

KARNATAK UNIVERSITY, DHARWAD.

Ref. No. No. KU/(Aca(S&T))/(MGK-313)/2011-12/ 712

Date: 10-04-2012

NOTIFICATION

Sub: Revision of Syllabus for B.Com., semester course with effect from the academic year 2012-13 and onwards.

Ref: 1) BOS Res. No. 03, dt ; 28.11.2011.
2) Faculty in Commerce Res. No. 01, dt; 05.01.2012.
3) Academic Council Res. No.16, dt. 26.03.2012.
4) Vice-Chancellors Order dated ; 02-04-2012

Adverting to the above, the Principals of constituent and affiliated Arts/Science & Commerce colleges are hereby informed that the revised syllabus for B.Com- I,II, III, IV, & V, VI semesters course is implemented with effect from the academic years as shown below;.

1. B.Com. I & II Semester	-	2012-13
2. B.Com. III & IV Semester	-	2013-14
3. B.Com. V & VI Semester	-	2014-15

Hence, the contents of this notification may please be brought to the notice of the students and all concerned.

The concerned syllabus may please be get through the Karnatak University,
Web Site: www.kud.ac.in.

S. S. S. S.
REGISTRAR 2/4/12

To,

1. All the Principals of Arts/Science & Commerce Constituent and Affiliated colleges for information.

Copy F.W.cs to;

1. Dean, Faculty of Commerce, P.G. Dept of studies in Commerce, K.U.Dharwad.
2. The Chairman, BOS in (UG) Commerce, PG Dept. of Studies in Commerce, K.U.Dharwad.
3. The Registrar (Evaluation) K.U. Dharwad.
4. Dr. R.M Vatnal, In charge Director, Information Technology, Exam Section, room No. 104, K.U.Dharwad, with a request to place the Notification and Syllabi in the University website: www.kud.ac.in

Copy to:

1. P.S. to Vice-Chancellor, K.U. Dharwad.
2. S.A. to Registrar, K.U. Dharwad.
3. O.S. Exam Section (Commerce) K.U.D.
4. O.S. Exam Section (Confidential) K.U.D
5. O.S. Exam Section (QP Branch) K.U.D.
6. O.S. Exam Section (GAD) K.U.D.

Karnatak University, Dharwad

Faculty of Commerce

Revised Syllabi of

Bachelor of Commerce (B.Com) Course

(I to VI Semesters)

With effect from 2012-13

COURSE STRUCTURE

SL. No.	Title of the Subject	Weekly Teaching Hours	Exam Duration (Hours)	Maximum Marks		
				IA	Semester-End Exam	Total
B.Com – I Semester						
1.1	Basic English	04	03	20	80	100
1.2	Basic – MIL	04	03	20	80	100
	Core Papers					
1.3	Financial Accounting – I	04	03	20	80	100
1.4	Principles of Management	04	03	20	80	100
1.5	Business Environment /Business Mathematics – I/E.D. Vocational Paper – 1A	04	03	20	80	100
1.6	Managerial Economics – I/Vocational Paper – 2A	04	03	20	80	100
	Compulsory Paper					
1.7	Indian Constitution	04	03	20	80	100
	Compulsory Papers (to be studied by students joining B.Com course from Non-Commerce Stream)					
1.8	Fundamentals of Accounting - I	04	03	20	80	100
1.9	Fundamentals of Commerce – I	04	03	20	80	100
B.Com – II Semester						
2.1	Basic English	04	03	20	80	100
2.2	Basic – MIL	04	03	20	80	100
	Core Papers					
2.3	Financial Accounting – II	04	03	20	80	100
2.4	Business Communication Skills					
2.5	Entrepreneurship and Small Enterprise Management/Business Mathematics – II/E.D. Vocational Paper-1B	04	03	20	80	100
2.6	Managerial Economics – II/Vocational Paper – 2B	04	03	20	80	100
2.7	Fundamentals of Computers	04+02*	03	20	80	100
	Compulsory Papers (to be studied by students joining B.Com course from Non-Commerce Stream)					
2.8	Fundamentals of Accounting – II	04	03	20	80	100
2.9	Fundamentals of Commerce – II	04	03	20	80	100
B.Com - III Semester						
	Core Papers					
3.1	Corporate Accounting – I	04	03	20	80	100
3.2	Principles of Marketing /E.D Vocational Paper – 1C	04	03	20	80	100

3.3	Secretarial Practice	04	03	20	80	100
3.4	Human Resource Management	04	03	20	80	100
3.5	Monetary Economics/Vocational Paper – 2C	04	03	20	80	100
3.6	Business Statistics – I (to be studied by students who have not studied Statistics at PUC level)	04	03	20	80	100
3.6	Commercial Arithmetic – I (to be studied by students who have studied Statistics at PUC level)	04	03	20	80	100
3.7	Computer Applications – I	04+02*	03	20	80	100
B.Com IV Semester						
	Core Papers					
4.1	Corporate Accounting – II	04	03	20	80	100
4.2	Law and Practice of Banking	04	03	20	80	100
4.3	Fundamentals of Financial Management	04	03	20	80	100
4.4	Indian Financial System/Vocational Paper – 1D	04	03	20	80	100
4.5	International Economics/Vocational Paper – 2D	04	03	20	80	100
4.6	Business Statistics – II (to be studied by students who have not studied Statistics at PUC level)	04	03	20	80	100
4.6	Commercial Arithmetic – II (to be studied by students who have studied Statistics at PUC level)	04	03	20	80	100
4.7	Computer Applications – II	04+02*	03	20	80	100
B.Com V Semester						
	Core Papers					
5.1	Cost Accounting – I	04	03	20	80	100
5.2	Income Tax – Law and Practice – I/(Vocational Paper – 2E)	04	03	20	80	100
5.3	Principles and Practice of Auditing	04	03	20	80	100
5.4	Indian Economics/E.D. (Vocational Paper -1E)	04	03	20	80	100
5.5	Computer Applications (RDBMS and E-Business Applications)	04+02*	03	20	80	100
5.6	Elective Paper – I	04	03	20	80	100
5.7	Elective Paper – II	04	03	20	80	100
B.Com VI Semester						
	Core Papers					
6.1	Cost Accounting – II	04	03	20	80	100
6.2	Income Tax – Law and Practice – II/(Vocational Paper – 2F)	04	03	20	80	100
6.3	Business Laws	04	03	20	80	100

6.4	Industrial Economics/ED (Vocational Paper – 1F)	04	03	20	80	100
6.5	Computer Applications in Business (Financial Accounting with Tally)	04+02*	03	20	80	100
6.6	Elective Paper – III	04	03	20	80	100
6.7	Elective Paper – IV	04	03	20	80	100
ELECTIVE GROUPS						
(The student shall choose one of the elective groups only)						
GROUP – A – FINANCE AND ACCOUNTS						
5.6	Paper – I: Financial Services	04	03	20	80	100
5.7	Paper – II: Accounting Theory	04	03	20	80	100
6.6	Paper – III: Principles of Foreign Exchange	04	03	20	80	100
6.7	Paper – IV: Management Accounting	04	03	20	80	100
GROUP – B: FINANCE AND MARKETING						
5.6	Paper – I: Financial Services	04	03	20	80	100
5.7	Paper – II: Retail Marketing	04	03	20	80	100
6.6	Paper – III: Principles of Foreign Exchange	04	03	20	80	100
6.7	Paper – IV: Services Marketing	04	03	20	80	100
GROUP – C: FINANCE AND HUMAN RESOURCE MANAGEMENT						
5.6	Paper – I: Financial Services	04	03	20	80	100
5.7	Paper – II: Human Resource Planning and Development	04	03	20	80	100
6.6	Paper – III: Principles of Foreign Exchange	04	03	20	80	100
6.7	Paper – IV: Industrial Relations	04	03	20	80	100
GROUP – D: MARKETING AND HUMAN RESOURCE MANAGEMENT						
5.6	Paper – I: Retail Marketing	04	03	20	80	100
5.7	Paper – II: Human Resource Planning and Development	04	03	20	80	100
6.6	Paper – III: Services Marketing	04	03	20	80	100
6.7	Paper – IV: Industrial Relations	04	03	20	80	100
GROUP – E: BANKING AND INSURANCE						
5.6	Paper – I: Bank Management	04	03	20	80	100
5.7	Paper – II: Principles of Insurance	04	03	20	80	100
6.6	Paper – III: Banking in India	04	03	20	80	100

6.7	Paper – IV: Insurance in India	04	03	20	80	100
GROUP – F: ADVANCED STATISTICS						
5.6	Paper – I: Advanced Statistics – I	04	03	20	80	100
5.7	Paper – II: Advanced Statistics – II	04	03	20	80	100
6.6	Paper – III: Advanced Statistics – III	04	03	20	80	100
6.7	Paper – IV: Advanced Statistics – IV	04	03	20	80	100

*** indicates 2 hours of lab work.**

Internal Assessment: The Internal Assessment (IA) in each paper shall carry 20 marks. The course teacher is required to conduct two tests based on multiple choice questions (MCQs) selected from the completed portion of the syllabus. Each test shall carry maximum 10 marks divided into 20 MCQs carrying half a mark. The duration of the test shall be for 30 minutes only. There shall be no negative marking. There is no provision for improvement/reappearance in IA. The college shall use OMR sheets for conducting the IA tests, shall preserve the sheets till the announcement of semester-end results and allow students, if need be, to verify the marks.

B.COM FIRST SEMESTER

PAPER – 1.3: FINANCIAL ACCOUNTING – I

Objectives: The objectives of this paper are to provide higher knowledge and exposure in the application of financial accounting principles and methods to various forms of business organizations.

Unit – 1: **Higher Aspects of Partnership Accounts – I:** Insolvency of Partners – single partner and all partners; Garner v/s Murry rule; piecemeal distribution and basis of distribution – proportionate and maximum loss methods.

Unit – 2: **Higher Aspects of Partnership Accounts – II:** Sale of a firm to a company – problems relating thereto

Unit – 3: **Conversion of Single Entry System into Double Entry System:** Need for conversion and steps involved in conversion; problems relating thereto.

Unit – 4: **Accounts of Joint Ventures:** Meaning of Joint Ventures; joint venture v/s partnership; account records and problems relating thereto – when separate books are maintained, when only one venture keeps accounts and when all venturers keep accounts.

Unit – 5: **Royalty Accounts:** Meaning and important items – minimum rent, short-workings, recoupment of short-workings; entries and accounts in the books of lessee and lessor (excluding sub-let).

Suggested Readings:

1. Tulsian, Financial Accounting, Pearson Education, New Delhi.
2. Ashok Sehgal and Deepak Sehgal, Advanced Accounting – Vol. I, Taxmann Publications, New Delhi.
3. S N Maheswari and S K Maheshwari, Advanced Accountancy – Vol. I, Vikas Publications, New Delhi.
4. S N Maheswari, Financial Accounting, Vikas Publications, New Delhi.
5. R L Gupta and Radhaswamy, Advanced Accountancy – Vol. I, Sultan Chand & Sons, New Delhi.
6. Shukla and Grewal, Advanced Accountancy – Vol. I, S Chand Publications, New Delhi.
7. Jain and Narang, Advanced Accounting – Vol. I, Kalyani Publications, Ludhiana.
8. J R Monga – Financial Accounting, Mayoer Paperbacks, New Delhi.
9. S Kr Paul, Advanced Accounts – Vol. I, World Press, Kolkatta.
10. Mukharjee and Hanif, Financial Accouting, TMH, New Delhi.

Paper – 1.4: PRINCIPLES OF MANAGEMENT

Objectives: The objectives are to acquaint students with the concepts, principles and practices of the management of business organizations.

Unit – 1: Nature and Scope of Management Process: Definition, nature and features; management v/s administration; management as science, art and profession; levels and skills of manager; principles of management; development of management thought; scientific management.

Unit – 2: Planning and Decision-Making: Meaning, nature, importance, principles, types and steps involved in planning; planning premises; essentials of a sound plan; Decision-Making – meaning, nature, role, type and steps involved in decision-making process; types of decisions; approaches to decision making; techniques of decision-making.

Unit – 3: Organisation: Concept, nature, steps involved in organization; determinants of, need and significance of organization structure; principles of organization; formal v/s informal; meaning, need, importance and bases of departmentation; span of management – meaning and types; authority and responsibility – authority v/s power; meaning, importance and process of delegation; types and principles of delegation; forms of organization structure.

Unit – 4: Staffing, Coordination and Communication: Nature and scope of staffing, manpower planning – concept and process; recruitment v/s selection; sources of recruitment; Coordination – meaning, definition, nature, objectives, need and significance of coordination; criteria for effective coordination, types of cooperation; Communication – meaning, nature, process, role, significance and channels of communication; communication media; barriers to communication and measures to overcome.

Unit – 5: Directing, Motivation and Control: Meaning, nature, significance, principles and techniques of directing; Motivation – Meaning, nature and importance; Maslow’s Need Hierarchy and Herzberg’s models; Control – Meaning, nature, need, significance, process, limitations and types of control; essentials of effective control; human resistance to control – causes and remedies; management by exception.

Suggested Readings:

1. Dinkar Pagare, “Principles of Management” Sultan Chand & Sons, New Delhi.
2. C B Gupta, Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Griffin Ricky, Management – Principles and Applications, Cengage Learning, New Delhi.
4. Satya Raju and Parthsarathy, Management – Text and Cases, PHI, New Delhi.
5. Govindrajan and Natarajan, Principles of Management, PHI, New Delhi.

6. Tony Morden, Principles of Management, Ashagate Publications, New Delhi.
7. Koontz, Principles of Management, TMH, New Delhi.
8. P N Reddy and P C Tripathy, Principles of Management, TMH, New Delhi.
9. Hill, Principles of Management, TMH, New Delhi.
10. Thomas Bateman and Scott Snell, Management, McGraw Hill, New York.

Paper – 1.5: BUSINESS ENVIRONMENT

Objectives: To enable students to understand and identify the environment within which the business organizations function and the influence of environmental factors.

Unit – 1: **Business and its Environment:** Characteristics of modern business, concept, nature, characteristics and types of environment; micro and macro environment, major players and components of environment; linkage between business and environment; impact and process of environment analysis.

Unit – 2: **Economic Environment:** Concept, nature and characteristics of economic environment, critical element; economic factors- GDP, per capita income, BOP, monetary policy, fiscal policy, trends in trade; Industrial policy; economic reforms and impact on business

Unit – 3: **Political and Legal Environment:** Concept, nature and characteristics of political and legal environment, components; linkage between political and legal environment and business; role of Government - regulatory role, promotional role, entrepreneurial role and planning role; state intervention in business – pros and cons of intervention; economic, labour and industrial laws relevant to business – types;

Unit – 4: **Socio-cultural Environment:** Concept, nature and characteristics of socio-cultural environment; components and impact of socio-cultural environment on business, culture and ethics in business; social responsibility of business – meaning and objectives; arguments for and against social responsibility, social audit; business participation in cultural affairs.

Unit – 5: **Technological Environment:** Concept, nature and characteristics of technological environment; elements and linkage between technological environment and business; technology and society; economic effect of technology; technology and plant level changes; management of technology; technology policy of Government; technological park – meaning and objectives.

Suggested Readings:

1. Sheikh – Business Environment, Pearsons, New Delhi.
2. Sundaram & Black - Business Environment, PHI, Neew Delhi.
3. Aswathappa – Essentials of Business Environment, HPH, Mumbai.
4. Jain & Varma - Business Environment, Sahitya Bhavan, Agra.
5. Cartwright – Mastering Business Environment, Palgrave Mac Millan, Neew Delhi.
6. Mishra & Puri – Economic Environment of Business, HPH, Mumbai.

7. Adhikari - Economic Environment of Business, Sultan Chand & Sons, New Delhi.
8. Dhar P. K. – Business Environment, Kalyani Publishers, New Delhi.
9. Das Gupta A. & Sen Gupta N. K. – Government & Business, Vikas Publishing House, New delhi.
10. William C. Fredreck – Business & Society, Mc Graw Hills, New York.

Paper – 1.5: BUSINESS MATHEMATICS – I

Objectives: To provide basic knowledge of mathematics and its application in business decision-making process.

Unit – 1: **Set Theory:** Representation of a set, roaster and rule method; types of sets, operation of sets, De Morgan’s Laws, Venn diagrams, relation and functions of sets - Application of sets in business.

Unit – 2: **Theory of Indices and logarithms:** Law of Indices and statement only without meaning; problems based on these laws; logarithm of a number, properties of logarithms, problems on these properties, use of logarithm tables; problems.

Unit – 3: **Ratio and proportion:** Meaning and types of ratio and proportion; direct and indirect proportion (problems on these).

Unit – 4: **Progression:** Arithmetic Progression, Geometric Progression, Formulae for the n^{th} term and sum of first n terms of an A.P. and G.P. (without proof); problems based on these and application to business Problems.

Unit – 5: **Analytical Geometry:** Co-ordinate axes-distance formula-section Formula-section formula slope of a line different form of equation of lines; condition for 2 lines to be parallel and perpendicular distance between two parallel lines; problems.

Suggested Readings:

1. Sancheti and Kapoor – Business Mathematics, Sultan Chand & Sons, New Delhi.
2. N. K. Nag - Business Mathematics, Kalyani Publishers, New Delhi.
3. Agarwal S. K. - Business Mathematics, Kalyani Publishers, New Delhi.
4. Goel & Goel - Business Mathematics & Statistics, Taxmann, New Delhi.
5. Dr. S. M. Shukla - Business Mathematics, Sahitya Bhavan, Agra.
6. Mittal & Aggrawal - Business Mathematics, Sultan Chand & Sons, New Delhi.
7. Monga – Mathematics for Business, Vikas Publishing House, New Delhi.
8. Zameeruddin - Business Mathematics, Vikas Publishing House, New Delhi.
9. Raghavachar – A First Course in Mathematics for Management, TMH, New Delhi.
10. Suranjan Shaha – Practical Business Mathematics & Statistics, Himalaya, Mumbai.

Paper -1.6: MANAGERIAL ECONOMICS – I

Objectives: To familiarize students with the basic concepts of micro economics and their applications in business organizations.

Unit – 1: **Introduction:** Meaning, definition, nature, features and scope of managerial economics; relationship with other subjects; uses; role and responsibilities of managerial economists; fundamental concepts of managerial economics – opportunity cost, incremental, time, discounting and equi-marginal.

Unit - 2: **Demand Analysis:** Meaning and determinants of demand; law of demand, demand schedule, demand curve – why demand curve is downward sloping; change in demand v/s change in quantity demanded; exceptions; elasticity of demand – meaning and kinds; types of price elasticity; factors determining; uses and measurement; income, cross and advertising elasticity of demand; demand forecasting – meaning and methods – trend projection and least square method.

Unit – 3: **Supply Analysis:** Supply function; law of supply; supply schedule; changes in supply v/s changes in quantity supplied; exceptions, elasticity of supply; equilibrium of supply and demand

Unit – 4: **Production Function:** Meaning and types of production function; types of production function – linear, power, quadratic and Cobb-Douglas Production function; managerial uses of production function; production function – short run and long –run; law of variable proportion; laws of returns; economies and diseconomies of scale; Knowledge and Technology as new productive resource.

Unit – 5: **Cost Analysis:** Meaning of cost and classification; money and real costs; explicit and implicit costs; cost-output relationship in the short-run – TFC, TVC, TC, AFC, AVC, AC and marginal cost; long-run costs – long-run cost curves; linear and quadratic cost functions.

Note: The above topics are to be dealt with numerical problems and case studies wherever necessary.

Suggested Readings:

1. Joel Dean, Managerial Economics, PHI, New Delhi.
2. Varshney and Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi.
3. P L Mehta, Managerial Economics, Sultan Chand & Sons, New Delhi.
4. D M Mithani, Managerial Economics, Himalaya Publishing House, Mumbai.
5. Gupta, Managerial Economics, TMH, New Delhi.
6. Mote and Samuel Paul, Managerial Economics, TMH, New Delhi.

