

SYLLABUS

For

3 YEARS B.COM PROGRAMME

(Revised Syllabus Approved by Academic Council)



*Dept. of
Commerce*

JUNE, 2018

UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA

Techno City, 9th Mile, Baridua, Ri-Bhoi, Meghalaya, 793101

About the Department:

The importance of Commerce education was never been so high, as today. There is a continuous change in the environment and it is continuously interacting with the subject matter making many older subjects obsolete and providing path for the newer insight. To provide such newer insight into the subject and fulfilling aspirations of the people of the region, the Department of Commerce got established in the year 2012 under the aegis of University of Science and Technology, Meghalaya.

Academic Focus:

Commerce is an applied subject developed over the years as a learning discipline to equip the students to meet the various functional areas of trade, commerce, industry, entrepreneurship and profession. It provides earning avenues immediately after acquiring the degree from the academic institutions. It gives them an opening and easy entry to the professional courses like chartered accountancy, cost accountancy, company secretary ship, banking course, insurance course, setting of new business venture, to become an entrepreneur. Besides, the students may opt for job avenues in retail trade management, marketing, e-commerce, e-accounting, online-trading, online-investment and stock market trading. There is a provision of hiring persons from the professional field and give the students an exposure to real time business situation and other business practices. In the present changing scenario, selecting commerce as a career option is one of the potential areas for making a livelihood.

Career Scope:

Commerce is considered a popular field in order to acquaint oneself with knowledge and practice of accounting, finance, taxation, management, marketing and other related fields of business. Few out of many opportunities for building career through Commerce are teaching and research, Chartered Accountant, Company Secretary, Cost Accountant, Financial Analyst, HR executive, functional manager, Market researcher, Certified Management Accountant, Certified Public Accounting, Investment analyst.

Programme Details:

Under Graduate Course	Post Graduate Course	Ph. D Course
B.Com with specialization in Accountancy/ Finance/ Management <u>Eligibility:</u> HS in Arts/Science/Commerce	M. Com. with specialization in Accounting & Finance and Human Resource Management and Marketing Management <u>Eligibility:</u> B.Com	Commerce

➤ **Bachelor Commerce (B.Com)**

Duration: 3 Years

➤ **Master Commerce (M.Com)**

Duration: 2 Years

➤ **Ph.D**

Programme Objectives (PO):

To give basic introduction to the students in respect of trade, commerce and business related contemporary issues.

1. To enhance the ability of students in conceptualizing certain business problems through classroom teaching drawing examples from real life situations. At the same time to develop analytical skill and problem solving aptitude of the students.
2. The Commerce education helps the students learn the concepts and practice of accountancy, taxation, human resource management, marketing and finance.
3. The students are given exposure in course of their day-to-day learning process to the questions relating to multiple choice questions generally applied in all national level test-NET, JRF, etc.

4. Students are given exposure to Research Methodology not only in class room teaching of the paper but also guiding students to enhance their ability to assimilate theoretical learning in the classroom with the practical application when they are offered a platform for conducting a field survey and manifested through project report and dissertation submitted.
5. Students are given technological skill through presentations on relevant topic and when they are asked to present their project work and dissertation in PPT mode in course of defending their project work and dissertation.

Programme Specific Outcomes (PSO):

Programme name: B.Com

Programme Code: BCM

PSO1. Understanding of basic concepts, structure and processes of business organizations, their products and services

PSO2. Impart knowledge on accounts keeping, preparation of financial statements, understanding and managing human resources, selecting marketing channels and distribution mechanism of products and services

PSO3. Realizing business laws, rules, regulations

PSO4. Realizing how to comply with all regulatory requirements

PSO5. Be responsive and responsible towards utilization of local resources for achieving social goals to the best advantage of all

PSO6. Improve aptitude for quantitative analysis and data management with IT

PSO7. Giving exposure to a real life situation through identification of a project work relating to a business entity and its functions

PSO8. Sensitising the students about international, national, regional and local business avenues

PSO9. Promoting entrepreneurship and risk taking aptitude

Programme name: M.Com

Programme Code: MCM

PSO1. In-depth understanding of cross sections of industry, trade, retail and services

PSO2. Giving exposure to complexities of international business, international marketing, strategic HRM

PSO3. Giving exposure to various investment avenues, stock market, bond, debt, currency market

PSO4. Improve the analytical skill and problem solving aptitude

PSO5. Improving soft skill and communication through ICT

PSO6. Selection of a researchable topic to enhance aptitude for survey, report writing and power point presentation

PSO7.Sensitising the students about international, national, regional and local business avenues

PSO8. Enabling them to take up NET, JRF, SET and other job related selection test

PSO9. Promoting entrepreneurship and risk taking aptitude

Programme name: Ph.D

PSO1. To encourage creative thinking on a societal problems

PSO2. To prepare a thesis embedding the findings of a research investigation in the shape of a report

PSO3. To prepare an effective research proposal to stimulate advancement of learning and knowledge creation

PSO4. To inculcate the intellectual curiosity of taking up a research enquiry into a given discipline

PSO5. To encourage independent, original thinking, research aptitude and undertaking a fundamental research enquiry

PSO6. To adhere to a high standard of ethical and moral practices in undertaking a research enquiry

PSO7. To develop analytical skill, communication skill and the skill of defending a thesis with strong fundamental inferences drawn out of a research

PSO8. To preserve all documentations, papers, monographs as a proof of individual self contribution in original research work.

Programme Structure: Programme structure of the Department of Commerce for UG and PG courses is listed out below:

SEMESTERWISE DISTRIBUTION OF COURSE

BACHELOR OF COMMERCE

B.Com (Hons.): Three-Year (6-Semester) CBCS Programme			Credit
COURSE STRUCTURE			
Paper Code	Semester I		
BCM-101	Communicative English	Ability Enhancement Compulsory Course (AECC) - 1	4
BCM-102	Financial Accounting	Core Course C-1	6
BCM-103	Business Law	Core Course C-2	6
BCM-104	Business Organisation and Retail Trade Management	Core Course C-3	6
BCM-105	Micro Economics	Generic Elective (GE) - 1	6

	Semester II		
BCM-201	Environmental Studies	Ability Enhancement Compulsory Course (AECC) - 2	4
BCM-202	Corporate Accounting	Core Course C-4	6
BCM-203	Business Mathematics	Core Course C-5	6
BCM-204	Management Principles and Applications	Core Course C-6	6
BCM-205	Macro Economics	Generic Elective (GE) - 2	6
	Semester III		
BCM-301	Human Resource Management	Core Course C-7	6
BCM-302	Income Tax Law and Practices	Core Course C-8	6
BCM-303	Banking and Insurance	Core Course C-9	6
BCM-304	Business Statistics	Generic Elective (GE) - 3	6
BCM-305	E-Commerce	Skill-Enhancement Elective Course (SEC) - 1	6
	Semester IV		
BCM-401	Cost Accounting	Core Course C-10	6
BCM-402	Corporate Law	Core Course C-11	6
BCM-403	Computer Applications in Business	Core Course C-12	6
BCM-404	Indian Economy	Generic Elective (GE) - 4	6
BCM-405	Entrepreneurship	Skill-Enhancement Elective Course (SEC) - 2	6
	Semester V		
BCM-501	Principles of Marketing	Core Course C-13	6
BCM-502	Fundamentals of Financial Management	Core Course C-14	6

BCM-503	Management Accounting	Core Course C-15	6
BCM-504	DSE-I (<i>Any one of the following</i>)	Discipline Specific Elective (DSE)-1	6
	A. Corporate Tax Planning		
	B. Micro Finance		
	C. Sales Management		
BCM-505	DSE-II (<i>Any one of the following</i>)	Discipline Specific Elective (DSE)-2	6
	A. Financial Markets and Institutions		6
	B. Advertising Management		6
	C. Human Resource Development		6
	Semester VI		
BCM-601	Auditing and Corporate Governance	Core Course C-16	6
BCM-602	Indirect Tax Law	Core Course C-17	6
BCM-603	Business Research Methods and Project Work	Core Course C-18	6
BCM-604	DSE-III (<i>Any one of the following</i>)	Discipline Specific Elective (DSE)-3	6
	A. Business Tax Procedures and Management		
	B. Fundamentals of Investment		
	C. Consumer Affairs and Customer Care		
BCM-605	DSE-IV (<i>Any one of the following</i>)	Discipline Specific Elective (DSE)-4	6
	A. Computerised Accounting System		6
	B. International Business		6
	C. Industrial Relations and Labour Laws		6
Total Credit			176

Sem	Core Courses (18) 18x6=108 credits	Ability Enhancement Compulsory Course (2) 2x4=8 credits	Skill Enhanceme nt Course SEC (2) 2x6=12 credits	Discipline Specific Elective DSE (4) 4x6=24 credits	Generic Elective GE (4) 4x6=24 credits	
I	Financial Accounting	Communicative English			Micro Economics	
	Business Law					
	Business Organisation and Retail Trade Management					
II	Corporate Accounting	Environmental Studies			Macro Economics	
	Business Mathematics					
	Management Principles and Applications					
III	Human Resource Management		E- commerce		Business Statistics	
	Income Tax Law and Practices					
	Banking and Insurance					
IV	Cost Accounting		Entrepreneu rship			
	Corporate Law				Indian Economy	
	Computer Applications in Business					
V	Principles of Marketing			DSE-I Corporate Tax Planning/ Micro Finance/ Sales Managem ent		

	Fundamentals of Financial Management			DSE-II Financial Markets and Institutions/ Advertising Management/ Human Resource Development		
	Management Accounting					
VI	Auditing and Corporate Governance			DSE-III Business Tax Procedures and Management/ Fundamentals of Investment/ Consumer Affairs and Customer Care		
	Indirect Tax Law			DSE-IV Computerised Accounting System/ International Business/ Industrial Relations and Labour		

				Laws		
	Business Research Methods and Project Work					

B.COM SEMESTER I
BCM-101: COMMUNICATIVE ENGLISH

OBJECTIVES: This paper has been divided into four units. The aim of the syllabus is to make students adept in official correspondence, communication skills, grammar and writing skills. The syllabus also gives scope to the students to enjoy, understand and interpret literary texts.

Full Marks: 100

Unit 1: Literary Texts (Poetry)

This particular unit will help the students to enjoy, understand and interpret poems and develop a taste for fine poetry. The texts that have been chosen to be included are as follows:

- “The Poison Tree” by William Blake
- “The Daffodils” by William Wordsworth
- “If” by Rudyard Kipling.

Unit 2: Literary Texts (Prose)

This particular unit will help the students to foster a taste for literary prose pieces. The texts that have been chosen to be included are as follows:

- “The Stolen Bacillus” by H.G. Wells.
- “The Verger” by Somerset Maugham.
- “Shooting an Elephant” by George Orwell.

Unit 3: Grammar and Usage:

- Determiners, Tenses, Voice, Direct and Indirect Speech, Punctuation, Word Formation, Antonyms and Synonyms, Homophones, One word substitution.
- Idioms and Phrases

Unit 4: Writing Skills:

This part would include areas like official correspondence, Letter (Formal and Informal), Circular, Notice, Writing Cvs/ Resume, Essay writing, e-mail writing, Blog writing, Story Writing, Paragraph writing.

