

प्रस्तुत पाठ्यक्रम में जो भी सामान्य नियम दिये गये हैं वे अभ्यर्थियों की सुविधा हेतु दिये गये हैं। किसी भी प्रकरण में असंगति, सन्देह अथवा अपूर्णता एवं व्याख्या में मदभेद होने की स्थिति में परिनियम, अधिनियम एवं अध्यादेशों द्वारा विहित प्राविधान ही मान्य एवं सर्वोपरि होंगे।

– कुल सचिव

# **BUNDELKHAND UNIVERSITY JHANSI**



**वाणिज्य संकाय**

**Ordinances for B.Com  
(Bachelor of Commerce)  
2008 - 09 - Onwards**

1. The examination of Bachelor of Commerce shall consist of three parts :
  - (a) B.Com Ist Year
  - (b) B.Com IInd Year
  - (c) B.Com IIIrd Year
2. A candidate, who passed intermediate board or equivalent examination shall be admitted to the B.Com (Part One) examination.  
A candidate, who after passing B.Com (Part One) examination shall be admitted to the B.Com (Part two) examination.  
A candidate, who after passing B.Com (Part two) examination shall be admitted in B.Com (Part three) examination for the degree of Bachelor of Commerce.
3. B.Com (Part one) & B.Com (Part Two) examination comprise of six papers each which are compulsory, however in B.Com (Part three) there are four compulsory papers and seven optional papers out of which the candidate has to select two optional papers.  
Each paper is of 50 marks.  
No division shall be awarded in B.Com (Part - I) and (Part II). The division shall be awarded at B.Com (Part III) on aggregative basis of all three years.  
First Division : 60% out of 900  
Second Division : 45% out of 900  
Third Division : 33% Out of 900

**B.Com (Ist Year) Examination  
2008 - 09 - Onward**

**COMPULSORY PAPERS :-**

	M.M.
1. Business Communication	50
2. Business Statistics	50
3. Financial Accounting	50
4. Business Regulatory frame work	50
5. Business Economics	50
6. Business Environment	50

**B.Com (IInd Year) Examination  
2008 - 09 - Onward**

**COMPULSORY PAPERS :-**

	M.M.
1. Public Finance	50
2. Company Law	50
3. Cost Accounting	50
4. Principle of Business Management	50
5. Income Tax	50
6. Money and Financial System	50

**B.Com (IIIrd Year) Examination  
2010 - 11 - Onward**

**COMPULSORY PAPERS :-**

	M.M.
1. Corporate Accounting	50
2. Auditing	50
3. Marketing Management	50
4. Management Accounting	50

**OPTIONAL PAPERS :-**

1. Industrial Law	50
2. Personnel Management	50
3. Production Management	50
4. Fundamental of Insurance	50
5. Entrepreneurship & Innovation	50
6. Business Mathematics	50
7. Indirect Tax	50

*Revised Syllabus*  
*Of*  
*B.Com I, II & III*  
*2008-2009 - Onward*  
*Bachelor of Commerce*

**Detailed Syllabus**  
**B.Com Ist Year**  
**(2008-2009 - Onward)**

**BACHELOR OF COMMERCE (B.COM)**

**Note :-** There shall be six papers in B.Com. Part-I. All papers are compulsory. Each paper carries 50 marks.

- 1- BUSINESS COMMUNICATION.**
- 2- BUSINESS STATISTICS.**
- 3- FINANCIAL ACCOUNTING**
- 4- BUSINESS REGULATORY FRAMEWORK**
- 5- BUSINESS ECONOMICS**
- 6- BUSINESS ENVIRONMENT.**

**PAPER -1 BUSINESS COMMUNICATION**

Basic forms of communication, communication models and processes; effective communication; theories of communication; Audience analysis.

Self-development and Communication : Development of Positive Personal Attitudes; Analysis; Interdependence; Whole Communication.

Corporate Communication : Formal and Informal Communication Networks; Grapevine; Miscommunication (Barriers); Improving Communication.

Practices in Business Communication; Group Discussions; Mock Interviews; Seminars; Effective Listening Exercises; Individual and Group Presentation and Reports Writing.

Principles of Effective Communication

Writing Skills : Planning Business Messages; Rewriting and Editing; The First Draft; Reconstruction the final draft ; business letters and memo formats; appearance request Letters, good news and bad news Letters, persuasive Letters, sales Letters; collection Letters, office memorandum.

Report writing : introduction to a proposal, short report and formal report preparation.

Oral presentation : principle of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Non - verbal aspect of communicating.

Body language : kinesics, proxemics, Para language.

Effective Listening : principles of effective Listening, factors affecting listening exercises, oral, written and video sessions.

Interviewing Skills : appearing in interviews, conducting interviews, writing resume and Letter of application.

Modern forms of communicating : Fax, E-mail, Video conferencing etc.

## **PAPER - 2 BUSINESS STATISTICS**

Introduction : Statistics as a Subject; Descriptive Statistics - compared to Inferential Statistics;

Types of Data; Summation Operation;

Analysis of Univariate Data: construction of frequency Distribution; concept of central tendency and Dispersion and their Measures; Skewness and Measures.

Analysis of Bivariate Date: Co-relation and regression

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 Deflating; Problems in constructing Index Numbers: consumer price Index.

Analysis of time series: causes of variations in time series; Data; Components of a time series; Decomposition- Additive and Multiplicative Models, Determination of Trend. (Including Linear, second degree, Parabolic and exponential Trend);

Forecasting and methods: forecasting-concepts types and Importance, general approach to forecasting, Forecasting Demand.

Theory of Probability :- Probability as a concept; Addition and multiplication laws of probability.

## **PAPER - 3 FINANCIAL ACCOUNTING**

**Meaning and Scope of Accounting** :- need, development and definition of accounting; branches of accounting : Objective of accounting. Book keeping and accounting.

**Accounting Principles** :- International accounting standards (only outline); Accounting Principles; Accounting standards in India.

**Accounting Transaction :** Accounting cycles; Journal rules of debit and credit; compound journal entry; Opening entry; Relationship between journal and ledger; Rules regarding posting; Trial balance; Sub division of journal.

