

WEST BENGAL STATE UNIVERSITY



Syllabi for

**Three-year B.Com. Honours and
General Degree Courses**

Under 1+1+1 System of Examination

Introduced from the Academic Session 2011-12

B.Com. Honours & General Course Curricula / Structure

B.COM HONOURS IN ACCOUNTING & FINANCE

Part – I (Honours)

Language			
1.1a	Communicative English - 50 marks	50	
1.1b	Major Indian Language - 50 marks	50	
Honours Papers			100
1.1h	Cost & Management Accounting	100	
1.2h	Indian Financial System & Financial Market Operations	100	
Compulsory General Papers			200
1.1cg	Financial Accounting I	100	
1.2cg	Principles & Practice of Management & Business Communication (50 + 50)	100	
1.3cg	Principles of Marketing & E-Commerce (50 + 50)	100	300
Total			600

Part – II (Honours)

Honours Papers			
2.3h	Financial Accounting II	100	
2.4h	Direct & Indirect Taxation	100	
Compulsory General Papers			200
2.1cg	Information Technology and Its Application in Business (Theory 50 + Practical 50)	100	
2.2cg	Business Regulatory Framework	100	
2.3cg	Business Mathematics & Statistics	100	
2.4cg	Economics	100	400
Total			600

Part – III (Honours)

Honours Papers			
3.5h	Financial Accounting III	100	
3.6h	Auditing	100	
3.7h	Financial Management	100	
3.8h	Quantitative Techniques	100	
3.9h	Project Work	100	
			500
Compulsory General Paper			
3.1cg	Environmental Studies	100	
			100
Total			600

B.COM HONOURS IN MARKETING

Part – I (Honours)

Language			
1.1a	Communicative English - 50 marks	50	
1.1b	Major Indian Language - 50 marks	50	
Honours Papers			100
1.1h	Product & Pricing Management	100	
1.2h	Sales Organisation & Management	100	
Compulsory General Papers			200
1.1cg	Financial Accounting I	100	
1.2cg	Principles & Practice of Management & Business Communication (50 + 50)	100	
1.3cg	Principles of Marketing & E-Commerce (50 + 50)	100	300
Total			600

Part – II (Honours)

Honours Papers			
2.3h	Advertising and Sales Promotion	100	
2.4h	Elements of Costing & Taxation (50 + 50)	100	
Compulsory General Papers			200
2.1cg	Information Technology and Its Application in Business (Theory 50 + Practical 50)	100	
2.2cg	Business Regulatory Framework	100	
2.3cg	Business Mathematics & Statistics	100	
2.4cg	Economics	100	400
Total			600

Part – III (Honours)

Honours Papers			
3.5h	Consumer Behaviour & International Marketing (50 + 50)	100	
3.6h	Rural Marketing & Marketing of Services (50 + 50)	100	
3.7h	Retail Marketing & Marketing Logistics (50 + 50)	100	
3.8h	Marketing Research	100	
3.9h	Project Work	100	
			500
Compulsory General Paper			
3.1cg	Environmental Studies	100	
Total			600

B.COM GENERAL DEGREE COURSE

Part – I

Language			
1.1a	Communicative English – 50 marks	50	
1.1b	Major Indian Language – 50 marks	50	
General Papers			100
1	Cost & Management Accounting	100	
2	Money and Financial System	100	
Compulsory General Papers			200
1	Financial Accounting I	100	
2	Principles & Practice of Management & Business Communication (50 + 50)	100	
3	Principles of Marketing & E-Commerce (50 + 50)	100	300
Total			600

Part – II

General Papers			
3	Financial Accounting II	100	
4	Direct & Indirect Taxation	100	
Compulsory General Papers			200
1	Information Technology and Its Application in Business (Theory 50 + Practical 50)	100	
2	Business Regulatory Framework	100	
3	Business Mathematics & Statistics	100	
4	Economics	100	400
Total			600

Part – III

General Papers			
5	Financial Accounting III	100	
6	Auditing	100	
7	Financial Management	100	
			300
Compulsory General Paper			
1	Environmental Studies	100	
			100
Total			400

Detailed Syllabi

Common Paper for B.Com. Honours and General (Paper 1 and 2)

Paper 1.1b : LANGUAGE
Module II
Communicative English
Marks - 50

Unit 1. Listening & Understanding Lessons
Lectures- 8

Unit 2. Reading Skill: Intensive and Extensive Reading, Skimming and Scanning
Lectures- 6

