बिनोद बिहारी महतो कोयलांचल विश्वविद्यालय, धनबाद UNIVERSITY DEPARTMENT COMMERCE AND BUSINESS MANAGEMENT

Binod Bihari Mahto Koyalanchal University, Dhanbad



CURRICULUM FRAMEWORK

BASED ON

NATIONAL EDUCATION POLICY - 2020

FOUR-YEAR UNDER- GRADUATE PROGRAM (FYUGP)

IN COMMERCE

(COMMON FRAMEWORK FOR ALL B.COM. STUDENTS)
SESSION FROM: 2022 ONWARDS

ESTD: 2017

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Binod Bihari Mahto Koyalanchal University, Dhanbad

SYLLABUS (FYUGP)

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Members of Board of Study:

Dr. Ajif Kumar (Head and Chairman) University Deptt.

BBMKU, Dhanbad

University Deptt.

BBMKU Dhanbad

(Associate Professor) (Associate Professor)

University Deptt. BBMKU, Dhanbad Dr. M. Alam (Expert) (Head and Dean)

P.G.Dept. of Commerce VBU, Hazaribag

Dr. D.P. Singh

(Dean)

Principal In-charge, BSK College, Marthon

(Assistant Professor) SSLNTM College, Dhanbad

(Assistant Professor) BSS M College, Dhanbad

Dr. Aiit Kumar

B.Com (Basic/Hons/Research)

Programme Objectives:

- 1. The Course focuses mainly on enhancing the knowledge and employability skills of the Commerce students to go with Starting their own business
- 2. The introduction of updated and the need of the hour concepts and contents will make a student employable and at the same time confident in his/her day to day transactions.
- 3. The course also meets the requirement of the young and enterprising Indians to nurture their dreams of entrepreneurship.
- 4. Overall the course touches upon the humane aspect of every student pursuing it and encourages them to contribute to nation building through their intellect and social capital.
- 5. Our objective is too built up a confidence with their knowledge in the students.

Programme Outcomes:

- 1. This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Retail sector, Warehousing etc., well trained professionals to meet the requirements.
- 2. After completing graduation, students can get skills regarding various aspects like Marketing Manager, Human Resource Manager, over all Administration abilities of the Company.
- 3. Capability of the students to make decisions at personal & professional level will increase after completion of this course.
- 4. Students can independently start up their own Business.
- 5. Students can get thorough knowledge of finance and commerce. The knowledge of different specializations in Accounting, Costing, Banking, Taxation and Finance with the practical exposure helps the students to stand in organization.

List of Major Papers FYUGP IN COMMERCE

University:	BBMK Universit	y, D <mark>han</mark> ba	ad	100
Subject: Co	om <mark>merce</mark>	707	> =115	250
Semester	Course Name	Paper	Code	Subject
Sem: I	Major	1st.	MJ - 1	Financial Accounts
Sem: II	Major	2 nd .	MJ - 2 MJ - 3	Advanced Financial Accounts Business Organization and Management
Sem: III	Major	3 rd .	MJ - 4 MJ - 5	Busin <mark>ess Laws and Practices</mark> Corporate Accounting
Sem:IV	Major	4th	MJ - 6 MJ - 7 MJ - 8	Business Economics Income Tax Law and Practice Business Statistics

Marks Distribution for Examination for UG Programme

There will be only one Semester Internal Examination in Major, Minor and Research Course, which will be organized at College/Institution level.

- 1. Out of 100 Marks in Semester Internal Theory Examination will be 25 Marks.
- 2. 25 Marks in theory Examination may include 20 Marks Questions from written examination /Assignment/Project whereas 5 Marks will be awarded on the attendance/overall class performance in semester.
- 3. 75% Attendance is Mandatory. To convert attendance into marks a suggestive range is provided as following:
 - a. Up to 45% 01, 45 55 = 02, 55 65 = 03, 65 75 = 04, 75 and above = 05 Marks.
- 4. 40% Marks is Passing Marks

Questions.

Guidelines for question setters

For Semester Internal Examination (SIE 20Marks)

- 1. There will be two Group of Questions: Group-A, and Group-B
 - Group A is compulsory which will contain Two Questions.
 - Question No.1 will be very short answer type consisting of 5 Questions of 1Mark each.
 - Question No. 2 will be short answer type of 5 Marks.
 - Group B will be containing descriptive type two Questions of 10 Marks each out of which any one to answer.

For Semester External Examination (SEE 75Marks)

- 1. There will be two Group of Questions: Group-A, and Group-BGroup A is compulsory which will contain Three
 - Question No.1 will be very short answer type consisting of 5 Questions of 1Mark each.

- Question No. 2 and 3 will be short answer type of 5 Marks.
 - ❖ Group B will be containing descriptive type 6
 Questions of 15 Marks each, out of which any four are to answer.

Major Papers

(MJ - 1 to MJ - 8)

FINANCIAL ACCOUNT

(Major - 1)

B.Com. Sem.-I (1st.)

Course Outcomes: On successful completion of the course, our objective is to make the Students ready to able to understand: a) Understand the theoretical and practical framework of accounting with a basic conception. b) Methods to the preparation of basic Accounting with a concept of Departmental Accounting, Hire Purchase Agreement, Single system, Partnership, Depreciation and Provision of Reserve. c) Exercise the accounting treatments for Recording of Business Transactions, Preparation of Ledgers, Trial Balance and Rectification of Errors, (d) Preparation of Cash Book, Departmental Trading and profit and Loss account with Adjustments (e)

Accounting Treatment in case of Keeping Accounts in Single Entry System with conversion from Single Entry System to Double Entry System (f) Preparation of various Accounts in case of Partnership Business, Hire Purchase Agreement and Charging Depreciation on assets of an organization with creation of Provision of Reserve Accounts.

Units	Details of Subject	Full Marks	Credit	No. of Lectures:60
UNIT - 1	Posting of Business Transaction: Preparation of different Ledgers for Transaction, Preparation of Trial Balance with calculation of missing figures and Rectification of Errors.	10	4	8
UNIT- 2	Cash Book: Preparation of Single Column, Double Column, Three Column and Petty Cash Book.	300	/-	10
UNIT- 3	Departmental Accounts Meaning, Objectives, Basis of Allocation of Expenses, Trading and Profit and Loss Account in Columnar Form and Balance Sheet with adjustments			

