



## University of Lucknow

### Bachelor of Commerce (B.Com.) Regulations 2021

#### **BCom Semester I**

- P1. Financial Accounting
- P2. Business Organisation
- P3. Micro Economics
- P4. Currency Banking and Exchange
- P5. Essentials of Management
- P6. Co-curricular Course I

#### **BCom Semester II**

- P7. Corporate Accounting
- P8. Business Regulatory Framework
- P9. Public Finance
- P10. Business Communication
- P11. Selling and Advertising
- P12. Vocational Course I

#### **BCom Semester III**

- P13. Business Finance
- P14. Statistical Methods
- P15. Banking Operations
- P16. Managing Human Resources
- P17. Information Systems and E-Business
- P18. Co-curricular Course II

#### **BCom Semester IV**

- P19. Cost Accounting
- P20. Contemporary Audit
- P21. Foreign Trade of India
- P22. Macro Economics
- P23. Institutional Framework for Business
- P24. Vocational Course II

### **BCom Semester V**

- P25. Goods and Service Tax (GST)
- P26. Principles and Practice of Insurance
- P27. Introduction to Entrepreneurship
- P28. Managing Business Operations
- P29X. Company Law and Practice
- P29Y. Concepts of Valuation
- P30. Internship Project

### **BCom Semester VI**

- P31. Income tax Law and Accounts
- P32. Principles and Practice of Marketing
- P33. Indian Economy
- P34. Applied Business Statistics
- P35X. Economics of Public Enterprises
- P35Y. Export Import Procedure and Documentation
- P36. Minor Project

### **Specialisation in Commerce**

#### **BCom Semester VII**

- P37. Accounting for Managers
- P38. Financial Planning
- P39. Rural Marketing
- P40X. Labour Welfare Laws
- P40Y. Legal Environment of Business
- P41X. Financial Institutions and Markets
- P41Y. Essentials of E-commerce
- P42. Research Methodology

#### **BCom Semester VIII**

- P43 Major Research Project (24 Credits)

### **Specialisation in Applied Economics**

#### **BCom Semester VII**

- P37. Advanced Economic Analysis
- P38. Accounting for Financial Decisions
- P39. Demography and Population Studies
- P40X. Foreign Exchange Management
- P40Y. Industrial Economics
- P41X. Rural Economics
- P41Y. Environment and Resource Economics
- P42. Research Methodology

#### **BCom Semester VIII**

- P43 Major Research Project (24 Credits)

## **B.Com. – Semester I**

### **P 1 - Financial Accounting**

**Credit : 4**

**Course Outcome:** The student will be able to :-

- Acquire knowledge of the basic concepts and conventions of accounting.
- Prepare accounts of a partnership firm.
- Prepare accounts of special kinds such as Royalty accounts, Voyage accounts and Branch accounts.
- Prepare accounts as per norms in case of Hire-Purchase & Installment Purchase as well as Insolvency of the business units.
- Gain insight into the Indian & International accounting standards as well as IFRS.
- Develop skills in understanding the process of insolvency and their books of accounts.

**Unit I :** Definition, Nature and Scope of Accounting, Concepts and Conventions, Introduction to Financial Statements, Capital and Revenue Items, Indian Accounting Standards & IFRS.

**Unit II :** Partnership Accounts - advanced problems and detailed study. Admission, Retirement and Death of partners, Dissolution of Partnership Firm.

**Unit III :** Hire-Purchase System–Accounting Records in the Books of Hire Purchaser and Vendor, Different Methods of Calculation of Interest and Cash Price, Maintenance of Suspense Account, Payment of Premium, Default in Payment and Partial Return of Goods.

Installment Accounts – Difference between Hire Purchase and Instalment Payment System, Accounting Records in the Book of Purchaser and Vendor, Interest Suspense Account.

Royalty Accounts – Accounting records for Royalty in the Books of Landlord and Lessee, Recoupment of Short working, Sub-lease, Short working Reserve Account, Nazarana.

**Unit IV :** Insolvency Accounts – Meaning, Circumstances of Insolvency, Procedure of Declaring Insolvency, Preparation of Statement of Affairs and Deficiency Account.

Insurance Claim for Loss of Stock and Loss of Profit, Branch Accounts,

Voyage Accounts – Meaning & Preparation of Voyage Accounts.

#### **References:**

##### **Text Books**

1. Shukla, S.M. – Financial Accounting
2. Kumar, Audhesh - Financial Accounting (for B.Com. Hons.)
3. Mishra, A.K. : Financial Accounting
4. Gupta, S.P. Financial Accounting

##### **Suggested Readings**

1. Kumar, Arvind & Saxena, Vishal – Financial and Advanced Accounting
2. Gupta, R.L. and Radhawy, M. : Financial Accounting
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C. – Advance Accounting
4. Anthony, R.N. and Reece, J.S. : Accounting Principles

##### **Web References:**

1. Compendium of Statement Sledners of Accounting- The Institute of Chartered Accountants of India, New Delhi

## **P 2 - Business Organisation**

**Credit : 4**

**Course Outcome:** The students will be able to:

- Understand basics about a business organization and its various forms.
- Understand the social responsibility of business towards the various stakeholders.
- Get knowledge about computation and fixation of remuneration of labour and incentive plans.
- Gain insight about features of stock exchanges and commodity exchanges and their working as well as regulation.
- Gain knowledge of the new patterns of business operations and organisations i.e., E-business, LLP, OPC.
- Understand the various elements and principles of organisation.

**Unit-I:** Nature and scope of business, Social Responsibility of Business, Size of business unit, E-business, Business Environment, Government and Business.

**Unit-II:** Forms of business organisations and comparative study - Sole Proprietorship, Partnership, Joint stock company, Co-operative organisation, Limited Liability Partnership, One Person company.

**Unit -III:** Business combination and its types, Rationalisation and Automation, Methods of Remunerating Labour, Stock Market, Commodity Market,

**Unit-IV:** Organization process – Importance, Principles, Types of organization structure, Centralisation and Decentralisation, Committees, Departmentation, Delegation of authority.

### **References :**

#### **Text Books**

1. Padmakar, Asthana – Business Organisation (Hindi)
2. Maheshwari, K.L., Maheshwari, R.K. & Ram Milan - Business Organisation
3. Maheshwari, K.L., Maheshwari, R.K. & Madhu Bhatia – Vyavsayik Sanghtan
4. Kapoor, Geetika T.- Business Organisation

#### **Suggested Readings**

1. Bhushan, Y.K. –Fundamentals of Business Organisation and Management
2. Vasishth, Neeru - Principles of Business Organisation
3. Tulsian, P C. - Business Organisation and Management

#### **Web References :**

1. Kaul,V.K. -Business Organisation and Management, Text and Cases

## **P 3 - MICRO ECONOMICS**

**Credit : 04**

**T: 4 Lectures per week /P:**

**Course Outcome :** After studying all materials and resources presented in the course, the student will be able to:

- Explain the role of scarcity, specialization, opportunity cost and cost/benefit analysis in economic decision-making.
- Identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.
- Summarize the law of diminishing marginal utility; describe the process of utility maximization.
- Calculate supply and demand elasticities, identify the determinants of price elasticity of demand and supply, and demonstrate the relationship between elasticity and total revenue.
- Describe the production function and the Law of Diminishing Marginal Productivity; calculate and graph short-run and long-run costs of production.
- Relate to real world business scenario through study of various market forms.
- Study the factors affecting distribution of income through an analysis of various factor payments.
- Gain indepth insight and equip them to analyze the real economic situations more effectively with the help of practical problems using elementary mathematics.

### **Unit –I**

Definition and Concepts of Economics: Wealth, Welfare, Scarcity and Growth Oriented definitions, Concept of Scarcity, Optimum utilization, Equilibrium and various forms of equilibrium.

Nature and Scope of Economics, Micro and Macro Economics. Inductive and Deductive methods of Economics

### **Unit –II**

Consumer Behavior and Utility Analysis; Cardinal Approach: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer's equilibrium and consumer's surplus. Demand Analysis: Types, Determinants and change in demand, Law of Demand and its exception. Elasticity of Demand: its types and measurements. Ordinal Approach: Indifference curve Analysis, price, income and substitution effects.

### **Unit –III**

Producer's Behavior: Production and Factors of Production. Laws of Production: Law of Variable Proportions and Return to Scale. Isoquant: Meaning, Assumptions and Properties. Producer's Equilibrium through Isoquants. Cost Curves Analysis: short run and long run cost. Law of Supply and its Elasticity.

Market: Revenue Analysis, Concept and Classification of Market. Equilibrium and Price Determination of Firm and industry under Perfect competition, Monopolistic competition and Monopoly, Price discrimination in monopoly.

### **Unit-IV**

Distribution: Factor Pricing, Theory of Marginal Productivity. **Rent:** Ricardian Theory, Modern Theory, Quasi Rent. **Wages:** Subsistence Theory of Wages, Wage Fund Theory, Residual Claimant Theory and Marginal Productivity Theory. **Interest:** Gross and Net Interest, Classical Theory of Interest, Loanable Funds Theory, Liquidity Preference

Theory. **Profit:** Accounting and Economic Profit. Dynamic Theory of Profit: Risk-bearing Theory, Uncertainty Bearing Theory and Innovation Theory.

**References:**

**Text Books :**

1. Maheshwari K. L, Maheshwari R. K. & Singh, A. K. - Micro Economics
2. Maheshwari K. L, Maheshwari R. K. & Madhu Bhatia- Micro Economics (Hindi)
3. Vaishampayan, J. V.- Micro Economic Theory (Hindi)
4. Vaishampayan, J. V.- Micro Economic Theory
5. Lall M. - Micro Economics
6. Jhingan, M. L.- Micro-Economic Theory
7. Pant J.C.- Micro Economics (Hindi)

**Suggested Readings :**

1. Samuelson, P. A. - Economics
2. Varian, H. - Intermediate Micro Economics
3. Stonier & Hague- A Textbook of Economic Theory

**Web References :**

1. [https://onlinecourses.nptel.ac.in/noc21\\_hs52/preview](https://onlinecourses.nptel.ac.in/noc21_hs52/preview)
2. <https://nptel.ac.in/courses/109/104/109104125/>
3. [https://onlinecourses.swayam2.ac.in/cec21\\_hs04/preview](https://onlinecourses.swayam2.ac.in/cec21_hs04/preview)
4. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/>
5. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/unit-2-consumer-theory/>
6. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/unit-4-welfare-economics/>
7. <https://openstax.org/details/books/principles-microeconomics-2e>
8. <https://journals.sagepub.com/home/mic>

## **P 4 - CURRENCY, BANKING AND EXCHANGE**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome :** After studying all materials and resources presented in the course, the student will be able to:

- Have a sound theoretical base in various areas of banking and exchange.
- Understand the channel for flow of money in the economy.
- Analyse the role and importance of credit in the economy.
- Get the insight knowledge about exchange rate and exchange control.

### **Unit –I**

Functions, Significance & Various Forms of Money, E- Money. Quantity Theory of money (Fisher's): Assumptions and Criticism, Monetary Standard – Gold Standard, Bi-metallism and Managed Currency Standard. Principles & Methods of Note issues, Indian Money Market.

### **Unit –II**

Meaning and Significance of credit, Factors Influencing the Volume of Credit in the Country, Credit Creation by Bank, Credit Control by RBI. Inflation: Causes & Remedies.

### **Unit –III**

Types of Banks, Central Bank and Commercial Banks: Meaning and Functions, Regional Rural Banks. E- Banking & Postal Banking,

### **Unit –IV**

Concept of Foreign Exchange and Exchange Rate, Factors Causing Fluctuations in Exchange Rate, Exchange Control: Meaning, Objective and Methods.

### **References:**

#### **Text Books :**

1. Maheshwari R.K. & Chaturvedi Kavita– Currency, Banking and Exchange
2. Singh Archana- Currency, Banking and Exchange
3. Jaiswal Bimal – Currency, Banking and Exchange
4. Seth M.L. - Banking and International Trade
5. Maheshwari R.K. & Bhatia Madhu– Currency, Banking and Exchange (Hindi)

### **Suggested Readings :**

1. Current Annual RBI Bulletin
2. Current Economic Survey

### **Web References :**

1. [https://onlinecourses.swayam2.ac.in/cec21\\_ge04/preview](https://onlinecourses.swayam2.ac.in/cec21_ge04/preview)
2. [https://onlinecourses.swayam2.ac.in/imb20\\_mg39/preview](https://onlinecourses.swayam2.ac.in/imb20_mg39/preview)
3. [https://onlinecourses.swayam2.ac.in/cec20\\_mg08/preview](https://onlinecourses.swayam2.ac.in/cec20_mg08/preview)
4. [https://onlinecourses.swayam2.ac.in/imb21\\_mg18/preview](https://onlinecourses.swayam2.ac.in/imb21_mg18/preview)
5. <http://web.gjuonline.ac.in/distance/book/bcom/BCOM%20203%20Money%20and%20Banking.pdf>
6. [https://nptel.ac.in/content/storage2/courses/110105031/pr\\_pdf/module%204.pdf](https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/module%204.pdf)
7. <https://resources.saylor.org/wwwresources/archived/site/textbooks/Money%20and%20Banking.pdf>
8. <http://egyankosh.ac.in/handle/123456789/14307>
9. <http://www.universityofcalicut.info/SDE/BA%20Economics%20-%20VI%20Sem.%20Additional%20Course%20course%20-Banking%20and%20Finance.pdf>
10. <https://www.msuniv.ac.in/Download/Pdf/0870c0a90f8b48b>
11. <http://egyankosh.ac.in/handle/123456789/13641>

## **P 5 - Essentials of Management**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

The course 'Essentials of Management' aims to equip students with the knowledge of concept of 'management' focusing on its various functional dimensions and their use in managing the activities of modern Businesses and Organizations.

### **Course Outcomes**

Upon successful completion of this course the students will be able to:

- Map the evolution of 'Management' as a discipline and as a process that helps in the analysis of internal and external environment.
- Understand of the various aspects of Planning and decision making, and of Authority and Responsibility in a formal organization
- Organise, motivate and lead in an organization
- Understand Control functions and make simple applications

**Unit I:** Introduction, Nature of Management, Evolution of Management Thought, Management Process & Co-ordination, Managers need for understanding Internal and external environment

**Unit II:** Planning, Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Departmentation, Delegation, Centralization and Decentralization.