The second section of this part will include **Comprehension** and **Precis Writing** that will enable the students to understand a particular passage and then express their opinions in their own language. This will enhance the student's reading and writing abilities.

Suggested Readings:

- Nilanjana Gupta, *Communicate With Confidence*, Anthem Press.
- V. Shyamala, *Effective English Communication for You*, Emerald Publisher.
- Krishnamohan and Meera Bannerji, *Developing Communication Skills*.
- R.K. Madhukar, *Business Communication*, Vikash Publishing house Pvt. Ltd.
- Shalin Sharma, *Concepts of Professional Communication*, Acme Learning
- Daniel Jones, *English Phonetics*.
- R.K. Bansal and Harrison, *Spoken English for India*, Sec. Ed. Madras Orient Longman.
- Donald Treadwell and Jill B. Treadwell, *Public Relations Writing*, Sec. Ed. Sage Publications, Inc.
- P.D. Chaturvedi and Mukesh Chaturvedi, *Business Communication Concepts, Cases and Applications*, Sec. Ed. Manipal Press Limited.
- Sarah Trenholm and Arthur Jensen, *Interpersonal Communication*, Sixth Ed. Oxford University Press.
- Pulak Bhattacharyya (ed), *Musings- II: A Collection of English Prose*, Book Land Publishers.
- David V. Erdman(ed), *The Complete Poetry and Prose of William Blake*, Anchor Publishers.
- Maugham, Somerset, 65 Short Stories, Heinemann: London, 1988[rpt]
Henry Reed(ed), The Complete Poetical Works of William Wordsworth, Troutman and Hayes Publishers.

Note: Latest edition of text books may be used.

BCM-102: FINANCIAL ACCOUNTING

Objectives: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: It helps the students to acquire conceptual knowledge of the financial accounting.

CO2: Enable the students to recognize commonly use financial statements, their components and how information from business transactions flows into these statements.

CO3: Students learn about the maintenance of final accounts of sole traders, accounts treatment under hire purchase and installment system.

CO4: Students also learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future career in business.

CO5: Provide the knowledge of preparation of accounts for branch, department and dissolution of partnership.

Full Marks: 100

Unit 1: (a) Theoretical Framework

i. Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.

ii. The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures, Substance over form

iii. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) 101. International Financial Reporting Standards (IFRS): - Need and procedures.

(b) Accounting Process

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

(c) Computerised Accounting Systems

Computerised Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss

Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company, Extensible Business Reporting Language

Unit 2: (a) Business Income

i. Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement, Economics Income vs Accounting Income

ii. Revenue recognition: Recognition of expenses.

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

iv. Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average. Salient features of Indian Accounting Standard (Ind-AS): 2

(b) Final Accounts

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

Unit 3: Accounting for Hire Purchase and Installment Systems

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

Unit 4: Branch Accounting with special reference to inland branch

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

Unit 5: Accounting For Dissolution of the Partnership Firm

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

Note:

1. *The relevant Indian Accounting Standards in line with the IFRS for all the above topics should be covered.*
2. *Any revision of relevant Indian Accounting Standard would become applicable immediately.*

Suggested Readings:

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

Note: Latest edition of the text books should be used.

BCM-103: BUSINESS LAW

Objective: The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: To inculcate knowledge of law of Contract, Special Contracts and law of Agency

CO2: Learn to analyse the laws relating to Sale of Goods Act,

CO3: Learn to analyse the laws relating to Partnership Act, 1932, Limited Liability Partnership Act, 2008

CO4: Learn to analyse the laws relating to Consumer Protection Act, 1986, Competition Commission Act, 2002 and the Insolvency and Bankruptcy Code, 2016, Arbitration and Conciliation Act, 1996

CO5: To enable the students to apply the provisions of business laws in business activities.

Full Marks: 100

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

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

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

Contract of Indemnity and Guarantee; Contract of Bailment; Contract of Agency

Unit 3: The Sale of Goods Act, 1930

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

Unit 4: Partnership Laws

A) The Partnership Act, 1932

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

B) The Limited Liability Partnership Act, 2008

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

Unit 5: Incidental Laws Governing Business

The Consumer Protection Act, 1986: Objectives, Rights, Duties, Forums; The Right to Information Act, 2005: Objectives, Important provisions; The Competition Act, 2002: Objectives, Important provisions; The Insolvency and Bankruptcy Code, 2016: Objectives, Important provisions; The Arbitration and Conciliation Act, 1996: Objectives, Important provisions

Suggested Readings:

1. M.C. Kuchhal, and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.

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

Note: Latest edition of text books may be used.

BCM-104: BUSINESS ORGANISATION AND RETAIL TRADE MANAGEMENT

Objective: The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise. The course also provides opportunity to the student in getting acquainted with the concept retail trade and its management.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Creates awareness among the students about the functioning of organization, develop students' capability to establish various forms of organization.

CO2: Creates consciousness among the students about the various traders association or business associations in India.

CO3: Help students in attaining the understanding the basics of production. Productivity and Rationalization.

CO4: Students will get insight about the Retailing in India and abroad, students will get acquainted with the management of retail enterprise

CO5: The information provided in this course will help the students in establishing and running retail business

Full Marks: 100

Unit 1: Foundation of Indian Business

Manufacturing and service sectors; Micro, Small and Medium Enterprises; Problems and government policy.

India's experience of liberalisation and globalisation. Technological innovations and skill development.

'Make in India' Movement. Social responsibility and ethics

Emerging opportunities in business; Franchising, Outsourcing, and E-commerce

ASSOCHAM, FICCI, ICC, FINER and others: Brief profile

Unit 2: Business Enterprises

Forms of Business Organisation: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society, Public Private Partnership model, Joint Ventures; Limited Liability Partnership; Choice of Form of Organisation.

Government - Business Interface; Rationale and Forms of Public Enterprises. Trust as an economic entity.

Multinational Corporations.

Unit-3: Production, Productivity, and Rationalization

Meaning and scope of Production Management, production planning process, and quality control; Productivity – meaning, factors influencing productivity, causes of low productivity; Rationalization – meaning, aims and objectives, benefits, and limitations.

Unit 4: Retailing: Introduction

Definition and scope of retailing, function performed by retailers, Global and Indian retailing scenario, store formats, Retail location: Importance, factors influencing location decision, types of retail location, process of choosing retail location, Merchandising: Meaning, factors influencing merchandising

Unit 5: Retail Market Strategy:

Concept, Building sustainable competitive advantage, Growth Strategies, Essentials for exploiting international opportunities, Strategic Retail Planning process, eRetailing: Concepts, Characteristics, Issues faced by eRetailers in India.

Suggested Readings:

1. Kaul, V.K., *Business Organisation and Management*, Pearson Education, New Delhi
2. Chhabra, T.N., *Business Organisation and Management*, Sun India Publications, New Delhi,
3. Gupta CB, *Modern Business Organisation*, Mayur Paperbacks, New Delhi
4. Koontz and Weihrich, *Essentials of Management*, McGraw Hill Education.
5. Basu, C. R., *Business Organization and Management*, McGraw Hill Education.
6. Jim, Barry, John Chandler, Heather Clark; *Organisation and Management*, Cengage Learning.
7. B.P. Singh and A.K.Singh, *Essentials of Management*, Excel Books
8. Buskirk, R.H., et al; *Concepts of Business: An Introduction to Business System*, Dryden Press, New York.
9. Retailing Management by Michael Levy, Tata McGraw Hill Publishing, New Delhi
10. Retail Management-Promotional Principles & Practices, Gibson G Vedamani, Jaico Publishing House

Objective: The objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firms.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: It tries to capture the basic concepts of microeconomics and students will be able to understand why economic problem arise in micro level and how can we address the problem with efficient allocation of resource.

CO2: By end of this, student will be able to understand the different types of commodities and importance of income effect, substitution effect and price effect for identifying Giffen goods and inferior goods.

CO3: Students will be able to understand how cost of production could be minimized to produce a certain level of output. Different cost minimization techniques have been captured so that students can apply these in their future endeavor.

CO4: It tries to capture the technique and tools to maximize the output given a certain outlay. By end of this, students will be able to learn how profit can be maximized either by maximizing sales or by minimizing cost.

CO5: By end of this, students will have a clear idea about different kinds of cost and its calculation.

Full Marks: 100

Unit 1: INTRODUCTION

The Economic Problem- Scarcity and Choice; Concepts of Equilibrium - Stable and Unstable, Static, Comparative Static, Dynamic, The Basic Market Model; Interfering with the market versus working through the Market.

Unit 2: CONSUMER BEHAVIOUR AND DEMAND

Utility: Cardinal versus Ordinal; Indifference Curve - Assumptions and Properties; Consumer's Equilibrium; Price Effect-Income Effect, Substitution Effect; Engel's Curve; Derivation of the Demand Curve; Giffen Paradox; Merits and Limitations of Indifference Curve Analysis; Consumer's Surplus and Applications and Limitations of the Concept.

Unit 3: THEORY OF PRODUCTION

Organisation of Production; Production Function and its related concepts; Total, Average and Marginal Products and the Law of Variable Proportions; Production with two variable inputs Isoquants; Factor Elasticity of Substitution; Returns to Scale; Least cost input combination; Expansion Path; Contract Curve and the derivation of Production Possibility Curve.

Unit 4: THEORY OF COST

Cost functions; Cost of Production; Types of Costs- Money Cost, Real Cost, Explicit Cost, Implicit Cost, Sunk Cost, Opportunity Cost, Private Cost, Social Cost; Cost in the Short Run- Fixed Cost, Variable Cost, Total Cost, Average Cost, Marginal Cost and their interrelation; Derivation of the Long Run Average and Marginal Cost Curves; Economies and Diseconomies of Scale.

Unit 4: OUTPUT DECISIONS AND PROFIT MAXIMIZATION

Revenue: TR, AR, MR; Relation between AR, MR, Elasticity of Demand; Comparing Costs and Revenues to maximize Profit.

Suggested Readings:

1. Karl E. Case, Ray C. Fair, Principles of Economics, Pearson Education Asia
2. Dominick Salvatore, Micro Economics- Theory and Applications, Oxford University Press
3. Koutsoyiannis. A, Modern Micro Economics, ELBS/ Macmillan
4. Sampat Mukherjee, Modern Economic Theory, New Age International Publishers
5. Rahul A. Shastri, Micro Economic Theory, University Press (India) Limited
6. D. N. Dwivedi , Micro Economic Theory and Applications, Pearson Education
7. R. K. Sharma and Shashi K. Gupta, Management Accounting- Principles and Practice, Kalyani Publishers.
8. G S Maddala and Ellen Miller, Micro Economic Theory and Application, Tata Mc Graw- Hill

Note: Latest edition of text books may be used

B. COM SEMESTER II

BCM 201: ENVIRONMENTAL STUDIES

Unit 1: Multidisciplinary nature of environmental studies

Definition, scope and importance; Need for public awareness.

