

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
(FACULTY OF ECONOMICS & BUSINESS)

B.COM. (Professional) (SEMESTER – I)

BCP-103 FINANCIAL ACCOUNTING

Term-1

Accounting as an information system, the users of accounting information and their needs. Qualitative characteristics of accounting. Functions, advantages and limitations of accounting. Financial accounting principles – Basic concepts and branches of accounting. Bases of accounting: cash basis and accrual basis. Accounting Process: Recording of business transactions, preparation of trial balance (Overview only). Capital and revenue expenditures and receipts. Rectification of Errors. Depreciation Accounting

Preparation of financial statements of non-corporate business entities from a trial balance; Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (AS) issued by ICAI.

Term-2

Preparation of financial statements:

- a) For not-for-profit organizations;
- b) from incomplete records: statement of affairs method and conversion method

(Practical: 10 marks)

Tally

Financial Accounting Packages: Preparation and online finalization of accounts on Tally, ERP 9.0; Introduction of Tally, ERP 9.0, Phases of Implementation, Aides for implementation.

Accounts Management (Using Tally, ERP 9.0 Software Package); Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/Firms.

(The mentioned versions of Tally be replaced with latest available versions)

BCP-105: MERCANTILE LAW**Term -1****Indian Contract Act: 1872.**

Features of a Valid Contract, Law relating to offer and acceptance, consideration, competence of parties; free consent, legality of contract and agreements declared void, discharge of contract, quasi contracts, remedies for breach of contract, indemnity and guarantee, bailment and pledge, agency

. Consumer Protection Act. 1986.

Term-2

Sale of Goods Acts, 1930:

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

Cyber Laws (Information Technology) Act 2000

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

BCP-106: MANAGEMENT PRINCIPLES AND PRACTICES**Term-1**

Meaning, nature, scope, importance of Management, Evolution of Management Thought and contributions of F.W.Taylor, Henri Fayol, Elton Mayo, Peter Drucker, Porter, Prahalad and Tom Peters) to the management thought.

Functions of Management:

Planning - Meaning - Need & Importance, Types, Process. advantages & limitations, Decision Making: Concept and Process. Management by Objectives.

Organizing – Elements, processes, Types of organizations, Significance, Span of Control. Authority and Responsibility Relationships. Delegation, Decentralization and Departmentation

Term-2

Direction - Nature – Principles; Communication – Process, Types & Importance and Barriers.

Controlling - Need, Nature, Importance & Process ; Motivation - Importance – theories (Maslow, McGregor, Herzberg, Lawler Porter Model, Ouchi, Victor Vroom and Equity theory).

Leadership - Meaning - styles, qualities & functions of leaders

B.COM. (PROFESSIONAL) SEMESTER - III

B.COM. (Professional) (SEMESTER – II)

BCP-204: ADVANCED ACCOUNTING

Term-1

Accounting for Partnership: Fixed and Fluctuating Capitals; Interest on Capital; Interest on Drawing; Past Adjustments and Guarantee. Admission, retirement and death of a partner; Dissolution, Insolvency of partners, sale to a limited company and piecemeal distribution.

Joint Venture; Consignment Accounts

Term-2

Accounting for Hire Purchase and Installment Systems.

Accounting for Inland Branches: Dependent branches: concept; 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.

B.COM. (PROFESSIONAL) SEMESTER - III

B.COM. (Professional) (SEMESTER – II)

BCP-205: INDUSTRIAL AND LABOUR LAWS

Term-1

Payment of Wages Act, 1936;
Payment of Bonus Act, 1965,
Payment of Gratuity Act, 1972,
Provident Funds Act 1952

Term-2

The Industrial Dispute Act, 1947
Factory Act 1948;
Environment Protection act 1986

BCP-301: Cost Accounting**Term-1**

Meaning, Nature, Scope and Advantages of Cost Accounting. Distinction between Cost & Financial Accounting, Elements of Cost – materials. Purchase and Storage, Control and Pricing, Issue and Evaluation. Labour – Meaning Components of Labour Cost, Methods of Wage payments and Incentive Plans. Labour Turnover – Causes, Effects, Accounting and Control of idle time and Overtime Costs, Overheads – Classifications and Allocations.

