



**CHAMAN LAL MAHAVIDHYALAYA, LANDHAURA,
MANGLAUR ROAD, HARIDWAR (AUTONOMOUS)
AFFILIATED**

SRI DEV SUMAN UTTARAKHAND UNIVERSITY, BADSHAHITHAUL, TEHRI GARHWAL, UTTARAKHAND



NATIONAL EDUCATION POLICY-2020

STRUCTURE OF UG SYLLABUS

2024-2025 AND ONWARDS

Dr
12/04/2025

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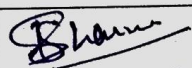
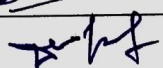
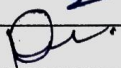
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**SRI DEV SUMAN UTTARAKHAND UNIVERSITY, BADSHAHITHAUL, TEHRI
GARHWAL,UTTARAKHAND**

List of Members of Board of Studies

Sl. No.	NAME OF THE MEMBERS	DESIGNATION	NOMINATED AS	SIGNATURE
1.	Dr. Kiran Sharma	Asst. Professor & H.O.D.	Chairperson	
2.	Dr. Devpal	Asst. Professor	Faculty Member	
3.	Dr. Shweta	Asst. Professor	Faculty Member	
4.	Dr. V.K. Gupta	Professor	Invited Member	
5.	Dr. Gajendra Kumar	Asst. Professor	Invited Member	
6.	Mr. Deepanshu Giri	Alumni	Invited Member	

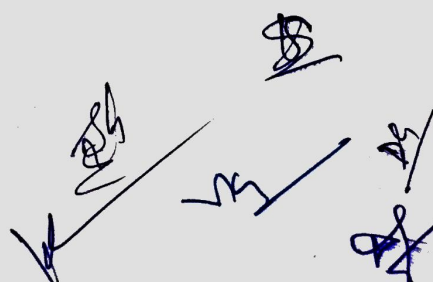
The Programme Outcomes of Bachelor of Commerce (B.Com) course includes-

1. Fundamental Knowledge of Commerce, Accounting and business principles.
2. Understanding of business operations management and economics.
3. Basic, Advanced Financial accounting skills.
4. Familiarity with business laws, company laws, taxation and auditing.
5. Understanding of marketing, finance and human resource management.
6. Development of communication, team work and problem-solving skills.
7. Ability to analyse and interpret financial data and business structure.
8. Perception of entry-level rolls in business, accounting or related fields.
9. Foundation of further study in business, accounting or related fields.
10. Development of critical thinking ethical awareness and global perspective.
11. To understand the fundamental concepts of Digital Marketing including channels of digital marketing, Content Development Framework, SEO Strategies for a business, Blogging, Video Marketing, Social Media Promotion and E-Mail Marketing.
12. To learn about Content Marketing and producing effective content, developing and repurposing content, Cluster Topic, Pillar pages, Video Marketing, guest blogging and effective Content Promotion and Performance.
13. To develop an engaging and effective Social Media Marketing strategy for a business, Influencer Marketing, Social Media Advertising and Measuring Social ROI.
14. To develop understanding of Digital Advertising Strategy, build digital ad campaigns, understanding target audience, Ad writing Strategies and art of copywriting.

Some possible course paths after completing B.Com course includes.

- Junior Accountant
- Financial analysis
- Marketing Coordinator
- H R Assistant
- Operation Management
- Management Trainees
- Business development officer
- Sales representative
- Banking and finance roles

Student after completing B.Com may also go for Govt. jobs, may appear State level and Central level of competitive exams as class-2 officer as an subordinate senior of state and central govt. departments.



Programme Specific Outcomes (PSOs)
(Bachelor of Commerce)

After completing the Programme, following learning will be drawn:

- Learner will develop an understanding of various commerce specializations such as human resource management, project evaluation, marketing, fundamentals of investment, business environment/rural marketing/retail management, new venture planning/collective bargaining, consumer behavior, training and development and strategic management.
- Learner will be able to develop an understanding of the basic concepts of law in the field of Commerce.
- Learner will be able to create awareness about retail sector, outsourcing, E-commerce activities.
- Learner will be able to develop awareness of the complexity of the communication process and to demonstrate effective use of communication technology.
- Learner will be able to understand the basic concepts of Production Management, Inventory Management & Quality Management.
- Learner will be able to understand the role of digital marketing and advertising for the success of brands and its importance within the marketing function of a company.
- Understanding the role of skills in career competition on the basis of previous knowledge encouragement to the students to solve practical problems.
- Learner will be able to understand the concept of working capital its estimation and projection.
- Understanding of the topics covered under the above course covers all that students needs to know when they join corporate sector.
- Learner will develop awareness and concern about some crucial issues like sustainable development, social infrastructure and foreign capital flows.
- Learner will be provided with inability to work as a tax consultant by mastering the subject and thus can be self-employed.
- Learner will understand the basic principles of operating costing with respect to transport, entertainment and hotels.
- Learner will develop functional and general management skills and inculcate a global mindset.
- Learner will develop ability to build and demonstrate leadership, teamwork, and social skills and communicate effectively in different contexts.
- Learner will develop evaluating ability regarding different business problems using analytical, creative and integrative abilities

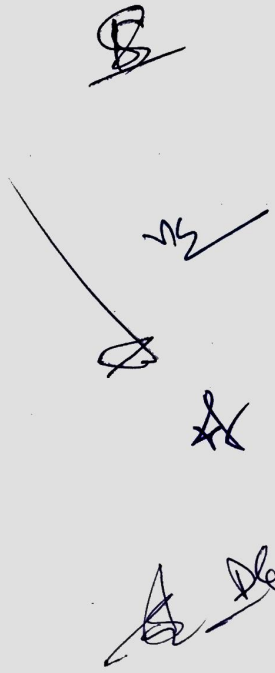
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Question Paper Pattern

Time: 3 hrs

Marks: 100 (End Semester: 75 & Sessional : 25)

This question paper consists of two sections, 'A', & 'B'. Section 'A' consists of eight short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'A' is of 6 marks. Section 'B' consists of six long answer type questions, students have to attempt **any three** questions. Each question of section 'B' is of 15 marks.



DEPARTMENT OF COMMERCE
Program Structure B.Com.(CBCS)

Year	Semester	Major* (Own faculty)		Major* (Own/Other Faculty)		Minor Electives* (Own/Other Faculty)		Minor Vocational Course (Elective)		Minor Co-curricular (Qualifying)		Industrial Training/ Survey/ Project/ Viva- voce		Total Credits
		No. of Papers	Credits	No. of Papers	Credits	No. of Papers	Credits	No. of Papers	Credits	Minor	Credits	No. of Papers	Credits	
1	I	2	6	1	6	1	4	1	3	1	-	-	-	46
	II	2	6	1	6			1	3	1	-	-	-	
2	III	2	6	1	6	1	4	1	3	1	-	-	-	46
	IV	2	6	1	6			1	3	1	-	-	-	
3	V	4	5	-	-	-	-	-	-	1	-	1	4	48
	VI	4	5	-	-	-	-	-	-	1	-	2	8	
Total		16	88	4	24	2	8	4	12	-	-	-	-	140

Major- These can be taken by the students of Commerce Faculty only.

***Major & Minor Electives** - These can be taken by the students of any Faculty including the students of Commerce but on the condition that any one of these must be chosen from other faculty. Credit of such course/paper can also be cover from any online platform i.e., MOOC/NPTEL etc.

***Minor Electives**- Credit for this paper can be obtain by the student in any semester (once in a year i.e., either in I or II semester in First year and III or IV semester in second year) as per his/her convenience.

Major Course/Paper				
Code	Paper/Course Title	Paper/Course	Availability/Type	Credit
BC-101	Financial Accounting	Major- 1	For Own Faculty	6
BC-102	Business Regulatory Framework	Major- 2	For Own Faculty	6
BC-103(A)	Business Organization and Management Or	Major- 3	For Own/Other Faculty	6
BC-103(B)	Business Communication			
BC-201	Basic Business Finance	Major- 1	For Own Faculty	6
BC-202	Business Statistics	Major- 2	For Own Faculty	6
BC-203(A)	Entrepreneurship & Small Business Or	Major- 3	For Own/Other Faculty	6
BC-203(B)	Economy of Uttarakhand			
BC-301	Cost Accounting	Major- 1	For Own Faculty	6
BC-302	Company Law	Major- 2	For Own Faculty	6
BC-303(A)	Business Economics Or	Major- 3	For Own/Other Faculty	6
BC-303(B)	Business Environment			
BC-401	Income Tax Law and Accounts	Major- 1	For Own Faculty	6
BC-402	Public Finance	Major- 2	For Own Faculty	6
BC-403(A)	Tourism and Travel Management Or	Major- 3	For Own/Other Faculty	6
BC-403(B)	Fundamentals of Marketing			
BC-501	Corporate Accounting	Major- 1	For Own Faculty	5
BC-502	Auditing	Major- 2	For Own Faculty	5
BC-503	Any two of the following- Business ethics and Corporate Governance Principles and Practices of Insurance Monetary Theory and Banking in India	Major-3	For Own/Other Faculty	5
BC-504		Major-4		5
BC-505				
BC-601	Goods and Services Tax	Major- 1	For Own Faculty	5
BC-602	Accounting for Managerial Decision	Major- 2	For Own Faculty	5
BC-603	Any two of the following- Financial Institutions & Markets Human Resource Management Advertising & Sales Management	Major-3	For Own/Other Faculty	5
BC-604		Major-4		5
BC-605				

Minor Elective Course/Paper					
BC-104	Inventory Management	Minor-1	For Own/Other Faculty	4	
BC-204	Rural Marketing				
BC-304	E-Banking	Minor-2	For Own/Other Faculty	4	
BC-404	Indian Economy				

Semester Wise Detail of the Course/Papers

SEMESTER-I			Credits	Maximum Marks		
				Internal	External	Total
BC-101	Financial Accounting	Major (For Own Faculty)	6	25	75	100
BC-102	Business Regulatory Framework	Major (For Own Faculty)	6	25	75	100
BC-103(A)	Business Organization and Management Or	Major (For Own/Other Faculty)	6	25	75	100
BC-103(B)	Business Communication					
BC-104	Inventory Management	Minor (For Own/Other Faculty)	4*	-	-	-
BC-105	Vocational Course	Minor Elective	3	-	-	-
BC-106	Co-curricular	Minor Elective	(Qualifying)	-	-	-
Total of Semester-I			21+4*			

SEMESTER-II			Credits	Maximum Marks		Total
				Internal	External	
BC-201	Basic Business Finance	Major (For Own Faculty)	6	25	75	100
BC-202	Business Statistics	Major (For Own Faculty)	6	25	75	100
BC-203(A)	Entrepreneurship & Small Business Or	Major (For Own/Other Faculty)	6	25	75	100
BC-203(B)	Economy of Uttarakhand					
BC-204	Rural Marketing	Minor (For Own/Other Faculty)	4*	-	-	-
BC-205	Vocational Course	Minor Elective	3	-	-	-
BC-206	Co-curricular	Minor Elective	(Qualifying)	-	-	-
Total of Semester-II			21+4*			

