

**OUTCOME BASED SYLLABUS AND SCHEME OF EXAMINATION**

FOR

**PROGRAMME- B.COM (HONS)**

**PROGRAMME CODE- CFSBCOM1001**

UNDER

**CHOICE BASED CREDIT SYSTEM**

Department of Commerce and Financial Studies  
AtalBihari Vajpayee Vishwavidyalaya, Bilaspur  
(A Govt. State University)

Effective from Academic Session 2019-20

### **Background/Preamble:**

Ministry of Human Resource Development (HRD), Govt. of India, has already initiated the process for developing New Education Policy (NEP) in our country to bring out reforms in Indian education system. University Grants Commission (UGC) participates more actively in developing National Education Policy, its execution and promotion of higher education in our country. The UGC has already initiated several steps to bring equity, efficiency and academic excellence in National Higher Education System. The important ones include innovation and improvement in course- curricula, introduction of paradigm shift in learning and teaching pedagogy, examination and education system. The education plays enormously significant role in building of a nation. There are quite a large number of educational institutions, engaged in imparting education in our country. Majority of them have entered recently into semester system to match with international educational pattern. However, our present education system produces young minds lacking knowledge, confidence, values and skills. It could be because of complete lack of relationship between education, employment and skill development in conventional education system. The present alarming situation necessitates transformation and/or redesigning of education system, not only by introducing innovations but developing “learner-centric approach in the entire education delivery mechanism and globally followed evaluation system as well. Majority of Indian higher education institutions have been following marks or percentage based evaluation system, which obstructs the flexibility for the students to study the subjects/courses of their choice and their mobility to different institutions. There is need to allow the flexibility in education system, so that students depending upon their interests and aims can choose interdisciplinary, intra-disciplinary and skill-based courses. This can only be possible when choice based credit system (CBCS), an internationally acknowledged system, is adopted.

### **Choice Based Credit System (CBCS)**

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

The choice based credit system not only offers opportunities and avenues to learn core subjects but also exploring additional avenues of learning beyond the core subjects for holistic development of an individual. The CBCS will undoubtedly facilitate us bench mark our courses with best international academic practices. The CBCS has more advantages than disadvantages. Advantages of the choice based credit system: Shift in focus from the teacher-centric to student-centric education.

- Student may undertake as many credits as they can cope with (without repeating all courses in a given semester if they fail in one/more courses).
- CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students)
- CBCS makes education broad-based and at par with global standards. One can take credits by combining unique combinations. For example, Physics with Economics, Microbiology with Chemistry or Environment Science etc. CBCS offers flexibility for students to study at different times and at different institutions• to complete one course (ease mobility of students). Credits earned at one institution can be transferred.

### **Outline of Choice Based Credit System:**

**1. Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

**2. Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

**2.1 Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

**2.2 Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

**2.3 Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

**3. Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development Courses/Foundation Course:** The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

**3.1 AE Compulsory Course (AECC):** Environmental Science, English Communication/MIL Communication.

**3.2 AE Elective Course (AEEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

## **Study Webs of Active-learning for Young Aspiring Minds (SWAYAM)**

As per 'Digital India' Initiative, MHRD has initiated to develop & make available 'Massive Online Open Courses (MOOCs)' to the learners through out the country. The Ministry of HRD, has accordingly embarked on a major and new initiative called 'Study Webs of Active Learning for Young Aspiring Minds' (SWAYAM), which will provide one integrated platform and portal for online courses, using information and communication technology (ICT) and covering all higher education subjects and skill sector courses to ensure that the every student in our country has access to the best quality higher education at the affordable cost.

SWAYAM is initiated by Government of India, to take best teaching learning resources to all, including the most disadvantaged. The three cardinal principles of Education Policy viz., access, equity and quality shall be achieved by providing high quality e-content to all learners in the country through SWAYAM. Courses delivered through SWAYAM are available free of cost to the learners, are delivered by best of the teaching fraternity.

The MHRD has developed a detailed "MOOCs Guidelines, 2017" (Page 71-86) and funding for development & delivery of MOOCs is being provided by MHRD through institutions. The courses hosted on SWAYAM are developed in 4 quadrants –

- (i) e-Tutorial: video lecture using audio-video, multi-media, animation and state of the art pedagogy / technology)
- (ii) e-Text: specially prepared reading material that can be downloaded / printed
- (iii) Discussion forum: for raising doubts and clarifying them on a near real time basis by Course Coordinator or his team and
- (iv) Assignments: which shall contain; Problems and Solutions that could be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Questions, Long Questions, Quizzes, Assignments and solutions, FAQs and providing Clarifications on general misconceptions. Assignments are checked & assessment/ feedback made available to registered students.

UGC and AICTE have issued 'Credit Framework for online learning courses through SWAYAM, Regulation 2016 ([http://www.ugc.ac.in/pdfnews/0272836\\_moocs.pdf](http://www.ugc.ac.in/pdfnews/0272836_moocs.pdf)); allowing upto 20% Online courses taken through SWAYAM, to be counted for credit. Grades earned by successful students studying in conventional Institutes shall be transferred to the academic record of such Students. The MHRD, with effect from 16th November 2016, has on Trial basis, made public the SWAYAM portal "<https://swayam.gov.in>".

**The proposed scheme and syllabus is as per strict guidelines of UGC and SWAYAM regulation and also based on outcome of each subject along with overall outcome of the program.**

### **Programme Outcomes (PO) for B.Com (Hons)**

This program could provide well trained professionals for the Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., to meet the well trained manpower requirements. The graduates will get hands on experience in various aspects acquiring skills for Marketing Manager, Selling Manager, Over all Administration abilities of the Company. The focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business. The all-inclusive outlook of the course offer a number of value based and job oriented courses ensures that students are trained into up-to-date.

### **Program Learning Outcome**

- The students should possess the knowledge, skills and attitudes during the end of the B.com degree course. By virtue of the training they can become an Manager, Accountant, Management Accountant, cost Accountant, Bank Manager, Auditor, Company Secretary, Teacher, Professor, Stock Agents, Government jobs etc.,
- Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books
- Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
- Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
- Students will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
- Students will acquire the skills like effective communication, decision making, problem solving in day to day business affairs
- Learners will be able to do higher education and advance research in the field of commerce and finance.

