



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947 – enacted by the Govt. of India)

**FACULTY OF BUSINESS MANAGEMENT AND
COMMERCE**

SYLLABI

FOR

**B.Com. (General & Hons.)
(Semester System)
For the Examinations 2020-2021**

--: 0 :--

SCHEME OF B.Com COURSE (General and Hons.)
Semester – I

Course Code	Course Title	Maximum Marks	Number of Lectures (L) Per Week	Tutorials (T) Per Week***
BCM 101 A BCM 101 B	PUNJABI OR HISTORY AND CULTURE OF PUNJAB	50	3	
BCM 102	ENGLISH AND BUSINESS COMMUNICATION	100	5	1
BCM 103	INTERDISCIPLINARY PSYCHOLOGY FOR MANAGERS	100	5	1
BCM 104	BUSINESS ECONOMICS-I	100	5	1
BCM 105	PRINCIPLES OF FINANCIAL ACCOUNTING**	100	5	1
BCM 106	COMMERCIAL LAWS	100	5	1
BCM 107	PRINCIPLES AND PRACTICES OF MANAGEMENT	100	5	1

Semester – II

Course Code	Course Title	Maximum Marks	Number of Lectures (L) Per Week	Tutorials (T) Per Week***
BCM 201A BCM 201B	PUNJABI OR HISTORY AND CULTURE OF PUNJAB	50	3	
BCM 202	ENGLISH AND BUSINESS COMMUNICATION	100	5	1
BCM 203	INTERDISCIPLINARY E-COMMERCE	100	5	1
BCM 204	BUSINESS ECONOMICS-II	100	5	1
BCM 205	CORPORATE ACCOUNTING**	100	5	1
BCM 206	BUSINESS LAWS	100	5	1
BCM 207	HUMAN RESOURCE MANAGEMENT	100	5	1
	ENVIRONMENT, ROAD SAFETY EDUCATION, VIOLENCE AGAINST WOMEN/ CHILDREN AND DRUG ABUSE*	100		

Semester – III

Course Code	Course Title	Maximum Marks	Number of Lectures (L) Per Week	Tutorials (T) Per Week***
BCM 301	INTERDISCIPLINARY ISSUES IN INDIAN COMMERCE	100	5	1
BCM 302	COST ACCOUNTING**	100	5	1
BCM 303	COMPANY LAW	100	5	
BCM 304	BUSINESS MATHEMATICS AND STATISTICS **	100	5	1
BCM 305	BANKING AND INSURANCE	100	5	1
BCM 306	GOODS AND SERVICES TAX (GST)**	100	5	1

Semester-IV

Course Code	Course Title	Maximum Marks	Number of Lectures (L) Per Week	Tutorials (T) Per Week***
BCM 401	INTERDISCIPLINARY SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	100	5	1
BCM 402	ADVANCED ACCOUNTING**	100	5	1
BCM 403	AUDITING AND SECRETARIAL PRACTICE	100	5	1
BCM 404	COST MANAGEMENT**	100	5	1
BCM 405	MARKETING MANAGEMENT	100	5	1
BCM 406	QUANTITATIVE TECHNIQUES AND METHODS**	100	5	1

Semester-V

Course Code	Course Title	Maximum Marks	Number of Lectures (L) Per Week	Tutorials (T) Per Week***
BCM 501	INCOME TAX LAW**	100	5	1
BCM 502	MANAGEMENT ACCOUNTING**	100	5	1
BCM 503	INDIAN ECONOMY	100	5	1
BCM 504	PRODUCTION AND OPERATION MANAGEMENT	100	5	1
BCM 505	ENTREPRENEURSHIP AND SMALL BUSINESS	100	5	1
BCM 506	FINANCIAL MARKETS AND SERVICES	100	5	1

Semester-VI

Course Code	Course Title	Maximum Marks	Number of Lectures (L) Per Week	Tutorials (T) Per Week***
BCM 601	DIRECT TAX LAWS**	100	5	1
BCM 602	FINANCIAL MANAGEMENT	100	5	1
BCM 603	ISSUES IN FINANCIAL REPORTING	100	5	1
BCM 604	SOCIAL AND BUSINESS ETHICS	100	5	1
BCM 605	OPERATIONAL RESEARCH**	100	5	1
BCM 606	SECTORAL ASPECTS OF INDIAN ECONOMY	100	5	1

* This is a compulsory qualifying paper, which the students have to study in the B.A./B.Sc./B.Com./BBA 1st year (2nd Semester). If the student/s failed to qualify the paper during the 2nd Semester, he/she/ they be allowed to appear/qualify the same in the 4th or 6th Semester/s.

** the strength of B.Com. unit shall be 70. There will be tutorials only in the papers which have been highlighted with asterisk**.

***Each unit of B.com. will be divided into 3-groups for the purpose of Tutorials.

Scheme of Examination

B.Com. Honours

A student can pursue Honours course in B.Com. by taking up one paper each in four semesters beginning with 3rd semester in any one of the following four streams. Option of any stream once exercised cannot be changed subsequently.

1. Accounting & Finance

- | | |
|--|--------------------------|
| 1. BCH 307: Accounting Theory and Reporting Practices | 3 rd Semester |
| 2. BCH 407: Contemporary Issues in Accounting | 4 th Semester |
| 3. BCH 507: Strategic Financial Management | 5 th Semester |
| 4. BCH 607: Investment Management | 6 th Semester |

2. Economics

- | | |
|--|--------------------------|
| 1. BCH 308: Development Economics | 3 rd Semester |
| 2. BCH 408: Industrial Economics | 4 th Semester |
| 3. BCH 508: Money and Banking | 5 th Semester |
| 4. BCH 608: International Economics | 6 th Semester |

3. Management Studies

- | | |
|---|--------------------------|
| 1. BCH 309: Advertising & Brand Management | 3 rd Semester |
| 2. BCH 409: Consumer Behaviour | 4 th Semester |
| 3. BCH 509: Compensation Management | 5 th Semester |
| 4. BCH 609: Training & Development | 6 th Semester |

4. Banking

- | | |
|---|--------------------------|
| 1. BCH 310: Bank Management | 3 rd Semester |
| 2. BCH 410: Bank Legislation | 4 th Semester |
| 3. BCH 510: Electronic Banking and Risk Management | 5 th Semester |
| 4. BCH 610: Bank Marketing | 6 th Semester |

SYLLABI FOR B.COM FOR THE EXAMINATION OF 2020-21 ONWARDS

Note :

1. Examination in each subject for B.Com will be of 3 hours duration.
2. There will be no objective type questions.
3. Students are required to have the knowledge of the developments in the subject up to 6 months before the examination.
4. Use of non-programmable calculators by the students in the Examination Hall is allowed. The calculators will not be provided by the University/College to the examinees.
5. Tutorials classes will be held as notified in the Scheme of Examination for the session 2014-15 and 2015 onwards.
6. The following categories of the students shall be entitled to take the option of History and Culture of Punjab in lieu of Punjabi as compulsory subject:
 - (a) Students who have not studied Punjabi up to Class 10th.
 - (b) Wards of defence personnel and Central government employee/employees, who are transferable on all India basis.
 - (c) Foreigners.
7. 20% marks in each paper will be internal assessment based on the following parameters:

a. Mid-Semester Test	:	50%
b. Academic Activity (Seminar, Project & Assignments)	:	30%
c. Attendance	:	20%

INSTRUCTIONS FOR THE PAPER SETTERS

Note : The question paper of each subject covering the entire course shall be divided into three sections :

Section A (20 marks)

This section will have 6 short answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20marks.

Section B (30 marks)

This section will consist of essay type/numerical questions from Unit I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

Section C (30 marks)

This section will consist of essay type/numerical questions from Unit II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30marks.

Important Note : In all numerical papers the paper setter is required to set numerical questions as follows:

Section A:	Four numerical questions out of six questions.
Section BandC:	At least two numerical questions out of four questions.

SCHEME OF B.COM. COURSE (GENERAL AND HONS.)

SEMESTER-I

BCM101 A: PUNJABI

Max. Marks
:50marks.Written :
45marks.
Internal Assessment : 05marks.
Time : 3hrs.

- | | | |
|----|---|----------|
| 1. | A Book of Punjabi. | 20marks |
| 2. | Essay Writing on National and International Problems. | 10marks |
| 3. | Translation of Business Advertisement from English to Punjabi | 05 marks |
| 4. | Correct-Incorrect words | 05marks |
| 5. | Business Vocabulary | 05marks |

Courses:

1. Galiey Chikkarh Door Ghar (Autobiography) by Dr. S.S. Wanjara Bedi,
Publishers: Kasturi Lal& Sons, Amritsar-Jalandhar.
Chapters 1 to 6
2. List of words of Business Vocabulary attached (A toH)

Themes and Units:

- | | | |
|----|--|--------------|
| 1. | Two questions from the book GalieyChikkarh DoorGhar
(With internal choice) | 6+6=12 marks |
| 2. | Short answer question (4 outof6) | 2×4=08marks |
| 3. | Essay (1 out of 4) (National and International Problems) | 10marks |
| 4. | Translation of Business Advertisement from English to Punjabi | 05 marks |
| 5. | Correct-Incorrect words (5 words outof8) | 05marks |
| 6. | Business Vocabulary (5 words outof8) | 05marks |

ਬੀ.ਕਾਮ. ਭਾਗ ਪਹਿਲਾ

ਸਮੇਸਟਰ ਪਹਿਲਾ

Business Vocabulary

1.	Acceptance	ਪ੍ਰਵਾਨਗੀ, ਸਵੀਕ੍ਰਿਤੀ
2.	Access	ਪਹੁੰਚ
3.	Account	ਲੇਖਾ
4.	Accountant	ਲੇਖਾਕਾਰ
5.	Account Book	ਵਹੀ ਖਾਤਾ
6.	Acknowledgement	ਪਹੁੰਚ ਰਸੀਦ
7.	Advance	ਪੇਂਦਰੀ
8.	Alternative Cost	ਵਿਕਲਪੀ ਲਾਗਤ
9.	Amalgamation	ਸੰਮਿੱਰਣ
10.	Amortization of Debts	ਕਰਮਿਆਂ ਦਾ ਕਿੱਤਵਾਰ ਭੁਗਤਾਨ
11.	Amortization of fixed Assets	ਅਚਲ ਸੰਪਤੀ ਦੀ ਕਿੱਤਵਾਰ ਪੂਰਤੀ
12.	Annuity	ਵਾਰਮਿੱਕੀ
13.	Anticipated Prices	ਅਨੁਮਾਨਿਤ ਕੀਮਤਾਂ
14.	Arbitration	ਸਾਲਸੀ, ਵਿਚੋਲਗੀ
15.	Assessed Tax	ਨਿਰਧਾਰਤ ਕਰ
16.	Assets	ਸੰਪਤੀ
17.	Assets and Liabilities	ਲੈਣਦਾਰੀਆਂ ਅਤੇ ਦੇਣਦਾਰੀਆਂ
18.	Authorized Capital	ਅਧਿਕਾਰਿਤ ਪੂੰਜੀ
19.	Audit	ਲੇਖਾ ਪੜਤਾਲ
20.	Audit Staff	ਲੇਖਾ ਪੜਤਾਲ ਅਮਲਾ
21.	Average	ਔਸਤ
22.	Average Productivity	ਔਸਤ ਉਤਪਾਦਕਤਾ
23.	Average Income	ਔਸਤ ਆਮਦਨ
24.	Back Log	ਪਿਛਲਾ ਬਕਾਇਆ
25.	Balance Sheet	ਬੈਲਾਂਸ ਸ਼ੀਟ
26.	Bankrupt	ਦਿਵਾਲੀਆ
27.	Barter	ਵਸਤ ਵਟਾਂਦਰਾ
28.	Beneficial	ਲਾਭਦਾਇਕ
29.	Bilateral Agreement	ਦੋ ਧਿਰੀ ਸਮਝੌਤਾ
30.	Bill of Exchange	ਹੁੰਡੀ
31.	Bond	ਰਿਣ-ਪੱਤਰ
32.	Book Value	ਕਿਤਾਬੀ ਮੁੱਲ
33.	Book Keeping	ਵਹੀ ਖਾਤਾ
34.	Break-Even Point	ਸਮਾਨ ਬਿੰਦੂ
35.	Breach of Trust	ਅਮਾਨਤ ਵਿਚ ਿਆਨਤ
36.	Broker	ਦਲਾਲ

37.	Capital Account	ਪੂੰਜੀਗਤ ਖਾਤਾ
38.	Capital Expenditure	ਪੂੰਜੀ ਰੂਪ ਖਰਚ
39.	Capital Formation	ਪੂੰਜੀ ਨਿਰਮਾਣ
40.	Capital Investment	ਪੂੰਜੀ ਨਿਵੇਸ਼
41.	Capital Gains	ਪੂੰਜੀ ਰੂਪ ਲਾਭ
42.	Capital Goods	ਪੂੰਜੀ ਰੂਪ ਵਸਤਾਂ
43.	Cash Account	ਰੋਕੜ ਖਾਤਾ
44.	Cash Balance	ਨਕਦ ਬਕਾਇਆ
45.	Cash Book	ਰੋਕੜ ਵਹੀ
46.	Census	ਜਨਗਣਨਾ
47.	Circulating Capital	ਮਾਰਕੀਟ ਵਿਚ ਲੱਗੀ ਪੂੰਜੀ
48.	Commerce	ਕਾਮਰਸ, ਵਣਜ, ਵਪਾਰ
49.	Commercial Capital	ਵਣਜੀ ਪੂੰਜੀ
50.	Commodity	ਉਪਭੋਗਤਾ ਵਸਤ
51.	Company	ਕੰਪਨੀ
52.	Competition	ਪ੍ਰਤੀਯੋਗਤਾ
53.	Corporation	ਨਿਗਮ
54.	Cost Account	ਲਾਗਤ ਲੇਖਾ
55.	Cost of Production	ਉਤਪਾਦਨ ਦੀ ਲਾਗਤ
56.	Current Account	ਚਾਲੂ ਖਾਤਾ
57.	Current Liabilities	ਚਲੰਤ ਦੇਣਦਾਰੀਆਂ
58.	Debenture	ਰਿਣ ਪੱਤਰ
59.	Debt Management	ਰਿਣ-ਪ੍ਰਬੰਧ
60.	deduct	ਕਟੋਤੀ
61.	Deferred Payment	ਸਥਗਿਤ ਭੁਗਤਾਨ
62.	Deflation	ਮੁੱਦਰਾ ਵਿਸਫੀਤੀ
63.	Demand for payment	ਅਦਾਇਗੀ ਲਈ ਮੰਗ
64.	Demonstration Effect	ਪ੍ਰਦਰਸ਼ਨੀ ਪ੍ਰਭਾਵ
65.	Depreciation	ਮੁੱਲ ਘਟਾਈ
66.	Depression	ਆਰਥਿਕ ਮੰਦਾ
67.	Devaluation	ਕਰੰਸੀ ਦਾ ਅਵਮੂਲਣ
68.	Discount Rate	ਕਟੋਤੀ ਦਰ
69.	Disinvestment	ਵਿਨਿਵੇਸ਼
70.	Dividend	ਲਾਭ-ਅੰਸ਼
71.	Distribution	ਵਿਤਰਣ
72.	Documentary proof	ਦਸਤਾਵੇਜ਼ੀ ਸਬੂਤ
73.	Double Entry	ਦੂਹਰਾ ਇੰਦਰਾਜ
74.	Draftsman	ਨਕਸ਼ਾ ਨਵੀਸ
75.	Economic Indicator	ਆਰਥਿਕ ਸੂਚਕ
76.	Entrepreneur	ਉੱਦਮੀ
77.	Excise Duty	ਉਤਪਾਦਨ ਕਰ
78.	Export Tax	ਨਿਰਯਾਤ ਕਰ
79.	Expenditure	ਖਰਚ

