

B.Com. Syllabus

Semester I

P 1 - Financial Accounting

Credit: 4

Course Outcome: The student will be able to:-

- Acquire knowledge of the basic concepts and conventions of accounting.
- Prepare accounts of a partnership firm.
- Prepare accounts of special kinds such as Royalty accounts, Voyage accounts and Branch accounts.
- Prepare accounts as per norms in case of Hire-Purchase and instalment Purchase as well as Insolvency of the business units.
- Gain insight into the Indian and international accounting standards as well as IFRS.
- Develop skills in understanding the process of insolvency and their books of accounts.

Unit-I: Definition, Nature and Scope of Accounting, Concepts and Conventions, Introduction to Financial Statements, Capital and Revenue Items, Indian Accounting Standards & IFRS.

Unit-II: Partnership Accounts - advanced problems and detailed study, Admission, Retirement and Death of partners, Dissolution of Partnership Firm.

Unit-III: Hire-Purchase System—Accounting Records in the Books of Hire Purchaser and Vendor, Different Methods of Calculation of Interest and Cash Price, Maintenance of Suspense Account, Payment of Premium, Default in Payment and Partial Return of Goods.

Installment Accounts – Difference between Hire Purchase and Instalment Payment System, Accounting Records in the Book of Purchaser and Vendor, Interest Suspense Account.
Royalty Accounts – Accounting records for Royalty in the Books of Landlord and Lessee, Recoupment of Short working, Sub-lease, Short working Reserve Account, Nazarana.

Unit-IV: Insolvency Accounts – Meaning, Circumstances of Insolvency, Procedure of Declaring Insolvency, Preparation of Statement of Affairs and Deficiency Account.
Insurance Claim for Loss of Stock and Loss of Profit, Branch Accounts, Voyage Accounts – Meaning & Preparation of Voyage Accounts.

References:

Text Books

1. Shukla, S.M. – Financial Accounting
2. Kumar, Audhesh - Financial Accounting
3. Mishra, A.K. : Financial Accounting
4. Gupta, S.P. Financial Accounting

Suggested Readings

1. Kumar, Arvind & Saxena, Vishal – Financial and Advanced Accounting
2. Gupta, R.L. and Radhawamy, M. : Financial Accounting
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C. – Advance Accounting
4. Anthony, R.N. and Reece, J.S. : Accounting Principles

P 2 - Business Organisation

Credit: 4

Course Outcome: The students will be able to:

- Understand basics about a business organization and its various forms.
- Understand the social responsibility of business towards the various stakeholders.
- Get knowledge about computation and fixation of remuneration of labour and incentive plans.
- Gain insight about features of stock exchanges and commodity exchanges and their working as well as regulation.
- Gain knowledge of the new patterns of business operations and organisations i.e., E- business, LLP, OPC.
- Understand the various elements and principles of organisation.

Unit-I: Nature and scope of business, Social Responsibility of Business, Size of business unit, E-business, Business Environment, Government and Business.

Unit-II: Forms of business organisations and comparative study - Sole Proprietorship, Partnership, Joint stock company, Co-operative organisation, Limited Liability Partnership, One Person Company.

Unit-III: Business combination and its types, Rationalisation and Automation, Methods of Remunerating Labour, Stock Market, Commodity Market,

Unit-IV: Organization process – Importance, Principles, Types of organization structure, Centralisation and Decentralisation, Committees, Departmentation, Delegation of authority

References

Text Books:

1. Padmakar, Asthana – Business Organisation (Hindi)
2. Maheshwari, K.L., Maheshwari, R.K. & Ram Milan - Business Organisation
3. Maheshwari, K.L., Maheshwari, R.K. & Madhu Bhatia – VyavsayikSanghtan
4. Kapoor, Geetika T.- Business Organisation

Suggested Readings:

1. Bhushan, Y.K. –Fundamentals of Business Organisation and Management
2. Vasishth, Neeru - Principles of Business Organisation
3. Tulsian, P C. - Business Organisation and Management

Web References:

1. Kaul, V.K. -Business Organisation and Management, Text and Cases

P 3 - MICRO ECONOMICS

Credit: 04

Course Outcome: After studying all materials and resources presented in the course, the student will be able to:

- Explain the role of scarcity, specialization, opportunity cost and cost/benefit analysis in economic decision-making.
- Identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.
- Summarize the law of diminishing marginal utility; describe the process of utility maximization.
- Calculate supply and demand elasticity's, Identify the determinants of price elasticity of demand and supply, and demonstrate the relationship between elasticity and total revenue.
- Describe the production function and the Law of Diminishing Marginal Productivity; calculate and graph short-run and long-run costs of production.
- Relate to real world business scenario through study of various market forms.
- Study the factors affecting distribution of income through an analysis of various factor payments.
- Gain in-depth insight and equip them to analyse the real economic situations more effectively with the help of practical problems using elementary mathematics.

Unit-I

Definition and Concepts of Economics: Wealth, Welfare, Scarcity and Growth Oriented definitions, Concept of Scarcity, Optimum utilization, Equilibrium and various forms of equilibrium, Nature and Scope of Economics, Micro and Macro Economics. Inductive and Deductive methods of Economics

Unit-II

Consumer Behaviour and Utility Analysis; Cardinal Approach: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer's equilibrium and consumer's surplus. Demand Analysis: Types, Determinants and change in demand, Law of Demand and its exception. Elasticity of Demand: its types and measurements. Ordinal Approach: Indifference curve Analysis, price, income and substitution effects.

Unit-III

Producer's Behaviour: Production and Factors of Production. Laws of Production: Law of Variable Proportions and Return to Scale. Isoquant: Meaning, Assumptions and Properties. Producer's Equilibrium through Isoquants. Cost Curves Analysis: short run and long run cost. Law of Supply and its Elasticity, Market: Revenue Analysis, Concept and Classification of Market, Equilibrium and Price Determination of Firm and industry under Perfect competition, Monopolistic competition and Monopoly, Price discrimination in monopoly.

Unit-IV

Distribution: Factor Pricing, Theory of Marginal Productivity. **Rent:** Ricardian Theory, Modern Theory, Quasi Rent. **Wages:** Subsistence Theory of Wages, Wage Fund Theory, Residual Claimant Theory and Marginal Productivity Theory. **Interest:** Gross and Net Interest, Classical Theory of Interest, Loanable Funds Theory, Liquidity Preference Theory. **Profit:** Accounting and Economic Profit. Dynamic Theory of Profit: Risk-bearing Theory, Uncertainty Bearing Theory and Innovation Theory.

References:**Text Books:**

1. Maheshwari K. L, Maheshwari R. K. & Singh, A. K. - Micro Economics
2. Maheshwari K. L, Maheshwari R. K. & Madhu Bhatia- Micro Economics (Hindi)
3. Vaishampayan, J. V.- Micro Economic Theory (Hindi)
4. Vaishampayan, J. V.- Micro Economic Theory
5. Lall M. - Micro Economics
6. Jhingan, M. L.- Micro-Economic Theory
7. Pant J.C.- Micro Economics (Hindi)

Suggested Readings:

1. Samuelson, P. A. - Economics
2. Varian, H. - Intermediate Micro Economics
3. Stonier & Hague- A Textbook of Economic Theory

Web References:

1. https://onlinecourses.nptel.ac.in/noc21_hs52/preview
2. <https://nptel.ac.in/courses/109/104/109104125/>
3. https://onlinecourses.swayam2.ac.in/cec21_hs04/preview
4. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/>
5. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/unit-2-consumer-theory/>
6. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/unit-4-welfare-economics/>
7. <https://openstax.org/details/books/principles-microeconomics-2e>
8. <https://journals.sagepub.com/home/mic>

P 4 - CURRENCY, BANKING AND EXCHANGE

Credit: 04

Course Outcome: After studying all materials and resources presented in the course, the student will be able to:

- Have a sound theoretical base in various areas of banking and exchange.
- Understand the channel for the flow of money in the economy.
- Analyse the role and importance of credit in the economy.
- Get insight and knowledge about exchange rates and exchange control.

Unit-I

Functions, Significance & Various Forms of Money, E- Money, Quantity Theory of money (Fisher's): Assumptions and Criticism, Monetary Standard – Gold Standard, Bi-metallism and Managed Currency Standard. Principles & Methods of Note issues, Indian Money Market.

Unit-II

Meaning and Significance of credit, Factors Influencing the Volume of Credit in the Country, Credit Creation by Bank, Credit Control by RBI. Inflation: Causes & Remedies.

Unit-III

Types of Banks, Central Bank and Commercial Banks: Meaning and Functions, Regional Rural Banks. E- Banking & Postal Banking,

Unit-IV

Concept of Foreign Exchange and Exchange Rate, Factors Causing Fluctuations in Exchange Rate, Exchange Control: Meaning, Objective and Methods.

