

UNIVERSITY OF CALCUTTA



Syllabi for

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

Under 1+1+1 System of Examination

Introduced from the Academic Session 2010-11

B.Com. Honours & General Course Curricula / Structure

A. B.Com. Honours in ACCOUNTING & FINANCE

1STYear

Paper	Subject	Marks
1.1Chg	Language	100
	<i>Major Indian Language -- 50 marks</i>	
	<i>Communicative English -- 50 marks</i>	
1.2Chg	Financial Accounting I	100
1.3Chg	Business Regulatory Framework	100
1.4Chg	Principles & Practice of Management & Business Communication (50+50)	100
1.5Chg	Economics I	100
1.6Chg	Business Mathematics & Statistics	100
	Total	600

2NDYear

Paper	Subject	Marks
2.1Chg	Information Technology & Its Application in Business (Theory -50 marks + Practical -50 marks)	100
2.2Chg	Principles of Marketing* (50) & e-Commerce (50)	100
2.3Ch	Economics II & Advanced Business Mathematics	100
2.4Ch	Financial Accounting II	100
2.5Ch	Direct & Indirect Taxation	100
2.6Ch	Cost & Management Accounting	100
	Total	600

3RDYear

Paper	Subject	Marks
3.1HA	Financial Accounting III	100
3.2HA	Auditing	100
3.3HA	Indian Financial System and Financial Market Operations	100
3.4HA	Financial Management	100
3.5HA	Project Work (Written 50) + (Viva-voce 50)	100
3.6Chg	Environmental Studies	100
	Total	600
	GRAND TOTAL	1800

B. B.Com. Honours in MARKETING

1ST Year

Paper	Subject	Marks
1.1Chg	Language	100
	<i>Major Indian Language -- 50 marks</i>	
	<i>Communicative English -- 50 marks</i>	
1.2Chg	Financial Accounting I	100
1.3Chg	Business Regulatory Framework	100
1.4Chg	Principles & Practice of Management & Business	
	Communication (50+50)	100
1.5Chg	Economics I	100
1.6Chg	Business Mathematics & Statistics	100
	Total	600

2ND Year

Paper	Subject	Marks
2.1Chg	Information Technology & Its Application in	100
	<i>Business (Theory -50 marks + Practical -50 marks)</i>	
2.2Chg	Principles of Marketing* (50) & e-Commerce (50)	100
2.3Ch	Economics II (incl. Mathematics for Economics)	100
2.4Ch	Financial Accounting II	100
2.5Ch	Direct & Indirect Taxation	100
2.6Ch	Cost & Management Accounting	100
	Total	600

3RD Year

Paper	Subject	Marks
3.1HM	Consumer Behaviour (50) & Sales Management (50)	100
3.2HM	Product & Pricing Management (50) + Marketing Communication (50)	100
3.3HM	Retail Management (50) & Marketing of Services (50)	100
3.4HM	Rural Marketing (50) & International Marketing (50)	100
3.5HM	Project Work (Written 50) + (Viva-voce 50)	100
3.6Chg	Environmental Studies	100
	Total	600
	GRAND TOTAL	1800

C. B.Com. Honours in TAXATION

1ST Year

Paper	Subject	Marks
1.1Chg	Language	100
	<i>Major Indian Language -- 50 marks</i>	
	<i>Communicative English -- 50 marks</i>	
1.2Chg	Financial Accounting I	100
1.3Chg	Business Regulatory Framework	100
1.4Chg	Principles & Practice of Management & Business Communication (50+50)	100
1.5Chg	Economics I	100
1.6Chg	Business Mathematics & Statistics	100
	Total	600

2ND Year

Paper	Subject	Marks
2.1Chg	Information Technology & Its Application in Business (<i>Theory -50 marks + Practical -50 marks</i>)	100
2.2Chg	Principles of Marketing* (50) & e-Commerce (50)	100
2.3Ch	Economics II (incl. Mathematics for Economics)	100
2.4Ch	Financial Accounting II	100
2.5Ch	Direct & Indirect Taxation	100
2.6Ch	Cost & Management Accounting	100
	Total	600

3RD Year

Paper	Subject	Marks
3.1HT	Public Finance & Taxation	100
3.2HT	Direct Tax: Laws & Practices	100
3.3HT	Indirect Tax: Laws & Practices	100
3.4HT	Tax Planning & Procedures	100
3.5HT	Project Work (Written 50) + (Viva-voce 50)	100
3.6Chg	Environmental Studies	100
	Total	600
	GRAND TOTAL	1800

D. B.Com. Honours in Computer Applications & e-Business

1ST Year

Paper	Subject	Marks
1.1Chg	Language	100
	<i>Major Indian Language -- 50 marks</i>	
	<i>Communicative English -- 50 marks</i>	
1.2Chg	Financial Accounting I	100
1.3Chg	Business Regulatory Framework	100
1.4Chg	Principles & Practice of Management & Business	
	Communication (50+50)	100
1.5Chg	Economics I	100
1.6Chg	Business Mathematics & Statistics	100
	Total	600

2ND Year

Paper	Subject	Marks
2.1Chg	Information Technology & Its Application in	100
	Business (<i>Theory -50 marks + Practical -50 marks</i>)	
2.2Chg	Principles of Marketing* (50) & e-Commerce (50)	100
2.3Ch	Economics II (incl. Mathematics for Economics)	100
2.4Ch	Financial Accounting II	100
2.5Ch	Direct & Indirect Taxation	100
2.6Ch	Cost & Management Accounting	100
	Total	600

3RD Year

Paper	Subject	Marks
3.1HeB	Fundamentals of Computer	100
3.2HeB	Data Base Management System (50) &	
	System Analysis & Design (50)	100
3.3HeB	Internet & World Wide Web (50)	
	& Functional e-Business System (50)	100
3.4HeB	Computer Applications (50) &	
	e-Business Applications (50) [Practical]	100
3.5HeB	Project Work (Written 50) + (Viva-voce 50)	100
3.6Chg	Environmental Studies	100
	Total	600
	GRAND TOTAL	1800

B.Com. General Degree Course

1STYear

Paper	Subject	Marks
1.1Chg	Language	100
	<i>Major Indian Language -- 50 marks</i>	
	<i>Communicative English -- 50 marks</i>	
1.2Chg	Financial Accounting I	100
1.3Chg	Business Regulatory Framework	100
1.4Chg	Principles & Practice of Management & Business Communication (50+50)	100
1.5Chg	Economics I	100
1.6Chg	Business Mathematics & Statistics	100
	Total	600

2NDYear

Paper	Subject	Marks
2.1Chg	Information Technology & Its Application in Business (<i>Theory -50 marks + Practical -50 marks</i>)	100
2.2Chg	Principles of Marketing* (50) & e-Commerce (50)	100
2.3Cg	Financial Accounting II	100
2.4Cg	Direct & Indirect Taxation	100
2.5Cg	Cost & Management Accounting I	100
2.6Cg	Auditing	100
	Total	600

I 3RDYear Elective Group -- Accounting & Finance

Paper	Subject	Marks
3.1GA	Financial Accounting III	100
3.2GA	Cost & Management Accounting II	100
3.3GA	Financial Management	100
3.4Chg	Environmental Studies	100
	Total	400
	GRAND TOTAL	1600

II 3RDYear Elective Group -- Marketing

Paper	Subject	Marks
3.1GM	Consumer Behaviour (50) & Sales Management (50)	100
3.2GM	Product & Price Management (50) + Rural Marketing (50)	100
3.3GM	Retail Management (50) & Marketing of Services (50)	100
3.4Chg	Environmental Studies	100
	Total	400
	GRAND TOTAL	1600

III 3RDYear Elective Group -- Taxation

Paper	Subject	Marks
3.1GT	Direct Tax: Laws & Practices	100
3.2GT	Indirect Tax: Laws & Practices	100
3.3GT	Tax Planning & Procedures	100
3.4Chg	Environmental Studies	100
	Total	400

	GRAND TOTAL	1600

IV 3RDYear Elective Group -- Computer Applications & E-Business

Paper	Subject	Marks
3.1GeB	Fundamentals of Computer	100
3.2GeB	Data Communication & Networking (50) & Functional e-Business (50)	100
3.3GeB	Computer Applications (50) & e-Business Applications (50) [Practical]	100
3.4Chg	Environmental Studies	100
	Total	400
	GRAND TOTAL	1600

Chg: Common Paper for all Honours Courses & General Courses

Ch: Common Paper for Honours Courses Only

Cg: Common Paper for General Courses Only

HA/HM/HT/HeB: Papers for Honours in Accounting & Finance/Marketing/Taxation/Computer Application & e-Business

GA/GM/GT/GeB: Papers for General Courses in the Elective Group: Accounting & Finance/Marketing/Taxation/Computer Application & e-Business

Detailed Syllabi

Common Paper for B.Com. Honours and General (Paper 1.1 to 2.2)

Paper 1.1 Chg: 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 1.2Chg: FINANCIAL ACCOUNTING – I
(MODULE-I : 50 marks)**

Unit	Topic	Details	Marks allotted	No. of lectures
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, realisation, 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	10
		<ul style="list-style-type: none"> • Capital and revenue expenditures and receipts: general introduction only. • Adjustment and rectification 	8	10
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 1.2Chg: FINANCIAL ACCOUNTING – I
(MODULE-II : 50 marks)

Unit	Topic	Details	Marks allotted	No. of lectures
1	Final accounts	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 	20	24
3	Sectional and Self balancing ledger	<ul style="list-style-type: none"> • Concept of sectional balancing, preparation of control accounts. Self balancing Ledger: advantages; Recording process; preparation of Adjustment accounts. 		
4	Insurance claim for loss of stock and for loss of profit	<ul style="list-style-type: none"> • 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

**Paper 1.4 Chg: PRINCIPLES AND PRACTICE OF MANAGEMENT &
BUSINESS COMMUNICATION**

**MODULE – I
PRINCIPLES AND PRACTICE OF MANAGEMENT
Marks - 50**

Unit1. 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; Modern School-Systems approach and Contingency approach

(12 lectures/ 8 marks)

Unit 3. Planning: concept, importance, types, steps, premises, barriers to effective planning and remedial measures; Strategic Planning-concept; Forecasting-concept, techniques

(12 lectures/ 8 marks)

Unit 4. Organizing : concept, importance, principles, different organization models - Line & Staff, Functional; Departmentation – need, basis, principles; Delegation of Authority-elements, steps, barriers; Centralisation and Decentralization of Authority; Span of Management -concept and determining factors

(10 lectures /8 marks)

Unit 6. Motivation: concept, importance, contributions of McGregor, Maslow, and Herzberg

(8 lectures /8 marks)

Unit 7. Leadership: concept, importance, types, leadership traits; Tannenbaum & Schmidt's Model and Blake & Mouton's Model

(8 lectures/ 8 marks)

Unit 8. Co-ordination: concept, significance, principles, techniques

(2lectures /2 marks)

Unit 9. Control: concept, steps, tools

(4 lectures/ 4 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 1.4 Chg
MODULE- II
BUSINESS COMMUNICATION
50 MARKS

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

- Anjaneethi & 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 1.5 Chg: ECONOMICS –I
Module- I
Microeconomic Theory
50 marks

Unit – I: Introduction

Economics — scope and subject matter. Distinction between Economics and Business Economics. Tools required – Functional relationships, schedules, graphs, concept of slope and its measurement- etc. Resources-scarcity and efficiency - Production Possibility Frontier-it's shifting.
(Lectures 2 / Marks 2)

Unit – II: Basics of Demand and Supply

The concept of demand and demand function - Derivation of Individual demand curve and Market demand curve– Shifting of the demand curve – The supply function and the supply curve – Derivation of individual supply curve and market supply curve – Shifting of the supply curve- Determination of equilibrium price.
(Lectures 3 / Marks 4)

Unit – III: Theory of Consumer Behaviour: Cardinal analysis – Law of diminishing marginal utility – consumer surplus Ordinal approach – Indifference curve analysis – Budget line – Consumer Equilibrium – Income consumption curve and Price consumption curve – Hicksian decomposition of price effect into substitution effect and income effect – Demand curve for Normal, inferior and Giffen goods

Concept of Elasticities of demand – Measurement of various elasticities of demand – Distinction between slope of a demand curve and the elasticity of demand – Elasticity of supply – Measurement.

(Lectures 10 / Marks 12)

Unit – IV: Theory of Production

Production Function – The Law of variable proportions – Relationships among TP, AP, and MP.

Concept of Isoquant and Isocost – Finding the optimal employment of inputs – Ridge lines: the economic region of production – Output expansion path and homogeneous production function.

(Lectures 6 / Marks 6)

Unit – V: Theory of Cost

Cost analysis – Different concepts – Accounting and Economic costs, Opportunity cost, Private and social costs; Short run and long run costs.

(Lectures 6 / Marks 6)

Unit – VI: Market for Commodities

Revenue concepts under different market conditions: TR, AR, MR and relationship among AR, MR and elasticity of demand.

Perfect competition – Short run and long run equilibrium – Supply curve in the short run (shutdown and breakeven point concepts). Monopoly – Short run and long run equilibrium – Concept of Price discrimination. Monopolistic competition, Oligopoly Market – Short run and long run equilibrium.

(Lectures 12 / Marks 12)

Unit – VII: Factor Price Determination

Theory of Wage Determination - Backward Bending Supply curve of labour; Determination of Rent, Profit and Interest rate.

(Lectures 11 / Marks 8)

**Paper 1.5 Chg
Module- II
Indian Economic Environment
50 marks**

Unit – I: Indian Business Environment

(Lectures 4/Marks - 5)

Concepts: Economic Growth and Development; Meaning of Underdeveloped Economy; Basic Characteristics of Indian economy.

Unit – II: Overview of Indian Economic Trends

(Lectures 10/Marks - 10)

National Income: Concept - Methods of measurement of national income in Indian economy – Trend of National Income & per capita income – trend in structural composition of national income. Trend in occupational structure. Trends in Saving and Investment in Indian economy.

Unit – III: Issues in Indian Economy

(Lectures 10/Marks - 10)

Problems of Growth: Unemployment, Poverty, Inequality in Income distribution, Inflation, Concept of Parallel economy.

Unit – IV: Problems and Policies of Indian Economy

(Lectures 16/Marks- 15)

(A) Basic features of Indian agriculture: Low productivity; Land reform; Green Revolution; Rural Credit; Agricultural Marketing; Impact of New Agricultural Policy (NEP) on Indian Agriculture with special reference to Food Security.

(B) Industrial development during plan period; Industrial sickness; Industrial policies in the Pre-reform and Post-reform period in 1991.

(C) Globalization and the Policies of the Indian Economy under WTO Regime.

Unit – V: Indian Economic Planning

(Lectures 10/Marks- 10)

Concepts of Economic Planning; Objective and achievements of Indian Five-year Plans (Plan period I to XI). Import Substitution vs. Export Promotion Strategy.

