

## C.S.J.M. UNIVERSITY, KANPUR

<b>B.Com – I (Session 2018-19 onwards)</b>				
GROUP	PAPER	NAME OF PAPERS	MAX MARKS	MIN MARKS
GROUP – A	PAPER – I	Information Technology and Business Communication	100	66
	PAPER – II	Business Statistics	100	
GROUP – B	PAPER – III	Financial Accounting	100	66
	PAPER – IV	Business Regulatory Framework	100	
GROUP – C	PAPER – V	Business Economics	100	66
	PAPER – VI	Business Environment	100	
<b>Total Marks</b>			<b>600</b>	<b>198</b>
<b>B.Com – II (Session 2019-20 onwards)</b>				
GROUP – A	PAPER – I	Company Law	100	66
	PAPER – II	Cost Accounting	100	
GROUP – B	PAPER – III	Income Tax	100	66
	PAPER – IV	Goods and Services Tax	100	
GROUP – C	PAPER – V	Public Finance	100	66
	PAPER – VI	Industrial Laws	100	
<b>Total Marks</b>			<b>600</b>	<b>198</b>
<b>B.Com – III (Session 2020-21 onwards)</b>				
GROUP – A Compulsory	PAPER – I	Corporate Accounting	100	66
	PAPER – II	Auditing	100	
GROUP – B Compulsory	PAPER – III	Project Planning and Control	100	66
	PAPER – IV	Principles of Business Management	100	
GROUP – C Optional	PAPER – V	Financial Management	100	66
	PAPER – VI	Financial Services	100	
<b>Or</b>				
	PAPER – V	Marketing Management	100	66
	PAPER – VI	International Marketing	100	
<b>Total Marks</b>			<b>600</b>	<b>198</b>

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# BACHELOR OF COMMERCE (B.COM. - I)

## COURSE INPUT DETAILS

### GROUP A : PAPER I – INFORMATION TECHNOLOGY AND BUSINESS COMMUNICATION

#### **OBJECTIVE :-**

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

#### **COURSE INPUTS :-**

- UNIT-I Introduction :** Meaning, Scope and Structure of information Technology: Local Area Network (LAN), World Area Network (WAN), World Wide Web (WWW) and multimedia etc.
- UNIT-II Application of Information Technology in Business :** Internet, Fax, e-mail, Video Conferencing and presentation with power point.
- UNIT-III Business Communication:** Basic forms of communicating: Communication models and processes; Effective communication: Theories of communication; Audience analysis.
- UNIT-IV Self-Development and Communication Development of positive personal attitude; SWOT analysis; Vote's model of interdependence; Whole communication.**
- UNIT-V Corporate Communication:** Formal and informal communication networks; Grapevine; Miscommunication (Barriers); Improving communication.
- Practices in business communication;** Group discussions, Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and reports writing, Principles of Effective Communication.
- UNIT-VI Writing Skills :** Planning business messages; Rewriting and editing; The first draft; Reconstructing the final draft; Business letters and memo



formats; Appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum.

**UNIT-VII Report Writing:** Introduction to a proposal, short report and formal report. report preparation. Oral Presentation: Principles of oral presentation, factors affecting presentation. sales presentation, training presentation. conducting surveys, speeches to motivate. effective presentation skills.

**UNIT-VIII Non-Verbal Aspects to Communicating :** Body language: Kinesics, Proxemics, Para language.

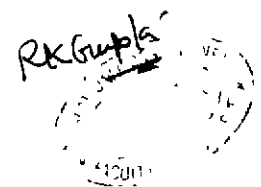
**Effective listening:** Principles of effective listening; Factors affecting listening exercises; Oral, written. and video sessions.

**Interviewing Skills:** Appearing in interviews; Conducting interviews; Writing resume and letter of application.

**International Communication:** Cultural sensitiveness and cultural context. Writing and presenting in international situations; Inter-cultural factors in interactions; Adapting to global business.

### **Suggested Readings :-**

1. Bovee and Thill: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S. Fielder: Principles of Business Communication; Macmitlan Publishing Company London.
3. Randall E. Magors; Business Communication: Harper and Row New York.
4. Webster's Guide to Effective Letter Writing; Harper and Row, New York.
5. Balasubramanyam; Business Communications; Vikas Publishing House, Delhi.
6. Kaul: Business Communication; Prentice Hall, New Delhi.
7. Kaul: Effective Business Communication: Prentice Hall, New Delhi.
8. Patri VR: Essentials of Communication; Greenspan Publications, New Delhi.
9. Senguin J: Business Communication; The Real World and Your Career, Allied Publishers, New Delhi.
10. Robinson, Netrakanti and Shintre: Communicative Competence in Business English; Orient Longman, Hyderabad.
11. Gupta and Mahajan : Business Communication; Sahitya Bhawan Publications, Agra.
12. Gupta A.K., Kumar and Bodh Raj : Business Communication, Kalyani Publishers.



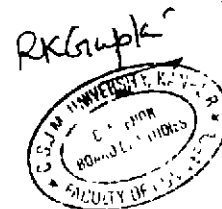
## GROUP A : PAPER II - BUSINESS STATISTICS

### **OBJECTIVE :-**

The purpose of this paper is to inculcate the analytical ability among the students.