References

Text Books:

1. Maheshwari R.K. & Chaturvedi Kavita– Currency, Banking and Exchange
2. Singh Archana- Currency, Banking and Exchange
3. Jaiswal Bimal – Currency, Banking and Exchange
4. Seth M.L. - Banking and International Trade
5. Maheshwari R.K. & Bhatia Madhu– Currency, Banking and Exchange (Hindi)

Suggested Readings:

1. Current Annual RBI Bulletin
2. Current Economic Survey

Web References:

1. https://onlinecourses.swayam2.ac.in/cec21_ge04/preview
2. https://onlinecourses.swayam2.ac.in/imb20_mg39/preview
3. https://onlinecourses.swayam2.ac.in/cec20_mg08/preview
4. https://onlinecourses.swayam2.ac.in/imb21_mg18/preview
5. <http://web.gjuonline.ac.in/distance/book/bcom/BCOM%20203%20Money%20and%20Banking.pdf>
6. https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/module%204.pdf
7. <https://resources.saylor.org/wwwresources/archived/site/textbooks/Money%20and%20Banking.pdf>

P 5 - Essentials of Management

Credits: 4

Course Objectives

The course 'Essentials of Management' aims to equip students with the knowledge of the concept of 'management' focusing on its various functional dimensions and their use in managing the activities of modern Businesses and Organizations.

Course Outcomes

Upon successful completion of this course, the students will be able to:

- Map the evolution of 'Management' as a discipline and process that helps analyze internal and external environment.
- Understand of the various aspects of Planning and decision-making, and of Authority and Responsibility in a formal organization
- Organise, motivate and lead in an organization
- Understand Control functions and make simple applications

Unit-I: Introduction, Nature of Management, Evolution of Management Thought, Management Process & Co-ordination, Managers need to understand Internal and external environment

Unit-II: Planning, Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Departmentation, Delegation, Centralization and Decentralization.

Unit-III: Staffing, Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication.

Unit-IV: Controlling, Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques -Traditional and Modern.

Text Books:

- Rudani, R. B., Principles of management. McGraw-Hill Education.
- Gupta, R. N., Principles of management. S. Chand Publishing.
- Bose, D. C., Principles of management and administration. PHI.
- Tripathi, P. C., Principles of management. McGraw-Hill Education.

Reference Books:

- Daft, R. L., & Daft, R. L., Principles of management. South-Western, Cengage Learning
- Koontz, H., Essentials of management. Tata McGraw-Hill Education.
- DuBrin, A. J., Essentials of management. South-Western College.
- Morden, T., Principles of management. Routledge Parkinson, C. N., Rustomji, M. K., & Sapre, S. A., Great ideas in management. Child, Henry and Page.
- Mandal, S. K., Management: Principles and practice. Jaico Publishing House.

Web References

- <https://online.hbs.edu/courses/management-essentials/>

P6. Co-curricular Course I

LEADERSHIP AND PERSONALITY DEVELOPMENT

Course Code: ECO-201 VC2

Credit: 4 (T)

Course Objective: This programme is designed to aid candidates in their preparation for recruitment through campus or outside campus. The course will enable students to be a better professional through effective communication. Students will learn skills to present themselves in an effective manner while facing interviews or similar test for placements.

Unit I:

CV Writing Skills and Interview Techniques; Leadership: Definition and meaning, Importance, Leadership and Management, Leader vs Manager, Essential qualities of an effective leader

Unit II:

Theories of Leadership: Trait theory, Behavioral theories, Contingency theory

Unit III:

Types of Leaders, Leadership styles: Traditional, Transactional, Transformational, Inspirational and servant leadership and Emerging issues in leadership: Emotional Intelligence and leadership, Trust as a factor, Gender and Leadership

Unit IV:

Personality: Concept and Definition, Determinants of personality, Personality traits, Personality characteristics in organizations: Self evaluation, Locus of control, Self-efficacy, Self-esteem, Self-monitoring: Positive and negative Impact, Organizational Context of Leadership and Personality, Contemporary Business Leaders.

Text Books and Suggested Readings:

- Organisational Behaviour, M.Parikh and R.Gupta, TataMcGraw Hill Education Private Limited
- Organisational Behavior, D. Nelson, J.C Quick and P. Khandelwal, Cengage Publication

Web References

- <http://heecontent.upsdc.gov.in/>
- <https://epgp.inlibnet.ac.in/>
- <https://swayam.gov.in/>
- <https://udre.lkouniv.ac.in/Department/DepartmentDetail/StudyMaterial?dept=5>
- <https://www.coursera.org/in>

B.Com. – Semester II

P 7 - Corporate Accounting

Credit: 4

Course Outcome: The student will be able to:-

- Understand the features and accounting treatment of Shares and Debentures.
- Knowledge about accounting entries related to Redemption of Shares and Debentures.
- Prepare of Company's Final Accounts.
- Acquire knowledge of accounting procedure adopted during Amalgamation and Absorption of companies.
- Acquire conceptual knowledge of Internal and External reconstruction of companies and their accounting treatment.
- Knowledge regarding accounting treatment and procedure adopted at the time of winding up of companies.

Unit-I:

Meaning and kinds of shares, issue, forfeiture and re-issue of forfeited shares, Redemption of Preference shares, Bonus shares, Meaning and kinds of Debentures – their issue and redemption.

Unit-II:

Concept of amalgamation and absorption; AS 14 and Types of Amalgamation; Purchase Consideration; Accounting in the Books of Transferor of Company; Accounting in the Books of Transferee Company.

Unit-III:

Concept of Reconstruction; Need of Reconstruction; Types of Reconstruction- Internal Reconstruction and External reconstruction; Alteration in Share capital; Reduction in share capital; Scheme of Accounting for Internal Reconstruction.

Unit-IV:

Concept of Winding up of Companies, Preparation of Statement of Affairs and Deficiency Account, Preparation of Liquidator's Final Statement of Account

References

Text Books:

1. Maheshwari, S.N. : Corporate Accounting, Vikas Publishing House, New Delhi
2. Jha, B.K. and Shah, M.S.: Corporate Accounting.

Suggested Readings:

1. Roth, Martin : Analysing Company Accounts
2. Shukla, M.C., Grewal, T.S. and Gupta, S.C. : Advanced Accounts : S. Chand & Co., New Delhi
3. Moore, C.L. and Jaedicke, R.K. Managerial Accounting

P 8 - Business Regulatory Framework

Credit: 4

Course Outcome: The students will be able to:-

- Understand the nature and meaning of contracts, forms of contracts and essentials of a valid contract.
- Gain insight into various kinds of contract.
- Gain in-depth knowledge of Sales of Goods Act and Negotiable Instruments Act
- Have knowledge of the fundamentals of Consumer Protection Act.
- Keep updated about the amendments in these laws and regulations.

Unit 1—Indian Contract Act 1872 - Definition - Kinds of Contracts - Valid – Void - Voidable - Essentials of a Valid Contract - Offer and Acceptance - Communication of Offer - Acceptance and its Revocation - Agreement - Consideration - Capacity to Contract - Free Consent - Legality of object and Consideration – Agreements expressly declared Void - Performance of Contract - Discharge of Contract - Breach of Contract - Remedies for Breach of Contract, Quasi Contract.

Unit-II – Contract of Indemnity and Guarantee- Meaning and Definition of Guarantee, Kinds of Guarantee - Rights and Liabilities of Surety - Discharge of Surety. Bailment and Pledge- Essentials of a valid Bailment, Types of Bailment, Rights and Duties of Bailor and Bailee - Finder of Lost Goods - Pledge - Essentials - Rights and Duties.

Unit-III- Law of Agency - Essentials, kinds of agents, rights and duties of agent and principal, Creation of agency, termination of agency-sub agents and substituted agents; Sale of Goods Act 1930 - Essentials of Contract of Sale Goods - Classification of Goods - Conditions and Warranties - Transfer of Property in Goods - Rights of Unpaid Seller - Buyer's Right Against Seller – Auction Sale.

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; Dishonours and discharge of negotiable instrument. Consumer Protection Act 2019: Salient Provisions.

References

Text Books

1. Srivastava Sunita. Business Law; Vaibhav Lakshmi Prakashan Banaras
2. Kuchal M.C.: Business Law; Vikas Publishing House, New Delhi.
3. Kapoor N.D. : Business Law; Sultan Chand & Sons, New Delhi.
4. Chandha P.R.: Business Law; Galgotia, New Delhi.