80.	Fair Trade	ਉਚਿਤ ਵਪਾਰ
81.	Finance	ਵਿੱਤ
82.	Finance affairs	ਵਿੱਤੀ ਮਾਮਲੇ
83.	Financial Penalty	ਵਿੱਤੀ ਦੰਡ
84.	Fine Paper	ਉੱਤਮ ਹੁੰਡੀ
85.	Firm	ਫਰਮ
86.	Firm Offer	ਪੱਕੀ ਪੇਕੜ
87.	Fiscal Policy	ਵਿੱਤੀ ਨੀਤੀ
88.	Fiscal Year	ਵਿੱਤੀ ਸਾਲ
89.	Fixed Capital	ਸਥਾਈ ਪੂੰਜੀ
90.	Fixed Costs	ਸਥਾਈ ਖਰਚੇ
91.	Floatation	ਕਰੜਾ ਚਾਲੂ ਕਰਨਾ
92.	Foreign Exchange	ਵਿਦੇਸ਼ੀ ਮੁੱਦਰਾ
93.	Fringe Benefits	ਉਪਰਲੇ ਲਾਭ
94.	Glut	ਭਰਮਾਰ
95.	Goods Account	ਮਾਲ ਲੇਖਾ
96.	Gross Profit	ਕੁੱਲ ਲਾਭ
97.	Hidden Tax	ਲੁਪਤ ਕਰ
98.	Hoarding	ਖੀਰਾਬਾਜ਼ੀ
99.	Holding Company	ਨਿਯੰਤਰਕ ਕੰਪਨੀ
100.	Human Capital	ਮਨੁੱਖੀ ਪੂੰਜੀ

BCM101B

HISTORY AND CULTURE OF PUNJAB –I

Instructions for the paper-setter and candidates: (for paper in Semester I & II)

1. The syllabus has been divided into four Units.

There shall be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions. Each question will carry 1 mark. Rest of the paper shall contain 4 units. Each Unit shall have two essay type questions and the candidate shall be given internal choice of attempting one question from each Unit-IV in all. Each question will carry 10 marks.

2. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper-setter must put note (2) in the question paper.

3. One question from Unit-IV shall be set on the map.

Explanation:

1. Each essay type question would cover about one-third or one-half of a topic detailed in the syllabus.

2. The distribution of marks for the map question would be asunder:

Map : 06Marks

Explanatory Note : 04Marks

In case a paper setter chooses to set a question of map on important historical places, the paper setter will be required to ask the students to mark 6 places on map of 1 mark each and write explanatory note on any two of 2 marks each.

3. The paper-setter would avoid repetition between different types of question within one question paper.

PAPER : HISTORY AND CULTURE OF PUNJAB FROM THE EARLIEST TIMES TO 1849

Max.Marks	:	50
Theory	:	45
Internal Assessment	:	05
Time	:	3 Hours

Objectives: To introduce the students to the history of the Punjab region.

Pedagogy: Lectures, library work and discussions.

UNIT I

1. Harappan Civilization: extent and town planning and socio-economic life.
2. Life in Vedic Age: socio-economic and religious.
3. Growth of Jainism and Buddhism in Punjab on the region.

UNIT II

4. Society and Culture under Maurayas
5. Society and Culture under Gupta
6. Cultural Reorientation: main features of Bhakti; origin and development of Sufism

UNIT III

7. Evolution of Sikhism: teaching of Guru Nanak; Institutional Development -Manji, Masand, Sangat and pangat.
8. Transformation of Sikhism: martyrdom of Guru Arjan; martyrdom of Guru Tegh Bahadur and its impact.
9. Institution of Khalsa: new baptism; significance

UNIT IV

10. Changes in Society in 18th century: social unrest; emergence of misls and institutions-rakhi, gurmata, dalkhalsa.
11. Society and Culture of the people under Maharaja Ranjit Singh
12. MAP (of undivided physical geographical map of Punjab): Major Historical Places: Harappa, Mohenjodaro, Sanghol, Ropar, Lahore, Amritsar, Kiratpur, Anandpur Sahib, Tarn Taran, Machhiwara, Goindwal, Khadur Sahib.

Suggested Readings:

1. Joshi, L.M(ed.) : History and Culture of the Punjab, Part-I, Publication Bureau, Punjabi University, Patiala, 1989 (3rd edn.)
2. Joshi, L.M and Singh, : History and Culture of the Punjab, Vol. I, Punjabi University, Fauja(ed.) Patiala, 1977
3. Prakash, Buddha : Glimpses of Ancient Punjab, P.U., Patiala, 1983
4. Thapar, Romila : A History of India, Vol. I, Penguin Books, 1966
5. Basham, A.L : The Wonder That was India, Rupa Books, Calcutta (18th rep.), 1992
6. Sharma, B.N : Life in Northern India, Munshi Ram Manohar Lal, Delhi, 1966
7. Singh, Kirpal : History and Culture of the Punjab, Part II (Medieval Period), Publication Bureau, Punjabi University, Patiala 1990 (3rd edn.).
8. Singh, Fauja (ed.) : History of the Punjab, Vol. III, Punjabi University, Patiala 1972
9. Grewal, J.S. : The Sikhs of the Punjab, the New Cambridge History of India, Orient
Orient Longman, Hyderabad, 1990.
10. Singh, Khuwant : A History of the Sikhs, vol II: 1469-1839, Oxford University Press Delhi, 1991.
11. Chopra, P.N., Puri, B.N. : A Social, Cultural and Economic History of India, Vol. II, and Das,
M.N. Macmillan, Delhi, 1974.
12. Hussain, Yusuf : Glimpse of Medieval Indian Culture, Asia Publishing House, Bombay, 1973 (rep.).

Note: The following categories of the students shall be entitled to take option of History & Culture of Punjab in lieu of Punjabi as compulsory subject:

- A. That the students who have not studied Punjabi upto class 10th.
- B. Ward of / and Defence Personnel and Central Govt. Employee/Employees who are transferrable on all India basis.
- C. Foreigners

BCM 102: ENGLISH AND BUSINESS COMMUNICATION SKILLS

Note:

- (i) There will be one paper of 80 marks. 10 marks are reserved for the Internal Assessment and 10 for the Practical Work. Total is 100.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text is **Ten Mighty Pens**, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows:

I.	The Model Millionaire	: Oscar Wilde
II.	The Gift of the Magi	: O. Henry
III.	The Judgement-seat of Vikramaditya	: Sister Nivedita
IV.	Fur	: Saki
V.	A. Marriage Proposal	: Anton Chekhov
- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units:

Business Communication: It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication, and significance of positive attitude in improving communication.

Writing Skills: Letters of all kinds, tender notices, auction notices, public notices; memos and advertisements relating to sales/marketing.

Practical Work: To impart the skills of Personal Interview and public speaking like Declamation and Debate.

Practical Work:

There will be viva-voce examination of 10 marks which will include Debate, Declamation and Personal Interview.

Note : *In case of private candidates and students of School of Open Learning, the marks obtained by them out of 80 will be proportionately increased out of 100.*

Testing Scheme:

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

Q. 1.	It shall consist of five short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any three. This question shall be based upon the prescribed text Ten Mighty Pens .	12 Marks
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed text Ten Mighty Pens .	10 Marks
Note: The questions 1& 2 should be so designed as to cover all the chapters prescribed.		
Q. 3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum five questions at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language/ presentation skills and vocabulary etc.	12 Marks
Q. 4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	6 Marks
Section II (<i>Based upon Unit II</i>)		
Q. 5.	This question shall test a students' ability to write business letter of various kinds (in not more than 250 words). There will be Internal Choice in the question.	10 Marks
Q. 6.	This question shall be on Memos, Tender Notices/Auction Notices/Public Notices/ Advertisements.(have to attempt four of 5 marks each)	20 Marks 5x4=20
Q.7.	Two short questions to test the students' understanding of various aspects of business communication.	10 Marks

Suggested Reading:

1. *Business Communication*, Ed., Om P. Juneja&AartiMujumdar, Hyderabad: Orient Blackswan.
2. *Textbook of Business Communication*, Anjali Kalkar, R.B. Suryawanshi, AmlanjyotiSengupta,,Hyderabad: OrientBlackswan.
3. *50 Ways to Improve Your Business English...without too much effort*, Ken Taylor, Hyderabad: OrientBlackswan.

BCM103: PSYCHOLOGY FOR MANAGERS

Objective: The objective of the paper is to provide broad understanding about basic concepts and techniques of human behaviour to the students.

UNIT- I

Introduction: Concepts, Definitions; Need and Importance of Organisational Behaviour for Managers, Contributing Disciplines of OB. Nature and Scope, Organisational Behaviour Models.

Individual Behaviour: Introduction and Meaning, Factors Affecting Individual Behaviour, Models of Individual Behaviour

Personality: Meaning, Characteristics, Determinants and Theories of Personality

Perception: Nature & Importance, Perception Process, Perceptual Errors and Distortions.

Attitudes and Values: Components, Sources and Measurement of Attitudes. Concept, Sources and Types of Values.

UNIT II:

Motivation: Meaning and Importance of Motivation, Theories of Motivation, Morale.

Inter Personal Behaviour and Transactional Analysis (TA).

Leadership: Definition, Importance, Leadership Styles, Models and Theories of Leadership .

Conflict Management: Traditional vis-a-vis Modern View of Conflict, Types and Causes of Conflict, Conflict Resolution.

Reference books:

1. Robbins, Stephens P., Organisational Behaviour
2. French, W and C. Bell, Organisational Development
3. Davis, Keith, Human Behaviour at Work: Organisational Behaviour
4. Luthans, Fred, Organisational Behaviour
5. Harold Weihrich, Koontz, Essentials of Management
6. Robbins, Stephens P., Organisational Behaviour Concepts, controversies and Applications.

BCM 104: BUSINESS ECONOMICS-I

Objective: To study the basic concepts of microeconomics relevant for Business decision making and helping the students to understand the application of economic principles in business management

UNIT – I

Consumer Behaviour

Utility Approach: Meaning, Types, Relationship between Marginal Utility and Total Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer Equilibrium, Derivation of Demand Curve.

Indifference Curve Approach: Properties, Consumer Equilibrium, Price Effect, Income Effect, Substitution Effect, Price Effect a combination of Income Effect and Substitution Effect.

Law of Demand

Elasticity of Demand: Definitions, Types, Measurement, Factors and Importance.

UNIT-II

Production and Revenue

Production Function : Laws of Returns, Law of Variable Proportion and Returns to Scale.

Cost and Cost Curves : Concept of Nominal Real Economic Implicit, Explicit and Opportunity Cost, Cost Curve under Short-run and Long-run, Relationship between Average Cost and Marginal Cost.

Revenue Curves : Concept of Total Average and Marginal Revenue under different Market Conditions, Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand.

Perfect Competition: Features, Equilibrium of Firm, Equilibrium of Industry, Role of Time element in Price Determination.

Monopoly: Feature, Equilibrium of Firm/Industry, Price Discrimination and Its Types.

Monopolistic Combination: Features, Price-Output Policy of the Firm. Selling Cost, Meaning, Effects, Equilibrium of Firm with respect to Selling Cost.

Reference books:

1. Dwivedi, D.N. Managerial Economics, 7th Edition, Vikas Publishing House.
2. Salvatore, D. Managerial Economics in a Global Economy, 6th Edition, Oxford University Press.
3. Peterson, L. and Jain Managerial Eco., 4th Edition, Pearson Education.
4. A. Kontsoyianis; Modern Micro-Economics.
5. M. Adhikary ; Business Economics.

BCM 105: PRINCIPLES OF FINANCIAL ACCOUNTING

Objective: The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.

UNIT – I

Generally Accepted Accounting Principles (GAAP): Accounting Concepts and Conventions: their Nature, Purposes and Limitations. Introduction to Accounting Software and Tally.

Financial Statements of Sole Proprietor and Partnership Firm (with adjustments): Income Statement, Balance Sheet

Branch Accounting: Dependent and Independent Branches (Excluding Foreign Branches).

Departmental Accounting: Meaning, Needs, Advantages, Apportionment of Expenses, Inter Departmental Transfers and Provision for Unrealised Profit.

UNIT – II

Accounting for Consignment.

Accounting for Joint Venture.

Accounting for Dissolution of Partnership Firm; Insolvency of Partners(excluding Sale to a Company) and Piecemeal Distribution.

Royalty Accounts

Practical work:

1. Practical Accounting work using Tally Software

Reference books:

1. Shukla and Grewal – Advanced Accounting, S. Chand Publication, NewDelhi.
2. R.L. Gupta and V.K. Gupta - Advanced Accounting, Sultan Chand Publication, New Delhi.
3. T.S. Reddy & A. Murthy – Financial Accounting, Margham Publications, Chennai.
4. P.C. Tulsian – Financial Accounting, S.Chand andSons.

BCM 106: COMMERCIAL LAW

Objective: The main objective of the paper is to acquaint the students with general Commercial Laws.

UNIT I

Indian Contract Act, 1872: Definition & Nature of Contract, Classification; Offer & Acceptance; Consideration; Capacity of Parties; Free Consent; Legality of Objectives; Void Agreements; Performance of Contracts; Discharge of Contract; Contingent Contracts; Quasi Contracts; Remedies for Breach of Contract.

UNIT II

Special Contracts: Indemnity & Guarantee; Bailment & Pledge; Contract of Agency.

Introduction to Right to Information Act, 2005

The Consumer Protection Act, 2019: Introduction, Objectives Commencement & Application, Definitions, Salient Features, Grievance Redressal Machinery.

Reference books:

1. Avtar Singh : The Principles of Mercantile Law
2. M.C.Kuchhal : Business Law
3. N.D.Kapoor : Business Law
4. P.R.Chandra : Business Law, Galgotia, New Delhi
5. Gogna : Mercantile Law, S.Chand
6. M.S.Shukla : Business Law, Sultan Chand.

Practical Work

1. How to file an application under Consumer Protection Act
2. Short case studies to be included in section A

BCM 107: PRINCIPLES AND PRACTICES OF MANAGEMENT

Objective: The objective of the paper is to help the students in understanding the process of business management and its functions.

UNIT I

Management: Nature, Definitions, Scope, Levels, Process and Significance of Management. Development of Management Thoughts: Classical, Neo-Classical Systems, Contingency and Contemporary Approaches to Management (Drucker, Porter, Prahalad, Senge and Tom Peters)

Planning: Concept, Process, Nature, Steps in Planning, Significance and Types. Decision Making: Concept and Process, Types of Decisions, Management By Objectives (MBO).

