

B.Com.: Semester I Course No. : AECC 1

Paper No. AECC 1 - 101: BUSINESS COMMUNICATION (CREDIT 4) Term End Exam - 50

Marks: 50 Lectures: 36

Objective: To equip students of the B.Com. Course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Content:

Unit 1: 8 Lectures 10

Nature of Communication: Process of communication, Types of Communication (verbal & Non-Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication (Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers).

Unit 2: 7 Lectures 10

Business Correspondence1: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sale letters, claim and adjustment letters.

Unit 3: 7 Lecturs 10

Business Correspondence11 Circular, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 4: 7 Lectures 10

Report Writing: Business reports, Types, Characteristics, Importance, Elements and structure, Process of writing and the final draft,

Unit 5: 7 Lectures 10

Oral Presentation: Importance, Characteristics, Presentation Plan, PowerPoint presentation, Visual aids.

Suggested Readings:

- 1. Broove, and Thill, Business Communication Today, Pearson Education
- 2. Lesikar, R.V. & Flatley, M.E. Kathryn Rentz; *Business Communication Making Connections in Digital World*, 11th ed. McGraw Hill Education.
- 3. Shirley Taylor, Communication for Business, Pearson Education
- 4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
- 5. Leena Sen, Communication Skills, PHI Learning.



B.Com: Semester I

Course No.: L1

L – 1 ENGL 101: General English (CREDIT 6) INTERNAL ASSESSMENT - 30 Term End Exam - 70

Marks: 100

Common Syllabus to be provided by the Respective Department



Semester I

Course No.: DSC 1
Paper No. BCP DSC 101: Financial Accounting

(Credit 5)

Theory: 70
Internal Assessment - 20
Term End Exam - 50

Marks: 100 Lectures: 52

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.

CONTENTS

Unit 1: (a) Theoretical Framework

5 Lectures

14

- i. Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information, Functions, advantage and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.
- ii. The nature of financial accounting principles Basic concept 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.

Unit 2: (b) Computerized Accounting Systems

26

14

Computerized Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Voucher Entry; Generating Reports – Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement.



Selecting and shutting a Company: Backup and Restore data of a Company

Unit 3:(a) Business Income and Final Accounts 15 Lectures 14

- i. Measurement of business income- Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.
- ii. Revenue recognition: 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 methods.
- iv. Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements of non-corporate business entities (sole-proprietorship and partnership).

Unit 4: Accounting for Hire-Purchase and Installment Systems

14

- i. Accounting for Hire-Purchase Calculation of Interest, Journal entries and lodger accounts in the books of Hire Vendors and Hire Purchaser for large value items excluding Default and repossession.
- ii. Installment of payment systems

Unit 5: Accounting for Inland Branches

16 Lectures

14

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.

Note:

- 1. The relevant Indian Accounting Standards in line with the IFRS for all the above topics should be covered.
- 2. Any revision of relevant Indian Accounting Standard would become applicable immediately.
- 3. Examination Scheme for Computerized Accounts Practical for 20 marks. The practical examination will be for 1 hour.
- 4. Theory Exam shall carry 80 marks.

Suggested Readings:

- 1. Robert N. Anthony, David Hawkins, Kenneth A. Merchant, *Accounting: Tax and Cases*. McGraw Hill Education, 13th Ed. 2013
- 2. Charles, T. Horngren and Donna Philbrick, *Introduction to Financial Accounting.* Pearson Education.



- 3. J.R. Monga, *Financial Accounting: Concepts and Applications*. Mayur Paper Backs, New Delhi
- 4. M.C. Shukla, T.S. Grewal and S.C. Gupta. *Advanced Accounts,* Vol. I. S. Chand & Co., New Delhi
- 5. S.N. Maheshwari, and S.K. Maheshwari, *Financial Accounting*. Vikas Publishing House, New Delhi
- 6. Deepak Sehgal, Financial Accounting. Vikas Publishing House, New Delhi
- 7. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House
- 8. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning
- 9. Tulsian, P.C. Financial Accounting, Pearson Education
- 10. Compendium of Statement and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

Semester 1

Course No.: DSC I LAB

PAPER BCP DSC 101 LAB: PRACTICAL ON FINANCIAL ACCOUNTING

TOTAL CREDIT: 1

Practical: 30

Full Marks: 30

Pass marks-12 Pactical classes:30*

Computerized Accounting Systems (Tally 9.0)

Computerized Accounting Systems: Computerized Accounts by using tally 9.0 accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Voucher Entry; Generating Reports – Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement.

Selecting and shutting a Company: Backup and Restore data of a Company

*PRACTICAL NOTE BOOK-2, VIVA VOCE-3, ATTENDENCE-4 PRACTICAL EXAM-21



Semester I

Course No.: DSC II

BCP - DSC 101: BUSINESS ORGANISATION AND MANAGEMENT

(CREDIT 6)

Internal Assessment - 30 Term End Exam - 70

Marks: 100 Lectures: 65

Objectives: The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

CONTENTS

Unit 1: Foundation of Indian Business

Lectures: 13

20

Manufacturing and service sector; Small and medium enterprises; Problems and government policy. India's experience of liberalization and globalization. Technological innovations and skill development. 'Make in India' Movement. Social responsibility and ethics

Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

Unit 2: Business Enterprises

Lectures: 13

20

Forms of Business Organisation: Sole Proprietorship, Joint Hindu Family, Firm, Partnership firm, Joint Stock Company, Cooperative Society; Limited Liability Partnership; Choice of Form or Organisation. Government – Business Interface; Rationale and Forms of Public Enterprises. International Business. Multinational Corporations.

Unit 3: Management and Organisation

Lectures: 13

20

The Process of Management: Planning; Decision-making; Strategy Formulation. Organizing: Basic Considerations; Departmentation – Functional, Project, matrix and Network; Delegation and Decentralisation of Authority; Groups and Teams.

Unit 4: Leadership, Motivation and Control

Lectures: 13

20



Leadership: Concepts and Styles: Trait and Situational Theory of Leadership.

Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory. Communication: Process and Barriers; Control: Concept and Process.

Unit 5: Functional areas of Management Lectures: 13 20

Marketing Management: Marketing Concept; Objectives, Scope and Functions

Financial Management: Concept and Objectives; Scopes and Functions

Human Resource Management: Concept scope and functions

Suggested Readings:

- 1. Kaul, V.K. *Business Organisation and Management*, Pearson Education, New Delhi
- 2. Chhabra, T.N., Business Organisation and Management, Sun India Publication, New Delhi
- 3. Gupta CB, Modern Business Organisation, Mayur Paperbacks, New Delhi
- 4. Koontz and Weihrich, Essentials of Management, McGraw Hill Education
- 5. Basu, C.R., Business Organization and Management, McGraw Hill Education
- 6. Jim, Barry, John Chandler, Heather Clark; *Organisation and management*, Cengage Learning.
- 7. B.P. Singh and A.K. Singh, *Essentials of Management*, Excel Books
- 8. Buskirk, R.H., et. Al; *Concepts of Business: An Introduction of Business System*, Dryden Press, New York.
- 9. Burton Gene and Manab Thakur; Management Today: Principles and Practice; Tata McGraw Hill, New Delhi.
- 10. Griffin, Management Principles and Application, Cengage Leaning.

