



# **SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING**

(Deemed to be University)

## **Syllabus for B.Com. (Hons.)**

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### **Objectives of the B.Com.(Hons.) Programme**

1. To impart basic knowledge and skills in all the important subjects in the field of Commerce.
2. To equip the students thoroughly in the field of accounting, finance and taxation.
3. To prepare students for advanced studies in Finance and Management and also professional courses in Accounting, Costing, Financial Analysis, Insurance and Corporate Secretary-ship.
4. To foster ethical and moral values and attitudes for their development as effective personnel for business, industry and the financial services sector.



## **B.Com (Hons) - Programme Outcomes**

At the end of the B.Com (Hons) programme the student will be able to:

1. Define and explain basic and intermediate level concepts in important subjects of Management, Commerce and Accountancy.
2. Solve basic and intermediate level numerical problems in specified topics of accountancy.
3. Understand basic concepts related to company law, banking law, income tax law and selected commercial laws in the Indian context.
4. Analyse simple situations related to management and commerce.
5. Undergo post graduate and professional courses in Management, Commerce and Accountancy.
6. Appreciate the importance of having ethical and moral behaviour in the Management and Commerce profession.
7. Communicate effectively and make presentations.
8. Work in a group and contribute positively towards team work.
9. Exhibit human values in daily professional life.
10. Exhibit socially responsible behaviour in daily professional life.



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## **B.Com.(Hons) Programme Structure**

The B.Com.(Hons) Programme Structure consists of Three Parts.

### **PART-I: LANGUAGES #**

- a) General English – (four papers offered, one each in the first four semesters)
- b) Another Language – (four papers offered, one each in the first four semesters –  
Any one out of: HINDI / SANSKRIT / TELUGU / KANNADA / ADDITIONAL ENGLISH)

### **PART-II: CORE SUBJECTS**

Offered in all the six semesters – Title of the papers are given below in the Scheme of Instruction & Evaluation and the syllabus contents are enclosed.

### **PART-III: AWARENESS COURSE and ENVIRONMENTAL COURSE #**

- a) Awareness Courses – (UAWR) (six papers offered, one each in all the six semesters)
- b) Environmental Courses – (UENT) (two papers offered, one each in the first two semesters)

**# The title of the papers and the syllabus contents of Part-I and Part-III are provided separately.**

**B.Com.(Hons.) SYLLABUS**  
**Scheme of Instruction and Evaluation**  
(Effective 2020/21 batch onwards)

Paper Code	Title of the Paper	Credits	Hours	Modes of Evaluation	Types of Papers	Maximum Marks
<b>Semester I</b>						
UGEN-101	General English-I #	<b>5</b>	5	IE1	T	100
	Another Language-I #	<b>4</b>	4	IE1	T	100
UCOM-101	Business Communication	<b>4</b>	4	IE1	T	100
UCOM-102	Financial Accounting-I	<b>4</b>	4	IE1	T	100
UCOM-103	Business Economics	<b>4</b>	4	IE1	T	100
UCOM-104	Introduction to Quantitative Techniques	<b>Non-credit</b>	2	-	T	-
UCOM-105	Introduction to Computers	<b>Non-credit</b>	1	-	P	-
UAWR-100	Awareness Course-I: Education for Transformation (Based on Life and Teachings of Bhagawan Baba)	<b>2</b>	2	I	T	50
UENT-101	Environment-I ##	<b>2</b>	2	I	T	75
		<b>25 credits</b>	<b>28 hours</b>			<b>625 marks</b>
<b>Semester II</b>						
UGEN-201	General English-II #	<b>5</b>	5	IE1	T	100
	Another Language-II #	<b>4</b>	4	IE1	T	100
UCOM-201	Principles of Management	<b>4</b>	4	IE1	T	100
UCOM-202	Financial Accounting-II	<b>4</b>	4	IE1	T	100
UCOM-203	Business Environment	<b>4</b>	4	IE1	T	100
UCOM-204	Quantitative Techniques-I	<b>2</b>	3	IE1	T	50
UCOM-205	Computer Practicals - I (Word Processing and Presentation software)	<b>1</b>	2	I	P	50
UAWR-200	Awareness Course-II: Unity of Religions	<b>2</b>	2	I	T	50
UENT-201	Environment-II ##	<b>2</b>	2	I	T	75
		<b>28 credits</b>	<b>30 hours</b>			<b>725 marks</b>

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Paper Code	Title of the Paper	Credits	Hours	Modes of Evaluation	Types of Papers	Maximum Marks
<b>Semester III</b>						
UGEN-301	General English-III #	<b>5</b>	5	IE1	T	100
	Another Language-III #	<b>4</b>	4	IE1	T	100
UCOM-301	Company Law	<b>4</b>	4	IE1	T	100
UCOM-302	Corporate Accounting	<b>4</b>	4	IE1	T	100
UCOM-303	International Business	<b>4</b>	4	IE1	T	100
UCOM-304	Quantitative Techniques-II	<b>2</b>	3	IE1	T	50
UCOM-305	Computer Practicals - II (Accounting Package)	<b>1</b>	2	I	P	50
UCOM-306	Commerce Workshop – I : Communication and Team Building Skills	<b>Non- credit</b>	2	-	T	-
UAWR-300	Awareness Course-III: Ethos and Values for the Changing World	<b>2</b>	2	I	T	50
		<b>26 credits</b>	<b>30 hours</b>			<b>650 marks</b>
<b>Semester IV</b>						
UGEN-401	General English-IV #	<b>5</b>	5	IE1	T	100
	Another Language-IV #	<b>4</b>	4	IE1	T	100
UCOM-401	Business Statistics	<b>4</b>	4	IE1	T	100
UCOM-402	Accounting for Financial Services	<b>4</b>	4	IE1	T	100
UCOM-403	Elements of Costing	<b>4</b>	4	IE1	T	100
UCOM-404	Computer Practicals-III: (Spreadsheet applications – Foundations)	<b>1</b>	2	I	P	50
UCOM-405	Commerce Workshop – II : Review of Management Literature	<b>Non- credit</b>	2	-	T	-
UAWR-400	Awareness Course-IV: Study of Classics – I: BhagawathVahini	<b>2</b>	2	I	T	50
		<b>24 credits</b>	<b>27 hours</b>			<b>600 marks</b>

Contd...

Paper Code	Title of the Paper	Credits	Hours	Modes of Evaluation	Types of Papers	Maximum Marks
<b>Semester V</b>						
UCOM-501	Elements of Income Tax	5	5	IE1	T	100
UCOM-502	Banking Theory, Law and Practice	5	5	IE1	T	100
UCOM-503	Financial Management	5	5	IE1	T	100
UCOM-504	Elective: Paper I *	5	5	IE1	T	100
UCOM-505	Elective: Paper-II *	5	5	IE1	T	100
UCOM-506	Computer Practicals-IV: (Spreadsheet applications – Advanced)	1	2	I	P	50
UCOM-507	Commerce Workshop – III : Introduction to the Practical World of Business Part -I	<b>Non-credit</b>	2	-	T	-
UAWR-500	Awareness Course-V: Study of Classics – II: Ramakatha Rasavahini	2	2	I	T	50
		<b>28</b> credits	<b>31</b> Hours			<b>600</b> marks
<b>Semester VI</b>						
UCOM-601	Principles of Marketing	5	5	IE1	T	100
UCOM-602	Commercial Law	5	5	IE1	T	100
UCOM-603	Auditing	5	5	IE1	T	100
UCOM-604	Elective: Paper-III *	5	5	IE1	T	100
UCOM-605	Elective: Paper-IV *	5	5	IE1	T	100
UCOM-606	Computer Practicals -V: (Data Analytics) (Optional)	<b>Non-credit</b>	2	-	P	-
UCOM-607	Comprehensive Viva-Voce	1	-	I	V	50
UCOM-608	Commerce Workshop – IV: Introduction to the Practical World of Business Part -II	<b>Non-credit</b>	2	-	T	-
UAWR-600	Awareness Course-VI: Life and its Quest	2	2	I	T	50
		<b>28</b> credits	<b>31</b> Hours			<b>600</b> marks
<b>GRAND TOTAL</b>		<b>159</b> credits	<b>169</b> Hours			<b>3800</b> marks

### ELECTIVES \*

#### Semester V:

E51) Foreign Trade Procedures  
E52) Fundamentals of Insurance  
E53) Methods of Costing  
E54) Advanced Accountancy  
E55) Essentials of Ecommerce

#### Semester VI:

E61) Management of International Business  
E62) Regulation and Management of Insurance  
E63) Management Accounting  
E64) Investment Analysis  
E65) Retail Management

\* Any two out of the five electives (mentioned under semesters V & VI) have to be chosen in the fifth and sixth semesters respectively.

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### Modes of Evaluation

Indicator	Legend
<b>IE1</b>	CIE and ESE ; ESE single evaluation
<b>IE2</b>	CIE and ESE ; ESE double evaluation
<b>I</b>	Continuous Internal Evaluation ( <b>CIE</b> ) only Note: 'I' does not connote 'Internal Examiner'
<b>E</b>	End Semester Examination ( <b>ESE</b> ) only Note: 'E' does not connote 'External Examiner'
<b>E1</b>	ESE single evaluation
<b>E2</b>	ESE double evaluation

Continuous Internal Evaluation (CIE) & End Semester Examination (ESE)

### Types of Papers

Indicator	Legend
<b>T</b>	Theory
<b>P</b>	Practical
<b>V</b>	Viva voce
<b>PW</b>	Project Work
<b>D</b>	Dissertation

PS: Please refer to guidelines for 'Modes of Evaluation for various types of papers', and 'Viva voce nomenclature & scope and constitution of the Viva voce Boards'.



**Course Objective:** To introduce and train students in oral, written and non-verbal communication to help them develop effective business communication skills.

**Course outcomes:** At the end of the course, the student will be able to:

- Outline the importance of communication and the various types and flows of communication in an organization.
- Explain the process of communication, analyse the barriers to effective communication and develop the art of giving and receiving feedback.
- Develop effective listening skills.
- Develop non-verbal communication skills and appropriate body language.
- Compose business letters, emails, memos, SMS and instant messages

<b>I</b>	<b>Introduction to Communication in Organisations</b>	<b>08</b>
	Importance and need for communication	
	Types of communication - Internal, External, Formal and Informal	3
	Communication flows in an organisation (Upward, Downward, horizontal and diagonal)	3
	Challenges in Organisational Communication	1
	Impact of Technology on Communications	1
<b>II</b>	<b>Basics of Communication</b>	<b>05</b>
	Process of Communication	1
	Communication Barriers and overcoming challenges	3
	Feedback types; characteristics of a good feedback	1
<b>III</b>	<b>Listening</b>	<b>08</b>
	Types of Listening	2
	Barriers to listening and overcoming barriers	3
	Real advantages of listening	1
	Differences between effective and ineffective listeners	1
	Building effective listening skills	1
<b>IV</b>	<b>Non-verbal communication</b>	<b>08</b>
	Kinesics	3
	Proxemics, Time Language, Touch and Para language	3
	Using non-verbal communication effectively;	
	Top-ten tips for good body language	2
<b>V</b>	<b>Business Letter Writing</b>	<b>27</b>
	Characteristics of good writing - Right words, better sentences and paragraphs, style and grammar - as applied to business letter writing - Overview only	6
	Parts and format of a business letter - Overview only	1
	Routine or Direct Messages - enquiries, orders, claim, other routine messages	4
	Reply to routine or direct requests	2
	Good news, Thank you and goodwill messages	2
	Persuasive messages	4
	Negative news messages - denials, reminders, ultimatums, etc.	4

## UCOM-101 Contd...

Memos (Circular letters)	1
Electronic messages - emails, IM, Podcasts/vodcasts, Blogs	3
<b>Total Hours</b>	<b>56</b>

### BASIC TEXTS:

1. Hory Sankar Mukerjee, **Business Communication**, Oxford University Press, 2013.
2. ICFAI, **Business Communication**, ICMR, 2003.

### REFERENCES:

1. Raymond V. Lesikar, **Business Communication: Connecting in a Digital World**, McGraw Hill Education, 2017, 13<sup>th</sup> edition.
2. Pillai, R.S.N. and Bhagavathi, **Modern Commercial Correspondence**, S. Chand & Co, 2006.
3. Taylor, **Model Business Letters, Emails and Other Business Documents**, Pearson Education India, 2013, 7<sup>th</sup> edition
4. Korlhall .J.S., and Rajendra Pal, **Essentials of Business Communication**, S. Chand & Co, New Delhi, 2017, 13<sup>th</sup> edition.

**Course Objective:** To provide sound theoretical knowledge of the fundamental principles of financial accounting and their application to business in the backdrop of Indian Accounting Standards.

**Course outcomes:** At the end of the course, the student will be able to:

- Understand the theoretical framework of accounts and the basic principles of accounting.
- Interpret the principles of accounting and record, classify and summarize financial transactions of a business.
- Analyze the accounting aspects related to depreciation of fixed assets and revenue recognition in the backdrop of relevant Indian Accounting Standards.
- Evaluate and accord appropriate treatment to accounting issues concerning partnership firms in the context of admission and retirement of partners.
- Develop the skill of preparing financial statements of sole trading firms incorporating adjustments arising in the conduct of business.

<b>I</b>	<b>FINANCIAL ACCOUNTING</b>	<b>07</b>
	Nature and scope of financial accounting	1
	Principles of financial accounting	2
	Introduction to AS, Ind AS and IFRS	2
	Salient features of AS 9 Revenue recognition	1
	Accounting terminology	1
<b>II</b>	<b>RECTIFICATION OF ERRORS</b>	<b>06</b>
	Trial balance and accounting errors	1
	Rectification of errors and impact on profits	5
<b>III</b>	<b>DEPRECIATION ACCOUNTING</b>	<b>08</b>
	Meaning, terms, causes of depreciation	1
	Factors influencing depreciable amount	1
	Methods of depreciation (theory)	2
	Problems on disposal of assets:	
	Straight line method and reducing balance method	2
	Problems on sinking fund method	1
	Salient features of AS – 6	1
<b>IV</b>	<b>INTRODUCTION TO FINANCIAL STATEMENTS</b>	<b>10</b>
	Trading a/c, Profit & Loss a/c and Balance Sheet	1
	Structure of financial statements – marshalling a balance sheet	1
	Advanced adjustments	4
	Problems	4
<b>V</b>	<b>PARTNERSHIP ACCOUNTS</b>	<b>25</b>
	Computation of profit sharing ratios	1
	Interest on drawings and interest on capital	1
	Past adjustments	1
	Guarantee	1
	Admission of a partner – revaluation of assets and liabilities and treatment of accumulated profits	1
	Treatment of goodwill	3
	Problems on admission	4
	Retirement of partners – special features related to accounting	1
	Problems on retirement	4

## UCOM-102 Contd...

Death of a partner – treatment of life policies and settlement of accounts	2
Problems on death	4
Problems on admission cum retirement	2
<b>Total Hours</b>	<b>56</b>

### BASIC TEXTS:

1. Gupta, R.L. and Radhaswamy, M., **Advanced Accountancy**, Volume I Sultan Chand & Sons, New Delhi, 2013, 17th edition
2. Shukla, Grewal and Gupta, **Advanced Accounting**, S.Chand & Co, New Delhi, 2017, 19th edition

### REFERENCES:

1. ICAI, **Compendium of Statements and Standards of Accounting**, ICAI, New Delhi, May 2019.
2. Rawat D.S, **Students Guide to Accounting Standards**, Taxmann Allied Services (P) Ltd., New Delhi, 35<sup>th</sup> edition, July 2019
3. **Chartered Accountant Journal**

**Course Objective:** To provide an understanding of basic economic concepts and their application to business.

**Course outcomes:** At the end of the course, the student will be able to:

- Explain the basic principles of business economics.
- Understand the economic rationale behind basic business decisions
- Define demand, supply, production, cost and pricing.
- Analyse the various aspects related to demand, supply, production, cost and pricing.
- Apply the concepts of demand analysis and demand forecasting
- Compare and contrast the various types of market structures
- Appreciate the basic principles of business economics.