Suggested Readings

1. Maheshwari K.L. and Ram Milan – Business Law
2. Singh Avtar. The Principles of Mercantile Law; Eastern Book Company, Lucknow

Web References

1. Indian Contract Act No. IX 1872
2. Indian Sale Goods Act 1930
3. Negotiable Instruments Act, 1881

P 9 - PUBLIC FINANCE

Credit: 04

Course Outcome:

1. To introduce students to the public sector reform agenda with a focus on public finance issues;
2. To demonstrate administrative, political, and economic constraints to public finance reforms;
3. To develop analytical skills of the students in three major areas of public finance reforms (performance-based budgeting, mid-term financial planning, budget decentralization);
4. To train students how to develop budgeting and performance evaluation systems for public sector institutions;
5. To develop students' skills on how to write a public policy paper and make a presentation on public policy issue.

UNIT-I

Introduction: Meaning & Scope of Public Finance; Public goods vs. Private goods; Principle of Maximum Social Advantage; Public Budget, Techniques of Budgeting (ZBB,PBB).

UNIT-II

Public Expenditure: Meaning & 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 & Regressive Taxes, Value added tax and GST, The Division of tax burden- Impact and Incidence of a tax, effects on production & distribution.

Public Debt: Role and classification of public debt and methods of their redemption, Deficit Financing.

UNIT-IV

Indian Public Finance: Different types of Budgetary Deficits; Financial Federalism under constitution, Finance Commission- meaning and current Finance Commission, Budgetary Procedure and Financial Control in India, Fiscal Consolidation and FRBM Act.

References

Text Books:

1. R.A. Musgrave and P.B. Musgrave, Public Finance in Theory & Practice
2. Maheshwari K L, R K Maheshwari, Public Finance
3. Maheshwari K L, R K Maheshwari, Rajasva
4. Maheshwari K L, R K Maheshwari, Lok Vitt
5. Bhatia, H L- Public Finance

Suggested Readings:

1. Recent Budget Documents.
2. Joseph E. Stiglitz, Economics of the Public Sector
3. Kaushik Basu and A. Maertens (ed.),
4. Lekhi ,R K- Public Finance

P 10 - Business Communication

Credits: 4

Course Objectives

The course helps students to develop an understanding of pre-requisites for Business Communication with focus on professional, oral and written communication skills.

Course Outcomes

Upon successful completion of this course the students will be able to:

- Apply principles of effective communication in their verbal and non-verbal communication.
- Write effective e-mails, memos, and business correspondence.
- Illustrate presentation skills
- Plan effective business meetings
- Identify communication barriers

Unit-I: Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

Unit-II: Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, Mal-functions of communication, Business Etiquettes.

Unit-III: Forms of Business Communication, Written Communication, Oral Communication, Nonverbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.

Unit-IV: Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing. Business Correspondence: Letter Writing, Inviting tenders and quotations, Designing quotations, Placing orders, Sales letters, Claim & Adjustment Letters and Social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes of general business meetings, Time management in meetings. Modern communication forms: e-mail, video conferencing, social media communication.

Text Books:

- Business Communication, R.K. Madhukar - Vikas Publication
- Essentials of Business Communication - C. B. Gupta - Cenage
- Business Communication, Jha & Shekhar - Orient Blackswan Pvt. Ltd

Reference Books:

- Business Communication- Techniques & Methods - Juneja & Majumdar - Orient Black swan Pvt Ltd.
- Business Communication - Payal Mehra – Pearson

Web References:

- <https://blog.smarp.com/11-reasons-why-business-communication-is-crucial-for-companys-success>
- https://www.managementstudyguide.com/business_communication.htm

P 11 - Selling and Advertising

Credits: 4

Course Objectives

The purpose of this course is to aware the students with the concepts which are helpful in understanding selling activities and advertising and expose the students to the design of various elements of advertising.

Course Outcomes

Upon successful completion of this course the students will be able to demonstrate strong conceptual knowledge in the selling and advertising, students will be able to demonstrate its application for resolution of problems pertaining selling and advertising.

Unit-I: Selling: Concept, Nature and Role in Marketing. Personal Selling: Evolving face of Personal Selling, Nature and importance of Personal Selling, Characteristics of a successful salesperson, Sales as a career option, Sales training, Consumer psychology and buying motives, Selling of consumer and Industrial Products (goods and services).

Unit-II: Selling process: Prospecting, Pre-approach, Approach, Sales presentation and demonstration, Handling objections, closing the sale, after sale service. Effective selling techniques, role of relationship marketing in personal selling, tools of selling, motivating and Remunerating Salespersons.

Unit-III: Advertising: Concept, role, functions, scope and types, Economic, Social, Legal and Ethical aspects of Advertising. Advertising Appeals: Meaning, types and methods, Advertising as a persuasive communication process, Advertising Design: Characteristics and basic elements of Advertising copy. Creation, Production and Planning of Advertisements, Advertising Budget: Types, components and process of preparing. Advertising Agency: Functions and selection of agency.

Unit-IV: Advertising as a component of Integrated Marketing Communication, AIDA and DAGMAR model, Advertising Media: Types (Print, Outdoor, Electronic and other), Characteristics, merits and limitations of each media type. Media planning: Selection of media category; their reach, frequency, impact, cost and other factors influencing media choice, Problems in reaching rural and remote audience.

Evaluation of Advertising effectiveness: Importance, difficulties and methods of measuring advertising effectiveness.

Text Books:

- Advertising, Selling & Promotion, R. Narang, Pearson Education.
- Selling and Advertising, Jaiswal Bimal & Manoj Shiva; New Royal Book Company
- Sales and Distribution Management - Panda and Sahdev, Oxford Edition,
- Advertising Management - Batra, Aaker, Pearson Edition.

Reference Books:

- Sales Management by Still, Cundiff, Govoni Pearson Education,
- Sales and Distribution Management - Havaladar, Mc Graw Hill Edition.
- Integrated Advertising, Promotion and Marketing Communications, K.E. Clow & D.E. Baack, Pearson Education
- Integrated Marketing Communications, David Pickton& Amanda Boderick, PHI

P12. Vocational Course I

2

BA ECONOMICS

SEMESTER-II, Paper: I (For VC1)

FINANCIAL LITERACY AND BANKING

Course Code: ECO-201 VC1

Credit:4

Course Objective: The course is designed to inculcate the values of financial literacy and banking in the 21st century, which are an utmost need of the hour to overcome various challenges. To make the students aware of the benefits of financial planning through financial literacy and banking.

Unit:I

Basics of Savings and Investment: Why are investing and savings important? Savings vs Investment, Power of Compounding, What should be the investment objectives? Risk and Return, Inflation effects on Investment, Investor's Age and Assets Allocation. Tax saving Government Schemes- National Saving Certificates, Public Provident Fund, Post Office Schemes, Equity Linked Savings Schemes, Retirement Benefits Schemes- NPS (New Pension System)

Unit: II

Banking Activities: Deposits and Types of Deposits- Saving Bank Accounts, Fixed Deposit Accounts, Recurring Deposit Account, Special Term Deposit Schemes, Loans and Types of loans advanced by Banks and Other secondary functions of bank. Banking structure in India and Role of Reserve Bank of India.

Unit: III

Financial Markets: Capital Market vs Money Market, Securities and its types, i.e Equity, Debentures or Bonds, IPOs and FPOs, Mutual Funds, Types of Mutual Funds, Brokers, sub-brokers, process for becoming a capital market investor

Unit: IV

Protection Related Products: Insurance Policies, Life Insurance, Term Life Insurance, Endowment Policies, Pension Policies, ULIP, Health Insurance and its Plans, Understanding of Ponzi schemes output.

Text Books and Suggested Readings:

1. Investment Planning by SEBI
2. Indian Financial System, by T. R. Jain and R. L. Sharma, VK Global Publisher
3. Money and Banking by T. R. Jain and R. K. Kaundal, VK Global Publisher

Web References

<https://heecontent.upsdc.gov.in>

<https://swayam.gov.in/>

<https://www.coursera.org/in>

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19/12/2022
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B.Com. – Semester III

P 13 - Business Finance

Credit: 4

Course Outcome: The students will be able to:

- Demonstrate an understanding of the overall role and importance of the finance function.
- Understand the role and responsibilities of a Finance Manager in an organisation.
- Gain knowledge of the concept of cost of capital, capitalisation; over and undercapitalization.
- Have knowledge about the short & long term sources of finance.
- Apply ratio analysis as a tool of managing and controlling finances of a business entity.
- Analyse the complexities associated with working capital management, and the financing approaches to working capital.

Unit-I: Nature, Scope, Significance of Business Finance, Financial Goals, Finance Function, Duties & Responsibilities of a Finance Manager, Capital Market; functions, types & significance.

