

## FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

### WITH MULTIPLE DEGREE OPTIONS

The four year undergraduate programme envisages effective teaching in Commerce using innovative methods, projects, practical training and fieldwork. The course has been designed in such a way that student is exposed to a wide array of topics giving equal emphasis to pure and applied aspects of the subject. The scheme of year-wise paper options in each semester is as under:

- Students opting for Commerce as main/major subject are required to take all the papers of Discipline Courses-I. They will also be required to take all the papers of Foundation Courses, IMBH/CA and all the papers of Applied Courses. In addition, they will be required to take papers from Discipline Course-II from subjects other than Commerce.
- Students opting for subjects other than Commerce as major may take Commerce as minor by taking all the papers of Discipline Course-II.

#### Degree Nomenclature:

- Diploma after 2 years
- Bachelor (Commerce) after 3 years
- Bachelor with Honours (Commerce) after 4 years

#### The scheme of papers to be opted in each semester:

Year	Semester	FC	DC-I	DC-II	AC	IMBH/CA
First	I	4	2			1-IMBH
	II	3	2		1*	1-IMBH
Second	III	2	2	1	1	1-CA
	IV	2	2	1	1	1-CA
Third	V		3	1	1	1-CA
	VI		3	1	1	1-CA
Fourth	VII		2+1 (Research Methodology and project work)	1		1-CA
	VIII		2+1 (Research)	1		1-CA

- FC: Foundation Course
- DC-I: Discipline Course-I
- DC-II: Discipline Course-II
- AC: Applied Course
- IMBH: Integrated Mind Body & Heart
- CA: Cultural Activities include NCC, Sports, NSS, etc.
- \*Language Course

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**Each DC-1 and DC-2 paper shall have the following features:**

<b>Discipline Courses-1 (DC-1)</b> (Sem. 1 to 8) Each DC-1 and DC-2 paper shall have the following features:
<b>Theory</b>
-5 hr/week [-4 lectures and -1hr presentation/ week]
-100 marks (75 marks for final exam and 25 marks for internal assessment through presentation/ project)
<b>Discipline Courses-2 (DC-2)</b> (Sem. 3 to 8) Each DC-2 paper shall have the following features:
-5 hr/week [-4 lectures and -1hr presentation/ week]
-100 marks (75 marks for final exam and 25 marks for internal assessment through presentation/ project)
<b>Applied Course</b> (Sem. 3 to 6) Each applied course shall have the following features:
-3hr/week (lecture-cum-practical for hands on experience) -75 marks (40 marks for final exam and 35 marks for internal assessment through presentation/ project)
<b>Research Methodology</b> (Sem. 7)
<b>Project Work</b> (Sem. 7 to 8) -The Project Work to start in Sem. 7 and continue in Sem. 8.

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### DISCIPLINE COURSE – I

Semester/ Paper No.	Paper's Title	Maximum Marks
<b>Semester - I</b>		
Paper DC I - 1	Business Laws	100
Paper DC I - 2	Financial Accounting & Auditing	100
<b>Semester – II</b>		
Paper DC I - 3	Business Mathematics & Statistics	100
Paper DC I - 4	Human Resource Management	100
<b>Semester – III</b>		
Paper DC I - 5	Principles of Marketing	100
Paper DC I - 6	Financial Management	100
<b>Semester – IV</b>		
Paper DC I - 7	Cost Accounting	100
Paper DC I - 8	Corporate Laws	100
<b>Semester - V</b>		
Paper DC I - 9	Corporate Governance and Social Responsibility	100
Paper DC I - 10	Business Economics	100
Paper DC I - 11	Income Tax Law and Practice	100
<b>Semester – VI</b>		
Paper DC I - 12	Security Analysis and Portfolio Management	100
Paper DC I - 13	Corporate Accounting	100
Paper DC I - 14	Industrial Laws	100
<b>Semester - VII</b>		
Paper DC I - 15	Organizational Behaviour	100
Paper DC I - 16	Management Accounting	100
Paper DC I - 17	Business Research Tools	100
<b>Semester – VIII</b>		
Paper DC I - 18	Foreign Exchange Management	100
Paper DC I - 19	Advertising and Brand Management	100
Paper DC I - 20	Project Work	100

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**DISCIPLINE COURSE – II**

<b>Semester/ Paper No.</b>	<b>Paper's Title</b>	<b>Maximum Marks</b>
<b>Semester – III</b>		
Paper DC II - 1	Setting up a Business	100
<b>Semester – IV</b>		
Paper DC II - 2	Marketing for Beginners	100
<b>Semester – V</b>		
Paper DC II - 3	Financial Reporting & Analysis	100
<b>Semester – VI</b>		
Paper DC II - 4	Personal Tax Planning	100
<b>Semester – VII</b>		
Paper DC II - 5	Investing in Stock Market	100
<b>Semester – VIII</b>		
Paper DC II - 6	Insurance & Risk Management	100

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### APPLIED COURSES

Semester/ Paper No.	Paper's Title	Maximum Marks
<b>Semester – III</b>		
Paper AC - 1	E- Business & Cyber Laws	75
<b>Semester – IV</b>		
Paper AC - 2	E- Marketing	75
<b>Semester - V</b>		
Paper AC – 3	E-Accounting	75
<b>Semester – VI</b>		
Paper AC - 4	E-Filing of Returns	75

### FOUNDATION COURSES:

- Language, Literature, and Creativity –I (Hindi/MIL)
- Language, Literature, and Creativity –II (English)
- Information Technology
- Business, Entrepreneurship, and Management
- Governance and Citizenship
- Psychology, Communication and Life Skills
- Geographic and Socio-Economic Diversity
- Science and Life
- History, Culture and Civilization
- Building Mathematical Ability
- Environment and Public Health

### TEACHING HOURS:

- Foundation Course: Language, Literature, and Creativity to be offered in semester 1st and semester 2nd: 5 periods/week (4 lectures + 1 student's presentation) Hindi /Sanskrit/MIL/Persian/Arabic/English
- Others foundation papers: 3 periods/week (2 lectures + 1 student's presentation)
- DC-I & DC-II: 5 periods/week (4 lectures + 1 student's presentation)
- Applied Course: 3 periods/week (2 lectures + 1 student's presentation)
- IMBH/CA: 2 periods/week (to be part of the workload)
- Tutorial/Practical will continue wherever applicable

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SEMESTER I

PAPER DC I - 1: BUSINESS LAWS

Marks: 100 (Theory = 75, Internal Assessment = 25)

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

**Lectures: 48**

**UNIT I – The Indian Contract Act, 1872**

**15 Lectures**

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

**UNIT II – The Sale of Goods Act, 1930**

**8 Lectures**

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

**UNIT III – The Limited Liability Partnership Act, 2008**

**15 Lectures**

Salient features of LLP; Difference between LLP and partnership, LLP and company; LLP agreement; Nature of LLP; Partners and designated partners; Incorporation document; Incorporation by registration; Registered office of LLP and change therein; Change of name; Partners and their relations; Extent and limitation of liability of LLP and partners; Whistle blowing; Contributions; Financial disclosures; Annual return; Taxation of LLP; Conversion to LLP; Winding up and dissolution.

**UNIT IV – The Information Technology Act, 2000**

**10 Lectures**

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; and Offences.

**READINGS:**

**Suggested Readings:**

1. Lee Reach, *Business Laws*, Oxford University Press, UK

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2. Singh, Avtar, *The Principles of Mercantile Law*, Eastern Book Company, Lucknow.
3. Tulsian P.C, *Business Law*, Tata McGraw Hill, New Delhi.
4. Sharma J. P., and Sunaina Kanojia, *Business Laws*, Ane Books Pvt. Ltd, New Delhi.

**Note: Latest edition of text book may be used.**

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SEMESTER I

PAPER DC I - 2: FINANCIAL ACCOUNTING & AUDITING

Marks: 100 (Theory = 75, Internal Assessment = 25)

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

**Lectures: 48**

**UNIT I:** **2 Lectures**

Accounting Theory: Accounting Concepts, Accounting Conventions, Accounting Standards. Brief Introduction of AS-1, AS-9 and IFRS.

**UNIT II:** **6 Lectures**

Measurement of Income. Inventory Valuation (FIFO, LIFO and Weighted Average only; AS-2). Depreciation (SLM, WDV and change of methods only; AS-6)

**UNIT III:** **5 Lectures**

Accounting Cycle: From recording of transactions to preparation of financial statements of proprietary enterprises.

**UNIT IV:** **5 Lectures**

Partnership and Consignment Account.

**UNIT V:** **5 Lectures**

Joint Venture excluding Memorandum Method.

**UNIT VI:** **7 Lectures**

Preparation of Branch Accounts. Debtors System; Stock and Debtors system.

**UNIT VII:** **8 Lectures**

Accounting for Hire Purchase System.

**UNIT VIII:** **10 Lectures**

Auditing: (1) Meaning, Objective

(2) Audit Procedure: Vouching and Verification of Assets & Liabilities



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**READINGS:****SECTION A: Financial Accounting****Essential Readings:**

1. Horngren, Sundem, Elliott, *Introduction to Financial Accounting*, Pearson Education.
2. Monga, J.R., *Financial Accounting: Concepts and Applications*, Mayoor PaperBacks, New Delhi.
3. Lal, Jawahar and Seema Srivastava, *Financial Accounting: Text and Problems*, Himalaya Publishing House.

**Suggested Readings:**

1. Anthony, R.N., and J.S. Reece, *Accounting Principles*, Richard D. Irwin, Inc.
2. Gupta, Nirmal, *Financial Accounting and Auditing*, Ane Books (P) Ltd, New Delhi.
3. Sehgal, Ashok, and Deepak Sehgal, *Advanced Accounting*, Part-I, Taxmann Applied Services, New Delhi.
4. Tulsian, P.C., *Financial Accounting*, Tata McGraw Hill, New Delhi

**SECTION B: Auditing****Essential Readings:**

1. Basu S. K. *Auditing –Principles and Techniques*, Pearson Education.
2. Jha, Aruna, *Student guide to Auditing*, Taxman Allied Service (P) Ltd.

