

Choice Based Credit System (CBCS)

UNIVERSITY OF DELHI

DEPARTMENT OF COMMERCE

**UNDERGRADUATE PROGRAMME
(Courses effective from Academic Year 2015-16)**



SYLLABUS OF COURSES TO BE OFFERED **Core Courses, Elective Courses & Ability Enhancement Courses**

Disclaimer: The CBCS syllabus is uploaded as given by the Faculty concerned to the Academic Council. The same has been approved as it is by the Academic Council on 13.7.2015 and Executive Council on 14.7.2015. Any query may kindly be addressed to the concerned Faculty.

Undergraduate Programme Secretariat

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

- 1. Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
- 2. Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
 - 2.1 Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).
 - 2.2 Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.
 - 2.3 Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.
- 3. Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development Courses/Foundation Course:** The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.
 - 3.1 AE Compulsory Course (AECC):** Environmental Science, English Communication/MIL Communication.
 - 3.2 AE Elective Course (AEEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

Details of courses under B.A (Honors), B.Com (Honors) & B.Sc. (Honors)

Course	*Credits	
	Theory+ Practical	Theory + Tutorial
<u>I. Core Course</u>		
(14 Papers)	14X4= 56	14X5=70
Core Course Practical / Tutorial*		
(14 Papers)	14X2=28	14X1=14
<u>II. Elective Course</u>		
(8 Papers)		
A.1. Discipline Specific Elective	4X4=16	4X5=20
(4 Papers)		
A.2. Discipline Specific Elective Practical/ Tutorial*	4 X 2=8	4X1=4
(4 Papers)		
B.1. Generic Elective/ Interdisciplinary	4X4=16	4X5=20
(4 Papers)		
B.2. Generic Elective Practical/ Tutorial*	4 X 2=8	4X1=4
(4 Papers)		
• Optional Dissertation or project work in place of one Discipline Specific Elective paper (6 credits) in 6th Semester		
<u>III. Ability Enhancement Courses</u>		
1. Ability Enhancement Compulsory		
(2 Papers of 2 credit each)	2 X 2=4	2 X 2=4
Environmental Science		
English/MIL Communication		
2. Ability Enhancement Elective (Skill Based)		
(Minimum 2)	2 X 2=4	2 X 2=4
(2 Papers of 2 credit each)		
Total credit	140	140
Institute should evolve a system/policy about ECA/ General Interest/Hobby/Sports/NCC/NSS/related courses on its own.		

* wherever there is a practical there will be no tutorial and vice-versa

B. Com. (Hons.): Three-Year (6-Semester) CBCS Programme		
Paper No.	Course Structure	
Semester I		
BCH-1.1	Environmental Studies	Ability Enhancement Compulsory Course (AECC-1)
BCH-1.2	Financial Accounting	Core Course (C-1)
BCH-1.3	Business Laws	Core Course(C-2)
BCH-1.4	Generic Elective (GE-1) (Any <i>one</i> of the following)	Generic Elective(GE-1)
	a. Micro Economics	
	b. Insurance and Risk Management	
Semester II		
BCH-2.1	Business Communication (Language- English/Hindi/MIL)	Ability Enhancement Compulsory Course (AECC-2)
BCH-2.2	Corporate Accounting	Core Course (C-3)
BCH-2.3	Corporate Laws	Core Course (C-4)
BCH-2.4	Generic Elective (GE-2) (Any <i>one</i> of the following)	Generic Elective(GE-2)
	a. Macro Economics	
	b. Investing in Stock Markets	
Semester III		
BCH-3.1	Human Resource Management	Core Course (C-5)
BCH-3.2	Income-tax Law and Practice	Core Course (C-6)
BCH-3.3	Management Principles and Applications	Core Course (C-7)
BCH-3.4	Generic Elective (GE-3) (Any <i>one</i> of the following)	Generic Elective(GE-3)
	a. Business Statistics	
	b. Project Management	
BCH-3.5	Skill-Enhancement Course (SEC-1) (Any <i>one</i> of the following)	Skill-Enhancement Course (SEC-1)
	a. E-Commerce	
	b. Training and Development	
	c. E-Marketing	
	d. Personal Tax Planning	



Semester IV		
BCH-4.1	Cost Accounting	Core Course (C-8)
BCH-4.2	Business Mathematics	Core Course (C-9)
BCH-4.3	Computer Applications in Business	Core Course (C-10)
BCH-4.4	Generic Elective (GE-4) (Any <i>one</i> of the following)	Generic Elective (GE-4)
	a. Indian Economy	
	b. Economics of Regulation of Domestic and Foreign Exchange Markets	
BCH-4.5	Skill-Enhancement Course (SEC-2) (Any <i>one</i> of the following)	Skill-Enhancement Course (SEC-2)
	a. Entrepreneurship	
	b. Collective Bargaining and Negotiation Skills	
	c. E-Filing of Returns	
	d. Cyber Crimes and Laws	
Semester V		
BCH-5.1	Principles of Marketing	Core Course (C-11)
BCH-5.2	Fundamentals of Financial Management	Core Course (C-12)
BCH-5.3	Discipline Specific Elective (DSE-1) (Any one of group A)	Discipline Specific Elective (DSE-1)
BCH-5.4	Discipline Specific Elective (DSE-2) (Any one of group A)	Discipline Specific Elective (DSE-2)
	a. Management Accounting	
	b. Corporate Tax Planning	
	c. Advertising	
	d. Banking and Insurance	
	e. Computerised Accounting System	
	f. Financial Markets, Institutions and Financial Services	
	g. Industrial Laws	
	h. Organisational Behaviour	
Semester VI		
BCH-6.1	Auditing and Corporate Governance	Core Course (C-13)



BCH-6.2	Indirect Tax Laws	Core Course (C-14)
BCH-6.3	Discipline Specific Elective (DSE-3) (Any one of group B)	Discipline Specific Elective(DSE-3)
BCH-6.4	Discipline Specific Elective (DSE-4) (Any one of group B)	Discipline Specific Elective (DSE-4)
	a. Fundamentals of Investment	
	b. Consumer Affairs and Customer Care	
	c. Business Tax Procedures and Management	
	d. International Business	
	e. Industrial Relations and Labour Laws	
	f. Business Research Methods and Project Work	
	g. New Venture Planning	
	h. Financial Reporting & Analysis	
	i. Compensation Management	

Notes:

1. For Practical Lab based
 - a. Core Courses BCH 1.2 (Financial Accounting), BCH 3.2 (Income-tax Law and Practice), BCH 3.4 (Business Statistics), BCH 4.2 (Business Mathematics), and BCH 5.2 (Fundamentals of Financial Management) there shall be 4 Credit Hrs. for Lectures + one Credit hr. (Two Practical Periods per week per batch) for Practical Lab + one credit Hr for Tutorials (per group)
 - b. Core Courses BCH 4.3 (Computer Applications in Business) and Discipline Specific Elective BCH Group A (e) (Computerised Accounting System), there shall be 4 Credit Hrs. for Lectures + Two Credit hrs. (4 Practical Periods per week per batch) for Practical Lab
 - c. Skill Enhancement Elective Course BCH 3.5(E-Commerce), there shall be 3 Credit Hrs. for Lectures + One Credit hrs. (2 Practical Periods per week per batch) for Practical Lab
2. For other core and elective papers, there shall be 5 lectures and one Tutorial (per batch)



B.Com. (Hons.): Semester - I
Paper BCH 1.2: FINANCIAL ACCOUNTING

Duration: 3 hrs.

Objective: To acquire conceptual knowledge of the financial accounting and to provide knowledge about the techniques for preparing accounts in different business organizations.

Unit I:

(a) Theoretical Framework

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. Basics of accounting; cash basis and accrual basis.

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.

Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. International Financial Reporting Standards (IFRS): - Need and procedures, Convergence to IFRS.

Distinction between Indian accounting standards (IND ASs) and Accounting standards (AS).

(b) Accounting Process

From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditures & Receipts, Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only).

(c) Computerised Accounting Systems

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

Practical Lab

Unit II:

(a) Business Income

Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of income measurement.

Revenue: Concept, Revenue recognition principles, Recognition of expenses.

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.

Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.

(b) Preparation of financial statements of not for profit organization.

Unit III: Accounting for Hire Purchase and Installment System

Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors system. Concepts of operating and financial lease.

Unit IV: Accounting for Inland Branches

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

Unit V: Accounting for Dissolution of the Partnership Firm

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

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. There shall be 4 Credit Hrs. for Lectures + one Credit hr. (Two Practical Periods per week per batch) for Practical Lab + one credit Hr for Tutorials (per group)
4. Examination Scheme for Computerised Accounting Systems – Practical for 20 marks. The practical examination will be for 1 hour.
5. Theory Exam shall carry 80 marks

Suggested Readings:

1. Monga, J.R. *Financial Accounting: Concepts and Applications*. Mayoor Paper Backs, New Delhi.
2. Shukla, M.C., Grewal, T.S., and Gupta, S.C. *Advanced Accounts*. Vol.-I. S. Chand & Co., New Delhi.
3. Maheshwari, S.N., and Maheshwari, S. K. *Financial Accounting*. Vikas Publishing House, New Delhi.
4. Lal, Jawahar., and Srivastava, Seema. *Financial Accounting Text & Problems*. Himalaya Publishing House, New Delhi.
5. Tulsian, P.C. *Financial Accounting*. Tata McGraw Hill, New Delhi
6. Jain, S.P., and Narang, K.L. *Financial Accounting*. Kalyani Pulishers, New Delhi.
7. Gupta, Nirmal. *Financial Accounting and Auditing*. Ane Books (P) Ltd, New Delhi.
8. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.
9. Elliott, Barry. and Elliott, Jamie. *Financial Reporting and Analysis*. Prentice Hall International.
10. Horngren, Charles T. *Introduction to Financial Accounting*. Pearson Education.

Note: Latest edition of text book may be used.

**B.Com. (Hons.): Semester - I
Paper BCH 1.3: BUSINESS LAWS**

Duration: 3 hrs.

Objective: To impart basic knowledge of the important business laws along with relevant case laws.

Unit I: The Indian Contract Act, 1872

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

Unit II: The Sale of Goods Act, 1930

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

Unit III: The Limited Liability Partnership Act, 2008

- a) Salient Features of LLP
- b) Difference between LLP and Partnership, LLP and Company
- c) LLP Agreement
- d) Nature of LLP
- e) Partners and Designated Partners
- f) Incorporation Document
- g) Incorporation by Registration, Registered office of LLP and change therein
- h) Change of name
- i) Partners and their Relations
- j) Extent and limitation of liability of LLP and partners
- k) Whistle blowing
- l) Taxation of LLP
- m) Conversion of LLP
- n) Winding up and dissolution

Unit IV: The Information Technology Act 2000

- a) Definitions under the Act
- b) Digital signature

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

Suggested Readings:

1. Lee Reach. *Business Laws*. Oxford University Press, UK.
2. Singh, Avtar. *The Principles of Mercantile Law*. Eastern Book Company, Lucknow.
3. Tulsian, P.C. *Business Law*. Tata McGraw Hill, New Delhi.
4. Sharma, J.P., and Kanojia, Sunaina. *Business Laws*. Ane Books Pvt. Ltd., New Delhi.
5. Chadha, P.R. *Business Law*. Galgotia Publishing Company, New Delhi
6. Maheshwari & Maheshwari. *Business Law*. National Publishing House, New Delhi.
7. *Information Technology Rules 2000 with Information Technology Act 2000*. Taxmann Publications Pvt. Ltd., New Delhi.

Note: Latest edition of text books may be used.

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B.Com. (Hons.): Semester - I
Paper BCH – 1.4(a): MICRO ECONOMICS

Duration: 3 hrs.

Objective: To acquaint the students with the concepts of microeconomics dealing with consumer behaviour and producer behaviour and also understand the behaviour of firms under different market structures.

Unit I: Consumer Behaviour and Elasticity of Demand

- a. Basic demand and supply analysis;
- b. Elasticity of demand: price, income and cross elasticity, point elasticity and arc elasticity, marginal revenue, average revenue and price elasticity of demand;
- c. Ordinal utility analysis of consumer behaviour: Budget line and indifference curve, consumer equilibrium. Income consumption curve and Engel curve, Price consumption curve and derivation of demand curve, Income and Substitution Effects of a price change;
- d. Consumers' Surplus;
- e. Revealed Preference theory.

Unit II: Production and Cost

Total, average and marginal product curves, Three stages of production, Production isoquants, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale.

Cost of Production: Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economies and Diseconomies of scale and the shape to the long run average cost.

Unit III: Perfect Competition

Assumptions, Equilibrium of the firm and the industry in the short run, Supply curve of firm and industry in the long run. Consumers' and Producers' Surplus and the efficiency of perfect competition. Welfare effects of an excise tax.

Unit IV: 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. Comparison of pure competition and monopoly and the social costs of monopoly power including deadweight loss. Degree of price discrimination.

Unit V: Imperfect Competition

Monopolistic competition: price and output decision in the short run and long run, monopolistic competition and economic efficiency.

