University of Delhi

Scheme of Examination

and

Courses of Reading

for

B.Com. (Hons.) Course

Part I Examination 2005 and onwards

Part II Examination 2006 and onwards

Part III Examination 2007 and onwards

Syllabus applicable for students seeking admission to B.Com. (Hons.) in the Academic Year 2004-2005 and onwards

Professor Jawahar Lal
Head, Department of Commerce
Dean, Faculty of Commerce & Business
Delhi School of Economics
University of Delhi
Delhi-110007

(Syllabus as approved in Academic Council meetings dated 18.6.2004, and 21.4.2006 and Executive Council meetings dated 24.6.2004, and 5.5.2006)

June 2006

B.Com. (Hons.) Examination

Scheme of Examination and Detailed Courses of Reading

Part I Examination 2005 and onwards

Paper No. / First Year	Name of Course	Maximum Marks	No. of lectures per week	Duration (Hours)
I	Business Organisation & Management	75	3	3
II	Financial Accounting	75	3	3
III	Microeconomic Theory and Applications-I	75	3	3
IV	Business Statistics	75	3	3
V	Business Law	75	3	3
VI	Introduction to Computers and Information Systems	75	3	3
VII (a)	Business Communication	50	2	2
(b)	Politics, Ethics & Social Responsibility of Business	50	2	2
	Total	550		

Part II Examination 2006 and onwards

Second Year	Name of Course	Maximum Marks	No. of lectures per week	Duration (Hours)
VIII	Corporate Accounting	75	3	3
IX	Cost Accounting	75	3	3
X	Microeconomic Theory and Applications-II	75	3	3
XI	Business Mathematics	75	3	3
XII	Corporate Laws	75	3	3
XIII	Income Tax Law and Practice	75	3	3
XIV(a)	E-Commerce	50	2	2
(b)	Auditing	50	2	2
XV	English/Hindi/ History/ Mathematics/ MIL/Democracy and Governance in India/Introduction to Philosophy	50	2	2
	Total	600		

Part III Examination 2007 and onwards

Third Year	Name of Course	Maximum Marks	No. of lectures per week	Duration (Hours)
	Integration Courses: Compulsory			
XVI	Management Accounting	75	3	3
XVII	Macroeconomics	75	3	3
XVIII	Indian Economy – Performance and Policies	75	3	3
4 Courses (2+2)	**Any two elective groups out of the following:**	Each elective group comprises two courses		
A student has to choose two elective groups out of the following:-				
	Elective Group-EA: Finance-I: Financial &Investment Management			
XIX	Financial Management	75	3	3
XX	Fundamentals of Investment	75	3	3
	Elective Group-EB: Finance- II: Financial Institutions, Services& Insurance			
XXI	Financial Markets, Institutions and Financial Services	75	3	3
XXII	Insurance and Risk Management	75	3	3
	Elective Group-EC: Marketing, Advertising and Personal Selling			
XXIII	Principles of Marketing	75	3	3
XXIV	Advertising and Personal Selling	75	3	3
	Elective Group-ED: International Business and Globalisation			
XXV	International Business	75	3	3
XXVI	Politics of Globalisation	75	3	3
	Elective Group-EE: Human Resource Management			
XXVII	Human Resource Management	75	3	3
XXVIII	Compensation Management	75	3	3
	Elective Group-EF: Tax Planning and Management			
XXIX	Corporate Tax Planning	75	3	3
XXX	Business Tax Procedures and Management	75	3	3
	Elective Group-EG: Entrepreneurship & Small Business			
XXXI	Entrepreneurship Development	75	3	3
XXXII	Small Business Venturing and Management	75	3	3

	Elective Group- EH: Enterprise Business Solutions			
XXXIII	Computerized Accounting System	75	3	3
XXXIV	Enterprise Resource Planning	75	3	3
	Elective Group-EI:Business Data Processing			
XXXV	Business Data Processing-I (Programme Development Tools)	75	3	3
XXXVI	Business Data Processing-II (Business Information System)	75	3	3
XXXVII	**Project Work**	25		
	Elective Group-EJ: Human Rights and Consumer Protection			
XXXVIII	Democracy & Human Rights	75		3
XXXIX	Consumer Protection	75		3
	Elective Group-EK: Agricultural Marketing & Rural Credit			
XL	Agricultural Marketing	75		3
XLI	Rural Finance and Credit	75		3

Total Marks

I- **First Year**		**Marks**	**Marks**
6 Papers x 75 marks each	=	450	
Paper 7(a) and 7 (b) x 50 marks each	=	100	
			550
II- **Second Year**		**Marks**	
6 Papers x 75 marks each	=	450	
Paper 14(a) and (b) x 50 marks each	=	100	
Paper XV x 50 marks =		50	
			600
III- **Third Year**		**Marks**	
7 Papers x 75 marks each	=	525	
Paper XXXVII Project Work	=	25	
			550
Grand Total of Marks			1700

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B.Com (Hons.) Ist Year
Paper I

BUSINESS ORGANIZATION AND MANAGEMENT

Duration : 3 hrs. **Max. Marks: 75**

Objective: - The purpose of this paper is to impart to the students an understanding of state of the art of management & business concepts practices with a view to preparing them to face up to the emerging challenges of managing resources, managing business processes and managing managers.

Unit –I:
Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience of globalization, liberalization, and privatization. Multinational corporations and Indian transnational.

10 Lectures

Unit –II:
Entrepreneurial opportunities in contemporary business environment: Networking marketing, Franchising, Business Process Outsourcing, E-commerce and M-Commerce. Process of setting up a business enterprise. Opportunity and idea generation – role of creativity and innovation. Feasibility study and preparation of business plan

15 Lectures

Unit –III:
Functional aspects of business: (a) Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, (b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics. (c) Marketing: marketing and consumer behaviour, Product and pricing decisions, Distribution and promotional decisions (d) Finance: Money and banking, Financial management and securities markets, risk management and insurance (e) Human resources: Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources **15 Lectures**

Unit –IV:
Development of Management Thought: Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Drucker, Porter, Senge, Prahalad, Hammer, and Tom Peters

10 Lectures

Unit –V:

Process of Managing (a) Planning: Corporate Strategy – Environmental Analysis and Diagnosis, Formulation of Strategic Plan; Growth strategies – internal and external; Decision-making – Concept, Process, Rationality and Techniques, Information Technology and Decision-Making, Decision Support System (b) Organizing and Staffing: Contemporary Organizational Formats – Project, Matrix and Networking, (c) Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Managerial Grid, Situational Leadership, Transactional and Transformational Leadership; Communication – Formal and Infromal Networks, Barriers and Principles (d) Control: Concept and Process, Effective Control System, Modern Control Techniques – Stakeholder Approaches (Balanced Score Card), Accounting Measures (Intergrated Ratio Analysis), and Economic and Financial Measures (Economic Value Added and Market Value Added), Behaviral Aspects of Management Control

15 Lectures

Unit –VI:
Management in Perspective: Management of Strategic Change, Knowledge Management, Learning Organization, Managing Diversity, Corporate Governance

10 Lectures

Suggested Readings:

1. Basu, "*Business Organisation and Management*", Tata McGraw Hill, New Delhi.
2. Gupta, C.B., "*Modern Business Organisation*", Mayur Paper Backs, New Delhi.
3. Lele, R.K. and J.P. Mahajan, "*Business Organisation*", Pitamber Publishing, New Delhi.
4. Mishra, N., "*Modern Business Organisation*", Sahitya Bhawan, New Delhi.
5. Gupta, C.B., "*Management Concepts and Practices*", Sultan Chand and Sons. New Delhi.
6. Prasad, Lallan and S.S. Gulshan, "*Management Principles and Practices*", S. Chand & Co. Ltd., New Delhi.

7. Gupta, C.B., "*Modern Business Organisation*", Mayur paper Backs, New Delhi.
8. *Chhabra, T.N., "Principles and Practice of Management", (8th Ed.) 2004, Dhanpat Rai & Co., Delhi.*
9. Singh, B.P. and T.N. Chhabra, "*Business Organisation and Management*" (4th Ed.), 2003, Dhanpat Rai & Co., Delhi.

References:

1. Jim, Barry, John Chandler, Heather Clark, "*Organisation and Management*", Thomson Learning.
2. Bushkirk R.H., "*Concepts of Business: An Introduction to Business System*", et. Al, Dryden Press, New York.
3. Bowen, H.R., "*Social Responsibilities of Business*", Harper and Row. New York.
4. Allen L.A., "*Management and Organisation*", McGraw Hill, New York.
5. Ansoff, H.J., "*Corporate Strategy*", John Wiley, New York.
6. Burton Gene and Manab Thakur, "*Management Today Principles and Practice*", Tata McGraw Hill, New Delhi.

ii) Revenue recognition: Salient features of Accounting Standard (AS): 9 (ICAI) Recognition of expenses.

iii) The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method. Salient features of Accounting Standard (AS): 6(ICAI)

iv) Inventories: meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average. Salient features of Accounting Standard (AS): 2 (ICAI)

4. FINAL ACCOUNTS **19 Lectures**

i) Capital and revenue expenditures and receipts: general introduction only.
ii) Preparation of financial statements:
a) of non-corporate business entities from a trial balance;
b) of not-for-profit organisations;
c) from incomplete records: statement of affairs method and conversion method.