**Unit III:** Staffing, Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication.

**Unit IV:** Controlling, Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques - Traditional and Modern.

### **Text Books:**

- Rudani, R. B., Principles of management. McGraw-Hill Education.
- Gupta, R. N., Principles of management. S. Chand Publishing.
- Bose, D. C., Principles of management and administration. PHI.
- Tripathi, P. C., Principles of management. McGraw-Hill Education.

### **Reference Books:**

- Daft, R. L., & Daft, R. L., Principles of management. South-Western, Cengage Learning
- Koontz, H., Essentials of management. Tata McGraw-Hill Education.
- DuBrin, A. J., Essentials of management. South-Western College.
- Morden, T., Principles of management. Routledge Parkinson, C. N., Rustomji, M. K., & Sapre, S. A., Great ideas in management. Child, Henry and Page.
- Mandal, S. K., Management: Principles and practice. Jaico Publishing House.

### **Web References**

- <https://online.hbs.edu/courses/management-essentials/>
- <https://www.edx.org/course/management-communication?index=product&queryID=5a379435c1c3a375529ba884611cac4b&position=2>



## **B.Com. – Semester II**

### **P 7 - Corporate Accounting**

**Credit : 4**

**Course Outcome:** The student will be able to:-

- Understand the features and accounting treatment of Shares and Debentures.
- Knowledge about Accounting entries related to Redemption of Shares and Debentures.
- Prepare of Company's Final Accounts.
- Acquire knowledge of accounting procedure adopted during Amalgamation and Absorption of companies.
- Acquire conceptual knowledge of Internal and External reconstruction of companies and their accounting treatment.
- Knowledge regarding accounting treatment and procedure adopted at the time of winding up of companies.

#### **Unit I :**

Meaning and kinds of shares, issue, forfeiture and re-issue of forfeited shares, Redemption of Preference shares, Bonus shares. Meaning and kinds of Debentures – their issue and redemption.

#### **Unit II :**

Concept of amalgamation and absorption; AS 14 and Types of Amalgamation; Purchase Consideration; Accounting in the Books of Transferor of Company; Accounting in the Books of Transferee Company.

#### **Unit III :**

Concept of Reconstruction; Need of Reconstruction; Types of Reconstruction- Internal Reconstruction and External reconstruction; Alteration in Share capital; Reduction in share capital; Scheme of Accounting for Internal Reconstruction.

#### **Unit IV :**

Concept of Winding up of Companies; Preparation of Statement of Affairs and Deficiency Account; Preparation of Liquidator's Final Statement of Account.

### **References :**

#### **Text Books**

1. Maheshwari, S.N. : Corporate Accounting, Vikas Publishing House, New Delhi
2. Jha, B.K. and Shah, M.S. : Corporate Accounting.

#### **Suggested Readings**

1. Roth, Martin : Analysing Company Accounts
2. Shukla, M.C., Grewal, T.S. and Gupta, S.C. : Advanced Accounts : S. Chand & Co., New Delhi
3. Moore, C.L. and Jaedicke, R.K. Managerial Accounting

#### **Web References :**

1. Bloomfield, Stephen : Understanding and Interpreting Company Accounts : A Practical guide
2. Groves, R.E.V., Pendlebury, M. – Company Accounts : Analysis, Interpretation and Understanding

## **P 8 - Business Regulatory Framework**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Understand the nature and meaning of contracts, forms of contracts and essentials of a valid contract.
- Gain insight into various kinds of contract.
- Gain in-depth knowledge of Sales of Goods Act and Negotiable Instruments Act
- Have knowledge of the fundamentals of Consumer Protection Act.
- Keep updated about the amendments in these laws and regulations.

**Unit 1**—Indian Contract Act 1872 - Definition - Kinds of Contracts - Valid – Void - Voidable - Essentials of a Valid Contract - Offer and Acceptance - Communication of Offer - Acceptance and its Revocation - Agreement - Consideration - Capacity to Contract - Free Consent - Legality of Object and Consideration – Agreements expressly declared Void - Performance of Contract - Discharge of Contract -Breach of Contract - Remedies for Breach of Contract, Quasi Contract.

**Unit II** – Contract of Indemnity and Guarantee- Meaning and Definition of Guarantee, Kinds of Guarantee - Rights and Liabilities of Surety - Discharge of Surety. Bailment and Pledge-Essentials of a valid Bailment, Types of Bailment, Rights and Duties of Bailor and Bailee - Finder of Lost Goods - Pledge - Essentials - Rights and Duties.

**Unit III**--Law of Agency - Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency-sub agents and substituted agents. Sale of Goods Act, 1930 -Essentials of Contract of Sale Goods - Classification of Goods - Conditions and Warranties - Transfer of Property in Goods - Rights of Unpaid Seller - Buyer's Right Against Seller - Auction Sale.

**Unit IV**--Negotiable Instrument Act 1881: Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing; Negotiation; Dishonours and discharge of negotiable instrument. Consumer Protection Act 2019: Salient Provisions.

### **References :**

#### **Text Books**

1. Srivastava Sunita. Business Law; Vaibhav Lakshmi Prakashan Banaras
2. Kuchal M.C.: Business Law; Vikas Publishing House, New Delhi.
3. Kapoor N.D. : Business Law; Sultan Chand & Sons, New Delhi.
4. Chandha P.R.: Business Law; Galgotia, New Delhi.

#### **Suggested Readings**

1. Maheshwari K.L. and Ram Milan – Business Law
2. Singh Avtar. The Principles of Mercantile Law; Eastern Book Company, Lucknow

#### **Web References**

1. Indian Contract Act No. IX 1872
2. Indian Sale Goods Act 1930
3. Negotiable Instruments Act, 1881
4. Consumer Protection Act, 2019

## **P 9 - PUBLIC FINANCE**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

### **Course Outcome :**

1. To introduce students to the public sector reform agenda with a focus on public finance issues;
2. To demonstrate administrative, political, and economic constraints to public finance reforms;
3. To develop analytical skills of the students in three major areas of public finance reforms (performance-based budgeting, mid-term financial planning, budget decentralization);
4. To train students how to develop budgeting and performance evaluation systems for public sector institutions;
5. To develop students' skills on how to write a public policy paper and make a presentation on public policy issue.

### **UNIT I**

**Introduction:** Meaning & Scope of Public Finance; Public goods vs. Private goods; Principle of Maximum Social Advantage; Public Budget , Techniques of Budgeting (ZBB, PBB).

### **UNIT II**

**Public Expenditure:** Meaning & Nature, Wagner's views on increasing state activities Wiseman-peacock hypothesis, Canons and classification of public expenditure; effects on production, distribution and economic stability.

### **UNIT III**

**Public Revenue:** Main sources of revenue, Tax revenue, Direct and Indirect Taxes, Progressive, proportional & Regressive Taxes, Value added tax and GST, The Division of tax burden- Impact and Incidence of a tax, effects on production & distribution.

**Public Debt:** Role and classification of Public debt and methods of their redemption. Deficit Financing.

### **UNIT IV**

**Indian Public Finance:** Different types of Budgetary Deficits; Financial Federalism under constitution, Finance Commission- meaning and current Finance Commission, Budgetary Procedure and Financial Control in India. Fiscal Consolidation and FRBM Act.

### **References:**

#### **Text Books :**

1. R.A. Musgrave and P.B. Musgrave, Public Finance in Theory & Practice
2. Maheshwari K L, R K Maheshwari, Public Finance
3. Maheshwari K L, R K Maheshwari, Rajasva
4. Maheshwari K L, R K Maheshwari, Lok Vitt
5. Bhatia, H L- Public Finance

#### **Suggested Readings :**

1. Recent Budget Documents.
2. Joseph E. Stiglitz, Economics of the Public Sector
3. Kaushik Basu and A. Maertens (ed.),
4. Lekhi ,R K- Public Finance

**Web References :**

1. <https://nptel.ac.in/courses/109/104/109104071/>
2. <https://ocw.mit.edu/courses/economics/14-471-public-economics-i-fall-2012/>
3. [https://ocw.mit.edu/courses/economics/14-471-public-economics-i-fall-2012/lecture-notes/MIT14\\_471F12\\_Tax\\_Analysis.pdf](https://ocw.mit.edu/courses/economics/14-471-public-economics-i-fall-2012/lecture-notes/MIT14_471F12_Tax_Analysis.pdf)
4. <https://www.rbi.org.in/Scripts/AnnualPublications.aspx?head=State%20Finances%20:%20A%20Study%20of%20Budgets>
5. <https://www.rbi.org.in/Scripts/AnnualPublications.aspx?head=Handbook+of+Statistics+on+Indian+States>

## **P 10 - Business Communication**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

The course helps students to develop an understanding of pre-requisites for Business Communication with focus on professional, oral and written communication skills.

### **Course Outcomes**

Upon successful completion of this course the students will be able to:

- Apply principles of effective communication in their verbal and non-verbal communication.
- Write effective e-mails, memos, and business correspondence.
- Illustrate presentation skills
- Plan effective business meetings
- Identify communication barriers

**Unit I:** Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

**Unit II:** Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Etiquettes,

**Unit III:** Forms of Business Communication, Written Communication, Oral Communication, Nonverbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.

**Unit IV:** Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing. Business Correspondence: Letter Writing, Inviting tenders and quotations, Designing quotations, Placing orders, Sales letters, Claim & Adjustment Letters and Social correspondence. Memorandum, Inter -office Memo, Notices, Agenda, Minutes of general business meetings. Time management in meetings. Modern communication forms: e-mail, video conferencing, social media communication.

### **Text Books:**

- Business Communication, R.K. Madhukar - Vikas Publication
- Essentials of Business Communication - C. B. Gupta - Cenage
- Business Communication, Jha & Shekhar - Orient Blackswan Pvt. Ltd

### **Reference Books**

- Business Communication- Techniques & Methods - Juneja & Majumdar - Orient Black swan Pvt Ltd.
- Business Communication - Payal Mehra – Pearson

### **Web References**

- <https://blog.smapr.com/11-reasons-why-business-communication-is-crucial-for-companys-success>
- [https://www.managementstudyguide.com/business\\_communication.htm](https://www.managementstudyguide.com/business_communication.htm)
- <https://edu.gcfglobal.org/en/business-communication/>
- <https://www.salesforce.com/ca/blog/2015/06/10-communication-skills-for-business-success.html>

## **P 11 - Selling and Advertising**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

The purpose of this course is to aware the student with the concepts which are helpful in understanding selling activities and advertising expose the students to design of various elements of advertising.

### **Course Outcomes**

Upon successful completion of this course the students will be able to demonstrate strong conceptual knowledge in the selling and advertising, students will be able to demonstrate its application for resolution of problems pertaining selling and advertising.

**Unit I:** Selling: Concept, Nature and Role in Marketing. Personal Selling: Evolving face of Personal Selling, Nature and importance of Personal Selling, Characteristics of a successful salesperson, Sales as a career option, Sales training, Consumer psychology and buying motives, Selling of consumer and Industrial Products (goods and services)

**Unit II:** Selling process: Prospecting, Pre-approach, Approach, Sales presentation and demonstration, Handling objections, Closing the sale, After sale service. Effective selling techniques, role of relationship marketing in personal selling, tools of selling, Motivating and Remunerating Salespersons.

**Unit III:** Advertising: Concept, role, functions, scope and types, Economic, Social, Legal and Ethical aspects of Advertising. Advertising Appeals: Meaning, types and methods, Advertising as a persuasive communication process. Advertising Design: Characteristics and basic elements of Advertising copy. Creation, Production and Planning of Advertisements. Advertising Budget: Types, components and process of preparing. Advertising Agency: Functions and selection of agency.

**Unit IV:** Advertising as a component of Integrated Marketing Communication, AIDA and DAGMAR model. Advertising Media: Types (Print, Outdoor, Electronic and other), Characteristics, merits and limitations of each media type. Media planning: Selection of media category; their reach, frequency, impact, cost and other factors influencing media choice. Problems in reaching rural and remote audience. Evaluation of Advertising effectiveness: Importance, difficulties and methods of measuring advertising effectiveness.

### **Text Books:**

- Advertising, Selling & Promotion, R. Narang, Pearson Education.
- Selling and Advertising, Jaiswal Bimal & Manoj Shiva; New Royal Book Company
- Sales and Distribution Management - Panda and Sahdev, Oxford Edition,
- Advertising Management - Batra, Aaker, Pearson Edition.

### **Reference Books:**

- Sales Management by Still, Cundiff, Govoni Pearson Education,
- Sales and Distribution Management - Havaladar, Mc Graw Hill Edition.
- Integrated Advertising, Promotion and Marketing Communications, K.E. Clow & D.E. Baack, Pearson Education
- Integrated Marketing Communications, David Pickton& Amanda Boderick, PHI
- Integrated Marketing Communications: A Primer, Philips J. Kitchen & Patrick De Pelsmacker

- Advertising and promotion: An integrated marketing communications perspective, Belch, G., & Belch, M., New York: McGraw-Hill.

**Web References:**

- <https://hbr.org/2006/07/ending-the-war-between-sales-and-marketing>
- <https://www.hypebot.com/hypebot/2015/01/11-forms-of-promotion-you-may-be-overlooking.html>
- <https://www.marketingstudyguide.com/main-types-promotion/>

## **B.Com. – Semester III**

### **P 13 - Business Finance**

**Credit : 4**

**Course Outcome:** The students will be able to:

- Demonstrate an understanding of the overall role and importance of the finance function.
- Understand the role and responsibilities of a Finance Manager in an organisation.
- Gain knowledge of the concept of cost of capital, capitalisation; over and under capitalization.
- Have knowledge about the short & long term sources of finance.
- Apply ratio analysis as a tool of managing and controlling finances of a business entity.
- Analyse the complexities associated with working capital management, and the financing approaches to working capital.

**Unit I:** Nature, Scope, Significance of Business Finance, Financial Goals, Finance Function, Duties & Responsibilities of a Finance Manager, Capital Market; functions, types & significance.

**Unit II:** Capitalisation; Concept, Over and Under-Capitalisation; causes and remedies. Capital Structure; Concept, Cost of Capital, Capital Budgeting.

**Unit III:** Long term and short term, sources of capital – Owned and borrowed, Trade Credit, Bank credit, commercial papers etc., Analysis of Profitability, Activity, Liquidity & Solvency.

**Unit IV:** Concept, Determinants and Sources of Working Capital, Fixed and Variable working capital, Estimation of working capital requirements, Financing Approaches to working capital.