**Suggested Readings:**

1. Sharma, S.D., *Auditing Principles and Practice*, Taxmann Allied Services (P) Ltd.
2. Alvin, S.A. Arens, and K. Loebbecke James, *Auditing: An integrated Approach*, Prentice Hall. NJ.
3. Strawser, R. Jerry., and Robert R. Strawser, *Auditing*, Thomson Learning.
4. Kumar, Ravinder & Virender Sharma, *Fundamentals of Practical Auditing*, Prentice Hall India Pvt. Ltd.

**Note: Latest edition of text book may be used.**

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## SEMESTER II

## PAPER DC I - 3: BUSINESS MATHEMATICS AND STATISTICS

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** The objective of this course is to familiarize students with the basic statistical and mathematical tools used to summarize and analyze quantitative information for decision making with emphasis on applications to business situations.

Lectures: 48

**SECTION A : BUSINESS STATISTICS****UNIT I:** 2 Lectures

**Analysis of Uni-variate Data:** Moments, calculation and use in study of central value, variation, skewness and kurtosis.

**UNIT II:** 4 Lectures

**Analysis of Bi-variate Data:** Simple and linear correlation and regression analysis. Meaning of correlation. Correlation and causation. Karl Pearson's co-efficient of correlation and its interpretation. Rank Correlation.

**Regression analysis:** Fitting regression line-method of least squares, Properties of correlation and regression co-efficients.

**UNIT III:** 6 Lectures

**Analysis of Time Series and Forecasting:** Components of time series. Additive and Multiplicative models.

**Trend Analysis:** Linear and Non-Linear, including second-degree parabola and exponential models. Forecasting - Exponential smoothing.

**UNIT IV:** 6 Lectures

**Probability Distributions:** Concept of probability distribution, its expected value and variance. Binomial, Poisson and Normal Distributions – Properties and applications.

**UNIT V:** 6 Lectures

**Sampling Concepts, Sampling Distributions and Estimation:** Populations and samples, Parameters and Statistics, Descriptive and inferential statistics. Sampling methods including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling and Convenience sampling.

**Concept of Sampling distributions and Theory of Estimation:** Point and Interval estimation of means and proportions.

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**SECTION B : BUSINESS MATHEMATICS****UNIT I: 4 Lectures**

**Matrix-Algebra:** Solution of system of linear equations (having unique solution and involving not more than three variables) using matrices, Input Output Analysis.

**UNIT II: 7 Lectures**

**Calculus-I:** Concept and rules of differentiation, Maxima and Minima involving second or higher order derivatives

**UNIT III: 7 Lectures**

**Calculus-II:** Partial Differentiation. Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials, Maxima and Minima in case of two variables involving not more than one constraint including the use of Lagrangean multiplier. Integration. Standard forms. Definite integration-application in business and economics.

**UNIT IV: 6 Lectures**

**Mathematics of Finance :** Rates of interest-nominal, Effective and their inter-relationships, Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets. Valuation of simple loans and debentures. Sinking funds.

**READINGS:****Essential Readings:**

1. Vohra, N.D., *Business Statistics*, McGraw Hill Publishing Co.
2. Sharma, J.K., *Business Statistics*, Pearson Education.
3. Levine Krehbeil, Berenson and Viswanathan, *Business Statistics: A first course*, Prentice Hall.
4. Thukral, J.K., *Mathematics for Business Studies*, Mayur Publications.

**Suggested Readings:**

1. Dowling, E.T., *Mathematics for Economics, Schaum's Outlines Series*, McGraw Hill Publishing Co.
2. Mizrahi and John Sullivan, *Mathematics for Business and Social Sciences*, Wiley and Sons.
3. Wikes, F.M., *Mathematics for Business, Finance and Economics*, Thomson Learning.
4. Taha, Hamdy A., *Operations Research: An Introduction*, Prentice Hall of India.

**Note: Latest edition of text book may be used.**

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## SEMESTER II

## PAPER DC I - 4: HUMAN RESOURCE MANAGEMENT

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organisation. This knowledge would make the students capable of employing these techniques to harness the best of each individual working in the organization. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role plays etc.

**Lectures: 48**

**UNIT I: Introduction**

**10 Lectures**

**Human Resource Management:** Relevance and spectrum; Role and competencies of HR Manager; Challenges of HR Manager – Workforce Diversity, Empowerment, Technological Changes, Downsizing, Voluntary Retirement Scheme, Work life Balance.

**UNIT II: Acquisition of Human Resource**

**10 Lectures**

**Human Resource Planning and Job Analysis:** An Overview; Recruitment – Concept and Sources; Selection – Concept and Process; Placement, Induction, and Socialization.

**UNIT III: Training and Development**

**10 Lectures**

**Training and Development:** Concept and Importance; Identifying Training and Development Needs; Designing Training Programme; Training Methods–Apprenticeship, Understudy, Job Rotation, Vestibule Training; Development Methods – Case Study, Role Playing, Sensitivity Training, In-Basket, Management Games, Conferences and Seminars.

**UNIT IV: Performance Appraisal**

**9 Lectures**

**Performance Appraisal System:** Nature and Objectives; Methods of Performance Appraisal - Ranking, Graphic Rating Scale, Checklist, Management by Objectives, 360 Degree Appraisal; Employee Counselling; Potential Appraisal; Transfer and Promotion.

**UNIT V: Compensation and Maintenance**

**9 Lectures**

**Compensation:** Concept and Administration; Compensation Methods - Time and Piece Wage System; Fringe Benefits; Employee Stock Option, Pay Band Compensation System.

**Maintenance:** Concept and Rationale of Employee Health, Safety, Welfare and Social Security (excluding legal provisions), Grievance Handling Procedure.

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**READINGS:**

**Essential Readings:**

1. Mondy, A Wayne , and Robert M. Noe, *Human Resource Management*, Pearson Education
2. Decenzo, D.A., and S.P. Robbins, *Fundamentals of Human Resource Management*, Wiley, India.
3. Dessler, G., and B. Varkkey, *Human Resource Management*, Pearson Education, Delhi.
4. Chhabra, T.N., *Human Resource Management*, Dhanpat Rai & Co., Delhi.

**Suggested Readings:**

1. Aswathappa, K., *Human Resource Management*, Tata McGraw-Hill, New Delhi.
2. French, W. L., *Human Resource Management*, Haughton Mifflin, Boston.
3. Gupta, C.B., *Human Resource Management*, Sultan Chand & Sons, Delhi.
4. Rao, V. S. P., *Human Resource Management: Text and Cases*, Excel Books.
5. Robert L. Mathis and John H. Jackson, *Human Resource Management*, South- Western Cengage Learning, USA.
6. Storey, J., *Human Resource Management*, Thomson Learning, London.

**Note: Latest edition of the book may be used.**

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## SEMESTER III

## PAPER DC I - 5: PRINCIPLES OF MARKETING

Marks: 100 (Theory = 75, Internal Assessment = 25)

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

Lectures: 48

**Unit I:** 8 Lectures

**Introduction:** Nature, scope and importance of marketing; Marketing concepts: Production, Product, Sales, Marketing and Societal; Marketing mix, Marketing environment.

**Unit II:** 8 Lectures

**Consumer Behavior:** Stages of Consumer Decision Making; Factors influencing consumer buying decisions.

**Market Selection:** Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases.

**Unit III:** 12 Lectures

**Product:** Meaning and importance; Product classifications; Concept of Branding, packaging and labeling; After-sales services; Product life-cycle; New Product Development.

**Pricing:** Significance; Factors affecting price of a product; Major pricing policies and strategies.

**Unit IV:** 12 Lectures

**Promotion:** Concept and importance of promotion; Promotion Tools – advertising, personal selling, public relations & sales promotion – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; and Integrated Marketing Communication Approach.

**Distribution:** Channels of distribution - concept and importance; Types of distribution channels; Factors affecting choice of distribution channel; Distribution Logistics.

**Unit V:** 8 Lectures

**Trends in Marketing:** Direct marketing; Services marketing; Green marketing; Relationship marketing; Rural marketing; and Retailing scenario in India.

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**READINGS:****Essential Readings:**

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, *Marketing Management: A South Asian Perspective*, Pearson
2. Palmer, Adrian, *Introduction to Marketing*, Oxford University Press, UK
3. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, *Principles of Marketing*, South Western Publishing, Ohio.

**Suggested Readings:**

1. Kumar, Arun & N. Meenakshi, *Marketing Management*, Vikas Publications.
2. McCarthy, E. Jerome., and William D. Perreault, *Basic Marketing*, Richard D. Irwin.
3. Pride, William M., and D.C. Ferrell, *Marketing: Planning, Implementation & Control*, Cengage Learning.
4. Chhabra, T.N., *Principles of Marketing*, Sun India Publication.
5. Majaro, Simon, *The Essence of Marketing*, Prentice Hall, New Delhi.
6. Zikmund, William G. and Michael D'Amico, *Marketing: Creating and Keeping Customers in an E-Commerce World*, Thomson Learning.
7. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, *Marketing Concepts and Cases*, Tata McGraw Hill (Special Indian Edition).
8. McCarthy, E. Jerome; Cannon, Joseph P., and William D. Perrault, Jr., *Basic Marketing: A Managerial Approach*, McGraw Hills.

**Note: Latest edition of text book may be used.**

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## SEMESTER III

## PAPER DC I - 6: FINANCIAL MANAGEMENT

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

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

**Lectures: 48**

**Unit I: 5 Lectures**

**Introduction:** Scope and Objective including basics of Agency Problems, Time Value of Money, Risk Return Trade off in Financial Decision Making.

**Unit II: 15 Lectures**

**Capital Budgeting Decision:** Process, Cash Flow Estimation, Techniques: Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Profitability Index, Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), Capital Budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.

**Unit III: 15 Lectures**

**Financing Decision:** Estimation of Components of Cost of Capital, Methods for calculating Cost of Equity Capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital, Capital Structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial Leverage, Determinants of Capital Structure.

