# **Faculty of Commerce**

# Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

			PART-A:INTRO	DUCTION		
				Semester: I	Session:w.e.f.20	21-22
ogram: U	G	Class:B.Com (Hone	ours /Research)	Semess		
			Subject: Con	mmerce		
		2.1	M.J.C 19	.l (To be filled	l by Exam Cell)	
1.		urse Code				
2.	Co	ourse Title	Financial Accounting			
3.	Co	ourse Type	rrse Type Core Course -Major			
		· · · · · · · · · · · · · · · · · · ·	No			
4.	Pr	e-Requisite (if any)		C. L. ampletion of th	e course, the student sha	all be
5.	0	ourse Learning utcomes(CLO)	accounti understa and gair acquire small/no calculat investm acquire Depart	and the process of do the knowledge of p the basic understand on-corporate firms.	bout theoretical framewould entry accounting spassing journal entries. ding of final accounts of preciation and valued the type of marketable in preparing Branch and	system. f
6.		Credit Value	6 (L)			
		P	ART-B:CONTEN	T OF THE COURS	SE	
	- C	Language + Tutorials (in	nours per week): L -	6 Hrs		
Total No	5. 01	Total	al No. of Lectures: L	- 90 (Lecture of one	hour)	No. of
			Top	oics		Lectures
Modul						15
I	N	Financial Accounting Meaning, Definition Limitations. Users of A Principles- Concepts a	and Scope of A	Accounting, its Notation, Branches of A	eed, Importance and counting, Accounting Standards.	

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Signature of the Chairman (BOS): Date of BOS: .....

Subject: .....

	<b>Keywords:</b> accounting, branches of accounting, accounting principles, conventions and accounting standards	
	Double Entry System of Accounting (DES):	15
II	Concept and Definition, Process of DES, Various Stages of DES Accounting: Journal, Concept, Importance and Advantages, Types of Accounts and Rules of Journalizing, An Introduction to Subsidiary Books, Cash Book; Concept and Importance, Preparation of Simple Cash Book. Concept of Ledger and Ledger Accounts, Trial Balance; Concept, Definition, Advantages and Limitations, Preparation of Trial Balance.	
	Keywords: double entry system, golden rules, journal entry, compound entries cash book, ledger and trial balance	1.5
III	Final Accounts with Adjustments:	15
III.	Trading Account, Profit And Loss Account, and Balance Sheet, Concept and Preparation, <b>Adjustments in Final Accounts</b> - Concept of Adjustments in Final Accounts, Need and Necessity, Various Important Basic Adjustments,; Concept and Calculations, Adjustments Related Journal Entries. Final Accounts With Adjustments.	
	Keywords: trading account, profit and loss account, balance sheet and adjustment entries	1.5
IV	Depreciation:	15
	Depreciation – Introduction, Objectives of Charging Depreciation, Accounting Principles of Depreciation, Depreciation methods.	
	Investment Accounting:	
	Meaning, Types of Investment, Purchase and Sale of Investment, Cum- interest and Ex- interest transaction and calculations.	
	Keywords: depreciation, cum- interest, ex- interest, investment	
V	Branch Accounts:	15
280	Concept, Type of Branches, Accounting Procedure of Dependent, Independent and Foreign Branch.	
	Departmental Accounts:	
	Concept, Procedure of Departmental Accounts, Allocation of Common expenses and interdepartmental transactions	
	Keywords: branch, departments, foreign branch, common expenses and interdepartmental transaction	1.5
VI	Computerized Accounting by using any popular accounting software	15
	Creating a company, Configure and feature setting, Creating accounting ledgers and groups, creating stock items and group, voucher entries with their maintenance, generating reports of cash book, ledger accounts, trial balance, profit and loss account and balance sheet.	

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 Signature of the Chairman (BOS):

Name: .

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Note - Minimum 70% of numerical questions should be asked.

## PART-C:LEARNING RESOURCES

## Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Shukla S.M., Financial Accounting, Sahitya Bhawan Publication, Agra ( English and Hindi )
- 2 Shukla M. C., Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi. (English and Hindi)
- 3 Maheshwari S.N..Financial Accounting. Vikas Publishing House, New Delhi.

#### Reference Book:

- 1. Bhattacharyya K. Asish, Essentials of Financial Accounting, PHI Learning Private Limited
- 2. Banerjee Ashok, financial Accounting, Excel Book Publication

#### Suggestive digital platform web links

MOOCS - https://www.googleadservices.com,

https://www.my-mooc.com/en/categorie/accounting.

NPTEL -https://onlinecourses.nptel.ac.in,

https://nptel.ac.in/courses

#### Suggested equivalent online courses

https://nptel.ac.in/courses

https://swayam.gov.in/nd2\_cec20\_16/preview

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Date of BOS: 3

Subject: .....

Signature of the Chairman (BOS):

Name:/

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

		PART-A: INTRO		Session: 2021-2	12	
Program: U	G Class: B.Com. (Hono	ours /Research)	Semester: I	Session, 2021-2		
		Subject: Co	mmerce			
1.	Course Code	MNC-192	_	TO WELL TION		
2.	Course Title	BUSINESS OR	BUSINESS ORGANIZATION AND COMMUNICATION			
3.	Course Type (Core Course / Discipline Specific Elective / Generic Elective)					
4.	Pre-Requisite (if any)	Not required			1 11	
5.	Course Learning Outcomes (CLO)	After the successful completion of the course, students shall be able to:              Understand the basics of the business             Imbibe how any business can be organized successfully             Elucidate how communication plays an important role modern business scenario.		ssfully.		
6.	Credit Value	6				
Paladaja akut			OF THE COURSE			
	Total No	o. of Lectures (in h	nours per week) L- 6	Hrs.		
	Total n	o. of lectures: L-9	0 ( Lecture of one ho	our)	No. of	
Module		Topi	cs		Lectures	
I	Trade, Industry and comm	adian traditional businesses and their organizational structures. Concept of business, rade, Industry and commerce – classification – Relationship between Trade. Industry and Commerce – Business Organization – Concept, Characteristics, Importance and Objective. Function of Business and Social Responsibility of a business – Steps to Start		10		

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Date of BOS: .....

Subject: .....

Signature of the Chairmen (BOS):

Name: .....

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	ODG MIZITION.	15
II (	FORMS OF BUSINESS ORGANIZATION:  Business Organization - Classification - Factors Influencing the Choice of Suitable Form of Organization - Sole Proprietorship and Partnership- Meaning, Definition, Characteristics, Advantages. Co-operative Organization - Meaning, Functions and Limitation of Co-operative Societies.	
III	ORZANIZATION OF COMPANIES:  Concept, Meaning, Formation, Characteristics and Significance of Private Company and Public Company. Multinational Companies (MNC's) and the Challenges of their	15
	organization in India	
IV	COMMUNICATION:  Definition, Nature, Importance, Objective of Communication. Communication theories and process – Information theory, Interactive theory, Transaction theory, Elements of Communication process. Barriers to Communication- Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.	15
V	WRITTEN COMMUNICATION:  Writing Techniques and Guidelines. Letter Writing – Basic Principles, Purpose, Types of Business Letters, Report Writing, Types of Reports, Drafting of Reports. Oral Communication – Speeches for Different Occasions, Guidelines For Effective Listening, Job Interview, Types of Information.	15
VI	MODERN FORMS OF COMMUNICATION:  E-mail, Video Conferencing, International Communication for Global Business.  Information Technology – Forms of Technology, Uses in Modern Communication System. Role of social media in Modern Business.	15
	Keywords: Business organization, Sole proprietorship, Barriers, Communication	

## PART-C: LEARNING RESOURCES

Textbooks, Reference Books, Other Resources

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Date of BOS: .....

Subject:

Signature of the Chairmen (BOS):

Name: ...

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#### Suggested Readings:

 Author Surname, Initials "Book Title", Publisher's name, City/Country of Publication, Year of Publication. Edition No. if any.

ooks:	Author	Book Title	Publisher	City
1	T.N Chhabra	Business Communication	Himalaya Publication House	New Delhi
2	K.K Sihna	Essentials of Business Communication	VK Global publication	Faridabad
3	Dr. Ramesh Mangal	Business Communication	Universal Publication	Agra

Suggestive digital platform web links

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Date of BOS: .....

Subject: .....

Signature of the Chairmen (BOS):

Name: .....

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## **Faculty of Commerce**

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

			PART-A:INTRO	DUCTION			
Program: U	JG	Class: B.Com (Hor	nours/Research)	Semester: I	Session:w.e.f.	2021-22	
		3	Subject: Co	mmerce			
1.	Co	urse Code	O1EC-19	(To be filled	by Exam Cell)		
2.	Co	urse Title	Business Eco	Business Economics			
3.	Co	urse Type	Generic Elect	Generic Elective Course - 1( Own Faculty)			
4.		e-Requisites (if any)	No				
5.		urse Learning itcomes(CLO)	able to:  • expose t  Business to subjec • stimulate theories. • guide the Situation	he students of Commeconomics and to interest the students' interest students to understant	course, the student slanerce to the basic conculcate the analytical st in various economicand the real world Maion of the concepts.	cept of approach	
6.	Cı	redit Value	4				
		PA	RT-B:CONTENT	OF THE COURSE			
Total No.	of L	ectures (in hours per	week): $L - 4Hrs$ .				
		Total N	o. of Lectures: L -	60 (Lecture of one h	our)		
Module			Topic	es		No. of Lecture	
I	Intr Sm Bus Eco Der	siness Economics: oduction, Definition, ith, Marshall, Robin siness, Utility Analy onomic Laws, Meani mand & Supply- mea nsumer Surplus: eaning, Assumptions,	ison, and Modern ysis of Demand, I ing of Demand & ning, features. Type	Law of Diminishing Supply, Law of Dees of Elasticity, Degr	g Marginal Utility, emand, Elasticity of rees of elasticity.	12	

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Subject:

Signature of the Chairman (BOS):

Name: .....

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	Consumer Surplus.	
	<b>Keywords:</b> theories of eminent economists, elasticity of demand, utility of demand, consumer surplus	
II	Production:	12
	Meaning of Production, Factors of Production, Scale of Production,	
	Law of Returns to Scale, Production Function, Isoquants, Law of	
	Variable Proportions. Cost of production: Concept of explicit costs,	
	Implicit Costs and Opportunity Costs.	
	Revenues: Average, Marginal and Total Revenue	
	Keywords: production, law of returns, production function, variable proportion,	
III	Market:	12
	Meaning, Classification, Factors Affecting the Extent of Market.	
	Theory of Price & Output Determination in Different Market	
	Structures: Price Determination under Perfect Competition in Firms and	
	Industry Price Determination under Imperfect Competition.	
	Price Determination under Monopoly,	
	Price Determination under Discriminating Monopoly.	
	Keywords: theory of price, price determination	
IV	Distribution:	12
	Profit - Meaning, Definition -Gross Profit, Net Profit, Principles of Profit, Cost Concept & Determination-Total Average & Marginal Cost, Concept of Revenue-Theory of Rent, Theory of Wages, Theory of Interest.	
	Theory of Rent, Theory of Wages, Theory of Interest.	
	Keywords: theories of distribution, concept of revenue	
V	Demand Forecasting:	12
	Meaning, Objectives, Factors involved in Demand Forecasting, Techniques of Demand Forecasting	
	Welfare Economics: Meaning, Theories of Welfare Economics.	
	Concept of Inflation & Deflation: Nature and Causes, Meaning of Deficit Financing, It's Impact with Special Reference to India.	
	Keywords: inflation, deflation	

#### PART-C:LEARNING RESOURCES

Textbooks, Reference Books, Other Resources

Suggested Readings:

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Date of BOS: ..... Signature of

Subject: ....

Signature of the Chairman (BOS):

Name: ..

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#### Textbooks:

- 1. Jhingan M.L., Monetary Economics -7th Edition , Vrinda publication , Mayur Vihar Delhi
- 2. Ahuja H. L, Business Economics , 2019 S. Chand Publishing
- 3. Pant J.C. Economics Micro and Macro , Sahitya Bhawan Agra

#### Reference Book:

- 1. Mankar B. G. Business Economics , Mac-milan India ltd, Delhi
- 2. Girjashanakr Business Economics, Atharv Publication, Pune

Suggestive digital platform web links

Suggested equivalent online courses

https;//nptel.ac.in/courses/110/101/110101005

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Date of BOS: .....

Subject: .....

Signature of the Chairman (BOS):

Name: ..

# Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

Program: UG	Class: B.Com. (Honou	irs /Research)	Semester: I	Session: 2	2021-22
	(P)	Subject: Con	mmerce		
1.	Course Code	GEC CI	11) (B)		
2.	Course Title	Banking and Insurance			
3.	Course Type (Core Course / Discipline Specific Elective / Generic Elective)	Generic Elective course -2 (Own Faculty)			
4.	Pre-Requisite (if any)	Not Required			
5.	Course Learning Outcomes (CLO)  Credit Value	<ul> <li>After completing this course student will be able to:</li> <li>To understand Banking and Insurance services for the economorgowth of a country and importance for the entire business procedures.</li> <li>To understand the banking system, insurance procedure, practical banking etc.</li> <li>To understand the Insurance system, Insurance procedure, regulation of banking and insurance</li> <li>They also shall be capable to earn employment in the field of banking and insurance.</li> </ul>			edure,
6.		4			
			OF THE COURSE		
			urs per week) L- 4 Hr		
	Total no. o	Topics	( Lecture of one hour		No. of
Unit		Topics			Lecture
Unit-1	principles and importance commercial bank. Structure banking system. Credit creat	luction to banking: Historical background of banking. Definition, ples and importance of bank. Classification of bank. Functions of ercial bank. Structure of commercial banking in India. Features of Indian ag system. Credit creation  al banking: RBI and its functions. Credit control		12	

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Date of BOS: .....

Subject: .

Signature of the Chairmen (BOS):

Name: .

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	Nationalization and Merger of bank: General Introduction to Nationalization of Banks, Objective and Introduction to Private Banks Functioning and Usefulness or Importance effects. Evaluation of nationalization and merger of Indian banks	
Unit-2	Bank Deposits: Meaning and types. Features of back accounts. Procedure to open and close bank accounts (Including online procedure)  Loans and Advances: Principles to sanction loans and advances. Classification of loans and advances. Procedures to apply for house loan, personal loan, education loan and commercial loan.	12
Unit-3	Insurance: Historical background of Insurance. Meaning, elements, basic principles and importance of insurance. Kinds of insurance. Regulation of insurance in India.  IRDA: Functions and role to regulate insurance in India	12
Unit-4	Life Insurance: Historical background, Meaning, Objective, Importance, Essential elements. Life insurance policy and its types. 'Insurance proposal to policy' – Procedure. Condition of Life insurance policies. Claim filing procedure and settlement of claims.  Life Insurance Corporation of India: Functions, progress and Evaluation.	12
Unit-5	General Insurance: Meaning, objective & importance. Kinds of general insurance and its features. Basic principles of general insurance. Procedure to apply general insurance policies. Claims filing procedure and settlement of claims.  General insurance Corporation of India: Functions, progress and structure. Performance of private sector companies in general insurance sector.	12
	<b>Key Words-</b> Banking, Insurance, Nationalization, Loans and Advances Progress, Regulations	

#### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Textbooks:

- 1. Dr. O.P. Gupta & Dr. Sudhir Kumar Sharma, Banking & Insurance, Sahitya Bhawan Pub. Agra
- 2. Dr. R.L. Nolakhha, Principle of Insurance, R.B.D. Publication Jaipur
- 3. Dr.K.P.M Sundaram & Dr.P.N Varshney, Banking Theory, law & Practice S.Chand & sons New Delhi

#### Suggestive digital platform web links

http://www.universityofcalicut.info/SDE/Banking\_on19May2016.pdf http://www.gdcboysang.ac.in/About/droid/uploads/B15thSEMBcom.pdf

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Date of BOS: Signature of the Chairmen (BOS):

Subject: Name:

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Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

	PA			G : 521	021.22
rogram: UG	Class: B.A/B.Sc.	Se	ernester: I	Session: wef 20	021-22
		Subject: Comm	erce		
Co	ourse Code	960-1910	(To be filled	l by Exam Cell)	
C	ourse Title	Fundamentals of	Business		
C	ourse Type	Generic Elective	Course -3 (Oth	er Faculty)	
P	re-Requisites (if any)	No			
	Course Learning Outcomes CLO)	<ul> <li>learn and to partici</li> <li>evaluate</li> <li>understa</li> <li>recognized developm</li> </ul>	understand but pate in it the functional and different mate the concepts onent and about and and evalua	siness activities and the reas of business nagerial aspect of business of entrepreneurship supporting institution te legal, political, technicals environment	so be able
	Credit Value	4	0.00		
	PART	-B: CONTENT O	F THE COURS	E	
Total No. of	Lectures (in hours per week)	: L – 4 Hrs			
		o. of Lectures: L – 60	(Lecture of one h	our)	
Module		Topics			No. of Lectures
l l	Fundamentals of Busi Nature, Purpose and For Business and Service Responsibility of Busines	ns of Business, Pri Sector, Emergin	vate, Public and g Methods o	l Global Enterprises, f Business, Social	12
1	acceponical and a second		1.1		

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Date of BOS: .....

Subject: .....

Signature of the Chairman (BOS):

Name: .....

	Keywords: public enterprises, business, industry, business ethics	
II	Business Environment and Entrepreneurship:	12
	Business Environment- Meaning, Nature, Role, Micro and Macro Environmental factors, Small Business, MSME, Entrepreneurship Development and Sources of Business Finance	
	Keywords: entrepreneur, MSME, SSI, micro environment, macro environment, business finance	
III	Basics of Management:	12
-	Nature and Significance of Business Management, Principles of Management, Planning- Meaning, Nature, Process, Types of plan Organizing- Meaning, Process, Importance, Structure. Staffing- Meaning, Importance, Process, Training and Development. Directing- Meaning, Importance, Elements, Motivation and Communication	
	Keywords: planning, organizing, directing, motivation, delegation of authority	
IV	Financial Management and Financial Institutions:	12
	Financial Management- Meaning, Objectives, Functions. Financial Decisions, Financial Planning, Capital Structure, Working Capital, Financial Market, Money Market, Capital Market and Role of SEBI.	
	Keywords: working capital, fixed capital, profit maximization, NSE, OTCEI, insider trading, SEBI	
V	Marketing Management:	12
	Meaning, Definitions, Functions, Role of Marketing Management Philosophies, Concept of Marketing Mix, New Product Development Process, Advertising-Objectives, Methods, Advertising Budget, Economic and Social Aspects of Advertising, Sales Promotion, Direct Marketing, Digital Media Marketing	
	Keywords: marketing mix, product line, product mix, product life cycle, direct marketing, digital marketing	

	PART-C: LE	ARNING RESOURCES	
Т	extbooks, Refer	rence Books, Other Resources	8
Suggested Readings:			

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Date of BOS: ..... Subject: ..... Signature of the Chairman (BOS):

Name: .....

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

		PART-A:INTRO	DUCTION		
Program: 1	UG Class: B.Com. (Ho	nours/ Research)	Semester: II	Session:w.e.f	2021-22
		Subject: Con	nmerce		
1.	Course Code		(To be filled	by Exam Cell)	
2.	Course Title	Advanced Financial Accounting			
3. Course Type		Core Course -	(Major)		
4.	. Pre-Requisites (if any) No				
6.	Course Learning Outcomes(CLO)  Credit Value	<ul> <li>After successful completion of the course, the student shall be able to:</li> <li>gain the conceptual clarity about Partnership accounting.</li> <li>understand the concept of partnership firm and prepare accounts of dissolution of partnership firm.</li> <li>learn the accounting process of Hire Purchase and Instalment Systems.</li> <li>acquire the basic concept of preparing Royalty Accounts.</li> <li>learn the basic concept of single entry system.</li> </ul>			unting. epare
		T-B:CONTENT C	F THE COURSE		
Total No.	of Lectures +Tutorials (in hou				
Total Ivo.			0 (Lecture of one hou	r)	
Module		Topics			No. of Lecture
I	Partnership Account – Admission, Retirement and Death:  Adjustment of the profit sharing ratio, Adjustment of Revaluation of Assets and Liabilities, Adjustment for Goodwill, Amount due to retiring Partner, Death of a partner and Joint Life Policy.  Keywords: profit sharing ratio, admission of partner, revaluation account, goodwill and injust life policy.				
	Accounting for Dissolution of the Partnership Firm:  Accounting of Dissolution of the Partnership Firm Including Insolvency of partners, sale to a limited company and piecemeal distribution.				

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Date of BOS: .....

Subject: .....

Signature of the Chairman (BOS):

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	<b>Keywords:</b> dissolution of firm, insolvency of firm, limited company and piecemeal distribution	12 200
III	Accounting for Hire Purchase and Installment Systems:  Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtor's system; Concepts of operating and financial lease, Journal Entries and Accounting.	15
	Keywords: hire purchase, financial lease and repossession	1.5
IV	Rent and Royalty, Minimum Rent, Short-working, Surplus, Recoupment of short working, Abnormal fall in output, Accounting Entries in lessee's book and lessor's book.	15
	Keywords: rent, royalty, minimum rent, short-working, surplus and abnormal fall	
V	Single Entry System and Accounting from incomplete Records:  Salient Features, Limitations of Single Entry System, Ascertainment of Profit, Statement of Affairs, Preparation of Final Account from Incomplete records.	15
	Keywords: single entry system, statement of affairs and incomplete records	

Note – Minimum 70% of numerical questions should be asked.

PART-C:LEARNING RESOURCES	
Textbooks, Reference Books, Other Resour	rces
Suggested Readings:	
Textbooks: 1.Shukla S.M., Financial Accounting, Sahitya Bhawan Publication, Agra	
2 Shukla M. C., Advanced Accounts. VolI. S. Chand & Co., New Delhi.	
3 Maheshwari S.NFinancial Accounting. Vikas Publishing House, New Dell	hi.
Reference Book:  1. Bhattacharyya K. Asish, Essentials of Financial Accounting, PH  2. Pillai R.S.N, Advanced Accounting, S.Chand and Copmany Pvt	HI Learning Private Limited t. Ltd.
Suggestive digital platform web links	
https://www.my-mooc.com/en/categorie/accounting.	
Suggested equivalent online courses	
https://swayam.gov.in/nd2_cec20_16/preview	

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Date of BOS: ......

Signature of the Chairman (BOS):

Name:

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## Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

				To the	Session: w.e.f2021-22
Program:	UG	Class: B.Com (Hon	ours/Research)	Semester: II	Session. w.e.j2021-22
			Subject: Con	mmerce	
1.	Cou	urse Code		(To be filled	by Exam Cell)
2.	Coi	urse Title	Business Regu	ılatory Framework	<b>C</b>
3.	Course Type		Minor		
4.		e-Requisites (if any)	No	2 1-7 200	d de lest shall
5.		urse Learning tcomes(CLO)	be able to:  unde agree prope equip the S unde unde unde  enab LLP learr	rstand basic aspects of ements, contracts and ositions. oped about the legiting ale of Goods Act. rstand the fundament or the Information and le with skills to initial	onsumer rights under the
6.	Cr	edit Value	6 (L)		

#### PART-B:CONTENT OF THE COUR

Total No. of Lectures +Tutorials (in hours per week): L - 6 Hrs

Total No. of Lectures: L-90 (Lecture of one hour)

Modul e	Topics	No. of Lectures
I	Indian Contract Act 1872:  Meaning of contract, Essentials of valid contract, offer and Acceptance, consideration, Capacity to contract, Free consent, Legality of object and consideration, Void agreements, Contingent contracts, Performance of contract, Discharge of contract, Breach of contract - remedies.  Keywords: contract act, consideration, agreements, contingent.	15
II	Contracts Relating to Indemnity and Guarantee:	

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Date of BOS: ..... Signature of the Chairman (BOS):

Subject: .....

Name: ....

	Contracts Relating to Bailment and pledge. ,Contracts Relating to Agencymeaning of Agent and Agency, Kind of Agents, Rights and Duties of agents and Principal. Termination of Agency.	15
	Keywords: indemnity, guarantee, termination of agency.	
III	Indian Sales of Goods Act 1930	
	Definitions, Essentials of contract of sale. Kinds of goods, conditions warranties and their distinction. Express and implied conditions and warranties. Doctrine of Caveat -Emptor. Provisions regarding transfer of property and Rights and Duties of buyer and seller, Definition and rights of unpaid seller.	15
	Keywords: sales of goods act, warranties, caveat-emptor, unpaid seller.	
IV	Partnership Laws:	
	The Partnership Act 1932 (amended)- Introduction, Nature and characteristics of partnership, Partnership Deed, Registration of partnership firm, types of partners, rights and duties of partners, mode of dissolution of partnership firm.	15
	The Limited Liability Partnership Act 2008 (amended) – Salient features of LLP, difference between LLP and Partnership, LLP and Company, LLP agreement, Incorporation document, incorporation by registration, partners and their relationship.	
	Keywords: partnership deed, registration of partnership firm, LLP.	
V	Consumer Protection Act 2019:	
	Definition, salient features, objects and Important Provisions, mechanism for consumers right, offences and penalties	15
	The information Technology Act, 2000(Amendment 2008)  Definition under the Act, objectives, Scope, penalties Adjudication, Cyber crime, Digital signature.	
	Keywords: consumers protection, offences, penalties, ITA, cyber, digital.	