<b>I</b>	<b>INTRODUCTION: NATURE AND SCOPE OF BUSINESS ECONOMICS</b>	<b>06</b>
	Definition of business economics, characteristics of business economics	1
	Difference between economics and managerial economics.	1
	Scope of business economics	1
	Relationship between managerial economics and other subjects	1
	Basic principles of managerial economics	2
<b>II</b>	<b>DEMAND ANALYSIS AND DEMAND FORECASTING</b>	<b>23</b>
	<u>Demand Determinants: Price and demand</u>	
	Meaning of demand, demand schedule, demand curve,	1
	Law of demand, reasons for law of demand - exceptions to law of demand.	2
	Meaning and types of price elasticity of demand (numerical problems also)	2
	Factors determining price elasticity	2
	Application of the concept of price elasticity	1
	<u>Income and Demand</u>	
	Meaning of income elasticity, types of income elasticity	1
	Income elasticity and business decisions	1
	<u>Price of related goods and Demand</u>	
	Substitutes and cross elasticity of demand	1
	Complementary goods and cross elasticity of demand	1
	<u>Advertising and Demand</u>	
	Advertising elasticity and factors affecting advertising elasticity	2
	<u>Demand forecasting (theory only)</u>	
	Meaning and factors involved in forecasting	1
	Purposes of forecasting	1
	Methods of forecasting –	
	survey method,	1
	Delphi method, collective opinion,	1
	Time series, barometric method, regression method	2
	Controlled experiments, judgmental approach.	1
	Forecasting demand of new products	2
<b>III</b>	<b>PRODUCTION ANALYSIS</b>	<b>07</b>
	Meaning of production function, law of variable proportions.	2

## UCOM-103 Contd...

Isoquants and MRTS	1	
Returns to scale – increasing, constant and decreasing returns	1	
Managerial use of production function	1	
Law of supply, factors influencing supply, exceptions to law of supply, elasticity of supply	2	
<b>IV COST OUTPUT RELATIONSHIP</b>		<b>05</b>
Types of costs.	1	
Cost-output relationship in the short run	1	
Cost output relationship in the long run	1	
Economies and diseconomies of scale	2	
<b>V PRICING ANALYSIS</b>		<b>15</b>
Determinants of price.	1	
Pricing and output determination under perfect competition:		
Characteristics of perfect competition	1	
Time element in perfect competition	1	
Equilibrium of firm in the short period	1	
Equilibrium of firm in the long run	1	
<u>Pricing and output determination under monopoly</u>		
Features of monopoly	1	
Equilibrium of firm and industry in the short period	1	
Equilibrium of firm and industry in the long period	1	
Discriminating monopoly: - definition, classes,	1	
When discrimination is possible, When price discrimination is Profitable	1	
<u>Monopolistic competition</u>		
Definition, features	1	
Equilibrium of the firm in the short run	1	
Equilibrium of the firm in the long run	1	
<u>Oligopoly</u>		
Types and characteristics	1	
Equilibrium of oligopoly firms	1	
<b>Total Hours</b>		<b>56</b>

### BASIC TEXT:

1. Varsheny R.L. and Maheshwari K.L., **Managerial Economics**, Sultan Chand & Sons, 2014, 22nd edition.

### REFERENCES:

1. Douglas E.J. **Managerial Economics: Theory, Practice and Problems**, Prentice Hall, 1983, 2<sup>nd</sup> edition
- 2.. Paul A Samuelson and William D Nordhaus, **Economics**, McGraw Hill, 2019, 20<sup>th</sup> edition SIE
3. ACCA, Economics level I paper 1.3., ACCA Study Pack for students, Nelson Thornes Ltd, 2004, revised edition
4. Dewitt.K.K, Navalur,M.H., **Modern Economic Theory (Theory and Policy)**, S.Chand & Co., New Delhi 1986, 23<sup>rd</sup> edition

**UCOM-104      INTRODUCTION TO QUANTITATIVE      (Non-Credit)**  
**TECHNIQUES**

**Course Objective:** To equip students with basic quantitative and arithmetical skills as a foundation course.

**Course outcomes:** At the end of the course, the student will be able to:

- Define foundational concepts in business mathematics such as interest and percentages.
- Compare and contrast simple interest and compound interest.
- Solve problems that involve application of concepts of interest, ratios and percentages.
- Make use of algebra to solve mathematical problems

I	Simple Interest, Compound Interest, True discount and Banker's discount, Average due date	08
II	Percentage	06
III	Ratio, Proportion and mixture	06
IV	Simple Algebra	08
Total Hours		28

**BASIC TEXT:**

- 1 Agarwal S., **Objective Arithmetic**, Sultan Chand & Sons, New Delhi, 2012

## UCOM-105    INTRODUCTION TO COMPUTERS    Non Credit

**Course Objective:** To familiarise students with an understanding of computers and its practical use and to make students comfortable with the use of word processing application.

**Course outcomes:** At the end of the course, the student will be able to:

- List the basic hardware and software of a computer and explain their features.
- Organize files and folders in the system drive
- Discuss criteria for purchase of computer systems and plan for their maintenance
- Create, design and edit MS Word documents

<b>I</b>	<b>Introduction to computers</b>	<b>05</b>
	Theory and evolution of computers	1
	IP addressing and networking concepts; pinging	1
	Purchasing the right computer	1
	Tips to maintain a computer	1
	Troubleshooting	1
<b>II</b>	<b>Microsoft Word</b>	<b>09</b>
	Creating and saving word files	1
	Font and paragraph format	2
	Inserting equations, hyperlinks, illustrations, bullets, header/footer, page number and text box	2
	Inserting and formatting tables	1
	Working with styles, themes and cover pages	2
	Find and replace	
	Page setup and view	1
<b>Total Hours</b>		<b>14</b>



**Course Objective:** To provide an understanding of the basic principles of management and their application to business.

**Course outcomes:** At the end of the course, the student will be able to:

- Understand the principles of management and management theory.
- Explain and discuss the various concepts of planning, organizing, leading and controlling in management.
- Explain and interpret the management concepts in the context of the definition of MANAGER as given by Bhagavan Baba.
- Design and create a management plan, strategy, structure, and relevant processes for a given business situation.

<b>I</b>	<b>MANAGEMENT AND MANAGERS</b>		<b>04</b>
	Meaning and process of management	1	
	Types of managers and management skills	2	
	Managerial roles	1	
<b>II</b>	<b>EVOLUTION OF MANAGEMENT THEORY</b>		<b>06</b>
	Classical management theories:		
	Forerunners and proponents of scientific management	1	
	Classical organisation theory.	1	
	Behavioural school:		
	-Human relations movement	1	
	-Behavioural science theorists	1	
	Management science school, systems approach, contingency approach	1	
	Current trends	1	
<b>III</b>	<b>PLANNING</b>		<b>15</b>
	Meaning of Vision, Mission and Goals	1	
	Importance of goals	1	
	Meaning and importance of planning,	1	
	Hierarchy of Goals and Plans	1	
	Levels of strategy	1	
	Strategic management process		
	Strategy Formulation:	3	
	SWOT analysis		
	Identification of Corporate strategy		
	Portfolio Strategies: BCG Matrix, GE matrix		
	Michael Porter's Generic Strategies and five forces model		
	Strategy implementation:	5	
	Matching strategy and structure		
	Institutionalizing strategy		
	Operationalising strategy through single use plans and standing plans		
	An overview of techniques of planning - MBO, Forecasting, Benchmarking,		
	Budgets, Scheduling, PERT	1	
	Barriers to effective strategy implementation	1	
<b>IV</b>	<b>ORGANISATIONAL STRUCTURE AND CO-ORDINATION</b>		<b>06</b>
	Organising – meaning and process	1	
	Types of organisational structure – advantages and disadvantages		
	Functional, Divisional, Matrix and Virtual Existence	3	
	Co-ordination – approaches to effective co-ordination	2	
<b>V</b>	<b>AUTHORITY, POWER, DELEGATION AND DECENTRALISATION</b>		<b>06</b>
	Meaning and basis of authority	1	

## UCOM-201 Contd...

	Line and staff authority	1	
	Delegation- meaning, benefits and barriers- effective delegation	2	
	Job design	1	
	Decentralisation	1	
<b>VI</b>	<b>HUMAN RESOURCE MANAGEMENT</b>		<b>07</b>
	Human resource management process	1	
	Human resource planning & recruitment	1	
	Selection – steps in selection process	1	
	Training and development	2	
	Performance appraisal	1	
	Promotions, transfers, and demotions	1	
<b>VII</b>	<b>MOTIVATION AND LEADERSHIP</b>		<b>06</b>
	Meaning of motivation and basic assumptions about motivation	1	
	Theories of motivation – Maslow's Hierarchy of needs, Herzberg's two factor theory, Expectancy theory.	2	
	Meaning of Leadership, Differences between leaders and managers	1	
	Trait approach, Managerial Grid, Transformational Leadership.	2	
<b>VIII</b>	<b>CONTROL</b>		<b>04</b>
	Meaning and Significance of control		
	Control Process	1	
	Types of control	1	
	Designing control systems	1	
	Qualities of an effective control system	1	
<b>IX</b>	<b>VALUES BASED MANAGEMENT</b>		<b>02</b>
	Bhagawan Baba's definition of Manager using the acronym: M.A.N.A.G.E. R	2	
<b>Total Hours</b>			<b>56</b>

**Note:** Relevant case studies on all the above chapters may be dealt with

### BASIC TEXT:

1. Stoner & Freeman, **Management**, Prentice Hall, New Delhi, 2007, 6th Edition.

### REFERENCES:

- 1 Robbins and Coutler, **Management**, Pearson Education, 2019, 14<sup>th</sup> edition
- 2 Harold Koontz, Heinz Weihrich, **Essentials of Management: An International, Innovation and Leadership Perspective**, McGraw Hill Education, 2015, 10th edition.
- 4 S.A. Sherlekar, **Management**, Himalaya Publishing House, 2014
- 5 Edwin B Flippo, **Personnel Management**, McGraw Hill, 2016
- 6 **Man Management: A Values-based management perspective**, (Inspired by Sathya Sai Baba), Sri Sathya Sai Students and Staff Welfare Society, 2009
- 7 Peter Pruzan and K P Mikkelsen, **Leading with Wisdom**, Routledge, 2007, 1<sup>st</sup> edition
- 8 Marcus Buckingham and Curt Coffman, **First Break All the Rules: What the World's Greatest Managers Do Differently**, Brilliance Audio, 2016
- 9 Richard L Daft., **Management**, Cengage Learning, 2013, 11<sup>th</sup> edition
- 10 Journals - **Business Today**, **Business World**, **Business India**.

**Course Objective:** To provide sound theoretical knowledge of the fundamental principles of financial accounting and their application to business and non-business situations in the backdrop of Indian Accounting Standards.

**Course outcomes:** At the end of the course, the student will be able to:

- Understand the accounting methods used in special business arrangements like consignment transactions and royalties.
- Apply the principles of accounting to special organisations like non-trading concerns.
- Evaluate and accord appropriate treatment to accounting issues arising out of dissolution of partnership firms.
- Develop the skill of preparing financial statements from incomplete accounting records.

<b>I</b>	<b>DISSOLUTION OF A PARTNERSHIP FIRM</b>	<b>18</b>
	Meaning of dissolution of firm, journal entries	1
	Distribution sequence – firm debts Vs private debts	1
	Simple dissolution	3
	Garner vs Murray rule – applicability in India	1
	Insolvency	4
	Piece-meal distribution – proportionate capital method and	5
	Maximum loss method	3
<b>II</b>	<b>ACCOUNTING FROM INCOMPLETE RECORDS</b>	<b>10</b>
	Features of single entry, net worth method	1
	Preparation of debtors account, creditors account, bills receivable account, bills payable account, cash and bank account, statement of affairs	1
	Conversion of single entry into double entry – problems	8
<b>III</b>	<b>ROYALTIES</b>	<b>10</b>
	Meaning and nature, terms	1
	Journal entries in books of lessor and lessee	1
	Simple royalty problems	4
	Sub-lease – problems	4
<b>IV</b>	<b>CONSIGNMENT ACCOUNTS</b>	<b>08</b>
	Nature of transactions, journal entries in books of consignor and consignee	1
	Valuation of closing stock	1
	Normal loss and abnormal loss treatment	1
	Problems	5
<b>V</b>	<b>ACCOUNTING FOR NON-PROFIT ORGANISATIONS</b>	<b>10</b>
	Features of receipts and payments account and income and expenditure account	1
	Important items in case of non-trading concerns – their treatment	1

## UCOM-202 Contd...

Comprehensive problems on Receipts and Payments Account,  
Income and Expenditure account and Balance sheet.

8

**Total hours**

**56**

### **BASIC TEXT:**

1. Gupta, R.L., and Radhaswamy, M. **Advanced Accountancy** - volume I, Sultan Chand & Sons, New Delhi, 2013, 17th edition
2. Shukla, Grewal & Gupta, **Advanced Accountancy**, S. Chand & Co, New Delhi, 2019, 19th edition.

### **REFERENCES:**

1. ICAI, **Compendium of Statements and Standards of Accounting**, ICAI, New Delhi, May 2019
2. Rawat D.S, **Students Guide to Accounting Standards**, Taxmann Allied Services Pvt Ltd., New Delhi, 35<sup>th</sup> edition, July 2019.
3. **Chartered Accountant Journal**

**Course Objective:** To acquaint the students with basic concepts of macro-economic theory and the business environment in India, both economic as well as technological.

**Course outcomes:** At the end of the course, the student will be able to:

- Identify the different aspects of Business environment
- Illustrate the role of various sectors of the economy in nation building
- Understand the major problems faced by the Indian economy.
- Outline the role of technology in modern business
- Understand the types of e-commerce and unique features of e-commerce technology
- Apply the understanding of technology in various functions/activities of the organisation

#### **A: ECONOMIC ENVIRONMENT**

<b>I</b>	<b>INDIAN MACRO-ENVIRONMENT</b>	<b>09</b>
	Economic /Commercial environment	1
	Industrial /Business environment	1
	Political environment	1
	Social environment	1
	Legal environment: Regulation, SROs, role of Government	1
	Overview of Fiscal Policy	1
	Overview of Monetary Policy	2
	Economic and non-economic environment - the interaction matrix	1
<b>II</b>	<b>INDIAN ECONOMIC AND TRADE POLICIES</b>	<b>04</b>
	Evolution of economic policies	2
	Latest industrial policy: features	1
	Latest EXIM policy: features	1
<b>III</b>	<b>FOREIGN TRADE OF INDIA AND BALANCE OF PAYMENTS</b>	<b>06</b>
	Evolution of foreign trade for India	1
	Composition of India's foreign trade: Size, Nature, Bi-direction	1
	EXIM promotion measures: New Business, the role of Government	2
	FDI, Portfolio Investment, and the NRI factor	1
	Balance of payments: past, trends, course correction measures	1
<b>IV</b>	<b>DEVELOPMENT ECONOMICS</b>	<b>06</b>
	Inflation: meaning, types, causes, measures to control	2
	Unemployment: types of unemployment, causes and remedies	2
	Poverty: causes and remedial measures	2

## UCOM-203 Contd...

<b>V</b>	<b>INDIAN ECONOMY TODAY</b>	<b>06</b>
	Role of Agriculture	1
	Role of MSMEs	1
	Role of Large Industries	1
	Role of infrastructure	1
	Role of Tertiary /Services sector in Indian Economy	2
	<b>PART B: TECHNOLOGICAL ENVIRONMENT</b>	
<b>I</b>	<b>ICT INFRASTRUCTURE</b>	<b>07</b>
	The internet: Key technology concepts - Packet switching, protocols, client-server computing, utility programs, cloud computing	3
	The internet backbone - Network architecture, types of network, last mile connectivity, current developments and future of internet	2
	The Web - Markup languages, web browsers, features and services, web servers and clients	2
<b>II</b>	<b>SECURITY IN E-TRANSACTION</b>	<b>07</b>
	Security threats – types	3
	Technology solutions: Protecting internet communications – Private key and public key encryption	1
	Technology solutions: Securing channels of communication and protecting networks – Digital certification, VPN, firewalls and proxy servers	2
	Technology solutions: Protecting servers and clients	1
<b>III</b>	<b>APPLICATIONS OF TECHNOLOGY</b>	<b>11</b>
	E-payment systems: Types - Cards, interbank transfers (NEFT /RTGS /ECS/ UPI), digital wallets, cryptocurrencies	2
	Introduction to: E-marketing, e-CRM	2
	Introduction to: E-procurement, e-distribution, e-SCM, b2b marketplaces	3
	Introduction to: E-contracting, e-tendering, e-governance	2
	Introduction to: Online retail and services – types and examples	2
	<b>Total hours</b>	<b>56</b>

### BASIC TEXT:

1. Adhikary, M., **Economic Environment of Business**, Sultan Chand and Sons, New Delhi, 1997, 7th edition.
2. Kenneth C. Laudon Carol Guercio Traver, **E-commerce, business, technology, society**, Pearson, 2017, 13th edition.
3. Gary P. Schneider **Electronic commerce**, Cengage learning, 2011, 9th edition.

