

SYLLABUS FOR REGULAR / PASS						
B.Com. Undergraduate Study - (CBCS) for the Academic Year 2016-17						
	Course Structure	Category	Marks			Credits
	Semester I		Theory	Practical/ Internal	Total	
1.1	Environmental Science	AECC-1	80	20 (I)	100	4
1.2	Financial Accounting	Core -1	80	20 (I)	100	6
1.3	Business Law	Core -2	80	20 (I)	100	6
1.4	Micro Economics	GE-1	80	20 (I)	100	6
Total			320	80	400	22
	Semester-II					
2.1	English Communication	AECC-2	80	20 (I)	100	4
2.2	Corporate Accounting	Core -3	80	20 (I)	100	6
2.3	Corporate Laws	Core -4	80	20 (I)	100	6
2.4	Macro Economics	GE-2	80	20 (I)	100	6
Total			320	80	400	22
	Semester III					
3.1	Human Resources Management	Core-5	80	20 (I)	100	6
3.2	Management Principles & Application	Core -6	80	20 (I)	100	6
3.3	E-Commerce	SEC-1	80	20 (I)	100	4
3.4	Personal Selling & Salesmanship	SEC-2	80	20 (I)	100	4
Total			320	80	400	20
	Semester IV					
4.1	Cost and Management Accounting	Core -7	80	20 (I)	100	6
4.2	Business Mathematics	Core -8	80	20 (I)	100	6
4.3	Computer Applications in Business	SEC-3	80	20 (I)	100	4
4.4	Entrepreneurship	SEC-4	80	20 (I)	100	4
Total			320	80	400	20

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	Course Structure		Category	Theory	Practical / Internal	Total	Credits
Semester V							
5.1	Principles of Marketing		Core -9	80	20 (I)	100	6
5.2	Fundamentals of Financial Management		Core -10	80	20 (I)	100	6
5.3	DSE-1 (Any one of the following)		DSE-1	80	20 (I)	100	6
	A. Accounting and Finance	Financial Markets , Institution and Services					
	B. Banking and Insurance	Indian Banking and Insurance System					
	C. Financial Markets	Indian Financial System					
5.4	DSE-2 (Any one of the following)		DSE-2	80	20 (I)	100	6
	A. Accounting and Finance	Financial Statement Analysis and Reporting					
	B. Banking and Insurance	Merchant Banking and Financial Services					
	C. Financial Markets	Financial Institutions and Services					
Total				320	80	400	24
Semester VI							
6.1	Auditing and Corporate Governance		Core -11	80	20 (I)	100	6
6.2	Indirect Tax		Core-12	80	20 (I)	100	6
6.3	DSE-3 (Any one of the following)		DSE-3	80	20 (I)	100	6
	A.Accounting and Finance	Corporate Tax Planning					
	B. Banking and Insurance	Fundamentals of Investment					
	C. Financial Markets	Financial Market Operations					
6.4	Business Research Methods and Project Work*		DSE-4	50	50(I)	100	6
Total				290	110	400	24
Grand Total				1890	510	2400	132

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

The Environment: The Atmosphere, Hydrosphere, Lithosphere, Biosphere, Ecology, Ecosystem, Biogeochemical Cycle (Carbon Cycle, Nitrogen Cycle).

Unit – II

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

Unit – III

Population Ecology: Individuals, Species, Pollution, Community, Control Methods of Population, Urbanization and its effects on Society, Communicable Diseases and its Transmission, Non-Communicable Diseases.

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

Natural Resources: Conservation of Natural Resources, Management and Conservation of Wildlife, Soil Erosion and Conservation, Environmental Laws: Water Act, 1974, Air Act, 1981, The Wildlife (Protection) Act, 1972, Environment Protection, 1986.

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.