5. ACCOUNTING FOR HIRE PURCHASE AND INSTALMENT SYSTEMS
Concepts of operating and financial lease (theory only) **10 Lectures**

6. ACCOUNTING FOR INLAND BRANCHES **15 Lectures**
Concept of dependent branches; accounting aspects; debtors system, stock and debtors system, branch final accounts system and whole sale basis system-Independent branches: concept-accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.

7. ACCOUNTING FOR DISSOLUTION OF THE PARTNERSHIP FIRM
Insolvency of partners, sale to a limited company and piecemeal distribution.
12 Lectures

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B.COM (HONS.)- I YEAR
Paper III

MICROECONOMIC THEORY AND APPLICATIONS –I

Duration :3 Hours **Max. Marks :75**

Objective : Objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behaviour. The course also makes the student understand the supply side of the market through the production and cost behaviour of firms.

Learning Outcomes: The students would be able to apply tools of consumer behaviour and firm theory to business situations.

COURSE CONTENTS

Unit-I

1. The concept of demand and the elasticity of demand and supply: Demand curves: individual's demand curve, market demand curve. Movements along versus shifts in the demand curve. Elasticity of demand: price, income and cross. Concept of revenue: Marginal and Average; Revenue and elasticity of demand.

11 lectures

Unit-II

2. Consumer Behaviour: Notion of indifference and preference. Indifference curve analysis of consumer behaviour; Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects. Consumer surplus. Indifference curves as an analytical tool (cash subsidy Vs kind subsidy). Revealed Preference.

22 lectures

Unit-III

3. Production: Fixed and variable inputs, production function, total, average and marginal products, law of variable proportions. Linear homogeneous production function. Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, returns to scale.

10 lectures

Unit-IV

4. Cost of Production: Social and private costs of production, difference between economic and accounting costs, long run and short run costs of production. Economies and diseconomies of scale and the shape of the long run average cost. Learning curve

10 lectures

Unit-V

5. Perfect Competition: Assumptions, price and output decisions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply, difference between accounting and economic profits, producer surplus. Stability analysis – Walrasian and Marshallian. Demand -supply analysis.

22 lectures

Suggested Readings:

1. Pyndyck, R.S., and D.L. Rubinfeld, "*Microeconomics*", Pearson Education (Singapore) Pvt. Ltd., Delhi
2. Bilas, Richard A., "*Microeconomic Theory: A Graphical Analysis*", McGraw-Hill Book Co. Kogakusha Co. Ltd.
3. Browning Edgar K., and JacqueLine M. Browning, "*Microeconomic Theory and Applications*", Kalyani Publishers, New Delhi.
4. Green, H.A.J., "*Consumer Theory*", The Macmillan Company Of India Ltd., New Delhi.
5. Gould, John P., and Edward P. Lazear, "*Microeconomic Theory*", All India Traveller Bookseller, New Delhi.
6. Maddala, G.S., and E. Miller, "*Microeconomics: Theory and Applications*", McGraw- Hill International Edition, Singapore.
7. Salvatore, D., "*Schaum's Outline of Theory and Problems of Microeconomic Theory*", McGraw-Hill, International Edition, New Delhi.
8. Varian, H.R., "*Intermediate Microeconomics: A Modern Approach*", Affiliated East-West Press, New Delhi.

Note:

Detailed Guidelines for teaching and paper setting will be formulated annually by the Department of Commerce for determining the emphasis and specific scope in the suggested readings, so as to constantly update the content and improve the quality of instruction within the overall ambit of the syllabus

B.Com (Hons.) – Ist Year
Paper No. IV

Business Statistics

Duration : 3 hrs. **Max. Marks: 75**

Objective:
The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Expected Learning Outcomes:
The student is expected to be equipped with the tools of processing and description of statistical data. In addition, the student would develop competence to use computer for statistical calculations especially for comparatively large-sized problems.

Unit 1 (No. of Lectures: 23)

Statistical Data and Descriptive Statistics

1.1 Types of statistical data, Preparation of frequency distributions and their graphic presentation including histogram, frequency polygon, frequency curve and ogives.
3 Lectures

1.2 Measures of Central Tendency
- a) Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications.
- b) Positional Averages
  Mode
  Median (and other partition values including quartiles, deciles, and percentiles).

11 Lectures

1.3 Measures of Variation: absolute and relative.
Range, quartile deviation, mean deviation, standard deviation, and their co-efficients, Properties of standard deviation/variance.
3 Lectures

1.4 Moments: calculation (including Sheppard's corrections) and significance. Skewness, Kurtosis and Moments. **6 Lectures**

Unit 2 **(Nos. of Lectures: 18)**

Probability, Probability Distributions and Decision Theory

2.1 Theory of Probability. Approaches to the calculation of probability **2 Lectures**

2.2 Calculation of event probabilities. Addition and multiplication laws of probability. **3 Lectures**

2.3 Conditional probability and Bayes' Theorem. Expectation and variance of a random variable. **3 Lectures**

2.4 Probability distributions: Binomial, Poisson and Normal. **5 Lectures**

2.5 The decision environment. Pay-off and regret matrices. Criteria of decision-making: Laplace, Maximin/Minimax, Maximax/Minimin, Savage; and Expectation. (Excluding Bayesian analysis)
EVPI and its calculation. **3 Lectures**

2.6 Decision Trees. **2 Lectures**

Unit 3 **(No. of Lectures:10)**

Simple Correlation and Regression Analysis

3.1 Correlation Analysis. Meaning of Correlation: simple, multiple and partial; linear and non-linear. Causation and correlation. Scatter diagram. Pearson's co-efficient of correlation: calculation and properties (proofs not required). Probable and standard errors. Rank Correlation. **5 Lectures**

3.2 Regression Analysis. Principle of least squares and regression lines. Regression equations and estimation. Standard Error of Estimates. **5 Lectures**

Unit 4

Index Numbers **(No. of Lectures: 12)**

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4.1 Meaning and uses of index numbers. Construction of index numbers: fixed and chain base; univariate and composite. Aggregative and average of relatives – simple and weighted. **5 Lectures**

4.2 Tests of adequacy of index numbers. Base shifting, splicing and deflating. Problems in the construction of index numbers. **3 Lectures**

4.3 Construction of consumer price indices. Important share price indices including BSE SENSEX and NSE NIFTY. **4 Lectures**

Unit 5

Time Series Analysis **(No. of Lectures: 12)**

5.1 Components of time series. Additive and multiplicative models. **2 Lectures**

5.2 Trend analysis. Fitting of trend line using principle of least squares – linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa. Moving averages. **6 Lectures**

5.3 Seasonal variations- calculation and uses. Simple averages, ratio-to-trend, ratio-to-moving averages and link-relatives methods. **4 Lectures**

The students will be familiarized with software and the statistical and other functions contained therein related to formation of frequency distributions and calculation of averages, measures of variation, skewness and kurtosis, correlation and regression co-efficients. Further, use of software to be made to calculate moments, moving averages, regression equations etc. and its use in decision analysis.

The weightage of topics and software to be used for practical work in this paper will be prescribed in the guidelines by the Committee of Courses and Studies in Commerce (Hons., P.G. and Research)

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Suggested Readings:

1. Levin, Richard and David S. Rubin, "*Statistics for Management*", 7th Edition, Prentice Hall of India.

2. Siegel, Andrew F., "*Practical Business Statistics*", International Edition (4th Ed.), Irwin McGraw Hill.

3. Berenson and Levine, "*Basic Business Statistics: Concepts and Applications*", Prentice Hall.

4. Frank , Harry and Steven C. Althoen, "*Statistics: Concepts and Applications*", Cambride Low-priced Editions, 1995.

5. Spiegel M.D., "*Theory and Problems of Statistics*", Schaum's Outlines Series, McGraw Hill Publishing Co.

6. Gupta, S.P., and Archana Gupta, "*Statistical Methods*", Sultan Chand and Sons, New Delhi.

7. Dhingra, I.C., and M.P. Gupta, "*Lectures in Business Statistics*", Sultan Chand.

8. Gupta, S.C., "*Fundamentals of Statistics*", Himalaya Publishing House.

B.Com. (Hons.)
Paper V

Business Law

Duration: 3 hours **Max. Marks: 75**

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

Course Contents:

(i) The Indian Contract Act 1872. **35 Lectures**
- (a) Contract – meaning, characteristics and kinds. 3 Lectures
- (b) Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. 7 Lectures
- (c) Void agreements 2 Lectures
- (d) Discharge of contract – modes of discharge including breach and its remedies. 4 Lectures
- (e) Contingent contracts 2 Lectures
- (f) Quasi - contracts 2 Lectures
- (g) Contract of Indemnity and Guarantee 5 Lectures
- (h) Contract of Bailment 5 Lectures
- (i) Contract of Agency 5 Lectures

(ii) Indian Sale of Goods Act. 1932. **10 Lectures**
- (a) Contract of sale, meaning and difference between sale and agreement to sell. 2 Lectures
- (b) Conditions and warranties 2 Lectures
- (c) Transfer of ownership in goods including sale by non-owners 2 Lectures
- (d) Performance of contract of sale 2 Lectures
- (e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer. 2 Lectures

(iii) Negotiable Instrument Act: Kinds and characteristics of Negotiable Instruments, Holders and Holder-in-due course, Privileges of

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Holders-in-due course. Negotiation and endorsement, crossing of cheques types of crossing, bouncing of cheques.