7. Dwivedi, Managerial Economics, Vikas Publications, New Delhi.
8. Maheswari K L, Managerial Economics, PHI, New Delhi.
9. Salvator, Managerial Economics, Thoson Asia Pvt Ltd., Mumbai.
10. Hendersen, Micro Economics Theory, TMH, New Delhi.

Paper – 1.7: INDIAN CONSTITUTION (Compulsory Paper for all Degree Courses)

Objectives: To provide the basic knowledge of the development and of the principles enshrined in the Constitution of India.

Unit – 1: **Constitution:** Significance of the Constitution; Making of the Constitution- Role of the Constituent Assembly, Salient features, the preamble, Citizenship, procedure for amendment of the Constitution.

Unit – 2: **Fundamental Rights:** Meaning and types of fundamental rights; the Right to Equality, the Right to Freedom, the Right against Exploitation, the Right to Freedom of Religion, Cultural and Educational Rights and Right to Constitutional Remedies.

Unit – 3: **Nature of the Directive Principles of State Policy:** Meaning of Directive Principles; difference between of Fundamental Rights and Directive Principles of State Policy – Implementation of Directive Principles of State Policy, Fundamental Duties.

Unit – 4: **Union Government:** Powers and Functions of the President, the Prime Minister, Council of Ministers; composition, powers and functions of the Parliament; organisation of judiciary; jurisdiction of the Supreme Court; independence of judiciary.

Unit – 5: **State Government:** Powers and Functions of Governor, Chief Minister and Council of Minister; composition, powers and functions of State Legislature, Local Government and the Constitution; relation between the Union and the States.

Suggested Readings:

1. M. V. Pylee – An Introduction to Constitution of India, Vikas Publications, New Delhi-2005.
2. Subhash C. Kashyap – Our Constitution: An Introduction to India's Constitution & Constitutional Law, National Book Trust, New Delhi-2000.
3. Durga Das Basu – Introduction to the Constitution of India, PHI, New Delhi-2001.
4. D. C. Gupta – Indian Government & Politics, Vikas Publications, New Delhi-1994, VIII Edition.
5. J. C. Johari – Indian Government & Politics, Sterling Publishers, Delhi-2004.
6. V. D. Mahajan – Constitutional Development & National Movement in India, S. Chand & Company, New Delhi.
7. Constituent Assembly Debates, Lok Sabha Secretariat, New Delhi-1989.

8. Granville Austin – Working of a Democratic Constitution: The Indian Experience, Oxford University Press, New Delhi-1999.
9. A. P. Avasthi – Indian Government & Politics, Naveen Agarwal, Agra-2004.
10. S. A. Palekar – Indian Constitution, Serials Publication, New Delhi-2003.

Paper – 3.8: FUNDAMENTALS OF ACCOUNTING - I

(Compulsory Paper for students joining B.Com I semester course from non-commerce streams, i.e., PUC Arts, Science, etc)

Objectives: The course is designed to familiarise students with the basic concepts and principles of accounting

Unit – 1: **Introduction:** Meaning, definitions, objectives, functions, advantages and disadvantages of accounting; accounting v/s book-keeping; systems of book-keeping and accounting; accounting cycle; accounting – science, art and profession; accounting – an information system; accounting – as a language; role of accountants in business decision-making.

Unit – 2: **Accounting Principles:** Meaning, nature, objectives and scope of accounting principles; accounting concepts – meaning and types; accounting conventions – meaning and types; modifying principles; accounting standards – meaning, objectives, significance and types of accounting standards; accounting standards development process in India.

Unit – 3: **Accounting Records:** Journal – meaning, objectives and types; classification of accounts and rules of debit and credit; journal entries, narration; simple v/s complex journal entries; subsidiary books – meaning and types; ledger posting – meaning, objectives and types of ledger – process of ledger posting and balancing of an accounts; preparation of trial balance – meaning, types and objectives; preparation of trial balance.

Unit – 4: **Depreciation Accounting:** Meaning, objectives and reasons for providing depreciation; methods of depreciation – straight-line, written down value, sum-of-the-years' digit method, double declining balance method, machine hour and production unit method; accounting entries relating to purchase, sale, additions, profit/loss on sale; change in method of depreciation.

Unit – 5: **Final Accounts:** Meaning, objectives and significance; trading, profit and loss account and balance sheet; adjustment entries and preparation of final accounts.

Suggested Readings:

1. Tulsian, Financial Accounting, Pearson Education, New Delhi.
2. R L Gupta and Radhaswamy, Advanced Accountancy – Vol I and II, Sultan Chand & Sons, New Delhi.

3. S N Maheswari, Advanced Accounting – Vol I and II, Vikas Publications, New Delhi.
4. Jain and Narang, Advanced Accountancy – Vol I and II, Kalyani Publishers, Ludhiana.
5. Shukla and Grewal, Advanced Accounts – Vol I and II, R Chand and Company, New Delhi.
6. Robert Anothly, Accounting – Text and Cases, TMH, New Delhi.
7. Ashish K Bhattacharya, Essentials of Financial Accounting, PHI, New Delhi.
8. Narayanaswamy, Financial Accounting, PHI, New Delhi.
9. Rajashekaran and Lalitha, Financial Accounting, Pearson Education, New Delhi.
10. S N Maheswari, Corporate Accounting, Vikas Publications, New Delhi.

Paper – 1.9: FUNDAMENTALS OF COMMERCE - II

(Compulsory Paper for students joining B.Com I semester course from non-commerce streams, i.e., PUC Arts, Science, etc)

Objectives: The course aims at acquainting the students with the fundamental concepts and features of the business world.

Unit – 1: **Introduction:** Meaning, definition and scope of commerce, evolution of commerce; economic activities – its kinds – trade and aids to trade; business, industry, profession; employment – meaning, definition and scope.

Unit – 2: **Forms of Business Organisation:** Meaning, and significance; different forms of business organizations – sole trader, partnership firms, joint hindu family firms – meaning, definition, characteristics, scope, advantages and disadvantages; co-operative organizations – meaning, objectives and significance.

Unit – 3: **Joint Stock Company:** Meaning, definition, features and significance; kinds of companies; stages involved in formation of company; advantages and disadvantages.

Unit – 4: **Government Undertakings and Public Utilities:** Meaning, definition, features, scope, organization, advantages and disadvantages; kinds of government undertakings; working of government undertakings – state and central level.

Unit – 5: **Co-operative Societies:** Meaning, definition, features, advantages and disadvantages; types – agricultural, credit consumer, employees, housing, etc; stages involved in formation of co-operative societies; regulation of co-operative societies in India.

Suggested Readings:

1. Pride, Huges and Kapoor, Business, Cengage Learning, New Delhi.
2. Pride, Huges and Kapoor, Foundations of Business, Cengage Learning, New Delhi.

3. Boone and Kontze, Contemporary Business, John Wiley, New Delhi.
4. J Stephenson, Principles and Practice of Commerce, Pitman Publications, California
5. Gerstenberg C W, Principles of Business, Prentice Hall, New Delhi.
6. Dlabay, Burrow and Kleindl, Principles of Business, Cengage Learning, New Delhi.

B.COM SECOND SEMESTER

Paper – 2.3: FINANCIAL ACCOUNTING – II

Objectives: The objectives of this course are to provide higher knowledge and exposure in the application of financial accounting principles and methods to various forms of business organizations.

Unit – 1: **Consignment Accounts:** Meaning of consignment and important terms used in consignment; valuation of unsold stock, normal loss, abnormal loss; problems relating to consignment in the books of consignor and consignee – cost-price method and invoice-price method.

Unit – 2: **Hire-Purchase and Instalment Purchase Accounts (excluding repossession of assets):** Meaning of hire purchase contract, legal provisions and definition of terms used; meaning of instalment purchase – hire-purchase v/s instalment purchase; systems of recording; calculation of interest; entries and accounts in the books of hire purchaser and hire vendor; ascertainment of profit – debtors method and stock and debtors method – simple problems relating thereto.

Unit – 3: **Branch Accounts:** Meaning and types of branches; systems of accounting for dependent branches – debtors systems and stock and debtors systems; independent branches – incorporation of branch transactions in the head office books (excluding of foreign branches); depreciation of branch assets; goods and remittances in transit; preparation of final accounts.

Unit – 4: **Departmental Accounts:** Meaning and utility of departmental records; maintenance of columnar subsidiary books; departmentalization of expenses; interdepartmental transfer and preparation of final accounts.

Unit – 5: **Insurance Claims:** Meaning and types of claims; need – loss stock policy; preparation of statement of cost of goods sold and ascertainment of value of stock on the date of fire; treatment of salvage and valuation of stock prior to fire when gross profit ratio is given and not given; average clause and treatment of abnormal loss items.

Suggested Readings:

1. Tulsian, Financial Accounting, Pearson Education, New Delhi.
2. Ashok Sehgal and Deepak Sehgal, Advanced Accounting – Vol. I, Taxmann Publications, New Delhi.

3. S N Maheswari and S K Maheshwari, Advanced Accountancy – Vol. I, Vikas Publications, New Delhi.
4. S N Maheswari, Financial Accounting, Vikas Publications, New Delhi.
5. R L Gupta and Radhaswamy, Advanced Accountancy – Vol. I, Sultan Chand & Sons, New Delhi.
6. Shukla and Grewal, Advanced Accountancy – Vol. I, S Chand Publications, New Delhi.
7. Jain and Narang, Advanced Accounting – Vol. I, Kalyani Publications, Ludhiana.
8. J R Monga – Financial Accounting, Mayoor Paperbacks, New Delhi.
9. S Kr Paul, Advanced Accounts – Vol. I, World Press, Kolkatta.
10. Mukharjee and Hanif, Financial Accounting, TMH, New Delhi.

Paper – 2.4: BUSINESS COMMUNICATION SKILLS

Objectives: To familiarise the students with the concepts of business communication and to develop basic business communication skills

Unit – 1: Business Communication: Meaning and significance of business communication; principles of business communication; means of communication – oral, written, video, audio-visual; business letters: need, nature and functions of business letters; kinds, essentials of effective business letters; structure and layout of business letters – elements of structure and forms of layout.

Unit – 2: Trade Enquiries: Quotations, orders and tenders; sales letters – qualities of sales letter and writing a sales letter; claim and adjustment letters; credit and collection letters – nature and types of a credit letter; circular letters – meaning, objectives and forms of circular letter.

Unit – 3: Banking Correspondence: Overdraft, cash credits, loan, account current; insurance correspondence – regarding payment, renewal of insurance premium, claims and settlement; correspondence with various agencies: customers regarding dues, follow-up letters; public authorities like provident fund commissioner, post and telegraph authorities; payment of sales tax.

Unit – 4: Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

Unit – 5: Application Letters: Preparation of resume; interview: meaning – objectives and techniques of various types of interviews; public speech – characteristics of a good speech – business report presentations – video conferencing and e-communication methods.

Suggested Readings

1. Rajendra Pal Korlhahalli, Essentials of Business Communications, Sultan Chand & Sons, New Delhi.

2. Rodriguez M V, Effective Business Communication Concept, Vikas Publishing Company, New Delhi.
3. Kaul, Business Communications, PHI, New Delhi.
4. Rohini Agarwal, Business Communication, Taxmann, New Delhi.
5. Debashish and Das, Business Communication, PHI, New Delhi.
6. Gopal, Business Communication, New Age International, New Delhi.
7. Vikram Bisen and Priya, Business Communication, New Age International, New Delhi.
8. Sethi and Adhikaari, Business Communication, TMH, New Delhi.
9. Locker, Business Communication: Building, TMH, New Delhi.
10. Chaturvedi and Chaturvedi, Business Communication – Concepts, Cases and Applications, Pearson Education, New Delhi.

Paper – 2.5: ENTREPRENEURSHIP AND SMALL ENTERPRISE MANAGEMENT

Objectives: To acquaint students with the concepts of entrepreneurship and small business enterprises and to familiarise with the entrepreneurial development process.

Unit – 1: **Entrepreneurship:** Introduction to entrepreneur, entrepreneurship and enterprise; importance and relevance of entrepreneur; factors influencing entrepreneurship; types of entrepreneur; characteristics of a successful entrepreneur; competency requirements for entrepreneurs.

Unit – 2: **Entrepreneurship Development Programmes (EDPs):** Concept, objective, importance of EDPs; institutions involved in EDPs – DIC, CEDOK, RUDSETI, SISI, etc., types of EDPs; women entrepreneurship – concept and importance.

Unit – 3: **Small Scale Industries:** Meaning and classification; characteristics; importance; cottage industries, tiny industries, ancillary industries; khadi and village industries; role of SSIs in economic development; government policies relating to SSIs.

Unit – 4: **Project Development and Implementation:** Meaning and importance of project; process of project formulation and preparation – financial, marketing, HR, technical and social aspects of projects; project implementation.

Unit – 5: **Financing of SSIs in India:** – Need and significance of financial assistance; types of assistance – short-term, medium and long-term; institutional and non-institutional assistance – SFCs, Banks, SIDBI, refinancing schemes, NBFCs, Venture Capital Funds, bill discounting and factoring.

Suggested Readings:

1. C B Gupta and S S Khanka, Entrepreneurship and Small Business Management, Sultan Chand & Sons, New Delhi.

2. C B Gupta and N P Srinivasan, Entrepreneurial Development in India, Sultan Chand & Sons, New Delhi.
3. Shankaraiah, Entrepreneurship Development, Kalyani Publishers, New Delhi.
4. G K Warshney, Fundamentals of Entrepreneurship, Sahitya Bhavan, Agra.
5. S S Kanka, Entrepreneurship Development, Sultan Chand & Sons, New Delhi.
6. Vasant Desai, Management of a Small Scale Industry, Himalaya Publishing House, Mumbai.
7. Higrich, Entrepreneurship, TMH, New Delhi.
8. C S V Murty, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House, Mumbai.
9. Aruna Kaulgud, Entrepreneurship Management, Vikas Publications, New Delhi.
10. Carlos W Moore, Managing Small Business, Cengage Publications, New Delhi.

Paper – 2.5: BUSINESS MATHEMATICS – II

Objectives: The paper aims to provide basic knowledge of mathematics and its application in business decision-making process.

- sUnit – 1: **Determinants and Matrices:** Properties of determinant problems, solution of system of equations by determinant method (Cramer's rule); Matrices - types of matrices, operations of addition, subtraction, multiplication of matrix by constant; Multiplication of matrices; Inverse of matrix solution of linear equation by matrix method; Application to business problems.
- Unit – 2: **Calculus:** (a) Differential calculus : limit of a function; concept of derivatives; derivatives of functions, sum, difference; product and quotient of 2 functions; problems based on these second order derivatives; problems based on these; cost function, revenue function, profit function, break-even point, maxima and minima of functions; application of differentiation to business problems. (b) Integral calculus: concept of integration, integration by method of substitution and by parts, definite integral and applications of integration to business problems.
- Unit – 3: **Theory of Equations:** Linear equation, quadratic equation, solutions of linear and quadratic equations, discriminant of quadratic equation, nature of roots, relation between roots and co-efficient, formation of quadratic equation whose roots are given.
- Unit – 4: **Partial fractions:** Proper and improper fractions, reducing to partial fractions of non-repeated linear, repeated linear and non-repeated quadratic.
- Unit – 5: **Linear Programming:** Linear programming concept, concept of optimization, essential condition of L.P. Formulation, solution of L.P.P. by graphical method.

Suggested Readings:

1. Sancheti & Kapoor – Business Mathematics, Sultan Chand & Sons, New Delhi.
2. N. K. Nag – Business Mathematics, Kalyani Publishers, New Delhi.
3. Agarwal S. K. - Business Mathematics, Kalyani Publishers, New Delhi.
4. Goel & Goel - Business Mathematics & Statistics, Taxmann, New Delhi.
5. Dr. S. M. Shukla - Business Mathematics, Sahitya Bhavan, Agra.
6. Mittal & Aggrawal - Business Mathematics, Sultan Chand & Sons, New Delhi.
7. Monga – Mathematics for Business, Vikas Publishing House, New Delhi.
8. Zameeruddin - Business Mathematics, Vikas Publishing House, New Delhi.
9. Raghavachar – A First Course in Mathematics for Management, TMH, New Delhi.
10. Suranjan Shaha – Practical Business Mathematics & Statistics, Himalaya, Mumbai.

Paper – 2.6: MANAGERIAL ECONOMICS – II

Objectives: To familiarize students with the basic concepts of micro economics and their applications in business organizations.

Unit – 1: **Price-Output Decisions –I:** Perfect Competition – meaning, features and determination of price; key lessons of perfect competition for managers; monopoly – meaning, features, types and causes; price-output determination; price discrimination – meaning, objectives, degrees and conditions for price discrimination;

Unit – 2: **Price-Output Decisions –II:** Monopolistic Competition – meaning, features, product differentiation and price-output determination; Oligopoly – meaning and features; kinked demand curve – reasons and effects; oligopoly and non-price competition; price-leadership – meaning, features, reasons and advantages of price leadership.

Unit – 3: **Pricing Policies:** Meaning and objectives of pricing policy; methods of pricing – cost and competition methods; pricing over the life-cycle of a product; pricing of a new product – skimming and penetration pricing; other concepts of pricing – dual pricing, administered price, transfer price and resale price maintenance.

Unit – 4: **Profit Management:** Meaning, functions and theories of profit; profiteering v/s profit earning; accounting profit v/s economic profit; profit policies – profit maximization – meaning, assumptions and objections; alternate profit policies.

Unit – 5: **Business Cycles:** Meaning and phases; effects and minimizing the effects of business cycles – preventive measures and relief measures.

Note: The above topics are to be dealt with numerical problems and case studies wherever necessary.

Suggested Readings:

1. Joel Dean, Managerial Economics, PHI, New Delhi.
2. Varshney and Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi.
3. P L Mehta, Managerial Economics, Sultan Chand & Sons, New Delhi.
4. D M Mithani, Managerial Economics, Himalaya Publishing House, Mumbai.
5. Gupta, Managerial Economics, TMH, New Delhi.
6. Mote and Samuel Paul, Managerial Economics, TMH, New Delhi.
7. Dwivedi, Managerial Economics, Vikas Publications, New Delhi.
8. Maheswari K L, Managerial Economics, PHI, New Delhi.
9. Salvator, Managerial Economics, Thoson Asia Pvt Ltd., Mumbai.
10. Hendersen, Micro Economics Theory, TMH, New Delhi.

PAPER – 2.7: FUNDAMENTALS OF COMPUTERS

Objectives: The course is designed to equip students with the basic concepts of computers and their applications in business organizations.