Unit 2: Natural Resources

Renewable and non-renewable resources

- a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) Water resources: Use and over utilization of surface and ground water, floods, drought, conflicts over water, dams – benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems

Concept of an ecosystem; Structure and function of an ecosystem; Producers, consumers and decomposers; Energy flow in the ecosystem; Ecological succession; Food chains, food webs and ecological pyramids; Introduction, types, characteristic features, structure and function of the following ecosystems:- a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 4: Biodiversity and its conservation

Introduction: Definition and types – genetic, species and ecosystem diversity; Biogeographical classification of India; Values of biodiversity – consumptive, productive, social, ethical, aesthetic and optional; Biodiversity at Global, National and Local levels; India as a mega diversity nation; Hot-spots of biodiversity; Threats to biodiversity habitat loss, poaching of wildlife, man-wildlife

conflicts; Endangered and endemic species of India; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit 5: Environmental Pollution

Definition, cause, effects and control measures of :- a) Air pollution; b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards

Solid waste Management: causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution; Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

Unit 6: Social Issues and the Environment

From Unsustainable to Sustainable development; Urban problems related to energy; Water conservation, rain water harvesting, watershed management; Resettlement and rehabilitation of people; its problems and concerns, case studies; Environmental ethics: Issues and possible solutions; Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies; Wasteland reclamation; Consumerism and waste products.

BCM 202: CORPORATE ACCOUNTING

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

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: This paper helps the students to acquire the conceptual knowledge of corporate accounting and to learn the techniques of preparing the financial statements.

CO2: Develop an understanding about issue and redemption of Shares and Debenture.

CO3: It gives an exposure to the company final accounts as per the companies Act 2013 and final accounts of banking companies company as per the banking regulation Act 1949.

CO4: provide knowledge on valuation of goodwill and shares.

CO5: Students can get an idea about internal reconstruction, external reconstruction, holding companies and its accounting treatments.

Full Marks: 100

Unit 1. Accounting for Share Capital & Debentures

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

Unit 2. Final Accounts

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

Unit 3. Valuation of Goodwill and Valuation of Shares

Concepts and calculation: simple problem only

Unit 4. Amalgamation of Companies

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

Unit 5. Accounts of Holding Companies/Parent Companies

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

Unit 6. Banking Companies

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

Unit 7. Fund Flow Statement and Cash Flow Statement

Concepts of funds and fund flow statement. Preparation of cash flow statement as per Indian Accounting Standard(Ind- AS): 7.

Note:

- 1. The relevant Indian Accounting Standards in line with the IFRS for all the above topics should be covered.**
- 2. Any revision of relevant Indian Accounting Standard would become applicable immediately.**

Suggested Readings:

1. J.R. Monga, *Fundamentals of Corporate Accounting*. Mayur Paper Backs, New Delhi.
2. M.C. Shukla, T.S. Grewal, and S.C. Gupta. *Advanced Accounts*. Vol.-II. S. Chand & Co., New Delhi.
3. S.N. Maheshwari, and S. K. Maheshwari. *Corporate Accounting*. Vikas Publishing House, New Delhi.
4. Ashok Sehgal, *Fundamentals of Corporate Accounting*. Taxman Publication, New Delhi.
5. V.K. Goyal and Ruchi Goyal, *Corporate Accounting*. PHI Learning.
6. Jain, S.P. and K.L. Narang. *Corporate Accounting*. Kalyani Publishers, New Delhi.
7. Bhushan Kumar Goyal, *Fundamentals of Corporate Accounting*, International Book House
8. P. C. Tulsian and Bharat Tulsian, *Corporate Accounting*, S.Chand
9. Amitabha Mukherjee, Mohammed Hanif, *Corporate Accounting*, McGraw Hill Education
10. *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi.

Note: Latest edition of text books may be used.

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

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Learn about arithmetic and geometric progression, logarithm analysis.

CO2. Learn about the properties of determinants and matrices, method of computation on linear equations, application of matrices.

CO3. Learn about the use of and functions of calculus.

CO4. Learn about application of mathematics in finance functions, rate of interest, rate of depreciation.

CO5. Learn about annuities and computation of value of annuities, learn about linear programming, formulation of LPP, graphical method of solution, learn about simplex method, transportation problem.

Full Marks: 100

Unit-I: Algebra:

Arithmetic and Geometric Progressions, Quadratic Equations, Logarithm Analytical geometry: (Cartesian co-ordinate system) Length of a line segment section formula, area of a triangle, square, rectangles, rhombus, Gradient of a straight line, equation of straight line (various forms).

Unit-II: Determinants & Matrices:

Definition, Minors and Cofactors of determinant, Properties of determinates, calculation of value of determinants up to third order, Solution of a system of linear equations (not more than

three (variables), multiplication of matrix; adjoint and inverse of a matrix; solution of linear equations by matrix method (not more than three variable), equations by matrix method (not more than three variable), application of matrices.

Unit-III: Calculus:

(Problems and theorems involving trigonometrically ratios are not to be done): limit and continuity of a function; Differentiation of functions up to second order; maxima and minima.

Unit-IV: Mathematics of Finance

Simple and Compound interest: Simple and Compound interest formulae; nominal rate of interest and effective rate, depreciation.

Annuities: Types of annuities; present value and amount of annuities; valuation of simple loans and debentures, sinking fund.

Unit V: Linear Programming:

Formulation of LPP; Graphical method of solution; problem relating to two variables including the case of mixed constraints; Case having no solutions, unbounded solution and redundant constraints SIMPLEX METHOD: Solution of problems up to the three variables, including the cases of mixed constraints; Duality; Transportation problem.

Suggested Readings:

1. Allen R.G.D.: Basic Mathematics; Macmillan, New Delhi.
2. Dowling, E.T.: Mathematics for Economics; Schaum Series, McGraw Hill, London.
3. Loomba, Paul: Linear Programming; Tata Mc Graw Hill, New Delhi.
4. Vohra, N.D.: Quantitative Techniques in Management; Tata Mc Graw Hill, New Delhi.
5. Soni, R.S.: Business Mathematics; Pitamber publishing House.
6. Kapoor, V.K.: Business Mathematics; Sultan Cahnd& Sons, Delhi.

7. Holden: Mathematics for Business and Economics; Macmillan, New Delhi.

Note: Latest edition of text books may be used.

BCM 204: MANAGEMENT PRINCIPLES AND APPLICATIONS

Objective: The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Students will get aware about the contribution of various management thinkers in the development of management thought; provide insight in the evolution of management.

CO2: The course will enhance the students' capability in making plan systematically, students will also get to know about the nuances of decision making in the organizational context.

CO3: The course will instill the capability of establishing Authority and Responsibility structure in the organization, students will get aware about the various aspects and theories of motivation. This will help students in self motivation and motivating a team.

CO4: Students will get aware about the various aspects and theories of leadership. This will help students in leading a team in different situation.

CO5: This course will also help students in making their communication efficient & effective. Students will get acquainted with the concept of controlling and can use the tool of control more effectively. The course will also help students in learning modern tools of controlling. The course provides a insight about the emerging issues in management.

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Planning

Types of Plan – An overview to highlight the differences; Strategic planning – Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques, Business environment- Concept and Components; Decision-making – concept, importance; Committee and Group Decision making, Process, Perfect rationality and bounded rationality, Techniques

Unit 3: Organising

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

Unit 4: Staffing and Leading

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

Unit 5: Control

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

Suggested Readings:

1. Harold Koontz and Heinz Weihrich, *Essentials of Management: An International and Leadership Perspective*, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, *Fundamentals of Management: Essential Concepts and Applications*, Pearson Education.
3. George Terry, *Principles of Management*, Richard D. Irwin
4. Newman, Summer, and Gilbert, *Management*, PHI
5. James H. Donnelly, *Fundamentals of Management*, Pearson Education.
6. B.P. Singh and A.K.Singh, *Essentials of Management*, Excel Books
7. Griffin, *Management Principles and Application*, Cengage Learning
8. Robert Kreitner, *Management Theory and Application*, Cengage Learning
9. TN Chhabra, *Management Concepts and Practice*, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
10. Peter F Drucker, *Practice of Management*, Mercury Books, London

Note: Latest edition of text books may be used.

BCM 205: MACRO ECONOMICS

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.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: To give an idea about national income and related aggregates and different methods of calculating national income. To understand the real and money market and their interdependence

CO2: To understand the concept of inflation, different types of inflation and causes and remedy measure of inflation.

CO3: To understand the concept of unemployment, different types of unemployment and causes and remedy measure of unemployment.

CO4: Students will be able to understand the concept of exchange rate, its determination and its importance in international trade and an open economy.

CO5: By end of this, students will be able to understand the Government budget and different types of budget and other aspects of public finance.

Full Marks: 100

Unit 1: Introduction

Concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure. Static macroeconomic analysis short and the long run – determination of supply, determination of demand, and conditions of equilibrium; Meaning and Measurement of economic growth; National Income and its computation

Unit 2: Economy in the short run

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

Unit 3: Inflation, Unemployment and Labour market

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

Unit 4: Open economy

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

Unit 5: Behavioral Foundations- Investment –determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money – Portfolio and transactions theories of demand for real balances, interest and income elasticity of demand for real balances. Supply of money, Supply of Money and Digital Payment system; Business Cycle- Models of Samuelson, Hicks and Kaldor.

Public Finance- Public Budgets- Kinds of Budgets, Zero-base Budget, Different concepts of budget deficits, Public Expenditure-Effects, Public Revenue- Cannon of Taxation, Tax Burden, Incidence, Effects and Taxable Capacity.

Suggested Readings

1. Mankiw, N. Gregory. Principles of *Macroeconomics*. Cengage Learning
2. Robert J Gordon, *Macroeconomics*, Pearson Education
3. Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.
4. Rudiger Dornbusch and Stanley Fischer, *Macroeconomics*. McGraw-Hill Education.
5. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*. McGraw-Hill Education
6. Oliver J. Blanchard, *Macroeconomics*, Pearson Education
7. G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education
8. Shapiro, *Macroeconomic Analysis*,
9. Paul A Samuelson, William D Nordhaus, and Sudip Chaudhuri, *Macroeconomic*, McGraw-Hill Education

Note: Latest edition of text books may be used.

B. COM SEMESTER III

BCM 301: HUMAN RESOURCE MANAGEMENT

Objective: The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organisation.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Acquaint students with the techniques and principles to manage human resource of an organization.

CO2. Provide insight into the subject importance in business organizations

CO3. Impart knowledge on recruitment, selection of employees and its processes

CO4. Determine how training needs are identified for its employees, and planning for the same. Understand the concept, techniques of performance appraisal. Understand concepts of wages, determination of compensation and performance linked compensation

CO5. Study the maintenance factors such as employee health & safety, welfare, social security, grievance handling of employees

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Acquisition of Human Resource

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

Unit 3: Training and Development

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

Unit 4: Performance Appraisal

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

Unit 5: Maintenance

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

Suggested Readings:

1. Gary Dessler. *A Framework for Human Resource Management*. Pearson Education.
2. DeCenzo, D.A. and S.P. Robbins, *Personnel/Human Resource Management*, Pearson Education.
3. Bohlander and Snell, *Principles of Human Resource Management*, Cengage Learning
4. Ivancevich, John M. *Human Resource Management*. McGraw Hill.
5. Wreather and Davis. *Human Resource Management*. Pearson Education.
6. Robert L. Mathis and John H. Jackson. *Human Resource Management*. Cengage Learning.
7. TN Chhabra, *Human Resource Management*, Dhanpat Rai & Co., Delhi
8. Biswajeet Pattanayak, *Human Resource Management*, PHI Learning

Note: Latest edition of text books may be used.

