

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV  
COLLEGE FOR WOMEN,**

**CHROMEPET, CHENNAI -44**

**(AUTONOMOUS)**

**(RE-ACCREDITED WITH 'A' GRADE BY NAAC)**

**AFFILIATED TO THE UNIVERSITY OF MADRAS**

**DEPARTMENT OF B.COM(HONOURS)**

DETAILS OF SUBJECTS ALONG WITH CREDITS FROM 2012-2013 ONWARDS					
SEMESTER	SUBJECT	SUB.CODE	TITLE OF THE PAPER	INTERN AL & EXTERN AL	CREDITS
I	PART I	FTAAI/FHAAI/FSAAI	LANGUAGE PAPER I	25 & 75	3
I	PART II	FENAI	ENGLISH PAPER I	25 & 75	3
I	CORE 1	BHMA	FINANCIAL ACCOUNTING I	25 & 75	4
I	CORE 2	BHMB	ACCOUNTING STANDARDS	25 & 75	4
I	CORE 3	BHMC	CUSTOMER RELATIONSHIP MANAGEMENT	25 & 75	4
I	CORE 4	BHMD	BUSINESS ECONOMICS	25 & 75	4
I	PART IV NON MAJOR ELECTIVE	NAH1A	CONSUMER PROTECTION	40 & 60	2
I	SOFT SKILLS	SSAI	ESSENTIAL OF LANGUAGES & COMMUNICATION SKILLS	40 & 60	
I	INTERNSHIP I (2 WEEKS)				2
II	PART I	FTAA2/FHAA2/FSAA2	LANGUAGE PAPER II	25 & 75	3
II	PART II	FENA2	ENGLISH PAPER II	25 & 75	3

II	CORE 5	BHME	FINANCIAL ACCOUNTING II	25 & 75	4
II	CORE 6	BHMF	INSURANCE AND RISK MANAGEMENT	25 & 75	4
II	CORE 7	BHMG	SERVICES MARKETING	25 & 75	4
II	CORE 8	BHMH	INTERNATIONAL TRADE	25 & 75	4
II	NON MAJOR ELECTIVE	NAH2A	CONSUMER PROTECTION II	40 & 60	2
II	SOFT SKILL	SSA2	ESSENTIAL OF SPOKEN & PRESENTATION SKILLS	40 & 60	
II	INTERNSHIP II(4 WEEKS)				4
III	CORE 9	BHMI	BUSINESS MATHEMATICS	25 & 75	4
III	CORE 10	BHMJ	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	25 & 75	4
III	CORE 11	BHMK	BANKING THEORY,LAW AND PRACTICE	25 & 75	4
III	CORE 12	BHML	BUSINESS LAW	25 & 75	4
III	CORE 13	BHMM	CORPORATE ACCOUNTING	25 & 75	4
III	CORE 14	BHMN	BUSINESS POLICY & ENVIRONMENT	25 & 75	4

III	INTERNSHIP III (2 WEEKS)				2
III	EVS	VCES	ENVIRONMENTAL STUDIES	25 & 75	2
IV	CORE 15	BHMO	BUSINESS STATISTICS & OPERATIONS RESEARCH	25 & 75	4
IV	CORE 16	BHMP	MARKETING PRACTICE	25 & 75	4
IV	CORE17	BHMQ	PRINCIPLES OF MANAGEMENT	25 & 75	4
IV	CORE 18	BHMR	SPECIAL ACCOUNTS	25 & 75	4
IV	CORE 19	BHMS	COMPANY LAW	25 & 75	4
IV	CORE 20	BHMT	FINANCIAL MANAGEMENT	25 & 75	4
IV	INTERNSHIP IV (4 WEEKS)				4
IV	SOFT SKILLS	SSB3	PERSONALITY ENRICHMENT	40 & 60	
V	CORE 21		COST ACCOUNTING	25 & 75	4
V	CORE 22		CORPORATE ETHICS & GOVERNANCE	25 & 75	4
V	CORE 23		INCOME TAX THEORY,LAW & PRACTICE	25 & 75	4
V	CORE 24		FINANCIAL SERVICES	25 & 75	4

V	CORE 25		PRACTICAL AUDITING	25 & 75	4
V	CORE 26		RESEARCH METHODOLOGY	25 & 75	4
V	INTERNSHIP V(2 WEEKS)				2
VI	CORE 27		ACCOUNTING FOR DECISION MAKING	25 & 75	4
VI	CORE 28		HUMAN RESOURCE MANAGEMENT	25 & 75	4
VI	CORE 29		SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	25 & 75	4
VI	CORE 30		ENTREPRENEURIAL DEVELOPMENT	25 & 75	4
VI	CORE 31		BUSINESS TAXATION	25 & 75	4
VI	CORE 32		PROJECT & VIVA- VOCE	20& 80	8
VI	EXTENSION ACTIVITIES				1
VI	VALUE EDUCATION	YVAE	VALUE EDUCATION (YOGA)	40 & 60	

## **CORE 1 : FINANCIAL ACCOUNTING – I**

**SUB CODE: BHMA**

**CREDITS:4**

### **Unit – 1**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book. Preparations of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings .

### **Unit – II**

Preparations of Receipt and Payments Accounts – Income and Expenditure Account and Balance Sheet of Non Trading Organizations.

### **Unit – III**

Account Current – Average Due Date – Sale or Return Account. Classification of errors – Rectification of errors – Preparation of Suspense Account. Bank Reconciliation Statement

### **Unit – IV**

Depreciation – Meaning, Causes, Types – Straight-Line Method – Written Down Value method – Sinking Fund method - change of methods- Insurance Claims – Average Clause (Loss of Stock only).

### **Unit – V**

Single Entry – Meaning, features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

### **Reference Books:**

1. R.L. Gupta & V.K Gupta – Advanced Accounting
2. T.S. Reddy & A.Murthy – Financial Account
3. Shukla & Grewal – Advanced Accounting
4. Jain & Narang – Financial Accounting
5. P.C.Tulsian – Financial Accounting
6. S.Parthasarathy & A.Jaffarulla – Financial Accounting
7. R.L Gupta & Radhaswamy – Advanced Accounting – Volume I

## **CORE 2 : ACCOUNTING STANDARDS**

**SUB CODE: BHMB**

**CREDITS: 4**

### **Unit 1:**

The role and structure of the International Accounting Standards Board - committees including the Standing Interpretations Committee (SIC) and the relationship to IOSCO and to local regulatory authorities - The process leading to the promulgation of a standard practice - The powers and duties of the external auditors - the audit report and its qualification for accounting statements not in accordance with best practice

### **Unit II**

The IASB's Framework for the Preparation and Presentation of Financial Statements - Preparation of the financial statements of non-group enterprises - the regulatory requirements for published financial statements (IAS 1) - The preparation of cash flow statements (IAS 7) - Reporting Performance; the measurement of income - extraordinary items prior period items

### **Unit III**

The treatment in an enterprise's financial statements of shares, debentures, dividends and interest - the recognition of revenue (IAS 18) - the distribution of profit and the maintenance of capital - The disclosure of related parties to a business (IAS 24).

