

B.Com (Hons.) CBCS

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

## **Syllabus**

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

**Karanjia (Auto) College, Karanjia**

**MPC (Auto) College, Takhatpur, Baripada**

**D.D. (Auto) College, Keonjhar**

(Hons.)  
**B.COM SYLLABUS (CBCS) FROM 2016-17**

SEMESTER – III				
Sl . No.	PAPER		Marks (350)	Credit Points
3.1	Business Mathematics	Core 5	80 + 20	6
3.2	Income Tax laws & Practice	Core 6	80 + 20	6
3.3	Human Resources Management	Core 7	80 + 20	6
3.4	Macro economics	GE 3	80 + 20	6
3.5	Communicative English	SEC 1	40 + 10	2
			360+ 90 = 450	26

SEMESTER – IV				
Sl . No.	PAPER		Marks (350)	Credit Points
4.1	Indirect Tax	Core 8	80 + 20	6
4.2	Cost And Management Accounting	Core 9	80 + 20	6
4.3	Computer Application In Business	Core 10	80 + 20	6
4.4	Indian economy performance and policies	GE 4	80 + 20	6
4.5	E-COMMERCE	SEC 2	40 + 10	2
			360+ 90 = 450	26

SEMESTER – V				
Sl. No.	PAPER		Marks (350)	Credit Points
5.1	Corporate Accounting	Core 11	80 + 20	6
5.2	Principles of Marketing	Core 12	80 + 20	6
5.3	DSE-1 (Any one of the following)	DSE-1	80 + 20	6
	(A). Accounting Honours	Financial Markets , Institution and Services		
	(B). Finance Honours	Indian Banking and Insurance System		
	(C). Management Honours	Business Ethics and Strategic Management		
	(D). E-Commerce Honours	Internet Programming	50+30+20	
5.4	DSE-2 (Any one of the following)	DSE-2	80 + 20	6
	(A). Accounting Honours	Financial Statement Analysis and Reporting		
	(B). Finance Honours	Merchant Banking and Financial Services		
	(C). Management Honours	Retail Management		
	(D). E-Commerce Honours	Essential of E-Commerce	50+30+20	

SEMESTER – VI				
Sl . No.	PAPER		Marks (350)	Credit Points
6.1	Auditing & corporate Governance	Core 13	20+80	6
6.2	Fundamentals of Financial Management	Core 14	20+80	6
6.3	DSE-3 (Any <i>one</i> of the following)	DSE-3	20+80	6
	(A). Accounting Honours	Corporate Tax Planning		
	(B). Finance Honours	Fundamentals of Investment		
	(C). Management Honours	Entrepreneurship		
	(D). E-Commerce Honours	Principles of E-Marketing	50+30+20	
6.4	Business Research Methods and Project Work (10 marks mid-sem,+40 marks end sem+50 marks projects)	DSE-4	10+40+50	6

*Note :*

- **AECC :** ABILITY ENHANCEMENT COMPULSORY COURSE
- **GE :** GENERIC ELECTIVE COURSE
- **DSE :** DISCIPLINE SPECIFIC ELECTIVE COURSE
- **SEC :** SKILL ENHANCEMENT COURSE
- For a **Six** credit course, the total teaching hours are : Minimum 50 Hours and Maximum 65 Hours

For a **Two** credit course, the total teaching hours are : Minimum 20 Hours and Maximum 30 Hours



**B.Com. (Hons.): Semester - III**  
**Paper 3.1: BUSINESS MATHEMATICS**

**Duration:** 3 hrs.

**Marks:** 100

**Lectures:** 65

**Objective:** The objective of this course is to familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations.

**Unit 1. Matrices and Determinants**

**Lectures 12**

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

**Unit 2. Calculus I**

**Lectures 12**

Concepts of limit, and continuity of a function. Concept and rules of differentiation, Maxima and Minima involving second or higher order derivatives.

**Unit 3. Calculus II**

**Lectures 13**

Integration. Standard forms. Methods of integration – by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases. Application of Integration to marginal analysis. Consumer's and Producer's Surplus, Rate of Sales and the Learning Curve.

**Unit 4. Mathematics of Finance**

**Lectures 10**

Compounding and discounting of a sum using different types of rates. Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets. (*General annuities to be excluded*)

**Unit 5. Linear Programming**

**Lectures 17**

Formulation of linear programming problems (LPP). Graphical solution to LPPs. Cases of unique and multiple optimal solutions. Unbounded solutions and infeasibility, and redundant constraints. Solution to LPPs using Simplex method – maximization and minimization cases. Network Analysis (CPM & PERT)

**Suggested Readings:**

1. Anthony, M. and N. Biggs. *Mathematics for Economics and Finance*. Cambridge University Press.
2. Ayres, Frank Jr. *Theory and Problems of Mathematics of Finance*. Schaum's Outlines Series. McGraw Hill Publishing Co.
3. Budnick, P. *Applied Mathematics*. McGraw Hill Publishing Co.
4. Dowling, E.T. *Mathematics for Economics*, Schaum's Outlines Series. McGraw Hill Publishing Co.
5. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
6. Wikes, F.M. *Mathematics for Business, Finance and Economics*. Thomson Learning.
7. Prasad, Bindra and P.K. Mittal. *Fundamentals of Business Mathematics*. Har-

- 5
- Anand Publications.
8. Thukral, J.K. *Mathematics for Business Studies*. Mayur Publications.
  9. Vohra, N.D. *Quantitative Techniques in Management*. Tata McGraw Hill Publishing Company.
  10. Soni, R.S. *Business Mathematics*. Pitambar Publishing House.
  11. Singh J. K. *Business Mathematics*. Himalaya Publishing House.
  12. Agarwal S.C, Business Mathematics, VK Global Pub.

