

B-COM. COURSE

13

Choice Based Credit System (CBCS)

UNIVERSITY OF DELHI

DEPARTMENT OF COMMERCE

UNDERGRADUATE PROGRAMME
(Courses effective from Academic Year 2015-16)



SYLLABUS OF COURSES TO BE OFFERED

Core Courses, Elective Courses & Ability Enhancement Courses

Disclaimer: The CBCS syllabus is uploaded as given by the Faculty concerned to the Academic Council. The same has been approved as it is by the Academic Council on 13.7.2015 and Executive Council on 14.7.2015. Any query may kindly be addressed to the concerned Faculty.

Undergraduate Programme Secretariat

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Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students' graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
 - 2.1 **Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).
 - 2.2 **Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.
 - 2.3 **Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.
3. **Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development Courses/Foundation Course:** The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.
 - 3.1 AE Compulsory Course (AECC): Environmental Science, English Communication/MIL Communication.
 - 3.2 AE Elective Course (AEEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

Details of Courses Under Undergraduate Programme (B.A./ B.Com.)

Course	*Credits	
	Paper+ Practical	Paper + Tutorial
<u>I. Core Course</u>		
(12 Papers)	12X4= 48	12X5=60
Two papers – English		
Two papers – MIL		
Four papers – Discipline 1.		
Four papers – Discipline 2.		
Core Course Practical / Tutorial*	12X2=24	12X1=12
(12 Practicals)		
<u>II. Elective Course</u>		
(6 Papers)	6x4=24	6X5=30
Two papers- Discipline 1 specific		
Two papers- Discipline 2 specific		
Two papers- Inter disciplinary		
Two papers from each discipline of choice and two papers of interdisciplinary nature.		
Elective Course Practical / Tutorials*	6 X 2=12	6X1=6
(6 Practical/ Tutorials*)		
Two papers- Discipline 1 specific		
Two papers- Discipline 2 specific		
Two papers- Generic (Inter disciplinary)		
Two papers from each discipline of choice including papers of interdisciplinary nature.		
<ul style="list-style-type: none"> Optional Dissertation or project work in place of one elective paper (6 credits) in 6th Semester 		
<u>III. Ability Enhancement Courses</u>		
1. Ability Enhancement Compulsory	2 X 2=4	2 X 2=4
(2 Papers of 2 credits each)		
Environmental Science		
English Communication/MIL		
2. Ability Enhancement Elective	4 X 2=8	4 X 2=8
(Skill Based)		
(4 Papers of 2 credits each)		
	Total credit= 120	Total = 120
Institute should evolve a system/policy about ECA/ General Interest/Hobby/Sports/NCC/NSS/related courses on its own.		

*wherever there is a practical there will be no tutorial and vice-versa.

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

Course No.	Course Title	Course Type
Semester I		
BC 1.1	Environmental Studies	Ability Enhancement Compulsory Course (AECC-1)
BC 1.2	Financial Accounting	Core Course (DSC-1)
BC 1.3	Business Organisation and Management	Core Course (DSC-2)
BC 1.4	English Language	Language-1
Semester II		
BC 2.1	Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC-2)
BC 2.2	Business Laws	Core Course (DSC-3)
BC 2.3	Business Mathematics and Statistics	Core Course (DSC-4)
BC 2.4	Hindi/Modern Indian Language	Language-2
Semester III		
BC 3.1	Company Law	Core Course (DSC-5)
BC 3.2	Income Tax Law and Practice	Core Course (DSC-6)
BC 3.3	Hindi/Modern Indian Language	Language-3
BC 3.4	Skill Based (Any one of the following)	Ability Enhancement Elective Course (Skill Based-AEEC-1)
	(a) Computer Applications in Business	
	(b) Cyber Crimes and Laws	
Semester IV		
BC 4.1	Business Communication (English/Hindi)	Language-4
BC 4.2	Corporate Accounting	Core Course (DSC-7)
BC 4.3	Cost Accounting	Core Course (DSC-8)
BC 4.4	Skill Based (Any one of the following)	Ability Enhancement Elective Course (Skill Based-AEEC-2)
	(a) E-Commerce	
	(b) Investing in Stock Markets	

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Semester V		
BC 5.1	Discipline Specific Elective (Any one of the Following)	Discipline Specific Elective (DSE-1)
	(a) Human Resource Management	
	(b) Principles of Marketing	
	(c) Auditing and Corporate Governance	
	(d) Financial Reporting and Analysis	
BC 5.2	Discipline Specific Elective (Any one of the following)	Discipline Specific Elective (DSE-2)
	(a) Fundamentals of Financial Management	
	(b) Indirect Tax Laws	
	(c) Training and Development	
	(d) Industrial Laws	
BC 5.3	Skill Based (Any one of the following)	Ability Enhancement Elective Course (Skill Based-AEEC-3)
	(a) Entrepreneurship	
	(b) Advertising	
BC 5.4	Generic Elective (Any one of the following)	Generic Elective (GE-1)
	(a) Principles of Micro Economics	
	(b) Economics of Regulation of Domestic and Foreign Exchange Markets	
Semester VI		
BC 6.1	Discipline Specific Elective (Any one of the following)	Discipline Specific Elective (DSE-3)
	(a) Corporate Tax Planning	
	(b) Banking and Insurance	
	(c) Management Accounting	
	(d) Computerised Accounting System	
	(e) Financial Markets and Institutions	
BC 6.2	Discipline Specific Elective (Any one of the following)	Discipline Specific Elective (DSE-4)
	(a) International Business	
	(b) Office Management and Secretarial Practice	
	(c) Fundamentals of Investment	
	(d) Consumer Protection	
	(e) Organisational Behaviour	
BC 6.3	Skill Based (Any one of the following)	Ability Enhancement Elective Course (Skill Based-AEEC-4)
	(a) Personal Selling and Salesmanship	
	(b) Collective Bargaining and Negotiation Skills	

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BC 6.4	Generic Elective (Any one of the following)	Generic Elective (GE-2)
	(a) Indian Economy	
	(b) Project Management	

Notes:

1. For Practical Lab based
 - a. Core Course papers BC 1.2 (Financial Accounting) and BC 3.2 (Income-tax Law and Practice), there shall be 4 Credit Hrs. for Lectures + one Credit hr. (Two Practical Periods per week per batch) for Practical Lab + one credit Hr for Tutorials (per group)
 - b. Discipline Specific Elective paper ~~5.1~~(d) (Computerised Accounting System), there shall be 4 Credit Hrs. for Lectures + Two Credit hrs. (4 Practical Periods per week per batch) for Practical Lab
 - c. Ability Enhancement Elective Course (Skill Based) AEEC-2 paper BC 4.4 (E-Commerce), there shall be 3 Credit Hrs. for Lectures + One Credit hrs. (2 Practical Periods per week per batch) for Practical Lab
 - d. Ability Enhancement Elective Course (Skill Based) AEEC-1 paper BC 3.4 (Computer Applications in Business), there shall be 2 Credit Hrs. for Lectures + Two Credit hrs. (4 Practical Periods per week per batch) for Practical Lab
2. For other core and elective papers there shall be 5 lectures and one Tutorial (per batch)

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B.Com.: Semester I

Ability Enhancement Compulsory Course (AECC-1)

Paper BC 1.1: Environmental Studies

Common Syllabus to be provided by respective Department

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B.Com.: Semester I
Paper BC 1.2: Financial Accounting

Duration: 3 hrs.

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

Contents

Unit I: (a) Theoretical Framework

- i. Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.
- ii. The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.
- iii. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. International Financial Reporting Standards (IFRS): - Need and procedures. Convergence to IFRS, Distinction between Indian Accounting Standards (Ind ASs) and Accounting Standards (ASs).

(b) Accounting Process

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

Unit II: (a) Business Income

- i. Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.
- ii. Revenue: concept, revenue recognition principles, recognition of expenses.
- iii. The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.
- iv. Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.

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

Unit III: Accounting for Hire Purchase and Installment System, Consignment, and Joint Venture

- i) Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser for large value items including default and repossession, stock and debtors system.
- ii) Consignment: Features, Accounting treatment in the books of the consignor and consignee.

iii) Joint Venture: Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

Unit IV: Accounting for Inland Branches

Inland Branches: Dependent branches only and Ascertainment of Profit by Debtors Method & Stock and Debtors Method.

Unit V: Accounting for Dissolution of Partnership Firm

Dissolution of the Partnership Firm Including Insolvency of partners, sale to a limited company and piecemeal distribution.

Option to Unit V

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

Note:

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

Suggested Readings:

1. Lal, Jawahar and Srivastava, Seema. *Financial Accounting*. Himalaya Publishing House.
2. Monga, J.R. *Financial Accounting: Concepts and Applications*. New Delhi: Mayoor Paper Backs.
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C. *Advanced Accounts. Vol.-I*. New Delhi: S. Chand & Co.
4. Maheshwari, S.N. *Financial Accounting*. New Delhi: Vikas Publication.
5. Tulsian, P.C. *Financial Accounting*. New Delhi: Tata McGraw Hill.
6. Goyal, Bhushan Kumar and Tiwari, H.N. *Financial Accounting*. New Delhi: Vikas publishing House.
7. Jain, S.P. and Narang, K.L. *Financial Accounting*. New Delhi: Kalyani Publishers.
8. *Compendium of Statements and Standards of Accounting*. New Delhi: The Institute of Chartered Accountants of India.
9. Goldwin, Alderman and Sanyal. *Financial Accounting*. Cengage Learning
10. Horngreen. *Introduction to Financial Accounting*. Pearson Accounting

Note: Latest edition of text books may be used.

