



INVERTIS UNIVERSITY, BAREILLY

Syllabus For

**Bachelor of Commerce (Hons.)
(Semester based Course Proposal)**

**Bachelor of Commerce (Hons.) Syllabus as per course structure to be effective from Academic
Year 2019 – 20 onwards**

Invertis University, Bareilly
Scheme of Instructions
(B.Com. Hons.)

Year -1 Semester-I

S.no.	Paper code	Paper Name	L+T+P	Credits
1	BCM101	Business Organization and Management	4+1+0	5
2	BCM102	Financial Accounting	4+1+0	5
3	BCM103	Micro Economics –I	4+1+0	5
4	BCM104	Business Laws	4+1+0	5
5	BCM105	Computer Fundamentals	3+1+1	5

(B.Com. Hons.)
Year-1 Semester -II

S.no.	Paper code	Paper Name	L+T+P	Credits
1	BCM201	Business Statistics	4+1+0	5
2	BCM202	Information system	4+1+0	5
3	BCM203	Micro Economics –II	4+1+0	5
4	BCM204	Corporate Laws	4+1+0	5
5	BCM205	Environmental Science	4+1+0	5

BCM101: BUSINESS ORGANIZATION AND MANAGEMENT

L+ T +P

4 + 1 +0

Objective: - The purpose of this paper is to impart to the students an understanding of state of the art of management & business concepts practices with a view to preparing them to face the emerging challenges of managing resources, managing business processes and managing managers.

Unit –I:

Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience of globalization, and privatization, Multinational corporations and Indian transnational. **10 Lectures**

Unit –II:

Entrepreneurial opportunities in contemporary business environment: Networking marketing, Franchising, Business Process Outsourcing, E-commerce and M-Commerce. Process of setting up a business enterprise. Opportunity and idea generation – role of creativity and innovation. Feasibility study and preparation of business plan

Unit –III:

Forms: (a) Forms of business including LLP, small venture enterprise and one person company, Choice of suitable form of business ownership (b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics. (c) Functional aspects of business: Conceptual framework of functional areas of management: Finance; Marketing and Human Resources.

Unit –IV:

Development of Management Thought: Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Drucker, Porter, Senge, Prahalad, Hammer, and Tom Peters.

Unit –V:

Process of Managing (a) Planning: corporate Strategy – Environmental Analysis and Diagnosis, Formulation of Strategic Plan; Growth strategies – internal and external; Decision-making – concept, Process, Rationality and Techniques, Information Technology and Decision-Making, Decision Support System (b) organizing and Staffing: Contemporary Organizational Formats – Project, Matrix and Networking, (c) Management in Action: Motivation – concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Managerial Grid, Situational Leadership. Transactional and Transformational Leadership: Communication – formal and Informal Networks, Barriers and Principles (d) control: Concept and Process, Effective Control System, Modern Control Techniques – Stakeholder Approaches (Balanced Score Card) Accounting Measures (Integrated Ratio Analysis), and Economic and Financial Measures (Economic Value Added and Market Value Added) Behavioral Aspects of Management Control.

Unit –VI:

Management in Perspective: Management of Strategic Change, Knowledge Management, Learning Organization.

Suggested Readings:

1. Basu. Business Organisation and Management. Tata McGraw Hill, New Delhi.
2. Gupta, C.B. Modern Business Organisation. Mayur Paper Backs, New Delhi.

3. Lele, R.K. and J.P. Mahajan. Business Organisation. Pitamber Publishing, New Delhi.
4. Mishra, N. Modern Business Organisation. SahityaBhawan, New Delhi.
5. Prasad, Lallan and S.S. Gulshan. Management Principles and Practices. S. Chand & Co. Ltd., New Delhi.
6. Chhabra, T.N. Principles and Practice of Management. DhanpatRai & Co., Delhi.
7. Singh, B.P. and T.N. Chhabra. Business Organisation and Management. Dhanpat Rai & Co., Delhi.

References:

1. Jim, Barry, John Chandler, Heather Clark. Organisation and Management. Thomson Learning.
2. Bushkirk R.H. et al Concepts of Business: An Introduction to Business System. Dryden Press, New York.
3. Bowen, H.R. Social Responsibilities of Business. Harper and Row, New York.
4. Allen L.A. Management and Organisation. McGraw Hill, New York.
5. Ansoff, H.J. Corporate Strategy. John Wiley, New York.
6. Burton Gene and Manab Thakur. Management Today Principles and Practice. Tata McGraw Hill, New Delhi.

Note: Latest edition of text book may be used.

BCM102: FINANCIAL ACCOUNTING

L+ T +P

4 + 1 +0

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

(PART A)

Unit –I: THEORETICAL FRAMEWORK

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

Accounting process: Recording of business transactions to preparation of trial balance, an overview only.

Unit –II: BUSINESS INCOME

- i) Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.
- ii) Revenue recognition: Salient features of Accounting Standard (AS): 9 (ICAI) Recognition of expenses.
- iii) The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets change of method. Salient features of Accounting Standard (AS): 10(ICAI) regarding depreciation
- iv) Inventories: meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average. Salient features of Accounting Standard (AS): 2 (ICAI)

Unit –III: FINAL ACCOUNTS

Capital and revenue expenditures and receipts: general introduction only.

- i) Preparation of financial statements:
 - a) of non-corporate business entities from a trial balance;
 - b) of not-for-profit organizations;
 - c) from incomplete records: statement of affairs method and conversion method.

Unit –IV: ACCOUNTING FOR HIRE PURCHASE AND INSTALMENT SYSTEMS

Concepts of operating and financial lease (theory only)

Unit –V: ACCOUNTING FOR INLAND BRANCHES

Concept of dependent branches; accounting aspects; debtors system, stock and debtors system, branch final accounts system and whole sale basis system-Independent branches: concept - accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.

(PART B)

Unit –VI: ACCOUNTING FOR DISSOLUTION OF THE PARTNERSHIP FIRM

Insolvency of partners, sale to a limited company and piecemeal distribution.

OR

PART (C)

Computerized Accounts (By using any popular accounting software)

Creation of vouchers and recording transactions, preparing reports – cash book and bank book, ledger accounts, trial balance, Profit and Loss Account (Income Statement) and Balance Sheets.

Note:

- 1. Any revision of relevant accounting standard issued by ICAI would become applicable immediately.**
- 2. There is a choice of parts A+B or A+C.**
- 3. Part A shall carry 50marks theory and 30 marks internal assessment.**
- 4. Part B shall carry 20 marks theory.**
- 5. Part C shall carry 20 marks practical.**

Suggested Readings:

1. Anthony, R.N. and J.S. Reece. Accounting Principles. Richard D. Irwin, Inc.
2. Monga, J.R. Financial Accounting: Concepts and Applications. Mayoor Paper Backs, New Delhi.
3. Shukla, M.C., T.S. Grewal and S.C.Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
4. Maheshwari, S.N. and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Sehgal, Ashok, and Deepak Sehgal. Advanced Accounting. Part –I. Taxmann Applied Services, New Delhi.
6. Tulsian, P.C. Advanced Accounting. Tata McGraw Hill, New Delhi.

BCM103: MICRO ECONOMICS-I

L+ T +P

4 + 1 +0

Objective: Objective of the course is to acquaint the students with the concepts of microeconomics 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.

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

Unit-I

The concept of demand and the elasticity of demand and supply: Demand curves: Individual's demand curve, market demand curve, Movements along versus shifts in the demand curve, Elasticity of demand: price, income and cross. Concept of revenue: Marginal and Average: Revenue and elasticity of demand.

Unit-II

Consumer Behaviour: Notion of indifference and preference. Indifference curve analysis of consumer behaviour; Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects. Consumer surplus. Indifference curves as an analytical tool (cash subsidy v/s. kind subsidy). Revealed Preference.

Unit-III

Production: Fixed and variable inputs, production function, total, average and marginal products, law of variable proportions. Linear homogeneous production function. Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, returns to scale.

Unit-IV

Cost of Production: Social and private costs of production, difference between economic and accounting costs, long run and short run costs of production. Economies and diseconomies of scale and the shape of the long run average cost. Learning curve.

Unit-V

Distinction between Perfect and pure Competition: Assumptions, price and output decisions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply, difference between accounting and economic profits, producer surplus. Stability analysis – Walrasian and Marshallian. Demand -supply analysis.

Suggested Readings:

1. Pindyck, R.S. and D.L. Rubinfeld. Microeconomics. Pearson Education (Singapore) Pvt. Ltd., Delhi.
2. Bilas, Richard A. Microeconomic Theory: A Graphical Analysis. McGraw-Hill Book Co. Kogakusha Co. Ltd.
3. Browning Edgar K., and JacqueLine M. Browning. Microeconomic Theory and Applications. Kalyani Publishers, New Delhi.
4. Green, H.A.J. Consumer Theory. The Macmillan Company of India Ltd., New Delhi.
5. Gould, John P., and Edward P. Lazear. Microeconomic Theory. All India Traveller Bookseller, New Delhi.
6. Maddala, G.S., and E. Miller. Microeconomics: Theory and Applications. McGraw-Hill International Edition, Singapore.
7. Salvatore, D. Schaum's Outline of Theory and Problems of Microeconomic Theory. McGraw-Hill, International Edition, New Delhi.
8. Varian, H.R. Intermediate Microeconomics: A Modern Approach. Affiliated East-West Press, New Delhi.

Note: Detailed Guidelines for teaching and paper setting will be formulated annually by the Department of Commerce for determining the emphasis and specific scope in the suggested readings, so as to constantly update the content and improve the quality of instruction within the overall ambit of the syllabus

Note: Latest edition of text book may be used.

Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Unit-I

The Indian Contract Act, 1872

- 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
- g) Contract of Indemnity and Guarantee
- h) Contract of Bailment
- i) Contract of Agency

Unit-II

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-III

The Limited Liability Partnership Act, 2008

- a) Salient Features of LLP
- b) Difference between LLP and Partnership, LLP and Company
- c) LLP Agreement,
- d) Nature of LLP
- e) Partners and Designated Partners
- f) Incorporation Document
- g) Incorporation by Registration
- h) Registered Office of LLP and Change Therein
- i) Change of Name
- j) Partners and their Relations
- k) Extent and Limitation of Liability of LLP and Partners
- l) Whistle Blowing
- m) Contributions
- n) Financial Disclosures
- o) Annual Return
- p) Taxation of LLP
- q) Conversion to LLP
- r) Winding Up and Dissolution.

Unit-IV

The Information Technology Act, 2000

- a) Definitions
- b) Digital signature
- c) Electronic governance
- d) Attribution, acknowledgement and dispatch of electronic records
- e) Regulation of certifying authorities
- f) Digital signatures certificates
- g) Duties of subscribers
- h) Penalties and adjudication
- i) Appellate Tribunal
- j) Offences

Suggested Readings:

1. Sharma J. P, SunainaKanojia, "*Business Laws*", Ane Books Pvt Ltd, New Delhi.
2. Kucchal, M.C., "*Business Law*", Vikas Publishing, House (P) Ltd., New Delhi.
3. Singh, Avtar, "*The Principles of Mercantile Law*", Eastern Book Company, Lucknow.
4. Maheshwari&Maheshwari, "*Business Law*", National Publishing House, New Delhi.
5. Chadha, P. R., "*Business Law*" Galgotia Publishing Company, New Delhi.
6. Taxmann Publications Pvt. Ltd., New Delhi, "*Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000*".
7. Painttal, D., "*Law of Information Technology*" Taxmann Publications Pvt. Ltd., New Delhi.

Note: Latest edition of text book may be used.

BCM105: COMPUTER FUNDAMENTALS

L+ T +P

4 + 1 +0

Objective: After studying this paper a student will become (IT) literate, and be able to understand basic IT terminology. The student should be able to understand the role of information system in business world.

UNIT I

Computer Fundamentals: What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software, Input/output devices. Computer memories. **Number System:** Binary, Octal, Decimal, and Hexadecimal representation of Characters: ASCII and EBDIC codes, Binary arithmetic and logic circuit.

