

Faculty of Commerce

Bachelor of Commerce (Hons.)

Programme Objectives

- To provide high-quality and in-depth understanding of the core as well as new disciplines of commerce to the students.
- To prepare future entrepreneurs, businessmen, managers and service providers and mentor them.
- To make the students well-versed with the traditional, new and emerging trends in the field of commerce.
- To deliver to the students, relevant knowledge and skills on newer disciplines like the Goods and Services Tax (GST), E-commerce, Information Systems, etc. along with that of core subjects of commerce.

Programme Outcomes

The Bachelor of Commerce (Hons.) is one of the most sought-after career oriented professional programs offered at the bachelor's level by the University of Lucknow. An honours degree of bachelor's in Commerce opens up innumerable career options and opportunities for aspiring professionals and managers both in India and abroad. Pursuing this bachelor's degree also prepares one to start a business of his/ her own in the capacity of an entrepreneur. B.Com (Hons.) is a specialization course and it offers better opportunities and good packages to students and is highly valued by the industry. Students passing-out are placed at high ranks and are studying at international universities of high-repute. The curriculum is designed and refined to make the students familiar with the right blend of theory and practice to learn all aspects related to business and commerce. By pursuing this course, the students shall gain in-depth knowledge and analytical skills which would make them into future entrepreneurs, businessmen or professionals working in the field of commerce. Yearly viva-voce examinations are conducted to evaluate the students. Internships are also made a part of the curriculum, giving the students first-hand insights into corporate world.

Programme Specific Outcomes

After completing three years of Bachelor of Commerce (Hons.) program, the students will be able to

- Demonstrate progressive learning of core commerce subjects like accounting, banking, business laws, etc.
- Acquire skills like effective communication, decision making, problem-solving in day to day business affairs.
- Gain thorough systematic skills of various disciplines like accounting, economics, finance, auditing, marketing, etc.
- Appear confidently in competitive exams like CA, CS, ICWA and other courses.
- Pursue higher education in the field of commerce and finance.
- Work as tax consultants, auditors, and other financial service provider.

REVISED COURSE SYLLABUS OF B.COM. (HONS) PROGRAM- w.e.f. Session 2018-19**FACULTY OF COMMERCE, UNIVERSITY OF LUCKNOW**

Paper Code	Paper Name	MARKS	TOTAL OF SEM.
SEMESTER – I			
BCH 101	FINANCIAL ACCOUNTING	100	
BCH 102	FINANCIAL MATHEMATICS	100	
BCH 103	FOREIGN TRADE OF INDIA	100	
BCH 104	PRINCIPLES OF ECONOMICS	100	
BCH 105	ESSENTIALS OF MANAGEMENT	100	
BCH 106	INDIAN ECONOMY & PUBLIC FINANCE	100	600
SEMESTER – II			
BCH 201	HUMAN RESOURCE MANAGEMENT	100	
BCH 202	BANKING OPERATIONS MANAGEMENT	100	
BCH 203	MANAGEMENT INFORMATION SYSTEM	100	
BCH 204	BUSINESS COMMUNICATION & OFFICE MANAGEMENT	100	
BCH 205	STATISTICAL METHODS	100	
BCH 206	BUSINESS ENVIRONMENT	100	
BCH 207	Comprehensive Viva- Voce	100	700
SEMESTER – III			
BCH 301	COST ACCOUNTING	100	
BCH 302	BUSINESS LAWS	100	
BCH 303	OPERATIONS MANAGEMENT	100	
BCH 304	MARKETING MANAGEMENT	100	
BCH 305	INTERNATIONAL FINANCE	100	
BCH 306	BUSINESS ECONOMICS	100	600
SEMESTER – IV			
BCH 401	MANAGEMENT ACCOUNTING	100	
BCH 402	ORGANIZATIONAL BEHAVIOUR	100	
BCH 403	COMPANY LAWS & SECRETARIAL PRACTICES	100	
BCH 404	OPERATIONS RESEARCH	100	
BCH 405	INCOME TAX LAW AND ACCOUNTS	100	
BCH 406	INTERNATIONAL BUSINESS	100	
BCH 407	Comprehensive Viva – Voce	100	700
	6 -8 WEEKS SUMMER INTERNSHIP		

**REVISED COURSE SYLLABUS OF B.COM. (HONS) PROGRAM- w.e.f. Session
2018-19 FACULTY OF COMMERCE, UNIVERSITY OF LUCKNOW**

SEMESTER - V			
BCH 501	EXPORT IMPORT PROCEDURE AND DOCUMENTATION	100	
BCH 502	INDUSTRIAL LAWS	100	
BCH 503	CONSUMER BEHAVIOUR & ADVERTISING MANAGEMENT	100	
BCH 504	BUSINESS FINANCE	100	
Group – A	ACCOUNTING DECISIONS & APPLICATIONS		
BCH 505 (ADA)	SPECIALIZED ACCOUNTING	100	
BCH 506 (ADA)	PERSONAL FINANCE DECISION	100	
Group – B	FINANCIAL OPERATIONS & SERVICES		
BCH 505(FOS)	FINANCIAL MARKET OPERATIONS	100	
BCH 506(FOS)	INSURANCE AND RISK MANAGEMENT	100	
BCH 507	SUMMER INTERNSHIP REPORT & VIVA-VOCE	100	700
BCHNC 508	FOREIGN LANGUAGE (GERMAN/FRENCH) (NON-CREDIT)	100	
SEMESTER – VI			
BCH 601	GOODS AND SERVICES TAX IN INDIA	100	
BCH 602	BUSINESS POLICY	100	
BCH 603	GOVERNANCE & BUSINESS ETHICS	100	
BCH 604	CONTEMPRARY AUDIT	100	
Group – A	ACCOUNTING DECISIONS & APPLICATIONS		
BCH 605(ADA)	CORPORATE ACCOUNTING	100	
BCH 606(ADA)	ENTREPRENEURSHIP & PROJECT MANAGEMENT	100	
Group – B	FINANCIAL OPERATIONS & SERVICES		
BCH 605(FOS)	FINANCIAL SERVICES		
BCH 606(FOS)	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT		
BCH 607	Comprehensive Viva – Voce	100	700
	GRAND TOTAL		4000

Note:

- In Third Year of the B. Com (Hons.) program (Semester V and VI) the student will have to choose any one group out of the given two groups A & B.
Group A – Accounting Decisions & Applications (ADA)
Group B – Financial Operations & Services (FOS)
- The students have to go under Summer Internship for Six to Eight weeks in the month of May & June after Fourth Semester, the viva-voce on summer Internship report will be held along with the Fifth Semester Examination.

**B.COM (HONS) - I YEAR
SEMESTER – I**

BCH 101 FINANCIAL ACCOUNTING

Course Objective: The course aims to build the competency for preparing, analysing and interpreting financial statements in the students by making them familiar with concepts, systems and practices of accountancy.

Course Outcome: After completing this course, the students will be able to prepare, analyse and interpret statements of financial accounting and be well-versed with the subject.

Unit I : Accounting ó Definitions, Functions, Objectives Nature and Scope Limitation Branches. Accounting as an information system. Accounting Principles- concepts and conventions. Accounting standards- Indian and International Context. Basic Accounting Process-Journal, Ledger Trial Balance, Double Entry System, Systems of Accounting.

Unit II : Business Income- Measurement, concept of Capital and Revenue. Final Accounts of Non-Corporate Entities. . Final Accounts of Non-Profit making Organizations. Accounting for Depreciations.

Unit III : Hire Purchase System, Instalment Payment System, Branch Accounting, Lease Accounting.

Unit IV : Voyage Accounts, Accounting for Insurance Claims, Royalty Accounts.

Suggested Readings:

1. Financial Accounting S.N. Maheshwari
2. Advanced Accounting Vol I R.L. Gupta & Radha Sawami
3. Modern Accounting Mukherjee & Hanif
4. Financial and Advanced Accounting Arvind Kumar and Vishal Saxena
5. Advanced Accounting Hrishikesh Chakaraborty

BCH 102 FINANCIAL MATHEMATICS

Course Objective: The objective of this course is to develop basic skills for application of mathematical techniques in business situations.

Course Outcome: After learning this course, students would be fully familiar with the fundamentals, concepts and techniques of financial mathematics and would be able to use them in business problems.

Unit I : Fundamental concepts of Financial Mathematics. Simple and compound interest. Kinds of interest rates: Effective rate, nominal rate and force of interest rates: Effective rate, nominal rate and force of interest. Calculation of accumulated value using different kinds of interest rates.