**Unit IV: 5 Lectures**

**Dividend Decision:** Theories of Relevance and Irrelevance of Dividend Decision for Corporate Valuation – Walter’s Model, Gordon’s Model, MM Approach, Cash and Stock Dividends, Dividend Policies in Practice.

**Unit V: 8 Lectures**

**Working Capital Decision:** Concepts of Working Capital, Operating & Cash Cycles, Risk-Return Trade off, Working Capital Estimation, An Overview of Cash Management, Receivables Management, Inventory Management.

**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.**



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**READINGS:****Suggested Readings:**

1. Khan, M.Y. and P.K. Jain, *Financial Management: Text and Problems*, Tata McGraw Hill
2. Horne, Van; James C., John Wachowicz, *Fundamentals of Financial Management*, Pearson Education
3. Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, *Corporate Finance*, Tata McGraw Hill.
4. Srivastava, Rajiv, and Anil Mishra, *Financial Management*, Oxford University Press, UK
5. Singh, Preeti, *Financial Management*, Ane Books Pvt. Ltd, New Delhi.
6. Singh, Surender and Kaur Rajeev. *Fundamentals of Financial Management*. Mayur Paper Book Noida.
7. Singh, J.K. *Financial Management- text and Problems*. 2nd Ed. Dhanpat Rai and Company, Delhi.
8. Sharma, G.L. and Y. P.Singh *Contemporary Issues in Finance and Taxation*. Academic Foundation Delhi.
9. Rustagi, R.P., *Financial Management*, Galgotia Publishing Company
10. Pandey, I.M. *Financial Management*. Vikas Publications.
11. Bhalla, V.K. *Financial Management & Policy*. Anmol Publications, Delhi.

**Note: Latest edition of text book may be used.**

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## SEMESTER IV

## PAPER DC I - 7: COST ACCOUNTING

Marks: 100 (Theory = 75, Internal Assessment = 25)

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

Lectures: 48

**Unit I:** 5 Lectures

**Introduction:** Meaning, objectives and advantages of cost accounting, Difference between cost accounting and financial accounting. Cost concepts and classifications, Elements of cost.

**Unit II:** 8 Lectures

**Accounting and Control of Material Cost:** Issue of materials, Methods of pricing of material issues – FIFO, LIFO, Weighted Average. Inventory control- concept and techniques like fixing of stock levels, EOQ, ABC analysis, perpetual & periodic inventory systems.

**Unit III:** 8 Lectures

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

**Unit IV:** 10 Lectures

**Overhead:** Classification, allocation, apportionment and absorption of overhead. Under- and over-absorption. Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses, Activity – based cost allocation.

**Unit V:** 13 Lectures

**Methods of Costing:** Unit costing, Job costing, Contract Costing, Process costing. Treatment of process losses (excluding valuation of work in progress, joint and by-products). Service costing (only transport).

**Unit VI:** 4 Lectures

**Accounting Systems, Reconciliation of cost and financial accounts.**

**READINGS:****Essential Readings:**

1. Arora, M.N., *Cost Accounting – Principles and Practice*, Vikas Publishing House, New Delhi.

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2. Horngreen, Charles T., Foster, George, and Srikant M. Dattar, *Cost Accounting: A Managerial Emphasis*, Prentice Hall of India Ltd., New Delhi.

**Suggested Readings:**

1. Lal, Jawahar and Seema Srivastava, *Cost Accounting*, Tata McGraw Hill Publishing Co., New Delhi.
2. Shukla, M.C., Grewal, T.S., and M.P. Gupta, *Cost Accounting: Text and Problems*, S. Chand & Co. Ltd., New Delhi.
3. Maheshwari, S.N. and S.N. Mittal, *Cost Accounting: Theory and Problems*, Shri Mahabir Book Depot, New Delhi.
4. Ustry, Milton E. and Lawrence H. Hammer, *Cost Accounting: Planning and Control*, South Western Publishing Co.
5. Barfield, Jesset T., Raibarn, Cecily A., and Michael R. Kinney, *Cost Accounting: Traditions and Innovations*, Thomson Learning.
6. Lucey, T., *Costing*, ELST, London.

**Note: Latest edition of text book may be used.**

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## SEMESTER IV

## PAPER DC I - 8: CORPORATE LAWS

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case law.

**Note – The Companies Act, 1956 shall be replaced by the New Companies Bill 2012 as and when enacted.**

**Lectures: 48**

**UNIT I: 10 Lectures**

Characteristics of a company; Lifting of corporate veil; Types of companies; Association not for profit; Illegal association; Formation of company – promoters, their legal position, pre-incorporation contract and provisional contracts.

**UNIT II: 10 Lectures**

**Documents** – Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building.

**Share Capital** – Issue, Allotment and forfeiture of share, Transmission of shares, Buyback and provisions regarding buyback; Dividend Provisions and Issue of bonus shares.

**UNIT III: 12 Lectures**

Directors, classification of directors, disqualifications, appointment, legal positions, powers and duties, removal of directors; Meetings of Shareholders and board; kinds, convening and conduct of meetings.

**UNIT IV: 3 Lectures**

**Winding up** – concept and modes of winding up.

**UNIT V: 8 Lectures**

**Emerging Issues In Company Law** – One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), LLP, Insider Trading, Rating Agencies, Producer Company, Class Action, Secretarial Audit, CSR.

**UNIT VI: 5 Lectures**

**Depositories Act 1996** – Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

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**READINGS:**

**Suggested Readings:**

1. Hicks, Andrew & Goo S H, *Cases and Material on Company Law*, Oxford University Press, UK
2. Gowar, LCB, *Principles of Modern Company Law*, Stevens & Sons, London.
3. Majumdar, A.K., and G.K. Kapoor, *Company Law and Practice*, Taxmann, New Delhi
4. Kershaw, David, *Company Law in Context*, Oxford University Press, UK
5. Hanningan, Brenda, *Company Law*, Oxford University Press, UK
6. Ramaiya *A Guide to Companies Act*, Wadhwa and Company Nagpur
7. Kannal, S., & V.S. Sowrirajan, *Company Law Procedure*, Taxman's Allied Services (P) Ltd., New Delhi
8. Singh, Harpal, *Indian Company Law*, Galgotia Publishing, Delhi.
9. *Companies Act and Corporate Laws*, Bharat Law House Pvt Ltd, New Delhi
10. Sharma, J. P, *An Easy Approach to Corporate Laws*, Ane Books Pvt Ltd, New Delhi.

**Note: Latest edition of text book may be used.**

## FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

## SEMESTER V

## PAPER DC I - 9: CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objectives:** To familiarize the students with the understanding of issues and practices of corporate governance in the global and Indian context.

**Lectures: 48**

**Unit I: 12 Lectures**

**Conceptual Framework of Corporate Governance** – Meaning, Theories of Corporate Governance, Models of Corporate Governance, Benefits Of Good Corporate Governance, Concept of Corporate Excellence; Business Ethics; Ethical Governance, Code of Ethics; Insider Trading, Rating Agencies, Green Governance/ E-governance.

**Unit II: 12 Lectures**

**Corporate Governance Framework in India** – Corporate Boards and its powers, Responsibilities, Disqualifications; Board Committees and their Functions, Remuneration Committee, Nomination Committee, Compliance Committee, Shareholders Grievance Committee, Investors Relation Committee, Investment Committee, Risk Management Committee, and Audit Committee; Clause 49 of Listing Agreement; Corporate Governance in Public Sector Undertakings.

**Unit III: 10 Lectures**

**Major Corporate Governance Failures** –Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), World.Com (USA), Andersen Worldwide (USA), Vivendi (France), and Satyam Computer Services Ltd (India); Common Governance Problems Noticed in various Corporate Failures.

**Unit IV: 5 Lectures**

**Major Codes & Standards on Corporate Governance** – Sir Adrian Cadbury Committee (UK), 1992, OECD Principles of Corporate Governance, 1999, and Sarbanes-Oxley (SOX) Act, 2002 (USA)

**Unit V: 4 Lectures**

**Whistle-Blowing and Corporate Governance** – The Concept of Whistle-Blowing; Types of Whistle-Blowers; Whistle-Blower Policy; the Whistle-Blower Legislation across Countries.

**Unit VI: 5 Lectures**

**Corporate Social Responsibility (CSR)** –Meaning, Corporate Philanthropy, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate

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Governance, Environmental Aspect of CSR, CSR Models, Drivers of CSR, Global Reporting Initiatives, ISO 26000

**READINGS:**

**Essential Readings:**

1. Mallin, Christine A., *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
2. Blowfield, Michael, and Alan Murray, *Corporate Responsibility*, Oxford University Press.

**Suggested Readings**

1. Rani, Geeta D., and R.K. Mishra, *Corporate Governance-Theory and Practice*, Excel Books, New Delhi
2. Sharma, J.P., *Corporate Governance, Business Ethics & CSR*, Ane Books Pvt Ltd, New Delhi
3. Francesco Perrini, Stefano, and Antonio Tencati, *Developing Corporate Social Responsibility-A European Perspective*, Edward Elgar
4. Sharma, J.P., *Corporate Governance and Social Responsibility*, Taxmann, New Delhi

**Note: Latest edition of text book may be used.**

## FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

## SEMESTER V

## PAPER DC I - 10: BUSINESS ECONOMICS

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** The objective of this paper is to acquaint the students with the basic principles of micro and macro economics.

Lectures: 48

**Section A**1. **Unit I:** **2 Lectures**

**Introduction:** Meaning and Scope of Business Economics, Micro and Macro Economics. Demand and Supply: Concept, Determinants and Law of Demand and Law of Supply.

2. **Unit II:** **4 Lectures**

**Elasticity of Demand:** Meaning, Factors and Measurement. Concepts of Cross and Income Elasticity of Demand and Relationship between Revenue and Elasticity of Demand.