**B.Com. (Hons.): Semester - III**  
**Paper 3.2: INCOME TAX LAW AND PRACTICE**

**Duration: 3 hrs.      Marks: 100      Lectures: 65**

**Objective:** To provide basic knowledge and equip students with the application of principles and provisions of Income Tax Act 1961

**Unit I** **Lectures 13**  
Basic concept: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, Maximum marginal rate of tax, Permanent Account Number (PAN), Residential status; Scope of total income on the basis of residential Status Exempted income under section 10

**Unit II** **Lectures 12**  
Computation of income under different heads  
    - Salaries  
    - Income from house property

**Unit III** **Lectures 12**  
Computation of income under different heads  
    - Profits and gains of business or profession  
    - Capital gains  
    - Income from other sources

**Unit IV** **Lectures 15**  
Total income and tax computation: Income of other persons included in assessee's total income- Aggregation of income and set-off and carry forward of losses Deductions from gross total income, Rebates and reliefs  
    - Computation of total income of individuals and firms  
    - Tax liability of an individual and firm

**Unit V** **Lectures 13**  
Preparation of return of income: Manually On-line filing of Returns of Income & TDS.  
    - Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

**Suggested readings:**

1. Singhania, Vinod K. and Monica Singhania. *Students' Guide to Income Tax, University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.



2. Ahuja, Girish and Ravi Gupta. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
3. Pagare, Dinkar. *Law and Practice of Income Tax*. Sultan Chand and Sons, New Delhi.
4. Lal, B.B. *Income Tax Law and Practice*. Konark Publications, New Delhi.

#### **Journals**

1. *Income Tax Reports*. Company Law Institute of India Pvt. Ltd., Chennai.
2. *Taxman*. Taxman Allied Services Pvt. Ltd., New Delhi.
3. *Current Tax Reporter*. Current Tax Reporter, Jodhpur.
4. Jain & Jain Income Tax, VK Global Pub.

#### **Software**

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

### **B.Com. (Hons.): Semester - III**

#### **Paper 3.3: HUMAN RESOURCE MANAGEMENT**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

#### **Unit I:**

**Lectures 13**

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

#### **Unit II**

**Lectures 13**

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

#### **Unit III**

**Lectures 13**

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

#### **Unit V**

**Lectures 13**

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

#### **Unit V**

**Lectures 13**

Maintenance: employee health and safety; employee welfare; social security;

Employer Employee relations- an overview. grievance handling and redressal  
Industrial Disputes causes and settlement machinery..

**Suggested Readings:**

1. Gary Dessler. A Framework for *Human Resource Management*. Pearson.
2. DeCenzo, D.A. and S.P. Robbins, "*Personnel/Human Resource Management*", Prentice Hall of India, New Delhi.
3. Bohlendar and Snell, *Principles of Human Resource Management*, Cengage Learning
4. Chhabra, T.N. *Essentials of Human Resource Management*. Sun India Publication New Delhi.
5. Ivancevich, John M. *Human Resource Management*. McGraw Hill.
6. Wreather and Davis. *Human Resource Management*. Pearson Education.
7. Robert L. Mathis and John H. Jackson. *Human Resource Management*. Cengage Learning.
8. Shagun Ahuja, HRM, VK Global Pub.

**B.Com. (Hons.): Semester - III**

**Paper 3.4: MACRO ECONOMICS**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Objectives:** The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

**Contents**

**Unit I**

**Lectures 5**

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

**Unit II**

**Lectures 20**

Fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand- aggregate supply analysis.

**Unit III**

**Lectures 20**

Inflation, causes of rising and falling inflation, inflation and interest rates, social costs of inflation. Unemployment – natural rate of unemployment, frictional and wait unemployment. The trade-off between inflation and unemployment

**Unit IV**

**Lectures 13**

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

**Unit V**

**Lectures 7**



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

### **Suggested Readings**

1. Mankiw, N. Gregory. *Principles Macroeconomics*. Cengage Learning
2. Dornbusch, Rudiger, and Stanley. Fischer, *Macroeconomics*. McGraw-Hill.
3. Dornbusch, Rudiger., Stanley. Fischer and Richard Startz, *Macroeconomics*. Irwin/McGraw-Hill.
4. Deepashree, *Macro Economics*, Scholar Tech. New Delhi.
5. Barro, Robert, J. *Macroeconomics*, MIT Press, Cambridge MA.
6. Burda, Michael, and Wyplosz. *Macroeconomics A European Text*. Oxford University Press, Oxford.
7. Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.
8. Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.

## **B.Com. (Hons.): Semester - III**

### **Paper 3.5: COMMUNICATIVE ENGLISH AND WRITING SKILLS**

**Duration: 3 hrs.**

**Marks: 50**

**Lectures: 30**

#### **UNIT-1: The Basics of communication**

Meaning of communication, Importance of communication, English as the language of communication, Process of communication, General and technical communication, Verbal and Non-verbal communication, Barriers of communication, Overcoming barriers to communication.

#### **UNIT-2: Writing Skills**

- Paragraph writing
- Writing Business Letters
- Writing Circulars
- Writing Notice
- Writing Agenda
- Writing Minutes of Meeting
- Writing Job Application Letters
- Writing E-mails
- Building vocabulary
- Words often confused.

#### **UNIT-3: Speaking or Conversations skills**

- Fundamentals of Phonetics
- Sounds of English: Vowels and Consonants.
- Word stress
- Intonation
- Phonetic transcription
- Group Discussions
- Interviews
- Telephonic conversation

- Oral Presentations
- Common Errors in English.

#### **RECOMMENDED READINGS:**

1. Business English, Pearson, 2008
2. Business Communication, J.P.Parikh and etal., Orient Black Swan, 2011.
3. Developing English Language skills 1&2 Ed. S.C.Sood etal., Spantech. Delhi, 1991-92.
4. Fluency in English Part-1 &2, OUP, 2006.

#### **QUESTION PAPER PATTERN AND ALLOCATION OF MARKS**

Mid Semester: Duration 01 Hour

10 Marks = 06(one long answer type)  $6*1=06$

04( Two short answer type)  $2*2=04$

End Semester: Duration 02 Hour

40 Marks From Unit-1: 01 Long question out of 02. {  $15*1=15$  }

From Unit-2: 01 Long question out of 02. {  $15*1=15$  }

From Unit-3 : 10 short questions carrying 01 mark each {  $10*1=10$  }

### **B.Com. (Hons.): Semester - IV**

#### **Paper 4.1: INDIRECT TAXES & TAX PLANNING**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Objective:** To provide basic knowledge and equip students with application of principles and provisions of Service Tax, VAT, Central Excise, and Customs Laws.