#### **References :**

##### **Text Books**

1. Kumar, Audhesh & Kumar, S.- Business Finance
2. Jaiswal, B. & Shimpi, L.S. – Business Finance
3. Gupta, S.P. – Business Finance (Hindi)

##### **Suggested Readings**

1. Gupta, Poonam -Fundamentals of Financial Management
2. Khan and Jain - Financial Management
3. Rustagi, R.P.–Fundamentals of Financial Management

##### **Web References**

1. Kishore, R.M. – Financial Management, Theory, Problems, Cases



## **P 14 - STATISTICAL METHODS**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

### **Course Outcome :**

- The course content of this paper has been designed with the assumption that students have no knowledge or rudimentary knowledge of Business Statistics.
- The purpose is to enhance student's understanding of the fundamentals of statistics.
- In this paper the students will be imparted the knowledge about the measures of descriptive as well analytical statistics and their application in different fields. These fields may include business, trade, industry, macroeconomic indicators, social phenomenon, day to day activities etc.
- Through the study of this paper, students will become acquainted with specific skills of data collection, processing, presentation and application of statistical tools on these data. This is how they will know the characteristics of data and learn analysis, interpretation and prediction of unknown data.

### **Notes:**

Use of Simple/Scientific calculator is allowed.

### **Unit –I**

Introduction: The Nature and scope of statistics, Definition of statistics. Law of Statistical Regularity: Law of Inertia of Large Numbers. Census and Sampling, Methods of Sampling, Types and Characteristics of Statistical Unit. Methods and instruments of data collection.

### **Unit –II**

Classification and Tabulation – Objects, general rules for the construction of tables.

Measures of Central Tendency: Mean – Simple and Weighted, Mode, Harmonic and Geometric Mean; Positional Averages- Median, Quartile and Percentiles.

### **Unit –III**

Measures of Dispersion, Skewness and Kurtosis – Range, Quartile Deviation, Mean Deviation, Standard Deviation and their coefficients; Measures of Skewness and Kurtosis. Correlation Analysis – Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's ranking method.

### **Unit –IV**

Regression Analysis – Linear regression, regression lines, regression equations.

Interpolation – Assumptions, Binomial, Newton's advancing differences, Larganges' methods.

### **References:**

#### **Text Books :**

1. J. K. Sharma, *Business Statistics*
2. S.C. Gupta, *Fundamentals of Statistics*
3. S.P. Gupta and Archana Gupta, *Elementary Statistics*
4. Anoop Kumar Singh, *Statistical Methods (English)*
5. Anoop Kumar Singh, *Statistical Methods (Hindi)*

### **Suggested Readings :**

1. Richard Levin and David S. Rubin, *Statistics for Management*
2. M.R. Spiegel, *Theory and Problems of Statistics*, Schaum's Outlines Series

**Web References :**

1. <https://nptel.ac.in/courses/110/107/110107114/>
2. <https://nptel.ac.in/courses/111/105/111105077/>
3. [https://onlinecourses.nptel.ac.in/noc21\\_ma74/preview](https://onlinecourses.nptel.ac.in/noc21_ma74/preview)
4. <https://ocw.mit.edu/courses/mathematics/18-650-statistics-for-applications-fall-2016/>
5. <https://ocw.mit.edu/courses/sloan-school-of-management/15-075j-statistical-thinking-and-data-analysis-fall-2011/>

## **P 15 - BANKING OPERATIONS**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome :** At the end of the course, a student will be able to:

- Understand the core concepts of banking.
- Acquainted with the knowledge of the functioning of the banking industry, especially that of India.
- Understand the structure of banking system in India
- Understand the operational aspect of commercial banks in India.
- Learn and gain insights about negotiable instruments
- Help understand various concepts like ATM, e-banking, Basel Norms, etc.

### **Unit- I**

Banking System in India, Monetary Policy: Concepts & Objectives, Basic concepts of Regulatory Environment for commercial bank in India and their provisions : RBI Act- Chapter I,II,III ; Banking Regulation Act- General Provisions, Management Control, Loan & Advances; Deposit and Insurance Act- Objectives, SARFAESI Act- Methods of recovery of NPA's and Money Laundering- Procedure, Laws and Guidelines for anti-money laundering.

### **Unit- II**

Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer account, Cheque & its types, Endorsement, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money –calculation of interest on loan & deposits, EMIs.

### **Unit- III**

Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and purchasing, Ancillary Services of the Bankers. E-Banking.

### **Unit-IV**

Employment of funds by Commercial Banks, Types of securities, mode of creating charge, Bank guarantees, Basel norms, financial sector reforms in India.

### **References:**

#### **Text Books :**

1. Jaiswal Bimal : Banking Operations Management
2. Bhole L.M: Financial Institution & Markets
3. Desai Vasant: Financial Market & Institutions

#### **Suggested Readings :**

1. Current Annual RBI Bulletin
2. Current Economy Survey

#### **Web References :**

1. [https://onlinecourses.swayam2.ac.in/imb21\\_mg18/preview](https://onlinecourses.swayam2.ac.in/imb21_mg18/preview)
2. [https://onlinecourses.swayam2.ac.in/imb20\\_mg39/preview](https://onlinecourses.swayam2.ac.in/imb20_mg39/preview)
3. [https://onlinecourses.nptel.ac.in/noc21\\_mg15/preview](https://onlinecourses.nptel.ac.in/noc21_mg15/preview)
4. [https://onlinecourses.swayam2.ac.in/cec21\\_ge04/preview](https://onlinecourses.swayam2.ac.in/cec21_ge04/preview)
5. [https://onlinecourses.swayam2.ac.in/cec20\\_mg08/preview](https://onlinecourses.swayam2.ac.in/cec20_mg08/preview)
6. [http://www.universityofcalicut.info/SDE/Banking\\_on19May2016.pdf](http://www.universityofcalicut.info/SDE/Banking_on19May2016.pdf)
7. <http://egyankosh.ac.in/handle/123456789/21519>
8. <http://egyankosh.ac.in/handle/123456789/13620>

## **P 16 - Managing Human Resources**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

The course aims to equip students with the conceptual knowledge of various functions and roles of Human Resource Management focusing on the ideas needed to successfully manage the workforce in an organization

### **Course Outcomes**

Upon successful completion of this course the students will be able to:

- Develop the basic understanding about the importance of HR function
- Learn the various concepts of Human Resource Management processes required to Induct and Recruit the employees
- Develop the basic knowledge of Training and Performance Appraisal of employees
- Learn important issues related to Compensation and Wage Administration

**Unit I:** Nature and Concept of HRM: Human Resource Management: Importance of HRM and present-day challenges, Human Resource Planning: The process of Human Resource Planning, Limitations.

**Unit II:** Job Analysis: Process of Job-analysis and Design: Job Description, Job Specification and Job Design. Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment. Process of Selection- Stages; Socialization and Induction; Promotions, Demotions, Transfers and Separations.

**Unit III:** Training & Development: Training objective, Process and methods, Management Development, Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.

**Unit IV:** Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary Administration, Current Trends in Salary Administration. Industrial Relations & Workers Participation in Management: Theories of Industrial Relations, Collective Bargaining, Workers' Participation in Management.

### **Text Books**

- M. Sharma, Understanding Wage and Compensation System. Himalaya Publishing House.
- Biswajeet Pattanayak, Human Resource Management, PHI Learning.
- C.B. Gupta, Human Resource Management- Text and Cases. Sultan Chand and Sons,
- Ekta Sharma, Strategic Human Resource Management and Development, Pearson Publication
- J.P. Mahajan, Ravindra Singh, Human Resource Management. Vikas Publishing.
- L.M. Prasad, Human Resource Management. Sultan Chand and Sons.
- Raju T. and Dr. S. Jaya Bharathi, Human Resource Management. Dreamtech Press.
- S.S. Khanka, Human Resource Management (Text and Cases). S. Chand
- V.S.P Rao, Human Resource Management (CBCS). Taxmann

### **Reference Books**

- Gary Dessler, Biju Varrkey, Human Resource Management. Person Publications.
- K Aswathappa, Sadhna Dash, International Human Resource Management. Mc Graw Hill
- P.L. Malik, Sumeet Malik, Industrial Law (Covering Labour Law in India). Vol. 1 & Eastern Book Company .

- R.C. Sharma and Nipun Sharma, Human Resource Management: Theory and Practice, Sage Publications Private Limited.
- Raman Preet, Future of Human Resource Management: Case Studies with Strategic Approach. Wiley.
- Sharon Pandey, Swapnalekha Basak, Human Resource Management: Text and Cases,.Pearson Education.

#### **Web Resources**

- <https://www.digitalhrtech.com/human-resource-basics/>
- <https://www.hrdconnect.com/2019/05/22/what-is-hr-management-in-an-organisation/>
- <https://open.lib.umn.edu/humanresourcemanagement/chapter/1-1-what-is-human-resources/>
- <https://www.inc.com/encyclopedia/human-resource-management.html>

## **P 17 - Information Systems and E-Business**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

The course aims to develop basic understanding of the Information Systems and E-commerce, and their role in Business Organizations with a focus on the development and application of various Information Systems using Information Technology.

### **Course Outcomes**

Upon successful completion of this course the students will be able to:

- Develop the functional knowledge of Computer Systems
- Develop the thorough understanding of various Information Systems with particular focus on DSS, MIS, TP, EIS and, CRM Systems
- Understand the basic knowledge of the applications of Database Management Systems and their development
- Understand the concepts of E-Commerce with an application orientation

**Unit I:** Introduction to Computer systems, elements of a Computer System, types of Computers and their features, input, output and storage devices, types of software, networking and Internet, types of networks and networking devices, methods of Internet access, services available through Internet, business applications and benefits of computerization and Internet.

**Unit II:** Introduction to Information Systems, business applications and its benefits, functional and cross functional Information Systems, Transaction Processing Systems, Electronic Data Interchange, On Line Analytical Processing, Management Information Systems, Decision Support Systems, Executive Information Systems, Executive Support Systems, Enterprise applications, Supply Chain Management Systems, Customer Relationship Management Systems.

**Unit III:** Concept of Database and Database Management System, centralised and distributed Database Systems, Planning and designing of Information Systems, System Flow Charts, traditional System Development Life Cycle, modern System Development Methods, Implementing Information Systems as planned organizational change.

**Unit IV:** Concept of E-commerce, Digital Markets and Digital Goods, advantages and disadvantages of transacting online, types of E-commerce and M-commerce, E-commerce business models, e-payment systems, digital signatures.

### **Text Books:**

- Peter Norton – Introduction to Computers: McGraw Hill
- Leon - Introduction to Computers: Vikas Publications
- Satish Jain – Computers in Business Management: BPB Publications

### **Reference Books:**

- Kenneth C. Laudon – Management Information Systems: Pearson
- James A. O'Brien - Management Information Systems: Hill
- Girdhar Joshi - Management Information Systems: Oxford
- Waman S. Jawadekar - Management Information Systems: McGraw Hill

## Web References

- <https://www.techopedia.com/definition/24142/information-system-is>
- <https://opentextbook.site/informationssystem2019/chapter/chapter-1-what-is-an-information-system-information-systems-introduction/>
- <https://altametrics.com/en/information-systems/information-system-types.html>

**P19. Cost Accounting**

**Credit : 4**

**Course Outcomes:** The students will be able to:-

- Understand the nature and scope of Cost Accounting.
- Gain knowledge about the advantages of cost accounting and classifications of various costs.
- Acquire knowledge about accounting and control of material cost and labour cost.
- Know overhead costing as well as Apportionment and Absorption of Overheads.
- Understand the methods of costing, marginal costing and budgetary control system.
- Gain knowledge of Unit or Output costing as well as standard costing.

**Unit –I :** Definition, Nature, Scope, Significance and Function of Cost Accounting, Cost Centre, Costs and its elements, System of ascertainment of cost, Control of Materials, Labour and Overhead, Allocation, Apportionment and Absorption of Overheads.

**Unit –II :** Unit Output Costing : Concept and Need for Unit Output Costing; Preparation of Cost Sheet and Tender Price, (Calculation of Tender, Quotation and Estimated price), Contract and Job Costing, Process Cost Accounting.

**Unit –III :** Reconciliation of Cost and Financial Accounts, Service Costing, Budgetary Control.

**Unit –IV :** Marginal Costing, Standard Costing.

**References :**

**Text Books**

1. M.L. Agarwal – Cost Accounting (Hindi & English)
2. S.P. Gupta– Cost Accounting (Hindi & English)
3. Khan & Jain – Cost Accounting
4. Audhesh Tripathi & Varshney - Cost Accounting
5. Blocker & Weltmer – Cost Accounting
6. Bharr – Cost Accounting

**Suggested Readings**

1. Bigg – Cost Accounts
2. Gupta, MP – Costing
3. Lucey. T. – Costing

**Web References**

1. Lunt – Manual of Cost Account
2. Ridgeway – Cost Account
3. Whelden – Principles and Methods of Costing
4. Horngance, Charles T. –Cost Accounting : A Managerial Emphasis



## **P20- Contemporary Audit**

**Credit : 4**

**Course Outcomes:** The students will be able to:

- Understand the concept, types & techniques of audit.
- Gain knowledge of audit documentation, vouching and verification of assets and liabilities.
- Understand provisions regarding appointment of a company auditor and learn about his powers and duties.
- Have knowledge of special provisions for Government audit.
- Gain insight into audit of special entities and emerging concepts in auditing as well as standards on auditing.

**Unit –I:** Nature & Objectives of Auditing; Types of Audit, Auditing Techniques; Internal Control & Internal Check, Audit Programme, Audit Procedure, Routine checking, Test checking.

**Unit –II:** Vouching, Verification of Assets & Liabilities, Divisible Profit and Dividend, Internal Audit, Investigation.

**Unit –III:** Government Audit, Audit of Limited Companies, Company Auditor: Appointment, Remuneration, Powers, Duties and Liabilities, Audit report.

**Unit –IV:** Standards on Auditing, Audit of Special entities: Non-Profit Organisations, Educational Institutions & Clubs, Cost Audit, Tax Audit and Management Audit.

### **References :**

#### **Text Books**

1. Maheshwari, K.L. and Maheshwari, R.K. – Contemporary Audit
2. Sharma, T.R. - Contemporary Audit (Hindi & English)
3. Gupta, Kamal - Contemporary Auditing

#### **Suggested Readings**

1. Batliboi, J.R. – Principles and Practice of Auditing
2. Garg, CA Pankaj – Auditing and Assurance
3. Basu, S.K.—Auditing, Principles and Techniques
4. Prakash, Jagdish-Auditing, Principles, Practice & Problems

#### **Web References**

1. Spicer and Pegler's – Practical Auditing

## **P21. Foreign Trade of India**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome :** At the end of the course, a student will be able to:

1. Understand the underlying motives of international trade.
2. Know the composition, direction and volume of trade over a period of time.
3. Analyse with the current status and changing dynamics of India's foreign trade as well as the impact of policy changes on it.
4. Well-equipped when employed, whether in the field of industry or trade (export-import).