Suggested Readings

- Pindyke and Rubinfeld, Micro Economics
- Gould & Ferguson, Micro Economic Theory
- Banerjee & Majumdar, Fundamentals of Business Economics
- Banerjee & Majumdar, Banijjik Arthaniti –o- Banijjik Paribesh(Bengali)
- Ratan Khasnabish & Ranesh Roy, Banijjik Arthaniti –o- Bharoter arthanaitik Paribesh(Bengali)
- Dutt & Sundaram, Indian Economy
- Mishra &Puri, Indian Economy
- Uma Kapila, Indian Economy
- Joydeb Sarkhel & Swapan Kr. Roy, Bharoter arthanaiti(Bengali)
- Bernheim & Whinston, Microeconomics, TMH

Common Paper for B.Com. Honours and General

Paper 1.6 Chg: BUSINESS MATHEMATICS AND STATISTICS

Module I [50 marks]

Unit

1. **Introduction:-** Definition of Statistics; Importance and scope of Mathematics and Statistics in business decisions; Limitations. [2 lectures / 2 Marks]
2. **Permutations** – Definition, Factorial notation; Theorems on permutation, permutations with repetitions; Restricted permutations. [4 lectures / 4 Marks]
3. **Combinations** – Definition; Theorems on combination; Basic identities; Restricted combinations. [4 lectures / 4 Marks]
4. **Set Theory:-** Definition of Set ; Presentation of Sets; Different types of Sets- Null Set , Finite and Infinite Sets , Universal Set , Subset , Power Set etc.; Set operations ; Laws of algebra of Sets . [6 lectures / 6 Marks]
5. **Logarithm** – Definition, Base and index of logarithm, general properties of logarithm, Common problems. [4 lectures / 4 Marks]
6. **Binomial Theorem** – Statement of the theorem for positive integral index, General term, Middle term, Equidistant terms, Simple properties of binomial coefficient. [4 lectures / 4 Marks]
7. **Compound Interest and Annuities:** Different types of interest rates; Concept of Present value and amount of sum; Types of annuities; Present value and amount of an annuity; including the case of continuous compounding; Valuation of simple loans and debentures; Problems relating to sinking funds. [8 lectures / 8 Marks]
8. **Collection, Classification and Presentation of Statistical Data** – Primary and Secondary data; Methods of data collection; Tabulation of data; Graphs and charts; Frequency distributions; Diagrammatic presentation of frequency distributions.

[8 lectures / 8 Marks]

9. **Measures of Central Tendency** – Common measures of central tendency – mean, median and mode; Partition values – quartiles, deciles, percentiles.

[6lectures / 6 Marks]

10. **Measures of Dispersion** – Common measures of dispersion – range, quartile deviation, mean deviation and standard deviation; Measures of relative dispersion.

[4 lectures / 4 Marks]

Paper 1.6 Chg: BUSINESS MATHEMATICS AND STATISTICS

Module II: [50 marks]

Unit

11. **Moments, Skewness and Kurtosis** – Different types of moments and their relationships; Meaning of skewness and kurtosis; Different measures of Skewness and Kurtosis.

[6 lectures / 6 Marks]

12. **Correlation and Regression** –Scatter diagram; Simple correlation coefficient; Simple regression lines; Spearman's rank correlation ; Measures of association of attributes.

[8 lectures / 8 Marks]

13. **Probability Theory** – Meaning of probability; Different definitions of probability; Conditional probability; Compound probability; Independent events; (excluding Bayes' Theorem).

[10 lectures / 10 Marks]

14. **Interpolation:-** Finite differences; Newton's forward and backward interpolation formula; Lagrange's interpolation formula.

[6 lectures / 6 Marks]

15. **Index Numbers:-** Means and types of index numbers ; Problems in construction of index numbers; Methods of construction of price and quantity indices; Tests of adequacy; errors in index numbers; Chain-base index numbers; Base shifting, splicing, deflating; Consumer price index and its uses.

[10 lectures / 10Marks]

16. **Time Series Analysis:-** Causes of variation in time series data; Components of time series ; Additive and multiplicative models; Determination of trend by semi average, moving average and least squares(linear, second degree and exponential) methods; Computation of seasonal indices by simple average, ratio-to-moving average, ratio-to trend and link relative methods; Simple forecasting through time series data.

[10 lectures / 810Marks]

Suggested Readings

- M. Raghavachari, Mathematics for Management, Tata McGraw-Hill
- S. Baruah, Basic Mathematics and its Application in Economics, Macmillan
- R. S. Bhardwaj, Mathematics for Economics and Business, Excel Books
- P. K. Giri and J. Bannerjee, Introduction to Business Mathematics, Academic Publishers
- R.G. D. Allen, Mathematical Analysis for Economists, Macmillan
- S. N. Dey, Business Mathematics and Statistics, Chhaya Prakashani

- J. Chakrabarti, Business Mathematics and Statistics, Dey Book Concern
- V. K. Kapoor Essentials of Mathematics for Commerce and Economics, Sultan Chand
- D.C. Sancheti and V. K. Kapoor, Business Mathematics, Sultan Chand and Sons
- Akhilesh and Balasubrahmanyam, Mathematics and Statistics for Management, (Vikash Publishing House Pvt.Ltd.)
- G. C. Beri, Business Statistics, Tata McGraw Hill
- J K Sharma, Business Statistics, Pearson Education
- Shenoy and Pant, Statistical Methods in Business and Social Science, Macmillan
- Goon, Gupta and Dasgupta, Fundamentals of Statistics, The World Press
- R. I. Levin and D.S. Rubin, Statistics for Management, Prentice Hall
- S.C.Gupta, Fundamentals of Statistics, Himalaya Publishing House
- N.G. Das, Statistical Methods in Commerce, Accountancy & Economics, TMH
- S.P.Gupta, Statistical Methods, Sultan Chand and Sons
- Priyotosh Khan, Statistics for Management, Economics and Computer, Everest Publishing House

**Common Paper for B.Com. Honours and General
Paper 2.1 Chg**

INFORMATION TECHNOLOGY AND ITS APPLICATION IN BUSINESS

MODULE I (THEORY): Marks: 50

Unit 1. Information Technology and Business – An Overview

Concepts of data, information and computer based information system. impact of information technology on business (business data processing, intra-organisational and inter-organisational communication by using network technology, business process and knowledge process outsourcing). Types of Information System - Transaction Processing System (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS) - and their implementation at managerial levels (operational, tactical and strategic). Recent trends in information technology (brief ideas) – Enterprise computing, mobile communication, smart card. [8 lectures/ 8 marks]

Unit 2. Number System and Representation of Data in Computing System.

Data representation – bits, bytes, KB, MB, GB, TB. Concept of Number systems [Decimal, Binary, Octal and Hexadecimal], Binary arithmetic [addition, subtraction using 1's & 2's complement method], Computer Codes – BCD, EBCDIC, ASCII. [5 lectures/ 6 marks]

Unit 3. Fundamentals of Computer:- Components of digital computer and their functions (input unit, processing unit, output unit and storage unit).

Basic concepts of hardware & software. Relationship between hardware and software. Types of software: System software – Operating systems [characteristics & functions, uses of GUI based O.S. – LINUX AND WINDOWS], Programming Languages Translator – Assembler, Compiler and Interpreter, Utilities. Application software (basic ideas and examples).

[8 lectures/ 8 marks]

Unit 4. Data organization and Data Base Management System:-

- (a) *Data organization*: Character, field, record, file and database. Types of Data Processing Systems [Serial, Batch, Real-time, Online, Centralized, Distributed], File

Organizations [Sequential, Direct, Indexed-Sequential, Relative], Traditional file organization Vs. Database File organization.

- (b) *Data Base Management System*: Concept of Data Base Management System, Important terms of Database [including Entity, Attribute, Primary Key, Foreign Key, Candidate Key, Referential integrity, Table, Views, Data Dictionary]. Types of database [hierarchical, network and relational]. Basic ideas of Data Warehouse and Data mining. [10 lectures/ 10 marks]

Unit 5. Data Communication and Computer Network

(a) *Data Communication*: Concept of Data communications, Transmission Modes [Simplex, Half-Duplex, Full Duplex, Serial, Parallel, Synchronous, Asynchronous], Communication Media. Wireless and satellite communication, Wireless Broadband, WAP, Network components – Bridge, Switch, Router, Gateway

(b) *Computer Networks*: Network Concept, Types: LAN, WAN, MAN, VAN, SAN.

Various Topologies: Bus, Star, Ring, Mesh, Tree. [8 lectures/ 8 marks]

Unit 6. Introduction to Internet

Meaning of Internet. Concepts of Internet Intranet and Extranet, IP Address (IPv4, IPv6), URL, Domain name System. Internet Protocols - TCP/IP, UDP, FTP, TELNET,(brief ideas only). HTML, DHTML AND XML. (concepts only). [5 lectures/ 4 marks]

Unit 7. Security Issues

Security threats - Virus, Trojan, Hacking, Spam. Security Measures - Firewall, Antivirus software, Digital Signature. Concept of data Encryption & Decryption. Symmetric and asymmetric encryption. Digital envelope. [6 lectures/ 6 marks]

Paper 2.1 Chg

INFORMATION TECHNOLOGY AND ITS APPLICATION IN BUSINESS

MODULE II (PRACTICAL) - MARKS: 50

Unit 1: Introduction to GUI based operating system – WINDOWS/LINUX
[2 HOURS]

Unit 2: Word Processor [2 Classes/ 5 marks]

- Features of Word Processor.
- Formatting- Font, Paragraph, Page.
- Tables, Columns, Dropcap.
- Tools-Language Checking Tools, Mail Merge, Autocorrect.

Unit 3: Electronic Spreadsheet [3 Classes/ 8 marks]

Numerical Data Representation using formatting features for cell, Font, Column, Row, Work Sheet.

- FUNCTIONS-Mathematical, Logical, Financial.
- GRAPHS-LINE, BAR, AREA, PIE etc.
- Linking data using Cell References.
- Sheet Reference.
- Goal Seek and Scenario.

[14 Classes/ 15 marks]

Unit 4: Data Base Management System

- Creation of Tables, Defining Primary key.
- Multiple Table Handling – Defining Relationship, Foreign Key.
- Generating simple and Conditional Queries. Types of queries [Update, Delete, Append]
- Designing Forms and Reports.

[12 Classes/ 10 marks]

Unit 5: Financial Accounting Package and its Implementation (TALLY / ACE)

[9 Classes/ 12 marks]

Suggested Readings:

- Turban, Rainer and Potter, Introduction to Information Technology, Wiley
- ITLES, Introduction to Information Technology, Pearson
- Sinha & Sinha, Fundamentals of Computers, BPB Publication
- Ramesh Behl, Information Technology for Management, TMH

Common Paper for B.Com. Honours and General

Paper 2.2 Chg: PRINCIPLES OF MARKETING & E-COMMERCE

MODULE I : Marks – 50

Principles of Marketing

Unit – I

Marketing: meaning, importance, marketing concepts – traditional vs. modern; analysis of marketing environment – demographic, political, economic, socio-cultural, natural, technological, and legal; growing relevance of marketing in India; impact of global marketing
(10 classes / 10 marks)

Unit – II

Market Segmentation: concept, target market, bases of market segmentation - factors influencing choice of bases, ideas about customer base, market share, and niche market
(8 classes / 8 marks)

Unit – III

Marketing Mix: concept; 4 Ps vs. 4 Cs

Product: meaning, product planning, product mix, product policy, product line decisions, product differentiation; branding; packaging; labelling; product life cycle; new product development process
(8 classes / 8 marks)

Unit – IV

Pricing: importance; factors influencing pricing; pricing policies and strategies; service product pricing

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: objectives; decisions

Marketing Information System (MIS): concept, components

Marketing Research: meaning, techniques

(8 classes / 8 marks)

Unit – VI

Retail Management: meaning, functions, types, identifying consumers, developing merchandise plans; pricing and promotional strategies; retailing in India; trends in international 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. [5 lectures/6 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, Three phases of E-CRM, Types of E-CRM, Functional Components of E-CRM, Strategies for E-CRM solutions. [5 lectures/8 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] [4 lectures/6 marks]

Unit 5. Introduction to ERP: Concept & definition, features, major characteristics, levels of ERP, Benefits of ERP, Enterprise potentials of ERP, Modules of ERP, Phases of ERP implementation, Limitations of ERP. [6 lectures/10 marks]

Unit 6. Supply Chain Management: Concept & definition, features, Types of supply chain, E-Supply chain planning (Components), E-supply chain fusion (Process).

[6 lectures/8 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

For Second Year Honours Students only

Paper Common to all B.Com. Honours Courses

Paper 2.3 Ch: ECONOMICS – II

Module – I (50 Marks)

Macroeconomics

Unit – I:

Macroeconomics – scope and basic concepts.

[2 classes / 2 marks]

Unit – II:

National Income Accounting - Concepts and measurement of GDP, GNP, NNP, NI and DPI - Circular flow of income – Real and Nominal GDP –Implicit deflator. [8 classes / 6 marks]

Unit – III:

Theory of Equilibrium Income Determination: Simple Keynesian Model; Consumption, saving and investment functions – National income determination; Investment and Government expenditure multipliers [12 classes / 12 marks]

Unit – IV:

Commodity market and Money market equilibrium; Derivation of IS and LM curves –Shifts of IS and LM curves-equilibrium in IS-LM model – Effectiveness of monetary and fiscal policies .

[12 classes / 12 marks]

Unit – V: Money and Inflation

Concept of demand for and supply of money. Quantity theory of money and Keynesian theory of demand for money. Measures of money supply – High powered money – Money multiplier. Concept of Inflation – Demand-pull and cost-push theories of inflation – Monetary and fiscal policies to control inflation – Instruments, objectives and limitations.

[16 classes / 18 marks]

Suggested Readings

- W. H. Branson, Macro Economic Theory and Policy
- Joydeb Sarkhel, Macro Economic Theory
- Banerjee & Majumdar, Fundamentals of Business Economics
- Dornbusch, Fischer & Startz, Macroeconomics, TMH

Module - II (50 Marks)

Paper 2.3 Ch: Advanced Business Mathematics

Unit

1. **Functions:** Definition of functions; Classification of functions; Different types of functions(excluding Trigonometrical functions); Bounded functions; Monotonic functions; Even and odd functions; Parametric form of a function; Composite functions; Graphical representation of functions. [6 lectures / 4Marks]
2. **Limit and Continuity :** Elementary ideas of limit and continuity through the use of simple algebraic functions. [6 lectures / 6 Marks]
3. **Differentiation:** Derivative and its meaning; Rules of differentiation; Geometrical interpretation; Significance of derivative as rate measure; Second and higher order derivatives; Partial derivatives up to second order; Homogeneity of function and Euler's theorem; Total differentials; Differentiation of implicit function with the help of total differentials. [8 lectures / 8 Marks]
4. **Applications of Derivative:** Maximum and minimum values ; Cost function ; Demand function ; Profit function;Increasing and decreasing functions ; Rate measure Applied problems on Average cost (AC), Average variable cost (AVC), Marginal cost (MC), Marginal revenue (MR). [8 lectures / 8 Marks]
5. **Integration:** Integration as anti-derivative process; Standard forms; Integration by substitution, by parts and by use of partial functions; Definite integral; Finding areas in simple cases; consumers and producers surplus; Nature of commodities learning curve. [8 lectures / 8 Marks]
6. **Determinants:** Determinants of a square matrix up to third order ; Elementary properties of determinants ; Minors and Co-factors ; Adjoint of a determinant ; Cramer's Rule (not more than three variables). [6 lectures / 6 Marks]
7. **Matrix:** Definition of matrix ; Types of matrices ; Operations on matrices (addition, subtraction, multiplication); Adjoint of a matrix; Inverse of a matrix ; Solution of a system of linear equations by matrix inversion method (not more than three variables). [8 lectures / 8Marks]

Suggested Readings

- S. Baruah, Basic Mathematics and its Application in Economics, Macmillan
- R. S. Bhardwaj, Mathematics for Economics and Business, Excel Books
- P. K. Giri and J. Bannerjee, Introduction to Business Mathematics, Academic Publishers
- R. G. D. Allen, Mathematical Analysis for Economists, Macmillan
- M. Raghavachari, Mathematics for Management, TMH
- F. S. Budnick, Mathematics for Business, Economics and Social Science, TMH
- A.K. Maiti & Tapas Kr. Pal, Banijjik Ganit –o- Parisankhan (Bengali &English)
- Arup Ratan Kundu, Mathematics for Management - An Introduction, TMH