**B.Com (Hons) (Scheme under CBCS as per UGC guideline)**  
**Semester-I**

Course opted	Course Code	Subject Name	Credit		Total Credit	ESE	IA	Total Marks	
			L	T				Max	Min
CC-1	B.COMCFS101	Financial Accounting	05	01	06	75	25	100	40
CC-2	B.COMCFS-102	Business Law	05	01	06	75	25	100	40
AECC-1	B.COMCFS-103	English Communication	04	-	04	75	25	100	40
GE-01 (Any One)	B.COMCFS-104	Micro economics	05	01	06	75	25	100	40
	B.COMCFS-105	Business organization and Environment	05	01	06	75	25	100	40
ECA-01	B.COMCFS-106	Educational Tour / Field Visit /Industrial Training / NSS / Yoga /Sports / Community Service / Swayam /NPTEL Courses/ General Interest/Hobby/ Others	(02)	-	(02)	-			
<b>Total</b>					<b>22+02</b>			<b>400</b>	

**Semester II**

Course opted	Course Code	Subject Name	Credit		Total Credit	ESE	IA	Total Marks	
			L	T				Max	Min
CC-03	B.COMCFS-201	Corporate Accounting	05	01	06	75	25	100	40
CC-04	B.COMCFS-202	Corporate Laws	05	01	06	75	25	100	40
AE—02	B.COMCFS-203	Environmental Studies	04	-	04	75	25	100	40
GE-02 (Any one)	B.COMCFS-204	Macro Economics	05	01	06	75	25	100	40
	B.COMCFS-205	Communication Skills	05	01	06	75	25	100	40
ECA-02	B.COMCFS-206	Educational Tour / Field Visit /Industrial Training / NSS / Yoga /Sports / Community Service / Swayam /NPTEL Courses/ General Interest/Hobby/ Others	(02)	-	(02)				
<b>Total</b>					<b>22+02</b>			<b>400</b>	

### Semester III

Course opted	Course Code	Subject Name	Credit		Total Credit	ESA	IA	Total Marks	
			L	T				Maximum	Minimum
CC-05	B.COMCFS-301	Human Resource Management	05	01	06	75	25	100	40
CC-06	B.COMCFS-302	Income Tax Law & Practice	05	01	06	75	25	100	40
CC-07	B.COMCFS-303	Management Principles and Applications	05	01	06	75	25	100	40
GE-03	B.COMCFS-304	Business Statistics	04	-	04	75	25	100	40
	B.COMCFS-305	Public Finance and Budgeting	04	-	04	75	25	100	40
SE-01	B.COMCFS-306	E-Commerce	05	01	06	75	25	100	40
ECA-03	B.COMCFS-307	Educational Tour / Field Visit /Industrial Training / NSS / Yoga /Sports / Community Service / Swayam /NPTEL Courses/ General Interest/Hobby/ Others	(02)	-	(02)				
<b>Total</b>					<b>28+02</b>			<b>500</b>	

### Semester IV

Course opted	Course Code	Subject Name	Credit		Total Credit	ESA	IA	Total Marks	
			L	T				Maximum	Minimum
CC-08	B.COMCFS-401	Cost Accounting	05	01	06	75	25	100	40
CC-09	B.COMCFS-402	Business Mathematics	05	01	06	75	25	100	40
CC-10	B.COMCFS-403	Computer Application in Business	05	01	06	75	25	100	40
GE-04-A	B.COMCFS-404	Indian Economy	04	-	04	75	25	100	40
GE-04-B	B.COMCFS-405	Specialised Accounting	04	-	04	75	25	100	40
SE-02	B.COMCFS-406	Entrepreneurship	05	01	06	75	25	100	40
ECA-04	B.COMCFS-407	Educational Tour / Field Visit /Industrial Training / NSS / Yoga /Sports / Community Service / Swayam /NPTEL Courses/ General Interest/Hobby/ Others	(02)	-	(02)				
<b>Total</b>					<b>28+02</b>			<b>500</b>	

## Semester V

Course opted		Course Code	Subject Name	Credit		Total Credit	ESA	IA	Total Marks	
				L	T				Maximum	Minimum
CC-11		B.COMCFS-501	Principle of Marketing	05	01	06	75	25	100	40
CC-12		B.COMCFS-502	Fundamentals of Financial Management	05	01	06	75	25	100	40
DSE-01 (ANY ONE)	DSE-01-A	B.COMCFS-503	Management accounting	05	01	06	75	25	100	40
	DS1-01-B	B.COMCFS-504	Advertising	05	01	06	75	25	100	40
DSE-2 (ANY ONE)	DSE-02-A	B.COMCFS-505	Banking and Insurance	05	01	06	75	25	100	40
	DSE -02-B	B.COMCFS-506	Financial Markets, Institutions and financial Services	05	01	06	75	25	100	40
			<b>Total</b>			<b>24</b>			<b>400</b>	

## Semester VI

Course opted		Course Code	Subject Name	Credit		Total Credit	ESA	IA	Total Marks	
				L	T				Maximum	Minimum
C-13		B.COMCFS-601	Auditing and corporate Governance	05	01	06	75	25	100	40
C-14		B.COMCFS-602	Indirect Tax laws	05	01	06	75	25	100	40
DSE-03 (ANY ONE)	DSE-03-A	B.COMCFS-603	International Business	05	01	06	75	25	100	40
	DSE-03-B	B.COMCFS-604	Fundamentals of investment	05	01	06	75	25	100	40
	DSE-03-C	B.COMCFS-605	Business Research Methods	05	01	06	75	25	100	40
DSE-04	DSE-04	B.COMCFS-606	Project Report	06	-	06	--	--	100	40
			<b>Total</b>			<b>24</b>			<b>400</b>	

Abbreviations:- CC – Core Course, SEC – Skill Enhancement Course, GE – General Elective, , L – Lecture, P – Practical, T – Tutorial, ESE – End Semester Exam, IA – Internal Assessment .DSE- Discipline Specific Elective, AECC: Ability Enhancement Core Course

**Note:** Student can obtain online course of any one subject from the list of the SWAYAM courses selected by the department before the commencement of each semester in lieu of that particular subject.



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

### **Semester – I**

#### **CC-1**

### **Financial Accounting**

#### **Learning Outcomes:**

1. The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.
2. After successful completion of the paper the student will be able to prepare Final accounts with application of principles and policies.
3. The students will also be equipped with knowledge of accounting for hire purchase and Inland accounting followed by accounting of dissolution of partnership.