Oligopoly and Interdependence: Cournot's duopoly model (with reaction curves), kinked demand curve model, dominant firm price-leadership model, centralized cartels. Prisoners' Dilemma.



Suggested Readings:

1. Pindyck, R.S., Rubinfeld, D. L., and Mehta, P. L. *Microeconomics*. Pearson Education.
2. Salvatore, Dominick. *Principles of Microeconomics*. Oxford International Student Edition.
3. Gould, J.P., and Lazear, E.P. *Microeconomic Theory*. All India Traveller Bookseller, New Delhi.
4. Salvatore, D. Schaum's. *Outline of Theory and Problems of Microeconomic Theory*. McGraw-Hill International Edition.

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - I
Paper BCH 1.4(b): INSURANCE AND RISK MANAGEMENT

Duration: 3 hrs.

Objective: To develop an understanding among students about identifying analyzing and managing various types of risk. Besides, the students will be in a position to understand principles of insurance and its usefulness in business, along with its regulatory framework.

Unit I:

Concept of Risk, Types of Risk, Managing Risk, Sources and Measurement of Risk, Risk Evaluation and Prediction. Disaster Risk Management, Risk Retention and Transfer.

Unit II:

Concept of Insurance, Need for Insurance, Globalization of Insurance Sector, Reinsurance, Co-insurance, Assignment. Endowment

Unit III:

Nature of Insurance Contract, Principle of Utmost Good Faith, Insurable Interest, proximit cause, contribution and subrogation, Indemnity, Legal Aspects of Insurance Contract, Types of Insurance, Fire and Motor Insurance, Health Insurance, Marine Insurance, Automobile Insurance.

Unit IV:

Control of Malpractices, Negligence, Loss Assessment and Loss Control, Exclusion of Perils, Actuaries, Computation of Insurance Premium.

Regulatory Framework of Insurance: Role, Power and Functions of IRDA, Composition of IRDA, IRDA Act'1999.

Suggested Readings:

1. George, E. Rejda. *Principles of Risk Management and Insurance*. Pearson Education.
2. Dorfman, Marks S. *Introduction to Risk Management and Insurance*. Pearson
3. All the three modules of Insurance and Risk Management by Institute of Chartered Accountants of India
4. Gupta. P.K. *Insurance and Risk Management*. Himalaya Publishing House.
5. Mishra, M. N. *Principles and Practices of Insurance*. S. Chand and Sons.
6. Dinsdale, W.A. *Elements of Insurance*. Pitaman.
7. Black, K. and H.D. Skipper, *Life and Health insurance*. Pearson Education
8. Crane, F. *Insurance Principles and Practices*. John Wiley and Sons, New York.
9. Vaughan, E. J. and Vaughan. T. *Fundamentals of Risk and Insurance*. Wiley & Sons
10. Hansell, D.S. *Elements of Insurance*. Macdonald& Evans Ltd.

Note: Latest edition of text book may be used.

B.Com. (Hons.): Semester - II
Paper BCH 2.1: BUSINESS COMMUNICATION (In English)

Duration: 2 hrs.

Objective: To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.

Unit I: Introduction

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

Unit II: Business Correspondence

Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume.

Unit III: Report Writing

Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports.

Unit IV: Business language and presentation

Importance of Business language, Vocabulary Words often confused, Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Unit V: Technology and Business Communication

Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Company Ltd, New Delhi.
2. Bovee, and Thill. *Business Communication Today*. Pearson Education.
3. Taylor, Shirley. *Communication for Business*. Pearson Education.
4. Locker and Kaczmarek. *Business Communication: Building Critical Skills*. TMH.

Note: Latest edition of text books may be used.

B.Com. (Hons.): Semester - II
Paper BCH – 2.2: CORPORATE ACCOUNTING

Duration: 3 hrs.

Objective: To acquire the conceptual knowledge of the corporate accounting and to understand the various techniques of preparing the accounting and financial statements.

Unit I: Accounting for Share Capital & Debentures

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

Unit II: Final Accounts

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

Unit III: Valuation of Goodwill and Valuation of Shares

Concepts and calculation - simple problem only.

Unit IV: Amalgamation of Companies

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

Unit V: Accounts of Holding Companies/Parent Companies

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

Unit VI: Banking Companies

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

Unit VII: Cash Flow Statement

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

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. Monga, J.R. *Fundamentals of Corporate Accounting*. Mayur Paper Backs, New Delhi.

2. Maheshwari, S.N. and Maheshwari, S. K. *Corporate Accounting*. Vikas Publishing House, New Delhi.
3. Shukla, M.C., Grewal, T.S., and Gupta, S.C. *Advanced Accounts*. Vol.-II. S. Chand &Co., New Delhi.
4. Ahmed, Naseem. *Corporate Accounting*. ANE Books Pvt. Ltd., New Delhi.
5. Gupta, Nirmal. *Corporate Accounting*. Sahitya Bhawan, Agra.
6. Jain, S.P. and Narang, K.L. *Corporate Accounting*. Kalyani Publishers, New Delhi.
7. 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. (Hons.): Semester - II
Paper BCH 2.3: CORPORATE LAWS

Duration: 3 hrs.

Objective: To impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

Unit I: Introduction

Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Special Courts]; characteristics of a company; common seal; lifting of corporate veil; types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company, producer company; association not for profit; illegal association; formation of company, promoters and their legal position, pre incorporation contract and provisional contracts; on-line registration of a company.

Unit II: Documents

Memorandum of association and its alteration, articles of association and its alteration, doctrine of constructive notice and indoor management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; GDR; book building; issue, allotment and forfeiture of shares, calls on shares; public offer and private placement; issue of sweat capital; employee stock options; issue of bonus shares; transmission of shares, buyback and provisions regarding buyback; share certificate; D-Mat system; Membership of a company.

Unit III: Management and Meetings

Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholders' director; director identity number (DIN); appointment, who can appoint a director, disqualifications, removal of directors; legal position, powers and duties; key managerial personnel, managing director, manager; meetings of shareholders and board; types of meeting, convening and conduct of meetings, requisites of a valid meeting; 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; prohibition of insider trading.

Unit IV: Dividends, Accounts, Audit

Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit, auditors' appointment, rotation of auditors, auditors' report, secretarial standards and secretarial audit; on-line filing of documents, winding up - concept and modes of winding up.

Unit V: The Depositories Act 1996

Definitions; rights and obligations of depositories; participants, issuers and beneficial owners; inquiry and inspections, penalties.

Suggested Readings:

1. Hicks, Andrew & Goo S.H. *Cases and Material on Company Law*. Oxford University Press
2. Gowar, LCB. *Principles of Modern Company Law*. Stevens & Sons, London.
3. Majumdar, A.K., and Kapoor, G.K. *Company Law and Practice*. Taxmann, New Delhi
4. Hanningan, Brenda. *Company Law*. Oxford University Press, U.K.
5. Sharma, J.P. *An Easy Approach to Corporate Laws*. Ane Books Pvt. Ltd., New Delhi
1. Ramaiya. *A Guide to Companies Act*. LexisNexis Buttersworth wadhwa.
6. Kannal, S., & Sowrirajan, V.S. *Company Law Procedure*. Taxman's Allied Services (P) Ltd., New Delhi.
7. Singh, Harpal. *Indian Company Law*. Galgotia Publishing, Delhi.
8. *Companies Act and Corporate Laws*. Bharat Law House Pvt Ltd, New Delhi
9. The Depositories Act, 1996

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - II
Paper BCH 2.4(a): MACRO ECONOMICS

Duration: 3 hrs.

Objective: To provide the student with knowledge of basic concepts of the macro economics and modern tools of macro-economic analysis.

Unit I: Introduction

Concept and Variables of macroeconomics, Income, Expenditure and The Circular flow, Components of expenditure. Consumption, Saving and Investment and S-I approach, Multiplier (two sector) and Numerical. Static macro economic analysis short and the long run – Determination of supply, Determination of demand, and Conditions of equilibrium.

Unit II: Economy in the short run

Meaning, Objective and Instruments of fiscal and monetary policy, AD-AS approach; Determination of aggregate demand, Shifts in aggregate demand, Aggregate supply in the short and long run, and Aggregate demand- Aggregate supply analysis. Economy in the short run IS-LM framework.

Unit III: Inflation, Unemployment and Labour market

Inflation, Causes and Effect of rising and falling inflation, Demand pull and Cost push inflation and Measures to control 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. Phillips curve, Trade-off between inflation and unemployment, Sacrifice ratio, Role of expectations adaptive and rational.

Unit IV: Open Economy

Flows of goods and capital, Saving and Investment in a small and a large open economy, Exchange rates; Fixed and Flexible, Mundell – Fleming model with fixed and flexible prices in a Small Open economy with fixed and with flexible exchange rates, Interest rate differentials case of a Large economy. Balance of payments, Trade balance, Current and Capital Account, Autonomous and accommodating transactions and Measures to control disequilibrium on BOP.

Unit V: Behavioural Foundations

Behavioural Foundations- Investment – Determinants of business fixed investment, Effect of tax, Determinants of residential investment and Inventory investment. Demand for Money – Portfolio and transactions theories of demand for Real balances, Interest and Income Elasticities of demand for real balances. Supply of money.

Suggested Readings

1. Dornbusch, Rudiger., and Fischer, Stanley. *Macroeconomics*. McGraw-Hill.
2. Mankiw, N. Gregory. *Macroeconomics*. Macmillan Worth Publishers New York, Hampshire, U.K.

3. Deepashree. *Macro Economics*. Ane Books Pvt. Ltd., New Delhi.
4. Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.
5. Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - II
Paper BCH 2.4(b): INVESTING IN STOCK MARKETS

Duration: 3 hrs.

Objective: To provide basic skills to operate in stock market and the ways of investing in it. It will enable the student to take up investment in stock market independently.

Unit I: Investing Fundamentals

Types of Investment – Equity Shares, IPO/ FPO, Bonds. Indian Securities Market: the market participants, trading of securities, security market indices. Sources of financial information. Role of Stock Exchange, Stock exchanges in India: BSE, NSE, MCX. Buying and selling of stocks: using brokerage and analysts' recommendations. Use of limit order and market order.

Unit II: Stock Analysis and Valuation

Online trading of stocks. Understanding stock quotations, types and placing of order. Risk: its valuation and mitigation, Analysis of the company: financial characteristics (as explained by ratio analysis, future prospects of the company, assessing quality of management using financial and non-financial data, balance sheet and quarterly results, cash flows and capital structure). Comparative analysis of companies, Stock valuations: using ratios like PE ratio, PEG ratio, Price Revenue ratio. Use of Historic prices, simple moving average, basic and advanced interactive charts. Examining the shareholding pattern of the company. Pitfalls to avoid while investing: high P/E stocks, low price stocks, stop loss, excess averaging.

Unit III: Investing in Mutual Funds

Background on Mutual Funds: Advantages of investing in Mutual funds. Motives of mutual fund investments, Net Asset Value, Types of Mutual funds: Open ended, close ended, equity, debt, hybrid, money market, Load vs. no load funds, Factors affecting choice of mutual funds. CRISIL Mutual Fund Ranking and its Usage.

Unit IV: Understanding Derivatives

Futures, Options, trading in futures and options. Understanding stock market quotes on futures and options. Types of orders, Put and Call options: How Put and Call options work. Commodities, Derivatives of commodities, trading of commodity derivatives on MCX, Currency derivatives and its trading.

Suggested Readings:

1. Gitman and Joehnk. *Fundamentals of Investing*. Pearson.
2. Madura, Jeff. *Personal Finance*. Pearson.
3. Chandra, Prasanna. *Investment Analysis and Portfolio Management*. Tata McGraw Hill.
4. Damodaran, Aswath. *Investment Valuation: Tool and Techniques for Determining the Value of Any Asset*. Wiley Finance.
5. Bodie, Alex., Marcus and Mohanty. *Investments*. McGraw Hill Publishing Co.

6. Hirt and Block. *Fundamentals of Investment Management*. McGraw Hill Publishing Co.
7. Pandiyan, Punithavathy. *Security Analysis and Portfolio Management*. Vikas Publications
8. www.yahooofinance.com
9. www.moneycontrol.com
10. www.bloomberg.com

Note: Latest edition of text book may be used.

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B.Com. (Hons.): Semester - III
Paper BCH 3.1: HUMAN RESOURCE MANAGEMENT

Duration: 3 hrs.

Objective: To acquaint students with the techniques and principles to manage human resource of an organisation.

Unit I: Human Resource Management

Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance.

Unit II: Acquisition of Human Resource

Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention.

Unit III: Training and Development

Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing.

Unit IV: Performance Appraisal and Compensation Management

Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counselling; Job changes - Transfers and promotions, Human resource audit;
Compensation - Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.

Unit V: Maintenance of employees and Emerging Horizons of HRM

Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations- An overview; Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System and e-HRM; Impact of HRM practices on organisational performance; HR audit, Contemporary issues in human resource management.

Suggested Readings

1. Mondy, A. W., and Noe, R. M. *Human Resource Management*. Pearson Education.
2. Decenzo, D.A., and Robbins, S. P. *Fundamentals of Human Resource Management*. Wiley, India.
3. Dessler, G., and Varkkey, B. *Human Resource Management*. Pearson Education, Delhi.