Paper Common to all B.Com. Honours Courses

**Paper 2.4 Ch: FINANCIAL ACCOUNTING – II
(MODULE-I ; 50 marks)**

Page-3/all Hons

Unit	Topic	Details	Marks allotted	No. of lectures
1	Partnership accounts-II	Accounting for dissolution of firm – insolvency of one or more partner, consideration of private estate and private liabilities. Piecemeal distribution – surplus capital basis; maximum possible loss basis.	15	15
2	Branch accounting	Concept of Branch; different types of Branches. Synthetic method – preparation of Branch account. Preparation of Branch Trading and P/L account. (at cost & at IP) – normal and abnormal losses. Analytical method – preparation of Branch Stock, Adjustment etc A/C (at cost & at IP) – normal & abnormal losses Independent branch – concept of wholesale profit and basic idea of incorporation	10	14
3	Hire purchase and Instalment payment system	Meaning; difference with Installment payment system; Recording of transaction in the books of buyer – allocation of interest – use of Interest Suspense a/c – partial and complete repossession Books of Seller – Stock and Debtors A/C (with repossession) Books of Seller – H.P. Trading A/C (with repossession) Concept of operating and financial lease – basic concept only.	10	14
4	Departmental accounts	Concept, difference with Branch, objective of preparation of departmental accounts apportionment of common cost; Preparation of Departmental Trading and P/L account, Consolidated Trading and P/L account; inter departmental transfer of goods at cost, cost plus and at selling price and elimination of unrealized profit.	10	8
5	Introduction to Accounting Standard	Financial accounting standards: concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (AS): 1 (ICAI). Need for a global standard, IFRS (concept only).	5	5
			50	56

Paper Common to all B.Com. Honours Courses
Paper 2.4 Ch: FINANCIAL ACCOUNTING – II
(MODULE-II : 50 marks)

Unit	Topic	Details	Marks allotted	No. of lectures
1	Company – Introduction And Accounting for Shares & debentures	<ul style="list-style-type: none"> • Meaning of Company; Maintenance of Books of Accounts; Statutory Books; Annual Return • Issue of Shares – issue, forfeiture, reissue, issue other than in cash consideration and issue to the promoters; Pro-rata issue of shares. Issue of debentures. Sweat equity. • Right and Bonus Share – Rules, Accounting • Alteration of Share Capital; Conversion of fully paid shares into stock; Equity Shares with different rights. • Underwriting of shares and debentures: Rules; Determination of Underwriters Liability – with marked, unmarked & firm underwriting; Accounting. • Employee Stock Option Plan – meaning; rules; Vesting Period; Exercise Period. Accounting for ESOP. Meaning and Accounting of ESPS. 	25	30
2	Buy back and Redemption of preference shares	<ul style="list-style-type: none"> • Buy Back of Securities – meaning, rules and Accounting. • Redemption of Preference Shares – Rules and Accounting (with and without Bonus Shares) 		
3	Redemption of debenture	Redemption of Debenture – Important Provisions, Accounting for Redemption: by conversion, by lot, by purchase in the open market (cum and ex-interest), held as Investment and Use of Sinking Fund	10	10
4	Company Final Accounts	Introduction to Schedule VI; Treatment of Tax; Rules for and Determination of Managerial Remuneration; compulsory transfer to reserve, Dividend and applicable tax (out of current profit, out of past reserve); Preparation of Profit & Loss A/C and Balance Sheet. (tax on net profit without recognizing deferred tax)	15	15
			50	55

**** Note: AS 22 is not required to be followed; however, it is suggested that tax is to be considered as an expense as per AS. Hence, it is proposed that tax is to be calculated on the net profit before tax and not on taxable income – further, deferred tax should not be recognized.**

Suggested Reading

- Sukla, Grewal, Gupta: Advanced Accountancy Vol. I & II, S Chand
- R. L.Gupta & Radheswamy, Advanced Accountancy Vol. I & II, S. Chand
- Maheshwari & Maheshwari, Advanced Accountancy Vol. I & II, Vikash Publishing House Pvt. Ltd.
- Sehgal & Sehgal, Advanced Accountancy Vol. I & II, Taxman Publication
- L.S.Porwal, Accounting Theory, Tata Mcgraw Hill
- Gokul Sinha, Accounting Theory & Management Accounting,
- B. Banerjee, Regulation of Corporate Accounting & Reporting in India, World Press.

- Frank Wood, Business Accounting Vol 1&II, Pearson
- Tulsian, Financial Accounting, Pearson
- Accounting Standards issued by ICAI

Paper Common to all B.Com. Honours Courses

**PAPER 2.5 Ch: DIRECT & INDIRECT TAXATION
MODULE-1: 50 marks**

- Unit 1: a) Basic Concepts and Definitions under IT Act** (L 7 / M 10)
Assessee, Previous year, Assessment year, Sources of income, Heads of income, Gross total income, Total income, Tax Evasion, Tax avoidance, Tax planning
- b) Residential Status and Incidence of Tax**
Residential status of all persons except company
- c) Incomes which do not form part of Total Income**
Except sections 10A, 10AA, 10B, 10BA
- d) Agricultural Income**
Definition, determination of agricultural and non-agricultural Income, assessment of tax liability when there are both Agricultural and Non-agricultural income
- Unit 2: Heads of Income and Provisions governing Heads of Income** (L 14 / M 10)
Salaries, Income from House property
- Unit 3: Heads of Income and Provisions governing Heads of Income**
- a) Profits and Gains from Business and Profession**
Special emphasis on sec 32, 35, 35D, 36, 37, 40A(2), 40A(3), 43B
(Excluding presumptive taxation)
- b) Capital Gain**
Meaning and types of capital assets, basic concept of transfer, cost of Acquisition, cost of improvement and indexation, computation of STCG and LTCG, exemptions u/s 54 and 54F, taxability of STCG and LTCG
- c) Income from Other Sources**
Basic concepts excluding deemed dividend (L15 / M 10)
- Unit 4: a) Income of other Persons included in Assessee's Total Income**
Remuneration of spouse, income from assets transferred to spouse and Son's wife, income of minor
- b) Set off and Carry Forward of Losses**
Mode of set off and carry forward, inter source and inter head set off, Carry forward and set off of losses u/s 71B, 72, 73, 74, 74A (L 9 / M 10)
- c) Deductions from Gross Total Income**
Basic concepts, deductions u/s 80C, 80CCC, 80CCD, 80CCE, 80CCF, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80U
- Unit 5: Computation of Total Income and Tax Payable**
- a) Rate of tax applicable to different assessee (except corporate assessee)
- b) Computation of tax liability of an individual and firm (L 5 / M 10)

PAPER 2.5 Ch: DIRECT & INDIRECT TAXATION
MODULE 2 – 50 Marks

Unit 1: TAX MANAGEMENT

a) Provision for Filing of Return

Date of filing of return, relevant forms of return, different types of returns, return by whom to be signed, PAN, TAN

b) Assessment of Return

Self assessment, summary assessment u/s 143(1), scrutiny assessment u/s 143(3) and best judgment assessment u/s 144

c) Advance Tax

When liable to pay, due dates and computation of advance tax (excluding Corporate assesses)

d) Interest

Interest u/s 234A, 234B, 234C, (simple problems on interest)

e) TDS

TDS from salary, lottery, horse racing, interest on securities

(L 15 / M 15)

Unit 2: WEALTH TAX

Definitions, incidence of tax, basic concepts of assets, exempted assets, deemed assets and debt owed, computation of net wealth and tax payable (simple problem)

(L 10 / M 10)

Unit 3: CENTRAL SALES TAX, 1956

Definitions, incidence and levy of tax, exemption and exclusion, determination of turnover and tax payable, registration of dealer, forms under CST

(L 11 / M 10)

Unit 4: WB VAT ACT, 2003

Basic concepts, features, advantages and disadvantages of vat, rate of tax, definitions, input tax, output tax, input tax credit, incidence and levy of tax, determination of tax payable, registration of dealer

(L 11 / M 10)

Unit 5: CENTRAL EXCISE ACT, 1944

Basic concepts, conditions of excise liability, taxable event of excise duty, definitions of goods, manufacture, excisable goods, factory, broker or commission agent, wholesale dealer, sale or purchase

(L 3 / M 5)

If any new legislations/provisions are enacted in place of the existing legislations/provisions, the syllabus will accordingly include such new legislations/provisions in place of existing legislations/provisions with effect from such date as prescribed by CALCATTA UNIVERSITY. Similarly if any existing provision becomes redundant due to changes, it will be left out of the syllabus.

Suggested Readings

- Singhanian, V. and Singhania, M., Students' guide to Income Tax, Taxmann
- Lal & Vashist, Income Tax and Central Sales Tax, Pearson
- Ahuja & Gupta, Systematic Approach to Income Tax, Bharat
- V.S. Datey, Indirect Taxes Laws and Practice, Taxmann
- Bangar and Bangar, Students' guide to Indirect Tax, Aadhya Prakashan

Paper Common to all B.Com. Honours Courses

Paper 2.6 Ch: 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

- Purchase of materials:* Purchasing needs and organisation, purchase procedure, documentation, material costs (direct and indirect).
- 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.
- 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.
- 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 2.6 Ch: 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 and Output Costing- Introduction; Motor Transport Costing, Hotel Costing (Staff Canteen Costing, Hospital Costing, Boiler House Costing – brief idea only). **Single or Output] Costing** [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

THIRD YEAR
B.COM. HONOURS IN ACCOUNTING AND FINANCE
Paper 3.1 HA: FINANCIAL ACCOUNTING – III
(MODULE-I) - 50 Marks

Unit	Topic	Details	Marks allotted	No. of lectures
1	Investment Accounts	Maintenance of Investment Ledger; Preparation of Investment Account (transaction with brokerage, STT, cum & ex-interest), Valuation of Investment under FIFO and Average method; Investment Account for Shares (with Right Shares, Bonus Shares and Sale of Right). Relevant Accounting Standard.	10	16
2	Business Acquisition and Conversion of partnership into limited company	<ul style="list-style-type: none"> • Profit/ loss prior to incorporation; Accounting for Acquisition of business. • Conversion of Partnership into Limited Company – with and without same set of books • Amalgamation of firms, accounting in the books transferor and transferee firm. 		
3	Company Merger And Reconstruction	<ul style="list-style-type: none"> • Amalgamation, Absorption and Reconstruction– Meaning; relevant standard and meaning of different terms, Accounting in the books of Transferor Company. Accounting in the books of Transferee (both for amalgamation in the nature of Merger and of Purchase); inter-company transactions (including inter-company share holding). • Internal reconstruction – meaning, provisions and Accounting, Surrender of Shares for redistribution; preparation of Balance Sheet after reconstruction 	15	18
4	Valuation	<p>Goodwill – valuation using different methods,i.e., Average Profit, Super Profit, Capitalisation and Annuity.</p> <p>Shares – Valuation using different methods: Intrinsic, Earnings, Dividend Yield, Earnings-Price, Cum-div and Ex-div, Majority and Minority view and Fair Value</p>	10	10

5	Holding Company	<p>Meaning of Holding Company & Subsidiary Company; relevant standard; Consolidation of Balance Sheets of Parent & Subsidiary (only one); Minority Interest – Basic principles and preparation of CBS; CBS with loss balance of Subsidiary</p> <p>Treatment for: Revaluation of Assets of Subsidiary, Intra-group Transactions, Holding of different securities.</p> <p>Consideration of dividend paid or proposed by Subsidiary in CBS; Bonus Shares issued or proposed to be issued by Subsidiary (excluding shares acquired on different dates by the Parent company, chain and cross holding)</p>	15	16
			50	54

**Paper 3.1 HA : FINANCIAL ACCOUNTING – III
(MODULE-II: 50 marks)**

Unit	Topic	Details	Marks allotted	No. of lectures
1	Introduction to Accounting Theory	Concept of accounting theory; relation with practice; GAAP; Capital – capital maintenance concepts, relation with income; Limitations of Historic Cost accounting; Introduction to Fair Value accounting	10	10
2	Introduction to Financial Statements	<ul style="list-style-type: none"> • Nature and Component of Financial Statement; Meaning and Need for FSA, Traditional & Modern approaches to FSA, Parties interested in FSA. • Comparative Statement – meaning, preparation, uses, merits and demerits • Common-size Statement - meaning, preparation, uses, merits and demerits • Trend Analysis - meaning, determination, uses, merits and demerits 	20	20
3	Accounting Ratios for FSA	Meaning, objective, Classification of Accounting Ratios, Advantages & Limitations Preparation of Financial Statement and Statement of Proprietor's Fund from the given Ratios. Computation, Analysis and Interpretation of important ratios for measuring – Liquidity, Solvency, Capital Structure, Profitability and Managerial Effectiveness.		
4	Fund Flow Statement	Concept of fund, meaning, nature, various sources, advantages & limitations of Fund Flow Statement and its preparation.	20	20
5	Cash Flow Statement	Meaning, objectives, difference with Fund Flow Statement; activity classification and preparation and presentation as per AS-3		
			50	50

Suggested Reading

- Sukla, Grewal, Gupta: Advanced Accountancy Vol. II, S Chand
- R. L.Gupta & Radheswamy, Advanced Accountancy Vol. II, S. Chand
- Maheshwari & Maheshwari, Advanced Accountancy Vol. II, Vikash Publishing
- Sehgal & Sehgal, Advanced Accountancy Vol. I II, Taxman Publication
- Hanif & Mukherjee, Corporate Accounting, TMH
- L.S.Porwal, Accounting Theory, Tata Mcgraw Hill
- Gokul Sinha, Accounting Theory & Management Accounting,
- B. Banerjee, Regulation of Corporate Accounting & Reporting in India, World Press.
- Frank Wood, Business Accounting Vol II, Pearson
- V.K.Goyal, Corporate Accounting, Excel Books
- Accounting Standards issued by ICAI
- Lev, Financial Statement Analysis-a new approach, Prentice Hall
- Foster G, Financial Statement Analysis, Prentice Hall
- White, Sondhi& Fred, Analysis and Use of Financial Statement, John Wiley
- Bernstein & Wild, Financial Statement Analysis; theory, application & interpretation, Mcgraw Hill
- Ormiston, Understanding Financial Statement, Pearson
- Bhattacharyya, Asish K., Introduction to Financial Statement Analysis, Elsevier

Paper for B.Com. Hons. In Accounting & Finance

Paper 3.2 HA: AUDITING

MODULE I - 50 marks

Unit I: Introduction

(Classes-12 / 10 Marks)

- Definition-Nature-Scope and Objectives of Independent Financial Audit-Limitation.
- Basic Principles Governing an Audit-Relation between Accounting and Auditing.
- Errors and Fraud-Concepts, Means of doing Fraud, Purpose- Conditions which increase the Risk of Fraud and Error-Auditor's responsibility towards detection and reporting.
- Classification-Objective wise(Internal and Independent Financial audit), Periodicity wise (Periodical, Continuous, Interim, Final, Limited Review) Technique wise (Balance sheet, Standard, Systems, EDP), Coverage wise (Complete, Partial), Organization structure wise (Statutory, Non- statutory), Specific Matter Wise (Cost, Management, Secretarial, Tax, Environment, Human Resource, Social, Operational, Propriety, Stock, Public Deposit, Corporate Governance, Cash Flow, Compliance, Performance etc.).

Unit 2: Auditing Procedures and Techniques

(Classes- 10 / 10 Marks)

- Auditing Engagement-Audit Planning-Audit Programme.

- Documentation-Audit Working Papers, Ownership and Custody of Working Papers-Audit File(Permanent, Current) – Audit note Book- Audit Memorandum.
- Audit Evidence-Concept, Need, Procedure to obtain Audit Evidence, Sources and Reliability, Methods.
- Preparation Before Commencement of a New Audit.

Unit 3: Internal Control and Internal Audit (Classes 10 / 10 Marks)

- Internal Check-Definition, Objective, Preparation of check-lists.
- Internal Control-Definition, Objectives, Evaluation, Internal control in Computerized Environment, ICQ and its Preparation, Comparison with Internal Check.
- Internal audit-Definition, Objectives, Regulatory Requirements(Companies Act), Reliance by Statutory Auditor on Internal Auditor's Work.
- Audit Risk- Concept, Types and their Assessment Procedure.