Note:

- *4 Credits of Minor elective can be obtained only once in a year.
- Minimum requirement for getting Certificate in Commerce (After Sem I and II) is 46Credit

SEMESTER-III			Credits	Maximum Marks		Total
				Internal	External	
BC-301	Cost Accounting	Major (For Own Faculty)	6	25	75	
BC-302	Company Law	Major (For Own Faculty)	6	25	75	
BC-303(A)	Business Economic s Or Business Environment	Major (For Own/Other Faculty)	6	25	75	
BC-303(B)						
BC-304	E-Banking	Minor (For Own/Other Faculty)	4*	-	-	
BC-305	Vocational Course	Minor Elective	3	-	-	
BC-306	Co-curricular	Minor Elective	(Qualifying)	-	-	
Total of Semester-II			21+4*			

SEMESTER-IV			Credits	Maximum Marks		Total
				Internal	Ex ter nal	
BC-401	Income Tax Law and Accounts	Major (For Own Faculty)	6	25	75	100
BC-402	Public Finance	Major (For Own Faculty)	6	25	75	100
BC-403(A)	Tourism and Travel Management Or	Major (For Own/Other Faculty)	6	25	75	100
BC-403(B)	Fundamentals of Marketing					
BC-404	Indian Economy	Minor (For Own/Other Faculty)	4*	-	-	-
BC-405	Vocational Course	Minor Elective	3	-	-	-
BC-406	Co-curricular	Minor Elective	(Qualifying)	-	-	-
Total of Semester-II			21+4*			

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Note:

- *4 Credits of Minor elective can be obtained only once in a year.
- Minimum requirement for getting Diploma in Commerce (After Sem I, II, III and IV) is 46+46=92Credit.

SEMESTER-V				Credits			Maximum Marks		
							Internal	External	Total
BC-501	Corporate Accounting	Major (For Own Faculty)		5			25	75	100
BC-502	Auditing	Major (For Own Faculty)		5			25	75	100
BC-503	Any two of the following- Business ethics and Corporate Governance Principles and Practices of Insurance Monetary Theory and Banking in India	Major (For Own Faculty)		5			25	75	100
BC-504				5			25	75	100
BC-505									
BC-506	Industrial Training/ Survey/ Project/viva-voce	Major		4			-	-	-
BC- 507	Co-curricular	Minor		(Qualifying)			-	-	-
Total of Semester-V				24					
SEMESTER-VI				Credits			Maximum Marks		
							Internal	External	Total
BC-601	Goods and Services Tax	Major (For Own Faculty)		5			25	75	100
BC-602	Accounting for Managerial Decision	Major (For Own Faculty)		5			25	75	100
BC-603	Any two of the following- Financial Institutions & Markets Human Resource Management Advertising & Sales Management	Major (For Own Faculty)		5			25	75	100
BC-604				5			25	75	100
BC-605									
BC-606	Industrial Training/ Survey/ Project/Viva-voce	Major		4			-	-	-
BC- 607	Co-curricular	Minor		(Qualifying)			-	-	-
Total of Semester-VI				24					
Note: Minimum requirement for getting Bachelor's Degree in Commerce (After Sem I, II, III, IV, V and VI) is 46+46+48=140 Credit.									

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Programme: B.Com.		Year: First	Semester: First
Subject: Commerce			
Course Code: BC-101		Course Title: Financial Accounting	
Course objective: The objective of this paper is to help students to acquire conceptual knowledge of fundamentals of accounting and to impart skills for recording various kinds of business transactions.			
Course outcomes: On successful completion of the course, the students will be able to:			
1. Understand the theoretical framework of accounting as well accounting standards.			
2. Understand the accounting treatment for Depreciation and Inventory valuation.			
3. Demonstrate the preparation of financial statements of sole proprietors.			
4. Exercise the accounting treatments for consignment transactions & joint venture accounts.			
5. Understand the accounting treatment of Single Entry System and preparation of statement of affairs and various ledgers used.			
Credits: 6		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Shri KalyanSubramaniAiyar (K.S. Aiyar) 1859-1940 known as father of Accountancy in India. Nature and scope of Accounting, Generally Accepted Accounting Principles: Concepts and Conventions, Indian and International Accounting Standards. Accounting Mechanics		8
II	Double Entry System, Preparation of Journal, Ledger and Trial Balance, Profit and Loss A/c, Balance Sheet, Concept of Income and its Measurement.		12
III	Royalty Accounts - Accounting Records for Royalty in the books of Landlords and Lessee, Recoupment of Short working, Sub - lease, Short working Reserve Account, Nazarana.		8
IV	Hire Purchase Account - Accounting Records in the Books of Hire Purchaser and Vendor, Different Methods of Calculation of Interest and Cash Price, Maintenance of Suspense Account ,Payment of Premium, Default in Payment and Partial Returns of Goods. Installment Payment System - Difference between Hire Purchase and Installment Payment System. Accounting Records in the book of Purchaser & Vendor, Interest suspense account.		20
V	Departmental Accounts- Meaning, Objects and Importance, Advantage, Methods of Departmental Accounts, Final Accounts of Non-Corporate Departmental Business, Allocation of Indirect Expenses.		9
VI	Branch Accounts - Meaning and Objectives of Branch Account, Importance and Advantages, Classification of Branches, Accounting of Branch Accounts under various Methods.		10
VII	Insolvency Accounts- (For individuals/Sole Trade only), Main provision of IBC-2016 Preparation of Accounts under latest provisions Insolvency and Bankruptcy Code 2016(New Insolvency Act)		15
VIII	Accounts from Incomplete Records- Receipts & Payments, Income & Expenditure Account.		8







Suggested Readings:

1. Jain & Naranag, "Advanced Accounts", Jain Book Agency, 18th Edition, Reprint (2014)
2. Jaisawal, K.S., Financial Accounting, (Both in Hindi & English Version), Vaibhav Laxmi Prakashan. (2010)
3. Gupta, R.L. & Radhaswamy, M., Financial Accounting: Sultan Chand & Sons.
4. Shukla, M.C., Grewal T.S. & Gupta, S.C., Advanced Accounts: S. Chand & Co.
5. Maheshwari S.N. & Maheshwari S. K., "A text book of Accounting for Management", Vikas Publication, 10th Edition (2013)
6. Shukla, S.M., Financial Accounting, Edition: 51st, Sahitya Bhawan Publications, 2017
7. Gupta, R. and Shukla, M.C., "Principles of Accountancy", S. Chand & Company Ltd., (2011)
8. Arulanandam, M.A. & Raman, K.S., "Advanced Accounting", Vikas Publishers, (2010).
9. Shukla, M.C., "Advanced Accounting", Sultan Chand & Sons, (2010)
10. Babu, Deepak, Financial Accounting, Navyug Sahitya Sadan, Agra

Note- Latest edition of the text books should be used.



Programme: B.Com.		Year: First	Semester: First
Subject: Commerce			
Course Code: BC-102		Course Title: Business Regulatory Framework	
Course objective: The objective of this course is to provide a brief idea about the framework of Indian Contract Act, 1872, Negotiable Instrument Act 1881, Competition Act, 2002 and Sale of Goods Act, 1930.			
Course Outcomes: After completion of the course, learners will be able to:			
1. Understand basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.			
2. Recognize and differentiate between the special contracts.			
3. Understand the rights and obligations under the Sale of Goods Act.			
4. Attain skills to form and manage entrepreneurial ventures as Partnership and LLP.			
5. Understand the various types of Negotiable Instruments and their utility in real life.			
Credits: 6		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Indian Contract Act, 1872: Definition & Nature of Contract Classification; Offer & Acceptance; Capacity of Parties; Free Consent; Consideration; Legality of Objects		20
II	Types of Agreements; Performance of Contracts; Discharge of Contract; Contingent Contracts; Quasi Contracts; Remedies for Breach of Contract, Special Contracts: Indemnity & Guarantee; Bailment & Pledge; Contract of Agency.		20
III	Sale of Goods Act, 1930: Contract of Sale of Goods, Conditions & Warranties; Transfer of Ownership; Performance of the Contract: Remedial Measures; Auctionable Claims.		20
IV	Negotiable Instrument Act, 1881: Cheque, Promissory Note, Bill of Exchange, Crossing of Cheque, Dishonour of Cheque, Holder in due course and Payment in due course.		12
V	Competition Act, 2002: History and Development of Competition Law, Salient features of the Competition Act 2002, Basic Concepts, Major Provisions of the Competition Act, Basic features of LLP 2008: Main Features		18
Suggested Readings:			
1. Kuchal M.C: Business Law; Vikas Publishing House, New Delhi.			
2. Chandha P.R: Business Law; Galgotia, New Delhi.			
3. Kapoor N.D: Business Law; Sultan Chand & Sons, New Delhi. (Hindi and English)			
4. Desai T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata.			
5. Tulsian, P.C., Business Law, New Delhi, Tata McGraw Hill.			
6. Sharma, Sanjeev, Business Regulatory Framework, Jawahar Publication, Agra			
Note:- Latest edition of the text books should be used.			

Programme: B.Com.		Year: First	Semester: First
Subject: Commerce			
Course Code: BC-103 (A)		Course Title: Business Organization and Management	
Course objectives: Objective of this course is ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization. Develop an understanding about legal formality related to business.			
Course outcomes: After completion of the course, learners will be able to:			
1. The student will be able to understand different forms of business organizations.			
2. Comprehend the nature of Joint Stock Company and formalities to promote a Company.			
3. Describe the Social Responsibility of Business towards the society.			
Credits: 6		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			

Unit	Topics	No. of Lectures
I	Introduction: Business Concept & Objects, Social Responsibility of Business Establishment of New Business Meaning, Objectives Meaning, Objectives & Principles of Organization, Size of Business Unit, Factors determining Size, Measurement of Size, Concept of Optimum Size.	14
II	Forms of Business Organization: Sole Tradership, Partnership Firm, Business (Public and Private), Formation & Choice of Business Organization, Definition of Management, Its nature of purpose, Fayol's Principles & Elements of Management, Recent Developments of Management Thought.	8
III	Planning & Organising: Its nature & purpose, types of plans, Planning steps & process Management by objectives (MBO), Decision-Making, Forecasting, Organisational Design & Organisational Structure, Power & Distribution of Authority.	10
IV	Motivation, Leadership & Direction: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Job Enlargement, Special Motivation Techniques, Definition & Approaches to Leadership. The Principal Tasks of Leadership Role & Principles of Direction.	14
V	Controlling: meaning, definition & techniques of control, Principle of Controlling, Process of Control & Types of Controls, Human Aspect of Controls.	8
VI	Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location. Plant Layout -: Meaning, Objectives, Importance Types and Principles of Layout. Factors Affecting Layout.	16
VII	Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination.	10
VIII	Rationalisation: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalisation and Nationalisation	10

Suggested Readings:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Srivastava, V.P. "Principle of Management Theory & Practice", Kumud Publications (2020)
4. Sherlekar, S.A. & Sherlekar, V.S., "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
5. Bhusan Y.K., "Business Organization", Sultan Chand & Sons.
6. Prakash, Jagdish, "Business Organization and Management", Kitab Mahal Publishers (Hindi and English)
7. Koontz and Weirich, Essentials of Management, Tata McGraw Hill, New Delhi.
8. Drucker, P.F., Management Challenges for the 21st Century, Butterworth, Oxford.
9. Stoner and Freeman, Management, PHI, New Delhi.

