

Raiganj University

**Syllabus and Scheme of Examination For
B.Com (Hons.)**

Under

Choice Based Credit System

PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN B.COM (HONOURS)

Details of courses under B.COM (Honours)

Course	*Credits
Tutorial	Theory +
I. Core Course (14 Papers)	14X5=70
Core Course Practical / Tutorial* (14 Papers)	14X1=14
II. Elective Course (8 Papers)	
A.1. Discipline Specific Elective (4 Papers)	4X5=20
A.2. Discipline Specific Elective Practical / Tutorials (4 Papers)	4X1=4
B.1. Generic Elective/Interdisciplinary (4 Papers)	4X5=20
B.2. Generic Elective Practical / Tutorials (4 Papers)	4X1=4
III. Ability Enhancement Courses	
1. Ability Enhancement Compulsory (2 Papers of 2 credits each)	2X2=4
2. Ability Enhancement Elective (Skill Based) (2 Papers of 2 credits each)	2 X 2=4
	Total credit= 140

Choice Based Credit System

w. e. f Session- 2017- 18

B. Com (Hons): Three- Year (6- Semester) CBCS Programme		
Paper code	Course Structure	
Semester I		
AECC-1	Environmental Studies	Foundation Course- Compulsory
BCOMHC101	Financial Accounting	Core Discipline(C-1)
BCOMHC102	Business Law	Core Discipline C-2)
BCOMHGE101	Micro Economics	Elective- course- Inter-disciplinary
Semester II		
AECC-2	English / MIL Communications	Foundation Course- Compulsory
BCOMHC201	Management Principles and Applications.	Core Discipline C-3)
BCOMHC202	Corporate Laws	Core Discipline C-4)
BCOMHGE201	Business Statistics	Elective- course- Inter-disciplinary
Semester III		
BCOMHC301	Business Mathematics	Core Discipline C-5)
BCOMHC302	Income- Tax Law and Practice	Core Discipline C-6)
BCOMHC303	Human Resource Management	Core Discipline C-7)
BCOMHGE301	Macro Economics	Elective- course- Inter-disciplinary
SEC301	E- Commerce	Foundation Course- Skill Based
Semester IV		
BCOMHC401	Indirect Tax Laws	Core Discipline C-8)
BCOMHC402	Corporate Accounting	Core Discipline C-9)
BCOMHC403	Computer Application in Business	Core Discipline C-10)
BCOMHGE401	Indian Economy- Performance and Policies	Elective- course- Inter-disciplinary
SEC401	Entrepreneurship	Foundation Course- Skill Based
Semester V		
BCOMHC501	Cost and Management Accounting	Core Discipline C-11)
BCOMHC502	Principles of Marketing	Core Discipline C-12)
DSE501	International Business	Elective Core- Discipline I
DSE502	Financial Markets, Institutions and Financial Services	Elective Core- Discipline II
Semester VI		
BCOMHC601	Auditing and Corporate Governance	Core Discipline C-1)
BCOMHC602	Financial Management	Core Discipline C-1)
DSE601	Business Research Methodand Project Work	Elective Core- Discipline
DSE602	Consumer Affairs and Customer Care	Elective Core- Discipline

B. Com. (Hons.): Three- Year (6- Semester)

CBCS Programme

Basic Structure: Distribution of Courses

1	Foundation Courses (Compulsory)	2 papers of 2 credit Hrs. each (Total credit Hrs. 2*2)	4
2	Foundation Courses (Skill Based)	2 papers of 2 credit Hrs. each (Total credit Hrs. 2*2)	4
3	Core Discipline	14 papers of 6 credit Hrs. each (Total credit Hrs. 14*6)	84
4	Elective Courses (Core Discipline)	4 papers of 6 credit Hrs. each (Total credit Hrs. 4*6) (5 lectures and 1 Tutorial)	24
5	Elective Courses (Inter-disciplinary)	4 papers of 6 credit Hrs. each (Total credit Hrs. 4*6) (5 lectures and 1 Tutorial)	24
Total Credit Hrs.			140

B.Com. (Hons.): Semester – I

Paper code- 1.2: Financial Accounting

Unit 1. (a) Theoretical Framework

- i.** Accounting as an information system. The users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting .Branches of accounting.Bases of accounting; cash basis and accrual basis.
- ii.** The nature of financial accounting principles-Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.
- iii.** Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (AS): 1 (ICAI). International Financial Reporting Standards (IFRS) :- Need and procedures.

(b) Accounting Process

From recording of a business transaction to preparation of trial balance including adjustments: Manual and Computerized Accounting systems (Computerized accounts by using any popular accounting software: Creation of vouchers and recording transactions ,preparing reports –cash book and bank book ,ledger accounts ,trial balance ,Profit and Loss Account (Income Statement)and Balance Sheet.)

Unit 2. (a) Business Income

- i.** Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.
- ii.** Revenue recognition: salient features of accounting Standard (AS): 9 (ICAI) Recognition of expenses.
- iii.** The nature of depreciation .The accounting concept of depreciation .factors in the measurement of depreciation. Methods of computing depreciation : straight line method and diminishing balance method; disposal of depreciable assets – change of method .Salient features of Accounting Standard (AS): 6 (ICAI)
- iv.** Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and weighted Average. Salient features of Accounting Standard (AS):2 (ICAI)

(b) Final Accounts

Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements of non- corporate business entities.

Unit 3. Accounting for hire Purchase and Instalment Systems

Concepts of operating and financial lease (theory only)

Unit 4.Accounting for Inland Branches

Concept of dependent braches; accounting aspects; debtors system, stock and debtors system, branch final accounts system and whole sale basis system. Independent branches: concept-

accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.

Unit 5. Accounting for Dissolution of the Partnership Firm

Accounting of Dissolution of the Partnership Firm including Insolvency of partners, sale to a limited company and piecemeal distribution

Suggested Readings:

1. Anthony ,R.N Hawkins ,and Merchant ,Accounting : *Text and Cases*.McGraw – Hill Education.
2. Horngren ,*Introduction to Financial Accounting* ,Pearson Education.
3. Monga,J.R.*Financial Accounting: Concepts and Applications* .Mayoor Paper Backs,New Delhi.
4. Shukla ,M.C., T.S.Grewal and S.C. Gupta.*AdvancedAccounts.Vol. – I.S.Chand&Co.,New Delhi.*
5. Maheshwari ,S.N and S.K.Maheshwari .*Financial Accounting*.Vikas Publishing House,New Delhi.
6. Sehgal ,Ashok ,and Deepak Sehgal .*Advanced Accounting .Part – I* . Taxman Applied Services,New Delhi.
7. Bhushan Kumar Goyal and HN Tiwari ,*Financial Accounting ,International Book House*
8. *Goldwin ,Alderman and Sanyal , Financial Accounting,Cengage Learning.*
9. *Tulsian ,P.C Financial Accounting*,PearsonEducation
10. Jain ,S.P and K.L .Narang .*Financial Accounting*,Kalyani Publishers ,New Delhi.
11. Gupta,Nirmal.*FinancialAccounting*.SahityaBhawan ,Agra.
12. *Compendium of Statements and Standards of Accounting* . The Institute of Chartered Accountants of India,New Delhi.

Paper code- 1.3: BUSINESS LAW

Unit I: The Indian Contract Act, 1872: General Principle of Law of contract

- a) Contract – meaning ,characteristics and kinds
- b) Essentials of valid contract – Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Void agreements
- d) Discharge of contract- mode of discharge including breach and its remedies.
- e) Contingent contracts
- f) Quasi –contracts

Unit II: The Indian Contract Act, 1872: Specific Contract

- a) Contract of Indemnity and Guarantee
- b) Contract of Bailment
- c) Contract of Agency

Unit III: The Sale of Goods Act, 1930

Contract of sale, meaning and difference between sale and agreement to sell.