## UCOM-203 Contd...

### REFERENCES:

1. Mukherjee, S. **Economic Environment of Business**, New Central Book Agency, Calcutta, 2014, 1<sup>st</sup> edition
2. A N Agarwal & M K Agarwal **Indian Economy: Problems of Development and Planning**, New Age International Pvt Ltd, 2016, 41<sup>st</sup> edition.
3. Ashwani Mahajan, Gaurav Datt , Datt & Sundaram, **Indian Economy**, S Chand Publishing, 2016, 72<sup>nd</sup> edition
4. Uma Kapila (Ed), **Indian Economy since Independence**, Academic Foundation, New Delhi, 28th edition
5. Rangarajan. C, **Perspectives on Indian Economy: A Collection of Essays**, UBSPD, New Delhi, 2000
6. Bhaskar, **Electronic Commerce: Framework, Technologies, and Applications**, Tata McGraw Hill Education Private Limited, 2013, 4 edition
7. Sandeep Krishnamurthy, **e-Commerce Management: Text and Cases**, Vikas Publishing House, 2003, 1<sup>st</sup> edition.
8. Kalakota Ravi & Andrew B. Whinstone, **Frontiers of Electronic Commerce**, Pearson Education, 2002, 1<sup>st</sup> edition
9. Kalakota R, **Electronic commerce- a guide for manager**, Pearson Education , 1997, 1st edition
11. S. Jaiswal, **Doing Business on the Internet E-commerce (Electronic Commerce for Business)**, Galgotia Publications, 2013, 5<sup>th</sup> edition
12. P T Joseph, **E-Commerce: An Indian Perspective**, PHI Learning Pvt Ltd, 2015, 5<sup>th</sup> edition

**Course Objective:** To gain knowledge of mathematical concepts and their application to business and economic situations.

**Course outcomes:** At the end of the course, the student will be able to:

- Understand the difference between permutations and combinations by solving problems.
- Define the various types of sets and learn to solve simple problems using set theory.
- Understand the principle of time value of money and its relevance in business, and evaluate, using this principle, simple alternatives in personal finance and business situations.
- Recall the basic rules of trigonometric functions and apply them while solving simple problems.
- Apply concepts in analytical geometry to solve simple business problems such as break-even analysis.
- Solve problems in number series related to simple business settings.

<b>I</b>	<b>PLANE ANALYTICAL GEOMETRY</b> (7 teaching hours+ 3 exercise hours)	<b>10</b>
	Cartesian co-ordinate system – distance between two points – Section formula	2
	Slope of a straight line – equation of a straight line	3
	Point of intersection of two lines – equation of two lines	1
	Applications of equation of a line in business such as demand and supply lines, break - even analysis etc	4
<b>II</b>	<b>ALGEBRA</b> (8 teaching hours+ 3 exercise hours)	<b>11</b>
	Permutations, combinations and binomial theorem	6
	Arithmetic and geometric progressions	5
<b>III</b>	<b>SET THEORY</b> (4 teaching hours+ 2 exercise hours)	<b>06</b>
	Definitions and basic concepts	2
	Operations on sets – De Morgan's laws	2
	Problems	2
<b>IV</b>	<b>TIME VALUE OF MONEY</b> (7 teaching hours+ 3 exercise hours)	<b>10</b>
	Simple and compound interest;	3
	Present value;	1
	Annuities – present value and sum of annuities- deferred annuity	3
	Problems	3
<b>V</b>	<b>TRIGONOMETRY</b> (4 teaching hours+ 1 exercise hours)	<b>05</b>
	Basic rules of trigonometric functions –	
	Trigonometric ratios	1



## UCOM-204 Contd...

Reciprocal relations	1
Quotient relations	1
t-ratios of standard angles and allied angles	1
Problems on applications and uses	1
<b>Total hours (30 teaching hours +12 exercise hours)</b>	<b>42</b>

### BASIC TEXT:

1. Sancheti D.C, and Kapoor V.K., **Business Mathematics**, S. Chand & Co, New Delhi, 1987, 9th edition.

### REFERENCES:

1. Sundersan.V. and Jayaseelan.S. D, **An Introduction to Business Mathematics**, S. Chand & Co, New Delhi, 2003, 5<sup>th</sup> edition
2. ACCA, **Business Maths and Information Technology**, ACCA Study Pack, London, 2<sup>nd</sup> edition, 2004

**UCOM-205                      COMPUTER PRACTICAL - I                      1 Credits**  
**(Word Processing and Presentation software)**

**Course Objective:** To equip students with advanced word processing software skills and to familiarize students with presentation application.

**Course outcomes:** At the end of the course, the student will be able to:

- Recall shortcut keys for various advanced features of MS Word.
- Design and edit Word documents using advanced features.
- Design effective and professional power point presentations

<b>I      Microsoft Word</b>	<b>11</b>
Inserting table of contents, footnotes, citations, bibliography and captions	3
Advanced find and replace	1
Spellcheck, comments and tracking	2
Mail merge	1
Creating business cards and logos	1
Creating newsletters	2
Export from word to PowerPoint	1
<b>II      Microsoft PowerPoint</b>	<b>17</b>
Designing slides and slideshow with animations and transitions	9
Inserting smart art, images, audio and video content	8
Good vs bad presentations	
<b>Total hours</b>	<b>28</b>

**Course Objective:** To provide basic knowledge of the provisions of the Companies Act, 2013, as amended to date along with the relevant case law and secretarial duties regarding the same.

**Course outcomes:** At the end of the course, the student will be able to:

- Define basic terms as per Company's Act 2013
- Explain the process of incorporation of a company
- Identify the steps in issue and allotment of shares as per the Company's Act 2013
- Distinguish the duties of different key management personnel of a company
- Compare the duties of the company secretary before, during and after an AGM.
- Draft the minutes of a meeting given the context of the meeting

<b>I</b>	<b>JOINT STOCK COMPANY</b>	<b>05</b>
	Definition and characteristic features of a company	1
	Advantages of incorporating a company	
	Lifting the corporate veil of the company	2
	Types of companies - Public and private limited company	1
	– privileges of private limited company	
	Conversion of a private limited company into public limited company - Voluntary, statutory- secretarial duties	1
<b>II</b>	<b>COMPANY SECRETARY</b>	<b>04</b>
	Definition, importance, legal position, qualifications	2
	Appointment, rights, duties, liabilities }	2
	Dismissal of a company secretary }	
<b>III</b>	<b>INCORPORATION OF A COMPANY</b>	<b>11</b>
	Promotion, legal position of a promoter – remuneration, duties, preliminary contracts, position of promoter during preliminary contract	2
	Incorporation of a company – memorandum of association – contents and alteration of memorandum of association	2
	Articles of association – contents and alteration –	1
	Memorandum of association vs. Articles of association	
	Legal effects of memorandum of association and articles of association	2
	Doctrine of ultra vires, constructive notice, and indoor management	
	Prospectus – contents – consequences of misstatements in a prospectus	2
	Obtaining certificate of commencement of business –	1
	Secretarial duties involved in the formation of a company	1
<b>IV</b>	<b>ISSUE OF SHARES</b>	<b>09</b>
	Procedure involved in issue of shares: SEBI guidelines	1
	Allotment of shares, legal provisions and procedure of allotment of shares	2
	Secretarial duties;	
	Membership in a company – initiation and cessation of membership, Rights and liabilities of members	2
	Share certificates and share warrant – legal rules, formal procedure and contents, Difference between share certificate and share warrants	2
	Secretarial duties	2

## UCOM-301 Contd...

<b>V</b>	<b>CALLS, FORFEITURES AND TRANSFER OF SHARES</b>	<b>06</b>
	Calls on shares, provisions, procedure- secretarial duties	1
	Forfeiture, provisions and procedure – surrender of shares, secretarial duties	2
	Transfer of shares, provisions, procedures, secretarial duties	2
	Transmission of shares, provisions, procedures, Difference between transfer and transmission of shares, secretarial duties	1
<b>VI</b>	<b>BORROWING POWERS</b>	<b>04</b>
	Mortgages and charges – fixed and floating	2
	Charges, registration of charges	2
	Debentures – secretarial duties relating to issue of debentures	
<b>VII</b>	<b>COMPANY MANAGEMENT</b>	<b>08</b>
	Directors – appointment, position, vacation of office, removal of directors,	3
	Powers, duties and liabilities of directors	3
	Managing director – provisions of Companies Act relating to managing director	1
	Role of independent directors	1
<b>VIII</b>	<b>COMPANY MEETING</b>	<b>09</b>
	Convening and conducting of meeting – notice and agenda, proper authority,	3
	Quorum, chairman of meeting – qualification and duties	1
	Types of meeting and procedures at meetings:	
	- Statutory, annual general and extraordinary meeting	
	- Board of directors meeting and committee meetings	5
	- Procedures at meeting and secretarial duties	
	- Minutes – preparation and approval	
	<b>Total hours</b>	<b>56</b>

### BASIC TEXT:

1. ICSI Study material, **Company Law**, Executive Program, Paper 1, ICSI, 1<sup>st</sup> edition, 2014

### REFERENCES:

1. Majumdar, A.L., and Kapoor, G.K., **Company Law**, Taxmann, Allied Services Private Ltd., New Delhi, 16th edition, 2013
2. Avatar Singh, **Company Law**, Eastern Law Book House, Lucknow, 10th edition, 2019
3. Ramaiah, **Company Law**, Wadhwa Books, 18th edition, 2013
4. [www.sebi.gov.in](http://www.sebi.gov.in)
5. Issues of **Chartered Secretary** journal.

**Course Objective:** To provide knowledge about accounting aspects of corporate activities in conformity with the provisions of the Companies Act, 2013, along with the relevant Indian Accounting Standards.

**Course outcomes:** At the end of the course, the student will be able to:

- Understand the accounting process associated with shares and debentures.
- Apply the principles of accounting to business combinations arising out of amalgamations and absorptions.
- Evaluate and accord appropriate treatment to accounting issues arising out of internal or external reconstruction.
- Develop the basic skills involved in the preparation of financial statements of companies under the Companies Act, 2013.

<b>I. Issue of Shares</b>	<b>11</b>
Issue of Shares at par and premium	5
Forfeiture and Reissue of Shares	2
Buy-back provisions	1
Problems	3
<b>II. Issue and Redemption of Debentures</b>	<b>13</b>
Accounting aspects of issue and entries	1
Redemption – Methods:	
a) Sinking Fund Method-entries	1
- Problems	1
b) Purchase of Own debentures---without sinking fund	
Ex-interest, Cum-interest	1
Sale of own debentures and problems	2
Cancellation of own debentures and problems	2
When sinking fund balance is maintained	
Purchase and Cancellation of own debentures	1
Problems (including interest on own debentures)	2
treatment of discount/premium on issue/redemption	
Problems on treatment of discount/premium on issue	2
<b>III. Issue and Redemption of Preference Shares</b>	<b>05</b>
Issue and Redemption	
Fully out of divisible profits	1
Fully out of fresh issue	1
Partly out of fresh issue and divisible profits	1
Comprehensive Problems	2
<b>VI. Company Final Accounts</b>	<b>10</b>
Statutory Format of Profit and loss A/c and Balance Sheet	1
Adjustments---Dividends, CDT and Bonus issue	1
Taxation-provision for tax, advance tax (excluding MAT credit)	1

## UCOM-302 Contd...

TDS and Deferred tax	1	
Managerial Remuneration	1	
Problems on preparation of final accounts with all the above adjustments	5	
<b>V Amalgamation, Absorption and External Reconstruction</b>		<b>14</b>
Concepts and differences between Amalgamation, Absorption and External Reconstruction	1	
Purchase consideration and calculation methods-- AS-14		
Lump-sum, Net Payment, Net Asset and Ratio of exchange	1	
Accounting treatment in the books of Liquidating Company		
Journal entries and preparation of ledger accounts	2	
Accounting treatment in the books of purchasing company		
Pooling of interest method (merger)	1	
Purchase method	1	
Adjustments -Inter-company Owings and Stock reserve	1	
Problems incorporating all the above adjustments		
Inter-Company holdings	3	
Purchasing company holding in Vendor Company	1	
Vendor company holding in Purchasing Company	1	
Comprehensive problems with all above adjustments (Excluding Cross-holdings)	2	
<b>VI. Internal Reconstruction</b>		<b>03</b>
Accounting treatment with entries	1	
Adjustments	1	
Consolidation of shares		
Split of shares		
Waiver of debenture interest, preference dividend		
Sacrifice of interest by debentures, creditors		
Preference shares, Equity Shareholders		
Problems with revaluation of assets, Writing off losses and intangible assets	1	
<b>Total Hours</b>		<b>56</b>

### Basic Text:

- 1 Gupta R.L. & Radhaswamy M., **Advanced Accountancy Volume – II**, Sultan Chand & Sons., New Delhi, 2014, 17th edition.
- 2 Shukla, Grewal & Gupta, **Advanced Accountancy**, S. Chand & Sons, New Delhi, 2019, 19th edition

### References:

1. Bhushan Kumar Goyal, **Taxmann's Corporate Accounting**, Taxman, 7<sup>th</sup> edition, January 2020
2. ICAI, **Compendium of Statements and Standards of Accounting**, May 2019.
3. Rawat D.S., **Student's guide to Accounting Standards**, Taxmann, Allied services Private Ltd., New Delhi, 35<sup>th</sup> edition, July 2019

**Course Objective:** To provide conceptual knowledge and theoretical background of international business.

**Course outcomes:** At the end of the course, the student will be able to:

- Understand the nature and drivers of globalization
- Outline the various theories of international trade
- Understand the nature and use of various trade policy instruments
- Analyse the role of WTO in the multi-polar world
- Understand the strategic choices of international Business
- Analyse the various strategies for entry into foreign markets
- Elaborate on ethical issues of Globalisation and International Business

<b>I. GLOBALISATION</b>	<b>05</b>
What is globalisation?	2
Drivers of globalisation	2
Changing Demographics of the Global Economy.	1
<b>II. THEORIES OF INTERNATIONAL TRADE</b>	<b>10</b>
Mercantilism, Absolute advantage,	2
Comparative advantage,	2
Heckscher – Ohlin theory	1
Product life cycle theory	1
The Strategic trade theory	2
National competitive advantage: Porter's Diamond	2
<b>III. INSTRUMENTS OF TRADE POLICY</b>	<b>10</b>
Tariffs	2
Subsidies	2
Import Quotas, Voluntary Export Restraints,	1
Local Content Requirements,	1
Anti-dumping and countervailing duties	1
Administrative Policies.	1
The case for government intervention – political and economic arguments	2
<b>IV REGULATION OF INTERNATIONAL BUSINESS</b>	<b>11</b>
WTO – Objectives and Functions, Structure of WTO	3
WTO dispute settlement process.	3
Concepts of MFN and National treatment	1
International arbitration and litigation.	1
Regional Integration – Levels of economic integration	1
An overview of important trade blocks – EU, NAFTA, ASEAN, SAARC.	2
<b>V. STRATEGY OF INTERNATIONAL BUSINESS</b>	<b>06</b>
Strategic Choice	3
International Strategy, Multi-domestic Strategy, Global Strategy and Transnational Strategy.	3

## UCOM-303 Contd...

<b>VI. ENTERING FOREIGN MARKETS.</b>	<b>08</b>
Basic Entry decisions – which markets to enter?	2
timing and scale of entry	2
Entry modes – Exporting, Turnkey Projects, Licensing, Franchising, Joint Ventures, Wholly Owned Subsidiaries, Strategic alliance	4
<b>VII. ETHICAL ISSUES IN INTERNATIONAL BUSINESS</b>	<b>06</b>
Cost and Benefits of International Business to Home country and Host Country	2
The Globalisation Debate:	
Globalisation and Jobs and Incomes.	1
Globalisation and Labour policies.	1
Globalisation and Environment.	1
Globalisation and National Sovereignty.	1
<b>Total Hours</b>	<b>56</b>

### BASIC TEXT:

1. Charles Hill , K Arun, **International Business**-Competing in the Global Marketplace, McGraw Hill Education (India) Private Limited, 2017, 10th edition.