Accounting of banking companies.

Accounting for general insurance companies.

Royalty accounts;

### **Insolvency Accounts :-**

Individual and Partnership firm.

**Branch Accounts :-** Dependent branches; debtor system, stock and debtor system; final account system; wholesale branch; independent branch; foreign branch.

**Hire-Purchase and Instalment payment system :** Meaning of hire purchase contract; legal provision regarding hire purchase contract; Accounting records for substantial sale value, and accounting records goods of small values; Instalment purchase system; after sales service.

## **PAPER - 4 BUSINESS REGULATORY FRAMEWORK**

Law of Contract (1872) :- Nature of Contract; Classification; Offer and Acceptance.

Capacity of parties to contract; Free Consent; Consideration: Legality of Object: Agreement declared void; performance of Contract; Discharge of Contract; Remedies for breach of contract.

Special contracts : Indemnity; Guarantee; Bailment and Pledge Agency.

Sale of Goods Act. 1930: Formation of Contracts of Sales: Goods and their Classification, Price, Conditions and Warranties; Transfer of Property in Goods; Performance of the contract of sales; Unpaid Seller and his rights, Sale by Action; Hire - Purchase Agreement.

Negotiable Instrument Act, 1881 : Definition of Negotiable Instruments; Features Promissory note; Bill of Exchange and Cheque; Holder and the Holder in Due course; Crossing of Cheque, Types of Crossing; Negotiation; Dishonor and Discharge of negotiable instrument.

The Consumer protection act, 1981 : salient features; Definition of consumer; Grievance Redressal Machinery;

Foreign Exchange Management Act, 2000: Definition and Main Provision.

## **PAPER - 5 BUSINESS ECONOMICS**



**Introduction :-** Meaning and limitation of economics and business economics; basic problems of economics, wants and its characteristics; law of diminishing marginal utility. working of price mechanism.

**Elasticity of Demand :-** Concept of measurement of elasticity of demand; price, income and cross elasticity's. average revenue, marginal revenue, and elasticity of demand; determinants of elasticity of demand; Importance of elasticity of demand.

**Production Function :** Law of variable proportions, Iso-quants; Economic regions and optimum factor combination : Expansion path; Returns to scale internal and external economics and diseconomies; Ridge lines.

**Theory of costs :-** short run and long run cost curves; traditional and modern approaches.

**Market Structure :-** Market structures and business decisions objectives of a business firm. A perfect competition profit maximization and equilibrium of firm and industry; short run and long run supply curves; Price and output determination. Practical applications. Monopoly: determination of price under monopoly: Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi-plant monopoly; Price discrimination, practical applications.

**Factor Pricing-I :-** Marginal productivity theory and demand for factors: Nature of supply of factor inputs; Determination of wage rates under perfect competition and monopoly; Exploitation of labour; Rent concept; Ricardian and modern theories of rent; Quasi-rent.

**Factor Pricing - II :-** Interest concept and theories of interest; Profit nature, concepts and theories of profit.

## **PAPER - 6 BUSINESS ENVIRONMENT**

**Indian Business Environment :** Concept, Components and importance

**Economic Trends :** Income, Saving and investment; Industry : Trade and balance of payments, Money : Finance prices

**Problem of Growth :** Unemployment : Poverty, Regional imbalances, Social injustice; Inflation; Parallel economy; Industrial Sickness.

**Role of Government** : Monetary and fiscal policy; Industrial licensing, Privatizations; Liberalization & Globalization; Devaluation; Export-Import policy; Regulations of foreign investment; Collaborations in the light of recent changes.

**The Current Five - Year plan** : Major Policies; Resource allocation.

**International Environment** : International trading environment; Trends in World trade and the problem of developing countries; Foreign trade and economic growth; International economics institutions-GATT, WTO, World Bank, IMF.

**Detailed Syllabus**  
**B.Com IInd Year**  
**(2009-2010 - Onward)**

**Note** :- There shall be six papers in B.Com. Part-II. All papers are compulsory. Each paper carries 50 marks.

- 1- **PUBLIC FINANCE**
- 2- **COMPANY LAW**
- 3- **COST ACCOUNTING**
- 4- **PRINCIPLE OF BUSINESS MANAGEMENT**
- 5- **INCOME TAX**
- 6- **MONEY AND FINANCIAL SYSTEM**

**Paper - Ist**  
**PUBLIC FINANCE**

**Introduction** - Definition and Scope of public Finance; Public & Private Finance; Principle of Maximum Social Advantage; Importance of Public Finance.

**Public Revenue** - Classification of public Revenue; Sources of public Revenue; principle of Taxes; Problem of Equity in Taxation; Incidence of Taxation; Effect of Taxation; Requirements of a Sound Tax System; Taxable Capacity.

**Public Expenditure** - Classification of public Expenditure; Causes of public Expenditure; Importance & Objectives of public Expenditure; Economic Effects of public Expenditure; Principle of public Expenditure.

**Public Debt** :- Objectives & Importance of public Debt; Classification of public Debt; External & Internal Debt; Effects of public Debt; Method of Raising Public Debt; Redemption of Public Debt; Capital Levy; Deficit Financing.

**India Public Finance** :- Finance Commission; Financial Administration; Govt. Budgeting - Meaning, Importance and types; Budget- Its Preparation Legislation and Execution; Central, State and Local Finance - Source of Revenue and Items of Expenditure and related Issues; fiscal Policy.

### **Paper - IInd**

#### **COMPANY LAW**

Corporation Personality; Kind of companies, Promotion and incorporation of companies, Memorandum of Association; Articles of Association; Prospectus, Capital management - borrowing Powers and charges, debenture, Directors - Managing Directors, Whole time director, Company meeting-kinds, quorum, voting resolutions minutes, Majority Power and rights; preventions of oppression, and Mismanagement, minutes, Winding up-kinds and conduct.