### **Unit IV**

The issue and redemption of shares including definitions and treatment of share issue and redemption costs (IAS 32 and IAS 39), the share premium account, the accounting for maintenance of capital arising from the purchase by a company of its own shares - Contingencies and events occurring after the balance sheet date (IAS 10) - Provisions, contingent liabilities and contingent assets (IAS 37).

### **Unit V**

Property, Plant and Equipment (IAS 16) - the calculation of depreciation and the effect of revaluations, changes to economic useful life impairment in value, repairs, improvements and disposals - Goodwill (excluding Goodwill arising on consolidation) and Intangible Fixed Assets (IAS 38 and IAS 36) - recognition, valuation, amortisation and impairment. Tax in financial accounts and government grants (IAS 12), and deferred tax (IAS 12).

### **Reference Books:**

1. D.S Rawat, Taxmann Students guide to Accounting standards
2. Bhattacharya Indian Accounting Standards: Practices, Comparisons, and Interpretations Tata McGraw Hill
3. Dalal Gaggar Kshirsagar, Accounting Standards & Corporate Accounting Practices, Wadhwa and company Nagpur.

## **CORE 3 : CUSTOMER RELATIONSHIP MANAGEMENT**

**SUB CODE:BHMC**

**CREDITS:4**

### **UNIT I**

Customer Relationship Management - Measurement - Qualitative Measurement Methods - Quantitative Measurement Methods - Calculating Relationship Indices.

### **UNIT II**

Customer Relationship Survey Design - Statistical Analysis of Customer Surveys - Using Customer Relationship Survey Results.

### **UNIT III**

Relationships in Marketing - Relationship Concepts - Relationship Drivers - Lasting Relationships

### **UNIT IV**

Customer Partnerships – Internal Partnerships – Supplier Partnerships – External Partnership.

### **UNIT V**

The Technological Revolution – Relationship Management – Changing Corporate Cultures

### **Reference Books:**

1. John Egan, "Relationship Marketing, Exploring Relational Strategies In Marketing", Prentice Hall.
2. John Anton, "Customer Relationship Management", Prentice Hall.
3. Jagdish N Sheth and Atul Parvatiyar, "Handbook of Relationship Marketing", Response Books 2002.
4. Anderson, "Customer Relationship management", Tata McGraw Hill, 2002
5. David Strutton; Lou E. Pelton; James R. Lumpkin, "Marketing Channels: A Relationship Management Approach- A Tata Mcgraw Hill Higher Education.



## **CORE 4 : BUSINESS ECONOMICS**

**SUB CODE: BHMD**

**CREDITS: 4**

### **UNIT I**

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics- Definition – Scope and Importance of Business Economics -Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency

### **UNIT II**

Demand and Supply Functions - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

### **UNIT III**

Consumer Behaviour : Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium- Production: Law of Variable Proportion – Laws of Returns to Scale– Producer's equilibrium – Economies of Scale Cost Classification – Break Even Analysis

### **UNIT IV**

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods

### **UNIT V**

National Income – National Product and National Income – per Capital Income problem – Economic Welfare - Nature and principles of Public Finance, Public Expenditure and Indirect Taxes.

### **Reference Books:**

1. S.Shankaran, Business Economics - Margham Publications - Ch -17
2. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - New Delhi – 02.
3. Francis Cherunilam, Business Environment - Himalaya Publishing House -Mumbai – 04.
4. Peter Mitchelson and Andrew Mann, Economics for Business - Thomas Nelson Australia -Can -004603454.
5. C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur - 03.
6. H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons - New Delhi – 55.

## **NON MAJOR ELECTIVE PAPER**

### **CONSUMER PROTECTION**

**SUB.CODE: NAH1A**

**CREDITS: 2**

#### **UNIT I**

Concept of Consumer, Types of consumers, Need for Consumer Protection

#### **UNIT II**

Method of Consumer Protection- Legal and Voluntary, Consumer Buying Motives, Doctrine of Caveat Emptor, Caveat Venditor

#### **UNIT III**

Measures for Consumer Protection in India, Basic Provisions of the Consumer Protection Act 1986

#### **UNIT IV**

Grounds of filing Complaint , Procedure of filing a complaint, Relief available

#### **UNIT V**

Recent Developments in Consumer Protection movement in India, Role of Voluntary Consumer Organisations, growing consumer awareness. Role of the media and Government, Business Self-Regulations.

**Recommended Text:**

1. Dr. Roopa Om Mathur- Vayu Education of India.

## **CORE 5:FINANCIAL ACCOUNTING II**

**SUB CODE: BHME**

**CREDITS:4**

### **UNIT I**

Hire Purchase System – Introduction – Accounting Procedure for high value goods – Default and Repossession – Accounting treatment for goods of small value – Hire Purchase Trading Account- Installment Purchase System- Meaning – Accounting Treatment.

### **UNIT II**

Branch Accounting- Debtors system, Stock and Debtors system, Independent branch – Departmental accounts- inter- departmental transfers- Investment Accounts- AS 13 on Investments- Purchase and Sale of Investments- Cum Interest and Ex- Interest Quotation – Accounting treatment of Investments – Columnar Investments – Accounting for Empties and Packages

### **UNIT III**

Partnership Accounts – Admission, Retirement, Admission cum Retirement- Death of a Partner (excluding individual & joint life policies)

### **UNIT IV**

Dissolution – Insolvency of a partner – Garner Vs. Murray- Insolvency of more than one and all partners- Piecemeal Distribution- Proportionate Capital method and Maximum Loss Method

### **UNIT V**

Introduction to Operating system- Windows- File manager- location and identification- safeguards- Tally Package: Configuration of Tally ; Tally screens and menus; Company Information – creating, selecting, altering, closing a accompany; Accounting Information- creating , displaying, altering and deleting cost centers and cost categories – Reports – displaying different types of accounting and inventory reports, changing display format of reports, printing reports. Introduction to ERP and SAP.

### **Recommended texts:**

1. R.L. Gupta & V.K. Gupta – Advanced Accounting- Sultan chand & sons.
2. T.S. Reddy & A. Murthy – Financial Accounting- Margham Publications
3. Jain & Narang – Financial Accounting- Sultan chand & sons.
4. R.L. Gupta & Radhaswamy – Advanced Accounting – Sultan chand & sons.

## **CORE:6 INSURANCE AND RISK MANAGEMENT**

**SUB CODE:BHMF**

**CREDITS:4**

### **UNIT I**

Risk and risk management process – risk identification – evaluation – risk management techniques- selecting and implementing risk management techniques.

### **UNIT II**

Commercial risk management applications – property – liability – commercial property insurance different policies and contracts – business liability and risk management insurance – worker's compensation and risk financing.