BCM 302: INCOME TAX LAW AND PRACTICES

Objective: To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: This paper provides basic knowledge and equips students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

CO2: It enables the students in computing the taxable income of assesses.

CO3: In order to familiarize the different heads of income with its component's

CO 4: It helps to build an idea about income from house property and income from business or profession as a concept

CO5: It provides knowledge to the Students about the tax Planning and management and also helps in acquiring practical skills to work as tax consultant- regarding e-filing of tax etc.

Full Marks: 100

Unit 1: Introduction

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

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

Unit 2: Computation of Income under different heads-1

Income from Salaries; Income from house property

Unit 3: Computation of Income under different heads-2

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

Unit 4: Computation of Total Income and Tax Liability

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

Unit 5: Preparation of Return of Income

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

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.

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.

Note: Latest edition of text books may be used.

BCM 303: BANKING AND INSURANCE

Objective: To impart knowledge about the basic principles of the banking and insurance.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Impart knowledge about the basic principles of the banking and insurance.

CO2. Learn different types of cheques and liability of paying banker, use of debit card and credit card

CO3. Understand the risk of business, assessment and transfer of risk, insurance as a tool for addressing business risk

CO4. Understand the role of regulating agencies for banking and insurance

CO5. Acquire knowledge on different types of deposits offered by commercial banks and norms of lending by a banker

Full Marks: 100

Unit 1: Introduction:

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

Unit 2: Cheques and Paying Banker

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

Unit 3: Banking Lending

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

Unit 4: Internet Banking

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

Unit V: Insurance

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

Suggested readings:

1. Agarwal, O.P., *Banking and Insurance*, Himalaya Publishing House
2. Satyadevi, C., *Financial Services Banking and Insurance*, S.Chand
3. Suneja, H.R., *Practical and Law of Banking*, Himalya Publishing House

4. Chabra, T.N., *Elements of Banking Law*, Dhanpat Rai and Sons
5. Arthur, C. and C. William Jr., *Risk Management and Insurance*, McGraw Hill
6. Saxena, G.S; *Legal Aspects of Banking Operations*, Sultan Chand and Sons
7. Varshney, P.N., *Banking Law and Practice*, Sultan Chand and Sons
8. Jyotsna Sethi and Nishwan Bhatia, *Elements of Banking and Insurance*, PHI Learning

Note: Latest edition of text books may be used.

BCM 304: BUSINESS STATISTICS

Objective: The objective of this course is to familiarise students with the basic statistical tools used for managerial decision-making.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. To familiarize the students with statistical tools and techniques and to apply them in solving business problems

CO2. Enable understanding on theorem of probability distribution, normal distribution

CO3. Learner will understand construction and uses of index numbers and to construct indices over several economic parameters

CO4. To understand different kinds of averages and measures of central tendency

CO5. Learn about determination of the size of universe, selection of sample units from a given universe

Unit 1: Statistical Data and Descriptive Statistics

a. Nature and Classification of data: univariate, bivariate and multivariate data; time-series and cross-sectional data

b. Measures of Central Tendency

i. Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications.

ii. Positional Averages

Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination)

c. Measures of Variation: absolute and relative.

Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance

d. Skewness: Meaning, Measurement using Karl Pearson and Bowley's measures; Concept of Kurtosis

Unit 2: Probability and Probability Distributions

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

b. Expectation and variance of a random variable

c. Probability distributions:

i. Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution

ii. Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution

iii. Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities

Unit 3: Simple Correlation and Regression Analysis

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

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

Unit 4: Index Numbers Meaning and uses of index numbers; Construction of index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives – simple and weighted

Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers; Construction of consumer price indices: Important share price indices, including BSE SENSEX and NSE NIFTY

Unit 5: Time Series Analysis

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

Seasonal variations: Calculation of Seasonal Indices using Simple averages, Ratio-to-trend, and Ratio-to-moving averages methods. Uses of Seasonal Indices

UNIT 6: Sampling Concepts, Sampling Distributions and Estimation:

Sampling: Populations and samples, Parameters and Statistics, Descriptive and inferential statistics; Sampling methods (including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling, and Convenience sampling)

Concept of Sampling distributions and Theory of Estimation: Point and Interval estimation of means (large samples) and proportions.

Suggested Readings:

1. Levin, Richard, David S. Rubin, Sanjay Rastogi, and HM Siddiqui. *Statistics for Management*.

7th ed., Pearson Education.

2. David M. Levine, Mark L. Berenson, Timothy C. Krehbiel, P. K. Viswanathan, *Business Statistics: A First Course*, Pearson Education.

3. Siegel Andrew F. *Practical Business Statistics*. McGraw Hill Education.

4. Gupta, S.P., and Archana Agarwal. *Business Statistics*, Sultan Chand and Sons, New Delhi.

5. Vohra N. D., *Business Statistics*, McGraw Hill Education.

6. Murray R Spiegel, Larry J. Stephens, Narinder Kumar. *Statistics (Schaum's Outline Series)*,

McGraw Hill Education.

7. Gupta, S.C. *Fundamentals of Statistics*. Himalaya Publishing House.

8. Anderson, Sweeney, and Williams, *Statistics for Students of Economics and Business*, Cengage Learning.

Note: Latest edition of text books may be used.

BCM 305: E-COMMERCE

Objectives: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. To enable the student to become familiar with the mechanism for conducting business transactions through electronic means

CO2. To understand the operational mechanism of the distribution through the use of online digital portal

CO3. To understand the mode of payment and settlement obligations through online system and encryption

CO4. To acquire familiarity with the mode of online services

CO5. To be familiar with IT Act, digital signature and cyber crime

Full Marks: 100

Unit 1: Introduction:

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

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

Unit 2: Security and Encryption:

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

Unit 3: IT Act 2000 and Cyber Crime

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

Unit 4: E-payment System:

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

Unit 5: On-line Business Transactions:

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

Suggested Readings

1. Kenneth C. Laudon and Carlo Guercio Traver, *E-Commerce*, Pearson Education.
2. David Whiteley, *E-commerce: Strategy, Technology and Applications*, McGraw Hill Education
3. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application, 4th Ed.*, McGraw Hill Education
4. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
5. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education

6. TN Chhabra, *E-Commerce*, Dhanpat Rai & Co.
7. Sushila Madan, *E-Commerce*, Taxmann

Note: Latest edition of text books may be used.

B. COM SEMESTER IV

BCM-401: COST ACCOUNTING

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

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Impart basic concepts used in cost accounting, and also helps to gather knowledge on preparation of cost sheet in its practical point of view.

CO2: It facilitates the idea and meaning of material control with pricing methods and also develop the knowledge about remuneration and incentives schemes and its methods of calculation.

CO3: It provides the concept of overhead cost.

CO4: Make them aware about various methods involved in cost ascertainment and cost accounting book keeping systems

CO5: make student understand the books and record keeping under cost accounting system

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Elements of Cost: Material and Labour

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

b. Labour: Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.

Unit 3: Elements of Cost: Overheads

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

Unit 4: Methods of Costing

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

Unit 5: Books and Records keeping under Cost Accounting

Costing books and records as per the Companies Act, 2013, Integral and non-integral systems; Reconciliation of cost and financial accounts

Suggested Reading:

1. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, Cost Accounting: A Managerial Emphasis, Pearson Education.
2. Drury, Colin. Management and Cost Accounting. Cengage Learning.
3. Jawahar Lal, Cost Accounting. McGraw Hill Education
4. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. PHI Learning
5. Rajiv Goel, Cost Accounting. International Book House
6. Singh, Surender. Cost Accounting, Scholar Tech Press, New Delhi.
7. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
8. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
9. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.
10. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons
11. H.V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt. Ltd.
12. B. K. Bhar, Cost Accounting Methods and Problems, Academic Publications, Kolkatta
13. B Banerjee, Cost Accounting, PHI, New Delhi
14. A. K. Bhattacharyya, Principles and Practice of Cost Accounting, PHI New Delhi

Note: Latest edition of text books may be used.

BCM-402: CORPORATE LAW

Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1:To impart basic knowledge of the provisions of the Companies Act 2013. To understand how the companies are formed; what are the various kinds of Companies; to understand the term "prospectus" and purpose of issuing prospectus

CO2:To study the various provisions related to Directors, Managers, Meeting under Companies Act 2013. How Directors and Managers are being appointed and how they can be removed

CO3:To study the various provisions related to maintenance of Accounts and Audit. How a company can declare dividend; who can inspect the accounts of the company etc

CO4: To understand the various provisions related to Depositories Act 1996; what are the rights and obligations of depositories etc.

CO5:To provide an understanding regarding the administration and management of corporate form of business and to give a firsthand

Full Marks: 100

UNIT 1: Introduction

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

UNIT 2: Documents

Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management, prospector-shelf and red herring prospectus, misstatement in prospectus, GDR; book-building; issue, allotment and forfeiture of share, transmission of shares, buyback and provisions regarding buyback; issue of bonus shares.

UNIT 3: Management

Classification of directors, women directors, independent director, small shareholder's director; disqualifications, director identity number (DIN); appointment; Legal positions, powers and duties; removal of directors; Key managerial personnel, managing director, manager;

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

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

UNIT 4: Dividends, Accounts, Audit: Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit.

Winding Up: Concept and modes of Winding Up.

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

UNIT 5: Depositories Law

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

Suggested Readings:

1. MC Kuchhal, Modern Indian Company Law, Shri Mahavir Book Depot (Publishers), Delhi.
2. GK Kapoor and Sanjay Dhamija, Company Law, Bharat Law House, Delhi.
3. Anil Kumar, Corporate Laws, Indian Book House, Delhi
4. Reena Chadha and Sumant Chadha, Corporate Laws, Scholar Tech Press, Delhi.
5. Avtar Singh, Introduction to Company Law, Eastern Book Company

6. Ramaiya, A Guide to Companies Act, LexisNexis, Wadhwa and Buttersworth.
7. Manual of Companies Act, Corporate Laws and SEBI Guideline, Bharat Law House, New Delhi.
8. A Compendium of Companies Act 2013, along with Rules, by Taxmann Publications.
9. Gower and Davies, Principles of Modern Company Law, Sweet & Maxwell
10. Sharma, J.P., An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., New Delhi

Note: Latest edition of text books may be used.

BCM-403: COMPUTER APPLICATIONS IN BUSINESS

Objectives: To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Provide computer skills and knowledge for commerce students

CO2. Enhance the student understanding of usefulness of information technology tools for business operations.

CO3. Learn about the very nature of various software system applicable for business transactions. Learn about use of ICT in e-commerce, online commerce, digital transactions

CO4. Learn about digital signature, cyber security. Learn about application of software in filing of returns by the business entities

CO5. Learn about use of technology in investment decision and resource control

Distribution of Marks: End semester Theory: 35

End semester Practical: 35

Internal Assessment: 30

Full Marks : 100

Unit 1: Word Processing

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

Creating Business Documents using the above facilities

Unit 2: Preparing Presentations

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

Creating Business Presentations using above facilities

Unit 3: Spreadsheet and its Business Applications

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

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

Unit 4: Creating Business Spreadsheet

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

Unit 5: Database Management System

Database Designs for Accounting and Business Applications: Reality- Expressing the Application; Creating Initial design in Entity Relationship(ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS.

