

**VINOBA BHAVE UNIVERSITY, HAZARIBAG**

**B.Com (Gen.) CBCS**

**Proposed Syllabus and Scheme of Examination**

**For**

**B.Com (Gen.)**

**Choice Based Credit System**

**w. e. f Session- 2015- 16**

## B. Com (Gen.): Three- Year (6- Semester) CBCS Programme

Paper code	Course Structure		Full Marks External + Internal	Pass Marks
	<b>Semester I</b>			
311	Communication (Language-English/Hindi/MIL)	Foundation Course-Compulsory	40+10	20
312	Financial Accounting I	Core Discipline	80+20	40
313	Business Law	Core Discipline	80+20	40
314	Micro Economics	Elective- course- Inter-disciplinary	80+20	40
	<b>Semester II</b>			
321	Environmental Studies	Foundation Course-Compulsory	40+10	20
322	Management Principles and Applications.	Core Discipline	80+20	40
323	Business Organisation	Core Discipline	80+20	40
324	Business Statistics	Elective- course- Inter-disciplinary	80+20	40
	<b>Semester III</b>			
331	Financial Accounts II	Core Discipline	80+20	40
332	Income- Tax Law and Practice	Core Discipline	80+20	40
333	Applied Money and Banking	Elective- course- Inter-disciplinary	80+20	40
334	E- Commerce	Foundation Course- Skill Based	40+10	20
	<b>Semester IV</b>			
341	Indirect Tax	Core Discipline	80+20	40
342	Corporate Accounting	Core Discipline	80+20	40
343	Indian Economy- Performance and Policies	Elective- course- Inter-disciplinary	80+20	40
344	Entrepreneurship	Foundation Course- Skill Based	40+10	20
	<b>Semester V</b>			
351	Cost and Management Accounting	Core Discipline	80+20	40
352	Principles of Marketing	Core Discipline	80+20	40
353	Financial Management	Core Discipline	80+20	40
354	Personal Financial Planning	Skill Development	40 +10	20
	<b>Semester VI</b>			
361	Auditing and Corporate Governance	Core Discipline	80+20	40
362	Computer Application in Business	Core Discipline	80+20	40
363	Principles and Practices of Insurance	Elective Core- Discipline	80+20	40
364	Project Work	Elective Core- Discipline	40+10	20

**B.Com. (Gen.): Semester – I**  
**Paper code- 312: FINANCIAL ACCOUNTING I**

**Duration: 3 hrs.**

**Marks 100 (External 80 : Internal 20)**

**Lectures:65**

**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**

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

**(b) Accounting Process**

**12 Lectures**

To record business transactions- journal entries, Sub division of Journal, ledger accounts, Trial balance, Rectification of errors and Bank reconciliation statement.

**Unit 2. (a) Business Income and Accounting of N.P.O.**

**18 Lectures**

- 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.** Self balancing ledger and sectional balancing system.
- iv.** Capital and revenue expenditures and receipts: general introduction only.
- v.** Preparation of financial statements of non- corporate business entities.

**Unit 3.**

**20 Lectures**

- i.** Accounting for hire Purchase system including default in payment,
- ii.** Instalment Payment System.
- iii.** Royalty accounting excluding Sub lease.

**Unit 4. Accounting for Dissolution of the Partnership Firm**

**10 Lectures**

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

## **B.Com (Gen.) CBCS**

### **Note:**

- 1. Any revision of relevant accounting standard issued by ICAI would become applicable immediately.**
- 2. Theory Exam shall carry 80 marks**

### **Suggested Readings:**

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

**Note :- Latest edition of the text books should be used.**

**B.Com. (Gen.): Semester – I**  
**Paper code- 313: BUSINESS LAW**

**Duration: 3 hrs.**

**Marks 100 (External 80 : Internal 20)**

**Lectures:65**

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

**Contents:**

**Unit I: The Indian Contract Act, 1872: General Principle of Law of contract** **13 Lectures**

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

**Unit II: The Indian Contract Act, 1872: Specific Contract** **13 Lectures**

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

**Unit III: The Sale of Goods Act, 1930** **13 Lectures**

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

**Unit IV:Partnership Laws** **13 Lectures**

- A) The Partnership Act,1932**
  - a. Nature and Characteristics of Partnership
  - b. Registration of Firms
  - c. Types of Partners
  - d. Rights and duties of Partners
  - e. Implied Authority of a Partner
  - f. Mode of Dissolution of Partnerships

**Unit V: The Negotiable Instruments Act 1881**

**13 Lectures**

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

**Suggested Readings:**

1. Kuchhal, M.C and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
2. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.
3. Maheshwari & Maheshwari, *Business Law*, National Publishing House, New Delhi.
4. Chandha, P.R., *Business Law* Galgotia Publishing Company, New Delhi
5. Aggarwal S K. *Business Law*, Galgotia Publishers Company, New Delhi
6. Goyal Bhushan Kumar and Jain Kinneri, *Business Laws*, International Book House
7. Ravindra Kumar, *Legal Aspects of Business*, Cengage Learning
8. Shukla, M.C, *Business Law*, Shahitya Bhawan Publication (Hindi + English)
9. G.C Varshney, *Business Law*, Shahitya Bhawan Publication
10. Kapoor, N.D, *Business Law*, Sultan Chand Publication.
11. Dr. Singh and Tiwary, *Business Law*, SBPD Publications. (Hindi+English)

**Note :- Latest edition of the text books should be used.**

**B.Com (Gen): Semester- 1****Paper code- 314: MICRO ECONOMICS****Duration: 3 hrs.****Marks 100 (External 80 : Internal 20)****Lectures: 65**

**Objective:** Objective of the course is to acquaint the students with the concept of Micro -economics dealing with Consumer Behavior. The course also makes the students understand the supply side of the Market through the Production and Cost Behavior of Firms.