### **UNIT III**

Personal risk management applications – property – liability – risk management for auto owners- risk management for home owners.

### **UNIT IV**

Risk management applications – loss of life- loss of health- retirement planning and annuities – employee benefits – financial and estate planning.

### **UNIT V**

Risk management environment – industry – functions and organization of insurers – government regulation of insurance sector- IRA – Privatisation of insurance business in India – changes in Insurance Act – Insurance intermediaries , insurance products pricing, claim valuation – Foreign insurers in India.

### **Recommended texts:**

1. McNamara, “ Principles of Risk Management and Insurance “, Addison – Wesley
2. Sengupta Mrinal Chandra, Insurance Finance, Progressive Publishers, New Delhi.
3. Williams; Heins, “Risk Management and Insurance “, Mcgraw hill Publications.
4. Stewaral Doss VS Kaveri Total Quality assessment n Insurnce , Akaksha publishing house, New Delhi.

## **CORE:7 SERVICES MARKETING**

**SUB CODE:BHMG**

**CREDITS:4**

### **UNIT I**

Introduction – characteristics of services, classification of services – distinction between goods and services- growth and future of service sector.

### **UNIT II**

Customer expectations of services – level of expectations, zone of tolerance

### **UNIT III**

Marketing mix- Service product – concepts – supplementary services – new services – Cost of services, Pricing- objectives of pricing – cost based pricing – monetary and nonmonetary costs – value based pricing- pricing tactics – applications of pricing.

### **UNIT IV**

Promotion – designing the promotional mix – personal selling – advertising – sales promotion – publicity and public relations – Service location – factors affecting choice of service location – Distribution – methods of distributing services – challenges in distributing of services.

### **UNIT V**

People – hiring, training, motivating and retaining employees – Physical evidence – importance of physical evidence in services – servicescapes Process – designing and managing service processes.

### **Recommended texts:**

1. Valarie A. Zeithaml, et al, services Marketing, Tata Mc graw Hill 2000.
2. Christopher Lovelock, Services Marketing, Pearson Education Asia , 2000.
3. Kruise, Service Marketing , John Wiley and sons ltd., 2000.
4. Christian Gronroos, Services Management and Marketing, John Wiley and sons ltd., 2000
5. Helen Woodruff, Services Marketing, Macmillan India Ltd.

## **CORE:8 INTERNATIONAL TRADE**

**SUB CODE:BHHH**

**CREDITS:4**

### **UNIT I**

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Heckscher's Heckscher – Ohlin

### **UNIT II**

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to correct Disequilibrium – Fixed and Floating Exchange Rates – Euro – Dollar Marketing (An Overview)

### **UNIT III**

Export Management – Export Procedure and Documents – Export Finance – Export Promotion – Export Pricing.

### **UNIT IV**

International Economic Organisations and its Functions – IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO.

### **UNIT V**

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in Agricultural Trade – TRIPS, TRIMS – Indian Patent Law.

### **Recommended Texts:**

1. Francis Cherunilam, International Trade and Export Management – Himalaya Publishing house.
2. Paul R. Krugman and Marice Obstfeld, International Economics (Theory and Policy) – Pearson Education Asia- Addison Wesley Longman (P) Ltd, Delhi.
3. Robert J. Carbaugh, International Economics – Thomson Information Publishing Group- California.
4. H.G. Mannur, International Economics- Vikas Publishing House (P) Ltd., New Delhi

## **CORE 9: BUSINESS MATHEMATICS**

**SUB CODE: BHMI**

**CREDITS: 4**

### **Unit – I**

Theory of Sets - Set Theory – Definition, Elements and Types of Sets, Operations on Sets, Relations and Functions of Sets

### **Unit – II**

Algebra - Ratio, Proportion and Variations

### **Unit – III**

Permutation and Combination, Binomial Theorem, Exponential and Logarithmic Series - Arithmetic, Geometric and Harmonic Progressions

### **Unit – IV**

Differential Calculus - Differentiation – Meaning -, Rules: Maxima and Minima of Univariate Functions: Application of Maxima and Minima in Business

### **Unit – V**

Interest and Annuity – Banker's Discount – Binary Number System - Matrices – Meaning and Operations – Matrix inversion – Solutions to Linear Equations – Payroll, Wages and Commission

### **Reference Books:**

1. Business Mathematics – P.R. Vittal
2. Business Mathematics – D.C. Sancheti and V.K. Kapoor
3. Business Mathematics – B.M. Agarwal
4. Business Mathematics – R.S. Soni

Note: No Theory Questions to be asked

## **CORE 10 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**SUB CODE:BHMJ**

**CREDITS:4**

### **UNIT I**

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive advantages of Logistics – Functions of logistics management – Principles – Logistics Network – Integrated Logistics system. Supply chain management – Nature and Concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

### **UNIT II**

Elements of Logistics and Supply chain management – Inventory carrying – Warehousing – Material handling – Order Processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain management – Performance measurements.

### **UNIT III**

Transportation - Position of Transportation in Logistics and Supply chain management – Road, Rail, Ocean, Air, Transport Multi model transport – containerization – CFS – ICDS - Selection of transportation mode – Transportation Network and Decision – Insurance Aspects of logistics.

### **UNIT IV**

Logistical Information system (LIS) – Operations – Integrated IT solution for Logistics and Supply chain management – Emerging technologies in Logistics and Supply Chain management. Components of a logistic system – transportation – Inventory carrying – warehousing – order processing – Ocean transport – ships – types – measurement of capacity of ships – shipping information.

### **UNIT V**

Issues and challenges for developing countries – Multi Model transportation – Role of containerization – Problems – Legal aspects of shipping – The Indian Carriage of Goods by Sea Act, 1925 – Multi Model Transportation of Goods Act, 1993. Characterizing practices – Port Procedures – Exporting General Merchandise – Containerized cargo for export through Inland container Depots – Bill of lading - Infrastructure development – Air Transport – Comparative evaluation of transport system – Decision Criteria – Advantages of Air transport – Importance – Insurance aspects of logistics.



**Reference Books:**

1. Krishnaveni Muthiah, 'Logistics Management and Seaborne Trade' Himalaya Publishing House.
2. D.K. Agarwal, 'Textbook of Logistics and Supply Chain Management', Mac Millan India Ltd.
3. Martin Christopher, 'Logistics and Supply Chain Management' Pearson Education, 2003.
4. Ronald H. Ballou, 'Business Logistics and Supply Chain Management' Pearson Education, 2004.