### REFERENCES:

1. Anant K Sundaram & Stewart Black, J., **The International Business Environment (Text & Case)**, Prentice Hall, New Delhi, 2015
2. Francis Cherunilam, **International Business**, Wheeler Publishing, New Delhi, 2010, 5<sup>th</sup> edition
3. Friedman, T.L., **The Lexus and the Olive Leaf**, Anchor Books, New York, 2012, 2<sup>nd</sup> revised edition
4. Friedman, T.L., **The World is Flat**, Farrar, Penguin Books, London, 2006
5. Joseph Stiglitz, **Globalisation and its Discontents**, Penguin Books, London, 2012
6. Joseph Stiglitz, **Making Globalization Work**, Penguin Books, New Delhi, 2007, reprint edition
7. Tarun Khanna, **Billions of Entrepreneurs**, Penguin Books, 2011, revised edition



## UCOM-304      QUANTITATIVE TECHNIQUES – II      2 Credits

**Course Objective:** To gain knowledge of mathematical concepts and their application to business and economic situations.

**Course outcomes:** At the end of the course, the student will be able to:

- Define basic concepts in matrices, differential and integral calculus
- Explain the concept of maxima and minima in calculus
- Construct a linear programming problem given specific details
- Analyse a given problem to choose the differentiation/integration method to be used
- Interpret the graphical solution of a linear programming problem
- Provide a graphical solution for a linear programming problem

<b>I</b>	<b>DIFFERENTIAL CALCULUS</b>	(8 teaching hours+ 2 exercise hours)	<b>10</b>
	Limits and continuity (concepts only)	}	
	Differential coefficient	}	2
	Standard forms		1
	Addition and Subtraction rule, Product rule, Quotient rule, Chain rule		4
	Higher order derivatives		
	Simple applications		3
<b>II</b>	<b>OPTIMISATION</b>	(7 teaching hours+ 2 exercise hours)	<b>09</b>
	Increasing and decreasing functions		3
	Criteria for maxima and minima		1
	Simple applications		5
<b>III</b>	<b>INTEGRATION</b>	(7 teaching hours+ 3 exercise hours)	<b>10</b>
	Standard forms		2
	Definite integral		1
	Integration by substitution		2
	Integration by parts		2
	Simple applications		3
<b>IV</b>	<b>MATRICES</b>	(5 teaching hours+ 2 exercise hours)	<b>07</b>
	Basic concepts		1
	Addition and scalar multiplication		
	Matrix multiplication		1
	Determinants		2
	Inverse of a matrix		1
	Solution to system of equations – matrix inverse method		1
	Cramer's rule		1
<b>V</b>	<b>LINEAR PROGRAMMING</b>	(3 teaching hours+ 3 exercise hours)	<b>06</b>
	Problem Formulation		2
	Graphical solution		4
<b>Total Hours</b>			<b>42</b>
<b>(30 teaching hours+ 12 exercise hours)</b>			

## UCOM-304 Contd...

### BASIC TEXT:

1. Sundersan.V. and Jayaseelan.S. D, **An Introduction to Business Mathematics**, S. Chand & Co, New Delhi, 2003, 5<sup>th</sup> edition

### REFERENCES:

1. Sancheti & Kapoor, **Business Mathematics**; Sultan Chand & Sons, New Delhi, 2014, 2nd edition

**Course Objective:** To familiarise students with computerised accounting packages

**Course outcomes:** At the end of the course, the student will be able to:

- Compare and contrast manual system accounting with computerised system of accounting.
- Create and maintain accounts of a company (with and without inventory), by passing journal entries in appropriately configured vouchers and interface in Tally.
- Apply the relevant tools to filter information and extract user-relevant reports.

<b>I.</b>	Creating, configuring and setting features of companies	4
<b>II</b>	Maintaining accounts only and accounts with inventory	4
<b>III</b>	Creating accounting ledgers and groups, stock units and groups	4
<b>IV</b>	Passing journal entries in appropriately configured vouchers	4
<b>V</b>	Working with GST entries and reports	4
<b>VI</b>	Maintaining cost centres	4
<b>VII</b>	Filtering information and extracting reports	4
<b>Total Hours</b>		<b>28</b>

<b>UCOM-306</b>	<b>COMMERCE WORKSHOP I: COMMUNICATION AND TEAM BUILDING SKILLS</b>	<b>Non-Credit</b>
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**Course Objective:** To provide a practical orientation to communication skills, foster team building skills and practices.

**Course outcomes:** At the end of the course, the student will be able to:

- Develop verbal and non-verbal communication and presentation skills.
- Discover and develop team building and leadership skills and practices.
- Describe, examine and discuss the insights gained through several exercises in communication, team building and leadership

<b>Communication and Team Building Skills</b>	<b>28</b>
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- |            |   |  |
|------------|---|--|
| <b>I.</b>  | Fundamental concepts of communication – discussed through games and exercises.                        |  |
| <b>II.</b> | Individual and group presentation skills – through presentations, group discussions, mock role plays. |  |
| <b>III</b> | Telephone and email etiquette – through training videos, mock drills and student demos.               |  |
| <b>IV</b>  | Conversational skills and debating skills, interactive communication and body language.               |  |
| <b>V</b>   | Team building: Elements of a good team, individual decision-making Vs group decision making           |  |
| <b>VI</b>  | Team building: Leadership, communication and problem solving through team games and exercises.        |  |

<b>Total Hours</b>	<b>28</b>
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**Suggested exercises:**

- Presentations
- Non-verbal skits
- Pick and speak
- Training videos
- Management games
- Group discussion
- Situation analysis

**Course objective:** To gain knowledge of different statistical techniques and their application to business.

**Course Outcomes:** At the end of the course, the student will be able to:

- Design a survey instrument to collect data for analysing a problem situation.
- Interpret the use of statistical techniques in a business context.
- Apply different statistical techniques to solve business related problems.
- Present data in appropriate formats such as tables and graphs.

<b>I</b>	<b>INTRODUCTION</b>	<b>06</b>
	Definition and functions of Statistics	1
	Limitations and distrust of Statistics	2
	Planning and execution of survey	1
	Various survey techniques with special reference to questionnaire	2
<b>II</b>	<b>SCRUTINY AND PRESENTATION OF DATA</b>	<b>05</b>
	Classification of data and frequency distribution	
	Tabulation of data	
	Problems on tabulation	2
	Diagrammatic presentation	
	Graphic presentation of frequency distribution	3
<b>III</b>	<b>MEASURES OF CENTRAL TENDENCY</b>	<b>11</b>
	Measures of location – meaning and features of good average	1
	Kinds of average – Mean, Median, Mode and Graphical calculation of median & mode.	
	Positional averages (Median, Quartiles, Deciles, Percentiles),	
	Geometric mean and Harmonic mean	2
	Mathematical properties of mean and median	1
	Problems on computation of mathematical averages for differently arranged data	7
<b>IV</b>	<b>MEASURES OF DISPERSION</b>	<b>06</b>
	Meaning, differences between absolute and relative measures	
	Kinds of measures of dispersion	
	Range- meaning, uses and computation	1
	Quartile deviation-uses and computation	1
	Mean deviation – uses and computation }	
	Standard deviation, coefficient of variation }	1
	Problems on all measures (consolidated)	3
<b>V</b>	<b>CORRELATION AND REGRESSION</b>	<b>10</b>
	Meaning, types and significance of correlation	
	Scatter diagram and graphic method	
	Karl Pearson's coefficient of correlation	2
	Rank correlation – uses and computation	2
	Linear Regression –	
	meaning, uses, difference between regression and correlation	
	Regression lines and properties of regression coefficients	2
	Problems on simple regression	4

## UCOM-401 Contd...

<b>VI</b>	<b>TIMES-SERIES ANALYSIS</b>		<b>05</b>
	Definition, uses and components	2	
	Moving Averages: -Measurement of trend only- graphical and fitting a straight line (least squares method and moving averages method)	3	
<b>VII</b>	<b>INDEX NUMBERS</b>		<b>06</b>
	Definition, uses and construction	2	
	Fisher's ideal index	1	
	Tests of consistency	1	
	Cost of living Index – aggregate expenditure and family budget method	1	
	Uses of cost of living index numbers	1	
<b>VIII</b>	<b>PROBABILITY</b>		<b>07</b>
	Basic concepts		
	Classical, relative frequency and subjective approach		
	Probability rules – addition and multiplication	1	
	Probability under conditions of statistical independence	1	
	Statistical dependence		
	Baye's theorem		
	Mathematical expectation	1	
	Problems on probability	4	
<b>Total Hours</b>			<b>56</b>

### BASIC TEXT:

1. Gupta, S.P., **Business Statistics**, Sultan Chand & Sons, New Delhi, 2014, 18th edition.

### REFERENCES:

1. J K Sharma, **Business Statistics**, Vikas Publishing, 2020, 5<sup>th</sup> edition
2. Levin et al, **Statistics for Management**, Pearson Education, 2017, 8<sup>th</sup> edition.

**Course Objective:** To understand specific accounting techniques used in different business situations.

**Course Outcomes:** At the end of the course, the student will be able to:

- Understand the accounting process involved with the liquidation of companies.
- Apply the principles of accounting to special situations like hire purchase and instalment transactions and departmental accounts.
- Determine the amount of claim for loss of stock or consequential loss.
- Develop the basic skills involved in the preparation of financial statements of banks under the Banking Regulations Act, 1949.

<b>I. Liquidation of a Company</b>	<b>10</b>
Legal provisions regarding liquidation, types of liquidation	1
Format of Liquidator's final statement of account and order of payment	1
List B Contributories – Meaning and simple problems	1
Overriding preferential payment	1
Problems on preparation of liquidators' final statement of account	
Adjustments:	
Preferential creditors, liquidator's remuneration, Settlement of debenture interest, unsecured creditors (for solvent and insolvent liquidation); payment of preference dividend, return of capitals—Preference and equity, Payment of equity dividend and call on equity shares.	6
<b>II. Final Accounts of Banking Companies</b>	<b>10</b>
Statutory format with Schedules	1
Special requirements of bank final accounts and prudential norms	1
Income recognition, asset classification and provisioning	1
Preparation final accounts with schedules	7
<b>III. Fire insurance claims</b>	<b>10</b>
Loss of Stock	6
Loss of Profit	4
<b>IV Departmental Accounts</b>	<b>09</b>
Apportionment of costs and basis	1
Problems-Inter-departmental transfers --- at cost ---at market prices	2
calculation of provision for unrealized profits	2
Problems with all the above adjustments	4
<b>V. Hire purchase and instalment purchase</b>	<b>17</b>
Hire purchase system, difference between regular buying and hire purchase	1
Accounting entries for H.P transactions	1
Calculation of cash price, Hire purchase price, interest	2
Simple problems	2

## UCOM-402 Contd...

Repossession of goods: Complete—treatment ---problems	4
Repossession of goods: Partial ---treatment ----problems	3
Accounting entries for Instalment system (Interest suspense method)	2
Problems on Instalment system	2
<b>Total Hours</b>	<b>56</b>

### Basic Texts:

1. Gupta R.L and Radhaswamy M, **Advanced Accountancy –Vol I and II**, Sultan Chand & Sons. Vol 1 - 2013, 17th edition. Vol II - 2014, 17th edition.
2. A. Mukherjee and M. Hanif -- Modern **Accountancy -- Vol I**, Tata McGraw Hill Education, 2000, 2<sup>nd</sup> edition
3. A. Mukherjee and M. Hanif -- Modern **Accountancy -- Vol II**, Tata McGraw Hill Education, 2003, 2<sup>nd</sup> edition
4. Shukla, Grewal and Gupta, **Advanced Accountancy**, S. Chand & Co. New Delhi, 2019, 19th edition

### References:

1. Bhushan Kumar Goyal, **Taxmann's Corporate Accounting**, Taxman, 7<sup>th</sup> edition, January 2020.
2. **Chartered Accountant Journal**



**Course Objective:** To understand the basic principles and concepts of cost accounting and their application.

**Course Outcomes:** At the end of the course, the student will be able to:

- Understand fully the conceptual framework of cost accounting.
- Interpret cost concepts and deconstruct elements of cost.
- Prepare cost sheet.
- Evaluate methods of material control and pricing methods to ascertain material cost.
- Apply methods of remuneration and incentives to ascertain labour cost.
- Develop the skill to classify, allocate and apportion overheads and apply methods of absorption of overheads in cost determination.

<b>I. Scope of Cost Accounting:</b>	<b>05</b>
Need for cost accounting –limitations of financial accounting, Relation between financial and cost accounts	1
Scope and purpose of cost accounts and functions of cost accountant	1
Essentials of cost accounting and Organisation of costing system	1
Installation of cost accounting, practical difficulties involved and ways to overcome them	1
Relationship of cost department with other departments and advantages and limitations of cost accounting	1
<b>II. Cost Analysis and Cost Classification</b>	<b>08</b>
Concept of cost, cost unit, cost centre and types	1
Costing techniques, systems and methods	1
Cost classification under various bases	1
Elements of cost and cost sheet pro-forma	2
Simple problems on cost sheet	3
<b>III. Materials cost</b>	<b>14</b>
Types of materials, importance of purchasing, organisation of purchase department and qualifications of purchase manager.	1
Purchase procedure-involving problems on preparation of tender statement.	1
Ascertaining purchase cost of materials received.	2
Stores control - Objectives of store keeping, location and layout of stores, Duties and responsibilities of store keeper and store-keeping records.	1
Objectives of material control and essentials of materials control.	1
Techniques of material control including problems.	2
New techniques of material control such as FSN, KML, VED, SDE, SOS, GOLF, JIT	
Objects of material issue control - Methods of pricing material issues. Specific identification method, FIFO, LIFO, base stock, simple average, weighted average, standard cost, only.	6
<b>IV. Labour cost</b>	<b>16</b>
Direct & Indirect Labour control	1
Time keeping and time booking methods	1
Labour Turnover- causes and preventive measures and problems (Separation method, Replacement method and flux methods)	2
Wage Payment:	

## UCOM-403 Contd...

Characteristics of a sound wage payments system	1	
Methods: Time rate, Piece Rate, Combined time and piece rate	2	
Emerson's efficiency system, Gantt task and bonus system and Merrick's multiple piece rate system	2	
Incentive system: Characteristics of a sound incentive system	1	
Indirect monetary incentives and non-monetary incentives	3	
Group bonus system (theory only)	1	
Preparation of pay roll including problems	1	
Treatment of idle time and overtime in cost accounts (theory only)	1	
<b>V. Overheads</b>		<b>13</b>
Meaning, classification, collection and codification of overheads (theory only)	1	
Allocation and Apportionment of overheads and bases of apportionment	1	
Machine hour rate --- Problems	2	
Primary Apportionment of overheads ---Problems	2	
Secondary apportionment of overheads –Problems-Repeated distribution method	2	
Problems---Simultaneous equation method	1	
Problems – Primary and secondary—combined	1	
Absorption of overheads –		
Treatment of over and under-absorption of overheads (theory only)	1	
Office and Administration overheads-its treatment in cost accounts (theory only)	1	
Selling and distribution overheads-its treatment in cost accounts (theory only)	1	
<b>Total Hours</b>		<b>56</b>

### Basic Texts:

1. Jain & Nagrang, **Cost & Management Accounting**, Kalyani Publishers, New Delhi, 2012, 13<sup>th</sup> edition.
2. Jawahar Lal & Seema Srivastava, **Cost Accounting**, McGraw Hill, New Delhi, 2019, 6<sup>th</sup> edition. .

### References:

1. Tulsian P. C. **Principles & practice of Cost Accounting**, McGraw Hill, 4<sup>th</sup> edition, July 2019.
2. Colin Drury, **Cost and Management Accounting**, Cengage Learning, 8<sup>th</sup> edition, 2014

**Course Objective:** To familiarise students with the foundations of using a spread sheet software.

**Course Outcomes:** At the end of the course, the student will be able to:

- Design spreadsheets in MS Excel for basic computations.
- Recall shortcut keys for various basic spreadsheet functions in MS Excel.
- Solve problems with basic spreadsheet functions in MS Excel.