### **COURSE INPUTS :-**

- UNIT-I INTRODUCTION:** Meaning, Scope, Importance and Limitations of Statistics.
- UNIT-II STATISTICAL INVESTIGATION:** Planning of statistical investigation, census and sampling methods Collection of primary and Secondary data, Statistical errors and approximation, classification and Tabulation of data, Frequency distribution.
- UNIT-III STATISTICAL AVERAGE:** Arithmetic, geometric and Harmonic means. Mode Median, Qualities and percentiles, Simple and weighted averages. Uses and Limitations of different averages.
- UNIT-IV DISPERSION AND SKEWNESS:** Range, Quartile deviation, mean Deviation and their coefficients, Standards deviation, coefficient of variation, Skewness and its coefficients.
- UNIT-V CORRELATION & REGRESSION :** Karl Pearson's coefficient of correlation, Probable Error and interpretation of coefficient of correlation, Rank Difference Method and Concurrent Deviation method. Linear Regression. – Regression analysis.
- UNIT-VI Interpolation & Extrapolation :** Newton's Advance difference, Lagrange's Formula, Parabolic Curve Method, Binomial Expansion Method.
- UNIT-VII INDEX NUMBERS:** Utility of index numbers. Problems in the construction of index numbers, simple and weighted index number, Base shifting fishers ideal index number and tests of Reversibility.
- UNIT-VIII ANALYSIS OF TIME SERIES :** Components of time series, calculation of secular Trends, Moving Average method and methods of least square.



### **Suggested Readings :-**

1. D.N. Elhance, Fundamentals of Statistics.
2. S.P. Singh, सांख्यिकी के सिद्धान्त
3. K.N. Nagar, सांख्यिकी के सिद्धान्त
4. R.P. Hooda, Statistics for business and Economics.
5. S.P. Gupta, Fundamentals of Statistics.
6. Lewin and Rubin, Statistics for Management.
7. Tandon, Ravi: Business Statistics.
8. Gupta C. B., Statistical Methods.
9. Gupta S. P., Practical Statistics
10. Varshney R. P., Principles of Statistics

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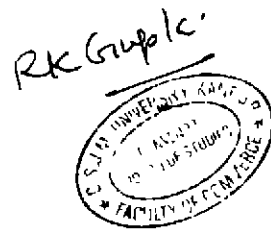
## **GROUP B : PAPER III - FINANCIAL ACCOUNTING**

### **OBJECTIVE :-**

To impart accounting knowledge as applicable to business.

### **COURSE INPUTS :-**

- UNIT-I Introduction :** Accounting Principles, Concepts and conventions Accounting standards in India, International Accounting standards (Only outlines).
- UNIT-II Final accounts :** Trading Accounts, Profit & Loss Accounts, Balance Sheet (as per latest Indian Account Standards), Adjustment entries.
- UNIT-III Insolvency accounts :** Individual and firms.
- UNIT -IV Branch and Departmental Accounts :** Debtors System, stock and debtor system, final account, Wholesales Branch, Independent branch, Foreign Branch. Department store accounting.
- UNIT-V Hire-Purchase and Installment Purchase System :** Meaning of hire-purchase contract, Legal provision regarding hire-purchase contract, Accounting records for goods of substantial sale values, and accounting records for goods of small values, After sales service.
- UNIT-VI Royalties Accounts.**
- UNIT -VII Voyage Accounts.**
- UNIT -VIII Computation of Insurance Clams.**



### **Suggested Readings :-**

1. Anthony, R.N. and Recce, J.S. Accounting Principles; Richard Irwin Inc.
2. Gupta R.L. and Radhaswamy, M: Financial Accounting: Sultan Chand and Sons, New Delhi.
3. Monga J.R. Ahuja Girish, and Sehgal Ashok: Financial Accounting: Mayur Paper Back, Noida.
4. Shukla M.C. Grewal T.S, and Gupta, S.C.: Advanced Accounts; S. Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.
6. Agarwala A.N. Agarwala K.N.: Higher Sciences of Accountancy: Kitab Mahal, Allahabad
7. Mishra A.K. Financial Accounts, Sahitya Bhawan Publishers and Distributers.
8. Jha, B.K.: Financial Accounting, Kedar Nath & Ram Nath, Meerut.
9. Gupta & Jain, Financial Accountancy
10. A Das, Financial Accounting

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## **GROUP B : PAPER IV - BUSINESS REGULATORY FRAMEWORK**

### **OBJECTIVE :-**

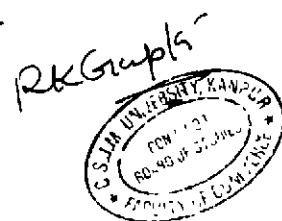
The objective of this course is to provide a brief idea about the framework of Indian business law.

### **COURSE INPUTS :-**

- UNIT-I Contract Act (1872):** Nature of contract, Classification: Offer & acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.
- UNIT-II Special Contract:** Indemnity; Guarantee; Bailment and pledge; Agency.
- UNIT-III Sale of Goods Act 1930:** Formation of contracts of sale; Goods and their classification, price; Conditions, and warranties; Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.
- UNIT-IV Negotiable Instrument Act 1881:** Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing; Negotiation; Dishonors and discharge of negotiable instrument.
- UNIT-V The Consumer Protection Act 1986:** Salient features; Definition of consumer; Grievance redressal machinery;
- UNIT-VI Foreign Exchange Management Act 2000:** Definition and main provisions.

### **Suggested Readings :-**

1. Desai T.R. Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata.
2. Khergamwala J.S.: The Negotiable Instruments Act; N.M. Tripathi Pvt. Ltd., Mumbai.
3. Singh Avtar. The Principles of Mercantile Law; Eastern Book Company, Lucknow.
4. Kuchal M.C.: Business Law, Vikas Publishing House, New Delhi.
5. Kapoor N.D.: Business Law; Sultan Chand & Sons, New Delhi.
6. Chandha P.R.: Business Law; Galgotia, New Delhi.