UNIT II

Computer languages: Machine, Assembly and High level language, Assembler, Compiler and interpreter. Fundamentals of computer programming, Problem solving through computer algorithms and flow chart level of programming.

Introduction to internet: Components, Services and working on internet, introduction to protocols, tools.

UNIT III

Introduction to Operating System: Elementary knowledge of DOS. **Windows Operating System-** Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc. Use of Windows Explorer for moving and copying files.

UNIT IV

Word Processing. (5 Practical per week)

Word processing concepts: Use of Templates, Opening an existing document/creating a new document, Saving, Editing text, Finding and replacing text, formatting, Checking and correcting spellings, Bullets and numbering, Paragraph Formatting, Header and footer, Mail Merge, Tables

Spreadsheet and its Business Applications.

Spreadsheet concepts: Creating, Saving, Editing, inserting, deleting, formulas Copying, Moving data, Rearranging Worksheet, project involving multiple spreadsheets, Organizing. Charts and graphs, Printing.

Generally used Spread sheet functions

Mathematical, Statistical, Financial, Logical

UNIT V

Power Point (Presentation software): Basic concept of presentation software, standard toolbar, formatting toolbar, and drawing toolbars in Power Point and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

Suggested Readings:

1. Computer Fundamental, V. Rajarjaman, Prentice Hall of India, 4th Edition
2. Computer Fundamental, P.K. Sinha: BPB Publications, 2nd edition, 1992.
3. PC Software for Windows, R.K. Taxali, Tata Mc Graw Hill, Golgotia Publications

BCM201: BUSINESS STATISTICS

L+ T +P

4 + 1 +0

Objective: The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Expected Learning Outcomes: The student is expected to be equipped with the tools of processing and description of statistical data. In addition, the student would develop competence to use computer for statistical calculations especially for comparatively large sized problems.

Unit 1: Statistical Data and Descriptive Statistics

Definition, Nature and scope of statistics. Data presentation. Measures of Central Tendency

a) Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications.

b) Positional Averages Mode Median (and other partition values including quartiles, deciles, and percentiles).

1.1 Measures of Variation: absolute and relative.

Range, quartile deviation, mean deviation, standard deviation, and their co-efficients, Properties of standard deviation/variance.

1.3 Concept of Skewness, Kurtosis and Moments.

Unit 2: Probability, Probability Distributions and its Applications to Business

Theory of Probability. Approaches to the calculation of probability

Calculation of event probabilities. Addition and multiplication laws of probability.

Conditional probability and Bayes' Theorem. Expectation and variance of a random variable.

Probability distributions: Binomial, Poisson and Normal.

Application in Business

Unit 3: Simple Correlation and Regression Analysis

Correlation Analysis. Meaning of simple Correlation; linear and non-linear, Causation and correlation, Scatter diagram, Pearson's co-efficient of correlation; calculation and properties (proofs not required).

Probable and standard errors, Rank

Correlation.

3.1 Simple Regression Analysis. Principle of least squares and regression lines. Regression equations and estimation. Standard Error of Estimates.

Unit 4: Index Numbers

Meaning and uses of index numbers. Construction of index numbers: fixed and chain base,

Aggregative and average of relatives – simple and weighted – Fisher's, Laspeyres and Paasche.

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

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

Unit 5: Time Series Analysis

Components of time series. Additive and multiplicative models.

Trend analysis. Moving averages. 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.

Seasonal variations- calculation and uses. Simple averages, ratio-to-trend, ratio-to-moving averages and link-relatives methods.

Suggested Readings:

1. Levin, Richard and David S. Rubin. Statistics for Management. 7th Edition. Prentice Hall of India.
2. Siegel, Andrew F. Practical Business Statistics. International Edition. (4th Ed.). Irwin McGraw Hill.
3. Berenson and Levine. Basic Business Statistics: Concepts and Applications. Prentice Hall.
4. Spiegel M.D. Theory and Problems of Statistics. Schaum's Outlines Series. McGraw Hill Publishing Co.
5. Gupta, S.P., and Archana Gupta. Statistical Methods. Sultan Chand and Sons, New Delhi.
6. Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House.

Note: Latest edition of text book may be used.

The students will be familiarized with software and the statistical and other functions contained therein related to formation of frequency distributions and calculation of averages, measures of variation, correlation and regression coefficients.

All of this shall be done through practicals in paper

BCM202: INFORMATION SYSTEM

L+ T +P

4 + 1 +0

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

UNIT I Information Systems: Meaning, Need of an efficient information System, Type of Information system, Information requirement for Planning, Coordination, and control for various level in Business Industry, Basic of data arrangement and Access

UNIT II Database System: Traditional file Environment, Identification of Relevant data, Evolution of Database Technology, Databases: The Modern Approach.

UNIT III Networks: LAN, WAN, Wireless Network : Introduction to networking, Importance of networking, Communication devices such as Modem, Features of Networking

Introduction to Internet: Meaning of Internet, Growth of internet, Anatomy of Internet, Net Etiquette, World Wide Web, Internet Protocols, Usage of Internet to society, Search Engines.

UNIT IV

Computer based information System

Accounting Information System (AIS): Meaning, characteristics, diagrams to depict AIS and its major subsystems.

1. Management Information System: Meaning, concepts, input and output of MIS with illustration.
2. Decision Support system: Introduction, Decision making, DSS concept, objective.
3. Knowledge-Based Information System: Introduction, Expert system, User interface, knowledge base, advantages and disadvantages.
4. Concept of virtual office: Introduction, office automation (OA), virtual office, OA application; visualizing paperless office by Illustration

UNIT V

1. Executive Information system: Introduction, peculiar information requirements of executives.
2. Marketing Information: Introduction, evolution and need of marketing information system.
3. Manufacturing Information System: Introduction, need and characteristics.
4. Introduction to Financial Information System.
5. Introduction to Human Resource Information System.

Suggested Readings:

1. Rajaraman, V. Introduction to Information Technology. PHI.
2. Hunt, R., J. Shelley. Computers and Commonsense. Prentice Hall of India.
3. Leon A. and Leon M. Fundamentals of Information Technology. Leon, Vikas
4. Basandra, Suresh K. Management Information System. Wheeler Publication, Delhi
5. Kumar, Muneesh. Business Information System. Vikas Publishing House.
6. Fitzgerald & Dennis – Wiley. Business Data Communication and Networking.
7. Rajaraman , V. Analysis and design of information Systems. PHI.

BCM203: MICRO ECONOMICS– II

L+ T +P

4 + 1 +0

Objective: The objective of the course is to acquaint the students with various market structures within which a firm operates. The Course also deals with long-term decision making and market efficiency.

Learning Outcome: It is expected that students will be able to apply this knowledge to business firms' decision making process in the framework of markets.

Unit-I

Monopoly Market Structure: Kinds of monopoly, Monopolist's decision and 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. Comparison of pure competition and monopoly. The social costs of monopoly power. Price discrimination.

Unit-II

Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency Oligopoly and Interdependence - Cournot's duopoly model, Stackelberg model, Kinked demand model. Prisoner's dilemma, collusive oligopoly - price-leadership model - dominant firm, cartels, sales maximization. Contestable markets theory. Pricing of Public Utilities, Peak-load pricing.

Unit-III

Market for Factor Inputs: Determination of factor rewards in perfect input markets in the short & long runs under conditions of perfect and imperfect commodity markets. Determination of factor rewards under conditions of monopsony, monopolistic and monopsonistic exploitation. Role of trade unions. Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.

Unit-IV

Inter-temporal Analysis and Choice under Uncertainty: Intertemporal choice –Stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk, preferences towards risk, reducing risk.

Unit-V

General Equilibrium and Market Failure: General equilibrium & efficiency (in Pareto optimal terms). Market failure and the sources of market failure. Market power and inefficiency, asymmetric information - quality uncertainty, market signaling, moral hazard, principal-agent problem, Public goods and externalities.

Suggested Readings:

1. Pindyck, R.S., and D.L. Rubinfeld. Microeconomics. Prentice-Hall of India Pvt. Ltd.
2. Baumol, William J. Economic Theory and Operations Analysis. Prentice-Hall of India
3. Browning, E.K., & J.M. Browning. Microeconomic Theory and Applications. Kalyani
4. Gould, J.,P., & E.P. Lazear. Microeconomic Theory. All India Traveller Bookseller,
5. Lipsey, R.G., and K.A. Chrystal. Principles of Economics. Oxford University Press.
6. Maddala G.S., and E. Miller. Microeconomics: Theory and Applications. McGraw-Hill
7. Salvatore, D. Schaum's Outline of Theory and Problems of Microeconomic Theory. McGraw-Hill, International Edition.

BCM204: CORPORATE LAWS

L+ T +P

4 + 1 +0

Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case law.

Course Contents:

Unit I. Introduction:

Characteristics of a company, concept of lifting of corporate veil. Types of companies, association not for profit, illegal association. Formation of company – Promoters, their legal position, pre-incorporation contract and provisional contracts. Documents – Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building

Unit II. Share Capital – issue, allotment and forfeiture of share, Demat of share, transmission of shares, buyback, share certificate and share warrant
Members and shareholder – their rights and duties.
Shareholders meetings, kinds, convening and conduct of meetings.

Unit III. Management – Directors, classification of directors, dis-qualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, other managerial personnel and remuneration.
Dividend Provisions and issue of bonus shares.
Investigations.
Winding up – concept and modes of winding up.

Unit IV. Emerging issues in company law: One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLP), Insider Trading, Rating Agencies, Producer Company – concept and formation.

Unit V.

Depositories Act 1996: Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

Suggested Readings:

1. Sharma J. P, “*An Easy Approach to Corporate Laws*”, Ane Books Pvt Ltd, New Delhi.
2. Bharat Law House, New Delhi, “*Manual of Companies Act, Corporate Laws and SEBI Guidelines*”.
3. Wadhwa and Company, “*A Ramaiya Guide to Companies Act*”, Nagpur
4. Kannal, S., & V.S. Sowrirajan, “*Company Law Procedure*”, Taxman’s Allied Services (P) Ltd., New Delhi (Latest Edn)
5. Singh, Harpal, “*Indian Company Law*”, Galgotia Publishing, Delhi.

6. Charlesworth & Morse, "*Company Law*", Sweet & Maxwell", London, U.K.
7. Gowar, LCB, "*Principles of Modern Company Law*", Stevens & Sons, London.

Note: Latest edition of text book may be used.

BCM205: ENVIRONMENTAL SCIENCE

L+ T +P

4 + 1 +0

UNIT-I

Definition, Scope & Importance, Need For Public Awareness- Environment definition, Eco system – Types & Factors of Ecosystem, Food chain, Food-web, Ecological pyramids, Trophic levels, Human activities – Food, Shelter, Economic and social security. Effects of human activities on environment- Housing, Industry, Mining and Transportation activities.

UNIT-II

Natural Resources- Water Resources, Mineral Resources, Forest Wealth, Material cycles-Carbon, Nitrogen and Water Cycle Energy – Different types of energy, Conventional and Non-Conventional.

UNIT-III

Environmental Pollution and their effects. Water pollution- Water borne diseases, Water induced diseases, Land pollution. Noise pollution, Public Health aspects, Air Pollution, Solid waste management. Population Growth, Climate Change and Global warming- Effects.

UNIT-IV

Environmental Protection- Role of Government, Legal aspects, Initiatives by Non-governmental Organizations (NGO), Environmental Education.

UNIT-V

Project Activity

Project Report in the field - Air pollution area, water pollution area, noise pollution area, land pollution area. Environmental degradation and alternative fuels.

Suggested Readings:

1. Environmental Studies , Benny Joseph; Tata McgrawHill,2005
2. Environmental Studies, Dr. D.L. Manjunath; Pearson Education-2006
3. Environmental studies, R. Rajagopalan; Oxford Publication – 2005
4. Text book of Environmental Science & Technology, M. Anji Reddy, BS Publication, Revised edition.