10 Lectures

(iv) Information Technology Act 2000	**20 Lectures**
(a) Definitions	3 lectures
(b) Digital signature	1 lecture
(c) Electronic governance	2 lectures
(d) Attribution, acknowledgement and dispatch of electronic records.	2 lectures
(e) Regulation of certifying authorities	3 lectures
(f) Digital signatures certificates	2 lectures
(g) Duties of subscribers	1 lectures
(h) Penalties and adjudication	1 lectures
(i) Appellate Tribunal	3 lectures
(j) Offences	2 lectures

Suggested Readings:

1. Kucchal, M.C., "*Business Law*", Vikas Publishing, House (P) Ltd., New Delhi, 2002.
2. Desai, T.R., "*Indian Contract Act, Sale of Goods Act and Partnership Act*", S.C. Sarkar & Sons Pvt. Ltd., Calcutta.
3. Khergamwala, J.S., "*The Negotiable Instruments Act*", N.M. Tripathi Pvt. Ltd., Bombay.
4. Singh, Avtar, "*The Principles of Mercantile Law*", Eastern Book Company, Lucknow.
5. Maheṣhwari & Maheshwari, "*Business Law*", National Publishing House, New Delhi.
6. Kapoor, N. D., "*Business Law*", Sultan Chand & Sons, New Delhi.
7. Chadha, P. R., "*Business Law*" Galgotia Publishing Company, New Delhi.
8. "*Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000*" Taxmann Publications Pvt. Ltd., New Delhi.
9. Painttal, D., "*Law of Information Technology*" Taxmann Publications Pvt. Ltd., New Delhi.

B.Com (Hons.) - Ist Year
Paper VI

Introduction to Computers and Information System

Duration : 3 hrs. **Max. Marks: 75**

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

Learning Outcome: After studying this paper, a student will become **IT** literate, and be able to understand basic **IT** terminology. The student should be able to understand the role of information system in business world.

Part - A (35)

Unit 1. Basic Concepts: (6)

- What is a computer
- Characteristics of a Computer
- Advantages of Computer
- Limitations of Computer
- Types of Computer
- Applications of computer
- Data Representation

Unit 2.Essential components of Computer (6)

- Hardware, Firmware, Live-ware
- Software:
    - Relationship between hardware and software
    - System Software : Operating system, Translators, interpreter, compiler, assemblers, linkers.
    - Overview of operating system, function of operating system.
    - Application software: General Purpose Packaged Software and tailor made software.

Unit 3. Information Systems **(6)**

- Meaning
- Need of an efficient Information System
- Types of Information System
- Information requirement for Planning, Coordination, and Control for various levels in Business, Industry.
- Basic of data arrangement and access

Unit 4. Database System. **(6)**

- Traditional file environment
- Identification of relevant data
- Evolution of Database Technology
- Databases : The Modern Approach

Unit 5. Net works: LAN, WAN, Wireless Network **(5)**

- Introduction to networking
- Importance of networking
- Communication devices such as Modem
- Features of Networking

Unit 6. Introduction to Internet **(6)**

- Meaning of Internet
- Growth of internet
- Owner of Internet
- Anatomy of Internet
- Basic Internet Terminology
- Net Etiquette
- World Wide Web
- Internet Protocols
- Usage of Internet to society
- Search Engines

Part – B

Computer based information System **(40)**

- ❖ Accounting Information System (AIS): Meaning, characteristics, diagrams to depict AIS and its major subsystems.

- Management Information System: Meaning, concepts, input and output of MIS with illustration.
- Decision Support System: Introduction, Decision making, DSS concept, *objective.*
- *Knowledge-Based Information System: Introduction, Expert system, User* interface, knowledge base, advantages and disadvantages, illustrating an expert system.
- Concept of virtual office: introduction, office automation (OA), virtual office, OA application; visualizing paperless office by Illustration.
- Executive Information system: introduction, peculiar information requirements of executives.
- Marketing Information: introduction, evolution and need of marketing information system.
- Manufacturing Information System: introduction, need and characterstics.
- Introduction to Financial Information System.
- Introduction to Human Resource Information System.
- Concept, Applications, Advantages and limitations with regard to:
    - Word Processor
    - Spread Sheet
    - Database

Part C. Introduction to Essential tools. **(40)**

- **Unit 1. Word Processing.** **(8)**
    - Introduction to Word Processing
    - Word processing concepts
    - Use of Templates
    - Working with word document::
        - Opening an existing document/creating a new document.
        - Saving,
        - Selecting text,
        - Editing text,
        - Finding and replacing text,
        - Closing,
        - Formatting,
        - Checking and correcting spellings,

- Bullets and numbering,
- Tabs,
- Paragraph Formatting,
- Indent,
- Page Formatting,
- Header and footer,
- **Mail Merge**
- **Tables**
  - Formatting the table
  - Inserting filling and formatting a table

- **Unit 2. Spreadsheet and its Business Applications.** **(12)**
  - Spreadsheet concepts,
  - Creating a work book,
  - Saving a work book
  - Editing a work book,
  - Inserting, deleting work sheets,
  - Entering data in a cell
  - Formula Copying
  - Moving data from selected cells,
  - Handling operators in formulae.
  - Rearranging Worksheet
  - Project involving multiple spreadsheets
  - Organizing Charts and graphs
  - Printing worksheet.
- **Unit 3. Generally used Spread sheet functions** **(5)**
  - Mathematical
  - Statistical
  - Financial
  - Logical
- **Unit 4. Creating spreadsheet in the following areas:** **(5)**
  - Loan & Lease statement
  - Ratio Analysis.
  - Graphical representation of data
  - Payroll statements

- Frequency distribution and its statistical parameters

- **Unit 5. Database Software.** **(10)**
  - Creating Data Tables
  - Editing a Database
  - Performing queries.
  - Generating Reports

Notes:

1. Part-A of this paper is compulsory. A college will have an option either to opt for part B or Part C. However for a group of students college may have the combination of Part A & B and for another Group A & C, depending upon the availability of infrastructure.

2. Before starting part C an approval from the department/university is required.

3. The General Purpose Software referred in this course will be notified by the department every three years. If the specific features, referred in the detailed course above, is not available in that software, to that extent it will be deemed to have been modified.

4. The familiarity with commercial and business software will be imparted through guidelines, that shall be revised every year.

Scheme of examination:

- Part A will be of 35 marks including internal assessment.
- Part B will be of 40 marks including internal assessment.
- Part C will be of 40 marks practical examination. It will carry internal assessment in the form of a work book.

Suggested Readings:

1. Rajaraman,V., "*Introduction to Information Technology*", 2003 PHI.
2. Hunt, R., J. Shelley, "*Computers and Commonsense*", Prentice Hall of India, 2002.
3. Leon A. and Leon M., "*Fundamentals of Information Technolgy*", Leon, Vikas 2002 (4) Software manuals.
4. Sinha, Pradeep K. and Preeti Sinha, "*Foundation of Computing*", BPB Publication, 2003.

5. Basandra, Suresh K., "*Management Information System*", Wheeler Publication, New Delhi-Allahab.
6. Kumar, Muneesh, "*Business Information System*", Vikas Publishing House, 1998.
7. Bharihoka, Deepak, "*Fundaments of Information Technology*", Excel Book, 2000.
8. Saxena, Sanjay, "*A First Course in Computers*", Vikas Publishing House, 1998.
9. Fizgerald & Dennis – Wiley, "*Business Data Communication and Networking*".
10. Rajaraman , V., "*Analysis and design of information Systems* ", 2003 PHI.
11. Sadagopan, S., "*Management Information Systems*", 2003 PHI.
12. Laudon, Kenneth C. and Jane P. Laudon, "*Management Information Systems*", 2003, PHI.

Note: Specific package to be used for word-processing, spread sheet, and database management system and related books will be announced by the department every three year.

Department of English
Paper VII a

Business Communication

Maximum Marks: 50 **Total Lectures: 50**

(2 Lectures per week + tutorial)

Objective: To equip students of the B.Com (Hons.) course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

COURSE CONTENT:

1. Introduction to the essentials of business communication: Theory and Practice **2 lectures**
2. Citing references, and using bibliographical and research tools. **2 lectures**
3. Writing a project report **10 lectures**
4. Writing reports on field work/visits to industries, business concerns etc./business negotiations. **8 lectures**
5. Summarizing annual report of companies. **8 lectures**
6. Writing minutes of meetings. **8 lectures**
7. E-correspondence. **2 lectures**
8. Spoken English for business communication (Viva for internal assessment) **5 lectures**
9. Making oral presentations (Viva for internal assessment) **5 lectures**

Note: A reading list will be compiled in consultation between the Department of English and the Department of Commerce. Guidelines regarding teaching practice in the classroom will be issued along with the reading list.

B.Com (Hons.)
Paper VII b

Politics, Ethics and Social Responsibility of Business

Maximum Marks: 50 **Total Lectures: 50**

1. Thinking conceptually about Politics: Liberty, Equality, Justice, Rights and Recognition, The Idea of a Good society. Concept of Business Ethics and Corporate Social Responsibility.

