Regulation for Under Graduate Programme (BA/B.Com/B.Sc- Honours/Regular) under CBCS Pattern of Utkal University w. e. f. Admission Batch (2016-2017) for Affiliated Colleges

(Applicable to Autonomous Colleges/ Affiliated Colleges/DDCE)

1. ELIGIBILITY

1.1. Higher Secondary / +2 / Senior Secondary or any other equivalent examination passed from any Board / Council established by the Govt. of India or any State Govt. or any other equivalent examination recognized by Central Board of Secondary Education/ Council of Higher Secondary Education, Govt. of Odisha / Dept of Higher Education / Dept. of Industry or any other Dept of Govt. of Odisha or Utkal University. Those joining B.Sc. Programme must have passed the above examination under the faculty of Science / Technology / Engineering / Pharmacy etc. There shall be no such restriction for joining BA / B.Com stream.

1.2. Students ordinarily may be selected for admission through Entrance Test, Group Discussion and Personal Interview and / or a combination of these with due weightages to career to be decided by the Autonomous College or Director, Higher Education. DDCE would admit students on first come first serve basis. The Govt. of Odisha may lay down admission process for colleges under its control.

1.3. Admission Policy would be decided by the Academic Council of the respective Autonomous Colleges and for affiliated colleges Government will decide the admission policy.

1.4. Directorate of Distance & Continuing Education would decide its own admission policy.

2. DURATION

2.1. At least three years of six semesters in toto. In case of professional courses the duration may be more as per the direction of regulatory bodies established under Law.

2.2. Odd semester is from July to December (i.e., 1st, 3rd & 5th semester).

The examination shall be held normally in the month of November - December.

2.3. Even semester is from January to June (i.e., 2nd, 4th & 6th semester).

The examination shall be held normally in the month of May - June. However the Final Semester shall be conducted in April and result shall be published by end of May.

2.4. A student would be required to complete the course within six academic years from the date of admission.

2.5. A student may opt for fast track of completing all the six semesters in two years provided she/he has at least 2 (two) years industry / organizational experience after +2. Such permission would be granted at the discretion of the Principal of the Autonomous Colleges and DDCE. This clause shall not be applicable to affiliated, non autonomous colleges.

3. Compulsory Registration for 1st Semester:

- Registration for 1st semester is compulsory. A candidate admitted to +3 Courses but not registered for 1st semester examination, his/her admission will be automatically cancelled.
- A candidate may take a blank Semester: A blank Semester has to be clubbed with next Odd or Even Semester as the case may be i.e. 2nd, 4th and 6th / 1st, 3rd and 5th. The Hostel policy for blank semester is to be decided by colleges as per their suitability. Hostel accommodation
cannot be claimed as a right for a blank semester. (Blank semester is not to be confused as repetition due to failure).

- 75% attendance for non DDCE students is a requirement for being eligible to appear at Examination. Up to 15% waiver may be granted by the College Principal at discretion on Health Ground or participation in sports, cultural activities, NCC and NSS activities etc.
- A student may clear backlog papers within 6 years. Improvement if any has to be completed within 4 years.
- A student may register for extra credit i.e. register for additional papers under the same faculty or outside the faculty under an autonomous college or DDCE provided they are in a position to facilitate such teaching.

4. WEIGHTAGE DISTRIBUTION (PERCENTAGE) FOR EVALUATION:

<table>
<thead>
<tr>
<th>Theory Subjects</th>
<th>Mid Term Test-I</th>
<th>Mid Term Test-II</th>
<th>Term End</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>10</td>
<td>10</td>
<td>80</td>
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<table>
<thead>
<tr>
<th>Subjects with Practical</th>
<th>Unit Test-I</th>
<th>Unit Test-II</th>
<th>Term End</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>A-Theory</td>
<td>B-Practical</td>
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<table>
<thead>
<tr>
<th>Dissertation/ Project</th>
<th>Identification of problem</th>
<th>Review of Literature</th>
<th>Methodology</th>
<th>Findings</th>
<th>Analysis</th>
<th>Viva-Voce</th>
<th>Total</th>
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<tr>
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<td>10</td>
<td>25</td>
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<td>20</td>
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</table>

For the DDCE unit tests, quizzes, presentation, seminar etc. may not be introduced immediately.

5. GRADING SYSTEM

<table>
<thead>
<tr>
<th>Grade</th>
<th>Mark Secured from 100</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outstanding</td>
<td>'O'</td>
<td>90-100</td>
</tr>
<tr>
<td>Excellent</td>
<td>'A+'</td>
<td>80-89</td>
</tr>
<tr>
<td>Very Good</td>
<td>'A'</td>
<td>70-79</td>
</tr>
<tr>
<td>Good</td>
<td>'B+'</td>
<td>60-69</td>
</tr>
<tr>
<td>Above average</td>
<td>'B'</td>
<td>50-59</td>
</tr>
<tr>
<td>Fair</td>
<td>'C'</td>
<td>40-49</td>
</tr>
<tr>
<td>Pass</td>
<td>'D'</td>
<td>30-39</td>
</tr>
<tr>
<td>Failed</td>
<td>'F'</td>
<td>Below 30</td>
</tr>
</tbody>
</table>

N.B. A Candidate has to secure 30% or above to pass in each of the Papers.

The candidate obtaining Grade-F is considered failed and will be required to clear the back paper(s) in the subsequent examinations within the stipulated time.

The candidate securing ‘B’ Grade and above in Core/Honours papers in aggregate will be awarded Honours.
B.Com (Hons.) CBCS

The candidate securing ‘B+’ Grade and above in aggregate in first appearance will be awarded Honours with Distinction/Distinction (for pass/regular course).

Any candidate filling the forms for appearing in back papers/improvement shall not be awarded Distinction.

5.2 A transitory letter grade I (carrying points 2) shall be introduced for cases where the results are incomplete. This grade shall automatically be converted into appropriate grade(s) as and when the results are complete.

5.3 A student's level of competence shall be categorized by a GRADE POINT AVERAGE to be specified as:

<table>
<thead>
<tr>
<th>SGPA</th>
<th>Semester Grade Point Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>CGPA</td>
<td>Cumulative Grade Point Average</td>
</tr>
</tbody>
</table>

(a) POINT - Integer equivalent of each letter grade

(b) CREDIT - Integer signifying the relative emphasis of individual course item(s) in a semester as indicated by the Course structure and syllabus.

CREDIT POINT - (b) X (a) for each course item

CREDIT INDEX - $\sum$ CREDIT POINT of course items

GRADE POINT AVERAGE - CREDIT INDEX

SEMESTER GRADE POINT AVERAGE (SGPA) = $\frac{\sum \text{CREDIT INDEX}}{\sum \text{CREDIT}}$ for a Semester

CUMULATIVE GRADE POINT AVERAGE (CGPA) = $\frac{\sum \text{CREDIT INDEX}}{\sum \text{CREDIT}}$

5.4 In addition to the points marks/percentage would also be awarded and shall also be reflected in the Mark Sheet.

5.5 The details of grading system shall be printed on the backside of University Mark-sheet.

6. **REPEAT EXAMINATION**

6.1 A student has to clear back papers (i.e., in the paper/papers one has failed) by appearing at subsequent semester examinations within six years from the date of admission.

6.2 A student may appear improvement (repeat) in any number of papers in the immediate subsequent examination. The higher marks shall be retained.

6.3 Improvement has to be completed with 4-Yrs from the date of admission.
7. HARD CASE RULE

7.1 2% of grace mark on the aggregate mark subject to maximum of 5 (five) marks in single paper shall be given. This shall be applicable in each semester.

7.2 0.5 (point five percent) grace mark can be given for award of B Grade in each semester provided grace mark under 7.1 has not been awarded.

8. EXAMINATION QUESTION PATTERN (SUGGESTIVE)

8.1 The end semester examination will be of three hours irrespective of marks.

8.2 For subject without having practical full marks are 100 per paper out of which 20 marks is allotted for Mid-Semester Examination (Internal) and 80 marks for end semester examination.

The question papers shall be divided into two parts such as Group- A & Group-B.

Group- A will carry 10 short questions of two marks each. The answer should be within two sentences.

There shall be 5 long type questions in Group –B with one alternative each have to be attempted and all questions shall be of equal value (12 marks X 5).

For subject with practical full marks are 100 per paper out of which 20 marks is allotted for Mid- Semester Examination, 50 is for End Semester Examination and 30 is for practical.

The question papers shall be divided into two parts such as Group- A & Group-B.

Group- A will carry 10 short questions of one mark each. The answer should be within two sentences.

There shall be 5 long-type questions with one alternative each have to be attempted for subjects having practical. The questions shall be of equal value (8 Marks x 5)

Practical will carry 30 marks out of which 10 will be for records.

a. Model answers for long questions should be between 700 - 1000 words.

9. Each Dept shall have a designated Teacher in-charge of Examination to be decided by the Principal in addition to the Controller of Examinations of the College (applicable to autonomous colleges).

10. The Internal Evaluation would be the sole responsibility of Teacher offering the course.

11. Suitable modifications may be made by the Autonomous Colleges keeping in view the UGC Guideline for Autonomous Colleges, University Guidelines from time to time and State Govt. Guidelines from time to time.
BROAD PRINCIPLES OF CREDIT TRANSFER

➢ There should be a small group to consider all cases of credit transfer. The group should consist of the following

Chairman - Chairman P.G Council (for University affiliated colleges) / Director, DDCE for DDCE/ Principals of the Autonomous College/Controller of Examinations, Utkal University.

Convener - Dy. Controller of Examination for University affiliated colleges Faculty member of DDCE for DDCE, Controller of Examination of respective Autonomous colleges for autonomous colleges.

Members - Four teachers to be nominated by the Chairman, P.G. Council/ Director, DDCE/ Principal of Autonomous Colleges as the case may be.

Waiver for courses covered under other colleges not withstanding differences in detailed course can be granted. Papers which one has not studied even though they are prescribed for earlier semesters can be covered by the students.

OTHER BROAD PRINCIPLES:

➢ Student transferred after 1st semester examination cannot be given position or medal under autonomous colleges. Students who have failed / remained absent / appeared for improvement shall not be eligible for University Gold medal or Rank. Students who have been granted credit waiver under credit transfer system can't be awarded Gold medal or position.
### SYLLABUS FOR B.COM HONS.