**Contents:**

#### **Unit 1: Service tax**

**Lectures 20**

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

#### **Unit 2: Service tax**

**Lectures 15**

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

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

**Lectures 10**

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

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

**Lectures 10**

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

#### **Unit 4: Customs laws**

**Lectures 10**

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



**Suggested Readings:**

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

**B.Com. (Hons.): Semester - IV****Paper 4.2: COST AND MANAGEMENT ACCOUNTING****Duration: 3 hrs.****Marks: 100****Lectures: 65**

**Objective:** To acquaint the students with basic concepts used in cost and management accounting and various methods involved in cost ascertainment systems.

**Contents:****Unit I:****Lectures 12**

Introduction: Meaning, objectives and advantages of cost accounting, Difference between financial, cost, and management accounting and. Cost concepts and Classifications, Role of a cost accountant in an organization , Cost Sheet.

Materials: Material/inventory control- concept and techniques, Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard, Treatment of Material Losses.

**Unit II:****Lectures 12**

Labour: Accounting and Control of labour cost, time keeping and time booking, concept and treatment of idle time, over time, labour turnover and fringe benefits.

Overhead: Classification, allocation, apportionment and absorption of overhead. Under- and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, debts, research and development

Expenses, Bad Activity – based cost allocation

**Unit III:****Lectures 12**

Methods of Costing: Unit costing, Job costing. Contract Costing, Process costing (process losses, valuation of work in progress, joint and by-products) and Reconciliation of cost and financial accounts.

**Unit IV:****Lectures 15**

Budgeting and budgetary control: Concept of budget and budgetary control, objectives, merits, and limitations, Budget administration, Functional budgets,

Fixed and flexible budgets, Zero base budget,  
Standard costing and variance analysis: Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis – material, labour.

#### UnitV:

#### Lectures 16

Absorption versus variable costing: Distinctive features and income determination. Cost-Volume-Profit Analysis: Break-even analysis-algebraic and graphic methods. Contribution / sales ratio, key factor. Margin of safety. Angle of incidence and techniques of marginal costing for making decisions – fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, seller process further. Cash Flow Statement ( AS 3)

#### Suggested Reading:

1. Horngreen, Charles T., George Foster and Srikant M. Dattar. *Cost Accounting: A Managerial Emphasis*. Prentice Hall of India Ltd., New Delhi.
2. Horngreen, Charles T., Gary L. Sundem. *Introduction to Management Accounting*. Prentice Hall.
3. Jain, S.P. and K.L. Narang. *Cost Accounting: Principles and Methods*. Kalyani Publishers, Jalandhar.
4. Lal, Jawahar. *Cost Accounting*. Tata McGraw Hill Publishing Co., New Delhi.
5. Nigam, B.M. Lall and I.C. Jain. *Cost Accounting: Principles and Practice*. Prentice Hall of India, New Delhi.
6. Arora, M.N. *Cost Accounting – Principles and Practice*. Vikas Publishing House, New Delhi.
7. Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems*. Shri Mahabir Book Depot, New Delhi.
8. Singh, S. K. and Gupta Lovleen. *Management Accounting – Theory and Practice*. Pinnacle Publishing House.
9. Usry, Milton E. and Lawrence H. Hammer. *Cost Accounting: Planning and Control*. South Western Publishing Co.
10. Barfield, Jesset T., Cecily A. Raibarn and Michael R. Kinney. *Cost Accounting: Traditions and Innovations*. Thomson Learning.
11. Lucey, T. Costing. ELST, London.
12. Garrison H., Ray and Eric W. Noreen. *Managerial Accounting*. McGraw Hill.
13. Drury, Colin. *Management and Cost Accounting*. Cengage Learning.
14. Lal, Jawahar. *Advanced Management Accounting Text and Cases*. S. Chand & Co., New Delhi.
15. Khan, M.Y. and P.K. Jain. *Management Accounting*. Tata McGraw Hill, Publishing Co., New Delhi.
16. Hansen, *Managerial Accounting*, Cengage Learning

#### B.Com. (Hons.): Semester - IV

#### Paper – 4.3: COMPUTER APPLICATIONS IN BUSINESS

Duration: 3 hrs.

Marks: 100

Lectures: 65

**Objectives:** To provide computer skills and knowledge for commerce students and to



enhance the student's understanding of usefulness of information technology tools for business operations.

### **Unit 1. Word Processing**

**Lectures 7**

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: (Opening an existing document/creating a new document, Saving, Selecting text, Editing text, Finding and replacing text, Closing, Formatting, Checking and correcting spellings) Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Mail Merge including linking with Access Database, Tables: Formatting the table, Inserting filling and formatting a table Creating Documents in the areas: Mail Merge including linking with Access Database, Handling Tables, Inserting Pictures and Video

### **Unit 2. Preparing Presentations**

**Lectures 6**

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

### **Unit 3. Spreadsheet and its Business Applications**

**Lectures 16**

Spreadsheet concepts, Creating a work book, Saving a work book, Editing a workbook, Inserting, deleting work sheets, Entering data in a cell, Formula Copying, Moving data from selected cells, Handling operators in formula, Rearranging Worksheet, Project involving multiple spreadsheets, Organizing Charts and graphs, Printing worksheet. Generally used Spread sheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Text functions.

### **Unit 4. Creating spreadsheet in the following areas:**

**Lectures 16**

- Loan & Lease statement
- Ratio Analysis.
- Payroll statements
- Capital Budgeting
- Depreciation Accounting
- Graphical representation of data
- Frequency distribution and its statistical parameters
- Correlation and Regression

### **Unit 5. Database Management System**

**Lectures 20**

Creating Data Tables, Editing a Database using Forms, Performing queries, Generating Reports Creating DBMS in the areas of Accounting, Employees, Suppliers and Customer

**There shall be a practical examination of 100 Marks (Practical-50 Marks by Internal Faculty, Viva-30 Marks and Work Book- 20 Marks by External Experts)**

**B.Com. (Hons.): Semester - IV****Paper 4.4: INDIAN ECONOMY – PERFORMANCE AND POLICIES****Duration: 3 hrs.****Marks: 100****Lectures: 65**

**Unit 1: Basic Issues in Economic Development:** Concept and Measures of Development and Underdevelopment; Human Development.

**Unit 2: Basic Features of the Indian Economy at Independence:** Composition of national income and occupational structure, the agrarian scene and industrial structure.

**Unit 3: Policy Regimes:**

- a) The evolution of planning and import substituting industrialization.
- b) Economic reform and liberalization.