Learning Outcomes: The students would be able to apply tools of Consumer Behavior and Firm theory to business situations.

**COURSE CONTENTS****Unit I: Demand and Consumer Behavior****13 Lectures**

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

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

**Unit II: Perfect Competition****13 Lectures**

Perfect Competition: Assumptions, Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply curve. Measuring producer surplus under perfect competition.

**Unit III: Monopoly****13 Lectures**

Monopoly: Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of Monopoly power and the rule of thumb for pricing. Horizontal and Vertical integration of Firms.

**Unit IV: Imperfect Competition****13 Lectures**

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

**Suggested Readings:**

1. Pindyck,R.S., D.L. Rubinfeld and P.L .Mehta;*Microeconomics*,Pearson Education.
2. N.Gregory Mankiw,*Principles of Micro Economics* ,Cengage Learning
3. Browning ,E.K. and J,M Browning ; *Microeconomic Theory and Applications*, Kalyani Publishers,New Delhi.
4. Gould,J.P . and E,P.Lazear ; *microeconomic Theory* ,All India Traveller bookseller ,New Delhi.
5. Lipsey ,R.G.and K.A. Chrystal ;*Economics* ,Oxford University Press.
6. Maddala G.S. and E. Miller;*Microeconomics: Theory and Applications*,MCGraw-Hill International.

**B.Com (Gen.) CBCS**

7. Salvatore, D. Schaum's *Outline of Theory and Problems of Microeconomic Theory*, McGraw-Hill, International Edition.
8. Bilas, Richard A. *Microeconomic Theory: A Graphical Analysis*, McGraw-Hill Book Co. Kogakusha Co. Ltd.
9. Amit Sachdeva, *Micro Economics*, Kusum Lata Publishers.
10. K.P. Jain, *Economics Principles* (Hindi+English)
11. J.C. Pant, *Arthshastra ka Sindhant* (Hindi+English)
12. V.C. Sinha, *Business Economics*, Shahitya Bhawan Publications (Hindi+English)
13. Srivastav & Srivastava, *Business Economics*, Vayu Education of India. (Hindi)

**Note :- Latest edition of the text books should be used.**



**B.Com. (Gen.): Semester – II**  
**Paper code- 321: ENVIRONMENTAL STUDIES**

**Duration: 3 hrs.**

**Marks: 50**

**Lectures: 30**

**B.Com. (Gen.): Semester – II**

**Paper code- 322: MANAGEMENT PRINCIPLES AND APPLICATION**

**Duration: 3 hrs.**

**Marks 100 (External 80 : Internal 20)**

**Lectures: 65**

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

**Unit I: Introduction**

**Lectures: 13**

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

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

**Unit II : Planning**

**Lectures: 13**

Types of Plan - an overview to highlight the differences

Strategic planning – Concept, process, Importance and limitations

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

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

**Unit III: Organising**

**Lectures: 13**

Concept

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

Formal and Informal Structure

Principle of Organizing.

**Unit IV: Staffing and Leading**

**Lectures: 13**

Concept of staffing, An Overview of staffing

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

Leadership- Concept ,Importance, Theories of Leadership (Likert’s scale theory, Blake and Mouten’s Grid theory). Transactional leadership, Transformational Leadership, Transforming Leadership.

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

**Unit V: Control**

**Lectures: 13**

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

Emerging issues in Management

**Suggested Readings:**

1. Harold koontz and Heinz Weihrich,*Essentials of Management*,Pearson Education.
2. Stephen Robbins and M.Coulter ,*Management*,Pearson Education.
3. Stephen P Robbins ,David A Decenzo,Sanghmitra Bhattacharya and Madhushree Manda Agarwal, *Fundamentals of Management,Essentials,Concepts and Applications*,Pearson Education.
4. Drucker Peter F, *Practice of Management*,\_ Mercury Books,London
5. George Terry,*Principles of Management*,Richard d.Irwin
6. Newman Summer and Gilbert ,Manage and Gilbert ,*Management*,PHI
7. James H. Donnelly ,*Fundamentals of Management*,Perarson Education.
8. Chhabra , T.N *Essentials of Management* .Sun India.
9. Griffin ,*Management Principles and Application*,Cengage Learning
10. Robert Kreitner ,*Management Theory and Application*,Cengage Learning
11. Y.P.Verma,Business Organisation management and Administration, S.Chad. (Hindi+English)
12. M.C.Shukla, Business Organisation and Management, Shahitya Bhawan Publications(Hindi+English).

**Note :- Latest edition of the text books should be used.**

**B.Com. (Gen.): Semester – II**  
**Paper code- 323: BUSINESS ORGANISATION**

**Duration: 3 hrs**

**Marks 100 (External 80 : Internal 20)**

**Lectures: 65**

**Objective:** The objective of the course is to impart basic knowledge of Business and their Administrative efforts.

**Unit I**

**15 Lectures**

**Meaning** and difference Between Organisation, Management and Administration, Types of Organisation- Line, Functional and Staff, Factors Effecting Size of Business Unit, Stock Exchange and Produce Exchange.

**Unit II**

**20 Lectures.**

Large scale Retailing- Departmental Store, Multiple Shop, Super Bazar and Mail Order Business, Whole-sellers-Their services, Retailers- Their services

**Unit III**

**20 Lectures**

Scientific Management and Rationalisation, Business Combination- Causes, Effect and Types.