Unit-II: Capitalisation; Concept, Over and Under-Capitalisation; causes and remedies. Capital Structure; Concept, Cost of Capital, Capital Budgeting.

Unit-III: Long term and short term, sources of capital – Owned and borrowed, Trade Credit, Bank credit, commercial papers etc., Analysis of Profitability, Activity, and Liquidity & Solvency.

Unit-IV: Concept, Determinants and Sources of Working Capital, Fixed and Variable working Capital, Estimation of working capital requirements, financing Approaches to working capital.

References

Text Books

1. Kumar, Audhesh& Kumar, S.- Business Finance
2. Jaiswal, B. & Shimpi, L.S. – Business Finance
3. Gupta, S.P. – Business Finance (Hindi)

Suggested Readings

1. Gupta, Poonam -Fundamentals of Financial Management
2. Khan and Jain - Financial Management
3. Rustagi, R.P.–Fundamentals of Financial Management

Web References

1. Kishore, R.M. – Financial Management, Theory, Problems, Cases

P 14 - STATISTICAL METHODS

Credit: 04

Course Outcome:

- The course content of this paper has been designed with the assumption that students have no knowledge or rudimentary knowledge of Business Statistics.
- The purpose is to enhance student's understanding of the fundamentals of statistics.
- In this paper the students will be imparted the knowledge about the measures of descriptive as well analytical statistics and their application in different fields. These fields may include business, trade, industry, macroeconomic indicators, social phenomenon, day to day activities etc.
- Through the study of this paper, students will become acquainted with specific skills of data collection, processing, presentation and application of statistical tools on these data. This is how they will know the characteristics of data and learn analysis, interpretation and prediction of unknown data.

Notes:

Use of Simple/Scientific calculator is allowed.

Unit –I

Introduction: The Nature and scope of statistics, Definition of statistics. Law of Statistical Regularity: Law of Inertia of Large Numbers, Census and Sampling, Methods of Sampling, Types and Characteristics of Statistical Unit. Methods and instruments of data collection

Unit –II

Classification and Tabulation – Objects, general rules for the construction of tables. Measures of Central Tendency: Mean – Simple and Weighted, Mode, Harmonic and Geometric Mean; Positional Averages- Median, Quartile and Percentiles.

Unit –III

Measures of Dispersion, Skewness and Kurtosis– Range, Quartile Deviation, Mean Deviation, Standard Deviation and their coefficients; Measures of Skewness and Kurtosis, Correlation Analysis – Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's ranking method.

Unit –IV

Regression Analysis – Linear regression, regression lines, regression equations. Interpolation – Assumptions, Binomial, Newton's advancing differences, Larganges' methods.

References

Text Books:

1. J. K. Sharma, *Business Statistics*
2. S.C. Gupta, *Fundamentals of Statistics*
3. S.P. Gupta and Archana Gupta, *Elementary Statistics*
4. Anoop Kumar Singh, *Statistical Methods (English)*
5. Anoop Kumar Singh, *Statistical Methods (Hindi)*

Suggested Readings :

1. Richard Levin and David S. Rubin, *Statistics for Management*
2. M.R. Spiegel, *Theory and Problems of Statistics*, Schaum's Outlines Series

P 15 - BANKING OPERATIONS

Credit: 04

Course Outcome: At the end of the course, a student will be able to:

- Understand the core concepts of banking.
- Acquainted with the knowledge of the functioning of the banking industry, especially that of India.
- Understand the structure of banking system in India
- Understand the operational aspect of commercial banks in India.
- Learn and gain insights about negotiable instruments
- Help understand various concepts like ATM, e-banking, Basel Norms, etc.

Unit- I

Banking System in India, Monetary Policy: Concepts & Objectives, Basic concepts of Regulatory Environment for commercial bank in India and their provisions : RBI Act-Chapter I,II,III ; Banking Regulation Act- General Provisions, Management Control, Loan & Advances; Deposit and Insurance Act- Objectives, SARFAESI Act- Methods of recovery of NPA's and Money Laundering- Procedure, Laws and Guidelines for anti-money laundering.

Unit- II

Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer account, Cheque & its types, Endorsement, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money –calculation of interest on loan & deposits, EMIs.

Unit- III

Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and purchasing, Ancillary Services of the Bankers, E-Banking

Unit-IV

Employment of funds by Commercial Banks, Types of securities, mode of creating charge, Bank guarantees, Basel norms, financial sector reforms in India

References

Text Books:

1. Jaiswal Bimal : Banking Operations Management
2. Bhole L.M: Financial Institution & Markets
3. Desai Vasant: Financial Market & Institutions

Suggested Readings:

1. Current Annual RBI Bulletin
2. Current Economy Survey

Web References:

1. https://onlinecourses.swayam2.ac.in/imb21_mg18/preview
2. https://onlinecourses.swayam2.ac.in/imb20_mg39/preview
3. https://onlinecourses.nptel.ac.in/noc21_mg15/preview
4. https://onlinecourses.swayam2.ac.in/cec21_ge04/preview
5. https://onlinecourses.swayam2.ac.in/cec20_mg08/preview

P 16 - Managing Human Resources

Credits: 4

Course Objectives

The course aims to equip students with the conceptual knowledge of various functions and roles of Human Resource Management focusing on the ideas needed to successfully manage the workforce in an organization

Course Outcomes

Upon successful completion of this course the students will be able to:

- Develop the basic understanding about the importance of HR function
- Learn the various concepts of Human Resource Management processes required to Induct and Recruit the employees
- Develop the basic knowledge of Training and Performance Appraisal of employees
- Learn important issues related to Compensation and Wage Administration

Unit-I: Nature and Concept of HRM: Human Resource Management: Importance of HRM and present-day challenges, Human Resource Planning: The process of Human Resource Planning, Limitations.

Unit-II: Job Analysis: Process of Job-analysis and Design: Job Description, Job Specification and Job Design. Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment, Process of Selection- Stages; Socialization and Induction; Promotions, Demotions, Transfers and Separations.

Unit-III: Training & Development: Training objective, Process and methods, Management Development, Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.

Unit-IV: Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary Administration, Current Trends in Salary Administration. Industrial Relations & Workers Participation in Management: Theories of Industrial Relations, Collective Bargaining, Workers' Participation in Management.

Text Books

- M. Sharma, Understanding Wage and Compensation System. Himalaya Publishing House.
- Biswajeet Pattanayak, Human Resource Management, PHI Learning.
- C.B. Gupta, Human Resource Management- Text and Cases. Sultan Chand and Sons,
- Ekta Sharma, Strategic Human Resource Management and Development, Pearson Publication
- J.P. Mahajan, Ravindra Singh, Human Resource Management. Vikas Publishing.
- L.M. Prasad, Human Resource Management. Sultan Chand and Sons.
- Raju T. and Dr. S. Jaya Bharathi, Human Resource Management. Dreamtech Press.
- S.S. Khanka, Human Resource Management (Text and Cases). S. Chand
- V.S.P Rao, Human Resource Management (CBCS). Taxmann

Reference Books

- Gary Dessler, Biju Varrkey, Human Resource Management. Person Publications.
- K Aswathappa, Sadhna Dash, International Human Resource Management. Mc Graw Hill
- P.L. Malik, Sumeet Malik, Industrial Law (Covering Labour Law in India). Vol. 1 &

P 17 - Information Systems and E-Business

Credits: 4

Course Objectives

The course aims to develop basic understanding of the Information Systems and Ecommerce, and their role in Business Organizations with a focus on the development and application of various Information Systems using Information Technology.

Course Outcomes

Upon successful completion of this course the students will be able to:

- Develop the functional knowledge of Computer Systems
- Develop the thorough understanding of various Information Systems with particular focus on DSS, MIS, TP, EIS and, CRM Systems
- Understand the basic knowledge of the applications of Database Management Systems and their development
- Understand the concepts of E-Commerce with an application orientation

Unit-I: Introduction to Computer systems, elements of a Computer System, types of Computers and their features, input, output and storage devices, types of software, networking and Internet, types of networks and networking devices, methods of Internet access, services available through Internet, business applications and benefits of computerization and Internet.

Unit-II: Introduction to Information Systems, business applications and its benefits, functional and cross functional Information Systems, Transaction Processing Systems, Electronic Data Interchange, On Line Analytical Processing, Management Information Systems, Decision Support Systems, Executive Information Systems, Executive Support Systems, Enterprise applications, Supply Chain Management Systems, Customer Relationship Management Systems.

Unit-III: Concept of Database and Database Management System, centralised and distributed Database Systems, Planning and designing of Information Systems, System Flow Charts, traditional System Development Life Cycle, modern System Development Methods, Implementing Information Systems as planned organizational change.