#### PART-C:LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Singh, Avtar. The Principles of Mercantile Law, Eastern Book Company, Lucknow
- 2. Maheshwari & Maheshwari Business Law National Publishing House Delhi.
- 3. Gupta, Parul, Legal Aspects of Business, Vikas Publication New Delhi.

#### Reference Book:

- 1. Tulsian, PC Business, Law, Tata McGraw Hill New Delhi
- Lee Reach, Business Laws, Oxford University Press U K

Suggestive digital platform web links

Suggested equivalent online courses

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Date of BOS: ..... Signature of the Chairman (BOS):

Subject: .....

Name/.....

On Jan

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

Program: UG		Class: B.Com. (Honours/ Research)		Semester: I	Session:w.e.f.2021- 22
		Subject	: Comm	erce	
1.	(	Course Code		(Ta	be filled by Exam Cell)
2. Course Title		Business	Mathematics		
3.	(	Course Type	Generic 1	Elective Course -1	(Own Faculty)
		Pre-Requisites (if any)	No		
5.		Course Learning Outcomes(CLO)	After successful completion of the course, the student shall be able to:  • evaluate the role played by mathematics the world of business and economics.  • obtain critical thinking and problem sol aptitude.  • develop proficiency in using different mathematical tools (Matrix, ratio analyst profit and loss, interest calculation, Logarithms and Antilog) in solving dail life problems.  • learn about basic concept of Vedic Mathematics (वैदिक गणित) and applications.		layed by mathematics in ess and economics. king and problem solving by in using different (Matrix, ratio analysis, erest calculation, entilog) in solving daily concept of Vedic
6.	(	Credit Value	4 (L)		
		PART-B:CONTE	ENT OF T	HE COURSE	
Total No. of	Lectures +Tuto	orials (in hours per week	s): L – 4 Hr	'S	
		Total No. of Lectures:		cture of one hour)	
Module			Topics		No. of Lecture
I	Percentage:	, Sacrificing Ratio and Application in Calcul    ommission and Brol	ating Cost	Ratio.	12

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Date of BOS: Signature of

Subject: .....

Signature of the Chairman (BOS): Name: .....

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	Keywords: ratio, percentage	
II	Simultaneous Equation:	12
	Meaning, Types & Methods of Calculation up to three variables.	
	Profit & Loss, Average, Simple & Compound Interest:	
	Concept and Applications in Business	
	Keywords: simultaneous equation, profit, loss & interest.	
III	Elementary Matrices and Determinants:	12
	Definition, Types and Algebra of Matrices.	
	Elementary Properties of Determinants. Calculation of Values of Determinants up to Second Order.	
	Keywords: matrices and determinants.	
IV	Logarithms and their uses:	12
	Changes of Base to determine Characteristics of a Common Log.  Determine Mantissa of Common Log, Antilog, Multiplication Method in Log, Divide, Power and Square Root.	
	Keywords: logarithms and antilog.	
V	Vedic Mathematics:	12
	Concept, Importance in Business, Utility in Other area of Society Formula and Sub-Formula of Vedic Mathematics. Mathematical Functions Through Vedic Mathematics.	
	Keywords: वैदिक गणित	

Note – Minimum 70% of numerical questions should be asked.

# PART-C:LEARNING RESOURCES Textbooks, Reference Books, Other Resources Suggested Readings:

#### Text Book:

- 1. Mangal Ramesh, Business Mathematics, Universal Publication, Agra
- 2. Shukla S.M, Business Mathematics Sahitya Bhawan Publications
- 3. Allen RGD, Business Mathematics, Macmillan, New Delhi
- 4: Motilal Banarsidass, Vedic Mathematics Motilal Banarsidass Publishers Ltd.
- 5.: Alok Kumar Vedic Ganit, Upkar Prakashan Agra (Hindi Medium )

#### Referance book:

- 1 Soni, R.S. Business Mathematics, Pitamber Publishing House.
- 2. Dowling: E.T , Schaum's . Mathematics for Economics ,Outlines Series, McGraw Hill, London

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Date of BOS: ..... Signature of the Chairman (BOS):

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Suggestive digital platform web links Suggested equivalent online courses https://nptel.ac.in/courses/111/101/111101109/ https://nptel.ac.in/courses/111/101/111101080/

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Date of BOS: .....

Signature of the Chairman (BOS): Name: ...

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

Program: <b>U</b>	JG Class: B.Com (Ho	onours /Research	Semester: II	Session: w.e.f 2021-22
	·	Subject: Con	mmerce	
1.	Course Code		(To be fill	ed by Exam Cell)
2.	Course Title	INDIAN ECC	ONOMY	
3.	Course Type	Generic Elect	ive Course -2 (Own	Faculty)
4.	Pre-Requisites (if any)	No		
5.	Course Learning Outcomes (CLO)	<ul> <li>able to:</li> <li>understand the economy</li> <li>comprehend sectors of economy and economy and develop and</li> </ul>	the importance and ponomy various aspects of chad economic policies.	t the economic events and
6.	Credit Value	4 (L)		
	PAI	RT-B: CONTENT	OF THE COURSE	
Total No.	of Lectures +Tutorials (in	n hours per week): L	4 - 4 Hrs	
	Total N	lo. of Lectures: L –	60 (Lecture of one ho	our)
Module		Topic	s	No. of Lectures

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Date of BOS: .....

Subject:

Signature of the Chairman (BOS):

\_Name: ......

(BOS):

I	Nature and Basic Issues related to Indian Economy:	12
	Economy and Economic Systems, India as a Developing Economy- Basic Characteristics of Indian Economy. Concept of Development, Human Resource and Economic Development, Economic Growth and Development, Structural Changes in Different Stages of Economic Growth, Unemployment and Poverty in India.	
5	Keywords: economic growth, human resource, poverty -line, socialism, capitalism, developing economy	
. II	Economic Planning in India:	12
	Background, Objectives, Features, Problems, Targets and Achievements.  Public Sector:  Role, Objectives, Problems and Reforms.  Role of Industries and Industrial Development, Industrial Policy of India,  Indian Agriculture:  Role, Characteristics, Problems, Agriculture Policy, Suggestions.	
	Keywords: democratic socialism, centralized planning, decentralized planning, land reforms, growth with social justice, green revolution	
III	Economic Policies:	12
	Monetary policy of India and its implications, Fiscal policy of India- Tools and Techniques of Fiscal Policy, Critical Evaluation of Fiscal policy of India. Union Budget and its Analysis, Tax and Non-Tax Resources of Union Government. Service Sector in India- Role and Performance	
	<b>Keywords</b> : industrial licensing, IDRA, MRTP, repo rate, reverse repo, open market operations, deficit financing, capital expenditures, revenue receipts, GST, revenue expenditures	
IV	Economic Reforms in India:	12
	Background, Need, Reformative Steps, Impact, Suggestions. Small Scale and Cottage Industries in India- Meaning, Definitions, Role, problems, policy, suggestions Private Sector in India- Role in Economy, Problems and Prospects	
	Keywords: tiny sector, disinvestment, liberalization, globalization and privatization	
V	Foreign Capital in India:	12
	Need, Role, Capital, Policy, Problems, Suggestions  Foreign Trade in India- Free Trade vs. Trade Protection, Foreign Trade Policy, Composition and Direction of Foreign Trade. Foreign Direct Investments in India- Influencing factors, Policy, Problems and Suggestions. Capital Market and SEBI.	
	Keywords: - import substitution, technology transfers, FIPB, automatic route, NSE, OTCEI,SEBI	

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Date of BOS: .....

Signature of the Chairman (BOS):

Subject: .....

Name: ..

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#### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

Suggested Readings:

#### Textbooks:

- 1 Datt Gaurav and Sundaram-Indian economy, s. Chand and company pvt ltd
- 2 Dhar P.K, Indian Economy, Kalyani publishers
- 3. Misra and Puri, Indian Economy, Himalaya Publishing House
- 4. Kapila Uma, Indian Economy-Performance and Policies, Academic Foundation, New Delhi Note: Latest edition of textbooks may be preferred.

#### **Reference Books:**

- 1. Ahluwalia Montek Singh, Growth and Poverty in Developing Countries
- 2. Singh Ramesh, Indian Economy, McGraw Hill Publication.
- 3. Banerjee Abhijit and Duflo Esther, Poor Economics, Penguin Books.

Suggestive digital platform web links

Suggested equivalent online courses

SWAYAM Course: https://onlinecourses.nptel.ac.in/noc21 hs51/preview

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Date of BOS: .....

Subject: ..

Signature of the Chairman (BOS):

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Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

JG Class: B.A/ B	3.Sc . (Honours	Semester: II	Session:w.e.f.	2021-22
THE STREET STREET	earch)		-	
	Subject: Co	ommerce	•	
Course Code		(To be filled	by Exam Cell)	
			r Faculty)	
Course Type		STATE OF STA		
Pre-Requisites (if any)	No			
Credit Value	<ul> <li>gain the account</li> <li>understanding</li> <li>prepare</li> <li>explain process</li> </ul>	ing. and the process of dou in the knowledge of pa financial statements o the concept of accoun understanding of dep	ble entry accounting ssing journal entries f business. ting equations and a	System.
PA	ART-B:CONTENT	OF THE COURSE		
of Lectures +Tutorials (in h	nours per week): L –	4 Hrs		
			r)	
	Topi	ics		No. of Lectures
Designation Charact	teristics objectives	s, advantages, limitati es of accounting; Cash	ons and Types of Basis and Accrual	12
	Course Learning Outcomes(CLO)  Credit Value  PA  of Lectures +Tutorials (in back to the counting of the counti	Course Code  Course Title  Fundamenta  Course Type  Generic Elect  Pre-Requisites (if any)  Course Learning Outcomes(CLO)  After success able to:  gain the account  understa And gai  prepare explain process develop  Credit Value  FART-B:CONTENT  of Lectures +Tutorials (in hours per week): L —  Total No. of Lectures: L-  Top  Financial Accounting Framework:  Process apparent Characteristics objectives	Course Title  Course Type  Generic Elective Course -3 (Other Pre-Requisites (if any)  Course Learning Outcomes(CLO)  After successful completion of the able to:  gain the conceptual clarity about accounting.  understand the process of dou And gain the knowledge of paepre financial statements of explain the concept of account process.  Total Value  Solution  Financial Accounting Framework:  Preside separate Characteristics objectives, advantages, limitation in the able to:  Beside separate Characteristics objectives, advantages, limitation in the able to:  Beside separate Characteristics objectives, advantages, limitation in the able to:  Beside separate Characteristics objectives, advantages, limitation in the able to:  Solution After successful completion of the able to:  accounting.  explain the conceptual clarity about accounting the able to:  Total Value  Total Value  Total Value  Total No. of Lectures: L – 60 (Lecture of one hour total value)  Topics	Course Title  Fundamentals of Accounting  Course Type  Generic Elective Course -3 (Other Faculty)  Pre-Requisites (if any)  Course Learning Outcomes(CLO)  After successful completion of the course, the student sable to:  gain the conceptual clarity about theoretical frame accounting.  understand the process of double entry accounting And gain the knowledge of passing journal entries.  prepare financial statements of business.  explain the concept of accounting equations and a process.  explain the concept of accounting equations and a process.  develop understanding of depreciation.  Credit Value  5 (L) + 1 (T)  PART-B:CONTENT OF THE COURSE  of Lectures +Tutorials (in hours per week): L - 4 Hrs  Total No. of Lectures: L - 60 (Lecture of one hour)

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Date of BOS: .....