#### **Contents:**

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

###### **(a) Theoretical Framework**

- Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.
- The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.
- Concept of Capital and Revenue Expenditure
- 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) Computing Depreciation**

- The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.

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

Capital and revenue expenditures and receipts: general introduction only. Preparation of final account with adjustments.

##### **Unit 3: Accounting for Hire Purchase and Instalment Systems**

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

##### **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 the Partnership Firm**

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

#### **Suggested Readings:**

- Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13<sup>th</sup> 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.

**Semester – I**  
**CC-2**  
**BUSINESS LAW**

**Learning Outcomes:**

1. The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.
2. After successful completion of this subject the students will be empowered with the knowledge of Indian Contract Act, 1872, general principles and Specific contracts.
3. The students will also gain knowledge about The Sales of goods Act, 1930, the laws related to Partnership Act, 1932 and the Consumer Protection Act, 1986.

**Contents:**

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

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

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

- Contract of Indemnity and Guarantee
- Contract of Bailment
- Contract of Agency

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

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

**Unit 4: Partnership Laws**

**A) The Partnership Act, 1932**

- Nature and Characteristics of Partnership
- Registration of a Partnership Firms
- Types of Partners
- Rights and Duties of Partners
- Implied Authority of a Partner
- Incoming and outgoing Partners
- Mode of Dissolution of Partnership

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

- Salient Features of LLP
- Differences between LLP and Partnership, LLP and Company
- LLP Agreement,
- Partners and Designated Partners
- Incorporation Document
- Incorporation by Registration
- Partners and their Relationship

**Unit 5: The Consumer Protection Act, 1986(CPA)**

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

- Organisational setup under the Consumer Protection Act: Advisory bodies: Consumer Protection Councils at the Central, State and District levels, Basic Consumer Rights; Adjudicatory bodies: District Forum, State and National Commissions.
- Grievance Redress Mechanism under CPA

### **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

## **Semester – I**

### **AECC-01**

### **English Communication**

#### **Learning Outcomes:**

1. To equip students of the B.Com (Hons.) course effectively to acquire skills in reading, writing, comprehension and communication, as also to use media for business communication.
2. After successful completion of this subject the students will be equipped with the knowledge of Verbal and non-verbal communication skills with interpersonal and group communication.
3. The student will also develop skills of reading, understanding and writing efficiently.

#### **Contents:**

##### **1. Introduction:**

- Theory of Communication,
- Types and modes of Communication

##### **2. Language of Communication:**

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

##### **3. Speaking Skills:**

- Monologue
- Dialogue
- Group Discussion
- Effective Communication/ Mis- Communication
- Interview
- Public Speech

##### **4. Reading and Understanding**

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation (from Indian language to English and vice-versa)
- Literary/Knowledge Texts

##### **5. Writing Skills**

- Documenting
- Report Writing
- Making notes
- Letter writing

#### **Recommended Readings:**

- *Fluency in English - Part II*, Oxford University Press, 2006.
- *Business English*, Pearson, 2008.
- *Language, Literature and Creativity*, Orient Blackswan, 2013.
- *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

**Semester – I**  
**GE-01-A**  
**MICRO ECONOMICS**

**Learning Outcomes:**

1. The objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behaviour.
2. The course also makes the student understand the supply side of the market through the production and cost behaviour of firms.
3. After completion of this subject the student will be well equipped with the knowledge of different types of competitive markets.

**Contents:**

**Unit 1: Demand and Consumer Behaviour**

Concepts of revenue: marginal and Average: Revenue under conditions of Perfect and imperfect competition Elasticity of demand: price, income and cross.

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

**Unit 2: Production and Cost**

Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, returns to scale using isoquants.

Cost of Production: Social and private costs of production, long run and short run costs of production. Economies and diseconomies of scale and the shape to the long run average cost. Learning curve and economies of scope.

**Unit 3: Perfect Competition**

Perfect competition: Assumptions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply curve. Measuring producer surplus under perfect competition. Stability Analysis – Walrasian and Marshallian. Demand - supply analysis including impact of taxes and subsidy.

**Unit 4: Monopoly**

Monopoly: Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. The social costs of monopoly power including deadweight loss. Degrees of price discrimination.

**Unit 5: Imperfect Competition**

Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency Oligopoly and Interdependence – Cournot's duopoly model, Stackelberg model, Kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization, Contestable markets theory. Pricing Public Utilities.

**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
- Koutsyannis, Modern Micro Economic Theory.

**Semester – I**  
**GE-01-B**  
**BUSINESS ORGANISATION & ENVIRONMENT**

**Learning Outcomes:**

1. The objective of this paper is to help students to acquire conceptual knowledge of Business organisation and environment.
2. The students will gain knowledge about different forms of Business organisations and their properties.
3. The students will also learn about different economic systems prevailing in the world and about the International organisations.

**Contents:**

**Unit - I**

Business: Meaning, Nature Objectives and Importance,

**Forms of Business Organisation: Sole Proprietorship** – Meaning, Merits, Limitations, **Joint Hindu Family**: Meaning, Features, Merits and Demerits. **Partnership Firm** – Meaning, Characteristics, Partnership Deed, Registration of a firm, Merits and Demerits,

**Unit - II**

**Company** – Definition, Characteristics, Incorporation of a Company, Private and Public Company, Merits and Demerits, Memorandum of Association, Articles of Association and Prospectus.

**Co-operative Society** – Meaning, Features, Importance, and Limitations. Requisites of an Ideal Form of Business Organization

**Unit - III**

Concept, component and significance of Business Environment;

Social Responsibilities of Business; Need for Social Responsibility, Social Responsibility of Business towards different Groups.

**Unit - IV**

**Economic Systems: Capitalism**: Concept, Features, Merits, Demerits, **Socialism**: Concept, Features, Merits, Demerits, **Mixed Economy**: Concept, Features, Merits, Demerits.

**Unit – V**

International Foreign Institutions: World Trade Organisation, International Monetary Fund, World Bank.