SQL and Retrieval of Information: Basic Queries in SQL; Embedded Queries in SQL; Insert, Delete and Update statements in SQL

DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the data records of Employees, Suppliers and Customers.

Suggested Readings: The suggested readings and guidelines shall be notified by the department based on the selected software.

BCM-404: INDIAN ECONOMY

Objective: This course seeks to enable the student to grasp the major economic problems in India and their solution.

Course Outcomes: The successful completion of this course shall enable the student:

CO1. To enable the student to grasp the major economic problems in India and their solution

CO2. It will enable to learn the difference between development, under development and alternative tools for measuring development with human development indices, happiness indices

CO3. It will enable to learn computation of national income generated from different sectors of the economy. It will enable to learn fiscal policy, monetary policy framed from time to time and its relevance for economic development of the nation

CO4. Enable to learn the reforms introduced in agriculture, in industry, in population growth, labour laws and institutional changes brought in

CO5. It will enable to learn mechanism of public distribution system, food security, cost and pricing policy, role of foreign capital. It will enable to learn the intricacies of international trade and regulation thereof enforced by WTO from time to time

Full Marks: 100

Unit 1: Basic Issues in Economic Development

Concept and Measures of Development and Underdevelopment; Human Development

Unit 2: Basic Features of the Indian Economy at Independence

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

Unit 3: Policy Regimes

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

Unit 4: Growth, Development and Structural Change

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

Human Development; Environmental concerns; Demographic Constraints: Interaction between population change and economic development.

Unit 5: Sectoral Trends and Issues

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

North East Economy: NEC and its role, Ministry of Development of North Eastern Region, Economic use of Natural Resources- Land, Mines, Water, Forest, Handicraft and Handlooms, Tourism; Act East Policy and Trade and Commerce with neighboring Asian Countries, Regional Connectivity

Suggested Readings:

1. Mishra and Puri, Indian Economy, Himalaya Publishing House
2. IC Dhingra, Indian Economy, Sultan Chand & Sons
3. Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company.
4. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2.
5. Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, Oxford University Press, New Delhi.
6. 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.

7. Dreze, Jean and Amartya Sen. Economic Development and Social Opportunity. Ch. 2. Oxford University Press, New Delhi.

8. Rangarajan, C. and N. Jadhav. Issues in Financial Sector Reform. Bimal Jalan. (ed). The Indian Economy. Oxford University Press, New Delhi.

9. Dhar P.K. Indian Economy its Growing Dimensions, Published by Kalyani Publishers

Note: Latest edition of text books may be used.

BCM-405: ENTREPRENEURSHIP

Objective: The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Orient the learner toward entrepreneurship as a career option and creative thinking and behavior.

CO2. Learn about different theories of entrepreneurship developed by prominent authors

CO3. Understand the spirit of entrepreneurship journey. To identify different forms of entrepreneurship- intrapreneur, edupreneur, social entrepreneur

CO5. Understand the essence of entrepreneurship, risk bearing ability, innovation, creativity

CO6. Analyse the implications of different training programmes and their effectiveness

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Entrepreneurship and Micro, Small and Medium Enterprises

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

Unit 3: Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit 4: Sources of business ideas and tests of feasibility

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

Unit 5: Mobilising Resources

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

Suggested Readings:

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

Note: Latest edition of text books may be used.

B. COM SEMESTER V

BCM-501: PRINCIPLES OF MARKETING

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

Course Outcomes: The successful completion of this course shall enable the students to:

CO1. Learn basic knowledge of concepts, principles, tools and techniques of marketing as well as marketing environment and elements of marketing mix,

CO2. Understand about the consumer buying behavior, market segmentation, target market and market segmentation

CO3. Know the decisions to be taken under product mix, processes in new product development

CO4. Understand the decisions to be taken by marketers under price mix and the channel of distribution issues

CO5. Understand the concept and tools of communication mix and the digital and green marketing concepts under emerging issues of marketing

Full Marks: 100

Unit 1: Introduction:

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

Unit 2:

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

b. Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

Unit 3: Product:

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

Unit 4:

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

b. Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.

Unit 5:

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

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

Suggested Readings:

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

Note: Latest edition of text books may be used.

BCM 502: FUNDAMENTALS OF FINANCIAL MANAGEMENT

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

Course Outcomes:After studying this course the students should be able to:

CO1. Evaluate the financial objectives of various types of organization, risk return framework and analyze bonds and equities in terms of valuation.

CO2. Evaluate capital projects under different circumstances using appropriate capital budgeting methods.

CO3. Determine cost of capital of different sources of finance for taking financing decisions and examine various theories of capital structure and determine optimal capital structure.

CO4. Critically examine various policies and theories of dividend.

CO5. Estimate working capital requirements of an organization and effectively manage working capital.

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Investment Decisions

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

Unit 3: Financing Decisions

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

Unit 4: Dividend Decisions

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

Unit 5: Working Capital Decisions

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

Suggested Readings

1. James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education
2. Levy H. and M. Sarnat. Principles of Financial Management. Pearson Education
3. Brigham and Houston, Fundamentals of Financial Management, Cengage Learning
4. Khan and Jain. Basic Financial Management, McGraw Hill Education
5. Prasanna Chandra, Fundamentals of Financial Management. McGraw Hill Education

6. Singh, J.K. Financial Management- text and Problems. Dhanpat Rai and Company, Delhi.
7. Rustagi, R.P. Fundamentals of Financial Management. Taxmann Publication Pvt. Ltd.
8. Singh, Surender and Kaur, Rajeev. Fundamentals of Financial Management. Mayur Paperback, New Delhi.
9. Pandey, I.M. Financial Management. Vikas Publications.
10. Bhabatosh Banerjee, Fundamentals of Financial Management, PHI Learning

Note: Latest edition of text books may be used.

BCM 503: MANAGEMENT ACCOUNTING

Objective: To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Course Outcomes:After studying this course the students should be able:

CO1. To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial plans, control and decision making.

CO2. To understand the application of accounting tools and techniques for solving decision making problems

CO3. To understand the management accounting, cost management, cost control techniques

CO4. To acquire ability to apply cost accounting tools in predicting the future financial behavior

CO5. To enhance the ability to predict corporate sickness, forecast its insolvency

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Budgetary Control

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

Unit 3: Ratio Analysis for Managerial Decisions

Different kinds of ratios; Ratios for predicting corporate sickness; E. I. Altman's Z Score

Unit 4: Marginal Costing

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

Unit 5: Decision Making

Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing

Unit 6: Contemporary Issues

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

Suggested Reading:

1. Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg. **Introduction to Management Accounting** , Pearson Education.
2. Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. Management Accounting. Dorling Kindersley(India) Pvt. Ltd.
3. Ronald W. Hilton and David E. Platt. Managerial Accounting: Creating Value in a Global Business Environment, Mc Graw Hill Education.
4. Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.
5. Goel, Rajiv, Management Accounting. International Book House,
6. Arora, M.N. Management Accounting .Vikas Publishing House, New Delhi.
7. Maheshwari, S.N. and S.N. Mittal. Management Accounting. Shree Mahavir Book Depot, New Delhi.
8. Singh, S. K. and Gupta Lovleen. Management Accounting – Theory and Practice. Pinnacle Publishing House.
9. Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education
10. H.V. Jhamb, Fundamentals of Management Accounting, Ane Books Pvt. Ltd.
11. E. I. Altman and Edith Hotchkiss, Corporate Financial Distress and Bankruptcy: Predict and Avoid Bankruptcy, Analyze and Invest in Distressed Debt, JohnWiley& Sons Inc

Note: Latest edition of text books may be used

DISCIPLINE SPECIFIC ELECTIVES (DSE) -I

BCM-504 A: CORPORATE TAX PLANNING

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

Course Outcomes:After studying this course the students should be able to:

CO1. Understand the concept of tax planning, tax management, tax avoidance, tax evasion and tax liability of a company.

CO2. Consider tax implications while taking business and financial management decisions.

CO3. Consider tax implications while taking specific management decisions.

CO4. Understand the concept and tax provisions relating to double taxation relief, advance ruling and transfer pricing.

CO5. Consider tax implications while taking decisions relating to business restructuring.

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Tax Planning-1

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

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

Unit 3: Tax Planning-2

Tax planning with reference to specific management decisions - Make or buy; own or lease; repair or replace

Tax planning with reference to employees' remuneration

Tax planning with reference to receipt of insurance compensation

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

Unit 4: Special provisions relating to non-residents

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

Unit 5: Tax Planning with reference to Business Restructuring

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

Suggested Readings:

1. Vinod K. Singhania and Monica Singhania, Corporate Tax Planning. Taxmann Publications Pvt. Ltd., New Delhi.
2. Girish Ahuja and Ravi Gupta. Corporate Tax Planning and Management. Bharat Law House, Delhi.

3. Shuklendra Acharya and M.G. Gurha. Tax Planning under Direct Taxes. Modern Law Publication, Allahabad.
4. D.P. Mittal, Law of Transfer Pricing. Taxmann Publications Pvt. Ltd., New Delhi.
5. IAS – 12 and AS – 22.
6. T.P. Ghosh, IFRS, Taxmann Publications Pvt. Ltd. New Delhi.

Journals

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

Note: Latest edition of text books may be used.

BCM-504 B: MICRO FINANCE

Objective: This course intends to develop the basic awareness of Microfinance and its various dimensions. It also attempts to provide exposure of the SHGs, MFIs and Government.

Course Outcomes:After studying this course the students should be able to:

- CO1. Learn about how micro finance is different from large institutional finance
- CO2. Learn about the intermediaries involved in disbursal of micro finance
- CO3. Learn about the linkage between MFIs, banks and micro borrowers
- CO4. Learn about the role played by SHGs, joint liability groups and other similar intermediaries
- CO5. Learn about the manner of monitoring of the use of micro credit for income generation

Full Marks: 100

Unit I : Concept of Microfinance:

Introduction, history of Microfinance, definition and meaning of Micro Finance, Importance and scope of micro finance, Informal and Unorganized Institutions offering credit, Forms of credit, history of SKF in Andhra Pradesh, Bandhan and Desha Bandhu Club.

Unit II: Status of Microfinance in India:

Introduction, history of Microfinance in India, Recommendations of various committees, Outreach of Microfinance, Banking potential for Microfinance in India, Interest rate charged by MFIs, Malegham Committee Report.

Unit III: Government and Microfinance:

Introduction, conditions for formation of SHGs, Section 8 of the Companies Act, 2013, SHGs and different schemes, SHG and Poverty Alleviation Programs, Role of NABARD as regulator of Microfinance system, Foreign Exchange Regulation over MFIs through RBI.

Models in Microfinance: Introduction, Models of Credit disbursement under microfinance, Models of SHGs in India, Models in International microfinance. Bank-MFIs- Linkage Programme.

Unit IV: Benefits of SHGs.

Introduction, Benefit of SHGs to members, Benefits to women and Benefits to Society, banks finance to MFIs. Women empowerment through SHGs and MFIs.