(**Note:** Latest Edition of the above books may be used)



Semester II
Course No. : AECC 2
AECC 2:201 ENVIRONMENTAL STUDIES
(CREDIT 4)
Term End Exam - 50

Marks 50 Lectures:



Semester II
Course No.: L- II
ENGL – 201: GENERAL ENGLISH
(CREDIT 6)
Internal Assessment -30
Term End Exam - 70

Marks: 100 Lectures:



Semester II Course No.: DSC-III BCP: DSC-201 BUSINESS LAW (CREDIT 6) Internal Assessment -30 Term End Exam - 70

Marks: 100 Lectures: 65

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

CONTENTS

Unit 1: The Indian Contract Act, 1872: General Principles of Contract Lectures: 13 20

- a) Contract Meaning, Characteristics and Kinds
- b) Essentials of a valid contract Offer and acceptance, consideration, contractual capacity, free consent, legality of objects
- c) Void agreements
- d) Discharge of a contract modes of discharge, breach and remedies against breach of contract.
- e) Contingent contracts
- f) Quasi contracts

Unit 2: The Indian Contract Act, 1872: Specific Contracts Lectures: 13 20

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



c) Contract of Agency

Unit 3: The Sale of Goods Act, 1930

a) Contract of sale, meaning and difference between sale and agreement to sell

20

20

Lectures: 13

Lectures: 13

Lectures: 13

20

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

Unit 4: Partnership Laws

A) The Partnership Act, 1932

- a) Nature and Characteristics of Partnership
- b) Registration of a Partnership Firms
- c) Types of Partners
- d) Rights and Duties of Partners
- e) Implied Authority of a Partner
- f) Incoming and outgoing Partners
- g) Mode of Dissolution of Partnership

B) The Limited Liability Partnership Act, 2008

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

Unit 5: The Negotiable Instrument Act 1881

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

Suggested Readings:

- 1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi
- 2. Avar Singh, Business Law, Eastern Book Company, Lucknow
- 3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
- 4. S.N. Maheswari and S.K. Maheswari, *Business Law*, National Publishing House, New Delhi



- 5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
- 6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
- 7. Sushma Aroa, Business Laws, Taxmann Publications.
- 8. Akhileshwar Pathak, *Legal Aspects of Business*, McGraw Hill Education, 6th ed.
- 9. PC Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
- 10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltv., New Delhi

Note: Latest edition of text books may be used.

B.Com: Semester II COURSE NO DSC-IV Paper BCP:DSC-201 : BUSINESS MATHEMATICS AND STATISTICS Internal Assessment - 30 Term End Exam - 70

Marks: 100 Lectures: 65

Objectives: The objective of the course is to familiarize students with the applications of mathematics and statistical techniques in business decision-making. **Notes:**

- i) Use of simple calculator is allowed
- ii) Proofs of theorems / formulate are not required
- iii) Trigonometric functions are not to be covered

Part - A:Business Mathematics

Unit 1: Matrices

Definition of a matrix. Types of matrices; Algebra of matrices. Calculation of values of determinants up to third order; Adjoint of matrix; Finding inverse of a matrix through ad joint; Applications of matrices to solution of simple business and economic problems.

Lectures: 26 10



Unit 2: Differential Calculus

20

Mathematical functions and their types – linear, quadratic, polynomial; Concepts of limit and continuity of a function; Concept of differentiation; Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply; Maxima and Minima of functions (involving second or third order derivatives) relating to cost, revenue and profit.

Part - B: Business Statistics

Lectures: 39 20

Unit 3: Uni-variate analysis

Measures of Central Tendency including arithmetic mean, geometric mean and harmonic mean: properties and applications; mode and median. Partition values – quartiles, deciles, and percentiles. Measures of Variation: Absolute and relative. Range, quartile deviation and mean deviation; Variance and standard deviation: Calculation and properties.

Unit 4: Bi-variate analysis

20

Simple Linear correlation Analysis: Meaning and measurement. Karl Pearson's coefficient and Sperman's rank correlation.

Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression co-efficiencies

Unit 5: Time-based Data: Index Numbers and Time-Series Analysis

20

Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices.

Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.

Suggested Readings:

- 1. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
- 2. Budnick, P. Applied Mathematics. McGraw Hill Publishing Co.
- 3. N.D. Vohra
- 4. S.N. Maheswari and S.K. Maheswari, *Business Law*, National Publishing House, New Delhi
- 5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
- 6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
- 7. Sushma Aroa, Business Laws, Taxmann Publications.
- 8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th ed.
- 9. PC Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
- 10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltv., New Delhi

Note: Latest edition of text books may be used.



B.Com. Semester III

COURSE NO: L-III

Paper NO HINL-301: Hindi

Common Syllabus to be provided by the respective Department

B.Com. Semester III
COURSE NO: L-III

Paper NO MILL-301: /Modern Indian Language

Common Syllabus to be provided by the respective Department



B.Com. Semester III

COURSE NO: L-III

Paper NO ALTE-301

Common Syllabus to be provided by the respective Department



B.Com.: Semester III
COURSE NO-DSC-V
Paper NO BCP-DSC 301: Company Law
Internal Assessment - 30
Term End Exam - 70

Marks: 100 Lectures: 65

Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company law are required to be discussed.

UNIT 1: 15 Lectures 20

Introduction: Adminstration of Company Law (including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts); Characteristics of a company; lifting of corporate veil; types of companies including one-person company, small company and dormant company; association not for profit; illegal association; formation of company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.



UNIT 2: 15 Lectures 20

Documents: Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management prospectus-shelf and red herring prospectus, Misstatement in prospectus, GDR; Book building; Issue, allotment and forfeiture of share, Transmission of shares, Buyback and provisions regarding buyback; Issue of bonus shares.

UNIT 3: 15 Lectures 20

Management: Classification of directors, women directors, independent director, small shareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager;

Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, postal ballot, meeting through video conferencing e-voting; committees of Board of Directors – Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee.

UNIT 4: 10 Lectures 20

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

UNIT V: 10 Lectures 20

Winding Up: Concept and modes of Winding Up.

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

Suggested Readings:

- 1. MC Kuchhal, *Modern Indian Company Law,* Shri Mahaveer Book Depot (publishers), Delhi.
- 2. GD Kapoor and Sanjay Dhamija, *Company, Law, Bharat Law House, Delhi.*
- 3. Anil Kumar, Corporate Laws, Indian Book House, Delhi.
- 4. Reena Chadha and Sumant Chadha, Corporate Laws, Scholar Tech Press, Delhi.
- 5. Avtar Singh, Introduction to Company Law, Eastern Book Company.
- 6. Ramaiya, A Guide to Companies Act, LexisNexis, Wadhwa and Buttersworth.
- 7. Manual of Companies Act, Corporate Laws and SEBI Guideline, Bharat Law House, New Delhi.
- 8. A Compendium of companies Act 2013, along with Rules, by Taxmann Publications.
- 9. Gower and Davies, Principles of Modern Company Law, Sweet & Maxwell.
- 10. Sharma, J. P., *An Easy Approach to Corporate Laws*, Ane Books Pvt. Ltd., New Delhi.



Note: Latest edition of text books may be used.

B.Com.: Semester III COURSE NO-DSC-VI Paper NO BCP-DSC 302: INCOME TAX LAW AND PRACTICE (CREDIT 5) Internal Assessment -20 Term End Exam - 50

Marks: 70 Lectures: 52

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

Unit 1: Introduction 10 Lectures 14

Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN).

Residential status; Scope of total income on the basis of residential status Exempted income under section 10



Unit 2: Computation of Income under head salaries 18 Lectures 14

Unit 3: Computation of Income under head house property and Income from other sources

Unit 4: Computation of Income under Profits and gains of business or profession and Capital gains.

10 Lectures

14

Unit 5: Computation of Total Income and Tax Liability 14 Lectures 14

Income of other persons included in assessee's total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs

Suggested reading:

- 1. Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
- 2. Ahuja, Girish and Ravi Gupta. *Systematic Approach to Income Tax.* Bharat Law House, 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.