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Signature of the Chairman (BOS);

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II	Double Entry System:	12
11	Concept, definition, Process and stages of Double Entry System:	
	Journal: concept, importance and advantages, Types of Accounts and Rules of Journalizing,	
	Ledger: Concept and process of posting, Subsidiary books.	
	<b>Trial Balance</b> : Concept, definition, advantages and limitations, Preparation of Trial Balance.	
	Keywords: double entry system, journal entry, cash book, ledger and trial balance	
III	Final Accounts with Adjustments:	12
111	Concept and preparation of Trading Account, Profit and Loss Account, and Balance Sheet,	
	Adjustments in Final Accounts- Concept of Adjustments in Final Accounts, need and necessity, various important basic adjustments,; concept and calculations, adjustments related journal entries. Final Accounts with adjustments.	
	<b>Keywords:</b> Trading account, Profit and Loss account, Balance sheet and Adjustment entries	
IV	Depreciation:	12
	Depreciation— Introduction, Objectives of Charging Depreciation, Accounting Principles of Depreciation, Depreciation methods. – fixed and diminishing method	
	Keywords: depreciation, fixed method, diminishing method	
V	Bank Reconciliation Statement (BRS):	12
V	Introduction, Importance, Need and Preparation of Bank Reconciliation,	
	Keywords: bank reconciliation statement, importance of BRS, Need for BRS	

Note - Minimum 70% of numerical questions should be asked.

## Textbooks, Reference Books, Other Resources Suggested Readings: Textbooks: 1. Shukla S.M., Financial Accounting, Sahitya Bhawan Publication, Agra 2 Shukla M. C., Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi. 3 Maheshwari S.N..Financial Accounting. Vikas Publishing House, New Delhi. Reference Book: 1. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.

PART-C:LEARNING RESOURCES

- - 2. Tulsian, P.C. Financial Accounting, Pearson Education.

Suggestive digital platform web links

https://www.my-mooc.com/en/categorie/accounting.

NPTEL -https://onlinecourses.nptel.ac.in,

Suggested equivalent online courses

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Signature of the Chairman (BOS): Date of BOS: ..... Subject: ......

https://nptel.ac.in/courses

https://swayam.gov.in/nd2\_cec20\_16/preview

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Date of BOS: .....

Signature of the Chairman (BOS):

Name:

#### **Faculty of Commerce**

# Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

			PART-A:INTRO	DUCTION	
Program:	UG	Class: B.Com (Hon	ours/Research)	Semester: III	Session:wef2021-22
		1	Subject: Cor	mmerce	
1.	Cou	ırse Code	MJC-	1.39.1 (To be filled b	y Exam Cell)
2.	Cot	ırse Title	Corporate Ac	counting	
3.	Cou	ırse Type	Core Course-	Major	
4.	Pre	-Requisites (if any)	No		
5.			<ul> <li>able to-:</li> <li>understan</li> <li>acquire the Statement</li> <li>develop u</li> <li>calculate</li> </ul>	d the process of issue to basic understanding ts. Inderstanding of valuathe amount of managed the accounting for a	of shares and debentures. g of corporate Financial ation of goodwill and shares. erial remuneration amalgamation and liquidation
6.	Cre	dit Value	6(L)		

#### PART-B:CONTENT OF THE COURSE

Total No. of Lectures +Tutorials (in hours per week): L - 6 Hrs

Total No. of Lectures: L-90 (Lecture of one hour)

Module	Topics	No. of Lectures
I	Accounting for Share Capital & Debentures:  General Introduction to Joint Stock Company, Issue of share, Forfeiture and Reissue of Forfeited Shares: Concept & Process of Book Building; Issue of Rights and Bonus Shares; Buy Back of Shares, Forfeiture and Reissue of Forfeited Shares. Redemption of Preference Shares; Issue and Redemption of Debenture.	18
	<b>Keywords:</b> forfeiture, reissue of forfeited shares, preference shares, buy-back, over subscription, debenture	
II	Final Account:	18

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Date of BOS: .....

Subject: ...

Signature of the Chairman (BOS):

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	Preparation of Profit and Loss Account and Balance Sheet of Corporate Entities, excluding Calculation of Managerial Remuneration, Disposal of Company Profits.	
	Profit or Loss Prior or Post to Incorporation:	
	Meaning, Methods of Finding out Profit or Loss, Allocation of Expenses	
	<b>Keywords:</b> Profit and Loss account and Balance Sheet of Corporate Entities, Managerial Remuneration, Disposal of Company Profits, Prior or Post to Incorporation.	
III	Valuation of Goodwill and Valuation of Shares:	15
111	Concepts, Nature and Importance of Goodwill and Calculation, Meaning of Valuation of Shares, Necessity of Valuation, Types of Value of Shares and Methods of Valuation of Shares.	
	<b>Keywords:</b> importance of goodwill, valuation of shares, methods of valuation of shares,	
IV	Amalgamation of Companies:	18
<b>A</b> 17 <b>V</b>	Concepts and Accounting Treatment as per Accounting Standard: 14 (ICAI) (excluding inter-company holdings).	
	Internal reconstruction:	
	Concepts and Accounting Treatment Excluding Scheme Of Reconstruction,	
	<b>Keywords:</b> accounting standard: 14, internal reconstruction, amalgamation, pooling of interest.	_
V	Liquidation of Companies:	18
	Meaning of Winding –up of a Company, Winding-up and Insolvency, Mode of Winding-up. Liquidators Statements of Account, Statement of Affairs	
	Keywords: winding -up, insolvency, Statement of Affairs	

Note - Minimum 70% of numerical questions should be asked.

#### PART-C:LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Shukla M.C,. Grewal T.C, and. Gupta S. C. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
- 2 Goyal V.K and Goyal Ruchi. Corporate Accounting. PHI Learning.
- 3 Jain, S.P. and Narang k. L. Corporate Accounting. Kalyani Publishers, New Delhi.

#### Reference Book:

- 1. Tulsian P. C and Tulsian Bharat, Corporate Accounting, S.Chand
- Mukherjee Amitabha, Mohammed Hanif, Corporate Accounting, McGraw Hill Education
- 3. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

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Date of BOS: ..... Subject: ..

Signature of the chairman (BOS):

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance (14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

		PART-A:INTRO	ODUCTION		
Program:	UG Class:B.Com. (Ho	Semester: III	Session:w.e.	f.2021-22	
	e	Subject: Co	mmerce		
1.	Course Code	MNC-3	? (To be filled b	y Exam Cell)	
2.	Course Title	Business Stat	istics		
3.	Course Type	Minor			
4.	Pre-Requisites (if any)	No			
5.	Course Learning Outcomes(CLO)	<ul> <li>After successful completion of the course, student shall be able to:</li> <li>acquire a fair degree of proficiency in comprehending statistical data, processing and analysing it, using statistical tools.</li> <li>calculate statistical central tendency, deviations and coefficient of variance.</li> <li>learn to measure of coefficient of skewness, correlation ar regression equation.</li> <li>develop an understanding of index number and their utilit in daily life and stock market.</li> <li>become aware of the pattern revealed by the time series dand use it to make predictions for future.</li> </ul>			
6.	Credit Value	6 (L)			
	PA	RT-B:CONTENT	OF THE COURSE		
Total No.	of Lectures +Tutorials (in he			e	
	Total		00 (Lecture of one hour,		
Module		Topic	S		No. of Lecture
I	Statistics: Definition, nature and s Statistical Investigation and Secondary Data, Me	s, process, tools and thods of Sampling (	techniques of data Co	llection, Primary	18

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Date of BOS: .....

preparation of Statistical series.

Signature of the Chairman (BOS):

/ Name: ....

	Statistical organization in India and M.P.	
	Keywords: Statistical Investigation, Data and Statistical Organization	
II	Measurement of Central Tendency:	18
11	Mean, Median, Mode and Partition values.	
	Keywords: Central Tendency, Deviation & Coefficient	
III	Dispersion:	18
111	Meaning and Importance, Methods - Quartile Deviation, Mean Deviation and Standard Deviation and their Coefficients, Coefficient of Variance.	
	Skewness:	
	Meaning, types, Measures of Skewness and its coefficient: Karl Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness.	
	Keywords: Dispersion, Skewness, Coefficient	
IV	Correlation:	18
	Meaning and definition, types and degree of correlation, methods of correlation - Karl Pearson's Method, Spearman's Method, Concurrent Deviation Method, Ratio of Variation.	
	Regression Analysis:	
	Meaning ,Uses, Regression equations and calculation of Coefficients of Regression	
	Keywords: Correlation , Regression	
V	Index Numbers:	18
	Meaning, characteristics, importance and uses, construction of Index numbers - Fixed Base Index, Chain Base Index, Group Index, Cost of Living Index, Fisher's Ideal Index number with factor and time reversal test.	
	Analysis of Time Series:	
	Meaning, Importance and components of time series, measurement of Trends - Moving Average method, Method of Least Square.	
	Association of Attributes (Two attributes only):	
	Maning Importance and Mathada of Association of Attributes	
	Meaning, Importance and Methods of Association of Attributes	

Note – Minimum 70% of numerical questions should be asked.

	PART-C:LEARNING RESOURCES
	Textbooks, Reference Books, Other Resources
Suggested Readings:	

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Date of BOS: .....

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Signature of the Chairman (BOS):

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#### Textbooks:

- 1. Gupta S.P, Statistical Methods, Sultan Chand and Sons, New Delhi
- 2. Shukla and Sahai, Business Statistics, Sahitya Bhawan Publication, Agra

#### Reference Book:

- 1. Bohra N.D. Business Statistics, McGraw Hill, New Delhi.
- 2. Nagar K. N. Statistics, Minakshi Prakashan Meerut
- 3. Field Andy, An Adventure in Statistics, Sage Publication

#### Suggestive digital platform web links

http://onlinestatbook.com/online\_statistics\_education.pdf

http://cs.ioc.ee/itkstat/files/1 intro.pdf

Suggested equivalent online courses

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Date of BOS: .....

Signature of the Chairman (BOS):

Subject: .....

Name: ..

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## **Faculty of Commerce**

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

			PART-A:INTRO	ODUCTION	
Program:	Program: UG Class:B.Com(H		m: UG Class:B.Com(Honours/Research) Semester: III		Session: w.e.f2021-22
			Subject: Co	mmerce	
1.	Cou	urse Code	04EC-39	(To be filled	by Exam Cell)
2.	Cou	urse Title	Financial Ma	nagement	
3.	Cou	urse	Generic electiv	ve Course - 1 (Own Fa	neulty)
4.	Pre	-Requisites (if any)	No		
5.		urse Learning teomes(CLO)	<ul> <li>shall be able</li> <li>unders manag</li> <li>evalua investr</li> <li>unders theorie</li> <li>unders thereo</li> </ul>	to-:  stand the scope and old gement and risk vs. re te methodology for dements.  stand financial decision es and various costs in stand the types of divi	turn. ecision making for long term ons and capital structure neurred for raising capital. idend decision and theories
6.	Cre	dit Value	4 (L)		
		PAR	Γ-B:CONTENT (	OF THE COURSE	
Total No.	of Lec	tures +Tutorials (in hou	s per week): $L-4$	Hrs	
		Total No	o. of Lectures: $L - \epsilon$	60 (Lecture of one hour	•)

Module	Topics	No. of Lectures
I	Introduction to Financial Management:  Nature, Scope and Objectives of Financial Management, Role of Financial Manager, Traditional Approach, Modern Approach, Objectives of Financial Management - Profit Maximisation, Wealth Maximisation, Time value of money, Risk and return	12
	Keywords: risk, return, wealth maximisation, profit maximisation, finance.	

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Date of BOS: ..... Subject: Signature of the Chairman (BOS):

Name: .....