4. Chhabra, T.N. *Human Resource Management*. Dhanpat Rai & Co., Delhi.
5. Aswathappa, K. *Human Resource Management*. Tata McGraw-Hill, New Delhi.
6. French, W. L. *Human Resource Management*. Houghton Mifflin, Boston.
7. Gupta, C.B. *Human Resource Management*. Sultan Chand & Sons, Delhi.
8. Rao, V. S. P. *Human Resource Management: Text and Cases*. Excel Books.

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - III
Paper BCH 3.2: INCOME TAX LAW AND PRACTICE

Duration: 3 hrs.

Lectures/Practical Lab

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

Unit I: Introduction

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 II: Computation of Income under different heads-1

Income from Salaries; Income from house property

Unit III: Computation of Income under different heads-2

Profits and gains of business or profession; Capital gains; Income from other sources

Unit IV: Computation of Total Income and Tax Liability

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
Computation of total income of individuals and firms; Tax liability of an individual and a firm; Five leading cases decided by the Supreme Court

Unit 5: Preparation of Return of Income

Practical Lab

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

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 Singhania, Monica. *Students' Guide to Income Tax, University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish., and Gupta, Ravi. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
3. Pagare, Dinkar. *Law and Practice of Income Tax*. Sultan Chand and Sons, New Delhi.
4. Lal, B.B. *Income Tax Law and Practice*. Konark Publications, New Delhi.

Journals

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

Software

1. Excel Utility available at incometaxindiaefiling.gov.in

Note: Latest edition of text books and Software may be used



B.Com. (Hons.): Semester - III
Paper BCH 3.3: MANAGEMENT PRINCIPLES AND APPLICATIONS

Duration: 3 hrs.

Objective: To provide the student with an understanding of basic management concepts, principles and practices.

Unit I: Introduction

- 1.1 Concept: Need for study; Managerial functions – An overview; Coordination – Essence of management.
- 1.2 Evolution of Management Thought: Classical approach – Taylor, Fayol, Neo classical and Human relations approach – Hawthorne experiments, Behavioural approach, Systems approach, Contingency approach, MBO, Re-engineering, Five-force analysis, Learning Organisation, Fortune at the Bottom of Pyramid.
- 1.3 Trends and Challenges of Management in Global Scenario, Emerging issues in management.

Unit II: Planning

- 2.1 Types of Plan – An overview.
- 2.2 Strategic planning – Concept, process, Importance and limitations; Growth strategies – internal and external.
- 2.3 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.
- 2.4 Decision-making – Concept, importance, group decision making, Individual versus group decision making, Decision making process, perfect rationality and bounded rationality, techniques (qualitative and quantitative, MIS, DSS).

Unit III: Organising

- 3.1 Concept.
- 3.2 Process of organizing – An overview, span of management, different types of authority (line, staff and functional), decentralization, delegation.
- 3.3 Formal and informal organization.
- 3.4 Principles of organizing.
- 3.5 Types of organization structure.

Unit IV: Staffing and Directing

- 4.1 Concept of staffing - Recruitment and Selection; Orientation; Training and Development; Career Development; Performance Appraisal.
- 4.2 Motivation – Concept, importance, intrinsic and extrinsic motivation; Major motivation theories - Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y, Ouchi's Theory Z.
- 4.3 Leadership – Concept, importance; Major theories of leadership (Likert's scale theory, Blake and Mouton's Grid theory, House's path goal theory, Fred Fielder's situational leadership), Transactional leadership, Transformational leadership, Transforming leadership.

4.4 Communication – Concept, purpose, process; Oral and written communication; Formal and informal communication networks; Barriers to communication, overcoming barriers to communication.

Unit V: Control

5.1 Concept, process, limitation, principles of effective control, Major techniques of control - Ratio analysis (ROI), budgetary control, EVA, MVA, PERT, and CPM.

Suggested Readings:

2. Koontz, H. and Wehrich, H. *Essentials of Management*. Pearson Education.
3. Robbins, S. and Coulter, M. *Management*. Pearson Education.
4. Robbins, S. P., Decenzo, D.A., Bhattacharya, S. and Agrawal, M.M. *Fundamentals of Management: Essentials, Concepts and Applications*. Pearson Education.
5. Drucker P. F. *Practice of Management*. Mercury Books, London.
6. Chhabra, T.N. *Essentials of Management*. Sun India.
7. Griffin, R.W. *Management Principles and Application*. Cengage Learning
8. Luthans, F. *Introduction to Management*. McGraw Hill.

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - III
Paper BCH – 3.4(a): BUSINESS STATISTICS

Duration: 3 hrs.

Lectures/Practical Lab

Objective: To familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Unit I: Statistical Data and Descriptive Statistics

1.1 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 quartiles, deciles, and percentiles) (including graphic determination)

1.2 Measures of Variation: absolute and relative.

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

1.3 Moments: Calculation and significance, Skewness: Meaning, Measurement using Karl Pearson and Bowley's measures; Concept of Kurtosis

Unit II: Probability and Probability Distributions

2.1 Theory of Probability. Approaches to the calculation of probability

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

2.3 Conditional probability and Bayes' Theorem (Proof not required)

2.4 Expectation and variance of a random variable

2.5 Probability distributions:

(a) Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution

(b) Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution

(c) Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities.

Unit III: Simple Correlation and Regression Analysis

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

3.2 Regression Analysis. Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate

Unit IV: Index Numbers

4.1 Meaning and uses of index numbers. Construction of index numbers: fixed and chain

base: univariate and composite. Aggregative and average of relatives – simple and weighted

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

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

Unit V: Time Series Analysis

5.1 Time Series Data; Components of time series. Additive and multiplicative models

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

5.3 Seasonal variations- Calculation of Seasonal Indices using Simple averages, Ratio-to-trend, and Ratio-to-moving averages methods. Uses of Seasonal Indices

UNIT VI: Sampling Concepts, Sampling Distributions and Estimation

Populations and samples, Parameters and Statistics, Descriptive and inferential statistics. Sampling methods including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling and Convenience sampling.

Concept of Sampling distributions and Theory of Estimation: Point and Interval estimation of means (large samples) and proportions.

Practical Lab

The students will be familiarized with software (Spreadsheet and/or SPSS) and the statistical and other functions contained therein related to formation of frequency distributions and calculation of averages, measures of Dispersion and variation, correlation and regression co-efficient.

Suggested Readings:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui. *Statistics for Management*. 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 Gupta, Archana. *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*. Taxmann

Note: Latest edition of text books may be used.

B.Com. (Hons.): Semester - III
Paper BCH – 3.4(b): PROJECT MANAGEMENT

Duration: 3 hrs.

Objective: To enable the student to evolve a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.

Unit I: Introduction

Objectives of Project Planning, monitoring and control of investment projects. Relevance of social cost benefit analysis, identification of investment opportunities. Pre-feasibility studies.

Unit II: Project Preparation

Technical feasibility, Marketing Feasibility and Technical Feasibility, estimation of costs, demand analysis and commercial viability, risk analysis, collaboration arrangements; financial planning; Estimation of fund requirements, sources of funds. Loan syndication for the projects. Tax considerations in project preparation and the legal aspects.

Unit III: Project Appraisal

Business criterion of growth, liquidity and profitability, social cost benefit analysis in public and private sectors, investment criterion and choice of techniques. Estimation of shadow prices and social discount rate.

Unit IV: Issues in Project Planning and Management

Cost and Time Management issues in Project planning and management.

Suggested Readings:

1. Chandra, Prasanna. *Project Preparation Appraisal and Implementation*. Tata McGraw Hill.
2. Gray, Clifford F., Larson, Eric W., and Desai, Gautam V. *Project management: The managerial process*. McGraw Hill Education
3. Khatua, Sitangshu. *Project Management and Appraisal*. Oxford University Press
4. Gido, Jack, and Clements, James P. *Project Management*. Cengage Learning

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - III
Paper – BCH 3.5(a): E-COMMERCE

Duration: 2 hrs.

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

Unit I: Introduction:

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.

Technology used in E-commerce: The dynamics of world wide web and internet(meaning, evolution and features) ; Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit II: Security and Encryption:

Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients).

Unit III: Website designing

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

Practical Lab

Unit IV: E-payment System:

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Lectures/Practical Lab

Unit V: On-line Business Transactions:

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, alibaba, flipkart, etc.)

Lectures/Practical Lab

Unit VI: Security and Legal Aspects of E-Commerce

Threats in E-Commerce, Security of Clients and Service-Provider; Cyber Laws – Relevant provisions of Information Technology Act 2000, offences, secure electronic records and digital signatures penalties and adjudication.

Note:

- i) There shall be 3 Credit Hrs. for lectures + One Credit hr. (2 Practical periods per week per batch) for Practical Lab

Suggested Readings

1. Agarwala, Kamlesh N., Lal, Amit., and Agarwala, Deeksha. *Business on the Net: An Introduction to the Whats and Hows of E-Commerce*. Macmillan India Ltd.
2. Bajaj, Deobyani Nag. *E-Commerce*. Tata McGraw Hill Company, New Delhi.
3. Turban, E., et. al. *Electronic commerce: A Managerial Perspective*. Pearson Education Asia.
4. Diwan, Prag., and Sharma, Sunil. *Electronic Commerce -A Manager's Guide to E-Business*. Vanity Books International, Delhi.
5. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler. *E-business and E-commerce for managers*. Pearson Education.
6. Greenstein, M. and T.M. Feinman. *Electronic Commerce: Security, Risk Management and Control*. Tata McGraw hill.
7. Kosiur, David, *Understanding Electronic Commerce*. Prentice Hall of India Private Ltd., New Delhi.
8. Whiteley, David. *E-commerce*. McGraw Hill, New York.

Note: Latest edition of text book may be used.



B.Com. (Hons.): Semester - III
Paper BCH 3.5(b): TRAINING AND DEVELOPMENT

Duration: 2 hrs.

Objective: To train the students to understand the learning environment of a firm. The knowledge so obtained will make them capable of providing training to Human Resource of a business firm.

Unit I: Introduction

Concept and functions of Human resource management; Essence of training and development in human resource management.

Training and learning: Concept of training and learning, the learning process, learning curve, principles of learning, training guidelines, experience versus training, kinds of training, system approach to training, programmed instruction, transfer of training.

Unit II: Training Needs Assessment and Curriculum Development

Identification of Training and Development needs, training needs assessment-various approaches (the job and the Individual), Advantages and disadvantages of basic needs assessment techniques, Assessing curriculum needs, curriculum standards, matching organisational training needs, Developing training materials.

Unit III: Training Methods

Three Stages of training (Preparatory, implementation and followup stage), On the job and off-the job methods, experiential versus non-experiential methods.

Unit IV: Evaluation of Training and Development, and Emerging Pattern

Reasons of evaluating training, Criteria for evaluation, problems of evaluation, steps involved in evaluation, methods for training evaluation, analysis and costing of training. Emerging Pattern of Training and development in India. Two Indian case studies to be discussed in the class.

Suggested Readings:

1. Prior, John. *Handbook of Training and Development*, Jaico Publishing House, Bombay.
2. Donald, F. Michalak and Edwin, G. Yager. *Making the Training Process Work*. Harper and Row, New York.
3. Phillips, Jack J. *Handbook of Training Evaluation and Measurement Methods*, Houston, Gulf Publishing Co.
4. Lynton, R. and Pareek, U. *Training for Development*. Vistaar, New Delhi

Note: Latest edition of text book may be used.

**B.Com. (Hons.): Semester - III
Paper BCH 3.5(c): E-MARKETING**

Duration: 2 hrs.

Objective: This course aims at providing the knowledge of concept, tools and techniques of E-marketing.

Unit I: Introduction

Concept, nature and importance of marketing; Basics of market segmentation and targeting. An overview of marketing decisions.

Concept and nature of e marketing, E-marketing versus traditional marketing; Issues, challenges and opportunities for e-marketing; Reasons for growth of e-marketing; Tools and techniques of e-marketing—advantages and disadvantages; e-marketing situations.

Unit II: E-Marketing Management

Segmentation, targeting and positioning; E-marketing mix; E-marketing and customer relationship management – concept and scope; E-customers and their buying process; E-marketing and customer loyalty and satisfaction; Communities and social networks.

Unit III: Internet Marketing

Concept and role of internet marketing; Web site design and domain name branding; Search engine optimization – functions, type of traffic, keywords and steps in search engine optimization; Internet advertising – types and tracking ROI; Online PR, News and reputation Management; Direct marketing –scope and growth; E-mail marketing; Social media marketing; Concept and tools; Blogging – benefits, types; Video-marketing for business purpose –tools and techniques; Pay per click marketing; Issues and challenges.