B.Com.: Semester I

Paper BC 1.3: Business Organisation and Management

Duration: 3 hrs.

Objective: The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

Contents

Unit I: Foundation of Indian Business

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

Unit II: Business Enterprises

Sole Proprietorship, One Person Company, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership. Choice of Form of Organisation. Entrepreneurial Process- Idea generation, Feasibility study. Basic considerations in setting up a Business Enterprise.

Unit III: The Process of Management

Planning; Decision-making; Strategy Formulation.

Organizing: Basic Considerations; Departmentation – Functional, Project, Matrix and Network; Delegation and Decentralisation of Authority; Dynamics of group behaviour.

Unit IV

Leadership: Concept and Styles; Trait and Situational Theory of Leadership.

Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory, McGregor and Ouchi theory. Control: Concept and Process. Communication: Process and Barriers. Transactional Analysis (TA), Johari Window.

Change Management: Resistance to change and strategies to manage change, conflict levels, causes and resolution. Functional and Dysfunctional aspects of conflict.

Emerging issues in management.

Unit V

Conceptual framework of Marketing Management, Financial Management, and Human Resource Management.

Suggested Readings:

1. Singh, B.P. & Chhabra, T.N. *Business Organisation and Management*. New Delhi: Sun India Publications.
2. Shankar, Gauri. *Modern Business Organisation*. New Delhi: Mahavir Book Depot.
3. Tulsian, P.C. *Business Organisation & Management*. New Delhi: Pearson Education.

4. Tripathi, P.C. *Principles of Management*. New Delhi: Tata McGraw Hill Publishing.
5. Barry, Jim, Chandler, John, Clark, Heather; *Organisation and Management*, Thompson Learning, New Delhi.
6. Bushkirk, R.H. *Concepts of Business: An Introduction to Business System*. NY: Dryden Press.
7. Douglas, McGregor. *The Human Side of Enterprise*. New York: McGraw Hill.
8. Kotler, Philip. *Marketing Management: Analysis, Planning, Implementation & Control*. New Delhi: Prentice-Hall of India.
9. Robbins, Stephen P. *Business Today: New World of Business*. Fortworth: Harcourt College Publishers.
10. Buffa, Elwood S. *Production/Operations Management*. New Delhi: Prentice Hall of India.

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

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B.Com.: Semester I

Language-I

Paper BC 1.4 : English Language

Common Syllabus to be provided by respective Department

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B.Com.: Semester II

Ability Enhancement Compulsory Course (AECC-2)

Paper BC 2.1: Language: English/Hindi/Modern Indian Language

Common syllabus to be provided by respective Department

B.Com.: Semester II
Paper BC 2.2: Business Laws

Duration: 3 hrs.

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

Contents

Unit I: The Indian Contract Act, 1872

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

Unit II: Special Contracts

- a) Contract of Indemnity and Guarantee
- b) Contract of Bailment and Pledge
- c) Contract of Agency

Unit III: The Sale of Goods Act, 1930

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

Unit IV: The Limited Liability Partnership Act, 2008

- a) Salient Features of LLP
- b) Difference between LLP and Partnership, LLP and Company
- c) LLP Agreement
- d) Nature of LLP
- e) Partners and Designated Partners
- f) Incorporation Document
- g) Incorporation by Registration, Registered office of LLP and change therein
- h) Change of name
- i) Partners and their Relations
- j) Extent and limitation of liability of LLP and partners
- k) Whistle blowing
- l) Taxation of LLP

m) Conversion of LLP

Unit VI: The Information Technology Act 2000

- a) Definitions under the Act
- b) Digital signature
- c) Electronic governance
- d) Attribution, acknowledgement and dispatch of electronic records
- e) Regulation of certifying authorities
- f) Digital signatures certificates
- g) Duties of subscribers
- h) Penalties and adjudication
- i) Appellate Tribunal
- j) Offences

Suggested Readings:

1. Sharma, J.P. and Kanojia, Sunaina. *Business Laws*, New Delhi: Ane Books Pvt. Ltd.
2. Sharma, J.P. and Kanojia, Sunaina. *Vyavsayik Samnyam*, Delhi University Hindi Cell.
3. Singh, Avtar. *The Principles of Mercantile Law*, Lucknow: Eastern Book Company.
4. Kuchhal, M.C. *Business Laws*, New Delhi: Vikas Publishing House.
5. Tulsian, P.C. *Business Law*, New Delhi: Tata McGraw Hill.
6. Chadha, P.R. *Business Law*, New Delhi: Galgotia Publishing Company.
7. Maheshwari & Maheshwari. *Business Law*, New Delhi: National Publishing House.
8. *Information Technology Rules 2000 with Information Technology Act 2000*, New Delhi: Taxmann Publications Pvt. Ltd.

Note: Latest edition of text books may be used.

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

Duration: 3 hrs.

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

Notes:

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

Contents

Part – A: Business Mathematics

(a) **Matrices:** Definition of a matrix. Types of matrices. Algebra of matrices. Applications of matrices operations for solution to simple business and economic problems. Calculation of values of determinants up to third order. Finding inverse of a matrix through determinant method. Solution of system of linear equation up to three variables.

(b) **Differential Calculus:** Mathematical functions and their types – linear, quadratic, polynomial. Concepts of limit, and continuity of a function. Concept of differentiation. Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply, Maxima and Minima of functions (involving second or third order derivatives) relating to cost, revenue and profit.

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

Part – B: Business Statistics

Unit I: Uni-variate Analysis

Measures of Central Tendency including Arithmetic mean, Geometric mean and Harmonic mean: properties and applications; Mode and Median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties.

Unit II: Bi-variate Analysis

Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's co-efficient and Spearman's rank correlation. Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression coefficients.

Unit III: Time-based Data: Index Numbers and Time Series Analysis

Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices.

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

Suggested Readings:**Business Mathematics:**

1. Vohra, N.D. *Business Mathematics and Statistics*. McGraw Hill Education (India) Pvt Ltd
2. Sharma, J.K. *Business Mathematics*. New Delhi: Ane Books Pvt. Ltd.
3. Thukral, J.K. *Business Mathematics*. Mayur Paper Backs
4. Singh, J.K. *Business Mathematics*. Himalaya Publishing House.
5. Dowling, E.T. *Mathematics for Economics*. Schaum's Outlines Series, McGraw Hill Publishing Co.
6. Mizrahi and Sullivan, John. *Mathematics for Business and Social Sciences*. Wiley and Sons.
7. Budnick, P. *Applied Mathematics*. McGraw Hill Publishing Co.

Statistics:

1. Sharma, J.K. *Business Statistics*. Pearson Education.
2. Gupta, S.C. *Fundamentals of Statistics*. Himalaya Publishing House.
3. Gupta, S.P. and Gupta, Archana. *Elementary Statistics*. New Delhi: Sultan Chand and Sons.
4. Levin, Richard and Rubin, David S. *Statistics for Management*. New Delhi: Prentice Hall of India.
5. Spiegel, M.R. *Theory and Problems of Statistics*. Schaum's Outlines Series, McGraw Hill Publishing Co.

Note: Latest edition of text books may be used.

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B. Com.: Semester II

Language-2

Paper BC 2.4 : Hindi/Modern Indian Language

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B.Com.: Semester III
Paper BC 3.1: Company Law

Duration: 3 hrs.

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

Contents

Unit I: Introduction

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

Unit II: Documents

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

Unit III: Management

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

Unit IV: Company Meetings

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

Unit V: Dividends and Audit

Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit, auditors' appointment, rotation of auditors, auditors' report, secretarial standards and secretarial audit; on-line filing of documents.

Unit IV: Winding Up

Concept and modes of winding up, Liquidator, National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Special Courts.

Suggested Readings:

1. Sharma, J.P. *An Easy Approach to Corporate Laws*. New Delhi: Ane Books Pvt. Ltd.
2. Gower, LCB. *Principles of Modern company Law*. London: Stevens & Sons.
3. Hanningan, Brenda. *Company Law*. U.K.: Oxford University Press.
4. Kuchhal, M C. *Corporate Laws*. New Delhi: Shri Mahaveer Book Depot.
5. Ramaiya. *A Guide to Companies Act*. LexisNexis, Wadhwa and Buttersworth.
6. Kannal, S., & Sowrirajan, V.S. *Company Law Procedure*. New Delhi: Taxman's Allied Services (P) Ltd.
7. Singh, Harpal, *Indian Company Law*. Delhi: Galgotia Publishing.
8. *Companies Act and Corporate Laws*. New Delhi: Bharat Law House Pvt Ltd.