- a) Conditions and warranties
- b) Transfer of ownership in goods including sale by non-owners
- c) Performance of contract of sale
- d) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit IV:Partnership Laws

A) The Partnership Act,1932

- a. Nature and Characteristics of Partnership
- b. Registration of Firms
- c. Types of Partners
- d. Rights and duties of Partners
- e. Implied Authority of a Partner
- f. Mode of Dissolution of Partnerships

B) The Limited Liability Partnership Act,2008 (an overview)

- a. Salient Features of LLP
- b. Difference between LLP and Partnership,LLP and Company
- c. LLP Agreement
- d. Partners and Designed Partners
- e. Incorporation Document
- f. Incorporation by Registration
- g. Partners and their Relations

Unit V: The Negotiable Instruments Act 1881

- a) Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange,Cheque
- b) Holder and Holder in due Course, Privileges of Holder in Due Course.
- c) Negotiation :Types of Endorsements
- d) Crossing of Cheque
- e) Bouncing of Cheques

Suggested Readings:

1. Kuchhal,M.C and VivekKuchhal ,*Business Law*,Vikas Publishing House,New Delhi.
2. Singh,Avtar,*Business Law* ,Eastern Book Company,Lucknow.
3. Maheshwari&Maheshwari ,*BusinessLaw*,National Publishing House,New Delhi.
4. Chandha ,P.R., *Business Law*Galgotia Publishing Company,New Delhi
5. Aggarwal S K. *Business Law* ,Galgotia Publishers Company,New Delhi
6. GoyalBhushan Kumar and Jain kinneri,*Business Laws*,International Book House
7. RavindraKumar,*Legal Aspects of Business* ,Cengage Learning

Paper code- 1.4: MICRO ECONOMICS

Unit I: Demand and Consumer Behavior 13 Lectures

Concept of Revenue: marginal and average: Revenue under conditions of perfect and imperfect competition Elasticity of demand: Price, Income and cross.

Consumer Behavior: Indifference curve analysis of consumer's behavior; consumer's equilibrium (necessary and sufficient conditions), Price elasticity and price consumption curve, income consumption curve Engel curve, Price change and income and substitution effects. Indifference curves as an analytical tool (cash subsidy v/s. Kind subsidy). Revealed Preference Theory.

Unit II: Production and Cost

Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, return to scale using isoquants.

Cost of Production: Social and Private costs of Production, Long run and short run costs of production, Economies and diseconomies of scale and the shape to the long run average cost. Learning curve and Economies of scope.

Unit III: Perfect Competition

Perfect Competition: Assumptions, Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply curve. Measuring producer surplus under perfect competition. Stability analysis- Walrasian and Marshallian. Demand- supply analysis including impact of taxes and subsidy.

Unit IV: Monopoly

Monopoly: Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of Monopoly power and the rule of thumb for pricing. Horizontal and Vertical integration of Firms. The social costs of monopoly power including deadweight loss. Degree of price discrimination.

Unit V: Imperfect Competition

Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision – equilibrium. Monopolistic competition and economic efficiency Oligopoly and Interdependence – Cournot's duopoly model, Stackelberg model, kinked demand model. Prisoner's dilemma, collusive oligopoly – price leadership model – dominant firm, cartels, sales maximization, contestable markets theory. Pricing Public Utilities.

Suggested Readings:

1. Pindyck, R.S., D.L. Rubinfeld and P.L. Mehta; *Microeconomics*, Pearson Education.
2. N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning
3. Browning, E.K. and J.M. Browning; *Microeconomic Theory and Applications*, Kalyani Publishers, New Delhi.
4. Gould, J.P. and E.P. Lazear; *microeconomic Theory*, All India Traveller bookseller, New Delhi.
5. Lipsey, R.G. and K.A. Chrystal; *Economics*, Oxford University Press.
6. Maddala G.S. and E. Miller; *Microeconomics: Theory and Applications*, McGraw-Hill International.
7. Salvatore, D. *Schaum's Outline of Theory and Problems of Microeconomic Theory*, McGraw-Hill, International Edition.
8. Bilas, Richard A. *Microeconomic Theory: A Graphical Analysis*, McGraw-Hill Book Co. Kogakusha Co. Ltd.
9. Amit Sachdeva, *Micro Economics*, Kusum Lata Publishers

B.Com. (Hons.): Semester – II

Paper code-2.1: BUSINESS COMMUNICATION

Unit I

Nature of Communication Process of Communication, types of Communication (Verbal & Non Verbal), Importance of Communication, Different forms of Communication. Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2

Business Correspondence : Letter Writing ,presentation, Inviting quotations, Sending quotations ,Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence ,Memorandum,inter –office Memo, notices ,agenda ,Minutes ,Job application letter, preparing the Resume

Unit 3

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit 4

Vocabulary Words often confused, Words often misspelt, common errors in English.

Unit 5

Oral Presentation Importance, Characteristics, Presentation Plan, Power Point presentation, Visual aids.

Suggested Readings:

1. Lesikar ,R.V &Flatley,*M.E.; Basic Business Communication Skills for Empowering the Internet Generation*,Tata McGraw Hill Publishing Company Ltd.New Delhi
2. Bovee ,and Thill,*Business Communication Today*,Pearson Education
3. ShirelyTaylor,*Communication for Business* ,Pearson Education
4. Locker and Kaczmarek,*Business Communication : Building Critical Skills*,TMH

Paper code-2.2: MANAGEMENT PRINCIPLES AND APPLICATION

Unit I: Introduction

Concept : Need for Study ,Managerial Functions – An overview; Coordination – Essence of Manager ship

Evolution of Management Thought ,Classical Approach – Taylor ,Fayol, Neo Classical and Human Relations Approach – Mayo ,Hawthorne Experiments, Behavioral Approach, Contingency Approach- Lawrence&Lorsch,MBO – Peter F. Drucker ,Re –engineering- Hammer and Champy,Michael Porter – Five –force analysis, Three generic strategies and value chain analysis,Senge’s Learning Organization ,Fortune at the Bottom of Pyramid- C.K.Prahalad.

Unit II : Planning

Types of Plan - an overview to highlight the differences

Strategic planning – Concept, process, Importance and limitations

Environmental Analysis and diagnosis (Internal and external environment)- Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP ,BCG Matrix, Competitor Analysis),Business environment ; Concept and Components

Decision – making –concept, importance; Committee and Group Decision –making, Process ,perfect rationality and bounded rationality ,techniques (qualitative and quantitative ,MIS,DSS)

Unit III: Organising

Concept

Process of organizing – An overview, Span of management, Different types of authority (line and staff and functional), Decentralization, Delegation

Formal and Informal Structure

Principle of Organizing

Network Organization Structure

Unit IV: Staffing and Leading

Concept of staffing, An Overview of staffing

Motivation- Concept ,Importance, extrinsic and intrinsic motivation; Major Motivation theories- Maslow’s need Hierarchy theory; Hertzberg’s Two – factor theory, Vroom’s Expectation Theory.

Leadership- Concept ,Importance, Major theories of Leadership (Likert’s scale theory, Blake and Mouten’s Grid theory, House’s Path Goal theory, Fred Fielder’s situational Leadership),Transactional leadership, Transformational Leadership, Transforming Leadership.

Communication- Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication.

Unit V: Control

Concept ,Process ,Limitation, Principles of Effective Control ,Major Techniques of control – Ratio Analysis (ROI),Budgetary Control,EVA,MVA,PERT/CPM.

Emerging issues in Management

Suggested Readings:

1. Harold koontz and Heinz Weihrich,*Essentials of Management*,PearsonEducation.
2. Stephen Robbins and M.Coulter ,*Management*,Pearson Education.