**Suggested Reading:**

- V.S.P. Rao, Business organisation, Himalaya Publishing House
- Basu, Business organisation, MC Graw Hill
- C.R. Basu TMH, Business organisation, New Delhi
- Jagdish Prasad, Business organisation, KitabMahal, Allahabad
- Dr. Padmakar Asthana, Business organisation, Sahitya Bhawan Publications
- Rajiv Bansal, Business organisation, SEPD Publishing House

**Semester – II**  
**CC-03**  
**CORPORATE ACCOUNTING**

**Learning Outcomes:**

1. The students will acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.
2. On successful completion of this course the student will have the ability to prepare the accounting records of issue, forfeiture and reissue and Buy-back of Shares, issue and redemption of Preference shares and Debentures. The students will learn to prepare Final accounts of a company, Consolidated Balance Sheet of Holding Company, Accounts of Banking Companies.
3. The Students will learn the accounting for Amalgamation and Reconstruction of a company. They will be able to calculate the valuation of the Goodwill and Shares of a Company and also prepare the Statements of Liquidation of Companies.

**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.**

### **a) Final Accounts**

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

### **b) Valuation of Goodwill and Valuation of Shares**

Concepts and calculation: simple problem only

## **Unit 3. Amalgamation of Companies**

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

## **Unit 4. Accounts of Holding Companies/Parent Companies**

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

## **Unit 5.**

### **a) Banking Companies**

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

### **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.

## **Semester – II**

### **CC-04**

## **CORPORATE LAWS**

### **Learning outcomes:**

1. The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.
2. On successful completion of this course the student will acquire knowledge about the formation of a company, its characteristics, types and legal requirements. Students will develop the Understanding about the Company's capital structure, organisational structure, its operation and management.
3. Students will also have learning about prevention of oppression and mismanagement and the winding up of the company.

### **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: Meetings of shareholders and board of directors; Types of meetings, Convening and conduct of meetings, Requisites of a valid meeting, postal ballot, meeting through video conferencing, e-voting. Committees of Board of

Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee

#### **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. **Winding Up:** Concept and modes of Winding Up.

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

#### **Unit 5: Depositories Law**

The Depositories Act 1996 – Definitions; rights and obligations of depositories; participants issuers and beneficial owners; inquiry and inspections, penalty.

#### **Suggested Readings:**

- MC Kuchhal, Modern Indian Company Law, Shri Mahavir 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.

### **Semester – II**

#### **AE-02**

#### **Environment Studies**

#### **Learning Outcomes:**

1. After completion of this subject the students will have the knowledge about the various Eco systems and about the Renewable and Non-renewable sources of Energy.
2. They will gain knowledge about the levels of Bio-diversity and its conservation.
3. Most importantly the students will about various types of Environment pollution, its control measures and also about various Environmental Acts prevailing in the country for protection of natural environment

#### **Unit 1 Introduction to environmental studies**

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

#### **Unit 2: Ecosystems**

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
  - a) Forest ecosystem
  - b) Grassland ecosystem
  - c) Desert ecosystem
  - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

#### **Unit 3: Natural Resources : Renewable and Non-renewable Resources**

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

#### **Unit 4 : Biodiversity and Conservation**

- Levels of biological diversity :genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

#### **Unit 5 : Environmental Pollution**

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution

- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste.
- Pollution case studies.

#### **Unit 6 : Environmental Policies & Practices**

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

#### **Unit 7 : Human Communities and the Environment**

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management : floods, earthquake, cyclones and landslides.
- Environmental movements :Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

#### **Unit 8 : Field work**

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site---Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems---pond, river, Delhi Ridge, etc.

#### **Suggested Readings:**

- Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
- Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.

### **Semester – II**

#### **GE-02-A**

#### **MACRO ECONOMICS**

#### **Learning Outcomes:**

1. The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.
2. On successful completion of this course Students will be able to demonstrate knowledge of Laws of Demand & Supply and Equilibrium and its determinants.
3. Students will acquire knowledge about fiscal and monetary policies. Understand the concepts of GDP, inflation and Unemployment, and how they are measured.
4. They will have ability to identify the causes of prosperity, growth and economic changes over time.

#### **Contents**

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

concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure. Static macroeconomic analysis short and the long run – determination of supply, determination of demand, and conditions of equilibrium

##### **Unit 2: Economy in the short run**

IS–LM framework, fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand-aggregate supply analysis.



### **Unit 3: 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

### **Unit 4: Open economy**

Open economy – flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

### **Unit 5:**

Behavioral Foundations- Investment –determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money – Portfolio and transactions theories of demand for real balances, interest and income elasticity's of demand for real balances. Supply of money

### **Suggested Readings**

- Mankiw, N. Gregory. Principles of Macroeconomics. Cengage Learning
- Robert J Gordon, Macroeconomics, Pearson Education
- Branson, William H. Macroeconomic Theory and Policy. HarperCollins India Pvt. Ltd.
- Rudiger Dornbusch and Stanley Fischer, Macroeconomics. McGraw-Hill Education.
- Rudiger Dornbusch, Stanley Fischer, and Richard Startz, Macroeconomics. McGraw-Hill Education
- Oliver J. Blanchard, Macroeconomics, Pearson Education

## **Semester – II**

### **GE-02-B**

### **Communication Skills**

#### **Learning Outcomes:**

1. On successful completion of this course the student will develop the ability to demonstrate a good understanding of effective business writings and effective business communications.
2. Students will learn the concept of verbal and non-verbal communication skills. They will improve interpersonal communications, transactional analysis.
3. Students will be able to deliver effective presentations and develop understanding for audiences and enhance their effective problem solving capacity.

#### **Contents**

##### **Unit I: Fundamental of communication:**

- Definition, objective and importance of Communication,
- Process of Communication
- Basic Skills of Communication- Reading, Writing, Speaking and Listening'

##### **Unit-II: Corporate Communication:**

- Formal and Informal Communication,
- Dimension of Communication,
- Barriers of Communication, Qualities of a good communicator.

##### **Unit-III: Non-Verbal Communication and Listening Skill:**

- Audio/Visual Communication, Non-Verbal Communication: Kinesics, Proxemics,
- Paralanguage, Activity: Short Classroom presentation.
- Intelligent Listening, Barriers of Listening and qualities of overcoming barriers

##### **Unit- IV: writing skills and Modern forms of communication:**

- Business correspondence,
- Report Writing, notice and Circulars' Mobile, E-mail, Internet and Social Sites.