BOOKS FOR REFERENCE:

- ✓ *Text Book of Environmental Studies, D.K.AsthanaDrMeeraAsthana, S.Chand*
- ✓ *Environmental Studies – Sanjay Ku. Batra / KanchanBatra/ H.K.Kaur / Parul Pant – Taxmann Pub.*
- ✓ *Principles of Environmental Studies–P. C. Manoharachary& P. J. Reddy B. S. Pub., 2004*
- ✓ *Introduction to an Environmental Science–Y. Anjaneyulu, B. S. Pub. 2004.*
- ✓ *Ecology–Subramanyam&Sambamurty, Narosa Pub. House, 2000.*
- ✓ *A Text Book in Environmental Science–V. Subramaniam, Narosa Pub. House, 2000*
- ✓ *Managing Industrial Pollution –S. C. Bhatia, Mac Millan, 2003.*
- ✓ *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

- iii. 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.
- 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

- iv.Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement and revenue recognition.
- v. 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 (AS): 6 (ICAI)
- vi. Inventory Accounting: Meaning. Significance of inventory valuation. Inventory Record

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:

- ✓ Anthony, R.N. Hawkins, and Merchant, *Accounting: Text and Cases*. McGraw-Hill Education.
- ✓ BalRanjan Kumar, *Financial Accounting* – S. Chand
- ✓ Bansal.K.M - *Financial Accounting* – Taxmann Publication
- ✓ Deepak Sehgal, *Financial Accounting* – Vikash Publication
- ✓ Horngren, *Introduction to Financial Accounting*, Pearson Education.
- ✓ Monga, J.R. *Financial Accounting: Concepts and Applications*. Mayoor Paper Backs, New Delhi.
- ✓ Shukla, M.C., T.S. Grewal and S.C.Gupta. *Advanced Accounts. Vol.-I*. S. Chand & Co., New Delhi.
- ✓ Maheshwari, S.N. and S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
- ✓ Sehgal, Ashok, and Deepak Sehgal. *Advanced Accounting. Part –I*. Taxmann Applied Services, New Delhi.
- ✓ Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
- ✓ Goldwin, Alderman and Sanyal, *Financial Accounting*, Cengage Learning.
- ✓ Tulsian, P.C. *Financial Accounting*, **S. Chand**.
- ✓ Jain, S.P. and K.L. Narang. *Financial Accounting*, Kalyani Publishers, New Delhi
- ✓ Gupta, Nirmal. *Financial Accounting*, SahityaBhawan, Agra.
- ✓ *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi

B.Com. Semester - I
Paper 1.3: Business Law

Duration: 3 hrs

Marks: 100 (80+20)

Lectures: 65

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

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

B.Com (Hons.) CBCS

- d) Crossing of Cheque
- e) Bouncing of Cheques

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
- ✓ Kuchhal, M.C. and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
- ✓ Tulsian, P.C, Business Law, S.Chand
- ✓ Gogna P.P.S, Business & Industrial Law, S.Chand
- ✓ Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.
- ✓ Maheshwari & Maheshwari, *Business Law*, National Publishing House, New Delhi.
- ✓ Chadha, P. R., *Business Law* Galgotia Publishing Company, New Delhi.
- ✓ Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi.
- ✓ Goyal Bhushan Kumar and Jain Kinneri, Business Laws, International Book House
- ✓ 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

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:

- ✓ 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
- ✓ Browning, E.K. and J.M. Browning; *Microeconomic Theory and Applications*, Kalyani Publishers, New Delhi.
- ✓ 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*, MCGraw-Hill International.
- ✓ Salvatore, D. *Schaum's Outline of Theory and Problems of Microeconomic Theory*, McGraw-Hill, International Edition.
- ✓ Bilas, Richard A. *Microeconomic Theory: A Graphical Analysis*, McGraw-Hill Book Co. Kogakusha Co. Ltd.
- ✓ Amit Sachdeva, *Micro Economics*, KusumLata Publishers.

B.Com. Semester - II
Paper 2.1: English Communication
Skill Enhancement Compulsory Course for Commerce

Duration: 3hrs.