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UNIT- 4	Accounting of Incomplete Records:	
	Meaning, Advantages and	
	Disadvantages, Difference between	
	Single entry system and Double entry	10
	system, Accounting of Single System	10
	including conversion of Single entry	
	system into Double entry system, Role of	
	Computers in Accounting, Practical	
	Applications of computerized	
	11	
TINIT/N F	Accounting.	
UNIT-5	Partnership Firm: Methods of	12
	Registration of a Firm, Effect of Non	
	Registration of a Firm, Partnership	7
	Firms: Accounting treatment for	
	admission, retirement and death of	
	partners, Revaluation of Assets and	7
	Liabilities	
UNIT-6	Hire Purchase System: Meaning of Hire	10
	Purchase and Installment Purchase	10
	System; Differences between Hire	1100
	Purchase and Installment Purchase	
	System, Important Definitions – Hire	
	Purchase Agreement, Journal Entries	
	and ledgers in the Books of Hire	
	Purchaser and Hire Vendor	11
	Fulchaser and fine vehicor	
TT3TTM =	D'C	
UNIT - 7	Concept of Depreciation, Different	10
	Methods of Calculation of Depreciation,	10
	Preparation of Accounting for	
	Depreciation, straight line method,	
	diminishing balance Method and	
	Depreciation Fund Method, disposal of	
	depreciable assets - change of method	
	Salient features of Accounting	
	Standard (AS): 6 (ICAI).	
	Provision and Reserve: Preparation of	
	Account for creation of provision and	
	Reserve.	
	। विकटा का ज्याविगक्य	
	(FSTD: 2017)	

Suggested Books for Readings:

- 1. S.K.Singh and Dr. Ajit Kumar, "Financial Account" (Both English and Hindi) SBPD Publication, Agra
- 2. Gupta, R. L. & Radhaswamy, M., Financial Accounting: Sultan Chand and sons.

- 3. Shukla, M.C., Grewal T.S. & Gupta, S.C., Advanced Accounts: S. Chand &Co.
- 4. Maheshwari S.N. & Maheshwari S. K, "A text book of Accounting for Management", Vikas Publication, 10th Edition (2013)
- 5. Gupta. R.L and Shukla, M.C., "Principles of Accountancy", S. Chand& CompanyLtd., (2011)

Latest Edition Books are preferred to study

Note: 1. Latest edition of the text books should be used.

2. Suggested online link: www.ignou.ac.in, www.swayam.gov.in, www.inflibnet.ac.in

ADVANCED FINANCIAL ACCOUNT (MAJOR - 2)

B.Com. Sem. - II (2nd)

Learning Outcomes: After completing the course, the learner is expected to: (a) Learn accounting for Dissolution of Partnership Business hire purchase transactions; (b) understand the various concept of Branch with a preparation of Branch Account keeping to different modes (c) develop an understanding of accounting of Not-for —Profit Organization With a concept of Income and Expenditure Account and Receipt and Payment Account (d) insolvency and laws governing settlement of insolvency accounts (e) Preparation of Consignment Account and Joint Venture Account with Theoretical Concept. Our objective is to prepare the students to participate in various competitive examinations either in professional courses or engagement as per requirement.

Units **Details of Subject Full** Credit No. of Marks Lectures:60 UNIT - 1 Dissolution of Partnership Business: 75+25 8 Dissolution of Firms- Accounting Treatment according to Indian Practice system and Garner VS. Murray, Insolvency **Firms** of Partners and including sale of business UNIT- 2 Accounting for Branch: Concept, and 10 nature of Branch, Branch Account: Simple, Stock And Debtor System and Final Account System and whole sale Branch. Independent Branch: Concept Accounting Treatment with necessary adjustment entries, Incorporation of Branch Trial balance in the books of Head office for home branch

UNIT- 3	Accounting for Not-for-profit		
	Organization: Meaning, Significance of		
	Receipt and Payment account, Income		
	and Expenditure Account, Difference	-	10
	Between Profit and Loss Account and		
	Income and expenditure Account.		
	Preparation of Recei <mark>pt and Payment</mark>		
	Account, Income and Expenditure		
	account and Balance Sheet		
	account and Balance Sheet		
TIBITO A	Turnel and Anta Managina Turnel		
UNIT- 4	Insolvency Act: Meaning, Importance,		
	Insolvency Laws and their Rules,		12
	Comparative Study of Provincial		. 4
	Insolvency Act, 1920 and Presidential		
	Insolvency Act, 1909. Preparation of		
	Statement of Affairs and Deficiency	20	
	Account and difference between	OX I	
	Statement of Affairs and Balance Sheet,	604	
	Profit and Loss Account and Deficiency	7	
	Account, New Regulation of Insolvency	0	
	Act.		
UNIT - 5	Cons <mark>ignment Accounting: Meaning,</mark>	100	
	Sale and Consignment, Consignment		
	Accounting- different types of		10
	commission including overriding		
	commission, Valuation of unsold stock		
	and wastage of stock. Journal Entries		
	and Ledgers in the books of Consignor		
	and Consignee.		
UNIT - 6	Joint venture Accounting: Joint		
	Venture- Meaning, definitions,		
	characteristics, advantages, differences		
	with consignment and partnership.		
	Accounting treatment- A) when only one		10
	co-venture maintains books of accounts,		
	B) when all co-ventures maintain books		
	of accounts, C) when joint bank account		
	is maintains, D) when memorandum of		
	joint venture account prepared.		
	James Caronia de Contra proporción		
	C ESTD: 2017		

Suggested Readings:

1. S.K.Singh and Dr. Ajit Kumar, "Financial Account" (Both English and Hindi) SBPD Publication, Agra

- 2. Shukla, M.C., Grewal, T.S., Gupta, S.C., Advanced Accounts, Chand (S.) & Co Ltd
- 3. Lal, Jawahar, Accounting: Theory and Practice, Himalaya Publishing House, New Delhi
- 4. Sehgal, Ashok, Sehgal, Deepak, Advanced Financial Accounting. Taxmann's, New Delhi
- 6. Maheshwari, Advanced Accounting, Vikas Publishing House, New Delhi Note:
 - Latest edition of the text books should be used.
 - Suggested on line link: www.ignou.ac.in, www.swayam.gov.in, www.inflibnet.ac.in

BUSINESS ORGANIZATION AND MANAGEMENT (MAJOR - MJ -3)

B.Com. Sem. - II(2nd)

Units	Details of Subject	Full Marks	Credit	No. of Lectures
UNIT - 1	Introduction and Forms of Business Organizations: Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business, Social Responsibility of a business, Forms of Business Organization: Meaning, Characteristics,	3	ब्ह्यालय	15
4	Advantages and Disadvantages of Sole Proprietorship and Partnership, Kinds of Partners, Partnership Deed, Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Co-Operative Organization.	/		
UNIT - 2	Planning and Organization: Definition Characteristics, Types of Plans, Advantages and Disadvantages, Approaches to Planning Management by Objectives (MBO) - Steps in MBO: Benefits, Weaknesses, Definition of Organizing: Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts Functional Organization - Span of Management - Meaning - Determining Span, Factors influencing the Span of Supervision.	TOB		15
UNIT - 3	Introduction to Management: Management - Meaning - Characteristics - Functions of Management - Levels of Management - Skills of Management - Scientific Management - Meaning - Definition - Objectives - Criticism - Fayol's 14 Principles of Management .			10

UNIT - 4	Business Finance: Financial need of Business, methods & sources of finance Long term and Short term, Security Market, Money Market, Study of Stock Exchange & GERM	10
UNIT - 5	Business Combination Meaning Causes, Objectives AUTHORITY COORDINATION	10
	Objectives, AUTHORITY, COORDINATION AND CONTROL: Meaning of Authority, Power, responsibility and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition - Relationship between planning and control-Steps in Control - Types (post, current and pre-control) - Requirements for effective control. Types and Forms Mergers, Takeovers and Acquisitions. Merits and Demerits of Business Combination	

