

# VIDYASAGAR UNIVERSITY



## Curriculum for 3-Year B Com (General)

**Under Choice Based Credit System (CBCS)  
w.e.f 2018-2019**

**VIDYASAGAR UNIVERSITY**  
**B Com (General)**  
**[Choice Based Credit System]**

Year	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
<b>1</b>	<b>SEMESTER-I</b>					<b>CA</b>	<b>ESE</b>	<b>TOTAL</b>
	Core-1		CIT:Financial Accounting	6	4-0-0	15	60	75
			CIP:Computerised Accounting Systems(Practical)		0-0-4			
	Core-2		C2T:Business Organisation and Management	6	5-1-0	15	60	75
	AECC-1( AECC-Core) [Language core]		English-I	6	5-1-0	15	60	75
	AECC-1 (Elective)		English/MIL	2	1-1-0	10	40	50
			<b>Semester - I : Total</b>	<b>20</b>				<b>275</b>
	<b>SEMESTER-II</b>							
	Core-3		C3T:Business Law	6	5-1-0	15	60	75
	Core-4		C4T:Business Mathematics and Statistics	6	5-1-0	15	60	75
	AECC-2(AECC-Core) [Language core]		MIL - I	6	5-1-0	15	60	75
	AECC-2 (Elective)		Environmental Studies	4		20	80	100
			<b>Semester - 2 : Total</b>	<b>22</b>				<b>325</b>

Year	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
2	<b>SEMESTER-III</b>					<b>CA</b>	<b>ESE</b>	<b>TOTAL</b>
	Core-5		C5T:Company Law	6	5-1-0	15	60	75
	Core-6		C6T:Income tax Law and Practice	6	4-0-0	15	60	75
			C6P:Income tax Law and Practice(Practical)		0-0-4			
	AECC-3(AECC-Core) [Language core]		English -II	6	5-1-0	15	60	75
	SEC-1		SEC1T:Computer applications in Business SEC1P: Computer applications in Business(Practical)	2	1-0-2	10	40	50
			<b>Semester - 3 : Total</b>	<b>20</b>				<b>275</b>
	<b>SEMESTER-IV</b>							
	Core-7		C7T:Corporate Accounting	6	5-1-0	15	60	75
	Core-8		C8T:Cost Accounting	6	5-1-0	15	60	75
	AECC-4(AECC-Core)[Language core]		MIL - II	6	5-1-0	15	60	75
	SEC-2		SEC2T:Business Communication <b>Or</b> SEC2T:E-Commerce, SEC2P: E-Commerce	2	1-1-0/ 1-0-2	10	40	50
			<b>Semester - 4 : Total</b>	<b>20</b>				<b>275</b>

Year	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
3	<b>SEMESTER-V</b>					<b>CA</b>	<b>ESE</b>	<b>TOTAL</b>
	DSE-1		TBD	6	5-1-0	15	60	75
	DSE-2		TBD	6	5-1-0	15	60	75
	GE-1		GE1T:Principles of Micro Economics	6	5-1-0	15	60	75
	SEC-3		SEC3T:Entrepreneurship	2	1-1-0	10	40	50
			<b>Semester - 5 : Total</b>	<b>20</b>				<b>275</b>
	<b>SEMESTER-VI</b>							
	DSE-3		TBD	6	5-1-0	15	60	75
	DSE-4		TBD	6	4-0-4/ 5-1-0	15	60	75
	GE-2		GE2T: Indian Economy	6	5-1-0	15	60	75
	SEC-4		SEC4T:Personal Selling and Salesmanship	2	1-1-0	10	40	50
			<b>Semester - 6 : Total</b>	<b>20</b>				<b>275</b>
			<b>Total in all Semester:</b>	<b>122</b>				<b>1700</b>

CC = Core Course , AECC = Ability Enhancement Compulsory Course , GE = Generic Elective , SEC = Skill Enhancement Course , DSE = Discipline Specific Elective , CA= Continuous Assessment , ESE= End Semester Examination , TBD =To be decided , CT = Core Theory, CP=Core Practical , MIL = Modern Indian Language , ENVS = Environmental Studies , Teaching Scheme in hour per week: L = Lecture, T = Tutorial ,P = Practical ,

**List of Core and Electives**  
**Core Course (CC)**

- CC-1: Financial Accounting**
- CC-2 : Business Organisation and Management**
- CC-3 : Business Law**
- CC-4 : Business Mathematics and Statistics**
- CC-5 : Company Law**
- CC-6 : Income tax Law and Practice**
- CC-7 : Corporate Accounting**
- CC-8 : Cost Accounting**

**Discipline Specific Electives (DSE)**

- DSE-1 : Human resource management**
- Or**
- DSE-1 : Principles of marketing**
- Or**
- DSE-1 : Auditing and Corporate governance**
- DSE-2: Fundamentals of financial management**
- Or**
- DSE-2 : Indirect tax law**
- DSE-2 : Consumer protection**
- DSE-3 : Corporate tax planning**
- Or**
- DSE-3 : Banking and Insurance**
- Or**
- DSE-3 : Management accounting**
- DSE-4 : Computerized accounting system**
- Or**
- DSE-4 : International business**
- Or**
- DSE-4 : Office Management and Secretarial Practice**
- Or**
- DSE-4 : Fundamentals of investment**

**Generic Electives (GE)**

**[For the students of B.Com (General)]**

- GE-1 : Principles of Micro Economics**
- GE-2 : Indian Economy**

**Skill Enhancement Course (SEC)**

- SEC-1 : Computer applications in Business**
- SEC-2 : Business Communication**
- Or**
- SEC-2 : E-Commerce**
- SEC-3 : Entrepreneurship**
- SEC-4 : Personal Selling and Salesmanship**

## Core Course (CC)

**CC-1: Financial Accounting**

**Credit 06**

**C1T: Financial Accounting**

**Credit 04**

### **Course Contents:**

#### **Unit 1: (a) Theoretical Framework**

- I. Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.
- II. The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.
- III. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) 101. International Financial Reporting Standards (IFRS): - Need and procedures.

