

Faculty of Commerce
SRV, Ballia
SYLLABUS
BACHELOR OF COMMERCE
(THREE YEARS FULL TIME PROGRAMME)

B.Com. Part I

BUSINESS ORGANISATION AND MANAGEMENT

Objective: This course familiarizes the students with the basics and principles of management.

Unit-1

Introduction: Concept, Nature, Process and Significance of Management; Managerial roles (Mintzberg); An overview of functional areas of Management; Development of management thought; Classical and Neo-classical System; Contingency approach. Planning: Concept, Process and types; Decision-Making: Concept and Process: Management by Objectives.

Unit-II

Organising: Concept, Nature, Process and Significance: Authority and Responsibility relationships: Centralisation and Decentralization; Departmentation; Organisational Structure- Forms and Contingency factors. Corporate Planning; Environment Analysis and Diagnosis; Strategy Formulation.

Unit-III

Direction: Concept and Techniques, Managerial Control- Concept and Process, Effective Control System. Techniques of Control; Motivation and Leading people at work: Motivation-Concept, Theories-Maslow, Herzberg, McGregor and Quchi, Financial and Non Financial Incentives, Leadership- Concept and Leadership styles, Likert's Four system of Leadership

Unit-IV

Coordination as an essence of Management, Communication- Nature, Process, Networks and Barriers. Effective Communication. Management of change: Concept, Nature and Process of Planned Change, Resistance to change, Emerging Horizons of Management in a changing environment.

REFERENCES:

1. Aswathappa & Yadumurth :Business Organisation and Management
2. Arunachalam, P. :Business Organisation and Management
3. Agrawal,R.C. :Prabandha ke Siddhant
4. Gupta, N.S. :Organisation Theory and Behaviour
5. Jha, Bishwambhar :Fundamentals of Industrial Organisation and Management
6. Jolshi, G.L. :Vyavasayik Sanghathan Avam Prabandha
7. Prasad, Jagdish :Vyavasayik Sanghathan Avam Prabandha
8. Shukla, Sudhir : Vyavasayik Sanghathan Avam Prabandha
9. Shukla, Sudhir : Management Concept & Principles

FINANCIAL ACCOUNTING

Objective-: This course exposes the students to the basic concepts of accounting knowledge to develop financial accounting as applicable to various business institutions.

Unit-I

Nature and scope of Accounting : Accounting concepts and conventions, Indian and International Accounting standards. Accounting Mechanics: Double Entry System, Preparation of Journal Ledger and Trial Balance, Concept of Income and its Measurement. Preparation of Final Statement.

Unit-II

Royalty Accounts, Hire Purchase and Instalment Payment System, Insolvency Accounts

Unit-III

Departmental Accounts, Branch Accounts, Double Account System.

Unit-IV

Accounts of Insurance Companies, Computation of Fire Insurance claims Accounts of Banking companies Voyage accounts, Empties Accounts

REFERENCES:

1. Jaisawal, K.S. :Financial Accounting (Both in Hindi & English Version) (Vaibhav laxmi Prakashan). 2010, Varanasi

BUSINESS REGULATORY FRAMEWORK

Objective: The objective of this course is to provide a brief idea about the framework of Indian business laws.

Unit-I

Law of Contract (1872); Nature of Contract, Classifications of contract, Offer and Acceptance, Capacity of parties to Contract, Free Consent: Consideration, Legality of object, Agreement declared Void Performance of Contract, Discharge of Contract, Remedies for Breach of Contract, Discharge of Contract.

Unit-II

Special Contracts, Indemnity, Guarantee, Bailment and Pledge Sale of Goods Act 1930: Formation of contract of sale, Goods and their classifications, Price; Conditions and Warranties; Transfer of Property in goods; Performance of the Contract of Sales; Unpaid Seller and his rights.

Unit-III

Definition of Negotiable Instruments; Features; Promissory Notes; Bill of Exchange and Cheque Holder in due course. Crossing of a cheque and Negotiable Instrument Act, 1881 its types, Negotiation and Assignment. Dishonor and Discharge of Negotiable Instrument.

Unit-IV

The Consumer Protection Act, 1986: Salient features, Definition of Consumer, Grievance redressal machinery, Foreign Exchange Management Act, 2000.

REFERENCES:

1. Basu, D.D. :Introduction to the Constitution of India
2. Chawla & Garg :Merchantile Law
3. Chakraborty, A.H. :Industrial Licensing & Industries
4. Chandha, P.R. :Business Law
5. Kapoor, N.D. :Business Law
6. Krishnamurthy, S. :Economic Legislation
7. Kuchhal, M.C. :Business Law
8. Singh, Avtar :Mercantile Law
9. Singh, Avtar :Company Law
10. Taxman :Mercantile Law
11. Shama R.C.&Vishnoi R.K. :Business Regulatory Framework (Hindi&English) Version

BUSINESS ECONOMICS

Objective: This Course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

Units-I

Introduction: Nature and scope of Business Economics, Utility; Meaning, Kinds, & Measurement of utility, Law of Demand, Law of marginal diminishing utility, Elasticity of Demand; Concept and

measurement of elasticity of demand, Price, Income and Cross Elasticity, Determinants of Elasticity of Demand, Importance of elasticity of demand.