Unit-IV: Concept of E-commerce, Digital Markets and Digital Goods, advantages and disadvantages of transacting online, types of E-commerce and M-commerce, E-commerce business models, e-payment systems, digital signatures.

Text Books:

- Peter Norton – Introduction to Computers: McGraw Hill
- Leon - Introduction to Computers: Vikas Publications
- Satish Jain – Computers in Business Management: BPB Publications

Reference Books:

- Kenneth C. Laudon – Management Information Systems: Pearson
- James A. O'Brien - Management Information Systems: Hill
- Girdhar Joshi - Management Information Systems: Oxford
- Waman S. Jawadekar - Management Information Systems: McGraw Hill

P18. Co-curricular Course II

Public Administration (Co-Curricular Course @ 4Credits)

Semester - III

Paper-CC2: Organisational Leadership

Unit-I

Organization & Motivation : Organisation as a Social System; Motivation and Reward System : Types of Rewards/ Incentive System.

Unit-II

Administrative Leadership: Meaning , Importance and Type of Leadership Style

Unit-III

Informal Organisation: Meaning, Nature, and Significance, Informal Leadership,

Unit-IV

Performance Appraisal: Meaning, Importance and Techniques of Performance Appraisal; Work Stress: Sources and Impact, Stress Management.

Books Recommendation

- 1) Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
- 2) Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
- 3) Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008.
- 4) Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004.
- 5) Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
- 6) Hellrigel, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007.
- 7) Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008

B.Com. – Semester IV

P19. Cost Accounting

Credit: 4

Course Outcomes: The students will be able to:-

- Understand the nature and scope of Cost Accounting.
- Gain knowledge about the advantages of cost accounting and classifications of various costs.
- Acquire knowledge about accounting and control of material cost and labour cost.
- Know overhead costing as well as Apportionment and Absorption of Overheads.
- Understand the methods of costing, marginal costing and budgetary control system.
- Gain knowledge of Unit or Output costing as well as standard costing.

Unit–I: Definition, Nature, Scope, Significance and Function of Cost Accounting, Cost Centre, Costs and its elements, System of ascertainment of cost, Control of Materials, Labour and Overhead, Allocation, Apportionment and Absorption of Overheads.

Unit–II: Unit Output Costing: Concept and Need for Unit Output Costing; Preparation of Cost Sheet and Tender Price, (Calculation of Tender, Quotation and Estimated price), Contract and Job Costing, Process Cost Accounting.

Unit–III: Reconciliation of Cost and Financial Accounts, Service Costing, Budgetary Control.

Unit–IV: Marginal Costing, Standard Costing.

References

Text Books

1. M.L. Agarwal – Cost Accounting (Hindi & English)
2. S.P. Gupta– Cost Accounting (Hindi & English)
3. Khan & Jain – Cost Accounting
4. Audhesh Tripathi & Varshney - Cost Accounting
5. Blocker & Weltmer – Cost Accounting
6. Bharr – Cost Accounting

Suggested Readings

1. Bigg – Cost Accounts
2. Gupta, MP – Costing
3. Lucey. T. – Costing

Web References

1. Lunt – Manual of Cost Account
2. Ridgeway – Cost Account
3. Whelden – Principles and Methods of Costing
4. Horngance, Charles T. –Cost Accounting: A Managerial Emphasis

P20- Contemporary Audit

Credit: 4

Course Outcomes: The students will be able to:

- Understand the concept, types & techniques of audit.
- Gain knowledge of audit documentation, vouching and verification of assets and liabilities.
- Understand provisions regarding appointment of a company auditor and learn about his powers and duties.
- Have knowledge of special provisions for Government audit.
- Gain insight into audit of special entities and emerging concepts in auditing as well as standards on auditing.

Unit–I: Nature & Objectives of Auditing; Types of Audit, Auditing Techniques; Internal Control & Internal Check, Audit Programme, Audit Procedure, Routine checking, Test checking.

Unit–II: Vouching, Verification of Assets & Liabilities, Divisible Profit and Dividend, Internal Audit, Investigation.

Unit–III: Government Audit, Audit of Limited Companies, Company Auditor: Appointment, Remuneration, Powers, Duties and Liabilities, Audit report.

Unit–IV: Standards on Auditing, Audit of Special entities: Non-Profit Organisations, Educational Institutions & Clubs, Cost Audit, Tax Audit and Management Audit.

References:

Text Books

1. Maheshwari, K.L. and Maheshwari, R.K. – Contemporary Audit
2. Sharma, T.R. - Contemporary Audit (Hindi & English)
3. Gupta, Kamal - Contemporary Auditing

Suggested Readings

1. Batliboi, J.R. – Principles and Practice of Auditing
2. Garg, CA Pankaj – Auditing and Assurance
3. Basu, S.K.—Auditing, Principles and Techniques
4. Prakash, Jagdish-Auditing, Principles, Practice & Problems

Web References

1. Spicer and Pegler's – Practical Auditing

P21. Foreign Trade of India

Credit: 04

Course Outcome: At the end of the course, a student will be able to:

1. Understand the underlying motives of international trade.
2. Know the composition, direction and volume of trade over a period of time.
3. Analyse with the current status and changing dynamics of India's foreign trade as well as the impact of policy changes on it.
4. Well-equipped when employed, whether in the field of industry or trade (export-import).

Unit-I

Introduction – Trade its meaning and types, Difference between internal and international trade, Concept, Assumptions and Criticism of International Trade Theories, India's Internal Trade- Characteristics and Problems, Coastal trade, Terms of Trade.

Unit-II

Foreign Trade of India – Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

Unit-III

Free Trade and Protective trade policies, India's Major trading partners: USA, UK, China and Japan. National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

Unit-IV

Recent World trade Scenario, Recent changes in foreign trade policy, Trade agreements– Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO, India's Balance of Trade and Balance of Payments: Concept, Problems, Reasons for disequilibrium and Corrective Measures.

References

Text Books:

1. Jaiswal Bimal & A.K. Singh – Foreign Trade of India
2. Goswami V.K. – International Trade
3. Mishra N.K. & Abrar Anjum- Trade of India
4. Cherrunilam F. – International Trade Export Management

Suggested Readings:

1. Salvi P.G. – New Directions on India's Trade policy.
2. Current Annual RBI Report
3. Hill C.W. - International Business
4. Daniels - International Business

Web References:

1. <https://nptel.ac.in/courses/109/107/109107173/>
2. <https://www.iiem.in/export-import-course.html>
3. <http://egyankosh.ac.in/handle/123456789/3207>
4. <http://egyankosh.ac.in/handle/123456789/3212>
5. <http://egyankosh.ac.in/handle/123456789/3213>

P22. Macro Economics

Credit: 04

Course Outcome: Students who complete this course will be able to understand:

- The meaning and components of the National Income Accounts, especially GDP; the concept and working of multipliers;
- The meaning of the business cycle and its phases and to manipulate the basic aggregate Supply and aggregate Demand model of the macro economy;
- The meaning of unemployment and inflation data and how that data is collected and computed;
- How fiscal policy operates, its tools, and its advantages and drawbacks;
- How monetary policy operates, its tools, and its advantages and drawbacks.

Unit-I

Concept and scope of Macro-Economics; Macro-economic Paradoxes: wage-employment paradox and paradox of thrift, The Circular flow of Income and expenditure, The Analysis and Measurement of Economic Activity - National Income Accounting: Concept and Definitions of National Income, Various components of National Income, Methods of Measurement of National Income and Welfare.

Unit-II

Classical Macroeconomic Models – Say's Law, Quantity Theory of Money, Wage-Price Flexibility and Full employment, Aggregate Expenditure – Consumption Function: Concepts of propensities of consumption and saving, Absolute Income Hypothesis, Relative Income Hypothesis; Consumption Puzzle and Permanent Consumption Hypothesis. Investment Function: Types, Marginal Efficiency of Capital (MEC) and Marginal Efficiency of Investment (MEI).

Unit-III

The Concept of Multiplier; National Income Determination in an Open Economy IS-LM Analysis - Derivation of IS and LM Functions; Joint determination of National Income and rate of Interest and Shift and IS and LM Curves.

Unit-IV

Theory of Inflation – Meaning, types and measurement, Demand Pull and Cost Push Inflation. The Philips Curve, Effects of Inflation, Anti-Inflation Policies – Monetary and Fiscal Policies. Business Cycles – concept, types and phases; Keynes, Hawtrey, Hicks Models.