B.Com.: Semester III COURSE NO-DSC-VI

Paper NO BCP-DSC 303: PRACTICAL ON INCOME TAX LAW AND PRACTICE

TOTAL CREDIT: 1 Term End Exam - 30

Marks: 30 Practical Lab 30

Preparation of Return of Income

Filing of returns: Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

Practical - 30

There shall be a practical examination on E-filling of Income Tax Returns using a software utility tool. The student is required to fill appropriate From and generate the XML file.

Software

- 1. Vinod Kumar Singhania, *e-filing of Income Tax Returns and Computation of Tax*, Taxmann Publication Pvt. Ltd, New Delhi. Latest version.
- 2. 'Excel Utility' available at incometaxindiaefiling. gov.in



B.Com.: Semester III
COURSE NO-SEC-I
Paper NO BCP-SEC 301: E-Commerce
(CREDIT 3)
Term End Exam - 35

Marks: 35 Lectures: 35

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

Contents:

Unit 1:Introduction 7 Lectures 7

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Unit 2:Security and Encryption and IT Act 2000 and Cyber crimes 7 Lectures 7

Needs and concepts the e-commerce security environment: (dimension, defin

Needs and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and braches, attacking methods like hacking, sniffing, cyber-vandalism



etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients).

IT Act 2000: salient features

Unit 3: E-payment System: 7 Lectures,
Models and methods of e-payments (Debit Card, Cre
digital signatures (procedure, working and legal
banking (meaning concepts, importance, electr
clearing house, automated ledger posting, risksi

Unit 4: Online Business Transactions:

7 Lectures.

7

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (Amazon, Snapdeal, Alabama, Flipkart etc.)

Unit 5: Website Designing

7 Lecture

14

Introduction to HTML; tags and attributes: Txt Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.

Suggested Readings:

- 1. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
- 2. David Whiteley, *E-commerce: Strategy, technology and Applications*, McGraw Hill Education
- 3. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Applications*, 4th Ed, McGraw Hill Education.
- 4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
- 5. K.K. Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education
- 6. T.N. Chhabra, *E-commerce*, Dhanpat Rai & Co.
- 7. Sushila Madan, E-Commerce, Taxmann
- 8. T.N. Chhabra, Hem Chand Jain, and Aruna Jain, *An Introduction to HTML*, Dhanpat Rai & Co.

B.Com.: Semester III

COURSE NO-SEC-I LAB

Paper NO BCP-SEC 302: PRACTICAL ON E-COMMERCE

TOTAL CREDIT: 1

Term End Exam - 15

Marks: 15 Lectures:

Unit 5: Website Designing

18 Practical Lab

14

Introduction to HTML; tags and attributes: Txt Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.



B.Com. Semester III

COURSE NO: L-IV

Paper NO HINL-401: Hindi

Common Syllabus to be provided by the respective Department

B.Com. Semester IV

COURSE NO: L-IV

PAPER NO MILL-401: /Modern Indian Language

Common Syllabus to be provided by the respective Department

B.Com. Semester IV COURSE NO: L-IV PAPER NO ALTE-401

Common Syllabus to be provided by the respective Department



B.Com.: Semester IV
COURSE NO-DSC-VII
Paper NO BCP-DSC 401: Corporate Accounting
Total Credit: 6
Internal Assessment -30
Term End Exam - 70

Marks: 100 Lectures: 65

Objective: To enable the students to acquire the basic knowledge of the corporate accounting and to learn the techniques of preparing the financial statement.

Contents:

Unit 1: Accounting for Share Capital & Debentures 12 Lectures 20
Issue, forfeiture and reissue of forfeited shares: Concept and process of book building; Issue of rights and bonus shares; Buy back of shares; Redemption of preference shares; Issue and Redemption of Debentures.

Unit 2: Final Accounts 9 Lectures 20

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

Unit 3 : Valuation of Goodwill and Valuation of Shares 13 Lectures 20 Concepts , meaning, function, meathods of valuation

Unit 4: Accounts of Holding Companies/Parent Companies

12 Lectures 20

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

Unit 5: Amalgamation of Companies

12 Lectures

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

Note:

- 1. The relevant Indian Accounting Standards in line with the IFRS for all the above topics should be covered.
- 2. Any revision of relevant Indian Accounting Standard would become applicable immediately.

Suggested Readings:

- 1. J.R. Monga, *Fundamental of Corporate Accounting*. Mayur Paper Backs, New Delhi.
- 2. M.C. Shukla, T.S. Grewal, and S.C. Gupta. *Advanced Accounts*. Vol. II, S. Chand & Co. New Delhi.
- 3. S.N. Maheswari, and S.K. Maheswari. *Corporate Accounting*. Vikas Publishing House, New Delhi
- 4. Ashok Sehgal, Fundamentals of *Corporate Accounting.* Taxman Publication, New Delhi
- 5. V.K. Goyal and Ruchi Goyal, *Corporate Accounting*. PHI Learning.
- 6. Jain, S.P. and K.L. Narang. *Corporate Accounting*. Kalyani Publishers, New Delhi.
- 7. Bhushan Kumar Goyal, *Fundamentals of Corporate Accounting*. International Book House
- 8. P.C. Tulsian and Bharat Tulsian, Corporate Accounting, McGraw Hill Education
- 9. Amitabha Mukherjee, Mohammed Hanif, Corporate Accounting, McGraw Hill Education
- 10. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

Note: Latest edition of text books may be used.

B.Com.: Semester IV
COURSE NO-DSC-VIII
Paper NO BCP-DSC 402: Cost Accounting
Total Credit: 6
Internal Assessment - 30
Term End Exam - 70

Marks: 100 Lectures: 65

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

Contents:

Unit 1: Introduction 6 Lectures 20

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 organisation.

Unit 2: Elements of Cost: Material and Labour 14 Lectures 20

- a. Materials: Material/Inventory control 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 Cost. Treatment of Material Losses.
- b. 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. Methods of wage payment and the Inceptive schemes Halsey, Rowan, Taylor's Differential piece wage.

Unit 3: Elements of Cost: Overheads

8 Lectures

20

Classification, allocation, apportionment and absorption of overheads; Underand over-absorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, packing expenses, bed debts, research and developments expenses; Activity based cost allocation.

Unit 4: Methods of Costing

28 Lectures

20

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

Unit 5: Book Keeping in Cost Accounting

9 Lectures

20

Integral and non-integral systems; Reconciliation of cost and financial accounts; Cost control and cost Reduction – Meaning, Techniques and Control Accounts

Suggested Readings:

- 1. Charles T. Horngren, Srikant M. Datar, Madhab V. Rajan. *Cost Accounting: A Managerial and Emphasis, Pearson Education.*
- 2. Jawahar Lal, Cost Accounting, McGraw Hill Education
- 3. Nigam, B.M. Lall and I.C. Jain, *Cost Accounting: Principles and Practice*. PHI Learning
- 4. Rajiv Goel, Cost Accounting. International Book House
- 5. Singh, Surender. Cost Accounting, Scholar Tech. Press, New Delhi
- 6. Jain, S.P. and K.L. Narang. *Cost Accounting: Principles and Methods.* Kalyani Publishers
- 7. Arora, M.N., *Cost Accounting Principles and Practice*. Vikas Publishing House, New Delhi.
- 8. Maheshwari, S.N., and S.N. Mittal. *Cost Accounting: Theory and Problems*, Shri Mahavir Book Depot, New Delhi.
- 9. Iyengar, S.P. Cost Accounting, Sultan Chand & Sons
- 10. H.V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt. Ltd.