Unit II : Present value calculation and discount rate. Nominal rate of discount and its relationship with effective rate of discount. Equation of payments interest & Discount.

Unit III : Valuation of annuities. Present value of annuity. Present value of annuity payable p time in a given period. Present value of deferred annuity. Present value of varying annuity. Accumulated Value of Annuity. Accumulated value of annuity payable p time in a given period.

Unit IV : Analysis of annuity, Calculation of capital component and interest, Component in instalments. Outstanding liabilities after nth instalment, Sinking fund. Reserve value of a policy, free policy. Surrender value of policy, Valuation of securities.

SUGGESTED READINGS:

Financial Mathematics: Bajpai B.L.

Financial Mathematics: A.Lenin Jothi, Himalaya Pub.

Financial Mathematics: Sankalp Srivastava, New Age Pub.

Financial Mathematics:Dr. S.P.Gupta, Sahitya Bhawan

BCH 103 FOREIGN TRADE OF INDIA

Course Objective: The objective of this course is to impart to the student the basics of foreign trade, major items and partners of trade, institutional set-up for foreign trade in India and the international organisations in the sphere of foreign trade.

Course Outcome: After learning this course, students would be fully familiar with the foreign trade sector of India, its trade relation with the world and the international systems for foreign trade.

Unit –I: Introduction ó Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations.

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

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

Unit –IV: Strategy for Trade Policy in India ó General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements ó Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

SUGGESTED READINGS:

- 1) Jaiswal Bimal & Singh A.K. ó Foreign Trade of India
- 2) Salvi P.G. ó New Directions on India's Trade policy.
- 3) Cherrunilam F. ó International Trade Export Management
- 4) Varshney R.L. ó India's Foreign Trade

BCH 104 PRINCIPLES OF ECONOMICS

Course objective: The course aims to acquaint the students with the fundamentals of economics required for business analysis.

Course outcome: After completing this course, students would be able to fully understand and apply the various theories and concepts of economics in business problems.

Unit I

The meaning and definitions of Economics: Adam Smith, Marshall, Robbins and Samuelson. Methods of Economics : Inductive vs. Deductive methods, Micro vs. Macro Economics, Concept of Equilibrium ó Stable, unstable and Neutral Equilibrium. Theory of consumption ó Cardinal Vs Ordinal approach. Utility analysis ó Total Marginal and Average utility. Law of diminishing marginal utility and Law of Equi ó Marginal Utility.

UNIT II

Consumer Behaviour, : Indifference curve analysis, Budget line, Consumer's equilibrium. Price, Income and Substitution effects, PCCs and ICCs. Consumer's Surplus. Concept of Demand and Supply. Demand curve ó Individual and Market demand curve, derivation of demand curve. Law of demand. Movement vs. shift in the demand curve. Elasticity of demand ó Price, Income and cross elasticity, factors affecting elasticity of demand.

UNIT III

Production: meaning and factors of production, concept of short-run and long-run for a firm, Law of variable Proportions, Returns to scale. Cost of production: Explicit and implicit cost, actual and opportunity cost, accounting and economic cost, Social and private costs, short-run and long-run costs, Cost Curves. Concept of Revenue: Total, Marginal and Average Revenue. Market : Perfect competition, Monopoly and Imperfect competition ó Features and Equilibrium of firms in the short and long run period.

UNIT IV

Theory of distribution: Concept of Rent, wages, Interest and Profit; Theory of rent. Theory of wages: Marginal productivity theory and Modern theory of wages, Backward bending supply curve. Theory of Interest: Classical theory, Loanable Funds theory and Liquidity Preference theory of Interest. Theory of Profit: Innovation theory, Risk Bearing theory and Uncertainty bearing theory of Profits.

SUGGESTED READINGS:

Modern Economic Theory ó K.K. Dewett

Principle of Economics ó M.L. Seth

Business Economics ó S.K. Singh

Micro Economics Theory ó J.V. Vaishampayan

Principles of Economics ó D.N. Dwivedi.

BCH 105 ESSENTIALS OF MANAGEMENT

Course objective: The course aims to provide fundamental exposure and understanding of the concepts, theories and practices of management.

Course outcome: After learning this course, students will be able to understand the importance of management in business and make use of its concepts in business activities and their lives.

UNIT I

Definition, Nature, Scope and significance of Management, the evolution of Management thought, Approaches of management, contributions of F.W. Taylor, Henri Fayol, Chester Bernard to Management Science. Hawthorne experiment. Functions of a manager. Social responsibility of Managers, Values and Ethics in Management.

UNIT II

PLANNING: Definition, Nature, Scope and significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The process and techniques of Decision Making, Long Range Planning, Strategies and policies.

Unit III

ORGANISING: Definition, Nature, Scope and significance, Approaches to Departments, Line and Staff relationship. Delegation and Decentralisation, Committee system, determinants of effective organizing, Staffing ó nature and significance, Selection, Appraisal and Development of Managers, Coordination, Managerial Effectiveness.

UNIT IV

DIRECTING AND CONTROLLING: Issues in managing Human factors, Motivation ó nature, scope and significance, Theories and techniques, communication , - Definition and significance, Communication Barriers, Building effective communication system. Leadership: Style & Theories, Definition and Elements of Control Techniques, Determinants of an Effective Control System.

SUGGESTED READINGS:

Essentials of Management : Harold Koontz, Heiriz, Weihrich.
Essentials of Management: Maheshwari & Jaiswal
Management, Tasks Responsibility and Practices : Peter F Druckers.
Principles and Practice of Management: L.M Prasad
Principle of Management: VSP Rao

BCH 106 INDIAN ECONOMY & PUBLIC FINANCE

Course objectives: This course aims at providing insights and in-depth knowledge of the functioning, prevalent systems, planning, and various phenomenon of the Indian economy.

Course outcome: After learning this course, the students will be well-versed with the structure, functioning, prevailing systems of the Indian economy, and the fundamentals of public finance.

Unit I

Structure of the Indian Economy- Basic features; Broad demographic features of a developing economy; Problem of over-population; Population policy; Infrastructure development; Poverty, unemployment & inflationô causes, effects, remedies, trends. Planning in India-Objectives; Strategy; Broad achievements and failures; Current Five-Year Plan ô Objectives, allocation and targets.

Unit II

Economic reforms- Rationale behind economic reforms; Progress of privatization and globalization. Agriculture ó nature & importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and Green Revolution; Industrial policy of 1948, 1956, 1977 and 1991; Industrial licensing policy; Growth and problems of small-scale industries; Disinvestment policy. Industrial Sickness in India: Causes, Consequences & Remedies: Social Security in India.

Unit III

Definition and scope of Public Finance, Principle of Maximum Social Advantage, Sources of Public Revenues, Types of taxes, Principles / Canons of Taxation, The Benefit Approach of Taxation, the ability-to-pay Approach, Incidence and effect of taxation. Principles of Public Expenditure, Wagnerø Law, Wiseman Peacock Hypothesis, Effect of Public expenditure on Production and Distribution,

Unit IV

Public Debt: Classification, effect, burden, repayment and management of Public debt. Objectives and instruments of Fiscal Policy, Indian Federal finance: - financial relations between Central Government, State Government, Finance Commissions and their recommendations. Deficit financing: - Concepts, Deficit financing in India, Union Budget.

SUGGESTED READINGS:

Indian Economy: Rudra Datt & Sundharam
Indian Economy: Jaiswal Bimal
Indian Economy: Mishra & Puri
Indian Economy: A.N.Agarwal

Public Finance: T.N.Hajela
Public Finance: H.L.Bhatia
Public Finance: Musgrave & Musgrave

**B.COM (HONS) - I YEAR
SEMESTER II**

BCH 201 HUMAN RESOURCE MANAGEMENT

Course objective: The course aims to familiarize the students with the importance of human resource in business organizations and its subsequent management as a vital resource in business organisations.

Course outcome: After completion of this course, the students will understand the concepts, fundamentals and importance of human resource in business organisations.

Unit I :Introduction: Nature, Functions and Importance of Human Resource Management. Development of Human Resource Management. Contribution of Industrial Psychology. Organization of Human Resource Department, Human Resource Policies. Procurement: Human Resource Planning ó Quantitative and qualitative dimensions; Job Analysis, Job descriptions and Job specifications. Sources of recruitment, Selection process ó Tests and Interviews, Induction and Socialization.

Unit II : Training and Development: Concepts and Importance. Identification of Training Needs. Types of Training, On-the-job and Off-the-job methods of training. Designing of Training Programme. Methods of Executive Development.