П	Long Term Investment Decisions:	
	Capital Budgeting Meaning, advantages, disadvantages, Process, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index.	12
	Keywords: NPV, IRR, PI, ARR, PBP, capital budgeting.	
III	Financing Decisions:	
	Sources of Long-Term Financing, 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).	12
	Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of Capital Structure.	
	Keywords: WACC, Kd, Ke, Kc, Kp, Kr, NOI, NI approach, MM theory.	
IV	Dividend Decisions:	
	Dividend Decisions: Theories and models for Relevance and Irrelevance of dividend decision for corporate valuation: Walter's Model, Gordon's Model, MM Approach, Solomon Approach, Dividends payment methods, Dividend policies in practice	12
	<b>Keywords:</b> Dividend, Walter, Gordon, MM Model, Solomon, Relevance, Irrelevance models	
V	Working Capital Decisions:	
	Working Capital Decisions: Concepts of Working Capital, Operating & Cash Cycles, sources of short term finance, working capital estimation, cash management, receivables management, inventory management	12
	Keywords: Inventory, Cash, Operating Cycle, Receivables	

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. ICSI Financial Management (CS Executive)
- 2. Khan, M.Y. and P.K. Jain, Financial Management: Text and Problems, Tata McGraw Hill
- 3. Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education
- 4. Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, Corporate Finance, Tata McGraw Hill

#### Reference Book:

- 1. Singh, Surender and Kaur Rajeev. Basic Financial Management, Mayur Paper Book Noida
- 2. Singh, J.K. Financial Management-text and problems, 2 nd edition, Dhanpat Rai and Company, Delhi
- 3. Sharma, G.L., and Y.P. Singh. Contemporary issues in Finance and Taxation. Academic Foundation Delhi
- 4. Rustagi, R.P., Financial Management, Galgotia Publishing Company

Suggestive digital platform web links

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Date of BOS:
Subject:

Signature of the Chairman (BOS):

Name:

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https://en.wikipedia.org/wiki/Financial management https://managementhelp.org/businessfinance/index.htm

https://virtusinterpress.org/THE-LINK-BETWEEN-FINANCIAL.html

Suggested equivalent online courses

NPTEL Course:https://nptel.ac.in/courses/110/107/110107144/

SWAYAM Course: https://onlinecourses.nptel.ac.in/noc20\_mg31/preview

https://onlinecourses.swayam2.ac.in/cec20\_mg05/previewhttps://onlinecourses.swayam2.ac.in/cec20\_mg10/preview

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Signature of the Chairman (BOS):

Name: .

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## **Faculty of Commerce**

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

Program: U	rogram: UG Class: B.Com. Honou		irs	Semester: III	Session: wef 2021-22
		Subj	ect: Internat	tional Business	1
1.	Cou	rse Code	GEC-39	(To be filled b	y Exam Cell)
2.	Cou	rse Title	Internation	onal Business	
3.	Disc	rrse Type (Core Course / cipline Specific Elective eneric Elective)	Generic Elect	ive Course - 2 (Own fac	eulty)
4.	Pre-	Requisite (if any)	No.		
5.	(CL	arse Learning Outcomes O)	shall be able  under evolut apprec intern  analy; and i signif integr payme  under econo variou WTO famili enviro featur charae critica	rstand the process of gotion and growth of in ciate the changing ational business environments at the theoretical dimensional business environments are the theoretical dimensional envention measures ficance of different ration and to understant ent account and its constand the significance of integration and to us international econor, UNCTAD, IMF and the significance of the foreign exteristics and determinally examine the concepts.	ensions of international trad- adopted; to appreciate the forms of regional economic and the concept of balance of apponents.  of different forms of regional appreciate the role played by mies organisations such as the World Bank.  the international financial an acquainted with the basi exchange market - it

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Date of BOS: ..... Signature of the Chairman (BOS):

Subject: ......Na

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		in international business such as outsourcing and ecological issues.
6.	Credit Value	4 (L)

#### PART-B: CONTENT OF THE COURSE

Total No. of Lectures +Tutorials (in hours per week): L-4~Hrs

Total No. of Lectures: L – 60 (Lecture of one hour)  Topics No. of			
Module	Topics	Lectures	
I	Introduction to International Business:		
	Concept, Need, and Importance of International Business. Importance of Globalization, International business vs. domestic business, Complexities of international business. Modes of Entry into International Business.		
	International Business Environment: National and foreign environments and their components. Economic, cultural, political and legal environments.		
	Keywords: Globalization , Domestic business		
II	Theories of International Trade:		
	Absolute Advantage Theory, Comparative Advantage Theory, Factor Proportion Theory and Leontief paradox, Product Life Cycle Theory, National Competitive Advantage Theory. Tariff and Non-Tariff Barriers. Balance of Payment account and its Components		
	Keywords: Tariff, Non-tariff		
III	International Financial Environment:		
	Foreign exchange market, Spot market, spot rate quotations, bid-ask spreads, trading in spot markets, cross exchange rates, forward markets, forward rate, long and short forward positions, forwards premium and discount. Arbitrage, Hedging and Speculation .Types of exchange rate systems- fixed and floating, soft peg, crawling peg, free float, managed flot. Foreign exchange risk and exposure.		
	Exchange rate Determinations:		
	Types of Exchange rates, factors affecting exchange rate. Relative inflation rates, interest rates, relative interest rates, relative income levels, government controls and expectations.		
	Keywords: Spot market, Relative inflation rate		
IV	Foreign Trade Promotion measures and Organization in India;		
	Special Economic Zones (SEZs) and Export Oriented Units (with 100% export oriented units). Foreign Investment- Concept, Type and Flow, Foreign Investment in Indian perspective. Financing of foreign trade and payment terms- sources of trade finance (Banks, factoring, forfeiting Banker's Acceptance and Corporate Guarantee)		

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Date of BOS: ..... Signature of the Chairman (BOS):

Subject: ......Name: .....

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	and forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account).	
	Keywords: Foreign investment, Trade finance	
V	Regional Economic Integration:	12
	Forms of Regional Integration: Integration efforts amongst countries in Europe, North America and Asia. EU, NAFTA, SAARC and ASEAN.	
	International Economic Organizations: WTO, UNCTAD, World Bank and IMF.	
	Keywords: EU, NAFTA, SAARC, ASEAN, WTO, UNCTAD	

#### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Sinha V.C., International Business, SBPD, Agra.
- 2. Gupta C.B., International Business, S. Chand Publishing, Delhi
- 3. Bhalla V.K., International Business, S. Chand Publishing, Delhi
- 4. Rao P. Subba, International Business, Himalaya publishing House Pvt Ltd, New Delhi
- 5. Jaiswal Bimal, International Business, Himalaya publishing House Pvt Ltd, New Delhi

#### Reference Book:

- 1. Bennett Roger., International Business, Pearson, New Delhi
- 2. Charles, W L Hill and Jain Arun Kuma, International Business, Tata McGraw Hill, New Delhi
- 3. Economic Survey, various issues.
- 4. RBI Report on Currency & Finance, various issues
- 5. UNCTAD Report
- 6. WTO Annual report, various report

Website-: RBI, IMF, WORLD BANK, WTO

Suggested equivalent online courses

NPTEL Course: https://onlinecourses.nptel.ac.in/noc20 mg54/preview

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Date of BOS: ..... Signature of the Chairman (BOS):

Subject:

Name:

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#### **Faculty of Commerce**

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com (Honours /Research)

Program: UG Class: B.Com (Honour		lonours /Research)	Semester: III	Session:wef	2021-22		
			Subject: Co	mmerce			
1.	Cou	ırse Code		(To be filled b	y Exam Cell)		
2.	Сог	ırse Title	Basics of Inco	me Tax			
3.	Cou	irse Type	Generic Elec	tive Course -3 (Other	Faculty)		
4.	Pre-	-Requisites (if any)	No				
5.		arse Learning comes(CLO)	<ul> <li>shall be able</li> <li>unders determ</li> <li>identif and co</li> <li>unders set-off under income</li> </ul>	<ul> <li>After the successful completion of the course ,the student shall be able to:</li> <li>understand the basic concepts of income tax act and determine the residential status of different persons</li> <li>identify the five heads in which income is categorized and compute total income.</li> <li>understand clubbing procedures, aggregate income after set-off and carry forward of losses and deduction allowed under the income tax act and further to compute taxable income and tax liability of individuals.</li> <li>file online return.</li> </ul>			
6.	Cre	dit Value	4 (L)				
		P.A	ART-B:CONTENT	OF THE COURSE			
Total No.	of Lect	ures +Tutorials (in h	nours per week): $L-4$	Hrs			
		Tota	l No. of Lectures: $L - \epsilon$	60 (Lecture of one hour)			
Module			Topics			No. of Lectures	
I	Brief Year,	History, Basic Co	ome, Total Income,	1961 : al Income, Previous Y Person, Assesses, Ex		12	

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Date of BOS: .....Signature of the Chairman (BOS):

Keywords: income, casual income, assessment year, previous year

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II	Computation of Income(I):	
	Income from Salary.	
	Income from house property	
	Keywords: salary ,perquisites, allowances, house property	
III	Computation of Income(II):	12
	Income from Business and Profession.	92
	Capital Gains.	134
	Income from other Sources.	
	<b>Keywords:</b> income from business and profession, capital gains, income from lottery, casual income	
IV	Different Provisions(I):	12
	Set off and carry forward of Losses, Deduction from Gross total Income, Computation of total Income and tax Liability of an Individual.	
	Keywords: gross total income, total income, set off of losses,	
V	Different Provisions(II):	12
	Assessment Procedure, Permanent Account Number (PAN) Tax deduction at Source, (TDS) Advance Payment of Tax,	
	Keywords: TDS, PAN	

Note – Minimum 70% of numerical questions should be asked.

#### PART-C:LEARNING RESOURCES

Textbooks, Reference Books, Other Resources

Suggested Readings:

#### Textbooks:

- 1. Sakhlecha Shripal, Income Tax Law and Practices, Satish Printers Indore
- 2. Mehrotra and Goyal, Income Tax Law and Practices, Sahitya Bhawan Publication Agra.
- 3. Jain R. K Income Tax Law and Practices, SBPD Publication Agra

#### Reference Book:

- 1. Ahuja Girish and Gupta Ravi, "Systematic Approach to Income Tax", Bharat Law House, Delhi
- 2. Singhania Vinod K. and Singhania Monica, Students Guide to Income Tax, Taxmann publication Pvt Ltd , New Delhi

#### Suggestive digital platform web links

- 1. https://incometaxindia.gov.in
- 2. https://www.incometaxindiaefiling.gov.in
- 3. https://www.taxmann.com
- 4. https://taxguru.in/

Suggested equivalent online courses

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Date of BOS: Signature of the Chairman (BOS):

Subject: Name:

# Institute for Excellence in Higher Education (IEHE), Bhopal Faculty of commerce

# Structure for UGC Programme: UGC CBCS system for autonomous college (as per ordinance 14-A)

Under 4 yrs. CBCS Course of B.com (Honours/Research)

[Syllabus Template: SEC(F) / SEC(V)]

		P	PART-A: INTRO	ODUCTION		
Program:	rogram: UG   Class: B.Com.		parameter the translation of the second	Semester: III	Session: wef 2021-22	
			Subject: COM			
1	Cor	urse Code	SEC-391 (	To be filled by Exam	Cell)	
2.	. Coi	urse Title	E-Accounting	E-Accounting and Taxation with GST		
3.		urse Type EC(F)/SEC(V)]	VOCATION	AL (Course type: 7	Title of SEC paper)	
4.		-Requisite (if any)	OPEN FOR A	LL		
5.		urse Learning Outcomes	<ul> <li>Know the</li> <li>Obtain the Act.</li> <li>Achieve is and Tax I.</li> <li>Know the Act.</li> </ul>	nformation relating Co iability. historical background		
6.	Cre	edit Value	4(L/P)			
		PART-	B: CONTENT	OF THE COURSE		
otal No. o	of Lec	tures + Practical (in hours	per week): L-1 H	rs / P-1 Hrs		
		Total No.	of Lectures / Pract	ical: L-30hrs / P-30hrs		
Module			Topics		No. of L/P	

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Date of BOS: .....

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Signature of the Chairmen (BOS):

Name: ..

I	Introduction of E-Accounting Concept of Business and Profession, Types of accounts, Rule Accounts.	10
	Converting the Business Transaction into Journal according to the golden rules.	
	2. Concept of Ledger Trail Sheet and Final Accounting.	
II	Income tax:	10
	1. Introduction of Income Tax: Importance Concept and Definitions.	
	<ol> <li>Theoretical knowledge of various heads of Income Tax.</li> <li>Computation of Taxable Income.</li> </ol>	
	<ol> <li>Computation of Taxable income.</li> <li>Procedure of tax assessment and types of tax assessment.</li> </ol>	
	5. TDS and Tax Refund Procedure.	
		10
Ш	GST:	10
	1. Introduction, Important terms.	
	2. Structure and Classification of GST	
	<ul><li>3. Concept of impact tax credit.</li><li>4. Meaning, Scope, Place and Time of supply.</li></ul>	
	5. Computation of Assessable value under GST.	
	PRACTICAL	30
	• Filing of ITR.	
	Application process of PAN.	
	Procedure of ITR Challan.  Procedure of TDS	
	<ul><li>Payment of TDS.</li><li>Registration under GST.</li></ul>	
	Registration under GS1.	

#### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. HC Mehrotra and Prof VP Agarwal, "Income Tax Law & Accounts" Sahitya Bhawan Publications, Agra.
- 2. Shripal Sakhlecha, "Income Tax Law and Accounts", Satish Printer Indore.
- 3. HC Mehrotra and Prof VP Agarwal, "GST & Customs duty" Sahitya Bhawan Publications, Agra.
- 4. Shripal Sakhlecha, "Goods & services tax and Custom Duty", Satish Printer Indore.
- 5. Modi, Gupta and Gupta, "Goods and Services Tax and Custom Duty", SBPD Publication, Agra.

Reference Book:

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Date of BOS:

Subject:

Name:

- 1. Singhania V.K, "Students Guide to Income Tax", Taxmann publication, New Delhi.
- 2. Singhania V.K, "GST & Customs law", Taxmann publication, New Delhi.
- 3. Bansal K.M, "GST & Customs law", Taxmann publication, New Delhi.

#### Suggestive digital platform web links

- 1. https://www.gst.gov.in
- 2. https://www.icmai.in
- 3. https://www.cleartax.in

Suggested	onnival	out of	nlino	COURSES
Suggesteu	equivai	em or	une	Courses

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**3** | Page - 3

Date of BOS: .....

Signature of the Chairmen (BOS):

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# Institute for Excellence in Higher Education (IEHE), Bhopal Faculty of commerce

# Structure for UGC Programme: UGC CBCS system for autonomous college (as per ordinance 14-A)

**Under 4 yrs. CBCS Course of B.com (Honours/Research)** 

[Syllabus Template: SEC(F) / SEC(V)]

		P.	ART-A: INTE	RODUCTION	
Program:	Program: UG Class: B.Com. Honor		ırs	Semester: III	Session: wef 2021-22
			Subject: CO	MMERCE	
1.	Cou	ırse Code	SEC-39	!CB) (To be filled l	by Exam Cell)
2.	Cou	urse Title	SALESMANS	SHIP	
3.	Course Type [SEC(F)/SEC(V)]		VOCATIO	NAL COURSE (Co	urse type: Title of SEC
4.	Pre	-Requisite (if any)		Open for	all
5.	Cot (CL	urse Learning Outcomes	<ul> <li>Basic sel</li> <li>Contract to selling</li> <li>Custome styles.</li> <li>Sales prowriting.</li> <li>Custome working</li> <li>Provides enable tharea of s</li> <li>Helps de</li> </ul>	and sales negotiations: g situations. or profiling: identify and oposal writing: apply the er service skills: identify with customers in busing students with the knownem to perform adequate ales management.	strate effective selling skills.  apply negotiations techniques  profile the various selling  e principles of proposal  successful techniques for
6.		pected job role/career portunities			(SDR), Inside and outside nanager, customer success

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Date of BOS: .....

Signature of the Chairmen (BOS):

Name:

	>	manager(CSM), Medical representative, sales agents, manufacture representative.	
7.	Credit Value	4(L/P)	

### PART-B: CONTENT OF THE COURSE

Total No. of Lectures + Practical (in hours per week): L-1 Hrs / P-1 Hrs

Total No. of Lectures / Practical: L-30hrs / P-30hrs

Module	Topics	No. of L/P
Ι	An Overview of Salesmanship:  Meaning, scope and objectives, modern concept of salesmanship sales organization: importance, types and basic issues, skills and qualities required in salesmanship, various steps in selling process, sales budget, theories of selling, personal selling.	10
II	Functions of sales management:  Sales personnel planning (quantitative and qualitative aspects of sales personnel planning process), recruitment(sources of sales recruits and process of recruiting sales representatives), selection (significance of sound selection and procedure), training (significance, areas, methods of sales training and its evaluation, placement of sales force), compensating sales personnel (requirement of a sound compensation plan, methods and policies regarding reimbursement of sales expenses), methods for appraising sales personnel's performance.	10
III	Sales territories and Quotas  Meaning, objectives, Types and Factors determining the size of sales territory and selling sales quotas, Reasons for establishing, Revising and assigning sales territories to sales personnel, administering the quota system. Motivating and compensating for salesperson.	10
	PRACTICAL	30
	<ul> <li>Exercises, case studies</li> <li>Role playing exercises</li> <li>Preparation of sales presentation plan by each student on the basis of selected products to be sold.</li> <li>Ascertaining through interview of outdoor salesman (living or working nearby) the important steps which they follow in sales presentation and preparation of report thereon.</li> <li>Activities for developing sales budget, quotas and territories.</li> <li>Types of sales quotas used by Indian managers.</li> </ul>	
	Difference between Advertising, Personnel selling and Sales promotion.	

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Date of BOS: .....

Subject: .....

Signature of the Chairmen (BOS):

\ Name: .....

**PROJECT/ FIELD TRIP:** Specific information gathering/ Skills from experts/ participation community activities.

#### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

- 1. Salesmanship- Dutta and Gupta C. Himalaya Publishers, Nagpur
- 2. Personal selling and sales management\_R. Krishnamurty-Himalya Publishers, Nagpur
- 3. Salesmanship and Sales Management- Kishore Chand Raut and Promod K Sahu Vikas Publising House, New Delhi.
- 4. Advertising and Sales Management- C N Sontakki- Kalyani Publication, New Delhi
- 5. Marketing Management- Kotler- Pearson
- 6. Marketing Management Rajan Saxena

#### Suggestive digital platform web links

- 1. http://cbseacademic.nic.in,salesmanship
- 2. http://www.msuniv.ac.in/download/pdf/41e36894fa74f2
- 3. http://www.slideshare.net/1ftikharChangazi/salesmanship-complete-notes

Suggested	equivale	nt online	courses
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NPTEL Course:		
SWAYAM Cour	se:	

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**3** | Page - 3

Date of BOS: ......

Signature of the Chairmen (BOS):

Name: .

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### **Faculty of Commerce**

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

Program:	UG Class: B.Com (Hor	nours/Research)	Semester: IV	Session:wef	2021-22
		Subject: Co	mmerce		
1.	Course Code		(To be filled b	y Exam Cell)	
2.	Course Title	Income Tax Law and practices			
3.	Course Type	Core Course - Major			
4.	Pre-Requisites (if any)	No			
5.	Course Learning Outcomes(CLO)	After the successhall be able	essful completion of to-:	the course ,the st	udent
		<ul> <li>and co</li> <li>unders</li> <li>set-off</li> <li>under t</li> <li>income</li> </ul>	y the five heads in whempute total income. tand clubbing procedured and carry forward of the income tax act and and tax liability of incline return.	ures, aggregate incolorses and deduction of the further to comput	ome after on allowed
6.	Credit Value	6(L)			
6.			OF THE COURSE		
		T-B:CONTENT			
	PAR of Lectures +Tutorials (in hou	T-B:CONTENT (urs per week): L – 6			
	PAR of Lectures +Tutorials (in hou	T-B:CONTENT (urs per week): L – 6	Hrs 00 (Lecture of one hour)		No. of Lectures

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Date of BOS: Subject:

Signature of the Chairman (BOS):

Name: ..

II	Computation of Income (I):	18
	Income from Salary.	
	Income from house property	
	Keywords: Salary , House property	
III	Computation of Income (II):	18
	Income from Business and Profession.	¥
	Capital Gains.	
	Income from other Sources.	
	Keywords: income from business, income from profession, capital gain,	
IV	Different Provisions(I):	18
	set off and carry forward of losses, deduction from gross total income: rebates and reliefs, clubbing of income, aggregation of income, computation of total income and tax liability of an individual.	
	keywords: gross total income, total income	
V	Different Provisions(II):	18
	Assessment Procedure, Tax Deduction & Collection Number (TAN), Permanent Account Number (PAN) Tax Deduction At Source, (TDS) Advance Payment of Tax, Income Tax Authorities, Appeal, Revision and Penalties, E-Filing of Return.	
	keywords: TAN , PAN	

Note - Minimum 70% of numerical questions should be asked.

#### PART-C:LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Sakhlecha Shripal, Income Tax Law and Practices, Satish Printers Indore
- 2. Mehrotra and Goyal, Income Tax Law and Practices, Sahitya Bhawan Publication Agra.
- 3. Jain R. K Income Tax Law and Practices, SBPD Publication Agra

#### Reference Book:

- 1. Ahuja Girish and Gupta Ravi, Systematic Approach to Income Tax, Bharat Law House, Delhi
- 2. Singhania Vinod K. and Singhania Monica, Students Guide to Income Tax, Taxmann publication Pvt Ltd , New Delhi.

#### Suggestive digital platform web links

- 1. https://incometaxindia.gov.in
- 2. https://www.incometaxindiaefiling.gov.in
- 3. https://www.taxmann.com
- 4. https://taxguru.in/

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Date of BOS: .....

Subject

Signature of the Chairman (BOS):

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### **Faculty of Commerce**

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/Research)

Program: 1	UG Class: B.Com (Ho	nours/Research)	Semester: IV	Session: w.e.f. 2021-22	
		Subject: Co	ommerce		
1.	Course Code		(To be filled l	by Exam Cell)	
2.	Course Title	Cost Accounti	Cost Accounting		
3.	Course Type	Minor			
4.	Pre-Requisites (if any)	No			
5.	Course Learning Outcome (CLO)  Credit Value	able to:     familiar v     understar accountir     facilitatin control ir     aware of factory.     expand h     collect ki practical     equipped particular     know wh     acquired cost.	with the concept of condithe relationship bether.  In an industry with price the concept of various is knowledge about prepare point of view and calculate with knowledge about recontract.  In at are the basics of prepare knowledge about services to the contract of the contract.	ween cost and financial  ng of material and labour cost	
0.	Credit value	0 (L)			
	PAF	T-B: CONTENT	OF THE COURSE		
Total No. o	of Lectures +Tutorials (in ho	ours per week): $L - 6I$	Hrs		
	Total	No. of Lectures: $L-9$	<b>90</b> (Lecture of one hour,		
Module		Topic	S	No. of Lectures	
				18	

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Date of BOS: .....

Signature of the Chairman (BOS):

Name:

	Meaning, objectives and advantages of cost accounting, Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Installation of a costing system, Role of a Cost Accountant in an organization.	
	Keywords: costing, elements of cost, installation of costing system	
II	Elements of Cost-1:	18
	Materials: Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average, Replacement, Treatment of Material Losses.  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. Methods of Wage Payment and The Incentive Schemes - Halsey, Rowan, Taylor's Differential Piece Wage.  Keywords: A, B, C system; EOQ, bin-card, control ratios, job evaluation.	
III	Elements of Cost-2:	18
	Overheads: Classification, Allocation, Apportionment and Absorption of Overheads; Under- and Over- Absorption; Capacity Levels and Costs; Treatments of Certain Items in Costing Like Interest on Capital, Packing Expenses, Bad Debts, Research and Development Expenses; Activity Based Cost Allocation.	
	Keywords: departmentalization, machine hour rate.	
IV	Methods of Costing:	18
	Unit Costing: Definition, Objectives, Elements of Cost, Methods, Cost Sheet, Statement of Cost, Production Account, Calculation of Estimates, Tender and Quotation Price.  Contract Costing: Meaning, Features, Contract Ledger, Determination of Profit or Loss on Complete and Incomplete Contract,  Job Costing: Preamble, Features, Objectives, Advantages, Procedure of Job Costing, Batch Costing.	
	<b>Keywords:</b> direct expenses, work-in-progress, cost of goods sold, certified work, reserve for contingencies, escalation clause, construction contracts.	
V	Process Costing and Record Keeping of Cost:	18
	Process Costing: Meaning, Characteristics, Scope, Preparation of Process Cost Account, Process Wastage and Treatment, Joint and Bye-products-Methods, Inter-Process Profits.  Record keeping of Cost: Book Keeping in Cost Accounting- Integral and Non-Integral Systems, Reconciliation of Cost and Financial Accounts.  Keywords: treatment of wastage, log book, running charges, cost ledger,	
	memorandum reconciliation account.	
	Note – Minimum 70% of numerical questions should be asked.	
	<i>y</i>	

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Signature of the Chairman (BOS):

Name

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#### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
- 2. Arora, M.N. Cost Accounting Principles and Practice. Vikas Publishing House, New Delhi.
- 3. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons
- 4. Jhamb H.V., Fundamentals of Cost Accounting, Ane Books Pvt. Ltd
- 5. Agrawal M.L. & Gupta K.L., Sahitya Bhawan Publicatins, Agra.

#### Reference Books:

- 1. Arora M.N. (Author) Cost Accounting (For B.Com-Sem.4, Delhi University), Kindle Edition.
- 2. GuptaM P Cost Accounting Text and Problems: Texts and Problems, Kindle Edition.
- 3. Tulsian P.C. & Tulsian Bharat (Author) Cost Accounting Format: Kindle Edition.