SYLLABUS
BCOM HONS – II YEAR
SESSION 2019-20

Year-2 semester -III

S.No	Paper Code	Paper Name	Max. Marks.			L+T+P	Credits
			Ext. Assmnt	Int. Assmnt.	Total		
1	BCM301	Business Mathematics	70	30	100	4+1+0	5
2	BCM302	Income Tax law and Practice	70	30	100	4+1+0	5
3	BCM303	Macro Economics	70	30	100	4+1+0	5
4	BCM304	Principles of Marketing	70	30	100	4+1+0	5
Option 1 (any one of the following)							
5	BCM311	English	70	30	100	4+1+0	5
6	BCM312	Maths	70	30	100	4+1+0	5

(B.Com. Hons.)
Year-2 semester –IV

S.No	Paper Code	Paper Name	Max. Marks.			L+T+P	Credits
			Ext. Assmnt	Int. Assmnt.	Total		
1	BCM401	Indirect Tax	70	30	100	4+1+0	5
2	BCM402	Corporate Accounting	70	30	100	4+1+0	5
3	BCM403	Cost Accounting	70	30	100	4+1+0	5
4	BCM404	Human Resource Management	70	30	100	4+1+0	5
5	BCM405	Indian Economy- Performance and Policies	70	30	100	4+1+0	5

BCM301: BUSINESS MATHEMATICS

L+ T +P

4 + 1 +0

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

Expected Learning Outcomes: The student would acquire fair degree of proficiency in formulating and solving diverse problems related to business and economics with the help of mathematical tools.

Unit – 1

Matrices and Determinants

Algebra of matrices. Types of matrix, Determinants, Addition, Subtraction, Multiplication. Inverse of a matrix.

Solution of system of linear equations (having unique solution and involving not more than three variables) using matrices, Input Output Analysis.

Permutation & Combination, Basic Probability (Till Bair's Theorem)

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

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

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

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

Unit- 4

Mathematics of Finance

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

Compounding and discounting of a sum using different types of rates.

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

Valuation of simple loans and debentures. Sinking funds. (*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. Shadow prices of the resources. Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.

The dual problem. Formulation of the Dual. Primal-Dual solutions: (excluding solution of dual problem when the primal problem involves mixed constraints) Economics interpretation of the dual

Suggested Readings:

1. Anthony, M. and N. Biggs. Mathematics for Economics and Finance. Cambridge University Press.
2. Ayres, Frank Jr. Theory and Problems of Mathematics of Finance. Schaum's Outlines Series. McGraw Hill Publishing Co.
3. Budnick, P. Applied Mathematics. McGraw Hill Publishing Co.
4. Dowling, E.T. Mathematics for Economics, Schaum's Outlines Series. McGraw Hill Publishing Co.
5. Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.. Wikes, F.M. Mathematics for Business, Finance and Economics. Thomson Learning.

7. Hamdy A. Taha. Operations Research: An Introduction. Prentice Hall of India.
8. Prasad, Bindra and P.K. Mittal. Fundamentals of Business Mathematics. Har-Anand Publications.
9. J.K. Sharma "*Business Mathematics*", ANE Books Pvt. Ltd. New Dlehi
10. Thukral, J.K. Mathematics for Business Studies. Mayur Publications.
11. Vohra, N.D. Quantitative Techniques in Management. Tata McGraw Hill Publishing Company.
12. Soni, R.S. Business Mathematics. Pitambar Publishing House.
13. Singh J. K. Business Mathematics. Himalaya Publishing House.
14. Narag, A.S. Linear Programming & Decision Making. Sultan Chand & Sons.

Note: Latest edition of text book may be used.

BCM302: INCOME TAX LAW AND PRACTICE

L+ T +P

4 + 1 +0

Objective: To provide basic knowledge and equip students with application of principles and provisions Income-tax Act, 1961.

Expected learning outcome: Students will gain a working knowledge regarding computation of taxable income and tax liability pertaining to individuals/firms.

Unit No. I

Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax.

Unit No. II

Residential status, Scope of total income on the basis of residential status.

Exempted income under section 10.

Unit No. III

-Income from Salary

- Income from house property

Unit No. IV

- Profits and gains of business or profession

- Capital gains

- Income from other sources

- Total income and tax computation

Income of other persons included in assessee's total income

Unit No. V

- 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

5.5- Tax liability of an individual and firm

5.6- Five leading cases of Supreme Court

Preparation of return of income:

- Manually

-PAN

- On-line filing of Returns of Income & TDS.
- Provision & Procedures of COMPULSORY ONLINE filing of returns for specified assesses.

Suggested Readings:

1. Singhanian, Vinod K. and Monica Singhanian. Students' Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
3. Chandra, Mahesh., S.P. Goyal and D.C. Shukla. Income Tax Law and Practice. PragatiPrakashan, Delhi.
4. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
5. Mehrotra, H.C. Income Tax Law. SahityaBhawan, Agra.
6. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
7. Singhanian, Vinod K. and KapilSinghanian. Tax Computation on CD. Taxmann Publications Pvt. Ltd., New Delhi.

Journals

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

Note: Latest edition of text book may be used.

BCM303: MACRO ECONOMICS

L+ T +P

4 + 1 +0

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.

Learning Out-come: The course would make the student understand the impact of macro policies on an economy and business, in the context of the international economy.

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 employment. Labour market and its interaction with production system. Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.

Unit-IV

Open economy – flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices 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 elasticities of demand for real balances. Supply of money.

Suggested Readings

1. Mankiw, N. Gregory. Macroeconomics. Macmillan Worth Publishers New York, Hampshire U.K.
2. Dornbusch, Rudiger, and Stanley. Fischer. Macroeconomics. McGraw-Hill.
3. Dornbusch, Rudiger., Stanley. Fischer and Richard Startz. Macroeconomics. Irwin/McGraw-Hill, Singapore.
4. Deepashree, "Macro Economics", ANE Books Pvt. Ltd. New Delhi.
5. Barro, Robert J. Macroeconomics. MIT Press, Cambridge MA.
6. Burda, Michael, and Wyplosz. Macroeconomics A European Text. Oxford University Press, Oxford.
7. Salvatore, Dominick. International Economics. John Wiley & Sons Singapore.
8. Branson, William H. Macroeconomic Theory and Policy. HarperCollins India Pvt. Ltd.

Note: Detailed Guidelines for teaching and paper setting will be formulated annually by the Department of Commerce for determining the emphasis and specific scope in the suggested readings, so as to constantly update the content and improve the quality of instruction within the overall ambit of the syllabus.

Note: Latest edition of text book may be used.

B.Com (Hons.) Semester Course

BCM304: PRINCIPLES OF MARKETING

L+ T +P

4 + 1 +0

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

Unit – I

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 –II

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; After-sales services; Product life-cycle; New Product Development.

Unit –III

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; Communication planning and control.

Unit –IV

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 –V

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

Recent issues and developments in marketing: Social Marketing, Marketing ethics; Recent developments in marketing – online marketing, direct marketing, services marketing, green marketing, sustainable marketing and relationship marketing.

Suggested Readings:

1. Kotler, Philip and Gary Armstrong. Principles of Marketing. 13th edition. Prentice-Hall of India, New Delhi.
2. Michael, J Etzel., Bruce J Walker and W. J. Stanton. Marketing. 13th edition. McGraw Hill, New York.
3. McCarthy, E. Jerome., and William D. Perreault. Basic Marketing. Richard D. Irwin.
4. Lamb, Charles W., Joseph F. Hair and Carl McDaniel. Principles of Marketing. South Western Publishing, Ohio.
5. Pride, William M., and D.C. Ferrell. Marketing: Planning, Implementation & Control. Cengage Learning.
6. Majaro, Simon. The Essence of Marketing. Prentice Hall, New Delhi.
7. Zikmund William G. and Michael D*Amico. Marketing; Creating and Keeping Customers in an E-Commerce World. Thomson Learning.
8. Chhabra, T.N., and S. K. Grover. Marketing Management. Fourth Edition. Dhanpat Rai& Company.
9. The Consumer Protection Act.
10. Michael, J. Etzel, Bruce J. Walker, William J Staton and Ajay Pandit. Marketing Concepts and Cases. (Special Indian Edition).

Note: Latest edition of text book may be used.

Unit 1

Virginia Woolf Shakespeare's Sister Essay

Marge Piercy: Breaking Out- Poem

W B Yeats :A Prayer for My Daughter -Poem

Eunice D'Souza :Marriages are made- Poem A

K Ramanujan :A River- Poem

Unit 2

James Baldwin: Stranger in the Village- Essay

Wole Soyinka :Telephone Conversation- Poem

Maya Angelou :Still I Rise- Poem

Langston Hughes: Harlem -Poem

Unit 3

Wilfred Owen :Dulce et Decorum Est- Poem

Edna St Vincent Millay: Conscientious Objector- Poem

Henry Reed: The Naming of Parts- Poem

Bertolt Brecht: General, Your Tank Is a Powerful Vehicle

Amitav Ghosh: Ghosts of Mrs Gandhi Anecdotal- Essay

Unit 4

Penalty and Thakur ka Kuan by Munshi Premchand

Nadine Gordimer Once Upon A Time Short Story

Rabindranath Tagore The Castaway and The Post Master

Unit I: Sequences and Series

Sequences to be introduced through the examples arising in Economics and Commerce beginning with finite sequences, followed by concepts of recursion and difference equations. Convergence of a sequence and algebra of convergent sequences. Illustration of proof of convergence of some simple sequences such as $(-1)^n/n$, $1/n^2$, $(1+1/n)^n$, x^n with $|x| < 1$.

Concepts, statements, and applications of the following: A necessary condition for convergence of an infinite series. Cauchy convergence criterion for series, positive term series, geometric series, comparison test, limit comparison test, convergence of P-Series.

Unit II: Introduction to Algorithms and Number Theory

Basic Number Theory, Types of number, Round off and Round on of numbers. Errors and types of errors, Methods to reduce errors. Algebra of sets. Finite and infinite sets, examples of countable and uncountable sets. Real line; absolute value, bounded sets. Functions, Types of functions. Basic concept of Program, algorithm, Division Algorithm and data structure. Pseudo code – SPARKS. Control Structures. Recursion and Iteration. Binary Search. Analysis of algorithms. Fibonacci numbers, gcd and factorial. Magic squares. Insertion sort and quick sort.

Unit III: Graph theory

Graph basics, terminology and modelling. Types of graphs: Simple, Directed, Multi, and Pseudo graph. Special Graphs: Complete Graph, Cycles. Graph Representations – Adjacency matrix and Incidence matrix. Transversal – Breadth First search and Depth First Search. Minimum Cost Spanning Tree. Shortest Path.

Unit IV: Game theory

Theory of Games: Introduction to basic concepts of game theory including strategic games, examples like prisoner's dilemma. Principle of dominance. Notion of Zero sum and non-zero sum games. Formulation and solution of two person zero sum game and strategies.

Suggested Readings:

1. R. G. Bartle and D. R. Sherbert: Introduction to Real Analysis, John Wiley and Sons (Asia) Pte. Ltd. 2000.
2. C. P. Simon and L. Blume: Mathematics for Economicists, W W Norton and Company, 1994.
3. T. M. Apostol: Calculus, Vol. I, John Wiley and Sons (Asia); 2002.
4. Ellis Horowitz and Sartaj Sahni, Fundamentals of Data Structures. 1994, Galgotia, New Delhi, Ch. 1, Ch. 7 (Internal Sorting): PP. 345-352, Ch. 6 (Graphs): PP. 282-288, 292-309.
5. S.S. Hilier and G.J. Liebermann, Introduction to Operational Research, Tata McGraw Hill, 2001.

BCM401: INDIRECT TAX

L+ T +P

4 + 1 +0

Objective: To provide basic knowledge and equip students with application of principles and provisions of GST implementation, valuation rules regarding GST and Customs Laws.

Expected learning outcome: Students will gain a working knowledge regarding computation of tax liability pertaining to these laws.

Unit-I: Introduction

Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of Value Added Tax: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Network, State Compensation Mechanism, Registration

Unit II: Levy and collection of GST

Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.

Unit III Input Tax Credit

Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism, Job work.

Unit IV: Procedures

Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.

Unit V Special Provisions

Taxability of E-Commerce, Anti-Profitteering, Avoidance of dual control, E-way bills, zero-rated supply, Offences and Penalties, Appeals.