Suggested Books:

- 1.Dr. Sharma and Agrawal Business Organization and Administration
- 2. Sharma F.C- Business Organization- SBPD, Agra
- 3. Jagdish Prakash Business Organistaton and Management
- 4.Om Prakash Business Organisation
- 5. Sherlekar S.A. Business Organisation and Management

BUSINESS LAW AND PRACTICE (MAJOR - MJ -4)

B.Com. Sem. - III (3rd)

Units	Details of Subject	Full Marks	Credit	No. of Lectures
UNIT - 1	The Contract Act, 1872. Meaning, Characteristics and kinds, essentials of a valid contract: offer and acceptance, consideration, contractual capacity, free consent, legality of objects – void and Voidable agreements.		4	15

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UNIT - 2	Contract of Indemnity and Guarantee;		
	Contract of Bailment and Pledge; Discharge		
	of contract -modes, breach of Contract,		10
	remedies; quasi contract. Contract of		
	Agency,		
UNIT - 3	Sales of Goods Act, 1930 - Contract of Sale,		
	meaning, difference between sale and		
	agreement to sell, Conditions and	2.6	
	warranties, Tran <mark>sfer of ownership in goods</mark>		10
	including sale by non-agreement,		
	Performance of contract of sale, Unpaid		
	seller.		
UNIT - 4	The Negotiable Instrument Act, 1881 -		
	Definition, features, types of negotiable	70	
	instruments, promissory note, bill of		
	exchange, cheque, Endorsement and its	4 4 8	10
	types, Holder and Holder in due course.	A 50	
UNIT - 5	The Consumer Protection Act, 1986:	6. 7	40
	Significance and Provisions of this Act,	D %	2
400	Partnership Act, !932; Nature and	2 2	(3)
	Essentials, Mutual Rights and Liabilities,	5) 1	15
	Advantages of Registration of Firms and	-V 72	0
	Effects of non registration of a firm		
			C
	- D	<	

Professor Agarwal and Agarwal SBPD. Pub. Agra (Hindi/English)

Kapoor N.D, Business Law, S. Chand, Delhi

Venkatesham, E - A Handbook of Mercantile Law•

Pandia - Mercantile Law•

Maheshwari K.L. and Ram Milan - Business Law

Dr. G.K. Varshney – Business Laws

D. Chandra Bose - Business Laws

CORPORATE ACCOUNTING (MAJOR - MJ -5)

B.Com. Sem. - III (3rd)

Units	Details of Subject	Full	Credit	No. of
		Marks		Lectures
UNIT - 1	Accounting For Share Capital: Meaning, Needs and Importance of Corporate Accounting, Issue, Forfeiture and Re-issue of shares, Underwriting and lien on shares, Concept of Buyback, Bonus and Right Shares		4	10

UNIT - 2	Accounting for Debentures: Meaning, Significance and Its classification, Different terms of issue of debenture, Methods of Redemption of debenture, Accounting Treatment: Issue of Debenture, Different Modes of Redemption of Debentures with Conversion of Debentures	10
UNIT - 3	Final accounts of limited liability companies as per the existing company Act, 2013, Winding up of Companies: Meaning, Definition and its types, Preparation of Statement of Affairs as per format of the Act, Deficiency Account and Liquidator's Final Statement of Account	10
UNIT - 4	Accounting For Amalgamation and Internal reconstruction Forms of amalgamation and its motive, Types of Amalgamation, Methods Of amalgamation, Internal reconstruction and its accounting treatment, Difference between internal and external reconstruction	10
UNIT - 5	Consolidation of Accounts as per Companies Act, 2013: Holding Company, Subsidiary Companies, Associate Companies, Calculation of Pre-acquisition and post acquisition Profit and loss.	10
UNIT - 6	Valuation of Goodwill and Shares: Valuation of Goodwill: Need – Methods: Average Profits, Super Profits and Capitalization Methods - Valuation of Shares: Need –Net Assets, Yield and Fair Value Methods. (Including problems)	10

Suggested Reading Books:

- 1. Dr. Kumar Ajit and Dr. Singh, SBPD, Agra
- 2. M.C. Shukla, T.S. Grewal and S.C. Gupta, Corporate Accounting, S. Chand And co., New Delhi
 - 3. Ashok Sehgal and Deepak Sehgal, Advanced Accounting, Volume II, Taxman, New Delhi
- 4. S.N.Maheshwari and S.K.Maheshwari , Corporate Accounting, Vikas Publication, New Delhi 6. Mukherjee and Hanif, Corporate Accounting, Tata McGraw Hill, New Delhi

BUSINESS ECONOMICS (MAJOR - MJ - 6) B.Com. Sem. - IV (4th)

Objective: The course aims to acquaint the learners with fundamental economic theories and their impact on pricing, demand, supply, production, and cost concepts.

Learning Outcomes: After the completion of the course, the learners will be able to:

- 1. Examine how different economic systems function and evaluate implications of various economic decisions;
- 2. Examine how consumers try to maximize their satisfaction by spending on different goods;
- 3. Analyze the relationship between inputs used in production and the resulting outputs and costs;
- 4. Analyze and interpret market mechanism and behaviour of firms and response of firms to different market situations;
- 5. Examine various facets of pricing under different market situations.

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Units	Details of Subject	Full Marks	Credit	No. of Lectures
UNIT - 1	Basic Concepts:	75+25	4	10
	Meaning, Nature and Scope of Business	0	. 77//	
	Economics, Basic Problems of an Economy	BALL	T ///	
	and Application of Economic Theories in	ha	11	
	Decision Making, Steps in Decision Making	150		
UNIT - 2	Consumer Behaviour and Elasticity of	2		
	Demand : Theory of Demand and supply The			
	elasticity of demand – Concept, kinds- price,			
	cross, income and advertising elasticity of			
	demand, Measurement of elasticity of			15
	demand, factors influencing the elasticity of	SECOND 1		
	demand, Importance of elasticity of demand.	9141		
	Demand forecasting: Meaning, Need,			
	Importance, Methods of demand forecasting			
	Cardinal Utility Analysis: Diminishing			
	Marginal utility and Equi marginal Utility			
	Ordinal utility analysis of consumer			
	Behaviour: budget line and indifference			
	curve, consumer equilibrium. Income			
	consumption curve and Engle curve, Price			