- Unit – 1: **Introduction to Computers:** Definition, History & generation, characters, classification of computers CPU, ALU, CU, Computer memory. Fundamentals Block diagram, Input, Output devices and peripheral devices viz; Hard Disk, Tape Drive, CD-ROM, Monitor, Printer, Scanner, Keyboard, Mouse and Track Ball devices, Applications of Computer, Software : System software and Application software, Operating Systems, Batch processing, Multi programming, Time Sharing, Online and Real Time Operating Systems. *[Theory]*
- Unit-2 : **Working with Windows XP:** Introduction to windows, starting windows, Desk Top, Task Bar, Start Up Menu working with programs and icons, Adding, removing, starting and quitting programs and icons. Working with files and folders – creating, deleting, opening, finding, Control Panel, Setting, My Computer, Accessories and Windows Explorer, Note Pad, Character Map, Entertainment Options and Multimedia. *[Theory with practical]*
- Unit-3 : **Introduction to Internet:** Introduction, Internet services’ features, getting connected, WWW, Web page, Net surfing, Internet/Web browsing, Internet addressing, IP address, E-mail, URL, Internet Protocol (TCP/IP), FTP, HTTP, Telnet, Gopher, WAIS. *[Theory]*
- Unit-4 : **Electronic Mail:** Creating E-mail address, browsing, sending along with attachments like word files, programme files etc., advantages and disadvantages. *[Theory with practical]*
- Unit-5 : **Search Engines:** Surfing – Searching the Web : Web Index, Meta Searcher, Yahoo, google, zeenext, khoj, india4you, websites related to education, library, companies, stock market, newspaper, sharemarket. Britanica.com, indiaedu.com, Brainpop.com, etc. *[Theory]*

Suggested Readings

1. V.K. Kapoor, Information Technology & Computer Applications, Sultan Chand & Sons, New Delhi.
2. Sanjay Saxena, First Course in Computers, Vikas Publishing House, New Delhi.
3. Madan S. , Student's guide to Information Technology, Taxmann, New Delhi.
4. Alexis Leon, Mathews Leon, Internet for Everyone, Leon Press, New Delhi.
5. V. Rajaraman, Fundamentals of Computers, PHI, New Delhi
6. B Ram, Computer Fundamentals, New Age International, New Delhi.
7. J B Dixit, Fundamentals of Computers, Laxmi Publications, New Delhi.
8. Sunil Chauhan, Akash Saxena and K Gupta, Fundamentals of Computer, Firewall Media, New Delhi.
9. Ramesh Bangia, Computer Fundamentals and IT, Firewall Media, New Delhi.
10. Sudipto Das, A Complete Guide to Computer Fundamentals, Laxmi Publications, New Delhi.

Paper – 2.8: FUNDAMENTALS OF ACCOUNTING - II

(Compulsory Paper for students joining B.Com I semester course from non-commerce streams, i.e., PUC Arts, Science, etc)

Objectives: To familiarise students with the basic concepts and principles of accounting

Unit – 1: **Accounts from Incomplete Records:** Meaning and features, defects, calculation of profit –net worth method or statement of affairs method.

Unit – 2: **Final Accounts of Partnership Accounts:** Meaning and types of partnership firms; fixed and fluctuating capitals; profit-sharing ratio; adjustment of interest on capitals and drawings; preparation of final accounts.

Unit – 3: **Self-Balancing System:** Meaning and objectives; types of ledger – debtors ledger, creditors ledger and general ledger; preparation of trial balance; simple problems relating thereto.

Unit – 4: **Company Accounts:** Meaning and types of company; accounting entries relating to issue, forfeiture and reissue of shares and debentures; accounting treatment of discount and premium on issue of shares; underwriting of shares.

Unit – 5: **Company Accounts:** Final Accounts – provisions relating to maintenance of final accounts – forms of balance sheet and profit and loss account; accounting treatment of issue of bonus shares; payment of dividends; managerial remuneration; preparation of final accounts of companies (simple problems relating thereto).

Suggested Readings:

1. Tulsian, Financial Accounting, Pearson Education, New Delhi.
2. R L Gupta and Radhaswamy, Advanced Accountancy – Vol. I and II, Sultan Chand & Sons, New Delhi.
3. S N Maheswari, Advanced Accounting – Vol. I and II, Vikas Publications, New Delhi.
4. Jain and Narang, Advanced Accountancy – Vol. I and II, Kalyani Publishers, Ludhiana.
5. Shukla and Grewal, Advanced Accounts – Vol. I and II, R Chand and Company, New Delhi.
6. Robert Anothly, Accounting – Text and Cases, TMH, New Delhi.
7. Ashish K Bhattacharya, Essentials of Financial Accounting, PHI, New Delhi.
8. Narayanaswamy, Financial Accounting, PHI, New Delhi.
9. Rajashekaran and Lalitha, Financial Accounting, Pearson Education, New Delhi.
10. S N Maheswari, Corporate Accounting, Vikas Publications, New Delhi.

Paper – 2.9 : FUNDAMENTALS OF COMMERCE - II

(Compulsory Paper for students joining B.Com I semester course from non-commerce streams, i.e., PUC Arts, Science, etc)

Objectives: To acquaint the students with the fundamental concepts and features of the business world.

Unit – 1: **Industry:** Meaning, definition and characteristics; kinds of industries – genetic, extractive, construction, manufacturing, mining; advantages and disadvantages; regulation of industrial activities; industrial policies in India and environmental effects of industrial activities.

Unit – 2: **Service Organizations:** Meaning and Definition of Services; features, scope, types, advantages and disadvantages of service sector; banking services – meaning, definition and types; economic role of banking sector.

Unit – 3: **Marketing:** Meaning and definitions of market and marketing; distinction between selling and marketing; functions of marketing; merits and demerits; marketing organizations – wholesalers and retailers; agent middlemen; chain stores, malls, etc.

Unit – 4: **Foreign Trade:** Meaning, definition and types; reasons and importance; home trade v/s foreign trade; procedure involved in foreign trade; payment system – foreign currency and exchange rate – meaning and types of exchange rates; working of foreign exchange market in India; balance of payment – meaning, definition and difference between balance of trade and balance of payment.

Unit – 5: **Consumer Protection:** Meaning and Definition – need and importance, consumer rights and responsibilities; role of consumer organizations – district forum, state commission and national commission.

Suggested Readings:

1. Pride, Huges and Kapoor, Business, Cengage Learning, New Delhi.
2. Pride, Huges and Kapoor, Foundations of Business, Cengage Learning, New Delhi.
3. Boone and Kontze, Contemporary Business, John Wiley, New Delhi.
4. J Stephenson, Principles and Practice of Commerce, Pitman Publications, California
5. Gerstenberg C W, Principles of Business, Prentice Hall, New Delhi.
6. Dlabay, Burrow and Kleindl, Principles of Business, Cengage Learning, New Delhi.

B.COM THIRD SEMESTER

Paper: 3.1: CORPORATE ACCOUNTING – I

Objectives: The course aims at providing higher knowledge and exposure to the students in the application of corporate accounting principles and methods

Unit – 1: **Issue of shares and allotment of shares:** Fixed price offer and book building methods – meaning and features of book building; SEBI regulations; issue of bonus shares – meaning and SEBI's Guidelines; accounting treatment of bonus issue; accounting for rights issue; underwriting – concept, need and types; accounting treatment thereof.

Unit – 2: **Debentures:** Meaning and classification; accounting treatment of issue and redemption of debentures; methods of redemption – in instalments - out of profits and out of capital, conversion, issue of new shares or debentures, own debentures methods only.

Unit – 3: **Company Final Accounts:** Meaning and necessity; provisions of Companies Act relating to maintenance of final accounts; forms of final accounts – vertical and horizontal forms; divisible profits, managerial remuneration, treatment of tax provisions; preparation of financial statements; implications of Accounting Standards – 1, 4, 5, 17, 18 and 22.

Unit – 4: **Profit prior to incorporation:** Meaning and cut-off date; basis of appropriation; preparation of profit and loss account and balance sheet.

Unit – 5: **Accounting for Internal Reconstruction:** Meaning of alteration of share capital – increase in capital, consolidation and sub-division; reduction of share capital and forms; provisions and accounting entries; disposal of capital reduction account; preparation of post-reconstruction balance sheet.

Suggested Readings

1. S N Maheswari, Advanced Accounting – Vol. II, Vikas Publishing House, New Delhi.
2. R L Gupta and Radhswamy, Advanced Accountancy – Vol. II, III and IV, Sultan Chand & Sons, New Delhi.
3. Shukla and Grewal, Advanced Accounts – Vol. II, S. Chand & Company, New Delhi.
4. Ashok Sehgal and Deepak Sehgal, Advanced Accounting – Vol. II, Taxmann, New Delhi.
5. J R Monga, Fundamentals of Corporate Accounting, Mayur Paperbacks, Noida.
6. Jain and Narang, Advanced Accounting – Vol. II, Kalyani Publishers, Ludhiana.
7. S Kr Paul, Accountancy – Vol. II, Central Book Agency, Kolkatta.
8. Arunachalam, Advanced Accounting, Himalaya Publishing House, Mumbai.
9. Ratnam P V, Advanced Accountancy, Konark Publications, New Delhi.
10. Chakraborty, Advanced Accounts, Oxford Press, New Delhi.

Paper – 3.2: PRINCIPLES OF MARKETING

Objectives: To enable students to understand and familiarise the fundamental concepts and principles of marketing of goods and services.

- Unit – 1: **Market and Marketing:** Definition, objectives, importance and scope of marketing; core marketing concepts – production, product, selling, marketing and holistic marketing concepts; evolution of concept of marketing; recent development in marketing; marketing functions; approaches to the study of marketing.
- Unit – 2: **Market Segmentation:** Meaning, levels and bases of market segmentation – consumer and business market; effective market segmentation criteria; evaluating and selecting market segmentation; concept of niche marketing.
- Unit – 3: **Product Policy:** Product Planning and Development; product life cycle; product mix; distribution channels; factors affecting choice of distribution; branding features; types and functions;. Packaging – features, types, advantages; brand name and trademark; standardization; – ISO.
- Unit – 4: **Pricing:** Definition, objectives, factors affecting price determinations; methods of setting prices; cost, demand and competition factors; pricing policies and strategies.
- Unit – 5: **Marketing Channels and Sales Promotion:** Concept, importance and types of marketing channels; factors influencing selection of marketing channels; objectives and importance of sales promotion; personal selling; advertising – meaning, objectives, functions and importance; kinds of media; direct marketing; multi-level marketing; supply chain and logistics management – meaning and importance.

Suggested Readings:

1. Kotler and Armstrong, Principles of Marketing, Pearson Publications, New Delhi.
2. Philip Kotler, Marketing Management, PHI, New Delhi.
3. William Stanton, Fundamentals of Marketing, TMH, New Delhi.
4. Rajan Nair, Marketing, Sultan Chand & Sons, New Delhi.
5. Gandhi, Marketing, TMH, New Delhi.
6. Sontakki and Deshpande, Principles of Marketing, Kalyani Publishers, Ludhiana.
7. Jha and Singh, Marketing Management, HPH, Mumbai.
8. Ramaswamy and Namkumari, Marketing Management, Macmillan, New Delhi.
9. Pillai and Bagavathi – Modern Marketing - Principles and Practices, S. Chand & Company, New Delhi.
10. Perreault, Basic Marketing, TMH, New Delhi.

Paper: 3.3: SECRETARIAL PRACTICE

Objectives: To familiarise the students with the fundamental concepts and functions to be performed by corporate secretaries.

- Unit – 1: **Company Secretary:** Meaning & definition, Qualifications; procedure for appointment & dismissal of a secretary, Role of a Company Secretary – Rights, duties and liabilities; Qualities of a good Company Secretary.
- Unit – 2: **Promotion of Companies and Secretarial Duties:** Nature and types of Companies, Stages of Company Promotion and incorporation; Certificate of commencement of business; Secretarial duties & procedures for incorporations of Private and Public limited Companies and Company limited by guarantee.
- Unit – 3: **Documents of Companies & Secretarial Duties:** Memorandum of Association-definition, clauses, provisions and procedure for alteration; Articles of Association - definition, contents, provision & procedures for alteration; distinction between Memorandum and Articles of Association, Table-A of Companies Act, 1956; Prospectus - contents & statement in lieu of prospectus; doctrines of ultra vires; constructive notices, indoor management and lifting of Corporate Veil; drafting of Memorandum and Articles.
- Unit – 4: **Management of Companies:** Appointment, removal, qualification , fixation of remuneration, rights, responsibilities and liabilities of directors, Managing director, whole time director, auditor & Manager and Secretarial duties relating to thereto.
- Unit – 5: **Company Meeting and Secretarial Duties:** Meaning, nature and significance of Company meetings: Classification of Company meetings-statutory, board, annual, Extra ordinary meetings. Meeting Procedures-notice, agenda, venue, time, duration, quorum, adjournment & minits of Company meeting.

Suggested Readings:

1. S. A. Sherlekar – Company Law and Secretarial Practice, Himalaya Publishing House, Mumbai.
2. Acharya and Gorekar – Company Secretarial Practice, Himalaya Publications, Mumbai.
3. M. C. Kuchal – Secretarial Practice, Vikas Publications, New Delhi.
4. N. D. Kapoor – Company Law and Secretarial Practice, Sultan Chand and Sons, New Delhi.
5. Chawla and Garg – Company Law and Secretarial Practice, Kalyani Publications, New Delhi.
6. Garg K. C. – Secretarial Practice, Kalyani Publications, New Delhi.
7. Majumdar and Kapoor – Company Law and Practice, Taxmann, New Delhi.
8. Shukla and Mahajan - Company Law and Secretarial Practice, Sahitya Bhavan, Agra.
9. Gulsan and Kapoor - Company Law and Practice, New Age International, New Delhi.
10. Chakrabarty – Secretarial Practice, Kalyani Publications, New Delhi.

Paper – 3.4: HUMAN RESOURCE MANAGEMENT

Objectives: The course is designed to develop a knowledge base of basic concepts and skills required in the management of human resources employed in business organizations.

Unit – 1: **Introduction:** Evolution, meaning, definition, scope, objectives and functions of HRM; organization of HR department; qualities of HR manager; HRM v/s personnel management; environment of HRM – External and internal forces;

Unit – 2: **Human Resource Planning:** Meaning, importance and benefits of HRP; characteristics of HRP; need for planning; HRP Process - job analysis, job design, Job description and job specification; meaning of recruitment and selection; recruitment and selection process;

Unit – 3: **Training and Induction:** Meaning of training and induction; objectives and methods of induction; identification of training needs; objectives, benefits and methods of training; criteria of effective training methods; promotion and demotion – meaning and criteria; methods of training; concepts of transfers and separation.

Unit – 4: **Wage and Salary Administration:** Meaning, objectives and components of employee compensation; determinants of pay structure and level; methods of wage fixation – individuals and group incentives; bonus, fringe benefits and job evaluation systems; stock-ownership plans.

Unit – 5: **Performance Measurement:** Meaning, objectives, nature, scope and characteristics of performance measurement; essentials of effective performance measurement; methods of appraising performance – behaviour-oriented methods and result-oriented methods;

Suggested Readings:

1. Durai, Human Resource Management, Pearson Education, New Delhi.
2. Gurpreet Randawa, Human Resource Management, Atlantic Publishers, New Delhi.
3. K Ashwathappa, Human Resource and Personnel Management, TMH, New Delhi.
4. Ivancevich, Human Resource Management, TMH, New Delhi.
5. R L Mathis and J H Jackson, Human Resource Management, Cengage Learning, New Delhi.
6. Lepak David, Human Resource Management, Pearson Education, New Delhi.
7. Biswajeet Patnaik, Human Resource Management, PHI, New Delhi.
8. Casico, Managing Human Resources, TMH, New Delhi.
9. Jackson, Schuler and Werner, Managing Human Resources, Cengage Learning, New Delhi.
10. George Bohlander and Scott Snell, Managing Human Resources, Cengage Learning, New Delhi.

Paper – 3.5: MONETARY ECONOMICS

Objectives: To acquaint students with the principles of monetary economics and the influence of monetary policy pursued by central banks.

Unit – 1: **Introduction:** Meaning and definitions of money; functions – static and dynamic functions of money; origin of money; types of money; physical properties of money; supply of money – M1, M2, M3 and M4.

Unit – 2: **Value of Money and its Measurements:** Meaning and theories of value of money; measurements of value of money; cash balance equation and cash transaction equation; inflation – meaning, causes, effects and remedies; inflation and economic growth.

Unit – 3: **Money Market** Meaning, constituents and participants; money market v/s capital market; money market instruments; Indian money market – features, working, intermediaries, trends and defects; regulation of money market operations

Unit – 4: **Banking:** Meaning and types, functions of a modern banking; liquidity and profitability; process of credit creation and its limitation; interest rates – meaning and types – real and nominal; effect of inflation and taxes on interest rates; liberalization of interest rates in India.

Unit – 5: **Central Bank:** Meaning and functions; RBI – establishment, management and function; monetary policy – objectives, features and types; monetary policy instruments – bank rate; repo and reverse repo rates; SLR and CRR; open market operations;

Suggested Readings:

1. Baye and Jansen, Money, Banking and Financial Markets, AITBS, New Delhi.
2. Misra and Puri, Monetary Economics, Himalaya Publications, Mumbai.
3. K P M Sundaram, Money, Banking, Trade and Finance, Sultan Chand & Sons, New Delhi.
4. Lipsey, Economics, Oxford University Press, New Delhi.
5. Hiejdra, Modern Macro Economics, Oxford University Press, New Delhi.
6. Vaish M C, Monetary Theory, New Age International, New Delhi.
7. Lekhi R K, Monetary Economics, Kalyani, New Delhi.
8. Paul R R, Monetary Economics, Kalyani, New Delhi.
9. Kulkarni and Kalkundrikar, Monetary Economics, Sultan Chand & Sons, New Delhi.
10. Jagadish Handa, Monetary Economics, Routledge Taylor and Francis, New York.

Paper – 3.6: BUSINESS STATISTICS - I

(This subject is to be offered by students who have not studied Statistics at PUC level)

Objectives: To equip students with the understanding and application of statistical methods in business data processing and interpretation.

Unit – 1: **Introduction and Statistical Investigation:** Origin and development, definition, importance and scope of business statistics; meaning and definition of data - methods of data collection; questionnaire, schedule and interview methods.

Unit - 2: **Classification and Tabulation of Data:** Classification – definition, objectives and types of classification; formation of discrete and continuous frequency distribution.

Tabulation: Definition and objectives; difference between classification and tabulation; parts of table; types of tables - simple and complex tables, general and special purpose tables.

Unit – 3: **Diagrammatic and Graphical Representation:** Introduction, significance of diagrams and graphs, difference between diagrams and graphs. Diagram: Types of diagrams – One Dimensional or Bar Diagrams. Two Dimensional or area diagrams, pictograms and cartograms; Graphs: Graphs of Frequency distribution - Histogram, Frequency Polygon, Frequency Curve, Ogives or Cumulative Frequency curves and Line Graphs.

Unit – 4: **Measures of Central Tendency or Averages:** Definition and objectives of averages; requisites of ideal averages; Types of averages – Mean, Median, Mode, Harmonic Mean, Geometric Mean – Definition Computation, Merits and Demerits; Application in Business.

Unit – 5: **Measures of Dispersion and Skewness:** Measures of Dispersion: Introduction, Definition, Properties of Ideal Measure of Dispersion, Absolute

and Relative Measures of Dispersion – Range and Coefficient of Range Quartile and Co-efficient of Q.D, Average Deviation (AD) and Coefficient of S.D and Co-efficient of Variation, Merit and Demerits - Applications in Business; measures of Skewness: Definition, Difference between Dispersion and Skewness, Absolute and Relative Measures of Skewness – Karl Pearson, Bowley's and Kelly's Co-efficient of Skewness, applications in Business.

Suggested Readings:

1. Levine, Business Statistics – A First Course, Pearson Education, New Delhi.
2. M L Berenson and David M Levine, Basic Business Statistics, PHI, New Delhi.
3. S. C. Gupta, Fundamentals of Statistics, HPH, New Delhi.
4. S. P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
5. J K, Sharma – Business Statistics, Pearson Education, New Delhi.
6. Naval Bajapai, Business Statistics, Pearson Education, New Delhi.
7. Shukla & Sahai – Business Statistics, Sahitya Bhavan, Agra.
8. Shenoy and Srivastava, Business Statistics, New Age International, New Delhi.
9. Goel & Goel – Mathematics & Statistics, Taxmann, New Delhi.
10. G C Beri, Business Statistics, TMH, New Delhi.

Paper –3.6: COMMERCIAL ARITHMETIC

(This subject is to be offered by students who have studied Statistics at PUC level)

Objectives: To acquaint the students with the concepts and application of arithmetic principles and techniques in business decisions.

