Syllabus and Scheme of Examination for B.Com Programme

(Draft approved by Faculty of Commerce and Business on 26-6-15)

of

University Grants Commission
New Delhi

Under

Choice Based Credit System

Department of Commerce
Delhi School of Economics
University of Delhi

2015
B. Com Programme : Three-Year (6-Semester) CBCS Programme

<table>
<thead>
<tr>
<th>Basic Structure: Distribution of Courses</th>
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<tbody>
<tr>
<td>1 Ability Enhancement Compulsory Course</td>
</tr>
<tr>
<td>2 Papers of 2 Credit Hrs. each (Total Credit Hrs. 2X2)</td>
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<tr>
<td>2 Skill Enhancement Courses</td>
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<tr>
<td>4 Papers of 2 Credit Hrs. each (Total Credit Hrs. 4X2)</td>
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<tr>
<td>3 Core Course</td>
</tr>
<tr>
<td>12 Papers of 6 Credit Hrs. each (Total Credit Hrs. 12X6) (5 Lectures and 1 Tutorial)</td>
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<tr>
<td>4 Discipline Specific Elective</td>
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<tr>
<td>4 Papers of 6 Credit Hrs. each (Total Credit Hrs. 4X6) (5 Lectures and 1 Tutorial)</td>
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<tr>
<td>5 Generic Elective</td>
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<tr>
<td>2 Papers of 6 Credit Hrs. each (Total Credit Hrs. 2X6) (5 Lectures and 1 Tutorial)</td>
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<tr>
<td>Total Credit Hrs</td>
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</tbody>
</table>

Notes:

1. Ideal Lecture Class size: 50 to 60 students
2. Ideal Tutorial group Size: 12 to 15 students
3. Ideal Laboratory Practical Batch Size: 20 Students
### B. Com Programme : Three-Year (6-Semester) CBCS Programme
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#### Course Structure

<table>
<thead>
<tr>
<th>Semester I</th>
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<tbody>
<tr>
<td>1.1 Environmental Studies</td>
<td>Ability Enhancement Compulsory Course (AECC-1)</td>
</tr>
<tr>
<td>1.2 Financial Accounting</td>
<td>Core Course (DSC-1)</td>
</tr>
<tr>
<td>1.3 Business Organisation and Management</td>
<td>Core Course (DSC-2)</td>
</tr>
<tr>
<td>1.4 Generic Elective (Any one of the following)</td>
<td>Generic Elective (GE-1)</td>
</tr>
<tr>
<td>(a) Principles of Micro Economics</td>
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<tr>
<td>(b) New Venture Planning</td>
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<tr>
<th>Semester II</th>
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<tbody>
<tr>
<td>2.1 Language: English/Hindi/Modern Indian Language</td>
<td>Ability Enhancement Compulsory Course (AECC-2)</td>
</tr>
<tr>
<td>2.2 Business Laws</td>
<td>Core Course (DSC-3)</td>
</tr>
<tr>
<td>2.3 Business Mathematics and Statistics</td>
<td>Core Course (DSC-4)</td>
</tr>
<tr>
<td>2.4 Generic Elective (Any of the following)</td>
<td>Generic Elective (GE-2)</td>
</tr>
<tr>
<td>(a) Principles of Macro Economics</td>
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<tr>
<td>(b) Economics of Regulation of Domestic and Foreign Exchange Markets</td>
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<tr>
<th>Semester III</th>
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<tbody>
<tr>
<td>3.1 Company Law</td>
<td>Core Course (DSC-5)</td>
</tr>
<tr>
<td>3.2 Income Tax Laws</td>
<td>Core Course (DSC-6)</td>
</tr>
<tr>
<td>3.3 Discipline Specific Elective (Any one of the following)</td>
<td>Discipline Specific Elective (DSE-1)</td>
</tr>
<tr>
<td>(a) Indian Economy</td>
<td></td>
</tr>
<tr>
<td>(b) Financial Markets and Institutions</td>
<td></td>
</tr>
<tr>
<td>3.4 Skill Based (Any one of the following)</td>
<td>Skill Enhancement Course (SEC-1)</td>
</tr>
<tr>
<td>(a) Banking and Insurance</td>
<td></td>
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<tr>
<td>(b) Financial Analysis and Reporting</td>
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<table>
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<tr>
<th>Semester IV</th>
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<tbody>
<tr>
<td>4.1 Indirect Tax Laws</td>
<td>Core Course (DSC-7)</td>
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</table>
### Semester IV

<table>
<thead>
<tr>
<th>4.2</th>
<th>Corporate Accounting</th>
<th>Core Course (DSC-8)</th>
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</thead>
<tbody>
<tr>
<td>4.3</td>
<td>Discipline Specific Elective (Any one of the following)</td>
<td>Discipline Specific Elective (DSE-2)</td>
</tr>
<tr>
<td></td>
<td>(a) Human Resource Management</td>
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<td></td>
<td>(b) Industrial Laws</td>
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<tr>
<td>4.4</td>
<td>Skill Based (Any one of the following)</td>
<td>Skill Enhancement Course (SEC-2)</td>
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<tr>
<td></td>
<td>(a) E-Commerce</td>
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<td>(b) Investing in Stock Markets</td>
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### Semester V

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<thead>
<tr>
<th>5.1</th>
<th>Auditing and Corporate Governance</th>
<th>Core Course (DSC-9)</th>
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<tbody>
<tr>
<td>5.2</td>
<td>Cost Accounting</td>
<td>Core Course (DSC-10)</td>
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<tr>
<td>5.3</td>
<td>Discipline Specific Elective (Any one of the following)</td>
<td>Discipline Specific Elective (DSE-3)</td>
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<tr>
<td></td>
<td>(a) Principles of Marketing</td>
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<td>(b) Training and Development</td>
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<td>5.4</td>
<td>Skill Based (Any one of the following)</td>
<td>Skill Enhancement Course (SEC-3)</td>
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<td></td>
<td>(a) Computer Applications in Business</td>
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<td></td>
<td>(b) Advertising</td>
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### Semester VI

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<thead>
<tr>
<th>6.1</th>
<th>Fundamentals of Financial Management</th>
<th>Core Course (DSC-11)</th>
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<tbody>
<tr>
<td>6.2</td>
<td>Business Communication</td>
<td>Core Course (DSC-12)</td>
</tr>
<tr>
<td>6.3</td>
<td>Skill Based (Any one of the following)</td>
<td>Skill Enhancement Course (SEC-4)</td>
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<tr>
<td></td>
<td>(a) Personal Selling and Salesmanship</td>
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<td></td>
<td>(b) Cyber Crimes and Laws</td>
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<tr>
<td>6.4</td>
<td>Discipline Specific Elective(Any one of the following)</td>
<td>Discipline Specific Elective (DSE-4)</td>
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<tr>
<td></td>
<td>(a) International Business</td>
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<td>(b) Consumer Affairs and Customer Care</td>
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<td></td>
<td>(c) Entrepreneurship and Small Business</td>
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<td>(d) Organisational Behaviour</td>
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<td>(e) Indian Polity and Governance</td>
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<td>(f) Office Management and Secretarial Practice</td>
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<td>(g) Corporate Tax Planning</td>
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<td></td>
<td>(h) Fundamentals of Investment</td>
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<td>(i) Management Accounting</td>
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</table>
Objective: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Unit I: (a) Theoretical Framework

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


(b) Accounting Process
From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditure & receipts, Preparation trial balance, Profit and Loss Account and Balance Sheet(Sole Proprietorship only).