Unit III :Performance Management System: Concept and Objectives, Methods of Performance, Appraisal; Job changes ó Transfers and Promotions; Employee-counselling. Compensation and Management: Components of Compensation, Performance Linked Compensation.

Unit IV : Employee Health; Employee Welfare; Social Security, Emerging Horizons in HRM, Human Resource Management and Information Technology, Business Process Reengineering, Downsizing and VRS

SUGGESTED READINGS:

Human Resource Management ó Text & Cases, by VSP Rao, Excel Books
Human Resource Management ó Bimal Jaiswal, NRBC
Human Resource Management ó Text & Cases, by K. Ashwatappa ó TMH
Human Resource Management, by Cynthia Fisher, Shaw ó Wiley / Biztantra
Human Resource Management, by Gary Dessler, Person Publications

BCH 202 BANKING OPERATIONS MANAGEMENT

Course Objective: The objective of this course is to familiarise the students with the system, regulations, instruments and various concepts of the banking operations, especially that in India.

Course Outcome: After learning this course, students would be acquainted with the knowledge of the functioning of the banking industry, especially that of India.

Unit I

Indian financial System, Banking System in India, Financial sector reforms in India, RBI ó role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking.

Unit II

Operational Aspect of commercial banks in India, Relationship b / w Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money ó calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortisation.

Unit III

Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and purchasing, ancillary Services of the Bankers.

Unit IV

Employment of funds by Commercial Banks Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Asset ó liability management in commercial Banks. Basel norms.

SUGGESTED READINGS

Jaiswal Bimal : Banking Operations Management

Jhinghan M.L. : Banking Theory & Practice

BCH 203 MANAGEMENT INFORMATION SYSTEM

Course objective: The course aims to develop the understanding of the information systems used and their role and importance in business organizations.

Course outcome: After learning this course, the students shall be familiar with various information systems used in business organisations and their respective importance.

Unit I

Foundation of Information System: Introduction to system, its types and characteristics Introduction to information, fundamentals of information systems, Solving business problems with information systems, Types of information systems, Effectiveness and efficiency criteria in information system.

Unit II

Management Information Systems: Definition of MIS, Concept of an MIS, Structure of MIS, MIS verses Data processing, MIS & Decision Support Systems, MIS & Information Resources Management.

Unit III

Concepts of planning & control: Concept of organizational planning, The Planning Process, Computational support for planning, Characteristics of control process, The nature of control in an organization.

Unit IV

Applications of IT in Business: Internet & e ó commerce, Internet, Extranet & Enterprise Solutions, Data, Information, Database Management System, its advantages, Concept of Data Warehousing and architecture, Information System for Business Operations, Information System for Managerial Decision Support Security & Ethical challenges, Planning & Implementing changes, Advanced Concepts Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management and Procurement Management

SUGGESTED READINGS

- Boockholdt, J.L. *Accounting Information System: Transaction Processing and Control*, Irwin Mcraw-Hill.
- Hall, J.A., *Accounting Information System*, South-Western College Publishing
- Gelinas, Ulric J., and Steve G. Sutton, *Accounting Information System*, South Western Thomson Learning.
- Rajaraman, V., *Introduction to Information Technology*, PHI.

BCH 204 BUSINESS COMMUNICATION & OFFICE MANAGEMENT

Course objective: The course aims to develop written and verbal communication skills for effective business communication and to familiarise the students with the processes and concepts of management of office.

Course outcome: The students will be well-versed in office communication and office management at the end of this course.

Unit I

Communication: definition, main features, classification of communication, barriers to communication. Typing and Duplicating. Introduction to the essentials of business communication: Theory and Practice, Citing references, and using bibliographical and research tools. Writing a project report, writing reports on field work/visits to industries, business concerns etc. business negotiations.

Unit II

Communication: Oral & Written (Meaning, Advantages/Disadvantages, Types) Summarizing annual report of companies. Writing minutes of meetings. E-correspondence. Spoken English for business communication, making oral presentations; Correspondence: handling correspondence, drafting correspondence (types and essentials of letter writing.)

Unit III

Definition and elements of Office Management. Functions of a Modern Office. Office Manager ó Job Analysis. Office accommodation and layout. Office environment. Office Reports: kinds of reports, preparing a good report. Record Management: Classification; filing system; Indexing. Public Relations:

UNIT IV

Office automation: machines and equipment used. Computers: application and advantages. Office Information Management: definition, difference between information and data, process. Office systems and procedures and flow of work. Personnel Management: Office Personnel relations, Office supervision, work measurement, standards of performance and control.

SUGGESTED READING:

- Debashish S.S. & Das B., Business Communication, Prentice Hall India.
- K.K.Sinha, Business Communication, Galgotia Publishing Company, New Delhi.
- C.S. Rayudu, Media and Communication Management Himalaya Publishing House, Bombay.
- Rajendra Pal and J.S. Korlhalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
- R.K.Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd.

BCH 205 STATISTICAL METHODS

Course objective: The course aims to build skills for statistical analysis and inference of business data.

Course outcome: After learning this course, the students shall be well-versed with the tools and techniques of statistics and would be able to use them in solving business problems.

Unit I

Definition, scope, importance and limitation of Statistics, Types and method of collection of data. Preparation of frequency distribution and their graphic presentation including histogram. Types of series. Measures of central tendency- Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Positional averages - mode, median and quartiles. Measure of dispersion - range, quartile, deviation, mean deviation and standard deviation ; Absolute and relative measures.

Unit II

Correlation analysis - introduction, importance and types of correlation, Measures of correlation - scatter diagram method, Karl Pearson's coefficient of correlation, Spearman's coefficient of rank correlation. Regression analysis: Difference between correlation and Regression, lines of Regression, properties of Regression lines. Fitting straight lines, Regression coefficient and their properties; estimation of dependent variable.

Unit III

Probability - definition, objective and subjective approaches, addition and multiplication theorem of probability, permutation and combination, conditional probability, Bay's theorem. Probability Distribution : Binomial, Poisson and Normal distribution-Properties and applications.

Unit IV

Time series analysis - utility of time series, components of time series, measurement of trend - graphic method, moving average methods, method of least squares. Seasonal variations-estimation of seasonal variations, method of simple averages, ratio to trend method, ratio to moving average method. Index number - meaning and uses of index numbers, construction of index numbers: fixed and chain base; Uni-variate and composite, Consumer price index

SUGGESTED READINGS:

Gupta S.P. and Gupta M.P. : Business Statistics.

Elhans, D.N. : Fundamental of Statistics.

Gupta C.B. : Institutional of Statistical Methods.

Sancheti & Kapoor : Statistics- Theory methods & Applications.

BCH 206 BUSINESS ENVIRONMENT

Course objective: This course aims to familiarize the students with the business environment in India and provide them with insights into the regulatory systems and mechanisms adopted by the government.

Course outcome: After learning the course, the students will be fully aware about the elements in business environment and their importance in business along with the regulatory framework for business in India.

Unit I

The concept of Business Environment, its significance and Nature, Matrix of Different Environmental Factors. The process of Environmental Scanning, Basic Philosophies of Capitalism and Socialism with their variants.

Unit II

The Politico-Legal Environment, The relationship between Business and Government in India, An introduction to some important business laws like MRTP, Industries (Development and Regulation) Act, FEMA, SEBI, the competition law, The Changing Dimension of these Laws and their impact on Business.

Unit III

The Economic Environment, Strategy and planning in India. The concept of mixed economy, The public Sector- and the private sector and their changing Roles. The Industrial Policy in India in recent years. The new Economic Policy- Liberalization, Globalization and privatization and their impact on businesses, The Monetary Policy and Fiscal Policy and Union Budget as an instrument of growth and their impact on business. Foreign Trade Policy.

Unit IV

Socio-Cultural Environment in India, Salient features of Indian Culture and Values and their Implications for Industrialization and Economic growth, New Demand for Consumer Industries; theory of Consumerism, Development of Business Entrepreneurship in India, Social Responsibility of Business, Policy for Research and Development in India. The Problem of Selecting Appropriate Technology. The Multinationals as a source of Technology.

SUGGESTED READINGS

Fernando AC: Business Environment, Pearson
Jaiswal Bimal: Business Environment, NRBC
Cherunilum, Francis, Business Environment, Himalaya Publishing House
Dutta and Sundaram, Indian Economy, S. Chand and Co.
Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal
Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

BCH 207 Comprehensive Viva- Voce

Course Objective: The objective of this course is to evaluate the students' overall learning and understanding by conducting a viva-voce for each of them.