Organization: Concept, Nature, Process, Significance, Types, Organisational Structure, Committees, Span of Control. Authority and Responsibility. Delegation, Decentralization and Departmentation.

UNIT II

Direction: Concept, Features, Importance and Limitations of Direction. Elements of Direction- Supervision, Motivation, Leadership and Communication

Coordination: Concept, Features, Importance and Limitations of Coordination. Internal and External Coordination

Control: Concept, Features, Importance and Limitations of Control. Control Process. Essentials of a Good Control System. Techniques of Control. Relationship between Planning and Control

Reference books:

1. Peter F. Drucker, 'The Practice of Management'
2. Wehrich and Koontz, 'Essentials of Management'
3. Stoner and Freeman, 'Management'
4. David R Hampton, 'Modern Management'
5. Stephen P Robbins, David A DeCenzo, 'Fundamentals of Management, Essential Concepts and Applications'

SEMESTER-II

SCHEME OF B.COM. COURSE (GENERAL AND HONS.)

BCM201 A: PUNJABI

		Max. Marks
		:50marks.Written :
		45marks.
		Internal Assessment : 05marks.
		Time : 3hrs.
1.	A Book of Punjabi.	20marks
2.	Business Correspondence: Letters	10marks
3.	Punctuation	05marks
4.	Business Advertisement	05marks
5.	Business Vocabulary	05marks

Courses:

1. Galiey Chikkarh Door Ghar (Autobiography) by Dr. S.S. Wanjara Bedi, Publishers: Kasturi Lal & Sons, Amritsar-Jalandhar. Chapters 7 to 12.
2. List of words of Business Vocabulary attached (I to Z)

Themes and Units:

1. Two questions from the book Galiey Chikkarh Door Ghar. (With internal choice) 6+6=12 marks
2. Short answer question (4 out of 6) 2 x 4=08marks
3. Business Correspondence: Letters 10marks
4. Punctuation 05marks
5. Business Advertisement(Punjabi) 05marks
6. Business Vocabulary 05marks

Suggested Readings

Punjabi Viyakaran by Dr. Harkirat Singh, Punjab State University Text-book Board, Chandigarh.

ਬੀ.ਕਾਮ. ਭਾਗ ਪਹਿਲਾ
ਸਮੈਸਟਰ ਦੂਜਾ

Business Vocabulary

1. Imperfect Market	ਅਪੂਰਣ ਮੰਡੀ
2. Imports	ਆਯਾਤ
3. Import Duty	ਆਯਾਤ ਕਰ
4. Imputed Income	ਆਰੋਪਿਤ ਆਮਦਨ
5. Imprest Account	ਸਰਕਾਰੀ ਪੇਂਡਿੰਗ ਲੇਖਾ
6. Income Statement	ਆਮਦਨ ਚਿੱਠਾ
7. Index of Profit	ਲਾਭ ਸੂਚਕ
8. Income Tax	ਆਮਦਨ ਕਰ
9. Inflation	ਮੁਦਰਾ ਸਫੀਤੀ
10. Intangible Assets	ਅਸਬੂਲ ਲੈਣਦਾਰੀਆਂ
11. Investment	ਨਿਵੇਸ਼
12. Invoice	ਬੀਚਕ
13. Jobber	ਸਟਾਕ ਆਡੂਤੀ
14. Job Casting	ਲਾਗਤ ਨਿਰਧਾਰਣ
15. Joint Venture	ਸਾਂਝਾ ਉੱਦਮ
16. Labour	ਕਿਰਤ
17. Laissez Fair	ਖੁੱਲ੍ਹੀ ਵਿਵਸਥਾ
18. Lease Holding Building and Property	ਪੱਟੇ 'ਤੇ ਇਮਾਰਤ ਅਤੇ ਜਾਇਦਾਦ
19. Ledger	ਖਾਤਾ
20. Ledger Folio	ਖਾਤਾ ਪੰਨਾ
21. Liabilities	ਦੇਣਦਾਰੀਆਂ
22. Liquidator	ਨਿਰਧਾਰਕ
23. Market	ਮੰਡੀ
24. Marketable Goods	ਵਿਕਣਯੋਗ ਵਸਤਾਂ
25. Mechanization	ਮਕੀਨੀਕਰਨ
26. Mercantilism	ਵਪਾਰਵਾਦ
27. Monetary System	ਮੁੱਦਰਾ ਪ੍ਰਬੰਧ
28. Money of Account	ਲੇਖੇ ਦੀ ਮੁੱਦਰਾ
29. Monopoly	ਏਕਾਧਿਕਾਰ
30. Mortgage	ਰਹਿਣ, ਗਿਰਵੀ
31. Net Investment	ਨਿਰੋਲ ਨਿਵੇਸ਼
32. Net Profit	ਨਿਰੋਲ ਲਾਭ
33. Notice of Stoppage	ਰੋਕ ਸੂਚਨਾ
34. Office Expenses Account	ਦਫ਼ਤਰੀ ਖਰਚ ਲੇਖਾ
35. Open Market Operations	ਖੁੱਲ੍ਹਾ ਮੰਡੀ ਵਿਹਾਰ
36. Over Due	ਮਿਆਦ ਪੂਰੀ
37. Over Head Cost	ਖੱਝੀ ਲਾਗਤ
38. Partnership	ਹਿੱਸੇਦਾਰੀ, ਸਾਂਝੀਦਾਰੀ
39. Payable Accounts	ਦੇਣਯੋਗ ਲੇਖੇ

40.	Preference Shares	ਤਰਜੀਹੀ ਹਿੱਸੇ
41.	Premium	ਪ੍ਰੀਮੀਅਮ
42.	Price Control	ਕੀਮਤ ਨਿਯੰਤਰਣ
43.	Production	ਉਤਪਾਦਨ
44.	Profit Margin	ਲਾਭ ਅੰਕ
45.	Proprietor	ਸੰਪਤੀ ਮਾਲਕ
46.	Quasi Negotiable Instrument	ਅਰਧ ਵਿੱਕਰੀਯੋਗ ਹੁੰਡੀ
47.	Quotation	ਮੁੱਲ ਸੂਚੀ
48.	Rate of Exchange	ਵਟਾਂਦਰਾ ਦਰ
49.	Ready Delivery	ਤਿਆਰ ਮਾਲ
50.	Real Wages	ਵਾਸਤਵਿਕ ਮਜਦੂਰੀ
51.	Rebate	ਛੋਟ, ਕਟੌਤੀ
52.	Recession	ਆਰਥਿਕ ਮੰਦੀ ਦਾ ਦੌਰ
53.	Receivable Accounts	ਲੈਣਯੋਗ ਲੇਖੇ
54.	Redemption of Mortgage	ਰਹਿਣ ਛੁਡਾਉਣਾ
55.	Receipts and Payment Account	ਪ੍ਰਾਪਤੀ ਅਤੇ ਅਦਾਇਗੀ ਲੇਖਾ
56.	Rent	ਕਿਰਾਇਆ
57.	Rent Account	ਲਗਾਨ ਲੇਖਾ, ਕਿਰਾਇਆ ਲੇਖਾ
58.	Reserve Price	ਰਾਖਵੀਂ ਕੀਮਤ
59.	Revenue	ਆਮਦਨ
60.	Sales Tax	ਵਿੱਕਰੀ ਕਰ
61.	Sales Transfer Order	ਵਿੱਕਰੀ ਇੰਤਕਾਲ ਹੁਕਮ
62.	Security Bond	ਜਮਾਨਤਨਾਮਾ
63.	Service Goods	ਸੇਵਾ ਵਸਤਾਂ
64.	Shares	ਅਰ, ਹਿੱਸੇ
65.	Share Capital	ਅਰ ਪੂੰਜੀ
66.	Share Holder	ਹਿੱਸੇਦਾਰ
67.	Share Market	ਅਰ ਬਾਜ਼ਾਰ
68.	Short Bills	ਅਲਪਕਾਲੀ ਹੁੰਡੀਆਂ
69.	Slump	ਮੰਦਾ
70.	Sole Proprietorship	ਏਕਲ ਮਾਲਕੀ
71.	Speculation	ਸੱਟਾ ਅਨੁਮਾਨ
72.	Statutory Company	ਕਾਨੂੰਨ ਅਧੀਨ ਸਥਾਪਿਤ ਕੰਪਨੀ
73.	Stipulated	ਨਿਯੰਚਿਤ ਕੀਤਾ
74.	Stock	ਭੰਡਾਰ, ਸਟਾਕ
75.	Stock Exchange	ਅਰ ਬਾਜ਼ਾਰ
76.	Subsidiary Company	ਸਹਾਇਕ ਕੰਪਨੀ
77.	Surety	ਅਮਨ
78.	Tariff	ਦਰ ਸੂਚੀ
79.	Tax Exemption	ਕਰ ਛੋਟ
80.	Tax Base	ਕਰ ਆਧਾਰ
81.	Tax Evasion	ਕਰ ਚੋਰੀ
82.	Tax Equity	ਕਰ ਸਮਨੀਤੀ

83.	Tender	ਟੈਂਡਰ
84.	Tender money	ਟੈਂਡਰ ਦੀ ਰਕਮ
85.	Terms of Payment	ਭੁਗਤਾਨ ਦੀਆਂ ਚਰਤਾਂ
86.	Terms of Trade	ਵਪਾਰ ਦੀਆਂ ਚਰਤਾਂ
87.	Trademark	ਮਾਰਕਾ
88.	Transactions	ਸੋਦੇ, ਲੈਣ ਦੇਣ
89.	Transfer Book	ਇੰਤਕਾਲ ਖਾਤਾ
90.	Under Value	ਘੱਟ ਮੁੱਲਅੰਕਣ
91.	Unproductive Expenditure	ਅਣ-ਉਪਜਾਊ ਖਰਚ
92.	Unproductive Labour	ਅਣ-ਉਪਜਾਊ ਕਿਰਤ
93.	Validity Period	ਪ੍ਰਮਾਣਿਤ ਮਿਆਦ
94.	Vertical Integration	ਸਮਰੂਪ ਸੰਘਟਨ
95.	Wages	ਮਜਦੂਰੀ
96.	Wages Account	ਉਜਰਤ ਲੇਖਾ
97.	Wage Goods	ਮਜਦੂਰੀ ਵਸਤਾਂ
98.	Wage Book	ਉਜਰਤ ਵਹੀ
99.	Wharf age	ਉਤਰਾਈ
100.	Write Off	ਵੱਟੇ ਖਾਤੇ ਪਾਉਣਾ
101.	Working Capital	ਚਲੰਤ ਪੂੰਜੀ
102.	Yield	ਉਪਜ
103.	Zero Rate of Interest	ਵਿਆਜ ਦੀ ਚੀਰੋ ਦਰ

Semester II

BCM201 B HISTORY AND CULTURE OF PUNJAB IN THE COLONIAL AND POST INDEPENDENCE TIMES

INSTRUCTIONS FOR THE PAPER –SETTER AND CANDIDATES: (FOR PAPER in semester 1 AND 2)

1. The syllabus has been divided into four Units.
There shall be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions Each question will carry 1 mark. Rest of the paper shall contain 4 units. Each Unit shall have two essay type questions and the candidate shall be given internal choice of attempting one question from each Unit-IV in all. Each question will carry 10 marks.
2. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.
The paper-setter must put note (2) in the question paper.
3. One question from Unit-IV shall be set on the map.

Explanation:

1. Each essay type question would cover about one-third or one-half of a topic detailed in the syllabus.
2. The distribution of marks for the map question would be asunder:
Map : 6Marks
Explanatory Note : 4Marks

In case a paper setter chooses to set a question of map on important historical places, the paper setter will be required to ask the students to mark 6 places on map of 1 mark each and write explanatory note on any two of 2 marks each.

3. The paper-setter would avoid repetition between different types of question within one question paper.

PAPER: HISTORY AND CULTURE OF PUNJAB IN THE COLONIAL AND POST INDEPENDENCE TIMES

Max. Marks	:	50
Theory	:	45
Internal Assessment	:	05
Time	:	3 Hours

Objectives: To introduce the students to the history of Punjab region in modern times.

Pedagogy: Lectures, library work and discussions.

UNIT I

1. Introduction of Colonial Rule in Punjab: Annexation of Punjab; Board of Administration
2. Western Education: Growth of Education and rise of middle classes
3. Agrarian Development: Commercialization of agriculture; canalization and colonization.

UNIT II

4. Early Socio Religious Reform: Christian Missionaries; Namdharis; Nirankaris.
5. Socio Religious Reform Movements: activities of Arya Samaj; Singh sabhas; Ahmadiyas.
6. Development of Press & literature: growth of print Technology; development in literature

UNIT III

7. Emergence Of Political Consciousness: Agrarian uprising of 1907; Ghadar Movement.
8. Gurudwara Reform Movement: Jallianwala Bagh; foundation of SGPC and Akali Dal; Morchas. Activities of BabbarAkalis.
9. Struggle for Freedom: activities of revolutionaries -Naujawan Bharat Sabha; KirtiKissan Movement; participation in mass movements – non co-operation, civil disobedience, Quit India.

UNIT IV

10. Partition and its Aftermath: resettlement; rehabilitation
11. Social Concerns In Post Independence Punjab: language; immigration; socio-economic issues.
12. MAP (Physical geographical map of undivided punjab): Major Historical places: Delhi, Kurukshetra, Jaito, Ferozepur, Ambala, Amritsar, Lahore, Ludhiana, Qadian, Jalandhar, Lyallpur, Montgomery.

Suggested Readings:

1. Singh, Kirpal :History and Culture of the Punjab, Part II(MedievalPeriod), Publication Bureau, Punjabi University, Patiala 1990(3rdedn.).
2. Singh, Fauja(ed.) :History of the Punjab, Vol.III, Punjabi University, Patiala 1972.
3. Grewal, J.S. :The Sikhs of the Punjab, the New Cambridge History of India, Orient Longman, Hyderabad, 1990.
4. Singh, Khushwant :A History of the Sikhs, volI: 1469-1839, oxford University Press,. Delhi, 1991.
5. Chopra, P.N., Puri, B.N.:A Social, Cultural and Economic History of India, Vol.II, And Das, M.N. Macmillan, delhi, 1974.

BCM 202 : ENGLISH AND BUSINESS COMMUNICATION

Note:

- (i) There will be one paper of 80 marks. 10 marks are reserved for the Internal Assessment and 10 for the Practical Work. Total is 100.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text is **Ten Mighty Pens** Issues ed. K.A. Kalia (Oxford University Press).

The relevant sections, however, are as follows:

- I. Chandalika: *Rabindranath Tagore*
- II. A Bachelor's Complaint of the Behaviour of Married People: *Charles Lamb*
- III. El Dorado: *R.L. Stevenson*
- IV. Bores : *E.V. Lucas*
- V. The Art of the Essayist : *A.C. Benson*

- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end, Unit II shall consist of the following sub-units:

Writing Skills: This section shall focus on business précis-writing, curriculum vitae; short formal reports (not exceeding 200 words).