   Lectures 12

2. Domain of Politics and Ethics: Democracy and Welfare state, Market and Globalisation.

   Lectures 8

3. Approaches to Moral Reasoning: Consequentialism, Deontologism, Teleological reasoning.

   Lectures 6

4. Politics and Ethics in Business: Corporate Code of Ethics.
   a) Environment
   b) Accountability
   c) Responsibility
   d) Leadership
   e) Diversity

   Lectures 10

5. Corporate Social Responsibility. Arguments For and Against; Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy.

   Lectures 6

6. Cases of corruption, Corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

   Lectures 8

Suggested Readings:

1. Best Internet Source for Ethics, http:/ /www.josephsoninstitute.org/jilinks.htm
2. Bok, Sissela, *Lying: Moral Choicé in Public and Private Life*, Random House Inc., 1990, Ch. 7, 8, 12 and 16
3. Bok, Sissela. Secrets, on the Ethics of Concealment and revelation, Random House Inc., 1990. Chapter on "Whistle blowing and Leaking: Undercover Police Operations", pp. 265-280.
4. Desjarding, Joseph, *An Introduction to Business Ethics*, McGraw-Hill, 2003.
5. Dworkin, Ronald, *Sovereign Virute,* Harvard, 2000.
6. Frederick, Davis and Post, Business and Society. McGraw-Hill.
7. Gardner, John, *On Leadership*, pp. 67-80, 112-120.
8. Goodin Robert E. and Philip Pettit, Edited, *A Companion to Contemporary Political Philosophy,* OUP, 1993.
9. Jagdish Bhagwati, *In Defense of Globlization*, 2004.
10. Joseph E. Stiglitz, *Globalization and its Discontents*, 2003. WW Norton.
11. LaFollettee, Hugh, *Ethics in Practice*, Massachusetts, 1997.
12. Manuel G. Velasquez, *Business Ethics*, (5th edition).
13. Maria Mies, And Vandana Shiva, *EcoFeminism* Delhi, Kali for Women 1993.
14. OECD Principles of Corporate Governance. See the Website of OECD.
15. Paul, Richard and Linda Elder, *Ethical Reasoning: The Foundation for Critical Thinking*, 2003.
16. Purushottma Bilimoria, Joseph Prabhu, And Renuka Sharma, *Companion for Indian Ethics: An Anthology on Classical, Contemporary and Applied Moral Thinking in and from India,* Ashgate Pub. Co., 2004.
17. Richard T. and E George, Business Ethics. Macmillan.
18. Taylor, Charles, *Sources of the Self-Harvard*, 1989.
19. Thompson, Denis, *Political Ethics and Public Office*, Harvard Mass, Harvard University Press, 1997.

Additional Readings

1. Bhargava, Rajeev, (ed.) *Multiculturalism, Liberalism and Democracy*, Oxford University Press, 1999.
2. Harris, John, *Depoliticizing Development: The World Bank and Social Capital*, New Delhi, Manohar, 2001.
3. Nayar, Baldev Raj, *Globalisation and Nationalism : The Changing balance of India's Economic Policy 1950-2000*, New Delhi, Sage 2001.

4. Parekh, Bhikhu, *Rethinking Multiculturalism: cultural Diversity and Political Theory*, London, Macmillan, 2000.
5. Habermas, Jurgen. *Moral Consciousness and Communicative Action.* (Translated by Christian Lenhardt and Shierry Weber Nicholsen), Cambridge: Polity Press, 1992.

Journals

1. *Alternatives,* Centre for Study of Developing Society
2. *Harvard Business Review*
3. *Journal of Business Ethics*

B. COM. (HONS)-II YEAR
Paper – VIII

CORPORATE ACCOUNTING

Duration : 3 hrs. **Max. Marks: 75**

Level of Knowledge: Working knowledge

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

COURSE CONTENTS

1. **ACCOUNTING FOR SHARE CAPITAL** **10 Lectures**
Issue, forfeiture and reissue of forfeited shares- Issues of rights and bonus shares-SEBI Guidelines-Concepts of book building, demat shares and Employee Share option Scheme (ESOS), Redemption of preference shares and buy back of shares.

2. **ISSUES AND REDEMPTION OF DEBENTURES.** **8 Lectures**

3. **FINAL ACCOUNTS** **7 Lectures**

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

4. VALUATION OF GOODWILL AND VALUATION OF SHARES

10 Lectures

Concepts and calculation - simple problem only.

5. AMALGAMATION OF COMPANIES **12 Lectures**

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

6. ACCOUNTS OF HOLDING COMPANIES/PARENT COMPANIES

12 Lectures

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

7. BANKING COMPANIES **8 Lectures**

Preparation of final account from a given trial balance. Concept of non-performing assets (NPA).

8. CASH FLOW STATEMENT **8 Lectures**

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

Suggested Readings:

1. Monga, J.R., "*Fudamentals of Corporate Accounting*", Mayur Paper Backs, New Delhi.
2. Shukla, M.C., T.S. Grewal, and S.C. Gupta, "*Advanced Accounts*", Vol-II, S. Chand & Co.,New Delhi.
3. Gupta, R.L. and M. Radhaswamy, "*Advanced Accountancy*", Vol-II, Sultan Chand and Sons, New Delhi.

4. Maheshwari, S.N. and S. K. Maheshwari, "*Corporate Accounting*", Vikas Publishing House, New Delhi.

5. Sehgal, Ashok and Deepak Sehgal, "*Corporate Accounting*", Taxman Publication, New Delhi.

6. Gupta, Nirmal, "*Corporate Accounting*", Sahitya Bhawan, Agra.

7. Jain, S.P. and K.L. Narang, "*Corporate Accounting*", Kalyani Publishers, New Delhi.

8. "*Compendium of Statements and Standards of Accounting*", The Institute of Chartered Accountants of India, New Delhi.

B.Com (Hons.) – IIndYear

Paper – IX

COST ACCOUNTING

Duration: 3 hours **Max. Marks: 75**

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

COURSE CONTENTS:

Unit I:

1. Introduction: meaning, objectives and advantages of cost accounting, difference between cost accounting and financial accounting. Cost concepts and classifications. Elements of cost. Installation of a costing system. Role of a cost accountant in an organization.

(8 Lectures)

Unit II:

2. Materials: material/inventory control- concept and techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard. Treatment of material losses.

(10 Lectures)

Unit III:

3. Labour: accounting and control of labour cost, time keeping and time booking, concept and treatment of idle time, over time, labour turnover and fringe benefits.

(8 Lectures)

Unit IV:

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

   (10 Lectures)

Unit V:

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

   (30 Lectures)

Unit VI:

6. Accounting Systems: integral and non-integral systems, reconciliation of cost and financial accounts.

   (9 Lectures)

Suggested Reading:

1. Nigam, B.M. Lall and I.C. Jain, "*Cost Accounting: Principles and Practice*", Prentice Hall of India, New Delhi.
2. Mittal , D.K. and Luv Mittal, "*Cost Accounting*", Galgotia Publishing Co., New Delhi.
3. Lal, Jawahar, "*Cost Accounting*", Tata McGraw Hill Publishing Co., New Delhi.
4. Arora, M.N., "*Cost Accounting – Principles and Practice*", Vikas Publishing House, New Delhi.
5. Shukla, M.C., T.S. Grewal and M.P. Gupta, "*Cost Accounting: Text and Problems*", S. Chand & Co. Ltd., New Delhi.

B.Com (Hons.) – IInd Year
Paper XV (MIL)

TAMIL **Maximum Marks: 50**

I. Application of Language skills: I. **30 marks**

a. Letter writing: Business correspondences - 10 marks

b. Comprehension - 10 marks

c. Translation and usages of Technical terms - 10 marks

II. Text: **20 marks**

Panddai Tamilar Vanigam
By Mayilal Seeni Venkatasamy, NCBH, Chennai

B.Com (Hons.) – IInd Year
Paper XV (MIL)

TELUGU **Maximum Marks: 50**

I. Application of Language skills **30 marks**

a. Letter writing: Business correspondences - 10 marks

b. Comprehension - 10 marks

c. Translation and usages of Technical terms - 10 marks

II. Text: **20 marks**

Aravayyella Telugu Sahityamlo Nilichedi by Nori Narasimha Sastry, Saraswata Vyasamulu, Andhra Pradesh Sahitya Akademi, Hyderabad – 500 001.

B.Com (Hons.) – IInd Year
Paper XV (MIL)

URDU

Maximum Marks: 50

I. Language Application — 30 marks

- a. Composition: Essay writing/Business correspondences — 10 marks
- b. Comprehension — 10 marks
- c. Translation and Usages of Technical Terms — 10 marks

II. Brief History of literature — 20 marks

Text-"Urdu ki Kahani", by Syed Ehtesham Hussain. Published from N.C.P.U.L. New Delhi.