## **CORE 11 : BANKING THEORY, LAW AND PRACTICE**

**SUB CODE:BHMK**

**CREDITS:4**

### **UNIT I**

Commercial banking – definition – classification – banking system – banking system – universal banking – functions – role of commercial banks in economic development – central banking – definition – need – principles – central banking Vs commercial banking – functions and role - RBI – functions and working – objective – legal framework – functions

### **UNIT II**

E-banking – meaning – services – risk management for e-banking – Internet banking – Internet banking Vs. traditional banking – mechanics – drawbacks of Internet banking – Indian scenario and future outlook – Mobile banking – telephone banking – ATM – electronic money – electronic funds transfer – Indian Financial Network (INFINET)

### **UNIT III**

Opening bank accounts – type of bank accounts – FDR – pay-in-slip book – donation mortis causa – bank customer – special type of customers – bank lending – sources and factors of lending – negotiable instruments –

### **UNIT IV**

crossing – definition – need – types – consequences – opening of crossing – liability of the paying banker – marking of cheques Endorsement – meaning – types – negotiation back – effect – duration and rules – paying banker – dishonouring of a cheque – payment in a crossed cheque – material alteration – statutory protection

### **UNIT V**

Collecting banker – meaning – collecting banker's rule – statutory protection – collecting banker's duty – collection of bills of exchange – agent for collection – paying banker Vs collecting banker – customer grievances – grievances redressal – banking ombudsman – Banking Regulations Act – major provisions

### **Reference Books:**

1. K.P.M. Sundharam, Money, Banking & International Trade - Sulltan Chand & Sons - New Delhi.
2. Dr. S. GURUSAMY, Tata McGraw Hill, New Delhi
3. S.V. Vasudevan, Theory of Banking - S.Chand & Company Ltd., - New Delhi.
4. K.P.M. Sundharam, P.N. Varshney, Banking Theory Law & Practice - Sultan Chand & Sons - New Delhi.

## **CORE 12 : BUSINESS LAW**

**SUB CODE: BHML**

**CREDITS: 4**

### **UNIT I**

Business Law - Introduction – Nature of contract – Offer and Acceptance – Consideration – capacity to contract – Free consent

### **UNIT II**

Legality of object – Void contracts – Contingent contracts – Performance of contract -Discharge of contract – Remedies for Breach of contract – Quasi contracts

### **UNIT III**

Contract of Agency – Creation – classification of Agents – Principal Agent relationships – Delegation of authority – Personal liability of agent – Termination of agency

### **UNIT IV**

Sale of goods – Conditions and warranties – Transfer of Property – Performance – Rights of Unpaid seller

### **UNIT V**

Indemnity – Guarantee – Bailment – Pledge – Lien – Hypothecation – Charge – Mortgage

### **Reference Books:**

1. N.D. KAPOOR, Elements of Mercantile Law, Sulthan Chand & Co
2. N.D. KAPOOR, Business Laws, Sulthan Chand & Co
3. KRISHNAN NAIR, Law of Contracts, Orient Longman Publishers.
4. Dr. M.R. Sreenivasan, 2005, Business Law 2nd Ed Margham Publication, Chennai
5. P.C. Tulsian Business Laws, 2nd Ed, Tata McGraw Hill, New Delhi
6. R.S.N Pillai and Bhagavathi, 2004, Business Law, 3rd Ed., S. Chand & Co., New Delhi

## **CORE 13 : CORPORATE ACCOUNTING**

**SUB CODE: BHMM**

**CREDITS:4**

### **UNIT I**

Advanced problems in issue and buy back of shares and debentures – underwriting of shares and debentures Acquisition of Business – valuation of goodwill – valuation of shares

### **UNIT II**

Final Accounts of joint stock companies as per new guidelines, Legal requirements – divisible profits, managerial remuneration, profits prior to incorporation

### **UNIT III**

Amalgamation, Absorption & External Reconstruction including inter company owings (inter company holdings excluded)

### **Unit IV**

Alteration of share capital and internal reconstruction, Accounting for price level changes

### **Unit V**

Liquidation of joint stock companies – statement of affairs and deficiency account – Liquidator's statement of account

### **Reference Books:**

1. P. Jain and K.L Narang, Corporate Accounting, Kalyani Publishers, New Delhi
2. R.L. Gupta and M. Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi
3. S. N. Maheswari, Advanced Accounting, Sultan Chand & Sons, New Delhi
4. M.C. Shukla & T.S. Grewal, Advanced Accounting, S.Chand & Co. Ltd. New Delhi

## **CORE 14: BUSINESS POLICY AND ENVIRONMENT**

**SUB CODE:BHMN**

**CREDITS:4**

### **UNIT I**

Dimensions of Business Environment-Economic, Political, Cultural, Social, Legal, Demographic, Governmental, Technological, Natural Environment - Environmental Analysis – Need, Importance, Approaches -ETOP and Forecasting techniques

### **UNIT II**

Organizational Analysis-Need, Approaches-SAP, SWOT Analysis

### **UNIT III**

Global Environment -Globalization-Rationale, Significance, Strategies for globalization, MNCs, FDI in India

### **UNIT IV**

Economic and Business Environment - Agreements and Current Issues-WTO, TRIMS and TRIPS, IPRs-Concepts, Features and requisites for registration of Intellectual Property, Implications to India

### **UNIT V**

Social Environment- Business and Society, Corporate Social Responsibility, Corporate Governance, Ethical issues in Business

### **Reference Books:**

1. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
2. Aswathappa.K, Essentials of Business Management, Himalaya Publishing House, Mumbai
3. V.P. Michael, Business Policy and Environment, S. Chand & Co., New Delhi
4. Raj Agarwal, Business Environment, Excel books, New Delhi

## **CORE 15 : BUSINESS STATISTICS AND OPERATIONS RESEARCH**

**SUB CODE: BHMO**

**CREDITS:4**

### **UNIT I**

Introduction – Meaning and definition of statistics – Collection and tabulation of statistical data – Presentation of statistical data – Graphs and diagrams – Measures of central tendency – Arithmetic mean, median, mode, harmonic mean and geometric mean.

### **UNIT II**

Measures of Variation – Standard deviation, mean deviation – Quartile deviation – Skewness and Kurtosis– Lorenz curve. Simple Correlation – Scatter diagram – Karl Pearson's Correlation – Rank Correlations –Regression

### **UNIT III**

Analysis of Time series – Methods of measuring trend and seasonal variations- Index Numbers – Consumers price index and cost of living indices – Statistical Quality control - Sampling procedures – Simple, stratified and systematic

### **UNIT IV**

Hypothesis testing – Fundamental ideas – Large Samples test – Small sample test – t, F, Chi – square (without proof) – Simple application. Use of SPSS

### **UNIT V**

Introduction to OR – Meaning & scope – characteristics – models in OR. - LPP – formulation – graphical method – Simplex method – Dig M method application in business – merits & demerits -Transportation model-basic feasible solution – formulation, Solving a TP. Assignment models- Formulation-solution

### **Reference Books:**

1. P.R Vittal, Business Mathematics & Statistics
2. S.C.Gupta and V.K.Kapoor.
3. Hamdy A Taha, Operation Research - An Introduction Prentice Hall of India - New Delhi.
4. P.K. Gupta & Man Mohan, Problems in Operations Research - Sultan Chand & Sons - New Delhi.