Consumption curve and derivation of demand curve, Income and Substitution; Effect of a price change; Consumer Surplus; Revealed Preference theory Production and cost Production Function: Concept Definition, Types of products, Law of variable proportions, Assumptions, Limitations and Significance. Isoquant curves, Definition, General properties of isoquant curves, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale. Cost of production: Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economics and Diseconomics of scale and the shape to the long run average cost. UNIT -4 Pricing & Market: Theory of pricing, cost plus pricing, going rate pricing; Objective of business firm, Concept of Market, classification of market-perfect competition, monopoly, monopolistic competition and oligopoly. price determination and equilibrium of firm in different market situations; Factor pricing. UNIT -5 Macro Aspect of Business Economics: National Income and it's measurement, Gross National Product, Net National Product, Net National Product, Net National Product, Net National Deflation causes and remedial action; Consumption, Income, Savings and investment.			ı		1
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Limitations and Significance. Isoquant curves, Definition, General properties of isoquant curves, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale. Cost of production: Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economies and Diseconomies of scale and the shape to the long run average cost. UNIT - 4 Pricing & Market: Theory of pricing cost plus pricing, target pricing, marginal cost pricing, going rate pricing; Objective of business firm, Concept of Market, classification of market-perfect competition, monopoly, monopolistic competition and oligopoly. price determination and equilibrium of firm in different market situations; Factor pricing. UNIT - 5 Macro Aspect of Business Economics: National Income and it's measurement, Gross National Product, Net National Deflation causes and remedial action; Consumption, Income, Savings and		Concept Definition, Types of products, Law of			
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Suggested Readings Books:

Ahuja, H. L. (2019). Theory of Micro Economics. New Delhi: Sultan Chand Publishing House. Koutsoyannis, A. (1975). Modern Microeconomics. London: Palgrave Macmillan. Chaturvedi, D. D., & Gupta, S. L. (2010). Business Economics Theory & Applications. New Delhi: International Book House Pvt. Ltd. Adhikari, M. (2000).

Business Economics. New Delhi: Excel Books. Kennedy, M. J. (2010).

Micro Economics. Mumbai: Himalaya Publishing House. Seth, M. L. (2017).

Relevant study material of ICAI: www.icai.org.

Note: Learners are advised to use latest edition of text books.

INCOME TAX LAW AND PRACTICE (MAJOR - 7)

B.Com. Sem. - IV(4th)

Objective: The course aims to provide knowledge of the various provisions of incometax law in India and enable the learners to apply such provisions to compute total income and tax liability of individuals and HUFs. It also aims to enable learners to understand the provisions relating to filing of return of income.

Learning Outcomes: After the completion of the course, the learners will be able to:

- 1. Comprehend the concepts of taxation, including assessment year, previous year, assesses, person, income, total income, agricultural income and determine the residential status of persons;
- 2. Compute income under different heads, applying the charging provisions, deeming provisions, exemptions and deductions;
- 3. Apply the clubbing provisions and provisions relating to set-off and carry forward of losses to determine the gross total income;
- 4. Calculate the tax liability of an individual and HUF as well as deductions from gross total income and determine the total income of an individual and HUF;
- 5. Comprehend the provisions relating to filing of return of income.

COURSE CONTENTS

Units	Details of Subject	Full Marks	Credits	No. of Lectures
UNIT - 1	Basic Concepts Tax: concept, types – direct and indirect; canons of taxation; Direct Tax: Need, features and basis of charges. Income Tax (as per Income Tax Act 1961 and amendments): Basic Concepts; Residential status; Scope of Total Income, Heads of Income; Income which do not form a part of Total Income; Agriculture Income and its taxability.	75+25	4	10
UNIT- 2	Income from Salary and House Property: (a) Meaning of salary, Basis of charge, conditions of chargeability, Allowances, Perquisites, Deductions and exemptions, Computation of taxable Income from Salary. (b) Income from house property Basis of charge, Determinants of Annual Value, Deductions and exemptions,	ि		15

	computation of taxable income House Property.		
UNIT- 3	Profits and gains from business or profession, capital gains and income from other sources: (a) Meaning of business income, methods of accounting, Deductions and Disallowances		15
	under the Act, Computation of presumptive income under Income-tax Act, Computation of taxable income from Business and profession. (b) Meaning of Capital Asset, Basis of		
	Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain. (c) Income from Other Sources Basis of	Ha Pa	
	charge - Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc., Permissible deductions, impermissible deductions.	So Taring	10
UNIT- 4	Computation of Total income and Tax Liability of individual and HUF: Income of other persons included in assessee's total income, Aggregation of income and set-off		10
7	and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total income and tax liability of individuals and HUF.	11/4	
UNIT - 5	Preparation of Return of Income: Filing of returns: Manually and on-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory on-line filing of returns for specified assesses	OHO	10
	40	2	

Practical Exercises: The learners are required to:

- 1. Identify five individuals above the age of 18 years without PAN Card. Educate them about the relevance of getting a PAN card issued from IT Department of India and help them fill the online application form for generating their PAN Card. Also, educate them about the significance of filing return and help them fill the same online. Prepare and present a report of the key learnings from the exercise;
- 2. File Income-tax return of individuals and HUF;
- 3. Compute income under different heads, total income, and tax liability of an individual and HUF;
- 4. Apply for TAN for a firm and file its TDS return;
- 5. Visit the website of Income Tax Department, Government of India and fill the various online ITR forms with hypothetical data.

Suggested Readings:

SBD Publication, Agra Jain R.K. Income Tax Law and Practice Ahuja, G., & Gupta, R. (2020). Simplified Approach to Income Tax. New Delhi: Flair Publications Pvt. Ltd. Singhania, V. K., & Singhania, M. (2020). Student's Guide to Income Tax including GST-Problems & Solutions. New Delhi: Taxmann Publications Pvt. Ltd. Study material of ICAI Intermediate Paper 4A: Income-tax Law.

Note: Learners are advised to use latest edition of text books

(MAJOR - 8) B.Com. Sem. - IV (4th)

Objective: The course aims to familiarize the learners with the basic statistical tools used to summarize and analyze quantitative information for business decision making. **Learning Outcomes:** After completion of the course, learners will be able to:

- 1. Apply a basic knowledge of statistics to business disciplines;
- 2. Develop the ability to analyze and interpret data to provide meaningful information to assist in management decision making activities;
- 3. Apply appropriate graphical and numerical descriptive statistics for different types of data;
- 4. Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context;
- 5. Explain and interpret a variety of hypothesis tests to aid decision making in a business context;
- 6. Use simple/multiple regression models to analyze the underlying relationships between the variables.