<b>I Introduction to Excel:</b>	<b>09</b>
Navigating in Microsoft Excel	
Number format, types of data; cell alignment and its significance	
Formulae; order of operations; style formatting; bad data & formulae;	
Applying round off function	
Cell referencing and naming	
Page setup	
<b>II Working with data:</b>	<b>19</b>
Sort, Filter (Basic and Advanced), Subtotal	6
Data consolidation and validation	2
Basics of tables and slicer	2
Vlookup function	5
Statistical formulas and charts	4
<b>Total Hours</b>	<b>28</b>

**Functions covered:**

Statistical functions: Sum, count, countif, counta, average, median, mode, min, max, large, small, percentile, percentilerank, correl, slope, intercept, geomean, harmean, stdev, frequency, forecast, trend, rank, etc.

Add-on packages: Descriptive Statistics

## UCOM 405      **COMMERCE WORKSHOP – II :      Non-Credit** **REVIEW OF MANAGEMENT** **LITERATURE**

**Course objective:** To introduce the students to the vast collection of literature in the field of management, business and economics and increase level of awareness in these fields.

**Course Outcomes:** At the end of the course, the student will be able to:

- Discover valuable lessons and insights from management literature and classics in the field of management, business and economics.
- Describe, examine and assess critically select findings in management literature and present observations in the form of a review.
- Create and design professional power point decks to make review presentations.

**Review of management literature** **28**

Essentials of a good presentation

Effective use of presentation software (PPT skills) as well as presentation skills

Introduction to classics as well as other literature in management, business and economics.

Preparation of book reviews

Presentation of book reviews

**Total Hours      28**

### **Suggested exercises**

- Display of good and bad power-point presentations
- Tips for good oral presentations.
- Assignment of books for reviewing – written reviews as well as presentation of reviews

**Course Objective:** To understand the basic provisions of the Income Tax Act, 1961, and computation of tax liability from the viewpoint of an individual.

**Course Outcomes:** At the end of the course, the student will be able to:

- Understand the basic concepts of the Income Tax Act, 1961 as applicable to individuals.
- Determine the residential status of an individual.
- Identify and differentiate between the different heads of income.
- Compute income under the five heads of income as per the Income Tax Act, 1961
- Assess and employ different provisions such as clubbing and set-off of income/loss as well as deductions applicable to individuals.
- Develop the skill of computing taxable income and tax liability of an individual employing the basics of tax planning.

<b>I</b>	<b>Purpose and Principles of Taxation</b>	<b>02</b>
	Overview of Kinds of Taxes and Structure of Tax	2
<b>II</b>	<b>Definitions</b>	<b>02</b>
	(Agricultural Income, Assessee, Assessment Year, Income, Person, Previous year)	
<b>III</b>	<b>Determination of Residential status of an individual</b>	<b>02</b>
<b>IV</b>	<b>Heads of Income, Basis of Charge, Finance Act</b>	<b>01</b>
<b>V</b>	<b>Incomes exempted from tax u/s 10</b>	<b>01</b>
<b>VI</b>	<b>Computation of Total Income of an individual</b>	<b>54</b>
	- Income from Salary including allowances, perquisites and profits in lieu of Salary; Provident fund, gratuity, leave salary; Relief U/S 89 (1) (Theory Only)	21
	- Income from House Property – Self occupied as well as let out; deductions U/S 24	8
	- Income from Business or Profession – Distinction between Capital and Revenue, Income and Expenditure, Depreciation, deductions under the head, fringe benefit tax.	12
	- Income from capital Gain – Short term Vs Long term – Deductions U/S 54, 54B, 54D, 54EC, 54ED, 54F, 54G and 54H	12
	- Income from other sources	1
<b>VII</b>	<b>Deductions from Gross Total Income</b>	<b>06</b>
	Deductions U/s 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGB, and 80GGC. Rebate u/s 88E.	
<b>VIII</b>	<b>Clubbing of income, Set off and Carry Forward of Losses, Computation of Tax</b>	<b>02</b>
	<b>Total Hours</b>	<b>70</b>

## UCOM-501 Contd...

### BASIC TEXT

1. Singhanian, V.K., **Students Guide to Income Tax**, Taxmann Publications, New Delhi. (latest edition for current assessment year)

### REFERENCES

1. Singhanian, V. K., **Direct Taxes, Law & Practice**, Taxmann Publications, New Delhi. (latest edition for current assessment year)
2. Lall, B. B, **Direct Taxes Law & Practice**, Allied Publishers New Delhi. (latest edition for current assessment year)

**Course Objective:** To provide an understanding of the principles of banking and the legal framework in which they are applicable in India.

**Course Outcomes:** At the end of the course, the student will be able to:

- Appreciate the importance of regulation by learning important provisions of the Banking Regulation Act, 1949
- Distinguish between different types of deposit accounts, types of advances, modes of creating charges and types of securities, while understanding the importance of principles of sound lending.
- Explain the special rights and duties of banker and customer, understand select provisions of the Negotiable Instruments Act, 1881 and apply them in solving practical cases.
- Explain financial intermediation and the role of commercial banks in credit creation, as well as in extending modern banking services.
- Examine the various tools at the disposal of the Central Bank to regulate banks and to execute monetary policy.

## **PART I**

<b>I</b>	<b>BANKING REGULATION ACT, 1949</b>	<b>01</b>
	An overview of important provisions	1
<b>II</b>	<b>BANKER AND CUSTOMER:</b>	<b>12</b>
	Who is a banker? Who is a customer?	1
	General relationship	2
	Special relationship	2
	Duties of a banker	4
	Rights of a banker	3
<b>III</b>	<b>DEPOSIT ACCOUNTS:</b>	<b>07</b>
	Fixed deposit accounts	1
	Savings bank and current accounts	1
	Opening and operation of savings bank and current accounts	2
	Pass book	2
	KYC Norms	1
<b>IV</b>	<b>CHEQUES:</b>	<b>12</b>
	Negotiable instruments – meaning, features and types	1
	Salient features of cheques / Bills / Promissory notes (holder and holder in due course excluded)	2
	Crossing of a cheque	2
	Endorsement	2
	Bouncing of a cheque	1
	Statutory protection to paying banker	2
	Statutory protection to collecting banker	2

## UCOM-502 Contd...

<b>V</b>	<b>ADVANCES</b>	<b>10</b>
	Types of advances	1
	Modes of creating charge – lien, pledge, hypothecation, assignment and mortgage	4
	Securities for advances	1
	Advances against goods/Documents of title to goods/stock exchange securities	4

### **PART II**

<b>VI</b>	<b>BANKS:</b>	<b>08</b>
	Financial intermediation – need, types	1
	Determinants of interest rates	1
	Modern functions of a commercial bank	2
	Use of technology in banking-an overview	2
	Banking sector reforms – an overview	2
<b>VII</b>	<b>COMMERCIAL BANKS</b>	<b>08</b>
	Credit creation	2
	Investment policy of a bank	2
	Performance evaluation of commercial banks -CAMELS approach	1
	Management of NPAs	2
	Asset – liability management - overview	1
<b>VIII</b>	<b>CENTRAL BANK</b>	<b>10</b>
	Evolution and functions of a central bank	3
	Credit control by a central bank	3
	RBI and monetary policy	2
	Indian money market	2
<b>IX</b>	<b>RECENT TRENDS IN BANKING (an overview)</b>	<b>02</b>
	<b>Total Hours</b>	<b>70</b>

### **BASIC TEXT:**

1. Sundaresan and Varsheny, **Banking Theory, Law and Practice**, Sultan Chand & Sons, New Delhi, 2014, 20th edition.

### **REFERENCES:**

1. Tannan, **Tannan's Banking Law and Practice in India**, Lexis Nexis, 2017, 26<sup>th</sup> edition
2. RBI, **RBI – Functions and Working**, RBI Publication, Mumbai, 2018
3. S K Maheshwari and S N Maheshwari, **Banking Law and Practice**, Kalyani Publishers, 2014, 11<sup>th</sup> edition
4. [www.rbi.org.in](http://www.rbi.org.in)



**Course Objective:** To provide an understanding of the basic principles of financial management and their application.

**Course Outcomes:** At the end of the course, the student will be able to:

- Define basic concepts in financial management
- Explain the difference between operating and financial leverage
- Solve problems to find arbitrage advantage in Capital structure theories
- Analyse the details of a capital budgeting situation
- Compare between a lease versus buy situation
- Create a financial plan for a company.

<b>I</b>	<b>NATURE OF FINANCIAL MANAGEMENT</b>	<b>06</b>
	Scope of financial management	1
	Finance function	2
	Objectives of financial management	2
	Organisation of finance function	1
<b>II</b>	<b>FINANCIAL LEVERAGE</b>	<b>09</b>
	Meaning and computation	3
	EBIT – EPS analysis	3
	EBIT Indifference point	3
<b>III</b>	<b>CAPITAL STRUCTURE</b>	<b>12</b>
	Factors determining capital structure	3
	Capital structure theories (including problems)	
	a) Net income approach	2
	b) Net operating income approach	2
	c) MM approach	3
	d) Traditional approach	2
<b>IV</b>	<b>CAPITAL BUDGETING</b>	<b>17</b>
	Nature of Capital Budgeting	1
	Identifying cash flows	1
	Accounting Rate of Return	
	Payback	1
	NPV	
	Profitability Index	2
	IRR	2
	Problems	10
<b>V</b>	<b>COST OF CAPITAL (THEORY ONLY)</b>	<b>05</b>
	Cost of redeemable debt	1
	Cost of redeemable preference shares	1
	Cost of equity shares (overview)	1
	Overall cost of capital	2

## UCOM-503 Contd...

<b>VI</b>	<b>PLANNING OF WORKING CAPITAL (THEORY ONLY)</b>	<b>03</b>
	Need for Working Capital	1
	Determinants of Working Capital	2
<b>VII</b>	<b>DIVIDEND DECISION</b>	<b>05</b>
	Importance of retained earnings	1
	Dividend Policy	2
	Factors affecting dividend policy	2
<b>VIII</b>	<b>LEASING</b>	<b>08</b>
	Meaning and characteristics	1
	Types of leases	1
	Advantages and disadvantages of Leasing	1
	Problems on Lease Vs Buy (from lessee's view point)	5
<b>IX</b>	<b>OUT LINE OF FOREX MARKETS: THEORY ONLY)</b>	<b>03</b>
	Structure of forex markets; Quotations in forex; Transactions in forex	3
<b>X</b>	<b>ETHICS AND FINANCIAL MANAGEMENT</b>	<b>02</b>
	Stockholder vs. Stakeholder value	
	Sustainability issues in financial management	2
<b>Total Hours</b>		<b>70</b>

### BASIC TEXTS:

1. Khan & Jain, **Financial Management**, Tata McGraw Hill Publishers, New Delhi, 2014, 7<sup>th</sup> edition

### REFERENCES:

1. Prasanna Chandra, **Financial Management**, Tata McGraw Hill Publishers, New Delhi, 2019, 10th edition.
2. Pandey, I.M. **Financial Management**, Vikas Publications, New Delhi, 2019, 11th edition
3. Eugene, F., Brigham, and Louis, **Financial Management**, The Dryden Press, Harcourt Brace College Publishers, Florida, 1996, 2nd edition.

## UCOM-504 and UCOM-505: ELECTIVES (SYLLABUS GIVEN AT THE END)

**5 CREDITS**

**Course Objective:** To provide hands on experience in advanced spread sheet functions.

**Course Outcomes:** At the end of the course, the student will be able to:

- Design spreadsheets in MS Excel for advanced computations.
- Recall shortcut keys for various advanced spreadsheet functions in MS Excel.
- Solve problems with advanced spreadsheet functions in MS Excel.

Basic Conditional formatting

Logical Functions

Protection – Sheet level, cell level, workbook level

Advanced tables

Pivot tables and charts

Text and date functions

Custom number formatting and Flash Fill

Array functions and formulae, aggregate functions

What if analysis: Scenario Analysis, goal seek, data table

Financial functions

Linear programming using Solver

Importing data and clean-up

Simple macros

**Total Hours      28**

**Functions covered:**

- 1 Aggregate functions: large, small, stdev, etc.
- 2 D-functions: dsum, dcount, dcounta, daverage, dstdev, etc.
- 3 Text functions: trim, mid, left, right, search, find, text, etc.
- 4 Date functions: day, month, year, eomonth, edate, date, etc.
- 5 Custom number formatting: date, text, currency, number, special characters
- 6 Logical functions: if, sumif(s), countif(s), averageif(s), and, or
- 7 Array functions: sumproduct, transpose
- 8 Financial functions: pv, fv, pmt, ipmt, ppmt, npv, irr, xirr
- 9 Add-on packages: Solver

Course objective: To bridge the gap between theory and practice by introducing the students to practical aspects of the business and economic world and to enhance conceptual clarity and improve understanding of contemporary events relating to business and economics.

Course Outcomes: At the end of the course, the student will be able to:

- Understand current issues faced by the world of business and industry.
- Appreciate contemporary challenges facing industry and the economy.
- Bridge the gap between theoretical knowledge and its practical application in the conduct of business.
- Develop the confidence to face a competitive world in terms of knowledge and understanding.

**Part I: Introduction to the practical world of business****28**

1. Concepts in practice: Practical application of basic concepts learnt in various courses.
2. Understanding of contemporary events trending in the field of management, business and economics: Identification of current events which the student should be able to understand and interpret.
3. Soft skills – personal empowerment, emotional intelligence, relationship building

**Total Hours 28****Suggested exercises:**

- Case studies and case presentations
- Industry interaction.
- Pick and speak on current topics
- Group discussions – fishbowl exercise
- Soft skills workshops

**Course Objective:** To provide knowledge of the basic principles of marketing and their application.

**Course Outcomes:** At the end of the course, the student will be able to:

- Define the basic concepts related to marketing management
- Outline the impact of environment on marketing
- Understand consumer markets and buyer behaviour
- Analyse the 4 Ps of marketing
- Understand the basic variables involved in marketing decisions.
- Distinguish product marketing from services' marketing
- Evaluate ethical issues in marketing.

<b>I</b>	<b>INTRODUCTION</b>	<b>06</b>
	Marketing in a changing world.	
	What is marketing? – needs, wants, products, value, satisfaction, quality, exchange, transaction, relationships, markets.	2
	Marketing management philosophies, production, product, selling, marketing, societal market concepts	3
	Difference between selling and marketing	1
<b>II</b>	<b>INDIAN MARKETING ENVIRONMENT</b>	<b>07</b>
	Company's micro environment	2
	Company's macro environment	
	Demographic environment	
	Economic environment	
	Natural, technical, political, cultural and social environment	5
<b>III</b>	<b>CONSUMER MARKETS AND BUYER BEHAVIOUR</b>	<b>08</b>
	Factors affecting consumer behaviour - cultural, social, personal and psychological factors	4
	Consumers' buying roles	1
	Types of buying decision	1
	The buyer decision process	2
<b>IV</b>	<b>DESIGNING PRODUCTS, BRANDS, PACKAGING</b>	<b>11</b>
	What is a product?	1
	Product classification – consumer & industrial products	1
	Individual product decisions	6
	Product attributes	
	Branding	
	Packaging, labelling, and support services	1
	Product line decision, Product mix decision	2
<b>V</b>	<b>NEW PRODUCT DEVELOPMENT AND PRODUCT – LIFE CYCLE (PLC)</b>	<b>08</b>
	New product development process:	
	Idea generation, idea screening	1

## UCOM-601 Contd...

	Concept development and testing	1
	Marketing strategy development, business analysis	1
	Product development	1
	Test marketing commercialisation	1
	Product life cycle – introduction, growth, maturity and declining stages	3
<b>VI</b>	<b>PLACING PRODUCTS</b>	<b>10</b>
	The nature of distribution channels	2
	Channel behaviour and organisation	4
	Channel design decision	3
	Channel management decision	1
<b>VII</b>	<b>INTRODUCTION TO SERVICES MARKETING</b>	<b>05</b>
	Nature and Characteristics of Services	1
	7 p's of services marketing mix	2
	Marketing strategies of service firms	2
<b>VIII</b>	<b>ADVERTISING</b>	<b>07</b>
	Major decisions in advertising	7
<b>IX</b>	<b>CURRENT TRENDS IN MARKETING (overview only)</b>	<b>04</b>
	Modern Retail Formats	1
	E-tailing	2
	Digital Marketing	1
<b>X</b>	<b>ETHICS IN MARKETING</b>	<b>04</b>
	Marketing as a tool of increasing wants	1
	Deception in advertising	1
	Degrading human values through over-emphasis on consumption	2
<b>Total Hours</b>		<b>70</b>

### BASIC TEXT:

1. Philip Kotler, et.al, **Principles of Marketing**, Pearson, 2018, 17th edition.

### REFERENCES:

1. William J Stanton et.al, **Fundamentals of Marketing**, McGraw Hill International Edition, Kogakusha, 1996, 11<sup>th</sup> edition
2. Neelamegham, S, **Marketing Management and the Indian Economy**, Vikas Publishing House (P) Ltd., New Delhi, 2012, 4th edition
3. Philip Kotler, et.al, **Marketing Management**, Pearson Education India, 2017, 15<sup>th</sup> edition.

