

**SYLLABUS FOR FOUR YEAR UNDER GRADUATE  
(FYUG) PROGRAMME  
UNDER NATIONAL EDUCATION POLICY, 2020**

**COMMERCE**



**Date of approval in Academic Council 30<sup>th</sup> May and 21<sup>st</sup> June 2024 .**

## **PREFACE**

Under the National Education Policy (NEP) 2020, the Bachelor of Commerce (BCOM) syllabus has been revised to provide students with a comprehensive learning experience that prepares them for the 21st-century work force and to meet the changing needs of the industry. The new syllabus incorporates cutting-edge technologies and modern business practices, ensuring that students are equipped with the skills and knowledge necessary to achieve professional success. In addition to a strong foundation in core financial and management principles, the BCOM syllabus now offers opportunities for students to specialize in emerging areas such as business analytics, entrepreneurship, and digital marketing. By integrating hands-on learning, experiential learning projects, and industry internships, the syllabus fosters a culture of innovation, critical thinking and lifelong learning. Overall, the revamped BCOM syllabus aims to equip students with the knowledge and skills they need to succeed in the rapidly-evolving business landscape.

## **PROGRAMMED OUTCOMES**

The Bachelor of Commerce (BCOM) programme emphasis on developing skills that are essential for lifelong learning, social responsibility and employability in a global knowledge economy. The BCOM programme is vital in the current globalised economy where businesses need to cater to customers and suppliers from diverse cultures. This programme will enable students to:

- a.** Analyse complex business problems and develop effective solutions.
- b.** Communicate effectively using written, oral, and digital media in an international business environment.
- c.** Be equipped with the knowledge and tools needed to start and manage their own business ventures.
- d.** Use data and quantitative methods to make informed decisions and innovative business strategies.
- e.** Have proficiency in using advanced technologies, software and digital tools for accounting, finance and marketing.
- f.** Have a deep understanding of cultural differences, global business practices and emerging market trends.

**STRUCTURE FOR UNDER GRADUATE (BCOM) PROGRAMME**

<b>Paper Code</b>	<b>Paper</b>	<b>Total Credit</b>			
<b>FIRST SEMESTER</b>					
		Theory	Practical	Total	Total contact Hours
COM-100	Accounting for Business (Major)	4		4	60
COM-100	Accounting for Business (Minor)	4		4	60
MDC- 116	Commercial Arithmetic & Elementary Statistics	3		3	45
AEC120...129	Any of the available courses as notified by the University from time to time			3	45
SEC130...139	Any of the available courses as notified by the University from time to time			3	45
VAC-140	Environmental Science			3	45
		<b>Total</b>		<b>20</b>	
<b>SECOND SEMESTER</b>					
		Theory	Practical	Total	Total contact Hours
COM -150	Principles of Management (Major)	4		4	60
COM -150	Principles of Management (Minor)	4		4	60
MDC -166	Entrepreneurship	3		3	45
AEC170...179	Any of the available courses as notified by the University from time to time			3	45
SEC -180	E- Commerce	3		3	45
VAC-190...199	Any of the available courses as notified by the University from time to time			3	45
				<b>20</b>	
<b>THIRD SEMESTER</b>					
		Theory	Practical	Total	Total contact Hours
COM-200	Business Environment	4	-	4	60
COM-201	Corporate Accounting	4	-	4	60
MDC-214	Financial Literacy	3	-	3	45
AEC-221	Academic Writing Skills	2	-	2	30
SEC-232	Goods and Service Tax (GST)	3	-	3	45
VTC-I (240...249)	Computerized Accounting	1	3	4	105
				<b>20</b>	
<b>FOURTH SEMESTER</b>					
		Theory	Practical	Total	Total contact Hours
COM-250	Business Economics	4	-	4	45
COM-251	Cost Accounting	4	-	4	45
COM-252	Marketing Management	4	-	4	45
COM-253	Financial Management	4	-	4	45
VTC-II (260...269)	Computerized Accounting- II	1	3	4	105
				<b>20</b>	
<b>FIFTH SEMESTER</b>					
		Theory	Practical	Total	Total contact Hours
COM-300	Business Statistics	4	-	4	45
COM-301	Auditing	4	-	4	45
COM-302	Human Resource Management (Major)	4	-	4	45
COM-302	Human Resource Management (Minor)	4	-	4	45
COM-303	Internship/ Apprenticeship/ Community engagement and service/ field based learning or minor project		4	4	120
				<b>20</b>	

**SIXTH SEMESTER**

		Theory	Practical	Total	Total contact Hours
COM-350	Business Law	4	-	4	45
COM-351	Financial Market & Institution	4	-	4	45
COM-352	Direct Tax	4	-	4	45
COM-353	Service Management	4	-	4	45
VTC-III (360...369)	Advanced Computerized Accounting	1	3	4	105
				<b>20</b>	

**First Semester**  
**Course Code: COM-100**  
**Course Title: ACCOUNTING FOR BUSINESS**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objectives:** The course is design to familiarize the students with the basic concept of accounting and mechanics of preparation of financial statements.

**Learning Outcome:** The outcome of this paper is to enable students:

- a. To understand the basic concepts of Accountancy.
- b. To understand the system of preparing financial statements of sole traders, partnership firms, Hire Purchase, Royalty and consignment accounts.

**UNIT -I**

Introduction to Financial Accounting: Meaning, Definition and scope of Accounting – Objectives of Accounting – Functions of Accounting – Branches of Accounting – Accounting Principles, Accounting Standards: Meaning and Objectives, IND AS and IFRS

Final accounts of Sole Trading Concern: Financial statements – Preparation of Trading and Profit and loss account and Balance sheet with adjustments.

**UNIT- II**

Single Entry: Meaning, Features, Merits and Demerits. Types of Single Entry System. Difference between Single Entry System and Double Entry System. Ascertainment of profit/loss under single entry.

Consignment Accounts: Meaning, Consignor, Consignee, Goods consigned at Cost price and Invoice price, Account Sales. Commission: Types of Commission. Normal and Abnormal loss. Valuation of Stock, Creation of Stock Reserve Account. Problems on Consignment both Cost Price and Invoice Price.

**UNIT -III**

Partnership Accounts – Nature and types of Partnership including salient feature of Partnership Act 2008. Admission of Partner, Retirement and Death of Partner.

Dissolution of Partnership firm (Garner Versus Murray)

**UNIT -IV**

Accounting for Hire Purchase System: Meaning – Features of Hire purchase system. Differences between hire purchase and installment system. Calculation of interest. Ascertainment of cash price of an asset. Problems on hire purchase system (excluding repossession of assets)

Royalty Accounts: Meaning and Definition. Terms used: Royalty, Minimum rent, Short workings, surplus royalty, recoupment of short workings.

Stoppage of work due to abnormal causes. Problems on royalty including minimum rent account.