##### **Unit-V: Self-Assessment and Effective Uses of Communication Skills:**

- Transaction Analysis,
- SWOT analysis
- Presentation Skill-Do's and Don'ts,
- Extempore, Debate, Group Discussion, Personal Interview (Practical Approach)

**Suggested Readings:**

- Dr. Mishra, Shukla & Patel, Business Communication, Sahitya Bhawan (SBPD Publications)
- Dr. P.K. Agarwal & Dr. A.K. Mishra Business Communication, Sahitya Bhawan Publication.
- N. Gupta and P. Mahajan, Business Communication, Sahitya Bhawan Publication
- V.K. Jain & Omprakash Biyani, Business Communication S. CHAND.
- Courtland L Bovee and John V. TThi , Business Communication Today, Pearson Education

**Semester – III****CC-05****HUMAN RESOURCE MANAGEMENT****Learning Outcomes:**

1. The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organisation.
2. On successful completion of this course the students will contribute to the development, implementation and evaluation of employee recruitment, selection and retention plan and processes.
3. They will be able to administer and contribute to the design and evaluation of the performance management program.

**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 counselling; 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.

**Semester – III**  
**CC-06**  
**INCOME TAX LAW AND PRACTICE**

**Learning Outcomes:**

1. The students will gain basic knowledge and equip themselves with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules. They will develop understanding of the concept of Citizenship and the process and purpose of Taxation.
2. They will be able to demonstrate the Tax payable under different heads of Income, apply Rebates and Exemptions under different sections of Income Tax Act
3. The student will be able to compute Tax on Total income of an individual or Company with implications of TDS and Refunds. They will also learn about consequences of Penalties and Legal action for Tax evasion.

**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.

**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.

**Suggested readings:**

- Singhanian, Vinod K. and Monica Singhanian. 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**

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

**Software**

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

## **Learning Outcomes:**

1. The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.
2. On successful completion of this course the students will acquire knowledge about management processes, based on principles.
3. They will understand and apply the management functions: Planning, organising, staffing, directing and controlling. They will learn to meet the challenges of modern Management.

## **Contents**

### **Unit 1: Introduction**

- Concept: Need for Study, Managerial Functions – An overview; Co-ordination: Essence of Managership
- Evolution of the Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches – Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach – Lawrence & Lorsch, MBO - Peter F. Drucker, Re-engineering - Hammer and Champy, Michael Porter – Five-force analysis, Three generic strategies and value-chain, analysis, Senge's Learning Organisation, 'Fortune at the Bottom of the Pyramid' – C.K. Prahalad.

### **Unit 2: Planning**

Types of Plan – An overview to highlight the differences

- Strategic planning – Concept, process, Importance and limitations
- Environmental Analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis), Business environment; Concept and Components
- Decision-making – concept, importance; Committee and Group Decision-making, Process, Perfect rationality and bounded rationality, Techniques (qualitative and quantitative, MIS, DSS).

### **Unit 3: Organising**

Concept and process of organising – An overview, Span of management, Different types of authority (line, staff and functional), Decentralisation, Delegation of authority Formal and Informal Structure; Principles of Organising; Network Organisation Structure

### **Unit 4: Staffing and Leading**

- Staffing: Concept of staffing, staffing process
- Motivation: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectation Theory.
- Leadership: Concept, Importance, Major theories of Leadership (Likert's scale theory, Blake and Mouten's Managerial Grid theory, House's Path Goal theory, Fred Fielder's situational Leadership), Transactional leadership, Transformational Leadership, Transforming Leadership.
- Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication.

### **Unit 5: Control**

- Control: Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM.
- Emerging issues in Management

### **Suggested Readings:**

- Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.
- Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
- George Terry, Principles of Management, Richard D. Irwin
- Newman, Summer, and Gilbert, Management, PHI
- James H. Donnelly, Fundamentals of Management, Pearson Education.
- B.P. Singh and A.K.Singh, Essentials of Management, Excel Books

## **Semester – III**

### **GE-03-A**

## **BUSINESS STATISTICS**

### **Programme Learning Outcomes:**

1. The objective of this course is to familiarise students with the basic statistical tools used for managerial decision-making.
2. On successful completion, the course will emphasize on Statistical literacy and develop statistical thinking. The students will be able to use and interpret the concept of measurement of Central Tendency, Correlation and Regression on real data.
3. They will understand Index numbers and its applications. Apply Probability rules and concepts of standard statistical distribution.

### **Contents**

#### **Unit 1: Statistical Data and Descriptive Statistics**

- Nature and Classification of data: univariate, bivariate and multivariate data; time-series and cross-sectional data
- Measures of Central Tendency
  - Mathematical averages: arithmetic mean, geometric mean and harmonic mean. Properties and applications.
  - Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination)
- Measures of Variation: absolute and relative.
- Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance
- Skewness: Meaning, Measurement using Karl Pearson and Bowley's measures; Concept of Kurtosis

#### **Unit 2: Probability and Probability Distributions**

Theory of Probability. Approaches to the calculation of probability; Calculation of event probabilities. Addition and multiplication laws of probability (Proof not required); Conditional probability and Bayes' Theorem (Proof not required)

- a. Expectation and variance of a random variable
- b. Probability distributions:
  - Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution
  - Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution
  - Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities

### **Unit 3: Simple Correlation and Regression Analysis**

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

**b) Regression Analysis:** Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate and its use in interpreting the results.

### **Unit 4: Index Numbers & Time Series Analysis**

#### **a) Index Numbers**

Meaning and uses of index numbers; Construction of index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers; Construction of consumer price indices: Important share price indices, including BSE SENSEX and NSE NIFTY

### **UNIT 5: Time Series Analysis**

Components of time series; Additive and multiplicative models; Trend analysis: Fitting of trend line using principle of least squares – linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa; Moving averages; Seasonal variations: Calculation of Seasonal Indices using Simple averages, Ratio-to-trend, and Ratio-to-moving averages methods. Uses of Seasonal Indices

### **Suggested Readings:**

- Levin, Richard, David S. Rubin, Sanjay Rastogi, and HM Siddiqui. Statistics for Management. 7<sup>th</sup> ed., Pearson Education.
- David M. Levine, Mark L. Berenson, Timothy C. Krehbiel, P. K. Viswanathan, Business Statistics: A First Course, Pearson Education.
- Siegel Andrew F. Practical Business Statistics. McGraw Hill Education.
- Gupta, S.P., and Archana Agarwal. Business Statistics, Sultan Chand and Sons, New Delhi.
- Vohra N. D., Business Statistics, McGraw Hill Education.
- Murray R Spiegel, Larry J. Stephens, Narinder Kumar. Statistics (Schaum's Outline Series), McGraw Hill Education.