### **Paper - IIIrd**

#### **COST ACCOUNTING**

Introduction; Meaning, Objectives and Advantage of cost accounting VS Financial Accounting; Method and techniques; Element of cost; concept of cost audit, Accounting for Material: Material cost control; concept and techniques; pricing of material issues; Treatment of material losses, Accounting for Labour; Labour cost control, procedure; Labour turnover; Ideal time and over time; Method of wages payment-time and piece rates; Incentive Schemes, Accounting for Overheads; Classification and Allocation of overheads; Absorption of overheads;

Machine hour rate, Unit or output costing; job batch and contract costing Operating costing; Process costing, Reconciliation of cost and financial accounting, Costing Techniques and marginal costing. Break-even-point (BEP)

## **Paper - IVth**

### **PRINCIPLE OF BUSINESS MANAGEMNET**

Introduction; Concept, process and signigicance of management; Contribution regarding modern management thought: Henery Fayol's & F w Taylor's : An overview of functional of management : Development of management thought; Classical and neo-classical systems;contingency approaches, Planning concept, process and types, significance of planning; Decision-making-concept and process; Management by objectives, Organising; concept; nature, process and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentalization, Organization Structure.

Motivating and leading people at Work: Motivation concept: Theories Maslow, Harzberg, McGregor, financial and non-financial incentives. Leadership-concept and leaders styles / theories, Communication-nature, process, network, and barriers; Effective communication, Managerial Control: concept and process: Effective control system; Techniques of control. STAFFING-Activities involved in staffing; function and significance. The process of recruitment and selection, Training -importance read and techniques, Management of change; Concept, nautre, and process of planned change; Resistance to change; Emerging horizons of management.

## **Paper - Vth**

### **INCOME TAX**

Basic concepts: Income, agriculture Income, casual income, assessment year, previous year, gross total income, total income, person;, Basis of charge; Scope of total income, residence and tax liability, income that does not form part of total income.

Heads of income: Salaries; Income from House property; Profit and gains of business or profession, Capital Gains; Income from other sources, Computation of Tax Liability: Computation total income and tax liability of an Individual: Deduction from gross total income, Tax Management: Tax deduction at source; Advance payment of tax; Assessment procedures;, Tax Administration; Authorities, appeals, penalties.

## **Paper - VIth**

### **MONEY AND FINANCIAL SYSTEM**

Money : Functions; Alternative Measures to money supply in India-Their Different Components; meaning and Changing Relative Importance of each; High Powered Money, Finance: Role of Finance in an Economy; Kinds of Finance; Financial System Components Financial Intermediaries; Markets and Instruments and their functions, Indian Banking System: Definitions of Bank commercial Banks - Importance and Functions; Structure of Commercial banking System in India; Balance Sheet of a Bank; Meaning and Importance of main liabilities and assets; Regional Rural banks; Co-operative Banking in India, Process of credit creation by Banks: credit creation process; Determination of money supply and Total Bank credit, Developments Banks: developments Banks and other Non Banking Financial Institutions: Their main features; unregulated credit market in India-Main Feature, The Reserve Bank of India: Functions.

Instruments of Monetary and credit control; main features of monetary policy since Independence, Problems and Policies of Allocation of Instrumental Credit; problems between the government and the commercial Sector.

### **Detailed Syllabus**

#### **B.Com Part - III**

**(2010 - 2011 - onward)**

Note : There shall be six papers in B.Com. Part-III Four shall be compulsory and Two papers are optional which student have to select from seven Optional papers. Each paper carry 50 marks.

#### **COMPULSORY PAPERS**

1. Corporate Accounting
2. Auditing
3. Marketing Management
4. Management Accounting

#### **Optional Papers :-**

1. Industrial Law

2. Personnel Management
3. Production Management
4. Fundamental of Insurance
5. Entrepreneurship & Innovation
6. Business Math
7. Indirect Tax

### **Paper - Ist**

#### **CORPORATE ACCOUNTING**

Concept of Company : Structure of share capital, statutory accounts books, types of shares, issue forfeiture and re-issue of shares, issue of right shares, Issue and redemption of debentures, redemption of preference shares, issue of bonus shares, Acquisition of buiness by a company, profit and loss prior to incorporation, Amalgamation, Absorption and Reconstruction of companies as per accounting standard 14, Accounting of holding companies and Liquidation, Valuation of goodwill and shares.

### **Paper - IInd**

#### **AUDITING**

Introduction : Meaning and objectives of auditing; Types of audit; internal audit, **Audit Process:** Audit programme; Audit note book; working papers and evidence; consideration for commencing a new audit; Routine Checking and Test checking, **Internal check System and Internal control**, Audit procedure; Vouching; Verification of Assest and liabilities, **Audit of Limited Companies:**

- a. Company auditor - Appointment, Powers, Duties and Liabilities.
- b. Divisible profits and dividend.
- c. Auditor's report - clean report and qualified report.
- d. Special audit of banking companies.
- e. Audit of educational Institutions.
- f. Audit of Insurance Companies.

Investigation : Objects of Investigation; Audit of non-profit companies.

- a. Where fraud is suspected, and
- b. When a running business is proposed:

Nature and significance of cost audit, management audit.

## **Paper - IIIrd**

### **MARKETING MANAGEMENT**

#### **Introduction :-**

Concept of Market, Marketing and Marketing Management, Industrial and Consumer Marketing, system approach to marketing institutions, marketing functions.

#### **The Consumer :-**

The consumer behavior, buyer's motivation and Incentives.

#### **Marketing Structure :-**

Retailing functions and dimensions, Operating Problems of retailers and wholesalers; large and wholesalers large scale relating system.

#### **Channels of distribution :-**

Channel, policy and its importance selection of channels decision areas in channels distribution, managing distribution channels.

#### **Market segmentation :-**

Meaning and importance, product, differentiation and market segmentation alternative marketing strategies.

#### **Pricing :-**

Pricing objectives. Meaning and importance of price, basic methods of price determination, price policies and strategies.

#### **Promotion :-**

The promotional programme management of personal selling management of advertising, advertising copy and media advertising and sales force decisions.

#### **Government and Marketing :-**

State policy regarding marketing state trading in India, Regulation of stock exchange and product exchange.

#### **Product :-**

Classification of products, new products development and introduction.

## **Paper - IVth**

### **MANAGEMENT ACCOUNTING**

Management Accounting:-meaning nature, scope and function of management accounting, role of management accounting in decision making; management accounting vs financial accounting; Tools and techniques of management accounting.