Unit VI: Customs Law

Basic Concepts, Territorial Waters, High Seas, Types of Custom Duties, Valuation, Baggage Rules & Exemptions.

Suggested Readings

1. The Central Goods and Services Tax, 2017
2. The Integrated Goods and Services Tax, 2017
3. The Union Territory Goods and Services Tax, 2017
4. The Goods and Services Tax (Compensation to States), 2017
5. The Constitution (One hundred and First Amendment) Act, 2016
6. Gupta, S.S. , GST- How to meet your obligations (April 2017), Taxmann Publications
7. Halakandhi, S., G.S.T (Vastu and Sevakar) (Hindi) Vol-1, 2017
8. Gupta, S.S., Vastu and Sevakar, Taxmann Publications, 2017
9. Vastu and SevakarVidhan by Government of India

BCM402: CORPORATE ACCOUNTING

L+ T +P

4 + 1 +0

Level of Knowledge: Working knowledge of financial accounting.

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

Unit I:

ACCOUNTING FOR SHARE CAPITAL & DEBENTURES

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

Unit II:

FINAL ACCOUNTS

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

VALUATION OF GOODWILL AND VALUATION OF SHARES

Concepts and calculation - simple problem only.

Unit III:

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 IV:

14 Lectures

ACCOUNTS OF HOLDING COMPANIES/PARENT COMPANIES

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

Unit V:

BANKING COMPANIES

Difference between balance sheet of banking and non banking company; prudential norms. Asset structure of a commercial bank. Non-performing assets (NPA).

Unit VI:

CASH FLOW STATEMENT

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

Suggested Readings:

1. Monga, J.R. Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi.
2. Shukla, M.C., T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
3. Maheshwari, S.N. and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.
4. Sehgal, Ashok and Deepak Sehgal. Corporate Accounting. Taxman Publication, New Delhi.
5. Naseem Ahmed, “ Corporate Accounting”, ANE Books Pvt. Ltd. New Delhi.
6. Gupta, Nirmal. Corporate Accounting. SahityaBhawan, Agra.
7. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
8. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

Note: Latest edition of text book may be used.

BCM403: COST ACCOUNTING

L+ T +P

4 + 1 +0

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

Unit I:

Introduction: Meaning, objectives and advantages of cost accounting, Difference between cost accounting and financial accounting. Cost concepts and classifications, Elements of cost. Installation of a costing system. Role of a cost accountant in an organization.

Unit II:

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, Simple Average, Weighted Average, Replacement, Standard, Treatment of Material Losses.

Unit III:

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.

Unit IV:

Overhead: Classification, allocation, apportionment and absorption of overhead. Under and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, debts, research and development expenses, Bad Activity – based cost allocation.

Unit V:

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

Unit VI:

Accounting Systems: Integral and non-integral systems, Reconciliation of cost and financial accounts.

Suggested Reading:

1. Lal, Jawahar. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi.
 2. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi.
 3. Mittal, D.K. and Luv Mittal. Cost Accounting. Galgotia Publishing Co., New Delhi.
 4. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
 5. Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting: Text and Problems.
- S. Chand & Co. Ltd., New Delhi.

6. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi.

7. Jain , S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers, Jalandhar.

References:

1. Usry, Milton E. and Lawrence H. Hammer. Cost Accounting: Planning and Control.

South Western Publishing Co.

2. Horngreen, Charles T., George Foster and Srikant M. Dattar. Cost Accounting: A

Managerial Emphasis. Prentice Hall of India Ltd., New Delhi.

3. Barfield, Jesset T., Cecily A. Raibarn and Michael R. Kinney. Cost Accounting:

Traditions and Innovations. Thomson Learning.

4. Lucey, T. Costing. ELST, London.

Note: Latest edition of text book may be used.

BCM404: HUMAN RESOURCE MANAGEMENT

L+ T +P

4 + 1 + 0

Unit-I:

Human Resource Management: Relevance and spectrum, HRD: concept and evolution, Organisation of HR Department, Role, Status and competencies of HR Manager, HR Policies, An overview of Government Policy since 1991 affecting Human Resources.

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 systems; career development.

Unit –IV

Performance appraisal system; nature and objectives; techniques of performance appraisal; potential appraisal and employee counselling; job changes - transfers and promotions.

Unit –V

Compensation: concept, policies and administration; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

Unit –VI

Maintenance: employee health and safety; employee welfare; social security; grievance handling and redressal.

Unit –VII

Emerging Horizons in Human Resource Management; Human Resource Information System; Downsizing; VRS; empowerment, workforce diversity.

Suggested Readings:

1. Decenzo, D.A. and S.P. Robbins, "Personnel/Human Resource Management", Prentice Hall of India, New Delhi.
2. Dessler. Human Resource Management. Prentice Hall of India, New Delhi.
3. French, W. The Personnel Management Process. HaughtenMiffin, Boston.
4. Ivanecevich, John M. Human Resource Management. McGraw Hill.
5. Wreather and Davis. Human Resource Management. Prentice Hall, New Jersey.
6. Robert L. Mathis and John H. Jackson. Human Resource Management. Thomson Learning.
7. Storey. Human Resource Management. Thomson Learning.
8. Singh, A.K. and B.R Duggal. Human Resources Management. Sunrise Publication, New Delhi.
9. Saiyalaim, M.S. Human Resource Management. Tata McGraw-Hill, New Delhi.
10. Chhadha, T.N. Human Resource Management. DhanpatRai & Co., Delhi.
11. Dwivedi, R.S. Personnel Management. Oxford & I.B.H., New Delhi.
12. Singh, B.P. Personnel Management & Industrial Relations. DhanpatRai & Co., Delhi.

Note: Latest edition of text book may be used.

BCM405: INDIAN ECONOMY – PERFORMANCE AND POLICIES

L+ T +P

4 + 1 +0

Unit I:

Basic Issues in Economic Development: Concept and Measures of Development and Underdevelopment; Human Development.

Unit II:

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

Unit III:

Policy Regimes:

- a) The evolution of planning and introduction to planning commission of India .
- b) Economic reform and liberalization.

Unit IV:

Growth, Development and Structural Change:

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

Unit V:

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 Industrialisation – 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 Stabilisation and Structural Adjustment; India and the WTO.

Readings:

1. Todaro, Michael P. and Stephen C. Smith. Economic Development. Eighth edition.
2. Bettelheim, Charles India Independent. Chapters 1, 2 and 3.
3. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2.
4. Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
5. Dandekar, V. M. Forty Years After Independence in BimalJalan. (ed.). The Indian Economy: Problems and Prospects, Viking, New Delhi.
6. Ahluwalia, Montek S. State-level Performance under Economic Reforms in India in A. O. Krueger. (ed.). Economic Policy Reforms and the Indian Economy, The University of Chicago Press.
7. Nagaraj, R. Indian Economy since 1980: Vitrious Growth or Polarisation? Economic and Political Weekly. pp. 2831-39.
8. Ray, S. K. Land Systems and its Reforms In India. Sections II & III, Indian Journal of Agricultural Economics. Vol. 51. Nos. 1 & 2.
9. Visaria, Pravin. Demographic Aspects of Development: The Indian Experience. Indian Journal of Social Sciences. Vol. 6. No. 3.
10. Deepashree, "Indian Economics, Performance and Polices", ANE Books Pvt. Ltd. New Delhi
11. Dreze, Jean and Amartya Sen. Economic Development and Social Opportunity. Ch.2. OUP.
12. Vaidyanathan, A. India's Agricultural Development Policy. Economic and Political Weekly.
13. Rao, J. Mohan and Servaas Storm. Distribution and Growth in Indian Agriculture. in T. J. Byres (ed.). the Indian Economy: Major Debates since Independence, OUP.
14. Sawant, S. D. and C. V. Achuthan. Agricultural Growth Across Crops and Regions: Emerging Trends and Patterns. Economic and Political Weekly. Vol. 30 A2-A13.
15. Krishnaji, N. Agricultural Price Policy: A Survey with Reference to Indian Foodgrain Economy. Economic and Political Weekly. Vol. 25. No. 26.
16. Srinivasan, T. N. Eight Lectures on India's Economic Reforms. OUP.
17. Nayyar, Deepak. (ed.). Industrial Growth and Stagnation: The Debate in India. Sameeksha Trust and OUP. pp. (Introduction).
18. Chaudhuri, Sudip. Debates on Industrialisation. in T.J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
19. Chandra, Nirmal K. Growth of Foreign Capital and its Importance in Indian Manufacturing. Economic and Political Weekly. Vol. 26. No. 11.
20. Khanna, Sushil. Financial Reforms and Industrial Sector in India. Economic and

Political Weekly. Vol. 34. No. 45.

21. Bhaduri, Amit and Deepak Nayyar. An Intelligent Person's Guide to Economic Liberalisation. Penguin Books, New Delhi. pp.
22. Ghosh, Jayati. Liberalisation Debates. T. J. Byres (ed). The Indian Economy: Major Debates since Independence. OUP.
23. Vaidyanathan, A. Poverty and Development Policy. Economic and Political Weekly.
24. Deaton, A and Jean Dreze. Poverty and Inequality in India. Economic and Political Weekly.
25. Planning Commission, Task Force on Employment Opportunities. Ch 1 and 2
26. Bhalla, G. S. Policy for Food Security in India.
27. Uma Kapila (ed), "Indian Economy since Independence", Relevant articles.
28. Nayyar, Deepak. Economic Liberalisation in India: Analytics, Experience and Lessons. RC Dutt Memorial Lecture Series. Orient Longman.
29. Rangarajan, C. and N. Jadhav. Issues in Financial Sector Reform. Bimal Jalan. (ed). The Indian Economy. Oxford University Press, New Delhi.
30. Nayyar, Deepak. Macroeconomic Reforms in India: Short Term Effects and Long Run Implications. Wahiduddin Mahmud (ed). Adjustment and Beyond: The Reform Experience in South Asia. Palgrave, London.
31. Ahluwalia, Isher. The Indian Economy: Looking Ahead. Wahiduddin Mahmud (ed). Adjustment and Beyond: the Reform Experience in South Asia. Palgrave, London.
32. Chakravarty, Sukhamoy. Development Planning – The Indian Experience. Oxford University Press, Delhi.

Note: Latest edition of text book may be used.

(B.Com. Hons.)
Year-3 semester –V

S.No	Paper Code	Paper Name	Max. Marks.			L+T+P	Credits
			Ext. Assmnt	Int. Assmnt.	Total		
1	BCM501	Management Accounting	70	30	100	4+1+0	5
2	BCM502	Financial Management	70	30	100	4+1+0	5
Option 1 (any one of the following)							
3	BCM511	Auditing	70	30	100	4+1+0	5
4	BCM512	E-commerce	70	30	100	4+1+0	5
Option 2 (any one of the following)							
5	BCM513	Financial Markets, Institutions and Financial services	70	30	100	4+1+0	5
6	BCM514	Compensation Management	70	30	100	4+1+0	5
7	BCM515	Corporate Tax Planning	70	30	100	4+1+0	5
8	BCM516	Advertising and personal selling	70	30	100	4+1+0	5
9	BCM517	Business Data Processing – I	70	30	100	4+1+0	5

(B.Com. Hons.)
Year-3 semester –VI

S.No	Paper Code	Paper Name	Max. Marks.			L+T+P	Credits
			Ext. Assmnt	Int. Assmnt.	Total		
1	BCM601	International Business	70	30	100	4+1+0	5
2	BCM602	Business Communication	70	30	100	4+1+0	5
3	BCM603	Project Work	70	30	100	4+1+0	5
Option 1 (any one of the following)							
3	BCM611	Governance, Ethics and social responsibility of business	70	30	100	4+1+0	5
4	BCM612	Entrepreneurship and small business	70	30	100	4+1+0	5
5	BCM613	Fundamentals of investment	70	30	100	4+1+0	5
6	BCM614	Consumer relation and customer care	70	30	100	4+1+0	5
7	BCM615	Business Tax Procedure and Management	70	30	100	4+1+0	5
8	BCM616	Business Data Processing –II	70	30	100	4+1+0	5

BCM501: MANAGEMENT ACCOUNTING

L+ T +P

4 + 1 +0

Objective: To provide the students knowledge about use of costing data for planning, control and decision making.