Unit 4: Audit Sampling and Analytical Procedure (Classes-8 / 10 Marks)

- Concept, Need, and Types of Sampling- Sampling Risk-Stages in Audit
- Sampling.
- Test Checking-Auditing in Depth and Cut-Off checking.
- Analytical Procedure- Nature and Application of Analytical Procedure- Tools and Techniques of Analytical Procedure- Extent of Reliance on Analytical Procedure- Use of analytical procedure for Substantive Testing.

Unit 5: Audit (Vouching and Verification) of Different Items (Classes 10 / 10 Marks)

- Vouching- Meaning, Objectives-Vouching of Different Items (Receipts and
 - Payments Related).
- Verification – Concept, Objectives – Audit of Share Capital, Loans(Secured and Unsecured), Fixed assets (Building, Plant and Machinery, Loans and Advances, Investment, Goodwill, Copy Right, Patent Right Inventories, Debtors), Creditors, Subsequent Events, Preliminary Expenditures , Directors' Remuneration etc.

*** Topics to be studied with reference to Relevant Standards on Auditing and Accounting including Applicable Indian Financial Reporting Standards.*

Paper 3.2 HA: AUDITING
MODULE II – 50 marks

Unit 1: Company Audit (Classes 12 / Marks 12)

- Qualification, Disqualification, Appointment, Removal, Remuneration of Auditors.
- Audit Ceiling-Status, Power, Duties and Liabilities of auditors.
- Branch Audit-Joint Audit- Special Audit.
- Maintenance of Books of Account –Related Party Disclosures- Segment Reporting.
- Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor's Responsibility).
- Representations by Management-Contents of Annual Report(A Brief Idea).

Unit 2: Audit Report and Certificate (Classes 10 / 10)

- Definition-Distinction between Report and Certificate- Types of Reports/Opinion

- (Clean, Qualified, Disclaimer, Negative and Piecemeal)
- Contents of Audit Report(As per Companies Act and Standards on auditing).
- True and Fair View (Concept and Guiding Factors)- Materiality(Concepts and Relevance)- Limited Review- Disclosures.
- Certificate on Corporate Governance- Cash Flow Statement Reporting.

Unit 3: Audit of Different Institutions

(Classes 10 / Marks 10)

- Banks- Legislation Relevant to Audit Of Banks, Approach to Bank Audit, Internal Control Evaluation, Non-Performance Assets(Concept , Provisions), Long Form Audit Report.
- Insurance Companies- Legislation Relevant to Audit of Insurance companies(Life And General Insurance), Review of Internal Control, Audit Report(Matters as per IRDA).
- Educational Institutions and Hospital
- Features and Basic Principles of Government Audit-Local Bodies and Non- Profit Seeking Organizations(including NGOs).
- Comptroller and Auditor General and its Constitutional Role.

Unit 4: Investigation

(Classes 6 / Marks 8)

- Meaning, Purpose- Distinction between Investigation and Auditing Approach to
- Investigation- Types of Investigations.
- Assessing a Business (Due Diligence Review, Valuation).
- Investigations to Detect Fraud, Misappropriations and Defalcations- Investigations with respect to Business Combinations.

Unit 5: Other Thrust Areas

(Classes 12 / Marks 10)

- Cost Audit- Concepts, Objectives, Advantages, Relevant Provisions of Comp. Act.
- Management Audit- Tax Audit- Systems Audit- Social Audit- Environment Audit
- Energy Audit- Forensic Audit-Peer review (Concepts, Objectives and Regulatory Requirements).
- Ethics in Auditing – Auditor’s Independence.
- Auditing in CIS Environment.
- Standards on Auditing (Concepts, Purpose and Present Position as to Number and Title as issued by ICAI).

**** Topics to be studied with reference to Standards on Auditing and Accounting including Applicable Indian Financial Reporting Standards.*

Suggested Readings

- Gupta, Kamal, Contemporary Auditing, TMH
- Tandon, B.N., Principles of Auditing, S. Chand & Co.
- Sharma, T.R., Auditing Principles & Problems, Sahitya Bhavan, Agra
- Spicer & Pegler, Practical Auditing
- Woolf, Emile, Auditing Today
- Basu, Sanjib Kumar, Fundamentals of Auditing, Pearson
- Auditing Assurance Standards and Guidelines issued by ICAI

Paper for B.Com. Hons. In Accounting & Finance
PAPER 3.3 HA
Indian Financial System and Financial Market Operations
MODULE –1 Full Marks - 50
Indian Financial System

Unit – I: Financial System

(No.of Lec.-5) (Marks- 5)

Meaning and significance; Role of finance in an economy, Components (instruments, markets, etc.); 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.-15) (Marks- 15)

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, IDBI, ICICI, 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 3.3 HA
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 Accounting & Finance

Paper 3.4 HA: FINANCIAL MANAGEMENT
Module I – 50 Marks

[Each Unit is for 10 classes / 10 marks]

Unit 1: Introduction

- Important functions of Financial Management
- Objectives of the firm: Profit maximisation vs. value maximisation
- Role of Chief Financial Officer.

Unit 2: Basic Concepts

- Time Value of Money: Compounding and Discounting techniques- Concepts of Annuity and Perpetuity.
- Risk-return relationship
- Financial environment in which a firm has to operate

Unit 3: Sources of Finance and Cost of Capital

- Different sources of finance; long term and short term sources

- Cost of capital: concept, relevance of cost of capital, specific costs and weighted average cost, rationale of after tax weighted average cost of capital, marginal cost of capital

Unit 4: Leverage and Capital Structure Theories

- Leverage- Business Risk and Financial Risk - Operating and financial leverage, Trading on Equity
- Capital Structure decisions - Capital structure patterns, Designing optimum capital structure, Constraints, Various capital structure theories.

Unit 5: Working Capital Management (1)

Introduction; Meaning and Concept of Working Capital; Management of Working Capital and Issues in Working Capital; Estimating Working Capital Needs; Operating or Working Capital Cycle.

Paper 3.4 HA: FINANCIAL MANAGEMENT Module II – 50 Marks

Unit 6: Working Capital Management (2)

- Various sources of finance to meet working capital requirements
- Financing current assets: Strategies of financing (Matching, Conservative, and Aggressive policies)
- Bank financing: recommendations of Tandon committee and Chore committee
- Management of components of working capital (an introduction only)

Unit 7: Capital Expenditure Decisions (1)

Purpose, Objectives & Process, Understanding different types of projects, Techniques of Decision making: Non-discounted and Discounted Cash flow Approaches - Payback Period method, Accounting Rate of Return

Unit 8: Capital Expenditure Decisions (2)

Net Present Value, Profitability Index, Internal Rate of Return, Modified Internal Rate of Return, Discounted Payback Period. Ranking of competing projects, Ranking of projects with unequal lives. Capital Rationing.

Unit 9: Dividend Decisions

- Meaning, Nature and Types of Dividend
- Some dividend policies and formulating a dividend policy
- Dividend Theories: Walter's Model, Gordon's Model, Modigliani and Miller: Irrelevancy Theory

Unit 10: Financial Control

Concept, Objectives and Steps, Major Tools of Financial Control, Advantages and Limitations of Financial control system.

Suggested Readings

- M.Y.Khan & P.K.Jain, Financial Management, TMH
- Van Horne, Financial Management & Policy, Pearson

- Van Horne, Fundamentals of Financial Management, PHI
- B.Banerjee, Financial Policy & Management Accounting, PHI
- P.Chandra, Financial Management, TMH

Paper 3.5: Project Work (Written +Viva)(for all Honours Courses)

At least 15 classes should be offered in the third year for **Entrepreneurship Development and Project Planning** in order to motivate the students to take up self-employment afterwards, and also help the students preparing their Project Reports. Such knowledge of *Entrepreneurship and Project Planning* may be tested in course of **Project Viva**.

B.COM HONS. IN MARKETING

3RD year

Paper 3.1 HM: Consumer Behaviour & Sales Management

Module I CONSUMER BEHAVIOUR (50 marks)

Unit 1. Consumer Behaviour: Concept: Application of Consumer Behaviour Knowledge, Modelling Consumer Behaviour, Market Segmentation, Ethics in Marketng.

(L-8, M-10)

Unit 2. Determinants of Consumer Behaviour: Consumer as an Individual, Needs, Motivation, Personality, Perception, Learning Attitude, Communication persuasion, Consumers in their Social & Cultural Setting, the family, social class, cross cultural consumer behaviour

(L-15, M-12)

Unit 3. Consumer Decision-making Process: Personal Influence & Opinion, Leadership Process, Diffusion of innovations, Consumer decision making process

(L-10, M-10)

Unit 4. Consumer Behaviour & Society: Health-care Marketing, Political Marketing, Social Marketing, Environmental Marketing, Public Policy& Consumer Protection.

(L-8, M-8)

Unit 5. Consumer Behaviour and Market Research: Relevance of Marketing Information System and Market Research in assessing Consumer Behaviour.(L-10, M-10)

Suggested Readings

- Schiffman & Kanuk, *Consumer Behaviour*, PHI.
- Loudon & Bitta, *Consumer Behaviour*, TMH
- Bennet & Kassarian, *Consumer Behaviour*, PHI
- Batra & Kazmi, *Consumer Behaviour, Text & cases*, Excel Books
- Beri, *Marketing Research*, TMH
- Bradley, *Marketing Research*. Oxford University Press
- Schiffman and Kannak, *Consumer Behaviour*, Pearson Education

Paper 3.1HM: Module II: SALES MANAGEMENT (50 Marks)

Unit 1. Sales Organization: Purpose and General principles of organization, 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 Organisation, Tasks of Chief Sales Executive

(L-15, M-12)

Unit 2. Designing the Sales Force : Objectives, Strategies, Structure, Size and compensation of sales Force

(L-10, M-8)

Unit 3. Managing the Sales Force : Recruitment, Selection, Placement, Transfer, Training, Development and Grievances; Handling of Sales Force, Performance Evaluation of Sales Force

(L-10, M-10)

Unit 4. Personal Selling and Salesmanship : Buyer-Seller Dyads, Theories of selling, Personal Selling as a Career, Steps in Personal Selling —Methods of Approaching a Customer, Handling Customer Objections, Negotiations —Bargaining and Negotiation Approaches, Bargaining Strategies and Tactics during Negotiation

(L-12 M-10)

Unit 5. Marketing Channels and Selection : Need, Functions, Levels; Identifying and Analyzing Customers' Needs for Products Services, Developing Channel Objective, Selection of Appropriate Channel

(L-12, M-10)

Suggested Readings

- Cundiff, Still and Govoni, *Sales Management*, PHI
- Smith, *Sales Management*, PHI
- Kotler, *Marketing Management*, PHI
- Zieglar, et al *Sales Promotion and Modern Merchandising*
- Stem, Ansary and Coughlan *Marketing Channels*, PHI
- Warmer, *Marketing and Distribution*, MaCmillan, New York
- Pyle, *Marketing Principles*, MaCmillan, New York
- Douglas, et al *Fundamentals of Logistics and Distribution*, Tata McGraw-Hill
- Gupta, *Sales and Distribution Management*, Excel Books

Paper for B.Com. Hons. in Marketing

PAPER 3.2 HM: PRODUCT AND PRICING MANAGEMENT & MARKETING COMMUNICATION

(Module I: 50 marks)

PRODUCT AND PRICING MANAGEMENT

Unit 1. Product: Concept, Product Portfolio, Strategies relating to a Balanced Product Portfolio; PLC Operationalisation.

(L-12, M-10)

Unit 2. New Product Development : Concept, Planning Adoption process, Diffusion of Industrial Innovation, Integrated approach to New Product Development, Generation and Screening of New Product Ideas, Test Marketing and New Product Launch.

(L-15, M-12)

Unit 3. Packaging : Concept, Importance, Packaging and Product Differentiation, Packing Notes and Packing Lists, Packaging Strategies, Legal Aspects of packaging

(L-8, M-5)

Unit 4. Branding : Name and Selection process, Trademark, Positioning Strategies: Leader Positioning, Follower Positioning, Repositioning

(L- 10, M-8)

Unit 5. Pricing : Concept, Importance of Pricing in Consumer Buying Process, Factors Determining Effectiveness of Price, Various aspects of Service Pricing , Pricing Methods, Price Cartel, Pricing in the Indian Context, Regulatory Price Environment (L-20, M-15)

Suggested Readings

- Kotler, *Marketing Management*, PHI
- William and Ferrell, *Marketing*, Houghton Mifflin
- Stanton, Etzel and Walker, *Fundamentals of Marketing*, McGraw-Hill
- Neelamegham, *Marketing in India: Cases and Readings*, Vikas Publishing
- Majumder, *Product Management in India*, PHI
- McCarthy and Perreault, *Basic Marketing Managerial Approach*, Irwin, Homewood, Illinois
- Srivastava, R. K., *Product Management & New Product Development*, Excel Books
- Ramaswamy and Namakumari, *Marketing Management*, Macmillan India
- Srinivasan, *Case Studies in Marketing: The Indian Context*, PHI

Paper 3.2HM: Module II (50 Marks) **MARKETING COMMUNICATION**

Unit 1. Communication Process : Importance of communication, Steps involved in the Process of Communication (L-5, M-5)

Unit 2. Advertising and Communication Mix : Advertising Definition, Importance, Different Advertising Functions, Types of Advertising, Advertising Process, Setting Advertising Objectives and Budget, Economic aspects of Advertising, Communication Mix. (L-16, M-15)

Unit 3. Creative Aspects of Advertising : Advertising Appeal, Copy Writing, Headline, Illustration, Message, Copy Types, Campaign Planning. (L-8, M-5)

Unit 4. Advertising Media : Different Types of Media, Media Planning and Scheduling (L-8, M-5)

Unit 5. Impact of Advertising : Advertising Agency Roles, Relationships with Clients Role of Advertising Department, Measuring Advertising Effectiveness, Legal and Ethical Aspects of Advertising (L-12, M-10)

Unit 6. Sales Promotion : Meaning, Nature and Functions, Types, Sales Promotion Techniques, Limitation of Sales Promotion (L-10, M-10)

Suggested Readings

- Batra and Myers, *Advertising Management*, Prentice Hall
- Sengupta, *Brand Positioning Strategies for Competitive Advantage*, TMH
- Cundiff, Still and Govoni, *Sales Management*, Prentice Hall
- Rossiter and Percy, *Advertising and Promotion Management*, MacGraw-Hill
- Sundage, Fryburger and Rotzoll, *Advertising Theory and Practice*, AITBS
- Belch and Belch, *Advertising and Promotion*, TMH
- Kayni and Batra, *Advertising & Sales Promotion*, Excel Books

Paper for B.Com. Hons. in Marketing

Paper 3.3HM : RETAIL MANAGEMENT & MARKETING OF SERVICES

Module I (50 Marks) RETAIL MANAGEMENT

Unit 1. Retailing : Concept, Importance, Functions, Development of Retailing in India, Factors determining Growth of Retailing in India, Role of Retail in Nation's Economy.