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

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

**Unit 5: Sectoral Trends and Issues:**

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



### Readings:

1. Mishra and Puri, *Indian Economics*, Himalaya Publishing House
2. Gaurav Dutt and KPM Sundarum, *Indian Economy*, S. Chand & Company.
3. Deepashree, "*Indian Economy, Performance and Policies*", Scholar Tech. New Delhi
4. Bettelheim, Charles *India Independent*. Chapters 1, 2 and 3.
5. Bhagwati, J. and Desai, P. *India: Planning for industrialization*, OUP, Ch 2.
6. Patnaik, Prabhat. *Some Indian Debates on Planning*. T. J. Byres (ed.). *The Indian Economy: Major Debates since Independence*, OUP.
7. Ahluwalia, Montek S. *State-level Performance under Economic Reforms in India* in A. O. Krueger. (ed.). *Economic Policy Reforms and the Indian Economy*, The University of Chicago Press.
8. Nagaraj, R. *Indian Economy since 1980: Vitrious Growth or Polarisation?*  
Economic and Political Weekly. pp. 2831-39.
9. Ray, S. K. *Land Systems and its Reforms In India. Sections II & III*, Indian Journal of Agricultural Economics. Vol. 51. Nos. 1 & 2.
10. Visaria, Pravin. *Demographic Aspects of Development: The Indian Experience*. Indian Journal of Social Sciences. Vol. 6. No. 3.
11. Dreze, Jean and Amartya Sen. *Economic Development and Social Opportunity*. Ch. 2. OUP.
12. Vaidyanathan, A. *India's Agricultural Development Policy*. Economic and Political Weekly.
13. Sawant, S. D. and C. V. Achuthan. *Agricultural Growth Across Crops and Regions: Emerging Trends and Patterns*. Economic and Political Weekly. Vol. 30 A2-A13.
14. Krishnaji, N. *Agricultural Price Policy: A Survey with Reference to Indian Foodgrain Economy*. Economic and Political Weekly. Vol. 25. No. 26.
15. Chaudhuri, Sudip. *Debates on Industrialisation*. in T.J. Byres (ed.). *The Indian Economy: Major Debates since Independence*, OUP.
16. Chandra, Nirmal K. *Growth of Foreign Capital and its Importance in Indian Manufacturing*. Economic and Political Weekly. Vol. 26. No. 11.
17. Khanna, Sushil. *Financial Reforms and Industrial Sector in India*. Economic and Political Weekly. Vol. 34. No. 45.
18. Vaidyanathan, A. *Poverty and Development Policy*. Economic and Political Weekly.
19. Deaton, A and Jean Dreze. *Poverty and Inequality in India*. Economic and Political Weekly.
20. Planning Commission, *Task Force on Employment Opportunities*. Ch 1 and 2
21. Uma Kapila (ed), "*Indian Economy since Independence*", Relevant articles.
22. Rangarajan, C. and N. Jadhav. *Issues in Financial Sector Reform*. Bimal Jalan. (ed). *The Indian Economy*. Oxford University Press, New Delhi.
23. Chakravarty, Sukhamoy. *Development Planning – The Indian Experience*. Oxford University Press, Delhi.

**Paper 4.5: E-COMMERCE**

**Duration: 2 hrs.**

**Marks: 50**

**Lectures: 30**

**Objectives:** A student should become familiar with mechanism for conducting business transactions through electronic means

**Contents:(5 Lectures)**

**Unit I:** Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce, Supply Chain Management, Customer Relations Management

**Unit 2: (5 Lectures)**

Planning Online-Business: Nature and dynamics of the internet, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system, one to one enterprise.

**Unit 3 Technology for Online-Business: (5 Lectures)**

Internet, IT Infrastructure, Middlewarecontents: Text and Integrating E-business applications.

**Unit 4: Mechanism of making payment through internet: (5 Lectures)**

Online-paymentmechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card;

**Unit 5: Applications in E-Commerce: (5 Lectures)**

E-commerce applications in manufacturing, Wholesale, retail and service sector.

**Security and Legal Aspects of E-Commerce: (5 Lectures)**

Threats in E-Commerce,Security of Clients and Service-Provider; Cyber Law - Information Technology Act 2000: An overview of major provisions

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
4. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
5. Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited. ISBN-81-7649-272-8.
6. Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi, Anmol Publications. (Latest Editions)
7. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
8. SIDBI Reports on Small Scale Industries Sector.
9. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
10. SS Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.



**B.Com. (Hons.): Semester - V**

**Paper 5.1: CORPORATE ACCOUNTING**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Objectives:** To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.

**Contents**

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

**Lectures 15**

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

**Unit 2. Final Accounts**

**Lectures 15**

Preparation of profit and loss account and balance sheet of corporate entities (As per Companies Act, 2013 & 2015), excluding calculation of managerial remuneration. Disposal of company profits

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

**Lectures 13**

Concepts and calculation - simple problem only.

**Unit 4. Amalgamation of Companies**

**Lectures 12**

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

**Unit. 5 Liquidation**

**Lectures 10**

Meaning of liquidation, modes of winding up, consequences of winding up, statement of affairs, liquidator's final statement of account, list 'B' contributories

**Suggested Readings:**

1. Monga, J.R. *Fundamentals of Corporate Accounting*. Mayur Paper Backs, New Delhi.
2. Shukla, M.C., T.S. Grewal, and S.C. Gupta. *Advanced Accounts*. Vol.-II. S. Chand & Co., New Delhi.
3. Maheshwari, S.N. and S. K. Maheshwari. *Corporate Accounting*. Vikas Publishing House, New Delhi.
4. Sehgal, Ashok and Deepak Sehgal. *Corporate Accounting*. Taxman Publication, New Delhi.
5. Gupta, Nirmal. *Corporate Accounting*. Sahitya Bhawan, Agra.
6. Jain, S.P. and K.L. Narang. *Corporate Accounting*. Kalyani Publishers, New Delhi.
7. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

**B.Com. (Hons.): Semester - V**

**Paper 5.2: PRINCIPLES OF MARKETING**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Objective:** The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

**Contents:**

**Unit I**

**Introduction:** Nature, scope and importance of marketing;

1. Evolution of marketing concepts; Marketing mix, Marketing environment. **Lectures 6**

2. **Consumer Behavior – An Overview:** Consumer buying process; Factors influencing consumer buying decisions. **Lectures 5**