Unit 3. Communication Skill: Conversation Practice, Debates, Colloquium
Lectures- 5

Unit 4. Writing Skill: Basic Rules, Introductory Grammar, Common Errors Writing CVs, Official Correspondence, Letter for approval of the authority, Circular, Agenda, Notice, Press Release, Report writing about the proceedings of any seminar, Preparation of official reports, etc.
Lectures- 15/ Marks-30

Unit 5. Business Communication: Letter to Vendor-quotation, Query for details of any item, Reminder letter, Newsletters, Newspaper Reports, Advertisement, etc.
Lectures- 10/ Marks- 20

Unit 6. Personality Grooming: Mock Interview, Group Discussions and Seminar Presentations.
Lectures- 6

(Units 4 & 5 are meant for Final Written Examination. Colleges should conduct test on Units 1, 2, 3, & 6 separately in the form of Class Test/ Class Assignments etc., apart from written test on Units 4&5)

Suggested Readings

- Nilanjana Gupta, Communicate with confidence, Anthem Press.
- V. Syamala, Effective English Communication for you, Emerald Publisher.
- Krishnamohan & Meera Banerji, Developing Communication Skills.
- R.K.Madhukar, Business Communication, Vikash Publishing House Pvt. Ltd.
- Shalini Sharma, Concepts of Professional Communication, Acme Learning.

Common Paper for B.Com. Honours and General

Paper 1 : FINANCIAL ACCOUNTING - I (MODULE-I : 50 marks)

<i>Unit</i>	<i>Topic</i>	<i>Details</i>	<i>Marks Obtained</i>	<i>No. of Lectures</i>
1	Introduction	<ul style="list-style-type: none"> • Nature of accounting; Users of accounting information; Financial & Management accounting; Qualitative characteristics of accounting information. • Double entry book keeping system - Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses. Accounting Cycle - Recording of transaction: Journal, Ledger and preparation of Trial Balance. • Bases of accounting; cash basis and accrual basis. • Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality, matching and full disclosures. 	8	8
	Concepts for determination of business income	<ul style="list-style-type: none"> • Revenue recognition: Meaning of revenue; objective; timing of recognition. Recognition of expenses. • Inventories: meaning. Significance of inventory valuation. Lower of cost or market rule; Inventory ascertainment and reconciliation. 	8	8
		<ul style="list-style-type: none"> • The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets; change in method of charging depreciation. Accounting for depreciation: Asset-depreciation, Asset-provision. • Reserves and provisions: Meaning; Objective; Types & Accounting 	8	8
		<ul style="list-style-type: none"> • Capital and revenue expenditures and receipts: general introduction only. • Adjustment and rectification. 	8	8
2	Final accounts	Preparation of financial statements: of sole proprietorship business entities from a trial balance - Manufacturing, Trading, P/L A/c and Balance Sheet	18	20
			50	56

Paper 1 FINANCIAL ACCOUNTING - I (MODULE-II : 50 marks)

<i>Unit</i>	<i>Topic</i>	<i>Details</i>	<i>Marks Obtained</i>	<i>No. of Lectures</i>
1	Introduction	Preparation of financial statements: a) from incomplete records b) of non-profit organisation	15	16
2	Accounting for special sales transaction	<ul style="list-style-type: none"> • Consignment: Basic features; difference with sales. Recording in the books of Consignor - at cost & at invoice price, Valuation of unsold stock; Ordinary commission. Treatment and valuation of abnormal & normal loss. Special commission; Del credere commission (with and without bad debt) - use of Consignment Debtors A/C. 		

		Recording in the books of Consignee • Accounting for sale on approval		
3	Sectional and Self balancing ledger	• Concept of sectional balancing, preparation of control accounts. Self balancing Ledger: advantages; Recording process; preparation of Adjustment accounts.	20	24
4	Insurance claim for loss of stock and for loss of profit	• Loss of stock: Physical & ownership concept; concept of under-insurance and average clause; computation of claim - with price change; consideration of unusual selling line; price reduction etc. • Loss of profit: Concept - insured & uninsured standing charges, GP rate, short sales and increased cost of working, average clause and computation of claim (simple type)		
5	Partnership accounts-I	P/L Appropriation account; Capital & Current account; Guarantee - by firm, by partner and both ; correction of appropriation items with retrospective effect. Change in constitution of firm - change in P/S ratio, admission, retirement and retirement cum admission - treatment of Goodwill, revaluation of assets & liabilities (with/without alteration of books), treatment of reserve and adjustment relating to capital; treatment of Joint Life Policy, Death of a partner	15	16
			50	56