(L-20, M-18)

Unit 2. Retail Formats : Concept, Classification, Multi-channel retailing, Current Indian Scenario

(L-15, M-12)

Unit 3. Pricing and Promotion in Retail : Importance of Retail Pricing, Factors affecting Retail Pricing, Approaches to Product Pricing, Need and Objectives of Promotional Mix in Retailing, Promotional Mix and Strategy development, Customer Relationship Management

(L-20, M-20)

Paper 3.3 HM: Module II (50 Marks) MARKETING OF SERVICES

Unit 1. Introduction to Services Marketing : Services— Types, nature, characteristics, Understanding Service Customers, Reasons for Growth - Indian Scenario (L-15, M-10)

Unit 2. Service Marketing Management : Service Marketing Mix— Elements: Service Products, Pricing in Services, Service Promotion. Place in Services, and People in Services, Managing Service Quality, Relationship Marketing — Concept, Application, Marketing Strategy

(L-25, M-25)

Unit 3. Service Marketing in Non-profit and Profit Organisations : Travel and Tourism, Financial Services, Information Technology Services, Media Services, Health Care Services, Educational Services

(L-20, M-15)

Suggested Readings

- Madaan, *Fundamentals of Retailing*, Tata McGraw-Hill
- Venugopal and Raghu, *Services Marketing*, Himalaya Publishing Ltd
- Ravi Shankar, *Services Marketing: The Indian Perspective*, Excel Books
- Rampal & Gupta, *Services Marketing, Concepts, Applications & Cases*, Galgotia
- Apte, *Services Marketing*, Oxford University Press

Paper for B.Com. Hons. in Marketing

Paper 3.4 HM: RURAL MARKETING & INTERNATIONAL MARKETING

Module I (50 Marks) RURAL MARKETING

Unit 1. Rural Marketing : Concept, Importance, Rural vs. Urban Marketing (L-6, M-5)

Unit 2. Understanding Rural Marketing Environment : Geographic, Economic, Socio-Cultural and Infrastructural factors and their influence on Rural Marketing Operations

(L-12, M-10)

Unit 3. Rural Consumer : Characteristics, Attitudes and Behaviour, Buying Patterns and Influences

(L-10, M-8)

Unit 4. Rural Marketing Strategies : Segmenting Rural markets, Product Planning for Rural Markets, Market Size, Packaging and Branding Decisions, Pricing Decisions

(L-12, M-10)

Unit 5. Promotion and Distribution in Rural Markets : Promotion in Rural Markets, Distribution Channels and Logistics in Rural Markets (L-8, M-7)

Unit 6. Marketing of Agricultural Products : Pricing and Distribution of Agricultural products, Role of Government and other organizations in Marketing Agricultural Products; Co-operative Marketing, Problems in Agricultural Marketing (L-12, M-10)

Suggested Readings

- Rajagopal, *Management of Rural Business*, Wheeler
- Neelamegham, *Marketing in India: Cases and Readings*, Vikas Publishing
- Mathur, U . C., *Rural Marketing*, Excel Books
- Gopalswamy, *Rural Marketing*, Wheeler
- Nyyar and Ramaswamy, *Globalization and Agricultural Marketings*, Rawat Publishers
- Mamoria, *Agricultural marketing*, Himalaya Publishing House

Paper 3.4HM: Module II (50 marks)

INTERNATIONAL MARKETING

Unit 1. Introduction : Meaning and Scope of International Marketing, International Marketing Environment – External and Internal, Identifying and Selecting Foreign Markets (L-16, M-14)

Unit 2. Product/Service Planning for International Market : Product/Service Labeling, Quality, After sales Service (L-6, M-5)

Unit 3. International Pricing : Factors influencing International Price, International Price Quotation and Payment Terms (L-8, M-5)

Unit 4. Promotion of Product/Service Abroad : Sales Literature, Direct Mail, Personal Selling, Advertising, Trade Fairs and Exhibitions (L-7, M-5)

Unit 5. International Distribution : Management of Distribution Channels and Logistics, Selection and Appointment of Foreign sales Agents (L-6, M-5)

Unit 6. Import and Export Policies and Practices in India : EXIM Policy – an Overview, Trends in India’s Foreign Trade, Steps in Starting an Export Business, Product Selection, Market Selection, Export Finance, Export Risk Insurance, Export Assistance and Incentives, Export Pricing, Documentation and Procedure, Legal Aspects, Export Processing Zone (L-18, M-16)

Suggested Readings

- Bhattacharyya and Varsney, *International Marketing Management*, Sultan Chand
- Bhattacharyya, *Export Marketing Strategies for Success*, Global Press
- Keegan, *Multinational Marketing Management*, Prentice Hall
- Kriplani, *International Marketing*, Prentice Hall
- Taggart and Mott, *The Essence of International Business*, Prentice Hall
- Kotler, *Principles of Marketing*, Prentice Hall
- Caterora and Keavenay, *Marketing: an International Perspective*, Irwin, Homewood, Illinois
- Paliwala, *The Essence of International Marketing*, Prentice Hall
- Vasudeva, *International Marketing*, Excel Books

Paper 3.5: Project Work (Written +Viva)(for all Honours Courses)

At least 15 classes should be offered in the third year for **Entrepreneurship Development and Project Planning** in order to motivate the students to take up self-employment afterwards, and also help the students preparing their Project Reports. Such knowledge of *Entrepreneurship and Project Planning* may be tested in course of **Project Viva**.

BCOM PART-III (HONS IN TAXATION)
Paper 3.1 HT: PUBLIC FINANCE AND TAXATION

MODULE 1: 50 Marks

- Unit 1: Origin and Development of Public Finance** (5 Marks, Lectures-5)
Meaning, public finance and federal finance, public finance and private finance, principle of maximum social advantage
- Unit 2: Principles of Taxation and Government Expenditure** (15Marks, Lectures-15)
Benefit approach, allocation of public goods, ability to pay approach, excess burden of taxes
- Unit 3: Raising of Public Funds** (10 Marks, Lectures-10)
Sources and classification of public revenues, incidences and shifting of taxes
- Unit 4: Distribution of Public Funds** (10 Marks, Lectures-10)
Effect on production, employment, distribution and stability, public debt and fiscal deficit
- Unit 5: Public Debt Management and Taxation** (10 Marks, Lectures-10)

Paper 3.1 HT: PUBLIC FINANCE AND TAXATION
MODULE 2: 50 Marks

- Unit 1: Development of Federal Finance in India** (10 Marks, Lectures-8)
The constitutional arrangements, Finance Commissions
- Unit 2: Central Finances** (10 Marks, Lectures-10)
Sources and uses of funds, effects of Fiscal Policy, relation between planning and central budgeting
- Unit 3: State Finances** (10 Marks, Lectures-10)
Sources and uses of funds, issues of federalism
- Unit 4: Financing of Five-year Plans** (15 Marks, Lectures-14)
Changing scenario of Indian tax Structure, new economic policy since 1991
- Unit 5: Indian Fiscal Policy and Deficit Financing** (5 marks, Lectures- 8)

Suggested Readings

- R. Mursgrave, The Theory of Public Finance, McGraw Hill
- R. Mursgrave and P.B. Mursgrave, Public Finance in Theory and Practice, McGraw Hill
- J. M. Buchanan, Public Finance
- Due and Friedlandar, Public Finance
- S. Ganguli, Public Finance, World Press
- B. M. Bhargava, Public Finance
- B. M. Bhargava, The Theory and Working of Union Public of India
- Vaish and Agarwal, Public Finance, Wiley Eastern

- Economic Survey, Ministry of Finance, GOI
- Currency and Finance, RBI
- Annual Report of RBI

Paper for B.Com. Hons. in Taxation

**PAPER 3.2 HT
DIRECT TAX LAW AND PRACTICE
MODULE 1 – 50 Marks**

Unit 1: a) Residential Status and Incidence of Tax

Residential status of a company, Incomes deemed to accrue or arise in India u/s 9

b) Income which do not form part of Total Income

Sec 10A, 10AA, 10B, 10BA

(L 10 / M 10)

Unit 2: Heads of Income and Provisions Governing Heads of Income

a) Profits and gains from business and profession

Advance level discussion with special emphasis on presumptive taxation

b) Capital Gains

Advance level discussion with special emphasis on transfer, treatment u/s 45(1A), 45(2), 45(3), 45(4), 45(5), taxability of financial assets and exemptions

c) Income from other sources

Advance level discussion with special emphasis on deemed dividend

(L 35 / M 30)

Unit 3: a) Income of other Persons included in Assessee's Total Income

Revocable transfer of assets, Income from assets transferred to the benefit of spouse and son's wife, Conversion of self acquired property into joint family property

b) Deductions from Gross Total Income

Deductions u/s 80IAB, 80IC, 80ID, 80IE

(L 5 / M 10)

**PAPER 3.2 HT
DIRECT TAX LAW AND PRACTICE**

MODULE 2 – 50 Marks

Unit 1: Computation of Total Income and Tax Payable

Advance level problems on computation of total income and tax liability of an Individual, HUF, Firm and AOP

(L 25 / M 25)

Unit 2: a) Relief U/S 89

b) Double Taxation Relief

c) Business Restructuring – Amalgamation, Demerger, Slump Sale

(L 10 / M 10)

Unit 3: Wealth Tax

Advance level discussion with special emphasis on basic concept of valuation of let-out building, Advance level problem on computation on net wealth and tax payable

(L 15 / M 15)

Suggested Readings

- Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxmann
- Lal and Vashist, Direct Taxes, Pearson
- Gupta and Ahuja, Direct Taxes Law And Practice, Bharat

Paper for B.Com. Hons. in Taxation

PAPER 3.3 HT: INDIRECT TAX LAW AND PRACTICE

MODULE 1: 50 Marks

Unit 1: a) Basic Concepts

Concepts of Indirect Tax, Difference between Direct And Indirect Tax, Indirect tax structure in India.

b) CENTRAL EXCISE ACT, 1944

(L 30 / M 30)

Unit 2: WB VAT ACT 2003

(L 20 / M 20)

PAPER 3.3 HT: INDIRECT TAX LAW AND PRACTICE

MODULE 2: 50 Marks

Unit 1: CUSTOMS ACT, 1962

(L 25 / M 25)

Unit 2: a) CENTRAL SALES TAX ACT, 1956

b) SERVICE TAX

(L 25 / M 25)

Suggested Readings

- Datey V.S., Indirect Taxes Law And Practice, Taxmann
- Sanjeev Kumar, Systematic Approach to Indirect Taxes, Bharat
- Bangar and Bangar, Students' Guide to Indirect Taxes, Aadhya Prakashan

Paper for B.Com. Hons. in Taxation
PAPER 3.4 HT: TAX PLANNING AND PROCEDURE
MODULE 1: 50 Marks
TAX PROCEDURE

- Unit 1: Return of Income** (L 10 / M 10)
- Unit 2: Assessment of Return** (L 10 / M 10)
- Unit 3:** a) Advance Tax
b) Interest
c) Advance Ruling for Non-Resident (L 12 / M 10)
- Unit 4:** a) TDS
b) Refund of Excess Payment (L 10 / M 10)
- Unit 5:** a) Penalties and Prosecutions
b) Appeals and Revisions
c) Income Tax Authorities (L 8 / M 10)

PAPER 3.4 HT: TAX PLANNING AND PROCEDURE
MODULE 2: 50 Marks
TAX PLANNING

Unit 1: Basic Concepts

- a) Concept and difference between tax planning, tax avoidance and tax evasion
b) Objectives, requisites, factors and types of tax planning (L 3 / M 5)

- Unit 2:** a) Tax Planning under different Heads of Income
b) Tax Planning on Deductions under Chapter VIA (L 12 / M 10)

- Unit 3:** a) Setting up a New Business
Location, nature and form of business
b) Financial Management Decisions
Capital structure, dividend policy (including inter corporate dividend) and bonus shares
c) Tax Planning related to Amalgamation and Demerger (L 10 / M 10)

Unit 4: Specific Managerial Decisions

- Make or buy, own or lease, own fund versus borrowed fund for financing of assets, shut down or continue, sale in domestic market or export, repair or replacement (L 17 / M 15)

- Unit 5:** a) Tax planning in relation to Employees Compensation
b) Basic Concepts of Foreign Collaboration Agreement
c) Relief for Double Taxation

(L 8 / M 10)

Suggested Readings

- Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxmann
- Lal and Vashist, Direct Taxes, Pearson
- Gupta and Ahuha, Direct Taxes Law And Practice, Bharat
- Singhanian V.K., and Singhanian M, Corporate Tax Planning and Business Tax Procedure, Taxmann

This syllabus is applicable to the students of third year who will be appearing in the Examinations in 2013. Direct Tax Code covering all Direct Taxes and Goods and Service Tax Act covering all Indirect Taxes are going to be effective w.e.f 1.4.2011. In view of the expected changes only the chapter headings are given without detailed coverage under each unit. The detailed syllabus will be prepared after the passing of the two Acts.

Paper 3.5: Project Work (Written +Viva)(for all Honours Courses)

At least 15 classes should be offered in the third year for **Entrepreneurship Development and Project Planning** in order to motivate the students to take up self-employment afterwards, and also help the students preparing their Project Reports. Such knowledge of *Entrepreneurship and Project Planning* may be tested in course of **Project Viva**.

B.COM. HONOURS IN COMPUTER APPLICATIONS & E-BUSINESS

Paper 3.1HeB: FUNDAMENTALS OF COMPUTER

MODULE – I 50 MARKS

Unit 1. Computer Basics: Characteristics of computer. Generations of computer. Type of computer – Mainframe, Mini, Micro (desktop, laptop and handheld), Super Computer. Inside a Computer – Power supply (SMPS), Motherboard, Ports and interfaces, Expansion Cards, memory Chips, Ribbon Cables, Storage devices, Processor. [15 lectures / 20 Marks]

Unit 2. CPU organization and architecture: Arithmetic/Logic Unit (ALU), control Unit (CU), Registers, System Bus, Processor to Memory Communication Processor to I/O devices Communication. [10 lectures / 20 Marks]

Unit 3. Memory organization: Memory representation, Cache memory, Primary memory – RAM and ROM. Functions of RAM and ROM. Different types of RAM and ROM. Secondary memory – Magnetic and optical storage devices (brief description of different types). Storage organization of a Magnetic disk. Mass storage devices – RAID, Automated Tape Library. [10 lectures / 15 Marks]

**Paper 3.1 HeB: FUNDAMENTALS OF COMPUTER
MODULE II – 50 MARKS**

Unit 4. Input and Output devices: Major types and their functions. [6 lectures / 6 Marks]

Unit 5. Operating System: Concept, types, functions. [6 lectures / 8 Marks]
]

Unit 6. Problem Solving Tools; Algorithm. Flowcharts- Concepts, advantages and disadvantages of flowcharts, Problem solving using flowcharts.

Decision Tables - Concepts, advantages and disadvantages of decision tables, Problem solving using decision tables. [8 lectures / 12 Marks]

Unit 7. Data communication and Computer networks: Transmission Modes - Simplex, Half-Duplex, Full Duplex. Analog and digital transmission. Synchronous and Asynchronous transmission. Multiplexing. Network Concept, Types - LAN, WAN, MAN, VAN, SAN.

Various Topologies - Bus, Star, Ring, Mesh, Tree. Protocol Models - OSI, TCP/IP

[10 lectures/ 16 Marks]

Unit 8. Multimedia essentials: Definition, building blocks of multimedia, multimedia system, multimedia application. [5 lectures / 8 Marks]

Suggested Readings:

- ITLESL, Introduction to Computer Science, Pearson Education
- ITLESL, Introduction to Information Technology, Pearson Education
- .Sinha & Sinha, Fundamentals of Computers, BPB Publication.
- .Rajaraman, Fundamentals of Computers, PHI

Paper for B.Com. Hons. in Computer Application and e-Business

Paper 3.2HeB

Module I: Marks: 50

DATABASE MANAGEMENT SYSTEM

Unit 1. Introduction to DBMS: Concepts of database and database management system(DBMS). Data abstraction. Architecture – three schema architecture. Administration roles. (L8 /M10)

Unit 2. Data models: hierarchical model, network model and relational model. (L6 /M8)

Unit 3. Database languages: Data Definition Language (DDL), Data Manipulation Language (DML), and Data Control Language(DCL). (L6 /M8)

Unit 4. SQL – An Overview: SQL constructs, embedded SQL , Query & Query Optimization Techniques. (L6 /M8)

Unit 5. Database design: Design phases - conceptual, logical and physical . ER diagram and model. (L6 /M8)

Unit 6. Database Normalisation: Concept. Normal forms - 1NF, 2NF, 3NF, BCNF. (L4 /M4)

Unit 7. Indexing; Single level indexing - Primary, Clustering, Secondary. Multilevel indexing.