Unit V: Sustainability Issues in Microfinance:

Constraints in Microfinance activities, Loan repayments efforts by SHGs.

Suggested Readings:

1. Das S.K. , Micro Finance and Rural Development in India, DVS Publishers, New Delhi.
2. Karmakar, K.G.; Rural Credit and SHGs, Micro Finance Needs and concepts in India. Sage Publications, New Delhi
3. Social Banking by Md. Yunus, United States, Public Affairs, 1999.
4. Bankers to the poor, Md. Yunus, United States, Public Affairs, 1999.

Note: Latest edition of text books may be used.

Objective: The course will help students in understanding the concepts of selling and sales management. This will help the students in developing selling competencies and excel in competitive environment.

Course Outcomes:After studying this course the students should be able to:

CO1.Understand the concept and process of selling and sales management

CO2. Understand the concept of sales planning and various selling objectives

CO3. Know about sales territory and importance of sales quota

CO4. Understand about the sales force management

CO5. Know about the various sales organization structure and importance of ethics in selling

Full Marks: 100

UNIT I: Personal Selling: Concept and Nature Personal selling, importance personal selling, Types of personal selling, personal selling process, and Theories of personal selling
Sales Management: Concept and Process of sales management, informal and formal sales control, Characteristics of ideal sales person, Career in selling

UNIT II:Sales planning: Concept of sales planning, importance of sales planning, Types of person selling objectives, Analysis of Market potential, Sales potential and sales forecast.

UNIT III:Territory Management: Concept, importance of establishing or revising sales territories, Territory design process
Sales quota: concept and objectives of sales quota, types of quotas

UNIT IV: Sales Force management: Recruitment and selection of sales force, Training of sales force, Measuring sales training effectiveness, Sales force motivation and leadership, sales force sizing.

UNIT V: Sales organization: Basic types of sales organization structure, Factors influencing the structure of sales organization
Selling Ethics: Concept of ethics, importance of ethics in selling, ethical dilemmas in selling

Suggested Readings (refer to latest edition):

- Still, Cundiff, Norman, and Govoni, Sales Management: Decisions, Strategies, and Cases, Prentice Hall
- Cron and Decarlo, Sales Management: Concepts & Cases, John Wiley & Sons
- Havaldar&Cavale, Sales and Distribution Management: Text & Cases, Tata McGraw Hill
- Jobber and Lancaster, Selling and Sales Management, Pearson Education
- Singh, Sales and Distribution Management: A Practice-Based Approach, Vikash Publishing House

Note: Latest edition of text books may be used.

DISCIPLINE SPECIFIC ELECTIVES (DSE) -II

BCM-505 A: FINANCIAL MARKETS AND INSTITUTIONS

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

Course Outcomes:After studying this course the students should be able to:

CO1. Learn about the composition of financial market, various instruments traded in it

CO2. The nature and characteristics of various instruments

CO3. Learn about the risk associated with running a business entity

CO4. Learn about the role of marine insurance, fire insurance, and life insurance to mitigate the risk

CO5. Learn about the role of regulatory agency like RBI over money market and SEBI over capital market operation

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Financial Markets

Money market – functions, organisation and instruments. Role of central bank in money market; Indian money market – An overview, Capital Markets – functions, organisation and instruments. Indian debt market; Indian equity market – primary and secondary markets; Role of stock exchanges in India

Unit 3: Financial Institutions

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

Unit 4: Financial Services

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

Unit 5: Leasing and hire–purchase

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

Suggested Readings:

1. L M Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill Education

2. Khan, M.Y. Indian Financial System, McGraw-Hill Education.
3. Dhanekar. Pricing of Securities. New Delhi: Bharat Publishing House.
4. Prasanna, Chandra. Financial Management: Theory and Practice. McGraw-Hill Education.
5. Clifford Gomez, Financial Markets, Institutions and Financial Services, **PHI Learning**
6. MY Khan and PK Jain. Financial Services. McGraw Hill Education.
7. Singh, J.K. Venture Capital Financing in India. Dhanpat Rai and Company, New Delhi.
8. Annual Reports of Major Financial Institutions in India.

Note: Latest edition of text books may be used

BCM-505 B: ADVERTISING MANAGEMENT

Objective: The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

Course Outcomes: The successful completion of this course shall enable the students the following:

CO1: The course familiarizes the students with the basic concepts of advertising. The course will also create awareness among students regarding various advertising media.

CO2: The course will enhance the decision making ability of students with regards to selection of advertising media.

CO3: Students will get acquainted with the nuances of preparing advertising copy by integrating advertising appeal. This will increase their understanding regarding preparing advertisement.

CO4: The course will familiarize students with ways and means of measuring the effectiveness of advertising.

CO5: The course will create awareness about the role and types of advertising agencies. This will help them in choosing the most suitable advertising agency. The course will also throw light on social, ethical and legal aspects of advertising in India.

Full Marks: 100

Unit 1: Introduction:

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

Unit 2: Media Decisions:

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

Unit 3: Message Development;

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

Unit 4: Measuring Advertising Effectiveness:

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

Unit 5:

a) Advertising Agency: Role, types and selection of advertising agency.

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

Suggested Readings:

1. George E Belch, Michael A Belch, KeyoorPurani, Advertising and Promotion : An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
2. S. Wats Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press
3. Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
4. Batra, Myers and Aakers. Advertising Management. PHI Learning.
5. Terence A. Shimp. Advertising and Promotion: An IMC Approach. Cengage Learning.
6. Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications
7. JaishreeJethwaney and Shruti Jain, Advertising Management, Oxford University Press, 2012
8. Chunawala and Sethia, Advertising, Himalaya Publishing House
9. Ruchi Gupta, Advertising, S. Chand & Co.
10. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.

Note: Latest edition of text books may be used.

BCM-505 C: HUMAN RESOURCE DEVELOPMENT

Objective: The objective of the course is to acquaint the students with the fundamentals of human resource development. The course will also be able to sensitize the students with the theories, techniques and applicability of such HRD interventions in dealing with human resources at work.

Course Outcomes:After studying this course the students should be able:

CO1. Acquaint the students with the fundamentals of human resource development. Sensitize the students with the theories, techniques and applicability of such HRD interventions in dealing with human resources in organizations.

CO2. Understand the instruments to be adopted for human resource development. Learn about HRD mechanism, processes, outcome for effective implementation of HRD strategies

CO3. Identify HRD training needs in order to equip its employees with up to date job skills

CO4. Understand and determine the developmental needs of executives, their overall development programmes

CO5. Study the HRD trend in Indian industry

Full Marks: 100

Unit-I: Human Resource Development- An Introduction

Human resource Development- Concept of HRD, Difference between HRD and HRM, Evolution of HRD, Features of HRD, Objectives of HRD, Significance of HRD, Need for HRD in the Indian context, HRD at macro and micro level, HRD as a total system, Role of HRD professionals- Line Managers and others

Unit-II: HRD Philosophies

HRD Structure, HRD Matrix- HRD mechanisms, processes, outcomes and Organizational Effectiveness, Barriers to HRD Programmes, HRD Culture and Climate, Elements of HRD Climate, Indian culture and HRD

Unit-III: HRD Need Assessment and Strategies

Assessment of HRD Needs, Techniques of assessment of HRD needs-Organizational Analysis, Task Analysis, Individual Analysis, HRD Audit, Meaning of strategy, HRD Strategies, HRD Instruments, Implementation of HRD

Unit-IV: Training and Development

Meaning and importance of training and development, Training Vs Education, Training Vs Development, Areas and Types of Training, Methods of Training and Development, Executive/Management Development, Identification of Training needs, Steps in Designing Training Programme, Implementation and Evaluation of Training Programme, HRD Practices in India

Unit-V: HRD Trends

Competency mapping, Employer branding and other emerging trends, HRD in Indian Industry

Suggested Readings:

1. Krishnaveni R. (2008): Human Resource Development ; Excel books, New Delhi-110 028.
2. MahantyKalyni and RoutrayPadmalita: Human Resource Development and Organizational Effectiveness ; Excel books, New Delhi-110 028.
3. Werner J. M., DeSimone, R.L., Human resource development, South Western
4. Rao T.V. (1996) Human Resource Development, Sage.
5. Rao T.V. (1994) HRD in New Economic Environment, Tata Mcgrawhill.
6. Nadler, L., Corporate human resources development, Van Nostrand Reinhold
7. Haldar, U. K., Human resource development, Oxford University Press India
8. Mankin, D., Human resource development, Oxford University Press India.

Note: Latest edition of text books may be used.

B. COM SEMESTER VI

BCM 601: AUDITING AND CORPORATE GOVERNANCE

Objective: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Learn about the relationship between financial accounting and auditing and need for auditing

CO2. Learn about the need for preservation of vouchers, documents, cash transactions and other transactions subjected to audit

CO3. Learn about various regulatory requirements for auditing and manner of valuation of assets and settlement of liabilities

CO4. Learn about the audit of corporate entities, other business entities as well as nonprofit business organizations

CO5. Learn about the distinction between audit services from non-audit services

Full Marks: 100

Unit 1: Introduction

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

Unit 2: Audit of Companies

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

Unit 3: Special Areas of Audit

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

Unit 4: Corporate Governance

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

Unit 5: Business Ethics

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement

Unit 6: Corporate Social Responsibility (CSR):

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

Suggested Readings:

1. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning
2. Aruna Jha, *Auditing*. Taxmann Publication.
3. A. K. Singh, and Gupta Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
4. Anil Kumar, *Corporate Governance: Theory and Practice*, Indian Book House, New Delhi
5. MC Kuchhal, *Modern Indian Company Law*, Shri Mahaveer Book Depot.

(Publishers). (Relevant Chapters)

6. KV Bhanumurthy and Usha Krishna, *Politics, Ethics and Social Responsibility of Business*, Pearson Education
7. Erik Banks, *Corporate Governance: Financial Responsibility, Controls and Ethics*, Palgrave Macmillan
8. N Balasubramanian, *A Casebook on Corporate Governance and Stewardship*, McGraw Hill Education
9. B.N. Ghosh, *Business Ethics and Corporate Governance*, McGraw Hill Education
10. S K Mandal, *Ethics in Business and Corporate Governance*, McGraw Hill Education
11. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press
12. Christine Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press
13. Relevant Publications of ICAI on *Auditing* (CARO)
14. Sharma, J.P., *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd, New Delhi

Note: Latest edition of text books may be used.

BCM-602: INDIRECT TAX LAW

Objectives: To gain advanced knowledge of the principles of the laws relating to Indian custom act, Custom tariff Act and GST and also to acquire the ability to apply the knowledge of the provisions of the above-mentioned laws to various situations in actual practice.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. To gain advanced knowledge of the principles of the laws relating to Indian custom act, Custom tariff Act and GST

Co2. Acquire the ability to apply the knowledge of the provisions of the above-mentioned laws to various situations in actual practice

CO3. To understand the difference between direct and indirect taxes

CO4. To analyse the extent of revenue derived from imposition and levy of indirect taxes on goods and services

CO5. To understand the implications of online invoice and e-way bill and GST on e-commerce related transactions

Full Marks: 100

Unit I: Provisions of Indian constitution with regards to generation of public revenue for the government, Canons of taxation, Progressive, proportional and Regressive, role of Finance commission Under Article 370 of the constitution devolution of Fiscal resources between the Central and State under the central -state financial relation, fiscal federation, Difference between direct and Indirect tax; sources of direct taxes and sources of indirect taxes , History of indirect tax legislation in India, Tax reform programmes introduced since July 2017.