Suggested Reading:

- Sukla, Grewal, Gupta: Advanced Accountancy Vol. I, S Chand
- R. L.Gupta & Radheswamy, Advanced Accountancy Vol. I, S. Chand
- Maheshwari & Maheshwari, Advanced Accountancy Vol. I, Vikash Publishing House Pvt. Ltd.
- Sehgal & Sehgal, Advanced Accountancy Vol. I, Taxman Publication
- B. Banerjee, Regulation of Corporate Accounting & Reporting in India, World Press.
- Hanif & Mukherjee, Financial Accounting, TMH
- Frank Wood, Business Accounting Vol 1, Pearson
- Tulsian, Financial Accounting, Pearson
- Accounting Standards issued by ICAI

Common Paper for B.Com. Honours and General

**Paper 2 : PRINCIPLES AND PRACTICE OF MANAGEMENT &
BUSINESS COMMUNICATION
MODULE - I
PRINCIPLES AND PRACTICE OF MANAGEMENT
Marks - 50**

Unit 1. Introduction to Management: Management - definition, importance, functions; Nature-as profession, science and art, universality of management; Levels of management; managerial tasks and skills (5 lectures/ 4 marks)

Unit 2. Different Schools of Management Thought: Classical School-contributions of Taylor and Fayol; Neo-classical School-Human Relations approach and Behavioural Science approach; (12 lectures/ 8 marks)

Unit 3. Planning: concept, importance, types, steps, barriers to effective planning and remedial measures; Strategic Planning-concept; Forecasting-concept, _____(12 lectures/ 8 marks)

Unit 4. Organizing : concept, importance, principles, Departmentation - need, basis, principles; Delegation of Authority elements, steps, barriers; Centralization and Decentralization of Authority; Span of Management -concept and determining factors _____(10 lectures /8 marks)

Unit 5 : Staffing : Human Resource Management - Concept & Significance. (4 lectures /4 marks)

Unit 6. Motivation & Leadership : concepts, importance, contributions of McGregor, Maslow, and Herzberg, leadership styles, leadership traits; _____(12 lectures /10 marks)

Unit 7. Co-ordination & Control : concepts, significance, principles, techniques, steps, (8 lectures /8 marks)

Suggested Readings

- Koontz and Weirich, Essentials of Management, Tata McGraw Hill, New Delhi
- Drucker, P F, Management Challenges for the 21st Century, Butterworth, Oxford
- Luthans, F, Organizational Behavior, McGraw Hill, New York
- Allen, L A, Management and Organisation, Tokyo
- Stoner and Freeman, Management, PHI, New Delhi
- Griffin, R W, Management, Houghtan Mifflin, Boston
- Tripathy, P C, Reddy, P N, Principles of Management, Tata McGraw Hill, New Delhi
- Ravichandran, K, Nakkiran, S, Principles of Management, Avinash Paperbacks, Delhi
- Jwalkar, Ghanekar & Bhivpathaki, Principles & Practice of Management, Everest Publishing House

- Parag Dewan, Management Principles & Practices, Excel Books

Common Paper for B.Com. Honours and General

**PAPER 2
MODULE- II
BUSINESS COMMUNICATION
50MARKS**

Unit-I: Introduction: definition, objectives, importance, elements, process, forms, models; levels of analysis of business communication; principles of effective communication, barriers to Communication and remedial measures, role of communication in conflict resolution

(10 Classes/ 10 marks)

Unit-II: Types of Communication: formal and informal communication; grapevine; characteristics of corporate communication; communication network

(10 Classes/ 10 marks)

Unit-III: Tools of Communication: emergence of communication technology; modern forms of communication - Fax, E-mail, Video Conferencing **(10 Classes/ 10 marks)**

Unit-IV: Drafting - notice, circular, resolution, minutes, report; CV writing, business letter writing - offer letter, quotation, status enquiry, confirmation, execution, refusal and cancellation of order, recommendation, credit collection, claim, bank loan