References

Text Books:

1. J V Vaishampayan, Macroeconomic Theory and Policy (Hindi & English)
2. Maheshwari K.L. & Maheshwari R.K. – Macro Economics
3. H L Ahuja, Macroeconomic Theory, S Chand Publication
4. D N Dwivedi, Macroeconomic Theory

Suggested Readings:

1. Dornbusch, Fischer and Startz, Macroeconomics
2. N. Gregory Mankiw. Macroeconomics
3. Richard T. Froyen, Macroeconomics

P23. Institutional Framework for Business

Credits: 4

Course Objectives

The course objective is to introduce the students with the institutional frame work which exists for the monetary policies, credit availability for small as well as large and rural as well as urban development, other developmental avenues for agricultural and small industries, etc. Further, it is intended to apprise students with the Capital and Investment related scenario and the institutions and people involved with stocks and related domains. Finally, students will also discuss the latest trends and developments like the insolvency and bankruptcy code, competitive commission, to name a few.

Course Outcomes

Upon successful completion of this course, the students will be able to understand how the institutional framework for business will empower them to better locate and employ the opportunities available during the course of fulfilling their duties in various managerial roles. They would be able to make better decisions and design and provide better value to both their respective organizations and the various stakeholders involved. The knowledge of the institutional mechanisms will stand in good stead for the budding entrepreneurs of tomorrow.

UNIT-I: Introduction to Indian regulatory environment for business, Role, and Functions of RBI Structure of commercial banking in India, mandatory provisions regarding SLR and CRR/NABARD: Role and functions, EXIM Bank and its facilitative role, Export Credit Guarantee Corporation of India (ECGC), SIDB and its various schemes for the promotion of small business, Microfinance Institutions and Regional Rural Banks, Scope and functions of IRDA and PFDA

UNIT-II: Regulatory bodies for financial and Investment markets in India: SEBI roles and functions, Important guidelines for Issue of capital Intermediaries /market infrastructure institutions. Role and functions of Bankers to issue, Credit rating agencies, Merchant banks, Mutual funds, Portfolio managers, Underwriters

UNIT-III: Role and functions of Stock exchanges, Stock exchanges in India, Prominent stock exchanges in India - BSE and NSE, Different types of instruments and brokers: equity and equity derivatives, corporate debt market segment, commodities derivatives market segment

UNIT-IV: Functions of Competitive Commission of India, National Company Law Tribunal towards Insolvency and Bankruptcy code, Department of Industrial Policy and Promotion for FDI in India.

Text Books

- Institutional Framework for Business, Bimal Jaiswal; Sahitya Bhawan
- Financial Institutions and Markets, L M Bhole and Jitendra Mahakud, Tata McGraw Hill.
- Financial Markets & Institutions, Vinod Kumar, Atul Gupta, Manmeet Kaur Bawa; Taxmann
- Business Environment, Francis Cherunilam
- Business Environment- B.N. Ghosh, Oxford University Press

P24. Vocational Course II

University of Lucknow
Department of Psychology
Enhancing Communication Skills
Vocational Course for BA Sem IV (NEP)

VC Total Credits- 04

Course Objective: The objective of this course is to enhance the level of understanding of the students about the meaning and barriers of Interpersonal and Intrapersonal communication. Such an understanding would help the learners to prepare an impressive resume, face job interview and form an effective team.

Course Outcome: The students would develop skills of Self presentation, strategies for increasing Self awareness and Self-esteem. An understanding about pros and cons of self disclosure would make them more efficient in personal relationship. After completing this course students would also be more skillful in the development and repair of relationships and forming a cohesive group and effective teams.

Unit I – Introduction

- Meaning and Components of communication
- Characteristics, Difference between Verbal and Non-verbal Communication
- Barriers to Effective Communication, CV/Resume Writing and Facing Interview.

Unit II - Self and Intrapersonal Communication

- Increasing self awareness
- Improving Self-Esteem
- Concept of Self-Disclosure, Johari Window Model

Unit III - Communication

- Relationship and characteristics of healthy relationship
- Relational development stages
- Understanding family communication system and friendship development

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B.Com. – Semester V

P25. Goods and Service Tax (GST)

Credit: 04

Course Outcomes: The students will be able to:-

- Learn the concept of Indirect tax from Pre-GST period to Post-GST period.
- Understand the difference between forward charge, reverse charge mechanism and the difference between composite and mixed supply.
- Know the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc.
- Record and analyze the transactions for compliance under GST.
- Understand the procedure for registration, payment and refund of GST as well as mechanism to determine it.

Unit-I : Concept and types of Indirect Tax; Right to impose indirect tax by Centre (Union)/State and Union Territory Governments before and after 101st Amendment of the Constitution of India; Introduction of GST in India; Definition - Supply, Aggregate Turnover, Person, Business, Appropriate Government, Mixed Supply, Composite Supply, GSTN, GSTIN, E-Commerce Input Tax Credit etc. GST Models: Single GST & Dual GST; Types of GST:- CGST,SGST/UTGST,IGST; Levy and Collection of GST.

Unit –II : Registration under GST: Persons liable to get registered, Compulsory Registration, Registration Procedure, Reverse Charge Mechanism, Composition Scheme and assessment under composition scheme; Zero rated supply; Exemption from GST, GST tax rate.

Unit-III : Input Tax Credit (ITC), Eligibility and conditions for taking Input Tax Credit, Apportionment of ITC and Blocked Credit; Various Documents under GST- Tax Invoice, Bill for Supply, Debit Note, Credit Note, Payment Voucher, Receipt Voucher, E-way bill, HSN Code and SAC Code.

Unit-IV : Assessment and Administration of GST - Types of GST Returns, Types of Assessment & Assessment Procedures, Role and Functions of GST Council, Tax Authorities and their powers; Tax deduction at Source & Tax Collection at Source, Refund of Tax.

References

Text Books

1. S.K. Shukla: GST in India (Hindi & English)

Suggested Readings

1. Bare Act

Web References:

1. Taxman : Goods and Service Tax (Hindi & English)

P26. Principles and Practice of Insurance

Credit: 04

Course Outcome: The students will be able to:-

- Gain knowledge about the concept & purpose of insurance, Double insurance, Over insurance, Under-insurance and Re-insurance.
- Gain insight about the Theories, Principles and Contracts of Insurance.
- Learn various policies, Terms & conditions and Types of Life Insurance.
- Gain knowledge regarding basic principles of Fire Insurance policy, assignment and claims.
- Acquire knowledge on Principles, Types, Conditions and Warranties in Marine Insurance policy as well as marine losses.

Unit–I: Introduction, Purpose and Need of Insurance, Insurance as a social security tool; Insurance and economic development, Theories of Insurance, Principles of Insurance Contract, Risk, Double insurance, Over insurance, Under insurance, Re-insurance.

Unit–II: Life Insurance – Principles and Practice; Life insurance contracts; nature and characteristics, Types of life insurance policies, Terms & Conditions of the policy, Nomination and Assignment of policies, Computation of premium, Annuity payments, Mortality Table.

Unit–III: Fire Insurance – The basic principles of Fire Insurance contracts, Fire Policy; Conditions, Assignment, Claims.

Unit–IV: Marine Insurance – General Principles, Conditions and Warranties in marine insurance policy, Types of Marine insurance policies; Assignment of policy, Loss and abandonment, Marine losses.

References

Text Books

1. S.K. Shukla – Insurance Law & Accounts (Hindi & English)
2. S.N. Mishra – Insurance
3. Arif Khan - Insurance
4. M.N. Mishra – Insurance

Suggested Readings

1. Huebner – Life Insurance
2. Maclean – Life Insurance
3. Godwin – Principles and Practices of Fire Insurance
4. Bal Chand – Bima Ke Prambhik Prakaran

Web References

1. Leigh – A Guide of Life Insurance
2. Insurance Act 1938
3. Young – Insurance

Course Objectives

The course aims to develop the ideas of Entrepreneurship among students and provide them the insights into the management functions needed to set up and successfully run the Business Ventures.

Course Outcomes

Upon successful completion of this course the students will be able to:

- Develop the concepts of Entrepreneurship and its practical significance
- Develop the capability to identify business opportunities and work on them
- Learn to develop a Business Plan with sufficient focus on Technology, Human Resource and management of financial resources
- Learn to source the funds and apply them efficiently

Unit-I: Entrepreneurship: Concept and objective, Entrepreneurial Traits and Mind-set, Misconceptions and Myths about Entrepreneurship, Motivation for becoming an entrepreneur, Entrepreneurship as a Career Option.

Unit-II: Creativity, Innovation and Entrepreneurship, Bottle necks to Creativity, sources of New Ideas, techniques for generating ideas, accessing Business Potential of an Idea, Idea to Opportunity: Opportunity recognition, Types of New Ventures, Tax implications of various forms of Ventures. Intellectual Property Rights (IPR): Patents, Trademarks and Copyrights.