Unit II: (a) Business Income
i. Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.

ii. Revenue: concept, revenue recognition principles, recognition of expenses.


(b) Preparation of financial statements of not for profit organizations.

Unit III: Accounting for Hire Purchase and Installment System, Consignment, and Joint Venture
i) Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser for large value items including default and repossession, stock and debtors system.

ii) Consignment: Features, Accounting treatment in the books of the consignor and consignee.
iii) Joint Venture: Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

Unit IV: Accounting for Inland Branches
9 Lectures
Inland Branches; Dependent branches only and Ascertainment of Profit by Debtors Method & Stock and Debtors Method.

Unit V: Accounting for Dissolution of Partnership Firm
8 Lectures
Dissolution of the Partnership Firm Including Insolvency of partners, sale to a limited company and piecemeal distribution.

Option to Unit V
8 Lectures
Computerized Accounting System (using any popular accounting software); Creation of Vouchers; recording transactions; preparing reports, cash book, bank book, ledger accounts, trial balance, Profit and loss account, Balance Sheet.

Note:
1. Any revision of relevant accounting standard issued by ICAI would become applicable immediately.
2. Examination Scheme for Computerised Accounts – Practical for 20 marks. The practical examination will be for 1 hour.
3. Theory Exam shall carry 80/100 marks.
4. Theory exam will be of 3 hours but in case of computerized accounts theory exam will be of 2½ hours.

Suggested Readings:

8. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi
10. Horn green, Introduction to Financial Accounting, Pearson Accounting

Note: Latest edition of text books may be used.
Objective: The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

Contents

Unit I: Foundation of Indian Business
Spectrum of Business Activities, Manufacturing and service sectors. India's experience of liberalization and globalization, Technological innovations and skill development. ‘Make in India’ Movement. Social Multinational Corporations and Indian transnational companies. Social responsibility and ethics. Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

Unit II: Business Enterprises

Unit III: The Process of Management
Planning; Decision-making; Strategy Formulation.
Organizing: Basic Considerations; Departmentation – Functional, Project, Matrix and Network; Delegation and Decentralisation of Authority; Dynamics of group behaviour.

Unit IV
Leadership: Concept and Styles; Trait and Situational Theory of Leadership.
Change Management: Resistance to change and strategies to manage change, conflict levels, causes and resolution. Functional and Dysfunctional aspects of conflict. Emerging issues in management.

Unit V

Suggested Readings:


**Note:** Latest edition of the text books may be used.
### B.Com.: Semester I  
**Paper 1.4 (a): Principles of Micro Economics**

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

**Objective:** Objective of the course is to acquaint the students with the concepts of micro economics dealing with consumer behaviour and make them understand the supply side of the market through the production and cost behaviour of firms.

**Contents**

**Unit I: Introduction**  
12 Lectures

a) **Demand and Supply:** Determinants of demand, movements vs. shift in demand curve, Determinants of Supply, Movement along a supply curve vs. shift in supply curve; -Market equilibrium and price determination.

b) Elasticity of demand and supply.

c) Application of demand and supply.

**Unit II: Consumer Theory**  
8 Lectures

**Ordinal Utility theory:** (Indifference curve approach): Consumer’s preferences; Interference curves; Budget line; Consumer’s equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity; Criticisms of the law of demand.

**Unit III: Production and Cost**  
12 Lectures


**Unit IV: Market Structure**  
10 Lectures

(a). **Perfect Competition:** Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition.

(b). **Monopoly:** Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.

(c). **Imperfect Competition:** Difference between perfect competitions, monopoly and imperfect competition;

   i) Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.

   ii) Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect Competition; Cooperative vs. Non cooperative Behaviour and dilemma of oligopolistic firms.

**Unit V: Income Distribution and Factor Pricing**  
13 Lectures

Demand for factors. Supply of factor, backward bending supply curve for labor concepts of economic rent; Functional Distribution of Income.
Suggested Readings:

Note: Latest edition of text books shall be used.
Objective: The curriculum aims at giving exposure to students regarding different aspects of setting up a new business. After completing the course student should be able to develop an understanding of the process of identifying various sources of new business ideas of products and services. The understanding of this paper will help them to examine, evaluate and approach different sources of finance, the nature of marketing effort required and to develop a comprehensive business plan.

Unit I: Starting New Ventures

Unit II: Methods to Initiate Ventures

Unit III: Legal Challenges in Setting up Business

Unit IV: The Search for Entrepreneurial Capital

Unit V: The Marketing Aspects of New Ventures

Unit VI: Business Plan Preparation for New Ventures
Suggested Readings:


Note: Latest edition of the book may be used.
Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Contents

Unit I: The Indian Contract Act, 1872 13 Lectures
a) Contract – meaning, characteristics and kinds
b) Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
c) Void agreements
d) Discharge of contract – modes of discharge including breach and its remedies.
e) Contingent contracts
f) Quasi – contracts

Unit II: Special Contracts 10 Lectures
a) Contract of Indemnity and Guarantee
b) Contract of Bailment and Pledge
c) Contract of Agency

Unit III: The Sale of Goods Act, 1930 10 Lectures
a) Contract of sale, meaning and difference between sale and agreement to sell.
b) Conditions and warranties
c) Transfer of ownership in goods including sale by non-owners
d) Performance of contract of sale
e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.
f) Auction Sale

Unit IV: The Limited Liability Partnership Act, 2008 20 Lectures
a) Salient Features of LLP
b) Difference between LLP and Partnership, LLP and Company
c) LLP Agreement
d) Nature of LLP
e) Partners and Designated Partners
f) Incorporation Document
g) Incorporation by Registration, Registered office of LLP and change therein
h) Change of name
i) Partners and their Relations
j) Extent and limitation of liability of LLP and partners
k) Whistle blowing
l) Taxation of LLP
m) Conversion of LLP

Unit VI: The Information Technology Act 2000

- Definitions under the Act
- Digital signature
- Electronic governance
- Attribution, acknowledgement and dispatch of electronic records
- Regulation of certifying authorities
- Digital signatures certificates
- Duties of subscribers
- Penalties and adjudication
- Appellate Tribunal
- Offences

Suggested Readings:
5. Sharma, J.P. and Sunaina Kanojia, Vyavsayik Sanniyam, Delhi University Hindi Cell.

Note: Latest edition of text books may be used.
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Department of Commerce, University of Delhi, Delhi

B.Com.: Semester II
Paper 2.3. Business Mathematics and Statistics

Duration: 3 hrs. Marks: 100 Lectures: 65

Objective: The objective of this course is to familiarize students with the applications of Mathematics and statistical techniques in business decisions.

Notes:
1. Use of simple calculator is allowed.
2. Proofs of theorems / formulae are not required.
3. Trigonometric functions are not to be covered.

Contents

Part – A: Business Mathematics


(c) Basic Mathematics of Finance: Simple and compound interest. Rates of interest – nominal, effective and continuous – and their inter-relationships. Compounding and discounting of a sum using different types of rates.

Part – B: Business Statistics
Unit I: Uni-variate Analysis
Measures of Central Tendency including Arithmetic mean, Geometric mean and Harmonic mean: properties and applications; Mode and Median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties.