Suggested Readings:

1. Strauss, Judy., and Raymond Frost. *E-Marketing*. Prentice Hall.
2. Hanson, Ward A., *Principles of Internet Marketing*. South Western College Pub. Division of Thomson Learning.
3. Chaffey, D. F., Chadwick, Ellis., Mayer, R., and K. Johnston. *Internet marketing: Strategy, Implementation and Practice*. Prentice Hall.
4. Hanson, W.A., and K. Kalyanam. *Internet marketing & e-commerce*. South-Western College Pub.
5. Fill, Chris. *Marketing Communication: Interactivity, Communities and Content*. Financial Times Prentice Hall.
6. Scott, David Meerman. *New Rules of Marketing and PR*. John Wiley & Sons.
7. Ryan, Damian., and Jones, Calvin. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Koganpage Publishers.

Note: Latest edition of text book may be used.



B.Com. (Hons.): Semester - III
Paper BCH 3.5(d): PERSONAL TAX PLANNING

Duration: 2 hrs.

Objective: To provide basic knowledge of income tax and wealth tax laws to non-commerce students in easily comprehensible manner with a view to equip them to use the legitimate tool of tax planning in their economic life.

Unit I: Concept of tax planning

Meaning of tax planning, tax avoidance and tax evasion; objective of tax planning. Basic framework of Income tax law; meaning of a few frequently used terms like assessee, previous year, assessment year, Gross total income, Total taxable income, deduction, exemption.

Unit II: Tax planning relating to residential status and to agricultural income

Tax Planning with reference to Residential status - Relevance of residential status in computing taxable income, Determination of Residential status of an individual, Relationship between residential status and incidence of tax, Area of Tax Planning – Case Study
Provisions in brief relating to concept of agricultural income and tax treatment of agricultural income

Unit III: Tax Planning with Reference to Salary Income

Summarized provisions relating to computation of income under the head salary. Taxation of present benefits: Bonus, Fees and Commission, Meaning, Types and tax Implications of allowances, Meaning, types, Valuation and tax Implication of perquisites, Allowances vs. Perquisites, Terminal benefits like gratuity, leave encashment, commuted pension, tax relief u/s 89(1)
Case studies based on designing pay package

Unit IV: Planning with Reference to Wealth Tax

Wealth tax provisions in brief; Incidence of Tax liability; Valuation of Immovable Property; Computation of Tax Liability; Area of tax planning – case study

Suggested Readings

1. Singhania, Vinod K., Singhania, Kapil., and Monica Singhania. *Direct Taxes Planning and Management*. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish., and Gupta, Ravi. *Corporate Tax Planning and Management*. Bharat Law House, Delhi.
3. Goyal, S.P. *Direct Tax Planning*. Sahitya Bhawan publication, Agra.
4. Acharya, Shuklendra., and Gurha, M.G. *Tax Planning under Direct Taxes*. Modern Law Publication, Allahabad.

Note: Latest edition of text books may be used. Relevant Finance Act and Finance Rules, and articles by tax consultants in leading newspapers such as Economic Times and Financial Express may also be referred.

B.Com. (Hons.): Semester - IV
Paper BCH 4.1: COST ACCOUNTING

Duration: 3 hrs.

Objective: To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems and use of costing data for planning, control & decision-making.

Unit I: Introduction

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

Unit II: Elements of Cost: Material and Labour

- 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 Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.

Unit III: Elements of Cost: Overheads

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

Unit IV: Methods of Costing

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

Unit V: Cost Accounting Systems

Integral and non-integral systems; Reconciliation of cost and financial accounts

Suggested Readings:

1. Lal, Jawahar., and Srivastava, Seema. *Cost Accounting*. McGraw Hill Publishing Co., New Delhi.
2. Nigam, B.M. Lall., and Jain, I.C. *Cost Accounting: Principles, Methods and Techniques*. PHI Pvt. Ltd, New Delhi.
3. Banerjee, Bhabatos. *Cost Accounting –Theory and Practice*. PHI Pvt. Ltd, New Delhi.
4. Jhamb, H. V. *Fundamentals of Cost Accounting*. Ane Books Pvt Ltd, New Delhi.
5. Arora, M. N. *Cost Accounting – Principles and Practice*. Vikas Publishing House, New Delhi.
6. Shukla, M.C., Grewal, T.S., and Gupta, M P. *Cost Accounting, Text and Problems*. S. Chand & Co. Ltd., New Delhi.

7. Jain, S.P., and Narang, K. L. *Cost Accounting, Principles and Methods*. Kalyani Publishers, Jalandhar.
8. Maheshwari, S. N., & Mittal, S.N. *Cost Accounting, Theory and Problems*. Shri Mahabir Book Depot, New Delhi.

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - IV
Paper BCH 4.2: BUSINESS MATHEMATICS

Duration: 3 hrs.

Objective: To familiarise the students with the basic mathematical tools with emphasis on applications to business and economic situations.

Unit I: Matrices and Determinants

- 1.1 Algebra of matrices. Inverse of a matrix, Matrix Operation – Business Application
- 1.2 Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer's Rule, The Leontief Input Output Model (Open Model Only).

Unit II: Calculus I

- 2.1 Mathematical functions and their types- linear, quadratic, polynomial, exponential, logarithmic and logistic function. Concepts of limit, and continuity of a function.
- 2.2 Concept and rules of differentiation, Maxima and Minima involving second or higher order derivatives.
- 2.3 Concept of Marginal Analysis, Concept of Elasticity, Applied Maximum and Minimum Problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity.

Unit III: Calculus II

- 3.1 Partial Differentiation. Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials.
- 3.2 Maxima and Minima in cases of two variables involving not more than one constraint including the use of the Lagrangean multiplier.
- 3.3 Integration. Standard forms. Methods of integration – by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases.
- 3.4 Application of Integration to marginal analysis. Consumer's and Producer's Surplus, Rate of Sales; the Learning Curve.

Unit IV: Mathematics of Finance

Lecture/Practical Lab

- 4.1 Rates of interest-nominal, effective– and their inter-relationships in different compounding situations.
- 4.2 Compounding and discounting of a sum using different types of rates.
- 4.3 Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets. Valuation of simple loans and debentures. Sinking Fund.
(General annuities to be excluded)

Unit V: Linear Programming

Lectures/ Practical Lab

- 5.1 Formulation of linear programming problems (LPP). Graphical solution to LPPs. Cases of unique and multiple optimal solutions. Unbounded solutions, infeasibility, and redundant

constraints.

5.2 Solution to LPPs using Simplex method – maximization and minimization cases. Shadow prices of the resources. Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.

5.3 The dual problem: Formulation of the Dual, Primal- Dual Solutions: (Excluding solution of dual problem when the primal problem involves mixed constraints). Economic interpretation of the dual.

Note: In addition the students will work on a software package for solving linear programming problems and analyze the results obtained there from. This will be done through internal assessment.

Suggested Readings:

1. Anthony, M., and Biggs, N. *Mathematics for Economics and Finance*. Cambridge University Press.
2. Ayres, Frank Jr. *Theory and Problems of Mathematics of Finance*. Schaum's Outlines Series. McGraw Hill Publishing Co.
3. Budnick, P. *Applied Mathematics*. McGraw Hill Publishing Co.
4. Dowling, E.T. *Mathematics for Economics*, Schaum's Outlines Series. McGraw Hill Publishing Co.
5. Mizrahi and Sullivan, John. *Mathematics for Business and Social Sciences*. Wiley and Sons.
6. Wikes, F.M. *Mathematics for Business, Finance and Economics*. Thomson Learning.
7. Prasad, Bindra., and Mittal, P.K. *Fundamentals of Business Mathematics*. Har-Anand Publications.
8. Thukral, J.K. *Business Mathematics*. Mayurpaper backs
9. Vohra, N.D. *Quantitative Techniques in Management*. Tata McGraw Hill Publishing Company.
10. Soni, R.S. *Business Mathematics*. Pitambar Publishing House.
11. Singh J. K. *Business Mathematics*. Himalaya Publishing House.

Note: Latest edition of text books may be used.



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

Duration: 3 hrs.

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

Unit I: Introduction

Introduction to Computer-Characteristics of Computers, The Computer System, Parts of Computers); Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types wireless Networking; Operating System- Introduction to Operating Systems, An overview of various Computer & Mobile OS & Application (UN IX / Linux, DOS, Windows, Android, windows mobile, iOS Like), Features of latest Windows Operating Systems & its Management & Networking (Installation, backup, security, User control), Usage of payment gateways.

Unit II: Introduction to essential tools

Lectures/ Practical Lab

Introduction to facilities & commonly used features of:

- a) **Word:** Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros -Sending E-mail from Word Import / Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in MS-Word - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creating bibliography, manage sources and citations, review documents.
- b) **PowerPoint:** Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail, - Setting Slide timings.
- c) **Spreadsheet:** Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Installments, Compounding Yearly, periodic and monthly) - Auto Calculate Using Names in a Formula, Formula Editing, Consolidation of Data & Data Analysis - Sorting List, Filter & More Filtering Techniques - Consolidate data in multiple worksheets - What-if analysis, Goal Seek Scenario Manager, Solver, Lookup Function - Sub Totals, Nested-IF, Statistical Analysis; Data Validation & Protection - Create a drop-down list from a range of cells - Apply data validation to cells - Copy data validation setting, remove data validation - Find cell that have data validation, protect cell data, using password to protect sheet and workbook. - Use validation to create dependent list; Pivot table Reports & Pivot Chart Reports.

Unit III: Using Spreadsheet for Data Analysis & Reporting Features:

Lectures, Practical Lab

Using spreadsheet for following purposes and making reports: 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 IV: Database Designs for Accounting and Business Applications

Lectures, Practical Lab

Reality- Expressing the Application; Creating Initial design in Entity Relationship(ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS.

SQL and Retrieval of Information: Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL

DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the data records of Employees, Suppliers and Customers.

Unit V: CAAT Tools

Lectures, Practical Lab

Capabilities & Importing Data from Accounting & other Application Systems - An Introduction; Analytical Reports, Duplicates/ Gaps. Sorting & Charting; Stratification, Summarization, Statistics & Aging - An Introduction; Sampling, Macros and Audit Trail.

Suggested Readings:

1. Rajaraman, V. *Introduction to Information Technology*. PHI.
2. Eliason, A.L. *On-line Business Computer-Application Science Research Associates* Chicago.
3. Leon, A., and Leon, M. *Fundamentals of Information Technology*. Leon. Vikas (4) Software manuals.
4. Sinha, Pradeep K., and Sinha, Preeti. *Foundation of Computing*. BPB Publication.
5. Basandra, Suresh K., *Management Information System*. Wheeler Publication, New Delhi-Allahabad.
6. Kumar, Muneesh. *Business Information System*. Vikas Publishing House.
7. Eliason, A. L. *On-line Business Computer Applications*, Science Research Associates, Chicago.
8. Fitzgerald & Dennis. *Business Data Communication and Networking*. Wiley

Note: Latest edition of text book may be used.

B.Com. (Hons.): Semester - IV
Paper BCH 4.4(a): INDIAN ECONOMY

Duration: 3 hrs.

Objective: To acquaint the students with the policy regimes, structure and sectoral trends of Indian economy.

Unit I: Basic Issues in Economic Development

Concept and Measures of Development and Underdevelopment; Human Development.

Unit II: Basic Features of the Indian Economy at Independence

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

Unit III: Policy Regimes

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

Unit IV: Growth, Development and Structural Change

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

Unit V: Sectoral Trends and Issues

a) Agriculture:

Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security.

b) Industry and Services:

Phases of Industrialisation – the rate and pattern of industrial growth across alternative policy regimes; Public sector – its role, performance and reforms; The small scale sector; Role of Foreign capital.

c) The Financial Sector:

Structure, Performance and Reforms. Foreign Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilisation and Structural Adjustment; India and the WTO, India at the United Nations: Security Council Reforms.

Suggested Readings:

1. Mishra and Puri. *Indian Economics*. Himalaya Publishing House
2. Dutt, Gaurav., Sundarum, KPM., and Mahajan, Ashwani. *Indian Economy*. S. Chand & Company.
3. Kapila, Uma . *Indian Economy since Independence*. Relevant articles.
4. Deepashree. *Indian Economy, Performance and Policies*. Scholar Tech. New Delhi
5. Bettelheim, Charles. *India Independent*. Chapters 1, 2 and 3.
6. Bhagwati, J., and Desai, P. *India: Planning for industrialization*. OUP, Ch 2.
7. Byres, T. J. *The Indian Economy: Major Debates since Independence*. OUP.
8. Ahluwalia, Montek S. *State-level Performance under Economic Reforms in India* in A. O. Krueger.
9. Dreze, Jean., and Sen, Amartya. *Economic Development and Social Opportunity*. Ch. 2. OUP.
10. Rangarajan, C., and Jadhav, N. *Issues in Financial Sector Reform*. Bimal Jalan. The Indian Economy. Oxford University Press, New Delhi.
11. Chakravarty, Sukhamoy. *Development Planning – The Indian Experience*. Oxford University Press, Delhi.
12. Todaro, M. A. *Economics Development in the Third World*. Addison – Wesley. Chs. 1 -3.

Note: Latest edition of text books may be used.

B.Com. (Hons.): Semester - IV
Paper BCH 4.4(b): ECONOMICS OF REGULATION OF DOMESTIC AND FOREIGN EXCHANGE MARKETS

Duration: 3 hrs.