Unit-III: Business Plan: Purpose and Contents of a Business Plan.

Marketing Plan: Industry Analysis, Competitor Analysis, Market Segmentation, Target Markets, and Market Positioning, Marketing Mix

Operation and Production Plan: Product Design and Specifications, Types of Production Systems, Location and Layout Decisions, Plant and Technology Choices.

Organisation Plan: Planning HR requirements, Organisational Structure and Systems.

Financial Plan: Budgeting, Preparation of projected Statements, Profit and Loss Accounts / Income Statement and Balance Sheet.

Unit-IV: Financing of New Ventures: Stages of Financing, Sources of Finance – Seed Funding, Venture Capital Funding, Bank Funding, Lease Financing, Funding opportunities and Institutional Support in India.

Key Financial Indicators: Break-Even Analysis, Ratio Analysis, Valuation Methods, Sensitivity analysis.

Text Books

- Arya Kumar, Entrepreneurship, Pearson, Delhi.
- Fundamentals of Entrepreneurship & Project Planning, Jaiswal Bimal, Banerjee Richa & Mishra Padma; New Royal Book Company
- Poornima M.CH., Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi.
- Anil Kumar, S., et.al., Entrepreneurship Development, New Age International Publishers, New Delhi.
- A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities,

P28. Managing Business Operations

Credit: 4

Course Objectives

The objective of this course is to introduce the students with the intricacies of Business Operations. The course discusses the Locational and Layout issues, Material Handlings and work-study techniques involved in Business Operations. It also elaborates on the significance of Production Planning & control, Quality Control and Inventory management in the organizations.

Course Outcomes

Upon successful completion of this course the students will be able to comprehend the operational activities in any organization - Production based and/or Service Based. They will be able to effectively & efficiently execute different operational functions in any business organization.

Unit-I: Introduction: Meaning, Nature and Scope of Production and Operation Management, Objectives of Operations Management, Duties and Responsibilities of Operations Management, Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job-Shop and Project.

Unit-II: Plant Location: Nature, Factors considered in location and Methods. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection of equipment and types of handling equipment.

Unit-III: Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control.

Unit-IV: Inventory Management: Factors influencing and Objectives of inventory management, Techniques of inventory management, Quality Control and Materials Management.

Text Books:

- Ashwathappa K & Bhat K. Shridhara - Production & Operation Management, Himalaya Publication
- Mahadevan, B. Operations Management: Theory & Practice, Pearson Education, New Delhi
- Upendra Kachru, Production & Operations Management, Excel Books.
- S N Chary – Production and Operations Management (McGraw Hill)

Reference Books:

- Heizer and Render – Operations Management (Prentice Hall)
- William J Stevenson – Operations Management (McGraw Hill)
- Adam Jr Everetl E. & Ebert R J – Production and Operations Management (Prentice-Hall)
- Dilworth James B – Operations Management (Mc Graw Hill)

Course Outcomes

The course aims to provide the knowledge needed to incorporate a Company and legally administer all its affairs as per the Company Law in India.

Course Outcomes

Upon successful completion of this course the students will be able to:

- Understand the nature, types and formation of companies in India
- Understand and draft Memorandum of Association and Articles of Association
- Plan the management of Share Capital and its Issuance
- Understand the legal implications in appointment of company officials and conduct and scope of Company Meetings

Unit-I: Definition & nature of Company, types of Companies, formation of Companies, Liability of promoters, Incorporation of Companies, and Commencement of business

Unit-II: Memorandum of Association (MOA), Contents, Doctrine of Ultra-vires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it

Unit-III: Prospectus, Statements in view of prospectus, Misstatement & their remedies, share capital, Allotment of shares – definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares, Voting rights, Right issues.

Unit-IV: Management of Company, Appointment of directors, Legal Position, Duties & liabilities & Powers, Company Meetings- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, Provisions regarding borrowing, issue of debentures, dividend, bonus shares, and winding up.

Text Books

- Company Law and secretarial practice by SM Shukla and P Mahajan, Sahitya Bhawan Prakashan
- Corporate Laws by MC Kuccha, Mahavir book depot
- An Easy Approach to Corporate Laws, by Sharma JP Ane Books Pvt Ltd.
- Indian Companies Law by Harpal Singh, Galgotia publishing house
- Company Law and Secretarial Practice, Sherlerkar
- Company Law, Avtar Singh

Reference Books

- Companies Act and corporate Laws, Bharat Law House Pvt Ltd
- Company Law and Procedure by Kannal and Sowrirajan, Taxman's Allied Services pvt Ltd.
- A Guide to Companies Act by Ramaiya, Lexis Nexis.

Web References

- <https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf>
- <http://ebook.mca.gov.in/default.aspx>

Course Objectives

This course aims to equip students with the concepts of 'Time Value of Money' and how these concepts are used to estimate the value of various types of securities generating different streams of cash flows.

Course Outcomes

Upon successful completion of this course the students will be able to:

- Develop a thorough understanding of present and future value concepts
- Grasp the techniques to estimate and analyze all types of Annuities
- Fully understand the concepts of Fixed Income Securities and estimation of present and future values of their cash-flows
- Develop a thorough knowledge of the concepts of Variable income securities (Shares) along with the knowledge of their Issuance and Trading in Capital Markets

Unit-I: Cost Price, Selling Price and Profit Margin, Simple and Compound Interest, Future value and Present value, Bill Discounting and Average Due Date.

Unit-II: Annuity: ordinary annuity, annuity due, future value of annuity calculation, determining present value and future value of annuity stream of payments, Compounding frequency, the present value of perpetuities, Determining the present value of uneven cash flow streams, Determining the present value of deferred annuities, Net present value.

Unit-III: The characteristics of fixed-income (debt and preferred stock) securities including a. Types of each form of security b. Features c. Users d. Advantages and disadvantages, Reading and interpreting financial market data, including stock and bond price quotations, capitalization of cash flows from the asset, as well as the risk-free rate, The value of a bond with a finite maturity date, the yield to maturity of a bond, the value of a perpetual bond, or perpetuity, Preferred stocks.

Unit-IV: The characteristics of variable income (common stock) securities – Stockholder rights, Features, Advantages and disadvantages, Methods of selling securities in the primary capital markets – public, cash offering, Direct placement, Rights offering to shareholders, The general dividend valuation model, constant growth dividend valuation model, Zero growth dividend valuation, non-constant growth dividend valuation model.

Text Books:

- Concepts of Valuation by Mohd. Anees, Publisher "New Royal Book Company"
- Concepts in Valuation by Dr Ajai Prakash & Dr. Saroj Kumar Publisher "Thakur Publication"
- Concepts in Valuation by Biman Jaiswal & Leena S Shimpi, Sahitya Bhawan.

Reference Books:

- Business Mathematics by Mohd. Shadab Khan Publisher "VIVA BOOKS".
- Business Mathematics by S. M. Shukla, Publisher "Sahitya Bhawan Publication".
- Business Mathematics: D. C. Sancheti & V. K. Kapoor, Sultan Chand & Sons
- Business Mathematics: S. K. Shukla & Gurmeet Kaur, Sultan Chand & Sons

B.Com. – Semester VI

P31. Income Tax Law and Accounts

Credit: 04

Course Outcomes: The students will be able to:-

- Know about the basic concept of Income Tax.
- Understand the provisions of Income tax in order to minimize the ultimate tax liability by setting off loss due to agricultural Income.
- Understand the provisions relating to residential status and incidence/charge of Tax.
- Compute total income under five Heads of Income i.e. Salaries, House Property, Profits & Gains from Business & Profession, Capital Gains and Other Sources.
- Acquire knowledge of the provisions and procedure for clubbing & aggregation of incomes and set-off & carry forward of losses.
- Understand provisions about appeal & revision, tax penalties, offence and prosecutions.

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, Basics of Charge; Scope of total income, residence and tax liability, income which does not form part of total income, deduction from Gross total income.

Unit-II: Heads of the Income: Salaries; Income from house property; Profit and gains of business and profession, Capital gains; Income from other sources.

Unit-III: Deemed income: Aggregation of Income, Set-off and carry forward of losses; Tax Authorities; Assessment procedures.

Unit-IV: Computations of total income of an individual, H.UF

References

Text Books

1. Shukla S.K. – Income Tax : Laws and Accounts (Hindi & English)
2. Mehrotra, H.C. – Income Tax Law & Accounts;

Suggested Readings

1. Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi
2. Grish Ahuja & Ravi Gupta, Systematic approach to income tax, Sahitya Bhawan publication, New Delhi.