Term-2

Cost systems: – Unit Costing, Job costing, Batch costing, Contract costing, Process costing, operating costing – nature, installation of costing system, pre requisites of a good costing system, difficulties in installing a costing system. Marginal Costing, Absorption costing, Break Even Analysis, Reconciliation of Cost and Financial Accounts.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
(*FACULTY OF ECONOMICS & BUSINESS*)

B.COM. (Professional) SEMESTER - III

BCP-302: Company Law

Term-1

Company – Meaning, Features, Types of company. Formation of a Company: Promoters, incorporation of a company, Procedure and documents to be filled, Preliminary Contracts. Memorandum of association, Articles of association. Prospects, Shares & Share Capital, legal position.

Company Management: Director: Appointment and restriction on appointment, Removal, Qualification, Duties and Powers, legal position and Remuneration of Directors.

Term-2

Meeting of Shareholders: Types, Rules of Meetings, Voting, Resolutions and Minutes.

Winding up of a Company: Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order.

Practical Notebook:

Notice, Agenda, Quorum, Proxy, Reports, Minutes of Meetings, Resolutions, Share Certificates, Share Warrants.

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B.COM. (Professional) SEMESTER – III

BCP-303: Corporate Accounting

Term-1

Company Accounts Regarding: Issue of share capital & debentures, Issue of Bonus and Right Share. Redemption of Preference Share and Debenture, Final Accounts of Companies. Liquidation accounts

Term-2

. Valuation of Shares & Goodwill, Banking Company and Insurance Co. Accounts. Corporate Reporting - Recent Trends.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER – III

BCP-304: INDIAN FINANCIAL SYSTEM

.Term-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.

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.

Functionaries on Stock Exchanges:- Brokers, Sub brokers, Market makers, Jobbers, Portfolio Consultants, Institutional Investors.

Term-2

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).

Financial services: Leasing and hire – purchase. Consumer and housing finance. Venture capital finance.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER – III

BCP-305: Business Ethics and Corporate Social Responsibility

Term-1

Business ethics; Definition and nature, The Importance of Business Ethics, Emerging Business Ethics Issues, Business Ethics in a Global Economy

Environmental ethics, marketing ethics, corporate ethics, ethical issues in HRM.

Ethical theories; Ethical Dilemmas, Sources and Their Resolutions. Individual Factors: Moral Philosophies, Organizational Factors: The Role of Ethical Culture and Relationships. Value based organizations

Term-2

Concept of Corporate Social Responsibility (CSR), historical phases of CSR, perspectives on CSR, CSR models, drivers of CSR, CSR: Within the Organisation, CSR and Society. Corporate Social Responsibility Practices in India.

Corporate Governance: Principles, Issues and Trend

Ethical Decision Making in Business and Ethical leadership

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B.COM. (Professional) SEMESTER – III

BCP-306: Business Environment

.Term-1

Business Environment – Concept – Importance- Inter relationship between environment and business. Types of Environment – Internal, External, Micro and Macro, Environment analysis and Strategic Management, Managing diversity, process and limitations of environment analysis. Competitive structure of industries and impact of globalization.

Economic Environment: nature, components: economic systems, economic conditions, economic policies – industrial policy, FEMA, Monetary and fiscal policies. Economic planning. Liberalization, privatisation and globalisation of Indian economy. Recent trends.

Term-2

Political environment: nature, economic roles of government, government and legal environment, rationale and extent of state intervention.

Socio- cultural environment: Nature and impact of culture on business, social responsibility of business, social audit, Demographic environment.

Technological environment: features, innovation, technological leadership and followership, management of technology.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER – III

BCP-307: Marketing Management

Term-1

Marketing: Nature, scope and importance of Marketing, Core Marketing Concepts, marketing environment

Marketing Information system: significance, Components of a modern marketing information system,

Consumer Behaviour: The Buying Decision Process: The Five Stage Model.

Market Selection: marketing segmentation, Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets. Positioning concept

. **Product:** Product mix, Product Characteristics and Classifications; Product levels, Product Life Cycle Marketing Strategies, Differentiation. Branding, Packaging, Labeling, Warranties and Guarantees

Term-2

Understanding Pricing; Setting the Price. Factors affecting pricing decisions.

Marketing Channels: types and importance, Channel development.