Unit I:

Nature and Scope, Difference between cost accounting and management accounting, cost control, cost reduction, cost management.

Unit II:

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

Unit III:

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

Unit IV:

Absorption versus variable costing: Distinctive features and income determination.
Cost-Volume-Profit Analysis: Break-even analysis-algebraic and graphic methods.
Contribution / sales ratio, key factor. Margin of safety. Angle of incidence. Determination of cost indifference point.

Unit V:

Decision making: Costs for decision making, variable costing and differential analysis as aids in making decisions – fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, sellor process further.

Unit VI:

Responsibility Accounting: Concept, Significance, Different Responsibility Centers, Divisional Performance Measurement – Financial Measures.

Suggested Reading:

1. Lal, Jawahar. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi.
2. Nigam, B.M. Lall. and I.C. Jain. Cost Accounting, Principles and Practice, Prentice. Hall of India, New Delhi.
3. Mittal, D.K. and Luv Mittal. Cost Accounting. Galgotia Publishing Co., New Delhi.
4. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
5. Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting, Text and Problems. S. Chand & Co. Ltd., New Delhi.
6. H.V. Jhamb, “Management Accounting”, ANE Books Pvt. Ltd. New Delhi
7. Maheshwari, S.N. and S.N. Mittal. Cost Accounting, Theory and Problems. Shri Mahabir Book Depot, New Delhi.
8. Jain, S.P. and K.L. Narang. Cost Accounting, Principles and Methods. Kalyani Publishers, Jalandhar.
9. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons, New Delhi.
10. Singh, S. K. and Gupta Lovleen. Management Accounting – theory and Practice.

Pinnacle Publishing House.

References:

1. Usry, Milton E. and Lawrence H. Hammer. Cost Accounting, Planning and Control. South Western Publishing Co.
2. Horngreen, Charles T., George Foster and Srikant M. Dattar. Cost Accounting, A Managerial Emphasis. Prentice Hall of India Ltd., New Delhi.
3. Horngreen, Charles T., Gary L. Sundem. Introduction to Management Accounting. Prentice Hall.
4. Garrison H., Ray and Eric W. Noreen. Managerial Accounting. McGraw Hill.
5. Drury, Colin. Management and Cost Accounting. Thomson Learning.
6. Lal, Jawahar. Advanced Management Accounting Text and Cases. S. Chand & Co., New Delhi.
7. Khan, M.Y. and P.K. Jain. Management Accounting. Tata McGraw Hill, Publishing Co., New Delhi.

Note: Latest edition of text book may be used.

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

Unit-I:

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

Unit-II:

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

Unit-III:

Cost of Capital and Financing Decision: 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-IV:

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

Unit-V:

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.

Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purposes.

Suggested Readings

1. Horne, J.C. Van. Financial management and policy. 10th ed. New Delhi Prentice Hall of India.
2. Horne, J.C. Van. Fundamentals of Financial Management. 9th ed. New Delhi Prentice Hall of India.
3. Levy H. and M. Sarnat . Principles of Financial Management. Engelwood Cliffs, Prentice hall.
4. Johnson, R.W. Financial Management. Boston Allyn and Bacon.
5. Joy, O.M. Introduction to Financial Management. Homewood: Irwin.
6. Khan and Jain. Financial Management text and problems. 2nd ed. Tata McGraw Hill New Delhi.
7. Pandey, I.M. Financial Management. Vikas Publications.
8. Bhalla, V.K. Financial Management & Policy. Anmol Publications, Delhi.
9. Chandra, P. Financial Management- Theory and Practice. (Tata McGraw Hill).

10. Rustagi, R.P. Fundamentals of Financial Management. Galgotia Publishing House, Delhi)
11. Singh, J.K. Financial Management- text and Problems. 2nd Ed. Dhanpat Rai and Company, Delhi.
12. Sharma, G.L. and Y. P.Singh. ed. Contemporary Issues in Finance and Taxation. Academic Foundation Delhi.
13. Singh, Surender and Kaur Rajeev. Fundamentals of Financial Management. Book Bank International.

Note: Latest edition of text book may be used.

Objective: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.

Unit I:

Introduction: Meaning, Objects, Basic Principles and Techniques. Classification of Audit. Audit Planning. Internal Control – Internal Check and Internal Audit

Unit II:

Audit Procedure – Vouching and verification of Assets & Liabilities.

Unit III:

Audit of Limited Companies:

- (i) Company Auditor: Qualifications and disqualifications, Appointment, Removal, Remuneration, Rights, Duties and Liabilities.
- (ii) Audit Committee
- (iii) Auditor's Report: Contents and Types. Auditor's certificates
- (iv) Emphasis on Companies (Auditor's Report) order, 2003 (CARO – 2003)
- (v) Liabilities of Statutory Auditors in case of non-compliance.

Unit IV:

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.

Relevant Auditing and Assurance Standards (AASs).

Relevant Case Studies/Problems.

Suggested Readings:

1. Jha, Aruna. A Student's Guide to Auditing. Taxmann.
2. Tandon, B. N., S. Sudharsanam and S. Sundharabahu. A Handbook of Practical Auditing. S. Chand and Co. Ltd., New Delhi.
3. Institute of Chartered Accountants of India. Auditing and Assurance Standards. ICAI, New Delhi.
4. Gupta, Kamal and Ashok Arora. Fundamentals of Auditing. Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
5. Ghatalia, S.V. Practical Auditing. Allied Publishers Private Ltd., New Delhi.
6. Sharma, T.R. Principles and Problems. SahityaBhawan Publication, Agra.
7. Singh, A. K. and Gupta Lovleen. Auditing Theory and Practice. Galgotia Publishing Company.
8. Publication ICAI. (CARO).

References:

1. A Ramaiya. Guide to Companies Act. Wadhwa & Co., New Delhi.
2. Alvin, S.A. Arens and K. Loebbecke James Auditing: An Integrated Approach. Prentice Hall. NJ.
3. Michael Chris Knapp. Contemporary Auditing, Real Issues and Cases. Thomson Learning.
4. Strawser R., Jerry. and Robert R Strawser. Auditing. Thomson Learning.

Note: Latest edition of text book may be used.

Objectives: A student should become familiar with mechanism for conducting business transactions through electronic means

Learning Outcome: After studying this paper, a student should be able to

- Explain various aspects of ECommerce.
- Understand the dynamics of fourth channel
- Appreciate the internet technology and its infrastructure.
- Understand the methodology for online business dealings using ECommerce infrastructure.

PART – A

Unit-I:

Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce.

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, Web Server, 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:

Laws Relating to online transactions: Salient Features.

Unit-6:

Applications in E-Commerce: E-commerce applications in manufacturing, wholesale, retail and service sector, B2B,B2C,C2C.

PART – B

Unit-7:

Virtual existence: Concepts, working, advantages and pitfalls of Virtual organization, workforce, work zone and workspace and staff less organization.

Unit-8:

Designing an E-Commerce Model for a middle level organization: The conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart.

Unit-9:

Security in E-Commerce: Digital Signatures, Network security, Data encryption with secret keys, data Encryption public keys, Web Security.

OR

PART C

(2 Practical per week)

Designing web page using a tool

Scheme of Examination

Part A 50 Marks

Part B 25 Marks

Students opting for Part C in lieu of Part B will be assessed through a practical examination of 25 marks for 1 hour through an Internal Examination.

Reading List:

1. Amor, Daniel - Pearson Edude. E Business R (Evolution).
2. Greenslein&Feinman. Electronic Commerce. TMH.
3. David Whiteley. E-Commerce: Strategy, Technologies and Applications. TMH.
4. Joseph, P.T. E-Commerce A Managerial Perspective. PHI.
5. Electronic Commerce: from vision to fulfillment. ELIAS M. AWAD PHI.

Note: Latest edition of text book may be used.

BCM513: FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES

L T P

4+1+0

Objective: To provide the student an overview of financial markets & institutions in India and to familiarize them with important fee and fund based financial services in India.

Unit-I:

An Introduction To Financial System, its Components – financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system.

Unit-II:

Financial Markets: Money market – functions, organization and instruments. Role of central bank in money market. Indian money market – an overview.

Capital Markets – functions, organization and instruments. Indian debt market. Indian equity market – primary and secondary markets. Role of stock exchanges in India. SEBI and investor protection.

Unit-III:

Financial Institutions: Commercial banking – introduction, its role in project finance and working capital finance. Development Financial institutions (DFIs) – overview and role in Indian economy. Life and non-life insurance organizations in India. Mutual Funds – Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

Unit-IV:

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

Unit-V:

Leasing and hire – purchase. Consumer and housing finance. Venture capital finance. Factoring services, bank guarantees and letter of credit. Credit rating. Financial counseling.

Suggested Readings:

1. Bhole, L.M. Financial Markets and Institutions. Tata McGraw-Hill Publishing Company.
2. Khan, M.Y. Indian Financial System – Theory and Practice. New Delhi: Vikas Publishing House.
3. Avadhani, V.A. Bombay: Jaico Publishing Company.
4. Dhanekar. Pricing of Securities. New Delhi: Bharat Publishing House.
5. Prasanna, Chandra. Financial Management: Theory and Practice. Tata McGraw-Hill Publishing Company Ltd., New Delhi.
6. IDBI Annual Reports.
7. Sinha, S.L.N. Development Banking in India. Madras: Institute of Financial Management and Research.
8. Sharma, G.L. and Y.P. Singh. eds. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi.
9. Khan and Jain. Financial Services. 2nd ed. Tata McGraw Hill.
10. Singh, J.K. Venture Capital Financing in India. DhanpatRai and Company, New Delhi.

Note: Latest edition of text book may be used

BCM514: COMPENSATION MANAGEMENT

L+ T+ P

4+ 1+0

Objective: The objective of this paper is to enable the students to design and administer a compensation system that rewards employees fairly while stimulating them to provide goods and services that satisfy customer demands and permitting the organisation to operate profitably.

Unit –I

Compensation Management: Concept, principles and practices; Consequences of pay dissatisfaction.

Unit –II

Foundations of Compensation: Performance evaluation, Job evaluation – Job grading and Job design; Theories of Compensation; Executive Compensation.

Unit –III

Compensation Strategy and Policy: Developing Strategic Compensation alternatives; Challenges of compensation design; broad bending; compensation policies in India.

Unit –IV

Components of Compensation: Basic Pay, D.A. Incentives Plans; Profit Sharing Schemes; Employee Stock Ownership; Fringe, benefits & retirement benefits provident fund, gratuity, pension.

Unit –V

International Compensation Management: Components of International Compensation package; approaches to international compensation.

Unit-VI

Payroll Accounting through computers.

Unit – VII

Compensation Laws : Payment of Wages Act, Minimum Wages Act., Bonus Act., Payment of Gratuity Act., Employees State Insurance Act., and Workmen's Compensation Act.

Suggested Readings:

1. Armstrong, M. &HellenMurlis. Reward Management. A handbook of Remuneration Strategy.
2. Dwivedi, R.S. Managing Human Resources; Personnel Management in the Indian Enterprises. Galgotia Publishing Co.
3. Venkataratnam, C.S., & B. K. Srivastava. Personnel Management and Human Resources. Tata McGraw Hill.
4. Thomas, J. Bergman, V.G. Scarpllo and F.S. Hills. Compensation Decision Making. Dryden Press.
5. Dunn, J.D. and F. M. Rachal. Wage and Salary Administration: Total Compensation System. McGraw Hill, New York.
6. George, T. Milkovich and J.M. Newman. Compensation. Irwin.

Note: Where computer lab is not available Payroll Accounting can be taught theoretically.

Note: Latest edition of text book may be used.

BCM515: CORPORATE TAX PLANNING

L+T+P

4+ 1+0

Objective: To provide in-depth knowledge of direct tax laws and their impact on decision making.

Expected learning outcome: Students will get working knowledge regarding legitimate way of tax planning under different provisions of the Income-tax Act, 1961. A study of this paper will be helpful in taking different financial/managerial decisions after taking into consideration the impact of direct tax laws.

