



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Commerce
Semester-2 (M.Com)

Subject: Accounting for Managers- MCOXX12506

Type of course: Major (core)

Prerequisite:

Accounting for management, also known as managerial accounting or management accounting, is to provide information and support for the decision-making and control processes within an organization. This type of accounting is focused on serving the internal needs of a business or organization, as opposed to financial accounting, which is primarily concerned with external financial reporting to stakeholders such as investors and creditors.

Rationale:

This comprehensive accounting for management course covers a wide range of essential topics, from return on capital employed, cash flow and fund flow related financial analysis statement and management control strategy and target costing. It equips learners with practical skills for informed financial decision-making in diverse business contexts.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | | Total Marks |
|-----------------|----|----|---------|-------------------|----|-----------------|----|-------------|
| CI | T | P | | Theory Marks | | Practical Marks | CA | |
| | | | ESE | MSE | V | ALA | | |
| 04 | 00 | 00 | 04 | 60 | 30 | 10 | 50 | 150 |

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.



Course Content:

| Sr. No | Course content | Hrs | % Weightage |
|--------|---|-----|-------------|
| 1 | ❖ Return on Capital Employed: Introduction- Meaning- utility • Total capital Employed • Net capital employed • Owners' capital employed • Concept of profit and return- DU-PONT chart , Rate of return on capital employed as per different concepts - Practical questions | 15 | 25 |
| 2 | ❖ Funds Flow Analysis • Funds from Operation, Sources and Uses of Funds, Preparation of Schedule of Changes In Working Capital and Funds Flow Statements – Uses And Limitations, Only Simple Problems. | 15 | 25 |
| 3 | ❖ Cash Flow Analysis • Cash from Operation, Preparation of Cash Flow Statement – Uses and Limitations, Distinction Between Funds Flow and Cash Flow – Only Simple Problems | 15 | 25 |
| 4 | ❖ Management Control Strategy [MCS]: • Introduction-Concept-Meaning and Definitions-Origin of strategies and Nature -Process-Areas and scope. Role of Management Accountant according to the scope of MCS- Benefits and limitations- Points to be considered by the managers in application. ❖ Target Costing: • Introduction-Meaning, Definition-Target costing approaches-Market price as specified item for target costing- Determination of target price and related special product cost. [Only Theory Questions] | 15 | 25 |



Continuous Assessment:

| Sr. No | Active Learning Activities | Marks |
|--------------|--|-----------|
| 01 | ROCE Comparison: Faculty will provide Calculation of ROCE (Return on Capital employed) for two companies to become proficient. Students will prepare comparison chart on the ROCE figures to assess the efficiency of capital utilization interpret the results in the context of the company strategy and market conditions upload it on GMIU WEB Portal. | 10 |
| 02 | Fund Flow Statement Analysis: Students will present Fund Flow Statement in the form of PPT of any one well-known company and upload it on GMIU WEB Portal. | 10 |
| 03 | Cash Flow Statement: Students will manage the cash flow of an imaginary company. They make decisions regarding cash inflow and out flow for various business activity and prepare short report on it. Upload it on GMIU WEB Portal. | 10 |
| 04 | SWOT Analysis: Students have to conduct a SWOT analysis for a specific business. This involves identifying the company's strengths, weaknesses, opportunities, and threats. It's a fundamental tool for strategic planning. Students will create a SWOT analysis report of a particular company and upload it on GMIU WEB Portal. | 10 |
| 05 | Financial Statement: Students will compare any two years' financial statements of a well-known company and prepare statement of calculation of financial ratios and upload it on GMIU WEB Portal. | 10 |
| Total | | 50 |

Suggested Specification table with Marks (Theory):100

| Distribution of Theory Marks (Revised Bloom's Taxonomy) | | | | | | |
|--|-----------------|-------------------|-----------------|-------------|--------------|------------|
| Level | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weightage | 20% | 30% | 30% | 10% | 10% | - |

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

| After learning the course the students should be able to: | |
|---|---|
| CO1 | Understand return on capital invested in the business. |
| CO2 | Analyze Sources of fund and application of fund in short term and long-term activities of the business. |
| CO3 | Evaluate cash inflow and out flow from investing activities, financial activities and working capital. |
| CO4 | Understand management control system and target costing approach on market price. |

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] Management Accounting: Singh, Surender, Scholar Tech Press, New Delhi.
- [2] Managerial Accounting: Garrison H., Ray and Eric W. Noreen McGraw Hill
- [3] Management Accounting and Financial control; S. N. Maheshwary, (Vikas Pulishing house Pvt. Ltd. New Delhi)
- [4] Management control system N. P. Shrinivasan, C B. Gupta, V K Kapoor
- [5] Management control system Robert N Anthony Vijay Govindrajan,