**Suggested Readings (Latest Edition):**

- S.P. Jain and K.L. Narang, Advanced Accountancy Vol 1 Kalyani publication
- M. Hanif and A. Mukherjee, Financial Accounting, McGraw Hill Publications
- M.C. Sukhla, T.S. Grewal and S.C. Gupta, Advanced accountancy, Sultan Chand and Co.
- S. Kr. Paul, Advanced Accountancy Vol I, World Press, Kolkata
- R.N. Anthony and J.S. Reece, Accounting Principles, Richard Irwin Inc
- Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi

**First Semester**  
**Course Code: MDC-116**  
**Course Title: COMMERCIAL ARITHMETIC AND ELEMENTARY STATISTICS**  
Total Contact Hours 45/ Total credit 3/ Total Marks 75

**Course objective:** To familiarize students with the knowledge of essential mathematics and statistics that is applicable in business.

**Learning Outcome:** The outcome of this paper is to enable students:

- a. To acquire the knowledge of various arithmetical and statistical concepts
- b. Learn techniques which help in dealing with real-life business situations

**UNIT - I**

Average- simple and weighted average, Ratio and Proportion.

Percentage, Problems on Time and Distance.

Simple interest- Bank interest – Average rate of interest: interest on installment payment Compound Interest (With the help of logarithms)

Annuities- Annuity certain, Annuity due, Immediate Annuity and Deferred Annuity (With the help of logarithms)

Profit and loss, Market price Discount- trade and cash discount

**UNIT - II**

Bankers discount, true discount, Bill value, Present value, average due date and equation of payment

Stock Exchange investment, transfer of stock and shares, Ex dividend and cum dividend prices Commission and Brokerage

Probability meaning and definition, Events, Trial, Random experiment, mutually likely events, mutually exclusive events, Favorable cases to an event

**UNIT - III**

Statistics: Meaning, Application and Limitations.

Measures of Central Tendency – Averages (Mean, Median, Mode) and Dispersion (Range, Quartile Deviation and Standard Deviation)

Diagrammatic Presentation of business data (Bar diagram, line diagram, pie and rectangular chart)

**Suggested Readings (Latest Edition):**

- S.C. Chanda & NK. Nag, Commercial Arithmetic, Kalyani Publication
- Dr. S. K. Singh & Samresh Chauhan, Commercial Arithmetic, SBPD Publication
- Dhayagude M. G., Commercial Arithmetic and Statistics, Everest Publishing House

**Second Semester**  
**Course Code: COM-150**  
**Course Title: PRINCIPLES OF MANAGEMENT**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course objective:** To orient the students towards the understanding of the basic principles and functions of managerial practices required to run a business.

**Learning outcomes:** After completion of this course, students will:

- a. Be familiarize with extant management concepts, theories and practices
- b. Develop a theoretical and applied understanding of managing organizations.

**Unit – I: Introduction**

Meaning, characteristics and significance of Management

Functions of Management

Theory base of Management – Classical (Taylor and Fayol); Neo Classical (Mayo and Barnard);

Modern (Systems and Contingency theory); Contemporary (Drucker and Porter)

**Unit – II: Planning and Organizing**

Planning – Meaning and characteristics; Planning premises and planning process; Need for planning; Barriers to effective planning; Decision making in planning

Organizing – Meaning, characteristics and significance; Principles of organizing; Formal and Informal organization; Organizational structure and types (Departmentation, Project, Matrix and Network); Delegation v/s Decentralization

**Unit – III: Staffing and Directing**

Staffing – Meaning, characteristics and significance; Factors affecting staffing decisions

Directing – Meaning, characteristics and significance; Motivation concept and theories (Maslow, Herzberg and McGregor); Leadership concept and styles (Likert and Blake & Mouton); Communication concept, types, process, barriers and remedies

**Unit – IV: Controlling**

Controlling – Meaning, characteristics and significance; Process of Controlling; Traditional techniques (Financial statements, Budgetary control and Break even analysis) and Modern techniques (Management Audit, PERT& CPM and MIS); Planning and Controlling linkage

**Suggested Readings (Latest Edition):**

- Bose, Chandra, Principles of Management and Administration, PHI, New Delhi.
- Chandan, JS, Management Concepts and Strategies, Vikas, New Delhi.
- Drucker, Peter, The Practice of Management, Allied Publishers, New Delhi.
- Koontz & O'Donnell, Principles of Management, Tata McGraw Hill, New Delhi.
- Prasad & Gulshan, Principles & Practice of Management, Sultan Chand & Sons, New Delhi
- Robbins, Organizational Behavior, PHI, New Delhi.
- Mahajan & Mahajan, Management Principles and applications. Vikas Publications
- Gupta & Sharma, Principles and Practice of Management, Kalyani Publications

**Second Semester**  
**Course Code: MDC-166**  
**Course Title: ENTREPRENEURSHIP**  
Total Contact Hours 45/ Total credit 3/ Total Marks 75

**Course Objective:** To educate the student about the concept of entrepreneurship and enable to understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

**Learning outcome:** After completion of this course, a student will:

- a. Understand the concepts and process of Entrepreneurship
- b. Know the importance of entrepreneurship in different context
- c. Be able to develop and design entrepreneurship development programs

**Unit-I: Introduction**

Entrepreneurship- Concepts and Definitions  
Theories of Entrepreneurship  
Entrepreneurial Behavior  
Entrepreneurial Culture vs. Administrative Culture  
Entrepreneurship vs. Intrapreneurship  
Entrepreneurship as an Alternative Career Option  
Social Entrepreneurship  
Corporate Entrepreneurship Women Entrepreneurship International Entrepreneurship

**Unit-II: The Entrepreneur and Entrepreneurship**

Types and Classification of entrepreneurs  
Functions of Entrepreneurs  
Entrepreneurial traits  
Entrepreneur distinguished from manager and leader Entrepreneurial functional different stages of enterprise life cycle Cases of successful entrepreneurs  
Steps involved in starting a business venture

**Unit-III: Entrepreneurship Development**

Needs for EDPs  
Objectives of EDPs  
Designing Comprehensive EDPs  
Evaluating an EDP  
Startups.  
Institutional Supports – Financial (SFCs, NSIC, SIDBI, CBs) and Non-Financial (EDII, IIE, DIC, KVIC)

**Suggested Readings (Latest Edition):**

- Coulter: Entrepreneurship in Action, Prentice Hall of India, N. Delhi
- Roy, Rajeev: Entrepreneurship, Oxford University Press, New Delhi
- Kuratko, Donald F. & Richard M Hodgetts: Entrepreneurship in the New Millennium, South Western Cengage learning
- Desai, Vasant: Entrepreneurial Development, Vol. I, Himalaya Publications, N. Delhi.
- Drucker, Peter: Innovation and Entrepreneurship, Heineman.
- Hisrich, RD & Peter, MP: Entrepreneurship, Tata McGraw Hill.



**Second Semester**  
**Course Code: SEC-180**  
**Course Title: E-Commerce**

Total Contact Hours 45/ Total credit 3/ Total Marks 75

**Course Objective:** To provide the students an understanding of the concepts of electronic commerce and the application issues of ecommerce like with online marketing, E-finance and Cyber security.