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

Programme: B.Com.		Year: First	Semester: First
Subject: Commerce			
Course Code: BC-103 (B)		Course Title: Business Communication	
Course objective: To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.			
Course outcomes: After completion of the course, learners will be able to:			
1. Explain the need for communication in management.			
2. Appreciate the need of effective writing for communication.			
3. Demonstrate the skill of effective report writing and summarizing annual reports.			
4. Analyse business correspondence and e-correspondence.			
5. Appreciate oral presentations.			
Credits: 6		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Introduction Process and Importance of Communication, Types of Communication (verbal & Nonverbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Role effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication, Principles of Effective Communication.		22
II	NON-Verbal Aspects of Communicating: Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions,		16
III	Business language and presentation Writing skills: Planning business messages, Rewriting and editing, the first draft and Reconstructing the final draft. Office Correspondence: Official Letter, Semi Official Letter and Memorandum.		18
IV	Conducting Meetings: Procedure; Preparing agenda; Minutes and Resolutions; Conducting Seminars & Conferences; Procedure of Regulating Speech; Evaluating Oral Presentation; Group Discussion; Drafting Speech.		16
V	Report Writing Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports		18
Suggested Readings:			
1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.			
2. Bovee, and Thill, Business Communication Today, Pearson Education			
3. Shirley, Taylor, Communication for Business, Pearson Education			
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH			
5. Misra, A.K., Business Communication (Hindi), Sahitya Bhawan Publications Agra			
Note- Latest edition of the text books should be used.			

Programme: B.Com.		Year: First	Semester: First
Subject: Commerce			
BC-104		Course Title: Inventory Management	
Course objectives: To enable delegates understand Key concepts in <i>Inventory Management</i> System · To impart/enhance practical skills to become expert in <i>Inventory</i> ...			
Course outcomes: After completion of the course, learners will be able to: After completing this course a student will have:			
1. Ability to understand the concept of Inventory Management along with the basic laws and axioms of Inventory Management.			
2. Ability to understand the terminologies associated with the field of Inventory management and control along with their relevance.			
3. Ability to identify the appropriate method and techniques of Inventory management for solving different problems.			
4. Ability to apply basic Inventory management principles to solve business and industry related problems.			
5. Ability to understand the concept of Working Capital Management, Demand Analysis and Obsolescence.			
Credits: 4		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	Inventory Management: Concept, meaning, Inventory Management Process, Importance of Inventory Management, Principles of Inventory Management, How to improve inventory management, perpetual inventory system, what are inventory costs, Role of Inventory Management, Methods of Inventory Management, Benefits of good Inventory Management.		14
II	Concept and Valuation of Inventory: Concept and Objectives of Inventory, Need for holding Inventory, Planning and controlling Inventory levels, Effects of excess inventory on business, Product Classification, Product Coding, Lead Time, Replenishment Methods.		16
III	Management of Working Capital: Concept, Meaning, Classification Factors determining Working Capital requirements, Sources of Working Capital, Need of Working Capital, Working Capital Ratio- current ratio, quick ratio, absolute liquid ratio, cash ratio and working capital turnover ratio.		16
IV	Inventory Control: Concept and Meaning of Inventory Control, Objectives and Importance and Essentials of Inventory Control, Types of Inventory Techniques of Inventory Control ,EOQ, ABC, VED, JIT Determination of Inventory levels, Impact of Inventory Inaccuracy, Disposal of Obsolete and Scrap items, Reasons for Obsolescence, Control of Obsolescence; Control of Scrap.		14
Suggested Readings:			
1. Muller M.(2011),Essentials of Inventory Management,AMACON.			
2. Narayan P. (2008), Inventory Management, Excel Books.			
3. Gopal krishnan P. (1977), Materials Management, PHI Learning Pvt.Ltd.			
4. Chitale A.K. & Gupta R.C. (2014), Materials Management, PHILearning Pvt.Ltd.			
5. Chapman Stephen(2017),Introduction to Materials Management,Pearson Publishing.			
Note- Latest edition of the text books should be used.			

Programme: B.Com.		Year: First	Semester: Second
Subject: Commerce			
Course Code: BC-201		Course Title: Basic Business Finance	
Course objective: objective of this course is to help students understand the conceptual framework of Business Finance.			
Course outcomes: After completion of the course, learners will be able to:			
1. Describe the effects of decision making of finance manager on shareholders wealth maximization.			
2. Analyze the role of time value of money and its use for valuing asset and have a thorough understanding of financial statements be able to evaluate and analyze cash flows statements.			
3. Interpret and illustrate the investment, financing and dividend policy decision making in an organization.			
4. Examine the working capital needs and financing of the firm and apply methods to measure the operating efficiency of business.			
Credits: 6		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures :90			
Unit	Topics		No. of Lectures
I	Business Finance: Meaning, Nature and Scope, Finance Function, Investment Function, Financing and Dividend Decisions, Financial Planning		10
II	Capitalization- Meaning, Over capitalization & Under Capitalization, Theories of Capitalization. Capital Structure: Concept and Planning, Theories and Determinants, Capitalization VS Capital Structure, Leverages- types of leverages, Effects of new financing.		16
III	Cost of Capital: Meaning, Importance, Calculation of Cost Of Debt, Preference Shares, Equity Shares and Retained Earnings, Combined (Weighted) Cost of Capital		16
IV	Capital Budgeting: Meaning Nature and Importance of Investment Decisions, Evaluation Methods.		14
V	Dividend Policies: Meaning, Importance & forms of dividend Dividend Policies, Essentials of sound dividend policies formulation of dividend policies. Walter, Gordon & M.M. Theory of dividend, Provisions of Indian Companies Act, 2013 in respect of Dividend Payment.		16
VI	Time value of Money, Uses of simple and Compound interest in business finance. Capital Market: (A) New Issue Market (B) Secondary Market Functions And Role Of Stock Exchange (BSE, NSE,) Money Market: Indian Money Markets- Composition and Structure.		18
Suggested Readings:			
1. Avadhani V A Financial System			
2. Bhalla VK Modern Working Capital Management			
3. Chandra Prasanna Financial Management Theory And Practices			
4. Khan NY And Jain PK Financial Management Tax And Problems			
5. Pandey I M Financial Management			
6. S.P. Gupta, Sahitya Bhawan ,Agra			
7. Srivastava, V.P., Basic Business Finance, Navyug Books International, Delhi (2020)			
8. Srivastava, V.P., Working Capital Management, Kumud Publications ,Delhi (2020)			
9. Batra, S.K. Business Finance, Sahitya Bhawan Publications, Agra. (Hindi)			
Note- Latest edition of the text books should be used.			

Programme: B.Com.	Year: First	Semester: Second
Subject: Commerce		
Course Code: BC-202	Course Title: Business Statistics	

Course objective: The course aims to develop amongst the learners the ability to summarise, analyse and interpret quantitative information for business decision making.

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

1. Examine and understand the various descriptive properties of statistical data.
2. Analyse the various measures of dispersion and skewness.
3. Analyse the underlying relationships between the variables to use simple regression models.
4. Analyse the trends and tendencies over a period of time through time series analysis.
5. Identify and apply index numbers to real life situations.

Credits: 6	Core Compulsory / Elective: Compulsory
Max. Marks: 25+75	Min. Passing Marks: 10+30

Total No. of Lectures: 90

Unit	Topics	No. of Lectures
I	Indian Statistics: Meaning, About father of Indian Statistics (Prof. Prasanta Chandra Mahalanobis). Introduction to Statistics: Meaning, Scope, Importance and Limitations & Distrust. Indian Statistical Organization.	08
II	Statistical Investigation- Planning and organization, Methods of Investigation Census and Sampling. Collection of Data- Primary and Secondary Data, Editing of Data Classification of data, Frequency Distribution and Statistical Series, Tabulation of Data Diagrammatical and Graphical Presentation of Data.	12
III	Measures of Central Tendency – Mean, Median, Mode, Geometric and Harmonic Mean; Dispersion – Range, Quartile, Percentile, Quartile Deviation,	10
IV	Mean Deviation, Standard Deviation and its Co-efficient, Co-efficient of Variation and Variance, Test of Skewness and Dispersion, Its Importance, Co-efficient of Skewness.	15
V	Correlation- Meaning, application, types and degree of correlation, Methods- Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Coefficient of Correlation.	25
VI	Index Number- Meaning, Types and Uses, Methods of constructing Price Index Number, Fixed – Base Method, Chain-Base Method, Base conversion, Base shifting deflating and splicing. Consumer Price Index Number, Fisher's Ideal Index Number, Reversibility Test- Time and Factor;	10
VII	Analysis of Time Series: -Meaning, Importance and Component of a Time Series. Decomposition of Time Series: -Moving Average Method and Method of Least Square & Graphical Representation.	10

Suggested Readings:

1. Heinz, Kohler: Statistics for Business & Economics, Harper Collins;
2. Gupta, S.C. Fundamental of Statistics, Himalaya Publication.
3. Sharma J.K., Business Statistics, Pearson Education.
4. Gupta S.P. & Gupta Archana, Elementary Statistics, (English and Hindi) Sultan Chand & Sons, New Delhi.
5. Garg, A.K. & Batra, S.K. Business Statistics, Swati Publications, Meerut. (Hindi & English)