Units-II

Theory of Cost: Short run & Long run Cost Curve-Traditional and Modern approaches. Production function: Law of Variable proportion; Isoquants; Economic Regions and Optimum factor Combination; Expansion Path; Ridge lines, Returns to scale; Internal and external economics and diseconomies.

Units-III

Price-Output decisions under different market conditions - Perfect and Imperfect Competition, Monopoly, Monopolistic competition, Oligopoly, Duopoly, Non-price competition, Price discrimination and produce differentiation.

Units-IV

Theory of Distribution: Marginal Productivity Theory and Modern Theory, Wage-Meaning, Determination of wage Rate under perfect competition and Monopoly, Rent concept : Ricardian and Modern Theories of Rent; Quasi-rent. Interests - Concept and Theories of Interest, Profit – Concept and Theories of profit .

REFERENCES:

1. Ahuja, M.L. :Business Economics
2. Bansal, S.N. :Uccha Aarthik Siddhant
3. John, P., Gould jr.&Edward p. Lajear :Micro-Economic Theory
4. Jhingan, M.L. :Samashti Arthashastra
5. Jhingan,M.L. :Vyashsti arthashastra
6. Jdain, K.P. :Principles of Economics
7. Kkoutsoyuianni, A. :Modern Micro Economics
8. Mishra, J.P. : Vyashti Arthashastra
9. Kanaodia, Suresh.K., : Vyavsayik Arthashastra Shukla, Sudhir. K. And Singh, R.K. (Vaibhav Laxmi Prakashn) 2010,Varanasi
10. Singh. H. K. : Managerial Economic
11. Vishnoi R. K. :Business Economics

Business Statistics

Objective: It enables the students to gain undergoing of Statistical techniques as are applicable to business.

Unit-I

Introduction to Statistics: Meaning, Scope, Importance and Limitation, Managerial Application, Statistical Investigation- Planning and organization, Statistical units, Methods of Investigation, Census and Sampling. Collection of Data- Primary and Secondary Data, Editing of Data- Classification of data, Frequency Distribution and Statistical Series, Tabulation of Data- Diagrammatical and Graphical Presentation of Data. Analysis of Data, Interpretation of Data.

Unit-II

Measures of Central Tendency – Mean, Median, Mode, Geometric and Harmonic Mean; Dispersion – Range, Quartile, Percentile, Quartile Deviation, Mean Deviation, Standard Deviation and its Co- efficient, Co-efficient of Variation and Variance, Test of Skewness and Dispersion, Its Importance, Co-efficient of Skewness

Unit III

Correlation- Meaning, application, types and degree of correlation, Methods- Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Coefficient of Correlation. Regression Analysis– Meaning, Importance, Simple Regression Equation. Standard error of estimates. Index Number: - Meaning, Types and Uses, Methods of constructing Price Index Number, Fixed – Base Method, Chain-Base Method, Base conversion, Base shifting deflating and splicing. Consumer Price Index Number, Fisher's Ideal Index Number, Reversibility Test- Time and Factor.

Unit IV

Interpolation and Extrapolation: Meaning, Importance Methods- Binomial, Newton's Lagrange's Analysis of Time Series:-Meaning, Importance and Components of a Time Series. Decomposition of Time Series:- Moving Average Method and Method of Least square. Business Forecasting.

References:

1. Chikodi & Satya Prasad :Business Statistics
2. Gupta & Gupta :Business Statistics
3. Gupta, B.N. :Sankhyiki
4. Hooda, R.P. :Statistics for Business Economics
5. Lal, Muking :Sankhyiki Ke Prarambhik Siddhant
6. Paul, Joseph & Raphael :Business Statistics
7. Puri, V.K. :Elements of Business Statistics
8. Rastogi, K.K. :Sankhyiki
9. Sinha, B.C. :Sankhyiki Ke Tattva
10. Jaisawal K.S. : Business Statistics (Both in Hindi & English) (Vaibhav Laxmi Prakashn) 2010,Varanasi

BUSINESS MATHEMATICS

Objective: The objective of this course is enable the student to have the required knowledge of Mathematics as is applicable to business and economic situations.

Unit-I

Materials and Determinants: Definition of matrix; Types of materials, Algebra of materials; Properties of Determinants; Calculation of values of Determinants upto third order; Adjoint of materials, Elementary row or column operations; Finding inverse of a matrix through adjoint and elementary row or column operation; Solution of system of linear equations having unique solution and involving not more than three variables.