**Course Objective:** To provide basic knowledge of the provisions of the Indian Contract Act, 1872, and other business laws as amended to date.

**Course Outcomes:** At the end of the course, the student will be able to:

- Define the various elements of a contract and understand the general principles surrounding the creation of contracts.
- Explain the features, rights and duties of parties in special types of contracts such as indemnity, guarantee, bailment, pledge, agency and sale of goods.
- Apply the provisions of relevant laws relating to contracts in analysing practical cases.
- Understand the provisions of the Consumer Protection Act 1986, and how it operates to protect the interests of consumers.

<b>I</b>	<b>THE INDIAN CONTRACT ACT, 1872</b>	<b>32</b>
	Definitions and essentials of a contract	3
	Offer	2
	Acceptance	2
	Consideration	3
	Capacity to contract	3
	Free consent – coercion and undue influence	1
	Misrepresentation and fraud	2
	Mistake	1
	Legality of object – agreements opposed to public policy	3
	Void agreements, void contracts, and contingent contracts	2
	Performance of a contract	3
	Discharge of a contract	3
	Breach of contract – remedies	2
	Quasi contracts	2
<b>II</b>	<b>INDEMNITY AND GUARANTEE</b>	<b>05</b>
	Contract of indemnity	1
	Contract of Guarantee – features, kinds, rights and liabilities, discharge of surety	4
<b>III</b>	<b>BAILMENT AND PLEDGE</b>	<b>04</b>
	Bailment -features, types, duties and rights of bailor and bailee	2
	Pledge – rights of pledger and pledgee, Pledge by non-owners	2
<b>IV</b>	<b>AGENCY</b>	<b>09</b>
	Definitions – creation of agency	3
	Classification of agents, termination of agency	2
	Duties, rights and liabilities of an agent	2
	Duties and rights of principal	2
<b>V</b>	<b>SALE OF GOODS ACT</b>	<b>12</b>
	Sale and agreement to sell – essentials	2
	Conditions and warranties	2

## UCOM-602Contd...

Transfer of property and risk	2	
Rights and duties of the buyer	2	
Rights and duties of the seller	2	
Rights of unpaid seller	2	
<b>VI CONSUMER PROTECTION ACT, 1986</b>		<b>08</b>
Background – definitions-consumer, consumer dispute, complaint, deficiency, defect, district forum	2	
Consumer Protection council	1	
Consumer dispute redressal agencies	1	
Procedures on receipt of complaint	1	
Composition of state commission	1	
Composition of national commission	1	
Reflection on the Act	1	
<b>Total Hours</b>		<b>70</b>

**NOTE:** A detailed analysis of the following legal case studies to be covered.

- |  |   |
|--|---|
| 1. <b>Offer and Acceptance:</b>            | Carlil Vs Carbolic smoke ball company<br>Lalman Vs Gauridutt<br>Harvey Vs Facey |
| 2. <b>Consideration:</b>                   | Kedarnath Vs Gauri Mohamed<br>Chinnaya Vs Ramayya                               |
| 3. <b>Stranger to contract:</b>            | Dunlop pneumatic tyre company limited Vs<br>Selfridge & Company limited         |
| 4. <b>Capacity to Contract:</b>            | Mohiribibi Vs DharmodasGhose  |
| 5. <b>Misrepresentation:</b>               | Derry Vs Peek   |
| 6. <b>Mistake:</b>                         | Cundy Vs Lindsay  |
| 7. <b>Remedies for breach of contract:</b> | Hadley Vs Baxendale   |

### BASIC TEXT:

- 1 Kapoor, N.D. **Elements of Mercantile Law**, Sultan Chand & Co., New Delhi, 2020, 38th edition.

### REFERENCES:

1. Bare Acts published by the Government of India
2. Avatar Singh, **Business Law**, Eastern Book Company, Lucknow, 2018, 11<sup>th</sup> edition



**Course Objective:** To impart knowledge about the principles and methods of auditing and their applications in the backdrop of Indian Accounting Standards and Standard Auditing Practices.

**Course Outcomes:** At the end of the course the student will be able to:

- Define basic concepts in auditing
- Contrast between internal and independent audit
- Identify the need for internal controls
- Examine the procedures for the audit of different aspects of the financial statements
- Determine the type of procedures to be used in special audits
- Draft different types of audit opinions in audit reports

<b>I</b>	<b>INTRODUCTION</b>	<b>12</b>
	Meaning and concepts in auditing	1
	Objectives of auditing	3
	Types of audit	3
	Benefits and limitations of auditing.	2
	Auditing process	2
	Basic principles of auditing	1
<b>II</b>	<b>PROFESSIONAL AUDITING IN INDIA</b>	<b>03</b>
	ICAI - an introduction to statements of Standard Auditing Practices	
	Accounting standards and guidance notes	1
	Auditors duties with regard to them	2
<b>III</b>	<b>PLANNING AND CONDUCT OF AUDIT</b>	<b>06</b>
	Audit planning – Stages in planning	3
	Audit program	1
	Audit working papers	2
<b>IV</b>	<b>INTERNAL CONTROLS</b>	<b>07</b>
	Meaning and types	1
	Need and stages in evaluation of internal controls	2
	Internal audit	1
	Internal control with respect to cash, purchases and creditors, sales and debtors	3
<b>V</b>	<b>AUDIT OF PAYMENTS</b>	<b>02</b>
	General considerations – wages	
<b>VI</b>	<b>AUDIT OF RECEIPTS</b>	<b>03</b>
	General considerations – cash sales – receipts from debtors – and other receipts	
<b>VII</b>	<b>AUDIT OF PURCHASES</b>	<b>02</b>
	Vouching cash and credit purchases – Forward purchase – purchase returns	
<b>VIII</b>	<b>AUDIT OF SALES</b>	<b>03</b>
	Cash and credit sales, sales returns.	
<b>IX</b>	<b>AUDIT OF SUPPLIERS LEDGER AND DEBTORS LEDGER</b>	<b>02</b>
<b>X</b>	<b>VERIFICATION AND VALUATION OF ASSETS AND LIABILITIES</b>	<b>10</b>
	Fixed Assets, Investments, Stock, Cash, Capital, Debentures, Loans and Outstanding Expenses.	

## UCOM-603 Contd...

<b>XI</b>	<b>DEPRECIATION AND RESERVES</b>		<b>03</b>
	Auditors duty in relation to depreciation and reserves		
<b>XII</b>	<b>AUDITOR UNDER COMPANIES ACT</b>		<b>08</b>
	Appointment of auditors	2	
	Removal of auditors, Qualifications and disqualifications	1	
	Rights	2	
	Duties	2	
	Liabilities	1	
<b>XIII</b>	<b>AUDITORS REPORT</b>		<b>03</b>
	Types of opinion	2	
	Qualifications	1	
<b>XIV</b>	<b>SPECIAL POINTS IN AUDIT OF DIFFERENT UNDERTAKINGS</b>		<b>04</b>
	Educational Institutions, hotels, clubs, and hospitals		
<b>XV</b>	<b>AUDIT OF COMPUTERISED ACCOUNTS</b>		<b>02</b>
	Problems in auditing computerized accounts	1	
	Approach to EDP auditing	1	
<b>Total Hours</b>			<b>70</b>

### BASIC TEXT:

1. ICAI Study Material, **Auditing and Assurance**, Intermediate Level, 2017, 2<sup>nd</sup> edition
2. Kamal Gupta and Ashok Arora, **Fundamentals of Auditing**, Tata McGraw Hill, New Delhi, 2003, 1st edition

### REFERENCES:

1. Kamal Gupta, **Contemporary Auditing**, Tata McGraw Hill, New Delhi, 2004, 6th edition
2. Issues of **Chartered Accountant** Journal

## UCOM-604 and UCOM-605 ELECTIVES (SYLLABUS GIVEN AT THE END)

**5 Credits**

## UCOM 606                      DATA ANALYTICS                      Non-Credit and optional

**Course Objective:** To impart knowledge about the basic principles and methods of data analytics.

**Course Outcomes:** At the end of the course the student will be able to:

- Define basic terms in data analytics
- Classify business use-case scenarios for application of data analytics
- Identify the appropriate data analysis techniques
- Examine the utility of marketing, financial and fraud analytics
- Assess the appropriateness of a data analytics technique
- Formulate a data analytics method for analysing business case scenarios.

<b>I</b>	<b>Introduction to Statistics and Analytics</b>	<b>06</b>
	Introduction to Basic Statistics (Mean, median, Mode, Normal distribution, basic of Probability etc.)	2
	Introduction to basic Analytics – What is Analytics? Introduction using cases from Marketing, Finance and Operations	2
	Introduction to modelling tools and techniques – Regression and Time Series Modelling	2
<b>II</b>	<b>Analytics in Marketing</b>	<b>11</b>
	Customer Analytics – Introduction to various areas in Customer analytics	2
	Segmentation and Targeting, Customer Acquisition, Cross-sell and Up-sell, Marketing ROI Analysis, Campaign Analytics	5
	Customer Retention	2
	Case Study on Customer Life Time Value, incorporating above components	2
<b>III</b>	<b>Fraud and Risk Analytics</b>	<b>11</b>
	What is 'Risk' and Fraud'?	
	Fraud Taxonomy	
	Introduction to types of Fraud and Risk:	
	- Application Fraud, Money Laundering, Credit Card Fraud, Claims Fraud, Online fraud, Transaction Fraud	1
	Fraud Rings	2
	Fraud Detection, Determining fraud patterns and attributes, Detection of Fraud through Analytics, Impact of automation in fraud analytics	3
	Responding to Fraud, Avoid vs Manage vs Accept, Adopting Verification / Due diligence processes, Role of Fraud Forensics in Fraud Risk Management	3
	Case Study	2
<b>Total Hours</b>		<b>28</b>

### BASIC TEXT:

1. Garrett, Grolemond & others, **R for Data Science**, O.Reilly Media Inc, 2016, 1<sup>st</sup> edition

Course objective: To bridge the gap between theory and practice and enhance conceptual clarity and to equip the student to face the challenges of a competitive world.

**Course Outcomes:** At the end of the course the student will be able to:

- Understand current economic and business problems and explore possible solutions to the same.
- Apply knowledge gained in different subjects to simulated real-life situations.
- Develop the ability to discuss and debate on contemporary issues in the world of business and industry.
- Evaluate career options in terms of suitability to his/her own personality

**Part II Introduction to the practical world of business****28**

Filling in the gaps: Contemporary issues in business.

Identifying the path: Introduction to different spheres of activities in the area of management, business and economics (exposure to different sectors and roles)

Preparing for the future - Converting knowledge into skill: Familiarising the students with knowledge, skills and pre-requisites for success in the world of work.

Soft skills: Achievement orientation, Attitude and aptitude, 7 Habits of highly effective people

**Suggested exercises:**

- Industry interaction
- Group discussion – fishbowl exercises
- Soft skills workshops
- Video presentations on real world problems/issues

## ELECTIVES

### SEMESTER V

#### **E 51                      FOREIGN TRADE PROCEDURES                      5 Credits**

**Course Objective:** To provide knowledge of the procedures related to export and import and their documentation.

**Course Outcomes:** At the end of the course the student will be able to:

- Explain the procedure for registration of exporters/importers
- Build an export costing sheet
- Analyse the role of export financing institutions
- Assess the merits and demerits of using letters of credit
- Draft an export contract
- Analyse and interpret various Export Documents

<b>I    Registration of exporters</b>	<b>03</b>
– with regional licensing authorities (IEC number), with export promotion council, with VAT authorities.	
<b>II   Preliminaries in exporting</b>	<b>08</b>
What to export?	2
Where to export?	2
Whom to export?	2
How to export?	
Trading houses, types and criteria.	2
<b>III   Export contract</b>	<b>04</b>
Elements of an export contract	
<b>IV   Export costing and pricing,</b>	<b>10</b>
Costing cum Pricing Sheet	3
INCO terms,	2
Export Pricing Strategies.	5
<b>V    Export financing</b>	<b>10</b>
Pre-shipment credit,	3
Post-shipment credit,	3
Role of Commercial banks and EXIM Bank.	4
<b>VI   ECGC</b>	<b>04</b>
Features of Standard Policy.	
<b>VII   Settlement of claims</b>	<b>09</b>
Methods	2
documentary collection	2
letters of credit,	2
types of letters of credit and negotiation under letter of credit,	2
declaration of export proceeds.	1
<b>VIII   Duty Drawback</b>	<b>05</b>
Rules of inadmissibility,	1
Types of rates of drawback (outline theory only),	2
Procedure to claim duty drawback.	2

<b>IX Customs clearance of imports</b>		<b>08</b>
Customs clearance of imports	2	
<b>E51 Contd...</b>		
Rules of classification,	3	
Methods of Customs Valuation.	3	
<b>X Standard Documents</b>		<b>09</b>
(Meaning, format and usage of the following documents:		
Bill of Lading.	2	
Commercial invoice.	1	
Certificate of origin.	1	
Bill of Entry	2	
Aligned documentation system - Master Document – I	2	
Letter of credit. (done in detail already in chapter VII)	1	
<b>Total hours</b>		<b>70</b>

#### **BASIC TEXTS:**

1. Acharya and Jain, **Export Marketing**, Himalaya Publishing House, Mumbai, 2<sup>nd</sup> edition, 2005
2. Ajay Kumar Garg, **Nabhi's How to Export**, Nabhi Publications, New Delhi, 2020
3. **Nabhi's Exporter's Manual and Documentation**, Nabhi Publications, New Delhi, 2009

#### **REFERENCES:**

1. Datey, V.S. **Customs Law and Procedures**, Taxmann, Allied Services Pvt Ltd, New Delhi, 21<sup>st</sup> edition, 2010
2. Rakesh Mohan Joshi, **International Marketing**, Oxford University Press, 2014

**Course Objective:** To provide a basic understanding of the different types of insurance and their operation.

**Course Outcomes:** At the end of the course the student will be able to:

- Understand the fundamental principles of Insurance
- Determine the mathematical basis of Insurance
- Identify elements of an Insurance contract
- Distinguish between Life and General Insurance
- Discuss the features and characteristics of life, motor, marine cargo and fire insurance.
- Analyse different functions in the insurance business and interpret their impact on different types of insurance.