Financial Statements :- Meaning and types of financial statement; limitations of financial statements; objectives and methods of financial statements analysis.

Ratio analysis :- classification of ratios; profitability ratios, turnover ratios. solvency ratios, Advantage of ratio analysis; Limitations of ratio analysis. Funds flow statement as per Indian Accounting standard 3, Cash flow statement.

Standard costing and variance Analysis :- Meaning of standard cost and standard costing; Advantages and application; variance analysis, material labour and overhead variances.

Break Even Analysis: Meaning, assumptions, Limitations and uses of break even analysis, profit volume analysis meaning and application of profit volume ratio; Marginal and differential as a tool for decision making.

Budgeting for profit planning and control :-

Meaning of budget and budgetary control; Objectives; merits and limitations; Types of budget; Fixed and flexible budgeting; control ratios; Zero base budgeting; Responsibility accounting.

## **Paper - Ist**

### **INDUSTRIAL LAW**

The factories act	Importance, Definition, Provisions of the Factories Act relating to health, Safety and Welfare of the workers. Working hours of Adults and Young persons.
Industrial Disputes Act	Meaning of Industrial Disputes, Authorities under the Industrial Disputes Act, their duties and rights, strikes and lockouts, Lay off and Retrenchment.
Indian Trade Union Act	Definition and Registration of Trade Unions. Rights and Liabilities of Registered Trade Unions,
Employees State Insurance Act.	Constitution and Functions Employees, State Insurance Corporation, Standing Committee and Medical Benefit Council, Provisions Relating to Contribution and Benefits.
Workman compensation Act	A brief study of the provisions to compensation of workman.
Minimum wages Act	A brief study of Minimum Wages Act.
Payment of Wages Act	A brief study of Payment of Wages Act.

## **Paper - IInd**

### **PERSONNEL MANAGEMENT**



1. Personnel management - introduction, nature and scope of Personnel management. Perception and interpersonal resources. Human resources and development.
2. Personnel policies, organization of personnel department. Employment and recruitment, promotion transfer demotion lay off.
3. Wage and salary administration, appraisal matter relating to wages payment systems and job evaluation.
4. Personnel problems - Description turnover, absentees, moral of workers, health, safety and welfare developing corporation, management of changes; Trade Unions and employers organization
5. Growth and problems - workers participation in management collective bargaining, prevention and settlement of disputes,
6. Human needs and motivation-workers need motivation leadership.

### **Paper - IIIrd**

## **PRODUCTION MANAGEMENT**

### **Introduction :-**

Meaning of production and production management function, Organization of production Department.

### **Production Decisions :-**

Planning of New product, Product Development, principles, Diversification, Simplification, Standardization and specialization.

### **Factory Planning :-**

Plant location, Layout, Maintenance and Work Environment

### **Production Planning and Control :**

Meaning, Objectives and techniques - Routing, scheduling, Dispatching and Follow-up

### **Production Economics :-**

Determining Optimum size of plant, Multi-shift working, Product mix, capacity utilization and economics of substitutability make or buy decisions.

### **Production system and machines :-**

Continuous and intermittent system, Simplification of mechanization, consideration in selection of machines and tools, general purpose and special purpose machine and tools.

**Paper - IVth**  
**FUNDAMENTAL OF INSURANCE**

Introduction to Insurance : purpose and Need of Insurance; Insurance as a Social Security Tool; Insurance and Economic Development.

Fundamentals of Agency Law: Definition of an Agent; Agents Regulations; Insurance Intermediaries: Agents Compensation.

Procedure for Becoming an Agent: Pre-requisite for Obtaining a License; Duration of License; Cancellation of License; Revocation or Suspension/termination of Agent Appointment; Procedure regarding Settlement of Policy Claims.

Company Profile: Organizational Set-up of the Company; Promotion Strategy; Market Share; Important Activities; Structure; Product; Actuarial Profession; Product Pricing Actuarial Aspects; Distribution Channels.

Fundamentals/Principles of Life Insurance. Marine/Fire/Medical/General Insurance; Contracts of Various Kinds; Insurable Interest.

**Paper - Vth**  
**ENTERPRENEURSHIP & INNOVATION**

Introduction : Concept of Entrepreneurship, emergence of Entrepreneurial class. Theories of entrepreneurship, Nature and qualities of an entrepreneur, entrepreneurship development.

Starting a New venture, concept of project, project identification and formulation, project report, project appraisal, project design and network analysis, Location of an enterprise and choice of organization.

Important of small units and Government policy relating there to, Problems involved in small unit management, Reservation of spheres and licensing and registration of small units, Technological upgradation.

**Paper - VIth**  
**BUSINESS MATHEMATICS**

Percentage, Profit And Loss and ratio analysis.

Commission, Brokerage. Valuation of right shares; Exchange.

Combined, Weighted and simple arithmetic mean, arithmetic progression.

Simple and Compound Interest, Present worth and linear equation, logs and annuity.

Linear programming - Formulation of LPP: Graphical method of solution; problems relating to two variables including the case of mixed constraints; Simplex method of LPP.