Unit – 1: Logarithms, antilogarithms and uses

Unit – 2: Simple, instalment buying; compound interest.

Unit – 3: Depreciation and Annuities

Unit – 4: Percentages, profit and loss, discount and commission.

Unit – 5: Ratio and proportion; work and time.

Suggested Readings:

1. Sutaria – Commercial Arithmetic, Oxford University Press Chennai.
2. Iyer and Beri - Commercial Arithmetic, Sultan Chand & Sons, New Delhi.
3. Patvardhan and Joshi - Commercial Arithmetic, Kitab Mahal, Agra.
4. Chanda S. C. and Nag N. K. - Commercial Arithmetic and Elements of Statistics, Vol – I, Kalyani, New Delhi.
5. Chanda S. C. and Nag N. K. - Commercial Arithmetic & Elements of Statistics, Vol – II, Kalyani, New Delhi.
6. Chakravorty – Mathematics and Statistics, New Age International, New Delhi.

7. Shrinivas and George – Business Mathematics and Statistics, New Age International, New Delhi.
8. Brooks – Business Mathematics, AITVS, New Delhi.
9. Goel and Goel – Mathematics and Statistics, Taxmann, New Delhi.

PAPER – 3.7: COMPUTER APPLICATIONS – I

Objectives: To familiarise and to develop computer application skills among the students

Unit – 1: **Word Processor-I:** Introduction to Word Processors, Editors, DOS Editors and MS-Word. MS-Word (2007 version) : Document and Non-document, Entering Text, Editing Text, Selecting text, cut-copy and paste, saving and retrieving documents, find and replace. Home – Clip Board, Font, Paragraph, Styles, Page Layout – Themes, page setup, page background, paragraph. *[Theory with practicals]*

Unit-2 : **Word Processor-II:** Insert Menu – cover page, blank page, page break, tables, excel, picture, clip arts, shapes, charts, header-footer, page numbers, text box, wordArt, Date & Time, Objects, Equations, Symbols, Review – Proofing, comments, tracking, changes, compare, protect. Mailings – create envelop – labels, start mail-merge, write & instruct fields, Preview results, View – Document view, show/hide, zoom, window, macros. *[Theory with practicals]*

Unit-3 : **Presentation Software:** Introduction to MS-Power Point, Users of Power Point, Selecting slide layout and its properties, clip art gallery, changing to slide sorter view, cut, copy and paste picture. Tool-bar, frame resizing, changing color scheme, font, style, copying, working with graphs, and text slide shows, using work art, auto layout, creating animation and slide transition. *[Theory with practicals]*

Unit-4 : **HTML:** Preparing to publish on the Web, Introducing HTML and XHTML, Learning the Basics of HTML, Structure of HTML, Creating sample web pages, formatting text with HTML, adding images, color and background, table creation, designing forms. *[Theory with practicals]*

Unit-5 : **System Analysis & Design:** System concepts and Information system concepts. The system life cycle. System analysis, System planning and the initial investigation, information gathering, the tools of structured analysis, feasibility study, cost / benefit analysis. *[Theory]*

Suggested Readings

1. Curtis D. Frye, Step by Step MS-Office 2007
2. Vikas Gupta, Comdex Computer course Kit, Dreamteach Publication, New Delhi.
3. Configuring SAP R3 (FICO), Black Book, New Delhi.
4. A.K. Gupta, Management Information System, Sultan Chand & Sons,

5. Prajagopalan, Computer Applications in Business, Vikas Publications, New Delhi
6. Mehta, Kumar and Mehta, Computer Applications in Business Management, Anmol Publications, New Delhi.
7. Ritendra Goel and D N Kakkar, Computer Applications in Management, New Age International, New Delhi.
8. Mukesh Dhunna and J B Dixit, IT in Business Management, Laxmi Publications, New Delhi.
9. James A Senna, IT in Business, PHI, New Delhi.
10. Rajaraman, Fundamentals of Computers, PHI, New Delhi.

B.COM FOURTH SEMESTER

Paper - 4.1: CORPORATE ACCOUNTING – II

Objectives: The course is designed to provide higher knowledge and exposure in the application of corporate accounting principles and methods

Unit – 1: **Valuation of Goodwill and Shares:** Valuation of Goodwill – meaning, objectives and methods of valuation; valuation of shares – objectives and methods of valuation – intrinsic value and yield value methods.

Unit – 2: **Accounting for Mergers and Amalgamation:** Meaning of mergers, acquisition and amalgamation; AS – 14 – classification of amalgamations and methods of accounting – pooling of interests and purchase methods – features and accounting entries; purchase consideration; elimination of unrealised profit, inter-company owings; preparation of post-merger balance sheet.

Unit – 3: **Liquidation of Companies:** Meaning of liquidation; liquidation v/s winding up; types of liquidation; overriding preferential payments and preferential creditors; preparation of Liquidator’s Final Statement of Accounts.

Unit – 4: **Group Accounts:** Meaning, need and relevance of group accounts; concepts of holding and subsidiary companies; AS – 21 on Consolidated Financial Statements – recommendations; process of consolidation – classification of profits into pre and post-acquisition; capital reserve or goodwill; minority interest; elimination of stock reserves, inter-company owings, debtors and bills; preparation of consolidated balance sheet of holding company and its subsidiary (single subsidiary only).

Unit – 5: **Accounts of Banking Companies:** Meaning and importance; provisions of Banking Regulation Act relating to accounts and audit; books required; forms of profit and loss account and balance sheets with schedules; classification of bank advances – standard, sub-standard, doubtful and loss assets and provisioning norms; rebate on bills discounted; preparation of final accounts.

Suggested Readings

1. S N Maheswari, Advanced Accounting – Vol. II, Vikas Publishing House, New Delhi.
2. R L Gupta and Radhswamy, Advanced Accountancy – Vol. II, III and IV, Sultan Chand & Sons, New Delhi.
3. Shukla and Grewal, Advanced Accounts – Vol. II, S. Chand & Company, New Delhi.
4. Ashok Sehgal and Deepak Sehgal, Advanced Accounting – Vol. II, Taxmann, New Delhi.
5. J R Monga, Fundamentals of Corporate Accounting, Mayur Paperbacks, Noida.
6. Jain and Narang, Advanced Accounting – Vol. II, Kalyani Publishers, Ludhiana.
7. S Kr Paul, Accountancy – Vol. II, Central Book Agency, Kolkatta.
8. Arunachalam, Advanced Accounting, Himalaya Publishing House, Mumbai.
9. Ratnam P V, Advanced Accountancy, Konark Publications, New Delhi.
10. Chakraborty, Advanced Accounts, Oxford University Press, New Delhi.

Paper – 4.2: LAW AND PRACTICE OF BANKING

Objectives: To familiarise the students with the basic concepts and application of provisions of Banking Regulation Act

Unit – 1: **Banker and Customer:** Definitions; general and special relationship; bankers' rights and obligations; account opening procedure – KYC norms.

Unit – 2: **Negotiable Instruments:** Meaning of promissory note, bill of exchange and cheque; essentials of a valid cheque; order and bearer cheques; crossing – meaning, objectives and types; material alterations; endorsements – meaning, objectives and types.

Unit – 3: **Paying Banker:** Precautions while making payment of cheques, statutory protection, payment in due course; Collecting Banker – duties, rights and liabilities; statutory protection.

Unit – 4: **Bank Advances:** Principles of sound lending, types of advances – loans, cash credits, overdrafts, bills purchased and discounted, letters of credit; secured and unsecured advances; modes of creating charges

Unit – 5: **Technology in Banks:** Meaning, features, purposes and significance of Internet Banking, ATM, E-Banking, Core Banking, On-Line Banking, Tele Banking, Credit Cards, Kissan Cards and Smart Cards.

Suggested Readings:

1. P N Varshney, Banking Law and Practice, Sultan Chand & Sons, New Delhi.
2. M L Tannan, Banking Law and Practice in India, Thacker, New Delhi.
3. Parmeswaran, Natarajan and Kandaswami, Banking Law and Practice, S Chand & Co. New Delhi.

4. Rajesh, Banking Theory and Practice, TMH, New Delhi.
5. N Kumar and Mittal, Banking Law and Practice, Anmol Publications, New Delhi.
6. Sukhivinder Mishra, Banking Law and Practice, S Chand & Co, New Delhi.
7. Gomez Clifford, Banking and Finance: Theory, Law and Practice, PHI, New Delhi.
8. Perry, Law and Practice Relating to Banking, Metheun & Co, London.
9. Khubchandani, Practice and Law of Banking, MacMillan, New Delhi.
10. Lib, Laws and Practices Relating to Banking, MacMillan, New Delhi.

Paper – 4.3: FUNDAMENTALS OF FINANCIAL MANAGEMENT

Objectives: To enable students to understand the concepts and principles of financial management of business organizations.

- Unit - 1: **Introduction:** Meaning, definition and evolution of financial management; scope and significance; approaches of finance function; relationship with other disciplines; objectives of financial management – profit maximization and wealth maximization; types of financial decisions – risk-return trade off; organization of finance function.
- Unit - 2: **Time Value of Money:** Meaning and reasons; future value – single sum, annuity and series of sum; present value – single sum, annuity and series of sum, perpetuity, growing annuity and perpetuities; future and present values of annuity due; multi-period compounding; capital recovery and loan amortisation; net present value.
- Unit – 3: **Financing Decision:** Concepts of operating, financial and combined leverage; computation of leverages; meaning of capital structure and classification; determinants of capital structure decisions of firms – EBIT – EPS analysis; liquidity analysis, legal provisions, etc; sources of capital.
- Unit – 4: **Capital Budgeting Decisions:** Meaning and significance of capital budgeting decisions; classification; basic information for evaluation; criteria – traditional and discounted cash flows methods - ARR, Payback period, net present value, internal rate of return and profitability index method. Capital rationing – meaning and approaches; cost of capital – meaning and significance; classification; cost of debt, cost of preference shares, cost of equity and cost of retained earnings; overall cost of capital.
- Unit – 5: **Working Capital Management:** Meaning, nature, need, significance and types of working capital; gross, net and operating cycle concepts of working capital; working capital management – meaning and significance; investment in working capital – dangers of too much and too little working capital, determinants of working capital investment, risk-return tangle; financing of working of capital – short-term and long-term sources; computation of working capital.

Suggested Readings:

1. I M Pandey, Fundamentals of Financial Management, Vikas Publications, New Delhi.
2. Khan and Jain, Basic Financial Management, TMH, New Delhi.
3. Prasanna Chandra, Fundamentals of Financial Management, TMH, New Delhi.
4. S N Maheswari, Principles of Financial Management, Sultan Chand and Sons, New Delhi.
5. Chandra and D Chandra Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. Babatosh Banerjee, Fundamentals of Financial Management, PHI, New Delhi.
7. Vuptakesh Sharan, Fundamentals of Financial Management, Pearson Education, New Delhi.
8. Brigham and Houston, Fundamentals of Financial Management – Theory and Practice, Cengage Publications, New Delhi.
9. James C Horne, Fundamentals of Financial Management, PHI, New Delhi.
10. Gitman, Principles of Managerial Finance, Cengage Publications, New Delhi.

Paper – 4.4: INDIAN FINANCIAL SYSTEM

Objectives: To familiarise with the fundamental concepts and working of Indian financial system and its constituents

Unit – 1: **Introduction:** Meaning, components and functions of financial system; key elements of financial system; role of financial system in the economy; relationship between the economic growth and financial system; reforms in the financial system – objectives and major reforms undertaken in India.

Unit – 2: **Financial Markets:** Meaning, importance and classification of financial markets; money market – meaning and role; money market instruments; major players in money market; link between money market and monetary policy in India; capital market – meaning, objectives and significance; reforms in capital market in India; capital market instruments

Unit – 3: **Financial Markets:** Meaning of markets and types; primary market – meaning and nature; types of issue – IPOs and Further Offers – methods of making public issue – fixed price and book building – meaning, process and price determination; red-erring prospectus and green shoe option; secondary market – meaning, functions and development of second market in India; stock exchanges – meaning, functions and development; regulation and demutualisation; BSE, NSE and OTCEI - origin and growth.

Unit -4: **Financial Intermediaries:** Role and classification of financial intermediaries, development financial institutions – functions and types – IFCI, SIDBI, IDFC; banking and NBFCs – functions and structure of banking institutions; NBFCs – meaning, functions and growth of NBFCs; co-operative banking in India;

other intermediaries – merchant bankers, underwriters, custodians, registrars, share transfer agents, depository services – meaning and functions.

Unit – 5: **Financial Regulations:** Meaning, objectives and significance of financial regulations; Raghuram Rajan Committee recommendations on financial regulation; SEBI – objectives, functions and powers of SEBI;

Suggested Readings:

1. Bharati V Pathak, The Indian Financial Systems – Markets, Institutions and Services, Pearson Education, New Delhi.
2. M Y Khan, Indian Financial System, TMH, New Delhi.
3. Guruswamy, Indian Financial System, TMH, New Delhi.
4. D K Murthy and Venugopal, Indian Financial System, TMH, New Delhi.
5. Bhole and Jitendra Mahakud, Financial Institutions and Markets, TMH, New Delhi.
6. Gomez, Financial Institutions, Markets and Financial Services, PHI, New Delhi.
7. Christopher Viney, Financial Institutions, Instruments and Market, TMH, New Delhi.
8. Frank Fabozzi, Foundations of Financial Markets and Institutions, Pearson Education, New Delhi.
9. T Siddaiah, Financial Services, Pearson Education, New Delhi.
10. Tripathy, Financial Instruments and Services, PHI, New Delhi.

Paper - 4.5: INTERNATIONAL ECONOMICS

Objectives: To enable students to acquaint with the concepts and principles of international economics and their influence on the working of business organizations.

Unit – 1: **International Trade:** Meaning of internal and international trade; importance; gains from international trade and factors determining; theories of international trade - comparative cost theory; World Trade Organization; SAARC.

Unit – 2: **Balance of Payments and Exchange Rate:** Meaning of balance of trade and balance of payment; structure of balance of payments; causes for disequilibrium in the BOP; measures for correcting disequilibrium; Foreign Exchange – meaning , determination of foreign exchange rate – fixed and flexible rates; merits and demerits;

Unit – 3: **International Monetary Institutions:** IMF –objectives, functions and achievements; World Bank – objectives, functions and achievements; ADB – objectives, functions and achievements.

Unit – 4: **Economic Integration:** Meaning - theory of customs union; European Union; SAARC – objectives, functions and achievements; GATT – WTO objectives, functions and achievements.

Unit – 5: **Foreign Capital:** Need, importance and policies in India; FDI and FII; regulation of FDI and FII; Foreign Investment Promotion Board – functions and role.

Suggested Readings:

1. Cherunilam, International Economics, TMH, New Delhi.
2. Sawyer and Sprinkle, International Economics, PHI, New Delhi.
3. Krugman, International Economics, Pearson Education, New Delhi.
4. Sodersten, International Economics, Palgrave Macmillan, new Delhi.
5. Salvatore, International Economics, TMH, New Delhi.
6. D M Mithani, International Economics, Himalaya, Mumbai.
7. Carbaugh, International Economics, Thomson, Mumbai.
8. Bhutani, Principles of Economics, Taxmann, New Delhi.
9. Lindert P H, International Economics, AITBS, New Delhi.
10. Mannur, International Economics, Himalaya, Mumbai.

Paper – 4.6: BUSINESS STATISTICS - II

(This subject is to be offered by students who have not studied Statistics at PUC level)

Objectives: To develop the understanding and application of statistical methods in business data processing and interpretation.

Unit – 1: **Correlation and Regression:** Correlation - definition, types and methods of correlation; Graphical method, scatter diagram method; Karl Pearson's Coefficient of Correlation; Spearman's Rank Correlation Co-efficient; properties of correlation co-efficient; Regression: definition and uses; difference between correlation and regression, regression equation – X on Y and Y on X; construction regression equations.

Unit – 2: **Time Series:** Definition and components of time series; methods of measuring secular trend – graphical methods; method of semi averages; method of moving averages; method of least squares.

Unit – 3: **Index Numbers:** Definition, types uses and steps involved in construction of Index numbers; Laspeyre's, Paasche's, Fisher's, Dorbish and Bowley's and Marshall Edgeworth Index Numbers; tests of adequacy of index numbers – time reversal test and factor reversal test; Consumer Price Index Number – definition, uses and methods of construction of Consumer Price Index Number;

Unit – 4: **Theory of Sampling:** Meaning, scope of sampling; theoretical basis and types of sampling – simple random and stratified random sampling, systematic sampling, multistage sampling, merits and demerits of each; uses and errors of sampling, census and sample surveys.

Unit – 5: **Probability:** Definition of random experiment, event, sample space, types of events; mutually exclusive events, mutually exhaustive events, equally likely

events; definition of probability; statement of addition and multiplication; theorem of conditional probability; problems on probability.

Suggested Readings:

1. Levine, Business Statistics – A First Course, Pearson Education, New Delhi.
2. M L Berenson and David M Levine, Basic Business Statistics, PHI, New Delhi.
3. S. C. Gupta, Fundamentals of Statistics, HPH, New Delhi.
4. S. P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
5. J K, Sharma – Business Statistics, Pearson Education, New Delhi.
6. Naval Bajapai, Business Statistics, Pearson Education, New Delhi.
7. Shukla & Sahai – Business Statistics, Sahitya Bhavan, Agra.
8. Shenoy and Srivastava, Business Statistics, New Age International, New Delhi.
9. Goel & Goel – Mathematics & Statistics, Taxmann, New Delhi.
10. G C Beri, Business Statistics, TMH, New Delhi.

Paper – 4.6: COMMERCIAL ARITHMETIC – II

(This subject is to be offered by students who have studied Statistics at PUC level)

Objectives: To acquaint the students with the concepts and application of arithmetic principles and techniques in business decisions.

Unit – 1: Partnership: Sharing of Profits & Losses, Interest on Capital and Drawings, Calculation of Goodwill on admission & on retirement of partners.

Unit – 2: Income Tax, Rate of Income Tax. Insurance, Life Insurance and General Insurance – present worth and discount

Unit – 3: Joint Stock Companies: Shares and Stocks, Issue and Redemption of Debentures, Payment of dividend, Issue of Bonus Shares.

Unit – 4: Insolvency – class of creditors and dividend.

Unit – 5: Time, Work and Speed.

Suggested Readings:

1. Sutaria – Commercial Arithmetic, Oxford University Press Chennai.
2. Iyer & Beri - Commercial Arithmetic, Sultan Chand & Sons, New Delhi.
3. Patvardhan & Joshi - Commercial Arithmetic, Kitab Mahal, Agra.
4. Chanda S. C. & Nag N. K. - Commercial Arithmetic & Elements of Statistics, Vol – I, Kalyani, New Delhi.
5. Chanda S. C. & Nag N. K. - Commercial Arithmetic & Elements of Statistics, Vol – II, Kalyani, New Delhi.
6. Chakravorty – Maths & Statistics, New Age International, New Delhi.
7. Shrinivas & George – Business Maths & Statistics, New Age International, New Delhi.

8. Brooks – Business Maths, AITVS, New Delhi.
9. Goel & Goel – Maths & Statistics, Taxmann, New Delhi.

Paper – 4.7: COMPUTER APPLICATIONS-II

Objectives: To acquaint and to develop computer application skills among the students for various business applications.