<b>I</b>	<b>RISK MANAGEMENT:</b>		<b>04</b>
	Definition of risk; types of risks;	1	
	Risk management process	2	
	Insurance as a method of risk transfer	1	
<b>II</b>	<b>PRINCIPLES OF INSURANCE:</b>		<b>08</b>
	Insurance as compared to wagering contracts; Insurance on indemnity basis or on "benefit" basis;	1	
	Insurable risks;	1	
	Insurable interest;	1	
	Utmost good faith; disclosure of material facts;	2	
	Proximate cause;	2	
	Due diligence;		
	Coinurance, condition of average and contribution;		
	Salvage and subrogation rights;	1	
<b>III</b>	<b>INSURANCE CONTRACT:</b>		<b>05</b>
	Proposal and acceptance, formation of contract;		
	Sum insured and reinstatement of cover;	1	
	Duration of contract;		
	Premium;	1	
	Policy conditions, clauses and warranties, endorsements;		
	Dispute resolution clause;	3	
<b>IV</b>	<b>TYPES OF INSURANCE:</b>		<b>03</b>
	Life insurance:	1	
	Ordinary life;		
	Annuities and pension plans;		
	Unit-linked products.		
	General insurance:	1	
	Insurance of property;		
	Insurance of profits;		
	Insurance of liability.		
	Enumeration of important classes of general insurance.	1	

## E52 Contd...

<b>V</b>	<b>FUNCTIONS IN INSURANCE BUSINESS:</b>		<b>10</b>
	Marketing (overview)	1	
	Identification of consumer needs		
	Product Design		
	Planning marketing channels		
	Underwriting:	3	
	Evaluation of proposal;		
	Acceptance or rejection;		
	Introduction of conditions limiting cover or deductibles or franchise;		
	Pricing of the contract;		
	Claims processing and settlement:	4	
	Response to first intimation of loss;		
	Determination of liability for the loss under the policy;		
	Survey and assessment of the loss;		
	Examination of compliance with policy conditions and warranties;		
	Basis of determining the amount payable and the settlement process;		
	Salvage, recovery under subrogation;		
	Defence of insured's liability in respect of liability insurance contracts;		
	Accounts and internal audit;		
	Investments – An overview;		
	Policyholders servicing.		
	Reinsurance – An overview:	2	
	Concept and need for reinsurance;		
	Nature of reinsurance contracts and parties to the contract;		
<b>VI</b>	<b>MATHEMATICAL BASIS OF INSURANCE (BROAD OVER-VIEW ONLY):</b>		<b>08</b>
	Life insurance:	4	
	Mortality and morbidity tables;		
	Premium pricing;		
	Actuarial Valuation of liability;		
	General insurance:	4	
	Statistical basis of premium rating;		
	Frequency of claims occurrence and distribution of claims by quantum;		
	Composition of premium;		
	Tariffs and non-tariff business;		
<b>VII</b>	<b>LIFE INSURANCE</b>		<b>08</b>
	Nature of life insurance	1	
	Types of life insurance policies and their features;	1	
	Premium payment;	1	
	Benefit payments, bonus declaration and payment;	1	
	Nomination and Assignment;	1	
	Underwriting	1	
	Important policy conditions and legal aspects;	1	
	Policyholder servicing	1	
<b>VIII</b>	<b>FIRE INSURANCE</b>		<b>06</b>
	Risks covered and important exclusions in SFSP policy	2	



## E52 Contd...

	Types of insurance policies and their features;	1	
	Basis of sum insured and premium payment;		
	Basis of claims settlement;	1	
	Underwriting	1	
	Important policy conditions and warranties;		
	Policyholders servicing	1	
<b>IX</b>	<b>MARINE CARGO INSURANCE</b>		<b>. 09</b>
	Risks covered and important exclusions under ICC(A), (B), (C) clauses	3	
	Types of insurance policies and their features;	1	
	Basis of sum insured and premium payment;	1	
	Basis of claims settlement;	1	
	Underwriting	1	
	Important policy conditions and warranties;	1	
	Policyholders servicing	1	
<b>X</b>	<b>MOTOR INSURANCE</b>		<b>. 09</b>
	Risks covered and important exclusions;	2	
	Types of insurance policies and their features;	1	
	Basis of sum insured and premium payment;	1	
	Basis of claims settlement;	1	
	Underwriting	1	
	Important policy conditions and warranties;	1	
	Policyholders servicing	1	
	Motor Vehicles Act (an overview)		
	Motor Accident Claims Tribunals (an overview).	1	
	<b>Total Hours</b>		<b>70</b>

### BASIC TEXT:

1. Publications of the Insurance Institute of India, latest edition (published regularly)

### REFERENCES:

1. Tyagi, C.L. and Madhu Tyagi, **Insurance Law and Practice**, Atlantic Publishers, New Delhi, 2016, 2<sup>nd</sup> revised edition
2. Emmet Vaughan and Therese Vaughan, **Essentials of Risk Management**, John Wiley and Sons, New Delhi, 2004, 2<sup>nd</sup> edition
3. Kenneth Black and Harold Skipper, **Life and Health Insurance**, Pearson Education, New Delhi, 2008, 13<sup>th</sup> edition
4. Scott Harrington and Gregory Neihaus, **Risk Management and Insurance**, Irwin-McGraw Hill, New Delhi, 2017, 2<sup>nd</sup> edition.

**Course Objective:** To provide an understanding of various methods of costing used in different industries.

**Course Outcomes:** At the end of the course the student will be able to:

- Understand the different methods of costing and their applications to business and industry.
- Determine the cost of goods and services using methods such as job costing, contract costing, process costing and operating costing.
- Evaluate and apply appropriate methods of apportioning joint cost.
- Understand cost book keeping systems and develop the ability to reconcile between cost and financial records.
- Estimate overhead absorption using activity-based costing as an alternative method of absorbing overheads.

<b>I</b>	<b>SINGLE OR OUTPUT COSTING</b>	<b>10</b>
	Features and objects of output costing, cost collection, treatment of Work in progress, and scrap under output costing	1
	Cost sheet involving calculation of missing information	2
	Output as applied to specific industries	2
	Preparation of comparative cost sheet	2
	Preparation of tender statements	3
<b>II</b>	<b>JOB AND BATCH COSTING</b>	<b>10</b>
	Definition and features of job costing, procedure of job costing, Accounting system under job costing	1
	Preparation of job cost sheet, advantages and disadvantages,	4
	Treating of spoilage and defectives under job costing	1
	Batch costing – advantages and disadvantages,	1
	Determination of economic batch quantity	1
	Preparation of batch cost sheet	2
<b>III</b>	<b>CONTRACT COSTING</b>	<b>13</b>
	Features of contract costing – procedure of contract costing	1
	Preparation of completed contract account	1
	Preparation of incomplete contract account involving calculation of missing information	2
	Preparation of comparative contract account	1
	Preparation of contract account when trial balance is given	
	Preparation of balance sheet	2
	Preparation of long term contract, preparation of contractee's account	2
	Preparation of contract account when near the stage of completion	2
	Accounting standard – AS 7	2
<b>IV</b>	<b>PROCESS COSTING</b>	<b>12</b>
	Types of process costing, definition and features of process costing	1
	Differences between job and process costing	1
	Recording of elements of costs in process costing, advantages and disadvantages of process costing	1
	Preparation of simple process cost accounts	1
	Treatment of normal loss, abnormal loss and abnormal gain in process account	1
	Preparation of process accounts with normal loss, abnormal loss and abnormal gain	2
	Preparation of process account with opening and closing stocks	2
	Inter process profits	1
	Equivalent production - FIFO and average methods	2

## E53 Contd...

<b>V</b>	<b>JOINT PRODUCTS AND BY PRODUCTS</b>	<b>07</b>
	Definition and features of joint products, co-product and minor products	1
	Treatment of joint cost of joint products - physical unit method, Sales value method, weighted average cost method, average unit cost method	4
	Definition, features of by-products, differences between joint products and by-products	1
	Treatment of by-products: Cost and non-cost methods	1
<b>VI</b>	<b>OPERATING COSTING</b>	<b>06</b>
	Definition and features of operating costing	1
	Transport costing	3
	Hotel costing – lodging	2
<b>VII</b>	<b>COST LEDGER ACCOUNTING</b>	<b>06</b>
	Interlocking system, ledgers and accounts maintained under Interlocking system	1
	Preparing of accounts and posting of entries under interlocking system (only theory)	2
	Reconciliation of cost and financial accounts – causes for differences between financial and cost accounts.	1
	Preparation of reconciliation statements	2
<b>VIII</b>	<b>ACTIVITY BASED COSTING</b>	<b>06</b>
	Concept of activity based costing, characteristics,	3
	Development of ABC system – implementation of ABC system, benefits, when to use ABC system; Problems on ABC technique	3
	<b>Total Hours</b>	<b>70</b>

### BASIC TEXTS:

1. Jain & Nagrang, **Cost & Management Accounting**, Kalyani Publishers, New Delhi, 2012, 13th edition.
2. Jawahar Lal & Seema Srivastava, **Cost Accounting**, McGraw Hill Education, New Delhi, 2019, 6th edition.

### REFERENCES:

1. Tulsian P. C. **Principles & practice of Cost Accounting**, McGraw Hill, 4<sup>th</sup> edition, July 2019
2. Colin Drury, **Cost and Management Accounting**, Cengage Learning, 8<sup>th</sup> edition, 2014
3. Srikant Datar and Madhav Rajan: **Hornsgren's Cost Accounting**, Pearson publications, 16<sup>th</sup> edition, 2017
4. Saxena and Vasisht: **Essentials of Cost and Management Accounting**, Sultan Chand & Sons, 2014 edition

**Course Objective:** To gain a deeper understanding of advanced accounting topics.

**Course Outcomes:** At the end of the course the student will be able to:

- Understand the Indian AS relating to contingencies, events occurring after the balance sheet, provisions prior period items.
- Know recent trends in accounting and contemporary problems such as corporate social reporting, ESOP accounting, accounting for financial instruments and ethical issues in accounting.
- Apply the techniques of foreign currency translation for cross border transactions.
- Evaluate and use different methods of accounting for branches.
- Develop the basic skills required in preparing financial statements of insurance companies.
- Prepare consolidated financial statements for a holding company with one subsidiary.

<b>I</b>	<b>BRANCH ACCOUNTS</b>	<b>17</b>
	Debtors system	5
	Stock and debtors system	7
	Wholesale and independent branches	5
<b>I</b>	<b>FOREIGN CURRENCY TRANSLATION</b>	<b>04</b>
	Accounting for foreign branches based on AS 11	
<b>III</b>	<b>HOLDING COMPANY ACCOUNTS</b>	<b>21</b>
	Preparation of consolidated balance sheet - problems involving one direct subsidiary only (excluding Cross holdings) including adjustments on Inter-Company Owings, acquisition of preference shares, debentures, past dividends, bonus issues, and revaluation of assets problems as per AS21	
<b>IV</b>	<b>INTRODUCTION TO ACCOUNTING STANDARDS</b>	<b>06</b>
	Contingencies Prior period adjustments and extra ordinary events; events after balance sheet date. AS 4, AS 5, and AS 29	
<b>V</b>	<b>DEVELOPMENTS IN ACCOUNTING (CONCEPTS ONLY)</b>	<b>10</b>
	Interim reporting	2
	Corporate social reporting	2
	Accounting for financial instruments	2
	Segment reporting	2
	ESOP accounting	2
<b>VI</b>	<b>INSURANCE COMPANY ACCOUNTS</b>	<b>08</b>
	Preparation of final accounts of life insurance companies	4
	Preparation of final accounts of general insurance companies fire and marine insurance	4

## E 54 Contd...

<b>VII ETHICAL ISSUES IN ACCOUNTING:</b>	<b>04</b>
a) Window dressing	2
b) Disclosure	2
<b>Total hours</b>	<b>70</b>

### BASIC TEXTS:

1. Gupta, R.L. & Radhaswamy, M., **Advanced Accountancy** - Volume II, Sultan Chand & Sons, New Delhi, 17th edition, 2014
2. Shukla, Grewal and Gupta, **Advanced Accountancy**, S. Chand & Co., New Delhi, 2019, 19th edition.

### REFERENCES:

1. ICAI, **Compendium of Statements and Standards of Accounting**, ICAI, May 2019.
2. Rawat D.S, **Students guide to Accounting Standards**, Taxmann. Allied Services Pvt.,Ltd, New Delhi, 35<sup>th</sup> edition, July 2019.
3. **Chartered Accountant** journal

**Course Objectives:** To familiarise the student with the e-commerce business platform and the associated features, challenges and technologies to understand the process of carrying on online business dealings.

**Course Outcomes:** At the end of the course, the student will be able to:

- Outline different types of e-commerce transactions and unique features of e-commerce technology.
- Explain and analyze the key elements of a given e-commerce business model.
- Evaluate the impact of e-commerce on business strategy, structure and process.
- Explain the evolution of the B2B model of e-commerce and list the various features of the different B2B models.
- Explain the various B2C models and list the features of B2C retail and B2C services.
- Build an e-commerce presence, choosing the right hardware, software and e-commerce site tools.
- Classify and analyze risks in e-commerce.

<b>I</b>	<b>INTRODUCTION:</b>	<b>6</b>
	Meaning and concepts	1
	Unique features of e-commerce technology	2
	Types of e-commerce	1
	Advantages and concerns in transacting online	2
<b>II</b>	<b>E-COMMERCE BUSINESS STRATEGIES:</b>	<b>13</b>
	Key elements of an e-business model	3
	Major B2C business models	3
	Major B2B models	3
	Impact of e-commerce on business strategy, structure and process.	4
<b>III</b>	<b>APPLICATIONS OF E COMMERCE:</b>	<b>11</b>
	B2B e-commerce	
	Evolution – Early days, EDI, mobile B2B, cloud based B2B, SCM systems, collaborative commerce	3
	Benefits of B2B e-commerce	2
	B2C e-commerce – retail: Types, advantages and challenges	3
	B2C e-commerce – services: Features and types	3
<b>IV</b>	<b>BUILDING AN E-COMMERCE PRESENCE:</b>	<b>16</b>
	Imagining your e-commerce presence – Ideation, business and revenue model, target audience, understanding marketplace, content, SWOT analysis, developing e-commerce presence map and timeline, cost considerations	4

## UCOM E55 Contd...

Systematic planning – Systems analysis and planning, system design, in-house vs outsourcing, testing system, implementation and maintenance	4	
Choosing software – Website architecture, web server software, application servers, software platforms, payment gateways	4	
Choosing hardware – Rightsizing hardware platform – demand and supply side	1	
E-commerce site tools – Website design features, search engine optimization, interactivity and active content, personalization (overview only)	1	
Building mobile website and applications – planning, design consideration, performance and cost considerations	2	
<b>V UNDERSTANDING RISKS IN E-COMMERCE:</b>		<b>6</b>
Introduction to risks – business, operational, technological (overview only)	1	
Addressing security concerns – Dimensions of e-commerce security, digital signatures and digital certificates, protecting networks, servers and clients, security plan and management policies	5	
<b>VI ETHICS, LAW AND E-COMMERCE:</b>		<b>18</b>
Complexities in legal environment of e-commerce	2	
Understanding ethical, social and political issues	3	
Privacy and information rights – concept, issues and regulation	3	
Intellectual property rights – concept, violation and protection	2	
Types of online contracts	1	
Governance in internet	1	
Taxation issues in e-commerce	2	
Public safety and welfare	1	
Information Technology Act 2000 – features and impact	3	
<b>Total hours</b>		<b>70</b>

### BASIC TEXT:

1. Kenneth Laudon, Carol Traver, **E-commerce – Business, Technology, Society**, Pearson, 2017, 13th Edition.
2. Joseph P T, **E-Commerce An Indian Perspective**, PHI, 2019, 6th Edition.

### REFERENCES:

1. G Gary P. Schneider, **E-Commerce: Strategy, Technology and Implementation**, Cengage, 2007
2. Journals and general literature

## SEMESTER VI

### **E61                      MANAGEMENT OF INTERNATIONAL BUSINESS                      5 Credits**

**Course objective:** To provide knowledge of different functional aspects of International Business.

**Course Outcomes:** At the end of the course, the student will be able to:

- Understand different managerial functions in an international business environment.
- Define basic concepts in management of international business.
- Explain various staffing policies in global HRM
- Identify various factors affecting the global marketing management
- Explain basics of International capital budgeting and global money management
- Explain the legal aspects of international business with specific focus on Intellectual Property Rights (IPRs)
- Understand the concepts and principles of international taxation

<b>I</b>	<b>Global Operations Management</b>	<b>10</b>
	Meaning of Operations Management	2
	Advantages and Disadvantages of Manufacturing vs Outsourcing	3
	Factors affecting Centralised vs Decentralised Manufacturing	3
	Global Logistics – Factors differentiating Global Logistics from domestic logistics,	2
	Modes of Transportation in Global Logistics, Third Party Logistics (3PL)	
<b>II</b>	<b>Global Human Resource Management</b>	<b>12</b>
	Types of Global Staffing Policies	5
	Training and management development	2
	Types of Global Performance Appraisal	2
	Global Compensation, Components of Compensation, Compensation Practices	3
<b>III</b>	<b>Global Marketing Management</b>	<b>8</b>
	Factors affecting Product Attributes	2
	Factors affecting Distribution Strategy	2
	Factors affecting Pricing Strategy	2
	Factors affecting Marketing Communications Strategy	2
<b>IV</b>	<b>Global Financial Management</b>	<b>17</b>
	Basics of International Capital Budgeting and simple problems	10
	Factors affecting Country Risk	1
	Global Money Management – Objectives and Techniques	3
	Types of foreign exchange exposure –strategies to minimize exposure (brief discussion)	3
<b>V</b>	<b>Legal Aspects of International Law</b>	<b>10</b>
	Sources of International Law	2
	Brief discussion on TRIPS, TRIMS and GATS framework	3



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Types of Intellectual Property Rights – Trademarks, Copyrights, Geographical Indications	3
Patents, types of patents, process of obtaining patents	2
<b>VI Management of International Taxation</b>	<b>6</b>
Principles of International Taxation	2
Double Taxation Relief	1
Overview of Tax Havens	1
Transfer Pricing and Tax Planning	2
<b>VII Problems and case studies</b>	<b>7</b>
<b>Total Hours</b>	<b>70</b>

### BASIC TEXT:

1. Charles Hill , K Arun, International Business-Competing in the Global Marketplace, McGraw Hill Education (India) Private Limited, 2017,10th edition.
2. Vinod. V. Sople, **Managing intellectual Property**, Eastern Economy Ed., Prentice Hall, New Delhi, 2006.