## **Paper - VIIth**

### **INDIRECT TAXES**

Central Excise: Nature and Scope of Central Excise:, Important Terms and Definitions under the Central Excise, Act: General Procedures of Central Excise: Clearance, and Excisable Goods: Concessions to Small Scale, Industry under Central Excise Act: CENVAT, Customer: Role of customers in, International Trade : Important Terms and Definitions, under the customers Act 1962:Assessable Value; Baggage; Bill of Entry; Dutiable Goods; Duty; Exporter; Foreign Going Vessel; Aircraft Goods; Import; manifest; Importer; Prohibited Goods; shipping Bill; store; Bill of lading; Export manifest; Letter of Credit; kinds of Duties - Basic, Auxiliary, Additional or Countervailing ; Basics of Levy - Advalorem, Specific Duties; Prohibited of Export and Import of Goods and Provision Regarding Notified Important & Specified Goods; Importance of Goods - Free Import and Restricted Import; Types of Import-Import of Cargo, Import of Personal Baggage, Import of Store. Clearance Procedure for Import by Post; Prohibited Exports; Canalized Exports; Exports against Licensing; Types of Export of Cargo, Export of Baggage; Export of Cargo by Land, Sea and Air Routes, Central Sales Tax : Important terms and Definition under the Central Sales Tax Act, 1956 - Dealer Declared Goods, Place of business, Sale, Sale Price, Turnover, Year, Appropriate Authority; Nature and Scope of Central Sales Tax Act; Provisions relating of Inter-State sales; Sales in side a state; Sales/Purchases in the Course of Imports out of India. Registration of Dealers and Procedure Thereof; Rate of Tax; Exemption of Subsequent Sales; Determination of Turnover. Principles for determining levy of central sales Tax; concept of sale or purchase of goods in the course of central/ state trading; when does sales sales or purchase of goods take place in the course of imports and exports. Registration of Dealer and procedures thereof; rates and tax; sales against 'C' and 'D' forms; exemption of subsequent sales.

## **Ordinances For M. Com**

### **(Master of Commerce)**

### **M.Com (Previous) Examination**

### **(2008-09 - Onward)**

1. The examination of degree of Master of Commerce shall consist of two parts :
  - (a) The Previous examination,
  - (b) The final examination

2. A candidate, who after obtaining Bachelor of Commerce (B.Com) degree shall be admitted to the previous examination for the degree of Master of Commerce.
3. A candidate, who after passing the previous M.Com examination of the University shall be admitted to the final examination for the degree of Master of Commerce.

### **M. Com (Previous & Final) Examination**

There shall be three compulsory papers in M.Com (Previous Examination) and three compulsory papers in M.Com (Final). There shall be six optional papers in M.Com (Previous) examination out of which two papers are to be selected. There shall be five optional papers in M.Com (Final) examination out of which the candidate has to select any one paper. In addition, there shall be a comprehensive Viva-Voce of 100 marks.

Each compulsory & Optional paper shall carry 100 Marks for both M. Com (P) & (F) examination. In order to pass a candidate must obtain atleast 36% of aggregate marks. The marks of the two examinations. Previous and Final, will be counted together on the pass list of final examination. No division will be assigned on the previous examination.

First Division : 60% out of 1000 marks.

Second Division : 48% out of 1000 marks.

Third Division : 36% out of 1000 marks.

### **Detailed Syllabus**

#### **M.Com - I**

**(2008-10 - onwards)**

#### **M.Com (Previous) Examination**

**2008 - 2009 - Onward**

<b>Compulsory Papers :-</b>	<b>M.M.</b>
1. Managerial Economics	100
2. Statistical Analysis	100
3. Financial Management	100

### **OPTIONAL PAPERS**

***The candidate has to selected any two papers from the following***

1. Corporate tax planning and management. 100

2. Human resource Management.	100
3. Advertising and Sales Management.	100
4. International Marketing	100
5. Security Analysis and Portfolio Management.	100
6. Strategic Management.	100

## **M.Com (Final)**

**Commenced From 2009-10 - Onwards**

### **COMPULSORY PAPERS :-**

1. Accounting for managerial Decisions	100
2. Corporate Legal Framework	100
3. Organizational Behavior	100
4. Comprehensive Viva - Voce	100

***The candidate has to select any one paper from the following :-***

1. Research Methodology
2. Financial Institutions and Market
3. Advanced Auditing
4. Marketing Research
5. Computer Application in Business

## **Detailed Syllabus M.Com (Part-I)**

**(2008-09 - onward)**

**Compulsory Papers :**

**Ist Paper**

**Managerial Economics**

### **OBJECTIVE**

This course develops managerial perspective to economic fundamentals as aids to decision making under given environmental constraints.

### **COURSE INPUTS**

**Nature and Scope of Managerial Economics** : - Objective of a firm; economic, Theory; Managerial Economist's role and responsibilities; fundamental economic concepts- Incremental principle, Opportunity cost principle, discounting principle, Equi-marginal Principle.

**Demand Analysis** : Individual and market demand functions; Law of Demand, determinants of demand; elasticity of demand-its nature, meaning and importance; Price Elasticity, Income Elasticity and cross Elasticity; Using elasticity in managerial decisions.

**Theory of Consumer Choice** : cardinal utility approach, Indifference Approach, revealed Preference and theory of consumer choice under risk; demand estimation for major consumer durable and non-durable products; demand forecasting techniques.

**Production theory** : production function-production with one and two variable inputs; stages of production; economics of scale; Estimation of production function; cost theory and estimation; economic value analysis and long run cost function their nature, shape and inter-relationships; law of variable proportions; law of returns to scale.

**Price Determination under different Market conditions** : characteristics of different market structures; price determination and firm's equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly.

**Pricing Practices** : Methods of price determination in practice; pricing of multiple products; price discrimination; international price discrimination.

## **IInd Paper**

### **Statistical Analysis**

- 1. Interpolation and Extrapolation** : Definition, limitations methods of interpolation and extrapolation - parabolic curve method, Newton's and Lagrange's methods.
- 2. Regression Analysis** : meaning, difference between correlation and regression analysis, regression coefficients, regression analysis of two variables.

3. **Association of Attributes** : Association of two attributes consistency of data in three attributes, coefficient of association of attribute and contingency, chi-square test in attributes.
4. **Elementary Theory in probability** : Concept probability simple, compound and mutually exclusive events, addition and multiplication theorems conditional and marginal probabilities.
5. **Theoretical Frequency Distribution** : Characteristics of binomial, Poisson and normal distribution. Pascal's triangle, Calculation of expected frequencies through binomial, Poisson, and Normal Distribution Method, comparison of expected and observed frequency and chi-square test.
6. **Sampling theory** : Large and small samples analysis, standard errors test of Significance, Student's 't' test, 'f' test. Testing the significance on Proportions.
7. **Analysis of Variance** : Analysis of variance in one-way and two way Classification and construction of ANOVA table.
8. Statistical Quality Control.

## **IIIrd Paper**

### **Financial Management**

#### **OBJECTIVE**

The objective of this course is to help students to understand the conceptual framework of financial management and its application

Under various environmental constraints.