## **CORE 16: MARKETING PRACTICE**

**SUB CODE: BHMP**

**CREDITS:4**

### **UNIT – I**

Introduction to Marketing – Meaning – Definition and Functions of marketing – Marketing Orientations – Role and Importance of Marketing – Classification of Markets

### **UNIT – II**

Marketing Environment – Micro and Macro Environment (Factors affecting internal environment and external environments) Marketing segmentation – concept – benefits – bases and levels

### **UNIT – III**

Introduction to consumer behaviour – need for study – consumer buying decision process – buying motives- Pricing decisions- creativity marketing – retail marketing

### **UNIT – IV**

Marketing mix – meaning – introduction to stages for new product development – types- introduction to product life cycle- product mix- price- pricing policy & methods place- channels of distribution (levels) -channel members- promotion – communication mix – basic of advertisement, sales promotion & personal selling.

### **UNIT – V**

Recent trends in marketing – basic understanding of E-marketing – consumerism – market research, MIS(management information system), marketing regulation.

### **Reference Books:**

1. Rajan Saxena – Marketing Management.
2. William J Stanton – Marketing
3. Philip Kotler – Principles of Marketing.
- 4 Still and Cundiff - Marketing Management
5. J.Jayasankar - Marketing.
6. Dr.C.B.Gupta and Dr.N.Rajan Nair - Marketing Management.

## **CORE 17: PRINCIPLES OF MANAGEMENT**

**SUB CODE: BHMQ**

**CREDITS:4**

### **UNIT I**

Meaning and Definition of Management-Principles of Management - Classification of Managerial functions - Importance of Management - Planning-Meaning, Objectives, Steps, Types, MBO, Decision Making- Meaning, Advantages & Disadvantages, Process

### **UNIT II**

Organizing – Authority Responsibility - Delegation and Decentralization

### **UNIT III**

Sources of Recruitment, Selection Procedure, Placement, Training and Development-techniques, Performance Appraisal-Methods

### **UNIT IV**

Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility –Recruitment – Sources, Selection, Training – Direction – Nature and Purpose - Leadership – styles of leadership - Motivation-Theories of Maslow and Herzberg

### **UNIT V –**

Communication Process - Channels, Networks, Barriers, Overcoming of Barriers – Coordination - Control-Meaning, Steps, Advantages & Disadvantages

### **Reference Books:**

1. Gupta.C.B. Business Management, Sultan Chand & Sons
2. Koontz Harold and Heinz Weihrich ,Mc Graw Hill Book Company
3. Prasad L.M., Principles & Practice of Management, Sultan Chand & Sons
4. Stoner. A.F. and Freeman.R.E., Management, Prentice Hall of India



## **CORE 18: SPECIAL ACCOUNTS**

**SUB CODE: BHMR**

**CREDITS:4**

### **UNIT I :**

HumanResource Accounting – Financial Reporting Practices- Social Responsibility Accounting .

### **UNIT II:**

Double Account System – Accounts of Electricity Companies.

### **UNIT III:**

Holding Companies – consolidation of Balance sheet – treatment of mutual Owings, contingent liabilities –unrealised profit – revaluation of assets – bonus issue and payment of dividend (inter company holdings excluded)

### **UNIT IV:**

Banking Company Accounts

### **UNIT V:**

Insurance Company Accounts – Life Insurance and General Insurance under IRDA 2000.

### **Reference Books:**

1. R.L.Gupta and M. Radhaswamy Advanced Accounting
- 2.T.S.Reddy & A.Murthy Corporate Accounting
- 3.S.P.Jain and K.L. Narang Corporate Accounting
- 4.M.C. Shukla and T.S. Grewal Advanced Accounting
- 5.M.A.Arulanandam and K.S.Raman Corporate Accounting
- 6.S.N. Maheswari Advanced Accountancy

## **CORE 19: COMPANY LAW**

**SUB CODE: BHMS**

**CREDITS:4**

### **Unit – I**

Introduction – Definition of Company – Characteristics – Is Company a Citizen? – Lifting of the Corporate Veil – Illegal Association - Kinds of Company. Formation of Company – Incorporation – Documents to be filed with Registrar – Certificate of Incorporation – effects of registration – Promoter – Preliminary Contracts — Memorandum of Association – Articles of Association – contents – alterations -Doctrine of Constructive Notice – Indoor Management – Ultra vires.

### **Unit – II**

Prospectus – Contents – red herring prospectus – shelf prospectus - Mis-statement in prospectus and their consequences – Statement in lieu of Prospectus – Deemed Prospectus - Commencement of Business –

### **Unit – III**

Share Capital – Meaning – Kinds – Alteration of Capital – Reduction of Capital –procedure for reduction of capital – Rights shares – Guidelines for the issue of fresh capital – Bonus shares – Guidelines — dematerialisation and rematerialisation of securities - Transfer and Transmission of shares (including depository mode).

### **Unit – IV**

Membership in company – Member and shareholders – Who can become a member, - Cessation of membership – Rights and liabilities of members – Register and index of members

### **Unit – V**

Secretary – Qualifications, Appointment, Rights, Duties and liabilities of Company Secretary - Winding up of companies – types of winding up – appointment, duties and remuneration of liquidators

### **Reference Books:**

1. N.D.Kapoor – Company Law
2. P.P.S.Gogna – A Text Book of Company Law
3. A.K. Majumdar and G.K. Kapoor Company Law & Practice, Taxman Publications
4. P.K.Ghosh & Dr.V.Balachandran – Outline of Company Secretary Practice

## **CORE 20 : FINANCIAL MANAGEMENT**

**SUB CODE: BHMT**

**CREDITS :4**

### **UNIT –I:**

Financial management –Introduction-scope-finance and other related disciplines-Financial Functions. Financial Goals: Profit Maximization Vs Wealth Maximization – Concept of time value of money -Sources of financing - Short term and Long term. Capitalization - over and under Capitalization.

### **UNIT-II:**

Concept of Cost of Capital. Measures of Specific and Overall cost of capital. Financing Decision- Leverage-Operating, Financial and combined- Determinants of Capital structure

### **UNIT-III:**

Capital Budgeting- Estimating cash flows- Evaluation Techniques, Traditional and Discounted cash flow techniques (Risk analysis Excluded)–Capital Rationing.

### **UNIT IV:**

Dividend Decision: Factors determining dividend policy- stable dividend policy-stock dividend – Working Capital Management: Need for working capital –Determinants of working capital-computation of working capital-management of cash, Inventory, Accounts Receivable and Accounts Payable

### **UNIT V:**

Financial markets - Money market - capital market - Recent Trends in capital market - Mutual Funds - Factories - Forecasting - Depositories.