Course Outcome: After finishing this course, students shall be judged on the basis of their performance in the comprehensive viva-voce.

B.Com (Hons) - II Year SEMESTER- III

BCH 301 COST ACCOUNTING

Course objective: To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems. To provide the student knowledge about use of costing data for planning, control and decision making.

Course outcome: After learning this course, the students will be well-versed with the concepts and methods of cost accounting.

Unit I Introduction: Meaning, Definition, Relevance, objectives and advantages, difference between cost accounting and financial accounting. Classifications of cost, cost unit, cost centre, Elements of cost- Material, labour, Overheads Material: Inventory valuation and control Methods of Pricing of material issues- Material losses and their treatment.

Unit II Accounting for Labour Cost Overheads: Classification, allocation, apportionment and absorption of overhead. Machine Hour Rate, unit costing: cost

sheet. Statement of cost, Tender Price.

Unit III Contract and Job costing, Process costing, Operating Costing. Activity based costing.

Unit IV Cost-Volume-Profit Analysis, Reconciliation of cost Accounts with Financial Accounts Cost Control, Cost Audit, Cost Reduction

Suggested Readings:

Cost Accounting M.N. Arora

Cost Accounting Bimal Jaiswal & Leena Shimpi

Cost Accounting M. Tuka Ram Rao

Cost Accounting Khan & Jain

Advanced cost Accounting S.P. Jain & Marang

Cost Accounting M.L. Agarwal

BCH 302 BUSINESS LAWS

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

Course outcome: The students will be fully aware of the laws prevalent for business in India, after completing this course.

UNIT- I: The Indian Contract Act 1872, Contract ó meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. Void agreements, Discharge of contract ó modes of discharge including breach and its remedies.

UNIT II :Contingent contracts, Quasi - contracts, Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

UNIT III : Indian Sale of Goods Act 1932, Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties, Caveat benefits, Transfer of ownership in goods including sale by non-owners Performance of contract of sale, Unpaid seller ó meaning and rights of an unpaid seller against the goods and the buyer. Consumer Protection Act.

UNIT IV : Negotiable Instrument Act: kinds and characteristics of Negotiable Instruments, Holders and Holder-in-due course, Privileges of Holders-in-due course. Negotiation and endorsement, crossing of cheques, types of crossing, bouncing of cheques. Information Technology Act 2000: Definitions; Digital signature; Electronic governance; Attribution, acknowledgement and dispatch of electronic records Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers (h) Penalties and adjudication, Appellate Tribunal.

SUGGESTED READINGS

Gulsan & Kapoor : Business Law including Company Law.

Singh, Avtar : Principles of Mercantile Law

Pandiya , R.S. : Principles of Mercantile Law

Shukla M.C. : A Manual of Mercantile Law

Bare Acts. : Indian Contract Act, 1872. Sale of Goods Act, 1930 Partnership Act, 1932. The Negotiable Instruments Act, 1881.

BCH 303 OPERATIONS MANAGEMENT

Course objective: The course aims to familiarize the students with the basic concepts of Operations and Production Management.

Course outcome: At the end of this course, the students will be fully familiar with all the concepts, practices, issues and key areas of operations management.

Unit I

Operations Management. Duties and Responsibilities of Operations Management. Production Function Systems approach to Operations Management. Manufacturing system Mass Batch, Job-Shop and Project.

Unit II

Plant location: Nature, Factors considered in location, Methods and Type of areas. Plant layout Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment. Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

Unit III

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

Unit IV

Materials Management. Inventory Management: Factors influencing and Objectives of inventory management, Techniques of inventor management, Quality Control and Statistical Quality Control: control charts.

SUGGESTED READINGS

Production & Operations Management, by Upendra Kachru, Excel Books.

Business Operations, Bimal Jaiswal & Shiva Manoj, NRBC

Operations Now, by Byron J Finch, Tata McGraw hill

Operations Management, by Gaither & Fraizer, Thomson South Western.

Operations Management: Ashwathappa

BCH 304 MARKETING MANAGEMENT

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

Course outcome: After leaning this course, the students will be well-versed with the core concepts of marketing management and their relevance in business.

UNIT I : Introduction: Nature and scope of marketing, Modern marketing concept, Marketing mix. Marketing management process: an overview. Marketing environment - macro & micro environmental components; consumer buying process; factors influencing consumer buying Behaviour.

UNIT II : Marketing segmentation ó meaning & benefits, basis & criteria of segmentation; Positioning ó meaning and importance, major basis of positioning a product. Product: Concept, Product classifications, Major product decisions: Product attributes, Branding, Packaging and labelling, after sales service, Concept of product mix and product line.

UNIT III : Pricing: Significance, Factors affecting price determination, major pricing methods Pricing policies: Geographical pricing, product line pricing, Discounts and rebates. Distribution: Channels of Distribution-Meaning and importance, Types of distribution channels, Functions of distribution middleman. Retailing and Wholesaling: Distribution Logistics; Objectives, concepts and elements and types

UNIT IV : Promotion: Nature and importance, Communication process, Methods of promotion: their distinctive characteristics, Concept of integrated communication. Promotion mix and factors affecting promotion mix. Rural marketing: Growing Importance; Distinguishing characteristics of rural markets; Understanding rural consumers and rural markets; Marketing mix planning for rural markets

SUGGESTED READINGS

Marketing Management -Ramaswamy & Namakumari, Macmillan

Marketing Management - Arun Kumar & Meenakshi, Vikas

Principles of Marketing - Philip Kotler, Armstrong, Pearson Education

BCH 305 INTERNATIONAL FINANCE

Course Objective: The objective of this course is to acquaint the students with the fundamentals of international finance, foreign exchange market, its functioning, various concepts and nomenclatures, policies and laws related to it.

Course Outcome: This course shall prepare the students in dealing with foreign currencies and acquaint them with updated knowledge related to international finance.

Unit I: International Finance- Meaning, Need, Developments, Foreign Exchange Markets and International Financial Markets, International Financial System & Institutions: Introduction and Importance, IMF (Drawing and loan instruments), SDR (Nature and Utilization), IBRD (Functions and Lending Activities). Objectives & Methods of Exchange control.

Unit II: Ready Exchange rates, Exchange Quotations (Direct& Indirect), Forward Margins and factors determining it, Spot and Forward rates, Factors determining spot rates, Exchange Arithmetic (Cross rates, Calculation of forward premium and Discounts), Calculation of forward rates, Exchange Rate Forecasting.

Unit III: Parity Conditions in International Finance, Arbitrage and the Law of One Price, The Fisher Effect, The International Fisher Effect, Inflation Risk And Its Impact on Financial Markets

Unit IV: International Finance Instrument, Forward Contracts, Future Contracts, and Currency Options, Foreign Exchange Risk Exposure: Definition, Accounting Exposure, Economic Exposure.

SUGGESTED READINGS

Multinational Financial Management Alan C. Shapiro

International Financial Management: P. G. Apte

Foreign Exchange Management: C. Jeevanandan

International Finance: Bimal Jaiswal

International Financial Management: V K Bhalla

BCH 306 BUSINESS ECONOMICS

Course objective: The objective of this course is to impart the knowledge of concepts, fundamentals and approaches of business economics to the students.

Course Outcome: After learning this course, students would be able to fully understand the concepts and approaches of consumption, production and basic economics.

Unit I

Nature and scope of Business Economics; Relationship between Economic theories and Business Economics, Law of demand. Elasticity of demand: Concept, types and methods of measurement; Significant of elasticity of demand in business decisions, Demand Estimation and Demand Forecasting. Indifference Curve Technique: Some applications of indifference curves.

Unit II

Production Function; Cobb Douglas Production Function, Law of Returns; Returns to scale and scope; Economies and diseconomies of scale, Costs in the Short Run; Long-Run Cost Curves; L-shaped cost curves, Cost functions ; Derivation of AC and MC functions-simple calculations. Break Even Analysis. Concept and measurements

Unit III

Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition through diagrams and numerical measurements. Oligopoly- Features, price leadership, Kinked Demand under oligopoly. Pricing policies.

Unit IV

National Income Analysis-Concepts and measurements. Consumption function and investment function, Business Cycles-Variou phases and theories. Inflation-meaning, causes and effects.

SUGGESTED READINGS:

Managerial Economics: H.L.Ahuja

Managerial Economics: G.S.Gupta

Managerial Economics: H.L.Bhatia

Modern Economics Theory: K.K.Dwett

**B.COM (HONS) II YEAR
SEMESTER – IV**

BCH401 MANAGEMENT ACCOUNTING

Course objective: This course aims to develop the competency for making correct financial analysis of relevant information required for managerial decision making.

