

ALLAHABAD STATE UNIVERSITY

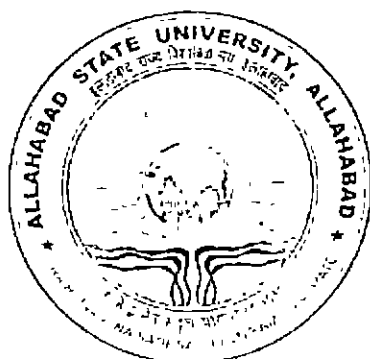
SYLLABUS

B. Com.

Full Time 3 Years Degree Courses
w.e.f. July, 2017

M. Com.

Full Time Two Years with Four Semesters
w.e.f. July, 2017



FACULTY OF COMMERCE

ALLAHABAD STATE UNIVERSITY, ALLHABAD

ML *MSD* *2017* *5/2*

B.Com Ordinance

The Faculty of Commerce:

The Allahabad State University is an emerging centre of excellence ~~area~~ in the ^{area of} Higher Education was founded on June 17, 2016. The territorial Jurisdiction of the University is district of Allahabad, Kaushambi, Fathehpur & Pratapgarh. The Present Campus of the University is located in the heart of the city on M.G. Road. Allahabad. Although a huge Campus is under Construction in 113 acres of land in Naini.

All the Undergraduate Courses are running in its affiliated collages and Post Graduate Courses are in the Colleges and Campus both. The Department of Commerce came into existence in August 2016 in the Campus. The Department shall conduct doctorate programme in the University Campus and its Colleges and Post Doctoral Programmes in the University Campus only. The graduate level programmes are currently being run by its affiliated colleges and post Graduate programme in the University campus and colleges both.

Disciplinary Consideration

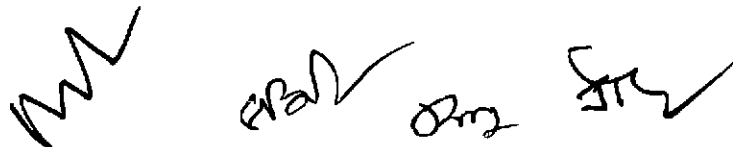
And Co-Curricular Activities

The students of University Campus and its colleges are required to maintain prescribed levels of discipline in terms of the attendance and proper conduct within and outside the campuses. Every student is required to carry his/her identity cards all the times. The students are required to show proper conduct and keep away from any activity that may invite disciplinary action.

The academic units places a lot of importance on supplementing the academic curriculum with development activities like, debates, quiz, essay competitions & workshops etc.

B. Com (Three Year Degree Courses)

A full time three years programme leading to the award of "Bachelor Degree in Commerce". In each year there shall be six papers consisting of 100

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Marks each. In the third year there shall be four compulsory and two optional papers. In optional there are three groups and candidates are required to opt any one of the group. In the end of the third year there shall be a viva-voce of *100 marks*.

Examination & Evaluation

1. The examination for the Degree of Bachelor of Commerce shall be held in three parts viz at the end of part-I, part-II and part-III each paper carries *100 marks*.
2. Candidates shall be eligible to appear at the Part-II or Part-III examination only after they have passed the Part-I and Part-II examinations, respectively.
3. In order to be declared successful at the Part-I, Part-II and Part-III examinations, a candidate shall have to obtain a minimum of 33% in each group.
4. Divisions shall be awarded at the end of the Part-III examination on the total marks obtained in Part-I, Part-II and Part-III examinations. Candidates who obtain 60% and more of the aggregate marks shall be placed in the First Division, candidates who obtain 45% or more but less than 60% of the aggregate marks shall be placed in the Second Division. Candidates who obtain 33% or more but less than 45% of the aggregate marks shall be declared to have passed in the Third Division.
5. If a student is unable to secure 33% marks in any of the one group, he/she shall be promoted to the next class but he/she has to clear the group by appearing in the coming examination of the said class & paper otherwise he/she will not be eligible to promote in the subsequent class. For example if he/she fails in paper one in B.Com. I, he/she will be promoted to B.Com. II but he/she will be eligible to promote B.com. III. when clears the B.Com I exam/paper by appearing in B.Com I with B.Com. II. *or in the back Paper examination if conducted.*

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6. There shall be 5 questions in each papers. The total marks of the each paper will be 100. First Question will be compulsory of 20 marks having five short answer of 4 marks questions from all units. Four question will ^{be} set from all units. Comprising one question from each unit on either or basis.

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B.Com. Three Years Degree Syllabus

B.Com. Part-I

Compulsory	Paper Name	Max Mark.	Min Mark.
Group A			
BCOM-101	Business Communication	100	33
BCOM-102	Financial Accounting	100	33
Group B			
BCOM-103	Business Regulatory Frame Work	100	33
BCOM-104	Business Statistics	100	33
Group C			
BCOM-105	Business Economics	100	33
BCOM-106	Indian Economy	100	33
	Total	600	198

B.Com. Part-II

Compulsory	Paper Name	Max Mark.	Min Mark.
Group - D			
BCOM-201	Business Finance	100	33
BCOM-202	Cost Accounting	100	33
Group - E			
BCOM-203	Business Organization & Management	100	33
BCOM-204	Income Tax Law and Account	100	33
Group - F			
BCOM-205	Money and Financial System	100	33
BCOM-206	Business Environment	100	33
	Total	600	198