### **Reference Books:**

- 1 M.Y.Khan and P.K.Jain - Basic Financial Management
- 2 I.M.Pandey Financial Management
- 3 S.M.Maheswari Financial Management

## **CORE 21: COST ACCOUNTING**

**SUB CODE:**

**CREDITS:4**

### **UNIT-I:**

Nature and significance of Cost Accounts – Financial vs. Cost Accounts – Definition of Cost Accounting –Meaning, scope, objectives, importance, advantages and limitations of Cost Accounting – Cost centre – Profit centre . Meaning of Activity based costing.

### **UNIT-II:**

Cost classification and cost concepts – Elements of cost – Preparation of cost sheets – Tenders and quotations. - Contract Costing – ascertainment of profit from incomplete contracts.

### **UNIT-III:**

Material Management & Stores Control – Purchase routine- Stock levels – Stock turnover ratio – Bin card– Stores ledger – Perpetual inventory system – ABC method of stock control – Material handling –Control of wastage, scrap, spoilage and defectives – Pricing of issues – FIFO, LIFO, HIFO, base stock, simple average, weighted average, standard price, inflated price and market price methods.

### **UNIT-IV:**

Labour cost – Time card and job card – Overtime and idle time – Labour turnover – Methods of wage payment – Methods of incentive schemes. Overheads – Factory, administration, selling and distribution – Classification – Allocation – Apportionment and absorption of factory overheads

### **UNIT-V:**

Marginal Cost techniques – Breakeven point analysis – Product mix and key factor

### **Reference Books:**

1. S.P. Jain and K.L. Narang, Cost Accounting, Kalyani Publishers
2. Dr A Murthy and Dr S GURUSAMY, Cost Accounting, Tata McGraw Hill
3. T.T.S.Reddy and Y. Hari Prasad Reddy, Cost Accounting, Margham Publications
4. 3.Dr. S.N. Maheswari, Principles of Cost Accounting, Sultan Chand & Sons
5. 4.V.K.Saxena and C.D. Vashist, Cost Accounting, Sultan Chand & Sons
6. 5.R.S.N. Pillai and V. Bagavathi, Cost Accounting, S.Chand.

## **CORE 22: CORPORATE ETHICS AND GOVERNANCE**

**SUB CODE:**

**CREDITS:4**

### **Unit – I**

Concept of ethics – sources – ethics and morals – justice – fairness – values – normative ethical theory – relevance of business ethics – arguments for and against – business values for 21st century – ethics in Indian business

### **Unit – II**

Ethical management – strengthening of personal and organizational integrity – complexity and group dynamic – spiritual core of leadership – leaders and the value references - Does ethics pay – ethical pitfalls of investment industry – corporate scams and its effects – law as an instrument of ethics

### **Unit – III**

Corporate social responsibility – meaning – promoting – stakeholders' satisfaction – corporate responsiveness – managing socially responsible business - Environment responsibility – ethics and ecology– advertise and information disclosure – work ethics and professional responsibility

### **Unit – IV**

Corporate Governance – meaning scope – transparency – disclosures share holders' welfare vs. stakeholders approach - Board of Directors – Role, duties, responsibilities – Independent Directors –Executive and compensation – agency problem – Agency costs – stock option plan

### **Unit – V**

SEBI and corporate governance – Clause 49 A of SEBI listing agreement – governance committees –Audit committees - Shareholders grievances committee - investor protection – Management discussion analysis – shareholders information – Disclosure requirements - Role of accountants and auditors –accountability – professional Codes & values – shareholders activism

### **Reference Books:**

1. R.C.Sekhar – Ethical Choices in Business – Response Books, 2002
2. Corporate Governance and business Ethics by All India Management Association – Excell Books
3. William H. Shaw, Business Ethics – Thomson Publications
4. N. Balasubramanyam, Corporate boards and Governance – Sterling publishers

5. Reference on corporate governance and directors duties and responsibilities – publication of Institute of Company Secretaries
6. Neville Bain & David Band, “Winning Ways through corporate governance” – Macmillan publishers
7. Nareshchandra committee report published in Chartered secretary, feb 2003 – VI.33, No.2.
8. SEBI report on corporate governance published in Economic Developments in India, Vol:20,1999
9. John Harper, “Chairing the Board”, Kogan press

## **CORE 23: INCOME TAX THEORY, LAW AND PRACTICE**

**SUB CODE:**

**CREDITS:4**

### **UNIT-I:**

Meaning of Income-Important definitions under the Income Tax Act-scope of total income- Residential Status and Incidence of tax of an Individual.

### **UNIT-II**

Income from Salaries- scope of salary income- Allowances, Perquisites and its valuation- Deduction from salary income. Income from House Property- Computation of Annual value- Deductions from annual Value.

### **UNIT-III:**

Income from Business or Profession- Basic Principles of arriving at business income-Losses incidental to trade-specific deductions in computing income from business- General deductions - Deemed business profits chargeable to tax- compulsory maintenance of account- Audit of accounts of certain persons specific provisions for computing incomes on estimated basis under sec44AD, AE, AF.

### **UNIT-IV**

Capital Gains- Short term and Long term gains-Transfer of Capital asset-Certain transactions that do not constitute transfer- Computation of capital gains- Capital gains under different circumstances-exempted capital gains. Income from other sources- Deductions in computing income under this head-Clubbing of income.

### **UNIT-V**

Set off and carry forward of losses-Income Exempt from tax Permissible deductions from Gross Total Income with reference to an individual-Rebates-Filing of Returns. Assessment of individual's total income - Income Tax Authorities.

**Reference Books:**

- 1.Dr.Vinod K.Singhania, Students Guide to IncomeTax. Taxmann Publications Pvt.Ltd, New Delhi.
- 2.P.Gaur,D.B.Narang, Income Tax Law and Practice, Kalyani Publications.
- 3.T.S.Reddy,Y.HariPrasad Reddy, Income Tax Theory Law and Practice,Margham Publication,Chennai.
- 4.Dr.H.C.Mehrotra, Dr.S.P.Goyal, Income Tax Law And Practice, Sahitya Bhawan Publications,Agra.