Unit-II

Compound Interest and Annuities; Different types of interest rates; Concept of Present Value and amount of a 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.

Unit-III

Calculus (Problems and Theorems Involving trigonometrical ratios are not to be done). Differentiation: Partial derivatives upto second order; Homogeneity of Functions and Euler's theorem; Total differentials; Differentiation of implicit function with the help of total differentials. Maximum and Minimum: Cases of one variable involving second or higher order derivatives; Cases of two variables involving not more than one constraint. Integration: Integration as anti-derivative process; Standard form; Methods of Integration; Finding areas of Simple cases; consumers and Producers surplus; Nature; Commodities Learning Curve; Leontiff Input-output Model.

Unit-IV

Linear Programming: Formulation of L.P.P.: Graphical method of solution; Problems relating to two variables including the case of mixed constraints; Cases having no solution, multiple solutions; Unbounded solution and redundant constraints. Simplex Method: Solution of Problems upto three variables, including cases of mixed constraints; Duality; Transportation Problem.

REFERENCES:

1. Agarwal, G.K. :Vyavasayik Garit
2. Agrawal, R.S. :Mathematics
3. Gupts, B.N. :Vyavasayik Garit
4. Kapoor, V.K. :Business Mathematics
5. Ranganath, Sampanji, R. & Rajaram :A Text Book of Business Mathematics
6. Soni, R.S. :Business Mathematics
7. Vohra, N.D. :Quantitative Techniques in Management
8. Zameeruddin, Khanka & Bhambri :Business Mathematics
9. Wahi, G.P. and Sukla, Sudhir .K. :Business Mathematics

INTRODUCTION TO COMPUTER APPLICATIONS

Objective: To develop in students an appreciation of detailed working of computers, different software and Hardware systems available in the industry and it's ability to the business.

Units-I

Computer: An Introduction- Computer in Business, Elements of Computer System Setup ; Indian computing Environment, components of a computer system, Generations of computer and computer languages; Software PC- Software packages-An introduction, Disk Operating system and windows: Number systems and codes. Computer Arithmetics.

Units-II

Introduction to a Spreadsheet software, Creation of spreadsheet Applications; Range, Formulas, Function, Data Base Functions in spreadsheet: Graphics on spreadsheet. Presentation Graphics- Creating as presentation on a PC. . .

Units-III

Relevance of Data Base Management Systems and Interpretations of Applications; DBMS system Network, Hierarchical and relational database, application of DBMS systems. Data Base Language, Dbase package, Basics of data processing; Data Hierarchy and Data file structure, Data files organizations; Master and Transaction file. Programme development cycle.

Units-IV

Word processing : Meaning and role of word processing in creating of document, Editing, formatting and printing document using tools such as spelling checks, Thousers etc. in Word processors, (MS word) Data Communication Networking- LAN& WANS. Management of data, processing systems in Business organizations.

REFERENCES:

1. David, Van over : Foundations of Business Systems
2. Laudon & Laudon : Management Information System
3. Mansfield, Ron : Working in Microsoft Office
4. Taxali : PC Software made easy
- 5 Singh. Amit Kumar : Introduction to Computer Applications

OFFICE MANAGEMENT

Unit-1

Modern Office: Concept, Characteristics of Modern office, Importance, Functions, Central Office; Office organization:- Meaning, Process principles, Departmentalization of Office, Communication, Correspondence and system:- Meaning, importance of Mail, Meaning and importance of mail system.

Unit-II

Typing:- Meaning, Centralization and decentralization of Typing services, Duplicating:- Meaning, Process, Stationary; Office Filing system. Office Forms

Unit III

Office system and Procedure and Flow of work, Office report Indexing, Office Machine and Furniture, work Simplification office Manuals.

Unit IV

Office Reports, Personnel Management, Reception, Correspondence, Computer.

REFERENCES:

1. Mishra.Ashok .K. : karyalya Prabandh (Vaibhav Laxmi Prakashn) 2010,Varanasi

SYLLABUS
BACHELOR OF COMMERCE
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B.Com. Part - II

CORPORATE ACCOUNTING

Objective: This course enables the students to develop awareness about corporate accounting in conformity with the provisions of Companies Act.

Unit-1

Issue, Forfeiture and Re-issue of Shares; Redemption of Preference Shares; Issue and Redemption of Debentures, Underwriting of Shares and Debentures.

Unit-II

Profits prior to Incorporation, Final Accounts , Valuation of Goodwill and Shares.

Unit-III

Accounting for Amalgamation of Companies as per Indian Accounting Standard 14; Accounting for Internal Reconstruction, Liquidation of Companies.

Unit-IV

Consolidated Balance Sheet of Holding Companies with one subsidiary only. Analysis of Financial Statement-Various Techniques Statement of changes in Financial Position on cash basis and working Capital basis, Familiarity with Indian Accounting Standard-3.