**Unit II**

**Market Selection:** Market segmentation – concept, importance

3. and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation. **Lectures 6**

**Product:** Meaning and importance. Product classifications;

4. Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development. **Lectures 9**

**Unit III**

5. **Pricing:** Significance. Factors affecting price of a product. Pricing Policies and strategies. **Lectures 6**

6. **Promotion:** Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions; **Lectures 6**

**Unit IV**

7. **Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution. **Lectures 7**

8. **Retailing:** Types of retailing – store based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario. **Lectures 6**

**Unit V**



- 18
9. **Rural marketing:** Growing Importance; Distinguishing characteristics of rural markets; Understanding rural consumers and rural markets; Marketing mix planning for rural markets. **Lecturers 7**

10. **Recent developments in marketing:** Social Marketing, online 7 Lectures marketing, direct marketing, services marketing, green marketing,

**Suggested Readings:**

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan Ul Haque. *Principles of Marketing*. 13<sup>th</sup> edition. Pearson Education.
2. Michael, J. Etzel, Bruce J. Walker, William J Staton and Ajay Pandit. *Marketing Concepts and Cases*. (Special Indian Edition).
3. McCarthy, E. Jerome., and William D. Perreault. *Basic Marketing*. Richard D. Irwin.
4. Lamb, Charles W., Joseph F. Hair, Dheeraj Sharma and Carl McDaniel. *Marketing: A South Asian Perspective*. Cengage Learning.
5. Pride, William M., and D.C. Ferrell. *Marketing: Planning, Implementation & Control*. Cengage Learning.
6. Majaro, Simon. *The Essence of Marketing*. Prentice Hall, New Delhi.
7. Zikmund William G. and Michael D'Amico. *Marketing: Creating and Keeping Customers in an E-Commerce World*. Thomson Learning.
8. Chhabra, T.N., and S. K. Grover. *Marketing Management*. Fourth Edition. Dhanpat Rai & Company.
9. The Consumer Protection Act 1986.
10. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.

**B.Com. (Hons.): Semester - V**

**Paper 5.3 (A): Financial Markets, Institutions and Services**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Objective:** To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

**Contents**

**Unit I:**

**An Introduction To Financial System, its Components** – financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system. **(8 Lectures)**

**Unit II:**

**Financial Markets:** Money market – functions, organization and instruments. Role of central bank in money market; Indian money market – An overview

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

**(17 Lectures)**

**Unit III:**

19

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

**(20 Lectures)**

#### **Unit IV:**

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

**(12 Lectures)**

#### **Unit V:**

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

**(18 Lectures)**

#### **Suggested Readings:**

1. Bhole, L.M. *Financial Markets and Institutions*. Tata McGraw-Hill Publishing Company.
2. Khan, M.Y. *Indian Financial System – Theory and Practice*. Vikas Publishing House.
3. Dhanekar. *Pricing of Securities*. New Delhi: Bharat Publishing House.
4. Prasanna, Chandra. *Financial Management: Theory and Practice*. Tata McGraw Hill Publishing Company Ltd., New Delhi.
5. Simha, S.L.N. *Development Banking in India*. Madras: Institute of Financial Management and Research
6. Khan and Jain. *Financial Services*. 2<sup>nd</sup> ed. Tata McGraw Hill
7. Singh, J.K. *Venture Capital Financing in India*. Dhanpat Rai and Company, New Delhi.
8. Annual Reports of Major Financial Institutions in India



**Paper 5.3 (B): INDIAN BANKING AND INSURANCE SYSTEM**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Objectives:**

To enable the students to acquire knowledge about basics of banking and insurance

**Unit – 1**

**Concept of Bank and Banking:** Historical Evolution of Banking: Origin and Development of Banking - Structure of Banking in India – Banks and Economic Development –Functions of Commercial banks (conventional and innovative functions) – Central Bank – RBI – functions – Emerging trends in Banking.

**Unit – II**

**Types of Customers and Account holders:** Procedure and practice in opening and operating the accounts of customers - individuals including minors - joint account holders -Partnership firms - joint stock companies - executors and trustees-clubs and associations

**Unit – III**

**Introduction to insurance:** Purpose and need of insurance, insurance as a social security tool - insurance and economic development - Principles of insurance -various kinds of insurance - life, marine, fire, medical, general insurance - features.

**Unit – IV**

**Life Insurance** - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance – Insurance business in India.

**Unit-V**

**Fundamentals of Agency Law:** Definition of an agent; Agents regulations; Insurance intermediaries; Agents' compensation. Procedure for Becoming an Agent: Pre-requisite for obtaining a license; Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices. Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.

**Reference Books:**

1. Sheldon H.P : *Practice and Law of Banking*.
2. Bedi. H.L : *Theory and Practice of Banking*.
3. Maheshwari. S.N. : *Banking Law and Practice*.
4. Shekar. K.C : *Banking Theory Law and Practice*.
5. Pannandikar & Mithami: *Banking in India*.
6. Radhaswamy & Vasudevan: *Text Book of Banking*.
7. Indian Institute of Bankers (Pub) *Commercial Banking Vol-I/Vol-II (part I&II) Vol-III*.
8. Varshaney: *Banking Law and Practice*.
9. Dr. P. Periasamy: *Principles and Practice of Insurance*
10. Himalaya Publishing House, Delhi.
11. Inderjit Singh, Rakesh Katyal & Sanjay Arora: *Insurance Principles and Practices*
12. Kalyani Publishers, Chennai.
13. M.N. Mishra: *Insurance Principles and Practice*, S. Chand & Company Ltd, Delhi.
14. G. Krishnaswamy : *Principles & Practice of Life Insurance*
15. Kothari & Bahl : *Principles and Practices of Insurance*.

**B.Com. (Hons.): Semester - V****Paper 5.3 (C): BUSINESS ETHICS AND STRATEGIC MANAGEMENT****Duration: 3 hrs.****Marks: 100****Lectures: 65****UNIT-I**

Business-Objectives of business, Beliefs & Values, Social Responsibility of business towards shareholders, consumers, Government, Community etc.

**UNIT-II**

Ethics in managing-Ethical theories, Code of ethics & its implementation. Social Audit-Concept, Objectives, Need, Features, Benefits. Contemporary new ethical issues.