**Learning Outcome:** After completion of this course, students will have:

- a. An understanding of e-commerce and
- b. Understand the major issues associated with online marketing, E-finance and Cyber security.

**Unit – I: Introduction to E-Commerce**

Brief history of E-Commerce in India; Meaning, characteristics, significance and limitations of E-Commerce; Types of E-Commerce; E-Commerce practices v/s Traditional commerce practices.

Identifying E-Commerce Opportunities and International nature of E-Commerce

**Unit – II: E-Payment, Marketing and Finance**

Transactions through the Internet; Requirements of E-payment systems; Impact of E-commerce on market; Online Marketing(E-advertising, E-branding); Marketing issues in E-marketing; Areas of e-financing; Traditional v/s E-banking.

**Unit – III: Cyber Security**

Legal environment of E-Commerce. Use and protection of Intellectual property in Online business. Setting up Internet security; Maintaining secure information(Data Encryption, Digital Signature and other Security Measures); Laws Relating to online transactions – Salient Features; Ethical issues in E-Commerce.

**Suggested References (Latest Edition):**

- P.T. Joseph, S.J., “E-Commerce - An Indian Perspective”, PHI.
- David Whiteley, “E-Commerce Strategy, Technologies and Applications”, Tata McGraw Hill.
- Ravi Kalakota, Andrew B Whinston, “Frontiers of Electronic Commerce”, Pearson.
- Daniel Amor: “E Business R(Evolution)” Pearson Edude.
- Krishnamurthy: “E-Commerce Management” Vikas Publishing House.
- Schnieder, Gary P, Ecommerce: Strategy and Implementation. Cengage Learning Publisher

**Third Semester**  
**Course Code: COM-200**  
**Course Title: Business Environment**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course objective:** To provide general exposure of various components of business environment in the Indian context.

**Learning outcome:** Students will:

- a. Have an understanding of the complexities of business environment and their impact on the business.
- b. Be able to establish the relationships between Government and business and understand the political, economic, legal and social policies of the country.
- c. Gain knowledge about the operation of different institutions in international business environment.

**UNIT-I: Introduction to business environment:**

Meaning, definitions, features and significance of business environment. Components of business environment-Internal and External, Micro and Macro-economic environment, Non-economic environment-Natural, Demographic, Political Environment, Legal Environment, Technological Environment, Socio-cultural Environment. Importance and methods of environmental scanning.

**UNIT- II: Economic planning and Indian economic problems:**

Meaning and types of economic planning. A brief history of economic planning in India. NITI Ayog, Broader economic problems in India including poverty, unemployment, social justice, regional imbalances. North Eastern Council and its role in the development of the region, industrial sickness-causes and remedies.

**UNIT-III: Major economic policies of India:**

Historical background and post Liberation: Industrial Policy and economic reforms, North East Industrial policy, 2017 and amendments. Current EXIM Policy, Balance of payment, Foreign collaboration and foreign investment, FEMA and Competition Act 2002.

**UNIT- IV: International business environment:**

Nature of international business environment, Trends in world trade and the problems faced by developing countries. Foreign trade and economic growth, International economic groupings – EU, ASEAN, OPEC, OECD (objectives and functions).

International economic institutions–WTO, World Bank, IMF, IBD (objectives and functions).

**Suggested Readings (LatestEdition):**

- Aswathappa, K. Essentials of Business Environment Himalaya Publishing House, Mumbai
- Cherunilam, F. Business Environment Himalaya Publishing House, Mumbai
- Dhingra, I.C. The Indian Economy, Sultan Chand & Sons, New Delhi
- Dutt & Sundaram, Indian Economy, S Chand & Co, New Delhi
- Mishra & Puri The Indian Economy, Himalaya Publishing House, Mumbai
- Ray, S.K. The Indian Economy, Prentice Hall of India, New Delhi
- Upadhyya, Business Environmental, Asian Books P. Ltd, New Delhi

**Third Semester**  
**Course Code: COM-201**  
**Course Title: Corporate Accounting**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course objective:** To provide the fundamental concept and practical exposure of company accounts.

**Learning Outcome:** Students will be able to:

- a. Develop an understanding of accounting for share capital and debentures
- b. Prepare financial statements of a company
- c. Develop an understanding of cash flow statements and undertake ratio analysis
- d. Prepare consolidated balance sheet for Holding company and understand the concepts and methods of valuation of shares

**UNIT- I: Accounting for Financial Instruments**

Accounting for Shares and Debentures: Issue of shares including rights and Bonus shares, ESOPs and buyback of shares, Redemption of Preference shares, debentures: sinking/debenture redemption fund.

**UNIT- II: Preparation of Financial Statement**

Profit Prior to Incorporation: Meaning, calculation of sales ratio, time ratio, treatment of capital and revenue expenditure, Ascertainment of pre-incorporation and post-incorporation profits by preparing Statement of Profit and Loss and Balance Sheet as per schedule III of companies Act, 2013. Preparation of Financial statement of Companies and their presentation in summary form

**UNIT- III: Valuation and Internal Reconstruction**

Valuation of Goodwill and its method: Average Profit Method, Capitalization of Average Profit Method, Super profit Method and Annuity Method. Internal Reconstruction

**UNIT- IV: Analysis of financial statement**

Analysis of financial statement: Comparative, Common Size Statement, Ratio Analysis and projection of Financial Statement through use of Ratios. Cash Flow Statement in accordance with (Ind. AS -7)

**Suggested Readings (Latest Edition):**

- Jain and Narang, Advanced Accountancy, Kalyani Publication
- J.R. Monga, Basic Corporate Accounting, Mayur Ltd, New Delhi.
- Nirmal Gupta, Chhavi Sharma, Corporate Accounting, Theory and Practice, Ane Books Pvt.Ltd., New Delhi.
- M.C., Shukla, T.S. Grewal and S.C. Gupta, Corporate Accounting, S. Chand and Co., New Delhi.
- S.N. Maheshwari, and S.K. Maheshwari, Corporate Accounting, Vikas Publication, New Delhi.
- Mukherjee and Hanif, Corporate Accounting, Tata McGraw Hill, New Delhi
- Sehgal, A & Sehgal, D, Advanced Accountancy Vol II, Taxman, New Delhi
- Raja shekhar & Lalitha, Corporate Accounting, Pearson India, New Delhi

**Third Semester**  
**Course Code: MDC-214**  
**Course Title: Financial Literacy**

Total Contact Hours 45/ Total credit 3/ Total Marks 75

**Course Objective:** To provide the importance of financial literacy and impart financial literacy among students.

**Learning Outcome:** Students will be able to:

- a. Acquire a conceptual and analytical framework of financial planning process and the different financial instrument available.
- b. Understand the various approaches available to invest with a view to create wealth.
- c. Gain knowledge to be effective managers of financial resources

**UNIT – I: Introduction to Financial Literacy**

Introduction: Financial Literacy- Meaning, Importance and Components of Financial Literacy; Distinction between Saving, Investment and Insurance, PAN, KYC, PRAN (NPS), Types of Bank account, e-Payment Gateways.