Course outcome: After learning this course, the students shall be able to prepare, analyse and make inferences for business decisions.

Unit I Management Accounting- Introduction, objectives nature, function, difference between Management Accounting and Financial Management. Role of Management Accountant. Managerial Reporting, Responsibility Accounting.

Unit II Budgeting and budgetary control, Preparation of different budgets, variance Analysis with budgeted figures. Standard Costing & variance Analysis Material, Labour, Overhead.

Unit III Accounting for managerial decisions ó Fixation of selling price, Exploring new market, Make or Buy, Product- Mix, sales- Mix, operate or shut down, etc Absorption costing, Marginal Costing and Standard Costing.

Unit IV Analysis and interpretation of Financial Statements. Ratio Analysis, Fund Flow Analysis, Cash Flow Analysis comparative and common size Statements.

Suggested Readings:

Cost and Management Accounting Jain & Narang
Cost and Management Accounting M.N Arora
Accounting for Managers J. Madegowda
Cost and Management Accounting Ravi. M. Kishore
Management Accounting S.P. Gupta

BCH 402 ORGANIZATIONAL BEHAVIOUR

Course objective: The course aims to provide clear understanding of the concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in an organisation.

Course outcome: After learning this course, the students will be able to understand the relevance of behaviour at different levels in an organisation.

Unit I

Meaning and Concepts of Organization Behaviour, Role of Manager in organization Direct and Indirect Environmental forces impact of various field of OB,

Unit II

Sources of Motivation, Theories of Motivation, The Content Theories of work Motivation Perception ó components, factors influencing perception process. Learning and Behaviours Reinforcement Case study, Case Study.

Unit III

Group Behaviour- Reasons far Group Formation, Types of Groups, Factors Contributing to Group Cohesiveness Group Decision making, Communication process making barriers Leadership in organization, Case Study.

Unit IV

Differentiation of Groups, Nature of Conflict in organization Changing view conflict, Types of conflict and situation causes of conflict, Organization culture, organization change and development. Case Study.

SUGGESTED READINGS

Robins, Stephen P. - Organisational Behaviour
Schen - Organisational Psychology
Jaiswal, B & Verma, D ó Human Behaviour at work
Davis, K & Newstorm - Human Behaviour at Work
Prasad, L.M. - Organisational Behaviour

BCH 403 COMPANY LAWS & SECRETARIAL PRACTICES

Course objective: The objective of the course is to impart basic knowledge of the provisions of the company laws and the practices of company secretary.

Course outcome: After learning this course, the students will be fully familiar with the company law, procedures and the duties and responsibilities of the company secretary.

Unit I

Introduction: Concept of lifting of corporate veil. Types of companies, association not for profit, illegal association. Formation of company ó Promoters, their legal position, pre-incorporation contract and provisional contracts. Documents ó Memorandum of Association,

Articles of Association, Doctrine of ultra vires, Constructive Notice and Indoor Management, Prospectus and its types, Book Building.

Unit II

Share Capital & Secretarial duties ó issue, allotment and forfeiture of share, Demat of share, transmission of shares. Members and shareholder ó their rights and duties. Convening and conduct of shareholders meetings; types & procedures. Dematerialization of shares. Depositories act 1996.

Unit III

Management ó Directors, their dis-qualifications, appointment, legal position, powers and duties. Disclosures of interest, removal of directors, board. Company secretary; appointment, rights, duties and liabilities. Meaning & Essentials of a valid meeting, Notice, Agenda, Proxy, Motion, Resolution, Minutes and Reports.

Unit IV

Winding up ó concept and modes of winding up, Emerging issues in company law: Producer Company ó concept and formation, Specimen of certificates of incorporation, certificate of commencement of business, share certificates and share warrants.

SUGGESTED READINGS :

Sherlerkar - Company Law and Secretarial Practice

Avtar Singh - Company Law

M.C. Kuchal: Company Law and Secretarial Practice

BCH 404 OPERATIONS RESEARCH

Course objective: The course aims at providing in-depth knowledge of the fundamentals, methods, models, tools and techniques of operations research to the students, which are relevant in solving business problems.

Course outcome: After learning this course, the students will be able to understand the concepts of operations research and make use of the methods, tools and techniques for solving business problems.

Unit I

Operations research: Origins and development of Operations Research, Nature of Operations research, Definitions of operations research, Features (characteristics) of operations research. Phases of operations research. Models and modelling in operations research, classifications of O.R. models: Methods for solving O.R. models: Methodology of operations research, Operations research techniques. Scope of operations research in commercial applications.

Unit II

Linear programming problem: Formulation and Graphical method. Basic terminology requirements, Applications area of Linear Programming, formulation of Linear Programming models, General mathematical formulation of Linear Programming Problems equality sign; Definitions Graphical solution method search approach: The simplex method: Introduction standard form of linear programming problem development of simplex method. Simplex method (Maximization case), Simplex method (minimization case). Economic interpretation of the optimum simplex solution.

Unit III

Transportation models introduction, Mathematical statement of the transportation problem, Methods for finding initial solution, North-West Corner method; least cost method: Vogel's

approximation method. Optimality test, stepping stone method: Modified distribution (MODI) method. Profit maximization in transportation problem Assignment problem: Introduction and mathematical models for assignment Hungarian method for assignment problem. Special cases in assignment problems: Maximization Case III assignment problem, multiple optimal solutions.

Unit IV

Decision theory: Introduction, Decisions situations, Types of decisions- making environment, Decision making certainty, Risk and uncertainty, Decision- tree analysis. Game theory introduction, definitions, Two -person zero sum game payoff matrix, Pure strategies: (Games with saddle points, The rule of dominance. Mixed strategies: Games without saddle point.

SUGGESTED READINGS

Kapoor, V.K. : Operations Research

Sharma, J.K. : Operations Research

Taha, Hamdy A. : Operations Research, An Introduction

Kothary, C.R. : An Introduction to Operational Research

Gupta & Sharma : Operations Research

BCH 405 INCOME TAX LAW AND ACCOUNTS

Course objective: The objective of this course is to acquaint the students with the legal framework of taxation affecting business plans, profits and liabilities of business.

Course outcome: After learning this course, the students will be able to understand the tax framework and the ways of compliance in business.

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

Unit II: Head of the Income: Salaries; Income from house property; Profit and gains to business or profession. Capital gains; Income from other sources.

Unit: III Computations of total income of an individual, H.UF and firm.

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

SUGGESTED READING:

Shukla S.K. ó Direct Tax : Laws and Accounts (Hindi & English)

Singhanai V.K. ó Students, Guide of Income Tax, Taxman, Delhi

Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi

Mehrotra, H.C. ó Income Tax Law & Accounts;

Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi

Grish Ahuja & Ravi Gupta, Systematic approach to income tax, Sahitya Bhawan publication, New Delhi.

BCH 406 INTERNATIONAL BUSINESS

Course Objective: The objective of this course is to provide the students with in-depth knowledge and understanding about how trade is conducted in the international arena.

Course Outcome: By learning this course, students would learn the requisite concepts and skills to meet any challenge they face in the international business market.

Unit I - An Overview of International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages and Disadvantages of International Business, Approaches to International Business, Changing Environment of International Business.

Unit II - Investment Theories: Mercantilism; Complimentary trade theories ó Stolper ó Samuelson theorem, International Product life Cycles, International Business Strategies, International Human Resource Management.

Unit III - International Institutions: IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO India's patent policy and trips. Regional Economic Integration.

Unit IV - Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes ó Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity Theory, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates. International Business Negotiations, Future Trends in International Business

SUGGESTED READINGS

Jaiswal Bimal - International Business (Himalaya Publication)

Hill C.W. - International Business (TMH, 5th Ed.)

Cherunilam F - International Trade and Export Management (Himalaya, 2007)

Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

BCH 407 Comprehensive Viva – Voce

Course Objective: The objective of this course is to evaluate the students' overall learning and understanding by conducting a viva-voce for each of them.

Course Outcome: After finishing this course, students shall be judged on the basis of their performance in the comprehensive viva-voce.

Note: Students have to go for Summer Internship for 6 to 8 weeks in the month of May & June after Fourth Semester Examination. Report Preparation and Viva- Voce of Summer Internship will be conducted along with Fifth Semester Examination.

B.COM (HONS) III YEAR SEMESTER – V

BCH 501 EXPORT IMPORT PROCEDURES AND DOCUMENTATION

Course Objective: The objective of this course is to familiarise the students with the procedures and documentation required for practising export-import trade in India as well as the various schemes and benefits offered by the government to exporters and importers.