Marketing Communications; Advertising, sales Promotions, Events and Experiences and Public Relations. Direct Marketing, Personnel Selling, Interactive Marketing and Word of Mouth marketing.

Retailing: concept, Types of Retailers.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER - IV

BCP-401: Management of Banking Operations

Term-1

Banking Structure, Evolution of modern commercial banking in India, banking consolidation,

Banking Functions: Primary functions : A) Accepting deposits : Demand deposits: Current and Savings; Time deposits-Recurring and Fixed deposits B) Granting Loans and Advances- Term Loan, Short term credit, Overdraft, Cash Credit, Purchasing, Discounting of bills,

Secondary functions: A) Agency Functions- Payment and Collection of Cheques, Bills and Promissory notes, Execution of standing instructions, Acting as a Trustee, Executor. B) General Utility Functions: Safe Custody, Safe deposit vaults, Remittances of funds, Pension payments, acting as a dealer in foreign exchange.

Term-2

Regulatory framework governing banks in India: RBI, its functions, techniques of credit control, credit creation. Capital Adequacy- The New Basel Accord-Implication for Banks. CRAR and Prudential norms for asset classification, income recognition and provisioning. Anti money laundering and KYC norms.

Social Banking: Need, Challenges, policy initiatives, Priority sector lending, Concept of Microfinancing.

Risk management in banks: concept and measures

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B.COM. (Professional) SEMESTER – IV

BCP-402: Cost Control Management

.Term-1

Nature and scope of cost control.

Budgetary control – Budget and budgetary control – Procedure in budget preparation – Establishment of budgets – Functional & master budgets – Budget reports – Sales budget – Production budget – Materials budget – Purchase budget – Labor budget – Production over head budget – Production cost budget – Other functional budgets – Cash budget – Master budget – Flexible budgets – Research and development cost budget and control – zero base budgeting (ZBB) – performance budgeting – Programme budgeting.

Standard costing and analysis of variances– Computation of simple variances – Direct materials cost variances – Direct wages variances – Variable overhead variances – Fixed overhead variances – Sales variances – Profit (or loss) variances – Planning and operating variances – Causes and disposition of variances – Investigation of variances.

Term-2

Responsibility Accounting: Meaning, responsibility centers and financial control – types, nature and role of responsibility centres; Performance Measurement: Return on sales, ROI, Residual Income, Economic Value Added and Market Value Added, transfer pricing and its applications. Strategic-based performance measurement system: balanced score card – potential and limitations;

Activity Based Costing: Need over existing traditional costing systems, meaning and nature of Activity based costing, steps in implementing ABC, Utility of ABC for managerial decision making and improving cost management and Profitability.

Basics of Modern Techniques of Costing: Target Costing, Life Cycle Costing, kaizen costing, JIT.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER – IV

BCP-403: Insurance and Risk Management

Term-1

Risk: Concept, Types of risk

Risk Management – objectives, risk identification, evaluation, strategies for risk management (avoidance or reduction of risk, risk transfer, risk financing)

Corporate and personal Risk Management,

Meaning, nature, Role and Importance of Insurance, Insurance and risk management

Principles of Insurance: Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of utmost good faith, Proximate cause, contribution.

Term-2

Life Insurance: Nature, Annuities, Surrender Value, Calculation of Premium and measurement of risk.

Risk mitigation through general insurance: Risks faced by the owner of assets – exposure to perils – Concepts of Fire, Marine and Motor insurance (nature and significance)

Concept of reinsurance

Salient Feature of IRDA Act 1999

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B.COM. (Professional) SEMESTER – IV

BCP-404: Indirect Tax Laws

Term-1

Features of Indirect Tax

Central Sales Tax- Features, Terms, definitions, Interstate sale, registration, Various forms for filing of sales tax returns under CST .Sales outside territorial waters under CST , assessment Procedures, Authorities. Penalties & Appeals, Branch & Consignment transfers.

Customs Act, 1962 – An Overview, Levy, types of custom duty, Collection & exemption from Customs duties, Date for determination of rate of duty & Tariff Valuation, Prohibitions/restrictions on Import & Export, Determination of Duty where Goods consists of Articles liable to different rates of duty, Warehousing, Duty drawbacks U/s 74 & 75, Special provisions relating to Baggage's, Postal Goods, Special economic zones.