(20 Classes/ 20 marks)

Suggested Readings

- Anjanees Sethi & Bhavana Adhikari, Business Communication, TMH
- R.K.Madhukar, Business Communication, Vikash Publishing House Pvt. Ltd.
- Chaturvedi & Chaturvedi, Business Communication : Concepts, Cases and Applications, Pearson
- M.K.Shegal & Vandana Khetarpal, Business Communication, Excel Books

**Common Paper for B.Com. Honours and General
Paper 2.2 Chg: PRINCIPLES OF MARKETING & E-COM-
MERCE**

**MODULE I : Marks - 50
Principles of Marketing**

Unit - I

Marketing: meaning, importance, marketing concepts – traditional vs. modern; marketing vs. selling. (10 classes / 10 marks)

Unit - II

Market Segmentation: concept, importance, bases. (8 classes / 8 marks)

Unit - III

Marketing Mix: concept; 4 Ps vs. 4 Cs

Product: Definition, features, importance, types, PLC – concept. (8 classes / 8 marks)

Unit - IV

Pricing: importance; methods.

Promotion: elements of promotion mix; roles of advertising; personal selling; sales promotion; public relations (8 classes / 8 marks)

Unit - V

Marketing Channels: types; channel design decisions

Logistics Management: concept, importance

Marketing Information System (MIS): concept, components

Marketing Research: meaning, importance, process (8 classes / 8 marks)

Unit - VI

Retail Management: meaning, functions, types & formats, Recent trends in retailing

(8 lectures/ 8 marks)

Suggested Readings

- Kotler, P., Marketing Management, Pearson Education, New Delhi
- Ramaswamy and Namakumari, Marketing Management, Macmillan, New Delhi
- Stanton, Etzel et al, Fundamentals of Marketing, McGraw Hill, New York
- Baines, Paul, Chris, Fill, Page, Kelly, Marketing, Oxford University Press, Mew Delhi
- Saxena Rajan, Marketing Management, Tata McGraw Hill, New Delhi
- Panda, T. K., Marketing Management, Excel Books, New Delhi
- Raju M. S., Rao, J V P, Fundamentals of Marketing, Excel Books, New Delhi
- Madaan KVS., Fundamentals of Retailing, Tata McGraw Hill, New Delhi
- Kazmi, Marketing Management, Excel Books

Paper 2.2 Chg: PRINCIPLES OF MARKETING & E-COMMERCE
MODULE II
E-COMMERCE
50 MARKS

Unit 1. Overview of E-Commerce

Meaning. Importance in the context of today's business. Advantages of e-commerce (as compared with traditional system of commerce). E-commerce and e-business. Internet and its relation to e-business. Mobile Commerce-Basic Idea. [10 lectures/10 marks]

Unit 2. Categories of E-Commerce (Models)

Business to Consumer (B to C) model – Basic idea, major activities, major challenges. Models of B to C [portals, e-tailer, content provider, transaction broker] Business to Business (B to B) model – Basic idea, major activities, types of B to B market [independent, buyer oriented, supplier oriented, vertical and horizontal e-market place]. Other models – Business to Government (B to G), Consumer to Consumer (C to C), Consumer to Business (C to B).

[8 lectures/12 marks]

Unit 3. E-CRM

Concept & definition, features, Goals of E-CRM business framework, [5 lectures/6 marks]

Unit 4. E-Payment

Types of E-Payment – Payment card [credit card and debit card], Electronic or digital cash. Electronic or digital wallet. Stored value card [smart card]. Basic idea of online banking [core banking solution or CBS] [12 lectures/12 marks]

Unit 5. Introduction to ERP: Concept & definition, features, major characteristics, levels of

ERP, Benefits of ERP, Limitations of ERP.

[4 lectures/4 marks]

Unit 6. Supply Chain Management: Concept & definition, features,.