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

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Programme: B.Com.		Year: First	Semester: Second
Subject: Commerce			
Course Code: BC-203 (A)		Course Title: Entrepreneurship & Small Business	
Course objective: To provide exposure and develop the skills of the students regarding entrepreneurial culture so that they can set and manage their own business.			
Course outcome After completion of the course, learners will be able to:			
1. Identify and explain distinct entrepreneurial traits and characteristics.			
2. Evaluate and assess various parameters that determine opportunities and constraints for new business ideas.			
3. Develop and refine a business idea by utilizing a systematic process. Create and design effective strategies to successfully implement business ideas.			
4. Construct a comprehensive and professional business plan that effectively communicates the idea, strategies, and implementation details			
Credits: 6		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Entrepreneur, Concept, Characteristics, Functions and Types of an Entrepreneur, Entrepreneurship, Concept, Characteristics and Importance of Entrepreneurship, Entrepreneurial Process, Entrepreneurship Development Programme (EDPS), Need, Characteristics, Phases and Evaluation of EDPS, National Level training institutes of Entrepreneurship Development. EDI, NIESBUD, IIE, NSIC etc.		20
II	Entrepreneurship: Entrepreneur, Entrepreneurship, Enterprise Entrepreneurial personality qualities, Entrepreneurship as a career option, Types of Entrepreneurs. Entrepreneurial Environment, Role of Government and Institutional Support Development of Women Entrepreneurs, Problems of women entrepreneurs, Institutional support for women entrepreneurs.		24
III	Creativity, Innovation and Entrepreneurship: Creative thinking Techniques of developing creative thinking. Setting up of New Business Venture: Planning for Establishing Small Scale Enterprises, Opportunity Scanning and Identification Assessment of Markets, Selection of a business idea, Preparation of Business Plan, Government Rules and Regulations		24
IV	Small Business Management: Management of Small Enterprises; Marketing concepts for Entrepreneurs; Issues in Financial Management, Operations Management and Human Resource Management.		22
Suggested Readings:			
1. Management and Entrepreneurship, Veer bhadra Havinal, New Age International Publishers			
2. Entrepreneurship: New Venture Creation, David H. Holt			
3. Entrepreneurship Development, Satish Taneja, Himalaya Publishing House			
4. Entrepreneurship: Strategies and Resources, Marc J. Dollinger, Pearson Education			
5. Entrepreneurship Theory and Practice, Raj Shankar, Tata McGraw-Hill Education			
6. Entrepreneurship Development, C. B. Gupta, Srinivasan, Sultan Chand & son			
7. Entrepreneurship Development, Dr. V.P. Srivastava, Navyug Publications, Delhi (2020)			

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Programme: B.Com.		Year: First	Semester: Second
Subject: Commerce			
Course Code : : BC-203 (B)		Course Title: Economy of Uttarakhand	
Course objective: To provide the understanding of the economy of Uttarakhand State and to help students in identifying feasible entrepreneurial opportunities in Uttarakhand and surrounding areas with the help of brains storming and creativity learning. Course outcomes: After the completion of the course, the learners will be able to: 1. Understand the background and the economic condition of the Uttarakhand state. 2. Examine the challenges and problems that are faced in the economic development of Uttarakhand state. 3. Understand the role of MSMEs in promoting entrepreneurship in Uttarakhand. 4. Analyse the growth opportunities under various sectors in Uttarakhand. 5. Interpret the role of Government and Other Promotional Agencies in the Economic Development of Uttarakhand.			
Credits: 6		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Economy of Uttarakhand: Salient features- Geographical features, Land types, Land use, Forest resources and Energy resources; Agriculture and Industrial sectors in Uttarakhand; Role of different sectors in the development of Economy of Uttarakhand.		18
II	Human resource in Uttarakhand: Demographic profile; Education, Health and other infrastructural facilities; Role of women in the Economy of Uttarakhand; Panchyati Raj and people's participation		18
III	Economic development and regional disparities in Uttarakhand; Backwardness and Indicators of regional disparities in Uttarakhand.		18
IV	Problems and Remedies of Economic Development in Uttarakhand; Difficult & inaccessible Geography; Unemployment, Migration, Poverty and Natural Calamities etc. in Uttarakhand.		18
V	Role of Government in the Economic Development of Uttarakhand; Agriculture, Industrial, Education, Health, Infrastructure, Environment, Role of MSME sector, Agriculture and & Forest, Water resources and Tourism based Entrepreneurship in sustainable development of Uttarakhand & Skill Development.		18
Suggested Readings: 1. Bisht N.S: Regional Economics(Hindi) 2. Dewan M.L and Jagdish Bahadur: Uttaranchal vision and Action programme 3. G.P Mishra: Regional Dimensions of development 4. Tolia, R.S: Uttarakhand Today Winsar publication: Uttarakhand year book (Hindi and English) 5. Bhatt, K.N: Uttarakhand: Ecology, Economy & Society; 6. Kafaltia, Himanshu & Kafaltia, Gunjan; A Comprehensive Study of Uttarakhand; Notion Press Media Pvt.Ltd			







Programme: B.Com.		Year: First	Semester: Second
Subject: Commerce			
BC-204		Course Title: Rural Marketing	
Course objective: The other objectives of this course are to acquire knowledge on the rural economic environment, rural consumer behaviour which might be useful to devise rural marketing			
Course outcomes:			
1. After completing this course a student will have:			
2. Ability to understand the concept of Rural Marketing.			
3. Ability to understand the terminologies associated with the field of Rural Marketing			
4. Ability to identify the appropriate method and techniques of Rural Marketing			
Credits: 4		Core Compulsory / Elective: Compulsor	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	Conceptual Framework, Nature & Characteristics of Rural Market; An Overview of Indian Rural Market; Challenges & Opportunities in Rural Market; Rural Marketing Models and Environment.		12
II	Rural Consumer Behaviour, Characteristics of Rural Consumer, Consumer Behaviour Roles, Factors influencing Purchase of Products in Rural Market; Role of Government & NGOs in Rural Marketing; Similarities and Differences in Consumer Behaviour in Rural & Urban Markets.		12
III	Rural Marketing Research, Process of Research in Rural Markets, Sources and Methods of Data Collection, Data Collection Approaches in Rural Markets; Principles of Innovation for Rural Market, Need for Innovation in Rural Market,		12
IV	Rural Market Segmentation; Targeting and Positioning, Conditions for Effective Market Segmentation, Approaches for Segmenting the Rural Market, Rural Market Segmentation Tools; Promotion & Distribution Strategies for Rural Markets; A Comparative Analysis of Rural and Urban Markets.		12
V	Marketing of Agricultural Produce and Inputs, Regulated markets Cooperative Marketing & Processing Societies, Corporate Sector in Agri-Business: Cultivation, Processing & Retailing, Rural Marketing of FMCGs Durables & Financial Services		12
Suggested Readings:			
1. S.S. Acharaya, N.L. Agrawal Agriculture Marketing in India Oxford IBH. New Delhi-1992			
2. L. P. Singh Cooperative marketing in India and Abroad; Himalaya 2005			
3. Sukpal Singh Rural Marketing Management; Sage 2002			
4. H.C. Purohit Rural Marketing - Challenges and Opportunities; Shale Publications, New Delhi- 2006			
5. Anil Saxena, Samiuddin, Harsh Rural Marketing opportunities and challenges; National Publishing House, New Delhi 2004			
6. Mishra and Puri Development Issues of Indian Economy; Himalaya Publishing House			
7. Acharya S.S. and Agrawal N.L.; Agricultural Marketing in India			
8. Beri, G.C., 'Marketing Research: Tata McGraw Hill Publishing Company, Ltd., 2000. Cooper Schindler, 'Marketing Research, Concept & Cases'			
Note- Latest edition of the text books should be used.			

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Programme: B.Com.		Year: Second	Semester: Third
Subject: Commerce			
Course Code: BC-301		Course Title: Cost Accounting	
Course Objective: The course aims to develop understanding among learners about various cost concepts and rational approach towards cost systems and cost ascertainment.			
Course outcomes: After completion of the course, learners will be able to:			
1. Understand and analyse the different cost concepts.			
2. Identify the items to be included and excluded in the cost system.			
3. Determine various components of cost of production as per revised guidelines of ICMAl.			
4. Compute unit cost and total cost by preparing a cost statement as per revised CAS.			
5. Determine cost for different industries using job costing, process costing, contract costing and service costing.			
Credits: 6		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Introduction: Nature, Scope and Advantages of Cost Accounting, Installation of Costing System, Difference between Cost and Financial Accounting,		8
II	Classification of Costs. Material: Purchase, Storage and Control of Material, Stock Levels, Inventory, Control Techniques. Methods of Pricing Material Issues.		12
III	Labour: Meaning and Components of Labour Cost. Concept, Accounting and Control of Idle time and Overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover.		10
IV	Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate.		10
V	Unit Output Costing: Concept of and Need for Unit Output Costing; Preparation of Cost Sheet and Tender Price; Preparation of Reconciliation Statement.		20
VI	Process Costing: Preparation of Process Accounts; Treatment of Normal and Abnormal Wastage; Treatment of Joint Product and By-product;		10
VII	Contract Costing: Preparation of Contract Account, Determination of Profit on Completed and Uncompleted Contracts; Operating Costing.		10
VIII	Marginal Costing: Cost – Volume Profit Analysis.		10
Suggested Readings:			
1. Jain S.P. and Narang K.L: Cost Accounting; Kalyani New Delhi.			
2. Maheshwari S.N: Advanced Problems and Solutions in Cost Accounting; Sultan Chand, New Delhi. (Hindi and English)			
3. Tulsian P.C; Practical Costing: Vikas, New Delhi.			
4. Garg A.K.; Cost Accounting: An Analytical Study, Swati Publication, Meerut.			
5. Horngren, Charles, Foster and Datar: Cost Accounting - A Managerial Emphasis; Prentice-Hall of India, New Delhi.			
6. M.L. Agarwal, Sahitya bhawan Agra			
Note- Latest edition of the text books should be used.			

Programme: B.Com.		Year: Second	Semester: Third
Subject: Commerce			
Course Code: BC-302		Course Title: Company Law	
Course objective: The objective of this course is to provide basic knowledge of the provisions of the Companies Act 2013 along with relevant cases.			
Course Outcomes: After completion of the course, students shall be able to:			
1. Explain the basic concepts of companies law;			
2. Recognize the basic legal documents and their usage essential for formation of company.			
3. Analyse the process and documents required for raising capital for the company.			
4. Evaluate the process of company meetings and corporate decision making..			
Credits: 6		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Indian Companies Act 2013: Nature And Types Of Companies, Conversion Of Public Companies Into Private Company's And ViceVersa.		10
II	Formation, Promotion And Incorporation Of Companies, Memorandum Of Association; Article Of Association; Prospectus.		12
III	Shares: Types, Share Capital-Kinds; Allotment Of Shares; Members - Categories, Modes Of Acquiring Membership, Rights And Liabilities Transfer And Transmission- Difference,		13
IV	Methods Of Borrowing, Debentures, Mortgages And Charges - Fixed And Floating.		09
V	Management: Directors, Types And Number Of Directors, Managing Director, Whole Time Director - Appointment, Qualifications And Disqualification, Duties, Vacation, Resignation And Removal,		15
VI	Company Meetings- Kinds, Quorum, Voting, Resolution, Minutes.		10
VII	Majority Powers And Minority Rights: Protection Of Minority Rights; Prevention Of Oppression And Management. Mismanagement.		12
VIII	Winding Up-Kinds And Conduct-Petition For Winding Up, Appointment Of Official Liquidator And Duties.		09
Suggested Readings:			
1. Kapoor GK A Dhamija Sanjay Company Law Comprehensive Textbook On Companies Act 2013 Taxmann Publication			
2. Singh Avtar Company Law Delhi India Eastern Book Company Bharat Law House			
3. Gupta Company Adhinyam Sahitya Bhawan Publication (Hindi and English)			
4. Maheshwari SN And SK Maheshwari A Manual Of Business Law 2 nd Edition Himalaya Publishing House			
Note- Latest edition of the text books should be used.			