Marks: 100 (80+20)

Lectures: 65

Paper: 1

Credits: 04

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

[20]

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 Zelle

<http://tsime.uz.ac.zw/claroline/backends/download.php?url=L0ludHJvX3RvX2NvbW11bmljYXRpb25fVGh1b3J5LnBkZg%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

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 Two short notes with choice	01x 10 qns= 10 marks 02x 05 qns= 10 marks
Unit 3	Reading: 04 questions (2 prose and 2 poetry questions)	04 x 05 qns= 20 marks
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:

Vistas and Visions: An Anthology of Prose and Poetry. (Ed.) Kalyani Samantray, Himansu S. Mohapatra, Jatindra K. Nayak, Gopa Ranjan Mishra, Arun Kumar Mohanty. OBS

Texts to be studied

Prose

- The Last Leaf
- Ecology and Society
- How Wealth Accumulates and Men Decay
- The Open Window

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

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

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:

- ✓ Tulsian, P.C, Corporate Accounting, S. Chand
- ✓ Monga, J.R. *Fundamentals of Corporate Accounting*. Mayur Paper Backs, New Delhi.
- ✓ Shukla, M.C., T.S. Grewal, and S.C. Gupta. *Advanced Accounts*. Vol.-II. S. Chand & Co., New Delhi.
- ✓ Maheshwari, S.N. and S. K. Maheshwari. *Corporate Accounting*. Vikas Publishing House, New Delhi.
- ✓ Sehgal, Ashok and Deepak Sehgal. *Corporate Accounting*. Taxman Publication, New Delhi.
- ✓ Gupta, Nirmal. *Corporate Accounting*. SahityaBhawan, Agra.
- ✓ Jain, S.P. and K.L. Narang. *Corporate Accounting*. Kalyani Publishers, New Delhi.
- ✓ 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–

Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report.

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
- ✓ MC Kuchhal *Corporate Laws*, ShriMahaveer Book Depot. (Publishers).
- ✓ GK Kapoor& Sanjay Dhamija, *Company Law*, Bharat Law House.
- ✓ ReenaChadha and SumantChadha, *Corporate Laws*, Scholar Tech Press.
- ✓ Gowar, LCB, *Principles of Modern company Law*, Stevens & Sons, London.
- ✓ Ramaiya, *A Guide to Companies Act*, LexisNexis, Wadhwa and Buttersworth.
- ✓ *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

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

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
- ✓ Mankiw, N. Gregory. Principles *Macroeconomics*. Cengage Learning
- ✓ Dornbusch, Rudiger, and Stanley. Fischer, *Macroeconomics*. McGraw-Hill.
- ✓ Dornbusch, Rudiger., Stanley. Fischer and Richard Startz, *Macroeconomics*. Irwin/McGraw-Hill.
- ✓ Deepashree, *Macro Economics*, Scholar Tech. New Delhi.
- ✓ Barro, Robert, J. *Macroeconomics*, MIT Press, Cambridge MA.
- ✓ Burda, Michael, and Wyplosz. *Macroeconomics A European Text*. Oxford University Press, Oxford.
- ✓ Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.
- ✓ Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.

B.Com. Semester - III Paper 3.1: Human Resource Management

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 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:

- ✓ Khanka S.S. *Human Resource Management*. S Chand.
- ✓ Rao V.S.P - *Human Resource Management*. Vikash Publication
- ✓ DeCenzo, D.A. and S.P. Robbins, “*Personnel/Human Resource Management*”, Prentice Hall of India, New Delhi.
- ✓ Bohlander and Snell, *Principles of Human Resource Management*, Cengage Learning
- ✓ Chhabra, T.N. *Essentials of Human Resource Management*. Sun India Publication New Delhi.
- ✓ Ivancevich, John M. *Human Resource Management*. McGraw Hill.
- ✓ Wreather and Davis. *Human Resource Management*. Pearson Education.
- ✓ Robert L. Mathis and John H. Jackson. *Human Resource Management*. Cengage Learning.
- ✓ SanghiSeema, *Human Resource Management* – Vikash Publication