Unit II: Bi-variate Analysis
Unit III: Time-based Data: Index Numbers and Time Series Analysis
Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices.

Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.

Suggested Readings:

Business Mathematics:
3. J.K. Thukral, Mathematics for Business Studies, Mayur Publications

Statistics:

Note: Latest edition of text books may be used.
B.Com Programme CBCS
Department of Commerce, University of Delhi, Delhi

B.Com. Semester II
Paper 2.4 (a): Principles of Macro Economics

Duration: 3 hrs. Marks: 100 Lectures: 65

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

Contents

Unit I: Introduction 2 Lectures
Concepts and variables of macroeconomics, income, expenditure and the circular flow.

Unit II: National Income Determination 20 Lectures

Unit III: Inflation 18 Lectures
Causes of rising and falling inflation, inflation and interest rates, social costs of inflation. Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and its interaction with production system. Phillips curve, the trade-off between inflation and unemployment.

Unit IV: Open Economy 13 Lectures
Flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

Unit V: IS-LM Framework 12 Lectures
Derivation of IS and LM Functions; Joint determination of National Income and rate of Interest.

Suggested Readings
1. R. G. Lipsey and K. A. Chrystal – Economics, Chapters 20 to 28; (Oxford University press).

Note: Latest edition of text books may be used.
Objective: To acquaint students with the economics of regulation of domestic and foreign exchange markets.

Contents

Unit – I Regulation of Domestic Markets 5 Lectures
Basic functions of government; Market efficiency; Market failure; the meaning & cause; public policy towards monopoly and competition.

Unit II: Foreign Trade Policy and Procedures 15 Lectures
Main Features: Served from India Scheme; export promotion council; Vishesh Krishi and Gram UdyogYojana; focus market scheme, duty exemption and remission scheme, advance authorization scheme and DFRC, DEPB, EPCG, etc; EOU, EHTP, STP, BPT, and SEZ.

Unit II: Industries Development Regulation 15 Lectures

Unit III: Foreign Exchange Market 5 Lectures
Balance of Payments; Market for Foreign Exchange; Determination of Exchange Rates.

Unit IV: The Foreign Exchange Management Act, 1999 25 Lectures

Suggested Readings:

5. Study Material *Economic and Labour Laws (Paper 5)* – The Institute of Company Secretaries of India.

Note: Latest edition of text book may be used.
Objective: The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company laws are required to be discussed.

UNIT I: Introduction 15 Lectures
Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company, associate company, dormant company, producer company; association not for profit; illegal association; formation of company, promoters and their legal position, pre incorporation contract and provisional contracts; on-line registration of a company.

UNIT II: Documents 13 Lectures
Memorandum of association and its alteration, articles of association and its alteration, doctrines of constructive notice and indoor management, prospectus, shelf prospectus and red herring prospectus, misstatement in prospectus; issue, allotment and forfeiture of share, calls on shares; issue of sweat capital; employee stock option; issue of bonus shares; transfer and transmission of shares, buyback; share certificate; D-Mat system.

UNIT III: Management 12 Lectures
Classification of directors, director identity number (DIN); appointment, removal of directors; legal positions, powers and duties; key managerial personnel, managing director, manager; committees of board of directors – audit committee, nomination and remuneration committee, stakeholders relationship committee, corporate social responsibility committee; prohibition of insider trading.

UNIT IV: Company Meetings 10 Lectures
Meetings of shareholders and board; types of meeting, convening and conduct of meetings, requisites of a valid meeting- notice, agenda, chairman, quorum, proxy, resolutions, minutes; postal ballot, meeting through video conferencing, e-voting.

UNIT V: Dividends and Audit 10 Lectures
Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit, auditors’ appointment, rotation of auditors, auditors’ report, secretarial standards and secretarial audit; on-line filing of documents.

UNIT IV: Winding Up 5 Lectures
Concept and modes of winding up, Liquidator, National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Special Courts.
Suggested Readings:


Note: Latest edition of text books may be used.
Objective: To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Contents</th>
<th>lectures</th>
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<tbody>
<tr>
<td>I</td>
<td>Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax. Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status Exempted income under section 10</td>
<td>9</td>
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<tr>
<td>II</td>
<td>Computation of income under different heads - Salaries - Income from house property</td>
<td>16</td>
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<tr>
<td>III</td>
<td>Computation of income under different heads - Profits and gains of business or profession - Capital gains - Income from other sources</td>
<td>20</td>
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<tr>
<td>IV</td>
<td>Total income and tax computation - Income of other persons included in assessee’s total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs</td>
<td>10</td>
</tr>
<tr>
<td>V</td>
<td>Computation of Total Income of individuals and firms Tax Liability of individual and firm Preparation of return of income</td>
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There shall be a practical examination of 20 Marks on E-filling of Income Tax Returns using a software utility tool. The student is required fill appropriate Form and generate the XML file.

Suggested readings:
B.Com Programme CBCS

Journals

Software
1. Excel Utility available at incometaxindiaefiling.gov.in

Note: Latest edition of text books and Software may be used.
B.Com Programme CBCS

B. Com.: Semester III

Paper 3.3 (a): Indian Economy

Duration: 3 hrs.  Marks: 100  Lectures: 65

Unit I: Basic Issues in Economic Development  5 Lectures
Characteristics of underdevelopment countries with special reference to India. Capital formation (physical and human), role of technology: sustainability, institutional factors.

Unit II: Issues in Indian Planning  10 Lectures
Objective and critical evaluation (Growth, self – reliance. Employment generation, inequality reduction, poverty removal modernization and competitiveness, economic reforms). Saving and investment; Mobilization of Internal and External finances, Centre State financial relation.

Unit III: Policy Regimes  13 Lectures
   a) The evolution of planning and import substituting industrialization.
   b) Economic reform and liberalization.

Unit IV: Growth, Development and Structural Change  20 Lectures
   a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.
   b) The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;

Unit V: Sector-wise Trends and Issues  17 Lectures
   b) Foreign Trade: Role and importance of foreign trade in India. The balance of trade and balance of payments situation.
   c) Price: Monetary and Fiscal policies.

Suggested readings:
2. Uma Kapila, "Indian Economics since Independence”. Academic Foundation.

Note: Latest edition of text books may be used.
Objective: To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

Unit I: An Introduction to Financial System and its Components

Unit II: Financial Markets
Money market-functions, organization and instruments. Role of central bank in money market; Indian money market—An overview.
Capital Markets-functions, organization and instruments. Indian debt market; corporate debt market; slow growth of corporate debt market; Development of corporate bond market abroad. Indian equity market-primary and secondary markets; Role of stock exchanges in India.

Unit III: Financial Institutions
Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFIs)—An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs). Regional Rural Banks. Urban Cooperative Banks, Rural Cooperative Credit Institutions, Pension Fund Regulatory and Development Authority.

Suggested Readings:
4. Khan and Jain, Financial Services, Tata McGraw Hill
6. Annual Reports of Major Financial Institutions in India.

Note: Latest edition of the text book may be used
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B.Com.: Semester III  
Paper 3.4 (a): Banking and Insurance

Duration: 2 hrs.Marks: 50Lectures: 30

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

Contents

Unit I

Lectures 7

Origin of banking: definition, Types of deposits, Origin and growth of commercial banks in India. India’s Approach to banking Sector Reforms, International security standards in banking, Global Financial Crisis and India’s banking Sector.