Modern Forms of Communication: Here special emphasis shall be given to teaching the format of e-mails, Fax Messages, Teleconferencing, Audio-Visual Aids and Power-Point Presentations. Apart from this, the students shall also be given basic lessons in Effective Listening, Non-Verbal Communication, How to Prepare for Group Discussion etc.

Practical Work: To impart skills of Group Discussion.

Practical Work: There will be viva-voce examination of 10 marks which will include Group Discussion. The students will appear in the group of 10 students for viva-voce.

Note: *In case of private candidates and students of School of Open Learning, the marks obtained by them out of 80 will be proportionately increased out of 100.*

Testing Scheme: The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

Section I (*It is text-based and corresponds to Unit I in the syllabus*)

Q. 1.	It shall consist of five short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any three. This question shall be based upon the prescribed text Ten Mighty Pens .	12 marks
-------	--	----------

Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, and be based upon the prescribed text Ten Mighty Pens .	10 marks
Note: The questions 1& 2 should be so designed as to cover all the chapters prescribed.		
Q.3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum six questions at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language/presentation skills and vocabulary etc.	12 marks
Q.4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	6 marks
Section II (<i>Based upon Unit II</i>)		
Q.5.	The students shall be asked to write a short survey report on a situation, incident, business problem, or the possibility of starting a new commercial venture (in about 150-200 words). The students shall be given an internal choice in this question.	10 marks
Q.6.	This will test the students' ability to write a Précis. A passage of about 200 words shall be given and the students shall have to write a précis of about 70 words (including the title).	10 marks
Q.7.	Definition/format of Modern forms of communication to be tested- Listening - Non verbal communication, e-mail, fax, teleconferencing etc.	10 marks
Q.8.	Curriculum Vitae	10 marks

Suggested Reading:

1. *Business Communication*, Ed., Om P. Juneja & Aarti Mujumdar, Hyderabad: Orient Blackswan.
2. *50 Ways to Improve Your Business English...without too much effort*, Ken Taylor, Hyderabad: Orient Blackswan.
3. *50 Ways to Improve Your Business English...without too much effort*, Ken Taylor, Hyderabad: Orient Blackswan.

BCM 203: E- COMMERCE

Objective: The objective of this paper is to provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and can excel in the field of commerce with IT specialization.

UNIT I

Electronic Commerce Framework, History, Basics and Tools of E-Commerce, Comparison of Web-based with Traditional Business; Growth of E-Commerce – Present, Future and Potential.

E-Business: Meaning, Importance, Models Based on the Relationships of Transacting Parties (B2B, B2C, C2C and C2B), Present Status of E-Commerce in India, Regulatory Aspects of E-Commerce.

UNIT II

Changing Structure of Organisation – The Impact of E-Commerce on Various Business Sectors such as Entertainment, Education, Health Services, Publishing and Financial Services. Socio-Economic Impacts of E-Commerce.

Electronic Payment System: Types of Payment System — E-Cash and Currency Servers, E-Cheques, Credit Cards, Smart Cards, Electronic Wallets and Debit Cards. Electronic Data Interchange, Digital Signatures, Cryptography, Interoperability and Intercompatibility.

Reference books:

1. Diwan, Prag and Sushil Sharma: Electronic Commerce, A Manager's Guide to E,Business Vanity Books International,Delhi.
2. Kalakota, Ravi and Shinston Andrew B: Frontiers of Eletronic Commerce, AddisonWesley.
3. Minoli and Minoli: Web Commerce Technology Handbook, Tata McGraw Hill, NewDelhi.
4. Schneider, Gray P.: Electronic Commerce, Course Technology, Delhi.

BCM 204: BUSINESS ECONOMICS-II

Objective: The paper aims at providing the knowledge of basic concepts of the distribution and modern tools of macro-economic analysis.

UNIT-I

Distribution

Wages : Meaning, Types, Marginal Productivity Theory of Wages, Modern Theory of Wages.

Rent: Meaning ,Types, Ricardian Theory of Rent, Modern Theory of Rent, Quasi- Rent.

Interest: Meaning, Types, Classical Theory of Interest, Neo-Classical Theory of Interest, Liquidity Preference Theory of Interest.

Profits: Nature, Types, Dynamic Theory of Profits, Innovation Theory of Profits, Risks Bearing Theory of Profit, Uncertainty Bearing Theory of Profits.

UNIT-II

Say's Law of Market: Meaning, Implications,

Classical Theory of Income Output and Employment:

Keynesian Theory of Employment.

Effective Demand: Determination, Importance

Consumption Function: Meaning, Factors Influencing Consumption Function, Average and Marginal Propensities to Consume, Propensity to Save, Psychological Law of Consumption and its Importance.

Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment, Measures to Raise Private Investment.

Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier, Multiplier and Under-Developed Countries.

Reference books:

- | | |
|---|---|
| 1. Shapiro. E | Macroeconomic analysis Galotia publications, NewDelhi. |
| 2. Eugene Diulio | Macro economics, 4 th Edition, Tata McGraw Hills, Publishing Col. Ltd, NewDelhi. |
| 3. Dornbusch R, Fisher, S and Startz, R | Macro Economics, 8 th Edition, Tata McGraw Hills Publishing Co. Ltd., New Delhi. |
| 4. Ackley, G. | Macroeconomics: Theory and Policy, Macmillan, New York |

BCM 205: CORPORATE ACCOUNTING

Objective: To provide knowledge about basic corporate accounting with the relevant accounting standards.

UNIT 1

Issue, Forfeiture, Reissue and Buy-Back of Shares,

Redemption of Preference Shares.

Right Issue and Bonus Shares.

Final Accounts of Companies (including Managerial Remuneration & Profit Prior to Incorporation),

UNIT II

Underwriting of Shares and Debentures.

Issue and Redemption of Debentures.

Accounts of Banking Companies

Accounts of Insurance Companies.

Note : Accounting Standards are to be covered along with topics.

Practical Work:

1. Preparation of Final Accounts of Companies and critical evaluation.
2. Comparison of annual reports of companies and disclosures norms.

Reference books:

1. R.L. Gupta and M. Radhaswamy – Advanced accounts – Sultan Chand.
2. Shukla Garewal and Gupta – Advanced accounts – S.Chand, NewDelhi.
3. D. Chanderbose – Advanced Accounting, Vol. I, PHI Learning Pvt.Ltd.
4. T.S. Reddy and A. Murthy – Corporate Accounting, Margham Publications, Chennai.

BCM 206: BUSINESS LAWS

Objective: The main objective of the paper is to acquaint the students about Business Laws.

UNIT- I

Sale of Goods Act, 1930: Contract of Sale of Goods, Conditions & Warranties; Transfer of Ownership; Performance of the Contract: Remedial Measures; Auctionable Claims.

Negotiable Instruments Act, 1881: Definition, Acceptance and Negotiation, Rights and Liabilities of Parties, Dishonor of Negotiable Instrument, Hundis, Bankers and Customers.

UNIT-II

Factories Act, 1948: Objectives; Definitions; Approval; Licensing & Registration of Factories; The Inspecting Staff Health; Safety Welfare; Working Hours of Adults; Employment of Women; Child Labour – Issues and Challenges; Leave with Wages.

The Industrial Disputes Act, 1947: Scope & Object; Definitions; Authorities; Reference of Disputes; Procedure; Powers & Duties of Authorities; Award & Settlement; Strikes & Lockouts; Lay-off & Retrenchment etc.

Note: short case studies to be included in Section A

Reference books:

1. Malik, K.L., Industrial Laws and Labour Laws, Eastern Book Company, Lucknow.
2. Kumar, H.L., Digest of Labour Cases, Universal Law Publishing Co P Ltd, New Delhi
3. Srivastava, S.C., Industrial Relations & Labour Laws, Vikas Publishing House (P) Ltd.
4. Sharma, J.P., Simplified Approach to Labour Laws, Bharat Law House (P) Ltd., New Delhi.
5. Sharma, J.P., Industrial Laws, Taxmann, New Delhi.

BCM 207: HUMAN RESOURCE MANAGEMENT

Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

UNIT – I

Human Resource Management: Introduction, Meaning and Definitions, Nature, Functions, Importance and Limitations of HRM. Contemporary Challenges in HRM.

Human Resource Planning; Introduction, Definitions, Features, Need for HR Planning, Objectives, Process, Factors affecting HR Planning, Types, Benefits.

Job Analysis and Job Design: Introduction, Objectives, Benefits, Process, Techniques and Problems in Job Analysis. Job Design- Meaning, Objectives and Techniques of Job Design.

Recruitment and Selection: Meaning and Definitions, Importance and Purpose, Process, Factors affecting Recruitment, Sources of Recruitment, Methods, Constraints and Challenges of Recruitment. Recent Trends in Recruitment. Selection: Meaning and Definition, Selection Process and Methods.

UNIT – II

Training and Development: Concepts, Importance, Identification of Training Needs. Types of Training: On the Job and Off the Job Methods of Training. Designing and Evaluation of Training Programmes. Meaning of Development, Difference between Training and Development.

Performance Appraisal: Concept, Objectives, Methods of Performance Appraisal; How to Make it Effective.

Internal Mobility and Transfers: Promotions, Demotions and Other Forms of Separations, Definitions, Purpose, and Basis of Promotions. Transfer: Definitions, Purpose, Types and Transfer Policy.

Reference books:

1. Dessler, Personnel Human Resource Management, Prentice Hall of India.
2. D A DeCenzo and S P Robbins, Personnel/ Human Resource Management, Prentice Hall of India.
3. Ian Beardwell and Len Holden, Human Resource Management, Macmillan.
4. Wendell French, The Personnel Management Process, Houghton Mifflin Co., Boston...
5. M S Saiyadain, Human Resource Management, Tata McGraw

**ENVIRONMENT, ROAD SAFETY EDUCATION, VIOLENCE AGAINST
WOMEN/CHILDREN AND DRUG ABUSE**

PENDING DUE TO MARKS DISTRIBUTION

SEMESTER-III

BCM 301: ISSUES IN INDIAN COMMERCE

Objective: To enable the students to acquire basic knowledge of different issues faced in progress and prospects of commerce in India.

UNIT-I

Foreign Direct Investment: Concept, Historical Perspective, Incentives for Attracting Foreign Capital, Implication for Indian industry, Role of Foreign Investment Promotion Board (FIPB) – Automatic Route and Sectoral Limits, Difference between FDI and Foreign Portfolio Investment (FPI).

“Make in India” An Initiative of Government of India, Objectives, Sectors in Focus and Issues & Challenges ahead.

International Finance: Introduction, Need, Importance, Sources-External Commercial (FCCBs) Borrowings (ECB), American Depository Receipt (ADR), Global Depository Receipt (GDR).

UNIT-II

Infrastructure: Growth of Infrastructure- Energy, Transport and Communication. Public-Private Partnership (PPP) in Infrastructure Development in India, Bottlenecks, Models - Built Operate and Transfer (BOT), Built Operate Levy and Transfer (BOLT).

Stock Exchanges in India: Organisation, Nature, Functions, Benefits, Growth, Trading in Stock Markets- Electronic Trading, Commodity Exchanges in India.

Corporate Debt Restructuring: Concept, Importance, Methods, Corporate Scams and Regulatory Authorities-Serious Fraud Investigation Office (SFIO), Investors Protection in India- Need, and Initiatives by the Central Government.

Recent Trends in Credit Rating Services in India- Role of ICRA and CRISIL.

Reference books:

1. Indian Economy - Datt and Sundharam, S Chand and Co. NewDelhi
2. Indian Economy - M.B. Shukla, Taxman Publication, NewDelhi
3. India Transport Report, National Transport Development Committee Report, Routledge, Tolstoy Marg, NewDelhi
4. Financial Markets Institutions and Financial Services, C Gomez–Prentice–Hall.
5. Principles of Business Organisation, by Y.K. Bhushan, Sultan Chand & Co, NewDelhi
6. Guruswamy. S – Global Financial Institutions, Tata Mcgraw HillsIndia.
8. Khan – my Indian Financial Systems - Tata Mcgraw HillsIndia.
9. Website of Make inIndia

BCM 302: COST ACCOUNTING

Objective: The objective of this paper is to help the students to acquire conceptual knowledge of cost accounting and elements of cost.

UNIT – I

Introduction: Nature, Scope and Advantages of Cost Accounting, Installation of Costing System, Difference between Cost and Financial Accounting, Classification of Costs.

Material: Purchase, Storage and Control of Material, Stock Levels, Inventory, Control Techniques. Methods of Pricing Material Issues.

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.

UNIT – II

Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate.

Preparation of Cost Sheet, Operation Costing, Service Costing.

Cost Ledger Accounting, Reconciliation of Cost and Financial Accounts.

Practical Work:

Use of software package to obtain cost accounting output like: Analysis of Cost- Centre wise and Element wise, Allocation and Apportionment of Overheads, Preparation of Cost Sheet.

Reference books:

1. Banerjee Bhabatosh: Cost Accounting, PhiLearning
2. Saxena and Vashist: Cost Accounting, Sultan Chand and Sons.
3. N.K.Agarwal: Cost Accounting, SuchitaPrakashanPvt.Ltd.
4. Horngren, SrikantM.Datar, George foster: Cost Accounting, PrenticeHall.

BCM 303: COMPANY LAW

Objective: The objective of this paper is to help the students understand various provisions of Companies Act 2013.

UNIT - I

Introduction: Characteristics of a Company, Concept of Lifting of Corporate Veil, Emerging Types of Companies.

Formation of Company –Promotion & Registration, Pre-incorporation Contract and Provisional Contracts.

Memorandum of Association, Articles of Association, Doctrine of Constructive Notice, Doctrine of Ultra-Vires, Doctrine of Indoor Management,

Prospectus and Statement in Lieu of Prospectus, Red-Herring Prospectus.

Share Capital – Kinds of Shares, Book Building Process, Information Memorandum, Dematerialization of Shares, ASBA System, Transfer & Transmission of Shares.

UNIT- II

Members and Shareholders – Their Rights and Duties.

Management – Directors, Classification of Directors, Disqualification, Appointment, Legal Position, Powers and Duties, Removal of Directors, Board Meetings, Other Managerial Personnel and Remuneration.

Winding Up-Concept and Modes.

Practical Work: Teacher should use Internet and Communication Technology to give students demo regarding procedure of Online Filing of Documents for Registration of Company, obtaining Director Identity Number (DIN), Corporate Identity Number (CIN), etc. Students should be apprised of National Company Law Tribunal (NCLT), Insider Trading, Rating Agencies, etc. Practical Training about Notice of Meeting, Agenda, Quorum, Proxy, Reports, Minutes of Meeting, Resolutions, etc. The teacher should use simulation method and will hold at least One Statutory Meeting, One Annual General Meeting, One Extra-ordinary Meeting and One Board Meeting.