B.Com (Hons) New Course Structure

B.Com (Hons) II Year
Paper XV
Dzongkha

Duration: 2 hours

Max. Marks: 50

Section A
Grammer

30 Marks
30 Periods

༣ སུམ་རྟགས་དོན་གསལ་སྙིང་པོ།
(Sumtag Doensel Ningpo)

༡ མཐོ་ཏའི་བོད་ཀྱི་ལོ་རྒྱུས་དང་པོ།

༢ མཐོ་ཏའི་བོད་ཀྱི་ལོ་རྒྱུས་གཉིས་པ།

༣ མཐོ་ཏའི་བོད་ཀྱི་ལོ་རྒྱུས་གསུམ་པ།

༤ དབྱངས་གསལ་གྱི་ཡི་གེའི་དབྱེ་བ་བཤད་པ།

༥ གསལ་བྱེད་སུམ་ཅུ་དང་ སྔོན་འཇུག རྗེས་འཇུག་གི་ཡི་གེའི་དབྱེ་བ་བཤད་པ།

༦ རྣམ་དབྱེ་དང་པོ་དང་ གཉིས་པའི་སྒྲ་དང་སྒྲ་དོན་གྱི་སྦྱོར་ཚུལ་བཤད་པ།

༧ རྣམ་དབྱེ་གསུམ་པ་དང་ དྲུག་པའི་སྒྲ་དང་སྒྲ་དོན་གྱི་སྦྱོར་ཚུལ་བཤད་པ།

༨ རྣམ་དབྱེ་བཞི་པ་དང་ བདུན་པའི་སྒྲ་དང་སྒྲ་དོན་གྱི་སྦྱོར་ཚུལ་བཤད་པ།

༩ རྣམ་དབྱེ་ལྔ་པ་དང་ བརྒྱད་པའི་སྒྲ་དང་སྒྲ་དོན་གྱི་སྦྱོར་ཚུལ་བཤད་པ།

༡༠ སྦྱར་བསྡུ་དང་རྒྱན་སྡུད་ཀྱི་སྒྲ་དོན་གྱི་སྦྱོར་ཚུལ་བཤད་པ།

༡༡ ལྷག་བཅས་དང་འབྱེད་སྡུད་ཀྱི་སྒྲ་དང་དོན་གྱི་སྦྱོར་ཚུལ་བཤད་པ།

༡༢ ཕྲད་རང་དབང་ཅན་དྲུག་པོའི་ཕྲད་དང་ དཔེར་བརྗོད་རེ་རེ་བཞིན་བཤད་པ།

༡༣ མིང་གཞི་དང་ སྔོན་འཇུག རྗེས་འཇུག་གི་རྟགས་ཀྱི་འཇུག་པའི་བཤད་པ་མདོར་
བསྡུས་བཤད་པ།

Cont d...

Section B
Text

20 Marks
20 Periods

༣ རྒྱལ་པོ་དྲི་མེད་ཀུན་ལྡན་རྣམ་ཐར།
(Dri-Med-Kuendhen)

༡ ལེའུ་དང་པོ	རྒྱལ་པོས་སྐྱོང་ཐབས་ལས་དཀོན་མཆོག་མཆོད་དེ་བུ་ཞུ་བའི་ལེའུ །
༢ ལེའུ་གཉིས་པ	དྲི་མེད་ཀུན་ལྡན་སྐུ་འཁྲུངས་པའི་ལེའུ །
༣ ལེའུ་གསུམ་པ	ནོར་བུ་སྦྱིན་པ་བཏང་བའི་ལེའུ །
༤ ལེའུ་བཞི་པ	དྲི་མེད་ཀུན་ལྡན་མཐའ་ལ་སྤྱུགས་པའི་ལེའུ །
༥ ལེའུ་ལྔ་པ	སྲས་ལྕམ་སྲིང་གསུམ་སྦྱིན་པ་བསྔལ་བའི་ལེའུ །
༦ ལེའུ་དྲུག་པ	བདུད་རི་ཧ་ཤང་ལ་ཞེབས་པའི་ལེའུ །
༧ ལེའུ་བདུན་པ	རྒྱལ་སྲས་ཡབ་ཡུམ་བདུད་རི་ལས་ལོག་བྱོན་པའི་ལེའུ །
༨ ལེའུ་བརྒྱད་པ	ལུས་སྦྱིན་པ་གནང་བའི་ལེའུ །
༩ ལེའུ་དགུ་པ	ཡབ་སྲས་མཇལ་བའི་ལེའུ །
༡༠ ལེའུ་བཅུ་པ	རྒྱལ་སྲིད་སྲས་ལུ་གནང་བའི་ལེའུ །

References

1. Grammer - Sumtag Doensel Ningpo by Department of Education published by Royal Government of Bhutan, Thimphu: Bhutan.

2. Text - Dri Med Kuendhen by Department of Education published by Royal Government of Bhutan, Thimphu: Bhutan.

B.Com (Hons.) – IInd Year
Paper No. XV

DEMOCRACY AND GOVERNANCE IN INDIA

Duration : 2 hours **Maximum Marks: 50**
Lectures: 50

1. Structure and Process of Governance: Indian Model of Democracy, Parliament, Party Politics and Electoral behaviour, Federalism, The Supreme Court and Judicial Activism, Units of Local Governance (Grassroots Democracy).

Lectures 10

2. Ideas, Interests and Institutions in Public Policy:

a. Studying Ideas and Institutions of Policy Making – The Role of Experts in Policy Making, Ministry of Finance, Planning Commission, Finance Commission, Annual Budget Regime, Reserve Bank of India, Commission for Agricultural Costs and Prices, Stock Exchange/Capital market in India etc.

Lectures 10

b. Regulatory Institutions – SEBI, TRAI, Competition Commission of India, etc.

Lectures 05

c. Lobbying Institutions: Chambers of Commerce and Industries, Trade Unions, Farmers Associations, etc.

Lectures 05

3. Contemporary Political Economy of Development in India: Policy Debates over Models of Development in India, Recent trends of Liberalisation of Indian Economy in different sectors, including e-governance.

Lectures 10

4. Dynamics of Civil Society: New Social Movements and Various interests, Role of NGO's, Understanding the political significance of Media and Popular Culture.

Lectures 10

Essential Readings:

1. Agarwal B, Environmental Management, Equity and Ecofeminism: Debating India's Experience, Journal of Pesant Studies, Vol. 25, No. 4, pp. 55-95.
2. Atul Kohli (ed.), The Success of India's Democracy, Cambridge University Press, 2001.
3. Corbridge, Stuart and John Harris, Reinventing India: Liberalisation, Hindu Nationalism and Popular Democracy OUP, 2000.
4. Dreze, J. and Sen, A. 1995, India: Economic Development and Social Opportunity, Clarendon paperbacks.
5. Fuller, C.J. (ed.) Caste Today, OUP, 1997
6. Himat Singh, Green Revolution Reconsidered: The Rural World of Punjab, OUP, 2001.
7. Jagdish Bhagwati, India in Transition: Freeing The Economy, 1993.
8. Joseph E. Stiglitz, Globalisation and its Discontents, WW Norton, 2003.
9. Patel, I.G., Glimpses of Indian Economic Policy: An Insider View, OUP, 2002.
10. Rajni Kothari and Clude Alvares, (eds.) Another Revolution Fails: an investigation of how and why India's Operation Flood Project Touted as the World's Largest Dairy Development Program Funded by **the EEC went off the Rails**, Ajanta, New Delhi, 1985.
11. Smitu Kothari, Social Movements and the Redefinition of Democracy, Boulder, Westview, 1993.
12. Qah, John S.T., Curbing Corruption in Asia: A Comparative Study of Six Countries, Eastern University Press, 2003.

Additional Readings

1. Baxi, Upendra and Bhikhu Parekh, (ed.) Crisis and Change in Contemporary India, New Delhi, Sage, 1994.
2. Bidyut Chakrabarty, Public Administration: A Reader, Delhi Oxford University Press, 2003.
3. Elaine Kamarck, Government Innovation Around the World: Occasional Paper Series, John F Kennedy School of Government, 2003
4. Kothari, Rajini, Politics in India, Delhi, Orient Longman, 1970.
5. Mackie, Gerry, Democracy Defended, New York, Cambridge University Press, 2003.
6. Mahajan, Gurpreet (ed.), Democracy, Difference and Social Justice, New Delhi, Oxford University Press, 2000.
7. Menon, Nivedita, (ed.), Gender and Politics in India, New Delhi, Oxford University Press, 2001.

8. Mohanty, Manoranjan, Peoples Rights : Social Movements and the State in the Third World , Sage, New Delhi, 1998.
9. Paul Brass, Politics in India Since Independence, Hyderabad, Orient Longman, 1990.
10. Rob Jenkins – Regional Reflections : Comparative Politics Across India's States, New Delhi, OUP, 2004.
11. Stanley Kochanek, Business and Politics in India, Berkeley, University of California Press, 1974.
12. Sury, M.M, India : A Decade of Economic Reforms : 1991 –2001, New Delhi, New Century Publication, 2003.
13. Thomas R. Dye., Understating Public Policy, Prentice Hall NJ, 1984.
14. Y. Dror, Public Policy Making Reexamined, Leonard Hill Books, Bedfordshire, 1974.

Journals

1. Alternatives
2. Economic and Political Weekly
3. Mainstream
4. Seminar

B.Com (Hons.) – IInd Year
Paper No. XV

Introduction to Philosophy

Duration : 2 hours — **Maximum Marks: 50**
Total lectures: 50

Section – A

Max Marks: 20
Total lectures: 20

1. General Introduction to Philosophy, Nature of Philosophical Inquiry and broad trends, Rationalism and Empiricism — **[Lectures: 10, Marks 10]**
2. Theories of Rights — **[Lectures: 5, Marks: 5]**
3. Theories of Justice — **[Lectures: 5, Marks: 5]**

Section – B

Max. Marks: 30
Total Lectures: 30

4. Relationship between Vedic corpus and School of Indian Philosophy — **[Lectures: 10, Marks:10]**
5. Purushartha, Moksha: Gyan, Karma and Bhakti Marga (Shankar, Ramanuja, the Gita and Mimamsa) — **[Lectures: 5, Marks: 5]**
6. Early Buddhist and Jain Ethics — **[Lectures: 5, Marks: 5]**
7. Gandhi's concept of Satyagraha and Ahimsa, Tagore on Nationalism and Internationalism & Ambedkar's critique of Caste system — **[Lectures: 10, Marks:10]**

Readings:

Section A:

1. Betrand Russel, *History of Western Philosophy*, University Paperbacks, London, 1984.

2. D.D. Raphael, *Problem of Political Philosophy*, New York, 1976.

3. Amartya Sen and James E. Foster, *On Economic Inequality*, O.U.P., 1999, (chapter. 1)

4. John Rawls, *Lectures on the History of Moral Philosophy*, Barbara Harman (ed.), Harvard University Press, 2000.

Section – B

5. M. Hiryanna , *Outlines of Indian Philosophy*, Geroge Allen and Unwin, London, 1964.

6. Rajendra Prasad, 'The Theory of Purusharthas: Revaluation and Reconstruction' , in *Karma Causation and Retributive Morality*, I.C.P.R., 1989.