Unit I

Tax planning, tax management, tax evasion, tax avoidance.

Unit II

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 III

Tax planning with reference to setting up of a new business: Locational aspect, nature of business, form of organisation.

Tax planning with reference to financial management decision - Capital structure, dividend including deemed dividend and bonus shares

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 sale of scientific research assets

Tax planning with reference to receipt of insurance compensation

Tax planning with reference to distribution of assets at the time of liquidation

Tax planning with reference to :

- Deferred tax assets

- Deferred tax liabilities

- Reassessment of recognized and unrecognized deferred tax assets and deferred tax liabilities

(in view of provisions of IAS-12 & AS – 22)

Unit IV

Special provisions relating to non-residents

Double taxation relief

Provisions regulating transfer pricing

Advance rulings

Unit V

Tax planning with reference to business restructuring - Amalgamation

Demerger

Slump sale

Conversion of sole proprietary concern/partnership firm into company

Transfer of assets between holding and subsidiary companies

Suggested Readings:

1. Singhania, Vinod K., KapilSinghania and Monica Singhania. Direct Taxes Planning and Management. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish. and Ravi Gupta. Corporate Tax Planning and Management. Bharat Law House, Delhi.
3. Goyal, S.P. Direct Tax planning. SahityaBhawan, Agra.
4. Acharya, Shuklendra and M.G. Gurha. Tax Planning under Direct Taxes. Modern Law Publication, Allahabad.
5. Mittal, D.P. Law of Transfer Pricing. Taxmann Publications Pvt. Ltd., New Delhi.
6. IAS – 12 and AS – 22.
7. T.P. Ghosh. IFRSs. Taxman Publications Pvt. Ltd. New Delhi.

Journals

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

Note: Latest edition of text book may be used.

Objective: The objective of this course is to familiarize students with the basic concepts, tools and techniques of advertising and promotion used in marketing for communicating with customers.

Part A: Advertising

Unit – I

Introduction: Meaning, nature and importance of advertising; Types of advertising; Advertising objectives and audience selection; Setting of advertising budget.

Media Decisions: Major media types - their merits and demerits; Factors influencing media choice.

Unit –II

Message Development; Advertising appeals, Advertising copy and elements.

Measuring Advertising Effectiveness: Evaluating communication and sale effects; Pre and Post testing techniques.

A

Advertising Agency: Role, types and selection of advertising agency. Ethical and legal aspects of advertising.

Part B: Personal Selling

Unit –III

Introduction: Nature and importance of personal selling; Types of personal selling situations and selling jobs; Personal selling and salesmanship; Characteristics of a successful salesman; Customer knowledge – buying motives and selling appeals; Product and market knowledge.

Process of Effective Selling: Prospecting, pre-approach and approach; Presentation and demonstration.

Unit –IV

Handling Objections: Types of objections; Handling objections; Closing the sale, Customer follow-up.

Sales Planning and Control – An Overview: Sales forecasting; Sales budget; Sales quota; Sales territories.

Unit –V

Management of Sales Force: Recruitment and selection; Training and development; Direction and supervision; Sales force motivation and compensation; Sales force performance appraisal.

Suggested Readings:

1. Dunn, S. Wats and Arnold M. Barban. Advertising: Its Role in Marketing.
2. Belch and Belch. Advertising. McGraw Hill Co.
3. Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
4. Batra, Myers and Aakers. Advertising Management. 5th ed. Prentice Hall of India, New Delhi.
5. William, J. Stanton and Rosann Spiro. Management of Sales Force. 10th ed. Irwin

McGraw Hill.

6. Richard, H. Buskirk and D Buskirk Bruce. Selling: Principles, and Practice. 14th ed. McGraw Hill, Inc.

7. Eugene M. Johnson, David L. Kurtz, and Berhard E Schening. Sales Management; Concepts, Practices and Cases. 2nd ed. McGraw Hill.

8. Dasgupta. Sales Management in the Indian Perspective. Prentice Hall of India, New Delhi.

9. Richard, R. Still, Edward W. Cundiff and Norman P. Govoni. Sales Management. 5th ed. Prentice Hall of India, New Delhi.

10. Terence A. Shimp. Advertising and Promotion: An IMC Approach. South Western, Cengage Learning.

11. Sharma, Kavita. Advertising : Planning and Decision Marketing, First editioin, Taxmann Publication Pvt. Ltd.

Note: Latest edition of text book may be used.

Objective: To provide basic and working knowledge of databases and DBMS, respectively so that student is able to understand the dynamics of data processing and its application in the business world.

Learning objective: After studying this paper a student should be able to:

- Comprehend use of database technology in business applications.
- Develop simple database business application projects.

Unit I

Database System:

Concept, characteristics, users and its liveware and advantages.

Unit II

Database: Conceptual Framework

- Basic Concepts: Data, field, record, file, database, database management system, entities, attributes and associations, relationship among entities, logical and physical data.
- The Three Level Architecture of DBMS External, Conceptual and Internal Level.
- DBMS Components: Data Definition Language, Data Manipulation Language, Query Language, Report Generators, Application Generators, User Interface, File Manager, Database Manager, Database Administrator, Data Dictionary.
- Advantages and Disadvantages of DBMS.
- Database Design Optimisation: Purpose and process.

Unit III

DBMS Software:

- Environment
- Tables
- Forms
- Queries
- Reports
- Modules
- Macros

Unit IV

Business application:

Design, analysis and development

Note: Contents for practicals relating to business applications and the DBMS package to be used will be specified as part of the guidelines.

Scheme of Examination: Theory papers of 45 marks and Internal Assessment of 15 marks. Practical of 40 marks for a duration of 3 hours.

Note:

1. Package for first 3 years are VB and Access database version to be decided before commencement of teaching.
2. The specific package to be used for program development will be notified by the department every 4 years. If the specific parameters mentioned above are not available in the notified package, it will be assumed that the syllabus is modified to

that extent.

3. Specific package to be used for word-processing, spread sheet, and database management system and related books will be announced by the department every three year.

4. There shall be 5 practical per week

BCM601: INTERNATIONAL BUSINESS

L+T+P
4+1+0

Objective: The objective of the course is to expose students to the concept, importance and dynamics of international business and India's involvement with global business operations. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.

Unit – I

Introduction to International Business: Globalisation and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Modes of entry into international business.

International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

Unit –II

Theories of International Trade – an overview; Commercial Policy Instruments - tariff and non-tariff measures; Balance of payment account and its components.

International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.

Unit –III

Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia.

International Financial Environment: International financial system and institutions; Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective.

Unit –IV

Organisational structure for international business operations; Key issues involved in making international production, finance, marketing and human resource decisions; International business negotiations.

Developments and Issues in International Business: Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business; International business and ecological considerations.

Unit –V

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

Suggested Readings:

1. Charles, W.L. Hill and Jain, Kumar, Arun. International Business. New Delhi: Tata McGraw-Hill.

2. Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Roulledge.
3. Cherunilam, Francis. International Business: Text and Cases. Prentice Hall of India Ltd.
4. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education (Singapore) Pvt. Ltd.
5. Justin, Paul. International Business. Prentice Hall of India Ltd.
6. Michael R. Czinkota. et al. International Business. Fortforth: The Dryden Press.
7. RBI. Report on Currency & Finance, various issues.
8. Griffin, Ricky W. and Michael W. Pustay. International Business - A Managerial Perspective. Prentice Hall.
9. Bennett, Roger. International Business. Delhi: Pearson.
10. UNCTAD Reports.
11. WTO, Annual Report, various issues.

Note: Latest edition of text book may be used.

OBJECTIVE

The objective of this course is to develop effective business communication skills among the students.

Unit-1

Introduction of Business Communication, Importance of Communication and Process, Principles of Communication, Barriers to Communication, Feedback and its Importance, Flow of Communication- Downward, Upward & Lateral/Horizontal Communication

Unit-2

Types of Communication (formal & Informal, oral & written, verbal & non-verbal), Advantages and Disadvantages of oral and written communication, Grapevine Communication, Effective Listening Skills, Factors Effecting Listening Skills, Listening Skills-The Listening Process, Hearing and Listening, Listening with a Purpose

Unit-3

Non-verbal aspects of communicating body language; kinesics, Proxemics , Paralanguage, Audio-Visual Tools of Business Communication, Video Conferencing, Tele Conferencing, E-mails, SMS, Internet, Intranet,

Unit-4

Presentation strategies (Purpose, Locale, Audience, Content, Body Language, Voice Dynamics, Time Dimension), Group Discussion, Do's and Don'ts, Mock Interviews, Writing Resume/Curriculum Vitae and Job Application letter

Unit 5

Writing Business Letters, Format, Standard Elements, Types, Purpose and Importance, Writing Notice, Agenda and Minutes of the Meeting.

Unit 6

Business Etiquettes: Meaning and importance of Business Etiquettes, Fundamental Rules of Business Etiquette, Introduction in Business Interaction, Business Meals
E-mail Etiquettes: Email writing as an emerging form of Commercial Communication: Common Pitfalls, Guiding Principles of Composing Emails, and Maintaining Common Etiquette.

Suggested Readings

1. Bovee and Thill: Business Communication Today; Tata McGraw Hill, New Delhi.

2. Rajendra Pal, J.S. Korlahali: Essentials of Business Communication, Ed, 2009, Sultan Chand and Sons.
3. Shirley Taylor; Communication for Communication: III Ed. Pearson Education Ltd, 1999.
4. Business Correspondence and Report Writing; R.C. Sharma, Krishan Mihan: Mc Graw Hill Station, 2009.
5. Methew M. Monippally: The Craft of Business Letter Writing; Tata Mc Graw Hill Publication Company, 2002.
6. Patrick Forsyth: Persuasive Business Writing; Jaico Publishing House.

BCM603: PROJECT WORK

Project work has the following options (A) to (E). A viva-voce examination is mandatory for options (A) to (C). For these options that are available only for regular students only, the Project Report/Paper will have 17.5 marks to be awarded by a mentor designated by the Teacher in Charge (commerce teacher) of the College. 7.5 marks will be based on viva to be conducted by the mentor (commerce teacher), who has examined and awarded marks for the Project Report, along with any other teacher designated by the Teacher in Charge.

A. Work Experience Report:

A student should be placed in any business establishment to do full time work as summer training, equivalent to 30 working days (or 6 weeks, with a 5 day week) such that s/he completes (8 hours a day@30 days) 240 hours during vacations and/or holidays (after Semester IV). As a student worker s/he should do any work assigned by the establishment.

The work experience is intended to expose the student to day to day aspects of business so that s/he may be able to understand the real life meaning of any of the concepts exposed to during the learning in the class room.

The report should be written in a minimum of 4000 to 5000 words in the words of the student to describe any of the aspects of business s/he has observed during the period of work experience. It may be hand written or typed and submitted in three copies (one copy for the establishment, one for evaluation and one copy for the student's record). Evaluation of the report will be done along with B.Com (Hons.) VI semester examination. If a student fails to submit the report by 15th of March, of VI semester in B.Com (Hons.) final year his/her result will be withheld.

B. Literature Review:

The student should select any Topic arising out of any of the papers s/he has studied and prepare a report based on the following secondary sources:

- a. Book and reports in the area.
- b. Journal and magazines, and their back issues.
- c. Business/economic news papers, and its back issues

e. Internet / web based sources.

f. Other innovative literature review project idea the mentor may assign.

S/he should study the entire material chosen and understand its contents. S/he should do some research on the Topic /subject matter to gather background material related to the chosen text. This background material may also be based on Internet search of relevant and useful websites. The student may also conduct an Internet search to locate websites relevant to the topic and peruse them. S/he should gather data and information to the topic. S/he should be able to use Internet as a means of secondary information collection. S/he should be able to understand the topic based on the information collected. A student is expected to spend at least 100 hours on Internet search and 'self-learn' the use of Internet search engines by 'doing'. The student should also collect background information from literature search by scanning books, journals, magazines and newspapers to supplement the Internet search. The student is expected to spend at least 100 hours reading and understanding relevant literature. A paper of a minimum of 2000 to 3000 words each. Two copies of each paper are to be prepared -one for the mentor for evaluation and the other for the student's record. After understanding the text and its background/he should write an essay in his /her own words to produce a paper of a minimum 4000 to 5000 words for evaluation by the mentor. Two copies of the paper will be prepared, one for evaluation and one for the student's record. If a student fails to submit the report by 15th of March, of VI semester in B.Com (Hons.) final year his/her result will be withheld.