**UNIT-III**

Strategy-concept, Policy & strategy, Tactics & strategy, levels of strategy. Strategic Management-concept, features, strategic decision-its elements. Strategic Management process, Implications of the process.

**UNIT-IV**

Mission & Purpose, Objectives & Goals, Environmental Analysis, Competition Analysis. SWOT analysis, BCG Matrix

**UNIT-V**

Strategic Alternatives, Choice strategy, Implementation & Evaluation.

References.



- Business Ethics-C.S.V Murthy
- Business Policy & Strategic Management-L.M Prasad,Sultan Chand & Sons.
- Strategic Planning & Management-P.K Ghosh,Sultan Chand & Sons.

**B.Com. (Hons.): Semester - V**

**Paper 5.3 (D): INTERNET PROGRAMMING**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**THEORY: 50 Marks**

**UNIT 1:-** Introduction of internet; The working of intranet and extranet; Basic internet terms- web page, website, hyperlink, browser, hypertext, web, search engine; Classification of internet computer; Use of internet.

**UNIT 2:-** Introduction of computer network; Types of computer networks (PAN, LAN, MAN, WAN, VAN); Network topologies: bus topology, ring topology, star topology.

**UNIT 3:-** Network devices: network interface cards, repeaters, hubs, bridges, switches, gateway.

**UNIT 4:-** Definition of HTML, Uniform Resource Locator, Transmission control protocol/ Internet protocol. Definition of XML; Comparison of HTML and XML.

**UNIT 5:-** Network Security; Role of Authentication; Types of network security- password, encryption, firewall, digital signature and digital certificate; Virus.

**PRACTICAL**

FULL MARKS: 30 MARKS

TIME: 3 HOURS

CREATING WEB PAGE BY USING HTML.

**INTERNAL ASSESSMENT TEST: 20 MARKS, 1 HOUR**

**B.Com. (Hons.): Semester - V****Paper 5.4 (A): FINANCIAL STATEMENT ANALYSIS AND REPORTING****Duration: 3 hrs.****Marks: 100****Lectures: 65****Objectives:**

To enable the students to understand the basic knowledge about the financial statement analysis and reporting for economic decision making.

**Unit 1**

**Introduction Concepts of financial statements** – Nature of financial statements – Objectives of financial statements – Different types of financial statements: income statement, balance sheet, statement of retained earnings, fund flow statement, cash flow statement, schedules – Limitations of financial statements.

**Unit 2**

**Analysis & Interpretation of Financial Statements:** Traditional Approaches Vs. Modern Approaches to financial statement analysis – Classification of financial statement analysis: based on modus operandi and based on materials used – Techniques of financial statement analysis: Comparative Statements, Common-size Statements, Trend Ratios and Ratio Analysis – Problems encountered in financial statement analysis.

**Unit 3**

**Ratio Analysis:** Classification of ratios – Ratio formation – Ratio interpretation – Practical methods of ratio analysis: Time Series (intra firm) Analysis, Cross Sectional (inter firm) Analysis, Residual Analysis and Multivariate Analysis.

**Unit 4**

**Multivariate Ratio Analysis:** Concept, objectives, uses and limitations – Univariate analysis Vs. Multivariate ratio analysis – Application of statistical tools in financial statement analysis.

**Unit 5**

**Corporate Reporting:** Cash Flow statement Analysis (AS 3) and Statutory and Non Statutory Reports, Integrated Reporting

**Suggested Readings:**

1. Foster, G.: Financial Statement Analysis, Englewood Cliffs, NJ, Prentice Hall.
2. Foulke, R.A.: Practical Financial Statement Analysis, New York, McGraw-Hill.
3. Hendriksen, E.S.: Accounting Theory, New Delhi, Khosla Publishing House.



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4. Kaveri, V.S.: Financial Ratios as Predictors of Borrowers' Health, New Delhi, Sultan Chand.
  5. Lev, B.: Financial Statement Analysis – A New Approach, Englewood Cliffs, NJ, Prentice Hall.
  6. Maheswari, S.N.: Management Accounting & Financial Control, New Delhi, Sultan Chand.
  7. Myer, J.N.: Financial Statement Analysis, NJ, Prentice Hall. 8. Porwal, L.S.: Accounting Theory – An Introduction, New Delhi, Tata-McGraw-Hill

**B.Com. (Hons.): Semester - V**

**Paper 5.4 (B): MERCHANT BANKING AND FINANCIAL SERVICES**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Objectives:**

To enable the students to understand the basic knowledge about the financial services available in India.

**Unit 1**

**Merchant Banking:** Nature and scope of Merchant Banking - Regulation of Merchant Banking Activity - overview of current Indian Merchant Banking scene - structure of Merchant Banking industry - primary Markets in India and Abroad - - professional Ethics and code of conduct - current Development

**Unit-II**

**Financial Services:** Meaning and Definition, Role of Financial Services in a financial system. Leasing: Meaning and features. Introduction to equipment leasing: Types of Leases, Evolution of Indian Leasing Industry. Legal Aspects of Leasing: present Legislative Framework. Hire purchase: concept and characteristics of Hire purchase. Difference between hire purchase and leasing

**Unit-III**

**Factoring:** concept, nature and scope of Factoring - Forms of Factoring - Factoring vis-à-vis Bills Discounting - Factoring vis-à-vis credit Insurance Factoring vis-à-vis Forfeiting-Evaluation of a Factor - Evaluation of Factoring - Factoring in India current Developments.

**Unit- IV**

**Securitization / Mortgages:** Meaning, nature and scope of securitization, securitization as a Funding Mechanism, securitization of Residential Real Estate - whole Loans - Mortgages -Graduated-payment. Depository: Meaning, Evolution,

Merits and Demerits of Depository. Process of Dematerialization and Dematerialization. Brief description of NSDL and CDSL.

#### **Unit-V**

Security Brokerage: Meaning of Brokerage, types of brokers. Difference between broker and jobber. SEBI Regulations relating to brokerage business in India.

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 11th Edition, 2008
2. Nalini Prava Tripathy, Financial Services, PHI Learning, 2008
3. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2002.
4. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi.
5. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
6. Sasidharan, Financial Services and System, Tata McGraw Hill, New Delhi, 1st Edition, 2008.
7. Website of SEBI

### **B.Com. (Hons.): Semester - V Paper 5.4 (C): RETAIL MANAGEMENT**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Unit-1** Growth of retailing, Retail Theories, Types of retailers, Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy.