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B.Com. Part-III

Compulsory	Paper Name	Max Mark.	Mini Mark.
Group - G			
BCOM-301	Auditing	100	33
BCOM-302	Corporate Accounts	100	33
Group - H			
BCOM-303	Human Resource Management	100	33
BCOM-304	Marketing Management	100	33
Optional Groups OPT (any one of them)			
Group - I (Insurance and Risk Management)			
BCOM-305	Principal & Practices of Life and Property Insurance	100	33
BCOM-306	Insurance Law, Salesmanship and Risk Management	100	33
Group - J (Banking and Foreign Exchange)			
BCOM-307	Banking Law and Practices	100	33
BCOM-308	Foreign Exchange Practices and Problems	100	33
Group - K (Corporate and Industrial Laws)			
BCOM-309	Company Law and Secretarial Practice	100	33
BCOM-310	Industrial and Labour Laws	100	33
BCOM-311	Viva-Voce	100	33
	Total	700	231
	B.Com I,II,III	Grand Total	1900
			627

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B. COM-PART I

GROUP - A : PAPER CODE-BCOM-101

BUSINESS COMMUNICATION

Objective: The objective of this course is to develop effective business communication skills among the students.

Course Inputs

Unit-I Introducing Business Communication : Basic forms of communicating; Communication models and processes; Effective communication; Theories of communication; Audience analysis.

Self-Development and Communication: Development of positive personal attitudes; SWOT analysis; Vite's model of interdependence; whole communication.

Unit-II Corporate Communication: Formal and informal communication networks: Grapevine; Miscommunication (Barriers); Improving communication. Practices in business communication; Group discussions: Mock interviews; Seminars; Effective listening exercises. Individual and group presentations and reports writing.

Unit-III Principles of Effective Communication:

Writing Skills: Planning business messages; Rewriting and editing; The first draft; Reconstructing the final draft; Business letters and memo formats; Appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum

Unit-IV Report Writing : introduction to a proposal, short report and formal report, report preparation Oral Presentation: Principles of oral Presentation: Principles of Oral presentation, factors affecting presentation sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

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● **Suggested Readings:**

1. Boyce and Hill · Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S, Fielder. Principals of Business Communication; Macmitlan Publishing Company, London.
3. Randal E. Magors; Business Communication : Harper and Row new York
4. Webster's Guide to Effective Letter Writing; Harper and Row, New York.
5. Balasubramanyam: Business Communications; Vikas publishing House, Delhi.

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GROUP-A : PAPER CODE-BCOM-102

FINANCIAL ACCOUNTING

Objective: To impart basic accounting knowledge as applicable in business.

Course Inputs:

Unit -I Meaning and Scope of Accounting: Need, development, and definition of accounting; Book-keeping and accounting; Persons interested in accounting; Disclosures; Branches of accounting; Objectives of accounting. Accounting Transactions: Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; opening entry; Relationship between journal and ledger; Rules regarding posting; Trial balance; Sub division of journal. Final Accounts: Manufacturing account; Trading account; Profit and loss account, Balance sheet.

Unit II Branch Accounts: Dependent branch; Debtors system, stock and debtor system; Final accounts system; Wholesale branch; independent branch; Foreign branch; Royalties Accounts.

Unit -III Hire-purchase and installment purchase system; meaning of hire-purchase contract Legal provision regarding hire-purchase contract; Accounting records for goods of substantial sale values, and accounting records for goods of small values; Installment purchase system.

Unit-IV Partnership Accounts: Essential characteristics of partnership; Partnership deed; Goodwill; Reconstitution of a partnership firm- Admission of a partner; Retirement of a partner; Death of a partner. Amalgamation of partnership firms; Dissolutions of a partnership firm-Modes of dissolution of a firm; Accounting entries; Insolvency of partners.

Suggested Readings:

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1. Anthony, R.N and Reece, J.S. : Accounting Principles; Richard Irwin Inc.
2. Gupta, R.L. and Radhaswamy, M : Financial Accounting; Sultan Chand and Sons, New Delhi.
3. Monga J.R. Ahuja Gish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back, Noida.
4. Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts S. Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi.
6. Shukla M B- Financial Accounting, Kitab Mahal Allahabad

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GROUP-B PAPER CODE-BCOM-103

BUSINESS REGULATORY FRAMEWORK

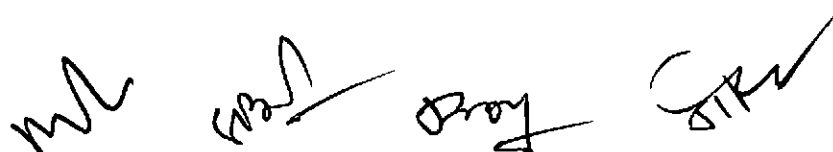
Objective: The objective of this course is to provide a brief idea about the framework of Indian business laws.

Course Inputs:

- Unit -I** Law of Contract (1872): Nature of contract; Classification; offers and acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.
- Unit-II** Special Contracts : Indemnity; Guarantee; bailment and pledge; Agency. Sale of Goods Act 1930: Formation of contracts of sale; Goods and their classification, price: Conditions, and warranties; Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights.
- Unit-III** Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque: Holder and holder in the due course. Crossing of a cheque, types of crossing; Negotiation; Dishonour and discharge of negotiable instrument.
- Unit-IV** The Consumer Protection Act 1986: Salient features; Definition of consumer; Grievance redressal machinery. Foreign Exchange Management Act 2000: Definitions and main provisions.