B.Com. : Semester IV

COURSE NO: SEC II

Paper BCP SEC 401 ENTREPRENEURSHIP

TOTAL CREDIT: 5

Term End Exam - 50

Marks: 50 Lectures: 35

Objective: The purpose of the paper is to orient the learner towards entrepreneurship as a career option and creative thinking and behavior.

Contents:

Unit 1: Introduction

7 Lectures

10

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society' problems and at work: Dimensions of entrepreneurship; intrapreneurship, technopreneurship.

Unit 2: Entrepreneurship & Micro, Small & Medium Enterprises

7 Lectures

10

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 3:Etrepreneur Support system

7 Lectures 10

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology and industrial accommodation, Role of industries / entrepreneur's associations and self-help groups.

Unit 4:Source of business ideas and tests of feasibility 7 Lectures 10
Significance of writing the business plan / project proposal; Contents of business plan / project proposal; Designing business processes, location, layout, operation, planning and control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered).

Unit 5: Mobilising Resources

7 Lectures 10

Mobilising resources for start-up. Accommodaiton and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.

Suggested Readings:

- 1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
- 2. Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
- 3. Desai, Vssant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
- 4. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.
- 5. Holt, David H. Entrepreneurship: New Venture Creation. Prentice Hall of India, New Delhi.
- 6. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi, Prentice-Hall of India, ISBN-81-203-1690-8
- 7. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
- 8. S.S. Khanka, Entrepreneurial Development, S. Chand & Co. Delhi
- 9. K. Ramachandran, Entrepreneurship Development, McGraw-Hill Education
- 10. SIDBI Reports on Small Scale Industries Sector.

Note: Latest edition of text books may be used.

B.Com.: Semester V

COURSE NO-DSC-I Paper NO BCP-DSE 501

(a) Human Resource Management Total Credit: 6 Internal Assessment - 30 Term End Exam - 70

Marks: 100 Lectures: 65

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

Unit 1: Introduction 13 Lectures 20

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenged of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System.

Unit 2: Acquisition of Human Resource

13 Lectures 20

Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-specific and competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

Unit 3: Training and Development

13 Lectures

20

Concept and Importance: Identifying Training and Development Needs: Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

Unit 4: Performance Appraisal

13 Lectures

20

Nature, objectives and importance; Modern techniques of performance appraisal; Potential appraisal and employee counseling; job changes – transfers and promotions; Compensation; concept and policies; job evaluation; methods of wage payments and incentives plans, fringe benefits; performance linked compensation.

Unit 5: Maintenance

13Lectures

20

Employee health and safety; employee welfare; social security; Employer-Employee relations – an overview; grievance-handling and redressal; Industrial Disputes: Causes and settlement machinery.

Suggested Readings:

- 1. Gary Dessler. A Framework for Human Resource Management. Pearson Education
- 2. DeCenzo, D.A. and S.P. Robbins, *Personnel/Human Resource Management*, Pearson Education.
- 3. Bohlendar and Snell, *Principles of Human Resource Management*, Cengage Learning.
- 4. Ivancevich, John M. Human Resource Management. McGraw Hill.
- 5. Wreather and Davis. Human Resource Management, Pearson Education.
- 6. Robert L. Mathis and John H. Jackson, *Human Resouurce Management*. Cengage

Learning.

- 7. T.N. Chhabra, *Human Resource Management*, Dhanpat Raj & Co., Delhi
- 8. Biswajeet Pattanayak, Human Resource Management. PHI Learning.
- 9. Neeru Kapoor, *Human Resource Management*, Taxmann Publication.

B.Com.: Semester V
COURSE NO-DSC-I
Paper NO BCP-DSE 501
(b) PRINCIPLES OF MARKETING
Total Credit: 6
Internal Assessment -30
Term End Exam - 70

Marks: 100 Lectures: 65

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

Unit 1: Introduction 13 Lectures 20

Nature, scope and importance of marketing; Evolution of marketing; Selling vs. Marketing; Marketing mix, Marketing environment; concept, importance, and components (Economic, Demographics, Technological, Natural, Socio-cultural and Legal).

Unit 2: 13 Lectures 20

- **a. Consumer Behaviour:** Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behavior.
- **b. Market segmentation**: Concept, importance and bases; Target market section; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

Unit 3:Product 13 Lectures 20

Concept and Importance, Product classifications, Concept of product mix; Branding, packaging and labeling, Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.

Unit 4:

- **a. Pricing:** Significance. Factors affecting price of a product. Pricing policies and strategies.
- **b. Distribution Channels and Physical Distribution**: Channels of distribution meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel, wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.

Unit 5:

- a. Promotion: Nature and importance of promotion; Communication process; Types of promotion; advertising, personal selling, public relations and sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decision.
- b. Recent developments in marketing: Social Marketing, online marketing, direct

marketing, services marketing, green marketing, Rural marketing; Consumerism.

Suggested Readings:

- 1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. *Principles of Marketing.* 13th edition. Pearson Education.
- 2. Michael, J. Etzel, Bruce J. Walkerm William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases.* (Special Indian Edition)., McGraw Hill Education.
- 3. William D. Perreault, and McCarthy, E. Jerome., Basic Marketing. Pearson Education.
- 4. Majaro, Simon. The Essence of Marketing. Pearson Education, New Delhi.
- 5. The Consumer Protection Act 1986.
- 6. Iacobucci and Kapoor, Marketing Management: A South Asian Perspective, Cengage Learning.
- 7. Dhruv Grewal, Michael Levy, Marketing, McGraw Hill Education.
- 8. Chhabra, T.N., and S. K. Grover. *Marketing Management*. Fourth Edition. Dhanpat Rai & Company.
- 9. Neeru Kapoor, Principles of Marketing, PHI Learning.

10. Rajendra Maheshwari, *Principles of Marketing*, International Book House.

B.Com.: Semester V
COURSE NO-DSC-I
Paper NO BCP-DSE 501
(c) AUDITING AND CORPORATE GOVERNANCE
Total Credit: 6
Internal Assessment - 30
Term End Exam - 70

Marks: 100 Lectures: 65

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

Contents:

Unit 1: Introduction 11 Lectures

Auditing: Introduction, Meaning, Objectives, Basic Principles and techniques, Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets and Liabilities.

Unit 2: Audit of Companies

11 Lectures 20

20

Audit of Limited Companies: Company Auditor – Qualifications and disqualifications, Appointments. Rotation, Removal, Remuneration, Rights and Duties Auditor's Report – contents and Types, Liabilities of Statutory Auditors under the Company Act 2013

Unit 3:Special Areas of Audit

11 Lectures 2

Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Auditing Standards; Relevant Case Studies Problems.

Unit 4: Corporate Governance and Business Ethics: 21 Lectures 20
Conceptual framework of Corporate Governance: Theories and Models, Brand Committees; Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures Codes and Standards on Corporate Governance.

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behaviour; Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement.

Unit 5: Corporate Social Responsibility (CSR): 11 Lectures 20
Concept of CSR, Corporate Philanthropy, Strategic Planningand Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR.

Suggested Readings:

- 1. Ravinder Kumar and Virendra Sharma, Auditing Principles and Practice, PHI Learning.
- 2. Aruna Jha, Auditing. Taxmann Publication.
- 3. A.K. Singh, and Gupta Lovleen, *Auditing Theory and Practice*. Galgotia Publishing Company;
- 4. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi.
- 5. MC Kuchhal, *Modern Indian Company Law*, Shri Mahavir Book Depot. (Publishers). Relevant Chapters).
- 6. KV Bhanumurthy and Usha Krishna, *Politics, Ethics and Social Responsibility of Business,* Pearson Education.
- 7. N Balasubramanian, A Casebook on Corporate Governance and Stewardship, McGraw Hill Education.
- 8. B.N. Ghosh, Business Ethics and Corporate Governance, McGraw Hill Education.
- 9. S K Mandal, Ethics in Business and Corporate Governance, McGraw Hill Education.
- 10. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press.
- 11. Christine Mallin, Corporate Governance (Indian Edition), Oxford University Press.
- 12. Relevant Publications of ICAI on Auditing (CARO).
- 13. Sharma, J.P., *Corporate Governance, Business Ethics, and CSR,* Ane Books Pvt Ltd, New Delhi.