#### **(b) Accounting Process**

From recording of a business transaction to preparation of trial balance including adjustments

#### **Unit 2:**

##### **(a) Business Income**

- i. Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.
- ii. Revenue recognition: Recognition of expenses.
- iii. The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.
- iv. Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average. Salient features of Indian Accounting Standard (IND-AS): 2

##### **(b) Final Accounts**

Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements of non-corporate business entities

#### **Unit 3: Accounting for Hire-Purchase and Installment Systems, Consignment, and Joint Venture**

- i) **Accounting for Hire-Purchase** Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser for large value items including Default and repossession.
- ii) **Consignment:** Features, Accounting treatment in the books of the consignor and consignee.
- iii) **Joint Venture:** Accounting procedures: Joint Bank Account, Records Maintained by Coventurer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

#### **Unit 4: Accounting for Inland Branches**

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

#### **Unit 5: Accounting for Dissolution of Partnership Firm**

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

### **C1P: Computerised Accounting Systems**

**Credits 02**

#### **(Practical Lab)**

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

#### **Suggested Readings:**

- Robert N Anthony, David Hawkins, Kenneth A. Merchant, *Accounting: Text and Cases*. McGraw- Hill Education, 13th Ed. 2013.
- Charles T. Horngren and Donna Philbrick, *Introduction to Financial Accounting*, Pearson Education.
- J.R. Monga, *Financial Accounting: Concepts and Applications*. Mayur Paper Backs, New Delhi.
- M.C.Shukla, T.S. Grewal and S.C.Gupta. *Advanced Accounts. Vol.-I*. S. Chand & Co., New Delhi.
- S.N. Maheshwari, and. S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
- Deepak Sehgal. *Financial Accounting*. Vikas Publishing H House, New Delhi.
- Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
- Goldwin, Alderman and Sanyal, *Financial Accounting*, Cengage Learning.
- Tulsian, P.C. *Financial Accounting*, Pearson Education.
- *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi

**C2T : Business Organisation and Management****Course Contents:****Unit 1: Foundation of Indian Business**

Manufacturing and service sectors; Small and medium enterprises; Problems and government policy. India's experience of liberalisation and globalisation. Technological innovations and skill development. 'Make in India' Movement. Social responsibility and ethics Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

**Unit 2: Business Enterprises**

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

**Unit 3: Management and Organisation**

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

**Unit 4: Leadership, Motivation and Control**

Leadership: Concept and Styles; Trait and Situational Theory of Leadership.

Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory.

Communication: Process and Barriers; Control: Concept and Process.

**Unit 5: Functional Areas of Management**

Marketing Management: Marketing Concept; Marketing Mix; Product Life Cycle; Pricing Policies and Practices

Financial Management: Concept and Objectives; Sources of Funds – Equity Shares, Debentures, Venture Capital and Lease Finance. Securities Market, Role of SEBI.

Human Resource Management: Concept and Functions; Basic Dynamics of Employer – Employee Relations.

**Suggested Readings:**

- Kaul, V.K., *Business Organisation and Management*, Pearson Education.
- Chhabra, T.N., *Business Organisation and Management*, Sun India Publications, New Delhi,
- Gupta CB, *Modern Business Organisation*, Mayur Paperbacks, New Delhi
- Koontz and Weihrich, *Essentials of Management*, McGraw Hill Education.
- Basu, C. R., *Business Organization and Management*, McGraw Hill Education.
- Jim, Barry, John Chandler, Heather Clark; *Organisation and Management*, Cengage Learning.
- B.P. Singh and A.K.Singh, *Essentials of Management*, Excel Books
- Buskirk, R.H., et al; *Concepts of Business: An Introduction to Business System*, Dryden Press, New York.



- Burton Gene and Manab Thakur; Management Today: Principles and Practice; Tata McGraw Hill, New Delhi.
- Griffin, *Management Principles and Application*, Cengage Learning

**CC-3 : Business Law**

**Credit 06**

**C3T : Business Law**

**Course Contents:**

**Unit 1: The Indian Contract Act, 1872: General Principles of Contract**

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

**Unit 2: The Indian Contract Act, 1872: Specific Contracts**

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

**Unit 3: The Sale of Goods Act, 1930**

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

**Unit 4: Partnership Laws**

**A) The Partnership Act, 1932**

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

**B) The Limited Liability Partnership Act, 2008**

- a) Salient Features of LLP
- b) Differences between LLP and Partnership, LLP and Company
- c) LLP Agreement,
- d) Partners and Designated Partners

- e) Incorporation Document
- f) Incorporation by Registration
- g) Partners and their Relationship