**Unit IV**

**10 Lectures**

Methods of Remunerating Labour- Time, Rate, Incentive- Taylor, Emerson, Halsey, Rowan,

**Suggested Readings:**

1. R.K. Sharma & Sashi K. Gupta, Business Organisation, Kalyani Publishers
2. Y.P. Verma, Business Organisation management and Administration, S.Chad. (Hindi+English)
3. M.C. Shukla, Business Organisation and Management, Shahitya Bhawan Publications (Hindi+English).
4. Dr. C.B. Gupta, Business Organisation & Management, Sultan Chand & Sons
5. R.C. Agrawal, Business Organisation, SBPD Publications. (Hindi+English)
6. Y.K. Bhushan, Fundamentals of Business Organization and Management, S. Chand & Co. Pvt. Ltd.

**Note :- Latest edition of the text books should be used.**

**B.Com. (Gen.): Semester – II**  
**Paper code- 324: BUSINESS STATISTICS**

**Duration: 3 hrs.**

**Marks 100 (External 80 : Internal 20)**

**Lectures: 65**

**Objective:** The objective of this course is to familiarize students with the basic statistical tools 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 will develop competence to use computer for statistical calculations especially for comparatively large- sizes problems.

**Unit I:**

**15 Lectures**

**Statistical Data and Descriptive Statistics**

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

Measures of central tendency

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

Properties and applications.

b) Positional Averages: Mode and Median (and other partition values including quartile, decile, and percentiles) (including graphic determination)

Measures of variations: absolute and relative.

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

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

**Unit II:**

**14 Lectures**

**Probability and Probability Distribution**

Theory of Probability, Approaches to the calculation of probability.

Calculation of event probabilities. Addition and multiplication laws of probability (proof not required)

Conditional probability and Bayes' Theorem (proof not required)

Expectation and variance of a random variable.

**Unit III:**

**10 Lectures**

**Simple Correlation and Regression Analysis**

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

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

**Unit IV:****10 Lectures****Index Number**

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

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

Construction of consumer price indices.

**Unit V:****10 Lectures****Time Series Analysis**

Components of time series, Additive and multiplicative models.

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

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

**Suggested Readings:**

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui, *Statistics for Management*, 7<sup>th</sup> edition, Pearson Education.
2. Berenson and Levine. *Basic Business Statistics: Concepts and Applications*. Pearson Education.
3. Siegel Andrew F. *Practical Business Statistics*, McGraw Hill.
4. Vohra N. D, *Business Statistics*, McGraw Hill.
5. Spiegel M. D, *Theory and Problems of Statistics*, Schaum's outlines Series. McGraw Hill.Publishing Co.
6. Gupta, S.P and Archana Gupta, *Statistical Methods*, Sultan Chand and Sons, New Delhi.
7. Gupta, S.C, *Fundamentals of Statistics*, Himalaya Publishing House.
8. Anderson Sweeney and William, *Statistics for students of Economics and Business*, Cengage Learning.
9. Thukral J. K, *Business Statistics*.
10. S.M.Shukla & S.P.Sahai, *Business Statistics*, Shahitya Bhawan Publications.(Hindi+English)
11. R.N.S.Pillai & Bhagwathi, *Statistics*, S.Chand &Co.Ltd.
12. D.N. Elehaunce,*Statistics(Hindi+English)*

**Note :- Latest edition of the text books should be used.**

**B.Com. (Gen.): Semester – III**

**Paper code- 331: FINANCIAL ACCOUNTING II**

**Duration: 3 hrs.**

**Marks 100 (External 80: Internal 20)**

**Lectures:**

**65**

**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.

**Unit.I**

**15 Lectures**

- i. Inland Branch Accounting:** Meaning, Objectives, Types of Branches, Accounting records of Branches in the books of Head Office- debtors method, final account method & stock and debtors method, Wholesale Branch accounting. Independent branches: concept, accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.
- ii. Departmental Accounting:** Concept, Advantages, Difference between Branches and Departments, Allocation of Expense and unallocated expenses, Inter departmental transactions, Valuation of unsold stock. Accounting treatment with a) Final account method and b) Statement form method.

**Unit. II**

**15 Lectures**

- I. Consignment Accounting:** Meaning, Sale and Consignment, Consignment Accounting- different types of commission including overriding commission, Valuation of unsold stock and wastage of stock.
- II. Joint venture Accounting:** Joint Venture- Meaning, definitions, characteristics, advantages, differences it with consignment and partnership. Accounting treatment- A) when only one co-venture maintains books of accounts, B) when all co-venture maintain books of accounts, C) when joint bank account is maintains, D) when memorandum of joint venture account prepared.

**Unit. III**

**12 Lectures**

**Depreciation:** The nature of depreciation .The accounting concept of depreciation .factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; disposal of depreciable assets – change of method .Salient features of Accounting Standard (AS): 6 (ICAI).

**Unit. IV**

**23 Lectures**

- I. Insolvency Accounting.** Meaning of Insolvency, Insolvency Laws and their Rules, Comparative study of P.T.A. and P.I.A, difference between Balance Sheet and Statement of Affairs & Profit and Loss account and Deficiency Account, Insolvency accounting as per P.T.A and P.I.A rule including Omission of items from records.
- II. Accounting From Incomplete records:** Meaning, Advantages and Disadvantages, Difference between Single entry system and Double entry system, Accounting including Conversion of Single entry System into Double Entry System.