Term-2

Introduction to Value Added Tax (VAT) Act 2005-Concept, Features, Registration, Taxable & Exempt Supplies, TIN, VAT Bill, Tax Credit, Procedure of Assessment, Filing of VAT Returns, Penalties & Fines under VAT.

Central Excise Act, 1944- Meaning, Levy & Collection, Classification of Goods, Definitions, Valuations, Assessment, Payment of Duty and Removal of Goods refund of Duties, Appeals & Penalties, Introduction to the Concept of Service Tax. Cenvat Scheme in Excise.

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B.COM. (Professional) SEMESTER – IV

BCP-405: Management Accounting

Term-1

Origin, Concept, Nature and Scope of Management Accounting. Distinction among management accounting, Financial Accounting and cost accounting
Nature, Importance and Limitations of Financial Statements. Changes in Financial Position: Funds Flow Statement, Cash Flow Statements.
Tools of Financial Analysis – Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios).

Term-2

Trend Analysis: Common Size Financial Statements and Comparative Financial Statements.

Management Reporting – Importance Needs, Types, Requirements of good report preparation of a Report including prewriting and form of final draft.

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B.COM. (Professional) SEMESTER – IV

BCP-406: Operations Research

Term-1

Operation research – Meaning, Significance and Scope.

Introduction to Linear Programming: Formation of problem, solution using Graphic Method, Simplex Method, Two Phase Simplex Method, Duality, Dual simplex,

Assignment Problems: Formulation, Optimal solution, Variants of Assignment Problems, Travelling Salesman problems,

Term-2

Games Theory: concept, Methods.

Sequencing Problems

Transportation: Formulation, Optimal solution, Unbalanced Transportation problem, Degeneracy.

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B.COM. (Professional) SEMESTER – IV

**BCP-408: Workshop on Personality Development and Business
Communication**

Term-1

Introduction to Communication, Nature of Communication. Verbal and Non-verbal Communication. Myths about Communication; Communication Process and Stages in Communication. Roots of misunderstanding – Barriers to Effective communication, Formal and Informal communication, Internal and External communication.

Communication Channels – Choosing the means of Communication. Audience Analysis.

Ethical considerations for Business Communication. Principles of Business Communication – Choosing words, Developing sentences, Forming paragraphs, Using unbiased language.

Written and Verbal Communication Skills for Managers: Positive, Negative, Neutral and Social Business Messages; Planning, Writing and Revising Business Documents.

Term-2

Writing letters, Memos, E-mails, Faxes, Web-writing; Types and characteristics of business

reports – Writing a formal report, Mechanics of a formal report.

Essentials of Oral Communication – Informal speech, Telephonic conversations and Voice mails. Preparing and delivering presentations. Overcoming Stage fright, Anxiety and Stress, Meetings, Round-table discussions, Group discussions, Seminars. Interpersonal Communication and Teamwork: Working in teams, Characteristics of effective teams, Leadership and Management Styles, Decision making, Active and engaged team members, Team process, Gender differences in team communications, Resistance and team thinking, Developing team strategy, assigning team roles, Building trust, Giving and receiving feedback, Team writing. Application of the subject through exercises such as - Preparing for Interviews, Preparing for conferences and Seminars, Discussing Styles of Résumé, Résumé Writing and Online submission of Résumé

**APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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**B.COM. (Professional) SEMESTER – V
BCP 501: FINANCIAL MANAGEMENT**

Term-1

Introduction: Nature, Scope and Objective of Financial Management. Finance Function. Role of Finance Manager.

Capital Budgeting Decision: Process, Cash Flow Estimation, Techniques: Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Profitability Index, Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), Capital Budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.

Financing Decision: Estimation of Components of Cost of Capital, Methods for Calculating Cost of Equity Capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital,

Term-2

Capitalization (Over and Under), Capital Structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial Leverage, Determinants of Capital Structure.

Dividend Decision: Theories of Relevance and Irrelevance of Dividend Decision for Corporate Valuation – Walter's Model, Gordon's Model, MM Approach, Cash and Stock Dividends, Dividend Policies in Practice.