Unit II

Lectures 6

Achievements of Financial Sector Reforms and Areas of Concern. Technological Channels for the Delivery of Financial Services, Role of Foreign Banks, Advantages and Disadvantages of Foreign Banks.

Unit III

Lectures 7

Principles of sound lending, Secured vs. unsecured advances, Types of advances, Advance against various securities. Securitisation of Standard Assets, Anti-money Laundering Guidelines, Credit Information Bureau of India Ltd. (CIBIL) Basel I, Basel II, Migration to Basel II Norms, Balance Sheet of a Bank; special items, off balance sheet items.

Unit IV

Lectures 4

Basic concepts of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Insurable interest, Indemnity, Economic function, Proximate cause, Subrogation and contribution.

Unit V

Lectures 6


Suggested Readings:


Note: Latest edition of text books may be used.
B.Com.: Semester III 

Duration: 2 hrs. 
Marks: 50 
Lectures: 30

Objective: To understand, analyse and interpret the basic framework of financial reporting.

Unit I: Basis of Financial Reporting 
5 Lectures
Purpose of financial reporting, users of financial reports, conceptual framework for financial statements.

Unit II: Understanding Financial Statements 
10 Lectures
Additional disclosure statements: Need for Additional Statements, Auditor’s Report, Director’s Report, Funds Flow Statement, Electronic Dissemination, Corporate Governance.

Unit III: Components of Financial Statements 
4 Lectures
Inventories, Receivables, Assets (Fixed Tangible, Intangible), Leases, Revenue, Income-Tax, Retained Earnings.

Unit IV: Analysis & Interpretation of Financial Statements 
8 Lectures
Ratio Analysis – Liquidity, Solvency, Activity & Profitability Analysis, Comparative & Common Size Analysis (Vertical & Horizontal Analysis), Financial Statement Variation by Type of Industry.
Expanded Analysis: Financial Ratios used in Annual Reports, Management’s use of Analysis, Graphing Financial Information.

Unit V: Accounting Standards in India & IFRS 
3 Lectures
Basic Framework.

Suggested Readings: 

Note: Latest edition of text book may be used.
B.Com.: Semester IV
Paper 4.1: Indirect Tax Laws

Duration: 3 hrs.  Marks: 100  Lectures: 65

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

Contents

Unit I: Service tax  40 Lectures
Concepts and general principles; Sources of service tax law; Charge of service tax and taxable services (Meaning of services, Negative List, Mega Exemption Notification); Place of Provision of Services; Point of Taxation; Valuation of taxable services; Exemptions & abatements; Payment of service tax (including Reverse Charge Mechanism); Service tax procedures; Accounting codes of service tax returns; Filing of returns; Demand, Adjudication and offences; Liability & Refunds; Penalties; Interest; CENVAT Credit; E-filing of service tax return.

Unit II: VAT  5 Lectures
Concepts and general principles; Calculation of VAT Liability including input Tax Credits; Small Dealers and Composition Scheme; VAT Procedures; Treatment of stock & Branch transfer under State VAT Acts; Filing & Return under State VAT Act; E-filing; Practical problems on VAT.

Unit III: Central Excise  10 Lectures
Levy & Collection of excise duty; Goods & Excisable goods; Manufacture and Manufacturer; Dutiability of intermediate products &captive consumption; Packing, labelling & branding activities; Determination of taxable event for change of duty; Valuation; CENVAT; General procedures; Export procedures; Bonds & types of bonds; Refund & appeals; Remission of duty & destruction of goods; SSI, Job Work.

Unit IV: Customs laws  10 Lectures
Basic concepts of customs law- Territorial waters, high seas; Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Protective duty, Safeguard Duty; Classification of goods; Warehousing- special provisions of warehousing; Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions from custom duty.

Suggested Readings:

Note: Latest edition of text books may be used.
B.Com Programme CBCS  
Department of Commerce, University of Delhi, Delhi

B.Com: Semester IV  
Paper 4.2: Corporate Accounting

Duration: 3 hrs.  
Marks: 100  
Lectures: 65

**Objective:** To help the students to acquire the conceptual knowledge of the corporate accounting and to understand the various techniques of preparing the financial statements.

**Contents**

**Unit I: Accounting for Share Capital & Debentures**  
15 Lectures  

**Unit II: Final Accounts**  
6 Lectures  
Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration. Disposal of company profits.

**Unit III: Valuation of Goodwill and Valuation of Shares**  
6 Lectures  
Concepts and calculation - simple problem only.

**Unit IV: Amalgamation of Companies**  
12 Lectures  

**Unit V: Accounts of Holding Companies/Parent Companies**  
12 Lectures  

**Unit VI: Banking Companies**  
7 Lectures  
Difference between balance sheet of banking and non-banking company; prudential norms. Asset structure of a commercial bank. Non-performing assets (NPA).

**Unit VII: Cash Flow Statement**  
7 Lectures  

**Suggested Readings:**


**Note:** Latest edition of text books may be used.
Objective: The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organisation.

Contents

Unit I: Human Resource Management
Concept and functions; Role, status and competencies of HR manager; Organization of HR Department; HR Policies; Evolution of HRM; Emerging challenges of human resource management like workforce diversity, downsizing, work life balance, etc.

Unit II: Acquisition of Human Resource
Human resource planning; Job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; Testing and interview; Placement and induction.

Unit III: Training and Development
Concept and importance; Identifying training and development needs; Designing training programmes; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, coaching and mentoring, management development programs; Evaluating training effectiveness.

Unit IV: Performance Appraisal
Nature and objectives; Performance appraisal process; Methods of performance appraisal; Job changes - transfers and promotions; Potential appraisal.

Unit V: Compensation and Maintenance of employees
Compensation - Concept and policies; Job evaluation; Methods of wage payments and incentive plans; Fringe benefits; Performance linked compensation; Employee health and safety; Employee welfare; Social security (excluding legal provisions); Grievance handling and redressal.

Suggested Readings:

Note: Latest edition of text books may be used.
Objective: To familiarize the students with the understanding and provisions of industrial related laws. Case studies and problems involving issues in industrial laws are required to be discussed.

Unit I: The Employees Provident Fund & Miscellaneous Provisions Act, 1952
Definitions; Schemes under the Act – Employees’ Provident Fund Scheme; Employees’ Pension Scheme, 1995; Employees’ Deposit linked Insurance Scheme.

Unit II: Employees State Insurance Act, 1948
Objects and Applicability of the Schemes; Definitions: Personal Injury, Factory, Manufacturing Process, Wages, Partial and Permanent Disablement; ESI Corporation, Standing Committee and Medical Benefit Council; Contributions; Adjudication of Dispute and Claims, Benefits.

Unit III: Payment of Wages Act, 1936
Definitions – Employed Person, Employer, Factory, Industrial or other Establishment, Wages; Responsibility for Payment of Wages; Fixation of Wage Period; Time of Payment of Wages; Mode of Payment; Deductions from Wages, Fines.

Unit IV: The Payment of Bonus Act, 1965
Definitions – Accounting year, allocable surplus, available surplus, employee, employer, establishments, salary or wage; determination of bonus, calculation of bonus, eligibility for bonus, disqualifications for bonus, payment of minimum and maximum bonus, set on and set off of allocable surplus, deductions of certain amounts from bonus payable, time limit for payment of bonus.