### **Unit 5: The Negotiable Instruments Act 1881**

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

### **Suggested Readings:**

- M.C. Kuchhal, and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
- Avtar Singh, *Business Law*, Eastern Book Company, Lucknow.
- Ravinder Kumar, *Legal Aspects of Business*, Cengage Learning
- SN Maheshwari and SK Maheshwari, *Business Law*, National Publishing House, New Delhi.
- Aggarwal S K, *Business Law*, Galgotia Publishers Company, New Delhi.
- Bhushan Kumar Goyal and Jain Kinneri, *Business Laws*, International Book House
- Sushma Arora, *Business Laws*, Taxmann Publications.
- Akhileshwar Pathak, *Legal Aspects of Business*, McGraw Hill Education, 6th ed.
- P C Tulsian and Bharat Tulsian, *Business Law*, McGraw Hill Education
- Sharma, J.P. and Sunaina Kanojia, *Business Laws*, Ane Books Pvt. Ltd., New Delhi.

## **CC-4 : Business Mathematics and Statistics**

**Credit 06**

### **C4T : Business Mathematics and Statistics**

#### **Course Contents:**

#### **Part – A: Business Mathematics**

##### **Unit 1: Matrices**

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

##### **Unit 2: Differential Calculus**

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

##### **Unit 3: Basic Mathematics of Finance**

Simple and compound interest Rates of interest – nominal, effective and continuous – their interrelationships; Compounding and discounting of a sum using different types of rates

## **Part – B: Business Statistics**

### **Unit 1: Uni-variate Analysis**

Measures of Central Tendency including arithmetic mean, geometric mean and harmonic mean: properties and applications; mode and median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties.

### **Unit 2: Bi-variate Analysis**

Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's co-efficient and Spearman's rank correlation Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression coefficients

### **Unit 3: Time-based Data: Index Numbers and Time-Series Analysis**

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

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

#### **Notes:**

1. Use of simple calculator is allowed.
2. Proofs of theorems / formulae are not required.
3. Trigonometric functions are not to be covered.

#### **Suggested Readings:**

- Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
- Budnick, P. *Applied Mathematics*. McGraw Hill Publishing Co.
- N. D. Vohra, *Business Mathematics and Statistics*, McGraw Hill Education (India) Pvt Ltd
- J.K. Thukral, *Mathematics for Business Studies*, Mayur Publications
- J. K. Singh, *Business Mathematics*, Himalaya Publishing House.
- J. K. Sharma, *Business Statistics*, Pearson Education.
- S.C. Gupta, *Fundamentals of Statistics*, Himalaya Publishing House.
- S.P. Gupta and Archana Gupta, *Elementary Statistics*, Sultan Chand and Sons, New Delhi.
- Richard Levin and David S. Rubin, *Statistics for Management*, Prentice Hall of India, New Delhi.
- M.R. Spiegel, *Theory and Problems of Statistics*, Schaum's Outlines Series, McGraw Hill Publishing Co.

**CC-5 : Company Law**

**Credit 06**

**C5T : Company Law**

## Course Contents:

### UNIT 1:

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

### UNIT 2:

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

### UNIT 3:

**Management:** Classification of directors, women directors, independent director, small shareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager; Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting; Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee.

### UNIT 4:

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

### UNIT V:

**Winding Up** - Concept and modes of Winding Up.

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

### Suggested Readings:

- MC Kuchhal, *Modern Indian Company Law*, Shri Mahaveer Book Depot (Publishers), Delhi.
- GK Kapoor and Sanjay Dhamija, *Company Law*, Bharat Law House, Delhi.
- Anil Kumar, *Corporate Laws*, Indian Book House, Delhi
- Reena Chadha and Sumant Chadha, *Corporate Laws*, Scholar Tech Press, Delhi.
- Avtar Singh, *Introduction to Company Law*, Eastern Book Company
- Ramaiya, *A Guide to Companies Act*, LexisNexis, Wadhwa and Buttersworth.
- *Manual of Companies Act, Corporate Laws and SEBI Guideline*, Bharat Law House, New Delhi,.
- *A Compendium of Companies Act 2013, along with Rules*, by Taxmann Publications.
- Gower and Davies, *Principles of Modern Company Law*, Sweet & Maxwell

- Sharma, J.P., *An Easy Approach to Corporate Laws*, Ane Books Pvt. Ltd., New Delhi

## **CC- 6 : Income Tax Law and Practice**

**Credit 06**

**(Theory & Practical)**

### **C6T : Income Tax Law and Practice**

**Credits 04**

#### **Course Contents:**

#### **Unit 1: Introduction**

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

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

#### **Unit 2: Computation of Income under different heads-1**

Income from Salaries; Income from house property

#### **Unit 3: Computation of Income under different heads-2**

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

#### **Unit 4: Computation of Total Income and Tax Liability**

Income of other persons included in assessee's total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs Computation of total income of individuals and firms; Tax liability of an individual and a firm; Five leading cases decided by the Supreme Court

#### **Unit 5: Preparation of Return of Income**

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

### **C6P: Preparation of Return of Income**

**Credits 02**

#### **Practical Lab**

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

#### **Suggested readings:**

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

#### **Journals**

- 1) *Income Tax Reports*. Company Law Institute of India Pvt. Ltd., Chennai.
- 2) *Taxman*. Taxman Allied Services Pvt. Ltd., New Delhi.

3) *Current Tax Reporter*. Current Tax Reporter, Jodhpur.