REFERENCES:

1. Chaturvedi, C.L. : Advance Accountancy
2. Gupta, R.L. : Company Accounts
3. Gupta, R.L. : Advanced Accountancy
4. Maheshwari, S.N. : Corporate Accounting
5. Monga, J.R. & Ahuja : Financial Accounting
6. Moore, C.L. & Jaodike, R.K. : Managerial Accounting
7. Shukla, Meharchand : Advance Accounting
8. Shukla, S.M. : Advance Accountancy

MARKETING

Objective:- The objective of this course is to help students to understand the concept of marketing and its applications.

Unit-I

Introduction: Nature and Scope of marketing; importance of marketing as a business function, and in the economy; Marketing concepts- traditional and modern; selling Vs. Marketing; marketing mix; marketing environment. Consumer behavior and market segmentation: Nature, scope and significance of consumer behaviour; Market segmentation- concept and importance; Bases for market segmentation.

Unit-II

Product: Concept of product, Consumer and industrial goods; Product planning and development; Packaging role and functions; Brand name and Trade Mark; After Sales Services; Product Life cycle concept. Price: Importance of price in the marketing mix Factors, affecting price of a product/Service; Discount and rebates.

Unit-III

Distribution Channels and Physical Distribution; Distribution Channels- Concept and Role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and whole seller; physical distribution of goods; Transportation; warehousing; Inventory control; Order Processing.

Unit-IV

Promotion: Methods of promotion; Optimum promotion mix; Advertising media: their relative merits and limitations, Characteristics of an effective advertisement; Personal Selling; Selling as a career; Classification of a successful sales person; Functions of Salesman.

REFERENCES:

1. Cundiff, Edward, W. & Still, R.R. : Basic Marketing- Concepts, Decisions and Strategies
2. Kotler, Phillip : Marketing Management
3. Kotler, Phillip & Armstrong, Gray : Principles of Marketing

4. Mamoria, C.B, Mamoria Satish & Suri, R.K. : Marketing Management
5. Ramaswami & Namakumari : Marketing Management
6. Sontakki, C.M. : Marketing Management
7. Sherlekar, S.A. : Marketing Management
8. Stanton, W.J., Etzel Michael, J. & : Fundamentals of Marketing Walker Bruce, J.
9. Srivastava, Prem Kumar : Vipanan Prabandha
10. William, M. Pride & Ferrel, O.C. : Marketing
11. Shukla, Ajit : Marketing Management (Hindi)
12. Shukla Ajit : Viparan

COST ACCOUNTING

Objective: This course exposes the students to the basic concepts and the tools used in cost accounting.

Unit-I

Nature and Scope of Cost Accounting, Cost Vs. Management Accounting. Elements of Cost and their Classification, Methods and Techniques. Installation of Costing System, Concept of Cost Audit. Accounting for Material: Material Control, Techniques, Pricing of Material issues, Treatment of material losses.

Unit-II

Accounting for Labour: Labour Cost Control, Procedure, Labour turnover, Idle time and overtime. Methods of Wage Payment- Time and Piece Rates, Incentive Schemes. Accounting for overheads: Classification and Departmentalization, Absorption of Overheads, Determination of overhead rates, Under and Over Absorption and its treatment.

Unit-III

Cost Ascertainment: Unit Costing, Job Costing, Batch Costing, Contract Costing.

Unit-IV

Operating Costing. Process Costing, Cost Records: Integral and Non-integral system; Reconciliation of Cost and Financial Accounts.

REFERENCES:

1. Arora, M.N. : Cost Accounting- principles and Practice
2. Bansal, M.R. & Saxena, V.M. : Lagat Lekhankan
3. Gupta, R.K. : Lagat Lekhankan
4. Gupta, L.B. : Lagat Lekha
5. Jain, S.P. & Narang, K.L. : Cost Accounting
6. Khan, M.Y. & Jain, P.K. : Management Accounting
7. Maheshwari, S.N. : Advanced Problems and Solutions in Cost Accounting
8. Prakash, Jagdish : Lagat Lekhankan
9. Shukla, S.M. : Lagat Lekha
10. Tulasian, P.C. : Practical Costing
11. Shukla, Sudhir : Cost Accounting

BUSINESS FINANCE

Objective: The objective of this course is to help students understand the conceptual framework of business finance.

Units-I

Business Finance- Nature and Scope, Financial Management –Nature and Scope, Financial goals; Profit Vs. Wealth Maximization; Finance function- Investment, Financing and Dividend Decisions, Capital Budgeting:- Meaning, Nature, Importance, Investment Decisions and its major Evaluation criteria.

Units-II

Cost of Capital- Meaning importance, Calculation of Cost of Debt, Preference Shares, Equity Shares and Retained Earnings, Combined (weighted) Cost of Capital. Capitalization- Meaning, Over Capitalization, Theory of Capitalization. Capital Structure- Meaning determinants and Theories.