Note: Latest edition of text books may be used.

B.Com.: Semester III
Paper BC 3.2: Income Tax Law and Practice

Duration: 3 hrs.

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

Unit	Contents
I	Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax. Permanent Account Number (PAN) Residential status: Scope of total income on the basis of residential status Exempted income under section 10
II	Computation of income under different heads - Salaries - Income from house property
III	Computation of income under different heads - Profits and gains of business or profession - Capital gains - Income from other sources
IV	Total income and tax computation - Income of other persons included in assessee's total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs
V	Computation of Total Income of individuals and firms Tax Liability of individual and firm Preparation of return of income, Filing of returns: Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-line filing of returns for specified assesseees.

Note:

1. There shall be a practical examination of 20 Marks on E-filing of Income Tax Returns using a software utility tool. The student is required fill appropriate Form and generate the XML file.
2. There shall be 4 Credit Hrs. for Lectures+ one Credit Hr. (Two Practical Periods per week per batch) for Practical Lab+ one credit Hr for Tutorials (per group).

Suggested readings:

1. Singhania, Vinod K. and Singhania, Monica. *Students' Guide to Income Tax, University Edition*. New Delhi: Taxmann Publications Pvt. Ltd.
2. Ahuja, Girish and Gupta, Ravi. *Systematic Approach to Income Tax*. Delhi: Bharat Law House.
3. Pagare, Dinkar. *Law and Practice of Income Tax*. New Delhi: Sultan Chand and Sons.

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4. Lal, B.B. *Income Tax Law and Practice*. New Delhi: Konark Publications.

Journals

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

Software

1. Excel Utility available at incometaxindiaefiling.gov.in

Note: Latest edition of text books and Software may be used.

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B. Com.: Semester III
Language-3

Paper BC 3.3 : Hindi/Modern Indian Language
Common Syllabus to be provided by respective Department

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B. Com.: Semester III
Paper BC 3.4 (a): Computer Applications in Business

Duration : 2 hrs

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

Contents

Unit I: Introduction

Introduction to Computer-Characteristics of Computers. The Computer System, Parts of Computers); Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types wireless Networking; Operating System- Introduction to Operating Systems, An overview of various Computer & Mobile OS & Application (UN IX / Linux, DOS, Windows, Android, windows mobile, iOS Like), Features of latest Windows Operating Systems & its Management & Networking (Installation, backup, security, User control), Usage of payment gateways.

Unit II: Introduction to essential tools

Introduction to facilities & commonly used features of:

- a) **Word:** Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros -Sending E-mail from Word Import / Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in MS-Word - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creating bibliography, manage sources and citations, review documents.
- b) **PowerPoint:** Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines - Media Clips - Charts - Graphs, Adding the Transitions to the Slide Show - Special effects in detail, - Setting Slide timings.
- c) **Spreadsheet:** Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Installments, Compounding Yearly, periodic and monthly) - Auto Calculate Using Names in a Formula, Formula Editing, Consolidation of Data & Data Analysis - Sorting List, Filter & More Filtering Techniques - Consolidate data in multiple worksheets - What-if analysis, Goal Seek Scenario Manager, Solver, Lookup Function - Sub Totals, Nested-IF, Statistical Analysis; Data Validation & Protection - Create a drop-down list from a range of cells - Apply data validation to cells - Copy data validation setting, remove data validation - Find cell that have data validation, protect cell data, using password to protect sheet and workbook. - Use validation to create dependent list; Pivot table Reports & Pivot Chart Reports.

Unit III: Using Spreadsheet for Data Analysis & Reporting Features

Using spreadsheet for following purposes and making reports: Loan & Lease statement, Ratio Analysis, Payroll statements, Capital Budgeting, Depreciation Accounting, Graphical representation of data, Frequency distribution and its statistical parameters, Correlation and Regression

B.Com CBCS

Department of Commerce, University of Delhi, Delhi

B. Com.: Semester III
Paper BC3.4 (b): Cyber Crimes and Laws

Duration: 2 hrs

Objective: This paper intends to create an understanding towards the cyber crimes and to familiarize the students with the application of cyber laws in general.

Contents

Unit I: Cyber Crimes

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

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

Concept of Internet, Internet Governance, E-Contract, E-Forms, Encryption, Data Security, 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: Electronic Records

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

Unit IV: Regulatory Framework

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

Suggested Readings:

1. Efraim Turban, Jae Lee, King, David, and Chung, HM. *Electronic Commerce-A managerial Perspective*. Pearson Education
2. Joseph, P.T. *E-Commerce-An Indian Perspective*. PHI
3. Chaffley, Dave, *E-business and E-commerce Management*. Pearson Education.
4. Painttal, D. *Law of Information Technology* New Delhi: Taxmann Publications Pvt. Ltd.
5. Dietel, Harvey M., Dietel, Paul J., and Steinbuhler, Kate. *E-business and E-commerce for managers*. Pearson Education.

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6. Brian, Craig. *Cyber Law: The Law of the Internet and Information Technology*. Pearson Education
7. Sharma J. P and Kanojia, Sunaina. *Cyber Laws*, New Delhi: Ane Books Pvt Ltd.
8. *Taxmann Publications Pvt. Ltd.*, New Delhi, *Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000*.

Note: Latest edition of text book may be used.

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B.Com.: Semester IV
Paper BC 4.1: Business Communication (English/Hindi)

Duration: 3 hrs.

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

Contents

Unit I: Introduction

Nature, Process and Importance of Communication, Types of Communication (verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit II: Business Correspondence

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

Unit III: Report Writing

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

Unit IV: Business language and presentation

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

Unit V: Technology and Business Communication

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

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. New Delhi: Tata McGraw Hill Publishing Company Ltd.
2. Bovee, and Thill. *Business Communication Today*. Pearson Education
3. Taylor, Shirley. *Communication for Business*. Pearson Education
4. Locker and Kaczmarek. *Business Communication: Building Critical Skills*. TMH

Note: Latest edition of text books may be used.

B.Com: Semester IV
Paper BC 4.2: Corporate Accounting

Duration: 3 hrs.

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

Contents

Unit I: Accounting for Share Capital & Debentures

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

Unit II: Final Accounts

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

Unit III: Valuation of Goodwill and Valuation of Shares

Concepts and calculation - simple problem only.

Unit IV: Amalgamation of Companies

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

Unit V: Accounts of Holding Companies/Parent Companies

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

Unit VI: Banking Companies

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

Unit VII: Cash Flow Statement

Concepts of funds. Preparation of cash flow statement as per Accounting Standard (AS): 3 (Revised) (ICAI): Indirect method only.

Note:

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

Suggested Readings:

1. Monga, J.R. *Basic Corporate Accounting*. Mayur Paperbacks (c/o K.L. Malik and Sons Pvt. Ltd, 23 – Dara Ganj, New Delhi.)

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2. Gupta, Nirmal, Sharma, Chhavi. *Corporate Accounting, Theory and Practice*. New Delhi: Ane Books Pvt Ltd.
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C. *Corporate Accounting*. New Delhi: S. Chand and Co.
4. Maheshwari, S.N. and Maheshwari, S.K. *Corporate Accounting*. New Delhi: Vikas Publication.
5. Mukherjee and Hanif. *Corporate Accounting*. New Delhi: Tata McGraw Hill.

Note: Latest edition of text books may be used.

Recd

B. Com.: Semester IV
Paper BC 4.3: Cost Accounting

Duration: 3 hrs.

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

Contents

Unit I: Introduction

Meaning, objectives and advantages of cost accounting. Difference between financial, cost, and management accounting. Cost concepts and classifications, Role of a cost accountant in an organization.

Unit II

(a) **Materials:** Material/inventory control- concept and techniques, Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard, Treatment of Material Losses.

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

Unit III: Overhead

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

Unit IV: Methods of Costing

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

Unit V: Service Costing and Accounting Systems

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

Suggested Readings:

1. Lal, Jawahar and Srivastava, Seema. *Cost Accounting*. New Delhi: McGraw Hill Publishing Co.
2. Nigam, B.M. Lall and Jain, I.C. *Cost Accounting, Principles, Methods and Techniques*. New Delhi : PHI Pvt. Ltd.
3. Banerjee, Bhabatos. *Cost Accounting –Theory and Practice*. New Delhi: PHI Pvt. Ltd.
4. Jhamb, H.V. *Fundamentals of Cost Accounting*. New Delhi: Ane Books Pvt Ltd.
5. Arora, M.N. *Cost Accounting – Principles and Practice*. New Delhi: Vikas Publishing House.

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6. Shukla, M.C., Grewal, T.S. and Gupta, M.P. *Cost Accounting, Text and Problems*. New Delhi: S. Chand & Co. Ltd.
7. Jain, S.P. and Narang, K.L. *Cost Accounting, Principles and Methods*. Jalandhar: Kaylani Publishers.
8. Maheshwari, S.N. & Mittal, S.N. *Cost Accounting, Theory and Problems*. New Delhi: Shri Mahabir Book Depot.