## **GROUP C : PAPER V - BUSINESS ECONOMICS**

### **OBJECTIVES :-**

The course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

### **COURSE INPUTS :-**

- UNIT-I Introduction :** Basic problems of an economy, Working of price mechanism.
- UNIT II** Law of Demand & utility Measurement, Elasticity of Demand: Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue and elasticity of demand; Determinants of elasticity of demand; Importance of elasticity of demand,
- UNIT-III Production Function:** Law of variable proportions; Iso-quants; Economic regions and optimum factor combination; Expansion path; Returns to scale; Internal and external economics and diseconomies, Ridge lines.
- UNIT-IV Theory of Costs:** Short-run and long-run cost curves- traditional and modern approaches.
- UNIT-V Market Structures:** Market structures and business decisions: Objectives of a business firm.
- a. Perfect Competition: Profit maximization and equilibrium of firm and industry; Short-run and long run supply curves; Price and output determination. Practical applications,
  - b. Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi-plant monopoly; price discrimination. Practical applications.
  - c. Monopolistic Competition: Meaning and characteristics; Price and output determination under monopolistic competition; Product differentiations; Selling costs; Comparison with perfect competition; Excess capacity under monopolistic competition.

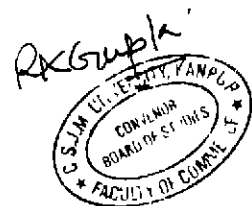
- d. Oligopoly: Characteristics, indeterminate pricing and output; Classical models of oligopoly; Price leadership; Collusive oligopoly; Kinked demand curve.

**UNIT-VI Factor Pricing-I:** Marginal Productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect competition and monopoly; Exploitation of labour, Rent-concept; Ricardian and modern theories of rent; Quasi-rent.

**UNIT-VII Factor Pricing-II:** Interests -concept and theories of interest; Profit - nature, concepts and theories of profit.

**Suggested Readings :-**

1. John P, Gould, Jr, and Edward P. Lazear, Micro-economic Theory; All India Traveller, Delhi.
2. Browning Edger K, and Browning Jacquenlence M: Microeconomic Theory and Applications; Kalyani, New Delhi.
3. Waston Donald S, and Getz. Molcolm: Price Theory and its Users: Khosla Publishing House, New Delhi,
4. Koutsoyianni A: Modern Microeconomics: Macmillan, New Delhi.
5. Richard G. Lipsey: An Introduction to Positive Economics; ELBS, Oxford.
6. Stigler G; The Theory of Price: Prentice Hall of India.
7. Ferguson P.R. and Rothschild R., and Ferguson G.J. : Business Economics; MacMillan, Hampshire
8. Ahuja H.L.: Business Economics; S. Chand & Co., New Delhi.
9. Varshney and Maheshwari : Managerial Economics; S. Chand and Co., New Delhi.
10. Singh, S.K. : Business Economics, Sahitya Bhawan, Agra.



## **GROUP C : PAPER VI - BUSINESS ENVIRONMENT**

### **OBJECTIVE :-**

This course aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

### **COURSE INPUTS :-**

- UNIT-I** Indian Business Environment Concept, components and importance.
- UNIT-II** Economic Trends (Overview): Income; Savings and investment; Industry; Trade and balance of payments, Money; Finance; Prices.
- UNIT-III** Problems of Growth: Unemployment; Poverty; Regional imbalances; Social injustice; Inflation; Parallel economy; Industrial sickness.
- UNIT-IV** Role of Government: Monetary and fiscal policy; Industrial Policy; Industrial licensing, Privatization; Devaluation; Export-Import policy; Regulation of foreign investment.
- UNIT-V** The Current Five Year Plan: Major policies; Resource allocation.
- UNIT-VI** International Environment: International trading environment (overview); Trends in world trade and the problems of developing countries; Foreign trade and economic growth; International economic groupings; International economic institutions- GATT, WTO, UNCTAD, World Bank, IMF; GSP; GSTP; Countertrade.

### **Suggested Readings :-**

1. Sundaram & Black: The International Business Environment; Prentice Hall, New Delhi.
2. Agarwal A.N.: Indian Economy; Vikas Publishing House, Delhi.
3. Khan Farooq A: Business and Society; S. Chand, Delhi.
4. Dutt R. and Sundaram K.P.M; Indian Economy; S. Chand, Delhi.
5. Mishra S.K. and Puri V.K. Indian Economy; Himalaya Publishing House, New Delhi. Hedge Ian: Environmental Economics; MacMillan, Hampshire.
6. Dutt Ruddar: Economic Reforms in India- A Critique; S. Chand, New Delhi.

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# BACHELOR OF COMMERCE (B.COM - II)

## COURSE INPUT DETAILS

### GROUP A : PAPER I – COMPANY LAWS

#### **Objective :-**

The objective of this course is to provide basic knowledge of the provision of the Companies Act, 2013, along with relevant case laws.

#### **COURSE INPUTS :-**

The Companies Act, excluding provisions relating to account and audit sections, managing agent and secretaries and treasurers Sections 324 – 388E, arbitration, compromises, arrangements and reconstructions – Sections 389 – 396).

**UNIT-I** Corporate personality; Kinds of companies.

**UNIT-II** Promotion and incorporation of companies.

**UNIT-III** Memorandum of Association; Articles of Association; Prospectus.

**UNIT-IV** Capital Managements :

(a) Shares : Share Capital; Members; Share Capital – transfer and transmission.

(b) Borrowing powers, mortgages and charges, debentures.

**UNIT-V** **Directors** : Managing Director, whole time director. Their qualification, Appointment, Powers, Remuneration and Removal.

**UNIT-VI** **Company meetings** : kinds, quorum, voting, resolutions, minutes, Agenda and Notice.


**UNIT-VII** Power of Shareholders, Prevention of oppression and mismanagement.

**UNIT-VIII** Winding up : Kind and conduct.



### **Suggested Reading :**

1. Gower L.C.B.: Principle of Modern Company Law, Stevens and Sons, London.
2. Ramaiya A : Guide to the Companies Act; Wadhwa and Co. Nagpur.
3. Singh Avtar : Company Law : Eastern Book Co., Lucknow.
4. Kuchal M.C.: Modern India Company Law, Shri Mahavir Books, Noida.
5. Kapoor N.D. : Company Law – Incorporating the Provisions of the Companies Amendment Act. 2000; Sultan Chand and Sons, New Delhi.
6. Bagriyal A.K.: Company Law, Vikas Publishing House, New Delhi.