Course Outcome: After learning this course, students would understand the rules, regulations, procedures and documentation to be followed for export-import trade in India.

Unit I: Introduction to India's Foreign Trade. India's foreign trade-Direction and Composition, Exports-planning: Adaption, Standardisation and Packaging. Export Marketing:

Meaning & Importance. Getting ready for Exports, Procurement and processing of an export order and Export Contract, INCO Terms, Foreign trade policy.

Unit II: Export Costing & Pricing, Export Documentation. Methods/Terms of payments for Exports: Documentary credit and collection, Export Financing: Pre-Shipment and Post Shipment Financing. Export Credit Guarantee Corporation of India (ECGC of India). Quality control and inspection in Exports. Type of risks, Cargo insurance: Contract, procedures and documentation for cargo loss claims,

Unit III: Central Excise and custom clearance regulations- Procedures and Documentation. Containerisation: Practice, Advantages & Disadvantages, CONCOR: Inland Container Depot (ICD) & Container Freight Station (CFS).

Unit IV: Institutional Support for India's Foreign Trade, DGFT, Export Incentives (Financial & Non- Financial Incentives). Schemes for import of capital goods, Procedures and documentation for new / second hand capital goods, Export / trading / star trading / superstar trading houses; Objective criteria and benefits, procedures and documentation; Policy for EOU / FTZ/ EPZ units, Objectives, criteria and benefits, International Logistics.

SUGGESTED READINGS:

Bimal Jaiswal & Kamal Y, Export Import Procedure & Documentation

R.L.Varshney & Bhattacharya, International Marketing Management, Sultan Chand

Jaiswal Bimal, International Business, Himalaya Publications.

Justin Paul, International Business, McGraw Hill

BCH 502 INDUSTRIAL LAWS

Course objective: The course aims at developing understanding of the various acts and laws prevalent for industrial work in India.

Course outcome: After finishing this course, the students will be able to understand the provisions of the various acts given and also learn about their compliance in business.

Unit I

The Industrial Dispute Act, 1947, Introduction, Scope and Objectives, Definitions: Industry, Lay Off, Lockout, Strike, Retrenchment, Authorities, under this Act, Power and duties of authorities, Strikes and lock out, Unfair labour practices, Penalties.

Unit II

The Payment of Wages Act, 1936, Introduction, Definitions: Industrial or other establishments, Wages, Responsibility for payment of wages, Fixation of wages, Time of payment, Mode of payment, Deductions from wages. The Child Labour (Prohibition and Regulation) Act 1986. Object and Scope, Hours and periods of works, weekly holiday, Notice to inspector, Health and Safety, Penalties.

Unit III

The Payment of Bonus Act, 1965. Definition: Accounting Year, Salary or Wages, Employer, Employee, Eligibility for Bonus, Disqualification for Bonus, Payment of minimum and maximum bonus, Calculation of number of working days, Adjustment of customary or interim bonus against bonus payable, Deduction of certain amounts from bonus payable under the Act, Time limit for payment of bonus, Recovery of bonus from employer. Workman compensation Act.

Unit IV

The Factory Act, 1948. Introduction, Definitions: Manufacturing Process, Factory, Occupier, Inspector, Powers of Inspector, Health, safety, Welfare measure, working hours of Adults, Restriction on employment of women, Annual leave with wages, General penalty for offence.

Suggested Readings:

Labour Legislation: Goswami V.G

Labour Welfare Laws(Industrial Laws), Jaiswal B

Companies Act and Corporate Laws, Bharat House Pvt. Ltd.

BCH 503 CONSUMER BEHAVIOUR & ADVERTISING MANAGEMENT

Course objective: The course aims to provide insights into consumer behaviour required for marketing decisions and to introduce the students to the basic principles of advertising and media.

Course outcome: After learning this course, the students will be able to understand the relevance of understanding consumer behaviour and advertising as a medium of public outreach.

Unit I: Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Perception, attitudes, changes in attitudes, Consumer motivation.

Unit II: Models of Consumer Behaviour , difference between consumer buying and industrial buying, nature and factors affecting industrial buying. Factors influencing purchase decision of a consumer.

Unit III: Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising. Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout

Unit IV: Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation. Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

SUGGESTED READINGS

Kanuk & Shiffman, Consumer Behaviour.

Peter & Olson, Consumer Behaviour and Marketing Strategy.

Peter and Donnelly, A Preface of Marketing Management.

Wilkie, William, Consumer Behaviour.

D.OGILVY, ADVERTISING

Chunawala, Advertising

Sontakki, Advertising

Manvendra Mohan, Advertising

Kazmi and Batra, Advertising and Sales Management, Excel

BCH 504 BUSINESS FINANCE

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

Course outcome: After learning this subject, the students will be well-versed with the fundamentals and practices of managing finance in a business organisation.

Unit I

Meaning, scope, objective and Function of finance, Finance Department, Duties & Responsibilities of Finance Manager, Time value of money, Risk and return, Valuation of securities.

Unit II

Sources of long-term finance, Leverage operating, financial and Combined, EBIT-EPS analysis, Cost of Capital: estimation of components of cost capital equity, debt and preference capital and WACC.

Unit III

Capital Budgeting Process, Cash flow Estimation, financial evaluation- Non discounted and discounted cash flow techniques, Dividend policy Models: Relevance & Irrelevance.

Unit IV

Working capital management: Concepts and factors affecting working capital, risk return trade off, working capital financial policy, Cash management, Inventory management.

SUGGESTED READINGS

Horne, James Van- Financial Management & Policy

Jaiswal, B & Shimpi, L ó Business Finance

Rustagi R.P.- Introduction to Financial Management

Kuchal, S.C.- Financial Management

Pandey, I.M.- Financial Management

HONOURS IN ACCOUNTING DECISIONS & APPLICATIONS

BCH 505(ADA) SPECIALIZED ACCOUNTING

Course objective: The course aims at providing insights to the various specialised accounting practices in business.

Course outcome: At completion of this course, the students will be familiar with the various specialised accounting concepts and practices in business.

Unit I

Social Accounting - meaning, importance, relevance objective, approaches to corporate social responsibility, social reporting Model, compilation of information for social Accounting, Social reporting models, limitations of social reporting, Social cost benefit analysis, social Audit, Environmental Accounting: audit and reporting.

Unit II

Inflation Accounting: limitations of historic Accounting, Meaning, Definition, Objectives techniques of Inflation Accounting - current purchasing power method, current cost accounting method, Preparation of income statement and Balance Sheet.

Unit III

Value Added Accounting - definition, Emergence of Value addition concept. Preparation of value-added statements. Human Resource Accounting. Overview Human Resource Accounting Model.

Unit IV

Accounting of Banking Companies: Preparation of Final Account Accounting of Insurance Companies.

Suggested Readings:

Advanced Accounting Vol. II S.N. Maheshwari

Accounting Theory & Practice Jawaher Lal

Advanced Accounting Vol II R.L. Gupta & M. Radhaswami

Environmental Accounting N. Dasgupta

Accounting Text & Cases Robert N. Anthony Hawkins & Merchant

BCH 506(ADA) PERSONAL FINANCE DECISION

Course objective: The course aims to prepare students for planning and managing their finances ensuring economic independence and growth of wealth.

Course outcome: The students will be able to understand the importance and methods of managing personal finance.

Unit- 1

Personal Financial Basics, Time Value of Money, Financial Aspects of Career Planning, Money Management Strategy: Statements and Budgeting, Planning Your Tax Strategy

Unit-II

MANAGING YOUR PERSONAL FINANCES: Savings Plans and Payment Accounts, Introduction to Consumer Credit, Choosing a Source of Credit: The Cost of Credit Alternatives, Consumer Purchasing Strategies and Legal Protection

Unit-III

INVESTING YOUR FINANCIAL RESOURCES :Investing Fundamentals, Investing in Stocks, Investing in Bonds, Investing in Mutual Funds, Investing in Real Estate and Other Investment Alternatives ,The Housing Decision: Factors and Finances.

Unit-IV

INSURING YOUR RESOURCES: Property and Motor Vehicle Insurance, Health, Disability, and Long-Term Care Insurance, Life Insurance, CONTROLLING YOUR FINANCIAL FUTURE: starting Early: Retirement Planning, Estate Planning.

Suggested Readings:

Jack Kapoor, Les Dalbay, Robert J. Hughes Personal Finance

Jack Kapoor-personal Finance, TMH

Shaikh M W- Personal Finance

Lokatia RN- Tax smart personal investment A-Z

HONOURS IN FINANCIAL OPERATIONS & SERVICES

BCH 505(FOS) FINANCIAL MARKET OPERATIONS

Course objective: The course aims at making the students well-versed with the fundamental concepts, practices and functioning of financial market in India.