COURSE CONTENTS:

Details of Subject	Full Marks	Credit	No. of Lectures:60
Statistical Data and Descriptive Statistics Nature and classification of data – Univariate, bivariate and multivariate data; time-series and cross-sectional data. Measures of Central Tendency (a) Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean Merits and Demerits and applications of mathematical averages (b) Positional Averages including Mode and Median (and other partition values – quartiles, deciles, and percentiles) with graphic presentation. Merits and demerits of positional averages. Measures of Dispersion: absolute and relative. Range, quartile deviation, mean deviation, standard deviation, and their coefficients; Properties of standard deviation/variance. Moments:	75+25	4	10
	Statistical Data and Descriptive Statistics Nature and classification of data – Univariate, bivariate and multivariate data; time-series and cross-sectional data. Measures of Central Tendency (a) Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean Merits and Demerits and applications of mathematical averages (b) Positional Averages including Mode and Median (and other partition values – quartiles, deciles, and percentiles) with graphic presentation. Merits and demerits of positional averages. Measures of Dispersion: absolute and relative. Range, quartile deviation, mean deviation, standard deviation, and their coefficients; Properties	Statistical Data and Descriptive Statistics Nature and classification of data – Univariate, bivariate and multivariate data; time-series and cross-sectional data. Measures of Central Tendency (a) Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean Merits and Demerits and applications of mathematical averages (b) Positional Averages including Mode and Median (and other partition values – quartiles, deciles, and percentiles) with graphic presentation. Merits and demerits of positional averages. Measures of Dispersion: absolute and relative. Range, quartile deviation, mean deviation, standard deviation, and their coefficients; Properties of standard deviation/variance. Moments:	Statistical Data and Descriptive Statistics Nature and classification of data – Univariate, bivariate and multivariate data; time-series and cross-sectional data. Measures of Central Tendency (a) Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean Merits and Demerits and applications of mathematical averages (b) Positional Averages including Mode and Median (and other partition values - quartiles, deciles, and percentiles) with graphic presentation. Merits and demerits of positional averages. Measures of Dispersion: absolute and relative. Range, quartile deviation, mean deviation, standard deviation, and their coefficients; Properties of standard deviation/variance. Moments:

	Meaning and Measurement (Karl Pearson and Bowley's measures); Kurtosis.	
UNIT - 2	Probability and Probability Distributions	
ONII - Z	Theory and approaches of probability.	
	Probability Theorems: Addition and	
	Multiplication (Proof not required).	15
	Conditional probability and Bayes' Theorem	
	(Proof not required). Expectation and variance of a random variable. Business	
	Applications. Probability distributions: (a)	
	Binomial distribution: Probability	
	distribution function, Constants, Shape,	
	Fitting of binomial distribution. (b) Poisson	
	distribution: Probability function (including	7
	Poisson approximation to binomial	
	distribution), Constants, Fitting of Poisson	
	distribution. (c) Normal distribution:	
	Properties of Normal curve and computation of Probabilities and applications	
UNIT - 3	Simple Correlation and Regression Analysis	
ONII - 3	Correlation Analysis: Meaning and types of	
	Correlation; Correlation Vs Causation;	15
	Pearson's coefficient of correlation:	13
	computation and properties (proofs not	
	r <mark>eq</mark> uired). Probable and standard errors;	
	Rank correlation. Regression Analysis:	1
	Principle of least squares and regression	15
	lines; Regression equations and estimation;	
	Properties of regression coefficients; Relationships between Correlation and	A CONTRACTOR OF THE PARTY OF TH
	Regression coefficients; Standard Error of	
	Estimate.	
UNIT - 4	Index Number Meaning and uses of index	
	numbers; Construction of Index numbers:	
	fixed and chain base, univariate and	
	composite; Methods of constructing Index	15
	numbers: Aggregates and average of	
	relatives - simple and weighted. Tests of	
	adequacy of index numbers; Base shifting, splicing and deflating; Problems in the	
	construction of index numbers.	
	Construction and Utility of Consumer Price	
	Indices; BSE SENSEX, and NSE NIFTY.	
UNIT - 5	Time Series Analysis Time Series Data;	
	Components of time series; Additive and	
	Multiplicative models. Trend analysis;	
	Fitting of trend line using principle of least	
	squares – linear, second degree parabola	
	and exponential; Shifting of Origin and	

FYUGP NEP 2020 COMMERCE SYLLABUS 2022 ONWARDS- BBMK UNIVERSITY(DHANBAD)

Conversion of annual linear trend equation	10
to quarterly/monthly basis and vice-versa;	
Moving averages. Seasonal variations-	
Calculation of Seasonal Indices using	
Simple averages, Ratioto-trend and Ratio-	
to-moving averages methods; Uses of	
Seasonal Indices.	

- Suggested Books for Reading:
- Gupta B.N. Business Statistics, SBPD Pub. Agra
- ❖ Gupta Dr. S.P. Statistical Methods Sultan Chand & Sons

List of Papers under Minor in Discipline Course

FYUGP in Commerce (Session: From: 2022-23)

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	(MNA-I)	Banking(MNB-I)	Communication			
	(E		(MNC-I)			
Sem: III	Business Tax Procedure	Industrial Economics	Advertisement			
100	and Management	(MNB-II)	Management Management			
	(MNA-II)		(MNC-II)			
Sem: V	Principles of	Fun <mark>dam</mark> ental of Law	Fundamental of Investment			
	Management	(MNB-III)	(MNC-III)			
	(MNA-III)	The ZP	9/ 7/			
Sem: VII	Digital Marketing	Consumer Affairs	E.Business			
	(MNA-IV)	(MNB-IV)	(MNC-IV)			
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Minor Papers From Discipline

Students have choices for study the one Group out of the following three Groups which will be continue in coming semester.

GROUP- A	GROUP- B	GROUP- C
1.Micro Economics 2.Business Tax Procedure and Management 3.Principles of Management 4.Digital Marketing	1.Applied Money and Banking: 2.Industrial Economics 3.Fundamental of Law 4.Cnsumer Affairs	1.Business Letters and Communication 2.Advertisement Management 3.Fundamental of Investment 4. E. Business

GROUP- A

1. Micro Economics

UNIT - I

Introduction: Importance, Definition Scope and limitations of Microeconomics, Features of Micro and Macro economics Analysis, Approaches to Economic Analysis. Objectives of Firm.

UNIT - II

Theory of Consumer Behavior: Utility Analysis: Cardinal Utility Theory, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer Equilibrium. Ordinal Utility Theory: Indifference Curve Analysis, Consumer's Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods. Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve. Consumer Surplus.

UNIT - III

Supply and Demand Analysis: Concept of Demand and factors of demand, Law of Demand, Elasticity of Demand, Price, Income and Cross Elasticity. Degree of Elasticity. Methods of Measuring Elasticity are of Demand: Point, Arc and Outlay Methods. Law of Supply, Movement and Shifts in Supply Curves. Elasticity of Supply, Determinants of Supply. Derivation of Supply curve.

UNIT - IV

Theory of Production: Concept of Production. Production Functions: Linear and Non – Linear Homogeneous Production Functions. Isoquants. Scale of Production. Returns to Scale. Law of Variable Proportions and Variable Returns to Scale. Economies of Scale and Scope. Limitations of Production Function Analysis. Production Surplus.

UNIT- V

Production Costs: Concepts and Types: Money, Accounting, Real and Opportunity Cost, Implicit and Explicit, Short Run, Long Run, Fixed and Variable Costs. Concepts of Total, Average and Marginal costs. Derivation of Long run Average and Marginal Cost Curves. Relationship between Average and Marginal Costs Curves in Short run and Long run. References: (Lectures- 12)

M L Seth : Micro Economics
 M L Jhingoan : Micro Economics

3. H L Ahuja: : Modern Micro Economics4. Koutsainies; : Modern Micro Economics

5. Salvatore: Micro economics

7. Schaum Series: Micro economics

8. Pyndick: Micro economics

2. Business Tax Procedure and Management

To provide basic knowledge of business tax procedures and management under different provisions of the Income tax.