Objective: To acquaint students with the economics regulations of domestic and foreign exchange markets.

Unit – I Regulation of Domestic Markets

Basic functions of government; Market efficiency; Market failure; the meaning & cause; public policy towards monopoly and competition.

Unit II: Foreign Trade Policy and Procedures

Main Features: Served from India Scheme; export promotion council; Vishesh Krishi and Gram Udyog Yojana; focus market scheme, duty exemption and remission scheme, advance authorization scheme and DFRC, DEPB, EPCG, etc; EOUs, EHTPs, STPs, BPTs, and SEZs.

Unit – II: Industries Development Regulation

An overview of current Industrial Policy; Regulatory Mechanism under Industries Development and Regulation Act., 1951. The Micro, Small and Medium Enterprises Development Act., 2006. Term of office of Chairperson and other Members, Duties, Powers and Functions of Commission.

Unit – III :Foreign Exchange Market

Balance of Payments; Market for Foreign Exchange; Determination of Exchange Rates.

Unit III: The Foreign Exchange Management Act, 1999

Definitions; Authorized Person, Capital Account Transaction Currency, Current Account Transaction, Foreign Exchange, Person, Person Resident in India, Repatriate to India. Regulation and Management of Foreign Exchange: Dealing in Foreign Exchange, Holding of Foreign Exchange, current Account Transactions, Capital Account Transactions, Export of Goods and Services, Realization and Repatriation of Foreign Exchange, Contravention and Penalties, Enforcement of the Orders of Adjudicating Authority, Adjudication and Appeal.

Suggested Readings:

1. Lipsey, R.G., & Chrystal, K.A. *Economics*. Oxford Univ. Press.
2. *Taxmann's Students Guide to Economics Laws*. Taxman Allied Services Pvt. Ltd, New Delhi.
3. *Taxman's Consumer Protection Law Manual with Practice Manual*. Taxmann Allied Services Pvt. Ltd., New Delhi.
4. Viswanathan, Suresh T. *Law & Practice of Competition Act. 2002*. Bharat Law House, New Delhi.
5. *Study Material Economic and Labour Laws (Paper 5)* – The Institute of Company Secretaries of India.

Note: Latest edition of text book may be used.



B.Com. (Hons.): Semester - IV
Paper BCH 4.5(a): ENTREPRENEURSHIP

Duration: 2 hrs.

Objective: To understanding about entrepreneurship and creative thinking and behaviour for effectiveness at work and in life.

Unit I: Introduction

Meaning, elements, determinants and importance of entrepreneurship and creative behaviour. Entrepreneurship and creative response to the society' problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit II: Types of Business Entities

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. . The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution.

Unit III: Entrepreneurial Sustainability

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV: Business Plan Preparation

Sources of business ideas and tests of feasibility. Significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V: Mobilising Resources

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

Suggested Readings:

1. Bhide, Amar V. *The Origin and Evolution of New Businesses*. Oxford University Press, New York
2. Kuratko and Rao. *Entrepreneurship: A South Asian Perspective*. Cengage Learning.
3. Desai, Vasant. *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. Kao, John J. *The Entrepreneurial Organization*. Englewoods Cliffs, New Jersey: Prentice-Hall.
7. Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi, Anmol Publications.
8. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
9. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
10. Taneja, Satish., and Gupta, S.L. *Entrepreneurship Development-New Venture Creation*. Galgotia Publishing House, New Delhi.

Note: Latest edition of text books may be used.



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

Paper BCH 4.5(b): COLLECTIVE BARGAINING AND NEGOTIATION SKILLS

Duration: 2 hrs.

Objective: To promote understanding of the concept and theories of collective bargaining, and also to provide exposure to the required skills in negotiating a contract.

Unit I: Issues in Collective Bargaining

Meaning, Definitions and Characteristics of Collective Bargaining ; Critical Issues in Collective Bargaining; Theories of Collective Bargaining: Hick's Analysis of Wages Setting under Collective Bargaining, Conflict-choice Model of Negotiation, A Behavioural Theory of Labour Negotiation.

Unit II: Collective Bargaining in India

Pre-requisites for successful Collective Bargaining in any Country; Collective Bargaining in Practice; Levels of Bargaining, Coverage and Duration of Agreements; Difficulties in the Bargaining Process and Administration of Agreements.

Unit III: Negotiating a Contract

Meaning of Negotiations, Pre-negotiation- Preparing the Charter of Demand(s), Creating the Bargaining Team, Submission of COD, Costing of Labour Contracts

Unit IV: Negotiation Skills

Negotiation Process; Effective Negotiation-Preparing for Negotiation, Negotiating Integrative Agreements; Negotiation and Collective Bargaining- Approaches and Phases in Collective Bargaining, Coalition Bargaining and Fractional Bargaining, Impasse Resolution, Contract Ratification.

Post Negotiation-Administration of the Agreement, Grievance Management, Binding up the Wounds; Collective Bargaining & the emerging scenario.

Suggested readings:

1. Venkataratnam, C. S. *Industrial Relations: Text and Cases*. Oxford University Press, Delhi.
2. Salamon, Michael. *Industrial Relations—Theory & Practice*. London. Prentice Hall.
3. Dwivedi, R.S. *Managing Human Resources: Industrial Relations in Indian Enterprises*. Galgotia Publishing Company, New Delhi.
4. Edwards, P. *Industrial Relations: Theory and Practice in Britain*. Blackwell Publishing, U.K.

Note: Latest edition of text book may be used.

B.Com. (Hons.): Semester - IV
Paper BCH 4.5(c): E-FILING OF RETURNS

Duration: 2 hrs.

Objective: To provide the students the conceptual and practical knowledge about electronic filing of returns.

Unit I: Conceptual Framework

Meaning of e-filing; difference between e-filing and regular filing of returns; benefits and limitations of e-filing, types of e-filing; e-filing process; relevant notifications.

Unit II: Income tax and E-filing of ITRs

Introduction to income tax – basic terminology, types of assessee, income taxable under different heads, basics of computation of total income and tax liability, deductions available from gross total income, PAN card, due date of filing of income tax return.

Instructions for filling out form ITR-1, ITR-2, ITR-3, ITR-4, ITR-4S, ITR-5, ITR-6.

Introduction to Income tax Portal; preparation of electronic return (practical workshops).

Unit III: TDS and E-filing of TDS returns

Introduction to the concept of TDS; provision regarding returns of TDS; types of forms for filling TDS returns; practical workshop on e-filing of TDS returns.

Unit IV: Service tax and E-filing of Service tax returns

Introduction to service tax; relevant notifications regarding e-filing of service tax returns; steps for preparing service tax returns; practical workshop on e-filing of service tax returns.

Suggested Readings:

1. Ahuja, Girish., and Gupta, Ravi. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.

Softwares:

1. Excel Utility available at incometaxindiaefiling.gov.in

Note: Latest edition of text book may be used.

B.Com. (Hons.): Semester - IV
Paper BCH 4.5(d): CYBER CRIMES AND LAWS

Duration: 2 hrs.

Objective: This paper intends to create an understanding towards the cyber crimes and to familiarize the students with the application of cyber laws in general.

Unit I: Cyber Crimes

Introduction- Computer crime and cyber crimes; Distinction between cyber crime and conventional crimes; cyber forensic; Kinds of cyber crimes- cyber stalking, cyber terrorism, forgery and fraud, crimes related to IPRs, computer vandalism; Privacy of online data; Cyber Jurisdiction; Copyright issues; and Domain name dispute etc.

Unit II: Definition and Terminology (Information Technology Act, 2000)

Concept of Internet, Internet Governance, E-Contract, E-Forms, Encryption, Data Security. Access, Addressee, Adjudicating Officer, Affixing Digital Signatures, Appropriate Government, Certifying Authority, Certification Practice Statement, Computer, Computer Network, Computer Resource, Computer System, Cyber Appellate Tribunal, Data, Digital Signature, Electronic Form, Electronic Record, Information, Intermediary, Key Pair, Originator, Public Key, Secure System, Verify, Subscriber as defined in the Information Technology Act, 2000.

Unit III: Electronic Records

Authentication of Electronic Records; Legal Recognition of Electronic Records; Legal Recognition of Digital Signatures; Use of Electronic Records and Digital Signatures in Government and its Agencies; Retention of Electronic Records; Attribution, Acknowledgement and Dispatch of Electronic Records; Secure Electronic Records and Digital Signatures.

Unit IV: Regulatory Framework

Regulation of Certifying Authorities; Appointment and Functions of Controller; License to issue Digital Signatures Certificate; Renewal of License; Controller's Powers; Procedure to be Followed by Certifying Authority; Issue, Suspension and Revocation of Digital Signatures Certificate, Duties of Subscribers; Penalties and Adjudication; Appellate Tribunal; Offences

Unit V: Case Laws

1. **Communication Device-Section 2(ha)** of the Information Technology (Amendment) Act, 2008-'State v Mohd. Afzal and others (2003), VIIAD (Delhi) 1, 107(2003) DLT385, 2003(71) DRJ178, 2003(3) JCC1669'
2. **Computer Network-Section 2 (j)** of the Information Technology (Amendment) Act, 2008 'Diebold System Pvt Ltd. v The Commissioner of Commercial Taxes, (2006), 144 STC, 59 (Kar)'
3. **Electronic Record Sec. 2 (t)**- 'Info Ede(India)Ltd and Ors Vs Sanjeev Goyal, 783, 2006,HC', 'Societe Des Products Nestle S.A & others Vs Essar Industries & Ors, 2006 (33) PTC 496(Del)'



4. **Time and Place of Dispatch and Receipt of Electronic Record-section 13-** 'Groff v America Online, Inc., 1998 WL 307001 (1998)'
5. **Penalty for Damage to Computer or Computer System- Section 43-**'Umashankar Sivasubramanian v ICICI Bank, 18.04.2010. (Petition No. 2462/2008)'
6. **Computer Related Offences:** ' Sanjay Kumar Vs State of Haryana, 2013, CRR No. 66 of 2013(O&M)1'
7. **Punishment for Disclosure of Information in Breach of Lawful Contract See 72 A-** ' Google India Pvt Ltd Vs M/S Vishaka Industries Limited and another, AP High Court.
8. **Punishment for Identity Theft-Section 66C-**'CBI v Arif Azim Case Judicial Reports (Criminal) 2003 (2) page 272'
9. **Punishment for Cheating by Personating by using Computer Resource-section 66D-** 'National Association of Software and Service Companies (NAASCOM)v Ajay Sood. (2005) F.S.R. 38; 119 (2005) DLT 596, 2005 (30) PTC 437 Del'
10. **Punishment for Publishing or Transmitting Obscene Material in Electronic formsection** 67-'Avnish Bajaj v State (N.C.T.) of Delhi, (2005) 3 Comp, LJ 364 (Del), 116(2005) DLT427, 2005(79) DRJ576'
11. **Punishment for Publishing or Transmitting of Material Containing Sexually Explicit Act, etc., in Electronic Form-Section 67A-**'R v Graham Waddon., Southwark [Crown Court, 30/6/1999]'

Suggested Reading:

1. Efraim, Turban., Jae, Lee., King, David., and Chung, HM. *Electronic Commerce-A managerial Perspective*. Pearson Education
2. Joseph, P.T. *E-Commerce-An Indian Perspective*. PHI
3. Chaffey, Dave. *E-business and E-commerce Management*. Pearson Education.
4. Painttal, D. *Law of Information Technology*. Taxmann Publications Pvt. Ltd., New Delhi.
5. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler. *E-business and E-commerce for managers*. Pearson Education.
6. Brian, Craig. *Cyber Law: The Law of the Internet and Information Technology*. Pearson Education
7. Sharma J. P., and Kanojia, Sunaina . *Cyber Laws*. Ane Books Pvt Ltd, New Delhi.
8. *Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000*. Taxmann Publications Pvt. Ltd., New Delhi.

Note: Latest edition of text book may be used.

B.Com. (Hons.): Semester - V
Paper BCH 5.1: PRINCIPLES OF MARKETING

Duration: 3 hrs.

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

Unit I

1. **Introduction:** Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment. Micro and Macro environmental factors.
2. **Consumer Behaviour – An Overview:** Consumer buying process; Factors influencing consumer buying decisions.

Unit II

3. **Market Selection:** Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.
4. **Product:** Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; After-sales services; Product life-cycle; New product development.

Unit III

5. **Pricing:** Significance; Factors affecting price of a product; Major pricing methods; Pricing policies and strategies.
6. **Promotion:** Nature and importance of promotion; Promotion tools: advertising, personal selling, public relations; sales promotion and publicity – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; Integrated Marketing Communication Approach.

Unit IV

7. **Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Distribution logistics: Meaning, importance and decisions.
8. **Retailing:** Types of retailing – store based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario.

Unit V

9. **Developments & Issues in marketing:** Rural marketing, Social marketing, Online marketing, Direct marketing, Services marketing, Green marketing, Relationship marketing, Marketing ethics.