3. **Unit III:** **6 Lectures**

**Theory of Consumer Behaviour:** Indifference Curve and Properties of Indifference curve, Consumer equilibrium, Price elasticity and Price Consumption Curve, Price effect – Income and Substitution Effect, Derivation of Demand curve in case of Normal, Inferior and Giffen goods and Shape of indifference curve in case of normal goods, bads and neutrals.

4. **Unit IV:** **4 Lectures**

**Cost of Production:** Concepts – Social and Private cost of Production, Economic, Accounting and Opportunity cost, Short run and Long run(LAC and LMC) cost of production

5. **Unit V:** **11 Lectures**

**Market Structures:** Price and output determination under different market forms.

**Perfect competition:** Short run (Marginal Approach), Long Run equilibrium and Derivation of Supply curve.

**Monopoly:** Absence of supply curve under monopoly, Monopoly power, Dead weight loss and price discrimination (3<sup>rd</sup> degree price discrimination)

**Monopolistic Competition:** Short run and Long Run equilibrium

**Oligopoly:** Prisoners dilemma, Kinked demand curve model and Cartels (OPEC and CIPEC)



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**Section B**

6. **Unit VI:** **8 Lectures**
- Determination:** Consumption, Saving and Investment, AD-AS Approach and S-I Approach, Multiplier (two sector) and numericals.
7. **Unit VII:** **4 Lectures**
- Theory of Inflation:** Causes and effect, Demand pull and Cost push inflation and measures to control inflation.
8. **Unit VIII:** **4 Lectures**
- Monetary and Fiscal Policy:** Meaning, Objectives and Instruments
9. **Unit IX:** **5 Lectures**
- Balance of Payments:** Meaning, Balance of Trade, Current and Capital Account, Autonomous and Accommodating transactions and Measures to control disequilibrium in Balance of Payments.

**READINGS:****Essential Readings:**

1. Salvatore, D. Schaum's, *Outline of Theory and Problems of Microeconomic Theory*, McGraw-Hill, International Edition, New Delhi.
2. Dornbusch, Rudiger, and Stanley Fischer, *Macroeconomics*, McGraw-Hill.
3. Ahuja, H.L., *Business Economics*, S. Chand & Co., New Delhi.

**Suggested Readings:**

1. Pindyck, R.S., and D.L. Rubinfeld, *Microeconomics*, Prentice-Hall of India Pvt. Ltd.
2. Deepashree, *Business Economics*, Ane Books Pvt. Ltd., New Delhi.
3. Varian, H.R., *Intermediate Microeconomics: A Modern Approach*, Affiliated East-West Press, New Delhi.
4. Mankiw, N. Gregory, *Macroeconomics*, Macmillan Worth Publishers New York, Hampshire U.K.
5. Dornbusch, Rudiger., Fischer, Stanley, and Richard Startz, *Macroeconomics*, Irwin/McGraw-Hill, Singapore.

**Note: Latest edition of text book may be used.**

## FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

## SEMESTER V

## PAPER DC I - 11: INCOME TAX LAW AND PRACTICE

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** To provide basic knowledge of income tax and equip students with application of principles and provisions of Income Tax Act, 1961 and Income Tax Rules, 1962 as amended up to date.

Lectures: 48

## Unit I

3 lectures

**1.1 Basic concepts:** Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income.

## Unit II

6 lectures

**2.1** Residential status

**2.2** Tax incidence and residential status

**2.3** Exempted income under section 10(1), 10(2), 10(2A), 10(5), 10(7), 10(10), 10(10A), 10(10AA), 10(10B), 10(10D), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(32), 10(34), 10(35), 10(36), 10(37), 10(38).

## Unit III

28 lectures

## Computation of income under different heads

**3.1** Salaries

**3.2** Income from house property

**3.3** Profits and gains of business or profession.

- Section to be covered are: **Sec-28, 29, 30, 31, 32, 35, 36, 37, 40(a), 40(b), 40A, 43B, 44AA, 44AB, 44AD and 44AE.**

**3.4** Capital Gains\*

- Basis of charge.
- Meaning of capital assets.
- Classification of capital assets and their tax implication.
- Meaning of transfer; elementary knowledge of transactions not to be treated as transaction of transfer.
- Computation of capital gains( depreciable and non-depreciable assets)
- Special cases to be covered - Conversion of Capital assets into stock in trade; Compulsory acquisition of assets; self generated assets; transfer of bonus shares.
- Exemptions to be covered: Sec 54, 54B, 54EC, 54F, 54H.
- Computation of tax liability under section 111A and 112

\*Capital gain provisions related to Individual and Firm need to be covered. Capital gain provisions relating to company and non-residents need not to be covered.

**3.5** Income from other sources [excluding Sec-2(22)]

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## Unit IV

11 lectures

**Computation of Total Income and Tax Liability**

- 4.1 Clubbing of income.
- 4.2 Aggregation of income and set-off and carry forward of losses (excluding Sec-94(7) and 94(8))
- 4.3 Deductions from Gross Total Income; Section 80A, 80AB, 80AC, 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80TTA and 80U.
- 4.4 Computation of total income and tax liability of individuals and firms.

**READINGS:****Essential Readings:**

1. Mehrotra, H.C., *Income Tax Law*, Sahitya Bhawan, Agra.
2. Ahuja, Girish and Ravi Gupta, *Systematic Approach to Income Tax*, Bharat Law House, Delhi.
3. Hariharan, N *Income Tax Law and Practice*, Tata McGraw Hill.

**Suggested Readings:**

1. Singhanian, Vinod K. and Monica Singhanian, *Students' Guide to Income Tax*, Taxmann Publications Pvt. Ltd., New Delhi.
2. Chandra, Mahesh, Goyal, S.P. and D.C. Shukla, *Income Tax Law and Practice*, Pragati Prakashan, Delhi.
3. Lal, B.B., *Income Tax Law and Practice*, Konark Publications, New Delhi.

**Note: Latest edition of text book may be used.**

## FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

## SEMESTER VI

## PAPER DC I - 12: SECURITY ANALYSIS &amp; PORTFOLIO MANAGEMENT

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** To familiarize students with different investment alternatives, introduce them to the framework of their analysis and valuation and also acquaint them with portfolio management and evaluation techniques.

**Lectures: 48**

**Unit I: 8 Lectures**

**The Investment Environment** - The investment decision process, Types of Investments, the Indian securities market, the market participants, trading of securities, security market indices, Insider Trading.

**Unit II: 4 Lectures**

**Security Analysis** – Concept of Return & Risk: Types & Sources.

**Unit III: 8 Lectures**

**Fixed Income Securities:** Bond Fundamentals, Valuation of bonds, Estimating bond yields, Credit rating.

**Unit IV: 15 lectures**

**Equity Analysis:** Fundamental Analysis, Technical Analysis. Valuation of equity shares. Efficient Market Hypothesis

**UNIT V: 9 Lectures**

**Portfolio Management:** Portfolio & Diversification, Markowitz model (2 Security portfolios) & Capital Asset Pricing Model. Performance Evaluation Techniques: Sharpe, Treynor & Jensen Indices

**Unit VI: 4 Lectures**

**Introduction to Financial Derivatives** – Forwards, Futures & Options.

**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.**

FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

**READINGS:**

**Essential Reading:**

1. Chandra, Prasanna, *Investment Analysis and Portfolio Management*, Tata McGraw Hill.
2. Bodie, Kane; Marcus & Mohanty, *Investments*, Tata McGraw Hill.

**Suggested Reading:**

1. Fischer, Donald E. and Ronald J. Jordan, *Security Analysis and Portfolio Management*, 6th Edition, Prentice Hall of India, 2007.
2. Reilly, Frank K., and Keith C. Brown, *Investment Analysis and Portfolio Management*, 8th Edition, Thomson, 2007.

**Note: Latest edition of text book may be used.**

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## SEMESTER VI

## PAPER DC I - 13: CORPORATE ACCOUNTING

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** To make the students familiar with corporate accounting procedures.**Lectures: 48****UNIT I: 12 Lectures****Accounting for Share Capital and Debentures**

- (i) Issue of shares, Forfeiture and Reissue of Forfeited Shares, Concept of Book-Building, Issue of Bonus Shares, Right Issues, Buy-back of shares.
- (ii) Redemption of Preference shares.
- (iii) Issue and Redemption of Debentures (Conversion method, purchasing own debentures in the open market for cancellation and Sinking Fund Method only).

**UNIT II: 6 Lectures****Preparation of Financial Statements of Limited Liability Companies** excluding calculation of managerial remuneration.**UNIT III: 4 Lectures****Valuation of Shares:** Concept of valuation of Shares, Valuation of Shares as per Intrinsic Value Method, Yield Method and Discounted Cash Flow Method.**UNIT IV: 12 Lectures**

- (i) **Accounting for Amalgamation** of Companies as per AS-14 (excluding Inter-Company holding).
- (ii) **Accounting for Internal Reconstruction** (excluding preparation of scheme of Internal Reconstruction).

**UNIT V: 6 Lectures****Cash Flow Statement:** Meaning and usefulness of Cash Flow Statement. Preparation of Cash Flow Statement as per AS-3 (Revised).**UNIT VI: 8 Lectures****Financial Statement Analysis:** Meaning, Objectives and Techniques of analysis of financial statements.**Ratio Analysis:** Liquidity Ratios, Activity Ratios, Profitability Ratios and Solvency Ratios.

FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

**READINGS:**

**Essential Readings:**

1. Monga, J.R., *Fundamentals of Corporate Accounting*, Mayur Paper Backs, New Delhi.

**Suggested Readings:**

1. Sehgal, Ashok and Deepak Sehgal, *Corporate Accounting*, Taxman Publication, New Delhi.
2. Maheshwari, S.N. and S. K. Maheshwari, *Corporate Accounting*, Vikas Publishing House, New Delhi.

**Note: Latest edition of text book may be used.**

## FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

## SEMESTER VI

## PAPER DC I - 14: INDUSTRIAL LAWS

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objectives:** 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.