7. I. C. Sharma, *Ethical Philosophies of India*, Harper and Row, U.S.A., 1965.

8. Narayan (ed.), Selected Works of Gandhi, Navjivan Publishing House, Ahmedabad,
   Vol.: III ('Voice of Truth', 'What is Satyagraha')
   Vol.: VI ('What is Non-violence')

9. Bhattacharya, *Mahatma and the Poet*, National Book Trust, New Delhi.

10. B.R. Ambedkar, *Annihilation of Caste*, Blumoon Books, New Delhi.

B.Com (Hons.) – Third Year
Paper – XVI

MANAGEMENT ACCOUNTING

Duration : 3 hours **Max. Marks: 75**

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

Unit I:

1. Nature and Scope, Difference between cost accounting and management accounting, cost control, cost reduction, cost management.

(8 Lectures)

Unit II:

2. Budgeting and budgetary control: Concept of budget and budgetary control objectives, merits, and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget, Programme and performance budgets.

(12 Lectures)

Unit III:

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

(15 Lectures)

Unit IV:

4. Absorption versus variable costing: Distinctive features and income determination. **(5 Lectures)**

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

(10 Lectures)

Unit V:

5. Decision making: Costs for decision making, variable costing and differential analysis as aids in making decisions – fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, sellor process further.
(20 Lectures)

Unit VI:

6. Responsibility Accounting: Concept, Significance, Different Responsibility Centers, Divisional Performance Measurement – Financial Measures.
(5 Lectures)

<u>Suggested Reading:</u>

1. Nigam, B.M. Lall., and I.C. Jain, "*Cost Accounting, Principles and Practice, Prentice,*" Hall of India, New Delhi.
2. Mittal, D.K., and Luv Mittal, *"Cost Accounting,"* Galgotia Publishing Co., New Delhi.
3. Lal, Jawahar., *"Cost Accounting",* Tata McGraw Hill Publishing Co., New Delhi.
4. Arora, M.N., *"Cost Accounting – Principles and Practice",* Vikas Publishing House, New Delhi.
5. Shukla, M.C., T.S. Grewal and M.P. Gupta, *"Cost Accounting, Text and Problems",* S. Chand & Co. Ltd., New Delhi.
6. Maheshwari, S.N., and S.N. Mittal, *"Cost Accounting",* Theory and Problems, Shri Mahabir Book Depot, New Delhi.
7. Jain, S.P., and K.L. Narang, *"Cost Accounting, Principles and Methods",* Kalyani Publishers, Jalandhar.
8. Iyengar, S.P., *"Cost Accounting",* Sultan Chand & Sons, New Delhi.

References:

1. Usry, Milton E., and Lawrence H. Hammer, *"Cost Accounting, Planning and Control"*, South Western Publishing Co.
2. Horngreen, Charles T., George Foster and Srikant M. Dattar, *"Cost Accounting, A Managerial Emphasis"*, Prentice Hall of India Ltd., New Delhi.
3. Horngreen, Charles T., Gary L. Sundem, *"Introduction to Management Accounting"*, Prentice Hall.
4. Garrison H., Ray and Eric W. Noreen , *"Managerial Accounting"*, McGraw Hill.
5. Drury, Colin., *"Management and Cost Accounting"*, Thomson Learning.
6. Lal, Jawahar., *"Advanced Management Accounting Text and Cases"*, S. Chand & Co., New Delhi.
7. Khan, M.Y., and P.K. Jain, *"Management Accounting"*, Tata McGraw Hill, Publishing Co., New Delhi.

Note: Specific topics and weightage thereof where software is to be used for practical work in this paper will be prescribed in the guidelines by the Committee of Courses and Studies in Commerce (Hons., P.G. and Research) every three years.

B.Com (Hons.) – Third Year
PAPER XVII

MACROECONMICS

Duration: 3 Hours **Max Mark: 75**

Objectives: The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

Learning Outcome: The course would make the student understand the impact of macro policies on an economy and business, in the context of the international economy.

COURSE CONTENTS

Unit-I

1. Introduction – concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure. Static macro economic analysis short and the long run – determination of supply, determination of demand, and conditions of equilibrium.

6 lectures

Unit-II

2. Economy in the short run – IS–LM framework, fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand- aggregate supply analysis.

22 lectures

Unit-III

3. Inflation, causes of rising and falling inflation, inflation and interest rates, social costs of inflation. Unemployment – natural rate of unemployment, frictional and wait employment. Labour market and its interaction with production system. Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.

22 lectures

Unit-IV

4. Open economy – flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices- small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

16 lectures

Unit-V

5. Behavioural Foundations- Investment –determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money – Portfolio and transactions theories of demand for real balances, interest and income elasticities of demand for real balances. Supply of money.

9 lectures

Suggested Readings

1. Mankiw, N. Gregory., *"Macroeconomics"*, Macmillan Worth Publishers New York, Hampshire U.K.
2. Dornbusch, Rudiger., and Stanley. Fischer *"Macroeconomics"*, McGraw-Hill.
3. Dornbusch, Rudiger., Stanley. Fischer and Richard Startz, *"Macroeconomics"*, Irwin/McGraw-Hill, Singapore.
4. Barro, Robert J., *"Macroeconomics"*, MIT Press, Cambridge MA.
5. Burda, Michael , and Wyplosz *"Macroeconomics A European Text"*, Oxford University Press, Oxford.
6. Salvatore, Dominick, *"International Economics"*, John Wiley & Sons Singapore.
7. Branson, William H., *"Macroeconomic Theory and Policy"*, HarperCollins India Pvt. Ltd.

Note:

Detailed Guidelines for teaching and paper setting will be formulated annually by the Department of Commerce for determining the emphasis and specific scope in the suggested readings, so as to constantly update the content and improve the quality of instruction within the overall ambit of the syllabus.

B.Com (Hons.) - IIIrd Year
Paper - XVIII

INDIAN ECONOMY – PERFORMANCE AND POLICIES

Duration: 3 Hours **Max Mark: 75**

Section 1: Basic Issues in Economic Development: Concept and Measures of Development and Underdevelopment; Human Development.

Section 2: Basic Features of the Indian Economy at Independence: Composition of national income and occupational structure, the agrarian scene and industrial structure.

Section 3: Policy Regimes:

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

Section 4: Growth, Development and Structural Change:

a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.
b) The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;
c) Changes in policy perspectives on the role of institutional framework after 1991.
d) Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns.
e) Demographic Constraints: Interaction between population change and economic development.

Section 5: Sectoral Trends and Issues:

a) Agriculture: Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security.

b) Industry and Services: Phases of Industrialisation – the rate and pattern of industrial growth across alternative policy regimes; Public sector – its role, performance and reforms; The small scale sector; Role of Foreign capital.
c) The Financial Sector: Structure, Performance and Reforms.
d) Foreign Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilisation and *Structural Adjustment; India and the WTO.*

Readings:

1. Todaro, Michael P. and Stephen C. Smith, Economic Development, eighth edition.
2. Bettleheim, Charles India Independent, Chapters 1, 2 and 3
3. Bhagwati, J. and Desai, P. (1970) India: Planning for industrialization, OUP, Ch 2.
4. Patnaik, Prabhat. "Some Indian Debates on Planning" in T. J. Byres (ed.), The Indian Economy: Major Debates since Independence, OUP. 1998.
5. Dandekar, V. M. "Forty Years After Independence" in Bimal Jalan (ed.), The Indian Economy: Problems and Prospects, Viking, New Delhi, 1992.
6. Ahluwalia, Montek S. "State-level Performance under Economic Reforms in India" in A. O. Krueger (ed.), Economic Policy Reforms and the Indian Economy, The University of Chicago Press, 2002.
7. Nagaraj, R. "Indian Economy since 1980: Vitrious Growth or Polarisation?", Economic and Political Weekly, August 5, 2000, pp. 2831-39.
8. Ray, S. K. "Land Systems and its Reforms In India" Sections II & III, Indian Journal of Agricultural Economics, Vol. 51 Nos. 1 & 2 Jan – June, 1996.
9. Visaria, Pravin "Demographic Aspects of Development: The Indian Experience", Indian Journal of Social Sciences Vol. 6, No. 3, 1993.
10. Dreze, Jean and Amartya Sen, "Economic Development and Social Opportunity", Ch. 2 OUP, 1995.

11. Vaidyanathan, A. "India's Agricultural Development Policy", Economic and Political Weekly, May 13, 2000.

12. Rao, J. Mohan and Servaas Storm, "Distribution and Growth in Indian Agriculture" in T. J. Byres (ed.), the Indian Economy: Major Debates since Independence, OUP, 1998.

13. Sawant, S. D. and C. V. Achuthan. "Agricultural Growth Across Crops and Regions: Emerging Trends and Patterns", Economic and Political Weekly, Vol 30 A2-A13, 1995.