Reference books:

1. Kannal, S., & V.S. Sowrirajan, "*Company Law Procedure*", Taxman's Allied Services (P)Ltd., New Delhi (LatestEdn).
2. Ramaiya, A., "*A Ramaiya's Guide to Companies Act*", Lexis Nexis Butterworths Wadhwa, Nagpur.
3. Singh, Harpal, "*Indian Company Law*", Galgotia Publishing, Delhi.
4. Singh, Avtar, "*Company Law*", Eastern Book Company, Lucknow

BCM 304: BUSINESS MATHEMATICS AND STATISTICS

Objective: The objective of this paper is to help the students in understanding mathematical and statistical tools in business decisions.

UNIT I

Matrices and Determinants: Definition of a Matrix. Types of Matrices; Algebra of Matrices; Properties of Determinants; Calculation of Values of Determinants upto Third Order, Ad-Joint of a Matrix, Elementary Row or Column Operations; Inverse of a Matrix. Solution of a System of Linear Equations having Unique Solution and Involving not More Than Three Variables.

Differentiation –Idea of Simple Derivative of different Functions (excluding trigonometric function).

Maxima and Minima of Functions of One Variable only

UNIT II

Introduction: Statistics as a Subject; Statistical Data: Meaning and Types, Collection and Rounding of Data, Classification and Presentation of Data.

Analysis of Univariate Data: Construction of a Frequency Distribution; Concept of Central Tendency and Dispersion-and Their Measures; Measures of Skewness; Concept of Kurtosis.

Time Series: Meaning, Components, Models, Fitting Linear and Quadratic Trend

Index Number: Meaning, Types, and Uses: Methods of Constructing Price and Quantity Indices (Simple and Aggregate); Tests of Adequacy; Chain-Base Index Numbers; Base Shifting, Splicing, and Deflecting; Problems in Constructing Index Numbers; Consumer Price Index.

Practical work: Collection, Classification and Presentation of data using Microsoft Excel

Reference books:

1. Dowling E.T.: Mathematics for Economics; Shaum Series, McGraw Hill, London.
2. Holden: Mathematics for Business and Economics; Macmillan India, New Delhi.
3. Kapoor, V.K.: Business Mathematics; Sultan Chand & Sons, Delhi.
4. Vohra, N.D.: Quantitative Techniques in Management; Tata McGraw Hill, New Delhi.
5. Aczel, Amir D.: Complete Business Statistics, Irwin.
6. Chou-Ya-Lun: Statistical Analysis, Holt, Rinehart and Winston.
7. Heinz, Kohler: Statistics for Business & Economics, HarperCollins.
8. Levin, Richard I. & David S Rubin: Statistics for Management, Prentice Hall of India, Delhi.

BCM 305: BANKING AND INSURANCE

Objective: To acquaint the students with Indian Banking and Insurance industry.

UNIT – I

Indian Banking System: Introduction, Concept, Types of Banks and Structure of Banking System, Functions of Commercial Banks, The Reserve Bank of India: Functions of RBI, Monetary Policies and Techniques of Credit Control.

Reforms in Indian Banking: Overview, Recommendations of Narasimham Committee, Verma Panel Report, Introduction to Basel Norms, Capital Adequacy Ratio (CAR), Revised NPA Norms- Grievance Mechanism and Banking Ombudsman, Impact of Reforms.

Emerging Trends in Banking: Concept of E-Banking, Mobile Banking, Electronic Fund Transfer- (RTGS& NEFT) and Core Banking. RBI Guidelines on Internet Banking, Challenges faced by Indian Banking, Cheque Truncation System.

UNIT – II

Insurance: Concept, Nature of Insurance, Functions of Insurance, Types of Insurance (Life and Non-Life), Importance of Insurance, Principles of Insurance Contract-Features of Life and Non-life Insurance.

Insurance and IRDA: IRDA Act 1999, Provisions, Duties, Powers and Functions of IRDA, Composition and Grievance Mechanism and Insurance Ombudsman.

Reference books:

1. M N Mishra, S B Mishra: Insurance Principles & Practice, Sultan Chand and Sons.
2. James L Athearn: Risk and Insurance, West Publication Co.
3. Nalini Prava Tripathy and Prabir Pal: Insurance Theory and Practice, Prentice Hall India.
4. PAS Mani: Life Insurance in India, Western Printers and Publication. Insurance & Risk Management – Dr. P.K.Gupta, Himalaya Publishing House, Delhi.
5. Banking Law and Practice Maheshwari, S.N. and Maheshwari, S.K., Kalyani Publishers, New Delhi.
6. Emerging Trends in the Banking Sector, Mittal R.K., Saini A.K. & Dhingra Sanjay, Macmillan, New Delhi.
7. Madhu Vij: Management of Financial Institutions in India, Anmol Publications.
8. U.C. Patnaik: Rural Banking in India, Anmol Publications.
9. Vasanth Desai: Nature and Problems of Commercial Banking in India, Himalaya Publishing House.
10. V.K. Gupta: Management of Financial Institutions in India, Radha Publications
11. G. Ramesh Babu: Management of Financial Institutions in India, Craft Publishing Company.
12. Vasanth Desai: Indian Banking, Nature and Problems, Himalaya Publications House.

BCM-306: GOODS AND SERVICE TAX

Objective: Understanding of Basics of GST

Unit I

Tax structure in India: Direct and Indirect taxes, Overview of Goods and services tax, Implementation of GST: GST Council, Reasons for GST introduction: Pros & Cons, Registration: Persons liable for Registration- Procedure of registration- Exemption from Registration, Administration: Officers under GST- their appointment and powers, Levy and collection of CGST/ SGST, Composition levy scheme, Input tax credit(Simple problems) , Time of supply, Tax invoice, Credit and debit notes.

Unit II

IGST Act, 2017: Definitions- Supplies in the course of inter state trade or commerce- Supplies in the course of intra state trade or commerce- Levy and collection of IGST- Place of supply, Exemption from GST, Value of supply: Computation of taxable value & tax liability- Valuation rules, Returns and Payment under GST, Refund of taxes, Offences and penalties, GST portal: GSTN, GSP's and ASP's.

Reference books:

1. The Central Goods and Services Tax Act, 2017 of Ministry of Law and Justice (Legislative Department) 12th April, 2017) published in The Gazette of India dated 12th April,2017.
2. Taxmann's GST Ready Reckoner Updated till 18th June,2017.
3. Taxmann's GST Manual-Enforced w.e.f.1.7.2017.
4. GST Ready Reckoner by CA Kesha R Garg, Bharat Law House,Delhi.
5. Goods and Services Tax in India ----- Notifications by Government of India
6. GST Bill2012
7. Integrated Goods and Services Tax Act2017

SEMESTER-IV

BCM 401: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: The paper aims at providing the students a comprehensive knowledge about security analysis and portfolio management and equipping for taking profitable investment decisions.

UNIT – I

Investment – Meaning, Nature, Objectives and Process. Investment Avenues/ Alternatives. Investment Philosophy, Value Investing and Growth Investing, Investment Strategy, Individual and Institutional Investors.

Security Analysis – Meaning, Risk and Return, Types and Measurement of Risk, Risk and Return Trade Off.

Investment Analysis : Fundamental Analysis – Economic, Industry and Company Analysis.

Technical Analysis. Fundamental v/s Technical Analysis.

UNIT – II

Portfolio Management – Concept, Portfolio Management Schemes, Portfolio Theories, Capital Market Line, Markowitz Model, Sharpe Model, Jensen and Treynor Model, Capital Asset Pricing Model, Arbitrage Pricing Theory, Efficient Market Theory, Security Market Line.

Portfolio Performance Evaluation and Revision.

Global Investing – Benefits and Options for Global Investment.

Reference books:

1. Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall India.
2. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt.Ltd.
3. Martin Pring, Technical Analysis Explained, McGrawHill.
4. V. A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House.
5. French, Don, Security and Portfolio Analysis, Merrill Publishing Co.
6. Preeti Singh, Investment Management, Himalaya Publishing.
7. Devin S., Portfolio Management, Prentice Hall.
8. Cheney, Muses, Fundamentals of Investments
9. V. K. Bhalla, Portfolio Analysis and Management, Sultan Chand & Sons

BCM 402: ADVANCED ACCOUNTING

Objective: To provide knowledge to students about advanced accounting problems with the relevant Indian Accounting Standards.

UNIT-I

Valuation of Shares

Valuation of Goodwill

Insurance Claims.

Accounting for Hire-Purchase and Instalment system

Investment Accounts

UNIT-II

Accounting for Amalgamation, Absorption(Excluding Inter-Holding) & External and Internal Reconstructions.

Accounts of Holding Companies-Preparation of CBS, Mutual Owings- Revaluation of Assests - Bonus Issue (Excluding Cross Holdings).

Liquidation of Companies.

Practical work:

1. Designing Scheme of Internal Reconstruction.
2. Case Studies on Mergers and Acquisitions.

Reference books:

1. Sehgal A. and Sehgal D., "Advanced Accounting", Taxman Publications Pvt Ltd., NewDelhi.
2. Shukla, M.C., Grewal T.S. and Gupta S.C: "Corporate Accounting", S. Chand and Co., New Delhi.
3. Gupta R.L, and Radhaswamy M, "Corporate Accounting", Sultan Chand and Sons, NewDelhi.
4. Goyal V.K., "Corporate Accounting", Excel Books, NewDelhi.
5. Maheshwari S.N., and Maheshwari S.K., "Corporate Accounting", VikasPublication,NewDelhi.
6. Gupta N.and Sharma C., "Corporate Accounting", Ane Books PvtLtd,NewDelhi

BCM403: AUDITING AND SECRETARIAL PRACTICE

Objective: The objective of the paper is to help the students in understanding concepts and issues in Auditing and Secretarial Practice.

UNIT-I

Auditing: Introduction, Meaning, Objectives, Basic Principles, Classifications, Advantages and Limitations of Audit. Investigation, Difference between Audit and Investigation: Audit Program, Audit Evidence, Internal Control, Internal Check and Internal Audit.

Vouching – Definition – Features – Examining Vouchers - Vouching of Cash book – Vouching of Trading Transactions.

Verification and Valuation of Assets & Liabilities

Company Auditor - Qualifications and Disqualifications –Appointment - Removal, Remuneration, Rights, Duties and Liabilities, Auditor’s Report - Contents and Types Company Auditor Report Order (CARO).

UNIT – II

Secretarial Practice: Definition of Company Secretary, Qualification of Company Secretary, Appointment, Dismissal, Duties & Liability for Offences of Company Secretaries. Position and Role of Company Secretaries, Company Secretary in Practice.

Annual General Meeting, Extra Ordinary General Meeting, Director, Board and Committee Meetings, Meaning and Types of Motions and Resolution, Minutes, Role of Company Secretary before, during and after Meetings.

Practical Work :

- a) Practical Work on Vouching and Audit Report Preparation.
- b) Preparing of Minutes, Motions and Resolutions, Holding of Meetings.

Reference books:

1. Dinkar, P., “*Principles and Practice of Auditing*”, Sultan Chand and Sons, NewDelhi.
2. Institute of Chartered Accountants of India: “*Auditing and Assurance Standards*”, ICAI,
3. Gupta, K., and Arora, A., “*Fundamentals of Auditing,*”, Tata Mc-Graw Hill, Publishing Co. Ltd., NewDelhi.
4. Ghatalia, S.V.: “*Practical Auditing,*”, Allied Publishers Private Ltd., NewDelhi.
5. Kapoor, N.D., “*Secretarial Practice*” Sultan Chand andsons.
6. Kuchal,M.C., “*Secretarial Practice*”, VikasPublishing.

BCM 404: COST MANAGEMENT

Objective: The objective of the paper is to acquaint the students with the various methods of cost determination and tools and techniques of cost control.

UNIT – I

Cost Management: Need Significance and Different Areas of Cost Management and Application.

Methods of Cost Determination: Job Costing, Batch Costing, Contract Costing, Uniform Costing and Inter Firm Costing, Process Costing (including joint and by-products).

Contemporary Concepts: Activity Based Costing, Target Costing, Life Cycle Costing, Value Chain Analysis.

UNIT – II

Techniques for Cost Control:

Marginal Costing, Cost, Volume; Profit Analysis and Decision Making; Differential Costing and Absorption Costing.

Budgeting and Budgetary Control: Concepts, Objectives, Limitations, Types of Budgets, Zero Base Budgeting.

Standard Costing, Analysis of Variance.

Practical Work:

Use of software package to obtain cost accounting output like: Fixed and Variable Cost, Break Even Point, P/V Analysis, Preparation of budgets.

Reference books:

1. Edward Blocher, David Stoull-GaryCokins: Cost Management, McGrawHill
2. JawaharLal: Advance Management Accounting, S.Chand and CompanyLtd.
3. M. Ravi Kishore: Cost Management, TaxmanPublications.
4. N.K.Agarwal: Cost Accounting, SuchitaPrakashanPvt.Ltd.
5. Horngren, SrikantM.Datar, George foster: Cost Accounting, PrenticeHall.

BCM 405: MARKETING MANAGEMENT

Objective: The paper aims at making students to understand the basic concepts, philosophies, process and techniques of marketing.

UNIT – I

Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Concepts and Philosophies, Marketing Process, Marketing Mix.

Consumer Buying Behaviour: Factors Influencing Buying Behaviour, Buying Decision Process.

Market Segmentation: Levels and Patterns of Market Segmentation, Basis, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning.

Product Planning and Market Strategies: Product Life Cycle, New Product Development, Product Concepts and Classification, Branding, Packaging and Labeling.

UNIT – II

Pricing Decision: Pricing Policies and Strategies.

Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.

Promotion Decisions: Communication Process.

Promotion Tools: Advertising (Steps Involved in Designing and Advertising Programme), Sales Promotions, Personal Selling.

Recent trends in online marketing; e- marketing, mobile marketing and social media marketing.

Reference books:

1. Czinkota, M.R. and Kotabe.M., *Marketing Management*, Vikas Publishing, NewDelhi.
2. Kotler, P., *Marketing Management: Analysis, Planning, Implementation & Control*, Prentice Hall of India, NewDelhi.
3. Perreault, W.D. and Jerome, E.M., *Basic Marketing*, Tata McGraw Hill, NewDelh.
4. Ramaswamy, V.S. and Namakumari, S., *Marketing Management: Planning, Control*, MacMillan Press, NewDelhi.
5. Zikmund, A., *Marketing*, Thomson Learning, Mumbai.

BCM 406: QUANTITATIVE TECHNIQUES AND METHODS

Objective: The objective of the paper is to acquaint the student with the various quantitative techniques and methods used in managerial decisions.

UNIT I

Quantitative Techniques: Introduction and Use in Business

Theory of Probability: Introduction, Definitions and Use of Addition and Multiplicative Theorem, Conditional Probability. Probability-Distribution: Binomial-Distribution, Poisson-Distribution, Normal-Distribution

Linear Programming: Meaning, Advantages, Limitations, Basic Terminology, Formulation of Linear Programming Problem, Graphic Solution of Linear Programming Problem; Business Application of Linear Programming.

UNIT II

Interpolation and Extrapolation

Correlation: Meaning, Types, Methods-Scattered Diagram, Karl Pearson's Coefficient of Correlation, Rank Correlation and Concurrent Deviation Method.

Regression: Meaning and Significance, Difference Between Correlation and Regression, Simple Linear Regression and Estimation of Parameters (Slope and Intercept).