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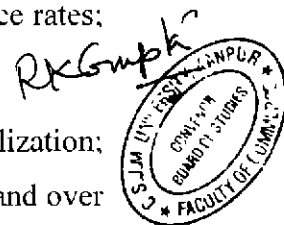
## GROUP A : PAPER II - COST ACCOUNTING

### **Objective :-**

This course exposes the students to the basic concepts and the tools used in cost accounting.

### **COURSE INPUTS :-**

- UNIT-I Introduction :** Nature and scope of cost accounting; Cost concepts and classification; methods and techniques; Installation of costing system; Concept of cost audit.
- UNIT-II Accounting for Material :** Material control; Concept and techniques; Pricing of material issues; Treatment of material losses.
- UNIT-III Accounting of Labour :** Labour cost control procedure; Labour turnover; Idle time and overtime; Methods of wage payment – time and piece rates; Incentive Schemes.
- UNIT-IV Accounting for Overheads :** Classification and departmentalization; Absorption of overheads; Determination of overhead rates; Under and over absorption and its treatment.
- UNIT-V** Unit costing and Reconciliation statement.
- UNIT-VI** Job, batch and contract costing.
- UNIT-VII Process costing :** excluding inter-process profits and joint and by-products.
- UNIT-VIII** Operating costing.



### **Suggested Reading :**

1. Arora M.N.: Cost Accounting-Principles and Practice; Vikas, New Delhi.
2. Jain S.P. and Narang K.L.: Cost Accounting, Kalyani, New Delhi.
3. Anthony Ropbert, Reece, et al: Principles of Management Accounting, Richard D. Irwin Inc. Illinois.
4. Homgren, Charles, Foster and Datar.: Cost Accounting – A Managerial Emphasis; Prentice Hall of India, New Delhi.
5. Khan M. Y. and Jain P.K.: Management Accounting, Tata McGraw Hill.

6. Kalpan R.S. and Atkinson A.A.: Advanced Management Accounting; Prentice India International.
7. Tulsian P.C.: Practical Costing, Vikas, New Delhi.
8. Maheshwari S.N.: Advanced Problems and Solution in Cost Accounting; Sultan Chand, New Delhi.
9. Jha B.K.: Cost Accounting, Kedar Nath Ram Nath, Meerut.

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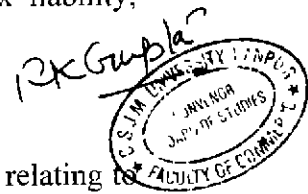

## **GROUP B : PAPER III - INCOME-TAX**

### **Objective :-**

It enables the students to know the basic of Income Tax Act and its implications.

### **COURSE INPUTS :-**

- UNIT-I Basic Concepts :** Income, agricultural income, casual income, assessment year, previous year, gross total income, total income person. Tax evasion, avoidance and tax-planning.
- UNIT-II Basis of Charge :** Scope of total income, residence and tax liability, income which does not form part of total income.
- UNIT-III Heads of Income :** Salaries; Income from house property.
- UNIT-IV Profits and gains of business or profession including provisions relating to specific business.**
- UNIT-V Capital gains and Income from other sources.**
- UNIT-VI Computation of Tax Liability :** Computation of total income and tax liability of an individual, Aggregation of income; Set-off and carry forward of losses; Deduction from gross total income.
- UNIT-VII Tax Management :** Tax deduction at source; Advance payment of tax; Assessment procedures; Tax planning for individuals. Filing of return; Best judgement Assessment; PAN.
- UNIT-VIII Tax Administration :** Authorities, appeals, penalties.



### **Suggested Readings :**

1. Singhania V.K.: Students' Guide to Income Tax, Taxmann, Delhi.
2. Prasad, Bhagwati: Income Tax Law and Practice; Wiley Publications, New, Delhi.
3. Mehrotra H.C.: Income Tax Law and Accounts; Sahitya Bhawan, Agra.
4. Dinker Pagare: Income Tax Law and practice; Sultan Chand and Sons, New Delhi.
5. Girish Ahuja and Ravi Gupta: Systematic approach tax; Sahitya Bhawan Publications, New Delhi.
6. Chandra Mahesh and Shukla D.C.: Income Tax Law and Practice; Pragati Publication, New Delhi.



## **GROUP B : PAPER IV -**

### **GOODS AND SERVICES TAX (GST)**

#### **Objective :-**

To Provide student with a working knowledge of principles and provision of GST.

#### **COURSE INPUTS :-**

- UNIT-I** **Overview of Goods and Services Tax :** Overview implementation of GST; liability of tax payer; GST Network; GST council; heavy of GST. GST – a big deal. Salient features of dual GST model; Impact of GST on the economy.
- UNIT-II** **Introduction of GST :** Meaning and Scope of Supply under Section 7 of the CGST – Act – Inward and Outward Supply – Composite Supply – Principal Supply – Mixed Supply. Time of Supply, Value of supply.
- UNIT-III** **GST Registration :** Persons liable for registration – Aggregate turnover; Persons not liable for registration – compulsory registration cases under Section 24 of the CGST Act; Applicability of Composition Levy: Rate of tax of the composition levy; Conditions and restrictions for opting for composition levy
- UNIT-IV** **Levy and Collection of GST :** Taxable event – “Supply” of Goods and Services; Place of Supply; Within state, Interstate, Import and Export: Time of supply; Valuation of GST – Valuation rules. taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.
- UNIT-V** **Input Tax Credit :** Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit: Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism, Job work. Matching of input tax credit.