**Note:**

- 1. Any revision of relevant accounting standard issued by ICAI would become applicable immediately.**
- 2. Theory Exam shall carry 80 marks**

**Suggested Readings:**

1. Anthony ,R.N Hawkins ,and Merchant ,Accounting : *Text and Cases*.McGraw – Hill Education.
16. Horngren , *Introduction to Financial Accounting* ,Pearson Education.
17. Monga,J.R.*Financial Accounting: Concepts and Applications* .Mayoor Paper Backs,New Delhi.
18. Shukla ,M.C., T.S.Grewal and S.C. Gupta.*Advanced Accounts.Vol. – I*.S.Chand & Co.,New Delhi.
19. Maheshwari ,S.N and S.K.Maheshwari .*Financial Accounting*.Vikas Publishing House,New Delhi.
20. Sehgal ,Ashok ,and Deepak Sehgal .*Advanced Accounting .Part – I* . Taxman Applied Services,New Delhi.
21. Bhushan Kumar Goyal and HN Tiwari ,*Financial Accounting ,International Book House*
22. *Goldwin ,Alderman and Sanyal , Financial Accounting,Cengage Learning.*
23. *Tulsian ,P.C Financial Accounting*,Pearson Education
24. Jain ,S.P and K.L .Narang .*Financial Accounting*,Kalyani Publishers ,New Delhi.
25. Gupta,Nirmal.*Financial Accounting*.Sahitya Bhawan ,Agra.
26. *Compendium of Statements and Standards of Accounting* . The Institute of Chartered Accountants of India,New Delhi.
27. Shukla, S.M, *Financial Accounting- Shahitya Bhavan Publications. (Hindi+English)*
28. Dr.S.K.Singh, *Financial Accounting, SBPD Pulications.(Hindi+English)*

**Note :- Latest edition of the text books should be used.**



**B.Com. (Gen.): Semester – III**  
**Paper code- 332: INCOME TAX LAW AND PRACTICES**

**Duration: 3 hrs.**

**Marks 100(External 80 : Internal 20)**

**Lectures: 65**

**Objective:** To provide basic Knowledge and equip students with application of principles and provisions of Income Tax Act, 1961.

Unit I	Basic Concept: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, maximum marginal rate of tax, Permanent Account Number (PAN), Residential status, scope of total income on the basis of residential status, Exempted income under section 10	<b>13 Lectures</b>
Unit II	Computation of income under different heads <ul style="list-style-type: none"><li>- Salaries</li><li>- Income from house property</li></ul>	<b>20 Lectures</b>
Unit III	Computation of income under different heads <ul style="list-style-type: none"><li>- Profits and Gains of business or professions</li><li>- Capital gains</li><li>- Income from other sources</li></ul>	<b>12 Lectures</b>
Unit IV	Total Income and Tax Computation <ul style="list-style-type: none"><li>- Income of other person included in assessee's total income</li><li>- Aggregation of income and set-off and carry forward of losses</li><li>- Deduction from gross total income</li><li>- Rebates and reliefs</li><li>- Compensation of total income of individuals and firms<ul style="list-style-type: none"><li>a) Tax liability of an individual and firm</li><li>b) Five leading cases of Supreme Court</li></ul></li></ul>	<b>17 Lectures</b>
Unit V	Preparation of return of income <ul style="list-style-type: none"><li>- Manually</li><li>- On-line filing of return of income and TDS</li><li>- Provision and Procedure of Compulsory On-Line filing of returns for specified assesses.</li></ul>	<b>13 Lectures</b>

**There shall be a practical examination of 20 Marks on e- filing of Income Tax Returns using a software utility tool. The student is required to fill appropriate form and generate the XML file.**

**Suggested Readings:**

1. Singhania, Vinod, K and Monica Singhania, *Student's guide to Income Tax*, University edition, Taxmann publication Pvt. Ltd., New Delhi
2. Ahuja, Girish and Ravi Gupta, *Systematic Approach to Income Tax*. Bharat Law House. Delhi
3. Pagare, Dinker, *Law and Practices of Income Tax*. Sultan Chand and Sons, New Delhi
4. Lal, B. B *Income Tax Law and Practices*. Konark Publications, New Delhi
5. R.K. Jain, *Income Tax & Accounts*, SBPD Publications.(Hindi+English)
6. Dr. H.C.Mehrotra and Dr. S.P. Goyal, *Income Law and Practice*, Shahitya Bhawan Publications.(Hindi+English)

## **B.Com (Gen.) CBCS**

### **Journals**

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

### **Software**

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

**Note :- Latest edition of the text books should be used.**

**Objectives:-** The course aims at providing the student with knowledge of basic concepts.

**Unit I**

**5 Lectures**

**Money:** Evolution of Money, Meaning, Definition, Functions of Money, Forms of Money, Significance of Money.

**Unit II**

**20 Lectures**

**Changes in the value of Money and its measurements:** Inflation, Deflation Quantity theory of Money. Index Number, Monetary Policy, Indian Money Market

**Unit III**

**15 Lectures**

Monetary Standards, Gresham's Law, Paper standard, Principles of Note Issue, Gold Standard,

**Unit IV**

**15 Lectures**

Banking Growth, Definitions and Functions, Banking System of India- Classification and Organisation, Nationalisation and Social Control of Banks, Indian Banking Legislation, IMF, IBRD.

**Unit V**

**10 Lectures**

RBI, Privatisation Of Banks, Reforms in the Banking Sector in India And Narshimham Committee Reports.