Unit 1:

Concept of Direct and Indirect Tax, Outline view of various heads of Income for the purpose of imposition of Taxes, Previous Year, Financial Year, Accounting Year and Assessment Year, Calculation of Previous, and Assessment Year from Financial Year.

Unit 2: Advance payment of tax; Tax deduction/collection at source, documentation, returns, certificates; Interest payable by Assessee / Government; Collection and recovery of tax

Unit 3:

Assessment, re-assessment, rectification of mistakes; Appeals and revisions - Preparation and filing of appeals with appellate authorities; - Drafting of appeal; statement of facts and statement of law Penalties and prosecutions, Settlement Commission, Search, seizure and survey

Unit 4:

Transactions with persons located in notified jurisdictional area; General anti-avoidance rule, Tax clearance certificate; Securities transaction tax

Unit 5:Information Technology and Tax administration, TAN (Tax Deduction and Collection Account Number), TIN (Tax Information Network), e-TDS/e-TCS

Suggested Readings:

- 1. Singhania, Vinod K. and Monica Singhania. Corporate Tax Planning and Business Tax Procedures. Taxmann Publications Pvt. Ltd., New Delhi.
- 2. Ahuja, Girish, and Ravi Gupta. Corporate Tax Planning and Management. Bharat Law House, Delhi.
- 3. Singhania, Vinod K. and Kapil Singhania. TDS on CD. Taxmann Publications Pvt. Ltd., New Delhi.
- 4. Bajpai, Om Shanker. Search, Seizure and Survey. Taxmann Publications Pvt. Ltd., New Delhi.
- 5. Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.
- Ahuja, Girish. and Gupta, Ravi Systematic Approach to Income Tax. Bharat Law House, Delhi.

7. Akhileshwar Pathak and Savan Godiawala, Business Taxation, McGraw Hill Education

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

3. Principles of Management

Unit I:

Introduction: Definition – Importance – Nature and Scope of Management – Process of Management - Role and functions of Managers - Levels of Management Scientific Management Contributions to Management by different Schools of thought.

Unit II:

Planning: Nature, Importance, Types of Planning, Steps in planning - Objectives of Planning - Policies - Decision making Process-Types of Decisions. HRM- Meaning, - Nature and scope of HRM.

Unit III:

Organization: Meaning and Types of organizations - Principles - Formal and Informal organization - Organization Structure - Span of Control - Departmentalization - Basis - Meaning and Importance of Departmentalization. Policies - Meaning and Types - Procedures - Forecasting.

Unit IV:

Authority and Responsibility Authority: Definition – Sources – Limitations – Difference between Authority and Responsibility – Delegation of Authority – Meaning – Principles and importance – Centralization Vs Decentralization- Leadership & Communication Unit V:

Direction Co-ordination & Control Direction – Nature - Purpose, Co-ordination – Need – Types and Techniques – Requisites for Excellent Co-ordination. Controlling – Meaning – Importance – Control Process.

Suggested Books for Readings:

- 1. N.V..S.Raju. Fundamentals of Management CENGAGE, New Delhi.
- 2. James Campbell Quick, Dbra L.nelson, Preetam Khandelwal CENGAGE, New Delhi.
- 3. Gupta, C.B. Management Theory & Practice, Sulthan Chand & Sons, New Delhi.
- 4. Prasad, L.M. Principles & Practice of Management, Sultan Chand & Sons, New Delhi.

4. Digital Marketing

Unit- 1 Introduction to Digital Marketing: Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing, E Commerce, Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation.

Unit-2 Search Engine Optimization (SEO): On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns. Social Media Optimization (SMO): Introduction to Social Media Marketing, Advanced Facebook Marketing,

Unit-3 Word press Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, social media Analytical Tools. Search Engine Marketing: Meaning and Use of Search Engine Marketing, Tools used — Pay Per Click, Google Adwords, Display Advertising Techniques, Report Generation

Unit- 4: Website Traffic Analysis, Affiliate Marketing and Ad Designing: Google Analytics, Online Reputation Management, Email Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing.

GROUP - B

1. Applied Money and Banking

Unit-I: Money - An introduction, definition and classification of money, function and importance of money in capitalism, socialism & Mixed economy, merits & demerits of money.

Unit-II: Monetary Standard, Value of money – The supply and demand theory of money, Quantity theory of Money, Income theory of money.

Unit-III: Inflation, Deflation & Reflation - Causes and effects on different classes of people, Money Market

Unit-IV: Foreign Exchange – Determination of rate of Exchange, a brief outline of purchasing power Parity Theory (PPP), Gold Standard, Break down of Gold Standard.

Unit-V: International Monetary Fund – its working & present position, Balance of Payment, Free Trade Vs. Protection.

Suggested Readings:

- 1.M.Y. Khan Indian Financial System, T.M.H. New Delhi.
- 2.Dr. Harish chandra Sharma Money & Banking, SBPD Publications.
- 3. Suraj B. Gupta Monetary Economics, S. Chand Publications.
- 4. H.L Ahuja Monetary Economics, S.Chand Publications.

2. Industrial Economics

UNIT: 1: Introduction: Meaning, Scope and Importance of Industrial Economics. Concepts of The Following: - Plant, Firm and Industry - Market, Market Structure, Public and Private Sector Industries, Role, problems and future of public sector industries in India.

UNIT 2: Industrial Combinations: Concept, causes, mergers and amalgamations, Effects of mergers and amalgamation on Industries. Industrial monopoly: Concept and control of monopolies. Industrial Laws: The Industrial Disputes Act, 1947. The Minimum Wage Act, 1948. The Employees State Insurance Act, 1948, The Factories Act, 1948

UNIT: 3: Nature of Goods: Final goods and intermediate goods, Gross Domestic Product - National Income, Methods of measuring national income, Inflation-causes and effects - Measures to control inflation.

UNIT:4: Industrial financing, Resources of Finance - Bonds and shares, New issues Market, Process/ Steps of Floating of New Issues, Demat account and Trading account - SENSEX and NIFTY.

UNIT:5: Theories of Industrial Location, Alfred Weber's Theory of Industrial Location, General Determinants of Industrial Location,

UNIT:6: Industrial Policy in India – Progress since 1991, Developments in Industrial Policy – Special Economic Zones, 'Make in India', Public Private Partnership.

3. Fundamental of Law

UNIT- 1

Constitution: Introduction to the Constitution and Preamble to the Constitution of India, Constituent Assembly and the Passing of the Constitution, Ownership: Concept: Kinds of ownership, Difference between possession and ownership, Property: Concept, Kinds of property, Obligation: Nature and kinds, Sources of obligation, Legal Rights: Concept, Rights kinds and Right duty correlation,

UNIT - 2 Consumer Protection Act, 1986: Introduction, Structure of Consumer Forum-National, State and District Forum. Who is a 'consumer' under CPA? What are their rights? What are 'Services' under CPA?