3. Stephen P Robbins ,David A Decenzo,Sanghmitra Bhattacharya and MadhushreeMandaAgarwal,*Fundamentals of Management,Essentials,Concepts and Applications*,Pearson Education.
4. Drucker Peter F, *Practice of Management*, Mercury Books,London
5. George Terry,*Principles of Management*,Richardd.Irwin
6. Newman Summer and Gilbert ,Manage and Gilbert ,*Management*,PHI
7. James H. Donnelly ,*Fundamentals of Management*,Perarson Education.
8. Chhabra , T.N *Essentials of Management* .Sun India.
9. Griffin ,*Management Principles and Application*,Cengage Learning
10. Robert Kreitner ,*Management Theory and Application*,Cengage Learning

Paper code-2.3: CORPORATE LAWS

Unit I

Introduction- Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT),Special Courts]; characteristics of a company ;lifting of corporate veil; types of companies including one person company, smallcompany, dormant company and producer company; association not for profit ;illegal association ;formation of company ,on-line filling of documents ,promoters their legal position ,pre-incorporation contract and provisional contracts; on-line registration of a company.

Unit II

Documents-Memorandum of association ,articles of association ,doctrine of constructive notice and indoor management prospector –shelf and red herring prospectus ,misstatement in prospectus ,GDR; book building ;issue ,allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buyback; issue of bonus shares.

Unit III

Management- classification of directors, womendirectors, independentdirector, small shareholder’s director; disqualification, director identity number (DIN); appointment; Legalpositions, powers and duties; removal of directors; Key managerial personnel, managing director,manager;meetings of shareholders and board; types of meeting ,convening and conduct of meetings ,postal ballot ,meeting through video conferencing ,e-voting .Committees of Board of Directors – Audit Committee ,Nominationand Remuneration Committee ,Stakeholders Relationship Committee ,Corporate Social Responsibility Committee

Unit IV

Dividends,Accounts,Audit- Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit ,Auditors’ Appointment ,Rotation of Auditors’ Report ,Secretarial Audit.

Winding Up- Concept and modes of Winding Up.

Insider Trading, Whistle Blowing- Insider Trading; meaning & Legal provisions; Whistle –blowing: Concept and Mechanism.

Unit V

Depositories Law: The Depositories Act 1996 – Definitions; rights and obligations of depositories ;participants issuers and beneficial owners ; inquiry and inspections, penalty.

Suggested Readings:

1. MC Kuchhal *Corporate Laws*, ShriMahaveer Book Depot. (Publishers).
2. GK Kapoor & Sanjay Dhamija, *Company Law*, Bharat Law House.
3. Reena Chadha and Sumant Chadha, *Corporate Laws*, Scholar Tech Press.
4. Gowar, LCB, *Principles of Modern company Law*, Stevens & Sons, London.
5. Ramaiya, *A Guide to Companies Act*, LexisNexis, Wadhwa and Buttersworth.
6. *A Compendium Companies Act 2013, along with Rules*, by Taxmann Publications.
7. Avtar Singh, *Introduction to company Law*, Eastern Book Company

Paper code-2.4: BUSINESS STATISTICS

Unit I:

Statistical Data and Descriptive Statistics

Nature and classification of data: univariate, bivariate and multivariate data; time-series and cross-sectional data.

Measures of central tendency

- a) Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications.
- b) Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination)

Measures of variations: absolute and relative.

Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance.

Skewness: Meaning, Measurement using Karl Pearson and Bowley's measures; concept of Kurtosis.

Unit II:

Probability and Probability Distribution

- . Theory of Probability, Approaches to the calculation of probability.
Calculation of event probabilities. Addition and multiplication laws of probability (proof not required)
- . Conditional probability and Bayes' Theorem (proof not required)
- . Expectation and variance of a random variable.
- . Probability Distribution:
Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution
Poisson Distribution: Probability function, (including poisson approximation to binomial distribution), Constants, fitting of poisson distribution.
Normal distribution: Probability distribution function, properties of normal curve, Calculation of Probability.

Unit III:

Simple Correlation and Regression Analysis

Correlation Analysis: Meaning of correlation, simple, multiple and partial, linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's coefficient of correlation; Calculation and properties (proofs not required), Correlation and Probable error, Rank Correlation.

Regression Analysis. Principles of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard error of Estimate.

Unit IV: (10 Lectures)

Index Number

Meaning and uses of Index numbers, Constructions of Index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives- simple and weighted.

Tests of adequacy of Index numbers, Base shifting, splicing and deflating, Problems in the construction of index number.

Construction of consumer price indices. Important share price indices, including BSE SENSEX and NSE NIFTY.

Unit V:

Time Series Analysis

Components of time series, Additive and multiplicative models.

Trend analysis. Fitting of trend line using principles of least square- linear, second degree parabola and exponential. Conversion of annual linear equation to quarterly/monthly basis and vice-versa; Moving averages

Seasonal Variations: Calculation of seasonal indices using simple averages, Ratio- to- trend, and Ratio-to-moving averages methods, Uses of Seasonal Indices.

Unit VI:

Sampling Concept, Sampling Distributions and Estimation: Populations and samples, Parameters and Statistics, Descriptive and inferential statistics, sampling method including Simple random sampling, Systematic sampling and Convenience sampling.

Concept of Sampling distributions and theory of estimation: Point and interval estimation of mean (large samples) and proportions.

Suggested Readings:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui, *Statistics for Management*, 7th edition, Pearson Education.
2. Berenson and Levine. *Basic Business Statistics: Concepts and Applications*. Pearson Education.
3. Siegel Andrew F. *Practical Business Statistics*, McGraw Hill.
4. Vohra N. D, *Business Statistics*, McGraw Hill.
5. Spiegel M. D, *Theory and Problems of Statistics*, Schaum's outlines Series. McGraw Hill.Publishing Co.
6. Gupta, S.P and Archana Gupta, *Statistical Methods*, Sultan Chand and Sons, New Delhi.
7. Gupta, S.C, *Fundamentals of Statistics*, Himalaya Publishing House.
8. Anderson Sweeney and William, *Statistics for students of Economics and Business*, Cengage Learning.
9. Thukral J. K, *Business Statistics* .

Paper code- 3.1: BUSINESS MATHEMATICS

Unit I: Matrices and Determinants

Algebra matrices, inverse of a matrix, Matrix operation- Business application.

Solution of system of linear equations (having unique solution and involving not more than three variables) Using matrix inversion Method and Cramer's Rule, The Leontief Input- Output Model (Open Model only)

Unit II. Calculus I

Mathematical functions and their types- linear, quadratic, polynomial, exponential, logarithmic and logistic function. Concepts of limit and continuity of a function.

Concept of rules of differentiation, Maxima and Minima involving second or higher order derivatives.

Concept of Marginal Analysis, Concept of elasticity, Applied Maximum and Minimum Problem including effect of tax on Monopolist's Optimum price and quantity, Economic Order quantity.

Unit III: Calculus II

Partial Differentiation, Partial derivatives up to second order. Homogeneity of functions and Euler's Theorem. Total Differentials. Differentiation of implicit functions with the help of total differentials.

Maxima and Minima in case of two variables involving not more than one constraint including then use of the Lagrangean multiplier.

Integration, Standard forms, Methods of integration- by substitution, by parts and by use of partial fractions. Definite Integration, Finding areas in different cases.

Application of Integration to marginal analysis, Consumer's and Producer's Surplus, Rate of the Sales and Learning Curve.

Unit IV: Mathematics of Finance

Rates of interest- nominal, effective and their inter- relationships in different compounding situations.

Compounding and discounting of a sum using different types of rates

Types of annuities, like ordinary, due, deferred, continuous, perpetual and their future and their present values using different types of rates of interest. Depreciation of assets.

(General annuities to be excluded).