B.Com. Semester - III
Paper 3.2: 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

Concept: Need for Study, Managerial Functions – An overview; Co-ordination: Essence of Managership b. Evolution of the Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical, MBO - Peter F. Drucker, Re-engineering - Hammer and Champy, Michael Porter – Five-force analysis

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

a. *Staffing*: Concept of staffing, staffing process b. *Motivation*: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectation Theory, c. *Leadership*: Concept, Importance, 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:

- ✓ *Gunaseelan Rupa & Kulandaiswamy V. – Principles & Practice of Mgmt. – Vikash Pub.*
- ✓ *Pillai RSN – Principles & Practice of Management – S. Chand*
- ✓ Harold Koontz and Heinz Wehrich, *Essentials of Management: An International and Leadership Perspective*, McGraw Hill Education.
- ✓ Stephen P Robbins and Madhushree Nanda Agrawal, *Fundamentals of Management: Essential Concepts and Applications*, Pearson Education.
- ✓ 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*, DhanpatRai& 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, 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 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
- ✓ *Spiro, Stanton, and Rich, Management of the Sales force*, McGraw Hill.
- ✓ Rusell, F. A. Beach and Richard H. Buskirk, *Selling: Principles and Practices*, McGraw Hill
- ✓ Futrell, Charles, *Sales Management: Behaviour, Practices and Cases*, The Dryden Press.
- ✓ 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.

B.Com. Semester – IV
Paper 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 management accounting, various methods involved in cost ascertainment .

CONTENTS:

Unit I: Introduction

Introduction: Meaning, objectives and advantages of cost accounting, Difference between financial, cost, and management accounting and Cost concepts and its Classifications

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 II: Labour and Overhead

Labour: Accounting and Control of labour cost, time keeping and time booking, concept and treatment of idle time, over time, labour turnover and fringe benefits.

Overhead: Classification, allocation, apportionment and absorption of overhead. Under- and over-absorption

Unit III: 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 IV: Budgeting and Standard Costing

Budgeting and budgetary control: Concept of budget and budgetary control, objectives,

B.Com (Hons.) CBCS

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

Absorption versus variable costing: Distinctive features and income determination. Cost-Volume-Profit Analysis: Break-even analysis-algebraic and graphic methods. Contribution, Margin of safety and Angle of incidence

Suggested Reading:

17. Horngreen, Charles T., George Foster and Srikant M. Dattar. *Cost Accounting: A Managerial Emphasis*. Prentice Hall of India Ltd., New Delhi.
18. Horngreen, Charles T., Gary L. Sundem. *Introduction to Management Accounting*. Prentice Hall.
19. Jain, S.P. and K.L. Narang. *Cost Accounting: Principles and Methods*. Kalyani Publishers, Jalandhar.
20. Lal, Jawahar. *Cost Accounting*. Tata McGraw Hill Publishing Co., New Delhi.
21. Nigam, B.M. Lall and I.C. Jain. *Cost Accounting: Principles and Practice*. Prentice Hall of India, New Delhi.
22. Arora, M.N. *Cost Accounting – Principles and Practice*. Vikas Publishing House, New Delhi.
23. Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems*. Shri Mahabir Book Depot, New Delhi.
24. Singh, S. K. and Gupta Lovleen. *Management Accounting – Theory and Practice*. Pinnacle Publishing House.
25. Usry, Milton E. and Lawrence H. Hammer. *Cost Accounting: Planning and Control*. South Western Publishing Co.
26. Barfield, Jesset T., Cecily A. Raibarn and Michael R. Kinney. *Cost Accounting: Traditions and Innovations*. Thomson Learning.
27. Lucey, T. *Costing*. ELST, London.
28. Garrison H., Ray and Eric W. Noreen. *Managerial Accounting*. McGraw Hill.
29. Drury, Colin. *Management and Cost Accounting*. Cengage Learning.
30. Lal, Jawahar. *Advanced Management Accounting Text and Cases*. S. Chand & Co., New Delhi.
31. Khan, M.Y. and P.K. Jain. *Management Accounting*. Tata McGraw Hill, Publishing Co., New Delhi.
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