## **Semester – III**

### **GE-03-B**

### **Public finance and Budgeting**

#### **Learning Objectives:**

1. The students will become familiar with the concept and scope of public Finance.
2. On successful completion of this course the students will understand the different sources of public expenditure, revenue and debts,
3. They will be able to learn the tax structure and impact and shifting of tax burden.

#### **Contents**

**Unit I: Introduction:** Meaning, Nature and Subject matter of Public Finance; Public Finance and Private Finance; Public Finance & other Sciences; Role of public finance in economic development; Public goods, Private goods, Mixed goods and Merit goods

**Unit II: Public Expenditure:** Meaning, Nature, Objectives and Classification; Canons of Public Expenditure; Effects of Public Expenditure; Theory of Maximum Social Advantage- Concept and Limitations and Public Expenditure in India.

**Unit III: Public Revenue:** Meaning and Sources of Public Revenue; Tax & Non Tax Revenues; Principles of Taxation, Theory of Taxation- Ability to Pay Theory: Concept and Limitation.

**Unit IV: Public Debt:** Meaning and Significance; Private and Public Debt; Classification and sources of Public Debt; Methods of Repayment of Public Debt; Deficit Financing- Concepts, Objectives, Significance and Limitations.

**Unit V: Public Budget:** concept, objectives and classification of Public Budget. Balanced and unbalanced Budget, Zero Base Budgeting, Tax Structure and Burden: Concept of Tax Burden; Impact of Tax, Shifting and Incidence of Taxes;

**Suggested Reading:**

- Jonathan Gruber, (2005), Public Finance and Public Policy, Worth Publishers,
- S.K. Singh (2008), Public Finance in Theory & Practice, S. Chand Publishing
- David N. Hyman, Public Finance: A Contemporary Application of Theory to Policy, Dryden Press
- Dr. J.C. Vashneya , Public finance , S.B.P.D. Publishing House Agra
- Dr. R. K.Lekhi , Public finance, Kalyani Publication.

**Semester – III**  
**SE-01**  
**E-Commerce**

**Learning Objectives:**

1. The students will become familiar with the mechanism for conducting business transactions through electronic means.
2. On successful completion of this course the students will develop ability to demonstrate an understanding of the foundations and importance of E-commerce, understanding of retailing through the processes of E-commerce strategies.
3. They will be able to analyze the impact of E-commerce on business models. Students will acquire learning about infrastructure and legal issues of E-commerce.

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

**Unit 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 & On-line Business Transactions:**

**a) E-payment System**

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

**b) On-line Business Transactions:**

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce

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

### **Unit 5: 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, 4<sup>th</sup> 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.

## **Semester – IV CC-08 COST ACCOUNTING**

### **Learning Outcome:**

After completion of this course student will be able to

1. Describe how cost accounting is used for decision making and performance evaluation.
2. Explain the basic concept of cost and how costs are presented in financial statements.
3. Demonstrate how materials, labour and overhead costs are added to a product at each stage of the production cycle.

### **Contents**

#### **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**

**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:**

- Drury, Colin. Management and Cost Accounting. Cengage Learning.
- 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

## **Semester – IV CC-09 BUSINESS MATHEMATICS**

### **Learning Outcome:**

After completion of this course student will be able to

1. Understand the basic mathematical tools, with an emphasis on applications to business and economic situations.
2. Connect acquired knowledge and skills with practical problems in economic practice.
3. Solve problems in the areas of business calculus, simple and compound interest linear programming etc.

### **Contents**

#### **Unit 1: Matrices and Determinants**

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

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

- Mathematical functions and their types- linear, quadratic, polynomial, exponential.
- Concept and rules of differentiation, Maxima and Minima involving second or higher order derivatives.
- Partial Differentiation: Partial derivatives up to second order; Homogeneity of functions and Euler's theorem; Total differentials; Differentiation of implicit functions with the help of total differentials
- Maxima and Minima: Cases of two variables involving not more than one constraint.

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

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

#### **Unit 4: Arithmetic Expressions**

Averages, Ratio and Proportions, Commission and Brokerage, Profit & Loss, Percentage

#### **Unit 5: Linear Programming**

- Formulation of linear programming problem (LPP). Graphical solution to LPP. Cases of unique and multiple optimal solutions. Unbounded solutions, infeasibility, and redundant constraints.
- Solution to LPP using Simplex method – maximization and minimization cases. Shadow prices of the resources. Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.

### **Suggested Readings:**

- Mizrahi and Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.
- Budnick, P. Applied Mathematics. McGraw Hill Education.
- R.G.D. Allen, Mathematical Analysis For Economists

- Ayres, Frank Jr. Schaum's Outlines Series: Theory and Problems of Mathematics of Finance. McGraw Hill Education.
- Dowling, E.T., Mathematics for Economics, Schaum's Outlines Series. McGraw Hill Education.
- Wikes, F.M., Mathematics for Business, Finance and Economics. Thomson Learning.

**Semester – IV**  
**CC-10**  
**COMPUTER APPLICATIONS IN BUSINESS**

**Learning Outcome:**

After completion of this course student will be able to

1. Understand the basics of computers, they will be able to work with worksheet and power point.
2. Demonstrate the importance of Microsoft office and DBMS in business activities.
3. Understand of usefulness of information technology tools for business operations.

**Contents**

**Unit 1: Word Processing**

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**

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**

**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**

**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

**Unit 5: Database Management System**

- **Database Designs for Accounting and Business Applications:** Reality- Expressing the Application; Creating Initial design in Entity Relationship(ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS.
- **SQL and Retrieval of Information:** Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL
- **DBMS Software:** Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the data records of Employees, Suppliers and Customers.