Course outcome: After learning this course, the students will be familiar with the concepts, practices, regulatory framework and functioning of financial market in India.

Unit I :

Concept of Financial System, Evolution of Financial System. Structure & Functions of Indian Financial Systems, Role of the Financial System in the Economy, Indian Money Market: Features, Functions, Instruments, Defects & Measures. Recent Trends in Indian Financial Sector: Reforms. Role of Acceptance and Discount House.

Unit II :

Indian Capital Market: Features, Functions, Structure & Instruments. Primary Market: Functions & Issue Mechanism (IPO, Book Building, Stock Option etc.), & SEBI guidelines. Recent Marketing Strategies for Public Issue, Intermediaries in Primary Market.

UNIT III:

Secondary Market: Components, Functions & Role. Listing of Securities: Types, Procedure & Guidelines, Delisting. Investor's Protection: Need, common grievances of investors,

Methods of redressal of grievances, Grievance redressal authorities, Role of Press, Judiciary, SEBI & Company Law Board.

Unit IV :

Stock Exchanges: Major Stock Exchanges, Type of Operations & Operators in Stock Exchanges, Demutualisation of Stock Exchanges. The Securities Contracts (Regulation) Act, 1956 : Objectives, SEBI purpose & Functions, Measures taken by SEBI. Mutual Funds.

Suggested Readings:

Financial Market Operations: Jaiswal B & Venkatraman B

Financial Markets and Institutions, Bhole, L.M.

Indian Financial Systems, Khan, M.Y.,

Management of Indian Financial Institutions, Srivastava, R.M.

BCH 506(FOS) INSURANCE AND RISK MANAGEMENT

Course objective: This course is aimed at helping the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

Course outcome: After learning this course, the students will be able to understand the core concepts of insurance, its functioning and regulatory environment of insurance business in India.

Unit I

Introduction: History of insurance in general and in India in particular. Basic nature of insurance. Definition of insurance. Comparison of Life Insurance with other forms of insurance. Principles of contract and its applicability to the valid insurance contract.

Unit II

Principles of Life insurance and its impact on insurability. Morality tables and its kind. Basic elements in computation of premium. Peculiarities of life insurance product and the classification Nature of group insurance and types of group Insurance covers Policy claims and its procedures for settlement of various type of claims.

Unit III

Study of various proposal and policy forms used in general Insurance Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e. industrial all risk insurance, aviation insurance, oil and gas insurance Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. Underwriting practice and procedures, types and classification of hazards

Unit IV

Basic concept of risk, classification of risks, and process of risk management. Identification and evaluation of risk ó risk analysis. Risk control ó loss prevention and its importance. Risk financing and transfer of risks. Risk retention and its importance/basis of reinsurance.

SUGGESTED READING:

Books published by Insurance Institute of India.

Insurance and Risk Management, Bimal Jaiswal & Shiva Manoj

“Life Insuranceö, - By Kenneth Black (Jr.) and Harold Skipper (Jr.),

“Fundamentals of Risk and Insuranceö, by Emmett J. Vaughan, Therase Vaughan

öPrinciples of Risk management and Insuranceö, by George E. Rejda

BCH 507 Summer Internship Report and Viva-Voce

Course Objective: The objective of this course is to evaluate the project work taken-up by students during their internship in the previous semester.

Course Outcome: After finishing this course, students shall be judged on the basis of their performance in the viva-voce.

BCHNC 508 FOREIGN LANGUAGE (Non-credit)

German or French

German Language

Course Objective: The objective of this course is to equip the students, who are complete beginners in German language, with the four skills of language i.e. reading, writing, speaking and comprehension.

Course Outcome: After learning this course, students would be able to acquire communication skills in the German language, making them more competitive.

Unit-1: Introduction to Germany, Basic grammar structure, Nouns(singular , plural), Numbers, Days, Months, Seasons, Colours

Unit-2: Personal Pronouns, Verbs, Conjunctions, Prepositions, Articles , Adjectives, Prepositions

Unit-3: Tenses, Sentence construction, Interrogative sentences, Affirmative sentences, Negative sentences

Unit-4:Comprehension,Texts,Paragraph,writing,Vocabulary

French Language

Course Objective: The objective of this course is to equip the students, who are complete beginners in French, with the four skills of language i.e. reading, writing, speaking and comprehension.

Course Outcome: After learning this course, students would be able to acquire communication skills in the French language, making them more competitive.

Unit-I

Articles Gender and number of nouns and adjectives. Personal and Toique pronouns, Demonstrative and Possessive Adjectives Preposition and adverbs Pronominal verbs.

Unit-II

Conjugation of verbs of all the Groups in Present Tense and Introduction to Past and Future Tense. Interrogation, Negotion and Imperatives.

Unit-III

Name of days, seasons, months, colours, garments, body parts and numbers. Conversational French between known and unknown people. Telephonic conversation with friends and clients.

Unit-IV

Topical writing, self-Introduction, Biodata, Description of person, place or things as family, house, class, city, country etc. Letter writing. Profession and nationality. To reply question in French based on comprehension of a French text.

SUGGESTED READINGS

Two Units of Le Nouveau Sans Frontieres Part-I

**B.COM (HONS) - III YEAR
SEMESTER VI**

BCH 601 Goods and Services Tax in India

Course objective: The course is aimed at providing in-depth knowledge of the provisions of the newest indirect taxation system in India.

Course outcome: After learning this course, the students will be well-versed with the various provisions and systems of the GST in India.

Unit-I :

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

Unit –II :

Registration under GST : Persons liable to get registered, compulsory registration, procedure for registration, Documents required for registration; Reverse Charge Mechanism, Composition Scheme and assessment under composition scheme; Zero rated supply; Exemption from GST, GST tax rate.

Unit-III :

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

Unit-IV:

Assessment and Administration of GST:- Types of GST Returns, Types of Assessment & Assessment Procedure, Role and Functions of GST Council, Tax Authorities and their powers; Tax Deduction at Source & Tax Collection at Source, Refund of Tax.

Suggested Readings:

1. S.K. Shukla : GST in India (Hindi & English)
2. Bare Act
3. Taxman

BCH 602 BUSINESS POLICY

Course objective: This is subject aims to provide conceptual and analytical skills to the students for accessing the environment & company opportunities along with fulfilling the objectives of concepts in knowledge, situations and relevant attitude.

Course outcome: After learning this course, the students will be understanding the concepts of strategic management and business policy and the various strategic alternatives available for business organisations.

Unit I

Strategic Management, Concept of strategy, Dimension of strategic decision, Levels of strategy, Strategy from modes, Overview of process of strategic planning & management.

Unit II

õMissionö vision, objective setting, Business definitions, summery statement of strategy, Deducing strategy fraction & endeavours.

Unit III

Formulation of strategy, Components of environment & Environmental analysis, analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).

Unit IV

Strategic alternatives for growth, stable combinations & inter-national strategies. Choice of Strategies, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects.

SUGGESTED READINGS

Kazmi, Azhar - Business Policy

Keneth, A. Andrews - Concept of Corporate Strategy

Jaiswal Bimal & Manoj Shiva- Business Policy

Igor, M. Ansoff - Business Strategy

Christensen - Business Policy Text and Cases

Gluhck, William F. - Business Policy Strategy

BCH 603 TAX PLANNING AND MANAGEMENT

Course objective: This course is aimed at providing insights into planning and managing taxation at different levels.

Course outcome: After completion of this course, the students will be well-versed with the concepts, techniques and methods of planning and managing taxation.

Unit I

The Concept of Tax Planning, The scope of Tax Planning Tax evasion, Tax Avoidance and Tax Planning , Tax ó Audit, Statutory obligations and Tax Procedure, Salient features of assessment of companies.

Unit II

Comparative tax obligations of different forms of business organization- Individual (Sole Proprietor),

Partnership firms and companies, Tax Planning for employeeøø remuneration.

Unit III

Tax Planning regarding corporate capitalization, Dividend Policy, Depreciation Policy, Inventory Policy, Tax Planning for Managerial Decisions, e.g. make or buy, repair or replace, own of lease, export & domestic sale, Tax Planning regarding Amalgamation and mergers.

Unit IV

Tax Planning regarding capital gains, Savings and Investments Set ó Off and carry forward of losses Tax Planning regarding residential status, Exemptions and Deductions, Tax incentives as per size and location of business unit.