### **Unit –I**

Introduction – Trade its meaning and types. Difference between internal and international trade. Concept, Assumptions and Criticism of International Trade Theories. India's Internal Trade- Characteristics and Problems. Coastal trade .Terms of Trade.

### **Unit-II**

Foreign Trade of India – Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

### **Unit –III**

Free Trade and Protective trade policies, India's Major trading partners: USA, UK, China and Japan. National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

### **Unit –IV**

Recent World trade Scenario, Recent changes in Foreign trade policy, Trade agreements – Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments: Concept, Problems, Reasons for disequilibrium and Corrective Measures.

### **References:**

#### **Text Books :**

1. Jaiswal Bimal &A.K.Singh – Foreign Trade of India
2. Goswami V.K. – International Trade
3. Mishra N.K. & Abrar Anjum- Trade of India
4. Cherrunilam F. – International Trade Export Management

#### **Suggested Readings :**

1. Salvi P.G. – New Directions on India's Trade policy.
2. Current Annual RBI Report
3. Hill C.W. - International Business
4. Daniels - International Business

#### **Web References :**

1. <https://nptel.ac.in/courses/109/107/109107173/>
2. <https://www.iiem.in/export-import-course.html>
3. <http://egyankosh.ac.in/handle/123456789/3207>
4. <http://egyankosh.ac.in/handle/123456789/3212>
5. <http://egyankosh.ac.in/handle/123456789/3213>
6. <http://egyankosh.ac.in/handle/123456789/3214>
7. <http://egyankosh.ac.in/handle/123456789/3216>

## **P22. Macro Economics**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome :** Students who complete this course will be able to understand:

- The meaning and components of the National Income Accounts, especially GDP; the concept and working of multipliers;
- The meaning of the business cycle and its phases and to manipulate the basic Aggregate Supply, Aggregate Demand model of the macro economy;
- The meaning of unemployment and inflation data and how that data is collected and computed;
- How fiscal policy operates, its tools, and its advantages and drawbacks;
- How monetary policy operates, its tools, and its advantages and drawbacks.

### **Unit- I**

Concept and scope of Macro-Economics; Macro-economic Paradoxes: wage-employment paradox and paradox of thrift, The Circular flow of Income and expenditure.

The Analysis and Measurement of Economic Activity - National Income Accounting: Concept and Definitions of National Income. Various components of National Income, Methods of Measurement of National Income and Welfare.

### **Unit – II**

Classical Macroeconomic Models – Say's Law, Quantity Theory of Money, Wage-Price Flexibility and Full employment.

Aggregate Expenditure – Consumption Function: Concepts of propensities of consumption and saving. Absolute Income Hypothesis, Relative Income Hypothesis; Consumption Puzzle and Permanent Consumption Hypothesis. Investment Function: Types, Marginal Efficiency of Capital (MEC) and Marginal Efficiency of Investment (MEI).

### **Unit –III**

The Concept of Multiplier; National Income Determination in an Open Economy

IS-LM Analysis - Derivation of IS and LM Functions; Joint determination of National Income and rate of Interest and Shift and IS and LM Curves.

### **Unit-IV**

Theory of Inflation – Meaning, types and measurement, Demand Pull and Cost Push Inflation. The Philips Curve, Effects of Inflation, Anti-Inflation Policies – Monetary and Fiscal Policies.

Business Cycles – concept, types and phases; Keynes, Hawtrey, Hicks Models.

### **References:**

#### **Text Books :**

1. J V Vaishampayan, Macroeconomic Theory and Policy (Hindi & English)
2. Maheshwari K.L. & Maheshwari R.K. – Macro Economics
3. H L Ahuja, Macroeconomic Theory, S Chand Publication
4. D N Dwivedi, Macroeconomic Theory

### **Suggested Readings :**

1. Dornbusch, Fischer and Startz, Macroeconomics
2. N. Gregory Mankiw. Macroeconomics
3. Richard T. Froyen, Macroeconomics
4. Errol D'Souza, Macroeconomics

**Web References :**

1. <https://nptel.ac.in/courses/109/104/109104073/>
2. <https://nptel.ac.in/noc/courses/noc15/SEM1/noc15-hs08/>
3. [https://onlinecourses.swayam2.ac.in/cec20\\_hs26/preview](https://onlinecourses.swayam2.ac.in/cec20_hs26/preview)
4. [https://onlinecourses.swayam2.ac.in/cec20\\_hs43/preview](https://onlinecourses.swayam2.ac.in/cec20_hs43/preview)
5. <https://ocw.mit.edu/courses/economics/14-02-principles-of-macroeconomics-spring-2014/>
6. <https://ocw.mit.edu/courses/economics/14-05-intermediate-macroeconomics-spring-2013/>
7. <http://hdl.handle.net/1721.1/86309>
8. <https://dbie.rbi.org.in/DBIE/dbie.rbi?site=home>

## **P23. Institutional Framework for Business**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

The course objective is to introduce the students with the institutional framework which exists for the monetary policies, credit availability for small as well as large and rural as well as urban development, other developmental avenues for agricultural and small industries, etc. Further, it is intended to apprise students with the Capital and Investment related scenario and the institutions and people involved with stocks and related domains. Finally, students will also discuss the latest trends and developments like the insolvency and bankruptcy code, competitive commission, to name a few.

### **Course Outcomes**

Upon successful completion of this course the students will be able understand how the institutional framework for business will empower them to better locate and employ the opportunities available during the course of fulfilling their duties in various managerial roles. They would be able to take better decisions and design and provide better value to both their respective organizations and the various stakeholders involved. The knowledge of the institutional mechanisms will stand in good stead for the budding entrepreneurs of tomorrow.

**UNIT I:** Introduction to Indian regulatory environment for business, Role and Functions of RBI Structure of commercial banking in India, mandatory provisions regarding SLR and CRR/NABARD: Role and functions, EXIM Bank and its facilitative role, Export Credit Guarantee Corporation of India (ECGC), SIDB and its various schemes for promotion of small business, Microfinance Institutions and Regional Rural Banks, Scope and functions of IRDA and PFDA

**UNIT II:** Regulatory bodies for financial and Investment markets in India: SEBI- roles and functions, Important guidelines for Issue of capital Intermediaries /market infrastructure institutions. Role and functions of Bankers to issue, Credit rating agencies, Merchant banks, Mutual funds, Portfolio managers, Underwriters

**UNIT III:** Role and functions of Stock exchanges, Stock exchanges in India, Prominent stock exchanges in India - BSE and NSE, Different types of instruments and brokers: equity and equity derivatives, corporate debt market segment, commodities derivatives market segment

**UNIT IV:** Functions of: Competitive Commission of India, National Company Law Tribunal towards Insolvency and Bankruptcy code, Department of Industrial Policy and Promotion for FDI in India.

### **Text Books**

- Institutional Framework for Business, Ajai Prakash Thakur Publications Pvt. Ltd
- व्यापार के लिए संस्थागत रूपरेखा, Ajai Prakash, Saroj Kumar; Thakur Publications Pvt. Ltd
- Institutional Framework for Business, Bimal Jaiswal; Sahitya Bhawan
- Financial Institutions and Markets, L M Bhole and Jitendra Mahakud, Tata McGraw Hill.
- Financial Markets & Institutions, Vinod Kumar, Atul Gupta, Manmeet Kaur Bawa; Taxmann
- Business Environment, Francis Cherunilam
- Business Environment- B.N. Ghosh, Oxford University Press

**Reference Books**

- Indian Economy: Performance & Policies, 8th Ed.- Uma Kapila, Academic Foundation, New Delhi
- Global Business Environments & Strategies- A. Aregbeshola, J. Luiz, K. Ojah, T. Oosthuizen, P. Palmer. P. Venter,
- International Business Environment and Operations- John D. Daniels, Pearson Education,

**Web References:** Web- sites of RBI, SEBI, IRDA, BSE, NSE, IBEF etc.

## **B.Com. – Semester V**

### **P25. Goods and Service Tax (GST)**

**Credit : 4**

**Course Outcomes:** The students will be able to:-

- Learn the concept of Indirect tax from Pre-GST period to Post-GST period.
- Understand the difference between forward charge, reverse charge mechanism and the difference between composite and mixed supply.
- Know the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc.
- Record and analyze the transactions for compliance under GST.
- Understand the procedure for registration, payment and refund of GST as well as mechanism to determine it.

**Unit-I :** Concept and types of Indirect Tax; Right to impose indirect tax by Centre (Union)/State and Union Territory Governments before and after 101<sup>st</sup> Amendment of the Constitution of India; Introduction of GST in India; Definition - Supply, Aggregate Turnover, Person, Business, Appropriate Government, Mixed Supply, Composite Supply, GSTN, GSTIN, E-Commerce Input Tax Credit etc. GST Models : Single GST & Dual GST; Types of GST:- CGST,SGST/UTGST,IGST ; Levy and Collection of GST.

**Unit –II :** Registration under GST: Persons liable to get registered, Compulsory Registration, Registration Procedure, Reverse Charge Mechanism, Composition Scheme and assessment under composition scheme; Zero rated supply; Exemption from GST, GST tax rate.

**Unit-III :** Input Tax Credit (ITC), Eligibility and conditions for taking Input Tax Credit, Apportionment of ITC and Blocked Credit; Various Documents under GST- Tax Invoice, Bill for Supply, Debit Note, Credit Note, Payment Voucher, Receipt Voucher, E-way bill, HSN Code and SAC Code.

**Unit-IV :** Assessment and Administration of GST - Types of GST Returns, Types of Assessment & Assessment Procedures, Role and Functions of GST Council, Tax Authorities and their powers; Tax deduction at Source & Tax Collection at Source, Refund of Tax.

#### **References :**

##### **Text Books**

1. S.K. Shukla : GST in India (Hindi & English)

##### **Suggested Readings**

1. Bare Act

##### **Web References**

1. Taxman : Goods and Service Tax (Hindi & English)

## **P26. Principles and Practice of Insurance**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Gain knowledge about the concept & purpose of insurance, Double insurance, Over insurance, Under-insurance and Re-insurance.
- Gain insight about the Theories, Principles and Contracts of Insurance.
- Learn various policies, Terms & conditions and Types of Life Insurance.
- Gain knowledge regarding basic principles of Fire Insurance policy, assignment and claims.
- Acquire knowledge on Principles, Types, Conditions and Warranties in Marine Insurance policy as well as marine losses.

**Unit –I :** Introduction, Purpose and Need of Insurance, Insurance as a social security tool; Insurance and economic development, Theories of Insurance, Principles of Insurance Contract, Risk, Double insurance, Over insurance, Under insurance, Re-insurance.

**Unit –II :** Life Insurance – Principles and Practice; Life insurance contracts; nature and characteristics, Types of life insurance policies, Terms & Conditions of the policy, Nomination and Assignment of policies, Computation of premium, Annuity payments, Mortality Table.

**Unit –III :** Fire Insurance – The basic principles of Fire Insurance contracts, Fire Policy; Conditions, Assignment, Claims.

**Unit –IV :** Marine Insurance – General Principles, Conditions and Warranties in marine insurance policy, Types of Marine insurance policies; Assignment of policy, Loss and abandonment, Marine losses.

### **References :**

#### **Text Books**

1. S.K. Shukla – Insurance Law & Accounts (Hindi & English)
2. S.N. Mishra – Insurance
3. Arif Khan - Insurance
4. M.N. Mishra – Insurance

#### **Suggested Readings**

1. Huebner – Life Insurance
2. Maclean – Life Insurance
3. Godwin – Principles and Practices of Fire Insurance
4. Bal Chand – Bima Ke Prambhik Prakaran

#### **Web References**

1. Leigh – A Guide of Life Insurance
2. Insurance Act 1938
3. Young – Insurance



## **P27. Introduction to Entrepreneurship**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

The course aims to develop the ideas of Entrepreneurship among students and provide them the insights into the management functions needed to set up and successfully run the Business Ventures.

### **Course Outcomes**

Upon successful completion of this course the students will be able to:

- Develop the concepts of Entrepreneurship and its practical significance
- Develop the capability to identify business opportunities and work on them
- Learn to develop a Business Plan with sufficient focus on Technology, Human Resource and management of Financial resources
- Learn to source the funds and apply them efficiently

**Unit I:** Entrepreneurship: Concept and objective. Entrepreneurial Traits and Mindset. Misconceptions and Myths about Entrepreneurship. Motivation for becoming an Entrepreneur. Entrepreneurship as a Career Option.

**Unit II:** Creativity, Innovation and Entrepreneurship. bottlenecks to Creativity, sources of New Ideas, techniques for generating ideas, accessing Business Potential of an Idea, Idea to Opportunity: Opportunity recognition. Types of New Ventures, Tax implications of various forms of Ventures. Intellectual Property Rights (IPR): Patents, Trademarks and Copyrights.

**Unit III:** Business Plan: Purpose and Contents of a Business Plan.

Marketing Plan: Industry Analysis, Competitor Analysis, Market Segmentation, Target Markets, Market Positioning, Marketing Mix.

Operation and Production Plan: Product Design and Specifications, Types of Production Systems, Location and Layout Decisions, Plant and Technology Choices.

Organisation Plan: Planning HR requirements, Organisational Structure and Systems.

Financial Plan: Budgeting. Preparation of projected Statements, Profit and Loss Accounts / Income Statement and Balance Sheet.

**Unit IV:** Financing of New Ventures: Stages of Financing, Sources of Finance – Seed Funding, Venture Capital Funding, Bank Funding, Lease Financing. Funding opportunities and Institutional Support in India.

Key Financial Indicators: Break-Even Analysis, Ratio Analysis, Valuation Methods, Sensitivity analysis.

### **Text Books**

- Arya Kumar, Entrepreneurship, Pearson, Delhi.
- Fundamentals of Entrepreneurship & Project Planning, Jaiswal Bimal, Banerjee Richa & Mishra Padma; New Royal Book Company
- Poornima M.CH., Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi.
- Anil Kumar, S., et.al., Entrepreneurship Development, New Age International Publishers, New Delhi.
- A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities,
- Rajeev Roy, Entrepreneurship, Oxford, New Delhi.