- Unit-1 : **MS-Excel:** Concept of Spreadsheet, Electronic spreadsheet, Introduction to LOTUS 1-2-3, Introduction to MS-Excel, Standard Button bar, Formatting Toolbar, formula bar, auto calculated area, rows and columns of worksheet, editing cells, cell reference and range reference, types of cell data, labels, values, formulas, interoperation of error values, linking formulas, naming constants, functions in excel, category of function, cell formatting, range protection. *[Theory with practicals]*
- Unit-2 : **MS-Excel-II:** Sharing a workbook, autocorrect and spelling, excel charts, chart toolbar, elements of charts, editing charts, types of charts, whatif analysis, cell reference, conditional formatting. *[Theory with practicals]*
- Unit-3 : **MS-Excel-III:** Scenarios, automated tasks, macros, using filters, using links, data forms, page setup, printing, excel workbook templates; working with functions – (a) Financial – DB, DDB, FV, IPMT, IRR, NPV, PMT, PV, RATE, VDB (b) Statistical – avedve, average, correl, count, counta, countblank, mean, median, geomean, growth, intercept, norminv (c) Database – daverage, dcount, etc. (d) Date & Time – data, datevalue, day, day360, hour, minute, month, now, time, timevalue. *[Theory with practicals]*
- Unit-4 : **Introduction to SAP (Systems Applications and Product):** Overview, features, configuration tools, financial accounting enterprise structure, general ledgers, accounts payable, receivable. *[Theory]*
- Unit-5 : **MIS:** Information system for decision making, evolution, decision making & MIS, MIS as a techniques for making programmed decisions, define the problems, set system objectives, established system constraints, determine information needs, sources, develop alternative conceptual system. *[Theory]*

Suggested Readings

1. Curtis D. Frye, Step by Step MS-Office 2007
2. Vikas Gupta, Comdex Computer course Kit, Dreamteach Publication, New Delhi.
3. Configuring SAP R3 (FICO), Black Book, New Delhi.
4. A.K. Gupta, Management Information System, Sultan Chand & Sons,
5. Prajagopalan, Computer Applications in Business, Vikas Publications, New Delhi
6. Mehta, Kumar and Mehta, Computer Applications in Business Management, Anmol Publications, New Delhi.

7. Ritendra Goel and D N Kakkar, Computer Applications in Management, New Age International, New Delhi.
8. Mukesh Dhunna and J B Dixit, IT in Business Management, Laxmi Publications, New Delhi.
9. James A Senna, IT in Business, PHI, New Delhi.
10. Rajaraman, Fundamentals of Computers, PHI, New Delhi.

B.COM FIFTH SEMESTER

Paper - 5.1: COST ACCOUNTING – I

Objectives: The paper aims to develop the conceptual knowledge and skills and familiarises the uses of cost accounting methods and techniques.

- Unit – 1: **Introduction:** Meaning, nature, objectives, functions and significance of cost accounting; financial accounting v/s cost accounting; cost objects, cost units and cost centres; systems, methods and techniques of cost accounting; Installation of cost accounting system;
- Unit – 2: **Cost classification:** Meaning and purpose; methods of classification - nature, elements, functions, behaviour, controllability, period, identifiability; managerial classification of cost; preparation of cost sheet.
- Unit – 3: **Elements of Cost:** Material – Meaning and significance of material cost control; purchase control – procedure involved in purchase – evaluation of quotations; economic order quantity; stores control – location and functions of stores department; levels of inventory; issue control – importance of issue control; methods of pricing issues – FIFO, LIFO, Weighted Average, Base Stock and Standard Price methods; criteria of effective pricing method; inventory control techniques – periodic v/s perpetual inventory system and ABC analysis
- Unit – 4: **Elements of Cost:** Labour - meaning and components of labour cost control; departments involved; time keeping and time booking – meaning and records; methods of wage payment – time rate and piece rate; types and essentials of effective incentive plans Halsey, Rowan, Taylor’s Differential, Merrick’s, Gantt’s and Emerson’s Efficiency plans; group incentive plans – meaning and features (theory only); labour turnover – meaning, reasons, effects, costs, measurement and control; treatment of idle time and overtime wages.
- Unit – 5: **Elements of Cost:** Overhead Cost Control – meaning and significance, classification; primary and secondary distribution of overheads; absorption of overheads – meaning and objectives; recovery rates – single or multiple rate; actual rate v/s predetermined; methods – material and direct labour cost, direct

labour hours and machine hour rates; accounting treatment of over/under absorption of overheads.

Suggested Readings:

1. S N Maheswari, Cost Accounting, Sultan Chand & Sons, New Delhi.
2. Babatosh Banerjee, Cost Accounting, PHI, New Delhi.
3. Jain and Narang, Principles of Cost Accounting, Kalyani Publishers, New Delhi.
4. M N Arora, Cost Accounting, Vikas Publications, New Delhi.
5. Khan and Jain, Cost and Management Accounting, TMH, New Delhi.
6. Charles T Horngren, Srikant Datar and Madhav Rajan, Cost Accounting, Pearson Education, New Delhi.
7. Collin Drury, Cost and Management Accounting, Cengage Publications, New Delhi.
8. Gupta, Sharma and Ahuja, Cost Accounting, FK Publications, New Delhi.
9. Murthy and Guruswamy, Cost Accounting, TMH, New Delhi.
10. Rajashekaran and Lalitha, Cost Accounting, Pearson Education, New Delhi.

Paper – 5.2: INCOME TAX: LAW AND PRACTICE - I

Objectives: To develop an understanding of the basic concepts and principles of income tax law and develop necessary skills in computation of income tax under various heads.

Unit - 1: **Introduction:** Meaning and Terms used: Person, Assessee, Previous year, Assessment year, Income, Gross Total Income, Total Income, Agricultural Income, Exempted Income (Concerned only with salary)

Unit – 2: **Residential Status:** Rules for determining residential status of Individual, HUF, Firm and Company, incidence of tax and residential status, Incidence of tax and residential status, Practical problems.

Unit – 3: **Income from Salary:** Salary, Allowances, perquisites and retirement benefits, deductions, computation of salary income, Practical problems.

Unit – 4: **Income from House Property:** Annual Value of let out and self-occupied properties; deductions in computation of house property income; practical problems.

Unit – 5: **Income from Business:** Depreciation and other permissible deductions, disallowable expenses, income and expenses of illegal business, computation of business income; income from profession; computation of income of doctors, lawyers, chartered accountants, civil engineers; Practical problems.

Suggested Readings:

1. Vinod K. Singhania & Kapil Singhania – Students Guide to Income Tax, Taxmann Publications, New Delhi.
2. Mehrotra – Income Tax Law & Accounts, Sahitya Bhavan, Agra.

3. Bhagavati Prasad – Law & Practice of Income in India, New Age International Publishers, New Delhi.
4. Girish Ahuja & Ravi Gupta – Direct Taxes, Bharat Publications.
5. T. N. Manoharan – Direct Taxes, Snow White Publications.
6. Hariharan, Income Tax – Law and Practice, TMH, New Delhi.
7. Lal, B B, Income Tax and Central Sales Taxes – Law and Practice, Pearson Education, New Delhi.
8. K K Agarwal, Insight into Income Tax, Atlantic Publishers, New Delhi.
9. Whittenburg and Altus Buller, Fundamentals of Income Tax, Cengage Publications, New Delhi.
10. Chandrashekara, Ramachandra and Mariyappa, Income Tax, Himalaya Publications, Mumbai.

Paper -5.4: PRINCIPLES AND PRACTICE OF AUDITING

Objectives: To equip students with concepts, techniques and methods of audit process employed in business organizations.

- Unit – 1: **Introduction to Auditing:** Meaning, definitions and objectives of auditing; accounting v/s auditing; advantages and limitations of auditing; classification of audit; audit programme; appointment, qualifications and removal of company auditor; powers, duties and liabilities of company auditor.
- Unit – 2: **Auditing and Assurance Standards:** Overview, standard setting process; Statements and Guidance Notes on Auditing Issued by the ICAI; Significant differences between Auditing and Assurance Standards; role of International Auditing and Assurance Standards Boards.
- Unit – 3: **Internal Control and Audit:** Meaning, objectives and significance of internal control; elements of internal control; review and documentation; evaluation of internal control system; internal control questionnaires; internal control check list; tests of control, application of concept of materiality and audit risk; concept of internal audit – meaning, nature, scope and purpose of internal audit; areas of internal audit.
- Unit – 4: **Vouchers and Verification:** Meaning of voucher and vouching; vouching v/s auditing; audit of receipts – cash sales, receipts from debtors; payments – cash and credit purchases, payment to creditors, wages, expenses, capital expenditures, bank payments; audit of assets and liabilities.
- Unit – 5: **Audit Report:** Meaning, nature, scope and importance of auditor’s report; types of auditor’s report; report v/s certificate; contents of audit report; disclaimers, adverse opinion; audit committee – meaning, objectives, composition and functions of audit committee.

Suggested Readings:

1. B N Auditing, Practical Auditing, S Chand & Company, New Delhi.
2. Kamal Gupta, Contemporary Auditing, TMH, New Delhi.
3. Ravinder Kumar and Virendar Sgarnam Auditing: Principles and Practice, PHI, New Delhi.
4. S K Basu, Auditing: Principles and Techniques, Pearson Education, New Delhi.
5. Ashok Sharma, Auditing, FK Publications, New Delhi.
6. Arun Kumar and Rachana Sharma, Auditing Theory and Practice, Atlantic Publishers, New Delhi.
7. Saxena and Saravanvel, Practical Auditing, Himalaya Publishing House, Mumbai.
8. Kurt Pany, Auditing, TMH, New Delhi.
9. D R Camichanel, Auditing – Concepts and Methods, TMH, New Delhi.
10. L K Shukla, Auditing – Principles and Practice, Taxmann, New Delhi.

Paper - 5.4: INDIAN ECONOMY

Objectives: To familiarise the students with the basic structure of Indian economy and its various economic problems.

- Unit – 1: **India:** Developing economy; structure of Indian economy – agriculture, industry and service sectors; economic growth and economic development; indicators of economic development; major problems of Indian Economy – poverty, inequalities; unemployment, population, transportation and other infrastructural problems; economic reforms since 1990s – reasons and effects of liberalization policies on Indian Economy
- Unit – 2: **National Income:** Meaning and concepts of National Income – GDP, GNP NNP; trends in size and composition of national income of India; measurement methods, uses and difficulties of measurement; per capita income – meaning, importance and measurement;
- Unit – 3: **Demographic Profile of India:** Size, density, rate of growth of population; sex ratio; recent population policy; economic effects of rapidly growing population; changes in occupational structure; unemployment – extent and measurement; rural and urban migration.
- Unit – 4: **Economic Planning:** Objectives, types, approaches, achievements and failures of economic planning in India; models of economic planning; tenth and eleventh five year plans.
- Unit – 5: **Agriculture in India:** Trends in agriculture production; causes for low production and productivity; Green Revolution – II – food security and self-sufficiency; New Agricultural Strategy – New Agricultural Policy 2000; Agricultural Finance – institutional and non-institutional; agricultural marketing – problems; agricultural pricing policy.

Suggested Readings:

1. Dutta and Sundaram, Indian Economy, Sultan Chand & Sons, New Delhi.
2. Deepshree, Indian Economy, TMH, New Delhi.
3. Uma Kapila, Indian Economy, Academic Foundations, New Delhi.
4. Ramesh Singh, Indian Economy, TMH, New Delhi.
5. Agarwal, Indian Economy, Sultan Chand & Sons, New Delhi
6. Dhingra, Indian Economy, Sultan Chand & Sons, New Delhi.
7. Kulkarni and Kalkundrikar, Indian Economy R Chand & Co.
8. Misra and Puri, Indian Economy, Himalaya Publications, Mumbai.
9. K N Prasad, Indian Economy, Atlantic Publications, New Delhi.
10. C Rangarajan, Select Essays on Indian Economy, Academic Foundations, New Delhi.

Paper – 5.5: COMPUTER APPLICATIONS IN BUSINESS (RDBMS AND E-BUSINESS APPLICATIONS)

Objectives: The course is designed to acquaint with the concepts and develop computer applications among the students in various functional areas of business.

Unit-1: **Integration:** Integration with MS-Word, MS-Excel, MS-PowerPoint, insertion of avi, dat, mpeg, files, Hyper linking etc. *[Theory with practicals]*

Unit-2 : **RDBMS :** Introduction, Concept of relation in DBMS, Schemas, sub-scheme and instances, relationships – one to one, many to many and many to many, entities, data model using entity – relation model, attributes, properties, n set, Database Languages : Data Definition, Data Manipulation and Data Control language. *[Theory with practicals]*

Unit-3 : **SQL:** An overview : SQL constructs, embedded SQL, Query & Query Optimization techniques. Database design : Design phases – conceptual, logical and physical. ER diagram and model. *[Theory with practicals]*

Unit-4 : **Functional E-Business:** Introduction, Applications – direct marketing & selling, value chain integration, supply chain management, corporate purchasing, financial & information services, obstacles in adopting E-business applications, E-strategy – Information & strategy, the virtual chain planning E-business project. *[Theory]*

Unit-5 : **Electronic Payment Systems:** – Overview, customer to merchant payments, peer to peer payments, electronic banking, electronic fund transfers. E-Business Marketing Concepts : Basic Marketing concepts for internet marketing, E-Business marketing and branding strategies, strengthening the customer relationship, E-commerce and Online service industries : Online financial services. Online travel services, online career services. *[Theory]*

Suggested Readings :

1. Korth, Database System concepts, TMH, New Delhi.
2. Leon, Database Management System, Vikas Publications, New Delhi.
3. Narang, Database Management, PHI, New Delhi.
4. S. Jaiswal, Doing Business on the Internet E-Commerce, Galgotia Publications.
5. P.T. Joseph, E-Commerce, An Indian Perspective, S.J. PHI.
6. Kenneth C. Laudon, Caron Guerica Traver, 3.E-Commerce Business Technology, Society, Pearson Education.
7. Schneider, E-Commerce, Thomson Publication, New Delhi.
8. Mukesh Dhunna and J B Dixit, IT in Business Management, Laxmi Publications, New Delhi.
9. James A Senna, IT in Business, PHI, New Delhi.
10. Ritendra Goel and D N Kakkar, Computer Applications in Management, New Age International, New Delhi.

B.COM SIXTH SEMESTER**Paper – 6.1: COST ACCOUNTING – II**

Objectives: To enable students to acquaint with the applications of cost accounting tools and methods in business decision-making process and control.

Unit – 1: **Reconciliation of Cost and Financial Accounts:** Meaning, need and reasons for reconciliation; reconciliation procedure.

Unit – 2: **Methods of Costing:** Output Costing –meaning, application and cost procedure; problems relating thereto; Job Costing – meaning, application and cost procedure; problems relating thereto; Contract Costing – meaning, application and accounting treatment; job costing v/s contract costing; measurement of WIP and profits on incomplete contracts; cost plus contracts.

Unit – 3: **Methods of Costing:** Process Costing – meaning, features and application; job costing v/s process costing; process cost accounts – treatment of normal loss, abnormal loss and gains; inter-process profits; accounting for joint and by-products – meaning and features of joint and by-products; apportionment of joint costs.

Unit – 4: **Methods of Costing:** Service Costing – meaning, features and classification of service costing; operating costing – meaning and application; cost unit in operating costing; classification of cost; preparation of cost sheet of transportation, boiler house and canteen organization.

Unit – 5: **Activity-Based Costing:** Meaning and Definitions; key terms – cost objects, activities, cost pools, cost drivers, cost hierarchies; salient features of ABC;

implementation; comparing ABC with traditional costing system; limitations of ABC; simple problems relating thereto.

Suggested Readings:

1. S N Maheswari, Cost Accounting, Sultan Chand & Sons, New Delhi.
2. Babatosh Banerjee, Cost Accounting, PHI, New Delhi.
3. Jain and Narang, Principles of Cost Accounting, Kalyani Publishers, New Delhi.
4. M N Arora, Cost Accounting, Vikas Publications, New Delhi.
5. Khan and Jain, Cost and Management Accounting, TMH, New Delhi.
6. Charles T Horngren, Srikant Datar and Madhav Rajan, Cost Accounting, Pearson Education, New Delhi.
7. Collin Drury, Cost and Management Accounting, Thomson Publications, New Delhi.
8. Gupta, Sharma and Ahuja, Cost Accounting, FK Publications, New Delhi.
9. Murthy and Guruswamy, Cost Accounting, TMH, New Delhi.
10. Rajashekaran and Lalitha, Cost Accounting, Pearson Education, New Delhi.

Paper – 6.2: INCOME TAX: LAW AND PRACTICE – II

Objectives: To develop an understanding of the concepts, principles and procedures of income tax law and develop skills relating to income computation and filing of returns.

Unit – 1: **Capital Gains and Income from Other Sources:** Meaning and types of capital assets; transfer, cost of acquisition, cost of improvement, selling expenses, and treatment of advance money received, computation of capital gains and exemptions; Practical Problems; Income from other Sources: Specific Income, deductions, grossing-up, computation of income from other sources, practical problems.

Unit – 2: **Set off and Carry Forward of Losses and Unabsorbed Expenses:** Inter Source adjustment and inter head adjustment of losses; carry forward and set off of losses of house property, business and speculation loss; practical problems.

Unit – 3: **Deductions from Gross Total Income:** Rebates and reliefs: Deductions available to individuals under sections 80C to 80U; computation of total income; practical problems.

Unit – 4: **Assessment of Individuals:** Procedure for computing total income, rates of tax; practical problems; Assessment of Partnership firms: Assessment of firms - provisions of Sections 184 and 40(b); computation of book profits; set off and carry forwards; computation of total income of firms; practical problems

Unit – 5: **Income Tax Authorities:** Appeals and Procedures of Assessment; Forms of Tax returns and PAN; submission of tax returns.

Suggested Readings:

1. Vinod K. Singhania & Kapil Singhania – Students Guide to Income Tax, Taxmann Publications, New Delhi.
2. Mehrotra – Income Tax Law & Accounts, Sahitya Bhavan, Agra.
3. Bhagavati Prasad – Law & Practice of Income in India, New Age International Publishers, New Delhi.
4. Girish Ahuja & Ravi Gupta – Direct Taxes, Bharat Publications.
5. T. N. Manoharan – Direct Taxes, Snow White Publications.
6. Hariharan, Income Tax – Law and Practice, TMH, New Delhi.
7. Lal, B B, Income Tax and Central Sales Taxes – Law and Practice, Pearson Education, New Delhi.
8. K K Agarwal, Insight into Income Tax, Atlantic Publishers, New Delhi.
9. Whittenburg and Altus Buller, Fundamentals of Income Tax, Cengage Publications, New Delhi.
10. Chandrashekara, Ramachandra and Mariyappa, Income Tax, Himalaya Publications, Mumbai.

Paper – 6.3: BUSINESS LAWS

Objectives: To acquaint students with the fundamentals of various business laws as applicable to business organizations in India.

- Unit – 1: **The Indian Contract Act-1872:** Definition and essentials of valid contract, kinds of contract, offer, acceptance, consideration, capacities of parties to contract, free consent, stranger to contract.
- Unit – 2: **Contingent Contracts:** Meaning and performance of contract; discharge of contract, quasi contracts, contingent contracts, wagering agreements, breach of contracts and remedies.
- Unit – 3: **Special Contracts:** Quasi Contract – cases deemed to be quasi contracts; Contract of Indemnity and Guarantee; Contract of Bailment and Pledge – meaning, duties and rights of bailor and bailee; Contract of Agency – definition of agent and principal; general rules of agency.
- Unit – 4: **Competition Law, 2002:** Concepts and definition; salient features, components of Competition Act – anti-competition agreements, abuse of dominance, combinations regulation and competition advocacy; duties, powers and functions of Competition Commission.
- Unit - 5: **Consumers’ Protection Act:** Meaning and definition of consumer, consumer dispute, complaint, complainant; restrictive and unfair trade practices; rights of consumer; consumer protection council; Consumer Grievances Redressal Agencies – district form, state commission and national commission.