#### **Software**

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

### **CC-7 : Corporate Accounting**

**Credit 06**

### **C7T : Corporate Accounting**

#### **Course Contents:**

#### **Unit 1. Accounting for Share Capital & Debentures**

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

#### **Unit 2. Final Accounts**

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

#### **Unit 3. Valuation of Goodwill and Valuation of Shares**

Concepts and calculation: simple problem only

#### **Unit 4. Amalgamation of Companies**

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

#### **Unit 5. Accounts of Holding Companies/Parent Companies**

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

#### **Unit 6. Accounts of Banking Companies**

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

#### **Unit 7. Cash Flow Statement**

Concept of funds, Preparation of cash flow statement as per Indian Accounting Standard (Ind- AS): 7.

#### **Suggested Readings:**

- J.R. Monga, *Fundamentals of Corporate Accounting*. Mayur Paper Backs, New Delhi.
- M.C. Shukla, T.S. Grewal, and S.C. Gupta. *Advanced Accounts*. Vol.-II. S. Chand & Co., New Delhi.
- S.N. Maheshwari, and S. K. Maheshwari. *Corporate Accounting*. Vikas Publishing House, New Delhi.

- Ashok Sehgal, *Fundamentals of Corporate Accounting*. Taxman Publication, New Delhi.
- V.K. Goyal and Ruchi Goyal, *Corporate Accounting*. PHI Learning.
- Jain, S.P. and K.L. Narang. *Corporate Accounting*. Kalyani Publishers, New Delhi.
- Bhushan Kumar Goyal, *Fundamentals of Corporate Accounting*, International Book House
- P. C. Tulsian and Bharat Tulsian, *Corporate Accounting*, S.Chand
- Amitabha Mukherjee, Mohammed Hanif, *Corporate Accounting*, McGraw Hill Education
- Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

## **CC-8: Cost Accounting**

**Credit 06**

### **C8T: Cost Accounting**

#### **Course content:**

#### **Unit 1: Introduction**

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

#### **Unit 2: Elements of Cost: Material and Labour**

- a) *Materials*: Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost. Treatment of Material Losses
- Labour*: Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.

#### **Unit 3: Elements of Cost: Overheads**

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

#### **Unit 4: Methods of Costing**

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

#### **Unit 5: Book Keeping in Cost Accounting**

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

#### **Suggested Reading:**

- Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan , *Cost Accounting: A Managerial Emphasis*, Pearson Education.



- Jawahar Lal, *Cost Accounting*. McGraw Hill Education
- Nigam, B.M. Lall and I.C. Jain. *Cost Accounting: Principles and Practice*. PHI Learning
- Rajiv Goel, *Cost Accounting*. International Book House
- Singh, Surender. *Cost Accounting*, Scholar Tech Press, New Delhi.
- Jain, S.P. and K.L. Narang. *Cost Accounting: Principles and Methods*. Kalyani Publishers
- Arora, M.N. *Cost Accounting – Principles and Practice*. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems*. Shri Mahavir Book Depot, New Delhi.
- Iyengar, S.P. *Cost Accounting*. Sultan Chand & Sons
- H.V. Jhamb, *Fundamentals of Cost Accounting*, Ane Books Pvt. Ltd.

### Discipline Specific Electives ( DSE)

#### **DSE-1 : Human Resource Management**

**Credit 06**

##### **Course Contents:**

##### **Unit 1: Introduction**

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

##### **Unit 2: Acquisition of Human Resource**

Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction

##### **Unit 3: Training and Development**

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

##### **Unit 4: Performance Appraisal**

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

##### **Unit 5: Maintenance**

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



**Suggested Readings:**

- Gary Dessler. *A Framework for Human Resource Management*. Pearson Education.
- DeCenzo, D.A. and S.P. Robbins, *Personnel/Human Resource Management*, Pearson Education.
- Bohlander and Snell, *Principles of Human Resource Management*, Cengage Learning
- Ivancevich, John M. *Human Resource Management*. McGraw Hill.
- Wreather and Davis. *Human Resource Management*. Pearson Education.
- Robert L. Mathis and John H. Jackson. *Human Resource Management*. Cengage Learning.
- TN Chhabra, *Human Resource Management*, Dhanpat Rai & Co., Delhi
- Biswajeet Pattanayak, *Human Resource Management*, PHI Learning
- Neeru Kapoor, *Human Resource Management*, Taxmann Publication

Or

**DSE-1 : Principles of Marketing**

**Credit 06**

**Course Contents:****Unit 1: Introduction:**

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

**Unit 2:**

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

**Unit 3: Product:**

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

**Unit 4:**

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

**Unit 5:**

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

- b. **Recent developments in marketing:** Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism

**Suggested Readings:**

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

**Or**

**DSE – 1 : Auditing and Corporate Governance**

**Credit 06**

**Course Contents:**

**Unit 1: Introduction**

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

**Unit 2: Audit of Companies**

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

**Unit 3: Special Areas of Audit**

**Special Areas of Audit:** Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Auditing Standards; Relevant Case Studies/Problems;

**Unit 4: Corporate Governance**

Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance

**Unit 5: Business Ethics**

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical

Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement

### **Unit 6: Corporate Social Responsibility (CSR):**

Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR

### **Suggested Readings:**

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

## **DSE - 2: Fundamentals of financial management**

**Credit 06**

### **Course Contents:**

#### **Unit 1: Introduction**

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

#### **Unit 2: Investment Decision**

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

#### **Unit 3: Financing Decision**

Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage. Determinants of capital structure.

