

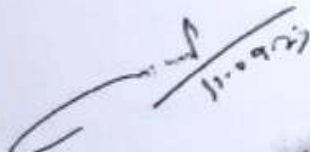


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**Curriculum in Accordance to
National Education Policy-2020**

**Proposal placed before BoS on 11th September, 2023
Bachelor of Commerce- B.Com (2023-24)**

**In Continuation to
Academic Session 2022-23**


11-09-23

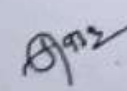


11/09/2023







 **Department Of Commerce**
Dr. Harisingh Gour Vishwavidyalaya, Sagar-470003 (M.P.)
(NAAC A+ Accredited Central University)



11/09/23

Board of Studies
(Date of Board of Studies Meeting: 11/09/2023)

Department of Commerce

S.No.	Name	Designation	Signature
1.	Prof. J. K. Jain	Head & Chairman	<i>[Signature]</i> 11/9/23
2.	Prof. G. L. Puntambekar	Professor	ABSENT
3.	Prof. D. K. Nema	Professor	ABSENT
4.	Prof. Sanjeet Kumar Gupta	External Member	<i>[Signature]</i>
5.	Prof G. Soral	External Member	<i>[Signature]</i> 11.9.23
6.	Prof. M.K. Singh	Special Invitee	<i>[Signature]</i> 11.09.23
7.	Prof. G. M. Dubey	Representative from other School	ABSENT
8.	Prof. Utsav Anand	Representative from other School	<i>[Signature]</i>
9.	Dr. Anita Kumari	Assistant Professor from Department	<i>[Signature]</i> 11/09/2023



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Department Of Commerce

**Dr. Harisingh Gour Vishwavidyalaya, Sagar-470003 (M.P.)
(NAAC A⁺ Accredited Central University)**

Synder

Board of Studies

(Date of Board of Studies Meeting: 11/09/2023)

Department of Commerce

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1.	Prof. J. K. Jain	Head & Chairman	<i>J.K. Jain</i> 11/9/23
2.	Prof. G. L. Puntambekar	Professor	
3.	Prof. D. K. Nema	Professor	
4.	Prof. Sanjeet Kumar Gupta	External Member	
5.	Prof G. Soral	External Member	<i>G. Soral</i> 11.9.23
6.	Prof. M.K. Singh	Special Invitee	<i>M.K. Singh</i> 11.09.23
7.	Prof. G. M. Dubey	Representative from other School	
8.	Prof. Utsav Anand	Representative from other School	<i>Utsav Anand</i>
9.	Dr. Anita Kumari	Assistant Professor from Department	<i>Anita Kumari</i> 11/09/2023

J.K. Jain

G. Soral

Utsav Anand

Sagar

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Overview of the Department of Commerce

Glorious journey of the Department of Commerce commenced since 18th July 1948 on separation from the Department of Economics led by an eminent authority of Commerce named Professor Amar Narayan Agrawal who was invited from University of Allahabad (U.P) to develop Commerce as academic branch of knowledge. The Department with its continuous nurturing gave another branch of relevant knowledge "Department of Applied Economics and Business Administration" which later renamed as Department of Business Management is second Department under the aegis of School of Commerce & Management-SCM. The Growth & Development of this Department emerged on a magnificent platform by its hardworking faculty members who have adopted out of box thinking and dedication towards the University as well as the Department. The Department is leading in academic contributions in the form of popular text book writings in Hindi and English by faculty members, Research Grant under DRS, Major & minor Projects by Faculty, faculty Participation in National-International Association conferences, Presentation of Research Papers, Recipient of Research Awards in the National Academic forums, visiting lecture, creating innovative ideas including own academic responsibility of Teaching.

Bachelor of Commerce (B.Com) Programme:

Bachelor of Commerce (B.Com) is the most exalted three/four year full time under-graduate programme in commerce. The course provides an extreme and rigorous base for teaching, research and administration. The course serves the needs of academics and prepares students for business and industry sector. The Alumni of this course are well placed in business, academics and administration in the country. In the year 2009, after being upgraded as Central University, CBCS System has been adopted by the University and this course is being changed second time after adopting CBCS System. The UGC has advised to introduce CBCS System in all the Central and State Universities and also proposed a model syllabus of CBCS System in undergraduate programme and it is being introduced in academic year 2016-17. In the current year the entire structure and syllabus of course is revised as per National Education Policy-2020.

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Foreword

The National Education Policy 2020 (NEP) has been conceptualized and framed with an aim of actualizing constitutional imperatives to achieve human development goals in an equitable and democratic manner. The prime concern of this public policy is to develop well-rounded competent individuals and a community of practices for making the nation a self-reliant and global leader.

The NEP-2020 envisages a nova-epistemic and ontological anticipation for India's tertiary education system, which recognizes that higher education plays a pivotal and crucial role in promoting human as well as societal well-being and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all.

The NEP-2020 underlines "higher education significantly contributes towards sustainable livelihoods and economic development of the nation" and "as India moves towards becoming a knowledge economy and society, more and more young Indians are likely to aspire for higher education."

In this backdrop, Doctor Harisingh Gour Vishwavidyalaya, Sagar is taking steps to bring the desired transformation in higher education by implementing NEP from the academic session 2022-23. Implementing and executing NEP in the Vishwavidyalaya, where a number of courses are being offered to thousands of students, is a great responsibility. After rigorous discussions with various stakeholders, and concerned key functionaries, a common curriculum framework is framed and proposed. The curriculum framework would be further fine-tuned after feedback and suggestions from the respective academic bodies. We all know that NEP-2020 also focuses on promoting critical thinking, innovation, and creativity to enable the use and promotion of higher-order thinking skills. Indeed, NEP is set to revolutionize the education system in the country right from school to higher education.

I am happy to share the "Curriculum Framework-2022" which is based on National Education Policy-2020. This Framework is designed with a Bharat-centric approach and provides an opportunity to decolonize the knowledge, knower, and knowing through learner-centric, innovative and liberal approach in terms of choice of subject/disciplines of study, creating academic pathways having constructive combinations of disciplines for study with multiple entry and exit points, academic bank of credits (ABC) determining semester-wise academic load and the ease how to learn" to the extent possible.

The proposed curriculum framework is also aligned with the letter and spirit of NEP-2020 in terms of providing multi/trans-disciplinary and holistic education, assessment of/for/as learning, experiential learning, and community engagement, with the fusion of Indian ethos, culture, and life practices along with 21st-century skills.

I appreciate the sincere efforts made by the NEP Implementation committee of the Vishwavidyalaya, in formulating this Framework. I also acknowledge the contribution of the academic stakeholders and administrative officers in this venture.

Prof. Neelima Gupta
Hon'ble Vice Chancellor



National Education Policy- 2020

"Shaping the Future Through Education"

Education is the foundation of a thriving society, the bedrock upon which individuals and nations build their dreams and aspirations. It is a powerful force that shapes our citizens' character, intellect, and capabilities. The National Education Policy Curriculum demonstrates our unwavering commitment to leveraging education's transformative potential for the betterment of our nation.

In developing this curriculum, we set out on a journey to not only adapt to changing times, but also to lead and innovate. Our vision was simple: to prepare our students to be active, responsible, and compassionate citizens by providing them with the knowledge, skills, and values they need to navigate an increasingly complex world. This curriculum is the culmination of extensive research, consultation, and collaboration with educators, experts, and stakeholders from a variety of backgrounds and fields.

Promoting holistic development is the central goal of this Curriculum. It goes beyond rote memorization and standardization by emphasizing creativity, critical thinking, and problem-solving. It acknowledges that education must go beyond classrooms and textbooks, embracing experiential learning, digital literacy, and interdisciplinary perspectives.

One of the curriculum's most significant innovations is its emphasis on flexibility and choice. We believe that each learner is unique, and that their educational path should reflect their interests, passions, and goals. The curriculum provides students with a diverse range of subjects and opportunities to explore, allowing them to forge their own paths to success while ensuring a solid foundation in essential knowledge and skills.

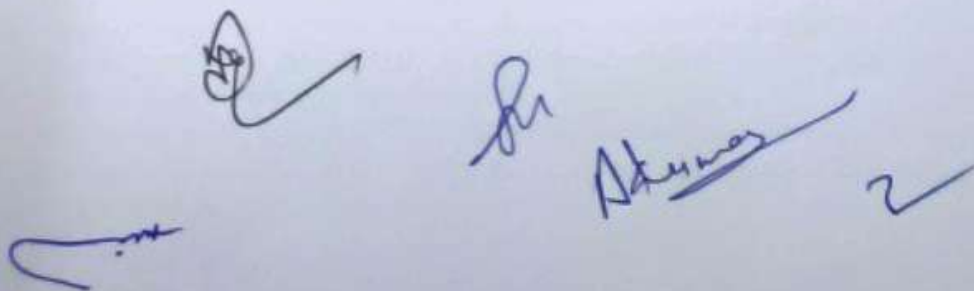
This Curriculum also recognizes the value of values and ethics in education. It seeks to develop not only intelligent minds, but also compassionate hearts. It promotes the development of moral and ethical values by emphasizing empathy, respect, and social responsibility.

Furthermore, this curriculum is designed to meet the changing needs of the global community. In a rapidly changing world, it is critical that our students have the skills and knowledge necessary to compete on a global scale. This curriculum encourages internationalization by raising awareness of global issues and fostering an appreciation for cultural diversity.

With the introduction of this curriculum, we are entering into a new era in education. It is a promise to our children and future generations that we will provide them with the best education possible, one that will prepare them to face the challenges and seize the opportunities of the twenty-first century.

Prof. J.K. Jain

Head, Department of Commerce



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Important Guidelines for Students
{Ordinance 22 (A)}

Medium of Instruction and Examination:

- The medium of instruction in respect of all Programmes of Studies offered by the Schools, Departments and Centers of Studies shall be English/ Hindi, except in cases of studies / research in languages.
- Question Papers of all examinations shall be set and answered in English/Hindi language, except in case of examinations in languages / literature, where the question papers may be set and answered in the respective languages either in totality or in part, depending upon the requirements of the course.
- Project Work / Project Report / Dissertation / Field Work Report / Training Report etc, if any, shall have to be written in English/Hindi, except in case of the Programmes of Studies in languages / literature, where the same may be required to be written in the respective language.

Feedback of the Students:

There shall be an evaluation of the course taught to the students in accordance with the parameters fixed for such a purpose and also in consonance with the prevailing practice / convention in the Universities of the country. The modalities of such an exercise would broadly respond to teacher-taught relationship as determined by quality, style, manner and method of teaching along with efficacy of communication and the like. The terms of evaluation will be pursued by the Committee constituted for such a purpose by the Vice-Chancellor of the University. The configuration of evaluation shall generate the following ethics:

- (i) Nature of course
- (ii) Effectiveness of course
- (iii) Comprehensibility by the students
- (iv) Effectiveness of communication
- (v) Employment of Audio/Visual Aids (wherever applicable)
- (vi) Sincerity and regularity of teacher/ instructor.

Examination System:

- All Programmes of Studies of the University shall be offered under Semester System and Examination and evaluation of students shall be through Comprehensive Continuous Internal Assessment (CCA).
- As a general principle, the Comprehensive Continuous Internal Assessment and End Semester Examination shall comprise the following components:
 - i. Mid Term Examination 20%
 - ii. Continuous Internal Assessment 20%
 - iii. End-Semester Examination 60%
- Depending upon the nature and requirements of a particular course, individual Departments/Centre shall, within the overall framework of Comprehensive Continuous Internal Assessment (CCA) prescribed by the Board of Studies concerned, have freedom to prescribe additional/different components and weightage for different component. Provided that the weightage of the End-Semester Examination shall not be less than 60%.
- Detailed distribution and break-up of the Comprehensive Continuous Internal Assessment (CCA) shall be specified by the teacher concerned in the Detailed Course outlined for each course taught by him/her during a semester.



- The question papers for the End-Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following sections:
 - i. Section A: shall have 10 (Ten) Objective Type Questions of 1 (one) Mark each. All questions in this Section shall be compulsory (Total 10 Marks)
 - ii. Section B: shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each, out of which the examinee shall be required to attempt any (four) questions; (Total 20 Marks)
 - iii. Section C: shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any three questions (Total 30 Marks);

Revaluation of Answer Sheets:

- No revaluation of answer sheet is permitted. However, aggrieved student may apply on the prescribed application form along with the prescribed fees, for retotaling of his/her answer script(s) to the Controller of Examinations within seven working days from the date of declaration of the results.
- Retotaling of the answer script shall be done by a board comprising two members to be appointed by the controller of examination.

Conduct of Examination:

- All examinations of the University (except the entrance examinations for admission in different Programmes of Studies) shall be conducted and held at the University Campus only.
- The Date Sheet for Mid-Term and End- Semester Examination shall be notified by the Heads of the Department / Directors of the Centers / Deans of the School at least fifteen days prior to the commencement of the examinations.
- The Mid-Term and End-Semester Examinations shall be conducted under the general supervision of the Head of Department, who shall act as Centre Superintendent for all examinations of the courses of his/her Department. He/she shall arrange for the invigilation duties from amongst the faculty members and shall be responsible for the fair and orderly conduct of the examination.
- The University shall have grading system based on a Ten (10) point scale of evaluation of the performances of students in terms of marks, grade points, letter grade and class.
- The total performance of a student within a semester shall be indicated by the
 - a. Semester Grade Point Average (SGPA); and Weighted Average Marks (WAM); The grade sheet of a student in the final semester of a programme shall also include;
 - b. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the grade sheets
 - i. Cumulative Grade Point Average (CGPA); and
 - ii. Overall Weighted Percentage Marks (OWPM). The CGPA and OWPM being the real indicators of a student's performance. These shall be calculated as under:

$$SGPA = (\sum C_i G_i) / (\sum C_i)$$

$$WAM = (\sum C_i M_i) / (\sum C_i) \%$$

$$CGPA = (\sum \sum C_{ni} G_{ni}) / (\sum \sum C_i)$$

$$OWPM = (\sum \sum C_{ni} M_{ni}) / (\sum \sum C_{ni}) \%$$

where,

C_i = number of credits in i^{th} course, M_i = marks obtained in the i^{th} course,

G_i = grade point obtained in the i^{th} course,

C_{ni} = number of credits of the i^{th} course of the n^{th} semester,

M_{ni} = marks of the i^{th} course of the n^{th} semester,

G_{ni} = grade points of the i^{th} of the n^{th} semester

Course-Wise Letter Grade & Grade Point:

Accordingly, the percentage of marks obtained by a student in a course will be indicated by a grade point and a letter grade on a Ten (10) point scale as under:

Percentage of Marks	Grade Point	Letter Grade
91-100	10	O
75-90	9	A+
65-74	8	A
55-64	7	B+
50-54	6	B (Above Average)
45-49	5	C
40-44	4	P
0-39	0	F
Absent	0	Ab

- A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- For non-credit courses "Satisfactory" or "Unsatisfactory" shall be indicated instead of the letter grade and this will not be counted for the completion of SGPA/CGPA.

CGPA, Overall Letter Grade and Class:

- The overall cumulative performance of a student shall be indicated by the Cumulative Grade Point Average (CGPA).
- The marks and the grades obtained in the courses corresponding to the maximum number of credits specified for completion of a Programme of Studies will be taken into consideration in arriving at the OWPM with overall Letter Grade and Class, as under:

OWPM	LETTER GRADE	CLASS
91-100	O (Outstanding)	First Class (Outstanding)
75-90	A+ (Excellent)	First Class
65-74	A (Very good)	First Class
55-64	B+ (Good)	Second Class
50-54	B (Above Average)	Second Class
45-49	C (Average)	Third Class
40-44	P (Pass)	Pass Class

- A student who has successfully completed all the courses to accumulate the minimum specified number of credits under the Comprehensive Choice Based Credit System shall be deemed to have completed the Programme of Studies.

Ranking of Students:

- The first three ranks in every Programme of Studies shall be decided on the basis of OWPM. All the rank holders in each Programme of Studies shall be awarded the Certificate of Merit, subject to fulfillment of the following criteria:
 - Should have more than 60 percent marks (OWPM);
 - Should have passed all the Semesters of a Programme of Study without any break;
 - Should have passed all the Courses in a Programme of Study without any back log meaning thereby that he/she has not been awarded 'F' or 'I' grade in any course; and
 - Should have exhibited good conduct and character during the period of a Programme of Study.

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Attendance:

- No student shall be permitted to sit for the End semester examination in the course in which he/she has secured less than 75% attendance.
- The teacher handling a course shall be responsible for maintaining a record of attendance of students who have registered for the course and shall display on the Notice Board of the Department the monthly attendance record of each student.
- All teachers shall intimate the Head of the Department/Director of the Centre concerned, at least seven calendar days before the last instruction day in the semester, particulars of all students who have secured less than 75% attendance in one or more courses.
- The Head of the Department / Director of the Centre shall display on the Notice Board of the Department names of all students who will not be eligible to take the End-semester examinations in the various courses and send a copy of the same to the Dean of the School concerned.
- The Dean of the School concerned may grant exemption to a candidate who has failed to obtain the minimum prescribed 75% attendance for valid reasons provided that such exemptions shall not be granted for attendance below 65%.