**UNIT- II: Investment and Insurance**

Investment: Meaning, Risk and return principle of Investment, Investment Avenues: shares, debentures, Bonds and Mutual Funds, Demat Account. Insurance services: Life Insurance, Life insurance Policies, Term insurance and Endowment Policies, Pension Policies, Health Insurance, ULIP, Property insurance and general Insurance.

**UNIT -III: Other Financial Products**

Other Financial Products: Kissan Vikas Pathra, NSC, PPF, Senior Citizen Savings Scheme, Sukanya Samridhi Yojana Account. Simple Family Budget: Meaning importance and preparation of cash Budget, meaning of income and expenditure, Sources of income, knowing your Tax liability.

**Suggested Readings (Latest Edition):**

- Avadhani, V. A. Investment Management. Mumbai: Himalaya Publishing House Pvt. Ltd.
- Chandra, P. Investment Game: How to Win. New Delhi: Tata McGraw Hill Education.
- Kothari, R. Financial Services in India-Concept and Application. New Delhi: Sage Publications India Pvt. Ltd.
- Milling, B. E. The Basics of Finance: Financial Tools for Non-Financial Managers. Indiana: Universe Company.
- Mitra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2015). Financial Planning. New Delhi: Sage Publications India Pvt. Ltd.
- Zokaityte, A. Financial Literacy Education. London: Palgrave Macmillan.
- Singh Amit Kumar, Financial Literacy, Taxman Publication
- Guruprasad, B G, Financial Literacy, Sapna Book House
- Patidar Vijay, Awareness on Financial Literacy, Notion Press

**Third Semester**  
**Course Code: AEC-221**  
**Course Title: Academic Writing Skills**  
Total Contact Hours 30/ Total credit 2/ Total Marks 50

### **Introduction**

The course is designed to help students gain an adequate understanding of the fundamental principles and practices of academic writing, which are applicable across different disciplines. The course entails a comprehensive learning experience through a combination of lectures, discussions, workshops, and practical exercises through which the students will learn important skills and strategies of academic writing, conducting research, constructing arguments, and adhering to the conventions of academic writings. The course has also included literary texts to provide rich examples of language use, including vocabulary, syntax, figurative language, and rhetorical devices.

### **Course Objectives**

- To equip students with the fundamentals of academic writing skills for the students in commerce.
- To familiarize students with various writing strategies and techniques commonly employed in scholarly discourse.
- To cultivate critical thinking and analytical skills through engagement with academic texts and writing assignments.

### **Learning Outcomes**

- Students will learn the basic skills of academic writing.
- Students will become familiar with various writing strategies and techniques commonly employed in scholarly discourse.
- Students will develop their ability to construct coherent and well-structured arguments supported by evidence and research.
- Students will foster an awareness of audience, purpose, and context in writing tasks relevant to commerce students.

### **UNIT I**

#### **Understanding Academic Writing**

- Distinction between academic and non-academic writing
- Key elements of academic writing: clarity, coherence, and precision
- Overview of the writing process: planning, drafting, revising, and editing

### Structuring Academic Essays

- Introduction to essay structure: introduction, body paragraphs, conclusion
- Organizing ideas logically and coherently
- Incorporating evidence and examples to support arguments

### Business Writing and the Internet

- Social Media and Impact on Writing
- Using AI tools for Writing

## UNIT II

### Types of writing, business correspondences, and presentations

- Drafting notes, memos, circulars and notices
- Drafting reports, minutes, emails and letters
- Designing and delivering PowerPoint Presentations
- Writing research articles

### Short biographies: (Any One of the two biographies)

- Steve Jobs
- JRD Tata (In S. E. Forum, *Prism*)

### Poem:

- Tanure Ojaide: “Doors of the Forest”.  
Essay
- Vandana Shiva: “From Qanta to the Seed” (from *The Vandana Shiva Reader*)

### Suggested Reading:

1. Anderson, M. (2010). *Critical Thinking, Academic Writing and Presentation Skills: MG University Edition*. Pearson Education.
2. Bovee, C. L., Hill, J. V., & Raina, R. L. (n.d.). *Business Communication Today*. 2021: Pearson Education.
3. Chaturvedi, P., & Chaturvedi, M. (2017). *Business Communication*. Pearson Education.
4. Forum, S. E. (2017). A Brief Biography of JRD Tata. In S. E. Forum, *Prism* (pp. 20-27). New Delhi: Cambridge University Press.
5. Isaacson, W. (2015). *STEVE JOBS (PB): THE EXCLUSIVE BIOGRAPHY*. Abacus.
6. Lala, R. M. (2017). *Beyond The Last Blue Mountain: A Life of JRD Tata..* Penguin Random House India.

## **Third Semester**

**Course Code: SEC-232**

**Course Title: Goods and Services Tax (GST)**

Total Contact Hours 45/ Total credit 3/ Total Marks 75

**Course Objective:** To provide the students the concepts, definitions and terms related to Goods and Service tax (GST) and enable the students to compute the Goods and Service Tax (GST)

**Learning Outcome:** Students will be able to:

- a. Understand the GST law in the country
- b. Compute GST
- c. Understand the compliances related to documentation under the new indirect tax regime.

### **UNIT- I: Introduction**

Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Network, State Compensation Mechanism, Registration under GST.

### **UNIT- II: Levy and collection of GST**

Taxable event- "Supply" of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies. Valuation of goods for GST- Valuation Rules, taxability of reimbursement of expenses and computation of GST.

### **UNIT- III: Input Tax Credit**

Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; TDS, TCS. Reverse Charge Mechanism, filing of GST returns.

**(This Paper will have practical component of 14 marks. Practical of the paper shall be taught using offline utilities and relevant Government official websites which include: 1) Online registration process; (2) Annual Return filling for composition and ordinary dealers, outward and inward supply; (3) Generation of e-way bill. Internal of 19 marks, Theory exam from all three units of 42 marks)**

### **Suggested Readings (Latest Edition):**

- Vinod K Singania, Indirect Taxes, Taxmann's Publications, New Delhi
- H.C Mehrotra, Indirect Taxes, Sahitya Bhavan Publications, New Delhi
- C A Rajat Mohan, Illustrated Guide to Goods and Service Tax, Bharat Publications
- V S Datey, All about GST, Taxmann Publications.
- Dr Vandana Bangar and Dr Yogendra Bangar, Beginner's Guide to GST, Aadhya Prakashan Bangar
- Gupta, S.S. , GST- How to meet your obligations, Taxmann Publications

**Fourth Semester**  
**Course Code: COM-250**  
**Course Title: Business Economics**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** The objective of this course is to acquaint the students with the concept of business economics and to enable them to apply in business decision making

**Learning Outcome:** Students will be able to:

- a. Understand how to make business decisions in the most efficient and cost effective way
- b. Understand the characteristics and behaviour of consumers business decision making
- c. Understand the importance of correct decision making for business purposes.