**Suggested Readings:**

1. Dr. G.C. Singhai, Money and Banking, Shahitya Bhawan Publications (Hindi)
2. Dr. Harishchand Sharma, Money and Banking, SBPD Publications, (Hindi)
3. Dr. B.C. Sinha, Money and Banking, CSBPD Publications (Hindi)
4. Dr. Sharma and Sharma, Money and Banking, SBPD Publications (Hindi)
5. Sundaram and Varshney, Banking Law and Practice, Sultan Chand & Sons
6. Dr. Suman, Money and Banking (Hindi)
7. Sethi, Money and Banking 7 International Trade, S. Chand (Hindi+ English)
8. Sayers, An Outline of Banking
9. Crowther, An Outline of Money
10. Sridhar Pandey, Money and Banking

**B.Com. (Gen.): Semester – III**

**Paper code- 334: E- COMMERCE**

**Duration: 3 hrs.**

**Marks: 50**

**Lectures: 30**

**Objective:** A student should become familiar with mechanism for conducting business transactions through electronic means.

**Contents:**

- **Unit I: Introduction:** Meaning, nature, concepts, advantages and reasons for transacting online, categories of E- Commerce, Supply Chain Management, and Customer Relations Management. **(5 Lectures)**
- **Unit II: Planning Online- Business:** Nature and Dynamics of the internet, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system, one to one enterprise. **(5 Lectures)**
- **Unit III: Technology for Online- Business:** Internet, IT Infrastructure, Middleware contents: texts and integrating E- Business application. **(5 Lectures)**
- **Unit IV: Mechanism of making payment through internet:** Online payment mechanism; Electronic payment system; payment gateways; visitor to website; tools for promoting websites; Plastic Money ; Debit Card, Credit Card. **(5 Lectures)**
- **Unit V: Application in E- Commerce:** E- Commerce Application in manufacturing, wholesale, retail and service sector. **(5 Lectures)**
- **Unit VI: Security and Legal Aspects of E- Commerce:** Threats in E- Commerce, Security of clients and Service- provider; Cyber Law – Information Technology Act 2000: An overview of major provisions. **(5Lectures)**

**Suggested Readings:**

1. Internet Commerce: Digital Models for Business, Lawrence et al, Wiley
2. Electronic Commerce: A Manager's Guide, Kalakota et al, Addison-Wesley
3. Frontiers of Electronic Commerce, Kalakota et al, Addison-Wesley
4. Web Commerce Technology Handbook, Minoli et al, McGraw Hill
5. The Economics of Electronic Commerce, Choi et al, MacMillan
6. Designing Systems for Electronic Commerce, Treese et al, Addison-Wesley

**B.Com. (Gen.): Semester – III**  
**Paper code- 341: INDIRECT TAXES**

**Duration: 3 hrs.**

**Marks 100(External 80 : Internal 20)**

**Lectures: 65**

**Objective:** To provide basic knowledge and equip students with applications of principles and provisions of Service Tax, VAT, Central Excise and Customs Law.

**Contents:**

**Unit I: Service Tax**

**30 Lectures**

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

**Unit II: VAT**

**15 Lectures**

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

**Unit III: Central Excise**

**10 Lectures**

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

**Unit IV: Customs Law**

**10 Lectures**

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

**Suggested Readings:**

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

**Note: Latest edition of text books may be used.**

**B.Com. (Gen.): Semester – IV**  
**Paper code- 342: CORPORATE ACCOUNTING**

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

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

**Unit 1. Accounting for Share Capital & Debentures** **15 Lectures**

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

**Unit 2. Valuation of Goodwill and Valuation of Shares** **6 Lectures**

Concepts and calculation – simple problem only.

**Unit 3. Amalgamation of Companies** **15 Lectures**

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

**Unit 4. Accounts of Holding Companies /Parents Companies** **15 Lectures**

Preparation of consolidated balance sheet with one subsidiary company.

**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.,
3. Maheshwari,S.N and S.K .Maheshwari .*Corporate Accounting*.Vikash Publishing House,new .
4. Sehgal ,Ashok and Deepak Sehgal .*Corporate Accounting* .Taxman Publication,New Delhi.
5. Gupta ,Nirmal .*Corporate Accounting*.Sahitya Bhawan , Agra.
6. Jain,S.P and K.L . Narang .*Corporate Accounting* .Kalyani Publishers,New Delhi.
7. *Compendium of Statements and Standards of Accounting* .The Institute of Chartered Accounts of India,New Delhi.
8. Bhushan Kumar Goyal ,*Fundamentals of corporate Accounting* .international Book House.
9. Dr. S.M Shukla, Corporate Accounting, Shahitya Bhawan Publications.(Hindi + English)
10. Dr. S.K. Singh, Dr. L.B. Paliwar and S.K. Agrawal, Corporate Accounting, SBPD Publications.(Hindi + English)

**B.Com. (Gen.): Semester – IV**

**Paper code- 343: INDIAN ECONOMY –PERFORMANCE AND POLICIES**

**Duration: 3 hrs.**

**Marks 100 (External 80 : Internal 20)**

**Lectures:65**

**Unit 1. Basic Issues in Economic Development:**

**8 Lectures**

Concept and Measures of Development and underdevelopment; Human Development.

**Unit 2. Basic features of the Indian Economy at Independence:**

**8 Lectures**

Composition of national income and occupational structure, the agrarian scene and industrial structure.