Programme: B.Com.		Year: Second	Semester: Third
Subject: Commerce			
Course Code: BC-303 (A)		Course Title: Business Economics	
Course objective: The objective of this paper is to introduce students with broad range of economic concepts, theories and analytical techniques which help the management in decision making. Course Outcomes: After the completion of the course, the learners will be able to: 1. Understand how different economic systems function and evaluate implications of various economic decisions. 2. Understand how consumers try to maximize their satisfaction by spending on different goods. 3. Analyze the relationship between inputs used in production and the resulting outputs and costs. 4. Analyze and interpret market mechanism and behaviour of firms and response of firms to different market situations.			
Credits: 06		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Introduction: Definition and nature of economics, Scope and methodology of economics, Micro and macro economics		10
II	Consumption: Measurements of Utility, Law of Diminishing Marginal Utility, Law of Equi-marginal Utility.		10
III	Law of Demand: Demand Schedules and Curves, Elasticity of Demand methods of measurement of elasticity of demand, measurement of cross elasticity, Law of Supply, Measurement of Elasticity of Supply		15
IV	Consumer's surplus, Study of Consumer Behaviour through indifference curve technique.		10
V	Production: The Factors of Production and their characteristics, Factors affecting productivity of labour and capital, Theories of Population. Law of variable proportion, The law of return, economy of scale, law of return to scale, different concepts of cost of production. SAC curve, LAC curve.		18
VI	Exchange: The theory of exchange, Definition and extent of market Determination of price under conditions of perfect competition, imperfect competition and monopoly. Effect of monopoly in economic life, monopolistic competition, oligopoly		17
VII	Concept and theories of profit and wages		10
Suggested Readings: 1. D.N. Dwivedi, Managerial Economics, 7th Edition, Vikas Publishing House. 2. D. Salvatore, Managerial Economics in a Global Economy, 6th Edition, Oxford University Press. 3. L. Peterson and Jain Managerial Eco., 4th Edition, Pearson Education. 4. Kontsoyianis, Modern Micro-Economics. 5. M. Adhikary, Business Economics.			
Note- Latest edition of the text books should be used.			

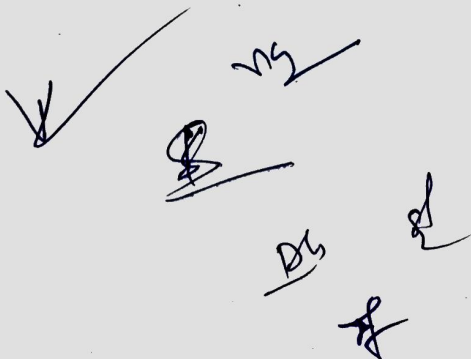
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Programme: B.Com.		Year: Second	Semester: Third
Subject: Commerce			
Course Code: BC-303 (B)		Course Title: Business Environment	
Course objective: The objective of this paper is to introduce students with broad range of economic concepts, theories and analytical techniques which help the management in decision making.			
Course Outcomes: After completion of this course, the student will be able to:			
1. learn the basics of business environment;			
2. understand the economic environment in which business prevails;			
3. analyse political and legal environment pertaining to business;			
4. Develop the ability to understand the effect of environment on business.			
Credits: 06		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Business Environment: Meaning, Nature and Dimensions of Business Environment, Analysis of Business Environment- Framework of Analysis, Scanning, Monitoring, Forecasting & Assessment of Business Environment.		14
II	Economic Environment with Reference to India's Economy: Growth Strategy, Economic Planning, Analysis of Economic Environment- Scanning, Monitoring, Forecasting and Assessing Economic Environment;Economic Markets, Economic Reforms & their Consequences.		18
III	Technological Environment: Nature of Technology, Interface Between Technology and Business, Management of Technology Transfers; Analysis Forecasting and Assessment of Technological Environment.		18
IV	Global Environment: Why Firms go Global, Routes of Globalization, Active Players in Global Business. FDI- India's Experience, WTO- Benefits and Problems for India. Analysis of Global Environment- Scanning, Monitoring Forecasting and Assessing Global Environment.		22
V	Political and Legal Environment of Business: Monopoly and Restrictive Trade Practices (MRTP) Act, Foreign Exchange Management Act(FEMA).		18
Suggested Readings:			
1. Sinha, V.C. and Sinha Ritika, Business Environment, SahityaBhawanAgra			
2. Cherunilam, Francis, Business Environment, Himalaya Publishing House, NewDelhi			
3. Aswathappa,K.EssentialsofBusinessEnvironment,HimalayaPublishingHouse,NewDelhi			
4. Aswathappa, K.Business Environment for Strategic Management,HPH.			
Note- Latest edition of the text books should be used.			



Programme: B.Com.		Year: Second	Semester: Third
Subject: Commerce			
Course Code: BC-304		Course Title: E-Banking	
Course objective: The Objective of this paper is to acquaint the students with the understanding of E- banking system with the risks, evaluation and concepts of E-payment involved therein.			
Course outcomes:			
1.The student will know the banking and monetary activities			
2.They will know the factors affecting demand for money and supply of money			
3. The student will know about the E- Banking system, its advantages and future			
Credits: 4		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 60			
Unit	Topics		No. of Lectures
I	Introduction: Concept and definition of E- Banking, nature and scope of E- Banking, E-Banking components, E-Banking: Indian perspectives, traditional banking internet banking portals challenges in E-Banking, Online banking and its benefits.		10
II	E-Banking System: Mobile Banking Internet Banking, Secure Hypertext, Transfer Protocol (SHTTP). Online delivery of financial products: Secure electronic Transaction (SET); Indian Payment Models.		15
III	E-Banking Risks: Infrastructure problem; Lack of Skilled Manpower; Legal Framework, Socio Cultural Aspects; Money Laundering; Banking Frauds.		15
IV	Electronic Payment System: RTGS, Electronic Fund Transfer Electronic Money; ATM; Credit Card; Smart Cards. Electronic Payment Systems: E-Banking and digital signatures.		10
V	Evaluation of E-Banking System: Advantages of E-Banking system, Limitations of E-Banking, Pre-requisites of E-Banking Future of E-Banking		10
Suggested Reading:			
1. Agrawal Kamlesh, N.: Internet Banking, Mac-Millan India Ltd. New Delhi.			
2. Armor, Daniel.: E-Business Evolution, The Living and Working in an Interconnected World; Prentice Hall, US.			
3. E-Banking : Indian Banking Association, India.			
4. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.			
5. Bhaskar Bharat, Electronic Commerce: Framework, Technology and Application, McGraw Hill Education			
6. Joseph PT, E-Commerce: An Indian Perspective, PHI Learning			
7. Bajaj KK and Debjani Nag, E-commerce, McGraw Hill Education			
8. Chhabra TN, E-Commerce, Dhanpat Rai & Co.			
9. Madan Sushila, E-Commerce, Taxmann			
10. Chhabra TN, Hem Chand Jain, and Aruna Jain, An Introduction to HTML, Dhanpat Rai & Co.			

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Programme: B.Com.		Year: Second	Semester: Fourth
Subject: Commerce			
Course Code: BC-401		Course Title: Income Tax Law and Accounts	
Course outcomes: After completion of this course students will be able to			
1. Understand the basic concept of income tax, functions of taxation and their rules and regulations.			
2. Develop knowledge and skills relating to the Indian tax system as applicable to individuals, single companies and group of companies.			
3. Explain and compute the total income of individuals under five heads of income.			
4. Calculate Income tax using various deductions and exemptions.			
Credits: 6		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Taxation Policy of Raja Todarmal. Introduction, Important Definitions: Assessee, Person, Income, Total Income, Assessment Year & Previous Year. Agricultural Income & its assessment.		10
II	Residence & Tax Liability (Basis of Charge). Capital & Revenue. Exempted Incomes.		10
III	Income from Salaries		15
IV	Income from House Property.		10
V	Profits and Gains of Business and Profession, Depreciation.		15
VI	Capital gains, Income from Other Sources,		12
VII	Set off and carry forward of losses and Clubbing of Income Deductions from Gross Total Income, Computation of Tax Liability of an Individual.		12
VIII	Procedure of Assessment and Income Tax Authorities, Advance Payment of Tax and Deduction of Tax at Source.		6
Suggested Readings:			
1. Singhanai V.K: Students' Guide to Income Tax; Taxmann, Delhi.			
2. Mehrotra H.C: Income Tax Law & Accounts; Sahitya Bhawan, Agra. (Hindi and English)			
3. Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan Publications, New Delhi. (Hindi and English)			
4. H.C. Mehrotra; C.S. Joshi, Income Tax Law and Accounts (Hindi/English), Sahitya Bhawan Agra			
5. Jain, R.K., Income Tax Law and Accounts (Hindi and English), SBP Publications, Agra			
Note- Latest edition of the text books should be used.			







Programme: B.Com.		Year: Second	Semester: Fourth
Subject: Commerce			
Course Code: BC-402		Course Title: Public Finance	
Course Objective: To provide students with a comprehensive understanding of the principles and practices of public finance, including the role of government in the economy, the sources and uses of public revenue, and the allocation of public resources to achieve economic and social objectives.			
Course outcomes: After completion of the course, learners will be able to:			
1. Gain the knowledge on the various concepts relating to public finance			
2. Analyse the various sources of public revenue and items where public expenditure is incurred.			
3. Understand the concept of preparation of union budget by the ministry of finance.			
4. Understand the recent scenario of Indian public finance relating to tax reforms in the field of direct and indirect taxation.			
5. Know the main features of the latest budget presented by the Ministry of Finance.			
Credits: 6		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Introduction: Definition, Nature and Scope, Importance and Role of Public Finance in National Economy, Principle of Maximum Social Advantage		16
II	Public Revenue; Meaning of tax, Cannons of taxation, types of taxation (Direct and Indirect), incidence of taxation.		18
III	Public Debt: Meaning, types, effect of debt on production and distribution and public debts in India.		18
IV	Public Expenditure: Meaning, aims, classification, principles of public expenditure, economic stability, effects of public expenditure, The Public Budget.		20
V	Fiscal Policy: Meaning, objectives, tools and limitations of fiscal policy, Finance Commission in India, Indian Tax Systems. Federal Finance in India; Central Finance, State finance, local finance, Deficit financing in India.		18
Suggested Readings:			
1. Mithani, D.M., Money Banking. International Trade & Public Finance Himalaya Publishing House, Pvt. Ltd. New Delhi			
2. Bhatia, H.L. Public Finance, Vikash Publishing House, Pvt. Ltd., New Delhi			
Note- Latest edition of the text books should be used.			