Note: Latest edition of text books may be used.

B.Com.: Semester V
COURSE NO-DSE-II
Paper NO BCP-DSE 502

(a) FUNDAMENTALS OF FINANCIAL MANAGEMENT
Total Credit: 6
Internal Assessment - 30
Term End Exam - 70

Marks: 100 Lectures: 65

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

Contents:

Unit 1: Introduction 8 Lectures 20

Nature, scope and objective of Financial Management, Time value of money, Risk and return (including Capital Asset Pricing Model), Valuation of securities- Bonds and Equities.

Unit 2:Investment Decision

20 Lectures 20

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 3:Financing Decision

20 Lectures 20

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 4: Divident Decisions

12 Lectures 20

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

Unit 5: Working Capital Decisions

15 Lectures

20

Concept 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.

Suggested Readings:

- 1. James C. Van Horne and Sanjay Dhamija, *Financial Management and Policy*, Pearson Education.
- 2. Levy H. and M. Sarnat. *Principles of Financial Management*. Pearson Education.
- 3. Joy, O. M. Introduction of Financial Management. Mc Graw Hill Education.
- 4. Brigham and Houston, Fundamentals of financial Management, Cengage Learning.
- 5. Khan and Jain. Basic Financial Management, McGraw Hill Education.
- 6. Chandra, P. Fundamentals of financial Management, McGraw Hill Education.
- 7. Singh, J. K. Financial Management- text and Problems. 2nd Ed. Dhanpat Rai and Company, Delhi
- 8. Rustagi, R.P. Fundamentals of financial Management, Taxmann Publication Pvt. Ltd.
- 9. Singh, Surender and Kaur, Rajeev. *Fundamentals of financial Management,* Mayur Paperback, New Delhi.
- 10. Pandey, I.M. Basic *Financial Management*, Vikas Publications.
- 11. Bhabatosh Banerjee, Fundamentals of financial Management, PHI Learning.

Note: Latest edition of text books may be used.

B.Com.: Semester V COURSE NO-DSE-II Paper NO BCP-DSE 502 (a) INDIRECT TAX LAW Total Credit: 6 Internal Assessment -30 Term End Exam - 70

Marks: 100 Lectures: 65

Unit 1: Introduction: Lectures: 16

20

Definition and concept of GST as a single and uniform Indirect Tax on goods and service; Rationale for GST; Major Defects in the structure of Indirect Taxes prior to GST; Types of GST Invoice and the mandatory requirement for their format; Structure of GST (SGST, CGST, UTGST & IGST); GST Council- Powers and Functions, GST Network, Registration- Procedure and types of registration.

Unit 2: Levy and collection of GST:

Lectures: 16

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; Exempted goods and Services: Small supplies and Composition Scheme; Classification of Goods and Services: HSN/SAC Codes; Composite and Mixed Supplies.

Unit 3: Input Tax Credit:

Lectures: 16

Meaning, Eligibility and conditions for claiming 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 4: Assessment, Audit and other special Provisions:

Lectures: 16 20

Procedure for GST Assessment, types of Assessment under GST, State Compensation Mechanism, Audit in GST, Anti-Profiteering, Avoidance of dual control, Application of ICT in GST- Taxability of E-Commerce, E-filing of GST, E-way bills; zero-rated supply, Inspection; search; seizure and arrest; Offences, Penalties and appeals.

Unit 5: Custom Act:

Lectures: 16 20

Customs Act, 1962, Rules and regulations; important terms and definition under the

custom Act, Customs Tariff Acts, Principles governing levy of customs duty, Prohibition of export and import of goods and provisions regarding notified and specified goods, Types of duties in India and at global scenario, Duty drawback schemes, impact of GST on customs duty.

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 Sevakar Vidhan by Government of India
- 10. Dam B.B. Indirect Taxation, gaytri Publications, 2018
- 11. Chudhury V. Dalmia A. Gridharwal, S., GST-A practical approach, Taxman Publication, 2017.
- 12. Misra S.K. Systemetic approach to GST, Taxman Publications.

B.Com.: Semester V Course No: SEC III

Paper No. BCP - SEC 501: COMPUTER APPLICATIONS IN BUSINESS

Total Credit: 2 Full marks: 35

Marks: 35 Lectures: 35

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

Unit 1: Word Processing 1

5 Lectures,

7

Introduction to Word Processing, Word Processing concept, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs,

Unit 2: Word Processing II:

5 Lectures,

7

Paragraph Formatting, Header and Footer, Tables; Inserting, filling and formatting a table, Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents

Unit 3: Preparing Presentations

5 Lectures,

7

Basic of presentations: Slides, Fonts, Drawing, Editing; Inserting; Tables, Images, texts, Symbols, Media, Design; Transition; Animation and Slideshow.

Unit 4: Spreadsheet and its Business Applications 10 Lectures 7

Spreadsheet concepts, Managing worksheets; Formatting, Entering Data, Editing and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs.

Unit 5: Generally used Spreadsheet functions:

10 Lectures, 7

Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database and Text functions.

B.Com.: Semester V Course No: SEC II Lab

Paper No. BCP - SEC 502: PRACTICAL ON CAB (COMPUTER APPLICATIONS IN

BUSINESS)

Total Credit: 2

Full marks: 15

Creating documents by using different facilities like MS Word, Speadsheet, Power Point, Course No: SEC III

Paper No. BCP - SEC 501: COMPUTER APPLICATIONS IN BUSINESS

B.Com. : Semester V COURSE NO. : GE-I

PAPER NO. BCP - GE 501: PRINCIPLES OF MICRO ECONOMICS

Internal Assessment - 30 Term End Exam - 70

Marks: 100 Lectures: 65

Unit 1: Introduction

- (a) **Demand and Supply:**Determinants of demand, movements vs. shift in demand curve. Determinants of Supply, Movement along a supply curve vs. shift in supply curve; Market equilibrium and price determination.
- (b) Elasticity of demand and supply
- (c) Application of demand and supply.

Unit 2: Consumer Theory

Lectures 12

20

Ordinal Utilitytheory:(Indifference curve approach): Consumer's preferences; Interference curves; Budget line; Consumer's equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity; Criticism of the low of demand.

Unit 3: Production and Cost

Lectures 12

20

- (a) Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions, Isoquants; Return to scale. Economics and Diseconomies of scale.
- (b) Costs: Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm, Technological Change: the very long run.

Unit 4: Market Structure

Lectures 10

20

- (a) Prefer Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run. The long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficient under perfect competition.
- (b) Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept

- of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.
- (c) *Imperfect Competition:*Difference between perfect competitions, monopoly and imperfect competition;
 - (i) Monopolistic Competition: Assumption; Short run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.
 - (ii) Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect competition; Cooperative vs. non-cooperative behavior and dilemma of oligopolistic firms.

Unit 5:Income Distribution and Factor Pricing Lectures 13 20

Demand for factors. Supply of factor, concepts of economic rent; Ricardian. Theory of functional distribution of Income.