14. Krishnaji, N. "Agricultural Price Policy: A Survey with Reference to Indian Foodgrain Economy", Economic and Political Weekly, Vol 25, No. 26, 1990.

15. Srinivasan, T. N. Eight Lectures on India's Economic Reforms, OUP, 2000.

16. Nayyar, Deepak (ed.) Industrial Growth and Stagnation: The Debate in India, Sameeksha Trust and OUP, 1994. pp. (Introduction).

17. Chaudhuri, Sudip. "Debates on Industrialisation" in T.J. Byres (ed.), The Indian Economy: Major Debates since Independence, OUP, 1998.

18. Chandra, Nirmal K. "Growth of Foreign Capital and its Importance in Indian Manufacturing" in Economic and Political Weekly Vol 26 No. 11, 1991.

19. Khanna, Sushil. "Financial Reforms and Industrial Sector in India" in Economic and Political Weekly Vol 34 No. 45, 1999.

20. Bhaduri, Amit and Deepak Nayyar, 1995, An Intelligent Person's Guide to Economic Liberalistion, Penguin Books, New Delhi. pp.

21. Ghosh, Jayati. "Liberalisation Debates" in T. J. Byres (ed), The Indian Economy: Major Debates since Independnece, OUP, 1998.

22. Vaidyanathan, A. "Poverty and Development Policy" Economic and Political Weekly, May, 26 2001.

23. Deaton, A and Jean Dreze "Poverty and Inequality in India", Economic and Political Weekly, September 7, 2002. .

24. Planning Commission, Task Force on Employment Opportunities, 2001, Ch 1 and 2

25. Bhalla, G. S. Policy for Food Security in India

26. Uma Kapila (ed), "Indian Economy since Independence", Relevant articles.

27. Nayyar, Deepak "Economic Liberalisation in India: Analytics, Experience and Lessons" RC Dutt Memorial Lecture Series, Orient Longman, March 1995.

28. Rangarajan, C. and N. Jadhav, (2000), 'Issues in Financial Sector Reform' in Bimal Jalan (ed) the Indian Eonomy, Oxford University Press, New Delhi.

29. Nayyar, Deepak "Macroeconomic Reforms in India: Short Term Effects and Long Run Implications" in Wahiduddin Mahmud (ed) Adjustment and Beyond: The Reform Experience in South Asia, Palgrave, London 2000.

30. Ahluwalia, Isher "The Indian Economy : Looking Ahead" in Wahiduddin Mahmud (ed) Adjustment and Beyond: the Reform Experience in South Asia, Palgrave, London 2000.

31. Chakravarty, Sukhamoy, " Development Planning – The Indian Experience", Oxford University Press, Delhi, 1994.

B.Com. (Hons.) IIIrd Year
Paper – XIX

Elective Group EA: Finance I
Financial and Investment Management

FINANCIAL MANAGEMENT

Duration: 3 hours **Max. Marks: 75**

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

COURSE CONTENTS

Unit-I:

1. Scope and objective, Time value of money, Risk and return, Valuation of securities – Bonds and Equities

(8 Lectures)

Unit-II:

2. The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV) Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.

(20 Lectures)

Unit-III:

3. Cost of Capital and Financing Decision: Estimation of components of cost of capital; equity capital and external & internal retained earnings, Debt and Preference Capital, Weighted average cost of capital (WACC) and marginal cost of capital. Sources of long-term financing: capital structure, operating and financial leverage, determinants of capital structure.

(20 Lectures)

Unit-IV:

4. Dividend Decision – relevance and irrelevance of dividend decision for corporate valuation. Cash and stock dividends, dividend policy in practice.

(12 Lectures)

Unit-V:

5. Working Capital Decisions: concepts of working capital, the risk-return trade off, sources of short-term finance, financing mix, cash management, receivables management, inventory management and payables management.

(15 Lectures)

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

The weightage of the topics and the software to be used for practical work in this paper will be prescribed in the guidelines by the Committee of Courses and Studies in Commerce (Hons., P.G. and Research) every three years.

Suggested Readings

1. Horne, J.C. Van., "*Financial management and policy*", 10th ed. (New Delhi Prentice Hall of India 1995).
2. Horne, J.C. Van., "*Fundamentals of Financial Management*", 9th ed. (New Delhi Prentice Hall of India 1995).
3. Levy H. and M. Sarnat , "*Principles of Financial Management*", (Engelwood Cliffs, Prentice hall 1988).
4. Johnson, R.W., "*Financial Management*", (Boston Allyn and Bacon, 1977).
5. Joy ,O.M., "*Introduction to Financial Management*", (Homewood: Irwin, 1977).
6. Khan and Jain., "*Financial Management text and problems*", *2nd ed. (Tata Mc Graw Hill New Delhi 1992).*
7. Pandey, I.M., "*Financial Management*", Vikas Publications.
8. Bhalla, V.K., "*Financial Management & Policy,*" (Anmol Publications, Delhi).
9. Chandra, P., "*Financial Management- theory and practice*", *(Tata Mc Graw Hill).*
10. Rustagi, "Fundamentals of *Financial Management",(Galgotia Publishing House, Delhi)*
11. Singh, J.K., "*Financial Management*- text and Problems", 2nd ed. 2003 Dhanpat Rai and Company, Delhi.
12. Sharma, G.L. and Y. P.Singh (ed.) "*Contemporary Issues in Finance and Taxation*", (Academic Foundation Delhi 1993).

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Paper – XX

Optional Group EA: Finance I
Financial and Investment Management

FUNDAMENTALS OF INVESTMENTS

Duration: 3 hours **Max. Marks: 75**

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

COURSE CONTENTS

Unit-I:

1. **The Investment Environment** - The investment decision process, Types of investments – commodities, real estate and financial assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, concept of return and risk, impact of Taxes and inflation on return.

(18 Lectures)

Unit-II:

2. **Fixed Income Securities** - Bond features, types of bonds, estimating bond yields, types of bond risks, default risk and credit rating.

(12 Lectures)

Unit-III:

3. **Approaches to Equity Analysis:** introduction to fundamental analysis, technical analysis and efficient market hypothesis, dividend capitalisation models, and price-earnings multiple approach to equity valuation.

(20 Lectures)

Unit-IV:

4. **Portfolio Analysis and Financial Derivatives:** portfolio and diversification, portfolio risk and return. commodities, real estate, and mutual funds. Introduction to financial derivatives, financial derivatives markets in India.

(12 Lectures)

Unit-V:

5. **Investor Protection** – SEBI & role of stock exchanges in investor protection, investor grievances and their redressal system, insider trading, investors' awareness and activism.

(13 Lectures)

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The weightage of the topics and the software to be used for practical work in this paper will be prescribed in the guidelines by the Committee of Courses and Studies in Commerce (Hons., P.G. and Research) every three years.

Suggested Readings

1. Jones, C.P., "*Investments Analysis and Management*", Wiley, 8th ed.
2. Bhalla, V.K., "*Investment Management*", S. Chand & Co.
3. Singh, Preeti.," *Investment Management*", Himalaya Publications.
4. Prasanna, Chandra., "*Investment Analysis and Portfolio Management*", Tata McGraw Hill.
5. Vohra, N.D., and B.R. Bagri, "*Futures and Options*", 2nd ed. (2003), Tata McGraw Hill Publishing Company Ltd.
6. Prasanna, Chandra., "*How to Win Investment Game*", Tata McGraw Hill.

B.Com. (Hons.) IIIrd Year
Paper – XXI

Optional Group EB: Finance II
Financial Institutions, Services and Insurance

FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES

Duration: 3 hours **Max. Marks: 75**

Objective: To provide the student an overview of financial markets and institutions in India and to familiarize them with important fee and fund based financial services in India.

COURSE CONTENTS

Unit-I:

1. **An Introduction to Financial System, its Components** – financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system. **(8 Lectures)**

Unit-II:

2. **Financial Markets**: money market – functions, organization and instruments. Role of central bank in money market. Indian money market – an overview.

   Capital Markets – functions, organization and instruments. Indian debt market. Indian equity market – primary and secondary markets. Role of stock exchanges in India. SEBI and investor protection. **(17 Lectures)**

Unit-III:

3. **Financial Institutions**: commercial banking – introduction, its role in project finance and working capital finance. Development Financial institutions (DFIs) – overview and role in Indian economy. Life and non-life insurance organizations in India. Mutual Funds – introduction, and their role in capital market development. Non-banking financial companies (NBFCs). **(20 Lectures)**

Unit-IV:

4. Overview of financial services industry. Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India. **(8 Lectures)**

Unit-V:

5. Leasing and hire – purchase. Consumer and housing finance. Venture capital finance. Factoring services, bank guarantees and letter of credit. Credit rating. Financial counseling. **(22 Lectures)**

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

The weightage of the topics and the software to be used for practical work in this paper will be prescribed in the guidelines by the Committee of Courses and Studies in Commerce (Hons., P.G. and Research) every three years.