**B.Com. Hons. (CBCS) for the Academic Year 2016-17**

<table>
<thead>
<tr>
<th>Course Structure</th>
<th>Category</th>
<th>Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester I</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BCH-1.1</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Environmental Science</td>
<td>AECC-1</td>
<td>80</td>
<td>20 (I)</td>
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<tr>
<td>BCH-1.2</td>
<td></td>
<td></td>
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<tr>
<td>Financial Accounting</td>
<td>Core-1</td>
<td>80</td>
<td>20 (I)</td>
</tr>
<tr>
<td>BCH-1.3</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Business Law</td>
<td>Core-2</td>
<td>80</td>
<td>20 (I)</td>
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<tr>
<td>BCH-1.4</td>
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<tr>
<td>Micro Economics</td>
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<td>80/</td>
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<td><strong>Semester II</strong></td>
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<td>BCH-2.1</td>
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<tr>
<td>English Communication</td>
<td>AECC-2</td>
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<tr>
<td>Corporate Accounting</td>
<td>Core-3</td>
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<td>BCH-2.3</td>
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<tr>
<td>Corporate Laws</td>
<td>Core-4</td>
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<tr>
<td>BCH-2.5</td>
<td>Optional-I</td>
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<td><strong>Semester III</strong></td>
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<td>Core-5</td>
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<td>BCH-3.2</td>
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<td>Income-tax Law and Practice</td>
<td>Core-6</td>
<td>80</td>
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<tr>
<td>BCH-3.3</td>
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<tr>
<td>Management Principles and Application</td>
<td>Core-7</td>
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<tr>
<td>BCH-3.4</td>
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<tr>
<td>Business Statistics</td>
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<td>BCH-3.5</td>
<td>Compulsory</td>
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<td>E-Commerce</td>
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<td><strong>Semester IV</strong></td>
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<td>BCH-4.1</td>
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<td>Cost and Management Accounting</td>
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<td>BCH-4.2</td>
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<td>Business Mathematics</td>
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<td>BCH-4.3</td>
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<tr>
<td>Computer Applications in Business</td>
<td>Core-10</td>
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<td>Indian Economy - Performance and Policies</td>
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<td>BCH-4.5</td>
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<td>Entrepreneurship</td>
<td>SEC-3</td>
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<td>BCH-4.6</td>
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<td>Personal Selling and Salesmanship</td>
<td>SEC-4</td>
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<td>480</td>
<td>120</td>
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- The Colleges may or may not opt for the optional papers
### Course Structure

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Category</th>
<th>Theory</th>
<th>Practical / Internal</th>
<th>Total</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>Semester V</strong></td>
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<tr>
<td>BCH-5.1</td>
<td>Principles of Marketing</td>
<td>Core -11</td>
<td>80</td>
<td>20 (I)</td>
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<td>BCH-5.2</td>
<td>Fundamentals of Financial Management</td>
<td>Core -12</td>
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<td>BCH-5.3</td>
<td><strong>DSE-1 (Any one of the following)</strong></td>
<td>DSE-1</td>
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<tr>
<td></td>
<td>A. Accounting and Finance</td>
<td>Financial Markets, Institution and Services</td>
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<tr>
<td></td>
<td>B. Banking and Insurance</td>
<td>Indian Banking and Insurance System</td>
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<tr>
<td></td>
<td>C. Financial Markets</td>
<td>Indian Financial System</td>
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<td>BCH-5.4</td>
<td><strong>DSE-2 (Any one of the following)</strong></td>
<td>DSE-2</td>
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<tr>
<td></td>
<td>A. Accounting and Finance</td>
<td>Financial Statement Analysis and Reporting</td>
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<td>B. Banking and Insurance</td>
<td>Merchant Banking and Financial Services</td>
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<td>C. Financial Markets</td>
<td>Financial Institutions and Services</td>
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<td><strong>Semester VI</strong></td>
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<tr>
<td>BCH-6.1</td>
<td>Auditing and Corporate Governance</td>
<td>Core -13</td>
<td>80</td>
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<tr>
<td>BCH-6.2</td>
<td>Indirect Tax Law</td>
<td>Core-14</td>
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<td>BCH-6.3</td>
<td><strong>DSE-3 (Any one of the following)</strong></td>
<td>DSE-3</td>
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<td>A. Accounting and Finance</td>
<td>Corporate Tax Planning</td>
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<td></td>
<td>B. Banking and Insurance</td>
<td>Fundamentals of Investment</td>
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<td></td>
<td>C. Financial Markets</td>
<td>Financial Market Operations</td>
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<td>BCH-6.4</td>
<td>Business Research Methods and Project Work*</td>
<td>DSE-4</td>
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**Grand Total**

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<td>2800 (Max)</td>
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**Notes:**
- AECC- Ability Enhancement Compulsory Course
- GE- Generic Elective Course
B.Com (Hons.) CBCS

- DSE - Discipline Specific Elective Course
- SEC - Skill Enhancement Course

- **Paper No. BCH-2.5 (Computerized Accounting) and Paper No.BCH-4.6 (Personal Selling and Salesmanship) are SEC papers for the students those are availing the maximum credit.**

- **Paper No.BCH-6.4 (Business Research Methods & Project Work) will have 50 marks written examination and 50 marks project report.**
B.Com. (Hons.): Semester - I
Paper BCH-1.1: Environmental Science

Duration: 3 hrs.  Marks: 100 (80+20)  Lectures: 65

Objectives: To provide information on environmental science, its resources and Management.

Contents:

Unit - I

Unit – II
Environment Pollution: Air Pollution, Water Pollution, Soil Pollution, Noise Pollution, Thermal Pollution, Radiation Pollution, Natural Disasters and their Management.

Unit – III

Unit - IV
Environmental Movements in India: Grass root Environmental movements in India, Role of women, Environmental Movements in Odisha, State Pollution Control Board, Central Pollution Control Board.

Unit – V

Learning Outcomes: After completion of this paper, students would be able to analyze the ways in which the natural environment and the society impact the establishment and continuation of business. Along with that, they would also gain knowledge about the ways and means of managing the natural resources for the benefit of both i.e. the business and the society thereby creating a win-win situation.
B.Com. (Hons.): Semester - I
Paper BCH 1.2: Financial Accounting

Duration: 3 hrs.  Marks: 100 (80+20)  Lectures: 65

Objective: The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.

Contents

Unit 1. (a) Theoretical Framework
i. Accounting as the language of business and 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 and Accounting Equation.

(b) Accounting Process
From recording of business transactions to the preparation of trial balance including adjustments: journal, sub-division of journal, ledger accounts, trial balance

Unit 2. Business Income

ii. Depreciation Accounting: 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 6 (AS- 6) issued by ICAI


Unit 3. Final Accounts

Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements of Sole Trade and Partnership Business with adjustments

Unit 4. Hire Purchase and Installment Systems and Accounting for Branch & Department

i. Concepts of operating and financial lease (theory only)

ii. Departmental Accounting and Branch Accounting including foreign branch (Theory and Problem)

Unit 5. Accounting for Partnership Firm

Accounting of Admission of partner, Retirement and Death of partner and Dissolution of the Partnership Firm Including Insolvency of partners

Learning Outcomes: The course structure of this paper would equip the students to get in-depth knowledge of financial accounting along with its practical application thereby giving an opportunity to gain easy access to this competitive business world.

Suggested Readings:

2. Bal Ranjan Kumar, Financial Accounting – S. Chand
Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case laws.

Contents:

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 – modes of discharge including breach and its remedies.
e) Contingent contracts
f) Quasi - contracts

Unit II: The Indian Contract Act, 1872: Specific Contracts
a) Contract of Indemnity and Guarantee
b) Contract of Bailment
c) Contract of Agency

Unit III: The Sale of Goods Act, 1930
a) Contract of sale, meaning and difference between sale and agreement to sell.
b) Conditions and warranties
c) Transfer of ownership in goods including sale by non-owners
d) Performance of contract of sale
e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit IV: Partnership Laws
The Partnership Act, 1932
b. Registration of Firms
c. Types of Partners
d. Rights and Duties of Partners
e. Implied Authority of a Partner
f. Incoming and outgoing Partners
g. Mode of Dissolution of Partnership

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
Learning Outcomes: The students would be able to deal with the legal aspect of different business situations.

Suggested Readings:

1. Arora Sushma – Business Law – Taxmann Publication
3. Tulsian, P.C, Business Law, S.Chand
4. Gogna P.P.S, Business & Industrial Law, S.Chand
10. Ravinder Kumar, Legal Aspects of Business, Cengage Learning

B.Com. (Hons.): Semester - I
Paper BCH-1.4: Micro Economics

Duration: 3 hrs. Marks: 100 (80+20) Lectures: 65

Objective: Objective of the course is to acquaint the students with the concepts of micro-economics dealing with consumer behaviour. The course also makes the student understand the supply side of the market through the production and cost behaviour of firms.

Contents:

Unit I: Demand and Consumer Behaviour
Concepts of revenue: Marginal and Average: Revenue under conditions of Perfect and imperfect competition, Elasticity of demand: price, income and cross. Consumer Behaviour: Indifference curve analysis of consumer behavior; Consumer’s equilibrium, Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects.

Unit II: Production and Cost
Production iso-quants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, returns to scale using iso-quants
Cost of Production: Social and private costs of production, long run and short run costs of production.

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
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

Unit V: Imperfect Competition
Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency Oligopoly and Interdependence

Learning Outcomes: The students would be able to apply tools of consumer behaviour and firm theory to business situations.

Suggested Readings:
1. Ahuja, H.L, Micro Economics, S.Chand
2. Dwivedi, D.N. Micro Economics, Vikash Publication
4. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
5. N. Gregory mankiw, Principles of Micro Economics, Cengage Learning
7. Gould, J.P. and E.P. Lazear; Microeconomic Theory, All India Traveller Bookseller, New Delhi.
B.Com (Hons.): Semester - II
Paper BCH-2.1: English Communication
Skill Enhancement Compulsory Course for Commerce

Duration: 3hrs.  Marks: 100 (80+20)  Lectures: 65

Paper: 1

The purpose of this course is twofold: to train students in communication skills and to help develop in them a facility for communicative English.

Since language it is which binds society together and serves as a crucial medium of interaction as well as interchange of ideas and thoughts, it is important that students develop a capacity for clear and effective communication, spoken and written, at a relatively young age. The need has become even more urgent in an era of globalization and the increasing social and cultural diversity that comes with it.

English, being a global language par excellence, it is important that any course in communication is tied to an English proficiency programme. The present course will seek to create academic and social English competencies in speaking, listening, arguing, enunciation, reading, writing and interpreting, grammar and usage, vocabulary, syntax, and rhetorical patterns.

Students, at the end of the course, should be able to unlock the communicator in them by using English appropriately and with confidence for further studies or in professional spheres where English is the indispensable tool of communication.

Unit 1

Introduction

1. What is communication?
2. Types of communication
   - Horizontal
   - Vertical
   - Interpersonal
   - Grapevine
3. Uses of Communication

Prescribed Reading: Chapter 1 Applying Communication Theory for Professional Life: A Practical Introduction by Dainton and Zelley

http://tsime.uz.ac.zw/claroline/backends/download.php?url=L0ludHJvX3RvX2NvbW11bmljYXRpb25fVGhlb3J5LnBkZg%3D%3D&cidReset=true&cidReq=MBA563
Unit 2

Language of Communication

1. Verbal: spoken and written
2. Non-verbal
   - Proxemics
   - Kinesics
   - Haptics
   - Chronemics
   - Paralinguistics
3. Barriers to communication
4. Communicative English

Unit 3

Reading Comprehension

- Locate and remember the most important points in the reading
- Interpret and evaluate events, ideas, and information
- Read “between the lines” to understand underlying meanings
- Connect information to what they already know

Unit 4

Writing

1. Expanding an Idea
2. Writing a Memo
3. Report Writing
4. Creative Writing
5. News Story
6. Setting in Creative Writing
7. Writing a Business Letter
8. Letters to the Editor
9. Précis Writing
10. CV & Resume Writing
11. Dialog writing
12. Covering Letter
13. Writing Formal Email
14. Elements of Story Writing
15. Note Making
16. Information Transfer
17. Interviewing for newspapers
Unit-5

Language functions in listening and conversation

1. Discussion on a given topic in pairs
2. Speaking on a given topic individually
3. Group Discussion
4. Interview
5. Dialogue

(Practice to be given using speaking activities from the prescribed textbook)

Grammar and Usage

1. Simple and Compound Sentences
2. Complex Sentences
3. Noun Clause
4. Adjective Clause
5. Adverb Clause
6. The Conditionals in English
7. The Second Conditional
8. The Third Conditional
9. Words and their features
10. Phrasal Verbs
11. Collocation
12. Using Modals
13. Use of Passives
14. Use of Prepositions
15. Subject-verb Agreement
16. Sentence as a system
17. Common Errors in English Usage

Examination pattern

Each reading and writing question will invite a 200 word response.

Midterm test

Unit 1 (preferably short questions on types and uses of communication)

Total 20 marks
Final Semester Examination

Unit 2  One long question with choice  01x 10 qns= 10 marks
    Two short notes with choice  02x 05 qns= 10 marks

Unit 3  Reading: 04 questions  04 x 05 qns= 20 marks
    (2 prose and 2 poetry questions)

Unit 4  Writing: 02 questions  02x 10 qns = 20 marks
Unit 5  Grammar & Usage  02x10 qns = 20 marks

Total  = 80 marks

Grammar questions must be set in contexts; not as isolated sentences as used for practice in the prescribed textbook.