Promotion & Progression:

- A student shall be required to participate in Mid-Term Examination and Internal Assessment as specified in the Detailed Course Outline, failing which he/she shall be deemed to have NOT COMPLETED the course and shall be awarded the "I" Grade. Provided further that the "I" Grade shall also be awarded to a candidate in a course in which he/she has been declared ineligible to appear in the End-Semester Examination of courses on account not meeting the minimum prescribed attendance requirements for the course.
- A student who has been awarded "I" Grade shall be required to re-register for the same course, when it is offered in the next semester(s), or shall have to register for another course under the overall framework of credit accumulation under the Comprehensive Choice Based Credit System to be able to successfully complete the minimum specified credit requirements for completion of the Programme of Studies.
- A candidate shall be deemed to have successfully completed a course except in case where he/she has been awarded the "I" Grade or "F" Grade.
- A student who has successfully completed a course shall not be permitted to repeat the course to improve his/her grade.
- A candidate shall be required to secure a minimum of 40% Marks, in the course taken, to successfully complete that course, failing which he/she shall be deemed to have failed in the course and shall be awarded the "F" Grade.
- The "F" Grade once awarded shall stay in the grade card of the student and shall not be deleted even when he/she successfully completes the course later. The grade acquired later by the student will be indicated in the grade sheet of the subsequent semester in which the candidate has appeared for clearance of the arrears.
- If a student has been awarded "F" Grade, he/she shall be required to repeat only the End- Semester Examination i.e. he/she shall be required to reappear in End-Semester Examination of that course in the next session. The student shall not be permitted to repeat / reappear in the Continuous Internal Assessment and/or the Mid-Term Examination. The marks obtained by him/her in the Continuous Internal Assessment and/or the Mid-Term Examination shall be carried forward for declaring the result.
- A student with "F" Grade in a course shall be permitted to repeat / reappear in the EndSemester Examination of the Course along with the subsequent End Semester Examinations up to the maximum duration of that particular programme.

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- If a student secures "F" Grade in a Project Work / Project Report / Dissertation / Field Work Report / Training Report etc. he/she shall be required to resubmit the revised Project Work / Project Report / Dissertation / Field Work Report / Training Report etc as required by the evaluator(s). Provided further that a student shall be permitted to re-submit the Project Work / Project Report / Dissertation / Field Work Report / Training Report etc for a maximum of three times (including the first submission).
- There shall be no system of compartmental / supplementary examination.
- All students admitted to an Odd Semester shall be eligible for promotion to the Even Semester. To be eligible for promotion from an Even Semester to the Odd Semester, a student shall be required to successfully complete at least 50% of all the courses registered by him/her so far. All such students who are not promoted to the next semester shall be treated as Ex-Students and shall continue to remain so till they become eligible for promotion to the next semester.

Re-registration in Failed Courses:

- If a student, who has been awarded 'F' Grade wants to repeat the course by re-registration, he/she may be permitted on a payment of prescribed fees. In such cases, the student is permitted to appear in mid semester and continuous internal assessment besides the end semester examinations.

Value Enhancement Course:

Students may opt for Value Enhancement Course in any of the semester each year.



Signature

Department of Commerce

Course Structure in Accordance to National Education Policy-2020

BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

Entry Level-5/12th required Successful Completion of Secondary School with Commerce Discipline

BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

Semester-I

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-111	Financial Accounting	Disciplinary Specific Major	5	1	0	6
COM-DSM-112	Business Organisation and Management	Disciplinary Specific Major	5	1	0	6
COM-MDM-111	Business Economics	Multi-Disciplinary Major	5	1	0	6
COM-AEC-111	Entrepreneurship	Ability Enhancement Course	2	0	0	2
COM-VEC-111		Value Enhancement Course				Qualifying
Total Credit						20

BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

Semester-II

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-211	Corporate Accounting	Disciplinary Specific Major	5	1	0	6
COM-DSM-212	Corporate Law	Disciplinary Specific Major	5	1	0	6
COM-MDM-211	Business Law	Multi-Disciplinary Major	5	1	0	6
COM-SEC-211	Personal Selling	Skill Enhancement Course	2	0	0	2
COM-VEC-211		Value Enhancement Course				Qualifying
Total Credit						20

EXIT: LEVEL 5 REQUIRED 36-40 CREDITS (UNDERGRADUATE CERTIFICATE)

Signature

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BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

ENTRY: LEVEL-6 Required Successful Completion LEVEL 5 with 36-40 Credits

Semester-III

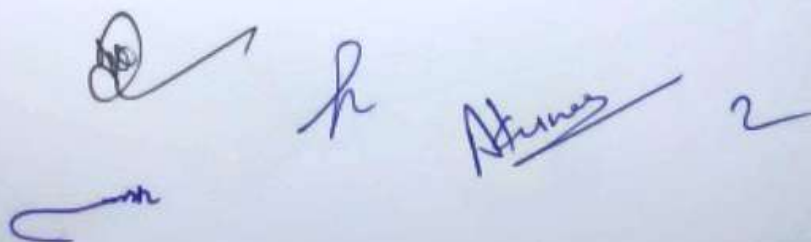
Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-311	Business Statistics	Disciplinary Specific Major	5	1	0	6
COM-DSM-312	Strategic Management	Disciplinary Specific Major	5	1	0	6
COM-MDM-311	Banking & Micro Finance	Multi-Disciplinary Major	5	1	0	6
COM-AEC-311	Corporate Social Responsibility	Ability Enhancement Course	2	0	0	2
COM-VEC-311		Value Enhancement Course				Qualifying
Total Credit						20

BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

Semester-IV

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-411	Cost Accounting	Disciplinary Specific Major	5	1	0	6
COM-DSM-412	Advertisement & Sales Management	Disciplinary Specific Major	5	1	0	6
COM-MDM-411	Business Mathematics	Multi-Disciplinary Major	5	1	0	6
COM-SEC-411	Corporate Governance & Ethics	Skill Enhancement Course	2	0	0	2
COM-VEC-411		Value Enhancement Course				Qualifying
Total Credit						20

EXIT: LEVEL 6 REQUIRED L-5,36-40 CREDITS L-6 36- 40 CREDITS (UNDERGRADUCATEDIPLOMA)



BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

ENTRY: LEVEL-7 Required Successful Completion L-5,36-40 CREDITS L-6 36- 40 CREDITS

Semester-V

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-511	Income Tax Law & Practice	Disciplinary Specific Major	5	1	0	6
COM-DSM-512	Financial Marketing Operations	Disciplinary Specific Major	5	1	0	6
COM-MDM-511	Management Concepts and Organizational Behaviour	Multi-Disciplinary Major	5	1	0	6
COM-AEC-511	Insurance	Ability Enhancement Course	2	0	0	2
COM-VEC-511		Value Enhancement Course				Qualifying
Total Credit						20

BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

Semester-VI

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-611	Indirect Tax Laws & Practice	Disciplinary Specific Major	5	1	0	6
COM-DSM-612	Auditing	Disciplinary Specific Major	5	1	0	6
COM-MDM-611	Tax Planning & Management	Multi-Disciplinary Major	5	1	0	6
COM-SEC-611	E-Commerce	Skill Enhancement Course	2	0	0	2
COM-VEC-611		Value Enhancement Course				Qualifying
Total Credit						20

EXIT: LEVEL 7 REQUIRED L-5,36-40 L-6 36- 40 L-7 36-40 CREDITS (BACHLOR DEGREE)



BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

ENTRY: LEVEL-8 Required Three Year Bachelor's Degree with Minimum CGPA of 7.5

Semester-VII

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-711	Advance Statistics	Disciplinary Specific Major	5	1	0	6
COM-DSM-712	Management Accounting	Disciplinary Specific Major	5	1	0	6
COM-MDM-711	Advance Banking & Insurance	Multi-Disciplinary Major	5	1	0	6
COM-AEC-711	Public Finance	Ability Enhancement Course	2	0	0	2
COM-VEC-711		Value Enhancement Course				Qualifying
Total Credit						20

BACHELOR OF COMMERCE (B.Com. Hons. 4 Year Programme)

Semester-VIII

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-811	Financial Management	Disciplinary Specific Major	5	1	0	6
COM-DSM-812	Managerial Economics	Disciplinary Specific Major	5	1	0	6
COM-MDM-811	Business Environment and International Business	Multi-Disciplinary Major	5	1	0	6
COM-SEC-811	Marketing Management	Skill Enhancement Course	2	0	0	2
COM-VEC-811		Value Enhancement Course				Qualifying
Total Credit						20

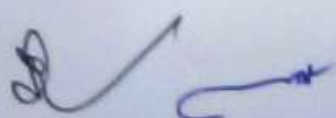
EXIT: Total of 144-160 Credits (from L-5 36-40, L-6 36-40, L-7 36-40, L-8 36-40) (Honours/Research)
(OR)

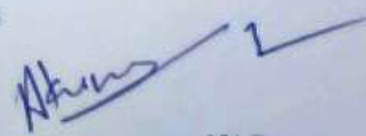
BACHELOR OF COMMERCE Hons. With Research (B.Com. Hons. 4 Year Programme)

Semester-VIII

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-811	Financial Management	Disciplinary Specific Major	5	1	0	6
COM-DSM-812	Managerial Economics	Disciplinary Specific Major	5	1	0	6
COM-MDM-811	Dissertation/Project/Field work/Case study	Multi-Disciplinary Major	0	0	8	8
Total Credit						20

L-THEORY; IS/IT/AS= Internship/ Industrial Training/ Apprenticeship; L= Theory--1 credit=1 Hour
P-PRACTICAL; FV/CE= Field visit/ Community Engagement; P= Practical--1 credit=2 Hours
T-TUTORIAL; T= Tutorial--1 Credit= 1 Hour;
IS/IT/AS= Internship/ Industrial Training/ Apprenticeship--1 Credit= 4 Hours





DEPARTMENT OF COMMERCE
B.Com. (Semester-I)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-111	Financial Accounting	Disciplinary Specific Major	5	1	0	6

Course Objective:

This course aims:

- CO₁:** To make learners understand basics of Financial Accounting.
- CO₂:** To make learners understand about the preparation of Bank Reconciliation Statements
- CO₃:** To facilitate learning of procedure for rectification of errors and charging depreciation.
- CO₄:** To develop skill set for preparation of Final Accounts.
- CO₅:** To provide in depth knowledge about Partnership Accounts including numerical exercises.

Course Contents:

UNIT-I: Financial Accounting: Meaning, definition, functions, objectives, advantages, limitations; Book-keeping v/s accounting v/s accountancy, users of accounting information; principles of accounting – concepts and conventions. Voucher- meaning, preparation and presentation. Accounting standards - meaning, objectives - list of accounting standards issued by ASB.

Accounting Process: Branches of accounting, accounting cycle, systems of accounting, approaches to accounting. Types of accounts – Rules of debit and credit, accounting equation, journal, ledger and trial balance; Meaning of capital, revenue and deferred revenue expenditure and capital and revenue receipts and their accounting treatment.

Subsidiary Journal Books: Meaning, need, types of subsidiary books – purchases book, purchases return book, sales books, sales return book, bills receivable book, bills payable book, cash book including petty cash book and journal proper.

UNIT-II: Bank Reconciliation Statements: Meaning, need, reasons for difference in bank balance as per cash book and pass book. Comparison entries in cash book and pass book and noting the differences in preparation of BRS under (a) Favorable balance (b) unfavorable (over draft) balance model, amendment, or rectification of cashbook.

Rectification of errors: Types or errors: Rectification of errors (a) before trial balance is prepared (b) Before preparing final accounts (c) after preparing final accounts.

UNIT-III: Depreciation: Meaning, causes, need for depreciation, difference between depreciation, amortization and depletion, methods of problems on fixed installment method and written down value method as approved by Income Tax Act.

Final Accounts: Final accounts of sole proprietorship business - meaning of trader and manufacturer. preparation of (a) Manufacturing account (b) Trading account (c) Profit and loss account and (d) Balance sheet with adjustments, closing entries.

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UNIT-IV: Consignment Accounts and Branch Accounts: Consignment - Meaning - Features - Proforma invoice - Account sales - Del credere commission-Accounting treatment in the books of the consignor and the consignee - Valuation of consignment stock -Treatment of Normal and abnormal Loss - Invoice of goods at a price higher than the cost price (including practice)

Branch Accounts - Meaning and Significance of Branches - Good sent to Branch - Stock taking, Good in Transit - Proforma Price - Reconciliation of Branch Accounts with Head Office

UNIT-V: - Partnership Accounts: Final accounts of partnership firms - Capital Accounts (Fixed and fluctuating) - Admission, Retirement and Death of a Partner including treatment of goodwill. Dissolution of partnership firms including piecemeal distribution of assets; Amalgamation of partnership firms; Conversion into a company and Sale to a company (including practical problems)

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Understand the concepts and process of accounting.
- LO₂: Reconcile bank balance with cashbook and can identify and rectify the errors.
- LO₃: Perform the task of charging depreciation.
- LO₄: Prepare branch and consignment accounts.
- LO₅: Prepare final accounts of a sole proprietorship business and partnerships firms.

Suggested readings:

- Batty, J. Principles of Accounting.
- Gupta R. L. and Gupta, V.K. Principles & Practice of Accounting. Sultan Chand and Sons, New Delhi.
- Grewal, T.S. Introduction to Accountancy. S. Chand and Co. New Delhi
- Haneef and Mukherjee. Accountancy-I & II, Tata McGraw Hill Co
- Jain S.P. & Narang, K.L. Accountancy-I. Kalyani Publishers.
- Gupta. R.L.& Radhaswamy, Advanced Accountancy: Sultan Chand & Sons
- Jawaharlal Lal. Financial Accounting. Himalaya Publishing House.
- Sehgal, Deepak. Fundamentals of Financial Accounting. Tax Mann Publication
- Tulsian, Accountancy-I: Tata McGraw Hill Company.

DEPARTMENT OF COMMERCE
B.Com. (Semester-I)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-112	Business Organisation and Management	Disciplinary Specific Major	5	1	0	6

Course Objective:

This course aims:

- CO1:** To provide knowledge about fundamentals of business
- CO2:** To familiarize learners with various forms of Business Organization.
- CO3:** To facilitate learners about process of planning and organizing.
- CO4:** To promote the concepts of Motivation, Leadership & Direction.
- CO5:** To provide knowledge of controlling process.

Course Contents:

UNIT- I Introduction: Business Concept & Objectives, Social Responsibility of Business Establishment of New Business Meaning, Objectives & Principles of Organisation, Size of Business UNIT, Factors determining Size, Measurement of Size, Concept of Optimum Size.

UNIT- II Forms of Business Organisation: Sole Trade ship, Partnership Firm Business (Public & Private), Formation & Choice of Business Organization, Definition of Management, Its Nature of Purpose, Fayol's Principles & Elements of Management, Recent Developments of Management Thought.

UNIT – III Planning & Organising: Its nature & purpose types of plans. Planning steps & process. Management by Objectives (MBO), Decision Making, Forecasting, Organisational Design & Organisation Structure, Power & Distribution of Authority.

UNIT- IV Motivation, Leadership & Direction: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Job Enlargement & Job Enrichment, Special Motivation Techniques, Definition & Approaches to Leadership, The principal Tasks of Leadership Role & Principles of Direction.

UNIT-V Controlling: Concept & Process of Control, Principles of Controlling, Types of Controls, Human Aspects of Controls.

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO1:** Understand the concepts related to Business.
- LO2:** Understand about various form of business organization.
- LO3:** Perform planning and organizing function.
- LO4:** Develop leadership skills and understand the importance of motivation.
- LO5:** Perform Controlling function within an organization.

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Suggested Readings:

- Agarwal, R.D. Organization and Management, New Delhi, Tata McGraw Hill 2000
- Sherlekar, S.A. and Sherlekar, V.S, Modern Business Organization & Management-Systems Approach Mumbai, Himalaya Publishing House, 2000.
- Stoner, James A.F. etc Management 6th ed. New Delhi, Prentice Hall India, 1998
- Wehrich, H and Koontz. H., Management- A Global Perspective 10th ed. New York, McGraw Haill, 1994.



DEPARTMENT OF COMMERCE
B.Com. (Semester-I)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-MDM-111	Business Economics	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To develop understanding about basic concepts of Economics.
- CO₂: To familiarize learners with various consumer theories.
- CO₃: To develop understanding about the production function.
- CO₄: To make learners understand the concept of cost and revenue.
- CO₅: To provide knowledge about market structure.

Course Contents:

UNIT I: Introduction – Economics- Microeconomics – Macroeconomics - Positive and Normative economics - Business Economics- Significance. Basic Concepts: Scarcity and Choice, Production Possibility Curve, Production Possibility Curve and the Central Problems of the Economy

Demand and Supply: The Concept of Demand and Demand Function, Law of Demand, Movements along the Demand Curve and Shifts in Demand Curves, The Concept of Supply and Supply Function, The Law of Supply, Movements along a Supply Curve Versus Shifts in Supply Curve, Market Equilibrium and Price Determination, Shifts in Demand and Supply

Elasticity of Demand and Supply: Price Elasticity of Demand, Degree of Price Elasticity of Demand, Determinants of Price elasticity of Demand, Measurement of Price Elasticity of Demand, Slope of Demand Curve and Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Elasticity of Supply

Applications of Demand and Supply: Price Ceiling, Rent Control, Fluctuations in Agricultural Prices and Effects on Farmers' Income

UNIT II: Consumer Theory - Cardinal Utility Theory: The Concept of Utility, The Law of Diminishing Marginal Utility, Derivation of Demand Curve from Marginal Utility Schedule, The Law of Equi-Marginal Utility,

Ordinal Utility Analysis: The Concept of Ordinal Utility, Meaning of an Indifference Curve, Marginal Rate of Substitution, Properties of Indifference Curves, Exceptions to the Normal Shape of Indifference Curves, Budget Equation or Budget Line, Consumer's Equilibrium, Income Effect, Substitution Effect, Price Effect, Normal Goods, Inferior and Giffen Goods, Derivation of Demand Curve from Price Consumption Curve

UNIT III: Production - Concept of Production Function, Fixed and Variable Inputs and Short and Long Run, Total, Average and Marginal Products, Total, Average and Marginal Curves

The Law of Variable Proportions: Returns to a Factor, Isoquants, Characteristics or Properties of Isoquants, Returns to Scale, Economies and Diseconomies of Scale

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UNIT IV: Cost and Revenue - The Concept of Costs, Cost Functions-Short Run and Long Run, Theory of Cost in the Short Run, Short-Run Cost Curves, Long-Run Cost Curves

Equilibrium of the Firm: The Optimum Combination of Factors, Technical/Technological Change: Very Long Run, Concepts of Revenue, Relationship between Elasticity and Demand, Marginal, Revenue and Average Revenue

UNIT V: Market Structures - Perfect competition: Equilibrium of the market. Long run industry supply: producer and consumer surplus. Applications: effects of taxes and subsidies.