**Unit 3. Policy Regimes:-**

**10 Lectures**

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

**Unit 4 . Growth, Development and Structural Change:**

**20 Lectures**

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

**Unit 5 .Sectoral Trends and Issues:**

**19 Lectures**

- a) Agriculture : Agrarian growth and performance in different phases of policy regimes i.e.pre green revolution and the two phases of green revolution ; Factors influencing productivity and growth's role of technology and institutions; price policy ,the public distribution system and food security.
- b) Industry and Services: Phases of Industrialization – the rate and pattern of industrial growth across alternative policy regimes; Public sector- its role , performance and reforms ;The small scale sector ;Role of foreign capital.

**Readings:**

1. Mishra and Puri, *Indian Economics*, Himalaya Publishing House.
2. Gaurav Dutt and KPM Sundarum, *Indian Economy*, S. Chand & Company.
3. Deepashree, “ *Indian Economy, Performance and Policies*”, Scholar tech, New Delhi.
4. Bettelheim Charles, *India Independent*. Chapter 1, 2 & 3.
5. Bhagwati, J and Desai, P. *India: Planning for Industrialization*, OUP Ch 2.
6. Patnaik, Prabhat. *Some Indian debates on Planning*. T. J Byres (ed.). *The Indian Economy: Major debates since Independence*, OUP
7. Ahluwalia, Montek s. *State level Performance under Economic Reforms in India* in A. O Krueger. (ed.). *Economic Policy Reforms and the Indian Economy*, The University of Chicago press.

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

**Note: Latest Edition of text books may be used.**



**Duration: 3 hrs.**

**Marks: 50 (40+10)**

**Lectures: 30**

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

**Contents:**

**Unit 1: Entrepreneurship:**

**6 lectures**

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

**Unit 2:**

**6 lectures**

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

**Unit 3:**

**6 Lectures**

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

**Unit 4:**

**6 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 project, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

**Unit 5:**

**6 lectures**

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

**Reading Suggestions:**

1. Karutko and Rao. *Entrepreneurship: A south Asian perspective*, cengage learning.
2. Desai, Vasant. *Dynamics of entrepreneurial Development and Management*. Mumbai, Himalya Publishing House

3. Dollinger, Mare. J. *Entrepreneurship: Strategies and resources*, Illinois Erwin
4. Holt, David H. *Entrepreneurship: New venture creation*, Prentice- Hall of India, New Delhi.
5. Jain, Arun Kumar. *Competitive excellence, Critical success factor*, New Delhi, Viva books limited, ISBN-81-7649-272-8.
  
6. Panda, Shiba Charan, *Entrepreneurship Development*.NewDelhi,Anmol Publications.(Latest Editions)
  
7. Plesk ,Paul E. *Creativity ,Innovation and Quality .(Eastern Economic Edition)*,New Delhi : Prentice – Hall of India.ISBN -81-203-1690-8
  
8. SIDBI Reports on Small Scale Industries Sector.
  
9. Singh ,Nagendra P. *Emerging Trends in Entrepreneurship Development*.New Delhi : ASEED.
  
10. SS Khanka,*Entrepreneurial Development*,S.Chand & Co,Delhi.
  
11. Dr. C.B.Gupta & Dr. N.P.Srinivashan, *Entrepreneurship Development in India*, Sultan Chand & Sons.
  
12. Dr. S.K.Singh & Sanjay Gupta, *Entrepreneurship*, SBPD Publications.(Hindi+English)
  
13. Sr. B.K. Mehta and Anamika Mehta, *Entrepreneurship*, S.Dinesh & Co.(Hindi+English)

**Note: Latest edition of text books may be used.**

**B. Com (Gen.): Semester – V**

**Paper code- 351: COST AND MANGEMENT ACCOUNTING**

**Duration: 3 hrs.**

**Marks 100 (External 80 : Internal 20)**

**Lectures: 65**

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

**Contents:**

**Unit I:**

**6 Lectures**

Introduction: Meaning, objectives and advantages of cost accounting, difference between Financial, Cost and Management accounting, Cost concepts, Element of costs and Classifications of costs, Role of a cost accountant in an organization.

**Unit II:**

**Elements of cost**

**11 Lectures**

- a. **Materials:** Material/inventory control- concept and techniques, Accounting and control of purchases, storage and issue of materials, method of pricing of materials issues – FIFO,LIFO, Simple Average, Weighted Average,Salient features of Accounting Standards AS:2 ICAI
- b. **Labour:** Accounting and control of labour cost, time keeping and time booking, concept and treatment of ideal time, over time, labour turnover and fringe benefits.
- c. **Overhead:** Machine Hour Rate

**Unit III:**

**22 Lectures**

Methods of costing, unit costing including tender price calculation, contract costing, process costing (process losses, valuation of work in progress, joint and by- products), Reconciliation of cost and financial accounts.

**Unit IV:**

**6 Lectures**

**Management Accounting:** Evolution, Meaning, Definition Characteristics, Scope, Objectives, Functions, Importance and Limitations of Management Accounting.

**Financial Statements:** Meaning, Objectives, Importance, Limitations of Financial Statement, Specimen of Financial Statements.

**Analysis and Interpretation of Financial Statement:** Meaning, Objectives, Importance and Limitations of Financial Statements.

**Unit V:**

**20 Lectures**

**Techniques of Analysis and Interpretation of Financial Statements:** Trend Technique, Common Size Technique, Comparative Technique, Ratio Analysis Technique, Fund Flow Statement Technique, Cash Flow Statement Technique.