Book Prescribed:


Texts to be studied

Prose

- The Last Leaf
- Ecology and Society
- How Wealth Accumulates and Men Decay
- The Open Window
B.Com. (Hons.): Semester - II  
Paper BCH-2.2: Corporate Accounting  

Duration: 3 hrs.  
Marks: 100(80+20)  
Lectures: 65  

**Objectives:** To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.  

**Contents:**

**Unit 1. Accounting for Share Capital & Debentures**  
Issue of shares, 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 Liquidation of Company**  
Meaning of liquidation, modes of winding up, consequences of winding up, statement of affairs, liquidator’s final statement of account, list ‘B’ contributories  

**Learning Outcomes:** This paper can provide conceptual clarity about the techniques to prepare financial statements of companies along with accounting treatment of various situations viz. floating of shares, amalgamation and liquidation of companies.  

**Suggested Readings:**

2. Tulsian, P.C. *Corporate Accounting*. S. Chand  
8. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.  
**B.Com. (Hons.): Semester - II**  
**Paper BCH-2.3: Corporate Laws**

**Duration:** 3 hrs.  
**Marks:** 100 (80+20)  
**Lectures:** 65

**Objectives:** The objective of the course is to impart basic knowledge of the provisions of the Companies Act, 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

**Contents:**

**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; types of companies including one person company, small company, dormant company and producer company; association not for profit; formation of company, on-line filing of documents, promoters, their legal position. *(As per companies Act, 2013)*

**UNIT II  Documents**  
Memorandum of association, articles of association, GDR; book building; issue, allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buyback; issue of bonus shares *(As per companies Act, 2013)*

**UNIT III  Management**  
Classification of directors, women directors, independent director, disqualifications, director identity number (DIN); appointment; Legal positions, powers and duties; removal of directors; managing director, meetings of shareholders and board; types of meeting, meeting through video conferencing, e-voting. Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee. *(As per companies Act, 2013)*

**UNIT IV  Dividends, Accounts, 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

**Learning Outcomes:** Students would acquire knowledge about the legal framework and the ways and means to deal with the legal aspect of different situations of corporate sector.
Suggested Readings:
1. Arora & Banshal, Corporate Law – Vikash Publication
2. Gogna, P.P.S – Company Law, S. Chand
5. Reena Chadha and Sumant Chadha, Corporate Laws, Scholar Tech Press.
9. Avtar Singh, Introduction to company Law, Eastern Book Company

B.Com. (Hons.): Semester - II
Paper BCH-2.4: Macro Economics

Duration: 3 hrs. Marks: 100(80+20) Lectures: 65

Objectives: The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

Contents:
Unit I
Introduction – concepts and variables of macro-economics, income, expenditure and the circular flow, components of expenditure. Static macro economic analysis short and the long run – determination of supply, determination of demand, and conditions of equilibrium

Unit II
Economy in the short run – IS–LM framework, fiscal and monetary policy, determination of aggregate demand, 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. The trade-off between inflation and unemployment

Unit IV
Open economy – flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming 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


Learning Outcomes: Students would be able to apply the modern tools of macro-economic analysis so as to minimize the adverse impact of macro-economic factors on business.

Suggested Readings

1. Ahuja H.L – Macro Economics – S.Chand
8. Vaish – Macro Economics – Vikash Publication

### B.Com. (Hons.): Semester - II

**Paper BCH-2.5: Computerized Accounting**

**Duration:** 3 hrs.  
**Marks:** 100(80+20)  
**Lectures:** 65

**Objectives:** To help the students to understand accounting as an information system for the generation of accounting information and preparation of accounting reports.

**Contents:**

**Unit I – Introduction to Computer and Accounting Information System**

Introduction to Computer (Elements, Capabilities, Limitations of Computer System), Introduction to Operating software, utility software and application software, Introduction to Accounting Information System (AIS) as a part of MIS

**Unit II Overview of Computerized Accounting System**

Introduction: Application in Accounting; Features of Computerized Accounting System, Structure of CAS, Software Packages: Generic, Specific; Tailored.
Unit III Accounting Application of Electronic Spreadsheet

Concept of electronic Spread-sheet, Features offered by electronic spread-sheet; Application in generating accounting information – Bank reconciliation statement; asset accounting; loan, repayment of loan schedule, ratio analysis, Data representation – graphs, charts and diagrams.

Unit IV Using Computerized Accounting System

Computerised Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company

Unit V Database Management System (DBMS)

Concept and features of DBMS; DBMS in Business Application; Generating Accounting Information – Payroll.

Learning Outcome: After reading this subject the students will be able to define a computerized accounting system; distinguish between a manual and computerized accounting system; highlight the advantages and limitations of computerized accounting system and state the sourcing of a computerized accounting system.

Suggested Readings

1. Nanda Dhameja, Financial Accounting for Managerial Competitiveness – S.Chand
2. Maheswari S.N. - Introduction to Accounting – Vikash Publication

B.Com. (Hons.): Semester - III

Duration: 3 hrs. Marks: 100(80+20) Lectures: 65

Objective: The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.

Contents:

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; workforce diversity, empowerment, Downsizing; VRS; Human Resource Information System;
Unit II
Acquisition of Human Resource: 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 Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

Unit IV
Performance appraisal; nature and objectives; Modern Techniques of performance appraisal; potential appraisal and employee counseling; 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.

Learning Outcomes: This paper can enhance the capability of the students to manage the most important assets of organization i.e. human beings which is much needed to ensure growth of that organization.

Suggested Readings:

B.Com. (Hons.): Semester - III  
Paper BCH-3.2: Income Tax Law and Practice

Objective: To provide basic knowledge and equip students with the application of principles and provisions of Income Tax Act 1961.

Contents:

Unit I
Basic concept: Income, agricultural income, person, assesse, assessment year, previous year, gross total income, 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 profession
- Capital gains
- Income from other sources

Unit IV  Total income and tax computation
Income of other persons included in assesse’s total income- Aggregation of income and set-off and carry forward of losses Deductions from gross total income, Rebates and reliefs
- Computation of total income of individuals and firms
- Tax liability of an individual and firm
- Five leading cases of Supreme Court

Unit V  Preparation of return of income:
- Manually On-line filing of Returns of Income & TDS.
- Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

Learning Outcomes: This paper would provide the understanding of various provisions of Income Tax Act as well as equip the students to make practical applications of the provisions for taxation purpose.
Suggested readings:


Journals


Software

2. Excel Utility available at incometaxindiaefiling.gov.in

B.Com. (Hons.): Semester - III

**Paper BCH-3.3: Management Principles & Applications**

**Duration:** 3 hrs.  **Marks:** 100(80+20)  **Lectures:** 65

**Objective:** The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

**Unit 1: Introduction**


**Unit 2: Planning**

a. Types of Plan – An overview to highlight the differences b. Strategic planning – Concept, process, Importance and limitations c. 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 d. Decision-making – concept, importance
**Unit 3: Organising**

Concept and process of organising – An overview, Span of management, Different types of authority (line, staff and functional), Decentralisation, Delegation of authority Formal and Informal Structure; Principles of Organising; Network Organisation Structure

**Unit 4: Staffing and Leading**

a. **Staffing**: Concept of staffing, staffing process  
b. **Motivation**: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow’s Need-Hierarchy Theory; Hertzberg’s Two-factor Theory, Vroom’s Expectation Theory.  
c. **Leadership**: Concept, Importance, Major theories of Leadership (Likert’s scale theory, Blake and Mouten’s Managerial Grid theory)  
d. **Communication**: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication.

**Unit 5: Control**

a. **Control**: Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Ratio Analysis, ROI, Budgetary Control, EVA,PERT/CPM.  
b. Emerging issues in Management

**Learning Outcomes:** Students would be able to make use of different management principles in the course of decision making in different forms of business organizations.

**Suggested Readings:**

2. Pillai RSN – *Principles & Practice of Management* – S. Chand  
5. George Terry, *Principles of Management*, Richard D. Irwin  
**Objective:** *The objective of this course is to familiarize students with the basic statistical tools used for managerial decision-making.*

**Contents:**

**Unit 1  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
  - Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications.
  - Positional Averages
    - Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination)

**Unit 2**
- Measures of Variation: 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

**Probability and Probability Distributions**
- 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)

**Unit 3  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 co-efficient of correlation; calculation and properties (proofs not required). Correlation and Probable error; Rank Correlation
- Regression Analysis: Principle 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 4  Index Numbers**
- Meaning and uses of index numbers: Construction 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 numbers
- Construction of consumer price indices, important share price indices
Unit 5 Time Series Analysis
Components of time series, Additive and multiplicative models Trend analysis, Fitting of trend line using principle of least squares – linear, second degree parabola and exponential. Conversion of annual linear trend 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

**Learning Outcomes:** Students would be armed with the knowledge of using different statistical tools very much required in the decision making process in any business as well as business research.

**Suggested Readings:**
5. Hazarika P. Business Statistics – S. Chand
10. Arora – Business Statistics – S.Chand

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B.Com. (Hons.): Semester - III
Paper 3.5: E-Commerce

Duration: 3 hrs.  
Marks: 100 (80+20)  
Lectures: 65

**Objectives:** To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

**Contents**

**Unit 1**

Unit 1: Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce, Supply Chain Management, Customer Relations Management

**Unit 2:**
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 3 Technology for Online-Business:**
Internet, IT Infrastructure, Middle ware contents: Text and Integrating E-business applications.
Unit 4: Mechanism of making payment through internet:
Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card;

Unit 5: Applications in E-Commerce:
E-commerce applications in manufacturing, Wholesale, retail and service sector.

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

Learning Outcomes: This paper would enhance the technical skills of the students to get into the business ventures using electronic means thereby providing the opportunity to gain access to a larger customer base.

Suggested Readings:
1. Pandey U.S – E.Commerce& Mobile Commerce Technology – S. Chand

B.Com. (Hons.): Semester – IV
Paper BCH- 4.1: COST AND MANAGEMENT ACCOUNTING
Duration: 3 hrs.  Marks: 100 (80 + 20)  Lectures: 65

Objective: To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment.

CONTENTS:

Unit 1: Introduction
Meaning, objectives and advantages of cost accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost

Materials: Material/inventory control- concept and techniques, Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO and Average

Unit 2: Labour and Overhead

Overhead: Classification, allocation, apportionment and absorption of overhead. Under- and over-absorption
Unit 3: Methods of Costing

Methods of Costing: Unit costing, Job costing, Contract Costing, Process costing (excluding process losses, valuation of work in progress, joint and by-products)

Unit 4: Budgeting and Standard Costing

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

Standard costing and variance analysis: Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis – material, labour and overhead

Unit 5: Marginal Costing


Learning Outcome: After the completion of this paper, the students will be able to have confidence in managing cost issues and also to keep a check on cost control and taking managerial decisions.

Suggested Reading:

Objective: The objective of this course is to familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations.

Contents:

Unit 1. Matrices and Determinant
Algebra of 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 Cremer’s Rule.

Unit 2. Calculus I
Mathematical functions and their types- linear, quadratic, polynomial, exponential, logarithmic and logistic function. Concepts of limit, and continuity of a function, Concept and rules of differentiation, Maxima and Minima involving second order

Unit 3. Calculus II
Integration: Standard forms, Methods of integration – by substitution, by parts and by use of partial fractions, definite integration, finding areas in simple cases

Unit 4. Mathematics of Finance
Compounding and discounting of a sum using different types of rates. Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest, Depreciation of Assets. (General annuities to be excluded)

Unit 5. Linear Programming
Formulation 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 LPPs using Simplex method – maximization and minimization cases.

Learning Outcome: After reading this subject the students will be able to understand basic concepts in the areas of business calculus and financial mathematics and to connect acquired knowledge with practical problems in economic practice.