Units-III

Dividend Policies: Issues in Dividend policies; Dividend models. Sources of Funds: Long Term Funds, Short- term funds. Nature, significance and determinants of Working Capital.

Units-IV

Capital Market- (a) New Issue Market (b) Secondary market, Functions and role of Stock Exchange (BSE, NSE), Important Provisions of SEBI (Listing procedure and legal requirements, pricing and marketing of Public Issue). Money Market: Indian money markets- Composition and Structure, Acceptance and Discount houses and Call money market.

REFERENCES:

1. Avadhani, V.A. : Financial System
2. Bhalla, V.K. : Modern Working Capital Management
3. Brigham, E.F. Gapenski, L.C. : Financial Management- Theory and Practice & Ehrhardt, M.C.
4. Chandra, Prasanna : Financial Management Theory and Practice
5. Khan, M.Y. & Jain, P. K. : Financial Management Text and Problems
6. Mclaney, E.J. : Financial Services. Business Finance Theory and Practice
7. Pandey, I.M. : Financial Management
8. Van Horne, J.C. : Financial Management and Policy

AUDITING

Objective: This course aims at imparting knowledge about the principles and methods of auditing and their applications.

Unit-I

Introduction: Meaning, Objectives and Importance of Auditing, Types of Audit. Limitation of Auditing. Audit Procedure: Audit programme, Audit Note Book, Audit Working Papers, Audit Files, Audit Evidence, Consideration for commencing an Audit, Routine checking and Test checking.

Unit-II

Internal Control: Meaning, Objectives and Auditor's duties, Internal Check System: Meaning, Objectives advantages and disadvantages, Auditors Duties. Internal Check as regards cash receipts, Cash Payments, Wages, Sales and Purchases. Vouching: Meaning, Objectives, Importance. Vouching of Cash Transactions and Trading Transactions. Verification of Assets and Liabilities: Meaning, Objectives and Verification of various Assets and Liabilities.

Unit III

Audit of a Limited Companies: Appointment, Qualifications, Rights and Powers, Duties and Liabilities of a Company Auditor. Audit Report- Meaning, Importance and Scope, Clean and Qualified Audit Report, Audit Certificate, Audit of Divisible profits and Dividends.

Unit IV

Special Audit of Banking Companies and Insurance Companies. Special points in the Audit of Educational Institutions, Clubs and Hospitals, Nature and significance of Cost Audit; Tax Audit and Management Audit.

References:

1. Atwood, Frank A. & Stein, Neil D. : Depaul's Auditing
2. Choudhari, Roy A.B. : Modern Internal Auditing
3. Chatlia, S.V. : Spicer and Pegler's Practical Auditing
4. Dinkar, Pagare : Principles and Practices of Auditing
5. Gupta, Kamal : Contemporary Auditing
6. Gupta & Bhatnagar : Anekshan
7. Kumar, Raj & Kanodia, Suresh : Anekshan
8. Moutz, R.K. : Fundamentals of Auditing
9. Pratt, Michael, J : Auditing principles and practice
10. Sharma, T.R. : Auditing principles and practice
11. Sharma, T.R. : Anekshan
12. Tandon, B.N. : Principles of Auditing
13. Woolf, Emile : Auditing Today

BUSINESS COMMUNICATION

Objective: The objective of this course is to develop effective business communication skills among the students.

Unit-I

Introducing Business Communication: Basic forms of Communicating Communication Models and processes; Principles of Effective Communication; Theories of Communication; Audience Analysis. Self Development and Communication: Development of Positive Personal Attitude; SWOT Analysis; Whole Communication.

Unit-II

Corporate Communication, Formal and Informal Communication, Networks; Grapevine; Barriers in Communication; Improving Communication. Practices in Business Communication: Group discussion; Mock interviews; Seminars; Effective Listening Exercises; Individual and Group Presentations and Report Writing.

Unit-III

Writing skills: planning business messages; Rewriting and editing, The first draft, Reconstructing the final draft; Business letters and memo formats; Appearance request letters, Good news and Bad news letter; Persuasive letters; Sales letters; Collection letters; Office Memorandum. Report writing: Introduction to a Proposal, Short report and Formal report, Report Preparation. Oral Presentation: Principles of Oral Presentations, Factors affecting Presentation, Sales Presentation, Training, Presentation, Conducting Surveys, Speeches to Motivate Effective Presentation Skills.

Unit-IV

Non-verbal aspects of Communication: Body language. Kinesics, Proxemics, Para language, Effective listening, Factors affecting Listening Exercises; Oral, Written and Video Sessions; Interviewing skills: Appearing in Interviews, Conducting Interviews, Writing Resume and Letter of Application. Modern forms of communicating: Fax, E-mail, Video Conferencing etc. International Communication: Cultural Sensitiveness and Cultural Context, Writing and presenting in international situations, Inter-cultural factors in Interactions.