**Suggested Readings:**

1. Horngreen, Charles T., George Foster and Srikant M. Dattar, *Cost Accounting: A Managerial Emphasis*, Prentice Hall of India Ltd. New Delhi.
2. Horngreen, Charles T., Gary L. Sundem, *Introduction to Management Accounting*, Prentice Hall.
3. Jain, S. P. and K. L. Narang, *Cost Accounting: Principles and Methods*, Kalyani Publishers, Jalandhar.
4. Lal, Jawahar, *Cost Accounting*, Tata McGraw Hill Publication Co, New Delhi.
5. Nigam, B. M. Lall and I. C, Jain. *Cost Accounting: Principles and Practices*, Prentice Hall of India, New Delhi.
6. Arora. M. N. *Cost Accounting: Principles and Practices*, Vikas Publishing house, New Delhi.
7. Maheshwari, S. N. Mittal, *Cost Accounting: Theory and Problems*, Shri Mahabir Book Depot, New Delhi..
8. Singh. S. K and Gupta Loveleen, *Management Accounting- Theory and Practice*, Pinacle Publishing House.
9. Usry, Milton E and Lawrence H.Hammer, *Cost Accounting: Planning and Control*. South Western Publishing Co.
10. Barfield, Jesset t., Cecily A Raibarn and Michael R. Kinney. *Cost Accounting: Traditional and Innovations*. Thomson Learning.
11. Lucey, T. *Costing*. ELST, London.
12. Garrison H., Ray and Eric W. Nooren, *Managerial Accounting*, McGraw Hill.
13. Drury, Colin. *Management and Cost Accounting*, Cengage Learning.
14. Lal, Jawahar, *Advance Management Accounting Test and Cases*, S. Chand and Company, New Delhi.
15. Khan M. Y and P. K Jain, *Managerial Accounting*, Tata McGraw Hill, Publishing Company, New Delhi.
16. Hansen, *Managerial Accounting*, Cengage Learning
17. Maheshwari, S. N, *Cost and Management Accounting*, Sultan Chand & Sons
18. Agrawal & Mehta, *Management Accounting*, Shahitya bhawan Publications.(Hindi+ English)

**Note: Latest edition of text books may be used.**

**B. Com ( Gen.): Semester – V**  
**Paper code- 352: PRINCIPLES OF MARKETING**

**Duration: 3 hrs.**

**Marks 100(External 80 : Internal 20)**

**Lectures: 65**

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

**Contents:**

**Unit I:**

**11 Lectures**

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 decision.

**Unit II:**

**13 Lectures**

**Market Selection:** Market segmentation – concept, importance and bases.

**Product:** Meaning and importance, Product classification; concept of product mix; Branding, packaging and labeling; Product- Support; Product Life- Cycle; New Product Development.

**Unit III:**

**14 Lectures**

**Pricing: Significance,** Factors affecting price of a product, pricing policies and Strategies.

**Promotion:** Nature and importance of Promotion; Communication process; Types of Promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions

**Unit IV:**

**13 Lectures**

**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 store, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; management of retailing operations: an overview; Retailing in India: Changing Scenario.

**Unit V:**

**7 Lectures**

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

**Suggested Readings:**

1. **Kotler**, Philip, Gary Armstrong, Prafulla agnihotri and Ahsaan UI Haque, *Principles of Marketing*. 13<sup>th</sup> edition. Pearson Education.
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing Concepts and Cases*. ( Special Indian Edition).
3. McCarthy, E. Jerome., and William D. Perreault. *Basic Marketing*, Richard D. Irwin.
4. Lamb, Charles W., Joseph F. Hair, Dheeraj Sharma and Carl McDaniel. *Marketing: A South Asian Perspective*. Cengage Learning.
5. Pride, William M., and D. C Ferell. *Marketing: Planning, Implementation & Control*. Cengage Learning.
6. Majaro, Simon. *The Essence Of Marketing*, Prentice Hall, New Delhi.
7. Zlkmund 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 1986*.
10. Iacobucci and Kapoor, *Marketing Management: A south Asean Perspective*. Cengage Learning.
11. R.C.Agrawal,&Dr.N.S.Kothary,MarketingManagement,SBPDPublications.(Hindi+English)

**Note: Latest edition of text books may be used.**

**B. Com (Gen.): Semester – V**  
**Paper code- 353: FINANCIAL MANAGEMENT**

**Duration: 3 hrs.**

**Marks 100 (External 80 : Internal 20)**

**Lectures: 65**

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

**COURSE CONTENTS:**

**UNIT I:**

**8 Lectures**

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

**UNIT II:**

**20 Lectures**

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:**

**20 Lectures**

Cost of Capital and Financing Decision: Sources of long- term financing Estimation of components of cost of capital. Methods of calculating cost of equity capital. Cost of retained earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.

**UNIT IV:**

**12 Lectures**

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

**UNIT V:**

**15 Lectures**

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

**Suggested Readings:**

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

**Note: Latest edition of text books may be used.**



**B. Com ( Gen.): Semester – V**

**Paper code- 354: PERSONAL FINANCIAL PLANNING**

**Duration: 3 hrs.**

**Marks 50 (External 40 : Internal 10)**

**Lectures: 30**

**Objective:** The aim of the course is to provide basic principles for managing personal Finance.

**COURSE CONTENTS:**

**UNIT I: Basic of Personal Financial Management:-** The Personal Financial Management Process, Preparation of Personal Budget, Personal Financial Statements ,Personal Income Tax Planning Tax Planning. Case studies on personal Financial Planning of individuals.

**08 Lectures**

**UNIT II: Personal Savings & Investment: -** Investment Criteria – Liquidity, safety and profitability, Saving instruments of Post Office and Banks. Chit Funds .investment in Shares, Debentures, Corporate and Governments Bonds, Mutual Fund. Investment in Physical Assets – Real Estate, Gold and Silver .Risk and Return associated with these investments. Case studies on risk and return perception of retail investors on various investments.