[6 lectures/6 marks]

Suggested Readings

- Gary Schneider, Electronic Commerce, Thomson Publishing.
- Pandey, Srivastava and Shukla, E-Commerce and its Application, S. Chand
- P.T. Joseph, Electronic Commerce – An Indian Perspective, P.H.I
- Bharat Bhaskar, Electronic Commerce, TMH
- Turban, King, Viehland & Lee, Electronic Commerce- A Managerial Perspective, Pearson.
- Ravi kalakota & A.B. Whinston, Electronic Commerce- A Manager's Guide, Pearson.
- Laudon & Traver, e-commerce – Business, Technology, Society. Pearson

Paper Common to all B.Com. Honours Courses
Paper 1: COST & MANAGEMENT ACCOUNTING
Module I : 50 MARKS

Unit 1 Introduction: Definition of Costing, Cost Accounting and Management Accounting. Objectives of Cost Accounting; Importance of Cost Accounting to Business Concern. Relationship between Cost Accounting, Financial Accounting, Management Accounting and Financial Management; Advantages of a Cost Accounting system, Installing a Cost Accounting System, Essentials of a good Cost Accounting System.

Cost concepts, terms and classification of costs: Cost, Cost object, Cost units and Cost Centres, Types of costs, classification of costs, cost sheet (introduction only), total costs and unit costs. **Costing Methods and Techniques** (introduction only).

(8 classes/6 marks)

Unit 2 Material Costs

a. *Purchase of materials:* Purchasing needs and organisation, purchase procedure, documentation, material costs (direct and indirect).

b. *Storage of materials:* Need for storage, location and types, functions of a storekeeper, requisition, receipt, issue and transfer of materials, storage record, accounting for materials cost.

c. *Materials control:* Organisation; Tools: Just-in-Time Purchase; various stock levels, Economic Ordering Quantity and ABC Analysis; Periodic Inventory, Perpetual Inventory, Physical verification; Discrepancies in stock and their treatment.

d. *Methods of Pricing Material Issues*

Various methods of pricing materials issues; Advantages and disadvantages of each method; Comparative analysis; Stock Valuation for Balance Sheet. Treatment of Normal and Abnormal Loss of Materials; Accounting and control of Waste, Scrap, Spoilage and Defectives. [15

classes / 12 marks]

Unit 3

Employee Cost- Introduction, Recording labour cost: Attendance and payroll procedures (Time-keeping, Time-Booking, Payroll procedure, Payment of wages, Overview of statutory requirements), Idle time (causes and treatment in Cost Accounting), Overtime (its effect and treatment in Cost Accounting), Labour turnover- Causes and methods of calculating labour turnover; cost of labour turnover.

Incentive Systems -Main Principles for sound system of wage incentive schemes; labour utilisation; Distinction between direct and indirect labour cost; System of Wage Payment and Incentives; System of Incentive Schemes for Indirect Workers; Component of wages cost for costing purpose; Absorption of wages; Efficiency rating procedures.

[15 classes / 12
marks]

Unit 4

Overhead

(a) *Introduction* Definition, Classification of Overhead- Element-wise, Functional and Behavioural; Need for of classifying overhead into fixed and variable; various types of overheads.

(b) *Manufacturing Overheads*: Allocation and apportionment of Overhead; Absorption of Overhead: various methods and their application; Treatment of under absorption/over

absorption of overheads; Basic concepts of different Capacities.

(c) *Activity Based Costing*: Problems of traditional costing; meaning of Activity Based Costing; cost analysis under ABC; advantages and disadvantages; factors influencing application of ABC; installation of ABC.

(d) Preparation of Cost Sheet (advanced level _____) [20 classes / 20 marks]

Paper 2: COST & MANAGEMENT ACCOUNTING

Module II: 50 Marks

Unit 5

Cost Book-keeping

(1) Non-Integrated System Meaning & Features; Ledgers Maintained; Accounts prepared; General/Cost Ledger Adjustment Account; Meaning of Closing Balance in Various Accounts; Disadvantages.

(2) Integrated System Meaning, Features and Advantages.

(3) Reconciliation

Need for reconciliation (only under Non integrated System); Items causing differences between Cost and Financial Profits; Memorandum Reconciliation Statement / Account

[10 classes / 10 marks]

Unit 6

Job Costing (Job cost cards and databases, Collecting direct costs of each job, Attributing overhead costs to jobs, Applications of job costing).

Batch Costing

Contract Costing - Progress payments, Retention money, Escalation clause, Contract accounts, Accounting for material, Accounting for plant used in a contract, Contract Profit and Balance sheet entries.

Service Costing - Introduction; Motor Transport Costing, Hotel Costing (Staff Canteen Costing, Hospital Costing, Boiler House Costing - brief idea only).