#### **COURSE INPUTS :**

**Financial Management** : Meaning, Nature and scope of finance; financial goal-Profit vs. Wealth Maximization; Finance Functions-Investment, financing and Dividend Decisions.

**Capital Budgeting** : Nature of Investment Decision; Investment Evaluation Criteria - Net present Value, Internal Rate of Return, profitability Index, Payback Period, Accounting Rate of Return; NPV and IRR Comparison; Capital Rationing Risk Analysis in capital budgeting.

**Cost of Capital** : Meaning and significance of cost of capital, calculation of cost of debt preference capital equity, Capital and retained earnings combined cost of capital (weighted) cost of equity and CAPM

**Operating and financial leverage** : Measurement of Leverages; effects of operating and financial leverage on profit; Analyzing alternate financial plans; combined financial and operating leverage.

**Capital structure theories** : tradition and M.M. Hypothesis-Without taxes and with taxes; determining capital structure in practice Dividend Policies: Issues in Dividend Decisions Walter's model, Gordon's model, MM Hypothesis, dividend and uncertainty relevance of divided Dividend behavior

**Management of working Capital** : meaning, significance and types of working capital; calculating operating cycle period and estimation of working capital requirement; financing of working capital and norms of bank finance; source of working capital Factoring services; various committee reports on bank finance; Dimensions of working capital management, management of cash, receivables and inventory

## **(Optional Papers)**

### **Paper - Ist**

## **Corporation Tax Planning and Management**

### **COURSE INPUTS**

- 1. Introduction to Tax Management** : Concept of tax planning tax avoidance and tax evasions; corporate taxation and dividend tax
- 2. Tax planning for new business** : Tax Planning with reference to location nature and form of organization of new business.



3. **Tax planning and financial management** : Tax planning relating to capital structure decision, policy, inter-corporate dividend and Bonus share.
4. **Tax planning and management decisions** : Tax planning respect at own or lease, sale of assets used for scientific research, make or by decisions, repair, replace, renewal or renovation and shutdown or continue decisions.
5. **Special tax provisions** : Tax provisions relating to free trade zones infrastructure sector and backward areas : tax incentives for exports.
6. **Tax Issues Relating to amalgamation** : tax planning with references to amalgamation of companies.
7. **Tax payment** : Tax deductions and collection source advance payment of tax.

## **Paper - IInd**

### **Human Resource Management**

1. **Human Resource Management (HRM)** - Basic concepts, scope, objectives, importance and functions of human resources management.
2. Personnel polices - Meaning definition, objectives, needs of personnel policies, Basic principal of personnel polices, characteristics of an ideal personnel polices, formation of personal polices.
3. Man-Power Planning-Meaning definition need and importance of man power planning, process of man power planning.
4. Recruitment - need of recruitments, recruitment policy, source of recruitment, methods of recruitment. Selection basic principle of selection, Selection process, placement, education.
5. Promotion - Causes of promotion, principle of promotion, promotion policy, demotion, causes of demotion, transfer, causes of transfer, dismissal; discharge; suspension.
6. Training - Objective, need of training, methods of training, principle of training, executive development, importance of executive development, planning of executive development program, method of executive development.

7. Job analysis-Meaning, objective of job analysis, aspects of job analysis, job description and job specification. Performance appraisal, objectives, process and methods of performance appraisal, utility of performance appraisal. job evaluation.
8. Special problems - labour turnover, labour absenteeism; discipline accident; fatigue & evaluation.
9. Grievance - meaning, causes of grievance handling procedure, principle of grievance handling. incentives & fringe benefits.
10. Motivation - elements, importance, types of motivation. Communication objectives. Elements of an effective communication, importance, types, process & barriers of an communication.

## **Paper - III rd**

### **Advertising and Sales Management**

#### **COURSE INPUTS**

1. Advertising : defined, advertising as a tool of marketing; advertising effect economic and social, advertising and consumer behaviour, and advertising scene in India.
2. Advertising objectives and advertising budgets.
3. Advertising media-print media, broadcasting media, on media advertising; Media planning and scheduling; adverting on internet; media selection decision.
4. Message design and development : managing advertisement copy development, types of appeal, copy testing.
5. Measuring advertising effectiveness : managing advertising agency client relationship; promotional scene in India; technique for testing advertising effectiveness.
6. Selling : concept, objective and function of sales management; fundamentals of selling; selling process; salesmanship; product and customer knowledge.
7. Sales planning : importance and type of sales planning, sales planning process, sales forecasting; determining sales territories, sales quotas and sales budget.
8. Sales organization : setting up a sales organization; planning process; principle of determining sales organization.
9. Sales force management : estimating manpower requirements for sales department; planning for manpower recruitment and selection. Training and development, placement and induction; motivating sales force; leading the sales force; compensation and promotion policies; sales meeting and contest.

10. Control process : analysis of sales volume. Costs and profitability; managing expenses of sales personnel; evaluating sales force performance.

## **Paper - IVth**

### **International Marketing**

#### **COURSE INPUTS**

International Marketing : Nature, definition, and scope of international marketing; Domestic marketing vs., International marketing: international marketing environment external and internal, Identifying and selecting foreign market: Foreign market entry mode decisions, Product planning for international market: Product designing: standardization vs. adoption branding and packaging; Labelling and quality; after sales services, International pricing: Factor influencing international price; pricing process; process and method; international price quotation and payments terms, Promotion of Product/Services abroad: methods of international promotion: direct mail and sales; literature, advertising; personnel selling; trade fairs and exhibitions, International Distribution : Distribution channel and logistics decisions; selection and appointment of foreign sales agents.