REFERENCES:

1. Arora, V.N. & Chandra, Lakshmi : Improve your writing
2. Boyee & Shill : Business Communications Today
3. Kaul : Business Communications
4. Kaul : Effective Business Communications
5. Murphy & Peek : Effective Business Communications
6. Paul, Rajelra & Korlahali, J.S. : Essentials of Business Communication
7. Ronald, Dule & Fielder, John S. : Principles of Business Communication
8. Sharma, R. C. & Krishna Mohan : Business Correspondence and Report Writing
9. Srivastva. Anjani : Business Communication.

BUSINESS GRAPHICS & MULTIMEDIA MANAGEMENT

Objective: The objective of this course is to develop creativity & enhance Practical ability in the student as well as learn the anatomy of a Computer System.

Unit-I

Computer System Components: Motherboard, Processor memory (RAM, ROM) Power supply, CD/DVD Drives, Video card, Monitors, Sound card, Speakers, Ports USB, Multiprogramming, Multitasking, On line processing.

Unit-II

Introduction of Multimedia, Components of Multimedia, Multimedia Project development, Hardwares & Softwares for multimedia Presentation, Applications of Multimedia(Business, Homes Education & Training)

Unit-III

Microsoft Windows, features, Advantages, Control & Managing Windows (Control Panel) MS PowerPoint, Templates, The different Views of Slides (Normal, Outline, slide, slide sorter, slide show) Setting up presentation with Auto Content Wizard.

Unit-IV

Computer Graphics, various types of Graphics program, Application of Graphics, Computer Aided Design, Computer Aided Manufacturing. Introduction to DTP packages, (PageMaker, Coral Draw, and Photoshop)

REFERENCES:

1. Multimedia Making it work : Voughan, Tay.
2. Computer Graphics & Multimedia Management : Singh, Amit Kumar

SYLLABUS
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B.Com. Part – III

INCOME TAX

Objective: It enables the students to know the basic knowledge of income Tax Law comprises of Income Tax Act,1961. Income Tax Rules,1962, Government Notification. Finance Act –Annual. Circular & Clarification of CBDT, Judicial Decision and its implications.

Unit-I

Income Tax: Meaning, Objectives and Importance, Definition of Important Terms as per Income Tax Act, 1961-Income, Gross Total Income, Total Income, Agricultural Income, Assessment Year, Previous Year, Assessee and Person, Residence and Tax Liability, Exempted Incomes, Computation of Taxable Income under Salary head.

Unit-II

Computation of Taxable Income from House Property, Profit and Gains from business and profession or Vocation, (with provision of Depreciation) Capital Gains.

Unit-III

Computation of Taxable Income from other sources, Aggregation of Incomes and Deemed Incomes. Set-off and Carry Forward of Losses, Deductions from Gross Total Income, Assessment of an Individual.

Unit-IV

Assessment of H.U.F. and Firm, Assessment procedures:- Filing of Return, Types of Assessment, Tax Administration:- Authorities, Appeals & Penalties, Tax deduction at source, Advance payment of tax, Tax Management, Tax planning, Tax Evasion and Tax Avoidance

REFERENCES:

01. Ahuja, Giri & Gupta, Ravi : Systematic Approach to Incomes Tax
02. Agrawal, B.K. : Income Tax law and practice
03. Agrawal, B.K. : Ayakar Vidhan Avam lekhe
04. Chandra, Mahesh&Shukla, D.C. : Income Tax Law and practices
05. Chandra, Girish : Income Tax
06. Income Tax Act and Rules : BAREACT
07. Journal of Taxmann :
08. Jain, Gaur& Narang : Ayakar
09. Mehrotra, H.C. : Income Tax Law and Practice
10. Mehrotra, H.C. : Ayakar Vidhan Avam Lekhe (kar Niyojan Sahit)
11. Prasad, Bhagwati : Income Tax and practice
12. Pagare, Dinkar : Income Tax Law practice
13. Ranga & Palkhiwala : The Law and Practices of Income Tax.
14. Singhania, V.K. : Direct Taxes- Law and Practice
15. Jaiswal K.S. and Agrawal Raj.K : Income Tax law & Accounts.

COMPANY LAW

Objective: The objective of this course is to provide basic knowledge of the provisions of the Companies Act, 1956 along with relevant cases.

Unit-1

The Companies Act, 1956: Corporate Personality; Nature and Types of Companies, Conversion of Public Companies into Private Companies and vice versa. Formation, Promotion and Incorporation of Companies, Memorandum of Association; Articles of Association; Prospectus.

Unit-II

Shares; Share Capital; Members; Capital Issue of shares, Transfer and Transmission; Capital Management- Borrowing powers, Mortgages and charges, Debentures.