Suggested Readings:

- 1 Desai I.R. Indian Contract Act, Sale of Goods Act and Partnership Act: S.C. Sarkar & Sons Pvt Ltd. Kolkata.
- 2 Khergamwala U.S. The Negotiable Instruments Act. N. M. Tripathi Pvt. Ltd. Mumbai
- 3 Singh Avtar: The Principles of Mercantile law; Eastern Book Company, Lucknow.
- 4 Kuchal M.C.: Business Law, Vikas Publishing House, New Delhi.
- 5 Kapoor N.D. Business Law: Sultan Chand & Sons, New Delhi.



GROUP-B : PAPER CODE-BCOM-104

BUSINESS STATISTICS

Objective: The Purpose of this paper is to inculcate and analytical ability among the students.

Course Inputs

- Unit-I** INTRODUCTORY : Meaning, Scope, Importance and limitations of Statistics. STATISTICAL INVESTIGATION: Planning of statistical investigation, census and sampling methods .Collection of Primary and Secondary data, Statistical errors and approximation, classification and Tabulation of data, Frequency distribution.
- Unit-II** STATISTICAL AVERAGE: Arithmetic, geometric and Harmonic means, mode Median Qualities and percentiles, Simple and weighted average. Uses and Limitations of difference averages. DISPERSION AND SKEWNESS: Range Quartile deviation mean, Deviation and their coefficients, Standards deviation coefficient of variation, Skewness and its coefficients.
- Unit-III** CORRELATION: Karl person's coefficient of correlation Probable Error and interpretation of coefficient of correlation Rank Difference Method and Concurrent Deviation method.
- Unit-IV** ANALYSIS OF TIME SERIES : Component of time Series, calculation of Secular Trend-Moving Average method and method of Least squares. INDEX NUMBERS : Utility of index numbers. Problems in the construction of index number, simple and weighted index number, Base shifting Fishers ideals index number and tests of reversibility.

Suggested Readings:

1. D N Uthance, Fundamentals of Statistics.
2. S P Singh, सख्यकी के सिद्धान्त।
3. K N. Nagar, सख्यकी के सिद्धान्त।
4. R.P Hooda, Statistics for business and Economics.
5. S P. Gupta, Fundamentals of Statistics.
6. Ramendu Roy, Principles of Statistics- Prayag Pustak Bhawan Allahabad,



GROUP-C : PAPER CODE-BCOM-105
BUSINESS ECONOMICS

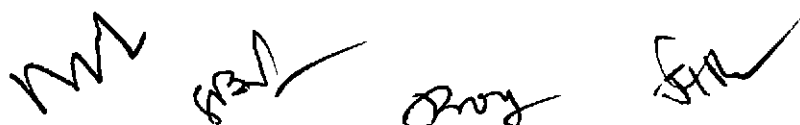
Objective: This course is meant to acquaint the students with the principles of business economics as are applicable in business.

Course Inputs

- Unit-I** Introduction : Basic problems of an economy. Elasticity of Demand: Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue. and elasticity of demand; Determinants of elasticity of demand; Importance of elasticity of demand.
- Unit-II** Production Function: law of variable proportions; Iso-quants; Economic regions and optimum factor combination; Expansion path: Returns to scale; Internal and external economies and diseconomies; population Theory- Malthus and optimum. Theory of Costs; Short-run and long-run cost curves-traditional and modern approaches.
- Unit-III** Price-output decisions under different Market conditions. Perfect Competition, Monopoly; Monopolistic Competition; Oligopoly; Duopoly Non-price Competition, Price discrimination and diseconomies.
- Unit-VI** Theory of Distribution; Marginal Productivity theory and demand for factors; nature of supply of factor inputs; Determination of wage rates under perfect competition and monopoly; Exploitation of labor; Rent-concept; Ricardian and modern theories of rent; Profit concept and Theories of Profit.

Suggested Readings:

1. John P. Gould, Jr. and Edward P Lazear: Micro-economic Theory; All India Traveller, Delhi.
2. Browning Edger K. and Browning Jacquenlence M: Microeconomic Theory and Applications, Kalyani, New Delhi.



3. Watson Donald S. and Getz Molecolm: Price Theory and its Uses; Khosla Publishing House, New Delhi.
4. Koutsoyianni A. : Modern Microeconomics; Macmillan, New Delhi.
5. Richard G, Lipsey : An Introduction to Positive Economics; ELBS, Oxford.
6. Pro H.K. Singh: Business Economics Prayag Pustak Bhawan Allahabad.

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**GROUP –C : PAPER CODE – BCOM-106
INDIAN ECONOMY**

Course Inputs

Unit – I

Structure and Basic Features of Indian Economy; **Indian Demographic Structure** : Population Growth, Sex Ratio, Age Composition, Migration; **Planning in India** : Meaning and Types of Planning , and main Features of Five Year Plan and NITI Ayog.

Unit – II

Large Scale Industries : Iron and Steel : Present Position Problem and Prospects, **Information Technology** : Present Position, Problem and Prospects, Sugar : Present Position Problems and prospects, **MSME** : Definition, Objective, Scope, Problem & Government policy. **Industrial Policies** : 1948, 1956 and present Industrial Policy.