**Reference Books**

- Social Entrepreneurship: Ram Krishna Reddy Kummitha
- The art of social enterprises: Carl Frankel & Allen Bromerger

**Web References**

- <https://www.entrepreneur.com/>
- <https://www.econlib.org/library/Enc/Entrepreneurship.html>
- <https://www.oberlo.in/blog/what-is-entrepreneurship>
- <https://www.ownr.co/blog/what-is-entrepreneurship/>

## **P28. Managing Business Operations**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

The objective of this course is to introduce the students with the intricacies of Business Operations. The course discusses the Locational and Layout issues, Material Handlings and work-study techniques involved in Business Operations. It also elaborates on the significance of Production Planning & control, Quality Control and Inventory management in the organizations.

### **Course Outcomes**

Upon successful completion of this course the students will be able to comprehend the operational activities in any organization - Production based and/or Service Based. They will be able to effectively & efficiently execute different operational functions in any business organization.

**Unit I:** Introduction: Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job-Shop and Project.

**Unit II:** Plant Location: Nature, Factors considered in location and Methods. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection of equipment and types of handling equipment.

**Unit III:** Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control.

**Unit IV:** Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.

### **Text Books:**

- Ashwathappa K & Bhat K. Shridhara - Production & Operation Management, Himalaya Publication
- Mahadevan, B. Operations Management: Theory & Practice, Pearson Education, New Delhi
- Upendra Kachru, Production & Operations Management, Excel Books.
- S N Chary – *Production and Operations Management (McGraw Hill)*

### **Reference Books:**

- Heizer and Render – *Operations Management (Prentice Hall)*
- William J Stevenson – *Operations Management (McGraw Hill)*
- Adam Jr Everetl E. & Ebert R J – *Production and Operations Management (Prentice-Hall)*
- Dilworth James B – *Operations Management (Mc Graw Hill)*
- Adam,E.E and Ebert, *Production & Operations Management (latest edition), Prentice Hall of India,*
- Gaither and Frazier, *Operations Management, Thomson South Western*
- Heizer Jay and Render Barry. *Production & Operations Management, Pearson Education*
- Byron J Finch, *Operations Now, Tata McGraw Hill Publication*
- William J. Stevenson, *Operations Management, McGraw Hill Publication*
- Jacobs, Chase,. and Ravi Shankar. *Operations and Supply Chain Management, McGraw Hill*
- Russell & Taylor, *Operations & Supply Chain Management, Wiley Publication*

*Web References*

- <https://www.investopedia.com/terms/o/operations-management.asp>
- <https://www.referenceforbusiness.com/management/Ob-Or/Operations-Management.html>
- <https://www.inc.com/encyclopedia/operations-management.html>

## **P29X. Company Law and Practice**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Outcomes**

The course aims to provide the knowledge needed to incorporate a Company and legally administer all its affairs as per the Company Law in India.

### **Course Outcomes**

Upon successful completion of this course the students will be able to:

- Understand the nature, types and formation of companies in India
- Understand and draft Memorandum of Association and Articles of Association
- Plan the management of Share Capital and its Issuance
- Understand the legal implications in appointment of company officials and conduct and scope of Company Meetings

**Unit I:** Definition & nature of Company, types of Companies, formation of Companies, Liability of promoters, Incorporation of Companies, Commencement of business

**Unit II:** Memorandum of Association (MOA), Contents, Doctrine of Ultra-vires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it

**Unit III:** Prospectus, Statements in view of prospectus, Mis-statement & their remedies, share capital, Allotment of shares – definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares, Voting rights, Right issues.

**Unit IV:** Management of Company, Appointment of directors, Legal Position, Duties & liabilities & Powers, Company Meetings- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, Provisions regarding borrowing, issue of debentures, dividend, bonus shares, and winding up.

### **Text Books**

- *Company Law and secretarial practice* by SM Shukla and P Mahajan, Sahitya Bhawan Prakashan
- *Corporate Laws* by MC Kuccha, I Mahavir book depot
- *An Easy Approach to Corporate Laws*, by Sharma JP Ane Books Pvt Ltd.
- *Indian Companies Law* by Harpal Singh, Galgotia publishing house
- *Company Law and Secretarial Practice*, Sherlerkar
- *Company Law*, Avtar Singh

### **Reference Books**

- *Companies Act and corporate Laws*, Bharat Law House Pvt Ltd
- *Company Law and Procedure* by Kannal and Sowrirajan, Taxman's Allied Services pvt Ltd.
- *A Guide to Companies Act* by Ramaiya, Lexis Nexis.

### **Web References**

- <https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf>
- <http://ebook.mca.gov.in/default.aspx>
- <https://lawexplores.com/introduction-to-company-law/>

## **P29Y. Concepts of Valuation**

**Credits:** 4 (Lectures-3, Tutorial-1)

### **Course Objectives**

This course aims to equip students with the concepts of 'Time Value of Money' and how these concepts are used to estimate the value of various types of securities generating different streams of cash flows.

### **Course Outcomes**

Upon successful completion of this course the students will be able to:

- Develop a thorough understanding of present and future value concepts
- Grasp the techniques to estimate and analyze all types of Annuities
- Fully understand the concepts of Fixed Income Securities and estimation of present and future values of their cash-flows
- Develop a thorough knowledge of the concepts of Variable income securities (Shares) along with the knowledge of their Issuance and Trading in Capital Markets

**Unit I:** Cost Price, Selling Price and Profit Margin, Simple and Compound Interest. Future value and Present value. Bill Discounting and Average Due Date.

**Unit II:** Annuity: ordinary annuity, annuity due, future value of annuity calculation, determining present value and future value of annuity stream of payments, Compounding frequency, the present value of perpetuities, Determining the present value of uneven cash flow streams, Determining the present value of deferred annuities, Net present value.

**Unit III:** The characteristics of fixed-income (debt and preferred stock) securities including a. Types of each form of security b. Features c. Users d. Advantages and disadvantages, Reading and interpreting financial market data, including stock and bond price quotations, capitalization of cash flows from the asset, as well as the risk-free rate. The value of a bond with a finite maturity date, the yield to maturity of a bond, the value of a perpetual bond, or perpetuity, Preferred stocks.

**Unit-IV:** The characteristics of variable income (common stock) securities – Stockholder rights, Features, Advantages and disadvantages, Methods of selling securities in the primary capital markets – public, cash offering, Direct placement, Rights offering to shareholders, The general dividend valuation model, constant growth dividend valuation model, Zero growth dividend valuation, non-constant growth dividend valuation model.

### **Text Books:**

- Concepts of Valuation by Mohd. Anees, Publisher "New Royal Book Company"
- Concepts in Valuation by Dr Ajai Prakash & Dr. Saroj Kumar Publisher "Thakur Publication"
- Concepts in Valuation by Biman Jaiswal & Leena S Shimpi, Sahitya Bhawan.

### **Reference Books:**

- Business Mathematics by Mohd. Shadab Khan Publisher "VIVA BOOKS".
- Business Mathematics by S. M. Shukla, Publisher "Sahitya Bhawan Publication".
- Business Mathematics: D. C. Sancheti & V. K. Kapoor, Sultan Chand & Sons
- Business Mathematics: S. K. Shukla & Gurmeet Kaur, Sultan Chand & Sons
- Business Mathematics: Hazarika Padmalochan, Sultan Chand & Sons
- Business Mathematics: Qazi Zameeruddin,, Vijay K. Khanna, S.K. Bhambri: Vikas Publishing

### **Web References:**

- <https://corporatefinanceinstitute.com/resources/knowledge/valuation/valuation-principles/>

- [https://www.academia.edu/39366894/PRINCIPLES\\_OF\\_VALUATION\\_DEFINITION\\_OF\\_COST\\_PRICE\\_AND\\_VALUE](https://www.academia.edu/39366894/PRINCIPLES_OF_VALUATION_DEFINITION_OF_COST_PRICE_AND_VALUE)

## **B.Com. – Semester VI**

### **P31. Income Tax Law and Accounts**

**Credit : 4**

**Course Outcomes:** The students will be able to:-

- Know about the basic concept of Income Tax.
- Understand the provisions of Income tax in order to minimize the ultimate tax liability by setting off loss due to agricultural Income.
- Understand the provisions relating to residential status and incidence/charge of Tax.
- Compute total income under five Heads of Income i.e. Salaries, House Property, Profits & Gains from Business & Profession, Capital Gains and Other Sources.
- Acquire knowledge of the provisions and procedure for clubbing & aggregation of incomes and set-off & carry forward of losses.
- Understand provisions about appeal & revision, tax penalties, offence and prosecutions.

**Unit-I :** Basic Concepts: Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person. Tax evasion, avoidance and tax planning, Basics of Charge; Scope of total income, residence and tax liability, income which does not form part of total income, deduction from Gross total income.

**Unit-II :** Heads of the Income: Salaries; Income from house property; Profit and gains of business and profession. Capital gains; Income from other sources.

**Unit-III :** Deemed income: Aggregation of Income, Set-off and carry forward of losses; Tax Authorities; Assessment procedures.

**Unit-IV :** Computations of total income of an individual, H.UF

#### **References :**

##### **Text Books**

1. Shukla S.K. – Income Tax : Laws and Accounts ( Hindi & English)
2. Mehrotra, H.C. – Income Tax Law & Accounts;

##### **Suggested Readings**

1. Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi
2. Grish Ahuja & Ravi Gupta, Systematic approach to income tax, Sahitya Bhawan publication, New Delhi.

##### **Web References**

1. Singhanai V.K. – Students, Guide of Income Tax, Taxman, Delhi
2. Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi



## **P32. Principles and Practice of Marketing**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Have knowledge about marketing and its functions.
- Understand what is a product, its classifications and product life cycle
- Gain knowledge about the mechanism of price determination of a product in various markets.
- Understand the need and significance of distribution channels.
- Gain insight of the concept of advertising and how it affects the buying habits of a consumer.
- Understand and trap the psyche of consumer in order to market a product.

**UNIT I:** Introduction: Meaning, Nature and scope of marketing, Marketing concepts, importance of marketing, Difference between Selling vs. marketing; Marketing mix; Function of Marketing, Marketing environment.

**UNIT - II:** Market Segmentation Meaning and definition of market segmentation, Strategies opted for market segmentation, Bases for market segmentation, benefits of market segmentation. Consumer Behaviour-Meaning and Importance of consumer behaviour, factors determining consumer behaviour, stages in the buying decision process.

**UNIT– III:** Concept of Product, classification of products, Product Mix, Product Life Cycle, stages in new product development. Product Branding, Product Packaging, Product labelling, After- sales service. Pricing of product-Meaning Objectives and Importance of pricing, Factors affecting price of a product, Methods of Pricing, Discounts and rebates.

**UNIT - IV:** Promotion and Advertising- Promotion Meaning and Objectives, Promotion Mix, Methods of promotion, Advertising- Meaning and Objectives of advertising their relative merits and limitations; Characteristics of an effective advertisement, Personal selling. Channels of distribution and Physical Distribution: Distribution channels - concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation Warehousing; Inventory control; Order processing.

### **References :**

#### **Text Books**

1. Gupta, A.P. – Bharat Mein Viparan Ke Sidhant Thata Vyohar
2. Saxena R., Marketing Management,
3. Gupta C.B. & Nair N. Rajan – Marketing Management
4. Dutta Debray & Dutta Mahua - Marketing Management
5. Shukla Ajit Kumar - Marketing Management

#### **Suggested Readings**

1. Maheshwari K.L., Maheshwari R.K. & Ram Milan – Marketing Management
2. Chatterjee A. & Chaturvedi R.K.– Marketing Fundamentals – A Contemporary Insight
3. Varshney, R.L. & Gupta, S.P. – International Marketing Management
4. Bansal S.P.– Marketing Management

#### **Web References**

1. Kotler Philip and Armstrong G., Principles of Marketing, Pearson.
2. Sherlekar S. A., Marketing Management, Himalaya Publishing House.
3. Pillai R.S.N. & Bagarathi – Modern Market

## **P33. Indian Economy**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome** : After the course the students will be able to:

1. Understand the fundamentals of Indian economy.
2. Analyze the changing dimensions of Indian economy.
3. Acquaint with changing dimensions of our economy.
4. Provide the knowledge about various policies and programmes run by our government and their impact on our economy.

### **UNIT-1**

Concept and Features of Developing and Developed economy, Nature and structure of Indian Economy, Characteristics and problems of Indian Economy, Planning in India: Five year plans – Achievements and failures, NITI Aayog.

### **Unit –II**

Indian Agriculture –Its features and problems. Agricultural development in planned era.Green revolution, Agricultural marketing. Problem of unemployment, Forms of Unemployment, Employment Generation and Poverty Alleviation Programmes in India.

### **Unit –III**

Indian Industry: Large scale, small scale and cottage industries, MSME, MUDRA Scheme Industrial development during five year plans, Industrial policy-Make in India, Industrial Sickness, Industrial finance: Sources and Institutions.

### **UNIT-IV**

Infrastructure in the Indian Economy, Energy Sector: Sources, Energy crisis and measures to tackle. Population growth and Population explosion, Population Policy and programmes.

### **References:**

#### **Text Books :**

1. Misra S.K. and Puri V.K. – Indian Economy
2. Jaiswal B. - Indian Economy
3. Singh A.K & Dwivedi Priya. - Indian Economy
4. Datta and Sundaram – Indian Economy (English & Hindi)

#### **Suggested Readings :**

1. Current Economic Survey
2. The Stiglitz Report by Joseph E Stiglitz.
3. The Argumentative Indian by Amartya Sen.
4. Imagining India by Nandan Nilekani.
5. Indira: The Life of Indira Nehru Gandhi by Katherine Frank.
6. India After Gandhi: The History of the World's Largest Democracy by Ramachandra Guha.

#### **Web References :**

1. <https://nptel.ac.in/courses/109/104/109104184/>
2. <http://egyankosh.ac.in/handle/123456789/16313>
3. <http://egyankosh.ac.in/handle/123456789/16317>
4. <http://egyankosh.ac.in/handle/123456789/37993>
5. <http://egyankosh.ac.in/handle/123456789/26245>
6. <http://egyankosh.ac.in/handle/123456789/56294>
7. <http://egyankosh.ac.in/handle/123456789/36769>
8. <http://egyankosh.ac.in/handle/123456789/37238>
9. <http://egyankosh.ac.in/handle/123456789/56168>

## **P34. Applied Business Statistics**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome :** On completion of this course, the students will be able to:

1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis;
2. Critically evaluate the underlying assumptions of analysis tools;
3. Understand and critically discuss the issues surrounding sampling and significance; Discuss critically the uses and limitations of statistical analysis;
4. Solve a range of problems using the techniques covered;
5. Conduct basic statistical analysis of data.