UNIT - 3 Motor Vehicles Act, 1988: Introduction, Insurance of Motor Vehicles against First and third party risks, Offences, Penalties and Procedures,

UNIT - 4 Indian Contract Act, 1872: Contract: Meaning, Nature and Types, Major Definitions under Indian Contract: Agreement, Void and Voidable Agreement, Formation of an Agreement: (Ss. 2-10)

UNIT - 5 Intention to create legal relationship: Proposal and Acceptance: Definition and its elements, Essential Elements of a valid contract, Revocation: Mode of Revocation of Offer Special Situations: (Ss. 2-10)

4. Consumer Affairs

Objective: This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Unit 1 - Introduction: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

Unit 2 - The Consumer Protection Law in India: Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, and restrictive trade practice.

Unit 3 - Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law. Unit 4 - Grievance Redressal Mechanism under the Indian Consumer Protection Law, Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical

Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

- **Unit 5** Role of Industry Regulators in Consumer Protection, (i) Banking: RBI and Banking Ombudsman (ii) Insurance: IRDA and Insurance Ombudsman (iii) Telecommunication: TRAI iv. Food Products: FSSAI v. Electricity Supply: Electricity Regulatory Commission vi. Real Estate Regulatory Authority
- **Unit 6** Contemporary Issues in Consumer Affairs: Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings. Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking,
- 1.Choudhary, Ram Naresh Prasad (2005).
- 2.Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd.
- 3. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, Regal Publications
- 4. Suresh Misra and SapnaChadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi
- 5. Raj<mark>yalaxm</mark>iRao (2012), Consumer is King, Universal Law Publishing Company
- 6. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books.
- 7. E-books: www.consumereducation.in 8. Empowering Consumers e-book, 9.ebook, www.consumer affairs.nic.in 10. The Consumer Protection Act, 1986

GROUP - C

1. Business Letters and Communication

UNIT-I: Letter Writing: Structure, Layouts of Business Letter, Principles of Effective Letter Writing, Writing Business Letters: Order, Complain and enquiry letters, Personnel Correspondence: Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation, Letter of Appointment, Promotion and Termination, Letter of Recommendation

UNIT-II: Communication: Meaning, Definition, Importance, Process of communication, Feedback and Global world Impact of technological advancements on Communication, Objectives of Communication: Information. Advice. Order and Instruction. Persuasion, Motivation, Education, Warning. and Boosting the Morale of Employees

UNIT-III: Channels of Communication: Formal and Informal—Vertical. Horizontal. Diagonal Grapevine

UNIT-IV: Methods and Modes of Communication: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication Landline. Wireless and Cellular Phones Communication.

UNIT-V: Problems in Communication / Barriers to Communication: Physical Semantic / language Socio-Cultural Psychological / Barriers Ways to Overcome these Barriers v. Listening, Importance of Listening Skills Cultivating good Listening Skills

2. Advertisement Management

UNIT-I: Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisements, setting advertisement objectives, Advertisement Agencies: selection and remuneration, advertisement campaign, Causes for advertisement failure

UNIT - 2: Message development – different types of advertisements – layout – design appeal –copy structure – advertisement production – print – Radio. T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements.

UNIT-III: Planning for Advertising: Strategic planning - Marketing plan - Advertising objectives - Communication response pyramid - Advertising Department - Organizing for advertising department - Functions of advertising management.

UNIT-IV: Media plan – type and choice criteria – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling.

UNIT-V: Economic Effects of Advertising: Explicit role of advertising - Indirect role of Advertising - Economic effects - Social Effects of Advertising and Benefits of Advertising - Impact of Advertisements on Targeting group,

3. FUNDAMENTALS OF INVESTMENT

ESTD: 2017

Unit 1:

Investment: Investment Environment, 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.

Unit 2:

Fixed Income Securities: Bond features, types of bonds, estimating bond yields, Bond Valuation types of bond risks and credit rating.

Unit 3:

Approaches to Equity Analysis: Introductions to Fundamental Analysis, Technical Analysis, dividend capitalization models, and price-earnings multiple approach to equity valuation.

Unit 4:

Portfolio: Meaning, Diversification, Portfolio Risk and Return; Mutual Funds; Introduction to Financial Derivatives; Financial Derivatives Markets in India

Unit 5:

Investors: Investor Protection, Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' awareness and activism

Suggested Books Readings:

- 1. C.P. Jones, Investments Analysis and Management, Wiley, 8th ed.
- 2. Fundamental of Investments, SBPD Publication, Agra.0
 Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill
 Education.
- 3. R.P. Rustogi, Fundamentals of Investment, Sultan Chand & Sons, New Delhi.
- 4. N.D. Vohra and B.R. Bagri, Futures and Options, McGraw Hill Education
- 5. Mayo, An Introduction to Investment, Cengage Learning.

4.E. BUSINESS

Course Objective: The basic objectives of this course are to make the familiar to the students in electronic modes of commercial operations. Outcomes: The students will be able: To understand the concept of E-Business and their different types, security aspects of E-Business, Online payment system, Different available marketing technologies, The cyber laws related to E-Business.

Unit I : E-Business Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce B to B etc. Comparison of traditional commerce and e-commerce, E-Commerce business models – major B to B, B to C model, Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model – emerging trends. Advantages / Disadvantages of e-commerce, web auctions, virtual communities, portals, e-business revenue models.

Unit II: Security For E-Business Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol,

Unit III: E-Payments E-payment systems – An overview. B to C payments, B to B payments. Types of E- payment system – Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol

Unit IV: E-Business Marketing Technologies E-Commerce and marketing, B to B and B to C marketing and branding strategies in E - Marketing. Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining

Unit V: Cyber Laws Legal Aspects of E-Business, Internet frauds – Cyber Laws.

Suggested Books:

- 1. M. Suman E Commerce & Accounting, 2017, 10 Edition
- 2. Kalakota Ravi and A. B. Whinston: "Frontiers of Electronic Commerce", Addison .2017
- 3. Watson RT: "Electronic Commerce the strategic perspective." The Dryden press, 2016
- 4. Agarwala K.N and Deeksha Ararwala: "Business on the Net Whats and Hows of ECommerce", 2017
- 5. Agarwala and Agarwala: "Business on the Net Bridge to the online store front," 2017

List of Papers under Multidisciplinary Course ACCOUNTING FOR EVERYONE

Objective: The course aims to help learners coming from non-commerce background to acquire basic knowledge on financial accounting and to impart preliminary skills for recording various kinds of financial transactions.

Learning Outcomes:

After the completion of the course, the learners will be able to:

- 1. Analyze various terms used in accounting;
- 2. Make accounting entries and prepare cash book and other accounts necessary while running a business;
- 3. Prepare profit and loss account and balance sheet;
- 4. Prepare accounts based on accounting software; 5. Analyze information from company's annual report.