Suggested Readings:
B.Com. (Hons.): Semester - IV
Paper – BCH 4.3: COMPUTER APPLICATIONS IN BUSINESS

Duration: 3 hrs.  Marks: 100(80+20)  (Lectures: 65)

Objectives: To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.

Contents:

Unit 1. 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 Video

Unit 2. Preparing Presentations:
Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow
Unit 3. Spreadsheet and its Business Applications
Spreadsheet concepts, Creating a work book, Saving a work book, Editing a workbook, Inserting, deleting work sheets, Entering data in a cell, Formula Copying, Moving data from selected cells, Handling operators in formula, Rearranging Worksheet, Project involving multiple spreadsheets, Organizing Charts and graphs, Printing worksheet, Generally used Spread sheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Text functions.

Unit 4. 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 5. Database Management System
Creating Data Tables, Editing a Database using Forms, Performing queries, Generating Reports Creating DBMS in the areas of Accounting, Employees, Suppliers and Customer

Learning Outcome: The completion of this paper will enhance students' computer abilities and skills to compete with the present technology driven business market.

NOTE:
- There shall be a practical examination of 100 Marks (Practical-80 Marks, Viva-10 Marks and Work Book- 10 Marks) and duration of Examination shall be 3 Hrs.
- Teaching arrangement need to be made in the computer Lab
- There shall be four lectures per class and 4 Practical Lab periods per batch to be thought in computer Lab.

Suggested Readings:
1. Saxena & Chopra – Computer Application in Management – Vikash Publication
2. Nagpal – Computer Fundamental – S.Chand

B.Com. (Hons.): Semester - IV
Paper BCH 4.4: INDIAN ECONOMY – PERFORMANCE AND POLICIES

Objective: This course seeks to enable the student to grasp the major economic problems in India and their solution.

Contents:
Unit 1: Basic Issues in Economic Development:
Concept and Measure 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 evolution 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;


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; the role of technology and institutions; price policy, the public distribution system and food security.

b) Industry and Services: Phases of Industrializations – 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 Economic Stabilization and Structural Adjustment; India and the WTO.

**Learning Outcome:** After the completion of this paper, the student will able to identify the key performance indicators and policies of the present economic environment of the country.

**Readings:**
5. Bettleheim. Charles *India Independent*. Chapters 1, 2 and 3.
Objective: The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.

Contents:

Unit 1
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/entrepreneur’s associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

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 product, 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.

Learning outcome: After the completion of this paper, student will have the entrepreneurial temper with conceptual input and practical insight as how to be an entrepreneur.

Suggested Readings:

1. SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
8. SIDBI Reports on Small Scale Industries Sector.
Objective: The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.

Unit 1:
Introduction to Personal Selling: Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career.

Unit- II
Buying Motives: Concept of motivation, Maslow’s theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling

Unit- III
Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.

Unit- IV
Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling.

Unit V
Advertising: Meaning, Importance and Features, Modes of advertisements and their respective merits and demerits.

Learning outcome: After the completion of this paper, the students will be able to identify an understand the psychology of selling and different factors that shape the buying behaviour of customers.

Suggested Readings:
1. Davar R.S – Salesmanship and Publicity – Vikash Publication
2. Sahu P.K & Rout K.C – Salesmanship & Sales Management – S.Chand
7. Strategies and Cases, Prentice Hall of India Ltd., New Delhi,
Objective: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Contents:

Unit-1
Introduction: Nature, scope and importance marketing; Evolution of marketing concepts; Marketing mix, Marketing environment.

Consumer Behavior – An Overview: Consumer buying process; Factors influencing consumer buying decisions.

Unit-2
Market Selection: Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation;

Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development

Unit-3
Pricing: Significance, Factors affecting price of a product; Pricing Policies and strategies; 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.

Unit-4
Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution.

Retailing: Types of retailing – store based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario.

Unit-5
Rural marketing: Growing Importance; Distinguishing characteristics of rural markets; Understanding rural consumers and rural markets; Marketing mix planning for rural markets.
Recent developments in marketing: Social marketing, on line marketing, direct marketing, services marketing, green marketing,

Learning outcome: After the completion of this paper, the students will able to identify marketing components and fit them in the value chain along with the various marketing strategies.
Suggested Readings:

13. Arun Kumar – Marketing management – Vikash Publication

**B.Com. (Hons.): Semester – V**

**Paper BCH 5.2: FUNDAMENTALS OF FINANCIAL MANAGEMENT**

**Objective:** To familiarize the students with the principles and practices of financial management.

**Contents:**

**Unit-1**

*Introduction to Financial Management*: Scope and objective, Time value of money, Risk and return, Valuation of securities – Bonds and Equities

**Unit-2**

*Long Term Investment Decisions*: 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

**Unit-3**

B.Com (Hons.) CBCS

Unit-4

**Dividend Decisions:** Theories for Relevance and irrelevance of dividend decision for corporate valuation. Cash and stock dividends, Dividend policies in practice

Unit-5

**Working Capital Decisions:** Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, Inventory management and payables management

**Learning Outcome:** After the completion of this paper, students will be able to understand finance in a better way along with giving them insight to practical management of long and short finance for real business houses.

**Suggested Readings**

1. Bhalla V.K – Financial Management – S.Chand
Objective: To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

Contents

Unit-1
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-2
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 exchanges in India

Unit-3
Financial Institutions: Commercial banking – introduction, its role in project finance and working capital finance, Development Financial institutions (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-4
Overview of financial services industry: Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India

Unit-5
Leasing and Hire-purchase: Consumer and housing finance; Venture capital; Factoring services, bank guarantees and letter of credit; Credit rating; Counseling.

Learning Outcome: After the completion of this paper, the student will acquire financial literacy skill particularly by giving information about the financial system, markets, services and regulatory bodies in India.
Suggested Readings:

9. Annual Reports of Major Financial Institutions in India

**B.Com. (Hons.): Semester – V**

**Paper BCH-DSE 5.3 (B): BANKING AND INSURANCE SYSTEM**

**Duration:** 3 hrs.  **Marks:** 100(80+20)  **Lectures:** 65

**Objectives:** To enable the students to acquire knowledge about basics of banking and insurance.

**Unit-1**

**Concept of Bank and Banking:** Historical Evolution of Banking: Origin and Development of Banking - Structure of Banking in India – Banks and Economic Development – Functions of Commercial banks (conventional and innovative functions) – Central Bank – RBI – functions – Emerging trends in Banking.

**Unit-2**

**Types of Customers and Account holders:** Procedure and practice in opening and operating the accounts of customers - individuals including minors - joint account holders - Partnership firms - joint stock companies - executors and trustees - clubs and associations

**Unit-3**

**Introduction to insurance:** Purpose and need of insurance, insurance as a social security tool - insurance and economic development - Principles of insurance - various kinds of insurance - life, marine, fire, medical, general insurance - features.
Unit-4

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance – Insurance business in India.

Unit-5

Fundamentals of Agency Law: Definition of an agent; Agents regulations; Insurance intermediaries; Agents' compensation. Procedure for Becoming an Agent: Pre-requisite for obtaining a license; Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices. Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.

Learning Outcome: After the completion of this paper, the student will acquired practical knowledge of working mechanism of banking and insurance industries in India.

Reference Books:
1. Mishra S. Banking Law and Practice – S Chand
3. Bedi. H.L :Theory and Practice of Banking,
6. Pannandikar&Mithami': Banking in India.
10. Dr. P. Periasamy: Principles and Practice of Insurance
15. G. Krishnaswamy : Principles & Practice of Life Insurance
17. Prasad – Banking Insurance – Vikash Publication
B.Com. (Hons.): Semester – V
Paper 5.3BCH-DSE 5.3 (C): INDIAN FINANCIAL SYSTEM

Duration: 3 hrs.  Marks: 100(80+20)  Lectures: 65

Objectives: To enable the students to understand the basic knowledge about the structure, organization and working of financial system in India.

Unit-1

Unit-2
Money market: Definition-Features-Objectives-Features of a developed money market- Importance of Money market-Composition of Money market-Operations and Participants-Money market Instruments-features of Indian money market-Recent developments.

Unit-3

Unit-4
Financial Institutions: commercial banks- development financial institutions- Nonbanking financial corporation’s-Mutual Funds, insurance companies – Objectives and functions (only a brief outline).

Unit-5
Regulatory Institutions: RBI – Role and Functions. The Securities and Exchange Board of India-objectives-function-powers-SEBI guidelines for primary and secondary market

Learning Outcome: After completion of this paper, the student will be able to understand the structure and role of financial system, financial intermediaries and regulators in the Indian economy.

Reference Books:
B.Com (Hons.) CBCS

**B.Com. (Hons.): Semester – V**
**Paper BCH-DSE 5.4 (A): FINANCIAL STATEMENT ANALYSIS & REPORTING**

**Duration:** 3 hrs.  
**Marks:** 100 (80+20)  
**Lectures:** 65

**Objectives:** To enable the students to understand the basic knowledge about the financial statement analysis and reporting for economic decision making.

**Unit-1**

**Unit-2**
**Analysis & Interpretation of Financial Statements:** Traditional Approaches Vs. Modern Approaches to financial statement analysis – Classification of financial statement analysis: based on modus operandi and based on materials used – Techniques of financial statement analysis: Comparative Statements, Common-size Statements, Trend Ratios and Ratio Analysis – Problems encountered in financial statement analysis.

**Unit-3**

**Unit-4**
**Multivariate Ratio Analysis:** Concept, objectives, uses and limitations – Univariate analysis Vs. Multivariate ratio analysis – Application of statistical tools in financial statement analysis.

**Unit-5**
**Corporate Reporting:** Cash Flow statement Analysis (AS 3) and Statutory and Non Statutory Reports, Integrated Reporting

**Learning Outcome:** After the completion of this paper, the students will be able to prepare the end result of a business houses by preparation through financial statement analysis and reporting.
Suggested Readings:

2. Sahaf M.A – Management Accounting – Principles & Practice – Vikash Publication

B.Com. (Hons.): Semester – V
Paper 5.4 (B): MERCHANT BANKING AND FINANCIAL SERVICES

Duration: 3 hrs.  Marks: 100 (80+20)  Lectures: 65

Objectives: To enable the students to understand the basic knowledge about the financial services available in India.

Unit-1
Merchant Banking: Nature and scope of Merchant Banking - Regulation of Merchant Banking Activity - overview of current Indian Merchant Banking scene - structure of Merchant Banking industry - primary Markets in India and Abroad - - professional Ethics and code of conduct - current Development

Unit-2

Unit-3
Factoring: concept, nature and scope of Factoring - Forms of Factoring - Factoring vis-à-vis Bills Discounting - Factoring vis-à-vis credit Insurance Factoring vis-à-vis Forfeiting- Evaluation of a Factor - Evaluation of Factoring - Factoring in India current Developments.
Unit-4

Securitization / Mortgages: Meaning, nature and scope of securitization, securitization as a Funding Mechanism, securitization of Residential Real Estate - whole Loans - Mortgages - Graduated-payment. Depository: Meaning, Evolution, Merits and Demerits of Depository. Process of Dematerialization and Dematerialization, Brief description of NSDL and CDSL

Unit-5

Security Brokerage: Meaning of Brokerage, types of brokers. Difference between broker and jobber, SEBI Regulations relating to brokerage business in India.

Learning Outcome: After the completion of this course, the student will be able to understand the structure and function of mercantile banking and various financial services available in the present business world.

Suggested Readings:

2. Gopal C.R – Management Financial Service – S.Chand
8. Website of SEBI
B.Com (Hons.): Semester – V  
Paper 5.4 (C): FINANCIAL INSTITUTIONS AND SERVICES

Duration: 3 hrs.  
Marks: 100 (80+20)  
Lectures: 65

Objectives: To enable the students to understand the financial institutions operating in India and services provided by them.

Unit-1

Basic Theoretical Framework: The financial system and its technology; The factors affecting the stability of the financial system; Development finance vs. universal banking; Financial intermediaries and Financial Innovation; RBI-Central Banking.