Suggested Readings:

1. Kotler, Philip., Keller, Kevin Lane., Koshy, Abraham., and Jha, Mithileshwar. *Marketing Management: A South Asian Perspective*. Pearson Education.
2. Palmer, Adrian. *Introduction to Marketing*. Oxford University Press, UK
3. Lamb, Charles W., Hair, Joseph F., and McDaniel, Carl. *Principles of Marketing*, South Western Publishing, Ohio
4. Chhabra, T.N. *Principles of Marketing*. Sun India Publication.
5. Kumar, Arun., & N. Meenakshi. *Marketing Management*. Vikas Publications.
6. McCarthy, E. Jerome., and William, D. Perreault. *Basic Marketing*. Richard D. Irwin.
7. Pride, William M., and Ferrell, D.C. *Marketing: Planning, Implementation & Control*. Cengage Learning.
8. Majaro, Simon. *The Essence of Marketing*. Prentice Hall, New Delhi.
9. Zikmund, William G., and Michael, D'Amico. *Marketing: Creating and Keeping Customers in an E-Commerce World*. Thomson Learning.
10. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Pandit, Ajay. *Marketing Concepts and Cases*. Tata McGraw Hill (Special Indian Edition).
11. McCarthy, E. Jerome., Cannon, Joseph P., and William, D. Perrault, Jr. *Basic Marketing: A Managerial Approach*. McGraw Hills.

Note: Latest edition of text books may be used



B.Com. (Hons.): Semester - V
Paper BCH 5.2: FUNDAMENTALS OF FINANCIAL MANAGEMENT

Duration: 3 hrs.

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

Unit I: Introduction

Nature, scope and objectives of financial management, Agency problem, Time value of money, Risk and return- Concept and Calculation (including Capital Asset Pricing Model).

Unit II: Capital Budgeting

Lectures/Practical Lab

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

Unit –III: Cost of Capital and Financing Decision

Lectures/Practical Lab

Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure.

Unit IV: Dividend Decision

Theories for Relevance and irrelevance of dividend decision for corporate valuation- Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends. Dividend policies in practice and Determinants of Dividend.

Unit –V: Working Capital Decisions

Concepts of Working Capital, Operating & Cash Cycles, Risk-return trade off, sources of short term finance, working capital estimation, cash management, receivables management, inventory management.

Note:

1. In addition the students will work on Spreadsheet for doing basic calculations in finance (Unit 2 and 3 above) and hence can be used for giving students subject related assignments for their internal assessment.
2. There shall be 4 Credit Hrs. for Lectures + one Credit hr. (Two Practical Periods per week per batch) for Practical Lab + one credit Hr for Tutorials (per group)

Suggested Readings:

1. Khan, M.Y. and Jain, P.K. *Financial Management: Text and Problems*. Tata McGraw Hill

2. Horne, Van., James, C., and John, Wachowicz. *Fundamentals of Financial Management*. Pearson Education
3. Ross, Stephen A., Westerfield, Randolph., and Jeffrey, Jaffe. *Corporate Finance*. Tata McGraw Hill
4. Srivastava, Rajiv., and Mishra, Anil. *Financial Management*. Oxford University Press, UK
5. Singh, Preeti. *Financial Management*. Ane Books Pvt. Ltd, New Delhi
6. Singh, J.K. *Financial Management-text and problems*. Dhanpat Rai and Company, Delhi
7. Sharma, G.L., and Singh, Y.P. *Contemporary issues in Finance and Taxation*. Academic Foundation, Delhi
8. Rustagi, R.P. *Financial Management*. Galgotia Publishing Company
9. Pandey, I M. *Financial Management*. Vikas Publications UNCTAD Reports.
10. Chandra, P. *Financial Management-Theory and Practic.*, Tata McGraw Hill
11. Bhalla, V. K. *Financial Management & Polic*. Anmol Publications, Delhi

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - V
Paper: BCH-5.4 DSE Group A (a): MANAGEMENT ACCOUNTING

Duration: 3 hours

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

Unit I: Introduction

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

Unit II: 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 III: Standard Costing

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 IV: Marginal Costing

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.

Unit V: Decision Making

Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or 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 VI: Contemporary Issues

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

Suggested Readings:

1. Lal, Jawahar., and Srivastava, Seema. *Cost Accounting*. McGraw Hill Publishing Co., New Delhi.
2. Arora, M.N. *Management Accounting*. Himalaya Publishing House.
3. Jhamb, H.V. *Management Accounting*. Ane Books Pvt. Ltd. New Delhi

4. Nigam, B.M. Lall., and Jain, I.C. *Cost Accounting-Principles and Practice*. Prentice Hall of India, New Delhi.
5. Khan, M.Y. and Jain, P.K. *Management Accounting*. Tata McGraw Hill Publishing Co., New Delhi.
6. Usry, Milton E., and Lawrence, H. Hammer. *Cost Accounting, Planning and Control*. South Western Publishing Co.
7. Drury, Colin. *Management and Cost Accounting*. Thomson Learning.

Note: Latest edition of text book may be used.



B.Com. (Hons.): Semester - V
Paper: BCH- 5.4 DSE Group A (b): CORPORATE TAX PLANNING

Duration: 3 hrs.

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

Unit	Contents
Unit I	Tax planning, tax management, tax evasion, tax avoidance. Types of companies Residential status of companies and tax incidence, clubbing Tax liability and minimum alternate tax, Carry forward and set off of losses in case of certain companies, deductions available to corporate assesses. Tax on distributed profits, Units of Mutual funds.
Unit II	Tax planning with reference to setting up of a new business: Location of Business, nature of business, form of organisation. Tax planning with reference to financial management decision - Capital structure, dividend and bonus shares Tax planning with reference to sale of scientific research assets
Unit III	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 IV	Tax planning in respect of non-residents, Taxable income for non-residents, interest, salaries and exemptions from tax to non-residents. Double taxation relief Provisions regulating transfer pricing, computation of Arm's length pricing Advance rulings Advance pricing agreement
Unit V	Tax planning with reference to business restructuring - Amalgamation - Demerger - Slump sale - Conversion of sole proprietary concern/partnership firm into Company - Conversion of company into LLP - Transfer of assets between holding and subsidiary companies

Suggested Readings:

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

Journals

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

Note: Latest edition of text books may be used.

B.Com. (Hons.): Semester - V
Paper: BCH-5.4 DSE Group A (c): ADVERTISING

Duration: 3 hrs.

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

Unit I: Introduction

Communication process-basic and elements; Marketing Communication-response hierarchy, models and alternatives; Advertising-meaning, nature and importance of advertising, types and objectives. Audience selection; Setting of advertising budget: determinants and major methods.

Unit II: Media Decisions

Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations; Factors influencing media choice; media selection, media scheduling

Unit III: Message Development

Advertising creativity; Advertising appeals; Advertising copy and elements of print advertisement creativity; Tactics for print advertisement.

Unit IV: Measuring Advertising Effectiveness

Arguments for and against measuring effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre- and Post-testing techniques.

Unit V: Organisational Arrangements

- a) Advertising Agency: Role, types and selection of advertising agency; Reasons for evaluating advertising agencies.
- b) Social, ethical and legal aspects of advertising in India; Recent developments and issues in advertising.

Suggested Readings:

1. Belch and Belch. *Advertising and Promotion*. Tata McGraw Hill Co.
2. Sharma, Kavita. *Advertising: Planning and Decision Making*. Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki. *Advertising and Brand Management*. Ane Books Pvt Ltd, New Delhi.
4. Burnett, Wells., and Moriatty. *Advertising: Principles and Practice*. Pearson Education
5. Shimp, Terence A. *Advertising and Promotion: An IMC Approach*. South Western Cengage Learning.
6. O'Guinn. *Advertising and Promotion: An Integrated Brand Approach.*, Cengage Learning.

Note: Latest edition of text books may be used.

B.Com. (Hons.): Semester - V
Paper: BCH-5.4 DSE Group A (d): BANKING AND INSURANCE

Duration: 3 hrs.

Objective: To impart knowledge about the basic principles of the banking and insurance.

Unit I

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. India's approach to banking Sector reforms, International security standards in banking, Global financial crisis and India's banking Sector, Achievements of financial sector reforms and areas of concern.

Unit II

Commercial Banks: Credit Allocation Policies, Credit Market Reforms, Flow of Credit to Agriculture and Allied Activities, Credit Flow to Micro, Small, and Medium Enterprises, Technological Channels for the Delivery of Financial Services, Customer Services in banking, Role of Foreign Banks, Advantages and Disadvantages of Foreign Banks, Road Map for Foreign Banks in India.

Unit III

Operations of Banking: cheques crossing and endorsement, types and rules of crossing. Principles of sound lending, secured vs. unsecured advances, Types of advances, Advance against various securities. Securitisation of Standard Assets, Anti-money Laundering Guidelines, Credit Information Bureau of India Ltd. (CIBIL); Balance Sheet of a Bank; special items, off balance sheet items. Basel I, Basel II, Migration to Basel II Norms.

Unit IV

Era of Internet Banking and its benefits, Home banking, Mobile banking, Virtual banking, ECS (Electronic Clearing System), E-payments, Plastic money, EFT (Electronic Fund Transfer), E-money: electronic purse; digital cash. Safeguards for internet banking, Critical comparison of traditional banking methods and e banking.

Unit V

Basic concepts of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Insurable interest, Indemnity, Economic function, Proximate cause, Subrogation and contribution.

Unit VI

Legal Aspects of insurance contract, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Regulatory Framework of Insurance: Role, power and functions of IRDA, IRDA Act 1999. Bancassurance.

Suggested Readings:

1. Bhasin, Niti. *Indian Financial System : Evolution and Present Structure*. New Century Publications
2. Agarwal, O.P. *Banking and Insurance*. Himalya Publishing House
3. Suneja, H.R. *Practical and Law of Banking*. Himalya Publishing House
4. Saxena, G.S. *Legal Aspects of Banking Operations*. Sultan Chand and Sons
5. Gupta, P.K. *Insurance and Risk Management*. Himalaya Publishing House
6. Mishra, M.N. *Principles and Practices of Insurance*. S. Chand and Sons.
7. Black, K., and Skipper, H.D. *Life and Health Insurance*. Pearson Education
8. Vaughan, E.J., and Vaughan, T. *Fundamentals of Risk and Insurance*. Wiley & Sons

Note: Latest edition of text books may be used.



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

Paper: BCH-5.4 DSE Group A (e): COMPUTERISED ACCOUNTING SYSTEM

Duration: 3 hrs.

Objective: To enhance the skills needed for computerized accounting system and to enable the students to develop simple accounting applications.

Unit I: Computerized Accounting: Using Generic Software Lectures/Practical Lab

Taxation: TDS, VAT and Service Tax

Auditing in Computerized Accounting system: Statutory Audit, Voucher verification,

Verification of related party transaction, CAAT: Various Tools

Unit II: Designing Computerised Accounting System Lectures/Practical Lab

Designing Computerised Accounting System using a DBMS Package

Creating a voucher entry Form,

Preparing ledgers with SQL, Form, and Report

Preparing Trial Balance with SQL and Report

Unit III: Designing Accounting Support System Lectures/Practical Lab

Designing Supplier and customers System for Accounting using Form, Query, Module, and

Report; Designing Payroll System for Accounting using Form, Query, Module, and Report

Note:

1. There shall be a practical examination of 100 Marks (Practical-80 Marks, Viva-10 Marks and Work Book- 10 Marks) and duration of Examination shall be 3 Hrs.
2. There shall be Four Lectures per class and 4 Practical periods per batch to be taught in computer Lab.

Suggested Readings:

1. Boockholdt, J.L. *Accounting Information System: Transaction Processing and Control*. Irwin Mcraw-Hill.
2. Hall, J.A. *Accounting Information System*. South-Western College Publishing.
3. Gelinas, Ulric J., and Sutton, Steve G. *Accounting Information System*. South Western Thomson Learning.
4. Rajaraman, V. *Introduction to Information Technology*. PHI.
5. Bharihoka, Deepak. *Fundamentals of Information Technology*. Excel Book.
6. Madan, Sushila. *Computer Applications*. Mayur Paperbacks, New Delhi.

Note: Latest edition of text books may be used.

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

Paper: BCH-5.4 DSE Group A (f): FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES

Duration: 3 hrs.

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

Unit I: An Introduction to Financial System and its Components

-financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system.

Unit II: Financial Markets

Money market-functions, organization and instruments. Role of central bank in money market; Indian money market-An overview.

Capital Markets-functions, organization and instruments. Indian debt market; Indian equity market-primary and secondary markets; Role of stock exchanges in India.

Unit III: Financial Institutions

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

Unit IV: Overview of Financial Services Industry

Fund based and fee based financial services, Merchant banking-pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.

Unit V: Leasing and hire-purchase

Consumer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial Counseling and Portfolio management Services.

Suggested Readings:

1. Bhole, L.M. *Financial Markets and Institutions*. Tata McGraw Hill Publishing Company
2. Khan, M.Y. *Indian Financial System-Theory and Practice*. New Delhi: Vikas Publishing House
3. Sharma, G.L., and Singh, Y.P. *Contemporary Issues in Finance and Taxation*. Academic Foundation, Delhi
4. Khan and Jain. *Financial Services*. Tata McGraw Hill
5. Singh, J.K. *Venture Capital Financing in India*. Dhanpat Rai and Company, New Delhi.
6. Annual Reports of Major Financial Institutions in India.