Integration: Standard forms. Methods of integration – by substitution, by parts and by use of partial fractions, definite integration, Finding areas in simple cases, Application of Integration to marginal analysis. Consumer's and Producer's Surplus, Rate of Sales and the Learning Curve.

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
- ✓ Anthony, M. and N. Biggs. *Mathematics for Economics and Finance*. Cambridge University Press.
- ✓ Arora S.R & Gupta K. – Business Mathematics – Taxmann Publication
- ✓ Ayres, Frank Jr. *Theory and Problems of Mathematics of Finance*. Schaum's Outlines Series. McGraw Hill Publishing Co.
- ✓ Budnick, P. *Applied Mathematics*. McGraw Hill Publishing Co.
- ✓ Dowling, E.T. *Mathematics for Economics*, Schaum's Outlines Series. McGraw Hill Publishing Co.
- ✓ Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
- ✓ Zamirudeen&Bhambri – Business Statistics – Vikash Publication
- ✓ Wikes, F.M. *Mathematics for Business, Finance and Economics*. Thomson Learning.
- ✓ Prasad, Bindra and P.K. Mittal. *Fundamentals of Business Mathematics*. Har-Anand Publications.
- ✓ Thukral, J.K. *Mathematics for Business Studies*. Mayur Publications.
- ✓ Vohra, N.D. *Quantitative Techniques in Management*. Tata McGraw Hill Publishing Company.
- ✓ Soni, R.S. *Business Mathematics*. Pitambar Publishing House.
- ✓ Singh J. K. *Business Mathematics*. Himalaya Publishing House

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' 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.
- ✓ Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
- ✓ Rao, V.S.P – Business Entrepreneurship & Management – Vikash Publication
- ✓ Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
- ✓ Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
- ✓ Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
- ✓ Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited. ISBN-81-7649-272-8.
- ✓ Panda, ShibaCharan. *Entrepreneurship Development*. New Delhi, Anmol Publications. (Latest Editions)
- ✓ Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
- ✓ SIDBI Reports on Small Scale Industries Sector.
- ✓ Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.

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

Duration: 3 hrs.

Lectures: 65 hours

Marks: 100(80+20)

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; 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 be able to identify marketing components and fit them in the value chain along with the various marketing strategies.

Suggested Readings:

14. Arun Kumar – Marketing Management – Vikash Publication
15. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UIHaque. *Principles of Marketing*. 13th edition. Pearson Education.
16. Mahajan & Mahajan – Principles of Marketing – Vikash Publication.
17. Michael, J. Etzel, Bruce J. Walker, William J. Stanton and Ajay Pandit. *Marketing Concepts and Cases*. (Special Indian Edition).
18. Rudani R.B – *Basics of Marketing Management* – S. Chand
19. McCarthy, E. Jerome., and William D. Perreault. *Basic Marketing*. Richard D. Irwin.
20. Lamb, Charles W., Joseph F. Hair, Dheeraj Sharma and Carl McDaniel. *Marketing: A South Asian Perspective*. Cengage Learning.
21. Pride, William M., and D.C. Ferrell. *Marketing: Planning, Implementation & Control*. Cengage Learning.
22. Majaro, Simon. *The Essence of Marketing*. Prentice Hall, New Delhi.
23. Zikmund William G. and Michael D'Amico. *Marketing; Creating and Keeping Customers in an E-Commerce World*. Thomson Learning.
24. Chhabra, T.N., and S. K. Grover. *Marketing Management*. Fourth Edition. Dhanpat Rai & Company.
25. The Consumer Protection Act 1986.
26. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.