[10

Classes / 10 Marks]

Unit 7

Process Costing : Meaning, Features, Process vs Job Costing, Principles of cost ascertainment for Materials, Labour & Overhead; Normal loss, Abnormal loss and gain and preparation of process accounts. Need for Valuation of WIP, **Equivalent Production (units)** and preparation of process and other relevant accounts valuing WIP under average method and FIFO method (simple cases).

Inter-process profit (simple cases)- Meaning, Advantages and Disadvantages and determination of stock value for the purpose of balance sheet [10 Classes / 10Marks]

Unit 8

CVP Analysis Introduction; CVP Assumptions and Uses; Break-Even Analysis: BE Point and Margin of Safety; Graphical presentation of CVP Relationship; Profit Graph

Marginal Costing and Management Decisions - Marginal Costing vis-à-vis Absorption Costing; Marginal Costing Techniques; Marginal Cost and Product Pricing; Product Mix and Make or Buy Decisions, Shut Down Decisions (with simple type of problems on different areas of decision making) [14 Classes / 10 Marks]

Unit 9

Budgetary Control: Budget and Budgetary Control; The budget manual, principal budget_factor, preparation and monitoring procedures, preparation of functional budgets (Production, Sales, Materials), cash budget, (idea of master budget), flexible budget.

Standard Costing. Standard Costs and Standard Costing; Uses, & Importance. Differences_with Budgetary Control, Preliminary Steps. Classification of Standards. Analysis and_computation of Materials, Labour and Overhead Costs Variances (elementary_level).

[16 Classes / 10 Marks]

Suggested Readings

- Horngren, Foster, Datar, et al., Cost Accounting,- A Managerial Emphasis, Pearson
- B.Banerjee, Cost Accounting, PHI
- Jawahar Lal & Seema Srivastava, Cost Accounting, TMH
- M.Y.Khan & P.K.Jain, Management Accounting, TMH
- R.Anthony, Management Accounting, Taraporewala
- Colin Drury, Management & Cost Accounting, Chapman & Hall
- K.S.Thakur, Cost Accounting, Excel Books
- Satish Inamdar, Cost & Management Accounting, Everest Publishing House
- Atkinson, Management Accounting, Pearson
- Bhattacharyya, Ashish K., Cost Accounting for Business Managers, Elsevier
- Ravi M Kishore, Cost and management Accounting, Taxmann

Paper for B.Com. Hons. In Accounting & Finance
PAPER 2
Indian Financial System and Financial Market Operations
MODULE -1 Full Marks - 50
Indian Financial System

Unit - I: Financial System (No.of Lec.-10) (Marks- 10)

Meaning and significance; Role of finance in an economy, Components (institutions, instruments, markets, etc.), Role of Regulatory Bodies; kinds of finance - Rudimentary finance, Direct and Indirect finance; Role of financial intermediaries. The structure of Indian Financial System

Unit - II: Money and Indian Banking System (No.of Lec.-10) (Marks- 10)

Functions; Alternative measures to money supply in India - Their different components; Commercial Banks - Importance and functions; Structure of Commercial banking system in India; Distinction between Commercial and Central bank; Credit Creation Process of Commercial banks; High powered money - meaning and uses - Concept of Money Multiplier. The Reserve Bank of India: Functions; Instruments of Monetary and Credit control, Main features of Monetary Policy since independence.

Unit - III: Development Banks (No.of Lec.-10) (Marks- 10)

Concept of Development bank and their needs in Indian financial system - Difference with Commercial banks - Major Development banks and their functions (IFCI, EXIM Bank, SIDBI, SFCs, NABARD)

Unit - IV: Other Financial Institutions (No.of Lec.-10) (Marks- 10)

Other Financial Institutions: Introduction; Life Insurance Corporation of India, General Insurance Corporation of India, Unit Trust of India.

Unit - V: Interest Rate Structure (No.of Lec.-10) (Marks- 10)

Meaning - Gross and Net interest rate - their difference, Nominal and Real interest rate - their difference, Differential interest rate, Causes of variation of interest rate, relationship between interest rate and economic progress, Administered and Market determined interest rate. Recent changes in interest structure in India.