Unit V: Payment of Gratuity Act, 1972
Applicability and non-applicability of the Act; Definitions-employee, employer, continuous service; payment of gratuity; forfeiture of gratuity; employer’s duty to determine and pay gratuity; recovery of gratuity; penalties.

Unit VI: Employee’s Compensation Act, 1923
Definitions: dependent, employer, partial and total disablement, workmen, injury, occupational disease; accident; employer’s liability for compensation; amount of compensation; contracting; commissioner; case laws.

Suggested Readings:

Note: Latest edition of text book may be used.
B.Com.: Semester IV
Paper 4.4 (a) : E-Commerce

Duration: 2 hrs. | Marks: 50 | Lectures: 30

Objective: To enable the students to become competent to understand the mechanism for excelling in e-commerce based employments and self-employment opportunities.

Contents

Unit I: Introduction

Unit II: Planning Online-Business

Unit III: Technology for Online-Business
Internet and its Evolution, IT Infrastructure, Middleware, Domain names, Contents: Text and Integrating E-business applications. Component of Internet Information technology structure, Development of Intranet, Extranet and their Difference.

Unit IV: Operations of E Commerce
Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; Tools for promoting websites; Risk management options for e-payment systems.

Unit VI: Security and Legal Aspects of E-Commerce

Suggested Readings:

Note: Latest edition of text books may be used.
**Objective:** This paper intends to provide basic skills to operate in stock market and the ways of investing in it. It will enable the student to take up investment in stock market independently.

**Unit I: Investing Fundamentals**
10 Lectures

**Unit II: Stock Analysis and Valuation**
10 Lectures

Pitfalls to avoid while investing: high P/E stocks, low price stocks, stop loss, excess averaging,

**Unit III: Investing in Mutual Funds**
10 Lectures
Background of Mutual Funds: Needs and advantages of investing in Mutual Funds. Net Asset Value, Types of Mutual funds: Open ended, closed ended, equity, debt, hybrid, money market, Load vs. no load funds, Factors affecting choice of mutual funds. CRISIL Mutual Fund Ranking and its Usage.

**Suggested Readings:**
8. [www.yahoofinance.com](http://www.yahoofinance.com)
9. [www.moneycontrol.com](http://www.moneycontrol.com)
10. [www.bloomberg.com](http://www.bloomberg.com)

**Note:** Latest edition of text book may be used.
Objective: To provide knowledge of auditing principles and techniques and to familiarize the students with the understanding of issues and practices of corporate governance in the global and Indian context including case studies.

Contents

Unit I: Auditing: 10 Lectures
Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities; Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties; Auditor’s Report- Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013.

Unit II: Special Areas of Audit 5 Lectures
Cost audit, Tax audit and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Relevant Auditing and Assurance Standards (AASs).

Unit III: Conceptual Framework of Corporate Governance 15 Lectures
Meaning, Theories, Models and Benefits of Corporate Governance; Board Committees and their Functions; Insider Trading; Rating Agencies; Green Governance/E-governance; Clause 49 of Listing Agreement; Class Action; Whistle Blowing; Shareholders Activism.

Unit IV: Major Corporate Governance Failures 15 Lectures
BCCI (UK), Maxwell Communication (UK), Enron (USA), World.Com (USA), Andersen Worldwide (USA), Vivendi (France), Harshad Mehta Scam, Satyam Computer Services Ltd, and Kingfisher Airlines; Common Governance Problems Noticed in various Corporate Failures; Codes and Standards on Corporate Governance; Initiatives in India.

Unit V: Business Ethics and CSR 20 Lectures
Morality and Ethics; Business Values and Ethics; Various Approaches to Business Ethics; Ethical Theories; Ethical Governance; Corporate Ethics; Benefits of Adopting Ethics in Business; Ethics Programme; Code of Ethics; Ethics Committee; Concept of Corporate Philanthropy, CSR, CR, Corporate Sustainability; Environmental Aspect of CSR; CSR provision under the Companies Act 2013, CSR Committees; CSR Reporting; CSR Models, Drivers of CSR, Codes and Standards on CSR, Global Reporting Initiatives, ISO 26000.

Suggested Readings:
1. Institute of Chartered Accountants of India, Auditing and Assurance Standards, ICAI, New Delhi.
2. Relevant Publications of ICAI on *Auditing* (CARO).

**Note:** Latest edition of text books may be used.
B. Com.: Semester V
Paper 5.2: Cost Accounting

Duration: 3 hrs.          Marks: 100          Lectures: 65

Objective: To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems and use of costing data for planning, control & decision-making.

Contents

Unit I: Introduction                      6 Lectures
Meaning, objectives and advantages of cost accounting, Difference between financial, cost, and management accounting. Cost concepts and classifications, Role of a cost accountant in an organization.

Unit II                                    14 Lectures

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

Unit III: Overhead                        14 Lectures
Classification, allocation, apportionment and absorption of overhead. Under- and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, debts, research and development expenses, Activity based costing.

Unit IV: Methods of Costing               12 Lectures
Unit costing, Job costing, Contract Costing, Process costing (process losses, valuation of work in progress, joint and by-products).

Unit V                                    5 Lectures
Service costing (only transport). Accounting Systems: Integral and non-integral systems, Reconciliation of cost and financial accounts.

Unit VI: Marginal costing and Break-Even Analysis         14 Lectures
Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing; Advantages and Limitations of Marginal Costing; Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence. Decision Making Areas -products mix, make/buy, pricing decisions.

Suggested Readings:


Note: Latest edition of text books may be used.
B. Com.: Semester V
Paper 5.3 (a): Principles of Marketing

Duration: 3 hrs.  Marks: 100  Lectures: 65

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

Contents

Unit I: Introduction  13 Lectures
Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment-Macro and Micro environmental factors.

Unit II  13 Lectures
Consumer Behaviour: Consumer buying process; Factors influencing consumer buying decisions-an overview.
Market segmentation: Concept, Importance and Bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

Unit III: Product  13 Lectures
Meaning and importance; Product classifications; Concept of product mix; Branding, packaging and labelling; After-sales services; Product life-cycle; New Product Development (an overview).

Unit IV  13 Lectures
(a) Pricing: Significance; Factors affecting price of a product; Pricing policies and strategies.
(b) Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Distribution Logistics-Meaning, Importance and Decisions.

Unit V  13 Lectures
a) Promotion: Nature and importance of promotion; Promotion Tools: advertising, personal selling, public relations & sales promotion – concept and their distinctive characteristics; Communication process; Promotion mix; Factors affecting promotion mix decisions.
b) Recent developments in marketing: Social Marketing; Online Marketing, Direct Marketing, Services Marketing, Green Marketing.
Suggested Readings:

Note: Latest edition of text books may be used.
**Objective:** To train them to understand the learning environment of a firm. The knowledge so obtained will make them capable of providing training to Human Resource of a business firm.

**Unit I: Introduction**

20 Lectures

Concept and functions of Human resource management; relationship of training to organizational and individual goals. Essence of training and development in human resource management. Factors effecting successful training process, Skills of a successful trainer – Internal and external trainer. Training and learning: Concept of training and learning, the learning process, learning curve, principles of learning, training guidelines, experience versus training, kinds of training, system approach to training, programmed instruction, transfer of training.