Note: Latest edition of text books may be used.

B.Com.: Semester IV
Paper BC 4.4 (a) : E-Commerce

Duration: 2 hrs.

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

Contents

Unit I: Introduction

Introduction to E Commerce and Definition, E-Commerce based activities, Goals of E-Commerce, Technical Components of E-Commerce, Functions, Advantages and disadvantages of E-Commerce, Scope of E-Commerce, Electronic Commerce Applications, Framework of E-Commerce, Supply Chain Management, Electronic Commerce and Electronic Business.

Unit II: Planning Online-Business

Nature and dynamics of the internet. Electronic business models: B2B, B2C, C2C, C2B. Web-site Design: Web sites as market place. E-commerce, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system.

Unit III: Technology for Online-Business

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

Unit IV: Operations of E Commerce

Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; Tools for promoting websites; Risk management options for e-payment systems.

Unit V: Security and Legal Aspects of E-Commerce

Threats in E-Commerce, Security of Clients and Service-Provider; Cyber Laws – Relevant provisions of Information Technology Act 2000, offences, secure electronic records and digital signatures penalties and adjudication.

Suggested Readings:

1. Agarwala, Kamlesh N., Lal, Amit and Agarwala, Deeksha. *Business on the Net: An Introduction to the Whats and Hows of E-Commerce*. Macmillan India Ltd.
2. Bajaj, Deobyani Nag. *E-Commerce*. New Delhi: Tata McGraw Hill Company.
3. Turban, E., et. al. *Electronic commerce: A Managerial Perspective*. Pearson Education Asia.
4. Diwan, Prag and Sharma, Sunil. *Electronic Commerce -A Manager's Guide to E-Business*. Delhi: Vanity Books International.
5. Dietel, Harvey M., Dietel, Paul J., and Steinbuhler., Kate. *E-business and E-commerce for managers*. Pearson Education.

6. Greenstein, M. and Feinman, T.M. *Electronic Commerce: Security, Risk Management and Control*. Tata McGraw hill.
7. Kosiur, David. *Understanding Electronic Commerce*. New Delhi: Prentice Hall of India Private Ltd.
8. Whiteley, David. *E-commerce*. New York: McGraw Hill.

Note: Latest edition of text books may be used.

B.Com.: Semester - IV
Paper BC 4.4(b): Investing in Stock Markets

Duration: 2 hrs.

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

Contents

Unit I: Investing Fundamentals

Types of Investment – Equity Shares, IPO/ FPO, Bonds. Indian Securities Market: the market participants, trading of securities, security market indices. Sources of financial information. Stock exchanges in India: BSE, NSE, MCX. Buying and selling of stocks: using brokerage and analysts' recommendations. Use of limit order and market order.

Unit II: Stock Analysis and Valuation

Online trading of stocks. Understanding stock quotations, types and placing of order. Risk: its valuation and mitigation. 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, balance sheet and quarterly results, cash flows and capital structure). Comparative analysis of companies. Stock valuations: using ratios like PE ratio, PEG ratio, and Price Revenue ratio. Use of Historic prices, simple moving average, basic and advanced interactive charts. Examining the shareholding pattern of the company.

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

Unit III: Investing in Mutual Funds

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

Unit IV: Understanding Derivatives

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.

Commodities, Derivatives of commodities, trading of commodity derivatives on MCX, Currency derivatives and its trading.

Suggested Readings:

1. Gitman and Joehnk. *Fundamentals of Investing*. Pearson.
2. Madura, Jeff. *Personal Finance*. Pearson.
3. Chandra, Prasanna. *Investment Analysis and Portfolio Management*. Tata McGraw Hill.
4. Damodaran, Aswath. *Investment Valuation: Tool and Techniques for Determining the*

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- Value of Any Asset*. Wiley Finance.
5. Bodie, Alex, Marcus and Mohanty. *Investments*. McGraw Hill Publishing Co.
 6. Hirt and Block. *Fundamentals of Investment Management*. McGraw Hill Publishing Co.
 7. Pandiyan, Punithavathy. *Security Analysis and Portfolio Management*. Vikas Publications
 8. www.vahooofinance.com
 9. www.moneycontrol.com
 10. www.bloomberg.com

Note: Latest edition of text book may be used.

B.Com.: Semester V
Paper BC 5.1 (a): Human Resource Management

Duration: 3 hrs.

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

Contents

Unit I: Introduction

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

Unit II: Acquisition of Human Resource

Human resource planning; Job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; Testing and interview; Placement and induction.

Unit III: Training and Development

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

Unit IV: Performance Appraisal

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

Unit V: Compensation and Maintenance of employees

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

Suggested Readings:

1. Decenzo, D.A. and Robbins, S. P. *Fundamentals of Human Resource Management*, India: Wiley.
 2. Dessler, G. and Varkkey, B. *Human Resource Management*, Delhi: Pearson Education.
 3. Chhabra, T.N. *Human Resource Management*, Delhi: Dhanpat Rai & Co.
 4. Aswathappa K. *Human Resource Management*, New Delhi: Tata McGraw-Hill.
 5. Gupta, C.B. *Human Resource Management*, Delhi: Sultan Chand & Sons.
 6. Rao, V. S. P. *Human Resource Management: Text and Cases*, Excel Books.
- Note: Latest edition of text books may be used.

B. Com.: Semester V
Paper BC 5.1 (b): Principles of Marketing

Duration: 3 hrs.

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

Contents

Unit I: Introduction

Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment-Macro and micro environmental factors.

Unit II

Consumer Behaviour: Consumer buying process; Factors influencing consumer buying decisions-an overview.

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

Unit III: Product

Meaning and importance; Product classifications; Concept of product mix; Branding, packaging and labelling; After-sales services; Product life-cycle; New product development (an overview).

Unit IV

(a) **Pricing:** Significance; Factors affecting price of a product; Pricing policies and strategies.

(b) **Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Distribution Logistics-Meaning, Importance and Decisions.

Unit V

a) **Promotion:** Nature and importance of promotion; Promotion tools: advertising, personal selling, public relations & sales promotion – concept and their distinctive characteristics; Communication process; Promotion mix; Factors affecting promotion mix decisions.

b) **Developments and issues in marketing:** Rural marketing, Social marketing; Online marketing, Direct marketing, Services marketing, Green marketing.

Suggested Readings:

1. Kotler, Philip, Keller, Kevin Lane, Koshy, Abraham and Jha, Mithileshwar. *Marketing Management: A South Asian Perspective*. Pearson Education.
2. McCarthy, E. Jerome and William, D. Perreault. *Basic Marketing*. Richard D. Irwin.
3. Majaro, Simon. *The Essence of Marketing*. New Delhi: Prentice Hall.
4. Chhabra, T.N. *Principles of Marketing*. Sun India Publication.
5. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Pandit, Ajay. *Marketing Concepts and Cases*. Tata McGraw Hill (Special Indian Edition).
6. Czinkota. *Marketing Management*. Vikas Publishing House (P) Ltd.
7. Armstrong, Gary, and Kotler, Philip. *The Essentials of Marketing*. New Delhi: Pearson Education.

Note: Latest edition of text books may be used.

B. Com.: Semester V

Paper BC 5.1(c): Auditing and Corporate Governance

Duration: 3 hrs.

Objective: To provide knowledge of auditing principles and techniques and to familiarize the students with the understanding of issues and practices of corporate governance in the global and Indian context including case studies.

Contents

Unit I: Auditing:

Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities; Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties; Auditor's Report- Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013. Special Areas of Audit-Cost audit, Tax audit and Management audit; Recent Trends in Auditing; Basic considerations of audit in EDP Environment; Relevant Auditing and Assurance Standards (AASs).

Unit III: Conceptual Framework of Corporate Governance

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

Unit IV: Major Corporate Governance Failures

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

Unit V: Business Ethics and CSR

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

Suggested Readings:

1. Sharma, J.P. *Corporate Governance, Business Ethics, and CSR*. New Delhi: Ane Books Pvt Ltd.
2. Institute of Chartered Accountants of India. *Auditing and Assurance Standards*, ICAI, New Delhi.
3. Relevant Publications of ICAI on *Auditing* (CARO).

4. Gupta, Kamal and Arora, Ashok. *Fundamentals of Auditing*. New Delhi: Tata Mc-Graw Hill Publishing Co. Ltd.
5. Ghatalia, S.V. *Practical Auditing*. New Delhi: Allied Publishers Private Ltd.
6. Singh, A. K. and Gupta, Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
7. Mallin, Christine A. *Corporate Governance (Indian Edition)*. New Delhi: Oxford University Press.
8. Rani, Geeta D., and Mishra, R.K. *Corporate Governance- Theory and Practice*. New Delhi: Excel Books.
9. Tricker, Bob. *Corporate Governance-Principles, Policies, and Practice (Indian Edition)*. New Delhi: Oxford University Press.

Note: Latest edition of text books may be used.

B.Com.: Semester V
Paper BC 5.1 (d): Financial Reporting and Analysis

Duration: 3 hrs.

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

Unit I: Basics of Financial Reporting

Purpose of financial reporting, users of financial reports, conceptual framework for financial reporting.