**Unit - II** Retail Location Decisions, Merchandise Planning, Managing Assortments, Store Management, Layout, Design,

**Unit III:** Space Management, Visual Merchandising, Retail Aesthetics, Customer Service, Retail Atmospherics, Retail Equity, Retail Purchase Planning.

**Unit - IV** Retail Communication Mix, Retail Pricing: Price Setting, Pricing Strategies, .

#### **Unit-V**

Managing Retail Brands, Retail Supply Chain, CRM, HRM Practices in Retail, Technology in Retailing, Future of Retailing.

**Recommended Books:** 1. Retail Management – Berman, Evans – Pearson

2. Retail Management – Bajaj, Tulsi & Srivastava – Oxford

3. Retail Management – Dunue Lusch – Cengage

4. Retailing Management – Levy, Weitz, Pandit – TMH

5. Fundamentals of Retailing – Madaan – MC Graw Hill

6. Retail Management – Asif Sheikh, Kaneez Fatima – HPH



**B.Com. (Hons.): Semester - V**  
**Paper 5.4 (D): ESSENTIAL OF E-COMMERCE**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**THEORY: 50 Marks**

**UNIT 1:-** Introduction of E-commerce; Difference between traditional commerce and e-commerce; Objectives of E-commerce; Features of E-commerce; Types of E-commerce.

**UNIT 2:** Business models of E-commerce: Business to Consumer Model, Business to Business Model, Consumer to Consumer Model and Consumer to Business Model; Impact on disintermediation and re-intermediation.

**UNIT 3:-** Model based on the relationship of transaction types: Brokerage Model, Aggregator Model and Community Model.

**UNIT 4:-** Introduction of Electronic Payment System, Difference between Traditional Payment and Modern Payment, Types of Electronic Payment.

**UNIT 5:-** Introduction of online banking and its benefit; E-auction and its benefit and impact.

**PRACTICAL**

**FULL MARKS: 30 MARKS**

**TIME: 3 HOURS**

**CREATION OF DATABASE THROUGH MS ACCESS**

**INTERNAL ASSESSMENT TEST: 20 MARKS, 1 HOUR**

**B.Com. (Hons.): Semester – VI**

**Paper 6.1: AUDITING AND CORPORATE GOVERNANCE**

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

**Objective:** To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.

**Contents:**

**Unit-1: Auditing: Introduction, Meaning, Objects, Basic Principles**

**Unit I:**

**(13 Lectures)**

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

**Unit II:**

**(13 Lectures)**

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

**Unit III:**

**(13**

**Lectures)**

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

**Unit IV: Corporate Governance:** Conceptual framework of Corporate Governance, Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance.

**13**

**Lectures)**

**Unit V: Corporate Social Responsibility (CSR):** Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR provision under the Companies Act 2013, CSR Committees

**(13**

**Lectures)**

**Suggested Readings:**

1. Gupta, Kamal and Ashok Arora. *Fundamentals of Auditing*. Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
2. Jha, Aruna. *Auditing*. Taxmann.
3. Tandon, B. N., S. Sudharsanam and S. Sundharabahu. *A Handbook of*



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- Practical Auditing*. S. Chand and Co. Ltd., New Delhi.
4. Ghatalia, S.V. *Practical Auditing*. Allied Publishers Private Ltd., New Delhi.
  5. Singh, A. K. and Gupta Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
  6. Ivin Arens and James Loebbecke, *Auditing: an Integrated Approach*
  7. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning Christine A Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
  8. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.
  9. The Companies Act 2013 (Relevant Sections)
  10. MC Kuchhal *Corporate Laws*, Shri Mahaveer Book Depot. (Publishers). (Relevant Chapters)
  11. Relevant Publications of ICAI on *Auditing* (CARO).

### B. Com.: Semester VI

#### Paper 6.2: FUNDAMENTALS OF FINANCIAL MANAGEMENT

**Duration:** 3 hrs.

**Marks:** 100

**Lectures:** 65

**Objective:** To familiarize the students with the principles and practices of financial management.

#### CONTENTS

##### Unit I:

**Introduction to Financial Management:** Scope and objective, Time value of money, Risk and

1. return, Valuation of securities – Bonds and Equities.

**(8 Lectures)**

##### Unit II:

2. **Long Term Investment Decisions:** The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index

**(17 Lectures)**

##### Unit III:

3. **Financing Decisions:** Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage. Determinants of capital structure. **(17 Lectures)**

##### Unit IV:

4. **Dividend Decisions:** Theories for Relevance and irrelevance of dividend decision for corporate valuation. Cash and stock dividends. Dividend policies in practice. **(10 Lectures)**

##### Unit V:

5. **Working Capital Decisions:** Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash

management, receivables management, inventory management and payables management. (13 Lectures)

29

### Suggested Readings

1. Horne, J.C. Van and Wackowich. *Fundamentals of Financial Management*. 9<sup>th</sup> ed. New Delhi Prentice Hall of India.
2. Johnson, R.W. *Financial Management*. Boston Allyn and Bacon.
3. Joy, O.M. *Introduction to Financial Management*. Homewood: Irwin.
4. Khan and Jain. *Financial Management text and problems*. 2<sup>nd</sup> ed. Tata Mc Graw Hill New Delhi.
5. Pandey, I.M. *Financial Management*. Vikas Publications.
6. Chandra, P. *Financial Management- Theory and Practice*. (Tata Mc Graw Hill).
7. Rustagi, R.P. *Fundamentals of Financial Management*. Taxmann Publication Pvt. Ltd.
8. Singh, J.K. *Financial Management- text and Problems*. 2<sup>nd</sup> Ed. Dhanpat Rai and Company, Delhi.
9. Singh, Surender and Kaur, Rajeev. *Fundamentals of Financial Management*. Book Bank International.
10. Brigham and Houston, *Fundamentals of Financial Management*, 13<sup>th</sup> Ed., Cengage Learning

### B.Com. (Hons.): Semester – VI Paper 6.3 (A): CORPORATE TAX PLANNING

**Duration:** 3 hrs.

**Marks:** 100

**Lectures:** 65

#### Objectives:

To provide Basic knowledge of corporate tax planning and its impact on decision-making.