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

**UNIT-VII Input Service Distributors :** Concept of input Service Distributor, powers and duties of 150 under GST law. Reverse charge – Meaning, conditions and mechanism; Input tax credit on reverse charge.

**UNIT-VIII Matching of Input Tax Credit :** GST Returns and GST R-2 and its significance; Annual return filing rules; HSN and GST in; GST Compliance Rating System – use and benefits.

**NOTE :** In case of any subsequent notifications & amendments regarding GST by the government, the syllabus would be updated accordingly.

**Suggested Reading :**

1. Goods and Service Tax : V.S. DATEY, Taxmann.
2. Goods and Service Tax: Ghousia Khatoon, Naveen Kumar C.M., Venkatesh S.N., Himalaya Publishing House.
3. Glimpse of Goods and Service Tax: Sathpal Puliana, M.A. Maniyar.
4. Goods and Service Tax: Pullani and Maniyar.
5. Handbook to GST – Law and Practice by Gaurav Gupta.
6. Goods and Services Tax by Rajat Mohan.
7. Handbook of GST in India: Rakesh Garg and Sandeep Garg.
8. GST Made Simple: Awdhesh Singh.
9. GST Law and Practice: S. S. Gupta.
10. Gupta, S. S.: GST – How to meet your obligations (April 2017), Taxmann Publications.
11. Halakandhi, S.: GST (Vastu and Sevakar) (Hindi) Vol – I, 2017
12. Gupta, S. S.: Vastu and Sevakar, Taxmann Publications, 2017.



## **GROUP B : PAPER V - PUBLIC FINANCE**

### **Objective :-**

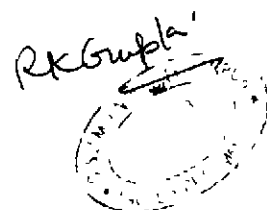
The objective of this course is to provide basic knowledge about various intricacies for public finance.

### **COURSE INPUTS :-**

- UNIT-I**      **Meaning and Scope of Public Finance**, Public goods vs. Private goods, Principle of Maximum Social Advantage, Public Budget, Techniques of Budgeting , Deficit Financing.
- UNIT-II**      **Public Expenditure** : Meaning and Nature, Wagner's views on increasing state activities Wiseman-peacock hypothesis, Canons and classification of public expenditure effects on production, distribution and economic stability.
- UNIT-III**     **Public Revenue** : Main sources of revenue, Tax revenue, Direct and Indirect Taxes, Progressive, proportional and Regressive Taxes, Value added tax, The Division of tax burden, Incidence of a tax, effects on production and distribution.
- UNIT-IV**     **Public Debts** : Role and classification of Public debts and methods of their redemption.
- UNIT-V**      **Indian Public Finance** : Financial Federation under constitution, Financial Adjustments in India, Finance Commission, review of Indian Tax System. Budgetary Procedure and Financial Control in India.

### **Suggested Readings :**

1. Pigou A.C.: A Study of public finance.
2. Bhargava, R.N. : Theory and practice of public finance.
3. Saxena and Mathur: Public Economics.
4. Plaion: Public Finance.

*RK Gupta*  


## **GROUP B : PAPER VI - INDUSTRIAL LAWS**

### **Objective :-**

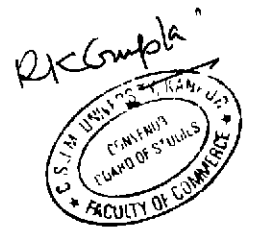
The purpose of this paper is to orient students about industrial rules and regulations.

### **COURSE INPUTS :-**

- UNIT-I The Factories Act :** Importance, Definitions, Provisions of the Factories Act relating of Health, Safety and welfare of the workers. Working hours of Adults and Young persons.
- UNIT-II Industrial Disputes Act :** Meaning of Industrial Disputes, Authorities under the Industrial Disputes Act, their duties and right strikes and lockouts, Lay off and retrenchment.
- UNIT-III Indian Trade Unions Act :** Definition and Registration of trade unions Rights and liabilities of Registered Trade Unions.
- UNIT-IV Employees State Insurance Act :** Constitution and Functions of Employees state Insurance corporation, Standing committee and medical Benefit Council, Provisions relating to Contribution and benefits.
- UNIT-V Workman Compensation Act :** A brief study of the provisions to compensation of workman.
- UNIT-VI Minimum Wages Act and Payment of Wages Act :** Importance, Definitions and brief study of the provisions.

### **BOOK RECOMMENDED :**

- Sexena. Sharma and Porwal : Industrial Law
- Shukla and Kumar : औद्योगिक एव व्यापारिक सन्नियम
- Dixit, Ved Bhaskar : औद्योगिक सन्नियम
- Kapoor, N.D. : Industrial Law



# **BACHELOR OF COMMERCE (B.COM-III)**

## **COURSE INPUT DETAILS**

### **GROUP A : PAPER I - CORPORATE ACCOUNTING**

#### **Objective :-**

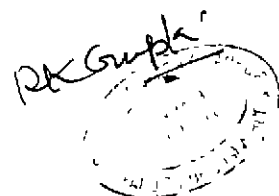
This course enable the students to develop awareness about corporate accounting in conformity with the provisions of Companies Act.