Note: Latest edition of the text book may be used

B.Com. (Hons.): Semester - V
Paper: BCH-5.4 DSE Group A (g): INDUSTRIAL LAWS

Duration: 3 hrs.

Marks: 100

Lectures: 65

Objective: To familiarize the students with the understanding and provisions of industrial related laws. Case studies and problems involving issues in industrial laws are required to be discussed.

Unit I: The Employees Provident Fund & Miscellaneous Provisions Act, 1952

Definitions; Schemes under the Act – Employees' Provident Fund Scheme; Employees' Pension Scheme, 1995; Employees' Deposit linked Insurance Scheme.

Unit II: Employees State Insurance Act, 1948

Objects and Applicability of the Scheme; Definitions: Personal Injury, Factory, Manufacturing Process, Wages, Partial and Permanent Disablement; ESI Corporation, Standing Committee and Medical Benefit Council; Contributions; Adjudication of Dispute and Claims, Benefits.

Unit III: Payment of Wages Act, 1936

Definitions – Employed Person, Employer, Factory, Industrial or other Establishment, Wages; Responsibility for Payment of Wages; Fixation of Wage Period; Time of Payment of Wages; Mode of Payment; Deductions from Wages and Fines.

Unit IV: The Payment of Bonus Act, 1965

Definitions – Accounting year, allocable surplus, available surplus, employee, employer, establishments, salary or wage; determination of bonus, calculation of bonus, eligibility for bonus, disqualifications for bonus, payment of minimum and maximum bonus, set on and set off of allocable surplus, deductions of certain amounts from bonus payable, time limit for payment of bonus.

Unit V: Payment of Gratuity Act, 1972

Applicability and non- applicability of the Act; Definitions-employee, employer, continuous service; payment of gratuity; forfeiture of gratuity; employer's duty to determine and pay gratuity; recovery of gratuity; penalties.

Unit VI: Employee's Compensation Act, 1923

Definitions: dependent, employer, partial and total disablement, workmen, injury, accident; employer's liability for compensation; amount of compensation; contracting; commissioner; case laws.

Suggested Readings:

1. Malik, K.L. *Industrial Laws and Labour Laws*. Eastern Book Company, Lucknow.
2. Sharma, J.P. *Simplified Approach to Labour Laws*. Bharat Law House (P) Ltd., New Delhi.

3. Kumar, H.L. *Digest of Labour Cases*. Universal Law Publishing Co P Ltd, New Delhi
4. Srivastava, S.C. *Industrial Relations & Labour Laws*. Vikas Publishing House (P) Ltd.

Note: Latest edition of text book may be used.



B.Com. (Hons.): Semester - V
Paper: BCH-5.4 DSE Group A (h): ORGANISATIONAL BEHAVIOUR

Duration: 3 hrs.

Objective: To develop a theoretical understanding among students about the structure and behaviour of organization as it develops over time. The course will also make them capable of realizing the competitiveness for firms.

Unit I: Introduction

Organisational Theories: Classical, Neo-classical and Contemporary. Organisational Behaviour: concepts, determinants, challenges and Formal and Informal structures; Flat and Tall structures. Opportunities of OB. Contributing disciplines of OB. Organizational Behaviour Models.

Unit II: Individual Behaviour

Personality- Type A and B, Big Five personality types, Factors influencing personality. Values and Attitudes- Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes, measurement of attitude. Learning- Concept and Learning theories and reinforcement, Schedules of reinforcement. Perception and Emotions- Concept, Perceptual process, Importance, Factors influencing perception, perceptual errors and distortions, Emotional Intelligence.

Unit III: Group Decision making and Communication

Concept and nature of decision making process, Individual versus group decision making. Nominal group technique and Delphi technique. Communication and Feedback, Models of Communication. Transactional Analysis, Johari Window.

Unit IV: Motivation

Meaning and Importance of motivation, Theories- Vroom's Valence - Expectancy Theory, Intrinsic motivation by Ken Thomas .Behaviour modification, Motivation and organisational effectiveness, Measurement of motivation using standard questionnaire.

Unit V: Leadership, Power and Conflict

Concept and theories, Styles of leadership, Behavioural approach, Situational approach, Leadership effectiveness. Power and conflict. Bases of power, power tactics; Sources of conflict, Conflict Resolution Strategies.

Unit VI: Dynamics of Organisational Behaviour

Organisational Culture and climate- Concept and determinants of organisational culture. Developing Organizational culture. Organisational change- Importance, Stability vs. Change, Proactive vs Reaction Change, Change Process, Managing Change. Individual and organisational factors to stress; Work Stressors, Consequences of stress on individual and organization; Prevention and Management of stress.

Suggested Readings:

1. Robbins, S.P. *Organisational Behaviour*. Prentice Hall of India Pvt. Ltd., New Delhi.
2. Luthans, Fred. *Organisational Behaviour*. McGraw Hill International, New York.
3. Greenberg, Jerald., and Baron, Robert. A. *Organisational Behaviour*, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Chhabra, T.N. *Organisational Behaviour*. Sun India Publications.
5. Sekaran, Uma. *Organisational Behaviour: Text and Cases*. Tata McGraw Hill, New Delhi.
6. Hersey, P.K., Blanchard, H., and Johnson, D.E. *Management of organisational Behaviour; Leading Human Resources*, Pearson Education.

Note: Latest edition of text books may be used.



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

Duration: 3 hrs.

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

Unit I: Auditing

Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities;
Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties; Auditor's Report- Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013
Special Areas of Audit: Cost audit, Tax audit and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Relevant Auditing and Assurance Standards (AASS).

Unit II: Corporate Governance

Meaning, Theories, Models and Benefits of Corporate Governance; Politics and Governance; Board Committees and their Functions; Insider Trading; Rating Agencies; Green Governance/ E-governance; Clause 49 of Listing Agreement; Corporate Governance in Public Sector Undertakings; Corporate Funding of Political Parties; Class Action; Whistle Blowing; Shareholders Activism.

Unit III: Major Corporate Governance Failures

BCCI (UK), Maxwell Communication (UK), Enron (USA), World.Com (USA), Andersen Worldwide (USA), Vivendi (France), Harshad Mehta Scam, Satyam Computer Services Ltd, and Kingfisher Airlines; Common Governance Problems Noticed in various Corporate Failures; Codes and Standards on Corporate Governance; Initiatives in India.

Unit IV: Business Ethics

Morality and Ethics; Business Values and Ethics; Various Approaches to Business Ethics; Ethical Theories; Ethical Governance; Corporate Ethics; CSR – Extension Of Business Ethics; Benefits of Adopting Ethics in Business; Ethics Programme; Code of Ethics; Ethics Committee

Unit V: Corporate Social Responsibility (CSR)

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, CSR Models, Drivers of CSR, Codes and Standards on CSR, Global Reporting Initiatives, ISO 26000

Suggested Readings:

1. Institute of Chartered Accountants of India, *Auditing and Assurance Standards*, ICAI, New Delhi.
2. Relevant Publications of ICAI on *Auditing (CARO)*.
3. Gupta, Kamal., and Arora, Ashok. *Fundamentals of Auditing*. Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
4. Ghatalia, S.V. *Practical Auditing*. Allied Publishers Private Ltd., New Delhi.
5. Singh, A. K., and Gupta, Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
6. Mallin, Christine A. *Corporate Governance (Indian Edition)*. Oxford University Press, New Delhi.
7. Rani, Geeta D., and Mishra, R.K. *Corporate Governance- Theory and Practice*, Excel Books, New Delhi.
8. Tricker, Bob. *Corporate Governance-Principles, Policies, and Practice (Indian Edition)*. Oxford University Press, New Delhi.
9. 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. (Hons.): Semester - VI
Paper BCH 6.2: INDIRECT TAX LAWS

Duration: 3 hrs.

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

Unit I: Service tax

Concepts and general principles; Sources of service tax law; Charge of service tax and taxable services (Meaning of services, Negative List, Mega Exemption Notification); Place of Provision of Services; Point of Taxation; Valuation of taxable services; Exemptions & abatements; Payment of service tax (including Reverse Charge Mechanism); Service tax procedures; Accounting codes of service tax returns; Filing of returns; Demand, Adjudication and offences; Liability & Refunds; Penalties; Interest; CENVAT Credit; E-filing of service tax return.

Unit II: VAT

Concepts and general principles; Calculation of VAT Liability including input Tax Credits; Small Dealers and Composition Scheme; VAT Procedures; Treatment of stock & Branch transfer under State VAT Acts; Filing & Return under State VAT Act; E-filing; Practical problems on VAT.

Unit III: Central Excise

Levy & Collection of excise duty; Goods & Excisable goods; Manufacture and Manufacturer; Dutiability of intermediate products & captive consumption; Packing, labelling & branding activities; Determination of taxable event for change of duty; Valuation; CENVAT; General procedures; Export procedures; Bonds & types of bonds; Refund & appeals; Remission of duty & destruction of goods; SSI, Job Work.

Unit IV: Customs laws

Basic concepts of customs law- Territorial waters, high seas; Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Protective duty, Safeguard Duty; Classification of goods; Warehousing- special provisions of warehousing; Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions from custom duty.

Suggested Readings:

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

Note: Latest edition of text books may be used.

B.Com. (Hons.): Semester - VI
Paper: BCH-6.4 DSE Group B (a): FUNDAMENTALS OF INVESTMENT

Duration: 3 hrs.

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.

Unit-I: The Investment Environment

The investment decision process, Types of Investments-Commodities, Real Estate and Financial Assets, The Indian securities market, the market participants and trading of securities, security market indices, sources of financial information. Return and risk: Concept, Calculation, Trade off between return and risk, Impact of taxes and inflation on return.

Unit-II: Fixed Income Securities

Bond Fundamentals, Estimating bond yields, Bond Valuation, Types of bond risks, default risk and credit rating.

Unit-III: Approaches to Equity Analysis

Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis. Valuation of Equity Shares using various models.

Unit-IV: Portfolio Analysis and Financial Derivatives

(a) Portfolio and Diversification, Portfolio Risk and Return (b) Mutual Funds (c) Introduction to Financial Derivatives-Forwards, Futures & Options, Financial Derivatives Markets in India.

Unit-V: Investor Protection

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

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

Suggested Readings

1. Jones, C.P. *Investments Analysis and Management*. Wiley.
2. Chandra, Prasanna. *Investment Analysis and Portfolio Management*. Tata McGraw Hill.
3. Rustogi, R.P. *Fundamentals of Investment*. Sultan Chand & Sons, New Delhi.
4. Vohra, N.D., and Bagri, B.R. *Futures and Options*. McGraw Hill Publishing.
5. Mayo. *An Introduction to Investment*. Cengage Learning.

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

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

Paper: BCH-6.4 DSE Group B (b): CONSUMER AFFAIRS AND CUSTOMER CARE

Duration: 3 hrs.

Objective: This paper seeks to familiarise the students with their rights as a consumer and provide understanding of social framework of consumer rights and legal framework of protecting consumer rights.

Unit I: Conceptual Framework

Consumer and Markets: Concept of consumers; Nature of markets; Concept of price in retail and wholesale; Maximum Retail Price (MRP) and Local Taxes; Fair price; misleading advertisements and deceptive packaging.

Experiencing Dissatisfaction: complaining behaviour; Form of complaint to a business. Making a complaint heard by the Business; Corporate redress systems; Conciliation and intermediation for out-of-court Redressal.

Quality and Standardization: Role of national standards; National Standards- Indian Standards Mark (ISI), Agmark; Voluntary and mandatory standards; Licensing and surveillance. Consumer grievance redressal under the BIS Act, 1986; Introduction to International Standards ISO 10000 Suite: International standards on handling of consumer complaints by organizations;

Unit II: The Consumers Protection Act, 1986

Objectives and Basic Concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice. Organizational set-up under the Consumer Protection Act; advisory bodies: Consumer Protection Councils at the Central, State and District Levels, Basic consumer rights.

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

Role of Supreme Court under the CPA.

Unit III: Grievance Redress Mechanism under the CPA, 1986

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Temporary injunction. Reliefs which can be provided; Appeal; Enforcement of order; Bar on frivolous and vexatious complaints; Offences and penalties.

Leading Cases decided under Consumer Protection Act related to:

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

Unit IV: Consumer Protection in India

a. Consumer Movement in India: Formation of consumer organization and their role in consumer protection including advocacy and campaigning for policy intervention; Evolution of consumer movement in India. Recent developments in consumer protection in India; National consumer Helpline, Citizens Charter, Product testing

b. Industry Regulators and Consumer Complaint Redressal Mechanism

- i. Banking: RBI and Banking Ombudsman
- ii. Telecommunication: TRAI
- iii. Insurance: IRDA
- iv. Food items: Food Safety and Standards Authority of India (an overview)
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Civil Aviation: DGCA

Unit V: Competition Law

Competition Act 2002: Objective, Purpose and Salient Features. Concept of: - Agreements having Adverse Impact on Competition; Abuse of Dominant Position; Regulation of Combination; Criteria for determining "Appreciable Adverse Effect on Competition" and 'Dominant Position'; 'Relevant Geographic Market' Factors; 'Relevant Product Market' Factors. Complaints and Procedures.

