perpetual and periodic inventory system, Continuous stock taking-Material losses-Wastage-scrap-Spoilage-Defectives-Pricing-LIFO-FIFO-Simple average-Weighted average

(20hrs)

MODULE-3 Accounting and control of labour cost-Time keeping and time booking-Systems of wage payment-Time rate system-piece rate system-Differential piece rate system-Incentive plan-Halsey plan- Rowan plan-Idle time-overtime and their accounting treatment-Labour turnover-Methods of calculating labour turnover.

(20hrs)

MODULE-4 Accounting for over head-Classification of over head-Primary and secondary distribution-Absorption of overhead-Percentage method-Unit rate method-machine hour method-Labour hour rate method-Simultaneous equation method-Over absorption and under absorption.

(15hrs)

MODULE-5 Preparation of cost sheet-Tender and quotation-Preparation of reconciliation

(20hrs)

## SUGGESTED READINGS

*Advanced cost accounting-SP.Jain and K.L.Narang*  
*Advanced cost accounting, N.K.Prasad*  
*Advanced cost accounting, S.N.Maheswary*  
*Theory and practice of cost accounting, M.L.Agarwal.*  
*Cost Accounting, M.C.Sukla and T.S.Grewal.*  
*Ahmmad Naseem, Introduction to Cost Accounting.*  
*Cost Accounting Nirmal Gupta.,*

## COMPLEMENTARY COURSE -1 ADVERTISING AND SALES PROMOTION

Instructional Hrs-90	Credit-4
----------------------	----------

OBJECTIVE- *To make the students aware of the strategy, concept and methods of advertising and sales promotion.*

MODULE-1 Advertising-Meaning-Scope-Objectives-Merits and demerits-Process-developing an advertising programme.

(20hrs)

MODULE-2 Advertisement appeal- Copy writing-Copy testing-Advertising media-Media planning and strategy-Types of media-Media planning and strategy-Media selection- Advertisement agency-Selection of agency-Planning advertising campaign- Advertising research-Measuring the effectiveness of advertising-Methods.

( 20hrs)

MODULE-3 Social, economical and legal aspects of advertisement.

(10hrs)

MODULE-4 Sales promotion-Definition-Scope-Methods-Sales promotion mix-Developing sales promotion campaign-Sales promotion budget and its preparation-Effects of sales promotion on brand equity.

(20hrs)

MODULE-5 Personal selling-Nature and importance-Purpose-Process-Types of sales persons-Sales force management-Establishing sales objectives-Recruitment and training of sales force-Evaluating sales force.

(20hrs)

#### SUGGESTED READINGS

*Advertising in the Indian Context, S.A Chunnawala.*  
*Advertising, Marketing, and Sales management, Devandra Thakku.*  
*Advertising Management, Rajeev Batra..*  
*Advertising, Sales and Promotion Management, S.A. Chunnawala.*  
*Sales Promotion and Advertising Management, A.N.Mishra.*  
*Marketing, Sales and Customer Service, Jones.*

#### CORE-14 SPECIAL ACCOUNTING

Instructional Hrs-108	Credit-4
-----------------------	----------

OBJECTIVE- *The purpose of the paper is to acquaint the students with advanced accounting principles and procedures.*

MODULE-1 Accounts of banking companies-Meaning of banking companies-Important provisions of banking companies Act, 1949-preparation of final accounts of banking companies-Profit and loss account, Balance sheet, transactions of special type- Asset classification and provisions-Non Performing Assets.

(30hrs)

MODULE-2 Accounts of Insurance Companies-Insurance companies-special terms-Final accounts-Accounts of life insurance-revenue account, Profit and loss account and balance sheet ( As per IRDA regulation Act-2002)-Determination of profit in life insurance business-valuation balance sheet-Accounts of general insurance companies-(Fire and Marine only)-Revenue account-Profit and loss account and Balance sheet ( As per IRDA Regulation Act)

(30hrs)

MODULE-3 Investment account-cum-interest-Ex-interest-Cum dividend-Ex dividend-treatment of bonus share-Right shares-Preparation of investment account-(As per AS-13)

(15 hrs)

MODULE-4 Insurance claims-Types of claims-loss of stock policy-Ascertainment of the value of stock on the date of fire-Ascertainment of actual amount of claim to be lodged-Average clause-Loss of profit policy-Procedure to ascertain amount of claim.

(18hrs)

MODULE-5 Dissolution of partnership firms-preparation of realization account, capital account and cash account. Preparation of the statement showing the distribution of cash (Piecemeal Distribution)

(15hrs)

#### SUGGESTED READINGS

*Jain.S.P and Narang.K.L : Advanced Accountancy*

*Maheswari.S.N and Maheswari S.K: Advanced Accounting*

*Paul.K.R: Corporate Accounting*

*Dr. S.M.Shukla and Dr.S.P.Gupta :Advanced Accounting*

*Mc Shukla and T.S.Grewal:Advanced Accounts*

*Rawat.D.S :Accounting*

*Nirmal Gupta and Chhavi Sharma :Corporate Accounting Theory and Practice*