Practical Work: Use of Microsoft Excel in Solving Simple Data Analysis.

Reference books:

1. Dowling E. Mathematical Methods for Business and Economics, McGrawHill
2. K. Sydsaeter, P. Hammond Essential Mathematics for Economic Analysis, Pearson
3. Chiang Fundamental Methods of Mathematical Economics, 3rd edition, McGraw-Hill
4. Renshaw, G. Maths for Economics. Oxford: Oxford University Press.
5. Spiegel M. and Stephens L. Schaum's Outline of Statistics, McGrawHill
6. Lind D. Basic Statistics for Business and Economics, McGrawHill
7. Dougherty, C. Introduction to Econometrics. Oxford: Oxford University Press.
8. Vogelvang, B. Econometrics: Theory and Applications with E-Views. London Pearson.

SEMESTER-V

BCM 501: INCOME TAX LAW

Objective: The objective of the course is to impart basic knowledge of the provisions of Income tax laws in India.

UNIT – I

Introduction, Important Definitions: Assessee, Person, Income, Total Income, Assessment Year & Previous Year. Agricultural Income & its assessment. Residence & Tax Liability (Basis of Charge). Capital & Revenue. Exempted Incomes.

Income from Salaries, Income from House Property.

UNIT – II

Profits and Gains of Business and Profession including Depreciation, Capital gains, Income from Other Sources.

Note: The paper setter will consider the changes up to 30th September of relevant year.

Practical Work:

1. Preparation of Form 16 and 16A
2. Preparation and Filing of ITR Forms
3. Preparation of PAN Form

Suggested Readings:

1. Students' Guide to Income Tax - Dr. Vinod K. Singhania & Dr. Monica Singhania. (Taxmann Publications, New Delhi)
2. Income Tax Law and Accounts – Dr. H. C. Mehrotra & Dr. S.P. Goyal (Sahitya Bhawan Publications, Agra)
3. Income Tax – Dr. Garish Ahuja & Dr. Ravi Gupta
(Bharat Publications, New Delhi)

BCM 502: MANAGEMENT ACCOUNTING

Objective: To study the basic concepts of Management Accounting relevant in Business and helping the students to understand the usage of Accounting in Financial Management.

Unit-I

Origin Concept, Nature and Scope of Management Accounting, Distinction between Management Accounting and Financial Accounting. Nature, Importance and Limitations of Financial Statements, Tools of Financial Analysis-Trend Analysis, Common Size Financial Statements and Comparative Financial Statements, Ratio Analysis.

Unit-II

Fund Flow Statement, Cash Flow Statement (AS-3). Price Level Accounting, Social Accounting, Human Resource Accounting (Concept only), Responsibility Accounting: Concepts, Steps in Responsibility Accounting and Advantages of Responsibility Accounting.

Practical: Use of various software packages to obtain different Management Accounting outputs like : (i) Fund Flow Statement, (ii) Ratio Analysis, (iii) Cash Forecasting.

Reference books:

1. Anthony Robert, Reece, Principles of Management Accounting; Richard D. Irwin Inc. Illinois.
2. Khan M.Y. and Jain P.K., Management Accounting; Tata McGraw Hill, NewDelhi.
3. Kaplan R.S. and Atkinson A.A., Advanced Management Accounting, Prentice India International, NewDelhi.
4. Dr. S.N. Maheshwari : Principles of Management Accounting, Sultan Chand & Sons, NewDelhi
5. I.M. Pandey : Management Accounting, VikasPublication
6. DebarshiBhattacharya : Management Accounting, PearsonPublication

BCM 503: INDIAN ECONOMY

Unit – I

- i) State of Indian Economy at the time of Independence.
- ii) Nature of Indian Economy.
- iii) Features and Appraisal of Economic Reforms Programme.
- iv) Comparing Development Experience of Economies of India and China.
- v) National Income of India – Estimates, Inter-regional Variations in National Income.
- vi) Demographic Features of Indian Population, Demographic Dividend.

Unit – II

- i) Indian Public Finance: The Indian Tax Structure, Public Expenditure, Public Debt.
- ii) Capital Market: Growth, Problems and Reforms since 1991.
- iii) External Sector: Contemporary Problems of India's International trade. Balance of Payments Position, Foreign Trade Policy.
- iv) Economic Planning in India – Objectives, Achievements and Failures, Latest Five Year Plan in India, NITI Aayog.

Suggested Readings:

1. Bhahmananda, P.R. And Panchmukhi, V.R.(eds.) 1987 – Development Process of Indian Economy, Himalaya Publishing House, Bombay.
2. Jalan, Bimal 1992: the Indian Economy – Problems and Prospects, Viking, NewDelhi.
3. Ahluwalia, I.J. and Little, IMD(eds.) 1998: India's Economic Reforms and Development. (Essays in Honour of Manmohan Singh), OUP, NewDelhi
4. Nagraj, R.2006: Aspects of India's Economic Growth and Reforms, academic Foundations, New Delhi.
5. Puri, V.K. and Misra, S.K.: Indian Economy, Latest Edition, Himalaya PublishingHouse
6. Datt and Mahajan: Indian Economy, S. Chand and Company, LatestEdition
7. Dhar, P.K.: Indian Economy – Its Growing Dimensions (Latest Edition), Kalyani Publishers
8. Economic Survey: Government of India, Latest Issue
9. Economic and Political Weekly: Various Issues

BCM 504: PRODUCTION AND OPERATION MANAGEMENT

Objectives: The objective of this course is to enable the students to understand the concepts of production and operations management of an industrial undertaking.

Unit-I

Introduction of Production and Operational Management: Meaning, Objectives and Scope. Strategic Planning and Demand Forecasting. Production Process and Analysis. Capacity Planning and Management. New Product/ Service Design and Development. Facility Location. Facility Layout. Production Planning and Control Techniques- Sequencing (Processing in Job through Two Machines) and Network Analysis - PERT/CPM (including Crashing).

Unit-II

Work Measurement and Work Study: Methods, Analysis and various Charts, Time Study and Principles of Motion Economy. Purchase Management. Inventory Management Fundamentals : Economic Order Quantity, Quantity Discount, Reorder Level, Lead Time, Safety Stock, JIT. Supply Chain Management: Concept & Components of Supply Chain, Activities in Supply Chain Management, Logistics Management.

Suggested Readings:

1. B. Mahadevan “Operations Management Theory & Practice”, Pearson Education.
2. Kanishka Bedi , “Production & Operations Management”, Oxford Higher Education.
3. L.J. Krajewski & L.P. Ritzman “Operations Management Processes & Value Chains”, Pearson Education.
4. B.S. Goel “Production Operation Management”.
5. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano and Nitin K Agarwal, “Operations Management – For Competitive Advantage”, The McGraw Hill Companies.

BCM 505: ENTREPRENEURSHIP AND SMALL BUSINESS

Objectives:-The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

UNIT- I

Entrepreneurship- Concept and Theories; Entrepreneur- Meaning and Characteristics, Entrepreneurial mindset.. Distinction between manager and entrepreneur. Distinction between entrepreneur and intrapreneur. Innovation- meaning , features, and need. Latest innovations in manufacturing and service sectors. Social and commercial entrepreneurship.

Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship; Socio- economic Environment.

Business Planning. Entrepreneurial Development Programmes-- their Relevance and Achievement, Role of Government in Organizing EDPs.

UNIT- II

MSMEs –Definition, Registration process and its procedure, Benefits of registration. MSMEs--- Seed Bed of Entrepreneurship; Start up- Its Concept, steps and need.

Product Planning and Management; Marketing Management; Growth and Diversification Strategies.

Logistics management—meaning, features, and its role in business enterprises

Role of MSMEs in the National Economy; Role of ecommerce and mcommerce in

promoting small business. Small Business and Modern Technology. Tax

Considerations/tax benefits to MSMEs; MSME’S Exemptions.

Project works

- Understanding the life of celebrated and unsung entrepreneurs
- Study the role of government, women, and dalits as entrepreneur
- Study the role of social marketing, social entrepreneurship, and social audit
- Study the role of different forms of business ownership
- Study the online business models and role of ecommerce and mcommerce
- Study of Indian model of businesses
- Study the shades of business in urban and rural areas
- Study various aspects of organizations like Tata, Reliance, Maruti, Hindustan Motors, Wipro, Haldiram, Flipkart, Amul, AmaravatiTalluka, Lizzatpapad, Google, Apple etc.
- Study Gandhi’s Trusteeship model through Corporate Social Responsibility/Corporate

- Governance orientation of companies.
- Study the role of demographic, psychographic, political, competitive, and environmental factors in business
- Study the management of businesses like wellness, event management, radio taxis, etc.
- Study the role of business facilitators like banking, insurance, supply chain, and logistics, etc.
- Study of Dabbawals and mathematical reasoning
- Use and analysis of secondary data sources for business decision making
- Writing business plan

Suggested readings

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi.
3. Cynthia, L. Greene (2004). Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore.
4. Chandra, Ravi (2003). Entrepreneurial Success: A Psychological Study. Sterling Publication Pvt. Ltd., New Delhi.
5. . Balaraju, Theduri (2004). Entrepreneurship Development: An Analytical Study. Akansha Publishing House, Uttam Nagar, New Delhi.
6. David, Otes (2004). A Guide to Entrepreneurship. Jaico Books Publishing House, Delhi.
7. Taneja (2004). Entrepreneurship. Galgotia Publishers

BCM 506: FINANCIAL MARKETS AND SERVICES

Objective: To familiarize the students with the traditional and modern financial and services.

UNIT I

Financial Markets: Meaning, Functions and Types.

Money Market: Meaning, Characteristics, Structure, Participants, Growth of Indian Money Market, Components of Money Market, Call Money Market, Acceptance Market, Bills Market, Commercial Paper Market. Certificates of Deposits Market in India.

Capital Market: Nature and Role, Functions, Distinction between Money market and Capital Market, Primary Market, Secondary market, Operational Mechanism of Capital Market.

UNIT II

Financial Services: Meaning, Characteristics, Importance and Kinds of Financial services, Financial Services and Economic Environment, Players in Financial services. Merchant Banking: Concept, Evolution and Functions of Merchant banks.

Mutual Funds: Concept, Types, Advantages, Problems of Mutual Funds in India, Constitution and Management of Mutual Funds.

Exchange Traded Funds, Factoring.

Suggested readings

1. Financial Markets: A Beginners' Module, Workbook from NSE
2. Mutual Fund: A Beginners' Module, Workbook from NSE
3. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
4. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
5. Thummuluri, Siddaiah, Financial Services, 1st edition, Pearson Education.
6. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill

SEMESTER –VI

BCM 601: DIRECT TAX LAWS

Objective: The objective of the course is to impart basic knowledge of the provisions of Income tax laws in India.

UNIT – I

Deemed Incomes and Clubbing of Incomes (Aggregation of Incomes), Set-off and Carry Forward of Losses, Deductions to be made in Computing the Total Income, Rebate & Relief.

Assessment of Individual.

UNIT –II

Assessments of HUF, Association of Persons & Firm.

Income Tax Authorities, Procedure of Assessment (Practical aspects of Filing of Return to be stressed), Penalties, Deduction & Collection of Tax at Source, Advance Payment of Tax, Appeals & Revision.

Note: The paper setter will consider the changes up to 30th September of relevant year.

Practical Work:

1. Filing of return by an Individual, HUF & Firm.
2. Filling and Submission of TDS Form.

Suggested Readings:

1. Students' Guide to Income Tax - Dr. Vinod K. Singhania & Dr. Monica Singhania. (Taxmann Publications, New Delhi)
2. Income Tax Law and Accounts—Dr. H.C. Mehrotra & Dr.S.P .Goyal (Sahitya Bhawan Publications, Agra)
3. Income Tax – Dr. Garish Ahuja & Dr. Ravi Gupta (Bharat Publications, New Delhi)

BCM 602: FINANCIAL MANAGEMENT

Objective: The objective of the paper is to familiarize the students with Principles and Practices of Financial Management.

UNIT- I

Financial Management: Meaning, Scope and Objectives of Financial Management, Time Value of Money- Compounding Techniques and Discounting Techniques. Capital Budgeting, Evaluation of Projects (excluding Risk and Uncertainty, Implications of Normal, Initial and Terminal Depreciation and Balancing Charge). Cost of Capital: Determination of Cost of Capital, Components of Cost of Capital.

UNIT- II

Sources of Corporate Finance, SEBI Guidelines for Raising Corporate Finance. Capital Structure, Meaning, Types of Leverage, Determinants of Capital Structure. Theories of Capital Structure. Working Capital Management and Its Estimation (Excluding Cash, Receivable and Inventory Management). Dividend Policy- Relevance and Irrelevance Theories.

Reference books:

1. J C Van Horne, "Financial Management and Policy", 12th Edition, New Delhi, Prentice Hall of India
2. J C Van Horne, J W Wachowicz, Jr. "Fundamentals of Financial Management" 13th Edition, Prentice Hall of India
3. Prasanna Chandra, "Financial Management" Tata McGrawHill.
4. Khan and Jain, "Financial Management- Text and Problems" 2nd Edition, Tata McGraw Hill
5. R A Brealey and S C Myers, "Principles of Corporate Finance", Tata McGraw Hill, 7th Edition
6. I M Pandey, "Financial Management", Vikas Publishing House, 9th Edition

BCM 603: ISSUES IN FINANCIAL REPORTING

Objectives: The main objective of this subject is to provide knowledge to the students about developments in financial reporting, and understanding of reporting issues at the national and international level.

Unit I

Financial reporting: Nature and Objectives, Benefits, Users of Financial Reports. General Purpose and Specific Purpose Report. Qualitative Characteristics of Accounting Information.

Conceptual Framework of Financial Reporting: FASB and IASB

International Financial Reporting Standards (IFRS): Role of IASB, Arguments for Global Conversion. Achievements of IASB and Obstacles in Conversion. Required Disclosures as per IFRS.

Unit II

Issues in Corporate Financial Reporting - Accounting for Changing Price Level, Social Reporting, Human Resource Accounting.

Indian Accounting Standard with reference to Segment Reporting, Interim Reporting, Leases and Intangible Assets.

Difference between IFRS and Indian Accounting Standards. US GAAP.

Recent Trends in Financial Reporting in the Indian context

Suggested Readings:

1. E.S. Hendriksen, Accounting Theory, Richard D.Irwin.
2. M.W.E. Glautier and B. Underdown, Accounting Theory and Practice.
3. Ahmed Riahi Belkaoui, Accounting Theory, Thomson Learning.
4. Henry I- Wolk, Jere R. Francis and Michael G- Tearney, Accounting Theory: A Conceptual and Institutional Approach, South Western Publishing Co.
5. Robert Bloom and Pieter T. Elagers, Accounting Theory and Policy, Harcourt Brace Joranovich.
6. L.S. Porwal, Accounting Theory, McGraw Hill Education (India)Ltd.
7. Jawahar Lal, Accounting Theory and Practice, Himalaya Publishing House, NewDelhi.