Suggested Readings:

- 1. Pindyck, R.S., D.L. Rubinfeld and P.L. Mehta; *Microeconomics,* Pearson Education
- 2. N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning
- 3. Maddala G.S. and E. Miller; *Microeconomics*. *Theory and Applications*, McGraw-Hill Education.
- 4. Salvatore, D. Schaum's Outline: Microeconomic Theory, McGraw-Hill Education.
- 5. Case and Fair, *Principles of Micro Economics*, Pearson Education
- 6. Koutisiyannis, *Modern Micro Economic Theory*.
- 7. C. Synder, *Mircoeconomic Theory: Basic Principles and Extensions*, Cengage Learning
- 8. Bilas, Richard A., *Microeconomics Theory: A Graphical Analysis*, McGraw-Hill Education.
- 9. Paul, A. Samuelson, William D. Nordhaus, *Microecomics*, McGraw-Hill Education.
- 10. Amit Sachdeva, *Micro Economics*, Kusum Lata Publishers
- 11. D.M. Mithani, Micro Economics, Himalaya Publishing House.

B.Com.: Semester VI

COURSE NO.: DSE-III

PAPER NO. BCP-DSE-601 (a): CORPORATE TAX PLANNING

TOTAL CREDIT: 6
Internal Assessment - 30

Term End Exam - 70

Marks: 100 Lectures: 65

Objectives: To provide Basic Knowledge of corporate tax planning and its impact on decision-making.

Unit 1: Introduction Lectures 9 20

Tax planning, tax management, tax evasion, tax avoidance; Corporate tax in India; Types of companies; Residential status of companies and tax incidence; Tax liability and minimum alternate tax; Tax on distributed profits.

Unit 2: Tax planning-1

Lectures 12

20

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

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

Tax planning with reference to sale of scientific research assets.

Unit 3: Tax planning-2

Lectures 15

20

Tax planning with reference to specific management decisions – Make or buy; own or lease; repair or replace

Tax planning with reference to employees' remuneration

Tax planning with reference to receipt of insurance compensation

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

Unit 4: Special provisions relating to non-residents Lectures 12 20

Double taxation relief; Provisions regulating transfer pricing; Advance rulings; Advance pricing agreement

Unit 5: Tax planning with reference to business restructuring

Lectures 17

between holding and subsidiary companies.

Amalgamation, Demerger, Slump sale, Conversion of sole proprietary concern / partnership firm into company, Conversion of company onto LLP, Transfer of assets

20

Suggested Readings:

1. Vinod K. Singhania and Monica Singhania, Corporate Tax Planning. Taxmann

- Publications Pvt. Ltd., New Delhi.
- 2. Girish Ahuja and Ravi Gupta. *Corporate Tax Planing and Management*. Bharat Law House, Delhi
- 3. Shuklendra Acharya and M.G. Gurha. *Tax Planning under Direct Taxes*. Modern Law Publication, Allahabad
- 4. D.P. Mlttal,. Law of Transfer Pricing. Taxmann Publications Pvt. Ltd., New Delhi
- 5. IAS 12 and As 22
- 6. T.P. Ghosh, IFRS, Taxmann Publications Pvt. Ltd., New Delhi

Journals:

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

Note: Latest edition of text books may be used.

B.Com.: Semester VI
COURSE NO.: DSE-III
PAPER NO. BCP-DSE-601 (b): BANKING AND INSURANCE

TOTAL CREDIT: 6 Internal Assessment -30 Term End Exam - 70

Marks: 100 Lectures: 65

Objectives: To impart knowledge about the basic principles of the banking and

insurance

Contents

Unit 1: Introduction Lectures 13 20

Origin of banking: definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin and growth of commercial banks in India. Financial Services offered by banks, changing role of commercial banks, types of banks.

Unit 2: Cheques and Paying Banker

Lectures 13

20

Crossing and endorsement – meaning, definitions, types and rules of crossing.

Duties, Statutory protection in due course, collecting bankers: duties, statutory protection for holder in due course, Concept of negligence.

Unit 3: Banking Lending

Lectures 13

20

Principles of sound lending, Secured vs. unsecured advances, Types of advances, Advances against various securities.

Unit 4: Internet Banking

Lectures 13

20

Meaning, Benefits, Home banking, Mobile banking, Virtual banking, E-payments, ATM Card/Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash.

Unit 5: Insurance Lectures 13 20

Basic concept of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Indemnity, Economic function, Proximate cause, Subrogation and contribution, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Need for coordination. Power, functions and Role of IRDA, Online Insurance.

- 1. Agarwal, O.P., Banking and Insurance, Himalaya Publishing House
- 2. Satyadevi, C., Financial Services Banking and Insurance, S. Chand.
- 3. Suneja, H.R., *Practical and Law of Banking*, Himalya Publishing House
- 4. Chabra, T.N., Elements of Banking Law, Dhanpat Rai and Sons.
- 5. Arthur, C and C. William Jr., Risk Management and Insurance, McGraw Hill

- 6. Saxena, G.S.; Legal Aspects of Banking Operations, Sultan Chand and Sons.
- 7. Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons
- 8. Jyotsna Sethi and Nishwan Bhatia, *Elements of Banking and Insurance*, PHI Learning.

Note: Latest edition of text books may be used.

B.Com.: Semester VI COURSE NO.: DSE-III

PAPER NO. BCP-DSE-601 (c): MANAGEMENT ACCOUNTING TOTAL CREDIT: 6 Internal Assessment -30

Term End Exam - 70

Marks: 100 Lectures: 65

Objectives: To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Course contents:

Unit 1: Introduction Lectures 6 10

Meaning, Objectives, Nature and Scope and Techniques of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management

Unit 2: Budgetary Control

Lectures 10 20

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

Unit 3: Standard Costing

Lectures 12

20

Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis-material, labour, overheads and sales variances. Disposition of Variances, Control Ratios.

Unit 4: Decision making

Lectures 20

20

Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit/Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.

Steps in decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance of Rejection of special/export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing.

Unit 5: Contemporary Issues

Lectures 5

20

Responsibility Accounting: Concept, Significance, Different Responsibility Centres, Divisional Performance Measurement: Financial and Non-Financial measures.

Suggested Readings:

- 1. Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg. *Introduction to Management Accounting*, Pearson Education.
- 2. Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. *Management Accounting.* Dorling Kindersley (India) Pvt. Ltd.
- 3. Singh, Surender. Management Accounting. Scholar Tech Press, New Delhi.
- 4. Garrison H., Ray and Eric W. Noreen. *Managerial Accounting*. McGraw Hill
- 5. Goel, Rajiv, Management Accounting. International Book House,
- 6. Arora, M.N. *Management Accounting.* Vikas Publishing House, New Delhi.
- 7. Maheshwari, S.N. and S.N. Mittal. *Management Accounting.* Shree Mahavir Book Depot, New Delhi.
- 8. Singh, S.K. and Gupta Lovleen. *Management Accounting Theory and practice.* Pinnacle Publishing House.
- 9. Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education.
- 10. H.V. Jhamb. Fundamentals of Management Accounting. Ane Books Pvt. Ltd.

Note: Latest edition of text books may be used.

B.Com.: Semester VI
COURSE NO.: DSE-IV
PAPER NO. BCP-DSE-602 (a): INTERNATIONAL BUSINESS
TOTAL CREDIT: 6
Internal Assessment -30
Term End Exam - 70

Marks: 100 Lectures: 65

Objectives: The objective of the course is to familiarize the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course-also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

Unit I: Lectures 13 20

a. *Introduction to International Business:* Globalization and its importance in world economy; Impact of globalization; International business vs. domestic

- business: Complexities of international business: Modes of entry into international business.
- b. *International Business Environment:* National and environments and their components economic, cultural and political-legal environments.

Unit II: Lectures 13 20

- a. Theories of International Trade: an overview (Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments—tariff barriers (Subsidy, Quota and Embargo in detail); Balance of payment account and its components.
- b. International Organizations and Arrangements: WTO Its objectives, principles, organizational structure and functioning; An Overview of other organizations UNCTAD; Commodity and Other Trading Agreements (OPEC).