Unit – III

Transport, Road : Present Position, Problems and Prospects. **Railway** : Present Position, Problems and Prospects, **Air** : Present Position, Problem and Prospects, **Water** : Present Position, Problems and Prospects. **Agriculture**: Land Reforms, Agricultural Finance and Rural indebtedness; Marketing Of Agricultural produce.

Unit – IV

Foreign Trade : Composition of Foreign Trade after 1991. Export promotion & Import Substitution, India and the World Trade Organization. **Indian Tax Structure** : Taxes imposed by the Central and State Government. *and G.S. T.*

Suggested Readings :

1. J.N. Mishra, Kamlesh Kumari : Indian Economy; Kitab Mahal, Allahabad (Hindi & English).
2. Dutt & Sundaram : Indian Economy; S. Chand & Company, New Delhi.
3. P.K.Dhar: Indian Economy; Kalyani Publishers, New Delhi.
4. S.K.Gupta and D.D. Chaturvedi Indian Economy, Kitab Mahal, Allahabad.

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B. COM-PART II

GROUP - D : PAPER CODE-BCOM-201

BUSINESS FINANCE

Objective: The objective of the course is to help students understand the conceptual framework of business finance.

Unit-I Business finance: Nature and scope, Financial management- nature and scope, Financial goals: profit Vs. Wealth maximization; Finance function-investment, financing and dividend decisions, Capital Budgeting-Meaning, Nature, Importance, Investment decisions and its major evaluation criteria

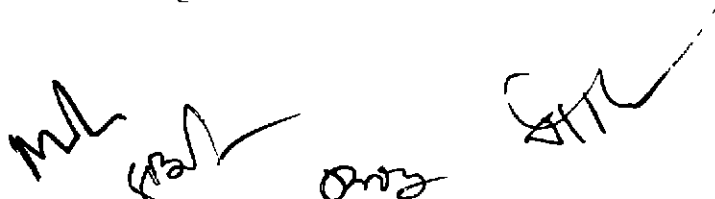
Unit-II Cost of capital- Meaning importance, Calculation of cost of debt, preference shares, Equity shares and retained Earnings, Combined (weighted) Cost of Capital. Capitalization-Meaning over Capitalization. Theory of Capitalization, Capital structure-Meaning determinants and theories.

Unit-III Dividend policies: Issues in Dividend policies; Dividend models. Sources of funds: Long Term funds, Short Term funds. Nature significance and determinants of Working Capital.

Unit-IV Capital market-(a) New issue market (b) Secondary market, Function and role of stock exchange(BSE, NSE), Importance provisions of SEBI (Listing procedure and legal requirements, pricing and marketing of public issues). Money Market: Indian Money markets.

REFERENCES:

1. P. H. K. Singh Business Finance Prayag Pustak Bhawan Allahabad
2. Bhalla V.K Modern Working Capital Management
3. Brigham, E.F, Gapenski, L.C & Ehrhardt, M.C.: Financial Management-Theory and practice
4. Chandra Prasanna Financial Management- Theory and practice.
5. Khan M.Y & Jain, P.K Financial Management and Text and Problems

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GROUP - D : PAPER CODE-BCOM-202

COST ACCOUNTING

Objective: This course exposes the students to the basic concepts and the tools used in cost accounting.

Course inputs

- Unit-I** Introduction: Nature and scope of the accounting; Cost concepts and classification; methods and techniques; Installation of cost system; Concept of cost audit. Accounting for Material: Material control; Concept and techniques; pricing of material issues; Treatment of material losses.
- Unit-II** Accounting for Labour : Labour cost control procedure; Labour turnover; idle time and over time; Methods of wage payment-time and pieces rates; incentive schemes.
- Unit-III** Accounting for Overheads: Classification and departmentalization; absorption of overheads; Determination of overhead rates; under and over absorption; and its treatment.
- Unit-IV** Cost ascertainment: Unit costing; job, batch and contract costing; Operating costing; Process costing-excluding inter-process profits, and joint and by-products.

Suggested Readings:

1. Arora M.N : Cost Accounting-Principles and Practice; Vikas, New Delhi.
2. Jain S.P. and Narang K.L.: Cost Accounting; Kalyani New Delhi.
3. Anthony Robert, Reece, et at: Principles of Management Accounting; Richard D. Irwin Inc. Illinois.
4. Harngren, Charles, Foster and Datar: Cost Accounting -A Managerial Emphasis; Prentice-Hall of India, New Delhi.
5. Khan M Y and Jain P.k: Management Accounting; Tata McGraw Hill.
6. N.R.v M.B. Shukla, Cost Accounting, Kitab Mahal Allahabad.

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GROUP - E : PAPER CODE-BCOM-203

BUSINESS ORGANIZATION AND MANAGEMENT

Objective: This course familiarizes the students with the basics and principles of management.

Unit-I Introduction. Concept, Nature, Process and Significance of Management; Managerial roles (Mintzberg); An overview of functional areas of Management; Development of management thought; Classical and Neo-classical System; Contingency approach. Planning: Concept, Process and types; Decision-Making, Concept and Process: Management by Objectives.