Suggested Readings:

1. N D Kapoor, Business Laws, Sultan Chand & Sons, New Delhi.
2. Bulchandani, K R, Business Laws, Himalaya Publishing House, Mumbai.
3. Kuchhal M C, Mercantile Law, Vikas Publications, New Delhi.
4. Pomeroy D A, Business Laws, South Western Publications, Cincinnati
5. P C Tulsian, Business Law, TMH, New Delhi.
6. V Balachandran and S Thothadri, Business Law, TMH, New Delhi.
7. Ashok Sharma, Business Law, FK Publications, New Delhi
8. Satish B Mathur, Business Law, TMH, New Delhi.
9. Gulshan S S, Business Law including Company Law, New Age International, New Delhi.

Paper – 6.4: INDUSTRIAL ECONOMICS

Objectives: To equip students with an understanding of the basic concepts and principles of industrial economics

- Unit – 1: **Meaning and Scope of Industrial Economics:** Need, importance and role of industries in economic and social development; industry and agriculture linkages; industry classification – public, private, joint and cooperative sectors; MNCs and their role
- Unit – 2: **Location of Industries:** Theories of Location; factors influencing location decision; dispersal and decentralization of industries; need for balanced regional development of industries; industrial dispersal policy and balanced regional development in India.
- Unit – 3: **Composition of Industrial Sector:** Structure of large scale industries in India – sugar, cotton, iron and steel; agro-processing sector, cottage and village industries; rural industrialization; emerging global competition and Indian industry; impact of liberalization and privatisation on SSI sector.
- Unit – 4: **Financing of an Industry:** Meaning of industrial finance – direct and indirect finance; role and functions of IFCI, IDBI, ICICI, SFCs, SIDBI, etc., in industrial finance
- Unit – 5: **Industrial Development in India:** Need for industrial development; Industrial Policy of 1948, 1956 and 1990s – a comparative study of these policies; industrial growth and industrial pattern in India

Suggested Readings

1. Cherunilam, Industrial Economics, Himalaya Publications, Mumbai.
2. Kuchhal S C, Industrial Economics, Himalaya Publications, Mumbai.
3. Desai B, Industrial Economy of India, Himalay Publications, Mumbai.

4. Roger Clarke, Industrial Economics, Blackwell Publishers, UK
5. Stephen Martin, Industrial Economics, MacMillan, New Delhi.
6. P R Ferguson, and G J Ferguson, Industrial Economics, New York University Press, New York.
7. R R Barthwal, Industrial Economics, New Age International, New Delhi.
8. A K Sharma, Industrial Economics, Anmol Publications, New Delhi.
9. B N Narayan, Industrial Economics, Anmol Publications, New Delhi.
10. Donald A Hey and Derek Morris, Industrial Economics: Theory and Practice, Oxford University Press, New Delhi

Paper – 6.5: COMPUTER APPLICATIONS IN BUSINESS (FINANCIAL ACCOUNTING WITH TALLY)

Objectives: To develop conceptual and technical skills among the students relating to computerized accounting process.

[Theory with Practicals]

- Unit- 1: **Tally ERP 9:** Introduction, Features, Components of the Gateway of Tally – Product Info., Understanding the Horizontal Button Bar, Current Status, Tally Menu, Vertical Button Bar, Working with Tally Calculator, The ODBC Server, The StatusBar. Creating a Company.
- Unit-2: **Groups, Ledgers, Vouchers, Orders, Cost Centres and Categories:** Introducing Groups –group, sub-group, Creating multiple, Displaying, Altering groups. Introducing Ledgers – Using ledgers, Configuration Setting, Creating a Ledger, Altering a Single Ledger. Introducing Vouchers (Creating, Displaying, Entry), Purchase Orders (Creating, Altering, Deleting), Sales Order (Creating, Altering, Deleting), Invoice (Invoice Entry, Configuration, Printing, Printing Invoice / Vouchers), Cost Categories and Cost Centres (Creating a Single, Displaying, Altering a Cost Category, Creating multiple cost categories, Displaying a cost category, altering cost category in multiple mode), Creating a Cost Centre in Single Mode and Multiple mode. Displaying, Altering a multiple cost centre.
- Unit-3: **Stock and Godown in Tally:** Stock Groups (Creating, Displaying, altering, Creating multiple, Displaying multi stock groups, altering multi stock groups), Stock Categories (Creating, Displaying , altering, creating multiple stock categories, Displaying a multi stock category, Altering a multi stock category), Stock Items (Creating a Stock item, Displaying a Stock Item, Altering a Stock Item, Creating multiple stock items, Displaying a multiple stock item, altering multi stock items), Units of Measure (Creating units, Creating a Compound Unit, Displaying, Altering units), Godowns (Creating godowns, Displaying a single godown, altering a single godown, creating multiple godowns, Displaying multiple godowns, altering multiple godowns)

- Unit-4: **Trial Balance:** Configuring, displaying detailed report, displaying the ledger-wise closing balance, displaying a report for a particular date, Accounting Reconciliation Statement). Day Book (Configuring a Day book report, Displaying the detailed view of the day book report, displaying the day book report for particular period, displaying a day book report for a particular voucher) Reports in Tally : Balance Sheet (Balance Sheet Configuration options, Setting the format of a Balance Sheet, Comparing two dates in a Balance sheet, Adding a new column and changing the currency, Displaying Half Yrly Balance Sheet, Showing a Detailed Balance Sheet, Configuring Profit & Loss A/c, Displaying Profit & Loss A/c in a different currency, Methods of valuation for Profit & Loss A/c). The Stock Summary Report (Showing consumption and Gross profits, Method of Stock valuation for stock summary, opening stock summary).
- Unit-5: **Bill-wise details:** Cost centres and cost categories, voucher class and cost centre class, multiple currencies, bank reconciliation, interest calculations, budgets & controls and scenario management.

Suggested Readings:

1. Tally Academy, Bangalore.
2. Namrata Agarwal, Financial Accounting Using Tally, Dreamtech Press, New Delhi.
3. Kogent Solutions, Tally 9 in Simple Steps, Wiley India, New Delhi.
4. Dinesh Maidasani, Accounting with Tally, Laxmi Publications, New Delhi.
5. Firewall, Computer Accounting with Tally, Laxmi Publications, New Delhi.
6. Vikas Shah, Tally 9, Computer World, New Delhi.
7. Vikas Gupta, Comdex Computer and Financial Accounting with Tally, Dreamtech Press, New Delhi.
8. Nadhani, Simple Tally 9, BPB Publications, New Delhi.

ELECTIVE GROUP – I: FINANCE AND ACCOUNTS

Paper – 5.6: FINANCIAL SERVICES

Objectives: To familiarise with concepts and developments in the field of financial services

- Unit – 1: **Introduction** Financial Services – meaning, nature, characteristics and types of financial services; developing financial services; role of financial services industry in economic growth; growth of financial services in India; regulation of financial services.
- Unit – 2: **Lease Financing:** Meaning, features, types, advantages and disadvantages of leasing; leasing v/s instalment sale; leasing v/s borrowing; evaluation of lease finance from the point of lessor and lessee; tax, legal and accounting aspects; AS – 19 on leasing;

- Unit – 3: **Mutual Funds and Venture Capital Financing:** Meaning, objectives, importance and types of mutual funds; mutual funds in India - structure of mutual funds industry; SEBI Regulations; advantages of mutual funds; Venture Capital Funds – meaning, objectives and significance of venture capital financing; process and methods of venture capital financing; development of venture capital in India
- Unit – 4: **Depository Services:** Meaning, objectives and significance of depository services; dematerialization v/s rematerialization; process of dematerialisation; origin and growth of depository services in India – NSDL and CDSL – functions; depository participants – functions performed; cost of depository services.
- Unit – 5: **Factoring and Credit Rating:** Meaning, objectives and types of factoring services; cost and benefit analysis of factoring services; factoring v/s bill discounting; factoring v/s forfaiting; origin and growth of factoring services in India – public and private sector agencies; RBI Committee recommendations on factoring; Credit Rating – Meaning, objectives and significance of credit rating; process of credit rating; origin and growth of credit rating in India – rating agencies established and symbols used by agencies; advantages and disadvantages;

Suggested Readings:

1. M Y Khan, Financial Services, TMH, New Delhi.
2. Guruswamy, Financial Services, TMH, New Delhi.
3. G Ramesh Babu, Financial Services in India, Concept Publishing House, New Delhi.
4. Rajesh Kothari, Financial Services in India, Sage Publications, New Delhi.
5. T Siddaiah, Financial Services, Pearson Education, New Delhi.
6. Tripathy, Financial Services, PHI, New Delhi.
7. Padmalatha Suresh and Justin Paul, Management of Banking and Financial Services, Pearson Education, New Delhi.
8. Joseph Anbarasu and Others, Financial Services, Sultan Chand & Sons, New Delhi.
9. Batra G S and Batra B S, Management of Financial Services, Deep and Deep Publications, New Delhi.
10. Srivastav R M, Indian Financial System, Rishi Publishers, Hyderabad.

Paper -5.7: ACCOUNTING THEORY

Objectives: To acquaint students with the conceptual framework of accounting and reporting

- Unit – 1: **Introduction:** Concept of theory and accounting theory; accounting theory v/s accounting practice; role and nature of accounting theory – positive and normative; classification of accounting theory – structure, interpretation and

decision-usefulness theories; roots of accounting theory –decision, measurement and information theories; accounting environment

- Unit – 2: **Approaches to the Formulation of Accounting Theory** – traditional and modern approaches; inductive, deductive, pragmatic, authoritarian, ethical, sociological, economic and eclectic approaches; events approach, decision model approach and other modern approaches; Structure Accounting Theory – postulates, theoretical concepts, principles and techniques; modifying principles.
- Unit – 3: **Measurement of Assets and Liabilities:** Nature of assets; classification; objectives of asset measurement; methods of measurement – exchange output and input values; standard costs; LCM valuation; evaluation of measurement concepts; Nature of liabilities and classification; measurement and valuation of liabilities; contingent liabilities.
- Unit – 4: **Measurement of Revenues, Expenses and Incomes:** Nature of revenue; composition, measurement and timing of revenue; Nature and composition of expenses; differences between cost, expense and expenditure; Measurement and timing of expenses; nature of Income and concepts of income; measurement approaches.
- Unit – 5: **Accounting Standards:** Meaning, benefits and classification of accounting standards; standard setting by businesses, investors, government and outside agency; standard setting process in India – Role of ICAI and ASB; number and types of accounting standards issued in India; Provisions of Companies Act relating to compliance.

Suggested Readings:

1. Porwal L S, Accounting Theory, TMH, New Delhi.
2. Lele and Jawahar Lal, Accounting Theory, Himalaya Publishing House, Mumbai.
3. Jain and Narang, Accounting Theory, Kalyani Publishers, New Delhi.
4. Elden S Hendriksen, Accounting Theory, Richard D Irwin, New York.
5. Robert N Anothy and James Reece, Accounting Principles, AITBS, New Delhi.
6. Ahmed Belkaoui, Accounting Theory, Thomson Publications, Singapore.
7. Vernom Kam, Accounting Theory, John Wiley & Sons, Singapore.
8. M P Vijaykumar, First Lessons in Accounting Standards, Snow White Publications, Mumbai.
9. Dolphy D'Souza, Indian Accounting Standards and GAAP, Snow White Publications, Mumbai.
10. D S Rawat, Students Guide to Accounting Standards, Taxmann Publications, New Delhi.

Paper – 6.6: PRINCIPLES OF FOREIGN EXCHANGE

Objectives: To develop an understanding of the basic concepts and principles of foreign exchange market

Unit – 1: **Introduction:** Meaning of foreign exchange, foreign exchange transaction and foreign exchange market; geographical extent of foreign exchange market; functions of foreign exchange market; market participants – bank and non-bank dealers; individuals, firms, central banks, brokers; Transactions – spot and forward; swap transaction;

Unit – 2: **Foreign Exchange Dealings:** Meaning and determination of exchange rates; theories of exchange rate determination – Interest rate parity theory, the Purchasing Power Parity Theory, Pure Expectation Theory and Internal Fisher Effect Theory; factors determining exchange rates

Unit – 3: **Exchange Rate Determination:** Direct and indirect quote – link direct and indirect quote; bid and ask rates; two-way quote; spread; converting two-way quotes; cross rate and cross multiplication; spot rate and forward rate; appreciation and depreciation – meaning and computation; forward rate – premium and discount.

Unit – 4: **Foreign Exchange Risks:** Meaning of risk/exposure; types of risk – transaction, translation and economic risk; meaning and significance of internal and external risk management techniques - leading and lagging; invoicing, netting – meaning and types; re-invoicing centre and External – forward contracts, currency futures, interest rate futures, currency options - call and put options, swaps (theory only).

Unit – 5: **Evolution and Structure of the Indian Forex Market:** Role of market makers and FEDAI; unique features of Indian Forex Market; functions of Foreign Exchange Clearing House; regulation of foreign exchange market in India – need and steps taken by RBI.

Suggested Readings:

1. Jeevanandam, Foreign Exchange Management, Sultan Chand & Sons, New Delhi.
2. Eiteman, Stonehill, Moffett and Pandey, Multinational Business Finance, Pearson Education, New Delhi.
3. Khan and Jain, Financial Management, TMH, New Delhi.
4. Pandey I M, Financial Management, Vikas Publications, New Delhi.
5. V Pattabhi Ram and S D Bala, Strategic Financial Management, Prime Academy, Chennai.
6. Luc Soenon, Foreign Exchange Management, McGraw Hill Publications, New Delhi.
7. Chatterjee, Principles of Foreign Exchange, Himalaya, Mumbai.
8. Bhole, International Financial Management, TMH, New Delhi.
9. Madhu Vij, International Financial Management, TMH, New Delhi.

10. Shapiro, International Financial Management, John Wiley, New Delhi.

Paper – 6.7: MANAGEMENT ACCOUNTING

Objectives: To develop an understanding concepts and methods of management accounting system

Unit – 1: **Introduction:** Meaning, nature, objectives, functions and significance of management accounting; financial accounting v/s management accounting; cost accounting v/s management accounting; techniques of management; installation of management accounting system.

Unit – 2: **Marginal Costing:** Meaning of marginal cost and costing; features and applications; advantages and disadvantages of marginal costing; cost classification; break even analysis – meaning, assumptions and significance; computation of break-even point; break even charts; margin of safety and angle of incidence; managerial applications of marginal costing – pricing and output decisions; key factor; continue and shutdown and accepting foreign offers.

Unit – 3: **Funds Flow Statement:** Meaning, objectives and significance of funds flow statements; preparation of funds flow statement – schedule of changes in working capital, funds from operations. Budgeted funds flow statement.

Unit – 4: **Cash Flow Statement:** Meaning, objectives and significance of cash flow statement; funds flow statement v/s cash flow statement; AS – 3 on Cash Flow Statement – recommendations; cash from operations – direct and indirect method; cash flow from operating, investing and financing activities; Budgeted Cash Flow Statement.

Unit – 5: **Ratio Analysis:** Meaning and significance of ratio analysis; classification of ratios – liquidity, solvency, activity and profitability ratios; comparison criteria; computation of ratios and preparation of financial statements from ratios; limitations of ratio analysis.

Suggested Readings:

1. S N Maheswari, Principles of Management Accounting, Sultan Chand & Sons, New Delhi.
2. Babatosh Banerjee, Management Accounting and Financial Control, PHI, New Delhi.
3. Gupta and Sharma, Management Accounting, Kalyani Publishers, New Delhi.
4. Khan and Jain, Management Accounting, TMH, New Delhi.
5. I M Pandey, Principles of Management Accounting, Vikas Publications, New Delhi.
6. Ravi M Kishore, Management Accounting, Taxmann Publications, New Delhi.
7. Bhattacharya Debarshi, Management Accounting, Pearson Education, New Delhi.
8. Rachcha Minaxi, Introduction to Management Accounting, Pearson Education, New Delhi.

9. Wood and Sake, Principles of Management Accounting, Oxford University Press, USA.
10. Malcom Coombs, David Hobbs and David Jenkins, Management Accounting – Principles and Applications, Sage Publications, New Delhi.

ELECTIVE GROUP – II – FINANCE AND MARKETING

Paper – 5.6: FINANCIAL SERVICES

Objectives: To familiarise with concepts and developments in the field of financial services

Unit – 1: **Introduction:** Financial Services – meaning, nature, characteristics and types of financial services; developing financial services; role of financial services industry in economic growth; growth of financial services in India; regulation of financial services.

Unit – 2: **Lease Financing:** Meaning, features, types, advantages and disadvantages of leasing; leasing v/s instalment sale; leasing v/s borrowing; evaluation of lease finance from the point of lessor and lessee; tax, legal and accounting aspects; AS – 19 on leasing;

Unit – 3: **Mutual Funds and Venture Capital Financing:** Meaning, objectives, importance and types of mutual funds; mutual funds in India - structure of mutual funds industry; SEBI Regulations; advantages of mutual funds; Venture Capital Funds – meaning, objectives and significance of venture capital financing; process and methods of venture capital financing; development of venture capital in India

Unit – 4: **Depository Services:** Meaning, objectives and significance of depository services; dematerialization v/s rematerialization; process of dematerialisation; origin and growth of depository services in India – NSDL and CDSL – functions; depository participants – functions performed; cost of depository services.

Unit – 5: **Factoring and Credit Rating:** Meaning, objectives and types of factoring services; cost and benefit analysis of factoring services; factoring v/s bill discounting; factoring v/s forfaiting; origin and growth of factoring services in India – public and private sector agencies; RBI Committee recommendations on factoring; Credit Rating – Meaning, objectives and significance of credit rating; process of credit rating; origin and growth of credit rating in India – rating agencies established and symbols used by agencies; advantages and disadvantages;

Suggested Readings:

1. M Y Khan, Financial Services, TMH, New Delhi.

2. Guruswamy, Financial Services, TMH, New Delhi.
3. G Ramesh Babu, Financial Services in India, Concept Publishing House, New Delhi.
4. Rajesh Kothari, Financial Services in India, Sage Publications, New Delhi.
5. T Siddaiah, Financial Services, Pearson Education, New Delhi.
6. Tripathy, Financial Services, PHI, New Delhi.
7. Padmalatha Suresh and Justin Paul, Management of Banking and Financial Services, Pearson Education, New Delhi.
8. Joseph Anbarasu and Others, Financial Services, Sultan Chand & Sons, New Delhi.
9. Batra G S and Batra B S, Management of Financial Services, Deep and Deep Publications, New Delhi.
10. Srivatsav R M, Indian Financial System, Rishi Publishers, Hyderabad.

Paper – 5.7: RETAIL MARKETING

Objectives: To develop an understanding of various concepts and principles of retail marketing

- Unit – 1: **Retail Marketing:** Concept, characteristics, importance, functions and development of retailing marketing; trends in retailing; factors determining growth of retailing in India; emergence of organizations of retailing; retail location and layout plan, careers in retailing.
- Unit – 2: **Retail Market Segmentation:** Introduction to market segment, criteria for effective segmentation, dimensions of segmentation; customer profiles.
- Unit – 3: **Retailing Channels:** Products and merchandise management, structure, nature and channel, criteria for selection of suppliers, channel choice, product movement; merchandising plans, stores management. Management of Human Resources; Financial Management Issues in Retail; The strategic profit model, the profit path;
- Unit – 4: **Pricing and Promotion in Retail:** Importance of retail pricing, factors affecting retail pricing, approaches to product pricing; need and objectives of promotional mix in retailing, promotional mix and strategy development;
- Unit – 5: **Relationship Marketing in Retailing:** Management of Relationship; evaluation of relationship marketing, relationship marketing strategies; retail research and retail audits; case studies in Indian context only.

Suggested Readings:

1. Swapna Pradhan, Retailing Management, TMH, New Delhi.
2. James R Ogden and Deniss T Ogden, Integrated Retail Management, Biztantra,, Mumbai.
3. Levy and Weitz, Retailing Management, Academic Internet Publishers, New Delhi.
4. Rosemary Varley and Mohammed Rafiq, Retail Management, Palgrave-Macmillan, New Delhi.
5. Chetan Bajaj, Retail Management, Oxford Publication, New Delhi.
6. Uniyal and Sinha, Retail Management, Oxford Publications,, New Delhi.