#### **COURSE INPUTS :-**

- UNIT-I**      **Issue, forfeiture and Re-issue of Shares:** Redemption of preference shares; issue and redemption of debentures, Buy back of Shares.
- UNIT-II**      **Final Accounts** including computation of managerial remuneration and disposal of profit.
- UNIT-III**     **Valuation of Goodwill and Shares.**
- UNIT-IV**     **Accounting for Amalgamation** of companies as per Indian Accounting Standard 14; Accounting for internal reconstruction-excluding inter-company holdings and reconstruction schemes.
- UNIT-V**      **Holding Companies Accounts :** Consolidated Balance Sheet of holding companies with one subsidiary only.
- UNIT-VI**     **Liquidation of companies.**
- UNIT-VII**    **Accounts of Insurance and Banking companies.**
- UNIT-VIII**   **Double Account System.**

#### **Suggested Readings :**

1. Gutpa R.L. Radhaswamy M.: Company Accounts, Sultan Chand and Sons, New Delhi.
2. Maheshwari S. N.: Corporate Accounting; Vikas Publishing House, New Delhi.
3. Monga J. R. Ahuja, Girish and Sehgal Ashok : Financial Accounting; Mayur Paper Backs, Nioda.
4. Shukla M.C. Grewal T. S. and Gupta S.C.: Advanced Accounts; S. Chand and Co., New Delhi.
5. Moore C.L.: and Jaedicke R.K.: Managerial Accounting South Western Publishing Co.: Cincinnati, Ohia.
6. Jha. B.K. and Shah, M.S.: Corporate Accounting, Kedar Nath and Ram Nath, Meerut.



## **GROUP A : PAPER II - AUDITING**

### **Objective :-**

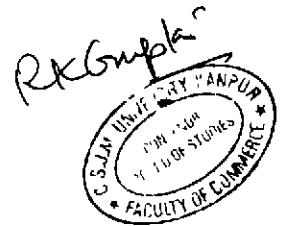
This course aims at imparting knowledge about the principles and methods of auditing and their applications.

### **COURSE INPUTS :-**

- UNIT-I Introduction :** Meaning and objectives of auditing, Types of audit, Internal audit.
- UNIT-II Audit Process :** Audit programme; Audit and books; Working papers and evidences; Consideration for commencing and audit; Routine checking and test checking.
- UNIT-III Internal Check System :** Internal control.
- UNIT-IV Audit Procedure :** Vouching; Verification of assets and liabilities.
- UNIT-V Audit of Companies :**
- (a) Company auditor-Appointment, powers, duties and liabilities.
  - (b) Divisible profits and dividend.
  - (c) Auditor's report clean report and qualified report.
- UNIT-VI Specialised Audit.**
- (a) Special audit of banking companies.
  - (b) Audit of educational institutions.
  - (c) Audit of Insurance Companies.
  - (d) Audit of Non Profit organisations.
- UNIT-VII Investigation :**
- (a) Where fraud is suspected and
  - (b) When a client wishes to purchase the Shares of Company.
- UNIT-VIII Recent Trends in Auditing :** Nature and significance of cost audit, Tax audit; Management audit.

### **Suggested Readings :**

1. Gupta Kamal: Contemporary Auditing: Tata McGraw-Hill, New Delhi.
2. Tandon B.N.: Principles of Auditing; S. Chand and Co., New Delhi.
3. Pagare Dinker: Principle and Practce of Auditing; Sultan Chand, New Delhi.
4. Sharma T. R.: Auditing Principles and Problems; Sahitya Bhawan, Agra.



## GROUP B : PAPER III –

### PROJECT PLANNING AND CONTROL

#### **Objective :-**

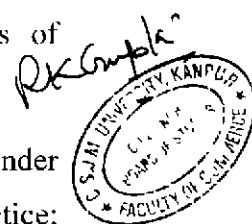
The objective of this course is to enable students learn the process and issues relating to preparation, appraisal, review and monitoring of projects

#### **COURSE INPUTS :-**

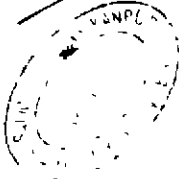
- UNIT-I Identification of Investment Opportunities :** Project ideas, screening of ideas; Environment scanning and opportunity analysis; Government regulatory framework.
- UNIT-II Market and Demand Analysis :** Information required for market and demand analysis; Source of information-primary and secondary; Demand forecasting.
- UNIT-III Technical Analysis :** Materials and inputs; Production technology; Product mix; Plant location and layout; Selection of plant and equipment.
- UNIT-IV Cost of Project and Means of Financing :** Major cost components, Means of financing; Planning capital structure; Various financing schemes of financial institutions.
- UNIT-V Profitability, Financial Projections and Tax Considerations :** Cost of production; Break even analysis; Projected balance sheet, profit and loss account and cash flows statement; Provisions and considerations of computing taxable income.
- UNIT-VI Appraisal Criteria and Appraisal Process :** Methods of appraisal under certainty and risk and uncertainty; Investment appraisal in practice; Process followed by financial institutions; Project appraisal techniques.

#### **References :**

1. Bryce, M.C.” Industrial Development, McGraw Hill (Inc. Ed), New York.
2. Chandra, Prasanna: Project Preparation, Appraisal and Impementation, Tata McGraw Hill, Delhi.
3. I.D.B.I.: Manual of Industrial Project Analysis in developing Countries.



4. O.E.C.D. : (i) Manual for Preparation of Industrial Feasibility Studies. (ii) Guide to Practical Project Appraisal.
5. Pitable, R.L.: Project Appraisal Techniques, Oxford and IBH.
6. Planning Commission : Manual for preparation of Feasibility Report.
7. Timothy, D. R. and W.R. Sewell : Project Appraisal and Review, MacMillan, India.
8. Chaudhary, S.: Project Management, Tata McGraw Hill, New Delhi.
9. Little LMD and Mirrless J.A.: Project Appraisal and Planning for Developing Countries, Heinemann Education Books, London.