**Lectures: 48**

**Unit I: The Employees Provident Fund & Miscellaneous Provisions Act, 1952**

**10 Lectures**

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**

**10 Lectures**

Objects and Applicability of the Scheme; 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**

**5 Lectures**

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 and Fines.

**Unit IV: The Payment of Bonus Act, 1965**

**5 Lectures**

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**

**5 Lectures**

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.



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**Unit VI: Employee's Compensation Act, 1923**

**13 Lectures**

Definitions: dependent, employer, partial and total disablement, workmen, injury, accident; employer's liability for compensation; amount of compensation; contracting; commissioner; case laws.

**READINGS:**

**Suggested Readings:**

1. Malik, K.L., *Industrial Laws and Labour Laws*, Eastern Book Company, Lucknow.
2. Kumar, H.L., *Digest of Labour Cases*, Universal Law Publishing Co P Ltd, New Delhi
3. Srivastava, S.C., *Industrial Relations & Labour Laws*, Vikas Publishing House (P) Ltd.
4. Sharma, J.P., *Simplified Approach to Labour Laws*, Bharat Law House (P) Ltd., New Delhi.
5. Sharma, J.P., *Industrial Laws*, Taxmann, New Delhi.

**Note: Latest edition of text book may be used.**

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SEMESTER VII

PAPER DC I - 15: ORGANIZATIONAL BEHAVIOUR

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** This course is designed to equip the students with the tools necessary to understanding the dynamics of individual and group behaviour for efficient and effective utilization of human resources in the organizations. Broadly, the course intends to help the students to be able to understand and analyse the individual needs, feelings, aspirations and to develop skills needed to plan for the implementation of change in an organization.

**Lectures: 48**

**UNIT I: Introduction**

**9 Lectures**

Definition, Need and Importance of Organizational Behavior, Contributing disciplines of OB.

Nature and Scope, Organizational Behavior Models.

**UNIT II: Individual Behaviour**

**9 Lectures**

**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. Components of attitude, job related attitudes, measurement of attitude.

**Learning** – Concept and learning theories and reinforcement.

**Perceptions And Emotions** – Importance, factors influencing perception, perpetual distortions, emotional intelligence.

**UNIT III: Motivation And Interpersonal Behaviour**

**10 Lectures**

**Motivation** – Meaning and importance of motivation, Maslow's need hierarchy theory, Herzberg's two factor theory, Theory X Theory Y, Intrinsic and Extrinsic motivation by Ken Thomas, Measurement of motivation using standard questionnaire.

Communication and feedback.

Transactional Analysis (TA), Johari Window.

**UNIT IV: Group Behaviour**

**10 Lectures**

Group Dynamics, Cohesiveness and Productivity.

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**Conflict:** Sources of conflict, resolution strategies.

**Leadership:** Meaning and concept of leadership, trait theory, transactional, charismatic, and transformational leadership.

### UNIT V: Dynamics of Organisational Behaviour

**10 Lectures**

**Organizational Climate and Culture** – Concept, Factors affecting organizational climate and culture, Developing organizational culture.

**Organizational Change** – Importance, Stability vs. Change, Proactive vs Reaction change, Change process, Resistance to change, Managing change.

**Stress** – Work Stressors, Consequences, Prevention and Management of stress

### READINGS:

#### **Essential Readings:**

1. Robbins, S.P., *Organisational Behaviour*, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Greenberg, Jerald, and Robert A Baron, *Organisational Behaviour*, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Luthans, F., *Organisational Behaviour*, McGraw Hill International. New York.

#### **Suggested Readings:**

1. Chhabra, T. N., *Organisational Behaviour*, Sun India Publications.
2. Singh, A.K., and B. P. Singh, *Organizational Behavior*, Excel Books Pvt. Ltd, New Delhi.
3. Hersey, P.K., Blanchard, H. and D. E. Johnson, *Management of Organisational Behaviour: Leading Human Resources*, Pearson Education.
4. Moshal, B.S., *Organisational Behaviour*, Ane Books Pvt. Ltd., New Delhi
5. Sekaran, Uma, *Organisational Behaviour: Text and Cases*, Tata McGraw Hill, New Delhi.

**Note: Latest edition of the book may be used.**

## FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

## SEMESTER VII

## PAPER DC I - 16: MANAGEMENT ACCOUNTING

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** To provide the students knowledge about use of costing data for planning, control and decision making.

Lectures: 48

**Unit I:** 5 Lectures

**Introduction:** Nature and Scope, Difference between cost accounting and management accounting, cost control, cost reduction, cost management.

**Unit II:** 8 Lectures

**Budgeting and budgetary control:** Concept of budget and budgetary control, objectives, merits and limitations, Functional budgets, Fixed and flexible budgets, Zero base budget.

**Unit III:** 10 Lectures

**Standard costing and variance analysis:** Meaning of standard cost and standard costing - advantages, limitations and applications. Variance analysis – material, labour, overhead, Control ratios.

**Unit IV:** 12 Lectures

**Absorption versus variable costing:** Distinctive features and income determination.

**Cost-Volume-Profit Analysis:** Break-even analysis-algebraic and graphic methods. Contribution / sales ratio, key factor. Margin of safety. Angle of incidence.

**Unit V:** 10 Lectures

**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.

**Unit VI:** 3 Lectures

**Responsibility Accounting:** Concept, Significance, Different Responsibility Centers.

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**READINGS:****Suggested Readings:**

1. Khan, M.Y. and P.K. Jain, *Management Accounting*, Tata McGraw Hill, Publishing Co., New Delhi.
2. Horngren, Charles T. and, Gary L. Sundem, *Introduction to Management Accounting*, Prentice Hall.
3. Murthy, A; and S Gurusamy *Management Accounting*, Tata McGraw Hill.
4. Nigam, B.M. Lall and I.C. Jain, *Cost Accounting, Principles and Practice*, Prentice Hall of India, New Delhi.
5. Lal, Jawahar and Seema Srivastava, *Cost Accounting*, Tata McGraw Hill Publishing Co., New Delhi.
6. Arora, M.N., *Management Accounting*, Himalaya Publishing House.
7. Jhamb, H.V., *Management Accounting*, Ane Books Pvt. Ltd. New Delhi
8. Usry, Milton E. and Lawrence H. Hammer, *Cost Accounting, Planning and Control*, South Western Publishing Co.
9. Garrison H., Ray and Eric W. Noreen, *Managerial Accounting*, McGraw Hill.
10. Drury, Colin, *Management and Cost Accounting*, Thomson Learning.

**Note: Latest edition of text book may be used.**

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## SEMESTER VII

## PAPER DC I - 17: BUSINESS RESEARCH TOOLS

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

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

**Lectures: 48**

**Unit I:**

**10 Lectures**

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

**Unit II:**

**10 Lectures**

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

**Unit III:**

**8 Lectures**

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

**Unit IV:**

**14 Lectures**

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

Testing the assumptions of Classical Normal Linear Regression

**Unit V:**

**6 Lectures**

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

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**READINGS:****Essential Readings:**

1. Babbie, Earl R. *The Practice of Social Research*, Wadsworth 10<sup>th</sup> edition, 2007 publication
2. Chawla, Deepak and Neena Sondhi, *Research Methodology: Concept and Cases*, Vikas Publications
3. Levin R. I.; Rubin, D. S., *Statistics for Management*, Pearson 7<sup>th</sup> edition, 1998 publication
4. Bajpai, Navin, *Business Research Methods*, 2011, Pearson Publication

**Suggested Readings:**

1. Sekaran, Uma, and Bougie, Roger, *Research Methods for Business: A Skill Building Approach*, Wiley 5<sup>th</sup> edition 2010 Publication
2. Webster, Allen L., *Applied Statistics for Business and Economics: An Essential Approach*, TMH, 3<sup>rd</sup>ed.
3. Mark, N.K. Saunders and Philips Lewis, *Research Methods for Business Students*, 5<sup>th</sup> ed., Pearson Publishers
4. Levine, David M., Krehbiel, Timothy C., Berenson, Mark L. and, P.K. Viswanathan, *Business Statistics: A First Course*, Pearson 4<sup>th</sup> edition, 2008 Publication
5. Cohen, J., Cohen, P.; West, S. G.; Aiken L. S. *Applied Multiple Regression/Correlation Analysis For The Behavioral Sciences*, Routledge, 3<sup>rd</sup> edition, 2003 publication
6. Zikmund, W.G., *Business Research Methods*, 6<sup>th</sup> edition, 2000, USA, South Western Thomson Learning
7. Emory, C. William, *Business Research Methods*, 3<sup>rd</sup> edition, 1985, ,Homewood, Richard D. Irwin

**Note: Latest edition of text book may be used.**

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## SEMESTER VIII

## PAPER DC I - 18: FOREIGN EXCHANGE MANAGEMENT

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** The objective of this paper is to acquaint the students with foreign exchange markets and management in order to prepare them to operate in an increasingly global business scenario.

**Lectures: 48**

**Unit I: 6 Lectures**

**International Monetary System:** Evolution of the international monetary system: Bimetallism, Gold standard, Bretton Woods system, Flexible exchange rate regime, Current exchange rate arrangements

**Unit II: 10 Lectures**

**Concepts and Provisions:** Concepts of authorized person, current account transaction, capital account transaction, foreign exchange, person resident in India, Regulation and management of foreign exchange: dealing in foreign exchange, holding of foreign exchange, realization and repatriation of foreign exchange, contravention and penalties, enforcement of the orders of adjudicating authority, adjudication and appeal. Increasing importance of foreign exchange transactions due to globalization of business and emergence of globalized financial markets. Participants in foreign exchange market

**Unit III: 10 Lectures**

**Foreign Exchange Markets:** Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates

**Forward Market:** Concept of forward rate, long and short forward positions, forward premium and discount. Arbitrage, hedging and speculation

**Unit IV: 14 Lectures**

**Exchange Rate Determination:** Factors affecting exchange rate –Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect.