Web References

1. Singhanai V.K. – Students, Guide of Income Tax, Taxman, Delhi
2. Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi

P32. Principles and Practice of Marketing

Credit: 04

Course Outcome:

The students will be able to:-

- Have knowledge about marketing and its functions.
- Understand what is a product, its classifications and product life cycle
- Gain knowledge about the mechanism of price determination of a product in various markets.
- Understand the need and significance of distribution channels.
- Gain insight of the concept of advertising and how it affects the buying habits of a consumer.
- Understand and tap the psyche of consumer in order to market a product.

UNIT-I: Introduction: Meaning, Nature and scope of marketing, Marketing concepts, importance of marketing, Difference between Selling vs. marketing; Marketing mix; Function of Marketing, Marketing environment.

UNIT-II: Market Segmentation Meaning and definition of market segmentation, Strategies opted for market segmentation, Bases for market segmentation, benefits of market segmentation. Consumer Behaviour-Meaning and Importance of consumer behaviour, factors determining consumer behaviour, stages in the buying decision process.

UNIT-III: Concept of Product, classification of products, Product Mix, Product Life Cycle, stages in new product development, Product Branding, Product Packaging, Product labelling, after- sales service, Pricing of product-Meaning Objectives and Importance of pricing, Factors affecting price of a product, Methods of Pricing, Discounts and rebates.

UNIT-IV: Promotion and Advertising- Promotion Meaning and Objectives, Promotion Mix, Methods of promotion, Advertising- Meaning and Objectives of advertising their relative merits and limitations; Characteristics of an effective advertisement, Personal selling. Channels of distribution 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.

References

Text Books

1. Gupta, A.P. – Bharat Mein Viparan Ke Sidhant Thata Vyohar
2. Saxena R., Marketing Management,
3. Gupta C.B. & Nair N. Rajan – Marketing Management
4. Dutta Debray & Dutta Mahua - Marketing Management
5. Shukla Ajit Kumar - Marketing Management

Suggested Readings

1. Maheshwari K.L., Maheshwari R.K. & Ram Milan – Marketing Management
2. Chatterjee A. & Chaturvedi R.K.– Marketing Fundamentals – A Contemporary Insight

Course Outcome:

After the course the students will be able to:

1. Understand the fundamentals of Indian economy.
2. Analyze the changing dimensions of Indian economy.
3. Acquaint with changing dimensions of our economy.
4. Provide the knowledge about various policies and programmes run by our government and their impact on our economy.

UNIT-1

Concept and Features of Developing and Developed economy, Nature and structure of Indian Economy, Characteristics and problems of Indian Economy, Planning in India: Five year plans – Achievements and failures, NITI Aayog.

Unit-II

Indian Agriculture –Its features and problems, Agricultural development in planned era, Green revolution, Agricultural marketing. Problem of unemployment, Forms of Unemployment, Employment Generation and Poverty Alleviation Programmes in India.

Unit-III

Indian Industry: Large scale, small scale and cottage industries, MSME, MUDRA Scheme Industrial development during five year plans, Industrial policy-Make in India, Industrial Sickness, Industrial finance: Sources and Institutions.

UNIT-IV

Infrastructure in the Indian Economy, Energy Sector: Sources, Energy crisis and measures to tackle, Population growth and Population explosion, Population Policy and Programmes.

References**Text Books:**

1. Misra S.K. and Puri V.K. – Indian Economy
2. Jaiswal B. - Indian Economy
3. Singh A.K & Dwivedi Priya. - Indian Economy
4. Datta and Sundaram – Indian Economy (English & Hindi)

Suggested Readings:

1. Current Economic Survey
2. The Stiglitz Report by Joseph E Stiglitz.
3. The Argumentative Indian by Amartya Sen.
4. Imagining India by Nandan Nilekani.
5. Indira: The Life of Indira Nehru Gandhi by Katherine Frank.
6. India After Gandhi: The History of the World's Largest Democracy by Ramachandra Guha.

Course Outcome: On completion of this course, the students will be able to:

1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis;
2. Critically evaluate the underlying assumptions of analysis tools;
3. Understand and critically discuss the issues surrounding sampling and significance; Discuss critically the uses and limitations of statistical analysis;
4. Solve a range of problems using the techniques covered;
5. Conduct basic statistical analysis of data.

Unit-I

Statistical System in India – Indian Statistical Machinery – Organisation at Central and State level, National Sample Survey Organisation – Organisation, Functions, Design and Technique. National Income Statistics: Methods of measuring National Income and related aggregates

Unit-II

Population Statistics – Nature, Importance and Methods of Population Census, Population Census in India, Vital Statistics- Computation of birth, death, Fertility and Reproduction rates.

Unit-III

Analysis of Time Series – Meaning, Importance and Purposes, Components of Time Series Analysis, Long Term Trend and Seasonal Variation measurement – Different methods. Statistical Quality control: Concept, Utility and Techniques. Construction of control charts for Variables and Attributes

Unit-IV

Index numbers and their uses: Definition, Importance and Limitations. Price, Quantity and value index numbers, Methods of constructing index numbers, Tests of reversibility, WPI and CPI, Deflating Index Numbers. Business Forecasting: Concept and Methods

References

Text Books:

1. Singh Kumar Anoop - Applied and Business Statistics (Hindi)
2. Abrar Anjum – Applied and Business Statistics
3. Gupta S.P. – Statistical Methods

Suggested Readings:

1. Richard Levin and David S. Rubin, *Statistics for Management*
2. M.R. Spiegel, *Theory and Problems of Statistics*, Schaum's Outlines Series

1. statistics-spring-2014/

P35X. Economics of Public Enterprises

Credit: 04

Course Outcome:

After learning this course, students would be able to:

- Understand in detail the fundamentals, working, evaluation etc. of public enterprises.
- Manage the smooth functioning of the public enterprises for economy development.
- Understand the role and accountability of public enterprises in the development of economy.
- Get the knowledge about the various business operations performed in the public enterprises.

Unit-I

Concept of public enterprises, Role in national economy, Growth of public enterprise in India

Unit-II

Organizational Patterns- Departmental Undertaking, Statutory Corporations, Companies, Holding Companies, Other Forms, Management- Public Enterprises Board, Functions Responsibilities, Duties of Board of Directors, Delegation of Authority

Unit-III

Pricing in Public Enterprises, Efficiency and Performance Evaluation, Financing of Public Enterprises, Performance Budgeting, Financial Advisor, Disinvestment in PSUs

Unit-IV

Accountability and Control – Public Accountability and Autonomy, Accountability to Parliament, Control, Audit, Annual Reports, Consumer Organisation

References

Text Books:

1. Maheshwari, R.K. – Public Enterprise Management
2. Laxmi Narain – Principles Practice of Public Enterprise
3. Maheshwari R.K. – Lokupkram (Hindi)

Suggested Readings:

1. Barnes, I.R. – Economics of Public Utility Regulation
2. Clemens E.W. – Economics and Public Utilities
3. Sleeman, J.F. – British Public Utilities

P35Y: Export-Import Procedure and Documentation

Credit: 04

Course Outcome: After learning this course, the students will be able to:

- Understand the rules, regulations, procedures and documentation to be followed for export-import trade in India.
- Know about various schemes and benefits offered by the government to exporters and importers.
- Start their own export units.

Unit-I

Exports-planning: Adaption, Standardisation and Packaging, Getting ready for Exports, Procurement and processing of an export order and Export Contract. Export Costing & Pricing, Export Documentation: Concept & Types, Steps in Export Procedure.

Unit-II

Methods/Terms of payments for Exports, Export Financing: Pre Shipment and Post Shipment Financing, Export Credit Guarantee Corporation of India (ECGC of India), Quality control and inspection in Exports, Type of risks, Cargo insurance: Contract, procedures and documentation for cargo loss claims, INCO Terms

Unit-III:

Central Excise and custom clearance regulations- Procedures and Documentation, Export /trading / star trading / superstar trading houses; Objective criteria and benefits, procedures and documentation; Policy for EOU / FTZ/ EPZ units, Objectives, criteria and benefits.

Unit-IV

Institutional Support for India's Foreign Trade, Export Incentives (Financial & Non-Financial Incentives), Schemes for import of capital goods, Procedures and documentation for new / second hand capital goods, International Logistics.

References

Text Books:

1. Maheshwari R.K.& Ekta Rastogi- Export-Import Procedure & Documentation
2. Jaiswal Bimal & Yusuf Kamal - Export-Import Procedure & Documentation
3. Ramagopal C - Export-Import Procedure & Documentation
4. Lall Madhurima & Ahmad Sultan - Export-Import Procedure & Documentation

Suggested Readings :

1. Exporters Manual- Nabhi Publication
2. Varshney R.L. – International Marketing
3. Current Annual RBI Report
4. Hill C.W. - International Business

P36. Minor Project