**UNIT- 1: Introduction to Business Economics and Consumer behaviour:**

Definition, scope & role of business economics, goals of business firm, Objectives of business firm; Profit maximization as business objective. Demand Analysis: Meaning of Demand; Law of Demand; Utility - Meaning of Utility, Total Utility, Marginal Utility; Law of Diminishing marginal utility; Cardinal and ordinal utility; Indifference Curve - Meaning, properties, derivation of demand curve using Indifference curve.

**UNIT- II: Theory of Production and Cost:**

Introduction to Production function, Theory of Production: Production function in short run and long-run, Laws of production; Law of Diminishing returns and business decision; Laws of Return to scale. Cost concepts and cost functions.

**UNIT- III: Market structure and Price determination:**

Market analysis-Nature of market, Types of markets: Perfect market, Monopolistic, Oligopoly, Monopoly and their characteristics; Price and output condition, Price discrimination, Pricing Strategies: Concepts and Importance; Pricing in the life cycle of a product.

**UNIT- IV: Macro economic fundamentals:**

National Income: Concepts, Types and Measurement; Inflation: Concepts, Types and Measurement; Unemployment, Monetary policy and Fiscal Policy.

**Suggested Readings (Latest Edition):**

- Paul, A. Samuelson, Economics, McGraw-Hill
- Robert Pindyck, and Daniel Rubinfeld, Micro Economics, Paerson
- N. Gregory Markiw, Macro Economics, Cengage
- Dwivedi, D N., Managerial Economics, Vikas Publishing House Pvt. Ltd.
- Maheswari, Yogesh, Managerial Economics, Prentice Hall of India
- Keat, Paul G., Young, Phillip K.Y., Banerjee S., Managerial Economics, Pearson: New Delhi.
- Damodaran, S., Managerial Economics, Oxford: New Delhi.
- Siddiqui, S.A., Comprehensive Economics, Laxmi Publications (P) Ltd.
- Gupta, G.S., Macro Economics-Theory and Applications, Tata McGraw Hill, New Delhi
- Shapiro, Edward, Macroeconomic Analysis - Goltia Publications, New Delhi
- Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
- Dwivedi, D. N., Managerial Economics, Vikas Publishing House Pvt. Ltd
- Maheswari, Yogesh, Managerial Economics, Prentice Hall of India
- Keat, Paul G. Young, Phillip K.Y., Banerjee S. Managerial Economics, Pearson: New Delhi.



**Fourth Semester**  
**Course Code: COM-251**  
**Course Title: Cost Accounting**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** The course aims to provide concepts of cost, methods of cost accounting and also aims to provide knowledge about various methods of cost determination for decision making purpose.

**Learning Outcome:** Students will be able to:

- a. Understand concepts of cost accounting & Methods of Costing.
- b. Outline the Procedure and documentations involved in procurement of materials & compute the valuation of Inventory.
- c. Make use of payroll procedures & compute idle and over time.
- d. Discuss the methods of allocation, apportionment & absorption of overheads.

**UNIT- I: Cost concepts**

Introduction- Meaning and definition- Objectives, Importance and Uses of Cost Accounting, Difference between Cost Accounting and Financial Accounting; Classification of Cost; Cost object, Cost unit, Cost Centre; Cost Reduction and Cost Control; Limitations of Cost Accounting; Brief Overview of Source and Importance of Cost Standards. Cost Sheet: Meaning and Cost heads in a Cost Sheet, Presentation of Cost Information in Cost Sheet. Problems on Cost Sheet

**UNIT- II: Accounting for Materials (CAS-6)**

Materials: Meaning, Importance and Types of Materials. Inventory control:- Technique of inventory control, problems on level setting and EOQ. Procurement: Procedure for procurement of materials and documentation involved in materials accounting. Material Storage: Duties of Store keeper, pricing of material issues, preparation of Stores Ledger Account:-FIFO, LIFO, Simple Average Price and Weighted Average Price Methods

**UNIT- III: Accounting for Employee Cost (CAS-7) and Overhead (CAS-3)**

Labour: Employee Cost, Reasons and Effects of Labour turnover. Methods of Wage Payment: Time rate system and piece rate system, and the Incentive schemes- Halsey plan, Rowan plan and Taylor differential piece rate system, Merrick multiple Piece rate-problems. Overhead: Meaning and Classification of Overheads; Problems on Primary and Secondary overheads distribution using Reciprocal Service Methods (Repeated Distribution Method and Simultaneous Equation Method); Problems on Machine Hour Rate.

**UNIT- IV: Methods of Costing**

Costing Methods: Job costing, Batch Costing Operational Costing (Transport) and Contract costing: Job Costing – meaning, application and cost procedure; problems relating thereto; Batch and Operational Costing Meaning, application and Problems. Contract Costing – meaning, application and accounting treatment; Job costing v/s contract costing; measurement of WIP and profits on incomplete contracts. Process Costing – meaning, features and application; job costing v/s process costing; process cost accounts – types of losses – waste, scrap, treatment of normal loss, abnormal loss and gains.

**Suggested Readings (Latest Edition):**

- Agarwal and Jain, Cost accounting, Asian Books Pvt. Ltd
- Alex, K, Cost Accounting, Pearson Publishing House
- Lal, Jawahar, Cost Accounting Tata McGraw Hill,
- Arora, M.N Vikash Publishing House
- Jawahar Lal and Seema Srivastava , Cost Accounting, McGraw Hill Publishing Co., New Delhi.
- B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi.
- Bhabatos Banerjee, Cost Accounting –Theory and Practice, PHI Pvt. Ltd, New Delhi.
- M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
- M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi.
- S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar.
- S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Shri Mahabir Book Depot, New Delhi
- Lal, Jawahar and Seema Srivastava, Cost Accounting, McGraw Hill Publishing Co., New Delhi.
- Jhamb, H.V., Management Accounting, Ane Books Pvt. Ltd. New Delhi
- Drury, Colin, Management and Cost Accounting, Thomson Learning.

**Fourth Semester**  
**Course Code: COM-252**  
**Course Title: Marketing Management**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** To provide basic knowledge of concepts, principles, tools and techniques of marketing:

**Learning Outcome:** Students will be able to:

- a. Develop understanding of basic concepts of marketing, marketing philosophies, and environmental conditions affecting marketing decisions of a firm.
- b. Analyse the process of marketing decisions in terms of product, pricing, distribution and promotion.
- c. Evaluate the impact of using different marketing strategies for a product, concept, good and/or service.
- d. Appreciate how a marketing perspective is important in your own personal and professional development.

**UNIT– I: Introduction:**

Nature, Scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix; Marketing Environment: Need for studying marketing environment; Micro environmental factors: company, suppliers, marketing intermediaries, customers, competitors, publics; Analyzing macro environmental factors: natural, economic, demographic, socio cultural, technological, political and legal;

**UNIT- II: Buyer Behaviour and Market segmentation:**

Buyer Behaviour: Need for studying buyer behaviour; Institutional buying behaviour; Factors influencing consumer behaviour; Consumer buying process and influences Concept, Importance, Benefits, limitations and criticisms of market segmentation and bases; Targeting Positioning and Positioning strategy: concept, importance and bases; Product differentiation vs. market segmentation; Product: Concept and importance,.