Other Market Forms: Monopoly, Monopolistic competition, Oligopoly - their meaning and features. Simple Applications of Demand and Supply: Price ceiling, price floor.

Learning Outcomes:

On completion of this course, the learners will be able to:

LO₁: Demonstrate the ability to employ the "economic way of thinking."

LO₂: Reason out the factors that affect the demand for a good or service, describe the factors that affect the supply of a good or service.

LO₃: Describe price elasticity of demand and calculate the price elasticity of the demand of different goods.

LO₄: Explain the concept of a production function, differentiate between fixed and variable inputs, between total and marginal product, describe diminishing marginal productivity

LO₅: Explain meaning, features and its implication of a perfectly competitive market and explain how price is determined in a perfectly competitive market and represent the same graphically.

Suggested Readings:

- Arthur, O Sullivan and Steven M. Shiffrin. Micro Economics- Principles, Applications and Tools (for Application Purposes)
- Begg, D., G. Vernasca, S. Fischer and R. Dornbusch. Economics. McGrawHill, London.
- Case, Karl E. & Ray C. Fair. Principles of Economics. Pearson Education, Inc.
- Joseph, E. Stiglitz and Carl E. Walsh. Economics. International Student Edition.
- Mankiw, Gregory N. Principles of Economics.
- Pindyck, Robert S. & Rubinfeld, Daniel L. Micro Economics. Prentice Hall of India.
- Robert, E. Hall and Marc Lieberman: Micro Economics - Principles and Applications
- Varian, Hal R. Intermediate Micro-Economics.

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DEPARTMENT OF COMMERCE

**B.Com. (Semester-I)
(Academic Session- 2023-24)**

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-AEC-111	Entrepreneurship	Ability Enhancement Course	2	0	0	2

Course Objectives:

This course aims:

- CO₁:** To introduce the concept of entrepreneurship and related aspects.
- CO₂:** To provide in depth information about the micro, small and medium enterprises.
- CO₃:** To facilitate understanding of access and availability of finance and other assistances.
- CO₄:** To familiarize learners with various sources that contribute in generation of business ideas.
- CO₅:** To provide knowledge regarding mobilization of resources and preliminary contracts.

Course Contents:

UNIT – I

Introduction: Meaning, elements, determinants, and importance of entrepreneurship.

Dimensions of entrepreneurship: Entrepreneurship, ecopreneurship, women entrepreneurs & its limitations.

UNIT – II

Entrepreneurship and Micro, Small and Medium Enterprises: Concept of business groups.

The contemporary role models in Indian business: their values, Conflict in family business and its resolution.

UNIT – III

Entrepreneurship System and Finance: Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation.

UNIT – IV

Sources of business ideas and tests of feasibility: Significance of writing the business plan/project proposal. Designing business processes, location, layout, operation, planning & control.

UNIT – V

Mobilizing Resources: Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers.

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Learning Outcomes: -

On successful completion of the course, the learners will be able to:

- LO₁: Understand the concept of entrepreneurship and related aspects.
- LO₂: Have understanding about the scope of entrepreneurship in MSME sector.
- LO₃: Access the available financial and other required assistance.
- LO₄: Have broad understanding of sources that contribute in business idea generation
- LO₅: Mobilize resources for start-up.

Suggested Reading:

- SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
- Desai Vasant, Entrepreneurship Development, Himalaya Publishing House New Dehli.
- Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
- Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
- Desai, Vasant, Dynamics of Entrepreneurial Development and Management, Mumbai, Himalaya Publishing House.
- Singh, Nagendra P. Emerging Trends in Entrepreneurship Development, New Delhi: ASEED.
- K Ramachandran, Entrepreneurship Development, McGraw-Hill Education
- SIDBI Reports on Small Scale Industries Sector.
- Uike Dipesh D. Entrepreneurship Development, Himalaya Publishing House New Deli.
- Patra K.K. Fundamentals of Entrepreneurship, Himalaya Publishing House New Delhi.
- Pednekar Achut P. Entrepreneurship, Himalaya Publishing House New Delhi.
- Gangele A.K., Mishra P.K. & Jain J.K., Entrepreneurship, Madhya Pradesh Hindi Granth Academy, Bhopal.



DEPARTMENT OF COMMERCE
B.Com. (Semester-II)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-211	Corporate Accounting	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

CO₁: To introduce learners with fundamentals of accounting for share capital and debentures.

CO₂: To impart knowledge about final accounts of companies through exercises.

CO₃: To supplement knowledge about treatment of profit prior to incorporation.

CO₄: To make learners aware with the concepts of external reconstruction, amalgamation and absorption.

CO₅: To introduce the concept of accounting of holding companies.

Course Contents:

UNIT I

Accounting for Share Capital, Debentures: Issue, concept and process of book building, issue of rights and bonus shares, buy back of shares, redemption of preference shares, issue and redemption of debentures (text and illustrative problems).

UNIT II

Final Accounts of Companies: As per companies act, 2013 and amendments, preparation of statement of profit and loss and balance sheet of corporate entities and disposal of company profits, including statement of sources and uses.

UNIT III

Treatment of Profits Prior to Incorporation: Introduction to the process on incorporation of company, accounting of income and expenses during pre and post incorporation period, basis of allocation and apportionment of income and expenses for the pre and post incorporation period.

Internal Reconstruction of a Company: Concepts and accounting treatment as per accounting standard 14, treatment of reconstruction.

UNIT IV

External Reconstruction & Amalgamation & Absorption: Process and presentation of accounts in external reconstruction, amalgamation of companies, meaning, features, purchase consideration, methods (lumpsum payment method, net asset method, intrinsic value of share method, absorption process and accounting entries, practical problems in all three situations).

UNIT V

Accounts of Holding Companies: Meaning of holding company and subsidiary company, holding company accounts with its only one subsidiary company, consolidated balance sheet, pre-acquisition and post-acquisition of profit, inter-company debts, bills and debentures, cost of control, practical problems.

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Learning Outcomes:

On successful completion of the course, the learners will be able to:

- LO₁: Understand the process of issue, forfeiture, reissue & redemption of shares, debenture
- LO₂: Prepare final accounts with important adjustments at the end of the year as per company law
- LO₃: Understand the process of treatment of the profits prior to incorporation
- LO₄: Know the process and accounting of external reconstruction
- LO₅: Understand the process and accounting procedure involved in amalgamation, absorption and reconstruction

Suggested Readings:

- Gupta R.L. Radhaswamy. Advanced Account. Sultan Chand and Sons, New Delhi.
- Jain S. P. and Narang, K. L. Corporate Accounting. Kalyani Publishers, New Delhi.
- Maheshwari, S.N. Fundamentals of Corporate Accounting. Taxman Publication, New Delhi.
- Monga, J.R. Fundamentals of Corporate Accounting. Mayur Paper, New Delhi.
- Sehgal, Ashok. Fundamentals of Corporate Accounting. Taxman Publication, New Delhi.
- Shukla, M.C. Grewal, T.S. and Gupta, S.C. Advanced Accounts, Vol.11, S. Chand & Co, New Delhi.

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DEPARTMENT OF COMMERCE
B.Com. (Semester-II)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-212	Corporate Law	Disciplinary Specific Major	5	1	0	6

Course Objectives

This course aims:

CO₁: To familiarize learners with the basic regulations of Companies Act, 2013.

CO₂: To impart knowledge about management of companies and with the role of company secretary.

CO₃: To understand the basic legal document and their uses essentials for operation and management of the company.

CO₄: To make learners aware with the regulations regarding company meetings.

CO₅: To make learners aware with the procedure of winding up of companies and statutory regulation related to it.

Course Contents:

Unit-I

Incorporation of Companies: Lifting of corporate veil; Administration of Company Law including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts, Types of companies; Formation of company, promoters, Online registration of a company.

Unit-II

Documents and shares: Prospectus-purpose-contents, Memorandum of Association, Articles of Association, Share Capital-classification, book building; Allotment and Forfeiture of share, Sweat Equity, ESOPs, Bonus issue, and Further issue of shares, buyback and provisions regarding buyback; Membership of company.

Unit-III

Management of Companies and Company Secretary: Management of Company and Company Secretary: Management-classification of directors, women directors, independent directors, small shareholders director, disqualification, director identity number (DIN) appointment, legal position, powers and duties, remuneration, removal of director- Key Managerial Personnel- chairman and Managing Director, Manager, their appointment, powers and duties, remuneration and removal.

Unit-IV

Company Meetings: Types of Company Meetings, Legal provisions and Secretary's Duties regarding Statutory, Annual General and Extra-ordinary General Meetings, Notice, Agenda and Minutes, Resolutions, Chairman, Proxy, Voting and Poll, Postal ballot, conduct of meetings through video conferencing, E- voting.

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Unit-V

Winding Up: Meaning Modes of Winding Up, Winding Up by tribunal, Voluntary Winding Up, Compulsory Winding Up, Consequences of Winding Up, Provisions of winding up under Insolvency and Bankruptcy Code 2016.

Learning Outcomes:

On successful completion of the course, the learners will be able to:

- LO₁: Understand the process of Incorporation of a company and the documents needed for it.
- LO₂: Understand the law relating internal management of a company.
- LO₃: Understand the law relating to the management of companies and company secretary.
- LO₄: Know the corporate governance with the procedure of the company meetings.
- LO₅: Understand the exit route for a company when running of a company is not possible as per the provisions of the Indian Companies Act 2013.

Suggested Readings:

- Bagriai, A. K. Company Law. Vikas Publishing House.
- Garg, K. C. et al. Company Law: Revised as per the Companies Act, 2013. Kalyani Publication.
- Gogna, P. P. S. Corporate Law. S Chand & Co.
- Kapoor, G. K. & Dhamija, Sanjay. Company Law and Practice. Taxman Publication.
- Kapoor, N. D. Company Law. Sultan Chand and Sons.
- Murthy, G. Krishna G. Kavitha. Company Law. P. B. Publication.
- Rajashree. Company Law. Himalaya Publishing House.



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DEPARTMENT OF COMMERCE
B.Com. (Semester-II)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-MDM-211	Business Law	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To familiarize learners with various laws essential for business.
- CO₂: To impart knowledge regarding legality of object and discharge of contract.
- CO₃: To introduce Sale of Goods Act, 1930 to learners.
- CO₄: To make learners aware about the various Insolvency and Bankruptcy Code.
- CO₅: To introduce the Information Technology Act, 2000 and the concept of Intellectual Property Rights.

Course Contents:

UNIT-I

Introduction: Development of business law, Indian Contract Act 1872, agreement and contract, essentials of a valid contract including consensus ad idem, free consent, offer and acceptance, essentials of valid offer and acceptance.

Consideration: definition, essentials of valid consideration, doctrines of stranger to a contract and no consideration, no contract and exceptions, capacity to contract, unsound mind and insolvent.

UNIT-II

Legality of Object and Discharge of Contract: Legality of object, difference between illegal contracts and void agreements, illegal object, collateral contracts and consideration, agreements expressly declared void, wagering agreements, contingent contracts, indemnity and guarantee contracts, quasi contracts. Discharge of contract: modes of discharge, performance of contracts, breach of contract, remedies for breach.

UNIT-III

Sale of Goods Act 1930: Contract of Sale, essentials of valid sale, sale and agreement to sell, definition and types of goods, conditions and warranties, caveat emptor, unpaid seller, rights of unpaid seller and rights. Conditions and warranties.

UNIT IV:

Insolvency and Bankruptcy Code (IBC) 2016: Insolvency and Bankruptcy Code: Introduction, aims, who facilitates the insolvency resolution under the code? Time frame for completion of the exercise under the code, personal guarantee, corporate insolvency resolution, liquidation process, fast track insolvency resolution process.



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UNIT V:

Information Technology Act 2000: Information Technology Act: objectives, digital signature, Cyber security and related concepts.

Intellectual Property Rights: Meaning and objectives, Trade Marks: definition, procedure for registration of trade marks, Patents: definition, kinds of patents, transfer of the patent rights, rights of the patentee. Copy Rights: definition, essential conditions for copy rights to be protected, rights of the copyright owner, terms of copy right, copy rights infringement.

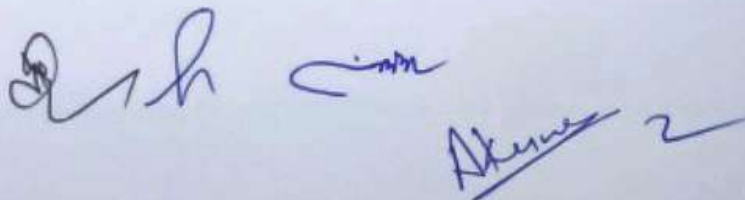
Learning Outcomes:

On the successful completion of the course, learners should be able to:

- LO₁: Deal with legal aspects of the business transactions and assist in drafting business contracts
- LO₂: Deal with legality clauses involved in objects and contracts.
- LO₃: Interpret the Sale of Goods Act, 1930 including implied conditions and warranties
- LO₄: Understand various Insolvency and Bankruptcy Code.
- LO₅: Apply provisions of Information Technology Act, 2000 and understand regulation regarding IPR.

Suggested Readings:

- Bansal, P.N. Business Law: Taxman Publications.
- Garg, K. C. & Chawla, R. C., Business Laws: Kalyani Publishers.
- Gulshan, S. S. & Kapoor, G. K., Business Law including Company Law: New Age
- Kapoor, N.D. Business Law.
- Kuchal M. C. & Kuschal, Vivek Business Law: Vikas Publishing House.
- Mathur, Business Law. McGraw Hill Education.
- Pillai R. S. N. and Bagavathi, Business Law: S. Chand & Co.
- Sheth, Tejpal. Business Law: Pearson Education.
- Tulsian, P. C. & Tulsian, Bharat. Business Law: McGraw Hill Education



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DEPARTMENT OF COMMERCE
B.Com. (Semester-II)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-SEC-211	Personal Selling	Skill Enhancement Course	2	0	0	2

Course Objectives:

This course aims:

- CO₁: To familiarize students with the fundamentals of personal selling.
- CO₂: To develop understanding about motivational factors involved in buying process.
- CO₃: To make learners aware with career opportunities involved in personal selling.
- CO₄: To familiarize learners process of selling.
- CO₅: To develop skill required for documentation work involved in selling process.

Course Contents:

UNIT – I

Introduction to Personal Selling: Nature and importance of personal selling, difference between personal selling, salesmanship and sales management, characteristics of a good salesman, types of selling situations, types of salespersons, and limitations of salesmanship.

UNIT – II

Motivation: Concept of motivation, Maslow's theory of need hierarchy, dynamic nature of motivation.

Buying Motives: Buying motives and their uses in personal selling.

UNIT – III

Sales Force Management: Importance of selection of salesman, Recruitment and selection of salesman, Selection process of salesman.

UNIT – IV

Selling Process: Prospecting and qualifying, pre-approach, approach, presentation and demonstration. Handling of objections, closing the sale; post sales activities.

UNIT – V

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



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Learning Outcomes:

On successful completion of the course, learners will be able to:

- LO₁: Understand fundamentals of personal selling.
- LO₂: Identify and analyze motives behind buying.
- LO₃: Explore salesmanship as a career option.
- LO₄: Understand selling process.
- LO₅: Perform documentation process required in selling process.

Suggested Readings:

- Cherunilam Francis, Industrial Marketing, Himalaya Publication House New Delhi.
- Chunawalla S.A. Sales and Distribution Management, Himalaya Publication House New Delhi.
- Dutta & Girish. Salesmanship, Himalaya Publication House New Delhi.
- Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
- Ghosh P.K. Sales Management, Himalaya Publication House New Delhi.
- Johnson, Kurtz and Schueing, Sales Management, McGraw Hill
- Kapoor Neeru, Advertising and personal Selling, Pinnacle, New Delhi.
- Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., Selling: Principles and Methods,
- Pillai & Bhagwati, Modern Marketing, S.Chand, New Delhi
- Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
- Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni. Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi

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DEPARTMENT OF COMMERCE
B.Com. (Semester-III)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-311	Business Statistics	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To introduce various statistical data analysis tools to learners.
- CO₂: To inculcate understanding about various statistical measures.
- CO₃: To make learners aware with various data types and their analysis techniques.
- CO₄: To develop necessary skill set required for time-series analysis.
- CO₅: To introduce the concept of probability to students.

Course Contents:

UNIT-I Introduction to Statistics: Statistics - Meaning, Definition, Scope of Statistics: In Industry, Economics, and Management. Meaning of primary and secondary data - Qualitative and Quantitative data - Discrete and Continuous variables- Frequency and Frequency Distribution

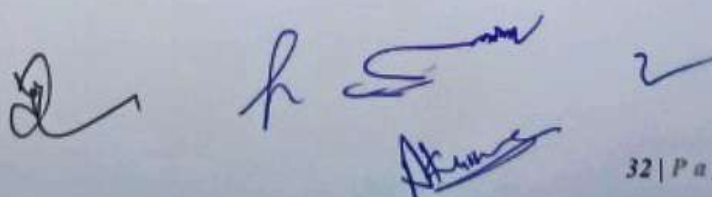
Measures of Central Tendency: Concept of Central Tendency- Requirements of good statistical average- Arithmetic Mean, Geometric Mean, Harmonic Mean – Weighted Average.

Positional Averages: Median and Mode, Partition values (Quartiles and Deciles, Percentile), Empirical relation between Mean, Median and Mode- Merits and Demerits of Mean, Median and Mode. Exercises on Analysis and Interpretation of Measures of Central Tendency.

UNIT-II Measures of Dispersion: Concept of Dispersion, Requirements of good measures of dispersion. - Absolute and Relative measures of dispersion. Range, Quartile Deviation (Q.D.) Mean Deviation (M.D.) Standard Deviation (S.D.) and Variance: Combined S.D. for two groups, Coefficient of Variation (C.V.): Definition and Its Uses -Merits and Demerits of Q.D., M.D. and S.D – Measures of Skewness – Karl Pearson and Bowley's coefficients of Skewness. Exercises on Analysis and Interpretation of Dispersion Measures.