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Unit V:

8 Lectures

**Currency Derivatives:** Currency forwards, futures, options and swaps.

**READINGS:**

**Essential Readings:**

1. Cheol S. Eun & Bruce G. Resnick, *International Financial Management*, McGraw Hill.
2. Madura, Jeff, *International Corporate Finance*, Cengage Learning.
3. Levi, Maurice, *International Finance*, New York, McGraw Hill Inc.

**Suggested Readings:**

1. Apte, P.G., *Multinational Financial Management*, New Delhi, Tata McGraw Hill, 1998

**Note: Latest edition of text book may be used.**

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## SEMESTER VIII

## PAPER DC I - 19: ADVERTISING AND BRAND MANAGEMENT

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** The objective of this course is to familiarize students with the basic concepts, tools and techniques of advertising and brand management.

**Lectures: 48**

**Unit I:**

**10 Lectures**

**Introduction:** Meaning, nature and importance of advertising; Types of advertising; Advertising objectives and audience selection; Setting of advertising budget.

**Message Decisions:** Message appeals, Elements of advertising copy: Print and Television

**Unit II:**

**10 Lectures**

**Media Decisions:** Major media types - their merits and demerits; Factors influencing media choice, Media Scheduling.

**Measuring Advertising Effectiveness:** Evaluating communication and sales effects; Pre and Post testing techniques.

**Unit III:**

**8 Lectures**

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

**Ethical and legal aspects of advertising**

**Unit IV:**

**10 Lectures**

**Basics of Branding:** Importance of branding; Basic Branding concepts – Brand personality, brand image, brand identity, brand equity and brand loyalty; Major branding decisions and strategies.

**Unit V:**

**10 Lectures**

**Brand Creation and Development:** Identifying and selecting brand name; Building brand personality, image and identity; Brand positioning; Enhancing brand image through sponsorship and event management; Building brands through Internet.

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**READINGS:**

**SECTION A: ADVERTISING**

**Essential Readings:**

1. Belch and Belch, *Advertising and Promotion*, Tata McGraw Hill Co.
2. Mahajan, J.P., and Ramki, *Advertising and Brand Management*, Ane Books Pvt Ltd, New Delhi.
3. Sharma, Kavita, *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.

**Suggested Readings:**

1. Burnett, Wells, and Moriatty, *Advertising: Principles and Practice*, Pearson Education
2. Kapoor, Neeru, *Advertising and Personal Selling, Pinnacle, New Delhi*
3. Terence A. Shimp, *Advertising and Promotion: An IMC Approach*, South Western, Cengage Learning.

**SECTION B: BRAND MANAGEMENT**

**Essential Readings:**

1. Aaker, David A., *Managing Brand Equity*, The Free Press, New York.
2. Kumar, Ramesh S., *Managing Indian Brands: Marketing Concepts and Strategies*, Vikas Publishing.

**Suggested Readings:**

1. Moorthy, Y.L.R., *Brand Management – The Indian Context*, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Sengupta Subroto, *Brand Positioning: Strategies for Competitive Advantage*, Tata McGraw Hill Publishing Company Ltd., New Delhi.
3. Upsaw; Lynn B., *Building Brand identity: A Strategy for Success in a Hostile Market place*, John Wiley sons Inc. New York.

**Note: Latest edition of text book may be used.**

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**SEMESTER VIII**

**PAPER DC I – 20: PROJECT WORK**

**Marks: 100**

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SEMESTER III

PAPER DC II - 1: SETTING UP A BUSINESS

Marks: 100 (Theory = 75, Internal Assessment = 25)

**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.

**Lectures: 48**

**Unit I: Starting New Ventures**

**6 Lectures**

Opportunity Identification. The Search for New Ideas. Source of Innovative Ideas.

Entrepreneurial imagination and creativity: The Role of Creative Thinking. Developing Your Creativity. Impediments to Creativity

**Unit II: Methods to Initiate Ventures**

**7 Lectures**

The Pathways to New Ventures for Entrepreneurs.

Creating New Ventures.

Acquiring an Established Venture: Advantages of Acquiring an Ongoing Venture. Examination of Key Issues.

Franchising: How a Franchise Works. Franchise Law. Evaluating the Opportunities.

**Unit III: Legal Challenges in Setting up Business**

**8 Lectures**

Intellectual Property Protection: Patents and trademarks. Requirements and Procedure for Filing a Patent and Trademark.

Identifying Form of Organisation: Sole Proprietorship, Partnership, Limited Liability Partnership and Company.

**Unit IV: The Search for Entrepreneurial Capital**

**10 Lectures**

The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for Evaluating New-Venture Proposals. Evaluating the Venture Capitalist.

Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporations (SFCs). Business Incubators and Facilitators.

Informal risk capital: Angel Investors

**Unit V: The Marketing Aspects of New Ventures**

**7 Lectures**

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Developing a Marketing Plan: Customer Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.

### **Unit VI: Business Plan Preparation for New Ventures**

**10 Lectures**

What is a Business Plan? Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.

**Suggested Case Studies:** Myzus Infotech Ltd.: Pursuit of an Idea, Regency Hospital Ltd., Uni Ads Pvt. Ltd., Butterfly Fields: An Enterprise with Social Purpose, Vimta Labs, ElectroChem, Inc.: Energy for a Clean Planet.

### **READINGS:**

#### **Essential Readings:**

1. Kuratko, D.F., and T. V. Rao, *Entrepreneurship: A South-Asian Perspective*, Cengage Learning.
2. Robert, H. M., Manimala, M. Peters, and D. Shepherd, *Entrepreneurship*, Tata McGraw Hill, India.
3. Barringer, B. R., and R. D. Ireland, *Entrepreneurship: Successfully Launching New Ventures*, Pearson Education, India.

#### **Suggested Readings:**

1. Allen, K.R., *Launching New Ventures: An Entrepreneurial Approach*, Cengage Learning.
2. Ramachandran, K., *Entrepreneurship Development*, Tata McGraw Hill, India.
3. Roy, Rajeev, *Entrepreneurship*, Oxford University Press.
4. Kumar, Arya, *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, Pearson, India.
5. Holt, David H., *Entrepreneurship: New Venture Creation*, PHI Learning.
6. Nickels, William G; McHugh, James M, and Susan M McHugh; *Understanding Business*, Tata McGraw Hill.

**Note: Latest edition of the book may be used.**

## FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

## SEMESTER IV

## PAPER DC II - 2: MARKETING FOR BEGINNERS

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** This course aims at providing the basic knowledge about concept, tools and techniques of marketing.

**Lectures: 48**

**Unit I: 10 Lectures**

**Introduction:** Concept, nature, scope and importance of Marketing; Marketing versus selling; Overview of marketing process; Understanding environment and competition; Marketing mix -concept

**Understanding consumer:** Stages of buying decision process; Types of buying decision; Buying roles; Buying motives; Overview of factors affecting buying decision

**Unit II: 10 Lectures**

**Marketing Intelligence:** Information sources – primary and secondary

**Market Selection:** Concept and forms of market; Concept, bases and benefits of market segmentation; Target selection and Positioning; Bases of positioning.

**Unit III: 10 Lectures**

**Product:** Concept and types; Branding, packaging and labelling; Customer support services; Product life cycle – concept, stages and importance.

**Price:** Factors affecting pricing decision; Pricing new product – skimming and penetration pricing; Discounts and allowances

**Unit IV: 10 Lectures**

**Distribution:** Meaning, importance and functions of channel of distribution. Types of distribution channels. Types of retailing – store and non-store based.

**Promotion:** Meaning and importance; Promotion tools –advertising, personnel selling, sales promotion and publicity – meaning and importance. Promotion mix - concept.

**Unit V: 8 Lectures**

**Marketing Ethics** – Concept and Issues

**Consumer protection** – Legal Provisions

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**READINGS:**

**Essential Readings:**

1. Armstrong, Gary & Philip Kotler., *Marketing: An Introduction*, Pearson.
2. Stanton, William J., et.al., *Fundamentals of Marketing*, McGraw Hill International Students Edition.
3. McCarthy E. Jerome, et.al., *Basic Marketing*, Richard D. Irwin.
4. Fahy, John & David Jobber, *Foundations of Marketing*, McGraw Hill.

**Suggested Readings:**

1. Gandhi, J.C., *Marketing: A Managerial Approach*, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
2. Dholakia & Others., *Marketing Management, Cases & Concepts*, Mac Millan.
3. Czinkota, M.R. and M. Kotabe., *Marketing Management*, South Western.
4. Grewal, Dhruv and Michael Levy, *Marketing*, Tata McGraw Hill.
5. Rix, Peter, *Marketing – A Practical Approach*, Tata McGraw Hill.

**Note: Latest edition of text book may be used.**



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## SEMESTER V

## PAPER DC II - 3: FINANCIAL REPORTING AND ANALYSIS

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** To gain ability to understand, analyse and interpret the basic framework of financial reporting.

**Lectures: 48**

**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**

**12 Lectures**

**Structure of Financial Statements:** Introduction, Statement of Financial Position (Balance Sheet), Statement of Earnings (Income Statement), and Statement of Cash Flows (Cash Flow Statement).

**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**

**8 Lectures**

Inventories, Receivables, Assets (Fixed Tangible, Intangible), Leases, Revenue, Income-Tax, Retained Earnings.

**UNIT IV: Analysis & Interpretation of Financial Statements**

**15 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**

**8 Lectures**

Basic Framework

**READINGS:**

**Essential Readings:**

1. Lal, Jawahar, *Corporate Financial Reporting: Theory & Practice*, Taxmann Applied Services, New Delhi.

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**Suggested Readings:**

1. Raiyani, J. R. and Lodha, G., *International Financial Reporting Standard (IFRS) and Indian Accounting Practices*, New Century Publications.
2. Singh, N. T. and Agarwal, P., *Corporate Financial Reporting in India*, Raj Publishing, Jaipur.
3. Hennie, V. G., *International Financial Reporting Standards: A practical guide*, Washington: World Bank.
4. Alexander, D., Britton, A. and A. Jorissen, *Global Financial Reporting and Analysis*, Cengage Learning, Indian edition.
5. Grewal, T.S., *Introduction to Accounting*, S. Chand and Co., New Delhi.