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

Financing Decisions: Sources of long-term financing Estimation of components of cost of capital, Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage, Determinants of capital structure

Unit-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
- ✓ Horne, J.C. Van and Wackowich. *Fundamentals of Financial Management*. 9thed. New Delhi Prentice Hall of India.
- ✓ Johnson, R.W. *Financial Management*. Boston Allyn and Bacon.
- ✓ Joy, O.M. *Introduction to Financial Management*. Homewood: Irwin.
- ✓ Khan and Jain. *Financial Management text and problems*. 2nd ed. Tata McGraw Hill New

B.Com (Hons.) CBCS

Delhi.

- ✓ Pandey, I.M. *Financial Management*. Vikas Publications.
- ✓ Chandra, P. *Financial Management- Theory and Practice*. (Tata McGraw Hill).
- ✓ Rustagi, R.P. *Fundamentals of Financial Management*. Taxmann Publication Pvt. Ltd.

- ✓ Singh, J.K. *Financial Management- text and Problems*. 2nd Ed. DhanpatRai and Company, Delhi.
- ✓ Singh, Surender and Kaur, Rajeev. *Fundamentals of Financial Management*. Book Bank International.
- ✓ Brigham and Houston, *Fundamentals of Financial Management*, 13th Ed., Cengage Learning

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

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:

- ✓ *Bhole, L.M. Financial Markets and Institutions. Tata McGraw-Hill Publishing Company.*
- ✓ *Pandian P. – Financial Service and Markets. Vikas Publishing House.*
- ✓ *Dhanekar. Pricing of Securities. New Delhi: Bharat Publishing House.*
- ✓ *Nibasaiya Sapna – Indian Financial System – S.Chand*
- ✓ *Prasanna, Chandra. Financial Management: Theory and Practice. Tata McGraw Hill \ Publishing Company Ltd., New Delhi.*
- ✓ *Simha, S.L.N. Development Banking in India. Madras: Institute of Financial Management and Research*
- ✓ *Khan and Jain. Financial Services. 2nd ed. Tata McGraw Hill*
- ✓ *Singh, J.K. Venture Capital Financing in India. Dhanpat Rai and Company, New Delhi.*
- ✓ *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.*
- ✓ Maheshwari. S.N. : *Banking Law and Practice.*
- ✓ Shekar. K.C : *Banking Theory Law and Practice.*
- ✓ Pannandikar&Mithami': *Banking in India.*
- ✓ Radhaswamy&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.
- ✓ M.N. Mishra: *Insurance Principles and Practice, S. Chand & Company Ltd, Delhi.*
- ✓ Prasad – *Banking Insurance – Vikash Publication*
- ✓ G. Krishnaswamy : *Principles & Practice of Life Insurance*
- ✓ Kothari &Bahl : *Principles and Practices of Insurance.*

B.Com. Semester – V
Paper 5.3DSE 5.3 (C): INDIAN FINANCIAL SYSTEM

Duration: 3 hrs.

Lectures: 65 hours

Marks: 100(80+20)

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

Unit-1

Financial System: Meaning and Significance-Functions of the financial system -Financial Assets- Financial markets- Classification-Financial instruments-weakness of Indian Financial System.