**Unit II: Training Needs Assessment and Curriculum Development**

15 Lectures

Identification of Training and Development needs, training needs assessment–various approaches (the job and the Individual), Advantages and disadvantages of basic needs assessment techniques, Assessing curriculum needs, curriculum standards, matching organisational training needs, Developing training materials.

**Unit III: Training Methods**

15 Lectures

Three Stages of training (Preparatory, implementation and follow-up stage), On the job and off-the job methods,, experiential versus non-experiential methods.

**Unit IV: Evaluation of Training and Development, and Emerging Pattern**

15 Lectures

Reasons of evaluating training, Criteria for evaluation, problems of evaluation, steps involved in evaluation, methods for training evaluation, analysis and costing of training. Emerging Pattern of Training and development in India. Two Indian case studies to be discussed in the class.

**Suggested Readings:**


**Note:** Latest edition of text book may be used.
Objective: To provide computer skills and knowledge for commerce students and to enhance the student understanding of usefulness of information technology tools for business operations.

Contents

Unit I: Introduction

Unit II: Introduction to essential tools
Introduction to facilities & commonly used features of:

a) **Word**: Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros -Sending E-mail from Word Import / Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in MS-Word - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creating bibliography, manage sources and citations, review documents.

b) **PowerPoint**: Preparing Presentations, Slides, Handouts, Speaker’s Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail, - Setting Slide timings.

c) **Excel**: Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Installments, Compounding Yearly, periodic and monthly) - Auto Calculate Using Names in a Formula, Formula Editing, Macros, Consolidation of Data & Data Analysis - Sorting List, Filter & More Filtering Techniques - Consolidate data in multiple worksheets - What-if analysis, Goal Seek Scenario Manager, Solver, Lookup Function - Sub Totals, Nested-IF, Statistical Analysis; Data Validation & Protection - Create a drop-down list from a range of cells - Apply data validation to cells - Copy data validation setting, remove data validation - Find cell that have data validation, protect cell data, using password to protect sheet and workbook. - Use validation to create dependent list; Pivot table Reports & Pivot Chart Reports.
Unit III: Using MS Excel for Data Analysis & Reporting Features: 7 Lectures
Using spreadsheet for following purposes and making reports:
- Loan & Lease statement
- Ratio Analysis.
- Payroll statements
- Capital Budgeting
- Depreciation Accounting
- Graphical representation of data
- Frequency distribution and its statistical parameters
- Correlation and Regression

Unit IV: RDBMS Concepts & Access 5 Lectures
RDBMS Concepts, Terminology, Models - RDBMS, Data Modelling using ERD, DB Design using Normalization
Access Creating Databases & Tables – An Introduction; Event Handling & Report Generation; Using Macros; Using Queries through Case Study.

Unit V: CAAT Tools 6 Lectures
Capabilities & Importing Data from Accounting & other Application Systems - An Introduction; Analytical Reports, Duplicates/ Gaps. Sorting & Charting; Stratification, Summarization, Statistics & Aging - An Introduction; Sampling, Macros and Audit Trail.

Notes:
1. There shall be a practical examination of 50 Marks (Practical-35 Marks, Viva-5 Marks and Work Book-10 Marks) and duration of Examination shall be 3 Hrs.
2. Teaching arrangements need to be made in the computer lab only.

Suggested Readings:
1. Rajaraman, V. Introduction to Information Technology. PHI.
3. Curtis D. Frye, Step by Step Microsoft Excel 2010, PHI.
11. Rajaraman, V. Analysis and design of information Systems. PHI.

Note: Latest edition of text books may be used.
B.Com Programme CBCS  
Department of Commerce, University of Delhi, Delhi

B.Com.: Semester - V
Paper 5.4(b): Advertising

Duration: 2 hrs.  
Marks: 50  
Lectures: 30

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

Unit I: Introduction  
4 Lectures
Advertising-meaning, nature and importance of advertising, types and objectives. Audience selection; Setting of advertising budget: determinants and major methods.

Unit II: Media Decisions  
5 Lectures
Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations; Factors influencing media choice; media selection, media scheduling.

Unit III: Message Development  
7 Lectures
Advertising creativity; Advertising appeals; Advertising copy and elements of print advertisement creativity; Tactics for print advertisement.

Unit IV: Measuring Advertising Effectiveness  
7 Lectures
Arguments for and against measuring effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre- and Post-testing techniques.

Unit V:  
7 Lectures
a) Advertising Agency: Role, types and selection of advertising agency; Reasons for evaluating advertising techniques.
b) Social, ethical and legal aspects of advertising in India; Recent developments and Issues in advertisement.

Suggested Readings:
1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co.

Note: Latest edition of text books may be used.
B. Com.: Semester VI

Duration: 3 hrs.          Marks: 100          Lectures: 65

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

Contents

Unit I 8 Lectures
Nature, scope and objectives of financial management, Time value of money, Risk and return (including Capital Asset Pricing Model).

Unit II 17 Lectures
Long term investment decisions: The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index.

Unit III 17 Lectures

Unit IV 10 Lectures

Unit V 13 Lectures

Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purposes.

Suggested Readings:


**Note:** Latest edition of text books may be used.
Duration: 3 hrs.  Marks: 100  Lectures: 65

Objective: To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Contents

Unit I: Introduction  Lectures 6

Unit II: Business Correspondence  Lectures 8
Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume.

Unit III: Report Writing  Lectures 8
Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports.

Unit IV: Business language and presentation  Lectures 4
Importance of Business language, Vocabulary Words often confused, Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Unit V: Technology and Business Communication  Lectures 4
Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication.

Suggested Readings:

3. Shirley Taylor, *Communication for Business, Pearson Education*

Note: Latest edition of text books may be used.
Objective: The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.

Contents

Unit I: Introduction to Personal Selling
Nature and importance of personal selling, Difference between Personal Selling, Salesmanship and Sales Management, Myths of selling, Relationship Marketing and Role of Personal Selling. Characteristics of a good salesman, Types of selling situations, Types of salespersons; Career opportunities in selling, Measures for making selling an attractive career.

Unit II: Theories of Selling
Traditional and Modern: AIDAS Model of Selling, Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches.

Unit III: Buying Motives
Concept of motivation, Maslow’s theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling.

Unit IV: Selling Process
Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections and complaints; Closing the sale; techniques for closing the sale; Customer Relations, Follow up and Dealing customer concerns and complaints.

Unit V: Sales Planning and Control
Sales Forecasting, Sales Budget, Sales Territories, Sales quota, Ethical aspects of Selling.

Suggested Readings:
5. Johnson, Kurtz and Schueing, Sales Management, McGraw Hill

Note: Latest edition of text books may be used.
Objective: This paper intends to create an understanding towards the cyber crimes and to familiarize the students with the application of cyber laws in general.

Unit I: Cyber Crimes
Introduction- Computer crime and cyber crimes; Distinction between cyber crime and conventional crimes; cyber forensic; Kinds of cyber crimes- cyber stalking, cyber terrorism, forgery and fraud, crimes related to IPRs, computer vandalism; Privacy of online data; Cyber Jurisdiction; Copyright issues; and Domain name dispute etc.