**Note: Latest edition of text book may be used.**

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## SEMESTER VI

## PAPER DC II - 4: PERSONAL TAX PLANNING

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** To provide basic knowledge of income tax and wealth tax laws to non-commerce students in easily comprehensible manner with a view to equip them to use the legitimate tool of tax planning in their economic life.

Lectures: 48

**Unit I: Concept of tax planning**

5 Lectures

- 1.1 Meaning of tax planning, tax avoidance and tax evasion; objective of tax planning
- 1.2 Basic framework of Income tax law; meaning of a few frequently used terms like assessee, previous year, assessment year, Gross total income, Total taxable income, deduction, exemption.

**Unit II: Tax planning relating to residential status and to agricultural income**

5 Lectures

- 2.1 Tax Planning with reference to Residential status - Relevance of residential status in computing taxable income
  - Determination of Residential status of an individual
  - Relationship between residential status and incidence of tax
  - Area of Tax Planning – Case Study
- 2.2 Provisions in brief relating to concept of agricultural income and tax treatment of agricultural income

**Unit III: Tax Planning with Reference to Salary Income**

10 Lectures

- 3.1 Summarized provisions relating to computation of income under the head salary.
- 3.2 Taxation of present benefits
  - Bonus, Fees and Commission
  - Meaning, Types and tax Implications of allowances
  - Meaning, types, Valuation and tax Implication of perquisites
  - Allowances vs. Perquisites
  - Terminal benefits like gratuity, leave encashment, commuted pension, tax relief u/s 89(1)
  - Case studies based on designing pay package

**Unit IV: Tax Planning in respect of income from house property, capital gains and income from other sources**

14 Lectures

- 4.1 Computation of Income from House Property; Permissible deductions; identifying area of tax planning based on tax implication; case study/ studies.

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- 4.2 Summarized provisions relating to computations of capital gains and tax liability; Based on tax implications, identifying assets which do not attract capital gains tax, transaction which are not to be treated as transaction of transfer; identifying leading areas of tax planning- case studies
- 4.3 Summarized provisions relating to computation of income from other sources; Identifying incomes which are exempt (Dividend from domestic company; interest income governed by sec. 10(15); Gift covered by exception.

### Unit V: Total income and tax liability

8 Lectures

- 5.1 Summarized provisions relating to clubbing of income; Areas of tax planning- How to avoid attractions of such provisions
- 5.2 Summarized provisions relating to set off of losses; areas of tax planning
- 5.3 Summarized provisions relating to deduction permissible u/s 80C, 80 CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80EE , 80G, 80GG, 80TTA & 80U. Area of tax planning – case study
- 5.4 Computation of Total Income and Tax Liabilities of individuals
- 5.5 Due date of filing return of income/ Self-Assessment u/s 140A

### Unit VI: Planning with Reference to Wealth Tax

6 Lectures

- 6.1 Wealth tax provisions in brief; Incidence of Tax liability; Valuation of Immovable Property; Computation of Tax Liability; Area of tax planning – case study

### **READINGS:**

#### **Essential Reading:**

1. Singhania, Vinod K.; Singhania, Kapil and Monica Singhania, *Direct Taxes Planning and Management*, Taxmann Publications Pvt. Ltd., New Delhi.

#### **Suggested Reading:**

1. Ahuja, Girish and Ravi Gupta, *Corporate Tax Planning and Management*, Bharat Law House, Delhi.
2. Goyal, S.P., *Direct Tax Planning*, Sahitya Bhawan publication, Agra.
3. Acharya, Shuklendra and M.G. Gurha, *Tax Planning under Direct Taxes*, Modern Law Publication, Allahabad.

**Note: Latest edition of text books may be used. Relevant Finance Act and Finance Rules, and articles by tax consultants in leading newspapers such as Economic Times and Financial Express may also be referred.**

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## SEMESTER VII

## PAPER DC II - 5: INVESTING IN STOCK MARKET

Marks: 100 (Theory = 75, Internal Assessment = 25)

**Objective:** This paper intends to provide basic understanding of stock market and the ways of investing in it. It will enable the student to take up investment in stock market independently.

Lectures: 48

**UNIT I: Investing Fundamentals**

12 Lectures

Types of Investments - Commodities, Real Estate and Financing Assets. Indian Securities Market: the market participants, trading of securities, security market indices. Sources of financial information. Role of Stock Exchange, Stock exchanges in India: BSE, NSE, OTCEI. Buying and selling of stocks: using brokerage and analysts' recommendations. Online trading of stocks.

**UNIT II: Stock Analysis and Valuation**

16 Lectures

Return and Risk: calculation of return and risk for an individual investor. Trade-off between return and risk of stocks. Economic Analysis: understanding macroeconomic variables. Industry Analysis: growth cycles and latest trends. Company analysis: understanding stock quotations, types and placing of order.

Analysis of the company: financial characteristics (as explained by ratio analysis, future prospects of the company, assessing quality of management using financial and non-financial data. Comparative analysis of companies, Stock valuations: using ratios like PE ratio, PEG ratio, Price Revenue ratio.

**UNIT III: Investing in Mutual Funds**

10 Lectures

Background on Mutual Funds: Need and advantages. Motives of mutual fund investments, Net Asset Value, Types of Mutual funds, Load vs. no load funds, Deciding among mutual funds, Quotations of Mutual Funds.

**UNIT IV: Understanding Derivatives**

10 Lectures

Futures, Options, trading in futures and options. Understanding stock market quotes on futures and options. Types of orders, Put and Call options: How Put and Call options work.

**READINGS:****Essential Readings:**

1. Gitman and Joehnk, *Fundamentals of Investing*, Pearson.
2. Madura, Jeff, *Personal Finance*, Pearson.

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3. Chandra, Prasanna, *Investment Analysis and Portfolio Management*, Tata McGraw Hill.

**Suggested Readings:**

1. Damodaran, Aswath, *Investment Valuation: Tool and Techniques for Determining the Value of Any Asset*, Wiley Finance.
2. Bodie, Alex, Marcus and Mohanty, *Investments*, McGraw Hill Publishing Co.
3. Hirt and Block, *Fundamentals of Investment Management*, McGraw Hill Publishing Co.
4. Pandiyan, Punithavathy, *Security Analysis and Portfolio Management*, Vikas Publications

**Note: Latest edition of text book may be used.**

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## SEMESTER VIII

## PAPER DC II - 6: INSURANCE AND RISK MANAGEMENT

**Marks: 100 (Theory = 75, Internal Assessment = 25)**

**Objective:** This course is intended to develop an understanding among students about identifying analyzing and managing various types of risk. Besides, the students will be in a position to understand principles of insurance and its usefulness in business, along with its regulatory framework.

**Lectures: 48**

**Unit I:** **6 Lectures**

Concept of Risk, Types of Risk, Managing Risk, Sources and Measurement of Risk, Risk Evaluation and Prediction. Disaster Risk Management, Risk Retention and Transfer

**Unit II:** **6 Lectures**

Concept of Insurance, Need for Insurance, Globalization of Insurance Sector, Reinsurance, Co-insurance, Assignment. Endowment

**Unit III:** **20 Lectures**

Nature of Insurance Contract, Principle of Utmost Good Faith, Insurable Interest, proximit cause, contribution and subrogation, Indemnity, Legal Aspects of Insurance Contract, Types of Insurance, Fire and Motor Insurance, Health Insurance, Marine Insurance, Automobile Insurance.

**Unit IV:** **16 Lectures**

Control of Malpractices, Negligence, Loss Assessment and Loss Control, Exclusion of Perils, Actuaries, Computation of Insurance Premium.

Regulatory Framework of Insurance: Role, Power and Functions of IRDA, Composition of IRDA, IRDA Act'1999.

**READINGS:**

**Essential Readings:**

1. George, E. Rejda, *Principles of Risk Management and Insurance*, Pearson Education.
2. Dorfman, Marks S., *Introduction to Risk Management and Insurance*, Pearson

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**Suggested Readings:**

1. All the three modules of Insurance and Risk Management by Institute of Chartered Accountants of India
2. Gupta. P.K, *Insurance and Risk Management*, Himalaya Publishing House.
3. Mishra, M. N., *Principles and Practices of Insurance*, S. Chand and Sons.
4. Dinsdale, W.A., *Elements of Insurance*, Pitaman.
5. Black, K. and H.D. Skipper, *Life and Health insurance*, Pearson Education
6. Crane, F., *Insurance Principles and Practices*, John Wiley and Sons, New York.
7. Vaughan, E. J. and T. Vaughan, *Fundamentals of Risk and Insurance*, Wiley & Sons
8. Hansell, D.S., *Elements of Insurance*, Macdonald& Evans Ltd.

**Note: Latest edition of text book may be used.**



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## SEMESTER III

## PAPER AC 1: E-BUSINESS AND CYBER LAWS

**Marks: 75 (Theory = 40, Internal Assessment = 35)**

**Objective:** This paper intends to create an understanding towards e-business and its models. Further, it aims to familiarize the students with the application of cyber laws in e-business.

**Lectures: 24**

**Unit I: Introduction to E-business**

**6 Lectures**

E-business: meaning, importance, Models based on the relationships of transacting parties (B2B, B2C, C2C, and C2B) and transaction types: (Manufacture Model, Advertising Model, Value Chain Model, and Brokerage Model).

Electronic fund transfer; Automated Clearing House; Automated Ledger posting; Electronic Money transfer E- Cheques, ATM and Tele-banking.

**Unit II: Definition and Terminology**

**8 Lectures**

Concept of Internet, Internet Governance, E-Contract, E-Forms, Encryption, Data Security, Cyber Crime.

Access, Addressee, Adjudicating Officer, Affixing Digital Signatures, Appropriate Government, Certifying Authority, Certification Practice Statement, Computer, Computer Network, Computer Resource, Computer System, Cyber Appellate Tribunal, Data, Digital Signature, Electronic Form, Electronic Record, Information, Intermediary, Key Pair, Originator, Public Key, Secure System, Verify, Subscriber as defined in the Information Technology Act, 2000.