#### Suggestive digital platform web links

- 1. https://www.edx.org/learn/cost-accounting.
- 2. https://www.coursera.org/projects/introduction-cost-accounting.

#### Suggested equivalent online courses

NPTEL Course: https://onlinecourses.nptel.ac.in/

SWAYAM Course: Cost Accounting: By Prof. Varadraj Bapat | IIT Bombay.

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Signature of the Chairman (BOS):

Name:

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### **Faculty of Commerce**

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

		PART-A: INTR	ODUCTION		
Program:	UG Class: B.Com(Hon	ours/Research)	Semester: IV	Session: w.e.f	-2021-22
		Subject: Co	mmerce		
1.	Course Code		(To be filled	by Exam Cell)	
2.	Course Title	Management A	Management Accounting		
3.	Course Type	Generic elect	Generic elective Course -GE -1		
4.	Pre-Requisites (if any)	No			
5.	Course Learning Outcome (CLO)	able to:  • unders	tand thoroughly the gement accounting.		
		clearly statem concer     facilita data in     equipp taken     unders Respo	understand finance ent analysis and accorn.  Inting the idea analysis an industry with further with technical key the financial man	s and interpretation and issues.  nowledge about decager in different situate accounting age, divisional properties.	of financial
6.	Credit Value	4 (L)			
	PAR	T-B: CONTENT	OF THE COURSE		
Total No.	of Lectures +Tutorials (in hor	ars per week): $L-4$	Hrs		
	Total ?	No. of Lectures: $L-6$	<b>0</b> (Lecture of one hour	r)	r
Module		Topics	S		No. of Lectures
I	Introduction of Manage Meaning, Objectives, Na Techniques of Managem Management Accounting. Keywords: replace accounting to the controller, treasurer.	ture and Scope of ent Account, Diffe Cost Management	erence between Cos , Management Acco	st Accounting and untant.	12

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Date of BOS: Subject:

Signature of the Chairman (BOS):

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II	Financial Statements and Accounting Ratios:	
	<b>Financial Statements:</b> Meaning, objective, Significance, Types and Limitations, Ideal Financial Statement.	12
	<b>Accounting Ratio Analysis:</b> Meaning, Advantages and Limitations, Classification of Ratios, Projection through Ratios.	
	<b>Keywords:</b> validation, interpretation, trend, turnover, liquidity, solvency, capital gearing, debt equity.	
III	Analysis and Interpretation of Financial Statements:	
	<b>Fund Flow Statement:</b> Meaning, Objectives, Characteristics, Importance, Preparation of Fund Flow Statement.	12
	Cash Flow Statement: Meaning, Objectives, Limitations, Difference between Fund Flow Statement and Cash Flow Statement, Preparation of Cash Flow Statement.	
	<b>Keywords:</b> current and non-current assets, fixed and non-current liabilities, operational activities, investing activities, financing activities.	
IV	Tools of Decision Making:	
	Marginal Costing: Absorption Costing and Marginal Costing- Need for Marginal Costing, Concept of Marginal Costing, Features, Assumptions, Advantages.	12
	<b>Break-even Analysis:</b> Application of Marginal Costing - Decision Making Approach for Short Term and Long Term (Excluding Investing Decisions) Managerial Problems.	
	Keywords: optimum product mix, key factors, shut-down cost, escapable cost.	
V	Contemporary Issues:	
	Responsibility Accounting: Concept, Features, Significance, Limitations, Steps Involved in Responsibility Accounting, Different Responsibility Centres and Divisional Performance Measurement, Financial and Non-Financial Measures. Transfer Pricing.	12
	Keywords: expense centre, profit centre, investment centre.	

#### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.
- 2. Goel, Rajiv, Management Accounting. International Book House,
- 3. Arora, M.N. Management Accounting. Vikas Publishing House, New Delhi.
- 4. Maheshwari, S.N. and S.N. Mittal. Management Accounting. Shree Mahavir Book Depot, New Delhi.

**2 |** Page-3

Date of BOS:

Subject:

Signature of the Chairman (BOS):

Je. Jam Ju

5. Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education

#### Reference Book:

1. Atrill, P. and McLaney, E. (2020), Accounting & Finance for Non-Specialists, Financial Times Prentice Hall, Harlow.

2.Bhimani, A., Horngren, C.T., Datar, S.M. (2016), Management and Cost Accounting. Financial Times Prentice Hall, Harlow

Suggestive digital platform web links

https://www.educba.com/my-courses/wallstreetmojo/

Suggested equivalent online courses

NPTEL Course: MCO-05-Accounting for Managerial Decisions

SWAYAM Course: https://swayam.gov.in/NPTEL

3 | Page - 3

Date of BOS: .....

Signature of the Chairman (BOS):

Name:

### **Faculty of Commerce**

Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

Program:	UG Class:B.Com(Honou	rs/Research)	Semester: IV	Session: w.e.f20	021-22
	Su	bject: Commo	erce		
1.	Course Code		(To be fi	lled by Exam Cell)	
2.	Course Title	Human Reso	urce Manageme	nt	
3.	Course Type	Generic Electiv	e Course (SEC) - 2		
4.	Pre-Requisites (if any)	No			
5.	Course Learning Outcomes(CLO)	unders trends manag     compression work is and see differed job de and tra     evaluation incent implement and is and is and incent implement and is and incent implement	tand the meaning and resource managers. The stand is the meaning and resource managers. The stand job analyst force requirement lection methods. The stand the tween very elopments, under the various pay lives, statutory and menting welfare meaning welfare meaning the important abour unions as	g of HRM and its on agement and the rousis methods and for along with employed arious on the job and erstanding MBO, proplan structures, I non-statutory incentive and grievance hand of the MRM function.	changing le of HI recasting e testing d off the omotion financia tives and
6.	Credit Value	4 (L)			
	PART-R·CC	ONTENT OF T	HE COURSE		
Total No	of Lectures +Tutorials (in hours per we				
			ecture of one hour)		
Module		Topics			No. of
Ι	Human Resource Function: Human Resource Philosophy – Chresource management – Using HR	nanging environ	ments of HRM –	Strategic human	

1 | Page-3

Date of BOS: .....

Subject:

Signature of the Chairman (BOS):

Name: .....

	HRM – Organisation of HR Departments – Line and Staff Functions – Role of HR Managers	12
	Keywords: HRM, strategic HRM, line function, staff function.	
II	Recruitment & Placement	
4	Job analysis: Methods - IT and computerized skill inventory - Writing job specification - HR and the responsive organization. Recruitment and selection process: Employment planning and forecasting - Building employee commitment: Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet.	12
	Employee Testing & selection: Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.	
	Keywords: skill inventory, recruitment, employee commitment, recruitment.	
III	Training, Development and Performance Appraisal:	
	Orientation & Training: Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet.	12
	Developing Managers: Management Development - The responsive managers - On- the job and off-the-job Development techniques using HR to build a responsive organisation. Management Developments - Key factors for success	
	Performance appraisal: Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice.	
	Managing careers: Career planning and development - Managing promotions and transfers.	
	Keywords: training, orientation, performance appraisal, mbo, promotion, transfer.	
IV	Compensation & Managing Quality:	
	Establishing Pay plans: Basics of compensation - factors determining pay rate - Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation.	
	Pay for performance and Financial incentives: Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations.	12
	Benefits and services: Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.	
	Keywords: pay plans, statutory benefits, insurance, employee commitment.	
V	Labour Relations and Employee Security:	
*	Industrial relation and collective bargaining: Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and separation.	12

**2** | Page-3

Date of BOS: .....

Signature of the Chairman (BOS):

Subject:

Name: . A

Chairman (BOS):

Labour Welfare: Importance & Implications of labour legislations - Employee health - Auditing HR functions, Future of HRM function.

Keywords: collective bargaining, labour legislation, trade unions, health.

#### PART-C:LEARNING RESOURCES

Textbooks, Reference Books, Other Resources

Suggested Readings:

#### Textbooks:

- 1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
- 2. David A. DeCenzo & Stephen P.Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearso
- 3. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi 2000.
- 4. Khanka SS, Human Resource Management, S Chand and Company

#### Reference Book:

- 1. Dr. R. Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2
- 2. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005.

#### suggestive digital platform web links

- 1. <a href="https://www.inc.com/encyclopedia/human-resource-management.html#:~:text=The%20primary%20responsibilities%20associated%20with,and%20maintenance%20of%20with,and%20with,and%20maintenance%20of%20with,and%20
- 2. https://www.tandfonline.com/doi/abs/10.1080/095851999340323
- 3. https://managementhelp.org/humanresources/index.htm
- 4. https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199547029.001.0001/oxfordhb-9780199547029-e-1
- 5. https://en.wikipedia.org/wiki/Human\_resource\_management#:~:text=Human%20resource%20management%20(HRM%2

#### Suggested equivalent online courses

NPTEL Course:

https://nptel.ac.in/courses/110/105/110105069/

https://nptel.ac.in/courses/122/105/122105020/

http://www.nptelvideos.in/2012/11/human-resource-management-i.html

SWAYAM Course:

https://onlinecourses.nptel.ac.in/noc20\_mg15/preview

https://onlinecourses.nptel.ac.in/noc19 mg51/preview

3 | Page-3

Date of BOS: .....

Subject:

Signature of the Chairman (BOS):

Name:

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Structure for UG Programme: UGC CBCS System for Autonomous College (As per Ordinance 14-A)

Under 4 yrs. CBCS Course of B.Com. (Honours/ Research)

Program:	UG Class: B.A./B.Sc.	( Honours)	Semester: IV	Session:wef.	2021-22		
			Commerce				
	1 30		Commerce	hu Evam Call)			
1.	Course Code	9 8 8 8					
2.	Course Title	Business C	<b>Business Communication</b>				
3.	Course Type	Generic El	Generic Elective ( C )				
4.	Pre-Requisites (if any)	No	No				
5.	Course Learning Outcomes(CLO)	<ul> <li>shall be ab</li> <li>realise busine</li> <li>unders comm</li> </ul>	After the successful completion of the course, the sturball be able to-:  • realise the significance of effective communication in business.  • understand an overview of prerequisites to business communication.  • learn the basic mechanics of verbal and non verbal communication  • underline the nuances of business communication.  • comprehend the correct practices and strategies of business writing.  4 (L)				
6.		comm under compi compi busine 4 (L)	unication line the nuances of busing the defending the correct practices writing.  T OF THE COURSE	ness communication	1.		
	PA of Lectures +Tutorials (in I	comm  under  compi busine  4 (L)  ART-B:CONTEN  nours per week): L -	unication line the nuances of busing the rehend the correct practices writing.  T OF THE COURSE  - 4 Hrs	ness communication ces and strategies o	1.		
Total No.	PA of Lectures +Tutorials (in I	comm under compi compi busine 4 (L)  ART-B:CONTEN nours per week): L-	unication line the nuances of busing the the correct praction are sess writing.  T OF THE COURSE  4 Hrs  4 - 60 (Lecture of one hour	ness communication ces and strategies o	n. of effective		
Total No.	PA of Lectures +Tutorials (in I	comm under compi compi busine 4 (L)  ART-B:CONTEN nours per week): L-	unication line the nuances of busing the rehend the correct practices writing.  T OF THE COURSE  - 4 Hrs	ness communication ces and strategies o	1.		
	PA of Lectures +Tutorials (in I  Tota  Basics of Communicat  Communication: Meani barriers to effective Importance of communication	comm  under  compile busine  4 (L)  ART-B:CONTEN  nours per week): L-  No. of Lectures: L  Top  tion:  ng, Definition, uncommunication, or ication at workpla  Communication,	unication line the nuances of busing the rehend the correct practices writing.  T OF THE COURSE  - 4 Hrs  - 60 (Lecture of one hour pics)  derstanding the process of overcoming barriers in	of communication, communication.	n. f effective		

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Date of BOS: .....

Subject: .....

Signature of the Chairman (BOS):

Name: ....