Suggested Readings:

- Korth, Data Base System Concepts, TMH
- Leon, Data Base Management System, VIKAS
- Ivan Bayross, PL/SQL Programming

Paper 3.2 HeB
Module II: Marks: 50
SYSTEM ANALYSIS AND DESIGN

Unit 1. Overview of System analysis and design: system concepts. System Development models – Waterfall model, Spiral model. System development methods – major steps. (L6 /M8)

Unit 2. Phases in System Development: Problem definition. Analysis. Design. Implementation. Evaluation. (L6 /M8)

Unit 3. Information requirement analysis: Process modelling with physical and logical data flow diagrams. (L8 /M12)

Unit 4. System design: Process descriptions, Input/output controls, object modeling, Database design, User Interface design, Documentation, Data Dictionary, Development methodologies: Top down, bottom up, structured chart, decision table, decision tree. (L10 /M16)

Unit 5. Testing – Unit, integration, system, Acceptance, regression, Test Case generation. (L4 /M6)

Suggested Reading:

- Parthasarathi, System Analysis & Design, EPH
- Raja Raman, Analysis & Design of Information Systems, PHI

Paper for B.Com. Hons. in Computer Application and e-Business

Paper 3.3 HeB
Module I: Total Marks: 50
INTERNET AND WORLD WIDE WEB

Unit 1. Working of the internet with TCP/IP: Origin of TCP/IP. TCP/IP communication architecture, Internet Architecture, Working of TCP/IP, TCP/IP Applications - FTP, Telnet, Simple Mail Transfer Protocol, Network File System. (L8 /M12)

Unit 2. Internet Concepts: WWW, Internet and E-Commerce, Linking to the Internet, Internet Address, Internet Tools- Information Retrieval tools (ftp, Gopher), Communication Tools (Email, FTP, Telnet, Usenet), Multimedia Information Tools (Home page), Information Search Tools (Archie, Veronica, WAIS). Domain Name System. (L10 /M14)

Unit 3. Intranet and Extranet: Intranet, Intranet vs. Groupware, Intranet Hardware, Intranet Software, Intranet Services (Web (HTTP) Publishing, HTML,), Communication Systems (Email, Fax), Software used in Electronic mail, Electronic Meeting Systems (Audio conferencing, Video Conferencing, Groupware), Extranet. (L6 /M8)

Unit 4. Internet Security: Security on the internet, Network and Website Security Risks, Site Hacking, Security Incidents on the internet security and email, network and website security, Firewall (Concept, Components and Constituents, Benefits), Enterprise wide security Framework, secure physical infrastructure). (L10 /M16)

Paper 3.3HeB
Module II : Marks: 50
FUNCTIONAL E-BUSINESS SYSTEM

Unit 1. Applications of E-Business: Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services, Obstacles in adopting E-Business Applications. (L6 /M8)

Unit 2. E-Strategy: Information and Strategy, The virtual value chain planning E-Business project, E-Business strategy and knowledge management. (L 4 /M 6)

Unit 3. Customer –effective Web design: Requirements of Intelligent Websites, Website Goals and Objectives, planning the budget, analyzing website structure, fixed versus flexible webpage design, choosing a page size, website development tools, design alternatives, outsourcing web design, testing and maintaining websites. (L6 /M8)

Unit 4. Electronic Payment Systems-Overview of Electronic Payment Systems, Customer to Merchant Payments, Peer to Peer Payments. Electronic Banking, Electronic Fund Transfers. (L5 /M8)

Unit 5. E-Business Marketing Concepts: Basic marketing concepts for internet marketing, E-Business marketing and branding strategies, Strengthening the customer relationship. (L4 /M6)

Unit 6. E-Commerce and Online service industries: Online financial services. Online travel services. Online career services. (L3 /M4)

Unit 7. Mobile Commerce- Wireless Spectrum, WAP - Origins of WAP, WAP Architecture. Wireless Datagram Protocol(WDP), Short Message Services, General Packet Radio Service(GPRS),Wireless Technology (CDMA, GSM), Different generations in Wireless Communication, Mobile commerce and its future in India. (L6 /M10)

Suggested Readings:

- S. Jaiswal, Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business), Galgotia Publications.
- P.T.Joseph, E-Commerce An Indian Perspective, S.J., PHI.
- Kenneth C. Laudon, Carol Guerico Traver, 3.E-Commerce Business.Technology, Society, Pearson Education.
- Schneider, E-Commerce, Thomson Publication

Paper for B.Com. Hons. in Computer Application and e-Business

Paper 3.4 HeB: COMPUTER APPLICATION (Practical)
Module I - Total Marks: 50

Unit 1: C++ [25 classes / 25 marks]

Unit 2: Use of Accounting software package – ACE, TALLY [25 classes / 25 marks]

Paper 3.4 HeB: E-BUSINESS APPLICATION (Practical)
Module II - Total Marks: 50

Unit 1: HTML & DHTML

[20 classes / 20 marks]

Unit 2: JAVA

[30 classes / 30 marks]

1. OOPS Concept and Introduction to JAVA. 2. An overview of Java. 3. Data Types - variables and arrays. 4. Operators, Control statements. 5. Classes and objects. 6. Inheritance. 7. String and string buffer. 8. Exception handling. 9. Applets.

Paper 3.5: Project Work (Written +Viva)(for all Honours Courses)

At least 15 classes should be offered in the third year for **Entrepreneurship Development and Project Planning** in order to motivate the students to take up self-employment afterwards, and also help the students preparing their Project Reports. Such knowledge of *Entrepreneurship and Project Planning* may be tested in course of **Project Viva**.

Detail Syllabi for B.Com.General Courses

Paper 1.1 Chg to 2.2 Chg are common to both Honours and General Courses

B.Com. General

Paper 2.3Cg: FINANCIAL ACCOUNTING – II
(MODULE-I): 50 Marks

Unit	Topic	Details	Marks allotted	No. of lectures
1	Partnership accounts-II	Accounting for dissolution of firm – insolvency of one or more partner, consideration of private estate and private liabilities.	14	12
2	Branch accounting	Concept of Branch; different types of Branches. Synthetic method – preparation of Branch account. Preparation of Branch Trading and P/L account. (at cost & at IP) – normal and abnormal losses. Analytical method – preparation of Branch Stock, Adjustment etc A/C (at cost & at IP) – normal & abnormal losses	12	12

3	Hire purchase and Instalment payment system	Meaning; difference with Installment payment system; Recording of transaction in the books of buyer – allocation of interest– complete repossession Books of Seller – Stock and Debtors A/C (without repossession) Books of Seller – H.P. Trading A/C (without repossession)	12	12
4	Departmental accounts	Concept, difference with Branch, objective of preparation of departmental accounts, apportionment of common cost; Preparation of Departmental Trading and P/L account, Consolidated Trading and P/L account; inter departmental transfer of goods at cost.	12	10
			50	46

B.Com. General

Paper 2.3 Cg:FIANANCIAL ACCOUNTING – II (MODULE-II): 50 Marks

Unit	Topic	Details	Marks allotted	No. of lectures
1	Company – Introduction And Accounting for Shares & debentures	<ul style="list-style-type: none"> • Meaning of Company; Maintenance of Books of Accounts; Statutory Books; Annual Return • Issue of Shares – issue, forfeiture, reissue, issue other than in cash consideration and issue to the promoters; Pro-rata issue of shares. Issue of debentures. • Right and Bonus Share – Rules, Accounting • Alteration of Share Capital; Conversion of fully paid shares into stock; Equity Shares with different rights. • Underwriting of shares and debentures: Rules; Determination of Underwriters Liability – with marked & unmarked forms only. 	30	24
2	Buy back and Redemption of preference shares	<ul style="list-style-type: none"> • Buy Back of Securities – meaning and accounting (simple type only). • Redemption of Preference Shares – Rules and Accounting (with and without Bonus Shares) (without preparation of Balance Sheet) 		

3	Investment Accounts	Maintenance of Investment Ledger; Preparation of Investment Account (transaction with brokerage, cum & ex-interest), Valuation of Investment under FIFO and Average method; Investment Account for Shares (with Right Shares and Bonus Shares).	10	8
4	Redemption of debenture	Redemption of Debenture – Important Provisions, Accounting for Redemption: by conversion, by lot, by purchase in the open market (cum and ex-interest), (elementary level only)	10	10
			50	42

Suggested Reading

- Sukla, Grewal, Gupta, Advanced Accountancy Vol. I & II, S Chand
- R. L.Gupta & Radheswamy, Advanced Accountancy Vol. I & II, S. Chand
- Maheshwari & Maheshwari, Advanced Accountancy Vol. I & II, Vikash Publishing House Pvt. Ltd.
- Sehgal & Sehgal, Advanced Accountancy Vol. I & II, Taxman Publication
- L.S.Porwal, Accounting Theory, Tata Mcgraw Hill
- Gokul Sinha, Accounting Theory & Management Accounting,
- B. Banerjee, Regulation of Corporate Accounting & Reporting in India, World Press.
- Accounting Standards issued by ICAI

B.Com. General

**PAPER 2.4 Cg
DIRECT & INDIRECT TAXATION**

MODULE-1: 50 marks

Unit 1: a) Basic Concepts and Definitions under IT Act

Assessee, Previous year, Assessment year, Sources of income, Heads of income, Gross total income, Total income, Tax Evasion, Tax avoidance, Tax planning

b) Residential Status and Incidence of Tax

Residential status of all persons except company

c) Incomes which do not form part of Total Income

Except sections 10A, 10AA, 10B, 10BA

d) Agricultural Income

Definition, determination of agricultural and non-agricultural Income. (L-7 / M-10)

Unit 2: Heads of Income and Provisions governing Heads of Income

Salaries, Income from House property (L-14 / M-10)

Unit 3: Heads of Income and Provisions governing Heads of Income

Basic concepts and simple problems on:

a) Profits and Gains from Business and Profession

Special emphasis on sec 32, 35, 35D, 36, 37, 40A(2), 40A(3), 43B

(Excluding presumptive taxation)

b) Capital Gain

Meaning and types of capital assets, basic concept of transfer, cost of Acquisition, cost of improvement and indexation, computation of STCG and LTCG, exemptions u/s 54 and 54F, taxability of STCG and LTCG

c) Income from Other Sources

Basic concepts excluding deemed dividend

(L-15 / M-10)

Unit 4: a) Income of other Persons included in Assessee's Total Income

Remuneration of spouse, income from assets transferred to spouse and Son's wife, income of minor

b) Set off and Carry Forward of Losses

Mode of set off and carry forward, inter source and inter head set off,

Carry forward and set off of losses u/s 71B, 72, 73, 74, 74A

c) Deductions from Gross Total Income

Basic concepts, deductions u/s 80C, 80CCC, 80CCD, 80CCE, 80CCF, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80U

(L-9 / M-10)

Unit 5: Computation of Total Income and Tax Payable

d) Rate of tax applicable to different assessee (except corporate assessee)

e) Computation of tax liability of an individual

(L-5 / M-10)

PAPER 2.4 Cg
DIRECT & INDIRECT TAXATION

MODULE II – 50 Marks

Unit 1: TAX MANAGEMENT

(L-15 / M-15)

a) Provision for Filing of Return

Date of filing of return, relevant forms of return, different types of returns, return by whom to be signed, PAN, TAN

b) Assessment of Return

Self assessment, summary assessment u/s 143(1), scrutiny assessment u/s 143(3) and best judgment assessment u/s 144

c) Advance Tax

When liable to pay, due dates and computation of advance tax (excluding Corporate assesses)

d) Interest

Interest u/s 234A, 234B, 234C, (simple problems on interest)

e) TDS

TDS from salary, lottery, horse racing, interest on securities

Unit 2: WEALTH TAX

(L-10 / M-10)

Definitions, incidence of tax, basic concepts of assets, exempted assets, deemed assets and debt owed, computation of net wealth and tax payable (simple problem)

Unit 3: CENTRAL SALES TAX, 1956

(L-11 / M-10)

Definitions, incidence and levy of tax, exemption and exclusion, determination of turnover and tax payable, registration of dealer, forms under CST

Unit 4: WB VAT ACT, 2003

(L-11 / M-10)

Basic concepts, features, advantages and disadvantages of vat, rate of tax, definitions, input tax, output tax, input tax credit, incidence and levy of tax, determination of tax payable, registration of dealer

Unit 5: CENTRAL EXCISE ACT, 1944

(L-3 / M-5)

Basic concepts, conditions of excise liability, taxable event of excise duty, definitions of goods, manufacture, excisable goods, factory, broker or commission agent, wholesale dealer, sale or purchase

If any new legislations/provisions are enacted in place of the existing legislations/provisions, the syllabus will accordingly include such new legislations/provisions in place of existing legislations/provisions with effect from such date as prescribed by CALCUTTA UNIVERSITY. Similarly if any existing provision becomes redundant due to changes, it will be left out of the syllabus.

Suggested Readings

- Singhanian, V. and Singhania, M., Students' guide to Income Tax, Taxmann
- Lal & Vashist, Income Tax and Central Sales Tax, Pearson
- Ahuja & Gupta, Systematic Approach to Income Tax, Bharat

- V.S. Datey, Indirect Taxes Laws and Practice, Taxmann
- Bangar and Bangar, Students' guide to Indirect Tax, Aadhya Prakashan

B.Com.General

Paper 2.5 Cg: COST & MANAGEMENT ACCOUNTING 1

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).

(3 + 5 + 2 =10 classes/10 marks)

Unit 2.

Material Costs

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

[3 + 4 + 3 = 10 classes / 10 marks]

Unit 3

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.

[7+3 = 10 classes / 10 marks]

Unit 4

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.

[10 classes / 10 marks]

Unit 5

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.

[10 classes / 10 marks]

Paper 2.5 Cg: COST & MANAGEMENT ACCOUNTING 1

MODULE II : 50 MARKS

Unit 6

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

[10 classes / 10 marks]

Unit 7

(1) 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.

(2) Preparation of cost sheet

[4 + 6 = 10 classes / 10 marks]

Unit 8

Administration, Selling and Distribution Overheads

Concepts and types, classification and treatment in cost

Treatment of some special Items, e.g., Interest, Depreciation, Packing Expenses, Carriage Expenses, Machinery Erection, Tools, R&D Costs, Advertisement, Bad Debts, etc.

[10 classes / 10 marks]

Unit 9

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) 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 10

Job Costing (Job cost cards and databases, Collecting direct costs of each job, Attributing overhead costs to jobs, Applications of job 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. [10 classes / 10 marks]

Suggested Readings

- Horngren, Foster & Datar, Cost Accounting,- A Managerial Emphasis, PHI
- 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
- Bhattacharyya K Asish, Cost Accounting for Business Managers, Elsevier

B.COM (GENERAL) Paper 2.6 Cg: AUDITING

MODULE I – 50 marks

Unit 1 Introduction (No.of Classes-12/ Marks 10)

- Definition-Nature-Scope and Objectives of Independent Financial Audit-Limitation.
- Basic Principles Governing an Audit-Relation between Accounting and Auditing.
- Errors and Fraud-Concepts, Means of doing Fraud, Purpose- Conditions which increase the Risk of Fraud and Error-Auditor's responsibility towards detection and reporting.
- Classification-Objective wise(Internal and Independent Financial audit), Periodicity wise (Periodical, Continuous, Interim, Final, Limited Review) Organization structure wise (Statutory, Non- statutory), Specific Matter Wise (Cost, Management, Tax, Social, Propriety, Performance etc.).

Unit 2 Auditing Procedure and Techniques

(Classes-10/ Marks 10)

- Auditing Engagement-Audit Planning-Audit Programme.
- Documentation-Audit Working Papers, Ownership and Custody of Working Papers-Audit File(Permanent, Current) – Audit note Book- Audit Memorandum.
- Audit Evidence-Concept, Need, Procedure to obtain Audit Evidence, Sources and Reliability, Methods.
- Preparation Before Commencement of a New Audit.

Unit 3 Internal Control and Internal Audit

(Classes 10 / Marks 10)

- Internal Check-Definition, Objective, Preparation of check-lists.