Unit-III

Management: Directors, Managing Director, Whole- Time Director. Company Meetings- Kinds, Quorum, Voting, Resolutions, Minutes.

Unit-IV

Majority Powers & Minority Rights; Prevention of Oppression and Mismanagement. Winding Up- Kinds and Conduct.

REFERENCES:

1. Bagrail, A.K. : Company Law
2. Chawla& Garg : Company Law
3. Grower, L.C. B. : Principles of Modern Company Law
4. Kapoor, N.D. : Company Law- Incorporating the provisions of Companies Amendment Act, 2000
5. Kuchhal, M.C. : Modern India Company Law
6. Ramaiya, A. : Guide to the Companies Act
7. Singh, Avtar : Company Law
8. Taxmann : Company Law

ECONOMIC ENVIRONMENT

Objective: This Course develops ability to understand and scan business environment and analyse opportunities under economic environment.

Unit-I

Indian Economic Environment: Concept, Components and Importance Economic Trends (overview): Income; Savings and Investments, Industry; Trade and Balance of Payments, Money; Finance; Prices.

Unit-II

Problems of Growth: Unemployment; Poverty, Regional Imbalances, Social Injustice; Inflation; Parallel economy; Industrial sickness. The Current Five Years plan: Major policies; Resources allocation.

Unit-III

Role of Government: Monetary and Fiscal Policy; Industrial policy; Industrial licensing. Privatization; Devaluation; Export-Import Policy; Regulation of Foreign Investment; Collaboration in the light of Recent Changes.

Unit-IV

International Environment: International Trading Environment (overview): Trends in the World Trade and The problems of Developing Countries; Foreign Trade and Economic Growth; International Economic Groupings; International Economic Institutions. GATT, WTO, UNCTAD World Bank, IMF, GSP, GSTP; Counter Trade.

REFERENCES:

1. Agrawal, A.N. : Indian Economy
2. Dutta, R.& Sunderam, K. P.M. : Indian Economy
3. Khan, Farooq A. : Business and Society
4. Mishra, S.K. and Puri, V.K. : Indian Economy
5. Mishra : Bhartiya Artha Vyavastha
6. Sunderam & black : The International Business Environment

ENTREPRENEURSHIP AND SMALL BUSINESS

Objective: It provides exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

Units-I

Entrepreneurship: Concept, Characteristics, Need, functions, Risk and Types of Risk. Entrepreneur; Characteristics, Qualities, Functions, Types, Emergence of Entrepreneurial class. Difference between

Entrepreneurship & Entrepreneur. Difference between Entrepreneur & Manager. Theories of Entrepreneurship, Entrepreneurship & Environment.

Units-II

EDP – Meaning Need, Objective, steps, outline, achievements and training programme, Institutions Established by the Government, Government Assistance and incentives. Women Entrepreneurship: Meanings, Characteristics, Qualities, Problems, Steps taken to help women entrepreneur.

Units-III

Promotion of a venture: Concepts of Projects, Project Identification, Formulation and Report, Project Appraisal. Product Selection and Techniques. Raising of funds: Concept, Need, Types and Sources.

Units-IV

Small Business: Process of establishing Small Business, Nature, Objectives and Importance of Small Business. Role of Financial Institutions in financing of small business, Infrastructural facilities. Latest Government policy with regard to small business. Legal requirements for establishment of new unit. Entrepreneurial Consultancy process and methods, Monitoring techniques.

REFERENCES:

1. Desai, Vasant : Dynamics of Entrepreneurial Development and Management
2. Desai, Vasant : Organisation and Management of small Scale Industry
3. Desai, A.N. : Entrepreneurship and Environment
4. Dvrcker, Perer : Innovation and Entrepreneurship
5. Gupta, C.B. : Entrepreneurship Development
6. Kenneth, P.Van : Entrepreneurship and small Business Management
7. Pareek, Udai & Ven : Developing Entrepreneurship book on Learning System Kateswara, Rao, T
8. Shukla, M.B. : Entrepreneurship and small Business Management
9. Scholl Hammer & Kuril off : Entrepreneurship Change and small Business Management
10. R.C.Agrawal : Udyamita Vikas.(Hindi)
11. Entrepreneurship Development :S.S. Khanka

MONEY AND FINANCIAL SYSTEM

Objective: The course exposes the students to the working of money and financial system prevailing in India.

Unit-I

Money: Functions, Alternative measures to money supply in India and their different Components, Meaning and changing relative importance of each component, High Powered Money- Meaning and Uses, Sources of changes in high-powered money. Finance: Role of Finance in an economy, Kinds of Finance. Financial system: Components, Financial Intermediaries, Markets and Instruments.

Unit-II

Indian Banking System: Definition of Bank, Commercial Banks, Importance and Functions, Structure of Commercial Banking System in India. Balance Sheet of a Bank: Meaning and Importance of main Liabilities and Assets. Regional Rural Banks, Cooperative Banking in India. Process of Credit Creation by banks; Determination of money supply and total bank credit.