BCM604: SOCIAL AND BUSINESS ETHICS

Objectives: The course aims to educate that how the adoption of Business Ethics by organizations not only discourages corporate wrong-doing, but also contributes substantially in the achievement of corporate excellence.

Unit-I

Business Ethics, Definition, Nature, Purpose, Ethical Issues in Management, Causes of Unethical Behaviour, Ethical Abuse-Values, Morals and Business Ethics-Levels of Business Ethics, Myths of Business Ethics, Relationship between Value, Morals and Ethics., Conflict of Interest. Ethics at Workplace: Individual in Organisation, Gender Issues, Harassment, Discrimination. Ethics in Accounting & Finance.

Unit –II

Whistle Blower Policies-Meaning, Importance and Issues.
Corporate Social Responsibility under Company Act 2013.
Ethical issues in Environment -Protection of Natural Environment, Prevention of Pollution, Depletion and Conservation of Natural resources.
Marketing and Consumer Protection- Importance, Problems and Issues.

Suggested Readings:

1. Chakraborty , S.K. : ,Foundations of management Work - Contributions from Indian Thought: Himalaya Publishing House Delhi
2. Griffiths , B. : The marriage of East and West , colling London
3. Gandhi , M.K. : The Study of My Experience with Truth, Navjivan Publishing House, Ahmedabad
4. Velasquez , M.G. : Business Ethics 5. Sekhar , R.C. : Ethical Choices in Business.

BCM 605: OPERATIONS RESEARCH

Objective: To understand the concepts and techniques of Operations Research for business decision making and to acquire required skills to solve various problems in OR.

UNIT-I

Operational Research—Meaning, Significance and Scope. Introduction to Linear Programming, Formulation of Linear Programming—Problem, Graphical Method, Simplex Method. Duality in Linear Programming, Definition of Dual Problem, General Rules in Converting any Primal into its Dual, Transportation Problem, Assignment Problem.

UNIT-II

Decision Theory: Decision Making under Uncertainty and Risk, Decision Trees. Replacement Problem (Individual and Group replacement Problems both). Games Theory : Two Persons Zero Sum Games, Pure Strategies, Mixed Strategies. Simulation; Meaning, Process, Advantages, Limitations and Applications.

Practical Work :

Use of Linear Programming in Industry.

Suggested Readings:

1. Paneerselvam, Operations Research, Prentice Hall of India, NewDelhi.
2. Taha, Operations Research: An Introduction, Prentice Hall of India, New Delhi.
4. Kapoor, V.K., Operations Research, Sultan Chand & Sons, NewDelhi.
5. Sharma, J. K., Operations Research, Theory and Applications, Macmillan India Ltd.,ND.
6. Kalavathy, Operations Research, Vikas Publishing House, ND.

BCM 606: SECTORAL ASPECTS OF INDIAN ECONOMY

Objectives: This course will provide insight into the various sectoral aspects of Indian economy

Unit – I

- i) Agriculture: Features, Agricultural Productivity and Income, Rural Indebtedness, Agricultural Marketing, Agricultural Finance and Agricultural Policy, New Development in Agriculture – Contract Farming, Organic Farming and Corporate Farming.
- ii) Industrial Development during the Planning Period, Industrial Policy of Govt. of India, National manufacturing policy, Small Scale and Cottage industries in India: Importance, problems and Govt. Policy, Large Scale Industries – Iron & Steel, Cement and Petrochemicals.

Unit – II

- i) Services Sector in India: Growth and Contribution of Services in India in Pre and Post Reform Period, Role and Problems of Public and Private Sector in India
- ii) Problems of Indian Economy: Poverty, Unemployment, Inflation, Unequal distribution of Income and Wealth, Inter-State disparities in the Pattern of Development.

Suggested Readings:

1. Bhahmananda, P.R. And Panchmukhi, V.R.(eds.) 1987 – Development Process of Indian Economy, Himalaya Publishing House, Bombay.
2. Jalan, Bimal 1992: the Indian Economy – Problems and Prospects, Viking, New Delhi.
3. Nagraj, R.2006: Aspects of India's Economic Growth and Reforms, academic Foundations, New Delhi.
4. Puri, V.K. and Misra, S.K.: Indian Economy, Latest Edition, Himalaya Publishing House
5. Datt and Mahajan: Indian Economy, S. Chand and Company, Latest Edition
6. Dhar, P.K.: Indian Economy – Its Growing Dimensions (Latest Edition), Kalyani Publishers
7. Economic Survey: Government of India, Latest Issue
8. Economic and Political Weekly: Various Issues

B.COM. (HONS.) 3rd SEMESTER

BCH 307: ACCOUNTING THEORY AND REPORTING PRACTICES

Objective: The objective of the paper is to provide broad understanding to the students about the basic concepts, theories and policies regarding accounting theory.

UNIT-I

The History and Development of Accounting, Nature and Uses of Accounting, Traditional Approaches to the Formulation of An Accounting Theory, Regulatory Approach to the Formulation of An Accounting Theory; The Events, Behavioural and Human Information Processing Approach.

Unit –II

The Predictive and Positive Approaches to the Formulation of Accounting Theory, A Conceptual Framework for Financial Accounting and Reporting. The Structure of Accounting Theory, Alternatives Asset-Valuation and Income Determination Models.

Reference Books:

1. Bernstein & Wild, Financial Accounting Theory - Issues and Controversies, McGraw Hill.
2. Bhabatosh Banerjee, Regulation of Corporate Accounting and Reporting in India, World Press.
3. Chartered Institute of Management Accountants. CIMA Dictionary of Finance and Accounting.
4. Elliott, B. & Elliott, J., Financial Accounting and Reporting. Harlow
5. K.S. Most, Accounting Theory, Holt, Rinehart & Winston.
6. Lev Baruch, Financial Statement Analysis - A New Approach, Prentice Hall.
7. S. Agarwal, Manual of Accounting Standards, Snow White.
8. T.P. Ghosh, Accounting Standards and Corporate Accounting Practices, Taxman.

BCH 308: DEVELOPMENT ECONOMICS

Objective: The objective of the paper is to provide broad understanding to the students about the basic concepts, theories and policies regarding economic development and growth.

UNIT-1

Concept of Economic Development, Distinction between Growth and Development, Various Traditional and Modern Criteria to Measure Development, Determinants of Development, Balanced vs. Unbalanced Growth.

Concept of Sustainable Development, Importance, Indices of Development,

Classical Theories of Development-Adam Smith, Karl Marks and Schumpeter, Rostow's Stages of Growth, Kaldor Model of Growth.

UNIT-II

Economic Development Since Independence, India's Five Years Plans- Objectives, Strategies, Achievements and Constraints,

Models in Economic Planning- Harrod-Domar Model, Mahalanobis Model,

Role of State and Capital Formation in Economic Development, Growth and Distribution Trends and Policies regarding Poverty; Inequality and Unemployment in India,

Reference Books:

1. Agarwala, A.N. and S.P. Singh, Economics of Underdevelopment, Oxford University Press, London.
2. Misra, S. K. and Puri, Economics of Development and Planning, Mumbai: Himalaya Publishers.
3. Meier, Gerald M. and James E. Rauch, Leading Issues in Economic Development, Oxford University Press, New Delhi.
4. Todaro, M.P., Economic Development in the Third World, Longman, New York.
5. Salvatore, D. and E. Dowling: Development Economics, Schaum's, Outline Series in Economics, McGraw Hill, New York.

BCH 309: ADVERTISING AND BRAND MANAGEMENT

Objective: The objective of the paper is to provide an understanding of the principles of advertising and brand management.

UNIT - I

Advertising: Introduction, Scope, Importance in Business : Role of Advertising in Social and Economic Development of India: Ethics in Indian Advertising. Advertising and Consumer Behaviour; Setting Advertising Objectives, DAGMAR; Determining Advertising Budgets; Advertising Planning and Strategy, Creative Strategy Development and Implementation. Role of Integrated Marketing Communication in the Marketing Programme; Process of Marketing Communication; Definition and Scope of Advertising Management; Determination of Target Audience. Media Planning: Setting Media Objectives; Developing Media Strategies, Evaluation of Different Media and Media Selection; Media Buying; Measuring Advertising Effectiveness.

UNIT – II

Brand-Concept: Nature and Importance of Brand; Brand vs. Generics, Brand Life Cycle, Brand Name and Brand Management; Brand Identity: Conceiving, Planning and Executing (Aaker Model), Brand Loyalty, Measures of Loyalty; Brand Equity: Concepts and Measures of Brand Equity-Cost, Price and Consumer Based Methods; Sustaining Brand Equity; Brand Personality: Definition of Brand Personality, Measures of Personality, Formulation of Brand Personality; Brand Image Vs Brand Personality. Brand Positioning: Concepts and Definitions, Repositioning, Celebrity Endorsement, Brand Extension; Differential Advantage: Strategies for Competitive Advantage, Brand Pyramid; Branding in different sectors; Role of Information in Brand Management; Role of e-Communities in Brand Management.

Reference Books:

1. Arens W.A. Contemporary Advertising, Tata Mc Graw Hill, NewDelhi
2. Batra. R. Myers, J.G. and Aaker D.A., Advertising management, prentice hall of India, New Delhi

BCH 310: BANK MANAGEMENT

Objectives: The paper aims at acquainting the students, the concepts of Bank Management and relevant aspects.

UNIT – I

Banking Structure in India – Banks and Regulatory Environment – Analysis of Balance Sheet and Profit and Loss Account – Financial Performance Analysis with Ratios – RBI and its role on Bank Performance – Banks and Risk Management, Types of Risks in Banking Industries – Risk and Return – Profitability – Liquidity – Solvency Trace off – Project Appraisal – Capital Adequacy Norms – MIM – Interest and Non – Interest Income – Lending Principles.

UNIT – II

NPA – Provisions, Types, Impact on Profitability. Warning Signals – NPA Management – How to Overcome NPA – Recent Measures by Regulatory Authority – Debt Recovery Tribunal – Provisions of Revenue Recovery Act – Portfolio Management in Banks – Allocation of Bank Funds – Investment Avenues for Banks – Asset Liability Management – Models – Importance – SARFESI Act – Information and Communication Technology and Bank Management.

Reference Books:

1. Donald, F., R. GupBenten E., Kolari, J.W., *Commercial Banking The Management of Risk*, South Western ThomsonLearning
2. Justin, P. and Padmalatha, S., *Management of Banking and Financial Services*, Pearson Education
3. Timothy, K.W. and MacDonald, *Bank Management*, The Dryden Press, Hascourt College Publisher

B.COM. (HONOURS) 4th SEMESTER

BCH407: CONTEMPORARY ISSUES IN ACCOUNTING

Objective: The paper aims at acquainting students with the contemporary issues in accounting.

UNIT – I

Role of International Accounting Standard Committee in Harmonisation of Divergent Accounting Practices.

Accounting for Human Resources.

Accounting for Price-Level Changes.

Accounting for Financial Instruments.

UNIT – II

Segment Reporting, Interim Reporting.

Forensic Accounting – Introduction – Historical Background, Essentials – Role of Forensic Accountant – Forensic Accounting in India.

Corporate Accountability Reporting- Basics of Sustainability Reporting- Social Reporting and Performance Reporting.

Accounting for Brand Equity – Introduction, Types of Brands, Objectives – Models, Environment Accounting.

Reference Books: -

1. L S Porwal. Tata McGraw-Hill Education,.
2. Hendriksen, Irwin Professional Publishing; 5 Sub edition,.
3. Accounting theory and practice / M.W.E. Glautier, B. Underdown Glautier, M. W.(Michel William Edgard).

BCH 408: INDUSTRIAL ECONOMICS

Objective: The objective of the paper is to provide basic knowledge to the students about concepts, theories and policies regarding industrial structure and growth.

Unit - I

Industrial Economics - Meaning, Scope, Need and Significance,

Pattern and Phases of Industrial Growth and Changes in Industrial Structure, Role of Industry in Economic Development,

Theories of Industrial Location- Weber, Sargent Florence, Factors Influencing Location of Industries, Localization and Decentralization on Industries, Industrial Productivity and Efficiency, Measures Required for Improving Productivity and Efficiency

Unit - II

Role of Industrialization in Economic Development, Factors for and Against Industrial Development, Problems of Industrialization in Developing Countries,

Industrial Finance in India- Scope, Importance and Sources, Industrial Growth in India during Plans, Impact of Economic Reforms on India's Industrial Growth,

India's Industrial Policies, Role and Performance of Public Sector Enterprises, Privatization of Public Sector Undertakings in India,

Performance and Problems of Micro, Small, Medium Enterprises in India

Reference Books:

1. Ahluwalia I.J., 'Industrial Growth in India,' Oxford University Press, New Delhi
- Barthwal R.R., 'Industrial Economics,' Wiley Eastern Ltd., NewDelh
2. Cherunilam, F. , 'Industrial Economics: Indian Perspective', Himalaya Publishing House,Mumbai.
3. Desai, B. , 'Industrial Economics in India,' Himalaya Publishing House,Mumbai
4. Hay, D. and D.J. Morries , Industrial Economy; Theory and Evidence,Oxford University Press, NewDelhi
5. Kuchhal, S.C., 'Industrial Economy of India,' Chaitanya Publishing House,Allahabad
6. Thakur, Srinivas V. , 'Industrialization and Economic Development' Popular Parkashan, Mumbai

BCH 409 : CONSUMER BEHAVIOUR

Objective: The paper aims at enabling students to understand the process of consumer behaviour, the various external and internal factors that influence consumer behaviour and to apply the concept to the development of marketing strategy.

UNIT- I

Introduction to Consumer Behavior: Scope and Relevance of Consumer Behavior Studies; Buying Decision Process; Basic Model of Consumer Behavior; Problem Recognition – Methods of Problem Solving; Information Search, Alternative Evaluation and Selection, Outlet Selection and Purchase, Post Purchase Behavior and Customer Satisfaction, Role of Involvement. Individual Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles. External Determinants of Consumer Behavior: Influence of Culture and Subculture; Social Class; Reference Groups and Family Influences; Diffusion of Innovations.

UNIT- II

Consumer Decision Process: Problem Recognition; Search and Evaluation of Alternatives; Purchase Process; Post Purchase Behaviour and Cognitive Dissonance. Models of Consumer Behaviour; Researching Consumer Behaviour; Online Customer Behaviour. Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy.

Reference Books:

1. Schiffman L.G. and Kanuk L.L., Consumer Behaviour, 9th Edition, Prentice Hall of India, NewDelhi
2. Assel Henry, Consumer Behaviour, Biztantra, NewDelhi.
3. Hawkins, D. I. & Roger, J. B. and Kenneth, A.C. . ConsumerBehaviour-Building
4. Satish Batra& S. H. H. Kazmi: Consumer Behavior Text & Cases(Excel)

BCH 410: BANK LEGISLATION

Objective: The paper aims to acquire knowledge about the legal & regulatory framework of the banking system and the various laws and enactments.

UNIT-I

Evolution of Banking Laws in India- Provisions of Banking Regulation Act, 1949 – Its Amendments. Reserve Bank of India Act, 1934 – Role and Functions of RBI-Credit Control Techniques- Indian Evidence Act- Negotiable Instruments Act 1881. Payments and Settlements Systems Act 2007 and Amendments.