Suggested Readings:

1. Bhole, L.M., *"Financial Markets",* and Institutions Tata McGraw-Hill Publishing Company, 1982).
2. Khan, M.Y., *"Indian Financial System – Theory and Practice*", (New Delhi: Vikas Publishing House, 1980).
3. Avadhani, V.A., " (Bombay: Jaico Publishing Company, 1978).
4. Dhanekar, *"Pricing of Securities*", (New Delhi: Bharat Publishing House, 1994).
5. Prasanna, Chandra., *"Financial Management: Theory and Practice*", (Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1994).
6. IDBI Annual Reports.
7. Sinha, S.L.N., *"Development Banking in India",* (Madras: Institute of Financial Management and Research, 1976).
8. Sharma, G.L., and Y.P. Singh, (eds.) *"Contemporary Issues in Finance and Taxation*", (Academic Foundation, Delhi, 1993).
9. Khan and Jain, *"Financial Services,"* 2nd ed. Tata McGraw Hill, 2004.
10. Singh, J.K., "*Venture Capital Financing in India,*" – Dhanpat Rai and Company, New Delhi.

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Paper – XXII

Optional Group EB: Finance II
Financial Institutions, Services and Insurance

INSURANCE AND RISK MANAGEMENT

Duration: 3 hours **Max. Marks: 75**

Objective: Now a days, insurance is a booming industry providing a lot of job opportunities to young educated youths. Keeping this in view, the university has thought of adding insurance as one of the subject at graduate level. It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

Expected Learning Outcome: The study of insurance subject would enable the students to understand the basic and fundamental principles of Insurance and risk Management which they can understand and apply in their individual lives or in the insurance professional they intend to adopt as a career.

Unit I
Introduction: **No. of Lectures 5**

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

Unit 2
Principles and Practices of Insurance **No. of lectures 21**

- Principles of Life insurance – economic principles, legal principles, actuarial principles. 2
- The basic principles of utmost good faith and insurable interest and its impact on insurability. 2

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- Basic elements in computation of premium. 2
- Objective of selection and classification of risks. Factors affecting mortality and underwriting of risk-Male and Female 3
- Peculiarities of life insurance product and the classification 3
- Nature of group insurance and types of group Insurance covers 3
- Policy claims and its procedures for settlement of various type of claims. 2
- Policy document and its various components including conditions and privileges under the policy. 2
- Life Insurance organization – the distribution system and regulatory requirement. 2

Unit-3

Principles and Practices of General Insurance **No. of Lectures-29**

- Principles of indemnity, proximate cause, subrogation, contribution and sharing. 3
- Study of various proposal and policy forms used in general Insurance 3
- Classification of various non life insurance products and the scope of coverage of fire insurance and marine insurance. 4
- Discuss the various kinds of miscellaneous insurances 4
- Describe the classes of insurances requiring specialized knowledge i.e industrial all risk insurance, aviation insurance, oil and gas insurance 4
- Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. 4
- Underwriting practice and procedures, types and classification of hazards 3
- Settlement of claims, its procedures, different ways of settlement of claims. Policy of conditions having a bearing on. Role of surveyors and loss assessors. 4

Unit 4

Fundamentals of Risk and Insurance **No. of Lectures-10**

- Basic concept of risk, classifications of risks, and process of risk management 2
- Identification and evaluation of risk – risk analysis. 2
- Risk control – loss prevention and its importance. 2
- Risk financing and transfer of risks. 2

- Risk retention and its importance/basis of reinsurance. 2

Unit 5
Principles of Actuarial Science **No. of Lectures-10**

- The theory of probability. 1
- Mortality tables and construction of mortality tables. 1
- Well known mortality table and indices for comparison of different mortality tables. 2
- Life insurance premium- general consideration. 2
- Methods of valuation, data for valuation. 2
- Special reserves and adjustments. 1
- Surplus and its distribution. 1

Suggested Readings:

1. Books published by Insurance Institute of India.
2. "*Life Insurance*", - By Kenneth Black (Jr.) and Harold Skipper (Jr.),
3. "*Fundamentals of Risk and Insurance*", by Emmett J. Vaughan, Therase Vaughan
4. "*Principles of Risk management and Insurance*", by George E. Rejda

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

The weightage of the topics and the software to be used for practical work in this paper will be prescribed in the guidelines by the Committee of Courses and Studies in Commerce (Hons., P.G. and Research) every three years.

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Paper – XXIII

Optional Group EC – Marketing, Advertising and Personal Selling

PRINCIPLES OF MARKETING

Duration: 3 hrs **Max. Marks: 75**

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

COURSE CONTENTS

	No. of Lectures
Unit - I	
1. **Introduction**: nature, scope and importance of marketing; evolution of marketing concepts; marketing mix, marketing environment.	7
2. **Consumer Behaviour – An Overview:** consumer buying process; factors influencing consumer buying decisions.	6
Unit -II	
3. **Market Selection:** market segmentation – concept, importance and bases; target market selection; positioning concept, importance and bases; product differentiation vs. market segmentation.	7
4. **Product:** meaning and importance. product classifications; concept of product mix; branding, packaging and labeling; after-sales services; Product life-cycle; New Product Development.	10
Unit -III	
5. **Pricing:** Significance. Factors affecting price of a product. Pricing policies and strategies.	7
6. **Promotion:** Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions; Communication planning and control.	7

Unit -IV

7. **Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution. **8**

8. **Retailing:** Types of retailing – store based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario. **7**

Unit -V

9. **Rural marketing:** Growing Importance; Distinguishing characteristics of rural markets; Understanding rural consumers and rural markets; Marketing mix planning for rural markets. **8**

10. **Consumer Protection and Developments in Marketing:** Consumer Protection in India – an overview; Marketing ethics; Developments in marketing – online marketing, direct marketing, services marketing, social marketing, green marketing and relationship marketing. **8**

Suggested Readings:

1. Philip, Kotler and Gary Armstrong, "*Principles of Marketing*", 10th edition, Prentice-Hall of India, New Delhi, 2003.
2. Michael, J Etzel., Bruce J Walker and W. J. Stanton, "*Marketing*", 13th edition, McGraw Hill, New York, 2003.
3. E. Jerome McCarthy, and William D. Perreault," *Basic Marketing*", Richard D. Irwin.
4. Charles W., Lamb Joseph F. Hair and Carl McDaniel, "*Principles of Marketing*", South Western Publishing, Ohio.
5. Pride, William M., and D.C. Ferell, "*Marketing*", Houghton-Mifflin, Boston.
6. Majaro, Simon., "*The Essence of Marketing*", Prentice Hall, New Delhi.
7. William G. Zikmund and Michael D'Amico, "*Marketing; Creating and Keeping Customers in an E-Commerce World*", Thomson Learning.
8. T.N Chabra., and S. K. Grover, "*Marketing Management*", Fourth Edition, Dhanpat Rai & Company, 2004.
9. The Consumer Protection Act, 1986.

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Paper – XXIV

Optional Group EC – Marketing, Advertising and Personal Selling

ADVERTISING AND PERSONAL SELLING

Duration: 3 hrs **Max. Marks: 75**

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

	No. of Lectures
Section A: Advertising	
Unit - I	
1. **Introduction**: Meaning, nature and importance of advertising; Types of advertising; Advertising objectives and audience selection; Setting advertising budget.	7
2. **Media Decisions:** Major media types and their merits and limitations; Factors influencing media choice.	7
Unit -II	
3. **Message Development;** Advertising copy and elements, Advertising appeals.	7
4. **Measuring Advertising Effectiveness:** Evaluating communication and sales effects.	6
5. **Advertising Agency**: Role, types and selection of advertising agency; Ethical and legal aspects of advertising.	6
Section B: Personal Selling	
Unit -III	
6. **Introduction:** Nature and importance of personal selling; Types of personal selling situations and selling jobs; Personal selling and salesmanship; Characteristics of a successful salesman; Customer knowledge - buying motives and selling appeals; Product and market knowledge.	6

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7. **Process of Effective Selling**: Prospecting, pre-approach and approach; Presentation and demonstration. 6

Unit -IV

8. **Handling Objections:** Types of objections; Handling objections; Closing the sale; Customer follow-up. 6

9. **Sales Planning and Control – An Overview:** Sales forecasting; Sales budget; Sales quotas; Sales territories. 7

Unit -V

10. **Management of Sales Force:** Recruitment and selection; Training and development; Direction and supervision; Sales force motivation and compensation; Sales force performance appraisal. 7

Suggested Readings:

1. S.A. Chunawalla and K.C. Sethia, "*Foundations of Advertising: Theory and Practice*", 5th ed., Himalaya Publishing House, Bombay, 2002.
2. Dunn, S. Wats and Arnold M. Barban, *Advertising:" Its Role in Marketing*.
3. Belch, and Belch", *Advertising*, McGraw Hill Co.
4. Wells, Burnett, and Moriatty, *Advertising: "Principles and Practice*", 5th ed. Prentice Hall of India, New Delhi, 2003.
5. Batra, Myers and Aakers, "*Advertising Management*", 5th ed., Prentice Hall of India, New Delhi, 2003.
6. William, J. Stanton and Rosann Spiro, "*Management of Sales Force*", 10th ed, Irwin McGraw Hill, 1999.
7. Richard, H. Buskirk and D Buskirk Bruce, "*Selling: Principles, and Practices*", 14th ed., McGraw Hill, Inc., 2002.
8. Eugene M. Johnson, David L. Kurtz, and Berhard E Schening, "*Sales Management; Concepts, Practices and Cases*", 2nd ed., McGraw Hill, 2000.
9. Dasgupta, "*Sales Management in the Indian Perspective*", Prentice Hall of India, New Delhi 2003.
10. Richard, R. Still, Edward W. Cundiff and Norman P. Govoni, "*Sales Management*", 5th ed., Prentice Hall of India, New Delhi 2003.