Unit III

Development Banks and other Non –Banking Financial Institution: Main features. Problems and policies for Allocation of Institutional Credit: Problems between the government and the Commercial Sector, Inter-Sectoral and Inter- Regional Problems, Problem between large and small borrowers, Operation of Conflicting pressure before and after bank nationalization in 1969.

Unit IV

The Reserve Bank of India: Functions, Instruments of Monetary and Credit Control; Main Features of Monetary Policy Since Independence. Interest Rates: Various rates in India(as Bond Rate, Bill Rate, Deposit Rate, etc.); Administered rates and Market-determined rates; Sources of difference in rates of interest; Behaviour of average level of interest rates since 1951-Impact of Inflation and Inflationary expectations.

References:

1. Chanduler, L.V. & Goldfield, S.M. : The Economics of Money and Banking
2. Gupta, S.B. : Monetary Planning of India

3. Khan, M.Y. : Indian Financial Systems Theory & practice
4. Khubchandani : Practice and Law of Banking
5. Pnachmakhi, V.R. Rajpuria, K.M. R. : Money and Finance in World Economic & Tandon Order
6. Sengupta, A.K. & Agarwal, N.K. : Money Market Operations in India
7. Vinayakan, N. : Banking by 2000 A.D.
8. Banking Commission : Report(s)
9. Report on Currency and Finance
10. Reserve Bank of India : Bulletin. Annual Report(s)

INDIRECT TAX

Objective: This Course aims at imparting basic knowledge about major Indirect Taxes.

Unit-I

Central Excise: Nature and scope of Central Excise. Important terms and definitions under the Central Excise Act; Registration Procedure, under Central Excise, Classification of goods and Valuation of goods under Central Excise. Excise Exemption to Small-Scale units, CENVAT. Calculation of Excise-duty. Administrative Setup of Excise duty. Penalties, offences and Punishment. Appeals and Revision, General Procedure and Central Excise.

Unit-II

Customs: Role of customs in International Trade; Important terms and definitions under the Customs Act, 1962; Import-Export Procedure, Export Promotion Schemes, Valuation for Customs Duty. Customs Duty Authorities and their powers. Penalties and Prosecutions Appeals and Revision.

Unit-III

Central Sales Tax: Important terms and definitions under the Central Sales Tax Act, 1956- Registration of Dealers, Inter-State-Sale. Sales Tax liability, Tax liability in special cases. Computation of Tax. Right of Government to Frame Rules. Penalties and Prosecution . Procedure of assessment. Collection of Tax and Penalties and its Distribution.

Unit-IV

Service Tax General Provisions: Nature of service tax; Value of taxable services; Exemption; CENVAT and service tax, Procedure of service tax. U.P. Trade Tax: (Important – Provisions and Procedure), Introduction; Registration of Dealer; Exemptions.

REFERENCES:

1. Ahuja, Girish & Gupta Ravi : Practical Approaches to Income Tax, Wealth Tax and Central Sales Tax
2. Datey, V.S. : Indirect Taxes
3. Central Excise Act
4. Customs Act
5. Central Sales Tax Act

INFORMATION TECHNOLOGY

Objective: To introduce the concept of electronic market space and electronic commerce among the potential information technology leaders.

Units-I

Meaning and Concept of Information Technology On Line Information Services, Communications Channels; Communications Networks, Concept and Evolution of Internet, Intranet, Business Applications of internet.

Units-II

Client/ server computing Electronic Data interchange Electronic Payment Systems, Types of E –Payment systems, E –cash, Credit Cards, Debit Cards, Components of effective Electronic payment systems

Units-III

Meaning and concept of E-commerce, channels of E commerce, Business Applications of Ecommerce E-commerce Models, B2B, B2C, B2G, Online Marketing and Advertisement, E commerce recourse and infrastructure

Units-IV

Role of Websites in E –commerce, Website design principles, Security risk of Ecommerce, Types of threats ,Source of Threats-commerce Security and a rational Security Policy of E-commerce, IT –ACT-2000

REFERENCES:

1. Coleman, Pat & Dyson, Peter : Internet
2. Derflor, Frank : Guide to Linking LANS
3. Keen, Peter & Commins Nidhael : Networks in Action: Business Choices and Telecommunications Decisions
4. Keen, Peter & Mart Donand : The E. Process Edge
5. Laquey, Tracy : The Internet Companion: A Beginner's Guide to Global Networking
6. Oberoi, Sandeep : E-Security and you
7. Ricart, Alberto Mannual & Stephen Asbury : Active Server pages
8. Rich Jason, R. : Starting an E-Commerce Business
9. Amit K Singh : Information Technology

Faculty of Commerce, SRY Ballia