Suggested Readings:

1. Aggarwal, V. K. *Consumer Protection: Law and Practice*. Bharat Law House, Delhi.
2. Girimaji, Pushpa. *Consumer Right for Everyone*. Penguin Books.
3. Nader, Ralph. *The Consumer and Corporate Accountability*. USA, Harcourt Brace Jovanovich, Inc.
4. How to Survive as a Consumer? CUTS, India www.cuts.org.
5. The Competition Act, 2002.
6. The Consumers Protection Act, 1986
7. The Bureau of Indian Standards Act 1986
8. The Food Safety and Standards Act 2005

Articles

1. Jain, Sanjay K., and Kaur, Gurmeet (2003). Strategic Green Marketing: How should Business Firms Go about Adopting It? *The Indian Journal of Commerce*. Vol.56. No.4. pp 1-16.
2. Jain, Sanjay K., and Kaur, Gurmeet (2004). Ecolabelling: Genesis, Issues and Perspectives. *Effulgence*. Vol.2. No.1. pp. 5-18.
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. Verma, D.P.S. (2002). Regulating Misleading Advertisements Legal Provisions and Institutional Framework. *Vikalpa*. Vol. 26. No. 2. pp. 51-57.
5. George, S. Day and A. Aaker (1970). A Guide to consumerism. *Journal of Marketing*. Vol. 34. pp 12-19.

Periodicals

1. Consumer Protection Judgements (CPJ) (Relevant cases reported in various issues).
2. Ethical Consumer (Magazine): ECRA Publishing Ltd. U.K www.ethicalconsumer.org
3. Upbhokta Jagran, Ministry of Consumer Affairs, Govt, of India.

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



B.Com. (Hons.): Semester - VI
Paper: BCH-6.4 DSE Group B (c): BUSINESS TAX PROCEDURE AND
MANAGEMENT

Duration: 3 hrs.

Objective: To provide basic knowledge of business tax procedures and management under different provisions of the Income tax.

Unit	Contents
Unit I	Advance payment of tax Tax deduction/collection at source, documentation, returns, Certificates Interest payable by Assessee/Government Collection and recovery of tax
Unit II	Assessment, re-assessment, rectification of mistakes Appeals and revisions - Preparation and filing of appeals with appellate authorities - Drafting of appeal; statement of facts and statement of law
Unit III	Penalties and prosecutions Settlement Commission Search, seizure and survey
Unit IV	Transactions with persons located in notified jurisdictional area General anti-avoidance rule Tax clearance certificate Securities transaction tax
Unit V	Information Technology and Tax administration TAN (Tax Deduction and Collection Account Number), TIN (Tax Information Network), e-TDS/e-TCS E-filing of ITRS

Suggested Readings:

1. Singhania, Vinod K., and Singhania, Monica. *Corporate Tax Planning and Business Tax Procedures*. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish., and Gupta, Ravi. *Corporate Tax Planning and Management*. Bharat Law House, Delhi.
3. Bajpai, Om Shanker. *Search, Seizure and Survey*. Taxmann Publications Pvt. Ltd., New Delhi.
4. Ahuja, Girish., and Gupta, Ravi. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.

Journals

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

Note: Latest edition of text books may be used.



B.Com. (Hons.): Semester - VI
Paper: BCH-6.4 DSE Group B (d): INTERNATIONAL BUSINESS

Duration: 3 hrs.

Objective: The objective of the course is to expose students to the concept, importance and dynamics of international business and India's involvement with global business operations.

Unit I

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

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

Unit II

3. International Trade –Theories of International Trade, tariff and non-tariff measures; Balance of payment account and its components.

4. International and Economic Organizations: WTO, UNCTAD, World Bank and IMF.

5. Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe, North America and Asia. Cost and benefit of regional economic Integration.

Unit III

6. International Financial Environment: International financial system and institutions; Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates; Forward Market: forward rate, long and short forward positions, forward premium and discount. Arbitrage, hedging and speculation; Foreign investments - types and flows; Foreign investment in Indian perspective.

Unit IV

7. Exchange Rate Determination: Factors affecting exchange rate –Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect.

Unit V

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

Suggested Readings:

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

Note: Latest edition of text books may be used.



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

Paper: BCH-6.4 DSE Group B (e): INDUSTRIAL RELATIONS AND LABOUR LAWS

Duration: 3 hrs.

Objective: To enable the students to learn the concepts of industrial relations including trade unions, collective bargaining, discipline and various labour enactments.

Unit I: Industrial Relations (IR)

Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Factors affecting IR in changing Environment, Evolution of IR in India; Role of State; Trade Union; Employers' Organisation; Human Resource Management and IR Role of ILO in Industrial Relations, International Dimensions of IR

Unit II: Trade Union

Trade Union: Origin and growth, unions after Independence, unions in the era of liberalisation; Factors Affecting Growth of Trade Unions in India, Multiplicity & Recognition of Trade Unions; Major Provisions of Trade Union Act, 1926.

Unit III: Discipline and Grievance Redressal

Discipline: Causes of indiscipline, Maintenance of discipline and misconduct; Highlights of domestic enquiries; Principle of Natural Justice; Labour turnover; Absenteeism; Grievance: Meaning of Grievance, Grievance redressal machinery in India, Grievance handling procedure; salient features of Industrial Employment (Standing orders) Act 1946

Unit IV: The Industrial Disputes Act, 1947

Definitions of Industry, workman, and Industrial Dispute; Authorities under the Act: Procedure, Powers and Duties of Authorities; Provisions defining Strikes and Lock outs: Lay-off, Retrenchment and closure.

Unit V: The Factories Act, 1948

Provisions relating to Manufacturing Process, Workers, Occupier, Health, Safety, and Welfare facilities.

Suggested Readings:

1. Venkat Ratnam, C.S. *Industrial Relations: Text and Cases*, Oxford University Press, Delhi.
2. Sharma, J.P. *Simplified Approach to Labour Laws*. Bharat Law House (P) Ltd
3. Salamon, Michael. *Industrial Relations: Theory & practice*. Pearson Higher Education.
4. Farnham., and Limlott, J. *Understanding Industrial Relations* Cassell.

Note: Latest edition of text books may be used.

B.Com. (Hons.): Semester - VI
Paper: BCH-6.4 DSE Group B (f): BUSINESS RESEARCH METHODS AND PROJECT WORK

Duration: 3 hrs.

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

Section A: Business Research Methods

Unit I: Introduction

Meaning of research; Scope of Research in Business; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables.

Unit II: Research Process

An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies.

Unit III: Measurement

Definition; Designing and writing items; Uni-dimensional and Multi-dimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone, Likert and Semantic Differential scaling, Paired Comparison; Sampling – Steps, Types, Sample Size Decision; Secondary data sources.

Unit IV: Hypothesis Testing

Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests, assumptions of Classical Normal Linear Regression.

Section B – Project Report

Unit V: Report Preparation

Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification

Note:

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

Suggested Readings:

1. Babbie, Earl R. *The Practice of Social Research*. Wadsworth publication
2. Chawla, Deepak and Sondhi, Neena. *Research Methodology: Concept and Cases*.

- Vikas Publications
3. Webster, Allen L., *Applied Statistics for Business and Economics: An Essential Approach*. TMH
 4. Cohen, J., Cohen, P.; West, S. G.; and Aiken L. S. *Applied Multiple Regression/Correlation Analysis For The Behavioral Sciences*. Routledge
 5. Zikmund, W.G. *Business Research Method*. South Western Thomson Learning, USA
 6. Emory, C. William. *Business Research Methods*, Homewood, Richard D. Irwin
 7. Gujarati, Damodar., Dawn, C. Porter., and Gunasekar, Sangeetha. *Basic Econometrics* . Tata McGraw Hill.

Note: Latest edition of text books may be used.

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B.Com. (Hons.): Semester - VI
Paper: BCH-6.4 DSE Group B (g): NEW VENTURE PLANNING

Duration: 3 hrs.

Objective: The curriculum aims at giving exposure to students regarding different aspects of setting up a new business. After completing the course student should be able to develop an understanding of the process of identifying various sources of new business ideas of products and services. The understanding of this paper will help them to examine, evaluate and approach different sources of finance, the nature of marketing effort required and to develop a comprehensive business plan.

Unit I: Starting New Ventures

Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. Developing your creativity. Impediments to creativity.

Unit II: Methods to Initiate Ventures

The pathways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring an established Venture: Advantages of acquiring an ongoing Venture. Examination of key issues. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.

Unit III: Legal Challenges in Setting up Business

Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Legal acts governing businesses in India. Identifying Form of Organisation: Sole Proprietorship, Partnership, Limited Liability Partnership and Company.

Unit IV: The Search for Entrepreneurial Capital

The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporations (SFCs). Business Incubators and Facilitators. Informal risk capital: Angel Investors.

Unit V: The Marketing Aspects of New Ventures

Developing a Marketing Plan: Customer Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.

Unit VI: Business Plan Preparation for New Ventures

Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.

Suggested Case Studies: Case studies related to business or start ups in e-commerce, services, retailing, travel and hospitality.

Suggested Readings:

1. Kuratko, D.F., and Rao, T. V. *Entrepreneurship: A South-Asian Perspective*. Cengage Learning.
2. Robert, H. M., Manimala, M. Peters., and D. Shepherd. *Entrepreneurship*. Tata McGraw Hill, India.
3. Barringer, B. R., and Ireland, R. D. *Entrepreneurship: Successfully Launching New Ventures*. Pearson Education, India.
4. Allen, K.R. *Launching New Ventures: An Entrepreneurial Approach*. Cengage Learning.
5. Hishrich, Peters. *Entrepreneurship: Starting, Developing and Managing a New Enterprise*. Irwin.
6. Ramachandran, K. *Entrepreneurship Development*. Tata McGraw Hill, India.
7. Roy, Rajeev. *Entrepreneurship*. Oxford University Press.
8. Kumar, Arya. *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*. Pearson, India.
9. Holt, David H. *Entrepreneurship: New Venture Creation*. PHI Learning.
10. Nickels, William G., McHugh, James M., and M McHugh, Susan. *Understanding Business*. Tata McGraw Hill.

Note: Latest edition of the book may be used.

None

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

Paper: BCH-6.4 DSE Group B (h): FINANCIAL REPORTING AND ANALYSIS

Duration: 3 hrs.

Objective: To gain ability to understand, analyse and interpret the basic framework of financial reporting.

Unit I: Basics of Financial Reporting

Purpose of financial reporting, users of financial reports, conceptual framework for financial reporting.

Unit II: Understanding Financial Statements

Structure of Financial Statements: Introduction, Statement of Financial Position (Balance Sheet), Statement of Earnings (Income Statement), and Statement of Cash Flows (Cash Flow Statement).

Additional disclosure statements: Need for Additional Statements, Auditor's Report, Director's Report, Electronic Dissemination, Corporate Governance.

Unit III: Elements of Financial Statements

Inventories, Receivables, Assets (Fixed Tangible, Intangible), Leases, Revenue, Income-Tax, Retained Earnings.

Unit IV: Analysis & Interpretation of Financial Statements

Ratio Analysis – Liquidity, Solvency, Activity & Profitability Analysis, Comparative & Common Size Analysis (Vertical & Horizontal Analysis), Financial Statement Variation by Type of Industry

Expanded Analysis: Financial Ratios used in Annual Reports, Management's use of financial analysis, Graphing Financial Information

Unit V: Accounting Standards in India & IFRS- Basic Framework.

Suggested Readings:

1. Lal, Jawahar. *Corporate Financial Reporting: Theory & Practice*. Taxmann Applied Services, New Delhi.
2. Raiyani, J. R., and Lodha, G. *International Financial Reporting Standard (IFRS) and Indian Accounting Practices*. New Century Publications.
3. Singh, N. T., and Agarwal, P. *Corporate Financial Reporting in India*. Raj Publishing, Jaipur.
4. Hennie, V. G. *International Financial Reporting Standards: A practical guide*, Washington: World Bank.
5. Alexander, D., Britton, A., and Jorissen, A. *Global Financial Reporting and Analysis*. Cengage Learning, Indian edition.

Note: Latest edition of text book may be used.

B.Com. (Hons.): Semester - VI
Paper: BCH-6.4 DSE Group B (i): COMPENSATION MANAGEMENT

Duration: 3 hrs.

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

Unit I: Compensation Management

Concept, principles and practices; Consequences of pay dissatisfaction.

Unit II: Foundations of Compensation

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

Unit III: Compensation Strategy and Policy

Developing Strategic Compensation alternatives; Challenges of compensation design; broad bending; compensation policies in India.

Unit IV: Components of Compensation

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

Unit V: International Compensation Management

Components of International Compensation package; approaches to international compensation.

Unit VI: Compensation Laws

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

Suggested Readings:

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

Note: Latest edition of text book may be used.