#### Unit – 1

Tax planning, tax management, tax evasion, tax avoidance. Corporate tax in India.  
Types of companies, Residential Status of companies and tax incidence.  
Tax liability minimum alternate tax, Tax on distributed profits.

Unit II	Tax planning with reference to setting up of a new business: Locational aspect, nature of business, form of organization. Tax planning with reference to financial management decision - Capital structure, dividend including deemed dividend and bonus shares Tax planning with reference to sale of scientific research assets	12
Unit III	Tax planning with reference to specific management decisions - Make or buy; own or lease; repair or replace Tax planning with reference to employees' remuneration Tax planning with reference to receipt of insurance compensation	15



	Tax planning with reference to distribution of assets at the time of liquidation	
Unit IV	Special provisions relating to non-residents Double taxation relief Provisions regulating transfer pricing Advance rulings Advance pricing agreement	12
Unit V	Tax planning with reference to business restructuring - Amalgamation - Demerger - Slump sale - Conversion of sole proprietary concern/partnership firm into company - Conversion of company into LLP - Transfer of assets between holding and subsidiary companies	17

#### Suggested Readings:

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

#### Journals

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

### B.Com. (Hons.): Semester – VI Paper 6.3 (B): FUNDAMENTALS OF INVESTMENT

**Duration:** 3 hrs.

**Marks:** 100

**Lectures:** 65

**Objective:** To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

#### Contents

##### Unit-I:

(10 Lectures)

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



**Unit-II:****(15 Lectures)**

**Fixed Income Securities** – Bond features, types of bonds, estimating bond yields, Bond Valuation types of bond risks, default risk and credit rating.

**Unit-III:****(15 Lectures)**

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

**Unit-IV:****(15 Lectures)**

**Portfolio Analysis and Financial Derivatives:** (a) Portfolio and Diversification, Portfolio Risk and Return. (b) Mutual Funds. (c) Introduction to Financial Derivatives, Financial Derivatives Markets in India.

**Unit-V:****(10 Lectures)**

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

**Suggested Readings**

1. Jones, C.P., "*Investments Analysis and Management*", Wiley, 8<sup>th</sup> ed.
2. Prasanna, Chandra., "*Investment Analysis and Portfolio Management*", Tata McGraw Hill.
3. Rustogi, R.P., *Fundamentals of Investment*, Sultan Chand & Sons, New Delhi.
4. Vohra, N.D., and B.R. Bagri, "*Futures and Options*", McGraw Hill Publishing
5. Mayo, *An Introduction to Investment*, Cengage Learning.

**B.Com. (Hons.): Semester – VI**  
**Paper 6.3 (C): ENTERPRENEARSHIP**

**Duration: 3 hrs.****Marks: 100****Lectures: 65****UNIT-I**

Entrepreneur-Meaning & definition of entrepreneur, Nature & Importance of Entrepreneur, Function of Entrepreneur, Classification of entrepreneur, Entrepreneur v/s Entrepreneur, Entrepreneur v/s Manager.

**UNIT-II**

Entrepreneurship- Concept, Definition, Characteristics, Need, Advantages, Disadvantages, Barriers of Entrepreneurship, Theories of entrepreneurship, Entrepreneur v/s Entrepreneurship.

**UNIT-III**

Women Entrepreneurship-Definition of women entrepreneur, Reasons of women entrepreneurship, women entrepreneur problems, remedies for the problems of women entrepreneurs.

#### UNIT-IV

Sources of business ideas and tests of feasibility. Significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered).

#### UNIT-V

Entrepreneurship Development-Concept, Needs, Role, Objectives, Entrepreneurship development programme, EDP Training, Small scale Industry- Role, Importance, Small scale industry v/s Large scale Industry Financial Institutions- IDBI, IFCI, ICICI, SIDBI.

#### References

- ❖ Dynamics of Entrepreneurial Development & Management – Vasant Desai, HPH
- ❖ Management of Small scale industries – Malhotra & Gupta, Galgotia pub Company.
- ❖ Fundamentals of Entrepreneurship and Small Business Management- Desai, Vasant HPH .
- ❖ Entrepreneurship Management – Desai, Vasant, HPH
- ❖ Small-Scale Industries and Entrepreneurship- Desai, Vasant, HPH
- ❖ Entrepreneurs Development- Taneja, S. HPH

### B.Com. (Hons.): Semester – VI Paper 6.3 (D): PRINCIPLES OF E- MARKETING

**Duration: 3 hrs.**

**Marks: 100**

**Lectures: 65**

#### **THEORY: 50 Marks**

**UNIT 1:-** Introduction of E-marketing; concept of traditional marketing, difference between traditional and e-marketing,; Essential requirement in designing a website; Methods of promoting.

**UNIT 2:** Online marketing and its advantages. How should buyer pay online? Various businesses that can flourish the net.

**UNIT 3:-** Introduction of E-advertising; Various means of E-advertising; E- branding and branding strategies; difference between affiliate marketing strategy and viral marketing strategy.

**UNIT 4:-** Introduction of Marketing Segmentation; Bases of marketing segmentation; Factors affecting consumer behavior.

**UNIT 5:-** Product Description and Classification, Product Mix, Product Differentiation; Product Positioning; Marketing Mix Strategies.



**PRACTICAL**

FULL MARKS: 30 MARKS

TIME: 3 HOURS

**VISUAL BASIC 6.0****INTERNAL ASSESSMENT TEST: 20 MARKS, 1 HOUR****B.Com. (Hons.): Semester - VI****PAPER 6.4: Business Research Methods and Project Work****Duration: 3 hrs.****Marks: 100****Lectures: 65**

**Objective:** This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.

**Section A: Business Research Methods 50 Marks****Unit I:****10 Lectures**

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

**Unit II:****10 Lectures**

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

**Unit III:****19 Lectures**

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

**Hypothesis Testing:** Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests

Testing the assumptions of Classical Normal Linear Regression

**Section B – Project Report****Marks 50****Unit IV:****26 Lectures**

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

**Note:**

1. There shall be a written examination of 50% Marks on the basis of Unit I to III.

The student will write a project report under the supervision of a faculty member assigned by the college/institution based on field work. The Project Report carries 50% Marks and will be evaluated by University appointed examiners