UNIT-III Analysis of Bi-variate data: Correlation-Concept and Types of correlation-Methods of studying correlation, Scatter Diagram, Karl Pearson's correlation coefficient, Spearman's rank correlation coefficient, Coefficient of Determination.

Regression: Concept of regression, Lines of regression, Regression Coefficients, Relation between correlation coefficient and regression coefficients. Exercises on Analysis and Interpretation of Correlation and Regression



UNIT-IV: Analysis of Time Series: Definition and Uses of Time Series, Components of time series, Methods of determination of Trend and Seasonal Variations.

Index Numbers: Need and meaning of Index Numbers, Price, Quantity and Value based index numbers, - Simple and Weighted index numbers, Fisher's Ideal index numbers. Tests Of adequacy of index numbers. Exercises on Index Numbers.

UNIT V: Probability: Probability Concepts: Experiment, Event, Mutually Exclusive, Collectively Exhaustive and Equally likely- Sample Space, Simple & Compound Events. Approaches to Probability Classical definition of Probability- Empirical approach, Subjective approach and Axiomatic Approach – Counting Rules: Permutations and combinations. Theorems of Probability Addition, Multiplication, Conditional, Joint and Marginal Probability and Baye's Theorems of Probability. Exercises on probability.

Learning Outcomes:

On successful completion of the course, learners will be able to:

- LO₁: Use various statistical tools for various analytical tasks involved in business.
- LO₂: Perform various managerial functions using different statistical measures.
- LO₃: Deal with various kinds of data involved in analytical procedures.
- LO₄: Perform Time-Series analysis to forecast and identifying trends and variations.
- LO₅: Make business decisions using probability.

Suggested Readings:

- Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House.
- Gupta S.P. and Archana Gupta. Elementary Statistics. Sultan Chand and Sons, New Delhi.
- Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.
- Richard Levin and David S. Rubin. Statistics for Management, Prentice Hall of India, New Delhi.
- Sharma, J. K. Business Statistics. Pearson Education.
- Spiegel, M.R. Theory and Problems of Statistics.
- Thukral, J. K. Mathematics for Business Studies. Mayur Publications
- Vohra, N. D. Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd
- Schaum's Outlines Series. McGraw Hill Publishing Co.

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DEPARTMENT OF COMMERCE
B.Com. (Semester-III)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-312	Strategic Management	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To introduce strategic management as a discipline.
- CO₂: To familiarize learners with the process of strategic management.
- CO₃: To develop skill set for performing internal analysis.
- CO₄: To develop skill set for making business level strategies.
- CO₅: To inculcate skill set for strategy implementation.

Course Contents:

UNIT – I: Introduction to Strategic Management; Importance of Strategic Management in Organizations.; Definition of strategic management and its significance.; Role of strategic management in adapting to changing environments.; Key Concepts: Strategy, Competitive Advantage, and Strategic Planning. Understanding the strategic planning process and its stages.; Levels of Strategy: Corporate, Business, and Functional Levels.; Differentiating between corporate, business, and functional strategies.

UNIT – II: The Strategic Management Process: Overview and Components.; Step-by-step breakdown of the strategic management process.; Components: analysis, formulation, implementation, and evaluation.; Illustrating the cyclical nature of the process.

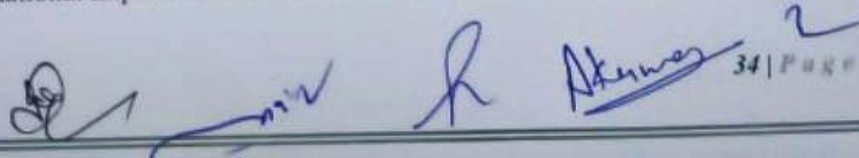
External Analysis: Environmental Scanning and Industry Analysis.; Techniques for scanning the external environment.; Identifying trends, opportunities, and threats.; Importance of industry analysis in understanding competitive dynamics.

Porter's Five Forces Framework.; PESTEL Analysis: External Macro Environment Factors. Industry Life Cycle and Competitive Dynamics. Competitive Intelligence and Strategic Groups.

UNIT – III: Internal Analysis: Resource-Based View (RBV) of the Firm.; Identifying tangible and intangible resources that create competitive advantage.; VRIO framework: Value, Rarity, Imitability, and Organization.; Core Competencies and Distinctive Capabilities.; Value Chain Analysis: Primary and Support Activities.; SWOT Analysis: Integrating External and Internal Factors.

UNIT – IV: Business-Level Strategies: Differentiation Strategy and Value Creation.; Cost Leadership Strategy and Efficiency.; Focus Strategy and Niche Markets.; Integrated Cost Leadership/Differentiation Strategy.

Corporate-Level Strategies: Diversification: Related vs. Unrelated Strategies.; Vertical Integration and Outsourcing.; International Expansion and Global Strategies.; Portfolio Analysis: BCG Matrix and GE-McKinsey Matrix.

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UNIT – V: Strategy Implementation: Organizational Structure and Design Alignment.

Strategic Control and Performance Measurement.; Corporate Culture and Strategic Leadership.; Building and Managing Strategic Alliances.; Strategic Change and Innovation

Managing Strategic Change: Kotter's 8-Step Model.; Innovation and Disruption in Strategic Management.; Blue Ocean Strategy: Creating Uncontested Market Space ; Managing Resistance to Change.

Strategy Evaluation and Control: Balanced Scorecard: Measuring Organizational Performance.; Key Performance Indicators (KPIs) and Metrics.; Strategic Audit: Assessing Strategy Execution.; Adjusting and Adapting Strategies Based on Evaluation.

Learning Outcomes:

On completion of this course, the learners will be able to:

LO1: Understand strategic management and will be able to implement it in organization.

LO2: Understand the process of strategic management.

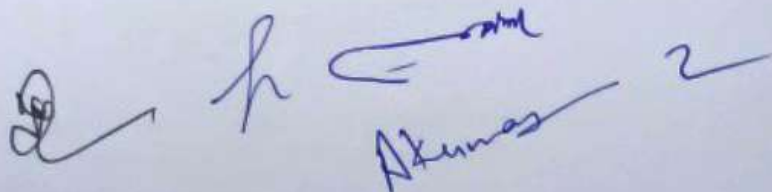
LO3: Perform internal analysis for a business organization.

LO4: Frame business level strategies.

LO5: Perform task of implementing strategies in a business organization.

Suggested Readings:

- "Strategic Management: Concepts and Cases" by Fred R. David
- "Crafting & Executing Strategy: The Quest for Competitive Advantage" by Arthur A. Thompson Jr., Margaret A. Peteraf, John E. Gamble, and A.J. Strickland III
- "Exploring Corporate Strategy: Text and Cases" by Gerry Johnson, Richard Whittington, Kevan Scholes, and Duncan Angwin
- "Strategic Management: Concepts" by Frank T. Rothaermel
- "Competitive Advantage: Creating and Sustaining Superior Performance" by Michael E. Porter
- "Strategic Management: Theory: An Integrated Approach" by Charles W.L. Hill and Gareth R. Jones
- "Strategic Management: Theory and Cases" by Mason A. Carpenter and Gerry Sanders
- "The Strategy Process: Concepts, Contexts, Cases" by Henry Mintzberg, Bruce Ahlstrand, and Joseph Lampel
- "Strategic Management and Business Policy: Globalization, Innovation, and Sustainability" by Thomas L. Wheelen and J. David Hunger
- "Strategic Management: Text and Cases" by Gregory G. Dess, G.T. Lumpkin, and Alan B. Eisner

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DEPARTMENT OF COMMERCE
B.Com. (Semester-III)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-MDM-311	Banking & Micro Finance	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

This course aims:

CO₁: To introduce Indian Banking System to learners.

CO₂: To inculcate understanding regarding the functioning of commercial banks in India.

CO₃: To create understanding about Microfinance as a discipline.

CO₄: To give an overview of microfinance in India.

CO₅: To present microfinance as a tool of financial inclusion in India.

Course Contents:

UNIT I: Indian Banking System: Definition of bank; Commercial banks -importance and functions; Structure of commercial banking system in India; Balance sheet of a Bank; Meaning and importance of main liabilities and assets; Regional rural banks; Co-operative banking in India. Development Banks and Other Non-Banking Financial Institutions: Their main features; Unregulated credit markets in India - main feature.

The Reserve Bank of India: Functions; Instruments of monetary and credit control; Main features of monetary policy since independence. Interest Rates: Various rates in India (viz. bond rate, bill rate, deposit rates, etc.); Administered rates and market-determined rates; Sources of difference in rates of interest;

UNIT II: Commercial Banks: Functions of Commercial Banks - Deposit accounts - Loan accounts - Remittance and Agency Functions - Banker Customer Relationship - Rights of a Banker - Negotiable Instruments Act - Negotiable Instruments - Banker's Duties and Responsibilities - Various Types of Accounts - NRI Accounts. Retail Banking - Different types of Deposit Products - Different types of Loan Products - Consumer Loans - Mortgage Loans - accounts of various types of customers - KYC norms. Internet Banking and Digital Wallets

UNIT III: Microfinance: Need and rationale of microfinance, Microfinance as a development tool: Meaning and scope, products and services, Relevance of Micro Finance; Microfinance and rural financial services, Innovative and creative microfinance models, Impact of microfinance, Financial products and services. Agricultural microfinance. Supply, Intermediation and Regulations of Microfinance: Supply of microfinance, intermediation, Microfinance distribution models, Regulations and supervision.

UNIT IV: Overview of Microfinance in India: Evolution and character of microfinance in India, Microfinance delivery methodologies, Legal and regulatory framework of microfinance; Infrastructure and rural technology management.

Micro Credit in India: Evolution and growth. Commercial microfinance, Micro finance by Financial Cooperatives, Effective Interest rates.

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UNIT V: Micro Finance and Financial Inclusion in India: Financial inclusion, Micro credit, Consultancy and Training to groups, Market support to beneficiaries, Social and economic upliftment of beneficiaries.

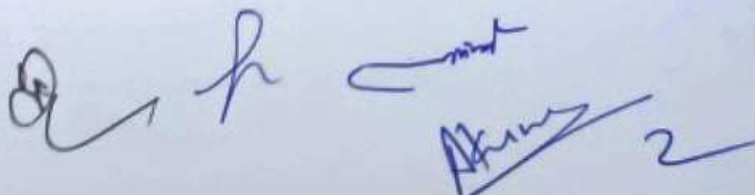
Learning Outcomes:

On successful completion of the course, learners will be able to:

- LO₁: Understand functioning of Indian Banking System.
- LO₂: Understand functioning of commercial banks in India.
- LO₃: Understand microfinance as a discipline.
- LO₄: Have a broad understanding of microfinance in India.
- LO₅: Understand relevancy of microfinance for financial inclusion.

Suggested Readings:

- Khan, M. Y. Financial Services, Mc Graw Hill Education.
- Pathak, Bharati. Indian Financial System. Pearson.
- Sharma, Renuka and Kiran Mehta. Financial Services. Cengage.
- Dichter, T. and Harper, M. What's wrong with Microfinance? Intermediate Technologies Publications Ltd.
- Drake, D. and Rhyne, E. The Commercialization of Microfinance: Balancing Business and Development. Kumarian Press, Inc. Bloomfield, CT.
- Fisher, Thomas and Sriram, M.S. Beyond Micro-Credit: Putting Development Back into Microfinance. Sage-Vistaar Publication.
- Gahte, Prabhu. Microfinance in India: A State of the Sector Report 2007. Sage Publications Pvt Ltd.
- Karmarkar, K.G. Microfinance in India. Sage Publications Pvt Ltd.
- Ledgerwood, J. Microfinance Handbook: An Institutional and Financial Perspective. World Bank Publications.
- Padmanabhan, K. P. Rural Credit: Lessons for Rural Bankers and Policy Maker. ITDG Publishing.
- Panda, Debadatta K. Understanding Microfinance. Wiley India Pvt Ltd.
- Wahlen, Samuel. Microfinance: An Economic Analysis of Banking to the Poor. Archway Publishing.



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DEPARTMENT OF COMMERCE
B.Com. (Semester-III)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-AEC-311	Corporate Social Responsibility	Ability Enhancement Course	2	0	0	2

Course Objectives:

This course aims:

- CO₁:** To introduce the concept of Corporate Social Responsibility to learners.
- CO₂:** To introduce international framework of CSR to learners.
- CO₃:** To make learners aware about the legal provisions related to Corporate Social Responsibility.
- CO₄:** To create understanding among learners regarding the drivers of CSR in India.
- CO₅:** To aware learners with the role of Govt. and other key players in promoting CSR.

Course

Contents:

UNIT I:

Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship CSR and Corporate governance.

UNIT II:

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs.

UNIT III:

CSR Legislation in India & the World: Section 135 of Companies Act 2013. Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board for CSR committee.

UNIT IV:

The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends.

UNIT V:

Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations.

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Learning Outcomes:

On completion of this course, the learners will be able to:

LO₁: Understand the concepts of CSR and Sustainability.

LO₂: Have an understanding of international framework of CSR

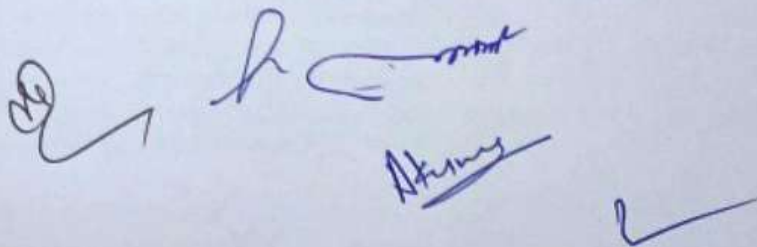
LO₃: Understand the legislative requirements of CSR.

LO₄: Understand the key drivers of CSR in India.

LO₅: Understand the role of govt. and other key stakeholders in promoting CSR.

Suggested Readings:

- Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
- The World Guide to CSR - Wayne Visser and Nick Tolhurst
- Innovative CSR by Lelouche, Idowu and Filho
- Corporate Social Responsibility in India - Sanjay K Agarwal
- Handbook on Corporate Social Responsibility in India, CII.
- Handbook of Corporate Sustainability: Frameworks, Strategies and Tools - M. A. Quaddus,
- Muhammed Abu B. Siddique
- Growth, Sustainability, and India's Economic Reforms – Srinivasan
- Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad



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DEPARTMENT OF COMMERCE
B.Com. (Semester-IV)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-411	Cost Accounting	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

CO₁: To familiarize learners with the basic concepts of Costs and Cost accounting.

CO₂: To impart knowledge regarding treatment of Material and Labour Cost.

CO₃: To assist in learning about the treatment of Overheads.

CO₄: To make learners efficient in preparation of Cost Sheets and other Cost Statements.

CO₅: To introduce various methods of costing.

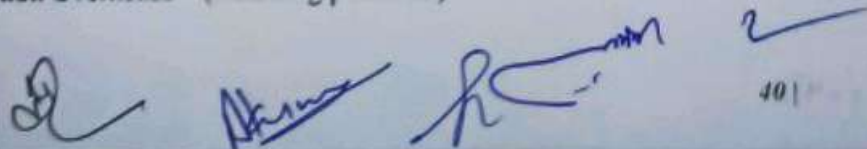
Course Contents:

UNIT-I: Introduction: Meaning and Definition: Cost – Costing – Cost Accounting – Cost Accountancy – Objectives of Cost Accounting – Scope of Cost Accounting – Differences between Cost Accounting and Financial Accounting – Functions of Cost Accountant – Users of Cost Accounting – Essentials of a Good Cost Accounting System – Installation of Costing System – Cost Objects – Responsibility Centers – Advantages and Limitations of Cost Accounting – Classification of Costs – Methods of Costing – Techniques of Costing – Meaning of Cost Standards (Concepts and Theory only)

UNIT-II: Material & Labour Cost: Introduction – Material Control - Elements of Material Control – Materials Procurement Procedure – Valuation of Material Receipts – Material Storage and Records – Techniques of Fixing Level of Stock: Re-order Stock Level – Re-order Quantity – Minimum Stock Level – Maximum Stock Level – Average Inventory Level – Danger Level – Buffer Stock – Techniques of Inventory Control: ABC Analysis – FSN – HML – VED – JIT – Stocktaking and Perpetual Inventory Control– Valuation of Material Issues: Cost Price Methods Average Price Methods– Market Price Methods–Notional Price Methods

Employee Cost - Employee Cost – Employee Cost Control – Attendance and Payroll Procedures: Time Keeping - Time Booking – Payroll Procedure – Idle Time – Overtime – Labour Utilization
Systems of Wage Payment and Incentives: Time Based – Output Based – Premium Bonus Methods– Absorption of Wages–Efficiency Rating Procedures–Employee Turnover: Meaning, Causes – Effects. (Including problems)

UNIT-III: Overheads: Introduction – Classification of Overheads – Accounting and Control of Manufacturing Overheads – Steps for distribution of overheads – Methods of absorbing overheads to various products or Jobs – Types of Overheads Rates – Treatment of Under / Over Absorbed Overheads – Accounting and Control of Administrative Overheads – Accounting and Control of Selling & Distribution Overheads – (including problems)



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UNIT-IV: Cost Sheet: Introduction – Functional Classification of Elements of Cost – Cost Heads in Cost Sheet: Prime Cost – Cost of Production – Cost of Goods Sold – Cost of Sales – Cost Sheet: Preparation and Presentation of Cost Information – Advantages of Cost Sheet – Methods of Costing – Single Output Cost; ~~UNIT~~ Costing, Job Costing, Batch Costing. (Including illustrative problems)

Unit

UNIT V - Methods of Costing: Contract Costing, Process Costing, and Service Costing. (Including illustrative problems on each method of costing)

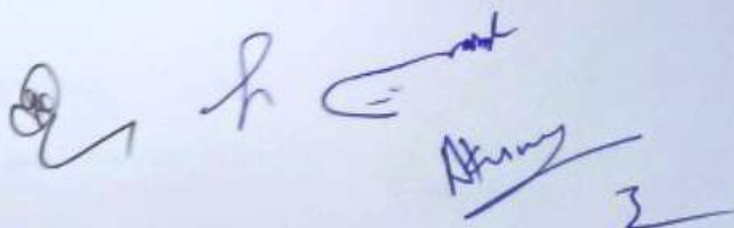
Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁:** Have a clear knowledge about cost concepts, cost elements, methods and techniques of costing
- LO₂:** Understand the elements of material control, Inventory control and Labour cost control
- LO₃:** Understand the treatment of overheads in determining cost.
- LO₄:** Prepare cost sheet under different production job conditions.
- LO₅:** Ascertain costs for Contract, Process and Service Costing.