**UNIT– III: Product and Pricing:**

Product: Definition, cost, budget and value. Product classifications; Concept of product mix; Branding, packaging and labeling, warranty and after sales service; Product life-cycle-concept and strategies; New Product Development Process Significance, Factors affecting price of a product; Pricing policies and strategies; Discounts and Rebates.

**UNIT– IV: Place and Promotion:**

Distribution Channels: Channels of distribution - Meaning and Importance; Types of distribution channels, Functions of intermediaries, Factors affecting choice of distribution channel; Wholesaling and retailing: Emerging trends in distribution. Nature and Importance of Promotion; Communication process; Types of promotion: personal selling, advertising, publicity, public relations & sales promotion; Promotion mix and factors affecting promotion mix decisions.

**Suggested Readings (Latest Edition):**

- Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. Principles of Marketing. 13th edition. Pearson Education.
- Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education
- William D. Perreault, and McCarthy, E. Jerome., Basic Marketing. Pearson Education.
- Majaro, Simon. The Essence of Marketing. Pearson Education, New Delhi.
- Dhruv Grewal and Michael Levy, Marketing, McGraw Hill Education.
- Chhabra, T.N., and S. K. Grover. Marketing Management. Fourth Edition. Dhanpat Rai & Company

**Fourth Semester**  
**Course Code: COM-253**  
**Course Title: Financial Management**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** To acquaint students with the techniques of financial management and their applications for business decision making.

**Learning Outcome:** Students will be able to:

- a. Explain the nature and scope of financial management as well as time value of money and risk return trade off
- b. Analyze capital budgeting process and capital budgeting techniques
- c. Estimate various capital structure theories and factors affecting capital structure decisions in a firm
- d. Critically examine various theories of dividend and factors affecting dividend policy
- e. Evaluate working capital requirements of firms.

**UNIT- I: Foundation of Finance and Capital Budgeting**

Nature, scope and objectives of financial management and relationship with other functional areas of Business, Profit Maximization vs Wealth Maximization, Time value of money, Risk and Return. Capital Budgeting The Capital Budgeting Process, Cash Flow Estimation, Capital Budgeting Methods:- Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index.

**UNIT- II: Working Capital Management**

Working Capital Decision, Concepts of Working Capital, Operating & Cash Cycles, Risk-return Trade off, sources of short term finance, working capital estimation, an overview of receivables management and inventory management

**UNIT- III: Cost of capital and Capital Structure**

Cost of Capital and Financing Decision Sources of long-term financing, Estimation of components of cost of capital, Method for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC). Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach).

**UNIT- IV: Dividend Decision**

Factors affecting Dividend Decisions, Theories for relevance and irrelevance of dividend decision for corporate valuation-Walter's Model, Gordon's Model, MM Approach, Forms of dividend payment, types of dividend policies and Determinants of Dividend policy.

**Suggested Readings (Latest Edition):**

- Khan, M.Y. and P.K. Jain, Financial Management: Text and Problems, Tata McGraw Hill
- Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education
- Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, Corporate Finance, Tata McGraw Hill
- Srivastava, Rajiv, and Anil Mishra, Financial Management, Oxford University Press, UK
- Singh, Preeti, Financial Management, Ane Books Pvt. Ltd, New Delhi
- Singh, Surender and Kaur Rajeev. Basic Financial Management, Mayur Paper Book Noida
- Singh, J.K. Financial Management-text and problems, 2nd edition, Dhanpat Rai and Company, Delhi
- Sharma, G.L., and Y.P. Singh. Contemporary issues in Finance and Taxation. Academic Foundation Delhi
- Rustagi, R.P., Financial Management, Galgotia Publishing Company
- Pandey, I M. Financial Management, Vikas Publications UNCTAD Reports.
- Chandra, P. Financial Management-Theory and Practice, Tata McGraw Hill
- Bhalla, V. K., Financial Management & Policy, Anmol Publications, Delhi
- Banarjee, B. Foundations of Financial Management, PHI, New Delhi
- Kishore, RM. Financial Management, Taxmann, New Delhi

## **Fifth Semester**

**Course Code: COM-300**

**Course Title: Business Statistics**

Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** The objective of this course is to familiarize students with the applications of statistical techniques in business decision-making.

**Learning Outcome:** Students will be able to:

- a. Understand the application of statistical tools in business decision making process
- b. Explain the relevance of statistical methods in data analysis and interpretation
- c. Understand the process of calculating various statistical parameters as given in the contents.

### **UNIT- I: Introduction:**

Origin and development of statistics- Definition of statistics, Importance and Scope, Limitation of statistics and misuse of statistics. Presentation of data: diagrammatic representation of data, Bar Diagram, Pie diagram, Histogram, Frequency Polygon and frequency curve- Pictogram and cartogram Data collection, classification, tabulation. Presentation and analysis.

### **UNIT- II: Descriptive statistics and Probability:**

Measures of central tendencies, Mean, Median and Mode, Geometric Mean, Harmonic Mean, Weighted Arithmetic Mean and Combined Mean and Measures of Dispersion, Skewness, Moments and Kurtosis. Introduction to Probability (Addition and Multiplication Properties of Probability Theory)

### **UNIT- III: Analytical Statistics:**

Correlation Analysis: Meaning of Correlation: - Karl Pearson's and Spearman's Rank correlation Simple linear regression and association of attributes (two variables only); - Meaning and uses of index numbers; Methods of constructing price and quantity indices (simple and aggregate) Test of adequacy , Chain based index numbers, Base shifting, Problems in construction of index numbers, consumer price index

### **UNIT- IV: Business Forecasting:**

Analysis of Time series Causes of variation in Time series data, Components of time series, decomposition Additive and multiplicative model; determination of trend- Moving average and method of least square (linear only) Computation of seasonal indices by simple average: Interpolation and Extrapolation

### **Suggested Readings (Latest Edition):**

- J. K. Sharma, Business Statistics, Pearson Education.
- S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.
- S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.
- Richard Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, New Delhi.
- M.R. Spiegel, Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing Co.
- Bhowal, Fundamentals of Business Statistics, Asian Books Pvt. Ltd, New Delhi
- Elhance, DN, Fundamentals of Statistics, Kitab Mahal Allahabad
- Hooda, RP, Statistics for Business and Economics, Macmillan, New Delhi
- Anderson, Statistics for Business and Economics, Macmillan, Cengage, New Delhi

**Fifth Semester Course**

**Code: COM-301 Course**

**Title: Auditing**

Total Contact Hours 60/ Total credit 4/ Total Marks  
100

**Course Objective:** To provide the student the conceptual understanding of the principles and techniques of auditing.

**Learning Outcome:** Students will be able to:

- a. Understand the concept of present day Auditing Practices.
- b. Gain knowledge of various techniques of Auditing.
- c. Gain in sight of the Auditing practices prevailing in the present scenario.
- d. Understand the general approach of audit and internal control system