#### **Unit 4: Dividend Decisions**

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

#### **Unit 5: Working Capital Decisions**

Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.

#### **Suggested Readings**

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

**Or**

**DSE -2 : indirect tax law**

**Credit 06**

#### **Course Contents:**

##### **Unit 1: Service Tax-I**

Service tax – concepts and general principles, Charge of service tax and taxable services,

##### **Unit 2: Service Tax-II**

Valuation of taxable services, Payment of service tax and filing of returns, Penalties, CENVAT Credit

##### **Unit 3: VAT**

VAT – concepts and general principles, Calculation of VAT Liability including input Tax Credits, Small Dealers and Composition Scheme, VAT Procedures

#### **Unit 4: Central Excise**

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

#### **Unit 5: Customs laws**

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

#### **Suggested Readings:**

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

### **DSE – 2 : Consumer Protection**

**Credit 06**

#### **Course Contents:**

#### **Unit 1: Conceptual Framework**

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

**Experiencing and Voicing Dissatisfaction:** Consumer Satisfaction/dissatisfaction- Grievances complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Internal and External Complaint handling: Corporate Redress Systems and Public Redress Systems

#### **Unit 2: The Consumer Protection Act, 1986 (CPA)**

**Objectives and Basic Concepts:** Consumer, goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice.

**Organizational set-up under the Consumer Protection Act:** Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels, Basic Consumer Rights; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA.

#### **Unit 3: Grievance Redress Mechanism under the Consumer Protection Act, 1986:**

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

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

#### **Unit 4: Industry Regulators and Consumer Complaint Redress Mechanism**

- I. Banking: RBI and Banking Ombudsman
- II. Insurance: IRDA and Insurance Ombudsman
- III. Telecommunication: TRAI
- IV. Food Products: FSSAI (an overview)
- V. Electricity Supply: Electricity Regulatory Commission
- VI. Advertising: ASCI

#### **Unit 5: Consumerism in India**

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

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

#### **Suggested Readings:**

- Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. *Consumer Affairs* (2007) Delhi University Publication.
- Aggarwal, V. K. (2003). *Consumer Protection: Law and Practice*. 5th ed. Bharat Law House, Delhi, or latest edition.
- Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
- Nader, Ralph (1973). *The Consumer and Corporate Accountability*. USA, Harcourt Brace Jovanovich, Inc.
- Sharma, Deepa (2011). *Consumer Protection and Grievance-Redress in India: A Study of Insurance Industry* (LAP LAMBERT Academic Publishing GmbH & Co.KG, Saarbrücken, Germany).
- Rajyalaxmi Rao, *Consumer is King*, Universal Law Publishing Company
- Empowering Consumers e-book, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)
- ebook, [www.bis.org](http://www.bis.org)
- *The Consumer Protection Act, 1986*

#### **Articles**

- Verma, D. P. S. (2007). Developments in Consumer Protection in India: Challenges and Tasks Ahead in JS Panwar, et al. (Eds) *Consumerism in India*, RBS Publishers Jaipur
- Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal Provisions and Institutional Framework. *Vikalpa*. Vol. 26. No. 2. pp. 51-57.
- Ralph L. Day and Laird E. Landon, Jr. (1997). Towards a Theory of Consumer Complaining
- Behaviour. Ag Woodside, et al. (eds.). *Consumer and Industrial Buying Behaviour*. New York; North Holland pp. 425-37.
- George, S. Day and A. Aaker (1970). A Guide to consumerism. *Journal of Marketing*. Vol. 34. pp 12-19.

- Sharma, Deepa (2003).New measures for Consumer Protection in India. *The Indian Journal of Commerce*. Vol.56. No.4. pp. 96-106
- Sharma, Deepa (2011).Consumer Grievance Redress by Insurance Ombudsman. *BIMAQUEST*.Vol.11. pp.29-47.

### Periodicals

1. Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2. Recent issues of magazines: *Insight*, published by CERC, Ahmedabad 'Consumer Voice', Published by VOICE Society , New Delhi.
3. *Upbhokta Jagran*, Ministry of Consumer Affairs, Govt, of India. New Delhi.

### Websites:

[www.ncdrc.nic.in](http://www.ncdrc.nic.in)  
[www.fcamin.nic.in](http://www.fcamin.nic.in)  
[www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)  
[www.iso.org.in](http://www.iso.org.in)  
[www.bis.org](http://www.bis.org)  
[www.ascionline.org.in](http://www.ascionline.org.in)  
[www.trai.gov.in](http://www.trai.gov.in)  
[www.irda.gov.in](http://www.irda.gov.in)  
[www.derc.gov.in](http://www.derc.gov.in)  
[www.rbi.org.in](http://www.rbi.org.in)  
[www.fssai.gov.in](http://www.fssai.gov.in)  
[www.consumer-voice.org](http://www.consumer-voice.org)  
[www.nationalconsumerhelpline.in](http://www.nationalconsumerhelpline.in)  
[www.cci.gov.in](http://www.cci.gov.in)

## DSE - 3: Corporate Tax Planning

Credit 06

### Course Contents:

#### Unit 1: Introduction

Tax planning, tax management, tax evasion, tax avoidance; Corporate tax in India; Types of companies;