## **CORE 24: FINANCIAL SERVICES**

**SUB CODE:**

**CREDITS:4**

### **UNIT I – Financial Services: An Overview**

Financial Services: Concept – functions – financial services market – growth of financial services in India – Credit cards: origin and history – concept – features, facilities and services – classification of credit cards – credit card frauds – credit cards and e-commerce – Credit Information Bureau (CIB) – benefits and drawbacks of credit cards – Debit Cards: concept and mechanism – dangers and precautions in the use of debit cards – smart cards

### **UNIT II – Credit rating, commercial bill financing and consumer finance**

Credit rating: concept – origin – features and advantages – growth factors for credit rating system – major issues – credit rating agencies – regulatory framework – major factors in credit rating – equity rating – Commercial Bill Financing: meaning of commercial bills – features and advantages of commercial bill financing – precautions by a banker – steps in discounting and purchasing of bills – Consumer finance: meaning – types – mode – factors – consumer finance practice in India – pricing of consumer finance – marketing of consumer finance – consumer credit scoring – case for and case against consumer finance – hire-purchase and installment credit system

### **UNIT III – Insurance, factoring and leasing**

Insurance: concept – principles – reinsurance – life insurance – general insurance – insurance services – regulatory framework – Factoring: definition – mechanism – characteristics – types – advantages and disadvantages – players in factoring services – functions of a factor – factoring costs – factoring Vs bills discounting – RBI guidelines on factoring – cost-benefit analysis of factoring – forfaiting – factoring Vs forfaiting – Leasing: concept – characteristics – types – financial lease Vs financial lease – tests for financial lease – myths about leasing – participants in leasing – leasing process – services of a lessor – advantages – limitations – tax aspects of leasing – funding aspects of leasing – MPBF

### **UNIT IV – Merchant banking and mutual funds**

Merchant banking: definition – functions – code of conduct – regulatory framework – Mutual funds: definition – products and schemes – managing mutual funds in India – SEBI' requirements on AMC – functions of AMC – working mechanism of mutual funds – portfolio management process in mutual funds – operational efficiency of mutual funds – UTI – regulatory structure of mutual funds in India – AMFI – MMMFs

## **UNIT V – Securitization, stock invest, book-building**

Securitization: definition – pass through certificates – features – need – SPV – mechanism – purposes – asset characteristics – application – benefits – economic functions – limitations – securitization and financial intermediation – capital markets and securitization – securitization as a risk management tool – stock-invest: meaning – features – mechanism – benefits and drawbacks – book-building: concept – characteristics – process – allocation procedure – reverse book-building

### **Books for reference**

1. GURUSAMY S, Financial Services, Tata McGraw Hill
2. GURUSAMY S, Merchant Banking and Financial Services, Tata McGraw Hill
3. Khan M Y, Financial Services, Tata McGraw Hill
4. Kothari, Vinod Lease financing & Hire Purchase including consumer credit, Wadhwa and Company
5. Lee, S J, Venture Capital Manual, Warren Gorham and Lamont Inc, Boston
6. Machiraju, Merchant Banking, Wiley Eastern, New Age International

## **CORE 25 : PRACTICAL AUDITING**

**SUB CODE:**

**CREDITS:4**

### **UNIT I:**

Introduction – Definition – Utility of auditing – Types of audit, Objectives of audit

### **UNIT II:**

Planning and Conduct of Audit – Audit Note Book – Audit Working Papers -Audit Files Internal Control–Characteristics – Evaluation. Internal check – Principles, Advantages & Limitations – Internal check for Cash, Purchases and Sales Internal Audit – Functions – Distinction and interface between internal and statutory auditor.

### **UNIT III:**

Audit Sampling . Vouching of cash transactions-Vouching of Trading Transaction (Purchases, Purchase return, Sales, Sales return).Verification & Valuation of Assets & Liabilities.

### **UNIT IV:**

Company Auditor – Qualification, Disqualification, Appointment, Rights, Duties, Ceiling Limit and Liabilities of an auditor. Professional Ethics.

### **UNIT V:**

Audit Report-characteristics – types of opinion- preparation of report as per CARO rules. Latest Trends in Auditing- Information System Audit.

### **Reference Books:**

1. Dinkar Pagare, Principles and Practices of Auditing, Sultan Chand and Sons, New Delhi
2. S. Vengadamani, Practical Auditing
3. Sharma T.R., Auditing Principles & Problems, Sahitya Bhawan, Agra
4. Kamal Gupta and Ashok Arora, Fundamentals of Auditing, Tata McGraw Hill Publishing Company Ltd., New Delhi
5. B.L.Tandon ,Auditing.

## **CORE 26: RESEARCH METHODOLOGY**

**SUB CODE:**

**CREDITS:4**

### **UNIT I**

Introduction to research methodology – meaning and purpose – Types of Research; Research design – steps in selection & formulation of a research problem – steps in research

### **UNIT II**

Hypothesis – Types – concept and procedures of testing of Hypothesis – sampling techniques – sampling error and sample size

### **UNIT III**

Measurement & scaling techniques – Data collection – methods – testing validity and reliability

### **UNIT IV**

Processing of data – Editing, coding, classification & tabulation, analysis of data – outline of statistical analysis – elements of processing through computers (Application of SPSS)

### **UNIT V**

Interpretation and Report Writing – meaning & precautions in interpretation, types of reports – style & conventions in reporting – steps in drafting of report

### **Reference Books:**

1. Dr M Ranganatham, Business Research Methods, Himalayas Publishing
2. William C Emory, Business Research Methods, R.D. Irwin. Inc
3. Robert G Murdick, Business Research – Concepts & Practice, International text book Company
4. Kothari C.R., Research Methodology, Vikas Publishing Ltd.
5. Ravilochanan, Research Methodology

## **CORE 27 : ACCOUNTING FOR DECISION MAKING**

**SUB CODE:**

**CREDITS:4**

### **UNIT I**

Management accounting – Meaning, nature, scope and functions, need, importance and limitations– Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting- Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools. Methods – Comparative Statements, Common Size statement and Trend analysis.

### **UNIT II**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, turnover, capital structure and Leverage.

### **UNIT III**

Funds flow and Cash flow analysis. Budgets and budgetary control – Meaning, objectives, merits and demerits.

### **UNIT IV**

Marginal costing (excluding decision making) absorption costing and marginal costing – CVP analysis –Capital Budgeting - Payback, discounted pay back, ARR & IRR methods

### **UNIT V**

Variance Analysis – material, labour and overhead variances

### **Reference Books:**

1. SN Maheswari, Management Accounting – Sultan Chand & Sons.
2. Dr A Murthy and Dr S GURUSAMY, Cost Accounting, Tata McGraw Hill
3. RSN Pillai & Bagavati, Management Accounting – S Chand & Co Ltd – New Delhi.
4. Horngren Sunderu Stratton, Introduction to Management Accounting – Pearson Education.
5. T. S. Reddy and Hari Prasad Reddy, Management Accounting, Margham Pulication.

## **CORE 28: HUMAN RESOURCE MANAGEMENT**

**SUB CODE:**

**CREDITS:4**

### **UNIT I**

Human Resource Management – Nature and Scope of the HRM – Managerial and Operating Functions –Difference between Personnel management and HRM – Human Resource Planning – Recruitment –Selection – Methods of Selection – Use of various Tests – interview techniques in Selections.

### **UNIT II**

Placement and Induction – Training – Methods – Techniques – Identification of Training Needs –Development – Methods – Performance Appraisal – Methods – Promotions and Transfers

### **UNIT III**

Remuneration – Factors determining remuneration – Components of Remuneration – Incentives – Benefits– Motivation – Welfare and Social Security Measures –

### **UNIT IV**

Collective Bargaining – Workers participation in Management – Types – Quality Circles – Management by Objectives – Environment of HRM – HRM as a Profession.