Programme: B.Com.		Year: Second	Semester: Fourth
Subject: Commerce			
Course Code: BC-403 (A)		Course Title: Tourism and Travel Management	
Course objective: The objective of this course is to understand the fundamental concept of Tourism and to familiarize with the significance and emerging trends in tourism.			
Course outcomes: the completion of the course students will be able to:			
1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.			
2. Apply the knowledge pertaining to planning, decision making process and forecasting.			
Credits: 6		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Introduction to Travel: Meaning and definitions of tourism, traveler, excursionist, tourists-objectives, nature and classification of tourism and tourists, Growth and Development of Tourism, Forms of Tourism: Inbound Outbound, Domestic and International.		15
II	The Modern Tour Industry: Package Tours- Custom Tours- Tour wholesalers- Types of Package tours: Independent Package, Hosted Tour, Escorted Tour- Sightseeing Tour Group, Incentive and Convention Tour- Man Market Package Holidays- Types of Tour Operations: Specialist Tour Operators: Specialist Tour Operators, Tour Operators reliance on other organization.		25
III	Tour Operations and Documentation: Functions-Sources of Income, How to set up a Travel Agency: Procedures for approval of a Travel Agency and Tour Operator, Travel Documentation: Passports- various types and requirements- Procedure to apply for Passports: VISA- various types and requirements- Documents required for Foreigners to visit India, Health Check Documents and Process for Encashment of Foreign Currency.		30
IV	Impact of Tourism and Tourism Organizations: Tourism Impacts: Economic impact, Social Impact, Cultural Impact and Environmental Impact- Strategies to overcome or reduce the negative Impact of Tourism. Objectives, Functions of United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTC), Pacific Asia Travel Association (PATA), International Air Transport Association (IATA), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel and Restaurant Associations of India (FHRAI).		20
Suggested Readings:			
1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt Ltd, New Delhi.			
2. Pran Nath Seth (1997), Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,			
3. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.			
Note- Latest edition of the text books should be used.			

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Programme: B.Com.		Year: Second	Semester: Fourth
Subject: Commerce			
Course Code: BC-403 (B)		Course Title: Fundamentals of Marketing	
Course objective: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.			
Course outcomes: By the end of this course students should be able to:			
1. View marketing as a co-ordinated and integrated effort of an organisation to satisfy relevant customer's needs and at the same time meet organisational goals;			
2. Identify opportunities and challenges presented to organisations and subsequently develop marketing objectives and strategies based on integrating the key elements of marketing;			
3. Apply a range of theories to analyse opportunities in complex marketing contexts;			
4. Evaluate data, information, and evidence within a complex context to arrive at marketing decisions;			
5. Develop an appreciation of ethical issues within the marketing function;			
Credits: 6		Core Compulsory / Elective: Electiv	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 90			
Unit	Topics		No. of Lectures
I	Introduction: Nature,scopeandimportanceofmarketing;Evolutionofmarketingconcepts; Marketing mix; Marketing environment. Micro and Macro environmental factors.		10
II	Consumer Behaviour– An Overview: Consumer buying process; Factors influencing consumer buying decisions.		10
III	Market Selection: Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.		15
IV	Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labelling; After-sales services; Product life-cycle; New Product Development.		8
V	Pricing: Significance; Factors affecting price of a product; Major pricing methods; Pricing policies and strategies.		7
VI	Promotion: Nature and importance of promotion; Promotion Tools: advertising, personal selling, public relations; sales promotion and publicity – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; and Integrated Marketing Communication Approach.		15
VII	Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel Distribution Logistics; Meaning, importance and decisions.		10
VIII	Retailing: Types of retailing – store based and non- store based retailing, chain stores specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives Management of retailing operations: an overview; Retailing in India: changing scenario.		10
IX	Recentdevelopmentsinmarketing: SocialMarketing,OnlineMarketing,DirectMarketing, Services Marketing, Green Marketing, Relationship Marketing, Ruralmarketing.		10

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Suggested Readings:

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Education.
2. Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK
3. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio
4. Chhabra, T.N., Principles of Marketing, Sun India Publication.
5. Kumar, Arun & N. Meenakshi, Marketing Management, Vikas Publications. (Hindi and English)
6. McCarthy, E. Jerome., and William D. Perreault, Basic Marketing, Richard D. Irwin.
7. Pride, William M., and D.C. Ferrell, Marketing: Planning, Implementation & Control, Cengage Learning.
8. Majaro, Simon, The Essence of Marketing, Prentice Hall, New Delhi.
9. Zikmund, William G. and Michael D'Amico, Marketing: Creating and Keeping Customers in an E-Commerce World, Thomson Learning.

Note- Latest edition of the text books should be used.

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Programme: B.Com.		Year: Second	Semester: Fourth
Course Code: BC-404		Subject: Commerce	
		Course Title: Indian Economy	
Course objective: Objective of this paper is to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro-economic analysis and policy framework.			
Course outcomes:			
1. Identifying economic problems: Students learn to identify the current economic problems in India and the challenges faced by important economic sectors.			
2. Understanding policy regimes: Students learn about the major policy regimes of the government and how the policy focus has changed from central planning to market integration.			
3. Understanding the role of economics policies: Students learn how economics policies impact different sectors of the economy, such as agriculture, industry, and services.			
4. Assessing situations: Students learn to assess situations and identify economic problems, and then offer solutions.			
Credits: 4		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures:60			
Unit	Topics		No. of Lectures
I	Basic Issues and features of Indian Economy Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure		11
II	Policy Regimes a) The evolution of planning and import substituting industrialization. b) Economic Reforms since 1991. c) Monetary and Fiscal policies with their implications on economy		10
III	Growth, Development and Structural Change a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions. b) The Institutional Framework: Patterns of asset ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power; c) Changes in policy perspectives on the role of institutional framework after 1991. d) Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns. e) Demographic Constraints: Interaction between population change and economic development.		13
IV	Sectoral Trends and Issues Agriculture Sector: Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security. Industry and Services Sector: Phases of Industrialization – the rate and pattern of industrial growth across alternative policy regimes; Public sector – its role, performance and reforms; the small scale sector; Role of Foreign capital. Financial Sector: Structure, Performance and Reforms. Foreign Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilization and Structural Adjustment; India and the WTO, Role of FDI, Capital account convertibility		13
V	Inflation, Unemployment and Labour market Inflation: Causes of rising and falling inflation, inflation and interest rates, social costs of inflation; Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and its interaction with production system; Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.		13






Suggested Readings:

1. Mishra and Puri, *Indian Economy*, Himalaya Publishing House.
2. IC Dhingra, *Indian Economy*, Sultan Chand & Sons.
3. Gaurav Dutt and KPM Sundaram, *Indian Economy*, S. Chand & Company.
4. Uma Kapila (ed), "Indian Economy since Independence", Relevant articles.
5. Bhagwati, J and Desai, P. *India: Planning for industrialization*, OUP, Ch2.
6. Mankiw, N Gregory, *Principles of Macroeconomics*, Cengage Learning.
7. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*, McGraw-Hill Education.
8. G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education.

Note: Latest edition of text books may be used.

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Programme: B.Com.		Year: Third	Semester: Fifth
Subject: Commerce			
Course Code: BC-501		Course Title: Corporate Accounting	
Course Objective: To enable the students to acquire the basic knowledge of the corporate accounting and to learn the techniques of preparing the financial statements. Course Outcome: After completion of this course students will be able to 1. Apply the provisions of Companies Act for issue, forfeiture and reissue of shares. 2. Prepare final accounts of corporate entities. 3. Construct consolidated balance sheet of amalgamated company (merger and purchase method). 4. Construct consolidated balance sheet of holding company. 5. Make use of relevant schedules (New Format) to prepare final statement of accounts of banking company.			
Credits: 5		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Shares: Features, Types of Shares, Difference Between Preference Shares And Equity Shares, Share Capital And Its Types. Issues Forfeiture And Re Issue Of Shares, Redemption Of Preference Shares. Debentures: Features & Types, Issue And Redemption o Debentures		15
II	Final Accounts, General Instruction For Preparation Of Balance Sheet And Statement Of Profit And Loss.		15
III	Valuation Of Goodwill: Meaning And Nature Of Goodwill, Needs and Methods Of Valuation Of Goodwill,		15
IV	Valuation Of Shares, Need And Methods Of Valuation Of Shares Profit Prior To Incorporation, Use Of Profit And Loss Prior To Incorporation, Methods Of Computing Profit And Loss Prior To Incorporation.		15
V	Accounting For Amalgamation Of Companies As Per Indian Accounting Standard 14. Meaning, Characteristics And Objectives Of Amalgamation, Kinds Of Amalgamation Accounting For Internal Reconstruction Internal And External		15
Suggested Readings: 1. Gupta RL Radhaswami M, Company. Accounts Sultan Chand and company (Hindi and English) 2. Maheshwari SN And Maheshwari SK Corporate Accounting Vikas Publishing (Hindi/English) 3. Shukla SM And Gupta SP Advanced Accountancy Sahitya Bhawan Publication (Hindi and English) 4. Jaiswalk S Corporate Accounting Both English And Hindi Shukla MC Grewal 5. PS And Gupta SC Advanced Accounts S Chand And Company 6. Shukla MB Corporate Accounting Kitab Mahal 7. Babu, Deepak: Corporate Accounting, Navyug Publications, Agra (English and Hindi) Note- Latest edition of the text books should be used.			