**08 Lectures**

**UNIT III: Computation of Return and Risk of Personal Investment:-**Present Value and Future Value of a Single Amount and an annuity .Computation of interest, dividend and capital gains on personal investments. Impact of leverage on return .Personal tax planning.

**08 Lectures**

**UNIT IV:- Retirement Saving Plans-** Pension Plans -Defined Contribution Plans and Defined Benefit Plan, Provident Fund ,Gratuity. Life Insurance Plans. Reverse Mortgage Plans.

**06 Lectures**

**Suggested Readings:**

1. Personal Finance by Jack R. Kapoor, Les R. Dlabay and Robert J. Hughes, Tat McGraw- Hill Publishing Company Ltd. New Delhi.
2. Financial Education by Reserve Bank of India – rbi.org.
3. Personal Finance columns in the Economic Times, The Business Line and Financial Express Daily News Papers.
4. Information Broachers of Post Officers, Banks, Mutual Funds, Insurance Companies.
5. Internet Sources –BSE,NSF,SEBI,RBI,IRDA,AMFI etc.

## B. Com (Gen.) CBCS

### B. Com ( Gen.): Semester – VI

#### Paper code- 361: AUDITING AND CORPORATE GOVERNANCE

Duration: 3 hrs.

Marks 100 (External 80 : Internal 20)

Lectures: 65

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

#### Contents:

##### Unit I:

18 lectures

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

##### Unit II:

20 Lectures

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

##### Unit III:

15 Lectures

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

##### Unit IV:

22 Lectures

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

#### Suggested Readings:

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

**Note: Latest edition of text books may be used**

**B.Com. (Gen.): Semester – IV**  
**Paper code- 362: COMPUTER APPLICATIONS IN BUSINESS**

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

**Objective:** 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: Word Processing****7 Lectures**

Introduction to word processing, word processing concepts, use of templates, Working with word document: (Opening an existing document/creating a new document, Saving, Selecting text, Editing text, Finding and replacing text, Closing, Formatting, Checking and correcting spellings). Mail merge Including linking with access database, Tables: Formatting the table, Inserting filling and formatting a table. Creating Documents in the areas: Mail merge including linking with access Database, Handling tables, inserting pictures and videos.

**Unit II: Preparing Presentation****6 Lectures**

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

**Unit III: Spreadsheet and its Business Application****16 Lectures**

Spreadsheet concept, creating a workbook, Saving a work book, Editing a workbook, inserting, deleting work sheets, Entering data in a cell, Formula Copying, Moving Data from selected cell, Handling operators in formula, Rearranging worksheet, project involving multiple spreadsheets, Organizing charts and graphs, Printing worksheet. Generally used spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and Reference, Text functions.

**Unit IV: Creating spreadsheet in the following areas:****16 Lectures**

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

**Unit V: Database Management System****20 Lectures**

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

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

**Suggested Readings:**

1. Norton, P., Introduction To Computers, TMH Publication.
2. Leon and Leon; Introduction to Information Technology, Leon Tech World.
3. Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication.
4. Jain, V.K.; Computers and Beginners, HPH, New Delhi.
5. Rajaraman V, Fundamentals of Computers, PHI

**The suggested readings and guidelines shall be notified by the University Department at least once in three years.**

**B.Com. (Gen.): Semester – IV**  
**Paper code- 363: PRINCIPLES AND PRACTICES OF INSURANCE**

**Duration: 3 hrs.**

**Marks 100 (External 80 : Internal 20)**

**Lectures:65**

**Content:**

**Unit I**

**12 Lectures**

**Insurance:** Origin, Need, Development, Advantages, and Significance of Insurance, and Basic Principles of Insurance.

**Unit II**

**8 Lectures**

**Agent and Licence:** Procedure for becoming an agent, Pre-requisite for obtaining licence, Duration of Licence, and Cancellation of licence.

**Unit III**

**12 Lectures**

**Functions of the Agent:** Proposal form and other forms for grant of cover, Financial and Medical underwriting, Material information, Nomination and assignment.

**Unit IV**

**10 Lectures**

**Fundamentals and Principles:** of life insurance, marine insurance, fire insurance, and general insurance.

**Unit V**

**23 Lectures**

**L.I.C. of India:** Organisation, management and working progress of Life Insurance Corporation of India.

**Role of Insurance:** in economic and industrial development.

**Suggested Readings:**

1. *Basu A. K- Fundamentals of Banking Theory of Practices.*
2. *Shekher and Sheker- Banking theory and practices.*
3. *Mishra M. N- Insurance: Principles and practices.*
4. *Vinayakam N- Radhaswamy and Vasudevan SV. Insurance: Principles and practices.*
5. *Dr. Radhakrishna Vishnoi, Principles of Insurance, SBPD Publications.(Hindi+English)*
6. *M.N.Mishra, Insurance principles and practice.*

**B. Com (Gen.): Semester – VI**  
**Paper code- 364: PROJECT WORK**

**Duration: 3 hrs.**

**Marks: 50**

**Lectures: 26**

**Objective:** The course will impart learning about how to collect, analyze present and interpret data.

**Project Report**

**Marks 50 (40 project + 10 viva)**

**26 Lectures**

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

**Note:**

The students will write a project report under the supervision of a faculty member. Assigned by the college/institution based on the field work. The project work carries 50 Marks and will be evaluated by University appointed examiners (External + Internal).