Unit II: GST Act, 2017, Difference between Value Added Tax and GST, Meaning of service tax introduction of service tax through Finance Act 1994. Objective of GST Act, meaning and application of SGST, CGST, IGST. Tax implication of inter- state transfer and trade exchange of goods and services.

Unit III: Invoice, Tax invoice, Bills of supply, Invoice for service , export invoice, electronic way bill for invoice, Methods for depositing cash for payment for payment of tax through online-generation Challan, Common Portal Identification Number (CPIN), Unique Challan Identification Number (CIN), Payment of tax through electronic ledger. Input tax credit mechanism.

Unit IV: Registration procedure and requirements U/S 24, 25, 26, 27, 28 of the CGST Act, 2017, Tax invoice, Credit and debit notes, Accounts and records U/S 40; Procedure of refund; Procedure of assessment; Procedure of demand and recovery.

Unit V: Provisions of Indian Custom Act 1962, Custom Tariff Act 1975, Application of Custom Act and rules in respect of import of goods and services and also for export of goods and services outside India.

Offences and penalty U/S 122 of the CGST Act 201; Consequences for non-compliance

Provisions of paying compensation to the state losing revenue on account of introduction of composite GST as one tax for one nation. Tax on liqueur for human consumption and petroleum products. Case study on filing of tax return. (Case study- 7.5 Internal)

Suggested Reading:

1. Ankit Todi, Assam GST Act, 2017, Ashok Publishing House, Guwahati-781005.

2. Pranab Sikidar, Debasish Bhattacharjee and Kabin Borkataky, GST Law & Guidance, Tax consultant Publication, Kolkotta, Guwahati and Shillong, 2017.

3. The Assam Goods And Services Tax Act, 2017 (BARE Act), Mukul Publication, Gandhi Basti, Guwahati.

Note: Latest edition of text books may be used.

BCM 603: BUSINESS RESEARCH METHODS AND PROJECT WORK

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.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1 Equip the students with the concept and methods of Business Research and learn about the skill of formulating an original fundamental research proposal and design

CO2 Learn about the techniques for primary data collection secondary data collection. Learn about framing of research questions and schedule to elicits primary information form field survey. To learn about conducting census and sample survey. Learn about data analysis with the help of statistical tools and technique

CO3. Learn about report writing preparation of dissertation and learn about ethics and moral standard in research. Learn about skill of report writing and power point presentation and oral presentation.

CO4. Learn about conducting review of past literature, ascertain gap in literature and established research as an academic tool to create new stock of knowledge.

CO5. Learn about adherence to high moral, ethical standard while conducting research enquiry and prepare a report on it. Learn about the soft skill need for presentation of a report in audio visual form, defending the findings of a research enquiry.

Full Marks: 100

Section A: Business Research Methods (50 Marks)

Unit 1: Introduction

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

Unit 2: Research Process

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

Unit 3: Measurement and Hypothesis Testing

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 4: 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 1: to III.
2. The student will write a project report under the supervision of a faculty member assigned by the department based on field work. The Project Report carries 50% Marks and will be evaluated by the department appointed examiners.

Suggested Readings:

1. **Donald R. Cooper, Pamela S. Schindler and J. K. Sharma**, Business Research Methods, McGraw Hill Education Pvt. Ltd
2. Anderson et-al, Thesis and Assignment Writing, Wiley, New Delhi
3. William J. Goode and Paul K. Hatt, Methods of Social Research, McGraw Hill
4. Wilkinson and Bhandarkar, Methods and Techniques of Social Research, HPH.
5. Prahlad Mishra, Business Research Method, Oxford University Press India, New Delhi
6. B. Burns & A. Burns, Business Research Methods and Statistics Using SPSS, Sage Pub
7. J K Sachdeva, Business Research Methodology, Himalaya Publishing House
8. Bryman & Bell: Business Research Methods, OUP.
9. Pauline V Young, Scientific Social Surveys and Research, Prentice-Hall
10. C.R.Kothari, Research Methodology: Methods and Techniques
11. Adams, Khan, Raeside and White, Research Methods for Graduate Business and Social Science Students, Response Books, New Delhi
12. Hazarika, P., Research Methods for Business, S Chand & Co. Ltd, New Delhi
13. Malhotra & Das, Marketing Research, Pearson Education, New Delhi

Note: Latest edition of text books may be used.

BCM-604 A: BUSINESS TAX PROCEDURE AND MANAGEMENT

Objective: To provide basic knowledge of business tax procedures and management under different provisions of the Income tax.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Enable to learn intricacies of the provisions of Income Tax Act relating to payment of advance tax, tax deduction at source, tax returns and tax compliance certificate

CO2. Enable to learn procedure of assessment, re-assessment and rectification of mistake

CO3. Learn to know the filing of appeals and revisions

CO4. Enables to learn provisions relating to levy of penalties and prosecution, function of settlement commission

CO5. Enable to learn income tax, surge, seizure and survey

Full Marks: 100

Unit 1:

Advance payment of tax; Tax deduction/collection at source, documentation, returns, certificates; Interest payable by Assessee/Government; Collection and recovery of tax

Unit 2:

Assessment, re-assessment, rectification of mistakes

Appeals and revisions

- Preparation and filing of appeals with appellate authorities

- Drafting of appeal; statement of facts and statement of law

Unit 3:

Penalties and prosecutions, Settlement Commission, Search, seizure and survey

Unit 4:

Transactions with persons located in notified jurisdictional area; General anti-avoidance rule

Tax clearance certificate; Securities transaction tax

Unit 5:

Information Technology and Tax administration

TAN (Tax Deduction and Collection Account Number), TIN (Tax Information Network), e-TDS/e-TCS

Suggested Readings:

1. Singhania, Vinod K. and Monica Singhania. *Corporate Tax Planning and Business Tax Procedures*. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish. and Ravi Gupta. *Corporate Tax Planning and Management*. Bharat Law House, Delhi.
3. Singhania, Vinod K. and Kapil Singhania. *TDS on CD*. Taxmann Publications Pvt. Ltd., New Delhi.
4. Bajpai, Om Shanker. *Search, Seizure and Survey*. Taxmann Publications Pvt. Ltd., New Delhi.
5. Singhania, Vinod K. and Monica Singhania. *Students' Guide to Income Tax*. Taxmann Publications Pvt. Ltd., New Delhi.
6. Ahuja, Girish. and Gupta, Ravi *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
7. Akhileshwar Pathak and SavanGodiawala, *Business Taxation*, McGraw Hill Education

Journals

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

Note: Latest edition of text books may be used.

BCM-604 B: FUNDAMENTALS OF INVESTMENT

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.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Understand the concept of investment and familiar with different investment alternatives and Indian Securities Market.

CO2. Understand bonds and Analyze bonds in terms of valuation.

CO3. Analyze equity shares with different approaches and valuation model.

CO4. Understand basics of portfolio, portfolio risk and return and financial derivatives.

CO5. Know the role of SEBI, stock exchanges, grievances and their redressal system for investor protection.

Full Marks: 100

Unit 1: The Investment Environment

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

Unit 2: Fixed Income Securities

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

Unit 3: Approaches to Equity Analysis

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

Unit 4: Portfolio Analysis and Financial Derivatives

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

Unit 5: Investor Protection

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

Suggested Readings

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

BCM-604 C: CONSUMER AFFAIRS AND CUSTOMER CARE

Objective: This paper seeks to familiarise the students with of their rights as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Learn about the concept of consumer price, market, retail and wholesale, MRP, labeling and packaging

CO2. Learn about consumer behavior, their grievances and grievance redressal mechanism. Learn about the provisions of Consumer Protection Act and its application in protecting the interest of consumers

CO3. Learn about fair trade practice, unfair trade practice, the adverse impact of unfair trade practice

CO4. Learn about the mechanism of protecting consumer interest against negligence of service and the consequences arising there from

CO5. Learn about adherence to high standard of quality, morality and standardization in production and distribution of goods and services

Full Marks: 100

Unit 1: Conceptual Framework

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

Experiencing and Voicing Dissatisfaction: Consumer Satisfaction/dissatisfaction-Grievances complaint,

Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Internal and External Complaint handling: Corporate Redress Systems and Public Redress Systems

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

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

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

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

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

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

Unit 4: Industry Regulators and Consumer Complaint Redress Mechanism

i. Banking: RBI and Banking Ombudsman

- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI (an overview)
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Advertising: ASCI

Unit 5: Consumer Protection in India

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

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

Suggested Readings:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. *Consumer Affairs* (2007) Delhi University Publication. 334 pp.
2. Aggarwal, V. K. (2003). *Consumer Protection: Law and Practice*. 5th ed. Bharat LawHouse, Delhi, or latest edition.
3. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
4. Nader, Ralph (1973). *The Consumer and Corporate Accountability*. USA, Harcourt Brace Jovanovich, Inc.
5. Sharma, Deepa (2011). *Consumer Protection and Grievance-Redress in India: A Study of Insurance Industry* (LAP LAMBERT Academic Publishing GmbH & Co.KG, Saarbrücken, Germany. 263 pp.
6. Empowering Consumers e-book, www.consumeraffairs.nic.in

7. ebook, www.bis.org

8. *The Consumer Protection Act, 1986*

Articles

1. Verma, D. P. S. (2002). Developments in Consumer Protection in India. *Journal of Consumer Policy*. Vol. 25. No. pp 107 –123.
2. Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal Provisions and Institutional Framework. *Vikalpa*. Vol. 26. No. 2. pp. 51-57.
3. Ralph L. Day and Laird E. Landon, Jr. (1997). Towards a Theory of Consumer Complaining Behaviour. Ag Woodside, et al. (eds.). *Consumer and Industrial Buying Behaviour*. New York; North Holland pp. 425-37.
4. George, S. Day and A. Aaker (1970). A Guide to consumerism. *Journal of Marketing*. Vol. 34. pp 12-19.
5. Sharma, Deepa (2003). New measures for Consumer Protection in India. *The Indian Journal of Commerce*. Vol.56. No.4. pp. 96-106
6. Sharma, Deepa (2011). Consumer Grievance Redress by Insurance Ombudsman. *BIMAQUEST*. Vol.11. pp.29-47.