Unit II: Understanding Financial Statements

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: Elements of Financial Statements

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

Unit IV: Analysis & Interpretation of Financial Statements

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 financial analysis, Graphing Financial Information.

Unit V: Accounting Standards in India & IFRS

Basic Framework.

Suggested Readings:

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

Note: Latest edition of text book may be used.

B. Com.: Semester V

Paper BC 5.2 (a): Fundamentals of Financial Management

Duration: 3 hrs.

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

Contents

Unit I

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

Unit II

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

Unit III

Financing Decisions: Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC). 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

Dividend Decisions: Theories for 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

Working Capital Decisions: Concepts of Working Capital, Operating & Cash Cycles, sources of short term finance, working capital estimation, 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.

Suggested Readings:

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

Note: Latest edition of text books may be used.

B.Com.: Semester V
Paper BC 5.2 (b): Indirect Tax Laws

Duration: 3 hrs.

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

Contents

Unit I: Service tax

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

Unit II: VAT

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

Unit III: Central Excise

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

Unit IV: Customs laws

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

Suggested Readings:

1. Singhanian, Vinod K. and Singhanian, Monica. *Students' Guide to Indirect Taxes*. Delhi: Taxmann Publications Pvt. Ltd.
2. Datey, V.S. *Indirect Tax Law and practice*. Delhi: Taxmann Publications Pvt. Ltd.
3. Kumar, Sanjeev. *Systematic Approach to Indirect Taxes*.
4. Gupta, S.S. *Service Tax -How to meet your obligation*. Delhi: Taxmann Publications Pvt. Ltd.
5. Ahuja, Girish & Gupta, Dr. Ravi. *Indirect Tax*. Flair Publication Pvt. Ltd.

Note:

1. This Paper will be replaced by the Goods and Service Tax Law whenever this law is enforced.
2. Latest edition of text books may be used.

B.Com.: Semester V
Paper BC 5.2 (c): Training and Development

Duration: 3 hrs.

Objective: To train students to understand the learning environment of a firm. The knowledge so obtained will make them capable of providing training to Human Resource of a business firm.

Contents

Unit I: Introduction

Concept and functions of Human resource management; relationship of training to organizational and individual goals. Essence of training and development in human resource management. Factors effecting successful training process, Skills of a successful trainer – Internal and external trainer.

Training and learning: Concept of training and learning, the learning process, learning curve, principles of learning, training guidelines, experience versus training, kinds of training, system approach to training, programmed instruction, transfer of training.

Unit II: Training Needs Assessment and Curriculum Development

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

Unit III: Training Methods

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

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

Reasons of evaluating training, Criteria for evaluation, problems of evaluation, steps involved in evaluation, methods for training evaluation, analysis and costing of training. Emerging Pattern of Training and development in India. Discussion on Indian case studies.

Suggested Readings:

1. Prior, John. *Handbook of Training and Development*. Bombay: Jaico, Publishing House.
2. Michalak, Donald F. and Yager, Edwin G. *Making the Training Process Work*, New York: Harper and Row.
3. Phillips, Jack J. *Handbook of Training Evaluation and Measurement Methods*. Houston, Gulf Publishing Co.
4. Lynton R, Pareek, U. *Training for Development*. Vistaar: New Delhi.

Note: Latest edition of text book may be used.

B.Com.: Semester V
Paper BC 5.2 (d): Industrial Laws

Duration: 3 hrs.

Objective: To familiarize the students with the understanding and provisions of industrial related laws. Case studies and problems involving issues in industrial laws are required to be discussed.

Contents

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

Definitions; Schemes under the Act – Employees' Provident Fund Scheme; Employees' Pension Scheme, 1995; Employees' Deposit linked Insurance Scheme.

Unit II: Employees State Insurance Act, 1948

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

Unit III: Payment of Wages Act, 1936

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

Unit IV: The Payment of Bonus Act, 1965

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

Unit V: Payment of Gratuity Act, 1972

Applicability and non- applicability of the Act; Definitions-employee, employer, continuous service; payment of gratuity; forfeiture of gratuity; employer's duty to determine and pay gratuity; recovery of gratuity; penalties.

Unit VI: Employee's Compensation Act, 1923

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

Suggested Readings:

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

Note: Latest edition of text book may be used

B. Com.: Semester V
Paper BC 5.3 (a): Entrepreneurship

Duration: 2 hrs.

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

Contents

Unit I: Introduction

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

Unit II: Types of Business Entities

Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. Values, business philosophy and behavioural orientations of important family business in India. Managerial roles and functions in a small business. Entrepreneur as the manager of his business.

Unit III: Entrepreneurial Sustainability

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

Unit IV: Business Plan Preparations

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

Unit V: Start up issues

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

Suggested Readings:

1. Brandt, Steven C. *The 10 Commandments for Building a Growth Company*. Delhi: MacMillan Business Books.

2. Kuratko and Rao. *Entrepreneurship: A South Asian Perspective*. Cengage Learning.
3. Dollinger, Marc J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
4. Holt, David H. *Entrepreneurship: New Venture Creation*. New Delhi: Prentice-Hall of India.
5. Kao, John J. *The Entrepreneurial Organization*. Englewoods Cliffs, New Jersey: Prentice-Hall.
6. Langois, Richard N., Yony Fu-Lai Yu and Robertson, (Eds.). *The International Library of Critical Writings in Economics*. Vols. I-III. Cheltenham, UK: Elgar. ISBN-1-8598-758 X
7. McIntyre and Bruno Dallago. *Small and Medium Enterprises in Transitional Economies*. New York: Palgrave MacMillan in association with the United Nations University/ World Institute for Development Economics Research (UNU/WIDER).
8. Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi: Anmol Publications.
9. Patel, V.G. *The Seven Business Crises and How to Beat Them*. New Delhi: Tata McGraw Hill.
10. Plsek, Paul E. *Creativity, Innovation and Quality. (Eastern Economic Edition)*. New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
11. Roberts, Edward B. (Ed.). *Innovation: Driving Product, Process and Market Change*. San Francisco: Jossey Bass ISBN-0-7879-6213-9
12. SIDBI Reports on Small Scale Industries Sector.
13. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
14. Storey, D. J. *Small Business: Critical Perspectives on Business and Management*. London: Routledge.
15. Taneja, Satish and Gupta, S.L. *Entrepreneurship Development-New Venture Creation*. New Delhi: Galgotia Publishing House.
16. Verma, J.C. and Singh, Gurpal. *Small Business and Industry-A Handbook for Entrepreneurs*. New Delhi: Sage.
17. Vesper, Karls H. *New Venture Strategies, (Revised Edition)*. New Jersey: Prentice-Hall.

Note: Latest edition of text books may be used.

Alco

B.Com.: Semester V
Paper BC 5.3(b): Advertising

Duration: 2 hrs.

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

Contents

Unit I: Introduction

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

Unit II: Media Decisions

Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations; Factors influencing media choice; media selection, media scheduling.

Unit III: Message Development

Advertising creativity; Advertising appeals; Advertising copy and elements of print advertisement creativity; Tactics for print advertisement.

Unit IV: Measuring Advertising Effectiveness

Arguments for and against measuring effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre- and post-testing techniques.

Unit V: Organisational Arrangements

- a) Advertising Agency: Role, types and selection of advertising agency; Reasons for evaluating advertising agencies.
- b) Social, ethical and legal aspects of advertising in India; Recent developments and issues in advertising.

Suggested Readings:

1. Belch and Belch. *Advertising and Promotion*. Tata McGraw Hill Co.
2. Sharma, Kavita. *Advertising: Planning and Decision Making*. Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki. *Advertising and Brand Management*. New Delhi: Ane Books Pvt Ltd.
4. Burnett, Wells and Moriatty. *Advertising: Principles and Practice*. Pearson Education
5. Shimp, Terence A. *Advertising and Promotion: An IMC Approach*. South Western, Cengage Learning.
6. O'Guinn. *Advertising and Promotion: An Integrated Brand Approach*, Cengage Learning.

Note: Latest edition of text books may be used.

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B.Com.: Semester V
Paper BC 5.4 (a): Principles of Micro Economics

Duration: 3 hrs.

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

Contents

Unit I: Introduction

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

Unit II: Consumer Theory

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

Unit III: Production and Cost

- a) **Production:** Firm as an agent of production. Concepts of Production function. Law of variable proportions; Isoquants; Return to scale. Economics and Diseconomies of scale.
- b) **Costs:** Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm, Technological Change.

Unit IV: Market Structure

- (a). **Perfect Competition:** Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition
- (b). **Monopoly:** Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.
- (c). **Imperfect Competition:** Difference between perfect competitions, monopoly and imperfect competition:
 - (i) **Monopolistic Competition:** Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.
 - (ii) **Oligopoly:** Causes for the existence of oligopolistic firms in the market rather than perfect Competition; Cooperative vs. Non cooperative Behaviour and dilemma of oligopolistic firms.