## **Paper - Vth**

### **Security Analysis and Portfolio Management**

#### **COURSE INPUTS**

1. Investments : Nature and scope or investments analysis elements of investment, approaches to investment analysis concept of return and risk and analysis, measurement of return and risk,
2. Financial Assets : type and their characteristic sources of financial information
3. Security Markets : Primary and Secondary market: primary market role, function and method of selling securities, primary market; allotment procedure; new financial instruments.
4. Public Issue : SEBI Guidelines on public issue, size of issue, pricing of issue promoters 'contribution' appointment, bankers underwriters brokers register and mangers bankers and allotment of share
5. Secondary Market : Role, importance, type of brokers, trading mechanism, listing of securities in stock exchanges, screen based trading Depository role and need; depositories Act 1996

6. Valuation of securities : bonds, Debentures, preference share. Equity share
7. Fundamental Analysis : Economic analysis industry analysis and company analysis
8. Technical Analysis : Trends, indicators, indices and moving average applied in technical analysis
9. Efficient Market Hypothesis : weak, semi-strong and strong market and its testing techniques
10. Portfolio Analysis : Estimating rate of return and standard deviation of portfolio. Effect of combining the securities; Markowitz Risk-return optimization, single index model or market model; portfolio total risk portfolio market and unique risk, simple Sharpe's optimization solution
11. Capital Market theory : Capital market line, security market line, risk free lending and borrowing factor models, arbitrage pricing theory, two factor and multi factor models; principal of arbitrage portfolios
12. Portfolio performance Evaluation : measures of return, risk-adjusted, measures of return, market timing evaluation criteria procedures

## **Paper - VIth**

### **Strategic Management**

#### **COURSE INPUTS :**

Concept of Strategy : Defining strategy, levels at which strategy operates; approaches to strategic decision making and purpose objectives and goals strategic business unit (SBU);  
Function Level Strategies

Environment Analysis and Diagnosis : Concept of environment scanning and its components : environment scanning and appraisal; organizational appraisal; strategic advantage analysis and diagnosis

Strategy Formulation and choice of alternative : strategies modernizations diversification intergration merger take-over and joint strategies; Turnaround, diversification integration merger take-over and joint strategies; choice-industry, competitive and SWOT Analysis; Factor affecting strategic choice; generic competitive strategies cost leadership, differentiation focus value chain analysis. Bench marking, service blue printing

Functional Strategies marketing production/operation and R&D plans and policies.

Functional Strategies personnel and financial plans and policies.

Strategy Implementation : Inter - relationship between formulation and implementation issues in strategy implementation, Resource allocation.

Strategy and structure: structural considerations, structures for strategies organizational design and change.

Strategy Evaluation : overview of strategic evaluation, strategic control techniques of strategic evolution and control.

Global issues in strategic management.

**Detailed Syllabus**  
**M.Com (II)**  
**(2009-10 - Onward)**  
**Compulsory Papers**  
**Paper - Ist**  
**Accounting for Managerial Decisions**

**OBJECTIVE**

The objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions.

**Course input**

Introduction to accounting : management accounting as area of accounting; objectives, nature and scope of financial accounting. cost accounting and management accounting; management accounting and management decision, management accounting position rule and responsibilities.

Accounting plan and responsibilities centers, meaning and significance of responsibilities accounting. Responsibilities centers - cost center, profit center and investment center, problem in transfer pricing objective and determinant responsibilities center

Marginal costing and break even analysis concepts of marginal cost marginal costing and absorption costing marginal costing versus direct costing, cost value, profit analysis, break even analysis assumptions and practical application of break even analysis, decision regarding sales make or buy decisions and discontinuation of a product line etc.

Analysis of financial statement, horizontal, vertical and ratio analysis, cash-flow analysis, fund flow analysis

Reporting to management : objective of reporting needs at different levels, types of reports  
modes of reporting, reporting at different level of management

## **Paper - IInd**

### **Corporate Legal Framework**

#### **OBJECTIVE**

The objective of this course is to provide knowledge of relevant Provision of various laws influencing business operations .

#### **COURSE INPUTS**

The companies act, 1950 (relevant provision), Definition types of companies' memorandum of association, Articles of association prospectus memorandum of association, Articles of association prospectus share capital and membership Meeting and resolutions, company management managerial remuneration, winding up and dissolution of companies. The negotiable instrument act, 1881, definition, types of negotiable instrument, negotiable holder and holder in due course, payment in due course endorsement and crossing of cheque presentation of negotiable instruments legal environment for security markets SEBI Act 1992, organization and objectives of SEBI powers under securities Contract Regulation Act 1956 transferred to SEBI; Role of SEBI in Controlling The Security Markets.

Restrictive and Unfair Trade Practices, Consumer Protection Act. MRTP ACT 1969- Monopolistic trade practices, restrictive trade practices, unfair trade practices. The consumers protection Act 1986-salient Feature: definition of consumer, Rights of consumers, Grievance Redressal Machinery

Regulatory Environment for International Business: FEMA ACT, 1999 WTO, regulatory Framework of WTO, basic principle and its charter: WTO-Provisions Relating to preferential treatments developing countries; Regional Grouping, Technical Standards, Anti-dumping Duties And other NTBs; Custom valuation and dispute settlement: TRIP and TRIMs

## **Paper -IIIrd**

### **Organisational Behaviour**

Organizational behavior - concept and significance; relationship between management and organizational behavior, Emergence and ethical perspective; Attitudes; Perception; learning; personality; transactional analysis.

Motivation : process of motivation; theories of motivation need hierarchy theory, theory X, theory Y, two factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.

Group Dynamics and Team Development : Group dynamics definition and importance, types of group, group formation, group development, group composition, group performance factor;

Principle - centered approach to team development.

Leadership : Concept; Leadership styles; Theories - trait theory, behavioral theory, Fielder's Contingency theory; Heresy and Blanchard's situational theory; managerial grid; Likert's four System of leadership.

Organizational Conflict : Dynamic and Managerial; Sources, patterns, levels and types of conflict Traditional and modern approaches to conflict; Functional and dysfunctional conflicts; Resolution of Conflict.

Interpersonal and Organization communication : concept of two way communication; communication process; barriers to effective communication; type of organization communication; improving communication; transactional analysis in communication.

Organizational Development : Concept; Need for change, resistance to change; theories of planned change; Organizational diagnosis; OD intervention.

## **Optional Paper**

### **Paper - Ist**

### **Research Methodology**

#### **COURSE INPUTS**

##### **Introduction :**

Research, meaning, objectives, types of research approaches, research and scientific method-criterion of scientific methods

How research is done, criterion of good research. Defining the research problem, selecting the problem research methods CASE study, features how to do a case study: application of case study method

Research design: purpose, feature, different types of research designs formularize research design, descriptive research design, experimental research design, process and step, ex-post facto research design.