### **Unit-I**

Statistical System in India – Indian Statistical Machinery – Organisation at Central and State level, National Sample Survey Organisation – Organisation, Functions, Design and Technique. National Income Statistics: Methods of measuring National Income and related aggregates

### **Unit - II**

Population Statistics – Nature, Importance and Methods of Population Census. Population Census in India. Vital Statistics- Computation of birth, death, Fertility and Reproduction rates.

### **Unit- III**

Analysis of Time Series – Meaning, Importance and Purposes, Components of Time Series Analysis. Long Term Trend and Seasonal Variation measurement – Different methods. Statistical Quality control: Concept, Utility and Techniques. Construction of control charts for Variables and Attributes

### **Unit- IV**

Index numbers and their uses: Definition, Importance and Limitations. Price, Quantity and value index numbers, Methods of constructing index numbers, Tests of reversibility, WPI and CPI, Deflating Index Numbers. Business Forecasting: Concept and Methods

### **References:**

#### **Text Books :**

1. Singh Kumar Anoop - Applied and Business Statistics (Hindi)
2. Abrar Anjum – Applied and Business Statistics
3. Gupta S.P. – Statistical Methods

#### **Suggested Readings :**

1. Richard Levin and David S. Rubin, *Statistics for Management*
2. M.R. Spiegel, *Theory and Problems of Statistics*, Schaum's Outlines Series

#### **Web References :**

1. [https://onlinecourses.swayam2.ac.in/cec20\\_mg13/preview](https://onlinecourses.swayam2.ac.in/cec20_mg13/preview)
2. [https://onlinecourses.swayam2.ac.in/cec21\\_ma01/preview](https://onlinecourses.swayam2.ac.in/cec21_ma01/preview)
3. [https://onlinecourses.nptel.ac.in/noc20\\_mg23/preview](https://onlinecourses.nptel.ac.in/noc20_mg23/preview)
4. <https://ocw.mit.edu/courses/mathematics/18-05-introduction-to-probability-and-statistics-spring-2014/>

## **P35X. Economics of Public Enterprises**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome :** After learning this course, students would be able to:

- Understand in detail the fundamentals, working, evaluation etc. of public enterprises.
- Manage the smooth functioning of the public enterprises for economy development.
- Understand the role and accountability of public enterprises in the development of economy.
- Get the knowledge about the various business operations performed in the public enterprises.

### **Unit-I**

Concept of public enterprises, Role in national economy, Growth of public enterprise in India.

### **Unit-II**

Organisational Patterns- Departmental Undertaking, Statutory Corporations, Companies, Holding Companies, Other Forms. Management- Public Enterprises Board, Functions Responsibilities, Duties of Board of Directors, Delegation of Authority.

### **Unit-III**

Pricing in Public Enterprises, Efficiency and Performance Evaluation, Financing of Public Enterprises, Performance Budgeting, Financial Advisor, Disinvestment in PSUs.

### **Unit-IV**

Accountability and Control – Public Accountability and Autonomy, Accountability to Parliament, Control, Audit, Annual Reports, Consumer Organisation.

### **References:**

#### **Text Books :**

1. Maheshwari, R.K. – Public Enterprise Management
2. Laxmi Narain – Principles Practice of Public Enterprise
3. Maheshwari R.K. – Lokupkram (Hindi)

#### **Suggested Readings :**

1. Barnes, I.R. – Economics of Public Utility Regulation
2. Clemens E.W. – Economics and Public Utilities
3. Sleeman, J.F. – British Public Utilities

#### **Web References :**

1. [http://ppup.ac.in/download/econtent/pdf/e-content%20PPU.Public%20Enterprise%20BA-II%20\(%20Economics%20Hons\)Public%20Finance\(Paper-iv\)%20%20By-%20Dr.%20Anil%20Nath.pdf](http://ppup.ac.in/download/econtent/pdf/e-content%20PPU.Public%20Enterprise%20BA-II%20(%20Economics%20Hons)Public%20Finance(Paper-iv)%20%20By-%20Dr.%20Anil%20Nath.pdf)
2. <http://cms.gcg11.ac.in/attachments/article/233/Public%20Enterprises-%20Concept%20and%20Significance.pdf>
3. <http://cms.gcg11.ac.in/attachments/article/233/public%20corporation.pdf>
4. <https://bujhansi.ac.in/econtent/pages/shortcodes/ims/Presentation-DR%20AMARJOT.pdf>
5. <http://old.nios.ac.in/srsec319new/319EL8.pdf>

## **P35Y. Export Import Procedure and Documentation**

**Credit : 04**

**T: 4 Lectures per week /P:**

**Course Outcome :** After learning this course, the students will be able to:

- Understand the rules, regulations, procedures and documentation to be followed for export-import trade in India.
- Know about various schemes and benefits offered by the government to exporters and importers.
- Start their own export units.

### **Unit I**

Exports-planning: Adaption, Standardisation and Packaging. Getting ready for Exports. Procurement and processing of an export order and Export Contract. Export Costing & Pricing, Export Documentation: Concept & Types. Steps in Export Procedure.

### **Unit II**

Methods/Terms of payments for Exports, Export Financing: Pre Shipment and Post Shipment Financing. Export Credit Guarantee Corporation of India (ECGC of India). Quality control and inspection in Exports. Type of risks, Cargo insurance: Contract, procedures and documentation for cargo loss claims, INCO Terms.

### **Unit- III:**

Central Excise and custom clearance regulations- Procedures and Documentation. Export / trading / star trading / superstar trading houses; Objective criteria and benefits, procedures and documentation; Policy for EOU / FTZ/ EPZ units, Objectives, criteria and benefits.

### **Unit- IV**

Institutional Support for India's Foreign Trade, Export Incentives (Financial & Non-Financial Incentives). Schemes for import of capital goods, Procedures and documentation for new / second hand capital goods. International Logistics.

### **References:**

#### **Text Books :**

1. Maheshwari R.K.& Ekta Rastogi- Export-Import Procedure & Documentation
2. Jaiswal Bimal & Yusuf Kamal - Export-Import Procedure & Documentation
3. Ramagopal C - Export-Import Procedure & Documentation
4. Lall Madhurima & Ahmad Sultan - Export-Import Procedure & Documentation

#### **Suggested Readings :**

1. Exporters Manual- Nabhi Publication
2. Varshney R.L. – International Marketing
3. Current Annual RBI Report
4. Hill C.W. - International Business

#### **Web References :**

1. [https://onlinecourses.swayam2.ac.in/cec21\\_mg19/preview](https://onlinecourses.swayam2.ac.in/cec21_mg19/preview)
2. [https://onlinecourses.swayam2.ac.in/cec20\\_mg12/preview](https://onlinecourses.swayam2.ac.in/cec20_mg12/preview)
3. <https://nptel.ac.in/courses/110/107/110107145/>
4. <https://nptel.ac.in/courses/109/107/109107173/>
5. <https://www.coursera.org/specializations/mba>
6. <http://egyankosh.ac.in/handle/123456789/3142>

7. <http://egyankosh.ac.in/handle/123456789/52072>
8. [http://sdeuoc.ac.in/sites/default/files/sde\\_videos/International%20Business\\_0.pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/International%20Business_0.pdf)
9. [http://www.universityofcalicut.info/SDE/International\\_Business\\_on13April2016.pdf](http://www.universityofcalicut.info/SDE/International_Business_on13April2016.pdf)
10. [https://archive.mu.ac.in/myweb\\_test/M.Com.%20Study%20Material/M.Com.%20\(Part%20-%20I\)%20Economics%20of%20Global%20Trade%20\(Eng\)%20-%20Rev.pdf](https://archive.mu.ac.in/myweb_test/M.Com.%20Study%20Material/M.Com.%20(Part%20-%20I)%20Economics%20of%20Global%20Trade%20(Eng)%20-%20Rev.pdf)

## **Specialisation in Commerce**

### **B.Com. – Semester VII**

#### **P37. Accounting for Managers**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Ability to understand the concept of Managerial Accounting along with the basic forms and norms of Managerial Accounting.
- Ability to understand the terminologies associated with the field of Managerial Accounting and control along with their relevance.
- Ability to identify the appropriate method and techniques of Managerial Accounting for solving different problems.
- Ability to apply basic Managerial Accounting principles to solve business and industry related issues and problems.
- Ability to understand the concept of Budgetary Control, Cash Flow Statement, Fund Flow Statement, Break Even Analysis etc.

**Unit I:** Management Accounting- Concept, Meaning, Characteristics, Difference between Financial Accounting Management Accounting, Difference between Cost Accounting and Management Accounting, Techniques, Objectives and Importance. Management Accountant- Duties, Status, Functions and Responsibility. Financial Statement Analysis and Interpretation - Meaning, Objectives, Characteristics of an Ideal Financial Statement, Parties Interested in Financial Statement, Types of Financial Analysis - Horizontal, Vertical and Trend Analysis.

**Unit II:** Ratio Analysis: meaning, Utility, Classification of Ratios - Profitability Ratio, Activity Ratio and Financial Position Ratios. Fund Flow and Cash Flow Statement- Concept, Meaning of the term Fund and Preparation of Fund Flow Statement and Cash Flow Statement (As-3).

**Unit III:** Business Budgeting: Meaning of Budget and Budgeting, Objectives, Limitations and importance, Essentials of effective Budgeting, Classification of Budgets- Flexible budget and Zero Based Budget. Marginal Costing: Meaning, Determination of Profit under Marginal Costing, Pricing of Product, make or by Decision, Selection of most profitable channel. Break Even Analysis: Concept and Practical Applications of Break even Analysis.

**Unit IV :** Standard Costing and Variance Analysis: Meaning and Objectives of Standard Costing Setting of Standard, Variance Analysis: Material and Labour Variance. Reporting to Management: Meaning, Objectives, Principles of Reporting, Importance of Reports, Classification of Reports, Reporting at different Levels of Management.

#### **References :**

##### **Text Books**

1. Lall, B.M. and I.C. Jain: Cost Accounting: Principles and Practice.
2. Baig Nafees: Cost Accounting
3. Sharma R.K. and Gupta S.K.; Management Accounting.
4. Lal Jawahar; Managerial Accounting.

## **P38. Financial Planning**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Understand the premise of financial planning and identify the financial goals.
- Critically evaluate the investment instruments suitable for different financial goals in different time span.
- Apply appropriate financial instruments to manage individuals' finances.
- Analyse investment in primary market.

**Unit I-Financial Planning & Investment Environment:** Financial planning process and life cycle approach, Ascertainment of financial goals; Application of investment alternatives in financial plans - Bonds, Equity Shares, Mutual Funds, Fixed Deposits, PPF, Financial Derivatives, Commodity derivatives, gold & bullion; Innovative investment products like Exchange Traded funds (ETFs), Real Estate Investment Trusts (Reits), Infrastructure Investment Trust (Invits); Independent opening and operation of trading and demat account.

**Unit II-Diversity in Financial Planning:** Planning for life insurance and health insurance; Primary clauses in life and healthcare insurance agreement; Application of compounding and indexing; Balancing Mutual Funds; Funds' CAGR, SIP/ SWP/ STP and Index Funds; Identification of common stocks with uncommon profits; Identification of competitive durable advantage of equity; Equity with moat; Principles and variables of value investing system (Using cases of Equity from BSE/ NSE).

**Unit III-Building Financial Plans:** Critical analysis of investments, Insurance and tax saving instruments; Risk assessment of individual; Building financial plans using spreadsheets; Evaluation of financial plan.

**Unit IV-Credit & Retirement Planning:** Assessment of credit; Reverse mortgage; Optimal Use of Education loan; Consumer and housing finance; EMI: Calculations & Long term Impact; Credit card management; Overdraft protection; Credit history, Retirement solutions, Critical analysis of retirement planning, pension plans including taxes and inflation; Estate planning- Objectives of will, creating a valid will; Power of attorney.

### **References :**

#### **Text Books**

1. Buffet, Marry and Clark, David (2011). Warren Buffett and the Interpretation of Financial Statement.
2. Fisher, A. Philip (2010). Common Stocks and Uncommon Profits.
3. Graham, Benjamin (2017). The Intelligent Investor.
4. Khurshed, Arif (2016). Initial Public Offerings: The mechanics and performance of IPOs

#### **Web References**

1. [www.moneycontrol.com](http://www.moneycontrol.com)
2. [www.valueresearch.com](http://www.valueresearch.com)
3. [www.marketsmojo.com](http://www.marketsmojo.com)
4. [www.yahoofinance.com](http://www.yahoofinance.com)



## **P39 Rural Marketing**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Understand issues in rural marketing and characteristics of rural market.
- Understand non-conventional methods of reaching rural markets.
- Develop marketing strategy for rural markets.
- Identify and explain factors which influence consumer behaviour.
- Relate internal dynamics such as personality, perception, learning, motivation and attitude to the choices rural consumer make.

### **Unit I : Introduction of rural market**

Concept, Nature, importance of rural marketing, factors contributing to the growth of rural marketing, Understanding Rural market environment, Rural vs Urban marketing, Challenges in rural marketing and strategy to overcome the challenges, rural marketing research.

### **Unit II : Rural market Behaviour**

Characteristics, attitude and buying patterns of rural Consumer, Factors influencing rural consumer behaviour, Need for rural market segmentation, bases and market segmentation strategies.

### **Unit III : Product and Pricing for Rural Product**

Product planning for rural markets, Product Concept and Classification, Product line and mix decision, Pricing objectives, Pricing Strategies in rural market, Factors influencing pricing decision – Packaging and Branding Decision.

### **Unit IV : Distribution Decisions for Rural Market**

Distribution channels and logistics in rural markets, Innovations in rural distribution.

Advertising : Choice of media in rural marketing.

Sales Promotion : Different ways of means, innovations in advertisement & promotions, challenges in rural communication.

### **References :**

#### **Text Books**

1. Pradeep Kashyap : Rural Marketing
2. Sanal Kumar Velayudhan – Rural Marketing
3. Gopalswamy, T.P. – Rural Marketing, Wheeler
4. Sukhpal Singh – Rural Marketing, Vikas
5. Raja Gopal – Rural Marketing, Rawat

## **P40X. Labour Welfare Laws**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Interpret the various provisions under the Act and understand how they can be used to improve industrial harmony.
- Understand policies related to compensation, insurance, provident funds, gratuity etc. for the benefit of the company and employees.
- Understand the role and complexities of trade unions in order to maintain cordial relations between management and labour.
- Gain knowledge of the provisions of various acts like Payment of Gratuity Act, Workmen's Compensation Act, Trade Union Act, Employees' Provident Funds, Miscellaneous Provisions Act and its application for labour welfare.