RK Gupta  


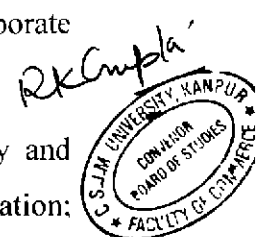


**GROUP B : PAPER IV – PRINCIPLES OF**  
**BUSINESS MANAGEMENT**

Objective :- This course familiarizes the students with the basics of principles of business management.

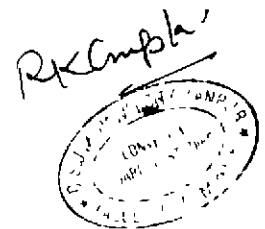
**COURSE INPUTS**

- UNIT I**      **Introduction** : Concept, nature, process and significance of management, Managerial roles (Mintzberg); An overview of functional areas of management; Development of management thought, Classical and neo-classical systems; Contingency approaches.
- UNIT II**      **Planning** : Concept, process and types, Decision making – concept and process; Bounded rationality; Management by objectives; Corporate planning; Environment analysis and diagnosis; Strategy formulation.
- UNIT III**      **Organizing** : Concept, nature, process and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentation; Organization structure – forms and contingency factors.
- UNIT IV**      **Motivating and Leading People at Work Motivation** – Concept; Theories – Maslow, Herzberg, McGregor and Ouchi; Financial and non-financial incentives.
- Leadership – concept and leadership styles; Leadership theories (Tannenbaum and Schmidt); Likert's System Management.
- Communication – nature, process, networks and barriers; Effective communication.
- UNIT V**      **Managerial Control** : Concept and process; Effective control system; Techniques of control - traditional and modern.
- UNIT VI**      **Management of Change** : Concept, nature and process of planned change; Resistance to change; Emerging horizons of management in a changing environment.



## Suggested Readings :

1. Drucker Peter F: Management Challenges for the 21<sup>st</sup> Century; Butterworth Heinemann, Oxford.
2. Wehrich and Koontz, et at: Essentials of Management; Tata McGraw Hill. New Delhi.
3. Fred Luthans : Organization Behaviour, McGraw Hill, New York.
4. Louis A. Allen : Management and Organisation: McGraw Hill, New York.
5. Ansoff H.I: Corporate Strategy; McGraw Hill, New York.
6. Hampton, David R.: Modern Management, McGraw Hill, New York.
7. Stoner and Freeman: Management, Prentice Hall, New Delhi.
8. Maslow Abraham: Motivation and Personality; Harper and Row, New York, 1954.
9. Hersey Paul and Blanchard Kenneth: Management of Organisation Behaviour – Utilizing the Human Resources; Prentice Hall of India, New Delhi.
10. Ibancevish J.M. and Matleson M.T.: Organisational Behaviour and management; Irwin Homewood, Illinois.]



# EITHER OF THE TWO OPTIONAL GROUPS

## FINANCE

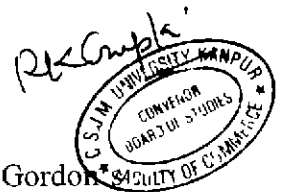
### GROUP C : PAPER V - FINANCIAL MANAGEMENT

#### **Objective :-**

The objective of this course is to help student understand the conceptual framework of financial management.

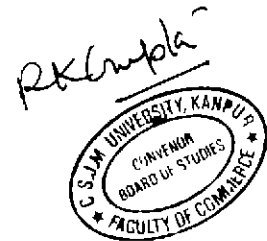
#### **COURSE INPUTS :-**

- UNIT-I Financial Management :** Financial goals; Profit vs wealth maximization; Financial functions – investment, financing and dividend decisions; Financial planning.
- UNIT-II Capital Budgeting :** Nature of investment decisions, investment evaluation criteria. payback period, accounting rate of return, net present value, internal rate of return profitability index; NPV and IRR comparison.
- UNIT-III Cost of Capital:** Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital and retained earnings, Combined (weighted) cost of capital.
- UNIT-IV Operating and Financial Leverage:** Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage.
- UNIT-V Capital Structure:** Theories and determinants.
- UNIT-VI Dividend Policies:** Issues in dividend policies, Walter's model; Gordon model; M.M. Hypothesis, forms of dividends and stability in dividends, determinants.
- UNIT-VII Management of Working Capital:** Nature of working capital, significance of working capital. operating cycle and factors determining of working capital requirements; Management of working capital-cash receivables and inventories.



### **Suggested Readings :**

1. Van Home J.C. Financial Management and Policy; Prentice Hall of India, New Delhi.
2. Van Home J.C. Financial Management; Prentice Hall of India, New Delhi.
3. Khan M.Y. and Jain P.K.: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi.
4. Prasanna Chandra: Financial Management Theory and Practice, Tata McGraw Hill, New Delhi.
5. Pandey I.M.: Financial Management Vikash Publishing House, New Delhi.
6. Brigham E.F. Gapenski L.C. and Ehrhardt M.C.: Financial Management–Theory and Practice, Harcourt College Publishers, Singapore.
7. Bhalla V.K.: Modern Working Capital Management Anmol Pub., Delhi.



## **GROUP C : PAPER VI - FINANCIAL SERVICES**

### **Objective :-**

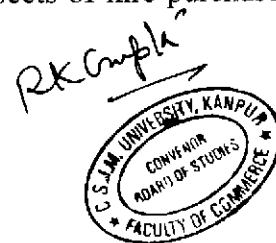
To enable the students to understand various segments of financial system existing in India. To provide basic knowledge of various financial services necessary for industry.