Unit V: Income Distribution and Factor Pricing

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

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Suggested Readings:

1. Salvatore, D. Schaum's. *Outline of Theory and Problems of Microeconomic Theory*. New Delhi: McGraw-Hill, International Edition.
2. Ahuja, H.L. *Business Economics*. New Delhi: S. Chand & Co.
3. Pindyck, R.S., and Rubinfeld, D.L. *Microeconomics*. Prentice-Hall of India Pvt. Ltd.
4. Deepashree. *Business Economics*. New Delhi: Ane Books Pvt. Ltd.
5. Varian, H.R. *Intermediate Microeconomics: A Modern Approach*. New Delhi: Affiliated East-West Press.

Note: Latest edition of text books shall be used.

Nee

B.Com.: Semester V

Paper BC 5.4 (b): Economics of Regulation of Domestic and Foreign Exchange Markets

Duration: 3hrs.

Objective: To acquaint students with the economics of regulation of domestic and foreign exchange markets.

Contents

Unit I: Regulation of Domestic Markets

Basic functions of government; Market efficiency; Market failure; the meaning & cause; public policy towards monopoly and competition.

Unit II: Foreign Trade Policy and Procedures

Main Features: Served from India Scheme; export promotion council; Vishesh Krishi and Gram UdyogYojana; focus market scheme, duty exemption and remission scheme, advance authorization scheme and DFRC, DEPB, EPCG, etc; EOUs, EHTPs, STPs, BPTs, and SEZs.

Unit III: Industries Development Regulation

An overview of current Industrial Policy; Regulatory Mechanism under Industries Development and Regulation Act., 1951. The Micro, Small and Medium Enterprises Development Act, 2006. Term of office of Chairperson and other Members, Duties, Powers and Functions of Commission.

Unit IV: Foreign Exchange Market

Balance of Payments; Market for Foreign Exchange; Determination of Exchange Rates.

Unit V: The Foreign Exchange Management Act, 1999

Definitions; Authorized Person, Capital Account Transaction Currency, Current Account Transaction, Foreign Exchange, Person, Person Resident in India, Repatriate to India. Regulation and Management of Foreign Exchange: Dealing in Foreign Exchange, Holding of Foreign Exchange, current Account Transactions, Capital Account Transactions, Export of Goods and Services, Realization and Repatriation of Foreign Exchange, Contravention and Penalties, Enforcement of the Orders of Adjudicating Authority, Adjudication and Appeal.

Suggested Readings:

1. Lipsey, R.G. & Chrystal, K.A. *Economics*. Oxford University Press.
2. *Taxmann's Students Guide to Economics Laws*, New Delhi: Taxman Allied Services Pvt. Ltd.
3. *Taxman's, Consumer Protection Law Manual with Practice Manual*, New Delhi: Taxmann Allied Services Pvt. Ltd.
4. Viswanathan, Surseh T. *Law & Practice of Competition Act, 2002*. New Delhi: Bharat Law House.

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

Note: Latest edition of text book may be used.

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B. Com.: Semester VI
Paper BC 6.1 (a): Corporate Tax Planning

Duration: 3 hrs.

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

Unit	Contents
I	Tax planning, tax management, tax evasion, tax avoidance. Types of companies Residential status of companies and tax incidence. Tax liability and minimum alternate tax, Carry forward and set off of losses in case of certain companies, Deductions available to corporate Assesseees Tax on distributed profits, units of Mutual funds
II	Tax planning with reference to setting up of a new business: Location of business, nature of business, form of organisation. Tax planning with reference to financial management decisions - Capital structure, dividend and bonus shares Tax planning with reference to sale of scientific research assets ,
III	Tax planning with reference to specific management decisions - Make or buy; own or lease; repair or replace Tax planning with reference to receipt of insurance Compensation
IV	Double taxation relief Provisions regulating transfer pricing, Computation of Arm's length pricing Advance rulings Advance pricing agreement

V	Tax planning with reference to business restructuring - Amalgamation - Demerger - Slump sale - Conversion of company into LLP - Transfer of assets between holding and subsidiary companies
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Suggested Readings:

1. Singhania, Vinod K. and Singhania, Monica. *Corporate Tax Planning*. New Delhi: Taxmann Publications Pvt. Ltd.
2. Ahuja, Girish. and Gupta, Ravi. *Corporate Tax Planning and Management*. Delhi: Bharat Law House.
3. Acharya, Shuklendra and Gurha, M.G. *Tax Planning under Direct Taxes*. Allahabad: Modern Law Publication.
4. Mittal, D.P. *Law of Transfer Pricing*. New Delhi: Taxmann Publications Pvt. Ltd.
5. IAS - 12 and AS - 22.
6. Ghosh, T.P. *IFRSs*. New Delhi: Taxmann Publications Pvt. Ltd.

Journals

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

Note: Latest edition of text books may be used.

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B.Com.: Semester VI
Paper BC 6.1 (b): Banking and Insurance

Duration: 3 hrs.

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

Contents

Unit I

Origin of banking: definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin and growth of commercial banks in India. India's approach to banking Sector reforms, International security standards in banking, Global financial crisis and India's banking Sector, Achievements of financial sector reforms and areas of concern.

Unit II

Commercial Banks: Credit Allocation Policies, Credit Market Reforms, Flow of Credit to Agriculture and Allied Activities, Credit Flow to Micro, Small, and Medium Enterprises, Technological Channels for the Delivery of Financial Services, Customer Services in banking, Role of Foreign Banks, Advantages and Disadvantages of Foreign Banks, Road Map for Foreign Banks in India.

Unit III

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

Unit IV

Era of Internet Banking and its benefits, Home banking, Mobile banking, Virtual banking, ECS (Electronic Clearing System), E-payments, Plastic money, EFT (Electronic Fund Transfer), E-money: electronic purse; digital cash. Safeguards for internet banking, Critical comparison of traditional banking methods and e-banking.

Unit V

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

Unit VI

Legal Aspects of insurance contract, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Regulatory Framework of Insurance: Role, power and functions of IRDA, IRDA Act 1999, Bancassurance.

Suggested Readings:

1. Bhasin, Niti. *Indian Financial System: Evolution and Present Structure*. New Century Publications.
2. Agarwal, O.P. *Banking and Insurance*. Himalya Publishing House
3. Suneja, H.R.. *Practical and Law of Banking*. Himalya Publishing House
4. Saxena, G.S. *Legal Aspects of Banking Operations*. Sultan Chand and Sons
5. Gupta, P.K. *Insurance and Risk Management*. Himalaya Publishing House
6. Mishra, M.N. *Principles and Practices of Insurance*. S. Chand and Sons.
7. Black, K. and Skipper, H.D. *Life and Health Insurance*. Pearson Education
8. Vaughan, E.J. and Vaughan, T. *Fundamentals of Risk and Insurance*. Wiley & Sons

Note: Latest edition of text books may be used.

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B. Com.: Semester VI
Paper BC 6.I (c): Management Accounting

Duration: 3 hrs.

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

Contents

Unit I

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

Unit II

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

Unit III

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

Unit IV

Absorption versus variable costing: Distinctive features and income determination. Cost- Volume-Profit Analysis: Break-even analysis. Contribution / sales ratio, key factor. Margin of safety. Angle of incidence. Determination of cost indifference point.

Unit V

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

Suggested Readings:

1. Lal, Jawahar and Srivastava, Seema. *Cost Accounting*. New Delhi: McGraw Hill Publishing Co.
2. Arora, M.N. *Management Accounting*. Himalaya Publishing House.
3. Jhamb, H.V. *Management Accounting*. New Delhi: Ane Books Pvt. Ltd.
4. Nigam, B.M. Lall and Jain, I.C. *Cost Accounting, Principles and Practice*. New Delhi: Prentice Hall of India.
5. Khan, M.Y. and Jain, P.K. *Management Accounting*. New Delhi: Tata McGraw Hill, Publishing Co.

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6. Ury, Milton E. and Hammer, Lawrence H. Cost Accounting, Planning and Control. South Western Publishing Co.
7. Drury, Colin, Management and Cost Accounting. Thomson Learning.

Note: Latest edition of text book may be used.

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B. Com.: Semester VI
Paper BC 6.1 (d): Computerised Accounting System

Duration: 3 hrs.

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

Contents

Unit-I: Computerized Accounting: Using Generic Software-1

Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Voucher Entry;
Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement
Selecting and shutting a company; Backup and Restore data of a company.

Unit-II: Computerized Accounting: Using Generic Software-2

Taxation: TDS, VAT and Service Tax
Auditing in Computerized Accounting system: Statutory Audit, Voucher verification, Verification of related party transaction

Unit-III: Designing Computerised Accounting System

Designing Computerised Accounting System using a DBMS Package
Creating a voucher entry Form,
Preparing ledgers with SQL, Form, and Report
Preparing Trial Balance with SQL and Report

Unit-IV: Designing Accounting-Support System

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

Note:

1. There shall be a practical examination of 50 Marks (Practical-35 Marks, Viva-5 Marks and Work Book- 10 Marks) and duration of Examination shall be 3 Hrs.
2. Teaching arrangements need to be made in the computer Lab
3. There shall be Four Lectures per class and 4 Practical periods per batch to be taught in computer Lab.