Working Capital Decision: Concepts of Working Capital, Operating & Cash Cycles, Risk Return Trade off, Working Capital Estimation,

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B.COM. (Professional) SEMESTER – V

BCP: 502 HUMAN RESOURCE MANAGEMENT

Term-1

Human Resource Management: Relevance and spectrum; Role and competencies of HR Manager; Challenges of HR Manager – Workforce Diversity, Empowerment, Technological Changes, Downsizing, Voluntary Retirement Scheme, Work life Balance.

Acquisition of Human Resource - Human Resource Planning and Job Analysis: An Overview; Recruitment – Concept and Sources; Selection – Concept and Process; Placement, Induction, and Socialization.

Term-2

Training and Development: Concept and Importance; Identifying Training and Development Needs; Designing Training Programme; Training Methods–Apprenticeship, Understudy, Job Rotation, Vestibule Training; Development Methods – Case Study, Role \Playing, Sensitivity Training, In-Basket, Management Games, Conferences and Seminars.

Performance Appraisal System: Nature and Objectives; Methods of Performance Appraisal - Ranking, Graphic Rating Scale, Checklist, Management by Objectives, 360 Degree Appraisal; Employee Counselling; Potential Appraisal; Transfer and Promotion.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
(FACULTY OF ECONOMICS & BUSINESS)

B.COM. (Professional) SEMESTER – V
BCP 503: INCOME TAX AND E-FILING

Term-1

Basic concepts: Income, Agricultural Income, Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income. Residential Status Tax Incidence and Residential Status Exempted income under section 10(1), 10(2), 10(2A), 10(5), 10(7), 10(10), 10(10A), 10(10AA), 10(10B), 10(10D), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(32), 10(34), 10(35), 10(36), 10(37), 10(38).

Computation of income under different heads Salaries, Income from house property Profits and gains of business or profession. Sections to be covered are: Sec-28, 29, 30, 31, 32, 35, 36, 37, 40(a), 40(b), 40A, 43B, 44AA, 44AB, 44AD and 44AE.

Capital Gains: Basis of Charge. Meaning of capital assets. Classification of capital assets and their tax implication. Meaning of Transfer; Elementary Knowledge of Transactions not to be Treated as Transaction of Transfer. Computation of Capital Gains(Depreciable and Non-Depreciable Assets) Special cases to be covered - Conversion of Capital assets into stock in Trade; Compulsory acquisition of assets; Self generated assets; Transfer of bonus shares.

Exemptions to be covered: Sec 54, 54B, 54EC, 54F, 54H

Term-2

Computation of tax liability under section 111A and 112

Capital gain provisions related to Individual and Firm need to be covered.

Income from other sources [excluding Sec-2(22)] Computation of Total Income and Tax Liability of an individual.

Clubbing of income and Aggregation of income and set-off and carry forward of losses (excluding Sec-94(7) and 94(8))

Deductions from Gross Total Income; Section 80A, 80AB, 80AC, 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80TTA and 80U.

Computation of total income and tax liability of individuals and firms.

Practical Lab on E-Filing of Returns

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B.COM. (Professional) SEMESTER – V

Option-I: Accounting and Taxation

BCP 511: FINANCIAL AUDITING

Term-1

Definitions & Objectives of Auditing, basic principles and techniques,

Types of Audit, Cost Audit, Tax Audit and Management Audit. location of errors, generally accepted auditing practice, audit evidence.

Audit function of an auditor, Integrity, Objectivity and independence of an auditor, section 226, section 314 and code of ethics.

Audit planning, factors affecting audit planning, audit programming and quality control for audit
Considerations of laws and regulations in an audit of financial statements and audit procedures.

Term-2

Audit of Limited Companies:

(i) Company Auditor: Qualifications and disqualifications, Appointment, Removal, Remuneration, Rights, Duties and Liabilities.

(ii) Audit Committee

(iii) Auditor's Report: Contents and Types. Auditor's certificates

(iv) Emphasis on Companies (Auditor's Report) order, 2003 (CARO – 2003)

(v) Liabilities of Statutory Auditors in case of non-compliance.

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B.COM. (Professional) SEMESTER – V

Option –I: Accounting and Taxation

BCP 512: PERSONAL TAX PLANNING

Term-1

Concept of tax planning: Meaning of tax planning, tax avoidance and tax evasion; objective of tax planning, Basic framework of Income tax law; meaning of a few frequently used terms like assessee, previous year, assessment year, Gross total income, Total taxable income, deduction, exemption.