Unit-2

Financial Institutions: A brief historical perspective. An update on the performance of IDBI, ICICI, IFCI and SFCs, LIC & GIC. The banking Institutions: Commercial banks - the public and the private sectors - structure and comparative performance. The problems of competition; interest rates, spreads, and NPAs. Bank capital - adequacy norms and capital market support.

Unit-3

Non-banking financial institutions: Evolution, control by RBI and SEBI. A perspective on future role, Unit Trust of India and Mutual Funds, Reserve bank of India Framework for/Regulation of Bank Credit. Commercial paper: Features and advantages, Framework of Indian CP Market, effective cost/interest yield.

Unit-4

Financial services: Asset/fund based Financial services - lease finance, consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

Unit-5


Learning Outcome: After completion of this paper, the students will be able to understand the role and benefits of financial institution and services.
Book References
8. Pathak: Indian Financial Systems Pearson Education

B.Com. (Hons.): Semester - VI
Paper BCH 6.1: AUDITING AND CORPORATE GOVERNANCE

Duration: 3 hrs. Marks: 100 (80+20) Lectures: 65

Objective: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility

Unit-1
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 & Liabilities

Unit-2
Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor’s Report-Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

Unit-3
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-4
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 & Standards on Corporate Governance
Unit-5

Corporate Social Responsibility (CSR): 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 Aspect of CSR, CSR provision under the Companies Act 2013, CSR Committees

Learning Outcome: At the end of the paper student will have detail knowledge about principles and techniques of audit in accordance with current legal requirement and as per the guidelines of different statutory authorities.

Suggested Readings:

2. Gadada Siddheswar T & Rachchh Gunvantrai – Introduction to Auditing – Vikash
7. Alvin Arens and James Loebbecke, Auditing: an Integrated Approach
10. The Companies Act 2013 ( Relevant Sections)
11. MC Kuchhal Corporate Laws, Shri Mahaveer Book Depot. (Publishers). (Relevant Chapters)
12. Relevant Publications of ICAI on Auditing (CARO).
Objective: To provide basic knowledge and equip students with application of principles and provisions of Service Tax, VAT, Central Excise, and Customs Laws.

Contents:

Unit-1
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-2
VAT – concepts and general principles, Calculation of VAT Liability including input Tax Credits, Small Dealers and Composition Scheme, VAT Procedures

Unit-3
Central Excise Law in brief – Goods, Excisable goods, Manufacture and Manufacturer, Valuation, CENVAT, Basic procedures, Export, SSI, Job Work

Unit-4
Basic concepts of customs law, Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions

Unit V
Emerging Issues in Indirect Taxes: Goods and Services Tax (GST) – Scope of GST, Modalities of GST

Learning outcome: After completion of this paper, the students will have an insight to the taxation on production and distribution of goods and provision of services along taxation mechanism of international trade.

Suggested Readings:
5. Grish Ahuja & Dr. Ravi Gupta, Indirect Taxes, Flair Publication Pvt. Ltd.
B.Com (Hons.): Semester - VI
PaperBCH-DSE 6.3 (A): CORPORATE TAX PLANNING

Objective: *To provide Basic knowledge of corporate tax planning and its impact on decision-making.*

Contents:

**Unit-1**
Tax planning, tax management, tax evasion, tax avoidance, corporate tax in India, Types of companies, Residential status of companies and tax incidence, Tax liability and minimum alternate tax, Tax on distributed profits

**Unit-2**
Tax planning with reference to setting up of a new business; Locational aspect, nature of business, form of organization; Tax planning with reference to financial management decision; Capital structure, dividend including deemed dividend and bonus shares; Tax planning with reference to sale of scientific research assets

**Unit-3**
Tax planning with reference to specific management decisions; Make or buy; own or lease; repair or replace; Tax planning with reference to employees’ remuneration; Tax planning with reference to receipt of insurance compensation; Tax planning with reference to distribution of assets at the time of liquidation.

**Unit-4**
Special provisions relating to non-residents; double taxation relief; Provisions regulating transfer pricing; Advance rulings; Advance pricing agreement

**Unit-5**
Tax planning with reference to business restructuring: - Amalgamation, Demerger, Slump sale, Conversion of sole proprietary concern/partnership firm into company, Conversion of company into LLP, Transfer of assets between holding and subsidiary companies.

**Learning outcome:** After learning the subject, the students will be able to understand the taxation of the corporate house.

**Suggested Readings:**
Objective: This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.

Section A: Business Research Methods

Unit-1
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, Variables, and Hypotheses.

Unit-2
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-3
Measurement: Definition; Designing and writing items; Uni-dimensional and Multi-dimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone, 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-4
Report Preparation: Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification

Note:
1. There shall be a written examination of 50% Marks on the basis of Unit I to III.
2. The student will write a project report under the supervision of a faculty member assigned by the college/institution based on field work. The Project Report carries 50% Marks and will be evaluated by University appointed examiners.

Learning Outcome: After completion of this paper, the students will be able to assess and apply a range of research method on a practical project.
Suggested Readings:
1. Chawla Deepak – Research Methodology – Vikash Publication
2. Upagade&Shende – Research Methodology – S.Chand

B.Com. (Hons.): Semester - VI
Paper 6.4 (B): FUNDAMENTALS OF INVESTMENT

Duration: 3 hrs.  Marks: 100 (80+20)  Lectures: 65

**Objective:** To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

**Contents**

Unit-I:
The Investment Environment - The investment decision process, Types of Investments – Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, Concept of return and risk, Impact of Taxes and Inflation on return.

Unit-II:
Fixed Income Securities - Bond features, types of bonds, estimating bond yields, Bond Valuation types of bond risks, default risk and credit rating.

Unit-III:
Approaches to Equity Analysis: Introductions to Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis, dividend capitalization models, and price-earnings multiple approach to equity valuation.

Unit-IV:
Portfolio Analysis and Financial Derivatives: (a) Portfolio and Diversification, Portfolio Risk and Return. (b) Mutual Funds. (c) Introduction to Financial Derivatives, Financial Derivatives Markets in India.

Unit-V:
Investor Protection – Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors’ awareness and activism.

**Learning outcome:** After completion of this paper, this paper will educate the students about various aspect of investment in detail along with understandability of stock market operation, focusing on need for common investor protection.

Suggested Readings
1. Bhalla – Fundamentals of Investment – S.Chand
2. Pandian P. – Security Analysis & Portfolio Management – Vikash Publication
B.Com (Hons.) CBCS


B.Com. (Hons.): Semester - VI
Paper 6.4 (C): FINANCIAL MARKET OPERATIONS

Duration: 3 hrs. Marks: 100 (80+20) Lectures: 65

Objective: This course aims at acquainting the students with the working of Financial Markets in India.

Unit-1

An overview of financial markets in India: Money Markets: Indian money markets composition and structure; (a) Acceptance houses, (b) Discount houses, and (c) Call money markets; Recent trends in India money markets.

Unit-2


Unit-3


Unit-4

Functionaries on Stock Exchanges: Brokers, Sub brokers, market makers, jobbers, and NRIS.

Unit-4

Learning Outcome: After completion of this paper, the student will be able to understand the nature and role of the main financial markets within the domestic and global environment.

Suggested Readings:

2. Vaish M.C – Monetary Theory – Vikash Publication
3. Gupta Suraj B: Monetary Economics: S. Chand and Co., New Delhi
# SYLLABUS FOR REGULAR / PASS

**B.Com. Undergraduate Study - (CBCS) for the Academic Year 2016-17**

## Course Structure

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Category</th>
<th>Marks</th>
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<tbody>
<tr>
<td>1.1 Environmental Science</td>
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<tr>
<td>1.2 Financial Accounting</td>
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<td>80</td>
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<tr>
<td>1.3 Business Law</td>
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<td>1.4 Micro Economics</td>
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<td>2.2 Corporate Accounting</td>
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<td>2.3 Corporate Laws</td>
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<td>3.1 Human Resources Management</td>
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<tr>
<td>3.2 Management Principles &amp; Application</td>
<td>Core -6</td>
<td>80</td>
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<tr>
<td>3.3 E-Commerce</td>
<td>SEC-1</td>
<td>80</td>
<td>20 (I)</td>
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<td>3.4 Personal Selling &amp; Salesmanship</td>
<td>SEC-2</td>
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<td>20 (I)</td>
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<td>B. Banking and Insurance</td>
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<td>6.2 Indirect Tax</td>
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<td>B. Banking and Insurance</td>
<td>Fundamentals of Investment</td>
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<td>C. Financial Markets</td>
<td>Financial Market Operations</td>
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**Notes:**
- AECC- Ability Enhancement Compulsory Course
- GE- Generic Elective Course
- DSE- Discipline Specific Elective Course
- SEC- Skill Enhancement Course
B.Com. Semester - I  
Paper 1.1: Environmental Science

Duration: 3 hrs  
Marks: 100 (80+20)  
Lectures: 65

**Objectives:** To provide information on environmental science, its resources and Management.

**Contents:**

**Unit - I**  

**Unit – II**  
Environment Pollution: Air Pollution, Water Pollution, Soil Pollution, Noise Pollution, Thermal Pollution, Radiation Pollution, Natural Disasters and their Management.

**Unit – III**  

**Unit- IV**  
Environmental Movements in India: Grass root Environmental movements in India, Role of women, Environmental Movements in Odisha, State Pollution Control Board, Central Pollution Control Board.

**Unit – V**


*Learning Outcomes:* After completion of this paper, students would be able to analyse the ways in which the natural environment and the society impacts the establishment and continuation of business. Along with that, they would also gain knowledge about the ways and means of managing the natural resources for the benefit of both i.e. the business and the society thereby creating a win-win situation.
B.Com (Hons.) CBCS

BOOKS FOR REFERENCE:
✓ Text Book of Environmental Studies, D.K.AsthanaDrMeeraAsthana, S.Chand
✓ Man and Environment–Dash and Mishra, Mac Millan
✓ Environment and Society–Mishra and Dash, Mac Millan
✓ Text Book of Environmental Science–Panigrahi and Sahu, SadgranthMandir. 
✓ Environment and Ecology, De and De, S.Chand
✓ Environmental Management, G.N.Pandey, Vikash Publishing

B.Com. Semester - I
Paper 1.2: Financial Accounting

Duration: 3 hrs. Marks: 100 (80+20) Lectures: 65

Objectives: The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.

Contents
Unit 1. (a) Theoretical Framework


iv. 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 and Accounting Equation.

(b) Accounting Process
From recording of business transactions to the preparation of trial balance including adjustments: journal, sub-division of journal, ledger accounts, trial balance

Unit 2. Business Income


vi. Inventory Accounting: Meaning. Significance of inventory valuation. Inventory Record
B.Com (Hons.) CBCS


Unit 3. Final Accounts

Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements of Sole Trade and Partnership Business with adjustments

Unit 4.

Hire Purchase and Installment Systems and Accounting for Branch & Department

iii. Concepts of operating and financial lease (theory only)
iv. Departmental Accounting and Branch Accounting including foreign branch (Theory and Problem)

Unit 5. Accounting for Partnership Firm

Accounting of Admission of partner, Retirement and Death of partner and Dissolution of the Partnership Firm Including Insolvency of partners

Learning Outcomes: The course structure of this paper would equip the students to get in-depth knowledge of financial accounting along with its practical application thereby giving an opportunity to gain easy access to this competitive business world.

Suggested Readings:

- BalRanjan Kumar, Financial Accounting – S. Chand
- Deepak Sehgal, Financial Accounting – Vikash Publication
- Horngren, Introduction to Financial Accounting, Pearson Education.
- Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House
- Tulsian, P.C. Financial Accounting, S. Chand.
- Compendium of Statements and Standards of Accounting. The Institute of CharteredAccountants of India, New Delhi
Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case laws.