Suggested Readings:

- Banerjee, B. Cost Accounting: Theory and Practice: Prentice Hall of India
- Horngren, Charles. Cost Accounting: Pearson Education.
- Jain and Narang. Cost Accounting: Kalyani Publishers.
- Jawaharlal, Cost Accounting: Tata Mc Graw Hill.
- Kishore, Ravi M. Cost Accounting. Tax Mann Publications.
- Srihari, Krishna Rao, Cost Accounting: Himalaya Publishing House.
- Tulsian. Introduction to Cost Accounting, S. Chand & Co.

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DEPARTMENT OF COMMERCE
B.Com. (Semester-IV)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-412	Advertisement & Sales Management	Disciplinary Specific Major	5	1	0	6

Course objectives:

This course aims:

- CO1:** To introduce the concept of advertising and sales management.
- CO2:** To develop skill set for advertising planning and execution.
- CO3:** To comprehend thorough understanding of sales management concepts.
- CO4:** To develop skill set for managing Sales work force.
- CO5:** To comprehend skills for customer relationship management.

Course content:

UNIT 1: Introduction to Advertising and Sales Management: Definition and Evolution of Advertising.; Historical overview of advertising practices.; The role of advertising in modern business.;

Advertising Objectives and Strategies: Setting clear advertising goals and objectives.; Differentiating between informative, persuasive, and reminder advertising strategies.

Advertising Media and Channels: Traditional media: print, television, radio, outdoor advertising ; Digital and online advertising: social media, websites, email marketing.

Consumer Behaviour and Advertising: Understanding consumer decision-making processes; The impact of psychology and demographics on advertising effectiveness.

UNIT 2: Advertising Planning and Execution: Advertising Campaign Development.; Steps in creating an effective advertising campaign ; Budget allocation and considerations ; Creative Strategy and Message Development.

Crafting compelling advertising messages: Importance of creativity and storytelling in advertising.; Media Planning and Buying.

Target audience identification and segmentation: Media selection, scheduling, and negotiation.; Advertising Ethics and Regulations.; Ethical considerations in advertising practices.; Legal regulations and standards in advertising.

UNIT 3: Sales Management: Introduction to Sales Management.; Defining sales management and its significance.; Role of sales management in achieving organizational goals.; Sales Organization and Structure.

Types of Sales organizations: geographic, product, customer-based.; Designing effective sales teams and territories.; Sales Forecasting and Planning.

Methods of Sales forecasting: qualitative and quantitative.; Integrating sales forecasts into strategic planning.; Sales Strategies and Techniques.

Different Sales approaches: consultative, relationship, solution selling.; Negotiation skills and



objection handling.

UNIT 4: Sales Force Management: Recruitment and Selection of Sales people. Identifying qualities of effective salespeople.; Hiring and onboarding processes.; Sales Training and Development.; Continuous training for improving sales skills.; Role of technology in sales training. **Motivation and Compensation:** Designing sales incentive and commission structures; non-monetary motivators for sales teams.; Performance Evaluation and Appraisal. Metrics for measuring sales performance; Providing feedback and setting performance targets.

UNIT 5: Sales Promotion and Customer Relationship Management

Sales Promotion Techniques: Creating and executing sales promotions.; Trade promotions, consumer promotions, loyalty programs.

Customer Relationship Management (CRM): Benefits of CRM in sales management.; Utilizing technology for effective customer relationship building.

Key Account Management: Identifying and managing key accounts.; Building long-term partnerships and loyalty.

Learning Outcomes:

On completion of this course, the learners will be able to:

LO1: Understand concepts of advertising and sales management.

LO2: Plan and execute advertising campaigns for businesses.

LO3: Understand sales management concept in detail.

LO4: Manage sales work force in an organization.

LO5: Prepare and execute sales promotional campaigns and manage customer relations.

Suggested Readings:

- "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
- "Sales Management: Analysis and Decision Making" by Thomas N. Ingram, Raymond W. LaForge, and Ramon A. Avila
- "Contemporary Advertising" by William F. Arens, Michael F. Weigold, and Christian Arens
- "Advertising Management" by David A. Aaker and Rajeev Batra
- "Sales Management: Concepts and Cases" by William L. Cron and Thomas E. DeCarlo
- "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
- "Sales Management: Analysis and Decision Making" by Thomas N. Ingram, Raymond W. LaForge, and Ramon A. Avila

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DEPARTMENT OF COMMERCE
B.Com. (Semester-IV)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-MDM-411	Business Mathematics	Disciplinary Specific Major	5	1	0	6

Course Objective:

This course aims:

- CO₁: To assist learners in understanding concepts regarding simple interest.
- CO₂: To make learners understand the concept of matrices.
- CO₃: To skill learners to compute average, percentage, brokerage etc.
- CO₄: To impart knowledge about the Linear Programming-Formulation of LPP
- CO₅: To make learners efficient in dealing with problems of differential calculus.

Course Contents:

UNIT I

Basic Mathematics of Finance

Simple interest: Notations and calculation of interest, principal, rate, Time and amount. And compound interest when number of periods is integer or not integers. Profit and loss: Meaning, concept of purchase price and sales price.

UNIT II

Matrices: Definition of a matrix. Types of matrices; Algebra of matrices. Calculation of values of determinants up to second order; Adjoint of a matrix; Finding inverse of a matrix through adjoint; Theory of Logarithms

UNIT III

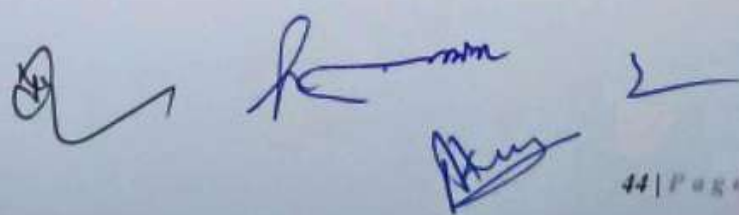
Average, Percentage, Commission, Brokerage.

UNIT IV

Linear Programming-Formulation of LPP: Graphical method of solution. Problems relating to two variables including the case of mixed constraints. Cases having no solution, multiple solutions, unbounded solution and redundant constraints, Ratios, Proportion

UNIT V

Differential Calculus: Calculus (except problems and theorems involving trigonometrically ratios) Differentiations: Partial Derivatives up to second order. Homogeneity of functions, total differentials, differentiation of implicit function with the help of total differentials. Maxima and Minima, Cases of one variable involving second or higher order derivatives, Cases of two variables involving not more than one constraint.



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Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Compute and charge simple interest.
- LO₂: Deal with problems related to matrices.
- LO₃: Compute average, percentage, profit & loss, etc.
- LO₄: Understand the concept of linear programming formulation.
- LO₅: Deal with the problems of differential calculus.

Suggested Readings :

- Alien R.G.D : Basic Mathematics; Macmillan, New Delhi.
- Dikshit, A.N. and Jain. J.K. 'Himalaya Publishing House, Mumbai.
- Dowling, E.T.: Mathematics for Economics; Schaum Series, McGraw Hill London.
- Dr. B.N. Gupta, Dr. V.K. Sharma ' Business Mathematics' SBPD Publishing House New Delhi
- Holden; Mathematics for Business and Economics; Macmillan India, New Delhi.
- Loomba, Paul; Linear Programming; Tata McGraw Hill, New Delhi.
- Kapur. V.K. Business Mathematics; Sultan Chand & Sons, Delhi.
- Soni, R.S. Business Mathematics; Pitamber Publishing House.
- Vohra, N.D.: Quantitative Techniques in Management; Tata McGraw Hill New Delhi.



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DEPARTMENT OF COMMERCE
B.Com. (Semester-IV)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-SEC-411	Corporate Governance & Ethics	Skill Enhancement Course	2	0	0	2

Course Objectives:

This course aims:

CO₁: To familiarize learners with the concept of corporate governance.

CO₂: To make learners aware with the structure and mechanism of corporate governance.

CO₃: To make learners aware with the key stakeholders and CSR initiatives.

CO₄: To inculcate understanding of Business Ethics in students.

CO₅: To familiarize learners with the corporate culture and legal compliances.

Course contents:

UNIT I: Introduction to Corporate Governance and Business Ethics

Definition and Significance: Understanding the role of corporate governance in effective business management and the importance of ethical decision-making.

Compliance vs. Principles: Differentiating between compliance-based and principle-based approaches to corporate governance.

Regulatory Landscape: Analyzing the regulatory framework and guidelines governing corporate governance in the Indian context.

UNIT II: Corporate Governance Structures and Mechanisms

Models of Governance: Exploring models such as the unitary and two-tier board systems and their implications.

Board Dynamics: Understanding the responsibilities of board members, including independent directors, and the role of board committees.

Transparency and Disclosure: Examining the principles of transparency, accountability, and disclosure in corporate governance.

UNIT III: Stakeholder Management and Corporate Social Responsibility (CSR)

Stakeholder Engagement: Identifying key stakeholders and their interests, and examining strategies for effective stakeholder management.

Corporate Social Responsibility: Understanding the concept of CSR, its integration into business practices, and its impact on sustainability.

Case Studies: Analyzing real-world cases of successful stakeholder engagement and impactful CSR initiatives.

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UNIT IV: Business Ethics and Ethical Decision-Making

Ethical Foundations: Defining business ethics, exploring ethical theories, and understanding their application in business contexts.

Decision-Making Models: Applying ethical decision-making frameworks to resolve dilemmas and navigate complex ethical situations.

Addressing Unethical Behavior: Handling conflicts of interest, insider trading, and whistleblowing within an ethical framework.

UNIT V: Corporate Culture and Compliance

Organizational Culture: Evaluating the significance of corporate culture in shaping ethical behavior and promoting effective governance.

Reputation and Sustainability: Analyzing the implications of unethical behavior on corporate reputation and long-term sustainability.

Compliance Practices: Understanding codes of conduct, ethics training, internal controls, and their role in fostering a culture of compliance.

International Best Practices: Exploring global corporate governance and business ethics best practices and their applicability in India.

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO1: Have a basic understanding of corporate governance.
- LO2: Understand structure and mechanism of corporate governance.
- LO3: Identify and analyze the key stakeholder's contribution in CSR activities.
- LO4: Develop business ethics and values.
- LO5: Look into the corporate culture and legal compliances..

Suggested Readings:

- Business Ethics: Concepts and Cases" by Manuel G. Velasquez
- "Corporate Culture and Performance" by John P. Kotter and James L. Heskett
- "Ethics and Governance: Business as Mediating Institution" by Alex C. Michalos
- "Ethics in Marketing and Communications: Towards a Global Perspective" by Patrick E. Murphy and Gene R. Laczniak
- "Business Ethics: An Indian Perspective" by A.C. Fernando
- "Corporate Governance and Ethics" by Zabihollah Rezaee
- Corporate Governance in India: Change and Continuity" by N. Balasubramanian
- "Corporate Governance and Accountability" by Jill Solomon
- "Corporate Governance: Principles, Policies and Practices" by A.C. Fernando
- "Business Ethics: Concepts and Cases" by Manuel G. Velasquez

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DEPARTMENT OF COMMERCE
B.Com. (Semester-V)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
CCM-DMM-111	Income Tax Law & Practice	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To provide an overview of Income Tax Act, 1961 to learners.
- CO₂: To develop skill for computing income from Salaries.
- CO₃: To develop skill for computing income from House Property and Business & Profession.
- CO₄: To develop skill for computing Capital gain and income from other sources.
- CO₅: To make learners aware with provisions of Income Tax in order to compute tax liability.

Course Contents:

Unit I: Income Tax Act, 1961 – An Overview: Background, Important definitions, Determination of Residential Status, Basis of Charge, Scope of Total Income, Tax Rates in accordance with the applicable Finance Act for the relevant assessment year, Agricultural Income, Incomes which do not form part of total Income.

Unit II: ~~Computation of Income under the head~~ Salaries: Salary – Coverage, Employer and Employee Relationship, Allowances, Monetary and Non-Monetary Perquisites-Valuation and Taxability, Profits in lieu of Salary, Deductions against Salary, Incomes exempt from Tax and not includible in 'Salary', Deduction to be made from salary in respect of Provident Fund under the provisions of the Provident Fund, Exempted income under section 10

Unit III: Income from house property: Chargeability, Owner of house property, Determination of Annual Value, Deduction from Net Annual Value, Treatment of Unrealized Rent, Arrears of Rent, Exemptions, Computation of Income from a let-out House Property, Self-Occupied Property, Practical Case Studies

Income from Profits and Gains from Business and Profession: Profits and Gains from Business and Profession: Business and Profession – An overview, Chargeability, Profits and Losses of Speculation Business, Deductions Allowable, Expenses Disallowed, Deemed Profits u/s 41, Maintenance of Accounts, Tax Audit, Presumptive Base Taxation, Practical Case Studies

Unit IV: Capital Gains and income from other sources: Chargeability, Capital Gains, Capital Assets & Transfer, Types of Capital Gains, Mode of Computation of Capital Gains, Exemptions and Deduction, Income Tax

Unit V: Computation of total income & Tax liability of an individual: Income of other persons included in assessee's total income, Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total income & Tax liability of individuals; Five leading cases decided by the Supreme Court.

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Preparation of Return of Income: Filing of returns: Manually, On-line filing of Returns of Income & TDS, Provision & Procedures of Compulsory On-Line filing of returns for specified assesses (Theory Only).

Learning Outcomes:

On completion of this course, the learners will be able to:

LO₁: Have insight of Income Tax Act.

LO₂: Compute income from salaries.

LO₃: Compute income from house property and business & profession.

LO₄: Compute capital gain and income from other sources.

LO₅: Ascertain tax liability after deductions and exemptions.

Suggested Reading:

- Manoharan, T. N. *Students Handbook on Income Tax Law*, Snow White Publications
- Mehrotra, H. C. *Income Tax Law and Accounts including Tax Planning*, Sahitya Bhawan Publications.
- Narang and Gaur. *Income Tax*, Himalaya Publishing House.
- Prasad, B. *Direct Taxes -Law and Practices*, Wishwa Prakashana
- Singhania Vinod K. and Singhania, Kapil. *Direct Tax Planning and Management*, Taxman.
- Singhania, Vinod, K. *Direct Taxes - Law and Practices*, Taxman.
- Srinivas, E. A. *Corporate Tax Planning*, Tata Mc Graw Hill
- *Income tax Act, 1961 as amended till date*

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DEPARTMENT OF COMMERCE
B.Com. (Semester-V)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-512	Financial Market Operations	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

CO1: To give an overview of financial system.

CO2: To give insights of money market and make learners aware with concerned instruments.

CO3: To give insights of capital market and make learners aware with concerned instruments.

CO4: To make learners aware with available financial services

CO5: To make learners aware with instruments like mutual fund etc.

Course Contents:

UNIT I: Overview of Financial System - Introduction- Financial Systems – Financial Institutions – Financial Instruments – Financial Markets – Functions of Financial Systems – Financial Services- Characteristics of Financial Services- Problems and Prospects of Financial Service – Financial Sector Reforms.

The Indian Financial System - Regulatory Framework of Indian Financial Markets – General principles of supervision and regulation – The Reserve Bank of India – The Securities and Exchange Board of India

UNIT II: Money Market - Money Market - Introduction – The money market – Functions of Money Market – Features of Money Market, Money Market Instruments – Peculiarities and recent developments in Indian money market.

Debt: Sources of debt; the concept of debt instruments – Types of Money Market Securities, such as: T-Bills, CDs, CPs, Repos.

Unit III: Capital Market - The Capital Market – Introduction - New Issues Market - Issuances: Types of Issues (such as 'IPOs', 'FPOs' and 'Private Placements'), Equity and Equity Instruments: The types of equity instruments (common and preferred stock) and key attributes (such as face value etc.) - Depository Receipts (DRs): ADRs and GDRs.

Secondary Market - The Role of Stock Markets - Stock Market Participants: roles, such as: Member Firms or Brokers, Custodian Banks/ Agencies, Depositories, and Clearing Firms, De-Mat account. Stock Indices - Key markets and their indices Introduction to trading system - NEAT system –Trading System –Clearing and settlement process

Unit IV: Financial Services: Overview of financial services. Merchant Banking – pre- and post-issue management, Under-writing services; Regulatory framework relating to Merchant Banking in India; Leasing and Hire Purchase, Consumer and Housing Finance, Venture Capital

Finance, Factoring Services, Credit Rating services, Financial Advisory and Portfolio Management Services.

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Synder

Unit V: Non-Depository Institutions: Mutual Funds- Types of mutual funds schemes, Exchange Traded Funds, Expenses associated with mutual funds; An overview of Indian Mutual Funds Industry; Hedge funds, Venture capital funds, Private equity funds. An overview of Indian pension fund industry including National Pension System.

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Understand the functioning of financial system.
- LO₂: Understand the working of Money Market.
- LO₃: Understand the working of Capital Market.
- LO₄: Have understanding of available financial services.
- LO₅: Understand the role and non-depository institutions in financial system.