Unit III: Lectures 13 20

- a. Regional Economic Co-operation: Form of regional groupings; Integration efforts among countries in Europe North America and Asia (NAFTA, EU, ASEAN and SAARC).
- b. *International Financial Environment:* International financial system and institutions (IMF and World Bank Objectives and Functions); Foreign exchange markets and risk management; Foreign investments types and flows; Foreign investment in Indian perspective.

Unit IV: Lectures 13 20

- a. Organisational structure for international business operations; International business negotiations.
- b. *Developments and Issues in International Business*: Outsourcing and its potentials for India; Role of IT in international business; International business and ecological considerations.

Unit V: Lectures 13 20

- a. Foreign Trade Promotion Measures and Organizations in India: Special Economic Zones (SEZs) and 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 sources of trade finance (Banks, factoring, forfeiting, Banker's Acceptance and Corporate Guarantee) an forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account).

- 1. Charles W.L. Hill and Arun Kumar Jain, *International Business*. New Delhi: McGraw Hill Education
- 2. Daniels, John, D. Lee H. Radenbaugh and David P. Sullivan, *International Business*, Pearson Education.
- 3. Johnson, Derbe., and Colin Turner. *International Business Themes & Issues in the Modern Global Economy*, London: Roultedge
- 4. Sumati Varma, International Business, Pearson Education.
- 5. Cherunimal, Francis. International Business: Text and Cases, PHI Learning

- 6. Michael R. Czinkota. et. al. International Business. Forthforth: The Dryden Press.
- 7. Bennett, Roger. *International Business*. Pearson Education.
- 8. Peng and Srivastav, Global Business, Cengage Learning.

Note: Latest edition of text books may be used.

B.Com. : Semester VI COURSE NO. : DSE-IV

PAPER NO. BCP-DSE-602 (b): OFFICE MANAGEMENT AND SECRETARIAL PRACTICE
TOTAL CREDIT: 6
Internal Assessment -30
Term End Exam - 70

Marks: 100 Lectures: 65

Objectives: The purpose of this course is to familiarize the students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, facilities provided to the staff working in the office, the working environment and the tools and equipments used in office.

Contents

Unit 1: 20

Office and Office Management: Meaning of office. Functions of office – primary and administrative management functions, importance of office, duties of the office manager, his qualities and essential qualifications.

Filing and Indexing: Filling and Indexing – Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, methods of filing and filing equipment, Weeding of old records, I meaning and need for indexing, various types of indexing.

Unit 2: Lectures 8 20

Mail and Mailing Procedures: Mailing procedures – meaning and importance of mail, centralization of mail handling work, its advantages, room equipment and accessories, sorting tables and rack, letter opener, time and date stamps, postal franking machine, addressing machine, mailing scales, mailing through post, courier, email, appending files with email. Inward and outward mail – receiving, sorting, opening, recording, making, distributing, folding of letters sent, maintenance of peon book, dispatching, courier services, central receipt and dispatch.

Forms and Stationery: Office Forms – introduction, meaning, importance of forms, advantages of using forms, disadvantages of using forms, types of forms, factors affecting forms design, principles of form design, form control. Stationery – introduction, types of stationery used in offices, importance of managing stationery,

selection of stationery, essential requirements for a good system of dealing with stationery, purchasing principles, purchase procedure, standardization of stationery.

Unit 3: 20

Modern Office Equipments: Modern Office Equipment – Introduction, meaning and importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines: personal computers, photocopies, fax, telephone, telephone answering machine, dictating machines, audio-visual Aids.

5 Lectures

Budget: Budget – Annual, revised and estimated. Recurring and non-recurring heads of expenditure. **5 Lectures**

Audit: Audit process – Vouching, verification and valuation (in brief). Consumables / Stock register and Asset register. Procedure for disposal of records and assets.

5 Lectures

Unit 4: 20

Banking facilities: Types of accounts. Passbook and cheque book. Other forms used in banks. ATM and money transfer. **5 Lectures**

Abbreviations / Terms used in Offices: Explanation of abbreviations/terms used in day-to-day work,

Modes of Payment: Types of payments handled such as postal orders, Cheque (crossed/uncrossed), post-dated and pre-dated Cheques, stale Cheque, dishonored Cheque.

Unit V:

Role of Secretary: Definition: Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications for appointment as Personal Secretary. Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting. Agenda and Minutes of Meeting. Drafting, fax-messages, email, Maintenance of appointment diary.

13 Lectures

Suggested Readings:

- 1. Bhatia, R.C. *Principles of Office Management*, Lotis Press, New Delhi.
- 2. Leffingwell and Robbinson: *Text Book of Office Management*, Tata McGraw-Hill.
- 3. Terry, George R: Office Management and Control
- 4. Ghosh, Evam Aggarwal: Karyalaya Prabandh, Sultan Chand & Sons
- 5. Duggal, B.: Office Management and Commercial Correspondence, Kitab Mahal.

Note: Latest edition of text books may be used.

B.Com. : Semester VI COURSE NO. : DSE-IV

PAPER NO. BCP-DSE-602 (c): FUNDAMENTALS OF INVESTMENT

TOTAL CREDIT: 6 Internal Assessment -30 Term End Exam - 70

Marks: 100 Lectures: 65

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

Contents

Unit 1: The Investment Environment

10 Lectures

20

The investment decision process, Types of Investment – Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, concept of return and risk, impact of Taxes and Inflation on return.

Unit 2: Fixed Income Securities

Lectures 15

20

Bond features types of bonds, estimating bond yields, Bond Valuation types of bond risks, default risk and credit rating.

Unit 3: Approaches to Equity Analysis

Lectures 15

20

Introductions to Fundamental Analysis, Technical Analysis and efficient Market Hypothesis, divided capitalization models, and price-earnings multiple approach to equity valuation.

Unit 4: Portfolio Analysis and Financial Derivatives

Lectures 15

20

Portfolio and Diversification, Portfolio Risk and Return; Mutual Funds; Introduction to Financial Derivatives; Financial Derivatives Markets in India

Unit 5: Investor Protection

Lectures 10

20

Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' awareness and activism.

- 1. C.P. Jones, *Investment Analysis and Management*, Wiley, 8th ed.
- 2. Prasanna Chandra, *Investment Analysis and Portfolio Management*, McGraw Hill Education

- 3. R.P. Rustogi, *Fundamentals of Investment*, Sultan Chand & Sons, New Delhi
- 4. N.D. Vohra and B.R. Bagri, *Futures and Options*, McGraw Hill Education
- 5. Mayo, An Introduction to Investment, Cengage Learning.

B.Com.: Semester VI
COURSE NO.: DSE-IV
PAPER NO. BCP-DSE-602 (d): CONSUMER PROTECTION
TOTAL CREDIT: 6
Internal Assessment -30
Term End Exam - 70

Marks: 100 Lectures: 65

Objective: This paper seeks to familiarize the students with of their rights as consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complains, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Unit 1: Conceptual Framework

13 Lectures 20

Consumer and Markets: Concepts of Consumer, Nature of markets, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP) and Local Taxes, Fair Price, labeling and packaging.

Experiencing and voicing Dissatisfaction: Consumer satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to dissatisfied Consumers; Internal and External Complaint handling: Corporate Redress Systems and Public Redress Systems.

Unit 2: The Consumer Protection Act, 1986 (CPA) 13 Lectures 20 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 the Consumer Protection Act: Advisory Bodies: consumer Protection Councils at the Central, State and District Levels, Basic Consumer Rights; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA.