Suggested Readings:

1. Boockholdt, J.L. *Accounting Information System: Transaction Processing and Control*. Irwin Mcraw-Hill.
2. Hall, J.A. *Accounting Information System*. South-Western College Publishing.

None

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3. Gelinas, Ulric J. and Sutton, Steve G. *Accounting Information System*. South Western Thomson Learning.
4. Rajaraman, V. *Introduction to Information Technology*. PHI.
5. Bharihoka, Deepak. *Fundamentals of Information Technology*. Excel Book.
6. Madan, Sushila. *Computer Applications*. New Delhi: Mayur Paperbacks.

Note: Latest edition of text books may be used.

Recd

B.Com.: Semester VI
Paper BC 6.1 (c): Financial Markets and Institutions

Duration: 3 hrs.

Objective: To provide the student a basic knowledge of financial markets and institutions.

Contents

Unit I: An Introduction to Financial System and its Components

Financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system. Financial Regulators in India: RBI, Ministry of Corporate Affairs, SEBI, IRDA, Financial Conglomerates.

Unit II: Financial Markets

Money market-functions, organization and instruments. Role of central bank in money market; Indian money market-An overview.

Capital Markets-functions, organization and instruments. Indian debt market; corporate debt market; slow growth of corporate debt market; Development of corporate bond market abroad. Indian equity market-primary and secondary markets; Role of stock exchanges in India.

Unit III: Financial Institutions

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

Suggested Readings:

1. Bhole, L.M. *Financial Markets and Institutions*. Tata McGraw Hill Publishing Company
2. Khan, M.Y. *Indian Financial System-Theory and Practice*. New Delhi: Vikas Publishing House
3. Sharma, G.L., and Y.P. Singh eds. *Contemporary Issues in Finance and Taxation*. Delhi: Academic Foundation.
4. Khan and Jain. *Financial Services*. Tata McGraw Hill
5. Singh, J.K. *Venture Capital Financing in India*. New Delhi: Dhanpat Rai and Company.
6. Bhasin, Niti. *Indian Financial System : Evolution and Present Structure*. New Century Publications
7. Annual Reports of Major Financial Institutions in India.

Note: Latest edition of the text book may be used



B. Com.: Semester VI
Paper BC 6.2 (a): International Business

Duration: 3 hrs.

Objective: The objective of the course is to expose students to the concept, importance and dynamics of international business and India's involvement with global business operations. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.

Contents

Unit I

1. Introduction to International Business: Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Internationalization stages and orientations. Modes of entry into international business.

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

Unit-II

3. Theories of International Trade ; Commercial policy instruments tariff and non-tariff measures; Balance of payment account and its components. WTO – Its objectives, principles, organizational structure and functioning. An overview of other organizations – UNCTAD, World Bank and IMF.

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

Unit-III

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

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

Unit-IV

7. International business operations: Key issues involved in making international production, finance, marketing and human resource decisions; International business negotiations.

8. **Developments and Issues in International Business:** Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business; International business and ecological considerations.

Suggested Readings:

1. Hill, Charles W.L. and Jain, Arun Kumar. *International Business*. New Delhi: Tata McGraw-Hill.
2. Johnson, Derbe., and Turner, Colin. *International Business - Themes & Issues in the Modern Global Economy*. London: Routledge.
3. Cherunilam, Francis. *International Business: Text and Cases*. Prentice Hall of India Ltd.
4. Daniels John, D. Lee H. Radenbaugh and Sullivan, David P. *International Business*. Pearson Education
5. Justin, Paul. *International Business*. Prentice Hall of India Ltd.
6. Czinkota, Michael R. et al. *International Business*. Fortforth: The Dryden Press.
7. RBI Report on Currency & Finance, various issues.
8. Griffin, Ricky W. and. Pustay, Michael W *International Business - A Managerial Perspective*. Prentice Hall.
9. Sharan, V. *International Business*, Pearson Education.
10. Bennett, Roger. *International Business*. Delhi: Pearson.
11. UNCTAD Reports.
12. WTO, Annual Report, various issues.

Note: Latest edition of text books may be used.

B. Com.: Semester VI
Paper BC 6.2 (b): Office Management and Secretarial Practice

Duration: 3 hrs.

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

Contents

Unit I

Office Management

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

Filing and Indexing

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

Unit II: Mailing Procedures and Forms and Stationery

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

Unit III: Modern Office Equipment

– Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines.

Unit IV: Budget and Audit

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

Unit IV: Role of Secretary

Definition; Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications for appointment as Personal Secretary. Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting. Agenda and Minutes of Meeting. Drafting, fax-messages, email. Maintenance of appointment diary.

Unit V: Secretarial Standards and Secretarial Audit

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

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

Suggested Readings:

1. Ghosh, P. K. *Office Management*. New Delhi: Sultan Chand & Sons.
2. Duggal, B. *Office Management & Commercial Correspondence*. New Delhi: Kitab Mahal
3. Pillai, R.S.N and Bagavathi, *Office Management*. New Delhi: S. Chand & Company Ltd.
4. Chopra R. K. *Office Management*. Himalaya Publishing House.
5. Bhatia, R.C. *Office Management*. New Delhi: Galgotia Publishers.
6. Kuchhal, M.C. *Secretarial practice*. New Delhi: Vikas Publishing House, Paperback.
7. Publications of the Institute of Company Secretaries of India.
8. Sinha, K.K. *Business Communication*. New Delhi: Galgotia and Sons.
9. Ghosh, P.K & Balachandra, V. *Company Secretarial Practice*. New Delhi: Sultan Chand & Sons.
10. Manual of Company's Act, 2013 by Bharat Law House.

Note: Latest edition of text books may be used.

MCC

B. Com.: Semester VI
Paper BC 6.2 (c): Fundamentals of Investment

Duration: 3 hrs.

Objective: To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

Contents

Unit-I: The Investment Environment

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

Unit-II: Fixed Income Securities

Bond Fundamentals, Estimating bond yields, Bond Valuation, Types of bond risks.

Unit-III: Approaches to Equity Analysis

Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis, Valuation of Equity Shares.

Unit-IV: Portfolio Analysis and Financial Derivatives

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

Unit-V: Investor Protection

Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading.

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

Suggested Readings:

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

4. Fischer, Donald E. and Jordon, Ronald J. *Security Analysis and Portfolio Management*, 6th Edition. Prentice Hall of India, 2007
5. Reilly, Frank K; and Brown, Keith C. *Investment Analysis and Portfolio Management*, 8th Edition. Thomson, 2007
6. Bhalla, V.K. *Investment Management*. S.Chand & Co.
7. Vohra, N.D and Bagri, B.R. *Futures and Options*. Tata McGraw Hill Publishing.

Note: Latest edition of text book may be used.



B. Com.: Semester VI
Paper BC 6.2 (d): Consumer Protection

Duration: 3 hrs.

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

Contents

Unit I: Conceptual Framework

Consumer and Markets: Nature of markets, Concept of consumer, Nature of markets, Concept of price in retail and wholesale, Maximum Retail Price (MRP) and Local taxes, Fair price, Labeling and Packaging.

Experiencing and Voicing Dissatisfaction: Consumer satisfaction/dissatisfaction-Grievances-complaint, Consumer complaining behaviour: Alternatives available to dissatisfied consumers; Internal and external complaint handling: Corporate redressal Systems and Public redressal systems

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

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

Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer protection councils at the Central, State and District Levels, Basic consumer rights; Adjudicatory bodies: District Forums, State Commissions, National Commission: their composition, powers, and jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA.

Unit III: Grievance Redressal Mechanism under the Consumer Protection Act, 1986

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

Leading Cases decided under Consumer Protection Act: Medical negligence; Banking; Insurance; Housing & Real Estate; Electricity, water, and telecom services; Education; Defective product; Unfair Trade Practice.

Unit IV: Industry Regulators and Consumer Complaint Redress Mechanism

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI

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- iv. Food Products: FSSAI (an overview)
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Advertising: ASCI
- vii. Civil Aviation: DGCA

Unit V: Consumerism

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

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

Suggested Readings:

1. Aggarwal, V. K. (2003). *Consumer Protection: Law and Practice*. 5th ed. Bharat Law House, Delhi, or latest edition.
2. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
3. Nader, Ralph (1973). *The Consumer and Corporate Accountability*. USA, Harcourt Brace Jovanovich, Inc.
4. Empowering Consumers e-book, www.consumeraffairs.nic.in
5. ebook, www.bis.org
6. *The Consumer Protection Act, 1986*

Articles

1. Ralph L. Day and Laird E. Landon, Jr. (1997). Towards a Theory of Consumer Complaining Behaviour. Ag Woodside, et al. (eds.). *Consumer and Industrial Buying Behaviour*. New York: North Holland pp. 425-37.
2. George, S. Day and A. Aaker (1970). A Guide to consumerism. *Journal of Marketing*. Vol. 34. pp 12-19.
3. Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal Provisions and Institutional Framework. *Vikalpa*. Vol. 26. No.2. PP 51-57.