Residential status of companies and tax incidence; Tax liability and minimum alternate tax; Tax on distributed profits

#### Unit 2: Tax planning-1

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

Tax planning with reference to financial management decision - Capital structure, dividend including deemed dividend and bonus shares; Tax planning with reference to sale of scientific research assets

#### Unit 3: Tax planning-2

Tax planning with reference to specific management decisions - Make or buy; own or lease; repair or Replace Tax planning with reference to employees' remuneration. Tax



planning with reference to receipt of insurance compensation Tax planning with reference to distribution of assets at the time of liquidation

#### **Unit 4: Special provisions relating to non-residents**

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

#### **Unit 5: Tax planning with reference to business restructuring**

Amalgamation, Demerger, Slump sale, Conversion of sole proprietary concern/partnership firm into company, Conversion of company into LLP, Transfer of assets between holding and subsidiary companies

#### **Suggested Readings:**

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

#### **Journals**

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

**Or**

**DSE – 3 : Banking and Insurance**

**Credit 06**

#### **Course Contents:**

##### **Unit 1: Introduction:**

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

##### **Unit 2: Cheques and Paying Banker**

Crossing and endorsement - meaning, definitions, types and rules of crossing. Duties, Statutory protection in due course, collecting bankers: duties, statutory protection for holder in due course, Concept of negligence.

##### **Unit 3: Banking Lending**

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

##### **Unit 4: Internet Banking**



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

### **Unit V: Insurance**

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

### **Suggested readings:**

- Agarwal, O.P., *Banking and Insurance*, Himalaya Publishing House
- Satyadevi, C., *Financial Services Banking and Insurance*, S.Chand
- Suneja, H.R., *Practical and Law of Banking*, Himalya Publishing House
- Chabra, T.N., *Elements of Banking Law*, Dhanpat Rai and Sons
- Arthur, C. and C. William Jr., *Risk Management and Insurance*, McGraw Hill
- Saxena, G.S; *Legal Aspects of Banking Operations*, Sultan Chand and Sons
- Varshney, P.N., *Banking Law and Practice*, Sultan Chand and Sons
- Jyotsna Sethi and Nishwan Bhatia, *Elements of Banking and Insurance*, PHI Learning

**Or**

### **DSE- 3 : Management accounting**

**Credit 06**

### **Course Contents:**

#### **Unit 1: Introduction**

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

#### **Unit 2: Budgetary Control**

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

#### **Unit 3: Standard Costing**

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

#### **Unit 4: Marginal Costing**

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

#### **Unit 5: Decision Making**

Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sell or

process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing

### **Unit 5: Contemporary Issues**

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

#### **Suggested Reading:**

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

**DSE – 4 : Computerized accounting system  
(Theory & Practical)**

**Credits 06**

**DSE4T : Computerized accounting system  
Course Contents:**

**Credits 04**

#### **Unit-1: Computerized Accounting: Using Generic Software (12 Lectures)**

Taxation: TDS, VAT and Service Tax Auditing in Computerized Accounting system: Statutory Audit, Voucher verification, Verification of related party transaction, CAAT: Various Tools

#### **Unit-2: Designing Computerised Accounting System (24 Lectures)**

Designing Computerised Accounting System using a DBMS Package Creating a voucher entry Form, Preparing ledgers with SQL, Form, and Report Preparing Trial Balance with SQL and Report

#### **Unit-3: Designing Accounting Support System (16 Lectures)**

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

## **DSE4P : Computerized Accounting System (Practical)**

**Credits 02**

### **1 : Computerized Accounting: Using Generic Software (12 Practical Lab)**

Taxation: TDS, VAT and Service Tax Auditing in Computerized Accounting system:  
Statutory Audit, Voucher verification, Verification of related party transaction, CAAT:  
Various Tools

### **2 : Designing Computerised Accounting System (24 Practical Lab)**

Designing Computerised Accounting System using a DBMS Package Creating a voucher entry Form, Preparing ledgers with SQL, Form, and Report Preparing Trial Balance with SQL and Report

### **3 : Designing Accounting Support System (16 Practical Lab)**

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

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

**Or**

## **DSE – 4 : International Business**

**Credit 06**

### **Unit 1:**

- a. *Introduction to International Business*: Globalisation and its importance in world economy; Impact of globalization; International business vs. domestic business: Complexities of international business; Modes of entry into international business.
- b. *International Business Environment*: National and foreign environments and their components - economic, cultural and political-legal environments

### **Unit –II**

- a. *Theories of International Trade* – an overview ( Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments - tariff and nontariff measures – difference in Impact on trade, types of tariff and non tariff barriers ( Subsidy, Quota and Embargo in detail) ; Balance of payment account and its components.
- b. *International Organizations and Arrangements*: WTO – Its objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD;; Commodity and other trading agreements (OPEC).