C. Fieldwork Report:

The student may choose any topic from among the subjects s/he has studied s/he will have to devote time during summer vacations to collect data and information on the subject with a view to understanding the reality of the topic in real business environment. This may include visiting, meeting, talking to respondents or collecting information by means of interviews or questionnaires. S/he is expected to learn and understand the topic first hand and based on the understanding and collection of information the student is expected to write a report on the fieldwork of a minimum of 4000 to 5000 words in his/her own words. The student is expected to spend at least 200 to 300 hours in the field for collection of information. If a student fails to submit the report by 15th of March, of VI semester in B.Com (Hons.) final year his/her result will be withheld.

D. Computer Proficiency

A student who is able to qualify the Institute of Chartered Accountants of India exam on computer literacy prior to admission for articleship or the DOEACC "O" level exam before

s/he sits for the B. Com (Hons.) final exam may be exempted by the college from doing project work and the marks obtained by the student in the said exam will be pro-rated out of 25 marks and awarded to the student in lieu of project work.

The Faculty of Commerce and Business will be authorized to review these guidelines every three years following due process and make any changes based on their working in the colleges offering B. Com (Hons.) that may be required for the effective implementation of this provision and report the same to the Academic Council.

E. Essay Paper: One Hour

{This option is available only to students of School of Open Learning (SOL). Further, the students of SOL cannot opt for any other option from A to C}

Students shall appear for Paper CH 6.3 (b) as an annual examination paper along with other papers of Semester VI to be evaluated externally by the University.

The student shall have a choice of writing and Essay on one out of five topics. The minimum length of the essay shall be of 1000 words. The topics shall be on any current issue, related to the curriculum in the following areas:

1. Recent developments in Indian Economy;
2. Financial Markets and Institutions;
3. Markets and Globalization;
4. Human Resources; and
5. Current economic and business news.

Notes:

1. Choice of the option amongst A to E has to be decided by the second week of January of Semester IV.
2. Allocation of topic or change of topic will be done by the mentor to whom a particular student has been allocated. This process has to be completed by second week of January of Semester VI.
3. The work project shall be submitted by 15th March, of VI semester.
4. The mentor and the teacher in charge shall be jointly responsible for organizing the viva.
5. The student should submit two copies of the report typed on one side along with a soft copy of the report to the mentor concerned.
6. Students must pass separately in Paper CH 6.3(a) and Paper CH 6.3 (b).
7. One tutorial per week is assigned for each mentor to discuss with the group of students assigned to him/her

BCM611: GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS

L+T+P
4+1+0

Unit I:

Thinking Conceptually about Politics: Liberty, Equality, Justice, Rights and Recognition, The Idea of a Good Society. Domain of Politics and Ethics: Democracy and Welfare State, Market and Globalisation.

Unit II:

Approaches to Moral Reasoning: Consequentialism, Deontology, Teleological reasoning.

Unit III:

Ethics in Business: Concept of Business Ethics. Corporate Code of Ethics: Environment, Accountability, Responsibility, Leadership, Diversity, Discrimination.

Unit IV:

Principles and Theories of Business Ethics: Principles of Business Ethics, Characteristics of Ethical Organisation, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics.

Unit V:

Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading, Rating Agencies, Whistle Blowing, Corporate Governance Reforms, Initiatives in India including clause 49.

Unit VI:

Major Corporate Scandals: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Tyco (USA), Andersen Worldwide (USA), Kirch Media (Germany), Vivendi (France), Parmalat (Italy) and Satyam Computer Services Ltd (India), Common Governance Problems Noticed in various Corporate Failures, Is Corporate Governance always the Cause for Corporate Failures?

Unit VII:

Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992, Greenbury Committee (UK), 1995, Calpers Global Corporate Governance Principles (USA), 1996, Hampel Committee on Corporate Governance (UK), 1997, Combined Code of Best Practices (London Stock Exchange), 1998, Blue Ribbon Committee (USA), 1999, OECD Principles of Corporate Governance, 1999, CACG Guidelines/Principles for Corporate Governance in Commonwealth, 1999, Euroshareholders Corporate Governance Guidelines, 2000, Principles of Good Governance and Code of Best Practice (UK), 2000, Sarbanes-Oxley (SOX) Act, 2002 (USA), Smith Report, 2003 (UK)

Unit VIII:

Corporate Social Responsibility (CSR): Arguments for and Against; 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 Models, Drivers of CSR, ISO 26000,

Suggested Readings:

1. Bhanu Murthy, K. V. and Usha Krishna, *Politics Ethics and Social Responsibilities of Business*, Pearson Education, New Delhi.
2. J. P. Sharma *Corporate Governance, Business Ethics & CSR*, Ane Books Pvt. Ltd., New Delhi.
3. Christine A Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
4. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice (Indian Edition)*, Oxford University Press, New Delhi.
5. Andrew Crane Dirk Matten, *Business Ethics (Indian Edition)*, Oxford University Press, New Delhi.
6. Daniel Albuquerque, *Business Ethics, Principles and Practices (Indian Edition)*, Oxford University Press, New Delhi.
7. Michael Blowfield, Alan Murray, *Corporate Responsibility-A Critical Introduction*, Oxford University Press, New Delhi.
8. Francesco Perrini, Stefano, Antonio Tencati, *Developing Corporate Social Responsibility-A European Perspective*, Edward Elgar

Note: Latest edition of text book may be used.

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BCM612: Entrepreneurship and Small Business

L+T+P

4+1+0

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

Unit I

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. 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, etc.

Unit II

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 behavioural orientations. Conflict in family business and its resolution.

Unit III

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, etc. 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 funds.

Unit IV

10 Lectures

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 etc. may be covered). Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers and the aspects of contract management. Basic startup problems

Unit VI

Aspects of small business management. Nature of planning in small business. Organizational structures suitable for small business. Financial: preparation of budgets, integrated ratio analysis, assessing business risks (leverage analysis). Marketing: product planning & development, creating and protecting market niche, sales promotion, advertising and product costing and pricing policies. HR issues in small business.

Unit VII

Aiming for Excellence: Concepts of Productivity, Quality Consciousness, Models and Certification. Business Excellence.
Managing business growth.

Suggested Readings:

1. Brandt, Steven C. The 10 Commandments for Building a Growth Company. Third Edition. Macmillan Business Books, Delhi.
2. Bhide, Amar V. The Origin and Evolution of New Businesses. Oxford University Press, New York.
3. Desai, Vasant. Small Scale Enterprises Vols. 1-12. Mumbai, Himalaya Publishing House.
4. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
5. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.
6. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
7. Jain, Arun Kumar. Competitive Excellence: Critical Success Factors. New Delhi: Viva Books Limited. ISBN-81-7649-272-8.
8. Kao, John J. The Entrepreneurial Organisation. Englewood Cliffs, New Jersey: Prentice-Hall.
9. Langois, Richard N., Yony Fu-Lai Yu and Robertson. (Eds.). The International Library of Critical Writings in Economics. Vols. I-III. Cheltenham, UK: Elgar. ISBN-1-8598-758 X.
10. McIntyre and Bruno Dallago. (Eds.). Small and Medium Enterprises in Transitional Economies. New York: Palgrave MacMillan in association with the United Nations University/ World Institute for Development Economics Research (UNU/WIDER).
11. Panda, ShibaCharan. Entrepreneurship Development. New Delhi, Anmol Publications. (Latest Editions)
12. Patel, V. G. The Seven Business Crises and How to Beat Them. Tata-McGraw, New Delhi.
13. Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
14. Roberts, Edward B. (Ed.). Innovation: Driving Product, Process and Market Change. San Francisco: Jossey Bass ISBN-0-7879-6213-9.
15. SIDBI Report on Small Scale Industries Sector.
16. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.
17. Storey, D. J. Small Business: Critical Perspectives on Business and Management. London: Routledge.
18. Taneja, Satish and S.L Gupta. Entrepreneurship Development-New Venture Creation. Galgotia Publishing House, New Delhi.
19. Verma, J.C. and Gурpal Singh. Small Business and Industry-A Handbook for Entrepreneurs. New Delhi, Sage.
20. Vesper, Karls H. New Venture Strategies. (Revised Edition). New Jersey, Prentice-Hall.

Articles

1. Greiner, Larry E. Evolution and Revolution As Organisations Grow. Harvard Business Review, July-August. pp. 37-46.
2. Kazmi, Azhar. What Young Entrepreneurs Think and Do: A Study of Second Generation Business Entrepreneurs. The Journal of Entrepreneurship. 8. No. 1. pp.

67-78.

3. LeBrasseur, Rolland, Zatubbi, Louis and Zinger, J. Terrence. Growth Momentum in the Early Stages of Small Business Start-ups. *International Small Business Journal*. 21 (3). pp. 315-330.
4. Levinson, Harry. Conflicts that Plague Family Business. *Harvard Business Review*.
5. Levitt. Marketing Myopia. *Harvard Business Review*, Reprints of Selected Articles: McKinsey Award Winners. pp. 123-134.
6. Manimala, Mathew J. Emergence of Pioneering-Innovative (PI) Entrepreneurship: A Psychological Model. *Abhigyan, Spring*. pp. 85-113.
7. McClelland. Achievement Motivation Can Be Developed. *Harvard Business Review*. 43. No. 6. pp. 6-16, 20-25, 178.
8. McClelland, David C. Business Drive and National Achievement. *Harvard Business Review*. Reprints of Selected Articles on International Business. pp. 41-53.
9. Nafziger, Douglas W., Jeffrey S. Hornby and Donald Kuratko. A Proposed Research Model of Entrepreneurial Motivation. *Entrepreneurship Theory and Practice* 18. No. 3. Spring, pp. 29-42.
10. Shastri, Ranjit. Angels for New Financial Heights. *Swagat*. Vol. 22. No. 2.
11. Stavrou, Eleni T. Leadership Succession in Owner-managed Firms through the Lens of Extraversion. *International Small Business Journal*. 21 (3). pp. 331-347.
12. Tripathy, Dwijendra. Indian Entrepreneurship in Historical Perspective. *Economic and Political Weekly*. 6. No. 22. pp. M59-M66.

Note: Latest edition of text book may be used.

BCM613: FUNDAMENTALS OF INVESTMENTS

L+T+P
4+1+0

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

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 (including Capital Asset Pricing Model), Impact of Taxes and Inflation on return.

Unit-II:

Fixed Income Securities - Bond features, types of bonds, estimating bond yields, 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 capitalisation models, and price-earnings multiple approach to equity valuation.

Unit-IV:

Portfolio Analysis and Financial Derivatives: Portfolio and Diversification, Portfolio Risk and Return. Commodities, real estate, and mutual funds. Introduction to Financial Derivatives, Financial Derivatives Markets in India.

Unit-V:

Investor Protection – SEBI & role of stock exchanges in investor protection, investor grievances and their redressal system, insider trading, investors' awareness and activism.

Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purposes. Problems of finance have been included in Part C of

Suggested Readings

- o Jones, C.P., "*Investments Analysis and Management*", Wiley, 8th ed.
- o Bhalla, V.K., "*Investment Management*", S. Chand & Co.
- o Singh, Preeti., "*Investment Management*", Himalaya Publications.
- o Prasanna, Chandra., "*Investment Analysis and Portfolio Management*", Tata McGraw Hill.
- o Vohra, N.D., and B.R. Bagri, "*Futures and Options*", 2nd ed. (2003), Tata McGraw Hill Publishing Company Ltd.
- o Prasanna, Chandra., "*How to Win Investment Game*", Tata McGraw Hill.