Unit-II Organizing : Concept, Nature, Process and Significance: Authority and Responsibility relationships: Centralization and Decentralization; Departmentation; Organization Structure-Forms and Contingency factors. Corporate Planning; Environment Analysis and Diagnosis

Unit-III Direction: Concept and Techniques, managerial Control-Concept and process, Effective Control System Techniques of Control; Motivation and Leading People at work: motivation-Concept Theories-Maslow, Herzberg, McGregor and Quchi, Financial and Non Financial Incentives, Leadership-Concept and Leadership styles, likert's Four system of Leadership.

Unit-IV Coordination as an essence of management, Communication-nature, Process, Networks and Barriers. Effective Communication. Management of change: Concept, nature and Process of Planned Change, Resistance to change, Emerging Horizons of Management in a changing environment.

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References :

1. Aswathappa & Yadumurth : Business Organisation and Management
2. Arunachalam, P. : Business Organisation and Management
3. Agrawal, R.C. : Prabandhan ke Siddhant
4. Gupta, N.S. : Organisation Theory and Behaviour
5. Jha, Bishwambhar : Fundamentals of Industrial Organization Management
6. Pro H.K. Singh : Principle Of Management Prayag Pustak Bhawan Allahabad.

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GROUP - E : PAPER CODE-BCOM-204

INCOME TAX LAW AND ACCOUNT

Objective: It enables the students to know the basics of Income Tax Act and its implications.

Course inputs

Unit-I Basic Concepts : Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, avoidance, and tax planning. Basis of Charge; Scope of total income, residence and tax liability, income which does not form part of total income.

Unit-II Heads of income: Salaries, Income from house property; Profit and gains of business or profession, including provisions relating to specific business; Capital gains; Income from other sources.

Unit-III Computation of Tax Liability: Computation of total income and tax liability of an individual, Aggregation of income; Set-off and carry forward of losses; Deduction from gross total income.

Unit-IV Tax Management Tax deduction at source; Advance payment of tax; Assessment procedures; Tax planning for individuals.

Suggested Readings

1. Singhanai V.K. Students; Guide to Income Tax; Taxmann, Delhi.
2. Prasad, Bhagwati; Income Tax Law & Practice : Wiley Publication, New Delhi.
3. Mehrotra H.C.: Income Tax Law & Accounts : Sahitya Bhawan, Agra.
4. Dinker Pagare: Income Tax law and Practice : Sultan Chand & Sons, New Delhi
5. Girish Ahuja and Ravi Gupta: Systematic approach to income tax: Sahitya Bhawan Publication, New Delhi.

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GROUP - F : PAPER CODE-BCOM-205

MONEY AND FINANCIAL SYSTEM

Objective: This course exposes the students to the working of money and financial system prevailing in India.

Course inputs

Unit-I Money: Function; Alternative measures to money supply in India-their different component; Meaning and changing relative importance of each; High powered money-meaning and uses; Sources of changes in high powered money. Finance: Role of finance in an economy; Kinds of finance, Financial system; Components; Financial intermediaries; Markets and instruments, and their functions.

Unit-II Indian Banking System: Definition of bank; Commercial banks-importance and functions; Structure of commercial banking system in India, balance sheet of a Bank; meaning and importance of main liabilities and assets; Regional rural banks; Cooperative banking in India.

Unit-III Development Banks and other Non-Banking Financial Institutions: Their main features; Unregulated credit markets in India-main feature

Unit-IV The Reserve Bank of India: Functions; Instruments of monetary and credit control, Main features of monetary policy since independence.

Suggested Readings:

1. Chandler L.V. and Goldfeld S.M: The Economics of Money and Banking: Harper and Row, New York.
2. Gupta S.B Monetary Planning of India: S.Chand, New Delhi.
3. Khan M.Y India Financial System-Theory and Practice; Tata McGraw Hill, New Delhi.

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4. Sengupta A.K. and Agarwal M.K.: Money Market Operations in India; Skylark Publications, New Delhi.
5. Vinayakan N: Banking by 2000 A.D.; Kanishka Publishers, Delhi.
6. Hatler; Bank Investment and Funds Management; Macmillan India Ltd, New Delhi
7. Merrill: Financial Planning in the Bank; Macmillan India Ltd. New Delhi.

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Vinayakan
Hatler
Merrill

GROUP - F : PAPER CODE-BCOM-206

BUSINESS ENVIRONMENT

Objective: This course aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

Course inputs

Unit-I Indian Business Environment: Concept, components, and importance. Economic Trends (overview): Income; Savings and investment; Industry: Trade and balance of payments, Money; Finance; Prices.

Unit-II Problems of Growth: Unemployment; Poverty; Regional imbalances; Social injustice; Inflation; parallel economy; Industrial sickness.

Unit-III Role of Government: Monetary and fiscal policy; Industrial policy; Industrial licensing, Privatization; Devaluation; Export-Import policy; Regulation of foreign investment.

Unit-IV International Environment: International trading environment (overview). Trends in world trade and the problems of developing countries; Foreign trade and economic growth; International economic groupings; International economic institutions-GATT, WTO, UNCTAD, World bank, IMF; GSP; GSTP; Countertrade.