Unit V: Linear Programming

Formation of Linear Programming problems (LPP), Graphical solution to LPPs. Cases of unique and multiple optimal solutions. Unbounded solutions and infeasibility, and redundant constraints.

Solution to LPP using simplex method – maximization and minimization cases, shadow prices of the resources. Identification of unique and multiple optimal solutions, unbounded solutions, infeasibility and degeneracy.

Suggested Readings:

1. Anthony, M and N. Biggs. *Mathematics for Economics and Finance*, Cambridge University Press
2. Ayres, Frank Jr. *Theory and Problems of Mathematics of Finance*, Schaum's outlines series, McGraw Hill Publishing Co.

3. Budnick, P, *Applied Mathematics*, McGraw Hill Publishing Co.
4. Dowling, E. T. *Mathematics for Economics*, Schaum's outlines series, , McGraw Hill Publishing Co.
5. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*, Wiley and Sons.
6. Wikes, F. M, *Mathematics for Business, Finance and Economics*, Thomsons Learning
7. Prasad, Bindra and P.K. Mittal, *Fundamentals of Business Mathematics*, Har- Anand Publications.
8. Thukral, J.K, *Mathematics for Business Studies*, Mayur Publications
9. Vohra, N. D. *Quantitative Techniques in Management*, Tata , McGraw Hill Publishing Co.
10. Soni, R. S, *Business Mathematics*, Pitambar Publishing House.
11. Singh, J. K *Business Mathematics*, Himalaya Publishing House.

Paper code- 3.2: INCOME TAX LAW AND PRACTICES

- Unit I Basic Concept: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, maximum marginal rate of tax
Permanent Account Number (PAN)
Residential status, scope of total income on the basis of residential status.
Exempted income under section 10
- Unit II Computation of income under different heads
- Salaries
 - Income from house property
- Unit III Computation of income under different heads
- Profits and Gains of business or professions
 - Capital gains
 - Income from other sources
- Unit IV Total Income and Tax Computation
- Income of other person included in assessee's total income
 - Aggregation of income and set-off and carry forward of losses
 - Deduction from gross total income
 - Rebates and reliefs
 - Compensation of total income of individuals and firms
 - a) Tax liability of an individual and firm
 - b) Five leading cases of Supreme Court
- Unit V Preparation of return of income
- Manually
 - On- line filing of return of income and TDS
 - Provision and Procedure of Compulsory On- Line filing of returns for specified assesses.

Suggested Readings:

1. Singhania, Vinod, K and Monica Singhania, *Student's guide to Income Tax*, University edition, Taxmann publication Pvt. Ltd., New Delhi
2. Ahuja, Girish and Ravi Gupta, *Systematic Approach to Income Tax*. Bharat Law House. Delhi
3. Pagare, Dinker, *Law and Practices of Income Tax*. Sultan Chand and Sons, New Delhi
4. Lal, B. B *Income Tax Law and Practices*. Konark Publications, New Delhi

Journals

1. Income Tax Reports, Company Law Institute of India Pvt. Ltd, Chennai
2. Taxman, Taxmann Allied Services Pvt. Ltd., New Delhi
3. Current Tax Reporter, Current Tax Reporter. Jodhpur

Software

1. Dr. Vinod Kumar Singhania, *e- filing of Income Tax Returns and Computation of Tax*, Taxmann Publications, Pvt. Ltd., New Delhi, Latest Version
2. Excel Utility available at incometaxindiafiling.gov.in

Paper code- 3.3: HUMAN RESOURCE MANAGEMENT

Unit I:

Human Resource Management: Concept and functions, Role, status and competencies of HR Manager, HR Policies, Evolution of HRM, Emerging Challenges of Human Resource Management; work force diversity, Empowerment, downsizing, VRS; HR information system

Unit II:

Acquisition of HR, Human Resource Planning, Quantitative and Qualitative dimensions; job analysis- job description and job specification, Recruitment- Concept and sources; Selection- Concept and process; test and interview; placement induction.

Unit III:

Training and Development; concept and importance, identifying Training and development needs; Designing training programme; Role specific and Competency, Management Development; Career Development.

Unit IV:

Performance Appraisal: nature and objectives; Modern techniques of performance appraisal, potential appraisal and employee counselling; job changes – transfers and promotions. Compensation: concept and policies, job evaluation; methods of wage payments and Incentive plans; fringe benefits; performance linked compensation.

Unit V:

Maintenance: employee health and safety, employee welfare, social security, Employer- Employee relations-an overview, grievance handling and redressal industrial disputes, causes and settlement machinery.

Suggested Readings:

1. Garry Dessler *A Framework for Human Resource Management*, Pearson
2. DeCenzo, D. A and S. P Robins, "*Personnel/Human Resource Management*" Prentice Hall of India, New Delhi
3. Bohlander and Snell, *Principles of Human Resource Management*, Cengage Learning
4. Chhabra, T. N. *Essentials of Human Resource Management*. Sun India Publication, New Delhi
5. Ivancevich, John M. *Human Resource Management*, McGraw Hill.
6. Wreather and Davis. *Human Resource Management*. Pearson Education.
7. Robert, L. Mathis and John H. Jackson. *Human Resource Management*, Cengage Learning

Paper code- 3.4: MACRO ECONOMICS

Unit I

Introduction – concept and variables of macroeconomics ,income, expenditure and the circular flow, components of expenditure, Static macroeconomics analysis short and the long run – determination of demand, and conditions of equilibrium.

Unit II

Economy in the short run – IS-LM framework, fiscal and monetary policy, determination of aggregatedemand ,shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand –aggregate supply analysis.

Unit III

Inflation, causes of rising and falling inflation, inflation and interest rates, social costs of inflation. Unemployment – natural rate of unemployment, frictional and wait unemployment .Labour market and its interaction with production system. Phillips curve, the trade –off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.

Unit IV

Open economy – flows of goods and capital ,saving and investment in a small and a large open economy ,exchange rates ,Mundell – Flemming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

Unit V

Behavioral Foundations- Investment – determinants of business fixed investments, effect of tax, determinants of residential investment and inventory investment, effect of tax, determinants of residential investment .Demand for money – Portfolio and transactions theories of demand for real balances, interest and income elasticities of demand for real balances. Supply of money.

Suggested Readings

1. Mankiw,N.Gregory.Principles*Macroeconomics* .Cengage Learning
2. Dornbusch, Rudiger, and Stanley. Fischer, *Macroeconomics*.McGraw – Hill.
3. Dornbusch ,Rudiger., Stanley .Fischer and Richard Startz,*macroeconomics*.Irwin/McGraw – Hill.
4. Deepashree ,*MacroEconomics*,ScholarTech.New Delhi.
5. Barro,Robert ,J. *Macroeconomics*.MITPress,Cambridge MA.
6. Burda, Michael , and Wyplosz. *Macroeconomics A European Text*. Oxford University Press,Oxford.
7. Salvatore , Dominick . *International Economics*.john Wiley & Sons Singapore.
8. Branson, Willian H. *Macroeconomics Theory and Policy*, Harper Collins India Pvt. Ltd.

Paper code- 3.5: E- COMMERCE

- **Unit I: Introduction:** Meaning, nature, concepts, advantages and reasons for transacting online, categories of E- Commerce, Supply Chain Management, and Customer Relations Management.
- **Unit II: Planning Online- Business:** Nature and Dynamics of the internet, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system, one to one enterprise.
- **Unit III: Technology for Online- Business:** Internet, IT Infrastructure, Middleware contents: texts and integrating E- Business application.
- **Unit IV: Mechanism of making payment through internet:** Online payment mechanism; Electronic payment system; payment gateways; visitor to website; tools for promoting websites; Plastic Money ; Debit Card, Credit Card.
- **Unit V: Application in E- Commerce:** E- Commerce Application in manufacturing, wholesale, retail and service sector.
- **Unit VI: Security and Legal Aspects of E- Commerce:** Threats in E- Commerce, Security of clients and Service- provider; Cyber Law – Information Technology Act 2000: An overview of major provisions.