Programme: B.Com.		Year: Third	Semester: Fifth
Subject: Commerce			
Course Code: BC-502		Course Title: Auditing	
Course Objective To enable the students to acquire the basic knowledge of auditing to check the financial statements of a company. Auditors verify whether these statements accurately present the company's financial status and its transactions. Course Outcome: After completion of this course students will be able to 1. Describe the audit and other assurance engagements, corporate governance, internal and statutory audit, types of audit and objectives of audit. 2. Recognize risk assessment, audit planning, documentation and audit evidence and describe internal control, internal check, test of control and other audit procedures. 3. Discuss the finalization of audit report and types of audit report and explain vouching of trading transaction, verification and valuation of assets & liabilities. 4. Summarize audit report and latest trends in Auditing Information System.			
Credits: 5		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Methodology of Accounting, Auditing and Fraud risk management in Kautilya's Arthshastra . Audit and Audit Process: Meaning, Nature, Objectives and Various Classes of Auditing, Standard of Auditing, Pronouncements on accepted Auditing practices, Internal Control and the need for its evaluation by the Auditor.		15
II	Audit Procedures: Verification programme-selective verification, Audit in depth, test checking, Auditor's Approach to statistical sampling Routine checking, vouchers, verification and valuation of assets and liabilities, Auditor's Report on Profit and Loss Account and Balance Sheet.		15
III	Audit of Limited Companies: Qualifications and Appointment of Company Auditors, their powers, duties and liabilities as per Company Act 1956, Enquiries under Section 227 (IA), Audit of share capital, share transfer and managerial remuneration, Additional matters in the Auditor's Report (Manufacturing and other companies), Auditor's Report Order 1988.		17
IV	Audit of Public Sector Undertaking and Banks: Special features concerning Audit of departmental undertakings, Statutory Corporations and Government Companies, Procedure of appointment of Auditors, Special features relating to the audit of Banks, Audit of Insurance Companies and audit of non-profit companies. Cost Audit: Importance of cost audit Provisions regarding cost audit, Cost Audit report, Tax and Social Audit. Internal Audit: Objective and scope of Internal Audit, Responsibilities and Authority of Internal Auditors, Relationship between internal auditor and statutory auditor.		18
Suggested Readings: 1. Gupta Kamal : Contemporary Auditing, TATA Mc Graw, New Delhi. 2. Tandon, B.N.: Principles of Auditing, S. Chand & Company, New Delhi. 3. Pargare Dinkar: Principles and practices of Auditing, Sultan Chand, New Delhi. 4. Sharma, T.R.: Auditing Principles and Problems, Sahitya Bhawan, Agra. (Hindi and English) 5. Yadav, Pankaj, Auditing, Neel Kamal Prakashan, Delhi (Hindi and English) 6. Sharma, Sanjeev, Auditing: MK Publications, Agra (Hindi and English)			
Note- Latest edition of the text books should be used.			

Programme: B.Com.		Year: Third	Semester: Fifth
Subject: Commerce			
Course Code: BC-503		Course Title: Business Ethics and Corporate Governance	
Course objective: The objectives of this course help students understand the importance of ethics and corporate governance in business, and to learn how to apply ethical principles in business contexts. Course Outcomes: After completion of this course students will be able to 1. Students will be able to understand the business ethics. 2. The student will be able to Analyze corporate social Responsibility. 3. The student will be able to analyze various ethical codes in corporate governance 4. Student will be able to Analyze the Employees conditions and Business Ethics			
Credits: 5		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Values–Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures; Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management.		17
II	The Ethical Value System – Universalism, Utilitarianism Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes; Culture and Ethics – Ethical Values indifferent Cultures, Culture and Individual Ethics.		26
III	Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behaviour, Impact of Laws on Business Ethics; Social Responsibilities of Business – Environmental Protection, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and well- being of Customers.		16
IV	Corporate Governance: Issues, need, corporate governance code transparency & disclosure, role of auditors, board of directors and shareholders; Global issues of governance, accounting and regulatory framework, corporate scams, committees in India and abroad, corporate social responsibility.		16
Suggested Readings: 1. Kitson Alan- Ethical Organisation, Palgrave 2. L. T. Hosmer : The Ethics of Management, Universal Book. 3. D. Murray : Ethics in Organizational, Kogan Page. 4. S.K. Chakraborty: Values and Ethics in Organisation, OUP Note- Latest edition of the text books should be used.			

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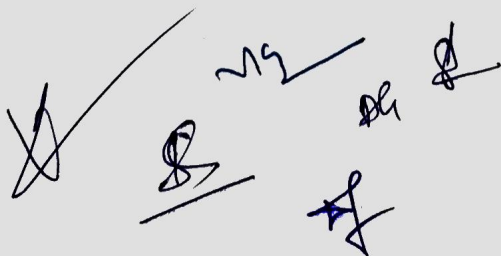
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Programme: B.Com.		Year: Third	Semester: Fifth
Subject: Commerce			
Course Code: BC-504		Course Title: Principles and Practices of Insurance	
Course Objectives: To provide an overview of insurance and its policies, to build awareness and Acquaint knowledge on Insurance policies and insurance practices.			
Course outcomes: After completion of this course students will be able to			
1.Acquire knowledge on Evolution of insurance and role of IRDA			
2. Examine the various types of insurance policies			
3. Acquaint knowledge on health insurance			
Credits: 5		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Risk: Meaning, Types, Causes, Methods of Handling Risks Insurance: Meaning, Origin & Development, Functions, Types Principles, Advantages, Reinsurance, Double-Insurance.		17
II	Life Insurance: Meaning, Importance, Essentials of Life Insurance Contract, Procedure of Life Insurance. Life Insurance Policies, Nomination & Assignment, Surrender Value. Life Insurance Corporation: Functions & Organization.		20
III	Marine Insurance: Meaning, Significance, Scope and Insurable Risk, Characteristics of Marine Insurance, Contract, Types o Marine Policies, Main Clauses in Marine Policies and Marine Losses.		18
IV	Fire Insurance: Meaning, Hazards in Fire Insurance, Scope importance, Fire Insurance Contract, Conditions of Fire Insurance Policy & Procedure. Miscellaneous Insurance: Motor Insurance Burglary, Live-stock, Crop and Health Insurance		20
Suggested Readings:			
1-Mishra M.N., Insurance- Principles & Practice.			
2- Gupta O.S., Life Insurance.			
3- Vinayakam, M. Radhaswami & Vasudevam, Insurance- Principles & Practice.			
4- Kothari & Bhall, Principles & Practice of Insurance.			
Note- Latest edition of the text books should be used.			

Programme: B.Com.		Year: Third	Semester: Sixth
Subject: Commerce			
Course Code: BC-505		Course Title: Monetary Theory and Banking in India	
Course objective: To provide the students with an introduction to understand the concept of money, theories of money supply and money demand and working of monetary policy. Course outcomes: 1. Understand the working of the Indian financial system. 2. Describe the working of commercial banks 3. Understand the role and functioning of RBI			
Credits: 5		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Money: Functions, Alternative Measures To Money Supply In India And Their Different Components, Meaning And Changing Relative Importance Of Each Component, High Powered Money- Meaning And Uses, Sources Of Changes In High Powered Money. Financial System: Components, Financial Intermediaries.		17
II	Indian Banking System: Definition Of Bank, Commercial Banks, Importance And Functions, Structure Of Commercial Banking System In India. Regional Rural Banks, Cooperative Bank In India. Process Of Credit Creation By Banks Determination of Money Supply And Total Bank Credit.		17
III	Development Banks And Other Non-Banking Financial Institution: Main Features, Problems And Policies For Allocation Of Institutional Credit, Problem Between The Government And The Commercial Sector, Inter-Sectoral And Inter-Regional Problems, Problem Between Large And Small Borrowers.		25
IV	The Reserve Bank of India: Functions, Instruments Of Monetary And Credit Control; Main Features Of Monetary Policy Since Independence, Interest Rates; Various Rates In India (As Bond Rate, Bill Rate, Deposit Rate, etc.) Impact Of Inflation And Inflationary Expectations.		16
Suggested Readings: 1. I Saha SK Indian Banking System SBPD Publication (Hindi and English) 2. Deshmukh And Indian Banking System Chandralok Prakashan (Hindi and English) 3. Gupta SB Monetary Planning Of India 4. Khan M Y Indian Financial System Theory And Practice 5. Sengupta A K & Agarwal K Money Market Operations In India			
Note- Latest edition of the text books should be used.			

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Programme: B.Com.		Year: Third	Semester: Sixth
Subject: Commerce			
Course Code: BC-601		Course Title: Goods and Services Tax	
Course objectives: To provide students with the working knowledge of principles and provisions of GST to understand the relevance of GST in the present Indian tax in scenario and its contribution for economic development.			
Course outcomes: The learning outcomes of this course are: 1. Student will be equipped with the knowledge of basic concepts of goods and service tax, CGST, SGCT, IGST, classification of goods and valuation rules. 2. Student will learn the basic procedures under GST incorporating the registration, filing of returns and payment of tax. 3. Student will be equipped with the knowledge of composition scheme under GST, Exemptions under GST, concept of supply of goods, nature of supply.			
Credits: 5		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Indirect Tax: Meaning, Features, Difference Between Direct And Indirect Tax, Types Of Indirect Tax Before GST, Shortcoming Of Indirect Tax System During Pre GST Era. GST Meaning Advantages, Disadvantages Of Evaluation Of GST, Structure Of GST, CGST, SGST, IGST UTGST, And Important Definition Under GST Act.		12
II	Time Of Supply: Meaning Of Goods And Services, TOS Under Reverse Charge Mechanism, Invoicing Provisions, Provisions Related With Change Changes In GST Rate.		8
III	Place Of Supply: POS Meaning, POS Of Goods And Services, Intra state And Interstate Supply. Value Of Supply: Meaning, Provisions Related With Determination Of Value Of Supply Of Goods And Services, Determination Of GST Liability.		12
IV	Input Tax Credit ITC: Meaning Of Utilization Of ITC, Block Credit, Supply Not Eligible For ITC, Matching, Reversal And Reclaim Of ITC. Payment Under GST: Manner Of Payment O GST Liability, Concept Of Electronic, Cash Credit And Liability Ledger, Refund Of Excess GST.		10
V	Return: Meaning, Purpose And Importance, Different Types O Return, Due Date Of Filing Return, Assessment Under GST Meaning, Types Sales Assessment, Provisional Assessment, Summary Assessment, Best Judgment Assessment.		10
VI	Registration: Meaning Of Final Registration, Compulsory Registration, and Procedure For New Registration, Amendment And Cancellation Of Registration.		17
VII	Accounts And Records: Manner Of Maintenance Of Accounts, Period Of Retention Of Relevant Records. Invoice: Format, Types Debit And Credit Note, Voucher Audit: Meaning, Types Mandatory, Departmental And Specific Audit, Penalty And Under GST, E -Way Bill.		6



Suggested Readings:

1. Malhotra XE and Agarwal goods and services tax Agra India Sahib Bhawan Publication English and Hindi
2. Agarwal Rajeev advanced handbook on GST background material on model GST law Sahitya Bhawan Publications.
3. Bansal K. M. GST Customer law taxman Publication private limited University edition
4. RK Singh PK a bird's eye view of GST Asia law house
5. Singhania VK student's guide to GST and customs law taxman Publication private limited University edition
6. Gupta & Maheshwari, Tyagi Goods and Services Tax, SBPDPUBLISHINGHOUSE, AGRA
7. Babu, Deepak: GST: A Revolution in Indian Tax System, ISARA Solutions, New Delhi

Note- Latest edition of the text books should be used.