**UNIT- 1: Introduction**

Meaning, objectives and significance of audit; Errors and Frauds in Auditing; Types of audit (Their meaning, Features and Significance): Statutory Audit and Non-Statutory Audit; Continuous and Periodical Auditing; Cost Audit; Tax Audit; Management Audit, Performance Audit; Efficiency Audit; Propriety Audit; and Government Audit,. Audit Process: Audit Note Book Audit Programme; Auditors Working Papers and Evidences; Consideration for commencing an Audit; Routine Checking and Test Checking; Internal Control: Internal Check System and Internal audit. Concepts of Auditing in Computerized Environment

**UNIT- II: Audit Process and Procedure**

Audit Procedure: Vouching; Verification of Assets and Liabilities; (Patents, Land and Building, Inventory, Debtors, Investment, Share Capital, Long Term Loans, Creditors. Provision and reserves, Outstanding Expenses) Investigation

**UNIT- III: Audit of Limited Companies**

Company auditor ,Qualifications, Quality, Appointment and Removal of an Auditor, Powers, Duties, and Liabilities of an Auditor; Duties of an Auditor, Depreciation, Provisions and Reserves, Divisible Profits and dividend; Auditor's report – standard report and qualified report.

**UNIT- IV: Standards of Auditing (SA)**

NFRA and its role. Process of setting standards on auditing in India; Brief overview of: Overall Objectives of the Independent Auditor and the Conduct of an Audit in accordance with Standards on Auditing (SA 200), Quality Control for an Audit of Financial Statements (SA 220), Audit Documentation (SA 230), The Auditor's responsibilities relating to Fraud in an Audit of Financial Statements (SA 240),

**Suggested Readings (Latest Edition):**

- L.N. Chopde, D.H. Choudhari, Dr.Baban, Taywade, Auditing.Sheth Publisher Private Limited, Mumbai.
- Dr. K.R. Dixit, Auditing. Vishwa Publishers & Distributors Nagpur.
- B.N. Tandon, S. Sudharsanam, S. Sundharababu, Practical Auditing. S. Chand & Company Ltd.
- S.K. Mehata- Auditing. Diamond Publication, Pune
- Ravinder Kumar and Virender Sharma, Auditing Principles and Practice. PHI Learning
- Aruna Jha, Auditing. Taxmann Publication
- K. Singh & Gupta Lovleen. Auditing Theory & Practice, Galgotia Pub. Co.
- R.G. Sexsena: Principles and Practices of Auditing. Himalaya Publication



**Fifth Semester**  
**Course Code: COM-302**  
**Course Title: Human Resource Management**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** The objective of this course is to acquaint students with the techniques and principles to manage human resource of an organization.

**Learning outcome:** Students will be able to:

- a. Gain the knowledge and skills to effectively manage the human capital within Organizations.
- b. Equip the essential competencies needed to effectively manage the human capital Within organizations.

**UNIT- I: Introduction:**

Human Resource Management- Introduction, Meaning and Definitions, Functions, Importance and Limitations of HRM, Human Resource Information System; Manpower Planning- Definition, Importance, qualitative and quantitative dimensions, steps in manpower planning. Contemporary issues and challenges in HRM.

**UNIT- II: Acquisition of Human Resource:**

Job analysis, Job description and Job specification; Recruitment – Concept and sources; Selection – Concept and process, test and interview; Placement and Induction; Training and Development: Concept and Importance, Identifying Training and Development Needs, Training methods, Evaluating Training Effectiveness, Management development.

**UNIT- III: Performance Appraisal:**

Nature, objectives and importance; Modern techniques of performance appraisal; Job changes: transfers and promotions; Compensation: concept and policies; job evaluation-concept; Methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

**UNIT- IV: Maintenance:** Salient features of the following codes –

- i. The Occupational Safety, Health and Working Conditions Code, 2020
- ii. The Code on Social Security, 2020
- iii. The Industrial Relations Code, 2020
- iv. Code on Wages (Central Advisory Board) Rules, 2021

**Suggested Readings: (Latest editions)**

- AswathpaK, Human Resource and Personal Management, Tata McGraw Hill.
- BiswajeetPattanayak, Human Resource Management, PHI.
- Chhabra, T. N., Human Resource Management, Dhanpat Rai & Co.
- Decenzo, D. A., & Robbins, S. P., Fundamentals of Human Resource Management, Wiley.
- Dessler, G., & Varkkey, B., Human Resource Management, Pearson.
- Gupta, C. B., Human Resource Management, Sultan Chand & Sons.
- Ian Beard well and Len Holden, Human Resource Management: A Contemporary Perspective. Macmillan.
- Rao, V. S. P.: Human Resource Management: Text and Cases, Excel Books.
- Satrapi, K., Human Resource Management. Tata McGraw-Hill

**Sixth Semester**  
**Course Code: COM-350**  
**Course Title: Business Law**

Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** To impart basic knowledge of the important business laws relevant for conduct of general business activities

**Learning Outcome:** Students will be able to:

- a. Understand the basic rules of agreements and Contracts along with the basic Rules of Offer, Acceptance, Consideration, Capacity/Competency to contract & rules governing Consideration in The Indian Contract Act, 1872.
- b. Interpret the regulation governing the Contract of Sale of Goods;
- c. Understand an overview of Companies Act, 2013.

**UNIT– I: Contract Act 1872**

Nature of contract; Classification; Offer and acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void and voidable; Performance of contract; Discharge of contract; Remedies for breach of contract. Special Contracts: Indemnity; Guarantee; Bailment and pledge; Agency.

**UNIT – II: Sale of Goods Act 1930 & Consumer Protection Act 2019**

Contract of sale; Meaning and difference between sale and agreement to sell; Conditions and warranties; Price; Transfer of ownership in goods including sale by non-owners; Performance of contract of sale; Rights of an unpaid seller; Doctrine of Caveat Emptor Consumer Rights; Unfair and Restrictive Trade Practices; Consumer Grievance redressal machinery

**UNIT – III: Negotiable Instrument Act 1881**

Definition of negotiable instruments; Features and types; Holder and holder in the due course; Crossing of cheques; Negotiation; Dishonour and discharge of negotiable instrument; Discounting & Endorsing of a Bill of Exchange.

**UNIT – IV: The Companies Act 2013**

Companies Act: Nature and Types of Companies, Memorandum of Association, Articles of Association, Prospectus, Directors & Company Secretaries: Their Rights, Functions and Duties; Meetings and Resolutions.

**Suggested Readings (Latest Edition):**

- Agarawal, R, Students' Guide to Mercantile & Commercial Laws. Taxmann, New Delhi.
- Gulshan, SS, & Kapoor, GK, Business Laws, New Age International P. Ltd. New Delhi.
- Kapoor, ND, Commercial Law & Industrial Law. Sultan Chand New Delhi.
- Kuchal, MC, Business Laws. Vikas Publishing House, New Delhi.
- Sen, AK, & Mitra, JK, Commercial Law & Industrial Law. The World Press P. Ltd., Kolkata.
- Shukla, MC, A Manual of Mercantile Law, S Chand & Co. New Delhi,

**Sixth Semester**  
**Course Code: COM-351**  
**Course Title: Financial Markets and Institutions**  
Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** To provide students an overview of financial markets & institutions in India and familiarize them with financial services

**Learning Outcome:** Students will be able to:

- a. Understand the meaning and scope of financial markets as well as institutions in India.
- b. Understand the concepts of Money Market and Capital Market
- c. Explain Commercial Banking and its Current developments.
- d. Explain concept of Non-Banking Financial Companies

**UNIT- I: Overview of Financial System**

Introduction An Introduction to Financial System, Structure and Components, Financial System and Economic Development, Reforms in the Indian Financial System since 1991, Development and Growth of Indian Financial System.