Suggested Readings:

- Gordon E. and Natarajan, K. Financial Markets and Services. Himalaya Publishing House
- Gupta Shashi K. and Sharma, R. K. Financial Management – Theory and Practice. Kalyani Publishers
- James, C. Van Horne and Wachowicz, John M. Jr. Fundamentals of Financial Management. Prentice Hall of India
- Khan, M. Y. and Jain, P. K. Financial Management – Text, Problems & Cases. McGraw Hill Publication
- Khan, M. Y. Indian Financial System. Tata McGraw Hill
- Krishnamurthy and Viswanathan. Advanced Corporate Finance. PHI Learning
- Pandey, I. M. Financial Management. Vikas Publications Pvt. Ltd.
- Richard, A Brealey, Stewart, C. Myers and Mohanthy. Principles of Corporate Finance. Tata McGraw Hill.



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DEPARTMENT OF COMMERCE
B.Com. (Semester-V)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-MDM-511	Management Concept & Organizational Behaviour	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To comprehend fundamental concepts of management.
- CO₂: To make learners aware with various motivational theories and leadership styles.
- CO₃: To comprehend fundamental concepts of business organization.
- CO₄: To develop skills for communication & taking group decisions.
- CO₅: To comprehend basic understanding of organizational culture and management of stress.

Course Contents:

UNIT - I

Introduction:

Evolution of Management Thought, Classical Theories of Management-Bureaucracy of Weber, Scientific Management of Taylor, Management Process of Fayol; Neo- Classical Theories- Human Relation- Mayo & Others; Modern Theories- Characteristics of Modern Management Thoughts, Quantitative Approach to Management (Operations Research), System Approach, Contingency Approach.

UNIT- II

Motivation: Concept Theories- Maslow's Need Hierarchy, Herzberg's Two factor theory. Contemporary theories of motivation (ERG, Cognitive evaluation, goal setting, equity, Intrinsic Motivation Theory by Ken Thomas), expectancy model; Behavior modification; Motivation and organizational effectiveness.

Leadership, Power and Conflict: Concept and theories of leadership- Behavioral approach. Situational approach, Leadership effectiveness; Leadership across cultures; Power- Bases of Power, power tactics; Conflicts- sources, patterns, levels and strategies

UNIT-III

Conceptual Foundations of Organization, Organizational Behavior (OB)- concept, determinants, models; challenges and opportunities of OB; Transaction cost; Disciplines contributing to the field of OB; Individual Behavior- Foundations of individual behavior, values, attitudes, personality, and emotions; Perceptual process and Learning; Management assumptions about people- McGregor's Theory X and Theory Y.

UNIT - IV

Group Decision making and Communication: Concept and nature of decision-making process; Individual versus group decision making; Nominal group technique and Delphi technique; communication effectiveness in organizations; Feedback, Improving Inter-personal communication- Transactional Analysis and Johari Window

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UNIT - V

Organizational Culture, Organizational Development and Stress Management: Concept and determinants of organizational culture, creating sustaining and changing organizational culture. Managing misbehavior at work- Aggression and Violence, Sexual abuse, Substance abuse, Cyber slacking.

Organizational Development- concept, values, and intervention techniques; Appreciative Inquiry

Note: Current issues and developments are to be discussed.

Learning Outcomes:

On completion of this course, the learners will be able to:

LO1: Understand fundamentals of management

LO2: Analyse the role of motivation in management and will be aware of different leadership styles.

LO3: Understand organizational work culture.

LO4: Develop skills for communication and managerial decision making.

LO5: Develop understanding of organizational work culture.

Suggested Readings:

- Robbins, Stephen P. and Timothy A. Judge, Organizational Behaviour, Prentice -Hall, New Delhi.
- Robins S.P., and Mathew, M., Organisational Theory: Structure, Design and Application, Prentice Hall of India Pvt. Ltd.
- Luthans, Fred, Organizational Behaviour, McGraw-Hill, New York.
- Sekaran, Uma, Organisational Behaviour: Text and Cases, Tata McGraw-Hill Publishing Co. Ltd.
- Aswathappa, K., Organisation Behaviour, Himalaya Publishing House, New Delhi
- Singh, K., Organizational Behaviour: Text and Cases, Pearson.
- Pareek, U. and Khanna, S., Understanding Organizational Behaviour, Oxford University Press.
- Newstrom, John W., Organizational Behaviour: Human Behaviour at work, Tata McGraw- Hill Pub. Co. Ltd. New Delhi.
- Hersey, Paul, Dewey E. Johnson, and Kenneth H. Blanchard, Management of Organisational Behaviour, Prentice-Hall of India, New Delhi.
- Terrance R. Motchell, People in Organization An Introduction to Organisational Behaviour, McGraw- Hill, New York .
- N. Murthy. M.S. Management Concept & Theories Indica Publishers & Distributors Pvt Ltd New Delhi
- Shewta Verma Organizational Behaviour Indica Publishers & Distributors Pvt Ltd New Delhi
- Subha Rao P. Management & Organisational Behaviour, Himalaya Publishing House, New Delhi.



DEPARTMENT OF COMMERCE

B.Com. (Semester-V)

(Academic Session- 2023-24)

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Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-AEC-511	Insurance	Ability Enhancement Course	2	0	0	2

Course Objective:

This course aims:

- CO₁: To develop a comprehensive understanding of the insurance industry.
- CO₂: To develop a comprehensive understanding of the need & nature of life insurance.
- CO₃: To develop a comprehensive understanding of the need & nature of fire insurance.
- CO₄: To give an overview of miscellaneous types of insurance and their need.
- CO₅: To make learners aware with the prospects and challenges of insurance companies.

Course Contents:

UNIT - I

Insurance: Definition, nature, role and importance. Insurance Industry- A Global Perspective. Evaluation of Insurance Industry in India. Performance of Indian Insurance Companies during Post Reform Period, Challenges before Insurance Industry in India, Government Efforts to improve the services of Insurance Sector in India.

UNIT - II

Life insurance: Nature, classification of policies, annuities, selection of risk, measurement of risk, calculation of premium, progress of life business of LIC, LIC and Mutual Funds, Liberalization and LIC.

Nature of Marine insurance Contract, policies, policy conditions, premium calculation, marine losses, payment of claims, progress of marine insurance business in India.

UNIT-III

Fire insurance: Nature, uses, contract, kinds of policies, policy conditions, rate fixation in fire insurance, payment of claim, progress of fire insurance.

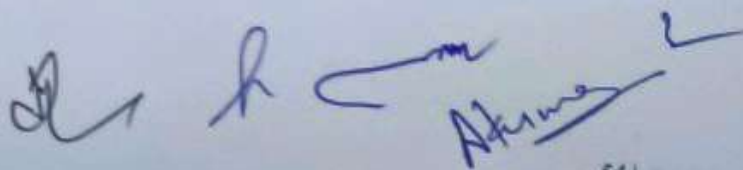
UNIT - IV

Miscellaneous insurance: Social insurance, health, transport, motor, rural, agriculture, urban traditional and non-urban traditional insurance, Progress of general and misc. insurance.

UNIT- V

Prospects of insurance companies, privatization of insurance industry, Insurance innovation, risk management, bank assurance, international insurance. Insurance legislation in India, IRDA

Note: Current issues and developments are to be discussed.



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Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Recognize insurance as a vital risk management tool.
- LO₂: Recognize and analyze the need of life insurance.
- LO₃: Recognize and analyze the need of fire insurance for a business.
- LO₄: Have insight of different insurance available in India.
- LO₅: Analyze the prospects and challenges for insurance companies in India.

Suggested Readings:

- Arumugam Vijayakumar: Indian Insurance Sector in 21st century: An Outlook, Gyan Publishing House.
- Sadhak H: Life Insurance in India: Opportunities, Challenges and strategic Perspective Sage Publications
- Shrivastava, R.M., Divya, Nigam; Management of Indian Financial Institution, Himalaya Publishing House, New Delhi
- Gupta P.K. Fundamentals of Insurance Himalaya Publishing House, New Delhi
- Khanna P.K. Insurance: Principles & Practices Indica Publishers & Distributors pvt ltd New Delhi.

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Goods and Services Tax
DEPARTMENT OF COMMERCE
B.Com. (Semester-VI)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-611	<u>Indirect Tax Laws & Practice</u>	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To provide in depth knowledge of GST all its related aspects and Indian tax structure.
- CO₂: To provide knowledge regarding concept of supply, supply of goods and service, place of supply, inter and intra state supply and other related events.
- CO₃: To equip learners with the understanding of Input Tax Credit and Tax Invoices
- CO₄: To supplement knowledge about different modes of payment of tax and provision for refund of tax.
- CO₅: To make learners efficient in filling & filing of GST Returns.

Course Contents:

UNIT I: Structure of GST and Registration: Indian Tax Structure- Different Types of Taxes- Direct Taxes- Indirect Taxes- Introduction to GST - Genesis of GST- Objectives of GST- Features of GST- Taxes Subsumed under GST - Structure of GST - Dual Model of GST - Advantages of Dual Model of GST - GSTN - GST Council - HSNC - Tax Rates - Registration Process - Compulsory Registration - Liability for Registration - Exemption from Registration - GST Unique Identity Number (GSTIN) - Deemed Registration - Cancellation and Revocation of Registration.

UNIT II: Taxable Event: Taxable Event- Concept of Supply - Supply of Goods and Services - Place of Supply - Inter-State Supply - Intra State Supply - Import and Export- Time of Supply- Valuation of Supply - Zero Rated Supply - Exempt Supply - Mixed and Composite Supply - Inward and Outward Supplies - Return of Goods -Purchase Returns -Sales Returns -Supplies Inclusive of Tax - Reverse Charge - Composition Scheme - Purchases from Composition Dealer -Purchases from Unregistered Dealers-Exports -Imports -Exempted Goods -SEZ Sales -Advance Receipts and payments

UNIT III: Input Tax Credit and Tax Invoices: Input Tax Credit- Eligible and Ineligible Input tax Credit- Apportionment of Credit and Blocked Credit-Tax Credit in respect of Capital Goods Availability of Tax Credit under special circumstances- Transfer of Input Tax Credit - Input Service Distributor- Tax Invoice - Bill of Supply- Credit Note -Debit Note - Receipt Voucher - Payment Voucher - Revised Invoice - Transportation of goods without issue of Invoice -Delivery Challan

UNIT IV: Payment of Tax and Refund: Payment of Tax -Modes of Payment - Electronic Liability Register - Electronic Credit Ledger - Electronic Cash Ledger- Time line for Payment of Tax - Challan Reconciliation - Interest on Late Payment - Set off of Input Tax Credit - Refunds- Application for Refund of Tax, Interest, Penalty, Fees or any Other Amount - Acknowledgement Grant of Provisional Refund - Order Sanctioning Refund - Credit of the Amount of Rejected Refund Claim -Order Sanctioning Interest on Delayed Refunds- Refund of Tax to Certain Persons Refund of Integrated Tax paid on Goods or Services Exported out of India - Consumer Welfare Fund

UNIT V: Filling and Filing of GST Returns: GSTR 1- GSTR 3B - GSTR 4 GSTR 5- GSTR6- GSTR7-GSTR8- GSTR - 9 -GSTR10- GSTR11

Practical Component: Familiarize learners with online GST Registration Process and Payment of Tax; Enabling GST and Defining Tax Details -Tally ERP; Defining Tax Rate sat Master and Transaction Levels; Defining GST Rates at Stock Group Level; Defining GST Rate at Transaction Level; Accounting of GST Transactions; Creation of GST Duty ledgers; GST Reports; Generating GSTR; Exporting GSTR; Uploading of GSTR on GST portal

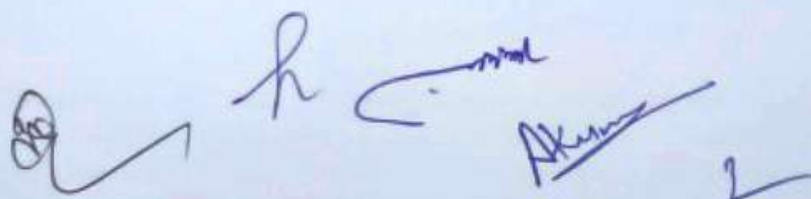
Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Deeper understanding of GST and related provisions.
- LO₂: Deal with various taxable events.
- LO₃: Understand the input tax credit procedures.
- LO₄: Understand various mode of tax payment and refund related provisions.
- LO₅: File GST returns.

Suggested Readings:

- Ahuja, Girish Gupta, Ravi. Systematic Approach to GST. Wolters Kluwer
- Gupta, S.S. Taxmann's GST New Returns - How to Meet Your Obligations -A Practical Guide for filing of New GST Returns.
- Gupta, Vineet and Gupta, N. K. Fundamentals of Goods and Services Tax. Bharat Law House Pvt. Ltd
- Mehrotra H.C. and Agarwal, V. P. Goods and Services Tax and Customs. Sahitya Bhawan Publication.
- Murthy, K. Ch. A. V. S. N. Lavanya, K. V. N. & Lakshmi, V. D. M. V. Theory and Practice of Goods & Service Tax. Telugu Academy, Hyderabad.
- Saha, R.G Shah, Divyesh and Devi, Usha. GST, Himalaya Publishing House.
- Singhania, Aditya. Taxmann's GST New Returns with e-Invoicing - A Comprehensive Guide to New GST Returns.



DEPARTMENT OF COMMERCE
B.Com. (Semester-VI)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-612	Auditing	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁:** To introduce basic concepts of Auditing.
- CO₂:** To explain the concept of Audit planning, programme and strategy.
- CO₃:** To inculcate concept of Audit Documentation.
- CO₄:** To develop understanding of audit risk, identification, assessment of material mis-statements and Internal Control.
- CO₅:** To provide in depth details about company audit and report writing procedure.

Course Contents:

UNIT I: Nature, Objectives and Scope of Audit: Auditing Concepts: Nature, objectives and scope of Audit; Relationship of auditing with other disciplines; Standard Setting Process: Overview, Standard-setting process, Generally accepted auditing standards (GAAS), Auditing and Assurance Standards Board (AASB); Standards on Auditing, Guidance Note(s) issued by the ICAI; Engagement Standards: Qualities of Auditor, Elements of System of Quality Control; Ethical requirements relating to an audit of financial statements; Inherent Limitations of an audit.

UNIT II: Audit Strategy, Audit Planning and Audit Programme: Audit Strategy; Audit planning; Planning an Audit of Financial Statement; Audit programme; Development of Audit Plan and Programme. Control of quality of audit work - Delegation and supervision of audit work; Materiality and Audit Plan; Revision of Materiality; Documenting the Materiality; Performance Materiality

UNIT III: Audit Documentation and Audit Evidence: Concept of Audit Documentation; Nature & Purpose of Audit Documentation; Form, Content & Extent of Audit Documentation; Completion Memorandum; Ownership and custody of Audit Documentation; Audit procedures for obtaining audit evidence; Sources of evidence; Relevance and Reliability of audit evidence; Sufficient appropriate audit evidence, Evaluation of Audit Evidence; Audit procedure to identify litigation & claims.

UNIT IV: Risk Assessment and Internal Control: Audit Risk, Identifying and Assessing the Risk of Material Misstatement; Risk Assessment procedures; Understanding the entity and its environment; Internal control; Documenting the Risks; Evaluation of internal control system; Testing of Internal control; Internal Control and IT Environment; Materiality and audit risk; Internal audit, Basics of Standards on Internal Audit (SIAs) issued by the ICAI; Basics of Internal Financial Control and reporting requirements; Distinction between Internal Financial Control and Internal Control over Financial Reporting.

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UNIT V: ~~The~~ Company Audit: Eligibility, Qualifications and Disqualifications of Auditors; Appointment of auditors; Removal of auditors; Remuneration of Auditors; Powers and duties of auditors; Branch audit; Joint audit; Reporting requirements under the Companies Act, 2013 including CARO, Other Important Provisions under the Companies Act, 2013 relating to Audit and Auditors and Rules made there under. Audit of consolidated financial statements, Audit of Banks, insurance companies and NBFC's Audit under fiscal laws.

Audit Report: Forming an opinion on the Financial Statements; Auditor's Report- basic elements. Types of Modified Opinion; Circumstances When a Modification to the Auditor's Opinion is Required Qualified, Adverse, Disclaimer of Opinion. Auditing in Automated environment management & operational audit, due diligence, investigation & forensic audit, Peer reviewed and quality & review

Note: Relevant Standards on Audit (SAs) issued by the Institute of Chartered Accountants of India (ICAI) to be taught along with the text.

Learning Outcomes:

On completion of this course, the learners will be able to:

LO1: Develop understanding of basic auditing concepts.

LO2: Prepare audit plan and strategies.

LO3: Perform audit documentation task.

LO4: Provide inputs for internal control and risk assessment in an organization.

LO5: Prepare audit report of a company.

Suggested Readings:

- Devi, Usha et al. Auditing. VBH
- Gupta, Kamal. Practical Auditing. TMH
- Gupta, Kamal. Contemporary Auditing. Tata Mc. Graw-Hill, New Delhi.
- Manjunatha J.M. et.al. Auditing and Assurance. Himalaya Publishing House.
- Pagare, Dinakar. Practice of Auditing. Sultan Chand & Sons.
- Ramaswamy, M.S. Principles and Practice of Auditing.
- Sharma, T.R. Auditing Principles and Problems. Sahitya Bhawan, Agra.
- Sharma, T.R. Auditing. Sahitya Bhawan Agra.
- Saxena, R.G. Principles and Practice of Auditing. HPH
- Tandon, B.N. Principles of Auditing. S. Chand and Company, New Delhi.

DEPARTMENT OF COMMERCE
B.Com. (Semester-VI)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-MDM-611	Tax Planning & Management	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To impart knowledge and understanding for corporate tax planning
- CO₂: To familiarize learners with nature and concerned provisions for tax planning.
- CO₃: To develop skill set for efficient tax planning and taking business decisions.
- CO₄: To familiarize learners with nature and provisions of tax planning for international entities.
- CO₅: To incorporate basic understanding of tax management.

Course Contents:

Unit I: Tax Planning: Tax planning concepts, evasion vs. avoidance, corporate tax planning rationale, scope in companies, importance as management decision, minimizing liability, residential status, income clubbing, computation, MAT provision and credit, losses carry forward and set off, deductions for corporate assesses, taxation of profits, Mutual fund unit transactions taxed, long-term and short-term capital gains.