Tax Planning with reference to Residential status - Relevance of residential status in computing taxable income - Determination of Residential status of an individual - Relationship between residential status and incidence of tax - Area of Tax Planning – Case Study

Provisions in brief relating to concept of agricultural income and tax treatment of agricultural income

Tax Planning with Reference to Salary Income: Summarized provisions relating to computation of income under the head salary. Taxation of present benefits

- Bonus, Fees and Commission
- Meaning, Types and tax Implications of allowances
- Meaning, types, Valuation and tax Implication of perquisites
- Allowances vs. Perquisites
- Terminal benefits like gratuity, leave encashment, commuted pension, tax relief u/s 89(1)
- Case studies based on designing pay package

Term-2

Tax Planning in respect of income from house property, capital gains and income from other sources - Computation of Income from House Property; Permissible deductions; identifying area of tax planning based on tax implication; Summarized provisions relating to computations of capital gains and tax liability; Based on tax implications, identifying assets which do not attract capital gains tax, transaction which are not to be treated as transaction of transfer; identifying leading areas of tax planning; Summarized provisions relating to computation of income from other sources; Identifying incomes which are exempt (Dividend from domestic company; interest income governed by sec. 10(15); Gift covered by exception.

Total income and tax liability - Summarized provisions relating to clubbing of income; Areas of tax planning- How to avoid attractions of such provisions; Summarized provisions relating to set off of losses; areas of tax planning; Summarized provisions relating to deduction permissible u/s 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80EE, 80G, 80GG, 80TTA & 80U. Area of tax planning – case study; Computation of Total Income and Tax Liabilities of individuals; Due date of filing return of income/ Self-Assessment u/s 140A

Planning with Reference to Wealth Tax - Wealth tax provisions in brief; Incidence of Tax liability; Valuation of Immovable Property; Computation of Tax Liability; Area of tax planning

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B.COM. (Professional) SEMESTER – V

Option – II: Marketing

BCP 521: CONSUMER BEHAVIOUR

Term-1

Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy. Consumer Motivation: Nature of motivation; Types of consumer needs and motives; Dynamics of motivation; Need conflict; Need Hierarchy Theory of Motivation and its applications; Measurement of Motives.

Personality and Consumer Behaviour: Definition of personality; Theories of personality; Personality and consumer diversity; Self concept and self image.

Consumer Perception: Elements of perception; Dynamics of perception, Perceptual process; Perception and marketing strategy; Perceived risk.

Term-2

Consumer Learning: Elements of consumer learning; Behavioural theories and Cognitive theories of learning. Consumer Attitude Formation: Definition of attitudes; Structural models of attitudes; Attitude Theories; Attitude formation; Strategies of attitude change; Measuring Attitude.

Reference Group and Family Influences: Power of reference groups; Types of consumer related reference groups; Celebrity and other reference group appeals; Family decision making and consumption related roles; Family life cycle.

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B.COM. (Professional) SEMESTER – V

Option – II: Marketing

BCP 522: ADVERTISEMENT AND SALES MANAGEMENT

Term-1

Nature and scope and functions of advertising, Classification of advertising, Advertising as an element of Marketing Mix, Marketing communication Process.

Setting Advertising Objectives, Functions of objectives, Behavioural Dynamics, the DAGMAR Approach, Segmentation and Positioning Strategies. Building Advertising Programme: Message, Theme, Copy, Appeals Layout. Advertising Media: Media Planning, Media Selection and Scheduling Advertising Budget. Measuring Advertising Effectiveness: Pre-testing and Post-testing copy.

Advertising Agency: Organisation Structure, Role and Functions

Methods of Compensation. Legal, Ethical and Social Aspects of Advertising.

Term-2

Nature and Scope of Sales Management ; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans; Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing/ Sales Evaluation Programme Sales Cost and Cost Analysis.

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B.COM. (Professional) SEMESTER – VI

BCP 601: ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Term-1

Entrepreneurship and its role in economic development.

Entrepreneur: Traits, functions, social responsibility, Entrepreneurial Decision Process.

Concept and need of intrapreneurship.