**UNIT- II: Money Market**

Money Market , functions, organisation and instruments. Role of central bank in money market. Indian Money Market – an overview. RBI, Its function and role

**UNIT- III: Capital Markets**

Introduction, role and functions. Components of Capital market. Cash markets- Equity and Debt, Depository (NSDL, CDSL). Primary and Secondary Markets :-NSE, BSE, NIFTY, SENSEX. Role of Stock Exchanges in India. SEBI : Its function and role

**UNIT- IV: Institutions**

Banking Institutions: Commercial, rural and cooperative banks- their functions and role Development Financial Institutions: Special DFIs- General function of SIDBI, NABARD, NEDFI and EXIM and their role. Concept of GIFT City Investment Institutions Insurance organization and Mutual fund organization- Their general function and role Non Banking Financial companies: Functions and role.

**Suggested Readings (Latest Edition):**

- M Y Khan, Financial Services. Tata McGraw Hill
- Bhole. L.M. & Jitendra Mahakud, Financial Institutions & Markets –Structure, Growth & Innovations. Tata McGraw Hill
- Anthony Saunders & Marcia Millon Cornett, Financial Markets & Institutions. Tata McGraw Hill
- Clifford Gomez, Financial Markets, Institutions and Financial Services. PHI, Eastern Economy Edition.
- Desai, V, Indian Financial System and Development. Himalaya Publishing House, Mumbai
- Pathak, BV, Indian Financial System. Pearson India, New Delhi

**Sixth Semester**  
**Course Code: COM-352**  
**Course Title: Direct Tax**

Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** To provide basic knowledge of income tax and equip student to compute the net total taxable income of an individual and firms

**Learning Outcome:** Students will be able to:

- a. Understand the relevance and significance of Tax.
- b. Understanding the various Provisions of Income Tax Act.
- c. Understand the procedure for computing taxable income from different heads

**UNIT- 1: Basic Concepts**

Income Tax Act, 1961: Person, Assesses, Previous year, Assessment year, Income, Gross Total Income, Total Income, Agricultural Income. Exempted Income (Concerned only with salary) Definition of Marginal Rate of Tax, Average Rate of Tax, PAN, TAN, TIN Residential Status: Rules for determining residential status of Individual, HUF, Firm and Company, residential status.

**UNIT- II: Heads of Income I**

Income from Salary: Meaning of salary and allowances, perquisites and retirement benefits, deductions, computation of salary income, Practical problems. Income from House Property: Annual Value of let out and self-occupied properties; deductions in computation of house property income; practical problems

**UNIT- III: Heads of income II**

Income from Business: computation of business income; income from profession; computation of income of doctors, lawyers, chartered accountants, Capital gain, Income from other source, Practical problems

**UNIT- IV: Deductions and Computations**

Deductions from GTI under chapter VI for individuals, Rebate and Relief, Computation of Total Income for individuals and Firms (Simple problems for firms): Computation of Tax liability for individuals

**Suggested Readings (Latest Edition):**

- Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax, University Edition.
- Taxmann Publications Pvt. Ltd., New Delhi.
- Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
- Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
- Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
- V.P.Gaur, and D.B. Narang, Income Tax law and Practice. Kalyani Publishers.

## **Sixth Semester**

**Course Code: COM-353**

**Course Title: Service Management**

Total Contact Hours 60/ Total credit 4/ Total Marks 100

**Course Objective:** To provide students with the knowledge, skills, and strategies needed to effectively manage service operations and deliver exceptional service experiences.

**Learning outcome:** Students will be able to:

- a. Familiarize with the concepts and processes in Services Management.
- b. Distinguish the goods marketing and service marketing.
- c. Analyze the role and relevance of quality in services

### **UNIT- I: Introduction to Services and concepts**

Services- meaning and definition, Role of service sector in an economy, Difference between goods and services, Classification of services, Factors responsible for growth of service sector, Characteristics of services and its strategic implications, Challenges of services, Service Encounters- meaning and types.

### **UNIT- II: Marketing Mix for Services (4Ps)**

Product Mix- service product- meaning, levels of service product (core level, expected level, augmented level and potential level), The Flower of Service Model- Facilitating Supplementary Services and Enhancing Supplementary Services. Price Mix-meaning, pricing approaches. Place Mix- meaning, Choice of channels- Direct channels, Indirect channels, franchising, E-channels. Promotion Mix-meaning, Strategies for managing service promotion.

### **UNIT- III: Extended Marketing Mix (People, Process & Physical Evidence)**

People Mix- meaning, types of service personnel, importance of people in services. Process Mix- Service Delivery Process -Critical importance of service employees in service delivery- Services Triangle- meaning and concept; blueprinting of service processes. Physical Evidence- meaning, importance, key dimensions of service environment

### **UNIT- IV: Service operations management**

Service Demand, Types of Demand and supply management, waiting line management, reservation strategies, Service Quality-meaning, components of service quality, service quality dimensions, Gap model of service quality (SERVEQUAL) 5 gaps and strategies for each gap. Customer retention-meaning, Service failure and recovery – meaning, service recovery strategies.

**Suggested Readings: (Latest Edition):**

- Zeithaml, Valarie & Bitner, Mary Jo. Services Marketing. Tata McGraw Hill
- Christopher Lovelock Jochen Writz: Services marketing- People, Technology, Strategy: World Scientific Publishing Company.
- Clow, Kenneth E. & Kurtz, David L. Services Marketing- Operation, Management and Strategy, (Second ed). Biztantra.
- Woodruffe, Helen. Services Marketing. MacMillan.
- Srinivasan, R. Services Marketing – The Indian Context. Prentice Hall.
- Rust, Roland; Zahorik, Anthony & Keiningham, Timothy. Services Marketing. Eastern Press, Bangalore.
- Shankar, Ravi. Services Marketing – The Indian Perspective. Excel Books.
- Venugopal, Vasanti. Services Marketing. Himalaya Publications
- Fisk, R. P., Grove, S. J., & John, J.: Interactive services marketing. New York.
- Gronroos, C.: Service Management and Marketing - A customer relationship management approach, New York: John Wiley.
- Hoffman, K. D., & John, E. G. B.: Marketing of services: Concepts strategies and cases, Thomson-South Western.
- K. Rama Mohana Rao: Services Marketing, Pearson India.
- Nimit Chowdhary, Monika Chowdhary: Marketing of Services, Macmillan India.
- Rajendra Nargundkar: Services Marketing, Mc Graw-Hill, 2nd edition.