Unit II: Tax Planning and Nature of Business: Tax Planning & business forms (Sole Prop. Partnership, LLP, Company); Tax Planning by location, activities, ownership, provisions for new businesses, Export biz, SEZs, special category states, Hotel, Telecom, Entertainment, IT, Power, Shipping, Aircraft, Oil, Minerals, Venture capital, Mutual funds, Insurance, construction, retail tax provisions; Deductions for industries (Sections 32AD, 33AB, 3ABA; 35ABB, 35AD; 80-IA, 80-IAC, 80-IB, 80-IBA, 80-ID, 80-IE, 80JJA); Case studies.

Unit III: Tax Planning & Business Decisions:

Tax Planning & Financial Decisions: Capital structure decisions; Dividend policy & tax; Types of dividends; Dividend tax case study; Bonus shares; Investments & capital gains; Lease vs. purchase; Owning or leasing; Instalment vs. hire purchase; Own funds or borrowed capital; Manufacturing or buying; Repairing, replacing, renewing, or renovating assets; Case studies.

Tax Planning & Managerial Decisions: Capital structure decisions & tax planning; Employees' remuneration – fringe benefit tax, ESOPs; Make or buy, Close or continue, Sale in domestic market and exports, Replacement & capital budgeting decisions, Scientific research, Private equity in capital structure; Case studies.

Tax Planning & Business Reorganization: Business restructuring & amalgamations; Demerger; Slump sale; Conversion of firm into a company; Conversion of sole proprietorship into company; Conversion of company into Limited Liability Partnership (LLP); Conversion of sole proprietary into partnership firm; Transfer of assets between holding and subsidiary companies; Case studies.

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Unit IV: Tax Planning for International Entities: Tax planning in respect of non-resident Indians, Income by way of interest on NRO/ NRE accounts, Provisions under sections 115C –115I; Double taxation relief; Tax Planning and Transfer pricing; Measures to curb tax evasion through Arm's Length Price and methods of its computation; Advance rulings; Advance Pricing Agreement, Case studies /Exercises.

Tax Planning in Foreign Collaborations: Doubly taxed income and Double Taxation aspects; Foreign collaborations and incidence of taxation on domestic companies and other assesses, Provisions for relief in respect of unilateral and bilateral double taxation, Case studies /Exercises.

Unit V: Tax Management: Advance payment, Tax deduction at source, Documentations, Tax Returns, Certificates, Interest payable, Tax collection and recovery, Assessment, and re-assessment, Appeals, Filing appeals, Penalty provisions, Undisclosed income, Settlement Commission, Search and seizure, Transactions in notified areas, Anti-avoidance rules, Tax clearance, Securities transaction tax, IT in Tax admin, Case studies.

Income Tax authorities, TAN, TIN, Tax deduction on salary, interest, dividend, winnings, Insurance commission deductions, Managerial remuneration, Clubbing of others' income, Deductions under various sections, Rebate under Section 87A, Double taxation relief, Case studies.

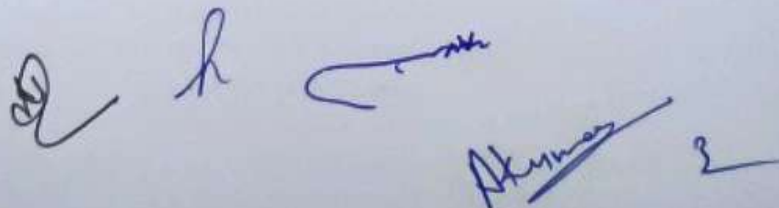
Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Perform tax planning for corporate entities.
- LO₂: Understand nature and concerned provisions for corporate tax planning.
- LO₃: Make financial decisions for a business organization.
- LO₄: Perform tax planning for international entities.
- LO₅: Understand process of advance payment of tax and managing tax.

Suggested Readings:

- Acharya. Shuklendra and Gurha, M.G. Tax Planning under Direct taxes. Modern Law Publications, Allahabad.
- Ahuja. Girish. And Gupta, Ravi. Corporate Tax Planning and Management. Bharat Law House, Delhi.
- Lakhotia, R.N. and Lakhotia, S. Corporate Tax Planning Hand book. Vision Books
- Mittal, D.P. Law of Transfer Pricing. Taxman Publications Pvt Ltd., New Delhi
- Singhanian. Vinod K. and Singhanian. Monica. Corporate Tax Planning. Taxman Publications Pvt Ltd., New Delhi.
- The Income Tax Act, 1961
- The Income Tax Rules, 1962



DEPARTMENT OF COMMERCE
B.Com. (Semester-VI)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-SEC-611	E-Commerce	Skill Enhancement Course	2	0	0	2

Course Objectives:

This course aims:

CO₁: To introduce E-Commerce as a specific discipline.

CO₂: To make students aware with the provisions of Information Technology Act, 2000.

CO₃: To introduce various business models of E-Commerce to learners.

CO₄: To inculcate knowledge regarding marketing techniques for E-Commerce businesses.

CO₅: To make students aware with E-payment system and functioning of payment gateways.

Course Contents:

UNIT I: Introduction to E-Commerce & E-Marketplace: E-Commerce and E-Business, E-Commerce Types of E-Commerce transactions, Internet, Marketing and E-Tailing, Benefits and limitations of E-Commerce; E-Marketplace: Functions, Types and Features.

UNIT II: IT Act 2000 and Cyber Crimes: IT Act 2000: Need to Regulate the Internet, The Indian Information Technology Act-2000, Salient Features of the IT Act 2000, Legal Recognition of Electronic Records, Legal Recognition of Digital Signatures, Measures to Adapt Electronic Governance, Computer Virus, and Inadequacies in the IT Act 2000.

UNIT III: E-Commerce Business Models and Concepts: E-commerce Business Models: Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business model emerging E-commerce areas. Online Service sector: financial services, Travel Services & career services.

UNIT IV: Marketing on the Internet: Advertising on the Internet: Charting the On-Line Marketing Process – E-Commerce Catalogs or Directories–Information Filtering –Consumer-Data Interface: Emerging Tools. The Internet Audience and Online Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies.

UNIT V: E-payment System, Security & Encryption: Introduction to Electronic Payment System, Electronic Payment Speedometers, Electronic Payment Processes, Electronic Payment Gateways, How Payment Gateways Work, What is required for Payment Gateways? Component of effective Electronic Payment System, Smart Card, Credit Card and Debit Card.

Cyber Security, Cyber Security Goals, Cyber Security Threats and Attacks, Basic Mechanisms used for Cyber Security, Security Solutions for Specific Purposes, Sound Practices for Cyber Security.

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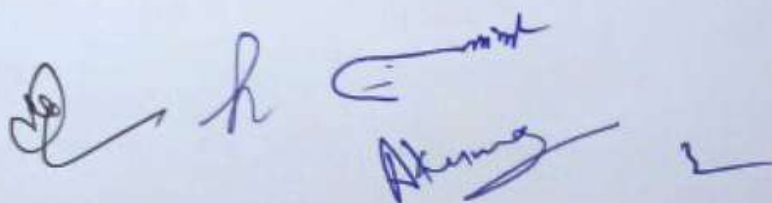
Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Recognize the varied dimensions of E-Commerce, distinguish its transaction types, and discern its potential benefits and limitations.
- LO₂: Evaluate the regulatory framework established by the IT Act 2000, comprehend its features, and acknowledge its significance in governing electronic records and digital signatures.
- LO₃: Classify and comprehend E-Commerce business models, and recognize their applicability to diverse sectors and emerging business areas.
- LO₄: Analyse the intricacies of online marketing, understand consumer behaviour in the digital space, and grasp the technological tools employed for effective marketing.
- LO₅: Acquire knowledge of electronic payment systems, their components, and comprehend the importance of cyber security measures in ensuring safe and secure E-Commerce transactions.

Suggested Readings:

- Dr. R.K. Tewari, Shastri, Ravi Kumar, Computer Crime & Computer Forensics, Selective & Scientific Books, New Delhi
- Dr. Sandeep Shrivastava, Er. Meera Goyal, E-Commerce, SBPD Publications, Agra
- P.K. Sinha, Priti Sinha, Information Technology – Theory & Practice, PHI Publications, New Delhi
- Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
- David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education
- Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education
- PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
- KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
- TN Chhabra, E-Commerce, Dhanpat Rai & Co.
- Sushila Madan, E-Commerce, Taxmann

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DEPARTMENT OF COMMERCE
B.Com. (Semester-VII)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-711	Advance Statistics	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

CO₁: To impart knowledge of data and procedures involved in processing of data.

CO₂: To provide in depth understanding of correlation, regression and time analysis.

CO₃: To introduce concepts of probability.

CO₄: To introduce concepts of sampling theory, survey and testing of significance of results.

CO₅: To introduce analysis of variance and non-parametric tests

Course Contents:

UNIT – I

Correlation and Regression Analysis: Simple, multiple and partial correlation analysis, Rank correlation. Simple and Multiple linear regression analysis (involving up to three variables). Multiple regression analysis.

UNIT-II

Theory of Probability: Approaches to calculation of probability. Marginal, joint and conditional probabilities. Probability rules. Bayes' theorem.

Probability Distributions: Expected value and standard deviation of a probability distribution. Standard probability distributions -Binomial, Poisson.

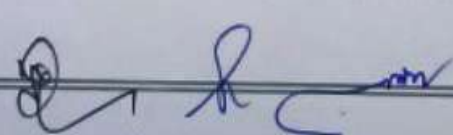
Statistical Decision Theory: Decision-making process. Payoff and Regret tables. Decision rules under risk and uncertainty.

UNIT-III

Sampling Distributions and Estimation: Sampling concepts. Sampling methods. Concept of sampling distribution, its expected value and standard error. Sampling distribution of means and Central Limit Theorem. Sampling distribution of proportions.

Point and interval estimation; Properties of a good estimator. Confidence intervals for means (a) when σ is known, and (b) when σ is not known. Sample size determination for a mean. Confidence intervals for proportions.

Hypothesis Testing: One and Two-sample Tests: General methodology of hypothesis testing. One and two- tailed tests. Type I and type II Errors. Power of a test. Calculation and use of p-value.

 **Page 2**

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UNIT - IV

One Sample Tests: Hypothesis testing of means when the population standard deviation is known and when it is not known. Hypothesis tests concerning proportions.

Two-sample Tests: Tests for difference between means when population standard deviations are known, and when they are not known. Inferences about difference between two means for matched samples. Testing of difference between two proportions.

UNIT-V

Analysis of Variance and Non-parametric Tests: F-test of equality of variances. One-factor ANOVA (Completely Randomised Model) and Two-factor ANOVA without replication (Randomised Block Model). Chi square test for Independence and for Goodness-of-fit. Sign test, One-sample runs test and Rank correlation test.

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Develop awareness of the data and procedures involved in processing of data.
- LO₂: Develop ability to understanding of Correlation, Regression and Time Analysis.
- LO₃: Develop ability to awareness about concepts of Probability.
- LO₄: Develop ability to Sampling Theory, Survey and Testing of Significance of Results.
- LO₅: Develop ability to understand the analysis of variance and non-parametric tests.

Suggested Readings:

- Aczel, Amir D., and Sounderpandian, J., Complete Business Statistics, Tata McGraw Hill Publishing.
- Anderson, Sweeney and Williams, Statistics for Business and Economics, CENGAGE Learning, New Delhi
- Ashish J. Dave Statistics for Management Indica Publishers & Distributors Pvt Ltd New Delhi
- Business Mathematics, Ramesh Mangal, Satish Printers and publishers.
- Business Mathematics, S.P. Gupta, S.M. Shukla, Sahitya Bhawan Publications.
- Freund, J. E. And F. J. Williams, Elementary Business Statistics - The Modern Approach, Prentice Hall of India Private Ltd., New Delhi.
- Gupta & Gupta Business Statistics Himalaya Publishing House Pvt Ltd New Delhi
- Gupta, S.C. Fundamentals of Statistics Himalaya Publishing House Pvt Ltd New Delhi
- J. K. Sharma, Business Statistics, Pearson Education.
- Kazmier Leonard J: Business Statistics, Tata McGraw Hill Publishing Company, New Delhi
- Levin, R.I. and D.S. Rubin, Statistics for Management, Prentice-Hall of India.
- S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.
- S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.
- Sejal Desai Statistical Methods in Business Management Indica Publishers & Distributors Pvt Ltd, New Delhi
- Voltra, N. D., Business Statistics, Tata McGraw Hill Publishing Company, New Delhi



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DEPARTMENT OF COMMERCE
B.Com. (Semester-VII)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-712	Management Accounting	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To impart knowledge of various methods of accounting useful for management.
- CO₂: To provide in depth understanding of decision making process on financial aspects
- CO₃: To introduce concepts of Standard Costing and decisions related to costs
- CO₄: To introduce concepts of analysis of cost and responsibility accounting
- CO₅: To develop analytical approach on various financial aspects and decision making

Course Contents:

UNIT – I

Management Accounting: Nature and Functions, Scope of Management Accounting, Financial vs. Management Accounting; Cost vs. Management Accounting; Role of Management Accountant, Tool and Techniques used in Management Accounting, Limitation of Management Accounting.

Budgeting and Budgetary Control: Meaning, Objectives, Advantages and Limitations, Essentials of Effective Budgeting, Classification of Budgets; Cash Budget, Fixed and Flexible Budget, Master Budget, Zero Base Budgeting, Performance Budgeting.

UNIT-II

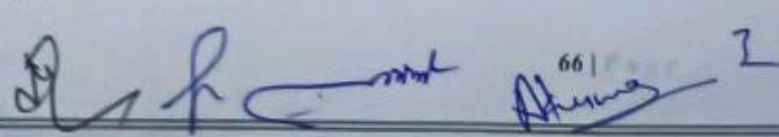
Standard Costing and Variance Analysis: Limitations of Historical Costing, Meaning of Standard Costing, Standard Costing v/s Estimated Costing, Variance Analysis: Material Variance, Labour Variance and Overhead Variance.

Unit-III

Variable and Absorption Costing: Concept, Comparison, Applications of Variable Costing, Preparation of Income Statements.

Marginal Costing: Meaning of Marginal Costing, Characteristics of Marginal Costing, Income determination under Marginal Costing and Absorption Costing, Income Determination under Marginal Costing.

Cost-Volume-Profit (CVP) Analysis: Contribution Margin; Break Even Analysis; Profit Volume (P/V) Analysis; Multiple-Product Analysis;



UNIT – IV

Decision Process: Relevant Information and Short-Run Managerial Decisions – Managerial Decision Making; Decision Making Process; Differential Analysis; Types of Managerial Decisions – Make/Buy, Add/Drop, Sell/ Process Further, Operate/Shutdown, Special Order, Product-Mix, Pricing Decisions.

UNIT-V

Concept of Responsibility Accounting: Responsibility Centers, Cost Centre, Revenue Centre, Profit Centre, Investment Centre, Responsibility Performance Reporting, Cost Reduction and Cost Control.

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Develop understanding of the application of Management Accounting
- LO₂: Develop ability to apply various accounting techniques in managerial decisions
- LO₃: Develop ability to analyze cost –profit relationship
- LO₄: Demonstrate cost reduction and cost control ability and related decision making
- LO₅: Develop ability to analyze various financial aspects and decision making

Suggested Readings:

- Arora, M.N.: Cost and Management Accounting, Vikas Publication, New Delhi
- Atkinson Anthony A., Rajiv D. Banker, Robert Kaplan and S. Mark Young, Management Accounting, Prentice Hall.
- Chintaman. S. A. Management Accounting Indica Publishers & Distributers Pvt ltd New Delhi
- Drury Colin, Management and Cost Accounting, Thomson Learning.
- Garison R. H. and E.W. Noreen, Managerial Accounting, McGraw Hill.
- Horngreen Charles T., and Gary L. Sundem and William O. Stratton, Introduction to Management Accounting, Prentice Hall of India.
- Jawahar Lal, Advanced Management Accounting. Text, Problems and Cases, S. Chand & Co., New Delhi.
- Khedkar & Bharti Accounting for Business Decisions Himalaya Publishing House, New Delhi
- Mukhi, Bhavya Accounting for Management Decisions Indica Publishers & Distributers Pvt ltd New Delhi
- Ronald W. Hilton, Managerial Accounting, McGraw Hill Education.
- Vasudeva S. Accounting for Business Managers Himalaya Publishing House, New Delhi

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DEPARTMENT OF COMMERCE
B.Com. (Semester-VII)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-MDM-711	Advance Banking & Insurance	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

This course aims:

CO₁: To impart knowledge of Commercial Banking in India

CO₂: To provide in depth understanding of Corporate Governance in Commercial Banks

CO₃: To introduce concepts of Management of Non- Performing Assets in Commercial Banks

CO₄: To introduce concepts of different types of Insurances

CO₅: To familiarize the students with the IRDA

Course Contents:

UNIT – I

Commercial Banking in India-Introduction, scheduled and non- Scheduled banks, evolution and growth of banking system of India , RBI' s policy, present structure of Indian Banking.

Competitive strategy to meet challenges to Commercial Banks in India- Challenges before Indian Commercial Banks, Opportunities for Indian Commercial Banks, Strengths of Indian Commercial Banks, Strategy to cope with the challenges.

UNIT-II

Corporate Governance in Commercial Banks- Emergence of Corporate Governance, Corporate Governance and Commercial Banks, Concept, Objectives, Fundamentals, Prescribing code of effective corporate governance for commercial banks, Corporate Governance in commercial banks in India.

Management of Loans in Commercial Banks- Characteristics, principle, Loan policy, supervision of loan.

UNIT – III

Management of Non- Performing Assets (NPAs) in Commercial Banks- Conceptual Exposition, NPAs in Indian Commercial Banks, NPAs in priority sector advances, Steps taken by the government and the RBI to control NPA's, impact of the efforts for managing NPA's, Future Challenges

Retail Banking-Concept, features, utility, Retail banking in Foreign Countries, Retail banking in India, Future of Retail Banking and Government Policy for Retail Banking.