### REFERENCES:

1. G. Albaum, J. Strandkov and E. Duerr, **International Marketing and Export Management**, Pearson Education, England, 7<sup>th</sup> edition
2. Rakesh Mohan Joshi, **International Marketing**, OUP, New Delhi, 2014, 2<sup>nd</sup> edition
3. Malcom L. Shaw, **International Law**, Cambridge University Press, New York, 2008, 6<sup>th</sup> edition

**Course Objective:** To provide an understanding of the statutory and regulatory framework of insurance and managerial issues facing insurance companies in India.

**Course Outcomes:** At the end of the course, the student will be able to:

- Explain the growth of insurance industry in India
- Understand the role of different intermediaries in the insurance industry
- Identify the need for regulation of the insurance industry
- Distinguish between solvency margins of life and general insurance
- Evaluate ethical issues in insurance
- Compile the elements that constitute the health/liability insurance products.

<b>I</b>	<b>EVOLUTION AND GROWTH OF INSURANCE INDUSTRY IN INDIA:</b>	<b>05</b>
	History of the Indian insurance industry;	2
	Progress from private sector to social control, nationalisation and again opening up to private sector;	2
	Insurance density and insurance penetration;	
	Rural and social sector, micro-insurance;	
	Agricultural insurance.	1
<b>II</b>	<b>ORGANISATION OF THE INSURANCE MARKET AND VARIOUS ENTITIES ACTIVE IN THE MARKET</b>	<b>05</b>
	Insurers;	
	Agents, brokers, bancassurance;	2
	Third Party Administrators;	
	Surveyors and loss adjusters;	1
	Ombudsmen and Lok Adalats;	2
<b>III</b>	<b>REGULATION OF THE INSURANCE INDUSTRY:</b>	<b>10</b>
	IRDA	1
	Insurance laws and regulations – provisions relating to:	9
	Registration or licensing of entities;	
	Constitution, financial strength, solvency;	
	Separation of funds, annual accounts and valuation of liabilities;	
	Investment of funds;	
	Management;	
	Control on expenses;	
	Policyholders' protection;	
	Transfers, winding up;	
	Insurance Associations and self-regulation;	
	Tariffs and detariffication;	
	Reinsurance;	
	Rural and social sector obligations.	
<b>IV</b>	<b>INSURANCE ACCOUNTS AND SOLVENCY MARGIN:</b>	<b>08</b>
	Accounting Principles (Theory)	3
	Structure of accounts;	3
	Maintenance of solvency margin;	2
<b>V</b>	<b>INSURANCE OFFICE ADMINISTRATION AND MANAGEMENT CONTROLS:</b>	<b>05</b>
	Structure of an insurance organization;	1
	Basic reporting to management;	2
	Important performance indicators.	2
<b>VI</b>	<b>MARINE INSURANCE OTHER THAN CARGO:</b>	<b>06</b>
	Risks covered and important exclusions;	2

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	Types of insurance policies and their features; Basis of sum insured and premium payment; Basis of claims settlement; Underwriting Important policy conditions and warranties; Policyholders servicing	2     2
<b>VII</b>	<b>LIABILITY INSURANCES:</b>	<b>06</b>
	Risks covered and important exclusions; Types of insurance policies and their features; Basis of sum insured and premium payment; Basis of claims settlement; Underwriting Important policy conditions and warranties; Policyholders servicing Public Liability Insurance Act.	1 1  1 1 1  1
<b>VIII</b>	<b>HEALTH INSURANCES:</b>	<b>06</b>
	Risks covered and important exclusions; Types of insurance policies and their features; Basis of sum insured and premium payment; Basis of claims settlement; Underwriting Important policy conditions and warranties Policy holder's servicing	1 1  1 1 1 1
<b>IX</b>	<b>AN OVERVIEW OF ENGINEERING AND RURAL INSURANCE</b>	<b>02</b>
<b>X</b>	<b>REINSURANCE:</b>	<b>07</b>
	Retentions and reinsurance; Types of reinsurance; Reinsurance terms; Reinsurance administration.	1 4 1 1
<b>XI</b>	<b>RECENT TRENDS IN INSURANCE (Overview)</b>	<b>04</b>
	Issuance of electronic policies Insurance Repository Nuclear Pool, Motor Declined Risk pool Financial inclusion through insurance	1 1 1 1
<b>XII</b>	<b>VALUES AND ETHICS IN INSURANCE BUSINESS</b>	<b>02</b>
	Denial of coverage Denial of claims Ethics in insurance marketing	 1 1
<b>XIII</b>	<b>Cases and Problems</b>	<b>04</b>
	<b>Total Hours</b>	<b>70</b>

### BASIC TEXT:

1. Publications of the Insurance Institute of India, latest edition (published regularly)

### REFERENCES:

1. Tyagi, C.L. and MadhuTyagi, **Insurance Law and Practice**, Atlantic Publishers, New Delhi, 2nd Edition, 2016

**Course Objective:** To gain knowledge of the application of accounting techniques for management decision making.

**Course Outcomes:** At the end of the course, the student will be able to:

- Understand the use and application of management accounting techniques in decision making
- Analyse and interpret financial statements using ratio analysis.
- Prepare cash flow statements of a company from given data.
- Determine operating break-even point and CVP analysis for making various business decisions.
- Analyse and interpret material, labour, variable overhead and fixed overhead variances.
- Prepare cash budget from given data

<b>I</b>	<b>INTRODUCTION</b>		<b>06</b>
	Meaning and scope of management accounting	1	
	Difference between management accounting and financial accounting	1	
	Difference between management accounting and cost accounting Cost control, Cost reduction and Cost Management	2	
	Introduction to Transfer pricing (overview only)	1	
<b>II</b>	<b>ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENTS:</b>		<b>17</b>
	Horizontal and vertical analysis of financial statements	1	
	Ratio analysis, importance and limitations	1	
	Liquidity ratios, activity ratios	1	
	Profitability ratios	2	
	Solvency/leverage ratios	1	
	DuPont analysis	1	
	Problems on computation of ratios and interpretation	5	
	Problems on preparation of financial statements from ratios	5	
<b>III</b>	<b>CASH FLOW STATEMENT:</b>		<b>08</b>
	AS 3	2	
	Problems	6	
<b>IV</b>	<b>CVP ANALYSIS</b>		<b>19</b>
	Meaning of CVP, contribution margin, p/v ratio, Break Even Point, operating leverage, margin of safety	1	
	Approaches to CVP-equation method and unit contribution Method; break even chart	1	
	Assumptions, limitations and applications of CVP	1	
	Problems	5	
	Decision making – relevant cost, sunk cost, opportunity cost, cost of prediction error	1	
	Dropping a product line/department	2	
	Special offer pricing	2	
	Make or buy decision	2	
	Depth of processing	2	
	Equipment replacement	2	

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<b>V</b>	<b>STANDARD COSTING</b>	<b>12</b>
	Limitations of historical costing, definitions	1
	Steps and process of developing standards	1
	Types, advantages and disadvantages of standard costs	1
	Variance analysis:	
	Material cost, price, usage, mix and yield variances	1
	Problems	2
	Labour cost, rate, efficiency, mix yield, idle time variance	1
	Problems	2
	Variable overheads total, spending and efficiency variance	
	Fixed overheads total, expenditure, volume, efficiency and Capacity variance (theory only)	1
	Comprehensive problems (excluding overheads)	2
<b>VI</b>	<b>BUDGETS AND BUDGETARY CONTROL:</b>	<b>08</b>
	Meaning and types of budgets	1
	Budget process	1
	Preparation of cash budget and master budget	6
	<b>Total Hours</b>	<b>70</b>

### BASIC TEXTS:

1. Gupta, R.L. & Radhaswamy, M., **Advanced Accountancy Vol II**, Sultan Chand & Sons, New Delhi, 17th edition, 2014
2. Khan, M Y & Jain, P K., **Management Accounting**, Tata McGraw Hill, New Delhi. 2018, 7<sup>th</sup> edition

### REFERENCES:

1. Pandey, I.M. **Management Accounting**, Vikas Publishing, New Delhi, 1994, 3<sup>rd</sup> edition
2. Ciaran Walsh, **Key Management Ratios**, Prentice Hall, 2010, 4<sup>th</sup> edition
3. Colin Drury, **Cost and Management Accounting**, Cengage Learning, 8<sup>th</sup> edition, 2014
4. Weygandt et al, **Accounting Principles**, John Wiley & Sons, New York, 7<sup>th</sup> edition, 2015
5. Shane Moriarity and Carl. P. Allen, **Cost Accounting**, Harper & Row, New York, 1987, 2<sup>nd</sup> edition
7. Ronald Hartley, **Cost and Managerial Accounting**, Allyn& Brown, 1986, 2<sup>nd</sup> edition
9. Charles Gibson, **Financial Reporting and Analysis**, South Western College Publishing, USA, 2003, 9<sup>th</sup> revised edition
10. D R. Hansen and M M Mowen, **Cost Management**, South Western College Publishing, USA, 2010, 6<sup>th</sup> edition
11. Jawahar Lal, **Advanced Management Accounting**, S. Chand and Co., New Delhi, 2016, 4<sup>th</sup> edition

**Course Objective:** To provide an understanding of the working of capital markets in India and equip students with the basic skills in security analysis and portfolio management

**Course Outcomes:** At the end of the course, the student will be able to:

- Understand the investment environment and basic building blocks of risk and return
- Determine a suitable asset allocation for an individual
- Analyse the framework for investment in fixed income securities and equities.
- Apply the basic tools to evaluate the intrinsic value of different types of financial instruments.
- Develop the ability to use the basic techniques of fundamental analysis and technical analysis.
- Create a portfolio by applying the principles of investments to choose suitable financial instruments

<b>I</b>	<b>INTRODUCTION</b>	<b>04</b>
	Investment - definition	1
	Investment Vs Speculation, Sources of investment Information	1
	Basics of personal finance	1
	Life time financial planning	1
<b>II</b>	<b>INVESTMENT SPRECTRUM</b>	<b>08</b>
	Financial securities - shares – bonds saving certificates – government securities money market securities - derivatives	2
	Non securitised financial investments - deposits - tax sheltered savings Schemes, life insurance	2
	Mutual funds – Advantages of investing through Mutual Funds – Factors to be considered while choosing different funds	2
	Real assets - residential property, gold, silver, precious stones – art objects.	2
<b>III</b>	<b>SECURITIES MARKET (OVER VIEW ONLY)</b>	<b>03</b>
	Primary market - secondary market - stock exchanges –SEBI guidelines-reading the finance page - stock market indices – interpreting news items, economic and other data	3
<b>IV</b>	<b>RISK AND RETURN</b>	<b>04</b>
	Security returns - meaning and calculation - risk categories and measurement of risk return trade off - risk reduction through diversification	4
<b>V.</b>	<b>ASSET ALLOCATION AND CREATION OF A PORTFOLIO</b>	<b>05</b>
	Specification of investment objectives and constraints-selection of asset mix formulation of portfolio strategy – selection of securities – portfolio execution portfolio rebalancing -performance evaluation	5
<b>VI</b>	<b>INVESTING IN COMMON STOCK:</b>	<b>25</b>
	Fundamental analysis - economic analysis - effect of economic variables on stock investment decision	4
	Industry analysis - industry classification - industry life cycle - evaluating relevant industry related factors	4

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Company analysis - Use of financial and non-financial parameters – analysis with the examples from Automobiles, FMCGs, Telecommunication, Hospitals / Health-care, Infrastructure and Pharmaceuticals	5	
Technical analysis - Dow theory - tools of technical Analysis – bar and line chart, point and figure chart - moving Average – relative strength analysis - breadth of the market - interpreting patterns – head & shoulders, double top and descending triangle only	7	
Stock selection techniques	2	
Valuation of common stock (problems)	3	
<b>VII INVESTING IN FIXED INCOME SECURITIES</b>		<b>13</b>
Strategic role of bonds - risk in holding fixed income securities	2	
Yield curve hypothesis	2	
Bond management strategies - buy and hold - bond ladder strategy	2	
Semi active management strategy - active bond management - swap and repos	2	
Macauley's Duration, Modified Duration and Immunization (problems)	3	
Valuation of debt securities - current yield and yield to maturity - Problems	2	
<b>VIII DERIVATIVES:</b>		<b>08</b>
Using derivatives as an investment tool	1	
Concept of mark to market and Margin	2	
Use of futures and options to manage risk and optimize return	2	
Option Strategies – Protective Put - covered Call – Straddle – Spread – Collar	3	
<b>Total Hours</b>		<b>70</b>

### BASIC TEXT:

1. Donald E. Fisher and Ronald J. Jordan, **Security Analysis and Portfolio Management**, Prentice Hall, India, 2009, 7th edition.

### REFERENCES:

1. Prasanna Chandra, **Security Analysis and Portfolio Management**, McGraw Hill, 5<sup>th</sup> edition, March 2017.
2. Herbert B. Mayo, **Investments - An Introduction**, Cengage Learning, 12<sup>th</sup> edition, 2015..
3. Kevin, **Security Analysis and Portfolio Management**, Prentice Hall India, 2<sup>nd</sup> edition, January 2015.

**Course Objective:** To gain an understanding of retail trade and its management

**Course Outcomes:** At the end of the course, the student will be able to:

- Define retailing and its characteristics, and compare and contrast its various formats.
- Recall the law surrounding the business of retailing.
- Understand the process of merchandise management in a typical store.
- Understand the importance of a well-designed CRM, its characteristics, and how to implement it effectively.
- Assess the suitability of various strategies for store location, pricing and promotion, store design and retail layout, and design an appropriate strategy, given the conditions.

<b>I</b>	<b>Retailing</b> Concept, Importance, Functions, Development of Retailing in India, Factors determining growth of retailing in India, Role of retail in nation's economy	<b>05</b>
<b>II</b>	<b>Retail Characteristics:</b> Price-Cost trade off; types of merchandise – variety, assortment, services; cost of offering – breadth and depth of merchandise and services.	<b>07</b>
<b>III</b>	<b>Retail Formats.</b> Concept, Classification, Multi-channel retailing, Types of ownership, Current Indian scenario	<b>07</b>
<b>IV</b>	<b>Dynamics of retailing</b> Location, Target market, Product mix, manpower, Logistics and supply chain, Warehousing, Vendor management, Franchising.	<b>07</b>
<b>V</b>	<b>Pricing:</b> Importance of retail pricing, Factors affecting retail pricing, Approaches to product pricing	<b>07</b>
<b>VI</b>	<b>Promotion:</b> Need and objectives of promotional mix in retailing, Promotional mix and strategy development.	<b>05</b>
<b>VII</b>	<b>Store management and retail layout:</b> Store planning, location planning, Principles of design, retail image mix, space mix, effective retail space management, store layout, floor space management, visual merchandising and displays.	<b>07</b>
<b>VIII</b>	<b>Role of Information technology in retailing</b>	<b>05</b>
<b>IX</b>	<b>Merchandise management:</b> Meaning, organizing the buying process, setting objectives for the merchandise plan, sales forecasting, assortment planning, sourcing decisions, private labels	<b>07</b>
<b>X</b>	<b>Customer relationship management:</b> Concept, Importance of CRM, Characteristics of a well-designed CRM programme, Implementation of CRM	<b>07</b>
<b>XI</b>	<b>Legal aspects:</b> Laws affecting retailing, Taxation aspects	<b>06</b>
<b>Total Hours</b>		<b>70</b>



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### SUGGESTED TEXTBOOKS:

1. Michael Levy and Barton Weitz, **Retailing Management**, TMH, 2017, 8th edition
2. Swapna Pradhan, **Retail Management**, TMH, 2017, 5th edition.
3. Gibson Vedamani, **Retailing Management**, Jaico Publishing House, Mumbai, 2012, 4th edition.
4. Dunne & Lusch, **Retailing Management**, South Western Cengage Learning, 2009

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