### **UNIT V**

Human Resource Audit – Nature – Benefits – Scope – Approaches

### **Reference Books:**

1. V.S.P.Rao – Human Resource Management
2. Ashwathappa – Human Resource Management
3. Gary Deseler – Human Resource Management
4. L.M.Prasad – Human Resource Management
5. Tripathi – Human Resource Management

## **CORE 29: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**SUB CODE:**

**CREDITS:4**

### **UNIT I**

Nature and scope of investment management – investment objectives, constraints – factors – investment process – investment management and portfolio management – factors for investment analysis– impact of economic analysis – impact of industrial analysis role of capital markets.

### **UNIT II**

Understanding the investment environment – sources of investment information – approaches of security analysis – market indicators – security price movements –fundamental analysis – technicalanalysis– Dow theory – Random walk theory – efficient market hypothesis – various forms of market efficiency and their implications to security analysis-technical analysis Vs. efficient markets hypothesis– common stock analysis – economic analysis – economic indicators – industry analysis.

### **UNIT III**

Company analysis components – non financial aspects – financial analysis – financial statement – analysis of prospectus – ratio analysis – EPS, UPS dividend yield – payment ratio – ROI, ROCI - Riskreturn – market risk – interest rate risk – purchasing power risk – business risk – financial risk –measurement of risk.

### **UNIT IV**

Portfolio – portfolio management – portfolio theory – meaning and objectives, traditional and modern portfolio theory. Diversification – Markowitz's approach – portfolio management processportfolio planning-portfolio analysis-portfolio selection –portfolio evaluation –portfolio revisionvarious steps involved in the development of portfolio.

### **UNIT V**

Capital market theory – assumptions – risk, investors preference – capital asset pricing model (CAPM) – estimating Betas – significance of betas in portfolio theory – securities market line arbitrage pricing theory-options pricing model-put and call – valuation of various options – futures trading –hedging and forward contracts – Indian stock market and the institutional investors.

**Reference Books:**

1. Elton, Edwin J., Gruber, Martin J., Brown, Stephen J., Goetzmann, William N., “Modern Portfolio Theory and Investment Analysis”, 6th Edn, Wiley, 2003.
2. Prasanna Chandra, “Managing Investments”, Tata McGraw Hill, New Delhi, 1999.
3. Lee, Cheng F., “Advances in Investment Analysis and Portfolio Management”, Publisher: Science & Technology Books.
4. Sidney Cottle, Grahaan & Dadd’s Security Analysis, Tata Mcgraw Hill, 1989.
5. DC Fisher & RJ Jordan, Security Analysis & Portfolio Management, Prentice Hall of India, 1999.



## **CORE 30 : ENTREPRENEURIAL DEVELOPMENT**

**SUB CODE:**

**CREDITS:4**

### **UNIT I:**

Concept of entrepreneurship – definition – traits – types – classification of entrepreneurs – factors influencing entrepreneurship.

### **UNIT II:**

Women entrepreneurs – definition – problems – development of women entrepreneurship – rural entrepreneurship – problems – relationship between rural and urban markets. Strategic Approaches: Niche strategy – Networking - Geographic Concentration.

### **UNIT III:**

Search for business idea - sources of project identification – formalities of setting up a unit – project selection – project formulation – feasibility analysis – projects report

### **UNIT IV:**

Institutional finance to entrepreneurs – commercial banks – IDBI- IFCI –IIBI – SIDBI –LIC – SIC.

### **UNIT V:**

Entrepreneurial development programme – Role and Relevance – role of government – NGO – SIPCOT, DIC, SIDC, NIESBUD – MSME – TCO –Self employment programmes – SIDO – micro finance - SHG – venture capital.

### **Reference Books:**

1. C.B.GUPTA and S.P.SRINIVASAN, Entrepreneurial Development
- 2.. S.S. KHANKA, Entrepreneurial Development

## **CORE 31: BUSINESS TAXATION**

**SUB CODE:**

**CREDITS:4**

### **UNIT I:**

Tax – features – canons – objectives of taxation - Tax vs Duty – Direct Tax vs Indirect Tax – Powers of Union / States – varieties of indirect taxes – movement towards GST.

### **UNIT II:**

Central excise duty- concept and definitions - Basis of levy- Types of Excise Duty – Classification & Valuation of Goods – Clearance of Goods – Procedure for assessment and payment of excise duty – Philosophy of CENVAT - Registration & Filing of Returns

### **UNIT III:**

Customs Act – objectives – levy and collection – classification of goods – procedure for assessment & payment of customs duty – types of customs duty – valuation of goods – clearance of goods – warehousing provisions - Duty drawback provisions.

### **UNIT IV**

Value Added Tax- short title and commencement – definition- advantage of VAT over the existing tax law – registration – charging sections- Input Tax Credit- Reversal – concept of exempted sales and zero rated sales.

### **UNIT V**

Service Tax – Definition- Statutory Framework – Levy & Collection – Administration – Principles of Valuation – Persons liable to pay service tax – conditions incidental to procedure for assessment and payment of service tax – Service Tax Returns - Registration.

### **Reference Books:**

1. Dr.Vinod K Singhanian, Monica Singhanian, Students Guide to Income Tax, Taxmann Publications Pvt Ltd., New Delhi.
2. Girish Ahiya, Dr. Ravi Gupta, Systematic Approach to Income Tax and CST, Bharat Law House Pvt. Ltd. New Delhi.
3. Dr.Sanjeev Kumar, Systematic Approach to Indirect Taxes with Practical problems and solutions, Bharat Law House Pvt. Ltd., New Delhi.
4. T.S.Reddy and Y.Hari Prasad Reddy, Indirect Taxes, Margham Publishers-

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**The following procedure to be followed for Internal Marks:**

Theory Papers: Internal Marks 25

Best Two tests out of 3 Continuous Assessment Test -5marks

Model Examination -5marks

Attendance - 5marks

Assignment -5marks

Seminar -5marks

**TEMPLATE FOR QUESTION PAPER**

**Section A**

Answer all the questions (10 x 2 Marks = 20 Marks)

10 questions to be asked at the rate of 2 questions from each unit of syllabus.

**Section B**

Answer any FIVE questions (5 x 5 Marks = 25 Marks)

8 questions to be asked at the rate of at least 1 question and not more than 2 questions from each unit of syllabus.

**Section C**

Two questions (2 x 15 Marks = 30 Marks)

Two out of three questions to be answered. The first question shall be a 'case study' and it shall be compulsorily to be answered.

## **DEPARTMENT OF B.COM HONOURS**

**Note: For the papers mentioned below, the composition of question paper shall be 80% problems and 20% theory.**

1. Financial Accounting – I
2. Financial Accounting - II
3. Corporate Accounting
4. Special accounts
5. Cost Accounts
6. Accounting for decision making
7. Financial Management
8. Income Tax Theory, Law and Practice