Suggested Readings

1. Sundaram & Black. The International Business Environment: Prentice Hall. New Delhi
2. Agarwal A N.: Indian Economy: Vikas Publishing House. Delhi.
3. Khan Farooq A: Business and Society: S. Chand., Delhi.
4. Dutt R. and Sundharam K.P.M: Indian Economy: S. Chand. Delhi.
5. Mista S.K. and Puri V K.: Indian Economy: Himalaya Publishing House, New Delhi.

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B. COM-PART III

GROUP - G : PAPER CODE-BCOM-301

AUDITING

Objective: The course aims at imparting knowledge about the principles and methods of auditing and their applications.

Course inputs

Unit-I Introduction: Meaning and objectives of auditing; Types of audit; Internal audit Audit Process: Audit programme; Audit and books; Working papers and evidences. Consideration of commencing and audit; Routine checking and test checking.

Unit-II Internal Control. Internal Check System: Audit Procedure: Vouching: Verification of assets and liabilities.

Unit-III Audit of limited Companies. Company auditor-appointment, powers, duties and liabilities, Divisible profits and dividend. Auditor's report- standard report and qualified report. Special audit of banking companies. Audit of educational institutions. Audit of insurance companies.

Unit-IV Investigation: Investigation: Audit of non profit companies, where fraud is suspected, and when a running a business is proposed. Recent Trends in Auditing Nature and significance of cost audit, Tax audit: Management audit

Suggestion Readings

1. Gupta Kamal Contemporary Auditing, Tata McGraw- Hill, New Delhi.
2. Landon B N Principles of Auditing, S. Chand & Co, New Delhi.
3. Pagare Dinkar: Principles and Practice of auditing, Sultan Chand, New Delhi.
4. Sharma I R Auditing Principles and Problems; Sahitya Bhawan, Agra.

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GROUP - G : PAPER CODE-BCOM-302

CORPORATE ACCOUNTS

Objective: This course enable the students to develop awareness about corporate accounting in conformity with the provisions of Companies Act.

Course inputs

Unit-I Issue, Forfeiture, and Re-issue of Shares: Redemption of preference shares; Issue and redemption of debentures.

Unit-II Final accounts: Excluding computation of managerial remuneration, and disposal of profit. Valuation of Goodwill and Shares.

Unit-III Accounting For Amalgamation of Companies as per Indian Accounting Standard 14; Accounting for internal for internal reconstruction- excluding inter-company holdings and reconstruction schemes.

Unit-IV Consolidated Balance Sheet of holding companies with one subsidiary only.

Suggestion Readings

1. Gupta R.L.: Radhaswamy M. Company Accounts; Sultan Chand and Sons, New Delhi.
2. Maheshwari S.N. Corporation Accounting. Vikas Publishing House, New Delhi.
3. Shukla M.C. Grewal T.S. and Gupta S.C.: Advanced Accounts; S. Chand & Co. New Delhi
4. Shukla M.B. -Corporate Accounting, Kitab Mahal Allahabad.
5. Ramendu Roy - Corporate Accounting Prayag Pustak Bhawan Allahabad.

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GROUP - H : PAPER CODE-BCOM-303

HUMAN RESOURCE MANAGEMENT

Unit-I Meaning, Definitions, Characteristics and nature of HRM, Human Resource Manager-qualification, functions, Man Power Planning, Recruitment, selection and placement.

Unit-II Wages and Salary, Employee Benefit Programmes, Group and individual incentives, Motivation.

Unit-III Promotion, Demotion, Transfer, Termination of service, Retirement, retrenchment. Training-meaning, objectives, need of training, Different levels of training. Moral-Meanings of moral, Determinants of employee moral, Methods of raising of employee moral.

Unit-IV Job analysis, Job description, Performance appraisal-Meaning, Difference with merit rating, Objectives of performance appraisal Merit and Dement of performance appraisal, Welfare and working condition.

Suggestion Readings

- 1 Agarwal, R.D. : Dynamics of Personnel Management
2. Ahuja, R K. : Personal Management
3. Flippo, L.D. : Principles of Personal Management.
- 4 Mamoria, C.B. : Personal Management.
- 5 Monappa, A & Saiyyadain M.S. : Personal Management.

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GROUP - H : PAPER CODE-BCOM-304

MARKETING MANAGEMENT

Objective : The objective of this course is to help students to understand the concept of marketing and its applications.

Unit-I Introduction: Nature and Scope of marketing; importance of marketing as a business function, and in the economy; Marketing concepts-traditional and modern; selling Vs. Marketing; marketing mix; marketing environment. Consumer behavior and market segmentation; Nature, scope and significance of consumer behavior, Market segmentation-concept and importance; Bases of market segmentation.

Unit-II Product: Concept of product, Consumer and industrial goods; Product planning and development; Packaging role and functions; Brand name and Trade Mark; After sales services; production life cycle concept. Price: Importance of Price in the marketing mix factors affecting price of a product/Service; discount and rebates.

Unit-III Distribution Channels and Physical Distribution: Distribution Channels. Concept and Role; Types of distribution channels; Factors affecting choice of a distribution channels; Retailer and whole seller, physical distribution of goods; Transportation; warehousing; inventory control; Order Processing.

Unit-IV Promotion Methods of promotion; Optimum promotion mix; Advertising media; Their relative merits and limitations, Characteristics of an effective advertisement; Personal selling; Selling as a career, Classification of a successful sales person; Function of Salesman.