Suggested Readings

- Meir Kohn, Financial Institution and Market, Oxford University Press. New Delhi.
- Khan, M. Y., Indian Financial System-Theory and Practice, TMH, New Delhi.
- Bhole, L. M., Financial Markets and Institutions, TMH, New Delhi.
- Pathak, B., Indian Financial System-Pearson, New Delhi.
- Mukherjee, Ghosh and Roy, Indian Financial System and Financial Market Operations, Dey Book Concern, Kolkata
- Clifford, Gomez, Financial Markets, Institutions and Financial Services, PHI

PAPER 2
MODULE -2: (50 Marks)
FINANCIAL MARKET OPERATION

Unit-1: An overview of financial markets in India _____ L-3 /M-5

Unit-2: Money Market:

Concept, Structure of Indian Money Market, Acceptance Houses, Discount Houses, Call money market, Recent trends of Indian money markets _____ L-10/M-10

Unit-3: Capital Market

Concept, Security market, Primary & Secondary markets-Functions & Role, Functionaries of stock exchanges-Brokers, Sub- Brokers, Jobbers, Consultants, Institutional Investors & NRIs _____
_____ L-17/M-15

Unit-4: Investors' Protection

Grievances concerning Stock Exchange dealings & their removal, Grievance Redressal Cell in Stock Exchanges, Role of The SEBI, Company Law Board, Judiciary & Media

L-10/M-10

Unit-5: Financial Services

Merchant Banking-Functions & Roles, SEBI guidelines, Credit rating-concept & types, Functions & limitations, Profile of Indian Rating Agencies _____ L-10/M-10

Suggested Readings

- Khan, M. Y., Indian Financial System-Theory and Practice, TMH
- Bhole, L. M., Financial Markets and Institutions, TMH
- Nayak and Sana, Indian Financial System and Financial Market Operations, Rabindra Library
- Gurusamy Financial Services, TMH
- Pathak, B., Indian Financial System, Pearson

Paper for B.Com. Hons. in Marketing
PAPER 1 : PRODUCT AND PRICING MANAGEMENT
FULL MARKS - 100

1. Product planning – elements, importance, process, segmentation, targeting, positioning, BCG matrix. (8 lectures/10 marks)
2. Product – concept, features, importance, classification, Product vs. Service, Product_portfolio – length, width, depth, consistency, PLC – concept and strategies, PLC – uses and limitations, different shapes of PLC, Product Line policies_and strategies. (10 lectures/20 marks)
3. New Product Development : New Product – Definition, stages and factors affecting new product development, New Product failure, adoption process, diffusion of industrial innovation, screening methods, test marketing – definition, advantages, disadvantages. (10 lectures/20 marks)
4. Packaging : Concept, functions, packaging strategies, packing notes and packing lists, package aesthetics, legal aspect of packaging, features of good packaging. (4 lectures/10 marks)
5. Branding : Name and Selection Process; strategies, brand positioning, brand repositioning strategies, brand personality, brand equity, brand extension, leader positioning and follower positioning. (20 lectures/20 marks)
6. Pricing: concept, process of price setting, pricing objectives and methods, resale price maintenance – concept, advantages, disadvantages, importance of_price in consumer buying process, various aspects of service pricing, price cartel, regulatory price environment. (10 lectures/20 marks)

Suggested Readings :

Kotler, P., Marketing Management; Prentice hall, New Delhi.
William and Ferrell, Marketing, Houghton Mifflin, Boston.
Stanton, Etzel and Walker, Fundamentals of Marketing, McGraw-Hill, New York.
Neelamegham, S., Marketing in India : Cases and Readings, Vikas Publishing, New Delhi.
Majumdar, R., Product management in India, Prentice Hall, New Delhi.
McCarthy and Perreault, Basic Marketing : Managerial Approach, Irwin, Homewood, Illinois.
Ramaswamy and Namakumari, Marketing Management, Mcmillian India, New Delhi.
Srinivasan, R., Case Studies in Marketing; The Indian Context, Prentice Hall, New Delhi.