- Internal Control-Definition, Objectives, Evaluation, Internal control in Computerized Environment, ICQ and its Preparation, Comparison with Internal Check.
- Internal audit-Definition, Objectives, Regulatory Requirements(Companies Act), Reliance by Statutory Auditor on Internal Auditor's Work.

Unit 4 Audit Sampling and Analytical Procedure (Classes-8/ Marks 10)

- Concept, Need, and Types of Sampling- Sampling Risk-Stages in Audit
- Sampling.
- Test Checking-Auditing in Depth and Cut-Off checking.
- Analytical Procedure- Nature and Application of Analytical Procedure- Tools and Techniques of Analytical Procedure- Extent of Reliance on Analytical Procedure- Use of analytical procedure for Substantive Testing.

Unit 5 Audit (Vouching and Verification) of Different Items

(No of classes 10/ Marks 10)

- Vouching- Meaning, Objectives-Vouching of Different Items (Receipts and Payments Related).
- Verification – Concept, Objectives – Audit of Share Capital, Loans(Secured and Unsecured), Fixed assets (Building, Plant and Machinery, Loans and Advances, Investment, Goodwill, Copy Right, Patent Right Inventories, Debtors), Creditors, Preliminary Expenditures , etc.

*** Topics to be studied with reference to Relevant Standards on Auditing and Accounting including Applicable Indian Financial Reporting Standards.*

Paper 2.6 Cg: AUDITING

MODULE II – 50 marks

Unit 1 Company Audit

(No of Classes 12/ Marks 12)

- 1.Qualification, Disqualification, Appointment, Removal, Remuneration of Auditors.
- Audit Ceiling-Status, Power, Duties and Liabilities of auditors.
- Branch Audit-Joint Audit- Special Audit.
- Maintenance of Books of Account.
- Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor's Responsibility).

Unit 2 Audit Report and Certificate

(No. of Classes 10/ Marks 12)

- 1.Definition-Distinction between Report and Certificate- Types of Reports/Opinion
- (Clean, Qualified, Disclaimer, Negative and Piecemeal)
- Contents of Audit Report(As per Companies Act and Standards on auditing).
- True and Fair View (Concept and Guiding Factors)- Materiality(Concepts and Relevance).

Unit 3 Audit of Different Institutions

(No. of Classes 5 / Marks 8)

Educational Institutions and Hospital

Unit 4 Investigation

(No. of Classes 6/ Marks 8)

- Meaning, Purpose- Distinction between Investigation and Auditing Approach to
- Investigation- Types of Investigations.
- Investigations to Detect Fraud, Misappropriations and Defalcations.

Unit 5 Other Thrust Areas

(No. of classes 12/ Marks 10)

- Cost Audit- Concepts, Objectives, Advantages, Relevant Provisions of Comp. Act.
- Management Audit- Tax Audit- Systems Audit- Social Audit- Environment Audit
- Energy Audit -Peer review (Concepts, Objectives and Regulatory Requirements).

*** Topics to be studied with reference to Standards on Auditing and Accounting including Applicable Indian Financial Reporting Standards.

Suggested Readings

- Gupta Kamal, Contemporary Auditing, TMH
- Tandon, B.N., Principles of Auditing, S. Chand & Co.
- Sharma T.R., Auditing Principles & Problems, Sahitya Bhavan, Agra
- Spicer & Pegler, Practical Auditing
- Woolf, Emile, Auditing Today
- Basu, Sanjib Kumar, Nirikshar Tattwa-o- Koushal (Bengali), Pearson
- Auditing Assurance Standards and Guidelines issued by ICAI

B.Com. General

**Paper 3.1 GA :FINANCIAL ACCOUNTING – III
MODULE-I: 50 Marks**

Unit	Topic	Details	Marks allotted	No. of lectures
1	Company Final Accounts	Introduction to Schedule VI; Rules for Managerial Remuneration; Dividend and applicable tax; compulsory transfer to reserve; Preparation of Profit & Loss A/C and Balance Sheet (tax on net profit without recognizing deferred tax)	18	15
2	Company Merger And Reconstruction	<ul style="list-style-type: none"> • Amalgamation, Absorption and Reconstruction– Meaning; relevant standard and meaning of different terms, Accounting in the books of Transferor Company. Accounting in the books of Transferee (amalgamation in the nature of Purchase only); inter-company transactions and elimination of common debtors & creditors only. (excluding inter-company share holding). Preparation of Balance Sheet. • Internal reconstruction – meaning, provisions and Accounting, preparation of Balance Sheet after reconstruction 	16	16
3	Introduction to Accounting Standard	Financial accounting standards: concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (AS): 1 (ICAI). IFRS (concept only).	16	15
	Business Acquisition	<ul style="list-style-type: none"> • Profit/ loss prior to incorporation; and Accounting for business acquisition 		

	Valuation	Goodwill – valuation using different methods, i.e., Average Profit and Super Profit, Shares – Valuation using different methods: Intrinsic value, Earning Yield value and Fair Value (simple type)		
			50	46

**B.Com. General Paper 3.1 GA :FINANCIAL ACCOUNTING – III
(MODULE-II): 50 Marks**

Unit	Topic	Details	Marks allotted	No. of lectures
1	Holding Company	Meaning of Holding Company & Subsidiary Company; relevant standard; Consolidation of Balance Sheets of Parent & Subsidiary (only one); Minority Interest – Basic principles and preparation of CBS; CBS with loss balance of Subsidiary Treatment for: Revaluation of Assets of Subsidiary, Intra-group Transactions, and Holding of equity shares only. (excluding shares acquired on different dates by the Parent company, chain and cross holding)	20	18
2	Introduction to Accounting Theory	Concept of accounting theory; relation with practice; GAAP; Capital – capital maintenance concepts, relation with income; Limitations of Historic Cost accounting; Introduction to Fair Value accounting	15	15
3	Introduction to Financial Statements	<ul style="list-style-type: none"> • Nature and Component of Financial Statement; Meaning and Need for FSA, Traditional & Modern approaches to FSA, Parties interested in FSA. • Historic cost – its limitation, concept of fair value. Capital maintenance. • Comparative Statement – meaning, preparation, uses, merits and demerits • Common-size Statement - meaning, preparation, uses, merits and demerits 	15	12
			50	45

Suggested Reading

- Sukla, Grewal, Gupta: Advanced Accountancy Vol. II, S Chand
- R. L.Gupta & Radheswamy, Advanced Accountancy Vol. II, S. Chand
- Maheshwari & Maheshwari, Advanced Accountancy Vol. II, Vikash Publishing House
- Sehgal & Sehgal, Advanced Accountancy Vol. I II, Taxman Publication
- Hanif & Mukherjee, Corporate Accounting, TMH
- L.S.Porwal, Accounting Theory, Tata Mcgraw Hill
- Gokul Sinha, Accounting Theory & Management Accounting,
- B. Banerjee, Regulation of Corporate Accounting & Reporting in India, World Press.
- Accounting Standards issued by ICAI
- Lev, Financial Statement Analysis-a new approach, Prentice Hall
- Foster G, Financial Statement Analysis, Prentice Hall
- White, Sondhi& Fred, Analysis and use of Financial Statement, John Wiley
- Bernstein & Wild, Financial Statement Analysis; theory, application & interpretation, Mcgraw Hill

- Bhattacharyya Asish K, An introduction to Financial Statement Analysis, Elsevier

B.Com.General (Elective- Accounting & Finance)
Paper 3.2 GA: COST & MANAGEMENT ACCOUNTING 2
Module I – 50 Marks

[Each Unit is for 10 classes / 10 marks]

Unit 1

Service Costing And Output Costing:- Introduction; Motor Transport Costing, Staff Canteen Costing, Hospital Costing, Boiler House Costing.

Unit 2

Process Costing (1) 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.

Unit 3

Process Costing (2)

Inter-process profit- Meaning, Advantages and Disadvantages and determination of stock value for the purpose of balance sheet.

Joint products and by products – Concept of Joint products and by-products; Apportionment of common costs to joint products, and costing of By Products.

Unit 4

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

Unit 5

Marginal Costing and Management Decisions - Marginal costing Techniques; Marginal Cost and product Pricing; Product Mix and Make or Buy Decisions, Shut Down Decisions (simple Type).

Paper 3.2 GA: COST & MANAGEMENT ACCOUNTING 2

Module II – 50 Marks

Unit 6

Budgetary Control: Budget and Budgetary Control; The budget manual, principal budget factor, preparation and monitoring procedures, preparation of functional budgets for operating and non operating functions, cash budget, master budget, flexible budget, budget variances.

Unit 7

Standard Costing. Standard Costs and Standard Costing; Uses, & Importance. Differences with Budgetary Control, Preliminary Steps. Classification of Standards. Setting up Standards

for Materials, Labour and Overheads. analysis and computation of materials, Labour and Overhead Costs Variances.

Unit 8

Financial Statement Analysis (1)

Concept, Objectives, Benefit and Limitations, of Financial Statement Analysis; Tools of Analysis; Value Added Statements, Economic Value Added (elementary level).

Unit 9

Financial Statement Analysis (2)

Ratio Analysis for performance evaluation and financial health; Application of Ratio Analysis in decision making; Inter-firm comparison.

Unit 10

Statement of Changes in Financial Position- Meaning of Changes in Financial Position; Statement of Changes in Financial Position- Working Capital Basis, Cash Basis, Total Resources Basis. Fund Flow and Cash Flow statements and AS-3 (Simple Type)

Suggested Readings

- Cost Accounting,- A Managerial Emphasis, Horngren, Foster & Datar, PHI
- Cost Accounting, B.Banerjee, PHI
- Cost Accounting, Jawahar Lal & Seema Srivastava, TMH
- Management Accounting, M.Y.Khan & P.K.Jain, TMH
- Management Accounting, R.Anthony, Taraporewala
- Management & Cost Accounting, Colin Drury, Chapman & Hall
- Financial Policy & Management Accounting, B.Banerjee, PHI
- Cost Accounting for Business Managers. Bhattacharyya Asish K, Elsevier

General (Elective - Accounting & Finance)
Paper 3.3GA: FINANCIAL MANAGEMENT

Module I – 50 Marks

[Each Unit is for 10 classes / 10 marks]

Unit 1

Introduction

- Important functions of Financial Management
- Objectives of the firm: Profit maximisation vs. value maximisation
- Role of Chief Financial Officer.

Unit 2

Basic concepts

- Time Value of Money: Compounding and Discounting techniques- Concepts of Annuity and Perpetuity.
- Risk-return relationship
- Financial environment in which a firm has to operate

Unit 3

Sources of finance and cost of capital

- Different sources of finance; long term and short term sources
- Cost of capital: concept, relevance of cost of capital, specific costs and weighted average cost, rationale of after tax weighted average cost of capital, marginal cost of capital

Unit 4

Leverage and capital structure theories

- Leverage- Business Risk and Financial Risk - Operating and financial leverage, Trading on Equity
- Capital Structure decisions - Capital structure patterns, Designing optimum capital structure, Constraints, Various capital structure theories.

Unit 5

Working Capital Management (1)

Introduction; Meaning and Concept of Working Capital; Management of Working Capital and Issues in Working Capital; Estimating Working Capital Needs; Operating or Working Capital Cycle.

Paper 3.3GA: FINANCIAL MANAGEMENT

Module II – 50 Marks

Unit 6

Working Capital Management (2)

- Various sources of finance to meet working capital requirements
- Financing current assets: Strategies of financing (Matching, Conservative, and Aggressive policies)
- Bank financing: recommendations of Tandon committee and Chore committee
- Management of components of working capital (an introduction only)

Unit 7

Capital Expenditure Decisions (1)

Purpose, Objectives & Process, Understanding different types of projects, Techniques of Decision making: Non-discounted and Discounted Cash flow Approaches - Payback Period method, Accounting Rate of Return

Unit 8

Capital Expenditure Decisions (2)

Net Present Value, Profitability Index, Internal Rate of Return, Discounted Payback Period. Ranking of competing projects, Ranking of projects with unequal lives. Capital Rationing (Elementary Level).

Unit 9

Dividend Decisions

- Meaning, Nature and Types of Dividend
- Some dividend policies and formulating a dividend policy
- Dividend Theories: Walter's Model, Gordon's Model, Modigliani and Miller: Irrelevancy Theory (Introductory Level)

Unit 10

Financial Control

Concept, Objectives and Steps, Major Tools of Financial Control, Advantages and Limitations of Financial control system.

Suggested Readings

- Financial Management, M.Y.Khan & P.K.Jain, TMH
- Financial Management & Policy, Van Horne, Pearson
- Fundamentals of Financial Management, Van Horne, PHI
- Financial Policy & Management Accounting, B.Banerjee, PHI
- Financial Management, P.Chandra, TMH
- Bhadra & Satpati, Arthik Byabasthapana (Bengali Version), Dishari

3RD year

B.COM GENERAL: ELECTIVE GROUP - MARKETING
Paper 3.1 GM: CONSUMER BEHAVIOUR AND SALES
MANAGEMENT

Module I : Consumer Behaviour (50 marks)

Unit

1. **Consumer Behaviour:** Concept: Application of Consumer Behaviour Knowledge Consumer Behaviour and Market Segmentation. (L-10 / M-10)
2. **Consumer Behaviour:** Determinants Consumer as an Individual, Needs, Motivation, Personality, Perception, Learning Attitude; Consumers in their Social & Cultural Setting. (L-10 / M-10)
3. **Consumer's Decision-making Process:** Personal Influence & Opinion, Leadership Process, Consumer decision making process. (L-10 / M-10)
4. **Consumer Behaviour & Society:** Health-care Marketing, Social Marketing, Environmental Marketing & Consumer Protection. (L-12 / M-10)
5. **Consumer Behaviour and Market Research :** Relevance of Marketing Information System and Market Research in assessing Consumer Behaviour. (L-12 / M-10)

References:

- Schiffman & Kanuk, *Consumer Behaviour*, PHI
- Loudon & Bitta, *Consumer Behaviour*, Tata McGraw Hill
- Bennet & Kassanjian, *Consumer Behaviour*, PHI
- Batra & Kazmi, *Consumer Behaviour, Text & cases*, Excel Books
- Beri, *Marketing Research*, Tata McGraw Hill
- Bradley, *Marketing Research*. Oxford University Press

Paper 3.1 GM: CONSUMER BEHAVIOUR AND SALES
MANAGEMENT

Module II: Sales Management (50 Marks)

Unit

1. **Sales Organization :** Ever-growing complexity of Sales Organisation, Different Models of Sales Organisation, Factors determining Sales Organisation Structure, Common Problems associated with Structuring the Sales Organisation. (L-10 / M-10)
2. **Designing the Sales Force :** Objectives, Strategies, Structure, Size and compensation of sales Force. (L-6 / M-5)
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. (L-12 / M-10)

4. **Personal Selling and Salesmanship** : Buyer-Seller Dyads, Theories of selling, Personal Selling as a Career, Steps in Personal Selling, Methods of Approaching a Customer, Handling Customer Objections, Negotiations. (L-12 / M-10)
5. **Marketing Channels and Selection** : Need, Functions, Levels; Identifying and Analyzing Customers' Needs for Products/Services, Developing Channel Objectives, Selection of Appropriate Channel. (L-10 / M-10)
6. **Channel Management** : Motivating, Leading, Communicating with and Performance Evaluation of the Channel Members. (L-5 / M-5)

Suggested Readings

- Cundiff, Still and Govoni, *Sales Management*, PHI
- Smith, *Sales Management* PHI
- Kotler, *Marketing Management* PHI
- Zieglar, et al *Sales Promotion and Modern Merchandising*
- Stem, Ansary and Coughlan *Marketing Channels*, PHI
- Warmer, *Marketing and Distribution*, Macmillan
- Pyle, *Marketing Principles*, Macmillan
- Doughlas, et al *Fundamentals of Logistics and Distribution*, TMH
- Gupta, *Sales and Distribution Management*, Excel Books

Paper 3.2 GM: PRODUCT AND PRICING MANAGEMENT & RURAL MARKETING

Module I: Product and Pricing Management (50 marks)