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References:

1. Cundiff, Edward, W.& Still, R.R. : Basic Marketing-Concepts, Decisions and Strategies.
2. Kotler, Philip : Marketing Management
3. Kotler, Philip & Armstrong, Gray : Principles of Marketing
4. Momoria, C.B. Mamoria Satish : Marketing Management & Suri, R.K.
5. Ramaswami & Namakumari : Marketing Management

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GROUP - I : PAPER CODE-BCOM-305

PRINCIPLES AND PRACTICES OF LIFE AND PROPERTY INSURANCE

Unit-I Nature of Insurance: Nature Characteristics and Scope of Insurance, Kinds of Insurance, Functions of Insurance, essential Elements necessary for Insurance, Importance of Insurance. Principles of Co-operation, Principle of Probability, Insurable Interest, utmost good faith, Indemnity, Subrogation, Causa-Proxima, Contribution and Warranty. Difference between Contract of Indemnity and Life Insurance Contract. Over Insurance and Under Insurance Double Insurance and Re-Insurance.

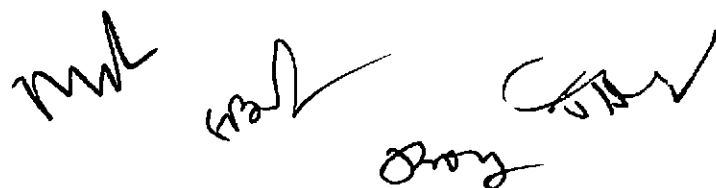
Unit-II Life Insurance :

Features of Life Insurance, Procedure of taking a Life Insurance Policy, Kinds of Life insurance Policies, Whole Life policies, Endowment policies and Term policies, Annuities. **Insurance Premium :** Types of Premium, Factors affecting the premium of Life Insurance policies, Methods of premium computation.

Unit-III Valuation, Surplus and Bonus: Objects of valuation, Sources of surplus, Bonus and its kinds, **Settlement of Claims under Life Insurance Policies:** Procedure for settlement of maturity claims, Procedure for death claims.

Unit-IV Fire Insurance: General Information relating to Fire Insurance, Need for Fire Insurance, Scope of Fire Insurance, Physical and Moral Hazards in Fire Insurance, Fire Insurance Contract: Principles, Difference between Fire and life Insurance Contracts, Procedure of taking a Fire Insurance Policy.

Suggestion Readings :



1. M. Motihar: Principles and Practice of Insurance: Sharda Pustak Bhawan, Allahabad.
2. M. N. Mishra: Insurance Principles and Practice: S. Chand & Co. Ltd. New Delhi.
3. M. Arif Khan: Theory and Practice of Insurance: Educational Book House, Aligarh.
4. Singh, R.K. & Keshav Shyam: Bima Ke Tatva: PPB, Allahabad.
5. Singh R.K. Keshav Shyam & A. Singh Bima Ke Siddhant Evam Jokhim Prabandh: Astha Pub., Allahabad.

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GROUP - I : PAPER CODE-BCOM-306

INSURANCE LAW, SALESMANSHIP & RISK MANAGEMENT

- Unit-I** • Basic insurance Contract, Principles of Contract Affecting insurance. Difference between insurance Contract and General Contract. Present Insurance law in India : A Brief study of (i) The insurance Act, 1938 (ii) The Life Insurance Corporation Act, 1956 (iii) The Insurance Regulatory and Development Authority Act, 1999.
- Unit-II Insurance Salesmanship :** Reasons for Selling Insurance, Obtaining prospects Selling tactics, Essentials for a successful Insurance Salesman. Canvassing, Arguments for Insurance and recommendations for reforms
- Unit-III Insurance Agent :** Qualifications, Training, Functions, Disqualifications, Rights of an Insurance Agent, Termination of Agency. Working of an Insurance Agent, Working of an Insurance Agent's Service regarding. (i) Age admission; (ii) Policy holders' servicing, (iii) Nominations and Assignment; (iv) Alterations maturity.
- Unit-IV Branch Manager :** Appointment Qualification, Training, Duties, Responsibilities and Functions, Role of Branch Manager, Conduct and Control of Business relating to the Branch. **Development Officer :** Appointment. Training, Functions, Powers, Duties, Control of activities. **Risk Management :** Meaning of Risk, Nature and Sources of Risk, Basic categories of Risk, Types of Risk : (i) Pure Risk; (ii) Speculative Risk Management of Risks, objective of Risk Management. Scope of Risk Management.

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Dr. S. K. S. S.

Suggestion Readings :

1. P.K. Gupta : Insurance and Risk Management: IIPH, Mumbai.
2. Harrington, Scott, F. and Niehans, Gregory R.: Insurance and Risk Management: McGraw Hill Book Co., New York.
3. Singh R.K. Keshav Shyam & A. Singh Bima Ke Siddhant Evam Jokhim Prabandh: Astha Pub., Allahabad.

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GROUP - J : PAPER CODE-BCOM-307

BANKING LAW AND PRACTICES

Unit-I Bank-Customer Relationship : Definition of Customers, Bank Customer Relationship and its special features, Termination of the relationship. bank Pass Book.

Customer Accounts : Opening of Account, Operation of Account, Special Customers of a Bank-Minor, Married Women, Lunatic, Drunkard, Joint Accounts, Partnership Firms, Joint Stock Company and Trustees.