**Unit III: Regulatory Framework**

**6 Lectures**

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.

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

**Unit IV: Case Laws**

**4 Lectures**

1. **Communication Device-Section 2(ha)** of the Information Technology (Amendment) Act, 2008- 'State v Mohd. Afzal and others (2003), VIIAD (Delhi) 1, 107(2003) DLT385, 2003(71) DRJ178, 2003(3) JCC1669'

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2. **Computer Network-Section 2 (j)** of the Information Technology (Amendment) Act, 2008 ‘Diebold System Pvt Ltd. v The Commissioner of Commercial Taxes, (2006), 144 STC, 59 (Kar)’
3. **Electronic Record Sec. 2 (t)**-‘Dharambir v Central Bureau of Investigation 148 (2008) DLT 289’
4. **Time and Place of Dispatch and Receipt of Electronic Record-section 13**-‘P.R. Transport Agency v Union of India & others, AIR 2006 All 23, 2006(1) AWC 504, ALL HC’; ‘Groff v America Online, Inc., 1998 WL 307001 (1998)’
5. **Penalty for Damage to Computer or Computer System- Section 43**-‘Umashankar Sivasubramanian v ICICI Bank, 18.04.2010. (Petition No. 2462/2008)’
6. **Tampering with Computer Source Documents-Section 65**-‘Syed Asifuddin and Ors.v The State of Andhra Pradesh & Anr. 2006 (1) ALD Cri 96, 2005 CriLJ 4314’
7. **Punishment for sending offensive messages-Sec. 66A**-‘SMC Pneumatics (India) Pvt. Ltd v Jogesh Kwatra’, Suit No. 1279/2001’
8. **Punishment for Identity Theft-Section 66C**-‘CBI v Arif Azim Case Judicial Reports (Criminal) 2003 (2) page 272’
9. **Punishment for Cheating by Personating by using Computer Resource-section 66D**-‘National Association of Software and Service Companies (NAASCOM)v Ajay Sood. (2005) F.S.R. 38; 119 (2005) DLT 596, 2005 (30) PTC 437 Del’
10. **Punishment for Publishing or Transmitting Obscene Material in Electronic form-section 67**-‘Avnish Bajaj v State (N.C.T.) of Delhi, (2005) 3 Comp, LJ 364 ( Del), 116(2005) DLT427, 2005(79) DRJ576’
11. **Punishment for Publishing or Transmitting of Material Containing Sexually Explicit Act, etc., in Electronic Form-Section 67A**-‘R v Graham Waddon., Southwark [Crown Court, 30/6/1999]’

### READINGS:

#### Essential Readings

1. Efraim Turban, Jae Lee, King, David, and HM Chung, *Electronic Commerce-A managerial Perspective*, Pearson
2. Joseph, P.T., *E-Commerce-An Indian Perspective*, PHI
3. Chaffey, Dave, *E-business and E-commerce Management*, Pearson Education.
4. Painttal, D., *Law of Information Technology*, Taxmann Publications Pvt. Ltd., New Delhi.

#### Suggested Readings:

1. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., *E-business and E-commerce for managers*, Pearson Education.
2. Brian, Craig, *Cyber Law: The Law of the Internet and Information Technology*, Pearson Education
3. Taxmann Publications Pvt. Ltd., New Delhi, *Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000*.
4. Sharma J. P, and Sunaina Kanojia, *Cyber Laws*, Ane Books Pvt Ltd, New Delhi.

**Note: Latest edition of text book may be used.**

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## SEMESTER IV

## PAPER AC 2: E-MARKETING

Marks: 75 (Theory = 40, Internal Assessment = 35)

**Objective:** This course aims at providing the knowledge of concept, tools and techniques of E-marketing.

Lectures: 24

**Unit I:**

6 Lectures

**Introduction:** Concept, nature and importance of e-marketing; E-marketing versus traditional marketing; Issues, challenges and opportunities for e-marketing; Reasons for growth of e-marketing; Tools and techniques of e-marketing—advantages and disadvantages; e-marketing situations.

**Unit II:**

6 Lectures

**E-Marketing Management:** Segmentation, targeting and positioning; E-marketing mix; E-marketing and customer relationship management – concept and scope; E-customers and their buying process; E-marketing and customer loyalty and satisfaction; Communities and social networks.

**Unit III:**

7 Lectures

**Internet Marketing:** Concept and role of internet marketing; Search engine optimization – functions, type of traffic, keywords and steps in search engine optimization; Internet advertising – types and tracking ROI; Online PR, News and Reputation Management; Direct marketing –scope and growth; E-mail marketing; Social Media Marketing: Concept and tools; Blogging – benefits, types; Video-marketing for business purpose – tools and techniques; Pay per click marketing; Issues and challenges.

**Unit IV:**

5 Lectures

**E-payment systems:** Payment gateways; use of Debit and credit cards; Mobile Marketing-Trends and terminologies; Benefits and applications of mobile and smartphone applications; M-commerce.

**READINGS:****Essential Readings:**

1. Strauss, Judy, and Raymond Frost, *E-Marketing*, Prentice Hall.
2. Hanson, Ward A., *Principles of Internet Marketing*, South Western College Pub., Division of Thomson Learning.

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3. Chaffey, D. F., Chadwick, Ellis, Mayer, R. and K. Johnston, *Internet marketing: Strategy, Implementation and Practice*, Prentice Hall.

**Suggested Readings:**

1. Hanson, W.A. and K. Kalyanam, *Internet marketing & e-commerce*, South-Western College Pub.
2. Strauss, J. and R. Frost., *E-marketing*, Pearson Prentice Hall.
3. Fill, Chris, *Marketing Communication: Interactivity, Communities and Content*, Financial Times Prentice Hall.
4. Scott, David Meerman, *New Rules of Marketing and PR*, John Wiley & Sons.
5. Ryan, Damian, and Calvin Jones, *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Koganpage Publishers.

**Note: Latest edition of text book may be used.**

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## SEMESTER V

## PAPER AC 3: E-ACCOUNTING

Marks: 75 (Theory = 40, Internal Assessment = 35)

**Objective:** To impart conceptual and practical knowledge of E-Accounting that uses database system resources and also the software to store, maintain and process accounting data for providing various accounting reports.

Lectures: 24

**Unit I: Introduction**

8 Lectures

Meaning, Basics of Computerized accounting, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting.

Accounting package - Setting up an accounting entity, Creation of groups and accounts

Designing and creating vouchers

Data Entry operations using the vouchers

Processing for reports to prepare ledger accounts, trial balance and balance sheet.

**Unit II: Database design for accounting**

8 Lectures

Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.

Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data.

**Unit III: Accounting information and SQL**

5 Lectures

Decomposing Accounting reports to appreciate information content

Identifying accounting information and appropriate queries

Forming and executing the SQL

Generating Accounting information for a report

**Unit IV: DBMS and E-Accounting**

3 Lectures

Creating data table defining relationships and constraints

Designing Accounting Vouchers

Designing Accounting Reports;

- Cash Book
- Journal Book
- Ledger
- Trial Balance
- Profit & Loss Account
- Balance Sheet

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**READINGS:**

**Essential Readings:**

1. J.L. Boockholdt, *Accounting Information System: Transaction Processing and Control*, Irwin Mcraw-Hill.
2. Hall, J.A., *Accounting Information System*, South-Western College Publishing.
3. Gelinas, Ulric J., and Steve G. Sutton, *Accounting Information System*, South Western Thomson Learning.

**Suggested Readings:**

1. Rajaraman, V., *Introduction to Information Technology*, PHI.
2. Bharihoka, Deepak, *Fundamentals of Information Technology*, Excel Book.
3. Madan, Sushila, *Computer Applications*, Mayur Paperbacks, New Delhi.

**Note: Software of MS Excel, MS Access and Tally may be used at appropriate places.**

**Latest edition of text book may be used.**

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## SEMESTER VI

## PAPER AC 4: E-FILING OF RETURNS

**Marks: 75 (Theory = 40, Internal Assessment = 35)**

**Objective:** The objective of this paper is to provide a basic conceptual and practical knowledge about electronic filing of returns.

**Lectures: 24**

**Unit I: Conceptual Framework**

**2 Lectures**

Meaning of e-filing; difference between e-filing and regular filing of returns; benefits and limitations of e-filing, types of e-filing; e-filing process; relevant notifications.

**Unit II: Income tax and E-filing of ITRs**

**12 Lectures**

Introduction to income tax – basic terminology, types of assessee, income taxable under different heads, basics of computation of total income and tax liability, deductions available from gross total income, PAN card, due date of filing of income tax return.

Instructions for filling out form ITR-1, ITR-2, ITR-3, ITR-4, ITR-4S, ITR-5, ITR-6; Introduction to Income tax Portal; preparation of electronic return (practical workshops).

**Unit III: TDS and E-filing of TDS returns**

**5 Lectures**

Introduction to the concept of TDS; provision regarding returns of TDS; types of forms for filling TDS returns; practical workshop on e-filing of TDS returns.

**Unit IV: Service tax and E-filing of Service tax returns**

**5 Lectures**

Introduction to service tax; relevant notifications regarding e-filing of service tax returns; steps for preparing service tax returns; practical workshop on e-filing of service tax returns.

**READINGS:**

**Suggested Readings:**

1. Ahuja, Girish and Ravi Gupta., *Systematic Approach to Income Tax*, Bharat Law House, Delhi.

**FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE**

**Softwares:**

1. Singhania, Vinod K., and Kapil Singhania, *TDS Computation and E-filing of TDS Returns*, Taxmann Publications Pvt. Ltd., New Delhi.
2. Singhania, Vinod K., *Tax Computation and E-filing of Income Tax Returns*, Taxmann Publications Pvt. Ltd., New Delhi.

**Note: Latest edition of text book may be used.**