B.Com. (Hons.): Semester – IV

Paper code- 4.1: INDIRECT TAXES

Unit I: Service Tax

Service Tax – concepts and general principles, charge of service tax and taxable services, Valuation of taxable services, Payment of service tax and filing of returns, Penalties, CENVAT Credit.

Unit II: VAT

VAT - concepts and general principles,, calculation of VAT Liabilities including input tax Credits, Small Dealers and Composition scheme, VAT Procedures.

Unit III: Central Excise (10 Lectures)

Central Excise Law in brief – Goods, Excisable goods, Manufacture and Manufacturer, Valuation, CENVAT, Basic Procedures, Export, SSI, Job Work.

Unit IV: Customs Law

Basic concepts of custom law, Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemption.

Suggested Readings:

1. Singhania Vinod K. and Monica Singhania, *Students' Guide to Indirect Taxes*, Taxmann Publication Pvt. Ltd., Delhi
2. V. S Datey. *Indirect Tax Law and Practice*, Taxmann Publication Pvt. Ltd., Delhi
3. Sanjeev Kumar. Systematic approach to Indirect taxes, Latest Edition.
4. S. S Gupta, *Servive Tax- How to meet your obligation*, Taxmann Publication Pvt. Ltd., Delhi
5. Girish Ahuja & Dr. Ravi Gupta, *Indirect Taxes*, Flair Publication Pvt Ltd.

Paper code- 4.2: CORPORATE ACCOUNTING

Unit 1. Accounting for Share Capital & Debentures

Issue, forfeiture and reissue of forfeited shares – concept & process of book building .Issue of rights and bonus shares. Buy back of shares. Redemption of preference shares. Issue and Redemption of Debentures.

Unit 2. Final Accounts

Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration. Disposal of company profits.

Unit 3. Valuation of Goodwill and Valuation of Shares

Concepts and calculation – simple problem only.

Unit 4. Amalgamation of Companies

Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding intercompany holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction.

Unit 5. Accounts of Holding Companies /Parents Companies

Preparation of consolidated balance sheet with one subsidiary company .Relevant provisions of Accounting Standard: 21 (ICAI)

Unit 6. Banking Companies

Different between balance sheet of banking and non-banking company; prudential norms.Asset structure of a Commercial Bank.Non- Performing Assets (NPA).

Unit 7. Cash Flow Statement

Concepts of funds. Preparation of cash flow statement as per Accounting Standard (AS): 3 (Revised) (ICAI): Indirect method only.

Suggested Readings:-

1. Monga ,J.R *Fundamentals of corporate Accounting* .Mayur Paper Backs,New Delhi .
2. Shukla ,M.C., T.S.Grewal, and S.C Gupta .*advanced Accounts .Vol – II* .S. Chand & Co., New Delhi.
3. Maheshwari,S.N and S.K .Maheshwari .*Corporate Accounting*.Vikash Publishing House,new Delhi.
4. Sehgal ,Ashok and Deepak Sehgal .*Corporate Accounting* .Taxman Publication,New Delhi.
5. Gupta ,Nirmal .*Corporate Accounting*.SahityaBhawan , Agra.
6. Jain,S.P and K.L . Narang .*Corporate Accounting* .KalyaniPublishers,New Delhi.
7. *Compendium of Statements and Standards of Accounting* .The Institute of Chartered Accounts of India,New Delhi.
8. Bhushan Kumar Goyal,*Fundamentals of corporate Accounting* .international Book House.

Paper code- 4.3: COMPUTER APPLICATIONS IN BUSINESS

Unit I: Word Processing

Introduction to word processing, word processing concepts, use of templates, Working with word document: (Opening an existing document/creating a new document, Saving, Selecting text, Editing text, Finding and replacing text, Closing, Formatting, Checking and correcting spellings).

Bullets and numbering, tabs, paragraph formatting, Indent, Page formatting. Header and footer, Mail merge Including linking with access database, Tables: Formatting the table, Inserting filling and formatting a table.

Creating Documents in the areas: Mail merge including linking with access Database, Handling tables, inserting pictures and videos.

Unit II: Preparing Presentation

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, images. Texts, symbols, Media; Design; Transition; Animation; and slideshow.

Unit III: Spreadsheet and its Business Application

Spreadsheet concept, creating a workbook, Saving a work book, Editing a workbook, inserting, deleting work sheets, Entering data in a cell, Formula Copying, Moving Data from selected cell, Handling operators in formula, Rearranging worksheet, project involving multiple spreadsheets, Organizing charts and graphs, Printing worksheet.

Generally used spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and Reference, Text functions.

Unit IV: Creating spreadsheet in the following areas:

- Loan & Lease statement
- Ratio Analysis
- Payroll statements
- Capital Budgeting
- Depreciation Accounting
- Graphical Representation of data
- Frequency Distribution and its statistical parameters
- Correlation and Regression

Unit V: Database Management System

Creating Data tables, editing a Database using Forms, Performing Queries, Generating Reports.

Creating DBMS in the areas of Accounting, Employees, Supplies and Customer

Paper code- 4.4: INDIAN ECONOMY –PERFORMANCE AND POLICIES

Unit 1. Basic Issues in Economic Development: Concept and Measures of Development and underdevelopment; Human Development.

Unit 2. Basic features of the Indian Economy at Independence: Composition of national income and occupational structure, the agrarian scene and industrial structure.

Unit 3. Policy Regimes:-

- a) The evaluation of planning and import substituting industrialization.
- b) Economic reform and liberalization.

Unit 4 . Growth, Development and Structural Change:

- a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.
- b) The Institutional Framework : Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;
- c) Changes in policy perspective on the role of institutional framework after 1991.
- d) Growth and Distribution; Unemployment and Poverty ; Human Development ;environmental concerns.
- e) Demographic Constraints: Interaction between population change and economic development.

Unit 5 .Sectoral Trends and Issues:

- a) Agriculture : Agrarian growth and performance in different phases of policy regimes i.e.pre green revolution and the two phases of green revolution ; Factors influencing productivity and growth's role of technology and institutions; price policy ,the public distribution system and food security.
 - b) Industry and Services: Phases of Industrialization – the rate and pattern of industrial growth across alternative policy regimes; Public sector- its role , performance and reforms ;The small scale sector ;Role of foreign capital.
 - c) The Financial Sector:- Structure ,Performance and Reforms .foreign trade and balance of Payments: Structural changes and Performance of India's Foreign trade and Balance of Payments; Trade Policy Debate; Export policies and performance ;Macro Economics Stabilization and Structural Adjustment; India and the WTO.detailed course above ,is not available in that software ,to that extent it will be deemed to have been modified .
2. There shall be a practical examination of 100 marks (Practical – 70 Marks, Viva - 10 Marks and Work Book -20 Marks) and duration of Examination shall be 3 Hrs.

Readings:

1. Mishra and Puri, *Indian Economics*, Himalaya Publishing House.
2. GauravDutt and KPM Sundarum, *Indian Economy*, S. Chand & Company.
3. Deepashree, “ *Indian Economy, Performance and Policies*”, Scholar tech, New Delhi.