### **Unit –III**

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

#### Unit –IV

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

#### Unit –V

- a. Foreign Trade Promotion Measures and Organizations in India; Special economic zones (SEZs) and export oriented units (EOUs), ; Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.
- b. Financing of foreign trade and payment terms – sources of trade finance ( Banks, factoring, forfeiting, Banker's Acceptance and Corporate Guarantee) and forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account)

#### Suggested Readings:

- Charles W.L. Hill and Arun Kumar Jain, *International Business*. New Delhi: McGraw Hill Education
- Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. *International Business*. Pearson Education
- Johnson, Derbe., and Colin Turner. *International Business - Themes & Issues in the Modern Global Economy*. London: Roulledge.
- Sumati Varma, *International Business*, Pearson Education.
- Cherunilam, Francis. *International Business: Text and Cases*. PHI Learning
- Michael R. Czinkota. et al. *International Business*. Fortforth: The Dryden Press.
- Bennett, Roger. *International Business*. Pearson Education.
- Peng and Srivastav, *Global Business*, Cengage Learning

Or

**DSE-4 : Office Management and Secretarial Practice**

**Credit 06**

#### Course Contents

##### Unit 1:

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

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

##### Unit 2:

**Mail and Mailing Procedures:** Mailing Procedures – meaning and importance of mail, centralization of mail handling work, its advantages, room equipment and accessories,

sorting tables and rack, letter opener, time and date stamps, postal franking machine, addressing machine, mailing scales, mailing through post, courier, email, appending files with email. Inward and outward mail – receiving, sorting, opening, recording, making, distributing, folding of letters sent, maintenance of peon book, dispatching, courier services, central receipt and dispatch.

**Forms and Stationery:** Office Forms – introduction, meaning, importance of forms, advantages of using forms, disadvantages of using forms, type of forms, factors affecting forms design, principles of form design, form control. Stationery – introduction, types of stationery used in offices, importance of managing stationery, selection of stationery, essential requirements for a good system of dealing with stationery, purchasing principles, purchase procedure, standardization of stationery.

### Unit 3:

**Modern Office Equipments:** Modern Office Equipment – Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines: personal computers, photocopier, fax, telephone, telephone answering machine, dictating machines, Audio Visual Aids.

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

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

### Unit 4:

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

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

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

### Unit 4:

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

### Suggested Reading:

- Bhatia, R.C. *Principles of Office Management*, Lotus Press, New Delhi..
- Leffingwell and Robinson: *Text book of Office Management*, Tata McGraw-Hill.
- Terry, George R: *Office Management and Control*.
- Ghosh, Evam Aggarwal: *Karyalaya Prabandh*, Sultan Chand & Sons.
- Duggal, B: *Office Management and Commercial Correspondence*, Kitab Mahal.

Or

**DSE – 4: Fundamentals of Investment**

**Credit 06**

**Course Contents**

**Unit 1: The Investment Environment**

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

**Unit 2: Fixed Income Securities**

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

**Unit 3: Approaches to Equity Analysis**

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

**Unit 4: Portfolio Analysis and Financial Derivatives**

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

**Unit 5: Investor Protection**

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

**Suggested Readings**

- C.P. Jones, *Investments Analysis and Management*, Wiley, 8th ed.
- Prasanna Chandra, *Investment Analysis and Portfolio Management*, McGraw Hill Education
- R.P. Rustogi, *Fundamentals of Investment*, Sultan Chand & Sons, New Delhi.
- N.D. Vohra and B.R. Bagri, *Futures and Options*, McGraw Hill Education
- Mayo, *An Introduction to Investment*, Cengage Learning.

**Skill Enhancement Course ( SEC)**

**SEC-1 : Computer Applications in Business  
(Theory & Practical)**

**Credit 02**

**SEC1T : Computer Applications in Business**

**Unit 1: Word Processing  
(3 Lectures)**

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting

Pictures and Video; Mail Merge: including linking with Database; Printing documents  
Creating Business Documents using the above facilities

## **Unit 2: Preparing Presentations (3 Lectures)**

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

### **Creating Business Presentations using above facilities**

## **Unit 3: Spreadsheet and its Business Applications (10 Lectures)**

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

**Generally used Spreadsheet functions:** Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions

## **Unit 4: Creating Business Spreadsheet (10 Lectures)**

**Creating spreadsheet in the area of:** Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression

## **SEC1P : Computer Applications In Business**

### **1: Word Processing (Practical Lab 6)**

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Autotext; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents  
Creating Business Documents using the above facilities

### **2: Preparing Presentations (Practical Lab 6)**

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

### **Creating Business Presentations using above facilities**

### **3: Spreadsheet and its Business Applications (Practical Lab 20)**

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



**Generally used Spreadsheet functions:** Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions

#### **4: Creating Business Spreadsheet (Practical Lab 20)**

**Creating spreadsheet in the area of:** Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression

## **SEC- 2 : Business Communication**

**Credit 02**

### **Course Content:**

#### **Unit 1: Nature of Communication**

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

#### **Unit 2 : Business Correspondence**

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

#### **Unit 3 : Report Writing**

Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

#### **Unit 4 :Vocabulary**

Words often confused, Words often misspelt, Common errors in English.