Periodicals

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

Websites:

www.ncdrc.nic.in;

www.fcamin.nic.in

www.consumeraffairs.nic.in

www.iso.org.in

www.bis.org

www.ascionline.org.in

www.trai.gov.in

www.irda.gov.in

www.derc.gov.in

www.rbi.org.in

www.fssai.gov.in

www.consumer-voice.org

www.nationalconsumerhelpline.in

www.cci.gov.in

DISCIPLINE SPECIFIC ELECTIVES (DSE) -IV

BCM-605 A: COMPUTERISED ACCOUNTING SYSTEM

Objectives: This course seeks to enhance the skills needed for computerized accounting system and to enable the students to develop simple accounting applications.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Enables to learn application of ICT in the area of administration of direct and indirect taxes with the use of generic software

CO2. Enables to learn audit of entities with ICT environment and use of computer software for statutory audit, verification of voucher, verification of related party transaction

CO3. Enables to learn designing an accounting system with the help of DBMS package

CO4. Enables to learn preparing a trial balance with SQL and a report

CO5. Enables to learn designing payroll system for query module and report

Full Marks: 100

Unit-1: Computerized Accounting: Using Generic Software (12 Lectures, 12 Practical Lab)

Taxation: TDS, VAT and Service Tax

Auditing in Computerized Accounting system: Statutory Audit, Voucher verification, Verification of related party transaction, CAAT: Various Tools

Unit-2: Designing Computerised Accounting System (24 Lectures, 24 Practical Lab)

Designing Computerised Accounting System using a DBMS Package

Creating a voucher entry Form,

Preparing ledgers with SQL, Form, and Report

Preparing Trial Balance with SQL and Report

Unit-3: Designing Accounting Support System (16 Lectures, 16 Practical Lab)

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

Note:

1. The General Purpose Software referred in this course will be notified by the Department every three years. If the specific features, referred in the detailed course above, is not available in that software, to that extent it will be deemed to have been modified.
2. There shall be a practical examination of 100 Marks (Practical-80 Marks, Viva-10 Marks and Work Book- 10 Marks) and duration of Examination shall be 3 Hrs.
3. Teaching arrangements need to be made in the computer Lab

4. There shall be Four Lectures per class and 4 Practical periods per batch to be taught in computer Lab.

Suggested Readings:

The suggested readings and guidelines shall be notified by the department based on the selected software.

BCM-605 B: INTERNATIONAL BUSINESS

Objective: The objective of the course is to familiarise the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1. Familiarise the concepts, importance and dynamics of international business.

CO2. Provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

CO3. Focus on the various issues related to business in international trade.

CO4. Understand the impact of social, political, legal environment on international business.

CO5. Knowledge of the global business environment.

Full Marks: 100

Unit 1:

a. Introduction to International Business: Globalisation and its importance in world economy; Impact of globalization; International business vs. domestic business:

Complexities of international business; Modes of entry into international business.

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

Unit –II

a. Theories of International Trade – an overview (Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments - tariff and non-tariff measures – difference in Impact on trade, types of tariff and non tariff barriers (Subsidy, Quota and Embargo in detail) ; Balance of payment account and its components.

b. International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD;; Commodity and other trading agreements (OPEC).

Unit –III

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

b. International Financial Environment: International financial system and institutions (IMF and World Bank – Objectives and Functions) ; Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective

Unit –IV

a. Organisational structure for international business operations; International business negotiations.

b. Developments and Issues in International Business: Outsourcing and its potentials for India; Role of IT in international business; International business and ecological considerations.

Unit –V

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

Suggested Readings:

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

Note: Latest edition of text books may be used.

BCM-605 C: INDUSTRIAL RELATIONS AND LABOUR LAWS

Objective: To enable the students to learn the concepts of industrial relations including trade unions, collective bargaining, discipline and various labour enactments.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Instills general awareness about the Industrial Relation and its evolution in India. The course will also enhance consciousness about the existence and role of ILO and about the international dimensions of Industrial Relation.

CO2: Acquaint students with the knowledge require for the establishment of Trade Union with reference to Trade Union Act 1926. Will help students to know about the trade union movement in India before and after independence of India. This course will also highlight the factors influencing the growth of Trade Union.

CO3: The course will help students in understanding the process of collective bargaining and the role of trade union in this process. Students will gain the knowledge about Workers' Participation in Management India.

CO4: The course will make students aware about grievance handling procedure in industry. The course will familiarize students with the concept of Discipline, its causes and preventive measures and, about labour turnover, and absenteeism.

CO5: Students will get acquainted with important provisions of Industrial Dispute Act, 1948, like important definitions, Strikes and lockouts, Lay-off and retrenchment, and closure etc. Students will get aware about the important provisions of The Factories Act, 1948, like Provisions relating to Health, Safety, Welfare facilities, working hours, Employment of young persons, Annual Leave with wages etc.

Full Marks: 100

Unit 1: Industrial Relations (IR)

Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Factors affecting IR in changing Environment, Evolution of IR in India; Role of State; Trade Union; Employers' Organisation; Human Resource Management and IR, Role of ILO in Industrial Relations, International Dimensions of IR

Unit 2: Trade Union

Trade Union: Origin and growth, unions after Independence, unions in the era of liberalisation; Factors Affecting Growth of Trade Unions in India, Multiplicity & Recognition of Trade Unions; Major Provisions of Trade Union Act 1926

Unit 3: Collective Bargaining and Workers' Participation in Management

a) Collective Bargaining: Meaning, Nature, Types, Process and Importance of Collective Bargaining, pre-requisites, issues involved; Status of Collective Bargaining in India, Functions and role of Trade Unions in collective bargaining

b) Workers' Participation in Management: Concept, practices in India, Works Committees, Joint management councils; Participative Management and co-ownership; Productive Bargaining and Gain Sharing

Unit 4: Discipline and Grievance Redressal

Discipline: Causes of indiscipline, Maintenance of discipline and misconduct; Highlights of domestic enquiries; Principle of Natural Justice; Labour turnover; Absenteeism; Grievance: Meaning of Grievance, Grievance redressal machinery in India, Grievance handling procedure; salient features of Industrial Employment (Standing orders) Act 1946

Unit 5:

a) **The Industrial Disputes Act, 1947**: Definitions of Industry, workman, and Industrial Dispute; Authorities under the Act: Procedure, Powers and Duties of Authorities; Strikes and Lock outs: Lay-off and Retrenchment: Provisions relating to Layoff, Retrenchment, and closure

b) **The Factories Act, 1948**: Provisions relating to Health, Safety, Welfare facilities, working hours, Employment of young persons, Annual Leave with wages

Suggested Readings:

1. PK Padhi, *Industrial Relations and Labour Law*, PHI Learning

2. Arun Monappa, *Industrial Relations and Labour Law*, McGraw Hill Education
3. SC Srivastav, *Industrial Relations and Labour Law*, Vikas Publishing House
4. C.S Venkata Ratnam, *Industrial Relations*, Oxford University Press
5. P.L. Malik's *Handbook of Labour and Industrial Law, Vol 1 and 2*, Eastern Book Company
6. JP Sharma, *Simplified Approach to Labour Laws*, Bharat Law House (P) Ltd

Note: Latest edition of text books may be used.

SEMESTERWISE DISTRIBUTION OF COURSE

MASTER OF COMMERCE

FIRST SEMESTER			Credit
COURSE CODE	COURSE TITLE		
MCM-101	BUSINESS ECONOMICS	Generic Elective (GE) - 1	4
MCM-102	BUSINESS ENVIRONMENT	Generic Elective (GE) - 2	4
MCM-103	FINANCIAL ACCOUNTING & REPORTING	Core Course C-1	4

MCM-104	MARKETING MANAGEMENT AND CONSUMER BEHAVIOUR	Core Course C-2	4
MCM-105	HUMAN RESOURCE MANAGEMENT	Core Course C-3	4
SECOND SEMESTER			
COURSE CODE	COURSE TITLE		
MCM-201	BUSINESS STATISTICS AND OPERATIONS RESEARCH	Generic Elective (GE) - 3	4
MCM-202	ORGANISATIONAL THEORY AND BEHAVIOUR	Core Course C-4	4
MCM-203	FINANCIAL MANAGEMENT & CONTROL	Core Course C-5	4
MCM-204	COST AND MANAGEMENT ACCOUNTING	Core Course C-6	4
MCM-205	FINANCIAL MARKETS & INSTITUTIONS	Core Course C-7	4
THIRD SEMESTER			
COURSE CODE	COURSE TITLE		
MCM-301	STRATEGIC MANAGEMENT	Core Course C-8	4
MCM-302	BUSINESS RESEARCH METHODS	Skill-Enhancement Elective Course (SEC) - 1	4
MCM-303	CORPORATE GOVERNANCE AND BUSINESS ETHICS	Core Course C-9	4
GROUP A: ACCOUNTING & FINANCE			
GROUP B: HUMAN RESOURCE MANAGEMENT & MARKETING			
DSE-I (Any one of the following)		Discipline Specific Elective (DSE)-1	
MCM-304A	TAX PLANNING AND MANAGEMENT		4
MCM-304B	ADVERTISING & SALES MANAGEMENT		4
GROUP A: ACCOUNTING & FINANCE			
GROUP B: HUMAN RESOURCE MANAGEMENT & MARKETING			

DSE-II (Any one of the following)		Discipline Specific Elective (DSE)-2	
MCM-305A	INTERNATIONAL FINANCIAL MANAGEMENT		4
MCM-305B	STRATEGIC HUMAN RESOURCE MANAGEMENT		4
MCM-306	DIRECT TAXES (MDC I)	Generic Elective (GE) - 4	4
FOURTH SEMESTER			
MCM-401	ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT	Skill-Enhancement Elective Course (SEC) - 2	4
MCM-402	INTERNATIONAL BUSINESS	Core Course C-10	4
MCM-403	DISSERTATION	Ability Enhancement Compulsory Course (AECC) - 1	4
GROUP A: ACCOUNTING & FINANCE			
GROUP B: HUMAN RESOURCE MANAGEMENT & MARKETING			
DSE-III (Any one of the following)		Discipline Specific Elective (DSE)-3	
MCM-404A	ADVANCED ACCOUNTING		4
MCM-404B	INTERNATIONAL MARKETING MANAGEMENT		4
GROUP B: HUMAN RESOURCE MANAGEMENT & MARKETING			
DSE-IV (Any one of the following)		Discipline Specific Elective (DSE)-4	
MCM-405A	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		4
MCM-405B	INDUSTRIAL RELATIONS & LABOUR LAWS		4
MCM-406	BUSINESS STUDIES (MDC II)	Generic Elective (GE) - 5	4

Total Credit**88**

MDC- Multi Disciplinary Courses (to be offered in the 3rd and 4th semesters)

Sem	Core Courses (13) 10x4=40 credits	Ability Enhancement Compulsory Course (2) 1x4=4 credits	Skill Enhancement Course SEC (2) 1x4=4 credits	Discipline Specific Elective DSE (4) 4x4=16 credits	Generic Elective GE (1) 6x4=24credits
I	Financial Accounting & Reporting				
	Marketing Management And Consumer Behaviour				
	Human Resource Management				
	Business Economics				
	Business Environment				
II	Organisational Theory And Behaviour	Business Statistics and Operations Research			
	Financial Management & Control				
	Cost And Management Accounting				
	Financial Markets & Institutions				

III	Strategic Management			DSE-I Tax Planning And Management/ Advertising & Sales Management	
	Corporate Governance And Business Ethics			DSE-II International Financial Management/ Strategic Human Resource Management	Direct Taxes (MDC I)
	Business Research Methods				
IV	International Business	Dissertation	Entrepreneurship Development And Project Management	DSE-III Advanced Accounting/ International Marketing Management	Business Studies
				DSE-IV Security Analysis And Portfolio Management/ Industrial Relations & Labour Laws	