COURSE CONTENTS:

Units	Details of Subject	Full Marks	Credit	No. of Lectures:60
UNIT - 1	Introduction to Accounting Accounting – Meaning, Importance and Need, Its objectives and relevance to business establishments and other organisations, and individuals. Accounting information: meaning, users and utilities, sources of accounting information. Some Basic Terms –Transaction, Account, Asset, Liability, Capital, Expenditure & Expense, Income, Revenue, Gain, Profit, Surplus, Loss, Deficit. Debit, Credit, Accounting Year, Financial Year.	75	3	10
UNIT - 2	Transactions and recording of transactions Features of recordable transactions and events, Basis of recording – vouchers and another basis. Recording of transactions: Personal account, Real Account and Nominal Account; Rules for Debit and Credit; Double Entry System, journalizing transactions; Preparation of Ledger, Cash Book including bank transactions and Bank Reconciliation Statement.		A TRENETTY	10
UNIT - 3	Preparation of Financial Statements Fundamental Accounting Equation; Preparation of Trial Balance; Concept of revenue and Capital; Preparation of Trading and Profit & Loss Account, Balance Sheet and Cash Flow Statement manually and using appropriate software.	7		10
UNIT - 4	Computerized Accounting Systems: Computerized Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Cash Flow Statement. Selecting and shutting a Company; Backup and Restore data of a Company.	5		10

(ESTD: 2017)

UNIT - 5	Company Accounts Explanation of certain terms - Public Limited Company, Private Limited Company, Share, Share Capital, Shareholder, Board of Directors, Stock Exchange, Listed Company, Share Price, Sensex - BSE, NSE; Annual report, etc. Contents and disclosures in Annual Report, Company Balance Sheet and Statement of Profit and Loss. Content Analysis based on annual report including textual analysis.			10
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- Practical Exercises:
- The learners are required to: 1. Download annual reports of business Organizations from the websites and go through the contents of the annual report and present the salient features of the annual report using some ratios and content analysis including textual analysis.
- 2. Prepare bank reconciliation statement from the individual pass books.
- 3. Prepare Trading and Profit & Loss Account, Balance Sheet, and Cash Flow Statement collecting necessary data from small business firms.
- 4. Prepare financial statements using appropriate software.

Suggested Readings:

Dr. Ajit Kumar: Introduction of Commerce, SBD Publication Agra

- Hatfield, L. (2019). Accounting Basics. Amazon Digital Services LLC. Horngren, C. T., Sundem, G. L., Elliott, J. A., & Philbrick, D. (2013). Introduction to Financial Accounting. London: Pearson Education.
- Siddiqui, S. A. (2008). Book Keeping & Accountancy. New Delhi: Laxmi Publications Pvt. Ltd.
- Sehgal, D. (2014). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
- Tulsian, P. C. (2007). Financial Accounting. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
- Mukharji, A., & Hanif, M. (2015). Financial Accounting.
 New Delhi: Tata McGraw Hill Publishing Co. Ltd.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
- Mukherjee, S., & Mukherjee, A. K. (2015). Financial Accounting. Oxford: Oxford University Press.
- Jain, S. P., & Narang, K. L. (2014). Financial Accounting. New Delhi: Kalyani Publishers.
- Gupta, R. L., & Radhaswamy, M. (2014). Financial Accounting. New Delhi:

- S. Chand Publishing. Lal, J., & Srivastava, S. (2012). Financial Accounting Text & Problems. Mumbai: Himalaya Publishing House.
- Monga, J. R. (2017). Financial Accounting: Concepts and Applications. New Delhi: Mayur Paperback Publishing.
- Goyal, B. K., & Tiwari, H. N. (2019). Financial Accounting. New Delhi: Taxmann Publication.

Suggested Books for Reading:

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- Unit 1: Introduction to Accounting Accounting Meaning, Importance and Need, Its objectives and relevance to business establishments and other organisations, and individuals. Accounting information: meaning, users and utilities, sources of accounting information. Some Basic Terms – Transaction, Account, Asset, Liability, Capital, Expenditure & Expense, Income, Revenue, Gain, Profit, Surplus, Loss, Deficit. Debit, Credit, Accounting Year, Financial Year.
- Unit 2: Transactions and recording of transactions Features of recordable transactions and events, Basis of recording vouchers and another basis. Recording of transactions: Personal account, Real Account and Nominal Account; Rules for Debit and Credit; Double Entry System, journalizing transactions; Preparation of Ledger, Cash Book including bank transactions and Bank Reconciliation Statement.
- Unit 3: Preparation of Financial Statements Fundamental Accounting Equation; Preparation of Trial Balance; Concept of revenue and Capital; Preparation of Trading and Profit & Loss Account, Balance Sheet and Cash Flow Statement manually and using appropriate software.
- Unit 4: Computerized Accounting Systems Computerized Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Cash Flow Statement. Selecting and shutting a Company; Backup and Restore data of a Company. UGC DOCUMENT ON LOCF COMMERCE 34
- Unit 5: Company Accounts Explanation of certain terms Public Limited Company, Private Limited Company, Share, Share Capital, Shareholder, Board of Directors, Stock Exchange, Listed Company, Share Price, Sensex - BSE, NSE; Annual report, etc. Contents and disclosures in Annual Report, Company Balance Sheet and Statement of Profit and Loss. Content Analysis based on annual report including textual analysis.
- Practical Exercises:
- The learners are required to: 1. Download annual reports of business Organisations from the websites and go through the contents of the annual report and present the salient features of the annual report using some ratios and content analysis including textual analysis.

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- 2. Prepare bank reconciliation statement from the individual pass books.
- 3. Prepare Trading and Profit & Loss Account, Balance Sheet, and Cash Flow Statement collecting necessary data from small business firms.
- 4. Prepare financial statements using appropriate software.
- Suggested Readings:
- Hatfield, L. (2019). Accounting Basics. Amazon Digital Services LLC. Horngren, C. T., Sundem, G. L., Elliott, J. A., & Philbrick, D. (2013). Introduction to Financial Accounting. London: Pearson Education.
- Siddiqui, S. A. (2008). Book Keeping & Accountancy. New Delhi: Laxmi Publications Pvt. Ltd.
- Sehgal, D. (2014). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
- Tulsian, P. C. (2007). Financial Accounting. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
- Mukharji, A., & Hanif, M. (2015). Financial Accounting. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
- Mukherjee, S., & Mukherjee, A. K. (2015). Financial Accounting. Oxford: Oxford University Press.
- Jain, S. P., & Narang, K. L. (2014). Financial Accounting. New Delhi: Kalyani Publishers.
- Gupta, R. L., & Radhaswamy, M. (2014). Financial Accounting. New Delhi:
- S. Chand Publishing. Lal, J., & Srivastava, S. (2012). Financial Accounting Text & Problems. Mumbai: Himalaya Publishing House.
- Monga, J. R. (2017). Financial Accounting: Concepts and Applications. New Delhi: Mayur Paperback Publishing.
- Goyal, B. K., & Tiwari, H. N. (2019). Financial Accounting. New Delhi: Taxmann Publication.
- Note: Learners are advised to use latest edition of text books.