Problems of industrialization in underdeveloped countries with special reference to India. Industrial policy, Regulation and control of Industries in India;

Mechanics of setting of new enterprises -size and location, optimum units -its meaning and determinants; size of industrial units in India. Theory of industrial location factors determining the industrial location.

Term-2

Concept of project and project management; characteristics of a project, types of projects. Project life cycle, Identification of project.

Technical Appraisal: Factors for considerations of technical appraisal.

Market Appraisal: Market survey, sources of data, methods of data collection, forecasting future demand and sales.

Financial Appraisal: Estimation of financial requirements. (Project Report Making), Project Financing, Sources of finance.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER – VI

BCP 602: ORGANIZATIONAL BEHAVIOR

.Term-1

Organisational Behaviour(OB): Conceptual foundations, Significance, Challenges and Opportunities for OB.

Personality: Concept and determinants, The Myers-Briggs Type Indicator, The Big Five Model, Key Personality attributes influencing OB: Locus of Control, Machiavellianism, Positive and Negative Affectivity, Self-Efficacy, Self-Monitoring, Type A and Type B personality. Values: Significance, Sources of value system, Classification of values.

Attitudes: Sources and Types; Theories of Attitude; Cognitive dissonance theory, Overview of Major Job Attitudes: Job Satisfaction, Organizational Commitment and Prejudice.

Emotions and Moods: Nature and Types, Sources of Emotions and Moods, Managing Emotions at work, Emotional Intelligence: Concept and Dimensions.

Perception: Nature and significance of perception, Factors influencing perception, perceptual process, Perceptual Distortions and Improving Perception.

Group and Team Dynamics: Defining and Classifying groups, Stages of group development, Group dynamics, Group decision making, Types of Teams, Contemporary issues in managing teams

Term-2

Interpersonal Behaviour: Dynamics of Interpersonal Relationship; Psychological Contract: Concept and Types; Trust: Concept, Types and Building Trust among employees;

Organizational Citizenship Behaviour: Concept, Forms and suggestions for promoting Organizational Citizenship Behaviour; Whistle-Blowing; Cooperation: Concept and Determinants; Conflict: Concept, Consequences, Sources, Approaches of Conflict management;

Transactional Analysis; Deviant Organizational Behaviour: Concept, Dimensions and Categories of Deviant Organizational Behaviour.

Organizational Culture: Nature and Characteristics, Functions and Deciphering Organizational Culture, Creating and Sustaining Culture.

Stress Management: Concept, Causes, Consequences and Coping with stress.

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B.COM. (Professional) SEMESTER – VI

BCP 603: FUNDAMENTALS OF INVESTMENT MANAGEMENT

Term-1

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Investment Analysis – Need for savings and investment – Role of savings practices –financial intermediaries – linkage between financial and real savings – Importance of household savings – Shifts in Savings and investment.

Security Market Analysis – Need for study and research of market data – Factors influencing behaviour of market – Valuation of Shares and Bonds – Methods of valuation.

Security Pricing – Influencing factors – Valuation – Constant Growth Model – Book value – Liquidity Value – Intrinsic Value – Market

Price – Bond Valuation – Single Period valuation Model – Multi Period Valuation Model – Dividend capitalization – Valuation of Security in India.

Term-2

Investment Avenues – Objectives of investors – Characteristics of investments – Risk Return relationship – Classes of instruments – Investment portfolio for average household.

Approaches to Equity Analysis: Introduction to Fundamental Analysis, Technical Analysis,

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER – VI
BCP 604: OPERATIONS MANAGEMENT

Term-1

Operations Management: Concepts; Functions

Product Design and Development: Product Design and its Characteristics; Product Development Process; Product Development Techniques.

Process Selection: Project, Job, Batch, Mass and Process types of Production Systems; Product-Process

Capacity Planning: Concepts; Factors Affective Capacity; Planning; Capacity Planning Decisions.

Production Planning & Control (PPC): Concepts; Objectives; Functions

Term-2

Inventory Management: Concepts; Classification; Objectives; Factors Affecting

Inventory Control Policy; Inventory Costs; Basic EOQ Model; Re-order Level; ABC Analysis.

Network analysis: PERT/CPM

Stores Management: Definition, Functions of Stores, organization for stores,- Receiving section, Inspection, Quality Control.