Unit

1. **Product** : Concept, Product Portfolio, PLC Operationalisation. (L-10 / M-10)
2. **New Product Development** : Concept, Planning Adoption process, Integrated approach to New Product Development, Test Marketing and New Product Launch. (L-10 / M-10)
3. **Packaging** : Concept, Importance, Packaging and Product Differentiation, Packaging Strategies. (L-10 / M-10)
4. **Branding** : Name and Selection process, Trademark, Positioning Strategies, Repositioning. (L-10 / M-10)
5. **Pricing** : Concept, Target Cost, Resale Price, Importance of Pricing in Consumer Buying Process, Factors Determining Effectiveness of Price, Various aspects of Service Pricing , Pricing Methods, Price Cartel, Pricing in the Indian Context. (L-12 / M-10)

Suggested Readings

- Kotler, *Marketing Management*, PHI
- William and Ferrell, *Marketing*, Houghton Mifflin, Boston
- Stanton, Etzel and Walker, *Fundamentals of Marketing*, McGraw-Hill, New York.
- Neelamegham, *Marketing in India: Cases and Readings*, Vikas Publishing, New Delhi
- Majumder, *Product Management in India*, Prentice Hall, New Delhi
- McCarthy and Perreault, *Basic Marketing Managerial Approach*, Irwin, Homewood, Illinois
- Ramaswamy and Namakumari, *Marketing Management*, Macmillan India, New Delhi

- Srinivasan, *Case Studies in Marketing: The Indian Context*, Prentice Hall, New Delhi

Paper 3.2 GM: Product and Pricing Management & Rural Marketing

Module II: Rural Marketing (50 Marks)

Unit

1. **Rural Marketing** : Importance, Nature and Scope. (L-5 / M-5)
2. **Understanding Rural Marketing Environment** : Geographic, Economic, Socio-Cultural and Infrastructural factors and their influence on Rural Marketing Operations. (L-12 / M-10)
3. **Rural Consumer** : Characteristics, Attitudes and Behaviour, Buying Patterns and Influences. (L-10 / M-10)
4. **Rural Marketing Strategies** : Segmenting Rural markets, Product Planning for Rural Markets. (L-6 / M-5)
5. **Promotion and Distribution in Rural Markets** : Promotion in Rural Markets, Distribution Channels and Logistics in Rural Markets. (L-10 / M-10)
6. **Marketing of Agricultural Products** : Pricing and Distribution of Agricultural products, Role of Government and other organizations in Marketing Agricultural Products; Co-operative Marketing. (L-12 / M-10)

Suggested Readings

- Rajagopal *Management of Rural Business*, Wheeler, New Delhi
- Neelamegham, *Marketing in India: Cases and Readings*, Vikas Publishing, New Delhi
- Gopalswamy, *Rural Marketing*, Wheeler, New Delhi
- Nyar and Ramaswamy, *Globalization and Agricultural Marketings*, Rawat Publishers, Jaipur
- Mamoria, *Agricultural marketing*, Himalaya Publishing House, New Delhi

Paper 3.3 GM: RETAIL MANAGEMENT & MARKETING OF SERVICES

Module I: Retail Management (50 Marks)

Unit

1. **Retailing** : Concept, Importance, Functions, Development of Retailing in India, Factors determining Growth of Retailing in India. (L-16 / M-15)
2. **Retail Formats** : Concept, Classification, Multi-channel retailing. (L-16 / M-15)
3. **Pricing and Promotion in Retail** : Importance of Retail Pricing, Factors affecting Pricing, Approaches to Product Pricing, Need and Objectives of Promotional Mix in Retailing, Customer Relationship Management. (L-20 / M-20)

Paper 3.3 GM: RETAIL MANAGEMENT & MARKETING OF SERVICES

Module II: Marketing of Services (50 Marks)

Unit

1. **Introduction to Services Marketing** : Services— types, nature, characteristics, Understanding Service Customers, Reasons for Growth . (L-16 / M-15)
2. **Service Marketing Management** : Service Marketing Mix— Elements. Managing Service Quality, Relationship Marketing . (L-16 / M-15)
3. **Service Marketing in Non-profit and Profit Organisations** : Travel and Tourism, Financial Services, Information Technology Services, Media Services, Health Care Services, Educational Services. (L-20 / M-20)

Suggested Readings

- Madaan, *Fundamentals of Retailing*, Tata McGraw-Hill, New Delhi
- Venugopal and Raghu, *Services Marketing*, Himalaya Publishing Ltd., New Delhi
- Ravi Shankar, *Services Marketing: The Indian Perspective*, Excel Books
- Rampal & Gupta, *Services Marketing, Concepts, Applications & Cases*, Galgotia Publishing
- Apte, *Services Marketing*, Oxford University Press, New Delhi
- Kriplani, *International Marketing*, Prentice Hall, New Delhi
- Taggart and Mott, *The Essence of International Business*, Prentice Hall, New Delhi
- Kotler, *Principles of Marketing*, Prentice Hall, New Delhi
- Caterora and Keavenay, *Marketing: an International Perspective*, Irwin, Homewood, Illinois
- Paliwala, *The Essence of International Marketing*, Prentice Hall, New Delhi
- Vasudeva, *International Marketing*, Excel Books

BCOM PART-III (GENERAL) Elective Group -TAXATION) Paper 3.1 GT: DIRECT TAX LAW AND PRACTICE MODULE 1 – 50 Marks

Unit 1: a) Residential Status and Incidence of Tax

Residential status of a company, Incomes deemed to accrue or arise in India u/s 9

- b) Income which do not form part of Total Income**
Sec 10A, 10AA, 10B, 10BA

(L-10/M-10)

Unit 2: Heads of Income and Provisions Governing Heads of Income

a) Profits and gains from business and profession

Advance level discussion with special emphasis on presumptive taxation

b) Capital Gains

Advance level discussion with special emphasis on transfer, treatment u/s 45(1A), 45(2), 45(3), 45(4), 45(5), taxability of financial assets and exemptions

c) Income from other sources

Advance level discussion with special emphasis on deemed dividend

(L-35/M-30)

Unit 3: a) Income of other Persons included in Assessee's Total Income

Revocable transfer of assets, Income from assets transferred to the benefit of spouse and son's wife, Conversion of self acquired property into joint family property

b) Deductions from Gross Total Income

Deductions u/s 80IAB, 80IC, 80ID, 80IE

(L-5/M-10)

MODULE 2 – 50 Marks

Unit 1: Computation of Total Income and Tax Payable

Advance level problems on computation of total income and tax liability of an Individual, HUF, Firm and AOP

(L-25/M-25)

Unit 2: a) *Relief U/S 89*

b) *Double Taxation Relief*

c) *Forms for Individual Assessee (Features and filling up of Forms)*

(L-10/M-10)

Unit 3: Wealth Tax

Advance level discussion with special emphasis on basic concept of valuation of let-out building, Advance level problem on computation on net wealth and tax payable

(L-15/M-15)

Suggested Readings

- Singhania V.K., and Singhania K, Direct Tax Law and Practice, Taxmann
- Lal and Vashist, Direct Taxes, Pearson
- Gupta and Ahuha, Direct Taxes Law And Practice, Bharat

Paper for B.Com. General: Elective Group- Taxation
PAPER 3.2 GT: INDIRECT TAX LAW AND PRACTICE

MODULE 1: 50 Marks

Unit 1: a) **Basic Concepts**

Concepts of Indirect Tax, Difference between Direct And Indirect Tax, Indirect tax structure in India.

b) CENTRAL EXCISE ACT, 1944

(L-30/M-30)

Unit 2: WB VAT ACT 2003

(L-20/M-20)

MODULE 2: 50 Marks

Unit 1: CUSTOMS ACT, 1962

(L-25/M-25)

Unit 2: a) CENTRAL SALES TAX ACT, 1956

b) SERVICE TAX

(L-25/M-25)

Suggested Readings

- Datey V.S., Indirect Taxes Law And Practice, Taxmann
- Sanjeev Kumar, Systematic Approach to Indirect Taxes, Bharat
- Bangar and Bangar, Students' Guide to Indirect Taxes, Aadhya Prakashan

Paper for B.Com. General: Elective Group -Taxation
PAPER 3.3 GT: TAX PLANNING AND PROCEDURE

MODULE 1: 50 Marks TAX PROCEDURE

Unit 1: Return of Income

(L-10/M-10)

Unit 2: Assessment of Return

(L-10/M-10)

Unit 3: a) Advance Tax

b) Interest

- c) Advance Ruling for Non-Resident (L-12/M-10)
- Unit 4:** a) TDS
b) Refund of Excess Payment (L-10/M-10)
- Unit 5:** a) Penalties and Prosecutions
b) Appeals and Revisions
c) Income Tax Authorities (L-8/M-10)

MODULE 2: 50 Marks
TAX PLANNING

- Unit 1: Basic Concepts** (L-3/M-5)
a) Concept and difference between tax planning, tax avoidance and tax evasion
b) Objectives, requisites, factors and types of tax planning
- Unit 2:** a) Tax Planning under different Heads of Income
b) Tax Planning on Deductions under Chapter VIA (L-12/M-10)
- Unit 3:** a) Setting up a New Business
Location, nature and form of business
b) Financial Management Decisions
Capital structure, dividend policy (including inter corporate dividend) and bonus shares
c) Tax Planning related to Amalgamation and Demerger (L-10/M-10)
- Unit 4: Specific Managerial Decisions**
Make or buy, own or lease, own fund versus borrowed fund for financing of assets, shut down or continue, sale in domestic market or export, repair or replacement (L-17/M-15)
- Unit 5:** a) Tax planning in relation to Employees Compensation
b) Relief for Double Taxation (L-8/M-10)

This syllabus is applicable to the students of third year who will be appearing in the Examinations in 2013. Direct Tax Code covering all Direct Taxes and Goods and Service Tax Act covering all Indirect Taxes are going to be effective w.e.f 1.4.2011. In view of the expected changes only the chapter headings are given without detailed coverage under each unit. The detailed syllabus will be prepared after the passing of the two Acts.

Suggested Readings

- Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxmann
- Lal and Vashist, Direct Taxes, Pearson
- Gupta and Ahuja, Direct Taxes Law And Practice, Bharat
- Singhanian V.K., and Singhanian M, Corporate Tax Planning and Business Tax Procedure, Taxmann

B.Com. General: Elective Group -Computer Applications & e-Business

3.1 GeB: Fundamentals of Computer

Module I : 50 marks

1. **Computer Basics:** Characteristics of computer. Generations of computer. Type of computer – Mainframe, Mini, Micro (desktop, laptop and handheld), Super Computer. Inside a Computer – Power supply (SMPS), Motherboard, Ports and interfaces, Expansion Cards, memory Chips, Ribbon Cables, Storage devices, Processor. [15 lectures / 30 marks]

2. **CPU Organisation and Architecture:** Arithmetic/Logic Unit (ALU), control Unit (CU), Registers, System Bus, Processor to Memory Communication Processor to I/O devices Communication. [12 lectures / 20 marks]

Module II : 50 marks

3. **Memory Organization:** Memory representation, Cache memory, Primary memory – RAM and ROM. Functions of RAM and ROM. Different types of RAM and ROM. Secondary memory – Magnetic and optical storage devices (brief description of different types). Storage organization of a Magnetic disk. Mass storage devices – RAID, Automated Tape Library. [11 lectures/ 16 marks]

4. **Input and Output Devices:** Major types and their functions. [6 lectures/ 10 marks]

5. **Operating System:** Concept, types, functions. [6 lectures/ 8 marks]

6. **Flow Charts-** Concepts, advantages and disadvantages of flowcharts, Problem solving using flowcharts. [5 lectures/ 8 marks]

7. **Multimedia Essentials:** Definition, building blocks of multimedia, multimedia system, multimedia application. [5 lectures/ 8 marks]

Suggested Readings

- ITLES, Introduction to Computer Science, Pearson
- ITLES, Introduction to Information Technology, Pearson
- Sinha & Sinha, Fundamentals of Computers, BPB Publication.
- Rajaraman, Fundamentals of Computers, PHI

Paper 3.2 GeB: Data Communication and Networking

Module I: Marks: 50

Unit 1. Transmission Modes: Simplex, Half-Duplex, Full Duplex. Analog and digital transmission. Synchronous and Asynchronous transmission. Multiplexing.

[6 lectures/ 10 marks]

Unit 2. Network Types: LAN, WAN, MAN, VAN, SAN.

[4 lectures/ 6 marks]

Unit 3. Network Topologies: Bus, Star, Ring, Mesh, Tree.

[4 lectures/ 6 marks]

Unit 4. Protocol Models: OSI, TCP/IP

[4 lectures/ 6 marks]

Unit 5. Internet Concepts: WWW, Internet and E-Commerce, Linking to the Internet, Internet Address. Communication Tools (Email, FTP, Telnet, Usenet), Domain Name System.

[6 lectures/ 8 marks]

Unit 6. Intranet and Extranet: Intranet, Intranet vs. Groupware, Intranet Hardware, Intranet Software, Communication Systems (Email, Fax), Extranet.

[4 lectures/ 6 marks]

Unit 7. Network Security: Network security threats - Malicious code (Malware), Hacking, Credit card frauds. Spoofing, Sniffing Firewall (Concept, Components and Constituents, Benefits), Enterprise wide security Framework, secure physical infrastructure).

[6 lectures/ 8 marks]

Paper 3.2 GeB: Functional e-Business System

Module II : Marks: 50

Unit 1. Applications of E-Business: Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services, Obstacles in adopting E-Business Applications.

[6 lectures/ 8 marks]

Unit 2. E-Strategy: Information and Strategy, The virtual value chain planning E-Business project, E-Business strategy and knowledge management.

[4 lectures/ 6 marks]

Unit 3. Customer –effective Web design: Requirements of Intelligent Websites, Website Goals and Objectives, planning the budget, analyzing website structure, fixed versus flexible webpage design, choosing a page size, website development tools, design alternatives, outsourcing web design, testing and maintaining websites.

[6 lectures/ 8 marks]

Unit 4. Electronic Payment Systems-Overview of Electronic Payment Systems, Customer to Merchant Payments, Peer to Peer Payments. Electronic Banking, Electronic Fund Transfers.

[5 lectures/ 8 marks]

Unit 5. E-Business Marketing Concepts: Basic marketing concepts for internet marketing, E-Business marketing and branding strategies, Strengthening the customer relationship.

[4 lectures/ 6 marks]

Unit 6. E-Commerce and Online service industries: Online financial services. Online travel services. Online career services.

[3 lectures/ 4 marks]

Unit 7. Mobile Commerce- Wireless Spectrum, WAP - Origins of WAP, WAP Architecture. Wireless Datagram Protocol (WDP), Short Message Services, General Packet Radio Service (GPRS), Wireless Technology (CDMA, GSM), Different generations in Wireless Communication, Mobile commerce and its future in India.

[6 lectures/ 10 marks]

Suggested Readings

- S. Jaiswal, Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business), Galgotia Publications.
- P.T. Joseph, S.J., E-Commerce An Indian Perspective, PHI.
- Kenneth C. Laudon, Carol Guerico Traver, E-Commerce Business. Technology. Society, Pearson
- Schneider, E-Commerce, Thomson Publication

Paper 3.3 GeB: Computer Application (Practical)

Module I : Total Marks: 50

Unit 1: C++

[25 classes / 25 marks]

Unit 2: Use of Accounting software package – ACE, TALLY

[25 classes / 25 marks]

Paper 3.3 GeB: E-Business Application (Practical)
(Module II): Total Marks: 50

Unit 1: HTML & DHTML

[20 classes / 20 marks]

Unit 2: JAVA

[30 classes / 30 marks]

1. OOPS Concept and Introduction to JAVA. 2. An overview of Java. 3. Data Types - variables and arrays. 4. Operators, Control statements. 5. Classes and objects. 6. Inheritance. 7. String and string buffer. 8. Exception handling. 9. Applets.