Unit II: Definition and Terminology (Information Technology Act, 2000)

Unit III: Electronic Records
Authentication of Electronic Records; Legal Recognition of Electronic Records; Legal Recognition of Digital Signatures; Use of Electronic Records and Digital Signatures in Government and its Agencies; Retention of Electronic Records; Attribution, Acknowledgement and Dispatch of Electronic Records; Secure Electronic Records and Digital Signatures.

Unit IV: Regulatory Framework
Regulation of Certifying Authorities; Appointment and Functions of Controller; License to issue Digital Signatures Certificate; Renewal of License; Controller’s Powers; Procedure to be Followed by Certifying Authority; Issue, Suspension and Revocation of Digital Signatures Certificate, Duties of Subscribers; Penalties and Adjudication; Appellate Tribunal; Offences

Suggested Reading:

*Note: Latest edition of text book may be used.*
Objective: The objective of the course is to expose students to the concept, importance and dynamics of international business and India’s involvement with global business operations. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.

Contents

Unit I
1. Introduction to International Business: Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Internationalization Stages and Orientations. Modes of entry into international business. 7 Lectures

2. International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India’s foreign trade. 7 Lectures

Unit –II
3. Theories of International Trade: Commercial Policy Instruments tariff and non-tariff measures; Balance of payment account and its components. WTO – Its objectives, principles, organizational structure and functioning, An overview of other organizations – UNCTAD, World Bank and IMF. 8 Lectures

4. Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia 4 Lectures

Unit –III
5. International Financial Environment: International financial system and institutions; Foreign exchange markets, spot market, spot rate quotations, bid ask spreads, trading in spot market, cross exchange rates; Forward market; Rate, long and short forward position, forward premium and discount, Arbitrage, Hedging and Speculation. 16 Lectures

6. Foreign investments: types and flows; Foreign investment in Indian perspective. 10 Lectures

Unit –IV
7. International business operations: Key issues involved in making international production, finance, marketing and human resource decisions; International business negotiations. 5 Lectures
8. Developments and Issues in International Business: Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business; International business and ecological considerations.  

8 Lectures

Suggested Readings:

4. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. *International Business*. Pearson Education
11. UNCTAD Reports.

Note: Latest edition of text books may be used.
Objective: This course provides an understanding for the procedure of redressal of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the interface between business firms and consumers and the consumer related regulatory and business environment.

Contents

Unit I: Conceptual Framework
Consumer and Markets: Nature of markets, Concept of Consumer, Nature of markets, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP) and Local Taxes, Fair Price, Labeling and Packaging.
Experiencing and Voicing Dissatisfaction: Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Internal and External Complaint handling: Corporate Redressal Systems and Public Redressal Systems

Unit II: The Consumer Protection Act, 1986 (CPA)
Objectives and Basic Concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice.
Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels, Basic Consumer Rights; Adjudicatory Bodies: District Forums, State Commissions, National Commission: their composition, powers, and jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA.

Unit III: Grievance Redressal Mechanism under the Consumer Protection Act, 1986
Filing of complaint and Handling of case: Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy to be provided; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.
Leading Cases decided under Consumer Protection Act: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity, Water, and Telecom Services; Education; Defective Product; Unfair Trade Practice.

Unit IV: Industry Regulators and Consumer Complaint Redressal Mechanism
i. Banking: RBI and Banking Ombudsman
ii. Insurance: IRDA and Insurance Ombudsman
iii. Telecommunication: TRAI
iv. Food Products: FSSAI (an overview)
v. Electricity Supply: Electricity Regulatory Commission
vi. Advertising: ASCI
vii. Civil Aviation: DGCA

Unit V: Consumer Protection in India  
13 Lectures


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

Suggested Readings:

5. Empowering Consumers e-book, www.consumeraffairs.nic.in
6. ebook, www.bis.org
7. The Consumer Protection Act, 1986

Articles


Periodicals

1. Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2. Recent issues of magazines: Insight, published by CERC,

Websites:
www.ncdrc.nic.in
www.fcamin.nic.in
www.consumeraffairs.nic.in
www.iso.org.in
www.bis.org
www.ascionline.org.in
www.trai.gov.in
www.irda.gov.in
www.derc.gov.in
www.rbi.org.in
www.fssai.gov.in
www.consumer-voice.org
www.nationalconsumerhelpline.in
www.cci.gov.in

Note: The Latest edition of text books and Acts should be used.
B. Com.: Semester VI  
Paper 6.4 (c): Entrepreneurship and Small Business

Duration: 3 hrs.  
Marks: 100  
Lectures: 65

Objective: The purpose of the paper is to provide orientation towards entrepreneurship as a career option and encourage creative thinking for effectiveness at work and in life.

Contents

Unit I: Introduction  
10 Lectures

Unit II: Types of Business Entities  
15 Lectures
Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. Values, business philosophy and behavioural orientations of important family business in India. Managerial roles and functions in a small business. Entrepreneur as the manager of his business.

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

Unit IV: Business Plan Preparations  
10 Lectures
Sources of business ideas and tests of feasibility. Significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report. Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V: Start up issues  
20 Lectures
Mobilizing resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Funding opportunities for start-ups. Marketing and organisational plans-an overview.

Suggested Readings:
15. SIDBI Reports on Small Scale Industries Sector.

Note: Latest edition of text books may be used.
B. Com.: Semester VI
Paper 6.4 (d): Organisational Behaviour

Duration: 3 hrs.          Marks: 100          Lectures: 65

Objective: The objective of the course is to develop a theoretical understanding among students about the structure and behaviour of organization as it develops over time. The course will also make them capable of realizing the competitiveness for firms.

Unit I: Introduction
Organisational Behaviour: concepts, determinants, challenges and opportunities of OB. Contributing disciplines of OB. Organizational Behaviour Models.

Unit II: Individual Behaviour
Personality- Type A and B, Big Five personality types, Factors influencing personality.
Values and Attitudes- Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes.
Learning- Concept, Learning theories, and reinforcement.
Perception and Emotions- Concept, Perceptual process, Importance, Factors influencing perception, Emotional Intelligence.

Unit III: Group Decision making and Communication
Concept and nature of decision making process, Individual versus group decision making. Communication and Feedback, Transactional Analysis, Johari Window.

Unit IV: Motivation
Meaning and Importance, Equity theory of Motivation, Vroom’s Valence Expectancy theory, Ken Thomas’ Intrinsic Motivation theory, McClelland’s theory of Motivation. Motivation and organisational effectiveness.

Unit V: Leadership, Power and Conflict

Unit VI: Dynamics of Organisational Behaviour
Organisational Culture and climate- Concept and determinants of organisational culture. Organisational change- Importance, Managing Change. Individual and organisational factors to stress; Prevention and Management of stress.
Suggested Readings:


Note: Latest edition of text books may be used.
Duration: 3 hrs. Marks: 100 Lectures: 65

**Objective:** To impart basic knowledge about the structure and working of the Indian political system and governance.

**Contents**

**Unit I: Concepts**
10 Lectures
Concept of welfare state, Functions of a welfare state; Emergence of civil society; Concept of liberty, Theories of liberty; Concept of equality, Dimensions of equality; Concept of justice, Dimensions of justice, Various philosophies of justice;

**Unit II: Idea of A Good Society**
10 Lectures
Moral Reasoning, Theories of Moral Reasoning; Accountability, Responsibility, Leadership; Diversity, Relevance of Diversity In Business; Discrimination at Workplace; Globalisation; Ethical Conduct of Multinational Corporations.