7. Sajal Gupta and Gurpreet Randhawa, Retail Management, Atlantic Publications, New Delhi.
8. K V S Madaan, Fundamentals of Retailing, TMH, New Delhi.
9. Levy, Retailing Management, TMH, New Delhi
10. Patrick Dunne and Robert Lusch, Retailing, Cengage Publications, New Delhi.

Paper – 6.6: PRINCIPLES OF FOREIGN EXCHANGE

Objectives: To develop an understanding of the basic concepts and principles of foreign exchange market

- Unit – 1: **Introduction:** Meaning of foreign exchange, foreign exchange transaction and foreign exchange market; geographical extent of foreign exchange market; functions of foreign exchange market; market participants – bank and non-bank dealers; individuals, firms, central banks, brokers; Transactions – spot and forward; swap transaction;
- Unit – 2: **Foreign Exchange Dealings:** Meaning and determination of exchange rates; theories of exchange rate determination – Interest rate parity theory, the Purchasing Power Parity Theory, Pure Expectation Theory and Internal Fisher Effect Theory; factors determining exchange rates
- Unit – 3: **Exchange Rate Determination:** Direct and indirect quote – link direct and indirect quote; bid and ask rates; two-way quote; spread; converting two-way quotes; cross rate and cross multiplication; spot rate and forward rate; appreciation and depreciation – meaning and computation; forward rate – premium and discount.
- Unit – 4: **Foreign Exchange Risks:** Meaning of risk/exposure; types of risk – transaction, translation and economic risk; meaning and significance of internal and external risk management techniques - leading and lagging; invoicing, netting – meaning and types; re-invoicing centre and External – forward contracts, currency futures, interest rate futures, currency options - call and put options, swaps (theory only).
- Unit – 5: **Evolution and Structure of the Indian Forex Market:** Role of market makers and FEDAI; unique features of Indian Forex Market; functions of Foreign Exchange Clearing House; regulation of foreign exchange market in India – need and steps taken by RBI.

Suggested Readings:

1. Jeevanandam, Foreign Exchange Management, Sultan Chand & Sons, New Delhi.
2. Eiteman, Stonehill, Moffett and Pandey, Multinational Business Finance, Pearson Education, New Delhi.
3. Khan and Jain, Financial Management, TMH, New Delhi.
4. Pandey I M, Financial Management, Vikas Publications, New Delhi.

5. V Pattabhi Ram and S D Bala, Strategic Financial Management, Prime Academy, Chennai.
6. Luc Soenon, Foreign Exchange Management, McGraw Hill Publications, New Delhi.
7. Chatterjee, Principles of Foreign Exchange, Himalaya, Mumbai.
8. Bhole, International Financial Management, TMH, New Delhi.
9. Madhu Vij, International Financial Management, TMH, New Delhi.
10. Shapiro, International Financial Management, John Wiley, New Delhi.

Paper – 6.7: SERVICE MARKETING

Objectives: The course is designed to acquaint students with the concepts, methods and principles of service marketing

Unit – 1: **Introduction:** Meaning, types, nature and characteristics of services; understanding service customers; reasons for growth of Indian scenario; meaning, nature and importance of services marketing; difference between services marketing and product marketing.

Unit – 2: **Service Strategy:** Strategy planning process – steps in strategic planning process; market oriented service strategy; service triangle; dimensions of marketing strategy – services marketing mix; customer behaviour in services; factors influencing; service perception; model of consumer expectations and perceptions.

Unit – 3: **Service Product:** Meaning and steps involved; basic service package, customer value hierarchy; flower of service, development of a new service; service product mix; services differentiation, service life cycle; branding a service product.

Unit – 4: **Services Pricing, Distribution and Promotion Strategy:** Concept of services pricing, features, objectives and strategies for pricing of services; Service Distribution – need, service channels – direct distribution, outsourcing, intermediaries, electronic channels; Service Promotion – objectives, strategies for services promotion, sales promotion and advertisement.

Unit – 5: **Managing Service Quality:** Definition and importance; determinants; GAP Model – reasons and strategies to bridge GAPS; contribution of technology.

Suggested Readings:

1. Audrey Gilmore, Services Marketing and Management, Sage Publications, New Delhi.
2. Lovelock, Wirtz and Chatterjee, Services Marketing, Pearson Education, New Delhi.
3. Zeithaml, Gremler, Bitner and Pandit, Services Marketing, TMH, New Delhi.
4. K Rama Mohana Rao, Services Marketing, Pearson Education, New Delhi
5. Kapoor, Paul and Halder, Services Marketing – Concepts and Practices, TMH, New Delhi.

6. Harsh V Verma, Services Marketing, Pearson Education, New Delhi.
7. Rajendra Nargundkar, Services Marketing, TMH, New Delhi.
8. R Srinivasan, Services marketing, PHI, New Delhi.
9. Kenneth Clow and David Kurtz, Services Marketing, Dreamtech Press, New Delhi.
10. Douglas Hoffman and Bateson, Services Marketing, Cengage Learning, New Delhi.

ELECTIVE GROUP – III: FINANCE AND HRM

Paper – 5.6: FINANCIAL SERVICES

Objectives: To familiarise with concepts and developments in the field of financial services

- Unit – 1: **Introduction:** Financial Services – meaning, nature, characteristics and types of financial services; developing financial services; role of financial services industry in economic growth; growth of financial services in India; regulation of financial services.
- Unit – 2: **Lease Financing:** Meaning, features, types, advantages and disadvantages of leasing; leasing v/s instalment sale; leasing v/s borrowing; evaluation of lease finance from the point of lessor and lessee; tax, legal and accounting aspects; AS – 19 on leasing;
- Unit – 3: **Mutual Funds and Venture Capital Financing:** Meaning, objectives, importance and types of mutual funds; mutual funds in India - structure of mutual funds industry; SEBI Regulations; advantages of mutual funds; Venture Capital Funds – meaning, objectives and significance of venture capital financing; process and methods of venture capital financing; development of venture capital in India
- Unit – 4: **Depository Services:** Meaning, objectives and significance of depository services; dematerialization v/s rematerialization; process of dematerialisation; origin and growth of depository services in India – NSDL and CDSL – functions; depository participants – functions performed; cost of depository services.
- Unit – 5: **Factoring and Credit Rating:** Meaning, objectives and types of factoring services; cost and benefit analysis of factoring services; factoring v/s bill discounting; factoring v/s forfaiting; origin and growth of factoring services in India – public and private sector agencies; RBI Committee recommendations on factoring; Credit Rating – Meaning, objectives and significance of credit rating; process of credit rating; origin and growth of credit rating in India – rating agencies established and symbols used by agencies; advantages and disadvantages;

Suggested Readings:

1. M Y Khan, Financial Services, TMH, New Delhi.
2. Guruswamy, Financial Services, TMH, New Delhi.
3. G Ramesh Babu, Financial Services in India, Concept Publishing House, New Delhi.
4. Rajesh Kothari, Financial Services in India, Sage Publications, New Delhi.
5. T Siddaiah, Financial Services, Pearson Education, New Delhi.
6. Tripathy, Financial Services, PHI, New Delhi.
7. Padmalatha Suresh and Justin Paul, Management of Banking and Financial Services, Pearson Education, New Delhi.
8. Joseph Anbarasu and Others, Financial Services, Sultan Chand & Sons, New Delhi.
9. Batra G S and Batra B S, Management of Financial Services, Deep and Deep Publications, New Delhi.
10. Srivatsav R M, Indian Financial System, Rishi Publishers, Hyderabad.

Paper – 5.7: HUMAN RESOURCE PLANNING AND DEVELOPMENT

Objectives: To develop an understanding of various concepts and principles of human resource planning and development and equip necessary skills of managing human resources.

Unit – 1: **Introduction:** HR planning – concepts, objectives and importance; type of HR plans and approaches; HRD – concept, objectives and importance of HRD; scope of HRD.

Unit – 2: **Training and Development:** Concepts and comparison between training and development; training process, training needs analysis; training techniques; methods of training; criteria of choosing right training techniques; evaluation of training effectiveness; Development – nature and purpose; development techniques.

Unit – 3: **Organizational Development:** Definitions and concept, characteristics, operational goals; conditions for organizational development success; phases and techniques of OD.

Unit – 4: **Development of managers in HRD:** Meaning of potential appraisal; meaning of counselling, objectives, process and conditions for effective counselling.

Unit – 5: **Managing Quality and Productivity:** Alternative work arrangements, attitude service, TQM programmes, self-directed teams; participative decision-making; recent trends in HRD.

Suggested Readings:

1. Wilson, Human Resource Development, Kogan Page Publishers, London.

2. M S Reddy and Others, Human Resource Planning, Discovery Publishing House, New Delhi.
3. J Bramham, Human Resource Planning, Universities Press, Hyderabad.
4. J M Werner and R L Desimone, Human Resource Development, Cengage Learning, New Delhi.
5. K Aswathappa, Human Resource and Personnel Management – Text and Cases, TMH, New Delhi.
6. Gurupreet Randhawa, Human Resource Management, Atlantic Publishers, New Delhi.
7. Biswajeet Patnayak, Human Resource Management, PHI, New Delhi.
8. Swanson and Holton, Foundations of Human Resource Development, Berrette – Koehler, USA.
9. Redman and Wilkinson, Contemporary Human Resource Management – Text and Cases, PHI, New Delhi.
10. Chandra Mohan, Human Resource Management, APH Publishing House, New Delhi.

Paper – 6.6: PRINCIPLES OF FOREIGN EXCHANGE

Objectives: To develop an understanding of the basic concepts and principles of foreign exchange market

Unit – 1: **Introduction:** Meaning of foreign exchange, foreign exchange transaction and foreign exchange market; geographical extent of foreign exchange market; functions of foreign exchange market; market participants – bank and non-bank dealers; individuals, firms, central banks, brokers; Transactions – spot and forward; swap transaction;

Unit – 2: **Foreign Exchange Dealings:** Meaning and determination of exchange rates; theories of exchange rate determination – Interest rate parity theory, the Purchasing Power Parity Theory, Pure Expectation Theory and Internal Fisher Effect Theory; factors determining exchange rates

Unit – 3: **Exchange Rate Determination:** Direct and indirect quote – link direct and indirect quote; bid and ask rates; two-way quote; spread; converting two-way quotes; cross rate and cross multiplication; spot rate and forward rate; appreciation and depreciation – meaning and computation; forward rate – premium and discount.

Unit – 4: **Foreign Exchange Risks:** Meaning of risk/exposure; types of risk – transaction, translation and economic risk; meaning and significance of internal and external risk management techniques - leading and lagging; invoicing, netting – meaning and types; re-invoicing centre and External –

forward contracts, currency futures, interest rate futures, currency options - call and put options, swaps (theory only).

Unit – 5: **Evolution and Structure of the Indian Forex Market:** Role of market makers and FEDAI; unique features of Indian Forex Market; functions of Foreign Exchange Clearing House; regulation of foreign exchange market in India – need and steps taken by RBI.

Suggested Readings:

1. Jeevanandam, Foreign Exchange Management, Sultan Chand & Sons, New Delhi.
2. Eiteman, Stonehill, Moffett and Pandey, Multinational Business Finance, Pearson Education, New Delhi.
3. Khan and Jain, Financial Management, TMH, New Delhi.
4. Pandey I M, Financial Management, Vikas Publications, New Delhi.
5. V Pattabhi Ram and S D Bala, Strategic Financial Management, Prime Academy, Chennai.
6. Luc Soenon, Foreign Exchange Management, McGraw Hill Publications, New Delhi.
7. Chatterjee, Principles of Foreign Exchange, Himalaya, Mumbai.
8. Bhole, International Financial Management, TMH, New Delhi.
9. Madhu Vij, International Financial Management, TMH, New Delhi.
10. Shapiro, International Financial Management, John Wiley, New Delhi.

Paper – 6.7: INDUSTRIAL RELATIONS

Objectives: To acquaint with concepts and methods of maintaining cordial industrial relations in business organisations.

Unit – 1: **Introduction:** Definition, concepts, nature, importance and approaches to industrial relations; labour movement; characteristics of Indian labour.

Unit – 2: **Trade Union Movement in India:** Nature of trade unions, trade union movement in India; reasons for employees to join trade unions; problems of trade unions and remedies; trends in trade union movement in india.

Unit – 3: **Collective Bargaining:** Meaning, concepts, pre-requisites and process of collective bargaining; principles of collective bargaining; conditions for the success of collective bargaining; collective bargaining in India.

Unit – 4: **Industrial Disputes:** Meaning, causes and types of industrial disputes; trends of industrial disputes in India; impact of liberalization on industrial disputes; machinery for resolving industrial disputes under the Industrial Disputes Act – 1947.

Unit – 5: **Workers Participation in Management:** Meaning, objectives and importance; growth and development of workers participation in management;

types of workers participation in management; quality circles – meaning, benefits, structure and problems of quality circles.

Suggested Readings:

1. Michael Salamon, Industrial Relations – Theory and Practice, PHI, New Delhi.
2. Monappa, Industrial Relations, TMH, New Delhi.
3. Ram Reddy, Industrial Relations in India, Mittal Publication, Lucknow.
4. Sivarethinamohma, Industrial Relations and Labour Welfare – Text and Cases, PHI, New Delhi.
5. P N Singh, Employee Relations Management, Pearson Education, New Delhi.
6. P R N Sinha, Indu Bala Sinha and S P Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi.
7. Ratna Sen, Industrial Relations in India, MacMillan India, New Delhi.
8. N N Chaterjee, Industrial Relations in India's Developing Economy, Allied Book Agency, New Delhi.
9. Vidyadhar Agnihotri, Industrial Relations in India, Atmaram Publications, Lucknow.
10. Collins and Terry, Industrial Relations ; Theory and Practice, Barnes and Nobel, New York.

ELECTIVE GROUP –IV: MARKETING AND HRM

Paper – 5.6: RETAIL MARKETING

Objectives: To develop an understanding of various concepts and principles of retail marketing

- Unit – 1: **Retail Marketing:** Concept, characteristics, importance, functions and development of retailing in India; trends in retailing; factors determining growth of retail marketing; emergence of organizations of retailing; retail location and layout plan, careers in retailing.
- Unit – 2: **Retail Market Segmentation:** Introduction to market segment, criteria for effective segmentation, dimensions of segmentation; customer profiles.
- Unit – 3: **Retailing Channels:** Products and merchandise management, structure, nature and channel, criteria for selection of suppliers, channel choice, product movement; merchandising plans, stores management. Management of Human Resources; Financial Management Issues in Retail; The strategic profit model, the profit path;
- Unit – 4: **Pricing and Promotion in Retail:** Importance of retail pricing, factors affecting retail pricing, approaches to product pricing; need and objectives of promotional mix in retailing, promotional mix and strategy development;
- Unit – 5: **Relationship Marketing in Retailing:** Management of Relationship; evaluation of relationship marketing, relationship marketing strategies; retail research and retail audits; case studies in Indian context only.

Suggested Readings:

1. Swapna Pradhan, Retailing Management, TMH, New Delhi.
2. James R Ogden and Deniss T Ogden, Integrated Retail Management, Biztantra,, Mumbai.
3. Levy and Weitz, Retailing Management, Academic Internet Publishers, New Delhi.
4. Rosemary Varley and Mohammed Rafiq, Retail Management, Palgrave-Macmillan, New Delhi.
5. Chetan Bajaj, Retail Management Oxford Publication, New Delhi.
6. Uniyal and Sinha, Retail Management, Oxford Publications,, New Delhi.
7. Sajal Gupta and Gurpreet Randhawa, Retail Management, Atlantic Publications, New Delhi.
8. K V S Madaan, Fundamentals of Retailing, TMH, New Delhi.
9. Levy, Retailing Management, TMH, New Delhi
10. Patrick Dunne and Robert Lusch, Retailing, Cengage Publications, New Delhi.

Paper – 5.7: HUMAN RESOURCE PLANNING AND DEVELOPMENT

Objectives: To develop an understanding of various concepts and principles of human resource planning and development and equip necessary skills of managing human resources.

Unit – 1: **Introduction:** HR planning – concepts, objectives and importance; type of HR plans and approaches; HRD – concept, objectives and importance of HRD; scope of HRD.

Unit – 2: **Training and Development:** Concepts and comparison between training and development; training process, training needs analysis; training techniques; methods of training; criteria of choosing right training techniques; evaluation of training effectiveness; Development – nature and purpose; development techniques.

Unit – 3: **Organizational Development:** Definitions and concept, characteristics, operational goals; conditions for organizational development success; phases and techniques of OD.

Unit – 4: **Development of managers in HRD:** Meaning of potential appraisal; meaning of counselling, objectives, process and conditions for effective counselling.

Unit – 5: **Managing Quality and Productivity:** Alternative work arrangements, attitude service, TQM programmes, self-directed teams; participative decision-making; recent trends in HRD.

Suggested Readings:

1. Wilson, Human Resource Development, Kogan Page Publishers, London.
2. M S Reddy and Others, Human Resource Planning, Discovery Publishing House, New Delhi.

3. J Bramham, Human Resource Planning, Universities Press, Hyderabad.
4. J M Werner and R L Desimone, Human Resource Development, Cengage Learning, New Delhi.
5. K Aswathappa, Human Resource and Personnel Management – Text and Cases, TMH, New Delhi.
6. Gurupreet Randhawa, Human Resource Management, Atlantic Publishers, New Delhi.
7. Biswajeet Patnayak, Human Resource Management, PHI, New Delhi.
8. Swanson and Holton, Foundations of Human Resource Development, Berrette – Koehler, USA.
9. Redman and Wilkinson, Contemporary Human Resource Management – Text and Cases, PHI, New Delhi.
10. Chandra Mohan, Human Resource Management, APH Publishing House, New Delhi.

Paper – 6.6: SERVICE MARKETING

Objectives: The course is designed to acquaint students with the concepts, methods and principles of service marketing

Unit – 1: **Introduction:** Meaning, types, nature and characteristics of services; understanding service customers; reasons for growth of Indian scenario; meaning, nature and importance of services marketing; difference between services marketing and product marketing.

Unit – 2: **Service Strategy:** Strategy planning process – steps in strategic planning process; market oriented service strategy; service triangle; dimensions of marketing strategy – services marketing mix; customer behaviour in services; factors influencing; service perception; model of consumer expectations and perceptions.

Unit – 3: **Service Product:** Meaning and steps involved; basic service package, customer value hierarchy; flow of service, development of a new service; service product mix; services differentiation, service life cycle; branding a service product.

Unit – 4: **Services Pricing, Distribution and Promotion Strategy:** Concept of services pricing, features, objectives and strategies for pricing of services; Service Distribution – need, service channels – direct distribution, outsourcing, intermediaries, electronic channels; Service Promotion – objectives, strategies for services promotion, sales promotion and advertisement.

Unit – 5: **Managing Service Quality:** Definition and importance; determinants; GAP Model – reasons and strategies to bridge GAPS; contribution of technology.

Suggested Readings:

1. Audrey Gilmore, Services Marketing and Management, Sage Publications, New Delhi.
2. Lovelock, Wirtz and Chatterjee, Services Marketing, Pearson Education, New Delhi.
3. Zeithaml, Gremler, Bitner and Pandit, Services Marketing, TMH, New Delhi.
4. K Rama Mohana Rao, Services Marketing, Pearson Education, New Delhi
5. Kapoor, Paul and Halder, Services Marketing – Concepts and Practices, TMH, New Delhi.
6. Harsh V Verma, Services Marketing, Pearson Education, New Delhi.
7. Rajendra Nargundkar, Services Marketing, TMH, New Delhi.
8. R Srinivasan, Services marketing, PHI, New Delhi.
9. Kenneth Clow and David Kurtz, Services Marketing, Dreamtech Press, New Delhi.
10. Douglas Hoffman and Bateson, Services Marketing, Cengage Learning, New Delhi.