**Suggested Readings:**

- R. Pillai, Objective Computer Awareness, Arihant Publications
- P.K. Sinha, Computer Fundamentals, SPB Publications
- Rani Ahilya, Computer, Lucent's Publication
- Rasananda Mohanty, Computer Application in Business Accounting, Himalaya Publishing House
- Pradeep K. Sinha Computer Fundamentals, Bpb
- Reema Thareja, Computer Fundamentals And Programming In C, Oxford

**Semester – IV**  
**GE- 04-A**  
**INDIAN ECONOMY**

**Learning Outcome:**

After completion of this course student will be able to

1. Grasp the major economic problems in India and their solution.
2. Analyze different phases of economic reforms and monetary policies.
3. understand the impact of cyclical fluctuation on the growth of agricultural, and industrial business, and lay policies to control trade cycle.

**Contents**

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

Concept and Measures of Development and Underdevelopment; Human Development

**Unit 2: Basic Features of the Indian Economy at Independence**

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

**Unit 3: Policy Regimes**

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

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

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

**Unit 5: Sectoral Trends and Issues**

- 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.
- 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.
- 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,

**Suggested Readings:**

- Mishra and Puri, Indian Economy, Himalaya Publishing House
- IC Dhingra, Indian Economics, Sultan Chand & Sons
- Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company.
- 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.
- Dreze, Jean and Amartya Sen. Economic Development and Social Opportunity. Ch. 2. OUP.

**Semester – IV**  
**GE- 04-B**  
**Specialised Accounts**

**Learning Outcome:**

Upon successful completion of this course, the student will understand

1. The elements and structure of Investment and insurance accounting.
2. The different methods of human resource accounting.
3. The practical aspect of royalty accounting..

**Contents**

**Unit-I Royalty Accounts:** Definitions, Kinds of royalty, Basic Terms-Royalty, Dead Rent, Short working etc., Accounting Records of Mining Royalty, : in the books of Lessee and Lessor, Preparation of Dead Rent account, Short Working Reserve Accounts Practical Problems related to royalty

**Unit II: Investment Accounts:** Meaning of Investment, Investment Account, Classification of Investments, interest on Investment, Accounting Record of Investment accounts.

**Unit-III Final Accounts of Insurance Companies** Brief history of Insurance, Insurance Contracts, types of Insurance, Annual Accounts of Life Insurance business, Accounting records of General Insurance Business (Revenue Account, Profit & Loss Account, Profit & Loss Appropriation Account, Balance Sheet)

**Unit IV Double Accounts System** and Accounts of Electricity Supply Companies: Meaning and Origin of Double Account System, Difference between Double Account and General Account System, Preparation of final accounts according to double accounts (revenue account, net revenue account and balance sheet) of Electricity Supply Companies.

**Unit-V: Human Resource Accounting:** Meaning and Objectives; Methods and Models of Human Resource Accounting; HR Accounting Practices in India.

**Semester – IV**  
**SE-02**  
**Entrepreneurship**

**Learning Outcome:**

1. After completion of this course student will be able to learn entrepreneurship as a careeroption with creative thinking and behaviour.
2. The student will be able to gain knowledge about micro to major entrepreneurial organisation, including their structure and function.
3. The student will be capable of preparing business plans with optimum resources, profitability and need.

**Contents:**

**Unit 1: Introduction**

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

## **Semester – V**

### **CC-11**

## **PRINCIPLES OF MARKETING**

### **Learning Outcome:**

On successful completion of the course students will be able to:

1. Examine and discuss the key concepts, principles of marketing and main factors involved in understanding the marketplace;
2. Demonstrate an integrative understanding of the steps involved in marketing planning and will be able to analyse, evaluate and synthesise information appropriate for marketing activities.
3. Work collaboratively to challenge and develop ideas, and to communicate outcomes in both oral and written contexts.

### **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:**

- **Consumer Behaviour:** Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.
- **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:**

- Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies.
- 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:**

- 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;
- 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. 13<sup>th</sup> 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.

### **Semester – V**

#### **CC-12**

### **FUNDAMENTALS OF FINANCIAL MANAGEMENT**

#### **Learning Outcome:**

At the end of this course students should be able to

1. Relate capital investment decisions and financial policies to business valuations.
2. Apply measures of cost of capital and financial leverage to form long-term financial policies for business.
3. Judge the merits of leasing over borrowing to purchase assets and also Describe the common factors influencing dividend policy.

#### **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 Decisions**

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 Decisions**

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
- Brigham and Houston, Fundamentals of Financial Management, Cengage Learning
- Khan and Jain. Basic Financial Management, McGraw Hill Education
- Prasanna Chandra, Fundamentals of Financial Management. McGraw Hill Education
- Singh, J.K. Financial Management- text and Problems. Dhanpat Rai and Company, Delhi.

### **Semester – V**

#### **DSE-01-A**

### **MANAGEMENT ACCOUNTING**

#### **Learning Outcome:**

Upon successful completion, students will have the knowledge and skills to:

1. critically analyse and provide recommendations to improve the operations of organisations through the application of management accounting techniques;
2. demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.
3. Develop and apply Decision Making Process and various Contemporary issues including Responsibility Accounting.

#### **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:**

##### **a) 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

##### **b) 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.
- Ronald W. Hilton and David E. Platt. Managerial Accounting: Creating Value in a Global Business Environment, Mc Graw Hill Education.
- Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.
- Goel, Rajiv, Management Accounting. International Book House,
- Arora, M.N. Management Accounting . Vikas Publishing House, New Delhi.

**Semester – V**  
**DSE-01-B**  
**ADVERTISING**

**Learning Outcome:**

On successful completion of this course the student will be able to:

1. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.
2. Develop an advertising plan and present and defend it persuasively
3. Participate in the development of creative solutions to address advertising and marketing communications challenges.

**Contents:**

**Unit 1: Introduction**

Communication Process; Advertising as a tool of communication; Meaning, nature and importance of advertising; Types of advertising; Advertising objectives. Audience analysis; Setting of advertising budget: Determinants and major methods

**Unit 2: Media Decisions**

Major media types - their characteristics, internet as an advertising media, merits and demerits; Factors influencing media choice; media selection, media scheduling, Advertising through the Internet-media devices

**Unit 3: Message Development**

Advertising appeals, Advertising copy and elements, Preparing ads for different media.

**Unit 4: Measuring Advertising Effectiveness**

Evaluating communication and sales effects; Pre- and Post-testing techniques.

**Unit 5: Advertising Agency: Role, types and selection of advertising agency.**

b) Social, ethical and legal aspects of advertising in India.