Periodicals

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

Websites:

www.ncdr.nic.in
www.fcamin.nic.in
www.consumeraffairs.nic.in
www.iso.org.in
www.bis.org

B.Com CBCS

Department of Commerce, University of Delhi, Delhi

www.ascionline.org.in
www.trai.gov.in
www.irda.gov.in
www.derc.gov.in
www.rbi.org.in
www.fssai.gov.in
www.consumer-voice.org
www.nationalconsumerhelpline.in
www.cci.gov.in

Note: The Latest edition of text books and Acts should be used.

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B. Com.: Semester VI
Paper BC 6.2 (c): Organisational Behaviour

Duration: 3 hrs.

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

Unit I: Introduction

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

Unit II: Individual Behaviour

Personality- Type A and B, Big Five personality types. Factors influencing personality.

Values and Attitudes- Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes.

Learning- Concept, Learning theories, and reinforcement.

Perception and Emotions- Concept, Perceptual process, Importance, Factors influencing perception, Emotional Intelligence.

Unit III: Group Decision making and Communication

Concept and nature of decision making process, Individual versus group decision making, Communication and Feedback, Transactional Analysis, Johari Window.

Unit IV: Motivation

Meaning and Importance, Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas' Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation and organisational effectiveness.

Unit V: Leadership, Power and Conflict

Meaning and concept of Leadership, Trait theory, Transactional, Charismatic, and Transformational Leadership, Power and conflict, Power tactics, Sources of conflict, Conflict Resolution Strategies.

Unit VI: Dynamics of Organisational Behaviour

Organisational Culture and climate- Concept and determinants of organisational culture. Organisational change- Importance, Managing Change. Individual and organisational factors to stress; Prevention and Management of stress.

Suggested Readings:

1. Robbins, S.P. *Organisational Behaviour*. New Delhi: Prentice Hall of India Pvt. Ltd.
2. Luthans, Fred. *Organisational Behaviour*. New York: McGraw Hill International.
3. Greenberg, Jerald, and Baron, Robert A. *Organisational Behaviour*. New Delhi: Prentice Hall of India Pvt. Ltd.
4. Chhabra, T.N. *Organisational Behaviour*. Sun India Publications.
5. Moshal, B.S. *Organisational Behaviour*. New Delhi: Ane Books Pvt. Ltd.
6. Sekaran, Uma. *Organisational Behaviour: Text and Cases*. New Delhi: Tata McGraw Hill.
7. Hersey, P.K., Blanchard, H. and Johnson, D.E. *Management of organisational Behaviour: Leading Human Resources*. Pearson Education.

Note: Latest edition of text books may be used.

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Duration: 2 hrs.

Objective: The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.

Contents

Unit I: Introduction to Personal Selling

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

Unit II: Theories of Selling

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

Unit III: Buying Motives

Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling.

Unit IV: Selling Process

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

Unit V: Sales Reports

Reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of selling.

Suggested Readings:

1. Spiro, Stanton, and Rich. *Management of the Sales force*. McGraw Hill.
2. Russell, F. A. Beach and Buskirk, Richard H. *Selling: Principles and Practices*. McGraw Hill
3. Futrell, Charles. *Sales Management: Behaviour, Practices and Cases*. The Dryden Press.
4. Still, Richard R., Cundiff, Edward W. and Govoni, Norman A. P. *Sales Management: Decision Strategies and Case.*, New Delhi: Prentice Hall of India Ltd.
5. Johnson, Kurtz and Schueing. *Sales Management*. McGraw Hill
6. Pedesson, Charles A. Wright, Milburn D. And Weitz, Barton A., *Selling: Principles and Methods*, Richard, Irvin.
7. Kapoor, Neeru. *Advertising and personal Selling*. New Delhi: Pinnacle.

Note: Latest edition of text books may be used.

B.Com.: Semester VI

Paper BC 6.3 (b): Collective Bargaining and Negotiation Skills

Duration: 2 hrs.

Objective: To promote understanding of the concept and theories of collective bargaining, and also to provide exposure to the required skills in negotiating a contract.

Contents

Unit I: Issues in Collective Bargaining

Meaning, Definitions and Characteristics of Collective Bargaining ; Critical Issues in Collective Bargaining; Theories of Collective Bargaining: Hick's Analysis of Wages Setting under Collective Bargaining, Conflict-choice Model of Negotiation, A Behavioural Theory of Labour Negotiation.

Unit II: Collective Bargaining in India

Pre-requisites for successful Collective Bargaining in any Country; Collective Bargaining in Practice; Levels of Bargaining, Coverage and Duration of Agreements; Difficulties in the Bargaining Process and Administration of Agreements.

Unit III: Negotiating a Contract

Meaning of Negotiations, Pre-negotiation-Preparing the Charter of Demand(s), Creating the Bargaining Team, Submission of COD, Costing of Labour Contracts.

Unit IV: Negotiation Skills

Negotiation Process; Effective Negotiation; Preparing for Negotiation; Negotiating Integrative Agreements; Negotiation and Collective Bargaining; Approaches and Phases in Collective Bargaining; Coalition Bargaining and; Fractional Bargaining; Impasse Resolution; Contract Ratification; Post Negotiation-Administration of the Agreement, Grievance Management, Binding up the Wounds; Collective Bargaining & the emerging scenario.

Suggested readings:

1. Venkataratnam, C. S. *Industrial Relations: Text and Cases*. Delhi: Oxford University Press.
2. Salamon, Michael. *Industrial Relations—Theory & Practice*. London: Prentice Hall.
3. Dwivedi, R.S. *Managing Human Resources: Industrial Relations in Indian Enterprises*. New Delhi: Galgotia Publishing Company.
4. Edwards, P. *Industrial Relations: Theory and Practice in Britain*. U.K: Blackwell Publishing.

Note: Latest edition of text book may be used.



B. Com.: Semester VI
Paper BC 6.4 (a): Indian Economy

Duration: 3 hrs.

Objective: This course seeks to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro-economic analysis and policy framework.

Contents

Unit I: Basic Issues in Economic Development

Characteristics of underdevelopment countries with special reference to India. Capital formation (physical and human), role of technology: sustainability, institutional factors.

Unit II: Issues in Indian Planning

Objective and critical evaluation (Growth, self – reliance. Employment generation, inequality reduction, poverty removal modernization and competitiveness, economic reforms). Saving and investment; Mobilization of Internal and External finances, Centre State financial relation.

Unit III: Policy Regimes

- a) The evolution of planning and import substituting industrialization.
- b) Economic reform and liberalization.

Unit IV: Growth, Development and Structural Change

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

Unit V: Sector-wise Trends and Issues

- a) **Industry:** Industries Policy: pre and post 1991. Relative roles of large and small scale. Public vs. Private sector. The role and forms of foreign capital (Foreign Institutional Capital, Foreign Direct Investment.)
- b) **Foreign Trade:** Role and importance of foreign trade in India. The balance of trade and balance of payments situation.
- c) **Price:** Monetary and Fiscal policies.

Suggested readings:

1. Todaro, M.A. *Economics Development in the Third World*. Addison – Wesley... Chs. 1 -3.
2. Kapila, Uma. *Indian Economics since Independence*. Academic Foundation.
3. Deepashree. *Indian Economy, Performance and Policies*. New Delhi: Ane Books Pvt. Ltd.
4. Virmani, Arvind. *Accelerating Growth and Poverty Reduction: A Policy Framework for India's Development*.

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Department of Commerce, University of Delhi, Delhi

5. *Economics Survey*. Government of India
6. *Five Year Plan*. Government of India.
7. Finance Commission. Government of India.

Note: Latest edition of text books may be used.

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B.Com.: Semester VI
Paper BC 6.4 (b): Project Management

Duration: 3 hrs.

Objective: To enable the student to evolve a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.

Unit I: Introduction

Objectives of Project Planning, monitoring and control of investment projects. Relevance of social cost benefit analysis, identification of investment opportunities. Pre-feasibility studies.

Unit II: Project Preparation

Technical feasibility, Marketing Feasibility and Technical Feasibility, estimation of costs, demand analysis and commercial viability, risk analysis, collaboration arrangements; financial planning; Estimation of fund requirements, sources of funds. Loan syndication for the projects. Tax considerations in project preparation and the legal aspects.

Unit III: Project Appraisal

Business criterion of growth, liquidity and profitability, social cost benefit analysis in public and private sectors, investment criterion and choice of techniques. Estimation of shadow prices and social discount rate.

Unit IV: Issues in Project Planning and Management

Cost and Time Management issues in Project planning and management.

Suggested Readings:

1. Chandra, Prasanna. *Project Preparation Appraisal and Implementation*. Tata McGraw Hill.
2. Gray, Clifford F., Larson, Eric W., and Desai, Gautam V. *Project management: The managerial process*. McGraw Hill Education
3. Khatua, Sitangshu. *Project Management and Appraisal*. Oxford University Press
4. Gido, Jack., and Clements, James P. *Project Management*. Cengage Learning

Note: Latest edition of text books may be used.