Unit 3: Grievance Redress Mechanism under the Consumer Protection Act, 1986: 13 Lectures 20

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy to be provided; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Seven Leading Cases decided under Consumer Protection Act: Medical Negligence; Banking; Insurance; Housing and Real Estate; Electricity, Eater and Telecom Services; Education; Defective Product; Unfair Trade Practice.

Unit 4: Industry Regulators and Consumer Complaint Redress Mechanism

13 Lectures 20

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IDRA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSI (an overview)
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Advertising; ASCI

Unit 5: Consumerism in India

13 Lectures

20

Consumer Movement in India: Evolution of Consumer Movement in India. Formation of consumer organizations and their role in consumer protection. Recent developments in Consumer Protection in India, National Consumer Helpline, Citizens Charter, Product testing.

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; ISO: A Overview.

- 1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. *Consumer Affairs*" (2007) Delhi University Publication.
- 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. Nader, Ralph (1973). *The Consumer and Corporate Accountability*. USA, Harcourt Brace Jovanovich, Inc.
- 5. Sharma, Deepa (2011). *Consumer Protection and Grievance-Redress in India: A Study of Insurance Industry* (LAP LAMBERT Academic Publishing GmbH and Co. KG, Saarbrucken, Germany.
- 6. Rajyalaxmi Rao, *Consumer is King.* Universal Law Publishing Company.
- 7. Empowering Consumers e-book, www.consumeraffairs.nic.in
- 8. ebook, www.bis.org
- 9. The Consumer Protection Act, 1986

Articles:

- 1. Verma, D.P.S. (2007). Developments in Consumer Protection in India: Challenges and Tasks Ahead in J.S. Panwar, et. al. (Eds) *Consumerism in India*, RBS Publishers, Jaipur.
- 2. Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal provisions and Institutional Framework, Vikalpa, Vol. 26, No. 2, pp. 51-57
- 3. 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
- 4. George, S. Day and A. Aaker (1970). A Guide to Consumerism. Journal of Marketing, Vol. 34, pp. 12-19
- 5. Sharma, Deepa (2003). New measures for Consumer Protection in India. *The Indian Journal of Commerce*. Vol. 56, No. 4, pp. 96-106
- 6. Sharma, Deepa (2011). Consumer Grievance Redress by Insurance Ombudsman. *BIMAQUEST*, Vol. 11, pp. 29-47.

Periodicals:

- 1. Consumer Protection Judgements (CPJ) (Relevant cases reported in various issues)
- 2. Recent issues of magazines: Insight, published y CERC, Ahmadabad 'Consumer Voice' published by VOICE Society, New Delhi.
- 3. Upbhoka Jagaran, Ministry of Consumer Affairs, Govt. of India.

Websites:

www.ncdre.nic.in

www.fcamin.nic.in

www.consumeraffairs.nic.in

www.iso.org.in

www.bis.org

www.ascionline.org.in

www.trai.gov.in

www.irda.gov.in

www.derc.gov.in

www.rbi.org.in

www.fssai.gov.in

www.consumer-voice.org

www.nationalconsumerhelpline.in www.cci.gov.in

Note: The Latest edition of text books and Acts should be used.

B.Com. : Semester VI COURSE NO. : SEC-IV PAPER NO. BCP-SEC-601 : PERSONAL SELLING AND SALESMANSHIP TOTAL CREDIT: 4

Term End Exam - 50

Marks: 50 Lectures: 50

Objective: The purpose of this course is no familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as career and what it takes to be a successful salesman.

Unit 1: 10 Lectures 10

Introduction to Personal Selling: Nature and importance of personal selling, myths of selling, difference between Personal selling, Salesmanship and Sales Management.

Unit 2 : Salesmanship 10 Lectures 10

Characteristics of a good sales man types of selling situations, types of salespersons, career opportunities in selling, measures for making selling an attractive career.

Unit 3: Buying Motives 10 Lectures 10

Concept of motivation, Maslow's theory of need hierarchy, Dynamics nature of motivation; Buying motives and their uses in personal selling.

Unit 4: 10 Lectures 10

Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections, closing the sale, post sales activities.

Unit 5: 10 Lectures 10

Sales Reports: Reports and documents; sales manual, Order Book, Cash Memo; Tour

Diary, Daily and Periodical Reports; Ethical aspects of Selling.

Suggested Readings:

- 1. Spiuro, Stanton and Rich, Management of the Sales Force, McGraw Hill
- 2. Rusell, F.A. Beach and Richard H. Buskirk, *Selling: Principles and Practices*, McGraw Hill
- 3. Futrell, Charles, *Sales Management : Behaviour, Practices and Cases*, The Dryden Press.
- 4. Still, Richard R., Edward W. Cundiff and Normal A.P. Govoni, *Sales Management : Decision Strategies and Cases*, Prentice Hall of India Ltd., New Delhi
- 5. Johnson, Kurtz and Schueing, Sales Management, McGraw Hill
- 6. Pedesson, Charles A. Wright, Milburn d. and Weitz, Barton A., *Selling: Principles and Methods*, Richard, Irvin
- 7. Kapoor, Neeru, Advertising and Personal Selling, Pinnacle, New Delhi.

B.Com.: Semester VI
COURSE NO.: GE-II
PAPER NO. BCP-GE-601: INDIAN ECONOMY
TOTAL CREDIT: 6
Internal Assessment - 30
Term End Exam - 70

Marks: 100 Lectures: 65

Objective: This course seeks to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro-economic analysis and policy framework.

Contents

Unit 1: Basic Issues and features of the Indian Economy 13 Lectures 20

Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure.

Unit 2: Policy Regimes

13 Lectures

20

- a) The evolution of planning and import substituting industrialization.
- b) Economic Reforms since 1991
- c) Monetary and Fiscal policies with their implications on economy.

Unit 3: Growth, Development and Structural Change 13 Lectures 20

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 4: Sectoral Trends and Issues

13 Lectures

20

- a) Agriculture Sector: 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 Sector: Phases of Industrialization The rate and pattern of industrial growth across alternative policy regimes; Public sector its role, performance and reforms; the small scale sector, Role of Foreign capital.
- c) Financial Sector: Structure, performance and reforms. Foreign Trade and balance of payments; Structural Changes and Performance of India's foreign trade and balance of payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilization and Structural Adjustment; India and the WTO, Role of FDI, Capital account convertibility.

Unit 5: Inflation, Unemployment and Labour market 23 Lectures

20

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

- 1. Mishra and Puri, *Indian Economy*, Himalayan Publishing House
- 2. IC Dhingra, *Indian Economy*, Sultan Chand & Sons
- 3. Gaurav Dutt and KPM Sundarum, *Indian Economy*, S. Chand & Company
- 4. Uma Kapila (ed.), "Indian Economy since Independence", relevant articles
- 5. Bhagwati, J. and Desai, P. *India: Planning for Industrialization*, GUP, Ch. 2.
- 6. Patnaik, Prabhat. *Some Indian Debates on Planning.* T.J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP
- 7. Ahluwalia, Montek S. *State-level Performance under Economic Reform in India* in A.O. Kruger (ed.) *Economic Policy Reform and the Indian Economy*, The University of Chicago Press.
- 8. Mankiw, N. Gregory, *Principles of Macroeconomics*. Cengage Learning.

- 9. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*, McGraw-Hill Education.
- 10. Oliver, J. Blanchard, *Macroeconomics,* Pearson Education.
- 11. G.S. Gupta, Macroeconomics: Theory of Applications, Mc-Graw-Hill Education.
- 12. Pau A Samuelson, William D. Nordhaus, Sudp Chaudhury, *Macroeconomic*, McGraw-Hill Education.

Note: Latest edition of text books may be used.