**Unit I :** Employees State Insurance Act, 1948 – Definition, Scope of the Act, Corporation, Standing committee, Medical Benefit council, Finance and Audit, Employees' State Insurance fund, Combination, Benefits, Adjudication of Disputes and Claims, Penalties.

**Unit-II :** Payment of Gratuity Act, 1952 – Scope and application, definition, continuous service, controlling authority, payment of gratuity, power to exempt, nomination, determination of the amount of gratuity, inspectors, recovery of gratuity, penalties.

**Unit-III :** Employees' Provident Funds and Miscellaneous Provisions Act, 1952 – Definition, scope of the act, Employees Provident fund, scheme and authorities. Determination of money due from Employers, Appellate Tribunal, Inspectors, offences and penalties.

**Unit-IV :** Workmen's Compensation Act, 1923 – Introduction, definitions, employer's liability for compensation, rules as to compensation, commission and procedure before them, offences and penalties.

Trade Union Act, 1926 – Definitions, scope of the act, Objectives and its provisions.

### **References :**

#### **Text Books**

1. S.K. Shukla & K.P. Tewari – Labour & Welfare Law (Hindi & English)
2. S.N. Mishra – Industrial Law
3. V.K. Goswami - Industrial Law
4. P.K. Jain - Industrial Law
5. Badri Prasad – Udyogik Sanniyam (Hindi)

## **P40Y. Legal Environment of Business**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Create premise and clear understanding for legal aspects of transfer of property.
- Comprehend and utilize laws relating to Societies and Trusts for start-ups and entrepreneurial ventures, independently.
- Comprehend and utilize laws relating to Intellectual Property, Patents, Copyright, Trademark etc.
- Learn about the legitimate rights and obligations under The Right to Information Act.

**Unit I-Law relating to Transfer of Property:** Important definitions; Types of properties; Movable and immovable property; Properties which cannot be transferred; Rule against perpetuities; Lis pendens; provisions relating to sale; Mortgage, charge, lease, gift and actionable claim.

**Unit II-Law relating to Societies and Trusts:** General concept relating to registration of societies; Property of societies; suits by and against societies; Enforcement of judgment against societies; Dissolution of societies; General concept relating to trusts; Creation of a trust; Duties and liabilities of trustees; Rights and powers of trustees, disabilities of trustees; Rights and liabilities of the beneficiary.

**Unit III-Law relating to Intellectual Property:** Concept and development of intellectual property law in India; law and procedure relating to patents, trademarks and copyrights; Geographical indications; Design act; overview of laws relating to other intellectual property rights; Intellectual property appellate board.

**Unit IV-Law Relating to Information:** Right to Information Act, 2005- Definitions, right to information, obligations of public authorities, request for obtaining information, disposal of request, exemption from disclosure of information, grounds for rejection to access in certain cases, severability; Central information commission- Its constitution, term of office, conditions of service and removal; Powers and functions of Central Information Commissions, appeals and penalties.

### **References :**

#### **Text Books**

1. Pathak, A. Legal Aspects of Business
2. Bare Acts on Laws Relating to Societies and Trusts
3. Bare Acts on Intellectual Property Act
4. Bare Acts on Right to Information Act Law

## **P41X. Financial Institutions and Markets**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Understand the working of financial institutions and markets both individually and as an interlinked system.
- Understand the organization, role, functioning and need for regulation of different types of financial markets and the implications of the same on society.
- Critically analyze the pivotal role of banking in a financial system and the reasons for it being among the most tightly regulated industries in the world.
- Understand the impediments to financial inclusion and critically evaluate different ways of developing sustainable financial inclusion. Also critically analyse the working of the micro finance industry.

**Unit I – Introduction:** Overview of financial markets and financial instruments; Role of financial institutions, depository and non-depository institutions; Consolidation & competition among financial institutions; Financial conglomerates. Overview of the Indian financial system including financial sector reforms; Other contemporary issues in finance.

**Unit II- Banking:** An overview of the banking industry; Balance sheet of a bank; Sources & uses of funds of banks, fee based & off balance sheet activities; Securitization; Bank earnings & bank performance, investment banking; Bank failure & regulation; Reasons for banks being heavily regulated, bank run, deposit insurance, capital adequacy regulation and a critique of the Basel norms, bank examination etc; The problem of moral hazard & too big to fail institutions; RBI and its policy evolution.

**Unit III- Financial Markets:** Money markets-organization, economic role, instruments & regulation; Capital Markets- Primary & secondary markets and their organization; Different types of market structures, short selling and its implications, buying on margin; Stock market indicators, their methods of computation and implications of the same; Security market regulation and stability.

**Unit IIII- Financial Inclusion:** Concept of financial inclusion; Challenges involved in measuring financial inclusion; Impediments to financial inclusion; Role of financial inclusion in reducing poverty and income inequality, evidence based examples of policies to support healthy and sustainable financial inclusion. Micro finance and its relevance; Challenges faced by the micro finance industry; Change in the sources of funding of the micro finance institutions; Critical evaluation of the working of the micro finance industry, the problem of mission drift.

### **References :**

#### **Text Books**

1. Madura, J. (2014). Financial Markets and Institutions.
2. Mishkin, F.S. (2015). The Economics of Money Banking and Financial Markets.
3. Mohan, R. & Ray, P. (2017). Indian Financial Sector: Structure, Trends and Turns.

## **P41Y. Essentials of E-commerce**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- This course is to familiarize the student with the basic of e-commerce and to comprehend its potential.

**Unit I:** Internet and Commerce: Business Operations in Commerce Practices Vs Traditional Business Practices; Benefits of E-Commerce to Organization, Consumers, And Society; Limitation of E-Commerce

**Unit II:** Application in B2C: Consumers Shopping Procedure on The Internet; Products in B2C Model; E-Brokers; Broker- Based Service Online; Online Travel Tourism Services; Benefits and Impact of E-Commerce on Travel Industry, Online Stock Trading and Its Benefits; Online Banking and Its Benefit; Online Financial Services and its Future

**Unit III:** Application in B2B: Applications of B2B; Key Technologies for B2B, Characteristics of The Supplier Oriented Marketplace, Buyer Oriented Marketplace and Intermediate Oriented Marketplace; Just in Time Delivery in B2B.

**Unit IV:** Applications in Governance: EDI In Governance; E Government; E Governance Applications Of The Internet, Concept Of Government-To-Business, Business-To-Government And Citizen-To-Government; E-Governance Models; Private Sector Interface In E Governance

### **References :**

#### **Text Books**

1. Nidhi Dhawan Introduction To E-Commerce International Book House Private
2. Agarwal Kamlesh And And Agarwal Diksha Bridge To The Online To A Front New Delhi India Macmillan India (Hindi and English)
3. Pandey- Concept Of E-Commerce, S.K. Kataria And Sons(Hindi and English)

## **P42. Research Methodology**

**Credit : 4**

**Course Outcome:** The students will be able to:-

- Understand Research and identify research problems.
- Learn Quantitative and Qualitative Methods of research.
- Represent data in tabular as well as graphical manner.
- Write Research paper and Preparation of Report

**Unit I:** Introduction, Nature, Scope and Significance of Business Research Methodology, Methods of Research, Research Process, Research Design.

**Unit II:** Research Problem : Selection and formulation of research Problems.

**Unit III:** Sampling Design, Data Collection, Tabulation, Different Sources of Primary and Secondary sources of Data Collection.

**Unit IV:** Analysis of Data, Statistics tools of data analysis, Interpretation of Data and Preparation of Report, Writing, Presentation, Footnotes, References, Bibliography, Appendices.

**References :**

**Text Books**

1. Anderson, Durason and Poole – Thesis and Assignment
2. Kothari, C.R. – Research Methodology Methods and Techniques
3. Lokesh Kual – Research Methodology
4. Ferber, R. – Marketing Research

## **BCom Semester VIII**

**P43. Major Research Project (24 Credits)**

# Specialisation in Applied Economics

## BCom Semester VII

### P37. ADVANCED ECONOMIC ANALYSIS

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome:** Students should be able to understand the core concepts of demand, cost and production within the broad neo-classical and behavioural economics framework. They will get familiarized with basic mathematical tools related to the core concepts outlined above. Thus equipped with this theoretical and mathematical knowledge, they should be in a better position to understand the dynamics of real world problems.

#### Unit –I

Consumer Behaviour- Measurement of Utility: Cardinal vs Ordinal Approaches, Direct and Indirect Utility Function. Indifference Curve Analysis: Decomposition of price effect (Slutsky Approach); Compensated and Uncompensated Demand Function. Applications of Indifference Curve: Consumer Surplus, Rationing, Tax. Network Externalities: Bandwagon, Snob, and Veblen effects.

#### Unit –II

Theory of Revealed Preference: Strong and Weak Ordering and Theory of Demand. Hicks' Revision of Demand Theory; Attribute Approach to Demand Theory. Consumer Choice under Risk and Uncertainty: The Neumann –Morgenstern Method.

#### Unit –III

Concept of Demand Function; Elasticity of Demand and Supply – Measurement of Arc and Point Elasticity. Demand Forecasting – Purpose, Methods and Demand for New Products, Criteria of Good Forecasting Method

#### Unit –IV

Theory of Production: Homogeneous Production Function, Elasticity of Input Substitution and Technological Progress, Cobb-Douglas, CES. Cost Function: Meaning and Types of Cost, Traditional and Modern Theory of Cost and Saucer shaped cost curves; Concept of Cost Function and its Measurement; Economies and Diseconomies of Scale. Market and Pricing: Perfect Competition and Equilibrium under Increasing, Decreasing and Constant Cost Industry, the Concept of Supply Curve. Monopoly: Degree of Monopoly Power, Bilateral Monopoly, Price Discrimination in Monopoly.

#### References:

##### Text Books :

1. Ahuja, H.L. – Advanced Economic Theory
2. Jhingan, M.L. – Advanced Economic Theory
3. Varshney R.L. & Maheshwari K.L. – Managerial Economics
4. Maheshwari, K. L. & Maheshwari, R. K.- Vyavasaik Evam Prabandhakiya Arthshastra.(Hindi)
5. Maheshwari, K. L. & Maheshwari, R. K. – Advanced Economic Analysis.
6. Vaishampayan, J.V. – Managerial Economics

##### Suggested Readings :

1. Koutsoyannis – Modern Microeconomics
2. Varian, H. R. – Intermediate Microeconomics.



**Web References :**

1. [https://onlinecourses.nptel.ac.in/noc21\\_hs52/preview](https://onlinecourses.nptel.ac.in/noc21_hs52/preview)
2. <https://nptel.ac.in/courses/109/104/109104125/>
3. [https://onlinecourses.swayam2.ac.in/cec21\\_hs04/preview](https://onlinecourses.swayam2.ac.in/cec21_hs04/preview)
4. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/>
5. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/unit-2-consumer-theory/>
6. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/unit-4-welfare-economics/>
7. <https://openstax.org/details/books/principles-microeconomics-2e>
8. <https://journals.sagepub.com/home/mic>

## **P38. ACCOUNTING FOR FINANCIAL DECISIONS**

**Credit : 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome:** After learning this course, students would be able to understand the financial position and apply the included techniques and concepts to manage the finances of any business organisation.

### **Unit –I**

Role of Finance in Business Decision Making, the concept of Time Value of Money, Present Value, Future Value and Annuities, Principles of Capital Investment, Profit Maximization, Wealth Maximization & Value Maximization- A Dilemma.

### **Unit –II**

Sources of Funds – Share, Debentures, Preference Shares etc., Capital Structure –Theories, NI, NOI and Traditional Approach,

### **Unit–III**

Capitalisation: Concept, Over and Under-capitalisation: causes and remedies, Leverage and MM Theory, EBIT – EPS Analysis.

### **Unit–IV**

Techniques of Capital Budgeting- Payback, ARR, NPV, PI and IRR, Simple Methods to tackle Risk and Uncertainty.

Concept of Cost of Capital, Cost of different sources of Funds, Weighted Average Cost of Capital (WACC).

### **References:**

#### **Text Books :**

1. Nanue A S – Economic Analysis for Business Decisions
2. Jaiswal Bimal & Shimpi Leena- Business Finance
3. Vaishampayan J. V. – Financial Management
4. Horoeitz – An Introduction to Quantitative Business Analysis

#### **Suggested Readings :**

1. Jaiswal Bimal & Shimpi Leena- Concepts in Valuation
2. Gupta A S – Human Resources Accounting
3. Das– Human Resources Accounting
4. Jaiswal Bimal & Shimpi Leena - Company Accounts
5. Bhattacharya & Deardon – Accounting for management.
6. Gupta S P – Vittiya Prabandha (Hindi)

#### **Web References :**

1. [https://onlinecourses.swayam2.ac.in/cec21\\_ge01/preview](https://onlinecourses.swayam2.ac.in/cec21_ge01/preview)
2. [https://onlinecourses.nptel.ac.in/noc21\\_mg06/preview](https://onlinecourses.nptel.ac.in/noc21_mg06/preview)
3. [https://onlinecourses.nptel.ac.in/noc21\\_mg05/preview](https://onlinecourses.nptel.ac.in/noc21_mg05/preview)
4. [https://onlinecourses.swayam2.ac.in/cec21\\_ge03/preview](https://onlinecourses.swayam2.ac.in/cec21_ge03/preview)
5. <http://www.ppup.ac.in/download/econtent/pdf/mcom%2002%20semester.pdf>
6. <https://www.shivajicollege.ac.in/sPanel/uploads/econtent/0b143a6e8514e0b33072fa8e63859ea3.pdf>
7. <http://egyankosh.ac.in/handle/123456789/3161>

## **P39. DEMOGRAPHY AND POPULATION STUDIES**

**Credit**

**: 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome:** The students will be able to comprehend various complex demographic issues and problems plaguing developing economies and also the shortcomings of various policy packages to tackle these. Their technical skills in the area will also be enhanced. Being a comprehensive course in itself, the students with the knowledge gained from this paper, are in a position to go in for specialized study of the same being offered by various universities in the country and abroad. There is a plethora of job opportunities for the students in the field of research, academics, planning; and as an analyst or a statistician.

### **Unit – 1**

Meaning and Scope of Demography, Relationship with other Sciences. Techniques of Demographic Analysis - Marriage and Marital Dissolution; Measures of Fertility and Reproduction; Factors affecting Fertility; Measures of Mortality; Factors affecting mortality; Life Table - Construction and its Uses; Methods of Population Projection.