4. Bettelheim Charles, *India Independent*. Chapter 1, 2 & 3.
5. Bhagwati, J and Desai, P. *India: Planning for Industrialization*, OUP Ch 2.
6. Patnaik, Prabhat. *Some Indian debates on Planning*. T. J Byres (ed.). *The Indian Economy: Major debates since Independence*, OUP
7. Ahluwalia, Montek s. *State level Performance under Economic Reforms in India* in A. O Krueger. (ed.). *Economic Policy Reforms and the Indian Economy*, The University of Chicago press.
8. Nagaraj, R. *Indian Economy since 1980: Vitrious Growth or Polarization?* Economic and Political weekly. Pp. 2831-39
9. Ray, S. K. *Land System and its reforms in India. Section II & III*, Indian Journal of Agriculture Economics. Vol. 51. Nos. 1 & 2
10. Visaria, Pravin. *Demographic aspects of Development: The Indian Experience. Indian Journal of Social Sciences. Vol. 6. No. 3.*
11. Dreze, Jean and Amartya Sen. *Economic Development of Social Opportunity*, Ch. 2. OUP.
12. Vaidyanathan, A. *India's Agricultural Development Policy. Economic and Political Weekly.*
13. Sawant, S. D. and C. V>Achuthan. *Agricultural Growth across Crops and regions: Emerging trends and Patters*. Economic and Political weekly. Vol. 30 A2- A13
14. Krishnaji, N. *Agricultural Price Policy: A survey with reference to Indian food Grain Economy, Economic and Political Weekly*. Vol. 25 No. 26.
15. Chaudhuri, Sudip. *Debates on Industrialization in T. J Byres (ed.) The Indian Economy: Major debates since Independence*. OUP
16. Chandra, Nirmal K. *Growth of Foreign capital and its Importance in Indian Manufacturing. Economic and Political Weekly*. Vol 26. No. 11.
17. Khanna. Sushil. *Financial Reforms and Industrial Sector in India. Economic and Political Weekly*. Vol. 34 no. 45.
18. Vaidyanathan, A. *Poverty and Development Policy*. Economic and Political Weekly.
19. Deaton, A and Jean Dreze, *Poverty and Inequality in India. Economic and Political Weekly.*
20. Planning Commission, *Task Force on Employment Opportunities*. Ch. 1 & 2
21. Uma Kapila (ed), "*Indian Economy since Independence*", relevant Articles
22. Rangarajan, C. and N Jadhav. *Issue in Financial Sector Reforms*. BimalJalan. (ed). *The Indian Economy*, Oxford University Press, New Delhi.
23. Chakravarty, Sukhamoy, *Development planning- The Indian Experience*, Oxford University Press, Delhi

Paper code- 4.5: Entrepreneurship

Unit 1: Meaning, Elements, determinants and importance of entrepreneurship and creative behavior, Entrepreneurship and creative response to the society problems and at work. Dimensions of Entrepreneurship: Intrapreneurship, Technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneuership, ecopreneureship, and social entrepreneurship .

Unit 2: Entrepreneurship and Micro, small and medium enterprises. Concept of business groups and role of business houses and family business in India. The contemporary role models in Indian business, their values, business philosophy and behavioral orientations. Conflict in Family business and its resolution.

Unit 3: Public and Private system of stimulation, support and sustainability of entrepreneurship, Requirement, availability and access to Finance, Marketing assistance, technology, and industrial accommodation, role of industries/entrepreneurs associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and capital and private equity

fund(6 Lectures)

Unit 4: Sources of business ideas and tests of feasibility, significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of project, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit 5: Mobilizing resources for start-up. Accommodation and utilities, Preliminary contracts with the vendors, suppliers, bankers, principal customers; contract management: basic start-up problems.

Reading Suggestions:

1. Karutko and Rao. *Entrepreneurship: A south Asian perspective*, cengage learning.
2. Desai, Vasant. *Dynamics of entrepreneurial Development and Management*. Mumbai, Himalya Publishing House
3. Dollinger, Mare. J. *Entrepreneurship: Strategies and resources*, Illinois Erwin
4. Holt, David H. *Entrepreneurship: New venture creation*, Prentice- Hall of India, New Delhi.
5. Jain, Arun Kumar. *Competitive excellence, Critical success factor*, New Delhi, Viva books limited, ISBN-81-7649-272-8.

B. Com (Hons.): Semester – V

Paper code- 5.1: COST AND MANGEMENT ACCOUNTING

Unit I:

Introduction: Meaning, objectives and advantages of cost accounting, difference between financial, cost and management accounting and cost concepts and classifications, Role of a cost accountant in an organization.

Unit II:

Elements of cost

- a. Materials: Material/inventory control- concept and techniques, Accounting and control of purchases, storage and issue of materials, method of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard treatment of Material Losses.
- b. Labour: Accounting and control of labour cost, time keeping and time booking, concept and treatment of ideal time, over time, labour turnover and fringe benefits.
- c. Overhead: Classification, allocation, capacity costs, treatment of certain items in costing like interest on capital, packing expenses, debts, research and development expenses, Bad activity-based cost allocation.

Unit III:

Methods of costing, unit costing, job costing, contract costing, process costing (process losses, valuation of work in progress, joint and by- products) service costing (only transport), Accounting systems: Integral and non- integral systems, Reconciliation of cost and financial accounts.

Unit IV:

Budgeting and Budgetary control: concept of Budget and Budgetary control, objectives, merits and limitations, budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget, Programme and performance budget.

Unit V:

Standard costing and variance analysis: Meaning of standard cost and standard costing, advantages, limitations and applications, Variance analysis – material, labour, overhead and sales variances, Disposition of variances, Control Ratio.

Unit VI:

Absorption versus variable costing: distinctive features and income determination. Cost- volume profit Analysis: Break- even analysis- algebraic and graphic methods. Contribution/ sales ratio, key factor. Margin of safety. Angle of incidence. Determination of cost indifference point. Decision making: costs for decision making, variable costing and differential analysis as aids in making decisions – function of selling price, exploring new market, make or buy, product mix, operate or shut down, seller process further.

Suggested Readings:

1. Horngreen, Charles T., George Foster and Srikant M. Dattar, *Cost Accounting: A Managerial Emphasis*, Prentice Hall of India Ltd. New Delhi.
2. Horngreen, Charles T., Gary L. Sundem, *Introduction to Management Accounting*, Prentice Hall.

3. Jain, S. P. and K. L. Narang, *Cost Accounting: Principles and Methods*, Kalyani Publishers, Jalandhar.
4. Lal, Jawahar, *Cost Accounting*, Tata McGraw Hill Publication Co, New Delhi.
5. Nigam, B. M. Lall and I. C, Jain. *Cost Accounting: Principles and Practices*, Prentice Hall of India, New Delhi.
6. Arora. M. N. *Cost Accounting: Principles and Practices*, Vikas Publishing house, New Delhi.
7. Maheshwari, S. N. Mittal, *Cost Accounting: Theory and Problems*, ShriMahabir Book Depot, New Delhi..
8. Singh. S. K and Gupta Loveleen, *Management Accounting- Theory and Practice*, Pinacle Publishing House.
9. Ustry, Milton E and Lawrence H.Hammer, *Cost Accounting: Planning and Control*. South Western Publishing Co.
10. Barfield, Jesset t., Cecily A Raibarn and Michael R. Kinney. *Cost Accounting: Traditional and Innovations*. Thomson Learning.
11. Lucey, T. *Costing*. ELST, London.
12. Garrison H., Ray and Eric W. Nooren, *Managerial Accounting*, McGraw Hill.
13. Drury, Colin. *Management and Cost Accounting*, CengageLearnind.
14. Lal, Jawahar, *Advance Management Accounting Test and Cases*, S. Chand and Company, New Delhi.
15. Khan M. Y and P. K Jain, *Managerial Accounting*, Tata McGraw Hill, Publishing Company, New Delhi.
16. Hansen, *Managerial Accounting*, Cengage Learning

Paper code- 5.2: PRINCIPLES OF MARKETING

Unit I

1. Introduction: Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix, marketing environment.
2. **Consumer Behavior-** An Overview: Consumer Buying Process, Factors influencing consumer buying decision.