Contents:

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 – modes of discharge including breach and its remedies.
e) Contingent contracts
Quasi - contracts

Unit II: The Indian Contract Act, 1872: Specific Contracts
a) Contract of Indemnity and Guarantee
b) Contract of Bailment
c) Contract of Agency

Unit III: The Sale of Goods Act, 1930
a) Contract of sale, meaning and difference between sale and agreement to sell.
b) Conditions and warranties
c) Transfer of ownership in goods including sale by non-owners
d) Performance of contract of sale
e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit IV: Partnership Laws
The Partnership Act, 1932
b. Registration of Firms
c. Types of Partners
d. Rights and Duties of Partners
e. Implied Authority of a Partner
f. Incoming and outgoing Partners
g. Mode of Dissolution of Partnership

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
Learning Outcomes: The students would be able to deal with the legal aspect of different business situations.

Suggested Readings:

- Arora Sushma – Business Law – Taxmann Publication
- Tulsian, P.C, *Business Law*, S.Chand
- Gogna P.P.S, *Business & Industrial Law*, S.Chand
- Ravinder Kumar, *Legal Aspects of Business*, Cengage Learning

B.Com. Semester - I  
Paper 1.4: Micro Economics

Duration: 3 hrs  Marks: 100 (80+20)  Lectures: 65

Objective: Objective of the course is to acquaint the students with the concepts of micro-economics dealing with consumer behaviour. The course also makes the student understand the supply side of the market through the production and cost behaviour of firms.

Contents:

**Unit I: Demand and Consumer Behaviour**
Concepts of revenue: Marginal and Average: Revenue under conditions of Perfect and imperfect competition Elasticity of demand: price, income and cross. Consumer Behaviour: Indifference curve analysis of consumer behavior; Consumer’s equilibrium, Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects.

**Unit II: Production and Cost**
Production iso-quants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, returns to scale using iso-quants. Cost of Production: Social and private costs of production, long run and short run costs of production.

**Unit III: Perfect Competition**
Perfect competition: Assumptions. Equilibrium of the firm and the industry in the short and the
B.Com (Hons.) CBCS

long-run, including industry’s long run supply curve. Measuring producer surplus under perfect competition

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

Unit V: Imperfect Competition

Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency Oligopoly and Interdependence

Learning Outcomes: The students would be able to apply tools of consumer behaviour and firm theory to business situations.

Suggested Readings:

- Ahuja, H.L, Micro Economics, S.Chand
- Dwivedi, D.N. Micro Economics, Vikash Publication
- Mehta P.K, Singh M. – Micro Economics – Taxmann Publication
- Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
- N. Gregory mankiw, Principles of Micro Economics, Cengage Learning
- Browining, E.K. and J.M. Browning; Microeconomic Theory and Applications,
- Gould, J.P. and E.P. Lazear; Microeconomic Theory, All India Traveller Bookseller, New Delhi.
- Lipsey, R.G. and K.A. Chrystal; Economics, Oxford University Press.
- Maddala G.S. and E. Miller; Microeconomics: Theory and Applications,
- MCGrav-Hill International.
- Salvatore, D. Schaum’s Outline of Theory and Problems of Microeconomic Theory,
The purpose of this course is twofold: to train students in communication skills and to help develop in them a facility for communicative English.

Since language it is which binds society together and serves as a crucial medium of interaction as well as interchange of ideas and thoughts, it is important that students develop a capacity for clear and effective communication, spoken and written, at a relatively young age. The need has become even more urgent in an era of globalization and the increasing social and cultural diversity that comes with it.

English, being a global language par excellence, it is important that any course in communication is tied to an English proficiency programme. The present course will seek to create academic and social English competencies in speaking, listening, arguing, enunciation, reading, writing and interpreting, grammar and usage, vocabulary, syntax, and rhetorical patterns.

Students, at the end of the course, should be able to unlock the communicator in them by using English appropriately and with confidence for further studies or in professional spheres where English is the indispensable tool of communication.

Unit 1

Introduction

4. What is communication?

5. Types of communication
   - Horizontal
   - Vertical
   - Interpersonal
   - Grapevine
6. Uses of Communication

**Prescribed Reading:** Chapter 1 *Applying Communication Theory for Professional Life: A Practical Introduction* by Dainton and Zelley

http://tsime.uz.ac.zw/claroline/backends/download.php?url=L0ludHJvX3RvX2NvbW11bmljYXRoL25ld3M%3D%3D&cidReset=true&cidReq=MBA563

### Unit 2 [20]

**Language of Communication**

5. Verbal: spoken and written
6. Non-verbal
   - Proxemics
   - Kinesics
   - Haptics
   - Chronemics
   - Paralinguistics
7. Barriers to communication
8. Communicative English

### Unit 3 [20]

**Reading Comprehension**

- Locate and remember the most important points in the reading
- Interpret and evaluate events, ideas, and information
- Read “between the lines” to understand underlying meanings
- Connect information to what they already know
Unit 4  Writing  [20]

18. Expanding an Idea
19. Writing a Memo
20. Report Writing
21. Creative Writing
22. News Story
23. Setting in Creative Writing
24. Writing a Business Letter
25. Letters to the Editor
26. Précis Writing
27. CV & Resume Writing
28. Dialog writing
29. Covering Letter
30. Writing Formal Email
31. Elements of Story Writing
32. Note Making
33. Information Transfer
34. Interviewing for newspapers

Unit-5  [20]

Language functions in listening and conversation

6. Discussion on a given topic in pairs
7. Speaking on a given topic individually
8. Group Discussion
9. Interview
10. Dialogue

(Practice to be given using speaking activities from the prescribed textbook)
Grammar and Usage

18. Simple and Compound Sentences
19. Complex Sentences
20. Noun Clause
21. Adjective Clause
22. Adverb Clause
23. The Conditionals in English
24. The Second Conditional
25. The Third Conditional
26. Words and their features
27. Phrasal Verbs
28. Collocation
29. Using Modals
30. Use of Passives
31. Use of Prepositions
32. Subject-verb Agreement
33. Sentence as a system
34. Common Errors in English Usage

Examination pattern

Each reading and writing question will invite a 200 word response.

Midterm test

[20 marks]

Unit 1 (preferably short questions on types and uses of communication)

Total 20 marks

Final Semester Examination

Unit 2
One long question with choice 01x 10 qns = 10 marks
Two short notes with choice 02x 05 qns = 10 marks

Unit 3
Reading: 04 questions 04 x 05 qns = 20 marks
(2 prose and 2 poetry questions)

Unit 4
Writing: 02 questions 02x 10 qns = 20 marks

Unit 5
Grammar & Usage 02x10 qns = 20 marks

Total = 80 marks
Grammar questions must be set in contexts; not as isolated sentences as used for practice in the prescribed textbook.

**Book Prescribed:**


**Texts to be studied**

**Prose**

- The Last Leaf
- Ecology and Society
- How Wealth Accumulates and Men Decay
- The Open Window
B.Com (Hons.) CBCS

B.Com. Semester - II
Paper 2.2: Corporate Accounting

Duration: 3 hrs.  Marks: 100(80+20)  Lectures: 65

Objectives: To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.

Contents:

Unit 1. Accounting for Share Capital & 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
Meaning of liquidation, modes of winding up, consequences of winding up, statement of affairs, liquidator’s final statement of account, list ‘B’ contributories

Learning Outcomes: This paper can provide conceptual clarity about the techniques to prepare financial statements of companies along with accounting treatment of various situations viz. floating of shares, amalgamation and liquidation of companies.

Suggested Readings:

✓ Tulsiyan, P.C, Corporate Accounting, S. Chand
✓ Gupta, Nirmal. Corporate Accounting. SahityaBhawan, Agra.
✓ Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.
✓ Bhushan Kumar Goyal, Fundamentals of Corporate Accounting, International Book House
B.Com. Semester - II  
Paper 2.3: Corporate Laws

Duration: 3 hrs  Marks: 100 (80+20)  Lectures: 65

Objectives: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

Contents:

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; types of companies including one person company, small company, dormant company and producer company; association not for profit; formation of company, on-line filing of documents, promoters, their legal position. (As per companies Act, 2013)

UNIT II Documents
Memorandum of association, articles of association, GDR; book building; issue, allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buyback; issue of bonus shares (As per companies Act, 2013)

UNIT III Management
Classification of directors, women directors, independent director, disqualifications, director identity number (DIN); appointment; Legal positions, powers and duties; removal of directors; managing director, meetings of shareholders and board; types of meeting, meeting through video conferencing, e-voting. Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee. (As per companies Act, 2013)

UNIT IV Dividends, Accounts, 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

Learning Outcomes: Students would acquire knowledge about the legal framework and the ways and means to deal with the legal aspect of different situations of corporate sector.
Suggested Readings:

- Gogna, P.P.S – Company Law, S. Chand
- Arora&Banshal, Corporate Law – Vikash Publication
- GK Kapoor& Sanjay Dhamija, Company Law, Bharat Law House.
- ReenaChadha and SumantChadha, Corporate Laws, Scholar Tech Press.
- A Compendium of Companies Act 2013, along with Rules, by TaxmannPublications.
- Avtar Singh, Introduction to company Law, Eastern Book Company

B.Com. Semester - II
Paper 2.4: Macro Economics

Duration: 3 hrs  Marks: 100(80+20)  Lectures: 65

Objectives: The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

Contents:

Unit I
Introduction – concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure. Static macro economic analysis short and the long run – determination of supply, determination of demand, and conditions of equilibrium

Unit II
Economy in the short run – IS–LM framework, fiscal and monetary policy, determination of aggregate demand, 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. The trade-off between inflation and unemployment

Unit IV
Open economy – flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming 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


Learning Outcomes: Students would be able to apply the modern tools of macro-economic analysis so as to minimize the adverse impact of macro-economic factors on business.

Suggested Readings

✓ Ahuja H.L – Macro Economics – S.Chand
✓ Vaish – Macro Economics – Vikash Publication
✓ Deepashree, Macro Economics, Scholar Tech. New Delhi.

B.Com. Semester - III

Objective: The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.

Contents:

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; workforce diversity, empowerment, Downsizing; VRS; Human Resource Information System;

Unit II

Acquisition of Human Resource: 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 Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

### Unit V
Performance appraisal; nature and objectives; Modern Techniques of performance appraisal; potential appraisal and employee counseling; 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..

**Learning Outcomes:** This paper can enhance the capability of the students to manage the most important assets of organization i.e. human beings which is much needed to ensure growth of that organization.

**Suggested Readings:**

- Sanghi Seema, *Human Resource Management – Vikash Publication*
Objective: *The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.*

**Unit 1: Introduction**


**Unit 2: Planning**

a. Types of Plan – An overview to highlight the differences b. Strategic planning – Concept, process, Importance and limitations c. Environmental Analysis and diagnosis (Internal and external environment) –Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis)

**Unit 3: Organising**

Concept and process of organising – An overview, Span of management, Different types of authority (line, staff and functional), Decentralisation, Delegation of authority Formal and Informal Structure; Principles of Organising; Network Organisation Structure

**Unit 4: Staffing and Leading**


**Unit 5: Control**

a. *Control:* Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM.  
b. Emerging issues in Management

**Learning Outcomes:** *Students would be able to make use of different management principles in the course of decision making in different forms of business organizations.*
Suggested Readings:

✓ Gunaseelan Rupa & Kulandaiswamy V. – Principles & Practice of Mgmt. – Vikash Pub.
✓ Pillai RSN – Principles & Practice of Management – S. Chand
✓ George Terry, Principles of Management, Richard D. Irwin
✓ Newman, Summer, and Gilbert, Management, PHI
✓ James H. Donnelly, Fundamentals of Management, Pearson Education.
✓ B.P. Singh and A.K.Singh, Essentials of Management, Excel Books
✓ Griffin, Management Principles and Application, Cengage Learning
✓ Robert Kreitner, Management Theory and Application, Cengage Learning
✓ TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
✓ Peter F Drucker, Practice of Management, Mercury Books, London
✓ Mittal Ranjana, Leadership – Vikash Publication

### B.Com. Semester - III
### Paper 3.3: E-Commerce

**Duration:** 3hrs  **Marks:** 100 (80+20)  **Lectures:** 65

**Objectives:** To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

**Contents**

**Unit 1**

**Unit I:** Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce, Supply Chain Management, Customer Relations Management

**Unit 2:**

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 3 Technology for Online-Business:**

Internet, IT Infrastructure, middleware contents: Text and Integrating E-business applications.