UNIT-II

Special Features of Recovery of Debts due to Banks and Financial Institutions Act, 1993, The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002, Grievance Mechanism and Banking Ombudsman- Lok-Adalats- Banking Codes and Standard Boards Board- Debts Recovery Tribunals.

Reference Books:

1. Banking Regulation Act, 1949.
2. RBI, Act, 1934.
3. J.N. Jain and R.K. Jain: Modern Banking and Insurance, Deep and Deep Publications.
4. R.K. Mittal, A.K. Sahni and Sanjay Dhingra: Emerging Trends in the Banking Sector, Macmillan.
5. Arundeeep Singh and N.S. Toor: Legal and Regulatory Aspects of Banking, Skylark Publications.
6. John C. Hull: Risk Management and Financial Institutions, Pearson Education.

B.COM. HONOURS
5th Semester

BCH 507: STRATEGIC FINANCIAL MANAGEMENT

OBJECTIVE: This Course aims at enabling the students to understand various financial management concepts and to apply financial management theories and techniques for strategic decision making and informed analysis. It aims at enabling students to manage basic corporate finance transactions besides investing more profitably and operate more efficiently.

.UNIT-I

Introduction to Strategic Financial Management. Interface of Financial Policy and Strategic Management. Significant references for Strategic Financial Management. Strategic Business Unit. Financing Choices and Decisions: Differences in Financing of Venture Firm, Mature Companies and Firms in High Growth Stage, Deal Structuring and Pricing, IPOs and their Under-pricing. Asset -stripping. Investment Appraisal Techniques, Capital Rationing, Impact of Inflation on Capital Budgeting Decisions.

UNIT-II

Financial aspects of Corporate Restructuring. Monitoring the Restructuring Process. Leveraged Buyouts (LBOs), Management Buyouts (MBOs), Spin Offs and Asset Divestitures Financial Engineering. Financial Innovation: Relevance, Drivers and Implications. Ethical Aspects of Strategic Financial Management. Financial Aspects of Supply Chain Management and Distribution Chain Management. Innovative Approach to Internal Cost-Profit Analysis. Valuation of a Business Enterprise.

Suggested Readings:

1. Allen, D: An Introduction to Strategic Financial Management, CIMA/Kogan Page,London.
2. Brealey, Richard A. and Myers, Stewart C, Principles of Corporate Finance, Tata McGrawHill.
3. Chandra, Prasanna: Financial Management, Tata McGraw Hill,Delhi.
4. Damodaran, Aswath, Valuation, John Wiley & Sons.
5. Foster, George, Financial Statement Analysis, Pearson Education Hampton, Jone, Financial Decision Making, PHI, NewDelhi.
6. Grinblatt, Mark and Titman, Sheridan, Financial Markets and Corporate Strategy, Tata McGraw Hill.
7. Jakhotiya,Dr.Girish: Strategic Financial Management, Vikas Publishing House Limited.
8. Kaplan, Robert S., and Cooper, Robin: Cost & effect: Using integrated cost systems to drive profitability and performance, Harvard Business Press.

BCH 508: Money and Banking

Objectives: This course exposes students to the theory and functioning of the monetary and banking sectors of the economy.

Unit –I

Money- Concept, Functions, Measures;
Fisher's Transactions Approach to the Quantity Theory of Money; Cambridge Cash- Balances Approach;
Keynes Demand Theory of Money; Friedman's Theory of Demand for Money;
Theory of Money Supply- H- Theory of Money;
Inflation- Concept, Types, Demand-Pull inflation, Cost-Push Inflation, Philips Curve, Structural Inflation in the Less Developed Countries;

Unit-II

Bank- Meaning, Functions, Liabilities and Assets;
Commercial banks; Co-operative banks; Development banks; Non-Bank Financial Intermediaries (NBFIs); Unregulated Credit Markets;
Reserve Bank of India- Goals, Current Monetary Policy;
Banking Sector Reforms in India

Suggested Readings:

1. Suraj B. Gupta, Monetary Economics: Institutions, Theory and Policy, S. Chand & Company Ltd.
2. R.R. Paul, Money Banking and International Trade, Kalyani Publishers.
3. Michael R. Baye and Dennis W. Jansen, Money, Banking, and Financial Markets: An Economics Approach, Houghton Mifflin Company, U.S.A.
4. F.S. Mishkin, The Economics of Money Banking and Financial Markets Business School Edition, Pearson India.
5. L. M. Bhole and J. Mahukud, Financial Institutions and Markets, Tata McGraw Hill,
6. L. M. Bhole, Collected Papers on Money, Interest and Monetary Policy, Amani International Publishers.
7. Economic Survey, Ministry of Finance, Government of India, Latest edition
8. www.rbi.org.in

BCH 509: COMPENSATION MANAGEMENT

Objective: To enable the students to design and administer a compensation system that rewards employees fairly while satisfying customer demands and permitting the organization to operate profitably.

Unit I

Compensation Management - Concept, Principles and Practices; Theories of Compensation; Compensation in a Knowledge Based World. Foundations of Compensation - Performance Evaluation, Job Evaluation - Job Grading and Job Design; Executive Compensation. Compensation and Organizational Strategy- Monetary and Non-Monetary Rewards; Fringe Benefits, Developing Strategic Compensation Alternatives; Challenges of Compensation Design and Compensation Policies in India.

Unit II

Components of Compensation -Basic Pay, D.A., Incentives Plans, Profit Sharing Schemes, Provident fund, Gratuity and Pension. Payroll Accounting -Tax planning, Tax Efficient Compensation Package. International Compensation Management - Components and Approaches .Compensation Laws- Payment of Wages Act, Payment of Gratuity Act, Employees State Insurance Act, and Workmen's Compensation Act.

Suggested Readings:

1. Venkataratnam, C.S., and B. K. Srivastava, 'Personnel Management and Human Resources', Tata McGrawHill.
2. Thomas, J. Bergman, V.G. Scarpello and F.S. Hills. 'Compensation Decision Making', Dryden Press.
3. Dunn, J.D. and F. M. Rachal, 'Wage and Salary Administration: Total Compensation System', McGraw Hill, NewYork.
4. Armstrong, M. and HellenMurlis, 'Reward Management-A handbook of Remuneration Strategy'.
5. Henderson, Richard I., 'Compensation Management in a Knowledge Based world', Pearson Education.
6. Bhattacharya, Mousumi S. and Sengupta, Nilanjai, 'Compensation Management', Excel Books.

BCH 510: Electronic Banking and Risk Management

Objective: To provide an understanding and an appreciation of Electronic Banking and of Risk Management in order to enable the optimum strategy for the handling of risk in banks.

Unit-I

Electronic Banking– Core Banking –Electronic Products, On line Banking – Facilities provided and Security Issues, Cheque Truncation, Microfiche, Phone and Mobile Banking Electronic Funds Transfer Systems – Plain Messages (Telex or Data Communication) – Structured Messages (SWIFT, etc...) – RTGS, NEFT, Information Technology – Current Trends – Bank Net, RBI Net, Data Net, Nicnet, I-net, E- mail, etc.–Role and Uses of Technology Up-gradation – Global Developments in Banking Technology Impact of Technology on Banks – Effect on Customers and Service Quality – Computer Audit – Information System Audit.

Unit-II

Risk Management: Types of Risks in BANKS, Risk Management Framework in Banks: Enterprise –wide Risk Management in Banks; Elements of Risk Management Framework; Systematic Risk Management in Banks; Different Measures of Measuring Risks; Risk Management – Process and Techniques for Assessment and Management. Asset– liability Management in Banks, Role of RBI. Information System Security and Disaster Management.

Suggested Readings:

1. Marrison, Christopher Ian, “The fundamentals of risk measurement”, New York: McGrawHill.
2. Marshall, Christopher Lee, “Measuring and Managing Operational Risks in Financial Institutions: Tools, Techniques, and Other Resources”, Singapore, New York: JohnWiley.
3. MacDonald and Koch, “Management of Banking”, Thomson,London.
4. Bidani, S.N., “Banking Risks”, Vision Books. 5. Joshi, V.C. and Joshi, V.V., “Managing Indian Banks”, Sage Publications.88

B.COM. (HONOURS)

6th Semester

BCH607: INVESTMENT MANAGEMENT

Objective and expected outcome of the course: This course provides a broad overview of investment management, focusing on the application of finance theory to the issue faced by portfolio managers and investors in general. It aims at enabling the students to get theoretical and practical background in the field of investments, financial markets, valuation of investment and different investment strategies. Students will know the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.

Unit - I

Introduction to Investment Management

Financial System in India – Money Market, Capital Market, Debt Market, Need for correlating these – Bullion Market and Foreign Exchange Market.

Organization and Functioning of Securities Markets in India – Nature and Function, Organizational Structure, Role and Function of Primary Market and Secondary Markets, Type of Market Transactions based upon – Long and Short Orders, Size of Order, Price Limit of Orders, Time limit of orders, Special type of orders and order execution. Margin Trading.

Valuation of Securities – Valuation of Bonds, Valuation of Debentures, Valuation of Preference Shares, Valuation of Equity Shares and Share Valuation: CAPM Model.

UNIT - II

Market Indices – Concept, Method of Computing India's Leading Stock Indices, Overview of various Benchmark Indices, Market capitalization Indices, Sectoral Indices and Broad market Indices.

Security Credit Rating – Introduction, Factors Affecting Assigned Ratings, Credit Rating Agencies in India, Functions, Approaches and Framework Used and Business Models, Benefits of Credit Rating, Regulatory Concerns.

Risk Management Through Derivatives – Introduction to Derivatives Market and Securities, Forward and Future Contracts – Overview, Hedging, Optimal Hedge Ratio, Valuation, Application and Strategies. Options – Overview, Valuation Models and Strategies. Swaps.

Investing in Alternative Asset Classes - Hedge Funds, Characteristics of a Hedge Fund, Hedge Fund Strategies, Risk Arbitrage Investing, Hedge Fund Performance, Private Equity and Venture Capital.

Suggested Readings:

1. Babu.Dr.G.Ramesh, Portfolio Management including Security Analysis, Concept Publishing Company.
2. Dr.RaganathamM&Madhumathi R. Investment analysis Portfoliomangement. Person Education, New Delhi.
3. Dr.BhallaV.K.Investment Management, S.Chand and Company, NewDelhi.
4. Fisher & Jordan, Security analysis and portfolio management, Prentice Hall of India, New Delhi.
5. Rustagi R.P, Investments Analysis and Portfolio management, Sultan Chand & Sons, New Delhi.
6. Sharpe, William and Gordon, Investments – Prentice hall of India, NewDelhi.

BCH 608: INTERNATIONAL ECONOMICS

Objective: The objective of the paper is to provide basic knowledge to the students about International Economics.

Unit-I

Adam Smith's Absolute Advantage Theory; Ricardo's Comparative Advantage Theory; Heckscher-Ohlin Theory of Trade; Terms of Trade

Free Trade vs Protection, Rationale of Protection Policy in Developing Countries, Barrier Tarriffs, Quotas to Trade.

Unit-II

Balance of Payments: Definitions and Concepts- Balance of Trade, Balance of Payments on Current Account, Balance of Payments on Capital Account, Autonomous and Accommodating Capital Flows; Causes and Measures to Correct the Disequilibrium

Exchange Rate: Meaning and Its determination; Fixed vs Flexible Exchange Rate, Theories of Exchange Rate: BoPs Theory, PPP Theory.

Suggested Readings:

1. H.G. Mannur, International Economics, Vikas Publishing House PvtLtd.
2. Bo Sodersten, International Economics, Macmillan PublishersLtd.
3. Bo Sodersten and Geoffrey Reed, International Economics, St. Martin'sPress.
4. R.R. Paul, Money Banking and International Trade, KalyaniPublishers.
5. Dominic Salvatore, International Economics, John Wiley and SonsInc.
6. Economic Survey, Ministry of Finance, Government of India, Latestedition.

BCH 609: TRAINING & DEVELOPMENT

Objectives: This Course aims at educating students regarding the concept of training and development in an organization.

UNIT – I

Introduction to Training Concept: Definition, Meaning, Need For Training, Importance Of Training, Objectives Of Training, Process Of Training: Steps In Training

Concept of Training Need; Identification of Training Need, Methods of Training and Techniques of Training, On the Job, Off the Job, Lecture, Role Play , Case Study, Vestibule Training, Simulation Techniques, in Basket Exercise, Syndicate Method, T- Group Training, Psychological Lab, Business Game, Activity Based Training, Programme Instruction Training, Choosing the Right Training Techniques.

UNIT – II

Designing Training and Development Programs: Organisation of Training and Development Programs, Training Design, Kinds of Training and Development Programs- Competence Based and Role Based Training; Orientation and Socialization

Evaluation of Training and Development Effectiveness: Reasons for Evaluating Training and Development Programs, Problems in Evaluation; Methods of Evaluating Effectiveness of Training Efforts.

Suggested Readings:

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay.
2. Noe, Raymond A., and Amitabh DeoKodwani, Employee Training and Development, Tata McGrawHill.
3. Blanchard, P. N. & Thacker, W. J. (1998). Effective Training: Systems, Strategies and Practices. Prentice Hall, NewJersey.
4. Raymond Noe, A. (2005). Employees Training and Development”, McGraw Hill Publication.
5. Bhatia, S.K “Training And Development”.

BCH 610: BANK MARKETING

Objective: The paper aims at acquainting the students application of marketing functions in banks, being directed at providing services to satisfy customers financial (and other related) needs and wants, more effectively and efficiently.

UNIT-I

Introduction of Marketing and Key Concepts–Definition Marketing and Market, Four Elements in Marketing Mix and Their inter-relationship. Marketing Planning–Micro and Macro Factors influencing the Market for an Organisation, Bank Marketing and Marketing Mix, Bank Distribution. The art of Customer Service as Applied to Banking. Customer Behaviour in Banking, Banking Consumer and Market Segmentation–Mass Marketing, Multiple Marketing, Steps in Strategy Formulation, Marketing Research in Banking– Types of Data–Primary and Secondary, Uses of Marketing Research. Relationship Marketing in Banking, Competitive Analysis in Banking.

UNIT-II

Bank's Product Strategy–Core, Value Added, Fundamental and Augmented Products, Product Item and Product Line , Difference between Product and Service , The Concept of Product/Service Delivery in Banking, Pricing Strategies and Its Applications in Banking— Elasticity of Demand , Break Even Analysis, Different Types of Products and Key Variables Banking Promotion Strategy– The Communication Process, Goals of Communication, Steps in Developing Effective Communication, Selling and Organising for Sales and Selling to Corporate Clients–Meaning of Corporate Clients, Relationship and Transaction Banking, Bank Organisation for large Corporate Clients, International Bank Marketing.

Suggested Readings:

1. Chacko, Oommen and Grewal, Rajendra, “Marketing of Banking Services”.
MacMillan India Ltd
2. Bank Marketing Association, “Bank Marketing”, The Association
3. Reidenbach, R. Eric and Pitts, Robert E, “Effective bank marketing: issues, Techniques and Applications”, 1987, Bank Administration Institute.