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

Primary, Secondary and Capital Markets: New issue market-meaning-functions-methods floating new issue - intermediaries in the new issue market-merchants bankers and their functions -Recent trends in new issue market - Stock Exchanges-Functions-Structure of stock exchanges-BSE-NSE- listing of securities-Advantages of listing-methods of trading in stock exchanges-on line trading-stock indices

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:

- ✓ Kohn, Meir: *Financial Institutions and Markets*, Tata McGraw Hill.
- ✓ Bhole L.M: *Financial Institutions and Markets*, Tata McGraw Hill.
- ✓ Desai, Vasantha: *The Indian Financial System*, Himalaya Publishing House.
- ✓ Machiraju.R.H: *Indian Financial System*, Vikas Publishing House.
- ✓ Khan M.Y: *Indian Financial System*, Tata McGraw Hill.
- ✓ Varshney, P.N., & D K Mittal, D.K.: *Indian Financial System*, Sulthan Chand & Sons
- ✓ Gordon E. &Natarajan K.: *Financial Markets & Services*, Himalaya Publishing House.
- ✓ Pathak, V. Bharati: *Indian Financial System*, Pearson Education.

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

Introduction Concepts of financial statements – Nature of financial statements – Objectives of financial statements – Different types of financial statements: income statement, balance sheet, statement of retained earnings, fund flow statement, cash flow statement, schedules – Limitations of financial statements.

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

Ratio Analysis: Classification of ratios – Ratio formation – Ratio interpretation – Practical methods of ratio analysis: Time Series (intra firm) Analysis, Cross Sectional (inter firm) Analysis, Residual Analysis and Multivariate Analysis.

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:

- ✓ Foster, G.: Financial Statement Analysis, Englewood Cliffs, NJ, Prentice Hall.
- ✓ Sahaf M.A – Management Accounting – Principles & Practice – Vikash Publication
- ✓ Foulke, R.A.: Practical Financial Statement Analysis, New York, McGraw-Hill.
- ✓ Hendriksen, E.S.: Accounting Theory, New Delhi, Khosla Publishing House.
- ✓ Kaveri, V.S.: Financial Ratios as Predictors of Borrowers' Health, New Delhi, Sultan Chand.
- ✓ Lev, B.: Financial Statement Analysis – A New Approach, Englewood Cliffs, NJ, Prentice Hall.
- ✓ Maheswari, S.N.: Management Accounting & Financial Control, New Delhi, Sultan Chand.

B.Com (Hons.) CBCS

- ✓ Myer, J.N.: Financial Statement Analysis, NJ, Prentice Hall. 8. Porwal, L.S.: Accounting Theory – An Introduction, New Delhi, Tata-McGraw-Hill

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

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

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:

- ✓ M.Y.Khan, Financial Services, Tata McGraw-Hill, 11th Edition, 2008
- ✓ Bhalla, International Financial Management – Vikash Publication
- ✓ Gopal C.R – Management Financial Service – S.Chand
- ✓ NaliniPravaTripathy, Financial Services, PHI Learning, 2008
- ✓ Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2002.
- ✓ J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi.
- ✓ Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
- ✓ Sasidharan, Financial Services and System, Tata McGraw Hill, New Delhi, 1st Edition, 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

Operations: Financial Assets/ Instruments Rights issues, issue of Debentures, issue of Equity shares - pre-issue activity, post-issue activities. The regulatory framework: SEBI and Regulation of Primary and Secondary Markets, Company Law provisions.

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

- ✓ M.Y.Khan, Financial Services, Tata McGraw-Hill, New Delhi, 2004.
- ✓ Harsh V.Verma, Marketing of Services, Global Business Press, 2002
- ✓ Sames L .Heskett, Managing In the Service Economy, Harvard Business School Press, Boston, 2001.
- ✓ M.Y.Khan, Indian Financial System, 4/eTata McGraw-Hill, New Delhi, 2004
- ✓ Frank.J.Fabozzi& Franco Modigliani, Foundations of Financial Markets and Institutions, 3/e, Pearson Education Asia, 2002.
- ✓ H.R Machiraju, Indian Financial Systems, Vikas Publishing House Pvt. Ltd.2002.
- ✓ Meir Kohn, Financial Institutions and Markets, Tata McGraw-Hill, New Delhi, 2003.
- ✓ 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:

- ✓ Gupta, Kamal and Ashok Arora. *Fundamentals of Auditing*. Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
- ✓ Gadada Siddheswar T & Rachchh Gunvantrai – Introduction to Auditing – Vikash
- ✓ Jha, Aruna. *Auditing*. Taxmann.
- ✓ Tandon, B. N., S. Sudharsanam and S. Sundharabahu. *A Handbook of Practical Auditing*. S. Chand and Co. Ltd., New Delhi.
- ✓ Ghatalia, S.V. *Practical Auditing*. Allied Publishers Private Ltd., New Delhi.
- ✓ Singh, A. K. and Gupta Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
- ✓ Alvin Arens and James Loebbecke, *Auditing: an Integrated Approach*
- ✓ Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning
- Christine A Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
- ✓ Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.
- ✓ The Companies Act 2013 (Relevant Sections)
- ✓ MC Kuchhal *Corporate Laws*, Shri Mahaveer Book Depot. (Publishers). (Relevant Chapters)
- ✓ Relevant Publications of ICAI on *Auditing* (CARO).

B. Com.: Semester VI
Paper 6.2: INDIRECT TAX LAW

Duration: 3 hrs.

Lectures: 65 hours

Marks: 100 (80+20)

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:

- ✓ Singhanian Vinod K. and Monica Singhanian, *Students' Guide to Indirect Taxes*, Taxmann Publications Pvt. Ltd., Delhi.
- ✓ V.S. Datey. *Indirect Tax Law and practice*, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- ✓ Sanjeev Kumar. *Systematic Approach to Indirect Taxes*, Latest edition.
- ✓ S. S. Gupta. *Service Tax -How to meet your obligation* Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- ✓ Grish Ahuja & Dr. Ravi Gupta, *Indirect Taxes*, Flair Publication Pvt. Ltd.

B.Com. Semester - VI
Paper DSE 6.3 (A): CORPORATE TAX PLANNING

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

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:

- ✓ Singhanian, Vinod K. and Monica Singhanian. Corporate Tax Planning. Taxmann Publications Pvt. Ltd., New Delhi.
- ✓ Ahuja, Girish. and Ravi Gupta. Corporate Tax Planning and Management. Bharat Law House, Delhi.

B.Com (Hons.) CBCS

- ✓ Acharya, Shuklendra and M.G. Gurha. Tax Planning under Direct Taxes. Modern Law Publication, Allahabad.
- ✓ Mittal, D.P. Law of Transfer Pricing. Taxmann Publications Pvt. Ltd., New Delhi.
- ✓ IAS – 12 and AS – 22.
- ✓ T.P. Ghosh. IFRSs. Taxmann Publications Pvt. Ltd. New Delhi.

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, 8thed.
- ✓ Prasanna, Chandra., “*Investment Analysis and Portfolio Management*”, Tata McGraw Hill.
- ✓ Rustogi, R.P., *Fundamentals of Investment*, Sultan Chand & Sons, New Delhi.
- ✓ Vohra, N.D., and B.R. Bagri, “*Futures and Options*”, McGraw Hill Publishing
- ✓ Mayo, *An Introduction to Investment*, Cengage Learning.

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

Capital Market: Security market – (a) New issue market. (b) Secondary market: Functions and role of stock exchange: listing procedure and legal requirements: Public Issue – pricing and marketing: Stock exchanges – National Stock Exchange and over-the-counter exchanges.

Unit-3

Securities Contract and Regulations Act: Main provisions. Investors Protections: Grievances concerning stock exchange dealing and their removal: Grievances cells in stock exchanges: SEBI: Company Law Board: Press: Remedy through courts.

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
- ✓ Chandler M. V. and Goldfeld S. M: Economics of Money and Banking: Harper and Row, New York.
- ✓ Gupta Suraj B: Monetary Economics: S. Chand and Co., New Delhi
- ✓ Gupta Suraj B: Monetary Planning in India: Oxford, Delhi.
- ✓ Bhole I. M.: financial Markets and Instructional: Tata McGraw Hill, New Delhi.