**Unit 4: Mechanism of making payment through internet:**

Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card;
Unit 5: Applications in E-Commerce and Security and Legal Aspects of E-Commerce:

E-commerce applications in manufacturing, Wholesale, retail and service sector.

Threats in E-Commerce, Security of Clients and Service-Provider; Cyber Law - Information Technology Act 2000: An overview of major provisions

Learning Outcomes: This paper would enhance the technical skills of the students to get into the business ventures using electronic means thereby providing the opportunity to gain access to a larger customer base.

Suggested Readings:

- Pandey U.S – E.Commerce& Mobile Commerce Technology – S. Chand

B.Com. Semester - III
Paper 3.4: Personal Selling and Salesmanship

Duration: 3 hrs. Marks: 100 (80+20) Lectures: 65 hours

Objective: The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman

Unit 1:
Introduction to Personal Selling: Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career.

Unit- II
Buying Motives: Concept of motivation, Maslow’s theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling

Unit- III
Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.

Unit- IV
Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling.

Learning outcome: After the completion of this paper, the students will able to identify an
understand the psychology of selling and different factors that shape the buying behaviour of customers.

Suggested Readings:
✓ Davar R.S – Salesmanship and Publicity – Vikash Publication
✓ Sahu P.K & Rout K.C – Salesmanship & Sales Management – S.Chand
✓ Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,
✓ Johnson, Kurtz and Schueing, Sales Management, McGraw Hill
✓ KapoorNeeru, Advertising and personal Selling, Pinnacle, New Delhi.
merits, and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget

Standard costing and variance analysis: Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis – material, labour and overhead

Unit V: Marginal Costing

Suggested Reading:
32. Hansen, Managerial Accounting, Cengage Learning

B.Com. Semester - IV
Paper 4.2: BUSINESS MATHEMATICS

Duration: 3 hrs. Marks: 100 (80 + 20) Lectures: 65 hours

Objective: The objective of this course is to familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations.

Contents:

Unit 1. Matrices and Determinant
Algebra of 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)
B.Com (Hons.) CBCS
using matrix inversion Method and Cremer’s Rule.

**Unit 2. Calculus I**

Mathematical functions and their types- linear, quadratic, polynomial, exponential, logarithmic and logistic function. Concepts of limit and continuity of a function, Concept and rules of differentiation, Maxima and Minima involving second or higher order derivatives

**Unit 3. Calculus II**


**Unit 4. Mathematics of Finance**

Compounding and discounting of a sum using different types of rates. Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets (*General annuities to be excluded*)

**Unit 5. Linear Programming**

Formulation 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 LPPs using Simplex method – maximization and minimization cases.

**Learning Outcome:** After reading this subject the students will be able to understand basic concepts in the areas of business calculus and financial mathematics and to connect acquired knowledge with practical problems in economic practice.

**Suggested Readings:**

- Arora P.N. Business Mathematics – S.Chand
- Arora S.R & Gupta K. – Business Mathematics – Taxmann Publication
- Zamirudeen&Bhambri – Business Statistics – Vikash Publication
B.Com. Semester - IV
Paper – 4.3: COMPUTER APPLICATIONS IN BUSINESS

Duration: 3 hrs  Marks: 100(80+20)  Lectures: 65hours

Objectives: To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.

Contents:

Unit 1. 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 Video

Unit 2. Preparing Presentations:
Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow

Unit 3. Spreadsheet and its Business Applications
Spreadsheet concepts, Creating a work book, Saving a work book, Editing a workbook, Inserting, deleting work sheets, Entering data in a cell, Formula Copying, Moving data from selected cells, Handling operators in formula, Rearranging Worksheet, Project involving multiple spreadsheets, Organizing Charts and graphs, Printing worksheet, Generally used Spread sheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Text functions.

Learning Outcome: The completion of this paper will enhance students’ computer abilities and skills to compete with the present technology driven business market.

NOTE:
- There shall be examination of 50 Marks (Practical-10 Marks and Theory- 40 Marks) and duration of Examination shall be 3 Hrs.
- Teaching arrangement need to be made in the computer Lab
- There shall be four lectures per class and 4 Practical Lab periods per batch to be thought in computer Lab.

Suggested Readings:
- Arora, Ashok – Computer Fundamental & Application – Vikash Publication
- Saxena& Chopra – Computer Application in Management – Vikash Publication
B.Com. Semester - IV
Paper 4.4: Entrepreneurship

Duration: 3 hrs.  Marks: 100 (80+20)  Lectures: 65 hours

Objective: The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.

Contents:

Unit 1  Introduction
Meaning, elements, determinants and importance of entrepreneurship and creative response to the society’s problems and at work, Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, 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/entrepreneur’s associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

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 product, 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.

Learning outcome: After the completion of this paper, student will have the entrepreneurial temper with conceptual input and practical insight as how to be an entrepreneur.
Suggested Readings:

- SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
- Rao, V.S.P – Business Entrepreneurship & Management – Vikash Publication
- SIDBI Reports on Small Scale Industries Sector.

**B.Com. Semester – V**  
**Paper 5.1: PRINCIPLES OF MARKETING**

*Objective:* The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

**Contents:**

**Unit-1**

**Introduction:** Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix, Marketing environment.

**Consumer Behavior – An Overview:** Consumer buying process; Factors influencing consumer buying decisions.

**Unit-2**

**Market Selection:** Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation;

**Product:** Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development

**Unit-3**

**Pricing:** Significance, Factors affecting price of a product; Pricing Policies and strategies;  
**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.
Unit-4

**Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factor affecting choice of distribution channel; Physical Distribution.

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

Unit-5

**Rural marketing:** Growing Importance; Distinguishing characteristics of rural markets; Understanding rural consumers and rural markets; Marketing mix planning for rural markets.

**Recent developments in marketing:** Social marketing, on line marketing, direct marketing, services marketing, green marketing,

*Learning outcome:* After the completion of this paper, the students will able to identify marketing components and fit them in the value chain along with the various marketing strategies.

**Suggested Readings:**

B.Com. Semester – V
Paper 5.2: FUNDAMENTALS OF FINANCIAL MANAGEMENT

Duration: 3 hrs. Lectures: 65 hours Marks: 100(80+20)

Objective: To familiarize the students with the principles and practices of financial management.

Contents:

Unit-1
Introduction to Financial Management: Scope and objective, Time value of money, Risk and return, Valuation of securities – Bonds and Equities

Unit-2
Long Term Investment Decisions: 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

Unit-3

Unit-4
Dividend Decisions: Theories for Relevance and irrelevance of dividend decision for corporate valuation. Cash and stock dividends, Dividend policies in practice

Unit-5
Working Capital Decisions: Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, Inventory management and payables management

Learning Outcome: After the completion of this paper, students will be able to understand finance in a better way along with giving them insight to practical management of long and short finance for real business houses.

Suggested Readings

✓ Bhalla V.K – Financial Management – S.Chand
✓ Bhabesh Patel – Fundamental Financial Management – Vikash Publication
B.Com. Semester – V
Paper DSE 5.3(A): Financial Markets, Institutions and Services

Duration: 3 hrs.          Lectures: 65 hours          Marks: 100(80+20)

**Objective:** To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

**Contents**

**Unit-1**

**Unit-2**
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 exchanges in India

**Unit-3**
Financial Institutions: Commercial banking – introduction, its role in project finance and working capital finance. Development Financial institutions (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-4**
Overview of financial services industry: Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India

**Unit-5**
Leasing and Hire-purchase: Consumer and housing finance; Venture capital; Factoring services, bank guarantees and letter of credit; Credit rating; Counseling.
Learning Outcome: *After the completion of this paper, the student will acquire financial literacy skill particularly by giving information about the financial system, markets, services and regulatory bodies in India.*

Suggested Readings:

- Nibasaiya Sapna – *Indian Financial System – S.Chand*
- Publishing Company Ltd., New Delhi.
- Simha, S.L.N. *Development Banking in India.* Madras: Institute of Financial Management and Research
- *Annual Reports of Major Financial Institutions in India*

B.Com. Semester – V  
**Paper DSE 5.3 (B): INDIAN BANKING AND INSURANCE SYSTEM**

**Duration:** 3 hrs.  **Lectures:** 65 hours  **Marks:** 100(80+20)

**Objectives:** To enable the students to acquire knowledge about basics of banking and insurance.

**Unit-1**  
**Concept of Bank and Banking:** Historical Evolution of Banking: Origin and Development of Banking - Structure of Banking in India – Banks and Economic Development –Functions of Commercial banks (conventional and innovative functions) – Central Bank – RBI – functions – Emerging trends in Banking.

**Unit-2**  
**Types of Customers and Account holders:** Procedure and practice in opening and operating the accounts of customers - individuals including minors - joint account holders -Partnership firms - joint stock companies - executors and trustees-clubs and associations

**Unit-3**  
**Introduction to insurance:** Purpose and need of insurance, insurance as a social security tool - insurance and economic development - Principles of insurance -various kinds of insurance - life, marine, fire, medical, general insurance - features.
**Unit-4**

**Life Insurance** - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance – Insurance business in India.

**Unit-5**

**Fundamentals of Agency Law:** Definition of an agent; Agents regulations; Insurance intermediaries; Agents' compensation. Procedure for Becoming an Agent: Pre-requisite for obtaining a license; Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices. Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.

**Learning Outcome:** *After the completion of this paper, the student will acquired practical knowledge of working mechanism of banking and insurance industries in India.*

**Reference Books:**
- Mishra S. *Banking Law and Practice – S Chand*
- Sheldon H.P : *Practice and Law of Banking.*
- Bedi. H.L : *Theory and Practice of Banking.*
- Shekar. K.C : *Banking Theory Law and Practice.*
- Pannandikar&Mithami' : *Banking in India.*
- Radhashwamy&Vasudevan: *Text Book of Banking.*
- Indian Institute of Bankers (Pub) *Commercial Banking Vol-I/Vol-II (part I&II) Vol- III.*
- Varshaney: *Banking Law and Practice.*
- Dr. P. Periasamy: Principles and Practice of Insurance
- Himalaya Publishing House, Delhi.
- Inderjit Singh, RakeshKatyal& Sanjay Arora: *Insurance Principles and Practices*
- Kalyani Publishers, Chennai.
- Prasad – Banking Insurance – Vikash Publication
- G. Krishnaswamy : *Principles & Practice of Life Insurance*
- Kothari &Bahl : *Principles and Pratices of Insurance.*
**B.Com. Semester – V**

**Paper 5.3DSE 5.3 (C): INDIAN FINANCIAL SYSTEM**

<table>
<thead>
<tr>
<th>Duration: 3 hrs.</th>
<th>Lectures: 65 hours</th>
<th>Marks: 100(80+20)</th>
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**Objectives:** To enable the students to understand the basic knowledge about the structure, organization and working of financial system in India.

|-----------------|-------------------------------------------------------------------------------------------------------------|

<table>
<thead>
<tr>
<th>Unit-2</th>
<th>Money market: Definition-Features-Objectives-Features of a developed money market-Importance of Money market-Composition of Money market-Operations and Participants-Money market Instruments-features of Indian money market-Recent developments.</th>
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<tr>
<th>Unit-4</th>
<th>Financial Institutions: commercial banks- development financial institutions- Nonbanking financial corporation’s-Mutual Funds, insurance companies – Objectives and functions (only a brief outline).</th>
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<tr>
<th>Unit-5</th>
<th>Regulatory Institutions: RBI – Role and Functions. The Securities and Exchange Board of India-objectives-function-powers-SEBI guidelines for primary and secondary market</th>
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</table>

**Learning Outcome:** After completion of this paper, the student will be able to understand the structure and role of financial system, financial intermediaries and regulators in the Indian economy.