**Unit III: Indian Political System**
15 Lectures
Making of India’s constitution, Constituent assembly, Philosophy, Preamble, Fundamental rights, Directive Principles of state policies, Secularism, Problems and trends, Casteism, Communalism, Regionalism and separatism; Nature of India’s federal system, Centre-state relations, Issues and problems, Citizenship, Separation of powers, Union executive, President, Prime Minister, Governor, Legislature, Organisation and function.

**Unit IV: Judicial System in India:**
10 Lectures
Supreme Court and High Court: Jurisdiction and Powers and Functions, Judicial Review, Independence of Judiciary and Judicial Activism, Human Rights, Social Justice.

**Unit V: Governance Public Policy**
20 Lectures
Governance, Concept, Nature, Meaning and Forms of public accountability and Redressal of public grievances with special reference to RTI, Lokpal and Lokayukta, Election Commission, Association for Democratic Reforms (ADR), Bringing people closer to Administration: E-governance; Political Representation, Third tier of government; Panchayati Raj System, Urban Local Bodies, Public Policy, Public Finance, Budget.

**Suggested Readings:**
1. Austin, Granville; *The Indian Constitution: Cornerstone of a Nation*, Oxford University Press.
2. Basu, Durga Das; *An Introduction to the Constitution of India*, Prentice Hall.
4. Austin, Granville; *Working a Democratic Constitution: The Indian Experience*, OUP.
7. Singh, M.P. and Saxena, R.; *Indian Politics: Contemporary Issues and Concerns*.

Note: Latest edition of text books may be used.
B. Com.: Semester VI
Paper 6.4 (f): Office Management and Secretarial Practice

Duration: 3 hrs.  
Marks: 100  
Lectures: 65

Objective: The purpose of this course is to familiarize the students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, facilities provided to the staff working in the office, the working environment and the tools and equipments used in office.

Contents

Unit I  
Office Management  
7 Lectures
Introduction to office organization and management, Forms and Types of organization, Centralization and Decentralization, Objectives and Principles of Office Management, Functions of Office Manager, Qualities required for Office Manager. Duties of the office manager.

Filing and Indexing  
7 Lectures
Filing and Indexing – Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, concept of paperless office methods of filing, Digitalization and retrieval of records, Weeding of old records, meaning and need for indexing, various types of indexing.

Unit II: Mailing Procedures and Forms and Stationary  
13 Lectures
Mailing Procedures – meaning and importance of mail, centralization of mail handling work, office equipment and accessories, Inward and outward mail, courier services, Office Forms –advantages and disadvantages of using forms, type of forms and form control. Stationery –essential requirements for a good system of dealing with stationery, purchase procedure, standardization of stationery.

Unit III: Modern Office Equipment  
5 Lectures
– Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines.

Unit IV: Budget and Audit  
10 Lectures
Budget - Annual, revised and estimated. Recurring and non-recurring heads of expenditure; Audit process- Vouching and verification of Assets & Liabilities. Consumables/ Stock register and Asset register; Procedure for disposal of records and assets

Unit IV: Role of Secretary  
13 Lectures
Definition; Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications for appointment as Personal Secretary. Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing; web-casting. Agenda and Minutes of Meeting. Drafting, fax-messages, email. Maintenance of appointment diary.
Unit V: Secretarial Standards and Secretarial Audit

10 Lectures

**Secretarial Standards:** Concept, Scope and Advantages; Secretarial Standards issued by the ICSI; Compliance of Secretarial Standards for Good Governance. Relevance of Guidance Note(s).

**Secretarial Audit:** Need, Objective, Scope, Periodicity and Format for Secretarial Audit Report, Benefits of Secretarial Audit, Professional Responsibilities and Penalties.

**Suggested Readings:**

2. Duggal, B, *Office Management & Commercial Correspondence*, Kitab Mahal, New Delhi
3. Pillai, R.S.N and Bagavathi, *Office Management*, S. Chand & Company Ltd, New Delhi

**Note:** Latest edition of text books may be used.
# Corporate Tax Planning

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

<table>
<thead>
<tr>
<th>Unit</th>
<th>Contents</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Tax planning, tax management, tax evasion, tax avoidance. Types of companies Residential status of companies and tax incidence, Tax liability and minimum alternate tax, Carry forward and set off of losses in case of certain companies, Deductions available to corporate Assesses Tax on distributed profits, units of Mutual funds</td>
<td>10</td>
</tr>
<tr>
<td>II</td>
<td>Tax planning with reference to setting up of a new business: Location of business, nature of business, form of organisation. Tax planning with reference to financial management decisions - Capital structure, dividend and bonus shares Tax planning with reference to sale of scientific research assets</td>
<td>12</td>
</tr>
<tr>
<td>III</td>
<td>Tax planning with reference to specific management decisions - Make or buy; own or lease; repair or replace Tax planning with reference to receipt of insurance Compensation</td>
<td>12</td>
</tr>
<tr>
<td>IV</td>
<td>Double taxation relief Provisions regulating transfer pricing, Computation of Arm’s length pricing Advance rulings Advance pricing agreement</td>
<td>15</td>
</tr>
</tbody>
</table>
### Suggested Readings:


### Journals


**Note:** Latest edition of text books may be used.
Objective: To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

Contents

Unit-I: The Investment Environment 12 Lectures
The investment decision process, Savings, Investment and Speculation. Types of Investments- Commodities, Real Estate and Financial Assets, The Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, Concept of return and risk: Calculation, Tradeoff between return and risk, Impact of taxes and inflation on return.

Unit-II: Fixed Income Securities 13 Lectures
Bond Fundamentals, Estimating bond yields, Bond Valuation, Types of bond risks.

Unit-III: Approaches to Equity Analysis 15 Lectures
Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis, Valuation of Equity Shares.

Unit-IV: Portfolio Analysis and Financial Derivatives 15 Lectures
(a) Portfolio and Diversification, Portfolio Risk and Return (b) Mutual Funds (c) Introduction to Financial Derivatives-Forwards, Futures & Options, Financial Derivatives Markets in India.

Unit-V: Investor Protection 10 Lectures
Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading.

Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subjects related assignments for their internal assessment purposes.

Suggested Readings:

3. Bodie, Kane; Marcus & Mohanty, Investments, Tata McGraw Hill

Note: Latest edition of text book may be used.
Objective: To provide the students knowledge about use of costing data for planning, control and decision making.

Contents

Unit I
Nature and Scope, Difference between cost accounting and management accounting, Relationship between Financial Accounting and Management Accounting, Need, Importance, Limitations of Management Accounting, cost control, cost reduction, cost management.

Unit II
Budgeting and budgetary control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations, Budgeting vs Forecasting, Budgeting Process, Functional budgets, Cash budget, Fixed and flexible budgets, Zero base budget, Program and performance budgets.

Unit III
Standard costing and variance analysis: Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis – material, labour, overhead and sales variances, Disposition of variances, Control ratios.

Unit IV

Unit V
Decision making: Costs for decision making, variable costing and differential analysis as aids in making decisions – fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, sell or process further. Responsibility Accounting, Divisional Performance Measurement.

Suggested Readings:

3. Murthy, A; and S Gurusamy Management Accounting, Tata McGraw Hill.

Note: Latest edition of text book may be used.