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B.COM. (Professional) SEMESTER – VI

Option – III: Financial Markets

BCP 631: MANAGEMENT OF FINANCIAL INSTITUTIONS

Term-1

Financial Institutions - Meaning - Characteristics - Broad Categories, Role Of Financial Institutions in a Financial System, Competition among Financial Institutions, Ethics and Social Responsibility of Financial Institutions

Regulatory and Promotional Institutions: RBI - Central Banking Functions, Roles Of RBI, Money Creation: Process and Control, Monetary Policy, Techniques Of Monetary Control, Liquidity Adjustment Facility.

Banking Institutions: Commercial Banking: Basis Of Banking Operations – Balancing Profitability with Liquidity Management, Role of Banks. Profitability, NPA and Other Performance Indicators.

Non Banking Finance Companies: Nature, importance, The Evolution of Finance Companies, The present status and regulation of NBFCs, Public deposits with Non-Banking companies- structure, growth.

Term-2

Insurance Companies: Economics of Insurance, the Insurance Industry and its Regulation.

Development Banks/Financial Institutions: Concept, Role of DFIs, Sources of Funds, DFI in India, Recent Trends.

Small Saving, Provident Funds and Pension Funds: Growth in India, Types and Nature of Small Saving Instruments. Rate of Return on PFs, Rules Regarding Investment of PFs. Pension Plans, Reforming the Pension System.

Unit Trust of India and Mutual Funds: Types of Schemes, Valuation of Units, Investment Pattern.

Discount and Finance House of India Limited (DFHIL) - Financial Resources -Objectives - Operations - Challenges Ahead

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER – VI

Option – III: Financial Markets
BCP 632: FINANCIAL SERVICES IN INDIA

Term-1

Role of Financial Services in Indian Financial System.

Merchant Banking: Nature and Scope of Merchant Banking - Regulation of Merchant Banking Activity - Overview of Current Indian Merchant Banking Scene - Structure Of Merchant Banking Industry

Credit Rating: Concept of Credit Rating. Types of Credit Rating - Advantages And Disadvantages of Credit Rating - Credit Rating Agencies & Their Methodology

Introduction to Equipment Leasing: Types of Leases, Evolution of Indian Leasing Industry.

Lease Evaluation: Steady Principal Reduction Method, Steady Payment Method and Balloon Payment Method

Hire purchase: concept and Characteristics of Hire Purchase - 'Mathematics of Hire Purchase: Calculation of Effective Interest Rate - Legal Aspects of Hire Purchase - Tax Implications of Hire Purchase.

Term-2

Consumer Finance: Role of Consumer credit in the Financial system - Features of Consumer Credit Transactions.

Factoring: Concept of Factoring - Forms of Factoring

Housing Finance: Housing Finance Companies, Refinance Schemes for HFCs.

Credit Cards: Concept - Billing and Payment. Settlement Procedure - Sharing of Commission. Defaults-Handling and Implications - Add-on Facility - Corporate Credit Cards - Business Cards - Debit Card - Uses of Credit Cards.

APPENDICES TO ACADEMIC COUNCIL (SYLLABI FOR THE SESSION 2014-15)
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B.COM. (Professional) SEMESTER – VI

Option – III: Financial Markets

BCP 633: PORTFOLIO MANAGEMENT

Term-1

Introduction to Portfolio Management: The Investment Process - Definition of Investments - Investment Categories.

Capital Market Theory: The capital Asset Pricing Model - Security Market Line - Applications of the Security Market Line, Pricing Model - Arbitrage Pricing Theory.

Portfolio Analysis: Diversification, Portfolio, Risk and Return - Markowitz Risk-return Optimization - Portfolio Beta - Generating the Efficient Frontier.

Portfolio Selection: Defining Investment Objectives - Risk and Investor Preferences - Investment Constraints.

Term-2

Equity portfolio Management Strategies: Efficient Market Hypothesis - Passive vs Active Management Strategies - Types of Passive Portfolios: Index Funds.

Bond Portfolio Management Strategies: Passive Strategy - Duration Shift and Immunization - Semi-Active Strategy - Active Strategies.

Managed Portfolios and Performance Measurement: Classification of Managed Portfolios, Market Timing Issues in Risk Adjusted performance Measures – Sharpe's – Treynor's – Jensen's Performance Measure for Portfolios.