**Suggested Readings:**

- George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion : An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
- S. Wats Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press
- Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5<sup>th</sup> ed. Prentice Hall of India, New Delhi.
- Batra, Myers and Aakers. Advertising Management. PHI Learning.
- Terence A. Shimp. Advertising and Promotion: An IMC Approach. Cengage Learning.
- Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications

**Semester – V**  
**DSE-02-A**  
**BANKING AND INSURANCE**

**Learning Outcome:**

On successful completion of this course the student will be able to:

1. Understand the various services offered and various risks faced by banks



2. Make them aware of various banking innovations and policies
3. Understand various principles, provisions that govern the banks and Insurance Contracts

**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, Himalaya 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

**Semester – V**

**DSE-02-B**

**Financial Markets, Institutions and Financial Services**

**Learning Outcome:**

On successful completion of this course the student will be able to:

1. Understand the basic knowledge of financial markets and institutions
2. Familiarise themselves with major financial services in India.
3. Demonstrate the concept of leasing and hire purchase in decision making

**Contents:**

**Unit 1: Introduction**

**Financial System and its Components** – financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system

**Unit 2: Financial Markets**

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

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

### **Unit 3: Financial Institutions**

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

### **Unit 4: Financial Services**

Overview of financial services industry: Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India

### **Unit 5: Leasing and hire–purchase**

Consumer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial counselling.

#### **Suggested Readings:**

- L M Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill Education
- Khan, M.Y. Indian Financial System, McGraw-Hill Education.
- Dhanekar. Pricing of Securities. New Delhi: Bharat Publishing House.
- Prasanna, Chandra. Financial Management: Theory and Practice. McGraw-Hill Education.
- Clifford Gomez, Financial Markets, Institutions and Financial Services, **PHI Learning**
- MY Khan and PK Jain. Financial Services. McGraw Hill Education.

## **Semester – VI**

### **C-13**

## **AUDITING AND CORPORATE GOVERNANCE**

### **Learning Outcome:**

This course aims at

1. To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards
2. To give an overview of the principles of Corporate Governance and Corporate Social Responsibility
3. To Provide practical knowledge of Tax audit and management audit.

### **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; Computer aided audit techniques and tools; 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:**

##### **a) 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

##### **b) 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 Mahaveer Book Depot. (Publishers). (Relevant Chapters)
- KV Bhanumurthy and Usha Krishna, Politics, Ethics and Social Responsibility of Business, Pearson Education

## **Semester – VI C-14 INDIRECT TAX LAW**

#### **Learning Outcome:**

After completion of this course student will able to

1. Understand the Principles of Indirect Taxes Calculation of Tax, Tax Authorities, procedures.
2. Get basic knowledge and equip themselves with application of principles and provisions of Service Tax, VAT, Central Excise, and Customs Laws.
3. Acquire knowledge of registration process for input credit and provisions of custom laws.

#### **Contents:**

##### **Unit I: Introduction**

Background and implementation of GST in India. Basic concept of GST, Nature and salient feature of GST System. Reasons for adoption of GST or Merits of GST, Demerits or Hurdles of GST, Structure of GST ( SGST, CGST, UTGST & IGST);

##### **Unit II: Supply: Goods & Services**

Meaning, Scope, Levy, and collection of Tax. Place and Time of Supply of Goods & services, Exempted goods and Services from GST.

##### **Unit III: Valuation of GST**

Determination of Taxable Value of goods supplied with practical problems, Determination of Taxable Value of Services with practical problems. Classification of tax rates under GST

##### **Unit IV: Registration and Input Tax Credit:**

Person liable for Registration, compulsory registration, Person not liable for registration, Procedure for registration. Definition of Input tax credit, Provision and rules regarding Input Tax credit, Eligibility of taking Input Tax credit, Reversal of Input Tax Credit, Utilization of Input tax credit and mutual adjustments

### **Unit V: Customs Law**

Basic Concepts, Territorial Waters, High Seas, Types of Custom Duties, Valuation, Baggage Rules & Duty Drawback.

#### **Suggested Readings:**

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

## **Semester - VI DSE-03-A INTERNATIONAL BUSINESS**

### **Learning Outcome:**

1. The outcome of the course is to familiarise the students with the concepts, importance and dynamics of international business and India's involvement with global business.
2. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.
3. The student will be able to understand the practical knowledge of international business environment.

### **Contents:**

#### **Unit 1:**

- 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.
- International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments

#### **Unit –II**

- Theories of International Trade – an overview ( Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments - tariff and non-tariff 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.
- 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**

- Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia (NAFTA, EU , ASEAN and SAARC) .
- 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**

- Organisational structure for international business operations; International business negotiations.
- 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**

- 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.
- Financing of foreign trade and payment terms – sources of trade finance (Banks, factoring, forfaiting, 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
- 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

### **Semester – VI DSE-03-B**

### **FUNDAMENTALS OF INVESTMENT**

#### **Learning Outcome:**

After completion of this course student will be able to

1. Familiarize themselves with different investment alternatives,
2. Have the knowledge and skills to develop portfolio strategies for individual and institutional investors.
3. Get the knowledge and skills to analyze companies for investment purposes.

#### **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**

Introduction to Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis, dividend capitalisation 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, 8<sup>th</sup> 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.

**Semester – VI**  
**DSE-03-C**  
**BUSINESS RESEARCH METHODS**

**Program Learning Outcome:**

The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course students are expected to

- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
- Have basic knowledge on qualitative research techniques also have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.
- Have basic awareness of data analysis-and hypothesis testing procedures

**Contents:**

**Unit 1: Introduction**

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

**Unit 2: Research Process**

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

**Unit 3: Measurement and Scaling**

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

**Unit 4: Hypothesis Testing:** Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests Testing the assumptions of Classical Normal Linear Regression

**Unit 5: Report Preparation**

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

**Suggested Readings:**

- Naval Bajpai, Business Research methods, Pearson
- Donald Cooper and Pamela Schindler, Business Research methods, MC Graw Hill
- Alan Bryman, Business Research Methods, Oxford University Press
- William G. Zikmund, Business Research Methods,,

**Semester – VI**  
**DSE-04**  
**Project Report**

**Learning Outcome**

- This course aims at developing the practical research and project report exposure with practical application of business research methods.
- The course will emphasize on collection, analysis, interpretation and presentation of data.
- The course will Impart learning about how to collect, analyze, present and interpret data.