### **COURSE INPUTS :-**

- UNIT-I Introduction :** Organised and unorganised sector, money market and capital market, characteristics of Indian money market, Bill market – Certificate of deposits, Commercial papers – treasury bills, Recent trends in capital market.
- UNIT-II Evolution of Financial Services in India :** Meaning and Significance of financial services, constituents of financial services, Regulatory authorities and problems financial services in India.
- UNIT-III Merchant Banking :** Meaning, scope, functions, management of new issues – Indian Experience and SEBI Guide lines.
- UNIT-IV Mutual Funds :** Meaning and type, financials Advantage, insulation involved commercial banks, entry of private sector, performance growth of mutual funds in India, SEBI guidelines.
- UNIT-V Lease Financing :** The concept merits and demerits of leasing, types of the Indian leasing services.
- UNIT-VI Hire Purchase :** Meaning, RBI guidelines, hire purchase and transport Inventory lease vs. Hire purchase produce and prospects of hire purchase in India.
- UNIT-VII Factoring, Venture Capital.**
- UNIT-VIII Credit Rating Agencies.**

### **Suggested Readings :**

1. P.N. Varshney and D.K. Mittal – Indian Financial Services.
2. Joseph, Boominathan, Manoharan and Gnanaraj : Financial Services, Sultan Chand & Sons, New Delhi.



**OR**  
**MARKETING**

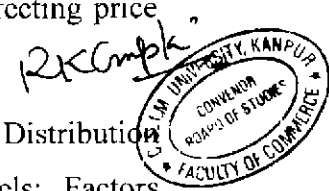
**GROUP C : PAPER V - MARKETING MANAGEMENT**

**Objective :-**

The objective of this course is to help students to understand the concept of marketing and its application in business.

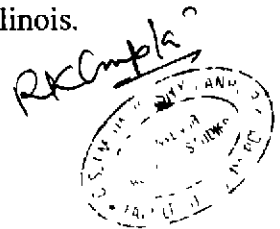
**COURSE INPUTS :-**

- UNIT-I**      **Introduction** : Nature and scope of marketing; importance of marketing as a business function and in the economy; Marketing concepts – traditional and modern; Selling of marketing; Marketing mix; Marketing environment.
- UNIT-II**      **Consumer Behaviour and Market Segmentation** : Nature, scope and significance of consumer behaviour, Market segmentation – concept and importance; Bases for market segmentation.
- UNIT-III**     **Product** : Concept of product. consumer and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After - sales service; Product life cycle concept.
- UNIT-IV**     **Price** : Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.
- UNIT-V**      **Distributions Channels and Physical Distribution:** Distribution channels: concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation Warehousing; Inventory control; Order processing.
- UNIT-VI**     **Promotion:** Methods of promotion; Optimum promotion mix; Advertising media - their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a Successful sales person; Function of Salesman.



## Suggested Readings :

1. Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ
2. William M. Pride and O.C. Ferrell: Marketing; Houghton-Mifflin, Boston.
3. Stanton W.J. Etzel Michael J., and Walker Bruce J.: Fundamentals of Marketing, McGraw Hill, New York.
4. Lamb Charies W., Hair Joseph F., and McDaniel Carl: Principle of Marketing; South-Western-publishing, Cincinnati, Ohio.
5. Cravens David W., Hills Gerald E., Woodruff Robert B.: Marketing management Richard D. Irwin, Homewood, Illinois.
6. Kotler Philip and Armstong Gary: Principles of Marketing; Prentice Hall of India, New Delhi.
7. Fulmer R.M.: The New Marketing; McMillan, New York.
8. McCarthy J.E.: Basic marketing-A Managerial Approach; McGraw Hill, New York.
9. Cundiff, Edward W. and Stiu R.R.: Basic Marketing – Concepts, Decisions and strategies, Prentice Hall, New Delhi.
10. Bushkirk, Richard H.: Principles of Marketing; Dryden Pren, Illinois.



# MARKETING

## GROUP C : PAPER VI - INTERNATIONAL MARKETING

### Objective :-

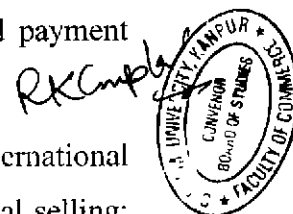
The Course aims at acquainting student with the operations of marketing in international environment.

### COURSE INPUTS :-

- UNIT-I International Marketing:** Nature, definition and scope of international marketing; Domestic marketing vs. international marketing; International marketing environment-external and internal.
- UNIT-II Identifying and Selecting Foreign Market:** Foreign market entry mode decisions.
- UNIT-III Product Planning for International Market:** Product designing; Standardization vs. adaptation; Branding and packaging; Labeling and quality issues; After sales service.
- UNIT-IV International Pricing:** Factors influencing international price; Pricing process-process and methods; International price quotation and payment terms.
- UNIT-V Promotion of Product/Services Abroad:** Methods of international promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.
- UNIT-VI International Distribution:** Distribution channels and logistics decisions, Selection and appointment of foreign sales agents.
- UNIT-VII Export Policy and Practices in India Exim Policy :** An overview; Trends in India's foreign trade; Steps in starting an export business; Product selection; Market selection; Export pricing; Export finance; Documentation; Export procedures; Export assistance and incentives.

### Suggested Readings :

1. Bhattacharya R.L. and Varshney B.: International Marketing Management, Sultan Chand, New Delhi.





2. Bhattacharya B.: Export Marketing Strategies for Success; Global Press, New Delhi.
3. Keegan W.J.: Multinational Marketing Management; Prentice Hall, New Delhi.
4. Kriplani V.: International Marketing; Prentice Hall, New Delhi.
5. Taggart J.H. and Moder Mott M.C.: The Essence of International Business; Prentice Hall, New Delhi.
6. Kotler Phillip: Principles of Marketing Prentice Hall, New Delhi.
7. Payer Weather John: International Marketing; Prentice Hall, NJ;
8. Caterora P.M. and Keavenay S.K : Marketing an International Perspective; Erwin Homewood, Illinois.
9. Paliwala Stanley J.: The Essence of International Marketing; Prentice Hall, New Delhi.