REFERENCES:

Srinivas E A Corporate Tax Planning

Agarwal, J D & Agarwal R K Tax Planning for Individual Units

Agarwal, R K Tax Obligations under Income Tax Law

BCH 603 GOVERNANCE & BUSINESS ETHICS

Course objective: This course aims to familiarise the students with the various ethical and governance concepts in business.

Course outcome: After learning this course, the students will be able to understand the various ethical and governance issues in business.

Unit-I

Introduction ; Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethics; Code of conduct; Public good.

Unit-II

Management of Ethics ó Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice- ethics for managers; Role and function of ethical managers- the Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability, and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological/environmental issues in the Indian context and case studies.

Unit-III

Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology.

Unit-IV

Environmental Ethics, Corruption and Gender Issuesô Gender Ethics, Harassment and Discrimination.

SUGGESTED READINGS:

Business Ethics and Corporate Governance: Bingos, TMH

Governance & Business Ethics: Bimal Jaiswal & Deepak Verma

BCH 604 CONTEMPRARY AUDIT

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

Course outcome: After learning this course, the students will be familiar and well-versed with the practices and importance of auditing in business organisations.

Unit I

Introduction: meaning and objectives of Auditing; Types of audit; Internal audit, Audit Process: Audit programme; Audit and books Working papers and evidences; consideration for commencing an audit, Routine checking and Test checking Intern Check System: Internal Control, Internal auditing.

Unit II

Audit Procedure: Vouching; Verification of assets and liabilities. Audit of Limited Companies: Company Auditor ó Appointment, Powers, Duties and Liabilities.

Unit III

Auditing Standards- Appointment, Powers, Duties and Liabilities of Auditors. Board Outlines of Company Audit and Auditorø Report. Special Audit of banking companies, Audit of educational institutions, Audit of insurance companies, Audit of non-profit companies, When Fraud is suspected and . When a running a business is proposed. Investigation; Divisible Profit and Dividend.

Unit IV

Recent trends in Auditing- Nature and Significance of Cost Audit, Tax Audit; Management Audit and Computerized Audit.

SUGGESTED READINGS:

Principles and Practice of Auditing: R.G.Saxena

Principles and Practice of Auditing: T.R.Sharma

HONOURS IN ACCOUNTING DECISIONS & APPLICATIONS

BCH 605(ADA) CORPORATE ACCOUNTING

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

Course outcome: After learning this course, the students will be equipped with the knowledge of corporate accounting fundamentals and practices.

Unit I

Accounting For Share Capital: Issue, forfeiture and reissue of shares- rights Issues, bonus shares. Buy back of shares. Redemption of preference shares. International Financial Reporting Standards.

Unit II

Issues and Redemption of Debentures, underwriting Managerial Remuneration, Preparation of Final Accounts.

UNIT III

Valuation of Goodwill and Valuation of Shares. Amalgamation and reconstruction of companies.

Unit IV

Accounts of Holding Companies, Liquidation of Companies

Suggested Readings:

Advanced Accounting Vol II: S .N. Maheshwari

Company Accounts : Bimal Jaiswal & Leena Shimpi

Advanced Accounting Vol II: R.L. Gupta M. Radhaswami

Corporate Accounting: S.M. Shukla

Corporate Accounting: Joseph

BCH 606(ADA) ENTREPRENEURSHIP & PROJECT MANAGEMENT

Course objective: The subject aims to familiarize the students with the concept of Entrepreneurship and with the establishment and management of a new enterprise. It also aims to make the students learn how to conceive, formulate and prepare a project with practical orientation with regard to its implementation.

Course outcome: The students will be well-versed with the concept and practices of entrepreneurship and project management, at the end of this course.

Unit I

Entrepreneur, entrepreneurship and entrepreneurial process: conceptual issues. Entrepreneurship versus Management Entrepreneurship Role of entrepreneurship in economic development. Role and functions of entrepreneur. Theories of Entrepreneurship; entrepreneurial competencies; Innovation and entrepreneurial orientation in a developing economy. Development of women entrepreneur. Problems of entrepreneurship,

Unit II

Industrialization and motivating forces for entrepreneurial growth; Entrepreneurial scene in India Genesis and evolution of Government of India's SSI policy; Technology Parks; SEZs in fostering entrepreneurship development. Entrepreneurship Development Programmes (EDPs); Non- Government Organisation initiatives, Public Private partnership (PPP)

Unit III

Basic Concept of a Project, categories of projects, Forms of Project organisations. Phases of Project: Project identification & Project formulation. Project Appraisal Techniques: Market and Demand analysis, Technical Analysis and social appraisal of the industrial projects.

Unit IV Financial Appraisal: Cost of project, means of financing, estimates of cost, financial projections. Project Appraisal Criteria Payback period, ARR, NPVI, IRR and risk analysis. Implementation & Monitoring.

SUGGESTED READINGS

Prasanna Chandra Project : Preparation, Appraisal, Budgeting and Implementation
Nagendra P. Singh Emerging Trends in Entrepreneurship Development
Bimal Jaiswal & Richa Banerjee: Entrepreneurship & Project Management
D.K. Jain Project Planning and Appraisal in Planned Economy
M. Mohsin Project Planning and Control

HONOURS IN FINANCIAL OPERATIONS & SERVICES

BCH 605(FOS) FINANCIAL SERVICES

Course objective: The subject aims to provide the basic insights into the different types of financial services and the regulatory environment for financial services in India.

Course outcome: After learning this course, the students will be well-versed with the financial services concepts, systems and laws in India.

Unit I:

Financial Services: Concept, Functions, Growth and Problems. Merchant Banking: Concept, Functions, categorization and Regulatory Framework. The lead manager and its role in management of capital issues. Venture capital: Meaning, Origin, Objectives, Stages, problems of venture capital financing, growth of venture capital services in India.

Unit II:

Leasing concept - types, Advantages, Limitations, tax aspects and accounting aspects. Financial evaluation of lease structuring, Qualitative factors in lease decisions. Lease agreements, Hire Purchase agreement ó Types, difference between hire purchase and lease. Housing Finance: Major Issues, Growth Factors and Institutions in India.

Unit III:

Credit Rating ó Concept and types, functions of credit rating agencies, credit rating of Debt and other securities. Credit rating agencies in India - their rating scale and rating process. Factoring ó The concept and characteristics, Types of factoring. Factoring and Forfaiting.

Unit IV:

Securitization, Depositories & Custodians, Discounting and rediscounting of bills, Internet Banking: electronic money (Smart Cards and Digital Cash), Home Banking, Virtual Banking, Insurance Services.

Suggested Book(s)

J.C. Verma, Merchant Banking

Bimal Jaiswal, Financial Services

J. Vanhorne, Financial Management & Policy

BCH 606(FOS) SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Course objective: It is aimed at helping the students develop competencies for analysing different investment opportunities and construct an optimal portfolio of investments as per risk profile and investment objectives.

Course outcome: After completion, the students will be having competencies to identify investment opportunities and construct portfolios for investment.

Unit I :

Nature and scope of investment decision, Investment & speculation, type of investment, investment opportunities, investment in securities & other instruments, Risk & Return, Trade off; Investment Environment: Investment process, Investment media.

Unit II :

Equity Analysis & Valuation: General valuation framework, Time value of money, discounting & compounding, valuation of equity & preference shares different models, Fundamental Analysis, Efficient Market Hypothesis & its implications to investors. Bond Analysis Bonds: Characteristics, valuation, risk & return.

Unit III :

Portfolio Management: Nature and Scope, Traditional Vs Modern Portfolio Management, Portfolio Risk and Return ó Diversification & Portfolio Risk, Mean Variance Criterion. Portfolio Construction: Markowitz Theory, Portfolio Analysis & optimum portfolio for an investor.

Unit IV :

Pricing of capital Assets: Capital Market Theory, CAPM model- capital market line, security market line. Arbitrage pricing theory. Portfolio Revision & Performance Valuation: Need for revision of portfolio, portfolio performance evaluation, managed portfolio & its performance evaluation

SUGGESTED READINGS:

Investment: Sharpe, Alexander and Bailey, Wiley Press

Investment Management: V.A. Avadhani, Himalaya

Investment Analysis and Portfolio Management: Reilly and Brown, South Western

BCH 607 COMPREHENSIVE VIVA – VOCE

Course Objective: The objective of this course is to evaluate the students' overall learning and understanding by conducting a viva-voce for each of them.

Course Outcome: After finishing this course, students shall be judged on the basis of their performance in the comprehensive viva-voce.