Unit-II Negotiable Instruments Act 1881 : Negotiable instruments: Promissory Note, Bill of Exchange and Cheque, Endorsement, Crossing, Payment and Collection of Cheques: statutory protection granted to the Banker.

Employments of Bank Funds : Cash Reserve and other Non-Earning Assets. Earning Assets; Money at Call and Short Notice, Investment. Loans and Advances, Discounting of Bill.

Unit-III Modes of Securing Advances : personal Security, Guarantee and indemnity and Collateral Securities: Lien, Pledge, Mortgage and hypothecation.

Securities of Advances : General Principles for secured advances, Types of Collateral Securities- Stock Exchange Securities, Goods, Documents of Title of Goods, Life Insurance policies, Immovable Property, Fixed Deposit Receipt, Book Debts.

Unit-IV Banking Regulation Act: Bank License-Issue, Suspension and Revocation, inspection of Bank Offices, Branch Expansion, Bank

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Books, Records and Returns, Bank Accounts and Audit. **Special Banking Problems in India** : Banking efficiency, Bank Frauds, Core Banking.

Suggestion Readings :

1. S N Maheshwari : Banking Law and Practice; Kalyani Publishers, Ludhiana.
2. G K. Varshney, Law & Practice of Banking; Sahitya Bhawan Publications, Agra.
3. Gordon & Natarajan : Banking Theory, Law and Practice; HPH, Delhi
4. B M. L. Nigam: Law and Practice of Banking, Vikas Publication, New Delhi.
5. Tannon : Banking Law and Practice.

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GROUP - J : PAPER CODE-BCOM-308

FOREIGN EXCHANGE PRACTICES & PROBLEMS

- Unit-I Foreign Exchange :** Concept, Need. Difference between Foreign Exchange and Normal Transaction. **Documents used in Foreign Trade :** Invoice, Bill of Lading, Bill of Exchange, Insurance Policy, Letter of Credit.
- Unit-II Balance of Trade and Balance of Payments :** Meaning and Differences. Disequilibrium in the Balance of Payments: Cause, Consequences and Remedies **Mechanism of International Payment :** Instruments of External Payments, Equilibrium Rate of Exchange, Fixed Vs Flexible Exchange Rates.
- Unit-III Foreign Exchange Market :** Operations, Agency arrangement, Spot Exchange, Forward Exchange, Arbitrage Operations, Cover Operations **Foreign Trade Risks and Insurance :** Political Risks, Commercial Risks, A critical study of the working of ECGC. **Export Credit :** Packing Credits, Shipping Finance, EXIM Bank.
- Unit-IV Liberalised Exchange Rate Mechanism (LERM) :** Concept of Practice **Non-Resident Accounts :** Procedure, facilities and tax concession available in India. **Arithmetic of Exchange Rate :** Customer's and Banker's Calculation of Spot and Forward Rates.

Suggestion Readings :

1. Andley and Mattoo : Foreign Exchange Principles and Practice: S. Chand & Sons, New Delhi
2. Jeevanandam : Foreign Exchange: S. Chand & Sons, New Delhi.

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GROUP - K: PAPER CODE-BCOM-309

COMPANY LAW AND SECRETARIAL PRACTICE

- Unit-I** • **Introduction:** Characteristics of Companies; Lifting of Corporate Veil; Types of Companies including one person Company, small company and producer company, Association not for Profit; Illegal Association; Formation of Company; Promoters, their legal position, pre-incorporation Contract and Provisional Contract; Registration Procedure, Memorandum of Association, Articles of Association; Doctrine of Constructive Notice and Indoor Management, Prospectus-shell and red herring prospectus, Misstatement in Prospectus.
- Unit-II** • **Share and Debentures:** Allotment and forfeiture of share, Transmission of Shares, Buyback and Provisions of regarding buyback; Issue of Bonus Shares, Issue and Redemption of Debentures.
- Unit-III** • **Management:** Classification of Directors, Women Directors, Independent Director, Small Shareholder's Director; Disqualifications, Director Identify Number (DIN); Appointment; Legal Positions, Power and Duties; removal of Shareholders and Board; types of Meeting, Convening and Conduct of Meetings. **Company Secretary:** Definition, Qualification, Position, Rights and Duties, Statement on Corporate Governance, Chairman's Speech, Director's Report.
- Unit-IV** • **Miscellaneous Provisions:** Books of Accounts, Registers; Online Filling of Documents; Dividend Provisions; Secretarial Audit; Appointment, Rotation, and Report, Concept and Modes of Winding Up, National Company Law Tribunal (NCLT); Special Courts.

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GROUP - K: PAPER CODE-BCOM-310

INDUSTRIAL AND LABOUR LAWS

Unit-I The Factories Act, 1948 ;The Industrial Disputes Act, 1947

Unit-II The Trade Unions Act, 1926; The Payment of Wages Act, 1936

Unit-III The Minimum Wages Act, 1948; The Workmen's Compensation Act, 1923

Unit-IV The Contract Labour (Regulation and Abolition) Act, 1970; The Industrial Employment (Standing Order) Act, 1946

Suggested Readings:

1. Taxmann's. Labour Laws; Taxmann Allied Services (P) Ltd.
2. S. N. Mishra: Labour Laws; Central Book Agency, Allahabad.

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