Paper for B.Com. Hons. in Marketing
PAPER 2 : SALES ORGANISATION AND MANAGEMENT
FULL MARKS - 100

1. Sales Organisation : Purpose of Organisation; General Principles of Organisation; Ever-growing complexity of Sales Organisation; Different Models of Sales Organisation; Factors determining Sales Organisation Structure; Decentralised Structure; Common Problems associated with structuring the Sales Organisations ; Task of Chief Sales Executive.
(10 lectures/20 marks)
2. Designing the Sales Force : Objectives, Strategies, Structure, Size of Sales Force; Compensation of Sales Force. (6 lectures/15 marks)
3. Managing the Sales Force : Recruitment, Selection, Placement, Transfer, Training and Development, and Grievance Handling of Sales Force; Motivating, Leading and Communicating with the Sales Force; Performance Evaluation of Sales Force.
(12 lectures/30 marks)
4. Personal Selling : Nature and Importance; Personal Selling as a Career; Steps in Personal Selling – Prospecting, Pre-approach and qualifying. Methods of Approaching a Customer; Presentation – Planning, Process and Styles; Handling Customer Objections; Types of Objections; Negotiations- Bargaining approaches, Bargaining Strategies and Tactics during Negotiation;
(20 lectures/20 marks)
5. Salesmanship – Functions and Qualities of a Salesman; Understanding Buyer Behaviour and Buyer-Seller Interactions; Product knowledge; Customer Knowledge; Relationship Management, Types of Selling; Effective Sales Process; Executing and Following up of Sales Order. (14 lectures/15 marks)

Suggested Readings :

Cundiff, Still and Govoni, Sales Management, PHI, New Delhi.
Smith, R., Sales Management, PHI, New Delhi.
Kotler, P., Marketing Management, Prentice Hall, New Delhi.

**Paper for B.Com. General Degree Course
PAPER 1 : Cost and Management Accounting
FULL MARKS - 100**

Group - A

1. Introduction : Cost Concept, elements of cost, cost sheet.
2. Materials : Purchase, Issue, Storage, control.
3. Labour : Payment of Wages, incentive scheme, Labour Turnover.
4. Overhead : Introduction, Allocation and Apportionment of Overhead, Machine Hour Rate.
5. Process Costing : Meaning, Features, Normal Loss, Abnormal Loss and Gain and Preparation of Process Accounts,.
6. Contract Costing : Progress Payment, Retention Money, Contract Account, Escalation Clause (Theoretical concept only).

Group - B

1. Cost-volume-profit analysis (CVP)
2. Marginal Costing (elementary concepts like Contribution, Break-even Point, P/V Ratio, Margin of Safety, etc.)
3. Budget & Budgetary Control
4. Cash Flow & Funds Flow Statements.

Suggested Readings

- Horngren, Foster, Datar, et al., Cost Accounting,- A Managerial Emphasis, Pearson
- B.Banerjee, Cost Accounting, PHI
- Jawahar Lal & Seema Srivastava, Cost Accounting, TMH
- M.Y.Khan & P.K.Jain, Management Accounting, TMH
- R.Anthony, Management Accounting, Taraporewala
- Satish Inamdar, Cost & Management Accounting, Everest Publishing House
- Atkinson, Management Accounting, Pearson
- Bhattacharyya, Ashish K., Cost Accounting for Business Managers, Elsevier

Paper for B.Com. General Degree Course
PAPER 2 : Money & Financial System
FULL MARKS - 100

1. Money Market : Concept : Structure of Indian Money Market, Recent Trends in Indian Money Market.
2. Finance : Role of Finance in an Economy; Kinds of Finance; Financial Systems in India; Components of Financing; Financial Intermediaries; Markets and Instruments and their Functions.
3. Indian Banking System : Definition of Bank, Commercial Banks – Importance and Functions; Structure of Commercial banking system in India, Balance Sheet of a Bank; Regional Rural Banks; Co-operative Banks.
4. Credit Creation by Banks; Credit Creation Process; Determinants of Money Supply and Total Bank Credit.
5. The Reserve Bank of India : Functions – Credit Creation and Credit Control; Main Features of Monetary Policy since Independence.
6. Development Banks: Concept; Objectives and Functions of National and State-level Development Banks.
7. Other Financial Institutions : Insurance Organisations, UTI – Main Features.
8. Interest Rate : Determinants of Interest Rate Structure; Various Interest Rates in India; Recent changes in Interest Rate Structure in India.

Suggested Readings :

Chandlet, L.V. and Goldfield, S.M., The Economics of Money and Banking, Haper and Row, New York.
Khan, M.Y., Indian Financial System – Theory and Practice, Tata McGrawHill, New Delhi.
Gupta, S.B. Monetary Planning of India, S. Chand, New Delhi.
Pandikar, S.G. and Mithani D.M., Banking in India, Orient Longman, Reserve Bank of India, Bulletins.