Collection of data: Sampling design, census and sample survey, steps in sampling design, types of sampling design, random sampling, stratified random sampling, cluster and sampling

Multi stage sampling, non- probability sampling measurement and scaling techniques, classification and tabulation

Questionnaire : Meaning types and application, construction of questionnaire, interviews method, types of interviews, structured and unstructured interviews, interview approaches, Qualities a good interviewer, observation method.

Processing and Analysis of data : Processing operations : types of analysis; statistics in research measures of asymmetry; simple regression analysis, correlation; theory of attributes and associations; time series analysis canon inon analysis, factor analysis cluster analysis, testing of Hypothesis, parametric non parametric tests.

Interpretation and report writing Interpretation meaning technique and precautions, report writing steps involved layout of research report, types report, oral, presentation, mechanics' of report wting, precautions for writing research report. How to give reference

Graphs and Diagrams : Diagrams and Graphs representation

## **Paper - IInd**

### **Financial Institutions and Market**

#### **COURESE INPUTS**

Introduction : Nature and role of financial system; financial system and financial markets Financial system and economic development; India financial system-an over view.

Financial Markets: Money and capital markets: Money market meaning; constituents function of money; market instruments call money; treasury bills; certificates of deposits; Commercial bills, Trade bills, recent trends in India money market; Capital market-primary and secondary markets; Depository systems; Government securities market; Role of SEBI-an over view; Recent development.

Reserve Bank of India: Organization; Management and function Credit creation and credit Control Monetary Policy.

Commercial Banks : Meaning function, management and investment policies of commercial banks; present structure, e-banking and e-trading; recent development in commercial banking.

Development Banks : Concept, objective and function of development banks; operation and promotional activities of developments banks; IFCI, ICICI, IDBI, IRBI, SIDBI, state development Authority-role and functions.

Unit Trust of India : Objective, function and various scheme of UTI; Role of UTI in industrial Finance.



Non Banking Financial Institutions : Concept and role of non-banking financial institutions; sources of finance; function of non-banking financial; investment policies of non-banking financial institutions in India.

Mutual Funds : Concepts, performance appraisal, and regulation of mutual funds (With special reference to SEBI guidance); designing and marketing of mutual funds scheme In India - an overview.

Merchant Banking : Concept, function and growth, Government policy on merchant banking services; SEBI guidance's future of merchant banking in India.

Interest Rate Structure : Determinants of interest rate structure, Differential interest rate; Recent changes in interest rate structure.

Foreign Investment : Type, trends and implications; Regulatory frame work for foreign investment in India

## **Paper - IIIrd**

### **Advanced Auditing**

#### **COURSE INPUTS**

Company audit-salient features of audit of company account, division profit, dividends and reserves, selected provisions of the company Act relating to the appointment removal and remuneration of company auditors rights, duties and liabilities of company auditors  
concept of true and fair audit report, difference between report and certificate, contents of the audit, types of the auditors's report

**Investigation** : Meaning, purpose, investigation to detect frauds misappropriations and defalcations investigation under companies Act.

Investigations in connection with purchase of a business appraisal by bank and financial institution

**SPECIAL AUDITS** : Banks Insurance companies cooperative societies, Government companies

**MANAGEMENT AUDIT** : It's Meaning, need and procedure, future trends in auditing : price level adjusted statements and their audit committess, social audit.

**COST-AUDIT** : Concept, Need, Procedure, Cost Audit Report

## **Paper - IVth**

### **Marketing Research**

#### **COURSE INPUTS**

Introduction to Marketing Research : Importance, nature and scope of marketing research : marketing information system and research : marketing research process and organization

Problem identification and Research Design : Problem identification and definition; developing a research proposal, types of research : exploratory, descriptive and conclusive research, experimental design

Data sources : Primary and secondary data sources and their usage ; online surveys, observation method; questionnaire preparation,

Aptitude measurement and scaling techniques - Elementary introduction to measurement scales.

Sampling plan : Universe, sample frame and sampling unit, sampling techniques, sample size determination.

Data collection : organization of field work survey, sampling and non sampling errors.

Data analysis : unvaried, bivariate and multivariate analysis, report preparation and presentation

Market research application : Product research, advertising research, sales and market research, international marketing research, marketing research in India

## **Paper - Vth**

### **Computer Applications in business**

#### **COURSE INPUTS**

Computer hardware : computer system as information processing system; different-types of computer system, hardware options-CPU input devices, output devices, storage devices, communication devices, configuration of hardware devices and their applications

Personal Computer : PC and its main components, hardware configuration, CPU and clock speed, RAM and secondary storage devices other peripherals used with personal computer; factors influencing PC performance; PC as a virtual office

Modern information technology : Basic idea of local area network (LAN) and wide area network (WAN); E-mail internet browsing ; multimedia

Introduction to Operation System : Software needs, Operating system application software, programming languages; DOS Windos - Window explorer, print manager control panel, paintbrush, calculator desktop my computer, setting, find, run; UNIX

Word processing: Introduction And Working with **MS-Word, MS-Office**, word basic commands; formating-test and documents; sorting and table; working with graphics; introduction to mail-merge

Spread Sheets : Working with EXCEL-Formating functions, chart features; working with graphics in excel; using worksheets as database in accounting, marketing, finance and personnel areas

Presentation With Power - Point : Power-point basics, creating presentation, the easy way working with graphics in power-point show time, sound effects and animation effects

Introduction to lotus smart data sheet analysis : Structure of spreadsheet and its application to accounting finance and marketing function of business: creating a dynamic/sensitive worksheet, concept mathematical, statistical logical and financial function ; Goal seeking and back solver tools using graphics and formating of worksheet sharing data with other desktop applications strategies of creating error free worksheet

Introduction to accounting packages : preparation of vouchers invoice and salary statement; maintenance of inventory records. Maintenance of accounting books and final accounts financial reports generation practical knowledge on wings accounting and wings and wings trade (Software) Tally etc.