### **Unit – II**

Migration - Concept, Definition, Source of Data and Causes, Internal and International Migration. Urbanisation and Urban Growth– Concept, Definition, Source of Data and Causes. Relationship between Urbanisation and Migration – Theories of Lewis, Fei-Ranis, and Harris-Todaro.

### **Unit - III**

Theories of Population: Biological Theories – Malthusian and Neo-Malthusian Theory, Spencer, Doubleday and Pearl and Reeds; Socio - Cultural Theories – Socialist Views, Karl Marx and Dumont; Economic Theories - Theory of Optimum Population, and Liebenstein's theory.

### **Unit IV**

Population and Economic Development - Theory of Demographic Transition (Theories of Thomposon & Notestein, C P Blacker, Karl Sax, Cowgill and Modern Theory); Concept of human development. Population Pyramid – Concept and Types.

Population Trends in different Regions of the World with special reference to Developing countries. Population in India- Size, Growth and Composition; Census in India. Factors affecting Fertility, Mortality and Migration in India; Population Policy in India; Family Planning Programme of India and its Achievements.

### **References:**

#### **Text Books :**

1. Barclay, G.W. – Techniques of population analysis.
2. Bhende, Asha A. Ad T Kanitkar, – Principles of Population Studies.
3. Jhingan, M L, B K Bhatt and J N Desai, – Demography.
4. Mandal, R.B. Ujanga, J. Prasad, H- Introductory Methods in Population Analysis.
5. Srivastava, O.S. – Demography and population studies.
6. Srivastava, K. – Basic Demography Technique and applications.

#### **Suggested Readings :**

1. Datt & Sunderan –Indian Economy.
2. Government of India- Ministry of Health and Family Welfare, Family Welfare Programme in India
3. Population Council – Population Policies in Developing Countries.
4. Chaubey, P.K. – Population Policy for India
5. Mishra, J.P. – Janankiki

6. Gupta, S N – Janankiki ke Mooltatva.

**Web References :**

1. <http://egyankosh.ac.in/handle/123456789/73693>
2. <http://egyankosh.ac.in/handle/123456789/21864>
3. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=453>

## **P40X. FOREIGN EXCHANGE MANAGEMENT**

**Credit: 04**

**T: 4 Lectures per week /P: \_\_**

**Course Outcome:** The students will be able to comprehend various complex demographic issues and problems plaguing developing economies and also the shortcomings of various policy packages to tackle these. Their technical skills in the area will also be enhanced. Being a comprehensive course in itself, the students with the knowledge gained from this paper, are in a position to go in for specialized study of the same being offered by various universities in the country and abroad. There is a plethora of job opportunities for the students in the field of research, academics, planning; and as an analyst or a statistician.

### **Unit – I**

Concept and Significance of Foreign Exchange, Functions of Foreign Exchange Department, Foreign Exchange Markets, Role of RBI and Management of Foreign Exchange Reserves

### **Unit –II**

Exchange Arithmetic's – Foreign Exchange Transactions, Exchange Quotations, Ready Exchange Rates, Bill Buying and Selling rates, Ready Rates based on Cross Rates.

### **Unit – III**

Forward Exchange Rates, Forward Contract-Concept, RBI Guidelines for forward contract, types of forward contract- Fixed and Option Forward Contracts, Forward Rates based on cross Rates.

### **Unit –IV**

Execution of Forward Contracts, Cancellation of Forward Contract, Extension of Forward contracts. Difference between Forward, Future and Currency Contract, International Financial Market. Exchange Control – Objectives and Methods of Exchange Control, Exchange Control in India, FERA, FEMA, Foreign Exchange Risk Exposure.

### **References:**

#### **Text Books :**

1. Jaiswal Bimal – International Finance (Foreign Exchange Management)
2. Bhagwati, J and Srinivasan, T.N. (Eds.) – Foreign Exchange regimes and Economics Development
3. Dockor–Foreign Exchange
4. Jeevanandan, C. – Foreign Exchange

#### **Suggested Readings :**

1. Verghese, S.K – Foreign exchange and financing of foreign trade.
2. RBI – Exchange Control Manual
3. NABHI – Foreign Exchange Manual

#### **Web References :**

1. <https://www.edx.org/school/imfx>
2. <https://www.coursera.org/learn/global-financing-solutions>
3. <https://www.udemy.com/course/international-finance-i>

## **P40Y INDUSTRIAL ECONOMICS**

**Credit: 04**

**T: 4 Lectures per week /P:\_\_\_**

**Course Outcome:** This course aims to describe economic problems of firm and industries. The focus is upon understanding the behaviour of business firms under different market conditions.

### **Unit-I**

Introduction and scope of Industrial Economics; Types and choice of organizational firm – ownership and control; The Firm and its objectives; Market structure and market conduct; optimum size of a firm;

### **Unit-II**

Market concentration, its measurement and effects on market performance; Diversification, Integration and Merger, Research & Development and Innovation; Product differentiation and advertisement. Determinants of profitability.

### **Unit-III**

Product pricing (in practice): mark-up price, incremental price, target rate of return price, transfer price, two-part tariff, bundling, pricing in public enterprises; Industrial Efficiency: concept, determinants, measurement and decision-making process; Theories of growth of firm: Downie, Penrose and Marris.

### **Unit-IV**

Industrial finance: need type and sources of industrial finance; Industrial location Analysis: determinants of Industrial location; Theories of Industrial location-Weber and sergeant Florence; Industrial Productivity - Partial and Total productivity, Measurement and Determinants. Government regulation of Indian industries: Industrial policy and Competition Act; Trends in industrial growth since 1991; Performance and problems of Micro, Small, Medium Enterprises; Role of MNC's in India; Technology and Foreign Collaboration Policy; NRI Investment Issue; Joint Ventures in India; Global Competition emerging trend; Government's recent policies.

### **References:**

#### **Text Books :**

1. Barthwal, R.R. – Industrial Economics: An Introduction Text Book (2e)
2. Dhingra and Dhingra – Industrial Economics
3. Hay, A.D. and D.J. Morris – Industrial Economics and Organization: Theory and Evidence
4. Panagariya, Arvind – India: The Emerging Giant
5. Andreosso, Bernadette, Jacobson, David. – Industrial Economics and Organization

#### **Suggested Readings :**

1. Das, Satya P. – Microeconomics for Business
2. Martin, Stephen – Advanced Industrial Economics
3. Philips, Louis (Ed.) – Applied Industrial Economics.
4. Stead et al. – Industrial

#### **Web References :**

1. <http://egyankosh.ac.in/handle/123456789/19078>
2. [https://drive.google.com/file/d/1gr\\_odk6FWpNaxgrA8tPvyuZmkw-QJL56/view](https://drive.google.com/file/d/1gr_odk6FWpNaxgrA8tPvyuZmkw-QJL56/view)
3. <https://drive.google.com/file/d/1qwFwyvaqfa2FiPKb4b7otjpWfAyGyCG-/view>
4. <https://drive.google.com/file/d/16dJMkQy18e4TnIdp63Ai5C6U7ppLvE0G/view>

## **P41X. RURAL ECONOMICS**

**Credit: 04**

**T: 4 Lectures per week /P: \_\_**

### **Course outcome**

Provides students with a very sound theoretical base in various areas of Rural Economics and acquaints the students with various concepts of Rural Economics.

### **Unit – I**

The place of Agriculture in the National Economy; Land Tenure and Land Reforms, Consolidation of Land holdings, Ceiling on big holdings, Co-operative and Collective farming, Progress of agriculture under five Year Plans, Cropping Pattern in India, Irrigation, Fertilizers and Manures, Soil Conservation and Reclamation, Mechanization of Agriculture,

### **Unit – II**

Indian Agriculture Policy, Agricultural subsidies, Food Corporation of India and Public Distribution System, Integrated PDS. WTO and Indian Agriculture,

### **Unit-III**

Green Revolution., Panchayati Raj, Programmes of Rural Development (Central and State). Agricultural Prices and Cob-Web Theorem.

### **Unit – IV**

**Rural Finance:** Sources of Rural Finance, Role of RBI in Rural Credit, Refinancing through NABARD, Regional Rural Banks, Cooperative and Commercial Banks. **Agricultural Labour** - Meaning, causes of growth, conditions and problem, and measures for improvement and minimum wages. Village and Cottage Industries.

### **References:**

#### **Text Books :**

1. Mishra and Puri – Indian Economy
2. Jaiswal Bimal - Indian Economy

#### **Suggested Readings :**

1. Das, Satya P. – Microeconomics for Business
2. Dutt and Sundaram – Indian Economy

#### **Web References :**

1. <http://egyankosh.ac.in/handle/123456789/32620>
2. <http://www.ppup.ac.in/download/econtent/pdf/AKHILESH%20KUMAR%20E-content%20Rural%20Sociology.pdf>
3. [https://www.patnauniversity.ac.in/e-content/social\\_sciences/economics/2.%20Perf%20of%20Agr.pdf](https://www.patnauniversity.ac.in/e-content/social_sciences/economics/2.%20Perf%20of%20Agr.pdf)

## **P41Y ENVIRONMENT AND RESOURCE ECONOMICS**

**Credit: 04**

**T: 4 Lectures per**

**week /P:\_\_\_**

**Course Outcome:** After learning this course, students would be able to understand the concepts, practices and laws pertaining to environment and economics of resources. Students would be also able to understand environmental values, green environment and environmental ethics.

### **Unit – I**

**Environment and Ecology** – Concept of Environment and Ecology. Concept, Nature and Scope of Environmental Economics. Meaning and Types of Environmental Degradation. Pollution: Causes and Effects- Air, Water, Land etc.

### **Unit – II**

**Natural Resources** – Concept, Definition and Classification of Natural Resources. Concept of Scarcity Role of Natural Resources in Extraction and Productive Activity, Concept of Reserve to Production (R/P) Ratio.

### **Unit – III**

Economic Growth and Sustainable Development, Sustainable Rules, Environmental Quality: Environmental Kuznets Curve, Economic value of Environment, Environment Economy Interaction,

### **Unit-IV**

**Economics of Exhaustible Resources** – Pricing and Exhaustion Date, Hotelling Model, Limits to Growth Theory, Inter-Temporal Allocation in Exhaustible Resource, Optimal Depletion of Endorsements, Conservation and Preservation of Resources, Economic Effects of Resource Exhaustion. Environment and Trade, Environment and Population, Environmental Risk, Various conferences on Environment, Environmental Laws and Policies.

### **References:**

#### **Text Books :**

1. Alen Randall – Resource Economics: An Economic Approach to National Resources and Environmental Policy.
2. Vaishampayan J.V. – Energy and Economic Development: An Analysis of Energy – Economics Interactions

#### **Suggested Readings :**

1. Meier G.M. and Rauch J.E. – Leading Issues in Economic Development – Oxford.
2. Todaro M.P. – Economic Development in the Third World.
3. Hamley N., Shogyen J.F. & White B. – Introduction to Environmental Economics.

#### **Web References :**

1. [http://econdse.org/wp-content/uploads/2016/08/chapter\\_3.pdf](http://econdse.org/wp-content/uploads/2016/08/chapter_3.pdf)
2. [http://www.sfu.ca/~wainwrig/Econ400/documents/Lecture-Notes-part\\_One-10-3.pdf](http://www.sfu.ca/~wainwrig/Econ400/documents/Lecture-Notes-part_One-10-3.pdf)



## P42 RESEARCH METHODOLOGY

**Credit: 04**

**T: 4 Lectures per week /P: \_\_**

**Course Outcome:** The study of this paper would enable the students to gain insight about the conceptual framework of research and different tools and techniques what can be applied while investigating any field of interest. The students will learn how to identify a research problem and what kind of research design is best suited to that research problem or theme under given environment. They will also be familiar with the Tests of hypotheses and result verification and validation. They shall be equipped with innovative thinking and skills to prepare a sound and meaningful research report. A proper understanding of the methodology and techniques of research will improve the logical reasoning of the students. The knowledge of this paper is very helpful for the students aspiring in academics or research institutions and various organisations.

### Unit-I

Concept, Features, Objectives and Significance of Research, Philosophy of Research, Scope of Research in Economics, Induction and Deduction methods of Research, Problems in Economic Research, Types of Research- Pure and Applied Research, Conceptual and Empirical Research, Qualitative and Quantitative Research, Descriptive and Analytical Research, Exploratory Research, Experimental Research, Evaluative Research, Historical Research, Case Study. Research Process, Ethical considerations in research

### Unit-II

Research Problem- Problem Definition and Formulation, Process of Formulation of Research Problem, Sources of Identifying Research Problem, Case Study  
Research Design- Meaning and Scope, Research Design for Descriptive, Exploratory and Experimental Research, Case Study.

### Unit-III

Data Collection and Organization - Techniques and Methods of Data Collection, Projective Techniques Used in Qualitative Research, Processing of Data: Editing and Coding. Measurement and Scaling- Levels of Measurement-Nominal, Ordinal, Ratio and Interval Scale, Scaling Techniques,

### Unit-IV

Presentation of Data-Variations forms and methods of data preparation and presentation, Testing of Hypothesis- Procedure of Testing a Hypothesis: Z-test, t-test, F-tests (ANOVA), Chi-Square test, Mann-Whitney Test and Other Non- Parametric Test, Application of Data processing software (e.g. SPSS etc.) . Report writing and presentation- Meaning and Purpose of a Research Report, Types of Report, Format of Report, Essentials of a Good Report, Multivariate Analysis.

### References:

#### Text Books :

1. William G. Zikmund -Business Research Methods
2. Kothari C R and Garg Gaurav- Research Methodology
3. Krishnaswami O R-Methodology of Research in Social Sciences
4. Naresh K. Malhotra & Satyabhushan Dash- Marketing Research
5. Anoop Kumar Singh, Statistical Methods (English)
6. Anoop Kumar Singh, Statistical Methods (Hindi)

#### Suggested Readings :

1. Richard Levin and David S. Rubin, *Statistics for Management*
2. M.R. Spiegel, *Theory and Problems of Statistics*, Schaum's Outlines Series

**Web References :**

1. <https://nptel.ac.in/courses/110/107/110107114/>
2. <https://nptel.ac.in/courses/111/105/111105077/>
3. [https://onlinecourses.nptel.ac.in/noc21\\_ma74/preview](https://onlinecourses.nptel.ac.in/noc21_ma74/preview)
4. <https://ocw.mit.edu/courses/mathematics/18-650-statistics-for-applications-fall-2016/>
5. <https://ocw.mit.edu/courses/sloan-school-of-management/15-075j-statistical-thinking-and-data-analysis-fall-2011/>

**P43 Major Research Project (24 Credits)**