**Reference Books:**

- Varshney, P.N., & D K Mittal, D.K.: *Indian Financial System*, Sulthan Chand & Sons
B.Com. Semester – V
Paper DSE 5.4 (A): FINANCIAL STATEMENT ANALYSIS & REPORTING

Duration: 3 hrs.  
Marks: 100 (80+20)

Objectives: To enable the students to understand the basic knowledge about the financial statement analysis and reporting for economic decision making.

Unit-1

Unit-2

Unit-3

Unit-4
Multivariate Ratio Analysis: Concept, objectives, uses and limitations – Univariate analysis Vs. Multivariate ratio analysis – Application of statistical tools in financial statement analysis.

Unit-5
Corporate Reporting: Cash Flow statement Analysis (AS 3) and Statutory and Non Statutory Reports, Integrated Reporting

Learning Outcome: After the completion of this paper, the students will be able to prepare the end result of a business houses by preparation through financial statement analysis and reporting.

Suggested Readings:

- Sahaf M.A – Management Accounting – Principles & Practice – Vikash Publication
- Kaveri, V.S.: Accounting Ratios as Predictors of Borrowers’ Health, New Delhi, Sultan Chand.
- Maheswari, S.N.: Management Accounting & Financial Control, New Delhi, Sultan Chand.
B.Com. Semester – V
Paper 5.4 (B): MERCHANT BANKING AND FINANCIAL SERVICES

Duration: 3 hrs. Lectures: 65 hour Marks: 100 (80+20)

Objectives: To enable the students to understand the basic knowledge about the financial services available in India.

Unit-1
Merchant Banking: Nature and scope of Merchant Banking - Regulation of Merchant Banking Activity - overview of current Indian Merchant Banking scene - structure of Merchant Banking industry - primary Markets in India and Abroad - professional Ethics and code of conduct - current Development

Unit-2

Unit-3
Factoring: concept, nature and scope of Factoring - Forms of Factoring - Factoring vis-à-vis Bills Discounting - Factoring vis-à-vis credit Insurance Factoring vis-à-vis Forfeiting- Evaluation of a Factor - Evaluation of Factoring - Factoring in India current Developments.

Unit-4
Securitization / Mortgages: Meaning, nature and scope of securitization, securitization as a Funding Mechanism, securitization of Residential Real Estate - whole Loans - Mortgages - Graduated-payment. Depository: Meaning, Evolution, Merits and Demerits of Depository. Process of Dematerialization and Dematerialization, Brief description of NSDL and CDSL

Unit-5
Security Brokerage: Meaning of Brokerage, types of brokers. Difference between broker and jobber, SEBI Regulations relating to brokerage business in India

Learning Outcome: After the completion of this course, the student will be able to understand the structure and function of mercantile banking and various financial services available in the present business world.
Suggested Readings:

- Bhalla, International Financial Management – Vikash Publication
- Gopal C.R – Management Financial Service – S.Chand
- NaliniPravaTripathy, Financial Services, PHI Learning, 2008
- Website of SEBI

B.Com. Semester – V
Paper 5.4 (C): FINANCIAL INSTITUTIONS AND SERVICES

Duration: 3 hrs. Lectures: 65 hours Marks: (80+20)

Objectives: To enable the students to understand the financial institutions operating in India and services provided by them.

Unit-1
Basic Theoretical Framework: The financial system and its technology; The factors affecting the stability of the financial system; Development finance vs. universal banking; Financial intermediaries and Financial Innovation; RBI-Central Banking.

Unit-2
Financial Institutions: A brief historical perspective. An update on the performance of IDBI, ICICI, IFCI and SFCs, LIC &GIC, The banking Institutions: Commercial banks - the public and the private sectors - structure and comparative performance. The problems of competition; interest rates, spreads, and NPAs, Bank capital - adequacy norms and capital market support

Unit-3
Non-banking financial institutions: Evolution, control by RBI and SEBI. A perspective on future role, Unit Trust of India and Mutual Funds, Reserve bank of India Framework for/Regulation of Bank Credit, Commercial paper: Features and advantages, Framework of Indian CP Market, effective cost/interest yield

Unit-4
Financial services: Asset/fund based Financial services - lease finance, consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.
Unit-5

Learning Outcome: After completion of this paper, the students will be able to understand the role and benefits of financial institution and services.

Book References
✓ Harsh V.Verma, Marketing of Services, Global Business Press, 2002
✓ Frank.J.Fabozzi& Franco Modigliani, Foundations of Financial Markets and Institutions,
✓ Pathak: Indian Financial Systems Pearson Education
✓ NibasaiyaSapna – Indian Financial System – S. Chand
✓ 10.Dhamraj – Financial Service – S.Chand

Semester - VI
Paper 6.1: AUDITING AND CORPORATE GOVERNANCE

Duration: 3 hrs. Lectures: 65 hours Marks: 100 (80+20)

Objective: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility

Unit-1
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 & Liabilities

Unit-2
Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor’s Report-Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

Unit-3
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 4

**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 & Standards on Corporate Governance

Unit 5

**Corporate Social Responsibility (CSR):** 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 Aspect of CSR, CSR provision under the Companies Act 2013, CSR Committees

**Learning Outcome:** At the end of the paper student will have detail knowledge about principles and techniques of audit in accordance with current legal requirement and as per the guidelines of different statutory authorities.

**Suggested Readings:**

- Gadada Siddheswar T & Rachchh Gunvantrai – Introduction to Auditing – Vikash
- Alvin Arens and James Loebbecke, Auditing: an Integrated Approach
- Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning
- The Companies Act 2013 (Relevant Sections)
- MC Kuchhal *Corporate Laws*, Shri Mahaveer Book Depot. (Publishers). (Relevant Chapters)
- Relevant Publications of ICAI on *Auditing* (CARO).
Objective: To provide basic knowledge and equip students with application of principles and provisions of Service Tax, VAT, Central Excise, and Customs Laws.

Contents:

Unit-1
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-2
VAT – concepts and general principles, Calculation of VAT Liability including input Tax Credits, Small Dealers and Composition Scheme, VAT Procedures

Unit-3
Central Excise Law in brief – Goods, Excisable goods, Manufacture and Manufacturer, Valuation, CENVAT, Basic procedures, Export, SSI, Job Work

Unit-4
Basic concepts of customs law, Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions

Learning outcome: After completion of this paper, the students will have an insight to the taxation on production and distribution of goods and provision of services along taxation mechanism of international trade.

Suggested Readings:
✓ GrishAhuja& Dr. Ravi Gupta, Indirect Taxes, Flair Publication Pvt. Ltd.
Objective: To provide Basic knowledge of corporate tax planning and its impact on decision-making.

Contents:

Unit-1
Tax planning, tax management, tax evasion, tax avoidance; corporate tax in India, Types of companies, Residential status of companies and tax incidence, Tax liability and minimum alternate tax, Tax on distributed profits

Unit-2
Tax planning with reference to setting up of a new business; Locational aspect, nature of business, form of organization; Tax planning with reference to financial management decision; Capital structure, dividend including deemed dividend and bonus shares; Tax planning with reference to sale of scientific research assets.

Unit-3
Tax planning with reference to specific management decisions; Make or buy; own or lease; repair or replace; Tax planning with reference to employees’ remuneration; Tax planning with reference to receipt of insurance compensation; Tax planning with reference to distribution of assets at the time of liquidation.

Unit-4
Special provisions relating to non-residents; double taxation relief; Provisions regulating transfer pricing; Advance rulings; Advance pricing agreement

Unit-5
Tax planning with reference to business restructuring: - Amalgamation, Demerger, Slump sale, Conversion of sole proprietary concern/partnership firm into company, Conversion of company into LLP, Transfer of assets between holding and subsidiary companies.

Learning outcome: After learning the subject, the students will be able to understand the taxation of the corporate house.

Suggested Readings:
B.Com (Hons.) CBCS
✓ IAS – 12 and AS – 22.

**B.Com. : Semester - VI**
**Paper DSE 6.4: BUSINESS RESEARCH METHODS AND PROJECT WORK**

**Duration:** 3 hrs.  **Lectures:** 65 hours  **Marks:** 100 (50+50)

**Objective:** *This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.*

**Section A: Business Research Methods**  50 Marks

**Unit-1**
**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, Variables, and Hypotheses.

**Unit-2**
**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-3**
**Measurement:** Definition; Designing and writing items; Uni-dimensional and Multi-dimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone, 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**  Marks 50

**Unit-4**
**Report Preparation:** Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification

**Note:**
3. There shall be a written examination of 50% Marks on the basis of Unit I to III.
4. The student will write a project report under the supervision of a faculty member assigned by the college/institution based on field work. The Project Report carries 50% Marks and will be evaluated by University appointed examiners.
Learning Outcome: After completion of this paper, the students will be able to assess and apply a range of research method on a practical project.

Suggested Readings:
- Chawla Deepak – Research Methodology – Vikash Publication
- Upagade & Shende – Research Methodology – S.Chand

B.Com. Semester - VI
Paper 6.4 (B): FUNDAMENTALS OF INVESTMENT

Duration: 3 hrs.  Lectures: 65 hours  Marks: 100 (80+20)

Objective: To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

Contents

Unit-I:
The Investment Environment - The investment decision process, Types of Investments – Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, Concept of return and risk, Impact of Taxes and Inflation on return.

Unit-II:
Fixed Income Securities - Bond features, types of bonds, estimating bond yields, Bond Valuation types of bond risks, default risk and credit rating.

Unit-III:
Approaches to Equity Analysis: Introductions to Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis, dividend capitalization models, and price-earnings multiple approach to equity valuation.

Unit-IV:
Portfolio Analysis and Financial Derivatives: (a) Portfolio and Diversification, Portfolio Risk and Return. (b) Mutual Funds. (c) Introduction to Financial Derivatives, Financial Derivatives Markets in India.

Unit-V:
Investor Protection – Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors’ awareness and activism.

Learning outcome: After completion of this paper, this paper will educate the students about various aspect of investment in detail along with understandability of stock market operation, focusing on need for common investor protection.
Suggested Readings

✓ Bhalla – Fundamentals of Investment – S.Chand
✓ Pandian P. – Security Analysis & Portfolio Management – Vikash Publication
✓ Jones, C.P., “Investments Analysis and Management”, Wiley, 8\textsuperscript{th} ed.

B.Com. Semester - VI
Paper 6.4 (C): FINANCIAL MARKET OPERATIONS

Duration: 3 hrs. Marks: 100 (80+20) Lectures: 65 hours

Objective: This course aims at acquainting the students with the working of Financial Markets in India.

Unit-1

An overview of financial markets in India: Money Markets: Indian money markets composition and structure; (a) Acceptance houses, (b) Discount houses, and (c) Call money markets; Recent trends in India money markets.

Unit-2


Unit-3


Unit-4

Functionaries on Stock Exchanges: Brokers, Sub brokers, market makers, jobbers, and NRIS.
Unit-5

**Financial Services:** Concept, functions, and types. Financial Services: Meaning and Definition, Role of Financial Services in a financial system. Leasing: Meaning and features. Introduction to equipment leasing: Types of Leases, Evolution of Indian Leasing Industry. Legal Aspects of Leasing: present Legislative Framework. Hire purchase: concept and characteristics of Hire purchase. Difference between hire purchase and leasing. SEBI guidelines: Credit rating

**Learning Outcome:** After completion of this paper, the student will be able to understand the nature and role of the main financial markets within the domestic and global environment.

**Suggested Readings:**

- Vaish M.C – Monetary Theory – Vikash Publication
- Gupta Suraj B: Monetary Economics: S. Chand and Co., New Delhi