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UNIT - IV

Insurance: Introduction, definition, nature, role and importance, insurance contract.

Life Insurance: Nature, classification of policies, annuities, selection of risk.

Marine Insurance: Nature, contract, policies, policies conditions.

Fire Insurance: Nature, uses, contract, kinds of policies, Policies conditions, rate fixation in fire Insurance, payment of claim, Progress of fire Insurance.

UNIT-V

Miscellaneous Insurance: Social Insurance, health, transport, motor, rural, agriculture, urban, traditional, and non-urban traditional Insurance, progress of general and misc. insurance. Insurance Legislation in India, IRDA, Reformatory measures taken by the Government in Insurance Sector, Impact of Reforms, Future Opportunities and Challenges.

Learning Outcomes:

On completion of this course, the learners will be able to:

LO₁: Awareness of the application of present structure of Indian Banking.

LO₂: Ability to apply various concept of Corporate Governance in commercial banks in India.

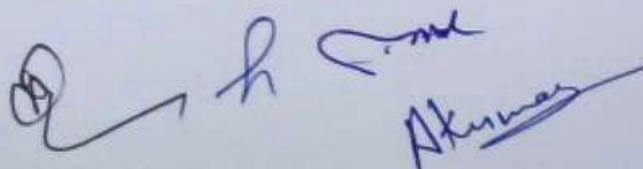
LO₃: Ability to analyze NPAs in Indian Commercial Banks

LO₄: Ability to analyze various life insurance.

LO₅: Awareness regarding the reformatory measures taken by the Government in Insurance Sector.

Suggested Readings:

- Arumugam Vijayakumar: Indian Insurance Sector in 21st century: An Outlook, Gyan Publishing House.
- Bhole L. M: Financial institutions and Market, Tata Mc. Graw Hill.
- Desai Vatan: The Indian Financial System, Himalaya Publishing House.
- Gordon E., Natrajan K.: Financial Markets and institutions, Himalaya Publications.
- Mishra M.N., Mishra S.B.: Insurance Principles and Practice, S. Chand Publications.
- Sadhak H., Life Insurance in India: Opportunities, Challenges and strategic Perspective. Sage Publications



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DEPARTMENT OF COMMERCE
B.Com. (Semester-VII)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-AEC-711	Public Finance	Ability Enhancement Course	2	0	0	2

Course Objectives:

This course aims:

CO₁: To make learner aware with basics of public finance.

CO₂: To provide knowledge regarding public expenditure.

CO₃: To impart knowledge regarding public revenue and its sources.

CO₄: To make learner understand about public debt and related terms.

CO₅: To impart knowledge regarding Indian public finance.

Course Contents:

UNIT I

Public Finance: Meaning and Scope of Public Finance Public goods vs. Private goods, Principle of Maximum Social Advantage, Public Budget, Techniques of Budgeting (ZBB PBB), Deficit Financing.

UNIT II

Public Expenditure: Meaning & Nature, Wagner's views on increasing state activities Wiseman-peacock hypothesis, Canons and classification of public expenditure effects on production, distribution and economic stability.

UNIT III

Public Revenue: Main source of revenue, Tax revenue, Direct and Indirect Taxes, Progressive, proportional & Regressive Taxes, Value added tax, The Division of tax burden, Incidence of a tax, effects on production and distribution.

UNIT IV

Public Debts: Role and Classification of public Debts and methods of their redemption, deficit management of Central & State Government.



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UNIT V:

Indian Public Finance: Financial Federalism under constitutions, Financial Adjustments in India, Finance Commission, review of Indian Tax System, Budgetary Procedure and Financial Control of India.

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁ : Understand basics of public finance.
- LO₂ : Understand terms related to public expenditure.
- LO₃ : Understand about public revenue and its sources.
- LO₄ : Understand about public debts and methods of their redemption.
- LO₅ : Understand about Indian Public Finance.

Suggested Readings:

- Bhatia H.L., (2012), Public Finance, Vikas Publications.
- Harvey Rosen, (2005), Public Finance, Seventh Edition, McGraw Hill Publications.
- J. Hindricks, G. Myles, (2006), Intermediate Public Economics, MIT Press.
- Kaushik Basu and Maertens (ed.), (2013), The New Oxford Companion to Economics in India, Oxford University Press.
- Report of the Fourteenth Finance Commission, Government of India.
- Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers.

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DEPARTMENT OF COMMERCE
B.Com. (Semester-VIII)
(Academic Session- 2023-24)

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Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-811	Financial Management	Disciplinary specific Major	5	1	0	6

Course Objectives:

This course aims:

CO₁: To provide an overview of Financial Management

CO₂: To impart knowledge about various techniques of managing finance

CO₃: To assist learners in understanding various theories of financial decisions

CO₄: To help learners in understanding about the procedures of taking long & short-term investing decisions.

CO₅: To make learners able to understand dividend decision strategy.

Course Contents:

UNIT – I

Introduction: Nature, scope and objectives of financial management. Financial decision making and types of financial decisions Finance as a strategic function. Role of finance manager

Capital Budgeting: Nature, significance and kinds of capital budgeting decisions. Capital budgeting techniques- ARR, Payback period, discounted payback period, NPV, IRR.

UNIT-II

Cost of Capital: An overview of cost of capital- Equity share capital, Preference share capital, debenture and retained earnings and WACC.

Theories of capital structure- NI, NOI, MM Hypothesis without and with corporate taxes, Modigliani miller argument with corporate and personal taxes, Point of Indifference, Optimal capital structure. Determinants of Capital structure in practice.

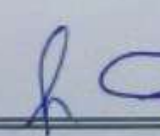
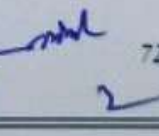
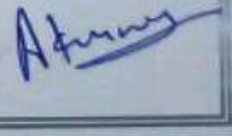
UNIT – III

Operating and Financial leverage and evaluation of financial plans (EBIT-EPS analysis).

Dividend Policy: Forms of dividends. Theories of relevance and irrelevance of dividend in firm valuation. Dividend policy in Practice, Issues in dividend policy. Determinants of dividend policy.

UNIT-IV

Working Capital Planning and Management: Concept and types of working capital. Operating and cash cycle, Estimation of working capital requirement. Working capital financing, Determinants of working capital.

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UNIT- V

Management of Cash and Marketable Securities: Objectives of Cash Management, Factors determining, Cash Needs, Basic strategies of Cash Management, Cash Management Techniques.

Receivable Management: Objectives, Credit Policies, Credit Terms and Collection Policies.

Inventory Management: Objectives and Techniques of Inventory Management.

Learning Outcomes

On completion of this course, the learners will be able to:

- LO₁: Develop a conceptual framework of finance function and to understand the nature, scope, structure of Financial Management related areas and to impart knowledge regarding source of finance for a business.
- LO₂: Understand the choice of optimal capital structure.
- LO₃: Assess the profitability of various projects before committing the funds using the capital budgeting techniques.
- LO₄: Select and apply techniques in managing working capital.
- LO₅: Bring out the optimal dividend policy by evaluating the dividend theories, which affect the shareholder's wealth and the value of the firm.

Suggested Readings:

- Arthur J. Kewon, John H. Martin, J. William Petty & David F. Scott, Financial Management: Principles & Application, Pearson.
- Banerjee, Bhabatosh. Financial Policy and Management Accounting. PHI (2019)
- Brealey R.A. and S.C. Myers, Principles of Corporate Finance, McGraw Hill.
- Brealey, Richard A. Stewart, C. Myers and Mohanthy. Principles of Corporate Finance. Tata McGraw Hill.
- Chandra, P. Financial Management, Tata McGraw Hill.
- Damodaran, A., Corporate Finance: Theory and Practice, John Wiley & Sons.
- Ehrhardt, M. C. & Brigham E. F, Corporate Finance, Indian Edition, Cengage Learning
- Gordon, E. & Natarajan, K. Financial Markets and Services. Himalaya Publishing House.
- Gupta S.P. Financial Management, Sahitya Bhavan Publications, Agra.
- Gupta, Shashi K. & Sharma, R. K. Financial Management – Theory and Practice. Kalyani Publishers
- Khan, M. Y. & Jain, P. K. Financial Management – Text, Problems & Cases. McGraw Hill Publications
- Khan, M. Y. Indian Financial System. Tata McGraw Hill
- Khan, M.Y & Jain, P.K Financial Management: Text, Problems and Cases, Tata McGraw Hill.
- Krishnamurthy and Viswanathan. Advanced Corporate Finance. PHI Learning
- Meyer. et.al, Contemporary Financial Management, Cengage Learning.
- Pandey, I. M. Financial Management, Vikas Publications Pvt Ltd.
- Srivastava, Rajiv and Misra. Anil, Financial Management, Oxford University Press.

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DEPARTMENT OF COMMERCE
B.Com. (Semester-VIII)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-DSM-812	Managerial Economics	Disciplinary Specific Major	5	1	0	6

Course Objectives:

This course aims:

- CO₁: To impart knowledge about various economic decisions that impacts managerial decision Making.
- CO₂: To develop understanding of various micro and macro factors impacting a firm's overall functioning.
- CO₃: To develop the ability to initiate reform proposals.
- CO₄: To develop understanding of market behavior.
- CO₅: To develop the ability to analyze the trade cycle.

Course Contents:

UNIT – I

Firm and Market: Demand and The Firm: Consumer Behavior, Cardinal and ordinal approaches to the derivation of the demand function. Revealed preference approach, Theory of attributes — Demand for consumer durables, Firm Theory: Objectives of the firm
Production and Cost: Production: Law of variable proportion. Returns to scale. Production function
Cost function: Classification of costs, Short run cost functions, Long run cost functions.

UNIT-II

Market structures Perfect and Imperfect: Market forms: AR-MR. Price taker; Monopoly power, Oligopolistic behavior

UNIT – III

Macroeconomic environment: Meaning, Scope, Importance, factors.

ISLM: Derivation of IS function. Demand for real cash balances: Tobin's Portfolio theory. Derivation of real LM function, Real IS-LM framework.

UNIT-IV

Aggregate Demand and Aggregate Supply: Modern aggregate demand function, Demand Management. Philips Curve, Aggregate supply and the price level.

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UNIT-V

Trade Cycles and the Open Economy: Real Business Cycles. Exchange rate, trade balance, net saving. National Income: Concept and components, Methods of measuring National Income, Problem of Measurement, Importance of National Income Analysis, Per- capita Income, Physical Quality of Life Index.

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: The learners will develop analytical abilities with respect to managerial decision making
- LO₂: The learners will have understanding about functioning of economy and its impact on decision making.
- LO₃: The learners will develop analytical abilities of market operation and decision making.
- LO₄: The learners will have understanding about the demand analysis and its use in business forecasting.
- LO₅: The learners will get ability to use of economic theories in managerial practices

Suggested Readings:

- Ankit Khanna Economics for Managerial Decisions Indica Publishers & Distributors Pvt Ltd New Delhi
- Appannaiah, Shanti, Ramanath Managerial Economics Himalaya Publishing House, New Delhi
- Branson William H., Macro Economics Theory and Policy, First East – West Press.
- D.M. Mithani-Himalay Publication House – Managerial Economic
- Dornbusch, R. and S. Fischer Macro Economics, Publisher Tata McGraw Hill.
- Koutsyiannis, A., Modern Microeconomics, Macmillan Press Ltd.
- Mankiw, N. Gregory, Macro Economics, Macmillan.
- Mithani, D.M. Economics for Managers Himalaya Publishing House, New Delhi
- Oliver Blanchard Macro Economics, Pearson Education, LPE.
- Pindyck Robert S., Daniel L. Rubinfeld and Prem L. Mehta, Micro Economics, Pearson Education Asia, New Delhi.
- Sarkar M.K. Management Economics Indica Publishers & Distributors Pvt Ltd New Delhi
- Varian, Micro-Economic Analysis, Norton.

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DEPARTMENT OF COMMERCE

B.Com. (Semester-VIII)

(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-MDM-811	Business Environment & International Business	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

This course aims:

CO₁: To impart knowledge about business environments.

CO₂: To develop understanding of concepts and features of public sectors

CO₃: To develop understanding of globalization for India.

CO₄: To develop understanding of Foreign direct investment

CO₅: To develop the understanding Foreign Trade Policy

Course Contents:

UNIT – I

Business Environment: Concepts and elements of business environment, micro-environment, macro environment; economic environment, economic systems, economic policies (monetary and fiscal policies), political & legal environment, role of government in business, International business environment.

UNIT – II

Public Sector: Concepts and features of Public sectors, changing role of public sector, relevance of public sector public Sector reforms.

Privatization: concepts, nature, objectives. Industrial sickness, Industrial policy, Industrial licensing.

UNIT – III

Liberalization: Economic reforms, liberalization and economy

Globalization: meaning, stages, factors facilitating and impeding globalization in India, consequences of globalization for India.

UNIT – IV

Foreign Capital: Foreign direct investment, trends, problems & consequences, multinational corporations and collaborations.

UNIT – V

Foreign Trade Policy and WTO: World Trade Organization (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS, IMF, World Bank, UNCTAD.

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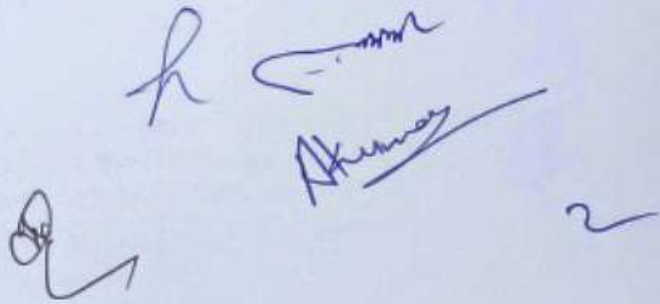
Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Develop analytical abilities with business environment.
- LO₂: Have understanding about public sector
- LO₃: Develop analytical abilities with liberalization and globalization
- LO₄: Have understanding about foreign direct investment.
- LO₅: Have understanding foreign trade policy and WTO

Suggested Readings:

- Aswathappa: Business Environment - Himalaya Publication; New Delhi
- Francis Cherunilam: Business Environment - Text and Cases - Himalaya Publication; New Delhi
- Francis Cherunilam: Global Economy and Business Environment - Himalaya Publication; New Delhi
- Prof. Laxmi Narain: Globalization - Liberalization and Privatization of Public Enterprises: S. Chand & Co.
- S. K. Misra & V. K. Puri: Economic Environment of Business - Himalaya Publication; New Delhi

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DEPARTMENT OF COMMERCE
B.Com. (Semester-VIII)
(Academic Session- 2023-24)

Course Code	Nomenclature of Paper	Course Type	L	T	P	Credit
COM-SEC-811	Marketing Management	Skill Enhancement Course	2	0	0	2

Course Objectives:

This course aims:

CO1: To impart knowledge about various economic environments.

CO2: To develop familiarize the students with the basic concepts and principles of marketing

CO3: To develop conceptual and analytical skills in marketing.

CO4: To understand marketing operations of a business firm.

CO5: To develop the understanding promotion in marketing.

Course Contents

UNIT – I

Introduction: Nature and Scope of Marketing; Core Marketing Concepts; Evolution of modern marketing concept; Modern marketing concepts; Marketing Mix; Marketing management process-a strategic perspective; Customer quality, value and satisfaction; Planning and control.

Marketing Environment, Significance of scanning marketing environment, Analyzing macro environment of marketing-economic, demographic, socio-cultural, technological, political and legal segments; Impact of micro and macro environment on marketing decisions.

UNIT-II

Buyer behavior: Need for studying buyer behavior; Consumer vs. business buying behavior; Consumer buying decision process and influences; Industrial buying process.

Market Segmentation, Targeting and Positioning: Bases for segmenting a consumer market; Levels of market segmentation; Factors influencing selection of market segments; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process.

Unit – III

Product and Pricing Decisions: Product - concept and classification; Major product decisions; New product development; Packaging and labeling; Product support services; Branding decisions; Product life cycle – concept and appropriate strategies adopted at different stages.

Pricing- Objectives, Factors affecting price of a product, Pricing policies and strategies, Ethical issues in product and pricing decisions.

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UNIT – IV

Distribution Decisions: Channels of distribution – concept and importance; Different types of distribution middlemen and their functions; Channel management, selection, motivation and performance appraisal of distribution middlemen; Distribution logistics – concept, importance and major logistics decisions; Channel integration and systems. Ethical issues in distribution decisions.

Retailing and Wholesaling: Types of retail formats; Retail theories; Retailing strategies; Non- Store retailing; Wholesaling-nature and importance, types of wholesalers; Developments in retailing and whole selling in Indian perspective.

UNIT- V

Promotion Decisions: Role of promotion in marketing; Promotion methods; Integrated Marketing Communication – Concept; Communication process and promotion; determining promotion mix; Factors influencing promotion mix; developing advertising campaigns. Ethical issues in promotion decisions.

Marketing Planning, Organizing and Control: Marketing planning process; Different ways of organizing marketing department; Sales, cost and profit analysis.

Trends in Marketing: Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural marketing, and other emerging trends.

Learning Outcomes:

On completion of this course, the learners will be able to:

- LO₁: Understand the basic concepts of marketing and factors of marketing environment.
- LO₂: Understand the concept of buyer behaviour and process of market segmentation, targeting and positioning.
- LO₃: Understand product concept and issues involved in pricing decisions.
- LO₄: Make decisions regarding distribution strategies.
- LO₅: Have an overview of trends in marketing and steps involved in marketing planning and develop skills to make promotion decisions.

Suggested Readings:

- Bose. B.S. Marketing Management Himalaya Publishing House, New Delhi
- Czinkota, Michael, Marketing Management, Cengage Learning.
- Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
- Karunakaran. K. Marketing Management Himalaya Publishing House, New Delhi
- Kazmi, SHH, Marketing Management Text and Cases, Excel Books.
- Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson.
- Kumar, Arun and N. Meenakshi, Marketing Management, Vikas Publishing House.
- Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Mktg, Cengage Learning.
- Sarkar. M.K. Marketing Management Indica Publishers & Distributors Pvt Ltd New Delhi