#### **Unit 5 : Oral Presentation**

Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

### **Suggested Readings:**

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



Or

## **SEC- 2 : E-Commerce**

**Credit 02**

**(Theory & Practical )**

### **SEC2T : E-Commerce**

#### **Course Contents**

##### **Unit 1: Introduction:**

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

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

##### **Unit 2: Security and Encryption:**

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

##### **Unit 3: IT Act 2000 and Cyber Crimes**

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

##### **Unit 4: E-payment System:**

###### **(8 Lectures, 4 Practical Lab)**

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

##### **Unit 5: On-line Business Transactions:**

###### **(8 Lectures, 4 Practical Lab)**

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

### **SEC2P: E-Commerce**

#### **Practical Lab**

### **1. E-payment System:**

#### **(4 Practical Lab)**

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

### **2.On-line Business Transactions:**

#### **(4 Practical Lab)**

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

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

#### **Suggested Readings:**

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

## **SEC-3 : Entrepreneurship**

**Credit 02**

### **Course Contents:**

#### **Unit 1: Introduction**

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

#### **Unit 2: Entrepreneurship and Micro, Small and Medium Enterprises**

Concept of business groups and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution

#### **Unit 3:**

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

#### **Unit 4: Sources of business ideas and tests of feasibility.**

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

#### **Unit 5 : Mobilising Resources**

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

#### **Suggested Readings:**

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

### **SEC- 4 : Personal Selling and Salesmanship**

**Credit 02**

#### **Unit 1:**

**Introduction to Personal Selling:** Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career.

#### **Unit- II**

**Buying Motives:** Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling

#### **Unit- III**

**Selling Process:** Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.

#### **Unit- IV**

**Sales Reports:** reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling

#### **Suggested Readings:**

- *Spiro, Stanton, and Rich, Management of the Sales force*, McGraw Hill.
- *Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices*, McGraw Hill
- *Futrell, Charles, Sales Management: Behaviour, Practices and Cases*, The Dryden Press.
- *Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases*, Prentice Hall of India Ltd., New Delhi,
- *Johnson, Kurtz and Schueing, Sales Management*, McGraw Hill
- *Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., Selling: Principles and Methods*, Richard, Irvin
- *Kapoor Neeru, Advertising and personal Selling*, Pinnacle, New Delhi.

### **Generic Elective (GE)** **[ For B Com (General) students ]**

#### **GE-1 : Principles of Micro Economics**

**Credit 06**

#### **GE1T : Principles of Micro Economics**

##### **Unit 1: Introduction**

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

##### **Unit 2: Consumer Theory**

**Ordinal Utility theory:** (Indifference curve approach): Consumer's preferences; Indifference curves; Budget line; Consumer's equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity; Criticisms of the law of demand.

##### **Unit 3: Production and Cost**

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

##### **Unit 4: Market Structure**

- a) **Perfect Competition:** Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition
- b) **Monopoly:** Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.
- c) **Imperfect Competition:** Difference between perfect competitions, monopoly and imperfect competition;
  - I. Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.
  - II. Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect Competition; Cooperative vs. Non cooperative Behaviour and dilemma of oligopolistic firms.

### Unit 5: Income Distribution and Factor Pricing

Demand for factors. Supply of factor, backward bending supply curve for labor concepts of economic rent; Functional Distribution of Income.

#### Suggested Readings:

- Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; *Microeconomics*, Pearson Education.
- N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning
- Maddala G.S. and E. Miller; *Microeconomics: Theory and Applications*, McGraw-Hill Education.
- Salvatore, D. *Schaum's Outline: Microeconomic Theory*, McGraw-Hill, Education.
- Case and Fair, *Principles of Micro Economics*, Pearson Education
- Koutsiyannis, *Modern Micro Economic Theory*.
- C Snyder, *Microeconomic Theory: Basic Principles and Extensions*, Cengage Learning
- Bilas, Richard A., *Microeconomics Theory: A Graphical Analysis*, McGraw-Hill Education.
- Paul A Samuelson, William D Nordhaus, *Microeconomics*, McGraw-Hill Education.
- Amit Sachdeva, *Micro Economics*, Kusum Lata Publishers

**GE – 2 : Indian Economy**

**Credit 06**

**GE 2T : Indian Economy**

#### Course Contents

##### Unit 1: Basic Issues and features of Indian Economy

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

##### Unit 2: Policy Regimes

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

### Unit 3: Growth, Development and Structural Change

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

### Unit 4: Sectoral Trends and Issues

- a) *Agriculture Sector*: Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security.
- b) *Industry and Services Sector*: Phases of Industrialisation – the rate and pattern of industrial growth across alternative policy regimes; Public sector – its role, performance and reforms; The small scale sector; Role of Foreign capital.
- c) *Financial Sector*: Structure, Performance and Reforms. Foreign Trade and balance of Payments; Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilisation and Structural Adjustment; India and the WTO, Role of FDI, Capital account convertibility,

### Unit 5: Inflation, Unemployment and Labour market

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

### Suggested Readings:

- Mishra and Puri, *Indian Economy*, Himalaya Publishing House
- IC Dhingra, *Indian Economy*, Sultan Chand & Sons
- Gaurav Dutt and KPM Sundarum, *Indian Economy*, S. Chand & Company.
- Uma Kapila (ed), “*Indian Economy since Independence*”, Relevant articles.
- Bhagwati, J. and Desai, P. *India: Planning for industrialization*, OUP, Ch 2.
- Patnaik, Prabhat. *Some Indian Debates on Planning*. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
- Ahluwalia, Montek S. *State-level Performance under Economic Reforms in India* in A. O. Krueger. (ed.). *Economic Policy Reforms and the Indian Economy*, The University of Chicago Press.
- Mankiw, N. Gregory. *Principles of Macroeconomics*. Cengage Learning
- Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*. McGraw-Hill Education
- Oliver J. Blanchard, *Macroeconomics*, Pearson Education

- G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education
- Paul A Samuelson, William D Nordhaus, Sudip Chaudhuri, *Macroeconomic*, McGraw-Hill Education

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