

## Category I

### BACHELOR OF MANAGEMENT STUDIES

[UG Programme for Bachelor in Management Studies (Honours) degree in three years]

#### DISCIPLINE SPECIFIC CORE COURSE -4 (DSC-4)– : COST AND MANAGEMENT ACCOUNTING

##### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Cost & Management Accounting (DSC-4)	4	3	1	0	Class XII Pass	Nil

##### Learning Objectives

The Learning Objectives of this course are as follows:

- The rapidly changing business environment requires managers to make informed decisions.
- This paper will equip the students with cost and management accounting concepts, techniques and practices which will help them in planning and controlling business operations and management decision making.

##### Learning Outcomes

The Learning Outcomes of this course are as follows:

- Understand and distinguish various types of costs in manufacturing and service organizations.
- Determine the costs of products and services.
- Identify relevant costs for decision making and undertake different analysis of various types of decisions.
- Prepare budgets and analyse variances from standard cost to identify areas in need of control.

##### SYLLABUS OF DSC-4

###### Unit 1: Nature, Scope of Management Accounting

(9 Hours)

Meaning, nature and scope of Cost Accounting and Management Accounting; Comparison between Cost Accounting & Management Accounting; Cost Control, Cost Reduction & Cost Management, Components of Total Cost & Preparation of Cost Sheet. Cost Ascertainment: Cost Unit and Cost Center. Overheads: Meaning, Cost Drivers, Accumulation, Allocation, Apportionment and Absorption.

Classification of Costs: Fixed, Variable, Mixed Cost; Product, and Period Costs; Direct and Indirect Costs; Relevant and Irrelevant Costs; Shut-down and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Imputed / Hypothetical/Implicit Costs and Out-of-pocket Costs; Opportunity Costs; Expired, and Unexpired Costs.

### **Unit 2: Cost-Volume-Profit Analysis**

**(15 Hours)**

Absorption Costing and Marginal costing, Contribution. Profit Volume Ratio, Break-even Analysis: Break-even Point, Composite Break-even Point, Cash Break-even Point, Margin of safety. Angle of Incidence.

Relevant Costs and Decision Making such as: Key Factor, Pricing, Product Profitability, Dropping a product line, Make or Buy, Export Order, Shut down vs. Continue operations.

### **Unit 3: Budgets and Budgetary Control**

**(9 Hours)**

Meaning, Steps in Budgetary Control, Types of Budgets: Sales budget, Production Budget, Raw material consumption Budget, Raw Material Purchase Budget, Overhead Budgets, Cash Budget, and Master Budget. Fixed and Flexible Budgets, Zero based budgeting.

### **Unit 4: Standard Costing and Variance Analysis**

**(9 Hours)**

Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material Cost Variance, Price and Usage Variance and Mix and yield Variance; Labor Cost Variance, Rate and Usage Variance, Idle time, Mix and Yield variance.

### **Unit 5: Contemporary Issues in Cost Accounting and Management Accounting (3 Week)**

Introduction to the concept of Target Costing, Life Cycle Costing, Quality Costing, and Activity based Costing.

**Practical component (if any) - NIL**

**Essential/Recommended Readings:** Latest editions of the following to be used:

1. Horngren's Cost Accounting: A Managerial Emphasis. Pearson.
2. Arora, M.N. (2016) A Textbook of Cost and Management Accounting. Vikas Publishing House Pvt. Ltd.
3. Maheshwari, S.N. and Mittal, S.N. (2016) Cost Accounting: Theory and Problems. Shree Mahavir Book Depot.

**Suggested Readings:** Latest editions of the following to be used:

1. Arora, M.N. & Katyal Priyanka, Management Accounting: Theory, Problems & Solutions, Himalaya Publishing House
2. Lal, Jawahar. Advanced Management Accounting: Text, Problems & Cases, Sultan Chand & Company Ltd.

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

## DISCIPLINE CORE COURSE – 5 (DSC-5): MICROECONOMICS

### Credit distribution, Eligibility and Prerequisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Microeconomics (DSC 5)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>CLASS XII PASS</b>	<b>NIL</b>

#### Learning Objectives

The Learning Objectives of this course are as follows:

- To learn application of micro economic concepts and techniques in evaluating business decisions taken by firms.
- To explain how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

#### Learning outcomes

The Learning Outcomes of this course are as follows:

- Apply the knowledge of the mechanics of supply and demand to explain working of markets.
- Understand the choices made by a rational consumer.
- Explain relationships between production and costs.
- Define key characteristics and consequences of different forms of markets.

#### SYLLABUS OF DSC- 5

##### **Unit 1: Demand, Supply and Market Equilibrium (9 Hours)**

Individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply; Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply.

##### **Unit 2: Theory of Consumer Behaviour (12 Hours)**

Cardinal utility theory; ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods).

##### **Unit 3: Producer and Optimal Production Choice (12 Hours)**

Optimizing behaviour in short run (product curves, law of diminishing margin productivity, stages of production); optimizing behaviour in long run (isoquants, isocost line, optimal combination of resources); traditional theory of cost (short run and long run); modern theory of cost.

**Unit 4: Market Structures****(12 Hours)**

Perfect competition: basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, monopoly: basic features, short run equilibrium, long run equilibrium, comparison with perfect competition, welfare cost of monopoly; price discrimination; monopolistic competition: basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity; oligopoly kinked demand curve model, dominant price leadership model.

**Practical component (if any) - NIL****Essential/recommended readings**

1. Dominick Salvatore (2009). Principles of Microeconomics (5th Edition). Oxford University Press
2. Pindyck, Rubinfeld and Mehta (2009). Micro Economics (7th Edition) Pearson.

**Suggested Readings**

1. Lipsey and Chrystal (2008). Economics. (11th Edition). Oxford University Press

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

## DISCIPLINE SPECIFIC CORE COURSE– 6 (DSC-6): PRINCIPLES OF MARKETING

### Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Principles of Marketing (DSC 6)	4	3	1	0	CLASS XII PASS	NIL

**Learning Objectives**

The Learning Objectives of this course are as follows:

- This course aims to familiarize students with the marketing function in organizations.
- It will equip the students with understanding of the Marketing Mix elements and sensitise them to certain emerging issues in Marketing.

**Learning outcomes**

The Learning Outcomes of this course are as follows:

- Understand the concept of marketing and related concepts.

- An in-depth understanding to various elements marketing mix for effective functioning of an organization.
- Learn some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.

## **SYLLABUS OF DSC-6**

### **Unit 1: Introduction**

**(12 Hours)**

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation – Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Portfolio approach – Boston Consulting Group (BCG) matrix.

### **Unit 2: Segmentation, Targeting and Positioning**

**(12 Hours)**

Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling.

### **Unit 3: Pricing, Promotion and Marketing Channel Decisions**

**(15 Hours)**

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers.

### **Unit 4: Marketing of Services**

**(6 Hours)**

Unique characteristics of services, marketing strategies for service firms – 7Ps.

**Practical component (if any) - NIL**

### **Essential/recommended readings**

1. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul-Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
2. Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (15th Edition)

### **Suggested readings**

1. Ramaswamy, V. S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**