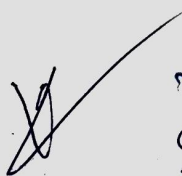
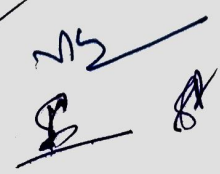
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Programme: B.Com.		Year: Third	Semester: Sixth
Course Code: BC-602		Subject: Commerce	
		Course Title: Accounting for Managerial Decision	
Course objective: The subject of Accounting for Managerial Decisions aims to teach students how to use accounting information to make business decisions.			
Course Outcomes: After going through the subject Accounting for Managerial Decisions, the student will be able to:			
1. Understand the basics of management accounting and its role in the overall field of accounting and understand the position, role, and responsibilities of a management accountant.			
2. Understand standard costing as a control technique in cost accounting. Explain the method of cost control and the objectives of standard costing. Analyze the relationship between standard costing and budgetary control. Learn the process of setting and revising standards.			
3. Define variance and its importance in cost analysis. Identify and calculate material variance and labor variance. Analyze the relevance of variances in budgeting and standard costing.			
4. Differentiate between marginal costing and absorption costing. Understand cost-volume-profit analysis in marginal costing.			
Credits: 5		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Management Accounting- Concept, Meaning, Characteristics, Difference between Financial Accounting Management Accounting, Difference between Cost Accounting and Management Accounting, Techniques Objectives and Importance. Management Accountant- Duties, Statu Functions and Responsibility. Financial Statement Analysis and Interpretation - Meaning, Objectives, Characteristics ofan Ideal Financia Statement, Parties Interested in Financial Statement, Types of Financia Analysis - Horizontal, Vertical and Trend Analysis.		17
II	Ratio Analysis: meaning, Utility, Classification of Ratios Profitability Ratio, Activity Ratio and Financial Position Ratios. Fund Flow and Cash Flow Statement-Concept, Meaning of the term Fund and Preparation ofFund Flow Statement and Cash Flow Statement(As 3).		16
III	Business Budgeting: Meaning of Budget and Budgeting, Objectives Limitations and importance, Essentials of effective Budgeting Classification of Budgets- Flexible budget and Zero Based Budget Marginal Costing: Meaning, Determination of Profit under Marginal Costing, Pricing of Product, make or by Decision, Selection of most profitable channel. Break Even Analysis: Concept and Practical Applications of Break even Analysis.		22
IV	Standard Costing and Variance Analysis: Meaning and Objectives of Standard Costing Setting of Standard, Variance Analysis: Material and Labour Variance. Reporting to Management: Meaning, Objectives, PrinciplesofReporting,ImportanceofReports,ClassificationofReports, Reporting at different Levels ofManagement.		20
Suggested Readings:			
1. Homgren, C.T., Gary L. Sundem and William O. Stratton: Introduction toManagement Accounting, Prentice Hall of India, Delhi.			
2. Homgren, Charles T., George Foster and Srikant M. Dailiar; Cost Accounting; A Managerial Empha sis, Prentice Hall of India, Delhi.			
3. Lall, B.M. and I.C. Jain: Cost Accounting: Principles and Practice, Prentice Hall of India, Delhi.			
4. Welsch Glenn A., Ronald W. Hilton and Paul N. Gordon Budgeting, Profit Planning and Control, Prentice hall of India, Delhi.			
5. Baig Nafees: Cost Accounting, Rajat Publications, New Delhi. Baig Nafees: Management Accounting & Control, Ashish Publishing Home, New Delhi.			
6. Sharma R.K. and Gupta S.K.; Management Accounting, Kalyani Publishers, Ludhiyana. (Hindi and English)			
7. Lal Jawahar; Managerial Accounting, Himalya Publishing House, New Delhi.			
8. Misra, A.K., Management Accounting, (Hindi and English)			
Navneet Prakashan, Nazibabad.			
Note- Latest edition of the text books should be used.			

Programme: B.Com.		Year: Third	Semester: Sixth
Subject: Commerce			
Course Code: BC-603		Course Title: Financial Institutions & Markets	
Course objective: The subject of Financial Institutions & Markets to teach students Evaluate empirical evidence of market performance and contrast it with theories of market performance. Research and analyze specific problems or issues related to financial markets and institutions.			
Course outcomes:			
1. To familiarize with the Indian financial system through knowing the types of various financial institutions, instruments and financial markets.			
2. To understand the various constituents of capital markets, functioning of capital markets and regulatory mechanisms associated with capital markets.			
3. To understand the various types of Non-Banking Financial Companies (NBFCs) and to appreciate the role of financial services in economic development.			
Credits: 5		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Financial Markets an Overview: Meaning of Financial Market and its Significance in the Financial System. Financial Markets in the Organized Sector - Industrial Securities Market Government Securities Market, Long-term Loans Market Mortgages Market, Financial Guarantee Market, Meaning and Structure of Money Market in India, Characteristics of a Developed Money Market, Significance and Defects of Indian		17
II	Capital Market: New issue market - Meaning and Functions of New Issue Market, Instruments of New Issues, Players and their role in the New Issue Market, issue-pricing and marketing Defects and Remedies of New Issue Market.		26
III	Secondary market: Functions and role of stock exchange Listing procedure and legal requirements; Public Stock Exchanges-NSE, BSE and OTCEI. Functionaries on Stock Exchanges: Brokers, Sub brokers, market makers, jobbers, portfolio consultants, institutional investors.		16
IV	Investor Protection: Grievances concerning stock exchange dealings and their removal, Demat Trading. SEBI Guidelines - Primary Market, Secondary Market and the Protection of investor's interest, NCLT & NCLAT.		16
Suggested Readings:			
1. Machiraju, 'Indian Financial System' - Vikas Publishing House.			
2. Varshney P.N., & Mittal D.K., 'Indian Financial System', Sultan Chand & Sons New Delhi.			
3. Avadhani V.A. Capital Market, Himalaya Publishing House, New Delhi			
4. Mulay, M. A., "New Issues Capital Market in India"			
5. Gordon & Natarajan, "Indian Financial System" Himalaya Publishing House.			
6. Avdhani, V. A., "Investment Management" Himalaya Publishing House.			
7. Gupta, O. P., "Indian Securities Market".			
6. Tiwari, D., Financial Markets & Institutions, Jagdamba Publications, New Delhi.			
7. Tiwari, D., Financial Markets & Investment Management, Himalaya Publishing House, New Delhi.			
Note- Latest edition of the text books should be used.			

Programme: B.Com.		Year: Third	Semester: Sixth
Subject: Commerce			
Course Code: BC-604		Course Title: Human Resource Management	
Course objective: The objectives of this course are to make student to be able to understand the functions, systems, policies and applications of Human Resource Management in organizations.			
Course outcomes: 1. Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design 2. Competency to recruit, train, and appraise the performance of employees 3. Ability to handle employee issues and evaluate the new trends in HRM			
Credits: 5		Core Compulsory / Elective: Elective	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Human Resource Management concept and function, role o competencies of HR manager at our policies evolution of HRM emerging challenges of Human Resource Management workforce diversity empowerment VRS work life balance downsizing		15
II	Recruitment & Selection: Recruitment, factors affecting recruitment,sourcesofrecruitment,Selection – Process, selection test, Interview, Orientation, Placement. Training & Development: Training- Objectives & Importance of training, Training Methods-On job training and off- the job training.		20
III	Employee Compensation: Compensation & Welfare, Job Evaluation Performance Appraisal: Techniques, Job Enlargement & Job Enrichment, Quality of Work Life, Worker's Participation in Management.		25
IV	EMPLOYEE WELFARE: Various welfare schemes & Safety Measures. Employee Benefits – Meaning and its types, Fringe Benefits Remuneration – Salary, Bonus, Commission, Long Term Incentives Perquisites. Grievance Handling & Discipline– Meaning, Importance. Collective Bargaining–Meaning and Importance ,Process. .		15
Suggested Readings: 1. Aswathappa K Maine resource management Tata McGrawHill 2. VermaPramodSaviBagiyaprabandhan Rao VSPhuman resource managementExcel books 3. Tripathi PC personnel management and Industrial Relations Sultan Chandandsons 4. Agarwal&Fauzdar,HumanResourceManagement-SBPDPublishingHouse,Agra(English/Hindi) Note- Latest edition of the text books should be used.			


Programme: B.Com.		Year: Third	Semester: Sixth
Subject: Commerce			
Course Code: 605		Course Title: Advertising & Sales Management	
Course objective: The objectives of this course to understand concept and features of advertising and sales management.			
Course outcomes:			
1. understand the place and contribution of marketing to the business enterprise			
2. understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions			
3. understand the role of marketing as a fundamental organizational policy process			
Credits: 5		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+30	
Total No. of Lectures: 75			
Unit	Topics		No. of Lectures
I	Introduction Advertising- meaning, nature and importance of advertising types and objectives. Audience selection; Setting of advertising budget determinants and major methods.		15
II	Media Decisions Major media types- their merits and demerits; Advertising through internet and interactive media- Issues and considerations; factors influencing media choice; media selection, media scheduling.		15
III	Organisational Arrangements a) Advertising agency: Role, types and selection of advertising agency; Reasons for evaluating advertising agencies. b) Social, ethical and legal aspects of advertising in India; recent developments and issues in advertising.		15
IV	Sales Management: Definition & Objective, Theories of Selling, Personal Selling Process the Sales Organization: Purpose & types, Techniques for setting up a Sales Organization, Role & Responsibilities of a Sales Manager		15
V	Sales Force Management: Recruitment, Selection & Training Controlling using Territories & Quotas, Sales Meetings & Contests, Evaluation & Supervision of Salesperson		15
Suggested Readings:			
1. Belch and Belch. <i>Advertising and Promotion</i> . Tata McGraw HillCo.			
2. Sharma, kavita. <i>Advertising: Planning and Decision Making</i> . Taxmann publication Pvt.Ltd.			
3. Mahajan, J.P.' and Ramki. <i>Advertising and Brand management</i> . New Delhi: Ane Books PvtLtd.			
4. Burnett, Wells and Moriatty. <i>Advertising: Principles and Practice</i> . PearsonEducation			
5. Shimp, Terence A. <i>Advertising and Promotion: An IMC Approach</i> . South Western, CengageLearning.			
6. O'Guinn. <i>Advertising and Promotion: An Integrated Brand approach</i> , CengageLearning.			
Belch, MA & Belch GE – Advertising and Promotion, An Integrated Marketing Communications Perspective, Sixth Edition, Tata McGraw Hill			
6. Manendra Mohan, Advertising Management, Concept and Cases, Tata McGraw HillPublication.			
7. Rajeev Batra, John G. Myers & David A. Aaker, Advertising Management, PearsonPublication			
Note: Latest edition of text books may be used.			