Paper – 6.7: INDUSTRIAL RELATIONS

Objectives: To acquaint with concepts and methods of maintaining cordial industrial relations in business organisations.

- Unit – 1: **Introduction:** Definition, concepts, nature, importance and approaches to industrial relations; labour movement; characteristics of Indian labour.
- Unit – 2: **Trade Union Movement in India:** Nature of trade unions, trade union movement in India; reasons for employees to join trade unions; problems of trade unions and remedies; trends in trade union movement in india.
- Unit – 3: **Collective Bargaining:** Meaning, concepts, pre-requisites and process of collective bargaining; principles of collective bargaining; conditions for the success of collective bargaining; collective bargaining in India.
- Unit – 4: **Industrial Disputes:** Meaning, causes and types of industrial disputes; trends of industrial disputes in India; impact of liberalization on industrial disputes; machinery for resolving industrial disputes under the Industrial Disputes Act – 1947.
- Unit – 5: **Workers Participation in Management:** Meaning, objectives and importance; growth and development of workers participation in management; types of workers participation in management; quality circles – meaning, benefits, structure and problems of quality circles.

Suggested Readings:

1. Michael Salamon, Industrial Relations – Theory and Practice, PHI, New Delhi.
2. Monappa, Industrial Relations, TMH, New Delhi.
3. Ram Reddy, Industrial Relations in India, Mittal Publication, Lucknow.

4. Sivarethinamohma, Industrial Relations and Labour Welfare – Text and Cases, PHI, New Delhi.
5. P N Singh, Employee Relations Management, Pearson Education, New Delhi.
6. P R N Sinha, Indu Bala Sinha and S P Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi.
7. Ratna Sen, Industrial Relations in India, MacMillan India, New Delhi.
8. N N Chaterjee, Industrial Relations in India's Developing Economy, Allied Book Agency, New Delhi.
9. Vidyadhar Agnihotri, Industrial Relations in India, Atmaram Publications, Lucknow.
10. Collins and Terry, Industrial Relations ; Theory and Practice, Barnes and Nobel, New York.

ELECTIVE GROUP – VI: BANKING AND INSURANCE

Paper – 5.7: BANK MANAGEMENT

Objectives: To provide an understanding of the principles and techniques used in the management of commercial banks

- Unit – 1: **Bank Management:** Meaning, Definitions, scope and importance of bank management; principles of bank management; techniques of bank management – sources of funds, lending policies, interest rate management; asset-liability management – meaning, objectives and importance.
- Unit – 2: **Managing Sources of Funds:** Types of deposits, cost-benefit analysis of deposit-mix; managing and pricing deposit services, managing non-deposit liabilities and other sources of borrowing funds; types of non-deposit sources and factors to consider in selecting non-deposit liabilities.
- Unit – 3: **Basic Lending Principles:** Liquidity, Profitability, safety issues, diversification of risk – benefits and costs of diversification; risk-return trade-off; credit creation – process; credit function; loans and advances – classification and modes of securing loans and advances.
- Unit – 4: **Lending Policies:** Loan objectives, volume of loans, geographical distribution; evaluation of loan proposals – industry level credit analysis, operational efficiency, financial efficiency and management evaluation; analysis of fundamental factors; lending rates – PLR, fixed and flexible, etc; loan pricing – objectives and loan pricing model.
- Unit – 5: **NPA in Banks:** Meaning and classification of NPA, reasons for NPA and its effects; trends – year-wise and sector-wise; measures taken to control NPAs; provision norms.

Suggested Readings:

1. Subramannya K N, Modern Banking in India, Deep and Deep Publications, New Delhi.
2. Rose and Hudgins, Bank Management and Financial Services, TMH, New Delhi.
3. H R Machiraju, Modern Commercial Banking, New Age International, New Delhi.
4. Firdos Shroff, Modern Banking Technology, Northern book Centre, New Delhi.
5. Gardener Mills and Cooperman, Managing Financial Institutions, Cengage Learning, New Delhi.
6. Constantin Zopoundis, New Trends in Banking Management, Springer, USA.
7. Muralidharan, Modern Banking – Theory and Practice, PHI, New Delhi.
8. Mehta and Fung, International Bank Management, John Wiley Publications, New Delhi.
9. Timoti Koch and Mc-Donald, Bank Management, Cengage Learning, New Delhi.
10. Gup, Kolari and Fraser, Commercial Banking: The Management of Risk, John Wiley Publications, New Delhi

Paper -5.7: PRINCIPLES OF INSURANCE

Objectives: To equip students with the knowledge of fundamental concepts and principles of insurance business

Unit – 1: **Introduction:** Definition of risk and uncertainty; classification of risk; sources of risk – internal and external; risk management techniques

Unit – 2: **Insurance:** Meaning, nature and significance; essential requirements, types and principles of insurance; re-insurance; nationalisation of insurance business in India

Unit – 3: **Life Insurance:** Meaning and objectives; general principles of life insurance contract; proposals and types of policies; assignment and nomination; title and claims; concept of trusts in life policy; Life Insurance Corporation of India – role, functions, and achievements.

Unit – 4: **General Insurance:** Meaning and objectives; types of general insurance; general insurance v/s life insurance; nature of fire insurance; types of fire policy; subrogation; double insurance; contribution; proximate cause; claims and recovery.

Unit – 5: **Marine Insurance:** Meaning, definition, classification, scope and nature; types of policy; insurable interest; disclosure and representations; insured perils, proximity cause, voyage, warranties; measurement of subrogation; contribution, underinsurance; accident and motor insurance – nature, terms and conditions; third-party insurance; compulsory motor vehicle insurance.

Suggested Readings:

1. Sethi and Bhatia, Elements of Banking and Insurance, PHI, New Delhi.
2. Palande, Shah and Lunawat, Insurance in India, Sage Publications, New Delhi.
3. Tripathy and Pal, Insurance Theory and Practice, PHI, New Delhi.
4. Rejda, Fundamentals of Risk and Insurance, Pearson Education, New Delhi.
5. Franklin and Gephart, Principles of Insurance, Macmillan Publications, New Delhi.
6. E J Vaughan and T Vaughan, Fundamentals of Risk and Insurance, Wiley India, New Delhi.
7. Skipper and Kwan, Risk Management and Insurance, Pearson Education, New Delhi.
8. Rob Thoyts, Insurance Theory and Practice, Routledge, New York.
9. Robert riegel, James Loman and Jerome Miller, Insurance Principles and Practices, PHI, New Delhi.
10. Pollard and Zehnirith, General Insurance, Cambridge University Press, UK.

Paper – 6.6: BANKING IN INDIA

Objectives: To acquaint with the growth and development of banking sector in India and regulatory mechanism used

- Unit – 1: **Introduction:** Origin of Banks – indigenous bankers and money lenders; structure and growth of banks in India – commercial banks, regional rural banks, co-operative banks and development banks; nature scope and functions of banks; regulations of Reserve Bank relating to functioning of banks – licensing, monetary policy, credit policy, etc.
- Unit – 2: **Banking Sector Reforms:** Meaning, objectives, reasons and significance of reforms; Narasimham Committee recommendations; capital adequacy norms and re-capitalization; prudential regulation – income recognition, asset classification and provisioning norms; interest rate structure, disclosure norms; technological developments in banking; banking Ombudsman scheme.
- Unit – 3: **Electronic Banking:** Evolution, meaning, definition and importance of E-Banking; traditional banking v/s e-banking; aspects of e-banking; models of e-banking; advantages and disadvantages of e-banking.
- Unit – 4: **Modern Trends in Indian Banking:** Social Banking, Lead Bank Scheme, Priority Sector Lending – categories and norms; Service Area Approach; Micro Credit – self help groups, NGOs; micro-credit lending methods.
- Unit – 5: **Marketing of Banking Services, Mergers and International Banking:** Meaning, objectives, importance and strategies of marketing of banking services; motives, growth and regulations of mergers in banking sector; meaning, types and regulation of international banking.

Suggested Readings:

1. Subramannya K N, Modern Banking in India, Deep and Deep Publications, New Delhi.
2. Rose and Hudgins, Bank Management and Financial Services, TMH, New Delhi.
3. H R Machiraju, Modern Commercial Banking, New Age International, New Delhi.
4. Firdos Shroff, Modern Banking Technology, Northern book Centre, New Delhi.
5. Gardener Mills and Cooperman, Managing Financial Institutions, Cengage Learning, New Delhi.
6. Constantin Zopoundis, New Trends in Banking Management, Springer, USA.
7. Muralidharan, Modern Banking – Theory and Practice, PHI, New Delhi.
8. Mehta and Fung, International Bank Management, John Wiley Publications, New Delhi.
9. Timoti Koch and Mc-Donald, Bank Management, Cengage Learning, New Delhi.
10. Gup, Kolari and Fraser, Commercial Banking: The Management of Risk, John Wiley Publications, New Delhi

Paper – 6.7: INSURANCE IN INDIA

Objectives: To acquaint with the insurance sector and its regulatory framework of insurance sector in India

- Unit – 1: **Insurance Regulatory Development Authority of India (IRDA):** Establishment, objectives, functions; regulations relating to insurance industry.
- Unit – 2: **Insurance Industry in India:** Public Sector and Private Insurance Companies; classification; reasons for reforms in insurance sector; benefits and effects of reforms; new insurance products; insurance reach; cost and benefits of insurance.
- Unit – 3: **Rural Insurance in India:** Meaning, objectives and significance; features of rural insurance in India; types of rural insurance business – personal insurance, livestock insurance, crop insurance, poultry insurance, etc; growth of rural insurance in India.
- Unit – 4: **Micro-Insurance:** Meaning, objectives and significance; growth of micro-insurance in India; micro-insurance policies; forms of micro-insurance; IRDA regulations relating to micro-insurance.
- Unit – 5: **Appraisal of Investment and Financing Policies of Insurance Companies in India:** Life Assurance Fund – statutory requirements, investment norms, trends in investment pattern; investment in stocks, debentures and government securities; capital market and money market role of insurance companies in India.

Suggested Readings:

1. Sethi and Bhatia, Elements of Banking and Insurance, PHI, New Delhi.
2. Palande, Shah and Lunawat, Insurance in India, Sage Publications, New Delhi.
3. Tripathy and Pal, Insurance Theory and Practice, PHI, New Delhi.
4. Rejda, Fundamentals of Risk and Insurance, Pearson Education, New Delhi.
5. Franklin and Gephart, Principles of Insurance, Macmillan Publications, New Delhi.
6. Rob Thoys, Insurance Theory and Practice, Routledge, New York.
7. Pollard and Zehnwrith, General Insurance, Cambridge University Press, UK.
8. Prabhu Ghate, Micro-Finance in India, Sage Publications, New Delhi.
9. Mukharjee and Ghosh, Rural Insurance, ICFAI University Press, Hyderabad.
10. IRDA Act, 1999 – Universal Law Publishing Company, New Delhi.

ELECTIVE GROUP – VII: ADVANCED BUSINESS STATISTICS**Paper – 5.6: ADVANCED BUSINESS STATISTICS – I**

Objectives: To provide the advanced knowledge of various statistical tools and techniques used in business data processing and interpretation.

Unit – 1: Probability Theory: Introduction to Probability, Random experiment, Sample space and Events. Classical, Statistical and Axiomatic approaches to probability. Addition and Multiplication theorems of probability (without proof). Conditional Probability and problems on probability.

Unit – 2: Mathematical Expectation: Definition of a random variable, Discrete and Continuous random variables, Addition and Multiplication theorems of expectation (without proof). Concept of variance in terms of expectation. Standard results based on mean and variance (without proof). Problems based on expectation and variance.

Unit – 3: Probability Distributions: Definition properties and applications; fitting of Binominal and Poisson distribution; **Normal Distribution:** Definition, Properties and applications of Normal distribution;

Unit - 4: Point Estimation: Population, sample, parameter, statistics, sampling distribution of statistics, concept of standard error and its utility; Point estimator and estimate.

Unit – 5: Statistical Hypothesis: Null and alternative, simple and composite hypothesis, Acceptance region and Critical region, Two types of errors, Level of significance, Power of a test, one tailed and two tailed tests.

Practical:

Sl. No	Title of Experiments	No. of Experiments
1	Applications of Probability	02
2	Application of Expectation	01

3	Fitting of Binomial Distribution	02
4	Fitting of Poisson Distribution	01
5	Application of Normal Distribution	02
	Total	08

TEACHING:

Theory : 03 hours/week/paper

Practical : 02 hours/week/paper

Examination Pattern:

Paper	Duration	Max. Marks
Theory	03	80 Marks
Practical(Internal)	02	20 Marks
	Total	100 Marks

Suggested Readings:

1. S. C. Gupta – Fundamentals of Statistics, HPH, New Dehil.
2. S. P. Gupta – Statistical Methods, Sultan Chand & Sons, New Delhi.
3. Goel & Goel – Mathematics & Statistics, Taxmann, New Delhi.
4. Sancheti & Kapoor – Business Statistics, Sultan Chand & Sons, New Delhi.
5. Agarwal & Bharadwaj – Business Statistics, Kalyani, New Delhi.

Paper – 5.7: ADVANCED BUSINESS STATISTICS – II

Objectives: To provide the advanced knowledge of various statistical tools and techniques used in business data processing and interpretation.

Unit – 1: **Large Sample Tests:** Test for single Mean, Equality of two means and problems based on them Test for single proportion and equality of two proportions and problems based on them.

Unit – 2: **Small Sample Tests-I:** Chi-Square Test: Degrees of Freedom, Conditions for the validity of Chi-Square test; Chi-Square Test for Goodness of fit, Chi-Square test for independence of attributes in (2*2) contingency Table, Yate's correction for continuity and problems.

Unit – 3: **Small Sample Tests-II:** Student's t-test: Test for single mean, equality of two means, paired "t" test and problems. Snedecor's F-Test: F Test for equality of two population variances and problems.

Unit – 4: **Analysis of Variance:** Introduction, Definition of analysis of variance, assumptions to be made in the analysis of variance and uses of ANOVA; One Way Classification: Mathematical model for one way classified data, procedure for carrying out ANOVA with one factor of classification and problems. Two Way Classification: Mathematical model for two way classified data, Procedure for carrying out ANOVA with two factors of classification and problems.

Unit – 5: **Statistical Quality Control:** Meaning of SQC and its uses. Chance and Assignable variations; process control, product control and outline for control charts; control charts for X, R, np and C charts.

Practical:

Sl. No	Title of Experiments	No. of Experiments
1	Large Sample Tests	01
2	Small Sample Tests	03
3	Analysis of Variance	02
4	Statistical Quality Control	02
	Total	08

Teaching:

Theory : 03 hours/week/paper

Practicals : 02 hours/week/paper

Examination Pattern:

Paper	Duration	Max. Marks
Theory	03 hours	80 marks
Practical(Internal)	02 hours	20 marks
	Total	100 marks

Suggested Readings:

1. S. C. Gupta – Fundamentals of Statistics, HPH, New Dehil.
2. S. P. Gupta – Statistical Methods, Sultan Chand & Sons, New Delhi.
3. Goel & Goel – Mathematics & Statistics, Taxmann, New Delhi.
4. Sancheti & Kapoor – Business Statistics, Sultan Chand & Sons, New Delhi.
5. Agarwal & Bharadwaj – Business Statistics, Kalyani, New Delhi.

Paper – 6.6: ADVANCED BUSINESS STATISTICS – III

Objectives: To provide the advanced knowledge of various statistical tools and techniques used in business data processing and interpretation.

Unit – 1: **Linear Programming Problem (LPP):** Meaning, Formulation and Graphical solution to LPP.

Unit – 2: **Transportation Problem (TP):** Meaning and Definition of Balanced and Unbalanced transportation problem; finding feasible solution by north – west Corner Rule, Matrix minima method and Vogel’s approximation method.

- Unit – 3: **Games Theory:** Meaning and Definition of Game, N-person Game, 2-person zero – sum game, saddle point, Mixed and pure strategies; solution to game by maximin – minimax principle and dominance property.
- Unit – 4: **Assignment and Replacement Problems:** Meaning and Definition of an Assignment problem, Assignment Algorithm and Examples on it; need for replacement, replacement of items that deteriorate with time (discrete case only), without considering change in the money value.
- Unit – 5: **Inventory Theory:** Meaning of Inventory and its need. Inventory Costs, Lead Time, Stock Replenishment, Time Horizon E.Q.Q Model with and without shortages (without derivations); case of deterministic uniform demand, Instantaneous production and no lead time.

Practical:

S.No	Title of Experiments	No. of Experiments
1	Linear Programming Problem	01
2	Transportation Problem	02
3	Game Theory	02
4	Assignment Problem	01
5	Replacement Problem	01
6	Inventory Problem	01
	Total	08

Teaching:

Theory : 03 hours/week/paper
 Practicals : 02 hours/week/paper

Examination Pattern:

Paper	Duration	Max. Marks
Theory	03 hours	80 Marks
Practical (Internal)	02 hours	20 Marks
	Total	100 Marks

Suggested Readings:

1. P. K. Gupta & D. H. Hira – Operation Research, Sultan Chand & Sons, New Delhi.
2. B. S. Goel – Operation Research, Pragati Prakashan, Meerut.
3. Kanti Swaroop, P. K. Gupta & Manmohan – Operation Research, Sultan Chand & Sons, New Delhi.
4. S. D. Sharma – Operation Research, Nath & Com.

Paper – 6.7: ADVANCED BUSINESS STATISTICS – IV

Objectives: To provide the advanced knowledge of various statistical tools and techniques used in business data processing and interpretation.

Unit – 1: **Correlation Analysis:** Definition of Correlation, Karl Pearson's Correlation Co-efficient, Scatter diagram, Properties of Correlation co-efficient (without proof); Rank Correlation; Calculation of Karl Pearson's Correlation Co-efficient and Speciman's Rank Correlation.

Unit – 2: **Regression Analysis:** Definition of Regression and regression co-efficient; properties of regression lines and regression co-efficient; Regression equation of X on Y and that of Y on X and problems.

Unit – 3: **Time Series Analysis:** Definition of Time series, Components of Time series; measurement of trend by moving average method and least squares method to a linear trend and problems.

Unit – 4: **Index Numbers:** Meaning, Definition, Uses and Limitations of Index Numbers; steps in the construction of general index numbers; simple and weighted index numbers and problems; Laspeyre's, Paasche's, Fisher's and Marshall-Edge worth Price and Quantity Index Numbers and Problems.

Unit – 5: **Consumer Price Index Numbers:** Meaning, Definition, Uses and Limitations of Cost of Living Index Number; steps involved in the construction of cost of living index number; problems on cost of living index number by using aggregate expenditure method and family budget method.

Practical:

Sl.No	Title of Experiments	No. of Experiments
1	Correlation Analysis	02
2	Regression Analysis	01
3	Time Series Analysis	02
4	Index Numbers	02
5	Cost of Living Index Number	01
	Total	08

Teaching:

Theory : 03 hours/week/paper

Practicals : 02 hours/week/paper

Examination Pattern:

Paper	Duration	Max. Marks
Theory	03 hours	80 Marks
Practical (Internal)	02 hours	20 Marks
	Total	100 Marks

Suggested Readings:

1. S. C. Gupta – Fundamentals of Statistics, HPH, New Dehil.
2. S. P. Gupta – Statistical Methods, Sultan Chand & Sons, New Delhi.
3. Goel & Goel – Mathematics & Statistics, Taxmann, New Delhi.
4. Sancheti & Kapoor – Business Statistics, Sultan Chand & Sons, New Delhi.
5. Agarwal & Bharadwaj – Business Statistics, Kalyani, New Delhi.