	Classification of communication, Verbal and Non-verbal communication, techniques of effective oral and written business communication,  *Keywords: Verbal Communication, Non- Verbal Communication*	
III	Non Verbal Communication:  Kinesics, Proxemics, Chronemics, Haptics, Para Language, Effective Video Conferencing  Keywords: Kinesics, Proxemics, Chronemics, Para Language	12
IV	Listening in Communication:  The Importance of Listening in the Workplace: Introduction, what is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context  Keywords: Listening, Workplace, Effective Listening, Business Context	12
V	Verbal Communication and International Business Communication:  Interviews, Types of Interviews, Skills to impress a recruiter, Group Discussions, Brain storming, Making an effective public presentation, persuasive communication skills.  Letter writing, Circulars, Notices and Memo. E mails, Meeting agenda, Minutes of Meeting, News paper reporting. Note making and Precise writing.  Resume writing, Report writing.  International Business Communication  Keywords: Group Discussion, Brain storming, Personal Interview, International Business Communication,	12

#### PART-C:LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
- 2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
- 3. Sehgal MK and Khetarpal Vandana, Business Communication, Excel books
- 4. Jain VK and Biyani Omprakash, (2016) Business Communication, S Chand

#### **Reference Books:**

- Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
- 2. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.

2 | Page-3

Date of BOS: .....

Subject: .....

Signature of the Chairman (BOS):

Muralikrishna C and Mishra S (2011) Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.

Suggestive digital platform web links

https://en.wikipedia.org/wiki/Business communication

https://www.ringcentral.com/us/en/blog/communication-channels/

https://www.naukri.com/blog/21-interview-skills-you-need-to-crack-an-interview/

https://edu.gcfglobal.org/en/business-communication/how-to-write-an-effective-business-email/1/

https://smallbusiness.chron.com/types-business-communications-697.html

https://resource.cdn.icai.org/46651bosfnd-p2-secb-cp1.pdf

https://www.youtube.com/watch?v=ITHnugowc Q

#### Suggested equivalent online courses

NPTEL Course:

https://nptel.ac.in/courses/110/105/110105052/

https://nptel.ac.in/courses/109/106/109106129/

https://nptel.ac.in/noc/courses/noc18/SEM1/noc18-hs18/

SWAYAM Course: https://onlinecourses.swayam2.ac.in/imb19 mg14/preview

https://online-degree.swayam.gov.in/dyp20\_d02\_s1\_hs01/preview

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Date of BOS: .....

Signature of the Chairman (BOS):

### Faculty of commerce

# Structure for UGC Programme: UGC CBCS system for autonomous college (as per ordinance 14-A)

### Under 4 yrs. CBCS Course of B.com (Honours/Research)

[Syllabus Template: SEC(F) / SEC(V)]

Program:	UG	Class: B.Com. Honou	rs	Semester: IV	Session: wef <b>2021-22</b>	
		,	Subject: CO	OMMERCE		
1.	Cou	urse Code	(To be filled		by Exam Cell)	
2.	Coi	urse Title	DIGITAL MARKETING		RKETING	
3.	Dis	urse Type (Core Course / scipline Specific Elective eneric Elective)	VOCATIONAL		NAL	
4.	Pre	-Requisite (if any)	Open for all		for all	
5.	Course Learning Outcomes (CLO)		After completing this course student will be able to:			
			<ul> <li>Understand digital marketing, importance thereof, meaning of web site and levels of web site, Difference between blog portal &amp; website.</li> </ul>			
			Understand the working of SEO (Search engine Optimization) On page optimization, off page optimization and will learn to prepare reports			
			<ul> <li>Learn about SMO (Social Media Optimization) like Facebook, Twitter, LinkedIn, Tumblr, Pinterest and other social media services optimization</li> </ul>			
			<ul> <li>Understand paid tools like Google AdWords, Display advertising techniques</li> </ul>			
			<ul> <li>Learn and apply hands on experience on tools useful to SEG for analysis on website traffic, keyword analysis and learn Email marketing and Ad Designing</li> </ul>			
6.	Cre	edit Value	4 (L)			
		PART-F	B: CONTEN	T OF THE COURSE		
Total No. o	of Lec	tures +Tutorials (in hours	per week): ): I	-1 Hrs / P-1 Hrs		
				es: L-30hrs / P-30hrs		
Module			Top	oics	No. of	

1 | Page-3

Date of BOS:

Subject:

Signature of the Chairman (BOS):

Name....

I	Introduction to Digital Marketing	10
	Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on Digital Marketing Vs Traditional Marketing, E Commerce, Tools used for successful marketing, SWOT analysis of business for digital marketing, Meaning of Blogs, websites, portal and their differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation	
	Keywords: Titles, Metatags	
II	Search Engine Optimization (SEO)	10
	On page optimization techniques, off page optimization techniques, preparing reports, creating search campaigns, Creating Display Campaigns.	
	<i>Keywords:</i> Verbal Communication, Non- Verbal Communication, Intra personal and Inter personal communication.	
III	Social Media Optimization (SMO)	10
	Introduction to social media marketing, advanced Facebook marketing, WordPress Blog creation, Twitter marketing, LinkedIn Marketing, Instagram Marketing, Social Media Analytical Tools	
	Keywords: Google, WordPress, FB, LinkedIn, Instagram, Analytics, SMO	
IV	Search Engine Marketing	
	Meaning and use of Search Engine Marketing, Tools used – Pay Per Click, Google AdWords, Display Advertising Techniques, Report Generation	
	Keywords: PPC, Google AdWords, Reports, SEM,	
V	Website Traffic Analysis, Affiliate Marketing and Ad Designing	10
	Google Analytics, Online Reputation Management, E Mail Marketing, Affiliate Marketing, Understanding AdWords Algorithm, Advertisement Designing.	
	Keywords: Google Analytics, Ad Design, Social Media, Affiliate	
	PRACTICAL	
	Design SEO to Improve Page Rank of Our College.	30
	Monitor Traffic of Your Website Using Google Analytics	
	<ul> <li>Using Search Engine Submission Improves Online Recognition and Visibility of Websites.</li> </ul>	
	Designing A Blog.	
	Use of Cross Linking	
	<ul> <li>On/Off Optimizing of the Websites.</li> </ul>	
	<ul> <li>Design Back Link and Outbound Link of Website.</li> </ul>	
	Wed Development, Audio Video Production.	

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Date of BOS: .....

Signature of the Chairman (BOS):

Name

Digital Content Creation, Product And Sales Review Analysis.

#### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

#### Textbooks:

- 1. Ahuja Vandana (2016) Digital Marketing. Oxford University Press ISBN: 9780199455447,
- 2. Sainy Romi, Nargundkar Rajendra (2018) Digital Marketing: Cases from India, Notion Press ISBN 9781644291931, 1644291932

#### Suggestive digital platform web links

https://www.wordstream.com/link-

building#:~:text=Building%20links%20is%20one%20of,build%20links%20to%20your%20site.

https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-links/

https://digitalmarketingphilippines.com/8-strategic-steps-to-natural-link-building/

https://www.the-web-guys.com/digital-marketing/

#### Suggested equivalent online courses

NPTEL Course: https://nptel.ac.in/courses/110/105/110105142/

SWAYAM Course: https://onlinecourses.swayam2.ac.in/cec19\_mg23/preview

https://onlinecourses.swayam2.ac.in/ugc19\_hs26/preview

3 | Page - 3

Date of BOS: .....

Subject

Signature of the Chairman (BOS)

Name: ..

### Faculty of commerce

# Structure for UGC Programme: UGC CBCS system for autonomous college (as per ordinance 14-A)

## Under 4 yrs. CBCS Course of B.com (Honours/Research)

[Syllabus Template: SEC(F) / SEC(V)]

rogram:	UG	Class: B.Com		Semester: IV	Session: wef.	2021-22
			Subject: COM	IMERCE	1	
1.	Cou	ırse Code		(To be filled by Exam	ı Cell)	
2.	Cou	urse Title	Accounting and Tally Course			
3.		urse Type EC(F)/SEC(V)]	Vocational (Course type: Title of SEC paper)		f.SEC paper)	
4.	Pre-Requisite (if any)		Open for all			
5.	(CI	urse Learning Outcomes	<ul> <li>After completing this course student will be able to:</li> <li>Understand the elements of electronic accounting process.</li> <li>Apply the basics of accounting with the help of sophistical software like tally.</li> <li>Create a company, ledgers and Groups creation, Stock gro Stock items, Stock units' formation, Various Vouchers Enetc. in tally software.</li> <li>Make adjustment entries through tally and produce Finance Statements like P&amp;L account, Balance Sheets etc.</li> <li>Develop skills to prepare account manually and computers.</li> </ul>		isticated ck groups ers Entry, Financial	
6.	Cre	edit Value	4 (L/P)			
		PART-	B: CONTENT	OF THE COURSE		
Γotal No.	of Lec	tures + Practical (in hours				
		Total No.	of Lectures / Pract	ical: L-30hrs / P-30hr	s	
Module			Topics			No. o

1 | Page - 3

Date of BOS: .....

Subject: .....

Signature of the Chairmen (BOS):

Name.

Ι	Financial Accounting (Title):	18
	Concept of double entry system, Golden rules of Accounting, Preparation of Journals	
П	Preparation of Ledgers and Trial Balance	10
	Brief Introduction of Trading and Profit and Loss accounts and Balance sheet	02
III	PRACTICAL	
	Tally ERP 9.0	25
	Introduction of tally ERP 9, Info Manu, Creation of a Company, Gateway of Tally.	
	2. Account information: Ledgers and Groups creation.	
	<ol> <li>Inventory information: Determination of Stock groups, Stock items and Stocks units.</li> </ol>	
	4. Accounting vouchers entries: Receipt vouchers, Payment vouchers, Purchase vouchers, Sales vouchers, Contra vouchers, Journal vouchers, Debit note and Credit note.	
	REPORT: Trial Balance, Day Book, Accounts Book, Statement of Accounts, Inventory book, Trading and Profit and Loss account, Balance Sheet.	5
	PROJECT: Make a project to record Day to Day Accounting and Generate Trading and Profit and Loss Account, Balance Sheet.	

## PART-C: LEARNING RESOURCES Textbooks, Reference Books, Other Resources Suggested Readings:

#### Textbooks:

- 1. Behera Soumya Ranjan, Learn Tally ERP 9, B K Publications Pvt. Ltd
- 2. Singh Shraddha, Mehranavneet, Tally ERP 9 (Power of Simplicity), V&S Publishers, Delhi.
- 3. Agrawal Dr. Namrata, Comdex Tally ERP 9 Course kit, Comdex Publication, Delhi.

2 | Page - 3

Date of BOS: .....

Subject:

Signature of the Chairmen (BOS):

- 4. Agrawal Dr. Mahesh Financial Accounting, Ram Prasad and Sons, Bhopal.
- 5. बंसल मनोज और शर्मा अजय, कम्प्यूटरीकृत लेखांकन प्रणाली, साहित्य भवन प्रकाशन, आगरा

#### Suggestive digital platform web links

http://sscstudy.com/tally-erp-9-book-pdf-free-download/

http://www.sarkarirush.com/tally

http://learnmech.com/fundamentals-of-tally-erp-tutorial-pdf-free-download/

http://instapdf.in/tally-erp-9

#### Suggested equivalent online courses

NPTEL Course: .....

SWAYAM Course: .....

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Date of BOS: .....

Subject:

Signature of the Chairmen (BOS):

. Name: .. e Chairmen (BOS).

Internal Assessment (0.5 Credit):		External Evaluation (1.5 Credits):		
Continuous Comprehensive Evaluation (C	CCE): 100 Marks	Term-end Examination (EE): 100 Marks		
The distribution of marks shall be as fo	ollows:	Time: 2 hours		
(A) Attendance in the class	20 Marks	Section (A): 20 MCQ	$20 \times 01 = 20 \text{ Marks}$	
(B) Record File / Home Assignment / etc.	20 Marks			
(C) Skill Assessment - 1	30 Marks	Section (B): Two short questions with internal	$02 \times 10 = 20 \text{ Marks}$	
(D) Skill Assessment - 2	30 Marks	choice (200 Words Each)		
_		Section (C): Two long questions with internal choice (500 Words Each)	$02 \times 30 = 60 \text{ Marks}$	
Total (A+B+C+D):	100 Marks	Total (A+B+C):	100 Marks	

## OR

Internal Assessment of Practical (1 Cred	External Practical Examination (1 Credit):		
Continuous Comprehensive Evaluation: 10		Term-end Practical Examinati	on: 100 Marks
The distribution of marks shall be as follow	vs:	Time: 2 hours	
(A) Attendance	20 Marks	(A) Exercise / Demonstration of	70 Marks
(B) Record File/Home-Assignment/etc.	20 Marks	Skill:	
(C) Skill Assessment - 1	30 Marks	(B) Viva-Voce:	30 Marks
(D) Skill Assessment - 2	30 Marks		
Total (A+B+C+D):	100 Marks	Total (A+B):	100 Marks

**4** | Page - 3

Signature of the Chairmen (BOS):

Name: .....