Unit II

3. **Market Selection:** Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.
4. **Product:** Meaning and importance, Product classification; concept of product mix; Branding, packaging and labeling; Product- Support; Product Life- Cycle; New Product Development.

Unit III

5. **Pricing: Significance,** Factors affecting price of a product, pricing policies and Strategies.
6. **Promotion:** Nature and importance of Promotion; Communication process; Types of Promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions

6 Lectures

Unit IV

7. **Distribution:** Channels of distribution – meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution.

- 8. Retailing:** Types of retailing – store based and non-store based retailing, chain store, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; management of retailing operations: an overview; Retailing in India: Changing Scenario.

Unit V

- 9. Rural marketing:** Growing Importance; Distinguishing Characteristics of rural markets; Understanding rural consumers and rural markets; Marketing mix planning for rural markets.
- 10. Recent development in marketing:** Social Marketing, online marketing, direct marketing, services marketing, green marketing.

Suggested Readings:

- 1. Kotler, Philip, Gary Armstrong, Prafullaagnihotri and Ahsaan UI Haque, *Principles of Marketing*. 13th edition. Pearson Education.**
- 2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing Concepts and Cases*. (Special Indian Edition).**
- 3. McCarthy, E. Jerome., and William D. Perreault. *Basic Marketing*, Richard D. Irwin.**
- 4. Lamb, Charles W., Joseph F. Hair, Dheeraj Sharma and Carl McDaniel. *Marketing: A South Asian Perspective*.Cengage Learning.**
- 5. Pride, William M., and D. C Ferell. *Marketing: Planning, Implementation & Control*.Cengage Learning.**
- 6. Majaro, Simon. *The Essence Of Marketing*, Prentice Hall, New Delhi.**
- 7. Zikmund William G. and Michael D’Amico. *Marketing: Creating and Keeping Customers in an E- Commerce World*. Thomson Learning.**
- 8. Chhabra, T. N., and S. K. Grover, *Marketing Management*. Fourth Edition. DhanpatRai&Company.**
- 9. *The Consumer Protection Act 1986*.**
- 10. Iacobucci and Kapoor, *Marketing Management: A south Asean Perspective*. Cengage Learning.**

Paper code- 5.3: INTERNATIONAL BUSINESS

Unit I:

- 1. Introduction to international business: Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business – complexities of international business; Modes of entry into international business.**
- 2. International Business Environment: National and foreign environments and their components – economics, cultural and political- legal environment, Global trading environment – recent trends in world trade in goods and services; Trends in India’s Foreign Trade.**

Unit II:

- 3. Theories of international trade – an overview; Commercial policy Instruments – tariff and non-tariff measures; balance of payment account and its components.**
- 4. International Organizations and Arrangements: WTO – Its Objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.**

Unit III:

- 5. Regional Economics Co- operation: Forms of regional groupings, Integration efforts among countries in Europe, North America and Asia.**
- 6. International Financial Environment: International financial system and institutions; Foreign exchange markets and Risk Management; Foreign Investments- types and flows, Foreign Investment in India’s Perspectives.**

Unit IV:

7. Organizational Structure for international business operations; Key issues involved in making international production, finance, marketing and human resource decisions; international business organization.
8. Developments and issues in International Business: Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in International business; International business and ecological considerations.

Unit V:

9. Foreign Trade promotion measures and organizations in India; Special economic zone (SEZs) and 100% export oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.
10. Financing of Foreign Trade and Payment terms.

Suggested Readings:

1. Charles W. L Hill and Arun Kumar Jain, *International Business*, New Delhi Tata McGraw Hill.
2. Johnson, Derbe, and Colin Turner. *International Business: Themes and issues in the Modern Global Economy*. London: Routledge.
3. Cherunilam, Francis. *International Business: Text and Cases*. Prentice Hall of India Ltd.
4. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan, *International Business*,. Pearson Education
5. Justin, Paul, *International Business*, Prentice Hall of India Ltd.
6. Michael R. Czinkota. Et al. *International Business*, Forfourth: The Dryden Press.
7. Bennet, Roger. *International Business*, Delhi: Pearson.
8. SumatiVerma, *International Business*, Pearson Education.
9. V. Sharan, *International Business*, Pearson Education.
10. Peng and Srivastav, *Global Business*, cengage Learning.

Paper code- 5.4: Financial Markets, Institutions and Financial Services**Unit I:**

An Introduction to Financial System, its Components - financial markets and institutions, Financial Intermediation, Flow of funds matrix, Financial system and economic development. An overview of Indian financial system.

Unit II:

Financial markets: Money Market – Functions, Organization and instruments. Role of Central Bank in Money Market; Indian Money Market – An overview
Capital Markets – functions, organization and instruments, Indian Debt market, Indian Equity market – primary and secondary markets, Role of Stock exchange in India.

Unit III:

Financial Institutions: Commercial Banking – Introduction, its role in project finance and working capital finance. Development Financial Institution (DFIs) – an overview and role in Indian economy. Life and Non- Life insurance companies in India; Mutual Funds– Introduction and their role in Capital Market development. Non- banking financial companies (NBFCs).

Unit IV:

Overview of financial services industry: Merchant banking – pre and post issue management, underwriting, regulatory framework relating to merchant banking in India.

Unit V:

Leasing and Hire purchase; Consumer and housing finance, Venture Capital finance; Factoring Services, bank guarantees and letter of credit; Credit Rating; Financial Counselling

Suggested Readings:

1. Bhole, L. M. *Financial Markets and Institutions*. Tata McGraw hill Publishing Co.
2. Khan M. Y. *Indian Financial System – Theory and Practice*, .Vikas Publishing House.
3. Dhanekar, *Pricing of Securities*, New Delhi: Bharat Publishing House.
4. Prasanna Chandra. *Financial Management: Theory and Practices*. Tata McGraw hill Publishing Co.
5. Sinha, S. L. N. *Development banking in India. Madras: Institute of Financial Management and Research*.
6. Khan and Jain, *Financial services*, 2nd edition. Tata McGraw hill
7. Singh J. K, *Venture Capital Financing in India*, Dhanpat Rai and company, New Delhi.
8. Annual Reports of major Financial Institutions in India.

B. Com (Hons.): Semester – VI

Paper code- 6.1: AUDITING AND CORPORATE GOVERNANCE

Unit I:

Auditing: Introduction, Meaning, Objects, Basic principles and techniques; Classification of Audit, Audit Planning, Internal Control- Internal Check and Internal Audit; Audit Procedure- vouching and verification of Assets and Liabilities.

Unit II:

Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointments, Rotation, Removal, Remuneration, Rights and Duties, Auditor's report- Contents and types, Liabilities and Statutory Auditors under the Companies Act 2013.

Unit III:

Special areas of Audit: Special features of cost Audit. Tax audit, and Management audit; Recent trends in auditing; Basic considerations of audit in EDP Environment; Standard on auditing(SA); Relevant case studies/Problems.

Unit IV:

Corporate Governance: Conceptual framework of Corporate Governance, Corporate Governance Reforms, Major corporate scandals in India and Abroad, Common Governance problems noticed in various corporate failures, codes and standards on Corporate Governance.

Unit V:

Corporate Social Responsibility: Strategic planning and Corporate Social Responsibility; Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental spect of CSR, CSR Provision under the Companies Act 2013, CSR Committees.