BCM614: Consumer Relations and Customer Care

L+T+P

4+1+0

Objective: This paper seeks to make the student aware of his/her rights as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of social, ethical and legal aspects of advertising and its impact on consumer welfare; consumer problems; the procedure of redressal of consumer complaints, and the role of different agencies in establishing product and service standards. The student is able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Expected Learning Outcome: A student is expected to understand the voluntary and legal measures meant to protect consumers from unethical, exploitative and unfair trade practices of business. S/he is also expected to understand the social, economic and legal consequences of business decisions affecting consumers.

Unit-I :

Conceptual Framework

Concept of Consumer, Characteristics of Consumer Buying, Consumer Buying Process, Consumer Buying Motives.

Consumer and Markets: Nature of markets; Concept of Price in Retail and Wholesale; Maximum Retail Price (MRP) and Local Taxes; Fair Price; Grey Market Prices.

Concept of Consumer Price Index.

Experiencing Dissatisfaction: complaining behavior; Form of Complaint to a business.

Making a complaint heard by the Business; Corporate Redressal Systems; Conciliation and Intermediation for out-of-court Redressal; Role of ombudsman in out of court settlement in industry.

Quality and Standardization: Role of National Standards: National Standards, Indian Standards Mark (ISI); Agmark; Voluntary and Mandatory standards; Licensing and Surveillance. Consumer grievance redressal under the BIS Act, 1986; Introduction to International Standards ISO 10000 Suite: International standards on handling of consumer complaints by Organizations; Consumer Expectations from a Socially Responsible Business: ISO 26000.

Unit – II:

The Consumers Protection Act, 1986

Objectives and Basic Concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice.

Organizational set up under Consumer Protection Act.

Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels, Basic Consumer Rights.

Adjudicatory Bodies: Their composition, powers and jurisdiction (pecuniary and Territorial): District Forum; State Commission; National Commission.

Role of Supreme Court under the CPA: (Five recent cases on consumer protection decided by Supreme Court.)

Unit-III

Grievance Redressal Mechanism under the CPA.

Who can file a complaint? Grounds of filing a complaint; Limitation period;

Procedure for filing and hearing of a complaint; Temporary Injunction. Reliefs which can

be provided; Appeal; Enforcement of order; Bar on frivolous and vexatious complaints; Offences and penalties
Five Leading Cases on: (i) Jurisdiction; (ii) Locus standi of Complainant; (iii) Payment of Compensation for loss or Injury; (iv) Consequence of Imprisonment; (v) Relief to Consumer.

Seven Leading Cases decided under Consumer Protection Act:

- i. Medical Negligence
- ii. Banking and Financial Service
- iii. Housing & Real Estate
- iv. Electricity, Water, and Telecom Services.
- v. Education & Training Service
- vi. Defective Product
- vii. Unfair Trade Practice

Unit – IV

Social, ethical and legal aspects of advertising and sales promotion; Regulation of misleading and deceptive advertising and sales promotion; Self Regulation and Role of Advertising Standards Council of India; Code of Commercial Advertising of All India Radio and Doordarshan; Disclosure in labeling and advertising; Code of Conduct of INS.

Product Testing: Concept of Comparative testing; International Principles for Testing for informing consumers; Testing for conformity to standards; Independence and accreditation of test laboratories.

Consumer Organizations: Formation and their role in consumer protection including Advocacy and Campaigning for policy intervention; Evolution of Consumer Movement in India. Major Consumer Organizations in India, U.S and Europe; Role of Consumer Coops and Buying Clubs; Overview of Global Consumer Movement; Recent developments in Consumer Protection in India; Code of Ethics for Consumer Organizations (national and International)

Unit V:

Competition Law and Industry Regulators

Competition Act 2002: Objective, Purpose and Salient Features.
Concept of: - Agreements Having Adverse Impact on Competition; Abuse of Dominant Position; Regulation of Combination; Criteria for Determining “Appreciable Adverse Effect on Competition” and „Dominant Position“; „Relevant Geographic Market“ Factors; „Relevant Product Market“ Factors
Complaint and Procedures: For Investigation, Hearings and Enquiry; Remedies after enquiry and Enforcement of orders, including payment of compensation and penalties, Two Leading cases.

Sectoral Regulators Their Consumer Protection Regulations and Consumer Complaint Redressal Mechanisms.

Banking: RBI and Banking Ombudsman
Telecom: TRAI’s Quality and Consumer Protection Regulations.
Insurance: IRDA and its consumer protection regulations. Insurance Ombudsman.
Civil Aviation: DGCA and its Consumer Protection Regulations
Food items: FSSAI and its Quality and Standards Regulations
Electricity: Electricity Regulatory Commission and its Quality and Consumer Protection Regulations.

Suggested Readings:

1. Khanna, Sri Ram, Hanspal, Savita, Kapoor, Sheetal and Awasthi, H.K. "Consumer Affairs" Universities Press. (2007) Delhi University Publication. Pp. 334.
2. Aggarwal, V. K. (2003). Consumer protection: Law and Practice. 5th ed. Bharat Law House, Delhi, or latest edition.
3. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books.
4. The Competition Act, (2002).
5. Nader, Ralph (1973). The Consumer and Corporate Accountability. USA, Harcourt Brace Jovanovich, Inc.
6. How to survive as a consumer: CUTS, India www.cuts.org.
7. Khanna, Sri Ram & MadhuSaxena (2003). (eds.). Food Standards and Safety in a Globalised World. New Century Publication, New Delhi.

Articles

1. Verma, D. P. S. (2002). Developments in Consumer Protection in India. Journal of Consumer Policy. Vol. 25. No. pp 107 –123.
2. Verma ,D.P.S. (2002). Regulating Misleading Advertisements Legal Provisions and Institutional Framework. Vikalpa. Vol. 26. No. 2. pp. 51-57.
3. Jain, Sanjay K. and KaurGurmeet (2003). Strategic Green Marketing: How should Business Firms Go about Adopting It? The Indian Journal of Commerce. Vol.56. No.4. pp 1-16.
4. Jain ,Sanjay K. and KaurGurmeet (2004). Ecolabelling: Genesis, Issues and Perspectives. Effulgence. Vol.2. No.1. pp. 5-18.
5. Ralph L. Day and Laird E. Landon, Jr. (1997). Towards a Theory of Consumer Complaining Behaviour. Ag Woodside, et al. (eds.). Consumer and Industrial Buying Behaviour. New York; North Holland pp. 425-37.
6. George, S. Day and A. Aaker (1970). A Guide to consumer Journal of Marketing. Vol. 34. pp 12-19.
7. Gupta, Joyeeta (1986). Consumerism: Emerging Challeges and Opportunities. Vikalpa. Vol. II. No. 2. pp 149-158.

Periodicals

- 1 Consumer Protection Judgements (CPJ) (Relevant cases reported in various issues).
2. Recent issues of magazines: Insight, published by CERC, Ahmedabad ,Consumer Voice", Published by VOICE Society , New Delhi, www.consumer-voice.org
3. Ethical Consumer (Magazine): ECRA Publishing Ltd. U.K www.ethicalconsumer.org
4. UdbhoktaJagran, Ministry of Consumer Affairs, Govt, of India.
5. Down to Earth (magazine- fortnightly): Society for Environmental Communications, New Delhi.

Note: Original ISO and BIS standards, Subordinate legislation and Latest edition of text book may be used.

Objective: To provide basic knowledge about tax management under different provisions of the Income tax, Wealth-tax.

Expected learning outcome: Students will get working knowledge regarding different procedures with special reference to collection/recovery of tax, return and assessment, appeals/revisions and search and seizure.

Unit-I :

Income-tax
Advance payment of tax
Tax deduction at source, documentation, returns, certificates
Interest payable by assessee/Government
Collection and recovery of tax

Unit-II:

Return of income
Assessment, re-assessment, rectification of mistakes
Appeals and revisions
- Preparation and filing of appeals with appellate authorities
- Drafting grounds of appeal, statement of facts and statement of law
Penalties and prosecutions
Settlement Commission
Search, seizure and survey

Unit-III:

Wealth-tax
Important definitions – Assessee; asset; net wealth; valuation date
Charge of wealth-tax, exclusion of assets and debts outside India (incidence of tax)
Net wealth to include certain assets
Exemptions in respect of certain assets
Valuation of assets
Computation of net wealth and wealth-tax
Preparation and filing of wealth-tax return
Provisions of filing of wealth tax returns on-line
Provisions of procedure of compulsory on-line filing of wealth tax returns for specified assesses.

Unit-IV:

Information Technology and tax administration
TAN (Tax Deduction and Collection Account Number), TIN (Tax Information Network),
e-TDS/e-TCS

Suggested Readings:

1. Ahuja, Girish. and Dr. Ravi Gupta. Corporate Tax Planning and Management. Bharta Law House, Delhi.
2. Singhanian, Vinod K., KapilSinghanian and Monica Singhanian. Direct Taxes Planning and Management. Taxmann Publications Pvt. Ltd., New Delhi.

3. Singhania, Vinod K. and KapilSinghania. TDS on CD. Taxmann Publications Pvt. Ltd., New Delhi.
4. Bajpai, Om Shanker. Search Seizure and Survey. Taxmann Publications Pvt. Ltd., New Delhi.
5. Agarwala, S.N.L. AgarwalPrabhat and UshaAgarwal. Examination of Income Tax Witness - Law & Practice. Taxmann Publications Pvt. Ltd., New Delhi.
6. Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.
7. Ahuja, Girish. and Gupta, Ravi Dr. Systematic Approach to Income Tax. Bharat Law House, Delhi.
8. Chandra, Mahesh. S.P. Goyal and D.C. Shukla. Income Tax Law and Practice. PragatiPrakashan, Delhi.
9. Singhania, Vinod K. Elements of Service Tax. Taxmann Publications Pvt. Ltd., New Delhi.
10. Mittal, J..K. Law, Practice & Procedure of Service Tax. Bharat Law House Pvt. Ltd., New Delhi.
11. Gupta, S.S. Service Tax – How to meet your obligation. Taxmann Publications Pvt. Ltd., New Delhi.
12. Datey ,V.S. Central Sales Tax Law & Practice. Taxmann Publications Pvt. Ltd., New Delhi.

Journals

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

Note: Latest edition of text book may be used.

Objective: The objectives of this course are to enable the students to acquire good programming skills using comprehensive language with GUI tools, object Oriented Programming, event driven programming tools.

Learning objective: After studying this paper a student should be able to:

- Write modules in a programming language.
- Apply object oriented programming

Note: Number of lectures includes lab work also.

Unit I.

Introduction to computer programming:

- Basic purpose and concept of programming in the context of business data processing.
- Paradigms of Programming
- Basic Purpose and Concepts

Unit II.

- Concept of projects.
- Creating a project, forms and code modules.
- Working with Forms:
 - o Appearance, properties,
 - o Events and Methods.
 - o Controlling one form with other.
- Common Controls
- Programming an application.
- event driven programming.
- Common properties, methods and common events.
- Variable:s Declaring variables, Data types, User defined data types, Constants,
- Collection objects, Arrays.
- Procedure: Sub Procedure and Function Procedure
- Control Structures– Looping and Branching and conditional statements.
- Object and Classes.

Unit III.

Error Handling.

- Types of error
- Error Detection.
- Run time error handling
- Setting up error trap
- Writing an error handler
- Exiting an error handler.

Unit IV.

Object Oriented Programming:

- Preliminary Concepts:
 - o Classes,
 - o instances,
 - o Objects,
 - o Derived Classes

o Base classes.

- Programming Interface

Unit V.

Database programming:

- OLEDB and ADO Data controls.
- ADO Record set objects,
- Cursor type and Lock Type in ADO.
- Using Properties, Methods, Events
- Collection of Record set objects.

Unit VI.

SQL Query: Basic queries parameterized queries

(To be specified in guidelines)

List of Applications in guidelines for:

(1) Financial Accounting: Accounting Vouchers

- Ledger Account,
- Journal Book, Cash Book, Bank book,
- Trial Balance.

(2). Payroll Accounting; Data Entry

- Pay Slip
- Pay Statement
- Deduction Reports

(3) Inventory Accounting;

- Pricing Weighted Average
- Stock Report(Quantity)
- Stock Report quantity and Value