Suggested Readings:

1. Gupta, Kamal and Ashok Arora, Fundamentals of Auditing, Tata McGraw Hill Publishing Co. Ltd. , New Delhi
2. Jha, Aruna, Auditing., Taxmann
3. Tandon, B. N, Sudharsanam and S. Sundharabahu., A Handbook of Pactical Auditing. S Chand and Co. Ltd., New Delhi.
4. Ghatalia, S. V. Practical Auditing, Allied Publishers Pvt. Ltd, New Delhi
5. Singh, A. K and Gupta Loveleen, Auditing Theory and Practice, Galgotia Publishing Company.
6. Alvin Arens and James Loebbecke, Auditing: an Integral Approach.
7. Ravindar Kumar and Virendra Sharma, Auditing Princiles and Practice, PHI Learning Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
8. Bob Tricker, Corporate Governance- Principles, Policies, and Practice (Indian Edition), Oxford University Press, New Delhi.
9. The Companies Act 2013 (Relevant Sections)
10. M. C Kuchhal.. Corporate Laws, ShriMAhaveer book depot, (Publishers) (Relevant Chapters)

Paper code- 6.2: FINANCIAL MANAGEMENT

UNIT I:

1. Scope and Objective, Time value of money, Risk and return (including Capital Asset Pricing Model). Valuation of securities – Bonds and Equities.

UNIT II:

2. The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method. Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate

UNIT III:

3. Cost of Capital and Financing Decision: Sources of long- term financing Estimation of components of cost of capital. Methods of calculating cost of equity capital. Cost of retained earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital structure- Theories of Capital structure (Net- Income, Net Operating Income, MM Hypothesis, Traditional Approach): Operating and Financial leverage, Determinants of capital structure

UNIT IV:

4. Dividend Decision– Theories for Relevance and irrelevance of dividend decision for corporate valuation. Cash and stock dividends, Dividend policies in practice

UNIT V:

5. Working Capital Decision: Concepts of working capital, the risk- return trade off, source of short- term finance, working capital estimation, cash management, receivables management, inventory management and payable management.

Suggested Readings:

1. Horne. J. C. Van and Wackowich, *Fundamentals of Financial Management*, 9th edition, New Delhi Prentice Hall of India.
2. Levy H. and M Sarnat. *Principles of Financial Management*, Engelwood Cliffs, Prentice Hall.
3. Johnson, R. W, *Financial Management*,, Boston Allyn and Bacon
4. Joy. O. M. *Introduction to Financial Management*, Hornewood Irwin.
5. Kjan and Jain, *Financial Management, text and problems*, 2nd edition, Tata McGraw Hill New Delhi.
6. Pandey, I. M *Financial Management*,,Vikas Publication.
7. Chandra P, *Financial Management,- Theory and practices*, (Tata McGraw Hill).
8. Rustagi. R. P, *Fundamentals of Financial Management*, Taxmann Publication Pvt Ltd.
9. Singh J. K, *Financial Management, text and problems*, 2nd edition, DhanpatRai and Company, Delhi.
10. Singh, Surendra and Kaur, Rajeev, *Fundamentals of Financial Management*, Book Bank International.

Paper code- 6.3: BUSINESS RESEARCH METHOD AND PROJECT WORK

Section A: Business Research Method

Unit I:

Introduction: Meaning of Research; Scope of Business Research; Purpose of Research – Exploration, Description, Explanation; Unit of analysis – Individual, Organization, Groups and data series; Conception, Construct, Attributes, Variable and Hypothesis.

Unit II: (10 Lectures)

Research Process: An Overview; Problem Identification and Definition; Selection of Basic Research methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies.

Unit III:

Measurement: Definition, Designing and writing items, Uni- dimensional and Multi- dimensional scales; Measurement scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking scales, Thurston, Likert and Semantic Differential scaling, Paired comparison; Sampling- Steps, Types, Sample size Decision, Secondary Data sources.

Hypothesis Testing: Tests concerning means and proportions; ANOVA, Chi-square test and other non- parametric tests

Testing the assumptions of Classical Normal Linear Regression.

Section B – Project Report

Unit IV:

Report Preparation: Meaning, Types and layout of research report, Steps in report writing, Citations, Bibliography and Annexure in report, JEL Classification.

Paper code- 6.4: Consumer Affairs and Consumer Care

Unit I: Conceptual Framework

Consumer and Markets: Concept of consumers; Nature of markets; Concept of price in Retail and Wholesale; Maximum Retail Price (MRP), and local taxes, Fair Price, misleading advertisements and deceptive packaging.

Experiencing dissatisfaction: complaining behavior: form of complaint to a business.

Making a complaint heard by the business; Corporate redress system, Conciliation and intermediation for out-of-court Redress.

Quality and Standardization: Role of National standards: National Standards, Indian Standards Mark (ISI); Agmark, Voluntary and Mandatory standards, Licensing and Surveillance

Consumer grievance redress under the BIS Act, 1986; Introduction to International Standards ISO 10000 Suite: International standards on handling of consumer complaints by organizations.

Unit II: The Consumer Protection Act, 1986

Objectives and basic concepts: Consumer, goods, services, defect in goods, deficiency in service spurious goods and services, unfair trade practices, restrictive trade practices. Organizational Set-up under the Consumer Protection Act.

Advisory bodies: Consumer Protection Councils at the central, State and District levels Basic consumer rights.

Adjudicator Bodies: Their Composition. Powers and jurisdiction (Pecuniary And (Territorial): District Forum; State Commissioner, National Commission.

Role of Supreme Court under the CPA:

Unit III: The Consumers Protection Act, 1986: Grievance Redress Mechanism under the CPA

Who can file a complaint? Grounds of filing a complaint; Limitation Period; Procedure for filing and hearing of a complaint; Temporary Injunction, Reliefs which can be provided; Appeal; Enforcement of order; Bar on Frivolous and vexation complaints; Offences and penalties.

Seven Leading Cases decided under Consumer Protection Act.

- I. Medical Negligence
- II. Banking and Financial Services
- III. Housing and Real Estate
- IV. Electricity, Water and Telecom Services
- V. Education Defective Product
- VI. Defective Product
- VII. Unfair Trade Practice

Unit IV: Consumer Protection in India

a. Consumer Movement in India: Formation of consumer organization and their role in consumer protection including Advocacy and Campaigning for policy intervention; Evolution of Consumer Movement in India , Recent Development in Consumer Protection in India; National Consumer helpline, citizen charter, Product testing.

b. Industry Regulators and Consumer Complaint Redress Mechanism

- i. Banking: RBI and Banking Ombudsman
- ii. Telecommunication: TRAI
- iii. Insurance: IRDA
- iv. Food items: Food safety and Standards Authority of India (An overview)
- v. Electricity supply
- vi. Electricity Regulatory Commission.

Unit V: Competition Law

Competition Act 2001: Objective, Purpose and Salient Features.

Concept of:- Agreements having adverse impact on competition; Abuse of dominant Position; Regulation of Combination; Criteria for Determining “Appreciable Adverse Effect on Competition” and ‘Dominant Position’, ‘relevant Geographic Market’ Factors; ‘Relevant Product Market’ Factors.

Suggested Readings:

1. Khanna, Sri Ram, Hanspal. Savita Kapoor, Sheetal and Awasthi, H. K. “*Cosumer Affairs*” (2007) Delhi University Publication, Pp. 334
2. Aggarwal, V. K. (2003) *Consumer Protection: Law and Practice*, 5th ed., Bharat Law House, Delhi or latest edition
3. Girimaji, Pushpa (2002), *Consumer Rights for Everyone*. Penguin BOOKS.
4. Nader, Ralph (1973). *The Consumer and Corporate Accountability*, USA, Harcourt Brace Jovanovich, Inc.
5. *How to survive as a consumer?* CUTS, India www.cuts.org
6. Deepa Sharma, *Grievance redress and Consumer Protection in ndia*, Lambert Academic Publishers Germany 2012
7. *The Competition Act*, (2002)
8. *The Consumers Protection Act, 1986*
9. The Bureau of Indian Standards Act 1986
10. The Food safety and standards Act 2005.

