

# Course contents

## B COM 3<sup>rd</sup> Semester

### BC – 301: BUSINESS STATISTICS

**Objective:** *To enable the students to gain understanding of statistical and mathematical techniques useful in business applications.*

#### **UNIT – I: Introduction**

Statistics: Meaning, Scope, Importance and Limitations; its relationship with other sciences; Statistics as a subject; Descriptive Statistics vs. Inferential Statistics; Data: Need for data and Sources of Data, Methods of Data Collection; Data Classification; Tabulation and Presentation.

#### **UNIT – II: Descriptive Statistics**

Central Tendency and measures thereof; Dispersion and their measures; Skewness and its measures; Moments, Kurtosis and their measures.

#### **UNIT – III: Analytical Statistics**

Correlation (bivariate – Karl Pearson's & Spearman's rank correlation), Simple Linear Regression and Association of Attributes; Index Number: Meaning, types and uses; Methods of constructing price and quantity indices (simple and aggregate); Tests of adequacy; Chain – base index numbers; Base shifting, splicing and deflating; Problems in constructing index numbers; Consumer price index.

#### **UNIT – IV: Inferential Statistics**

Permutations and Combinations; Probability: Theory, Concepts; Simple application of addition and multiplication theorem; Sampling Theory: Census vs. Sampling; parameters and statistics, sampling errors; principles of sampling and methods of sampling.

#### **UNIT – V: Business Forecasting**

Analysis of Time Series: Causes of variations in time series data; Components of a time series; Decomposition – Additive and multiplicative models; Determination of trend – Moving average method and method of least squares (linear only); Computation of seasonal indices by simple average; Interpolation and Extrapolation.

#### **Books (Latest Edition):**

- Anderson, *Statistics for Business & Economics (with CD)*, Cengage, New Delhi.
- Bhowal, *Fundamentals of Business Statistics*, Asian Books P. Ltd., New Delhi.
- Elhance, DN, *Fundamentals of Statistics*, Kitab Mahal, Allahabad.
- Gupta, SC, & Kapoor, VK, *Fundamentals of Statistics*, Sultan Chand & Sons, New Delhi.
- Gupta, SP, *Statistical Methods*, Sultan Chand & Sons, New Delhi.
- Hooda, RP, *Statistics for Business & Economics*, Macmillan, New Delhi.
- Keller, *Statistics for Management & Economics*, Cengage, New Delhi.
- Lewin & Rubin, *Statistics for Management*, Prentice-Hall of India, New Delhi.
- Shenoy, Srivastava, & Sharma, *Business Statistics*, Wiley Eastern, New Delhi.

## **BC – 302: BUSINESS LAWS**

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

### **UNIT – I: Contract Act 1872**

Nature of contract; Classification; Offer and acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void and voidable; Performance of contract; Discharge of contract; Remedies for breach of contract.

Special Contracts: Indemnity; Guarantee; Bailment and pledge; Agency.

### **UNIT – II: Sale of Goods Act 1930**

Formation of contracts of sale; Goods and their classification, price; Conditions, and warranties; Transfer of property in goods; Doctrine of Caveat Emptor, Performance of the contract of sale; sale by auction, Unpaid seller and his rights – carriage by land; Hire purchase agreement.

### **UNIT – III: The Laws Relating to Industries (Salient features of relevant Acts)**

Workmen Compensation Act 1923 (Scope and definition, Employers' liability, Occupational diseases and compensation), The Industrial Disputes Act 1947 (Scope and definition, Types of disputes, Strikes and lockout, Unfair labour practices, procedure and settlement, Settlement authorities), Minimum Wages Act 1948 (Minimum, Fair and Living wage, definition, Fixation and Revision of wages and their procedure, Advisory boards, Safeguards in payment of wages), and The Factories Act 1948 (Scope and definitions, Health, Safety and Welfare measures, Hazardous processes, Working hours and holidays, Employment of young persons, Penalties and procedures).

### **UNIT – IV: Negotiable Instrument Act 1881**

Definition of negotiable instruments; Features; Promissory note; Bill of exchange and cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing; Negotiation; Dishonour and discharge of negotiable instrument; Discounting & Endorsing of a Bill of Exchange.

### **UNIT – V: The Companies Act 2013 and Consumer Protection Act 1986**

Companies Act: Nature and Types of Companies, Memorandum of Association, Articles of Association, Prospectus, Directors & Company Secretaries: Their Rights, Functions and Duties; Meetings and Resolutions.

COPRA: Salient Features; Definition of consumer; Grievance redressal machinery.

#### **Books (Latest Edition):**

- Aggarawal, R, *Students' Guide to Mercantile & Commercial Laws*, Taxmann, New Delhi.
- Gulshan, SS, & Kapoor, GK, *Business Laws*, New Age International P. Ltd., New Delhi.
- Kapoor, ND, *Commercial Law & Industrial Law*, Sultan Chand New Delhi.
- Kuchal, MC, *Business Laws*, Vikas Publishing House, New Delhi.
- Sen, AK, & Mitra, JK, *Commercial Law & Industrial Law*, The World Press P. Ltd., Kolkata.
- Shukla, MC, *A Manual of Mercantile Law*, S Chand & Co., New Delhi,

# A - ACCOUNTING AND FINANCE GROUP

## BC – 303: CORPORATE ACCOUNTING

**Objective:** *To help students acquiring the conceptual knowledge of fundamentals of corporate accounting and to learn the techniques of preparing financial statements.*

### **UNIT – I: Accounting for Financial Instruments**

Accounting for Shares – Issue of Shares including Price band, Stock Invest, Bonus & Right Issue, ESOP, and Buy-back of shares.

Accounting for Preference Shares – Issue and Redemption of Preference Shares.

Accounting for Debentures – Issue and Redemption of Debentures.

### **UNIT – II: Preparation of Financial Statements**

Computation of Profit prior to Incorporation.

Preparation of Financial Statement of Companies and their presentation in Summary Form.

### **UNIT – III: Analysis of Financial Statements**

Analysis of Financial Statements, Ratio Analysis and Cash Flow Statement.

### **UNIT – IV: Accounting for Corporate Restructuring**

Accounting for Amalgamation, Absorption and External Reconstruction.

Accounting for Internal reconstruction.

### **UNIT – V: Valuation and Consolidation**

Valuation of Goodwill and Valuation of Shares.

Consolidated Financial Statements.

**Please Note that Latest Ind ASs are applicable.**

#### **Books (Latest Edition):**

- Gupta, RL, &Radhaswamy, M, *Financial Accounting*, Vol. – II, Sultan Chand & Sons, New Delhi.
- Gupta, RL, &Radhawsamy, M, *Advanced Accounting*, Vol – II, Sultan Chand & Sons.,New.Delhi.
- Hanif& Mukherjee, *Corporate Accounting*, Tata McGraw-Hill, New Delhi.
- Maheshwari&Maheshwari, *Advanced Accountancy – Vol – II*, Vikas Publ., New.Delhi.
- Rajasekaran&Lalitha, *Corporate Accounting*, Pearson – India, New Delhi.
- Sehgal, A, &Sehgal, D, *Advanced Accounting – 2 (Corporate Accounting)*, Taxmann, New Delhi.
- Shukla&Grewal, *Advanced Accounting*, Vol- II, S Chand & Co., New.Delhi.

## **B - MANAGEMENT GROUP**

### **BC – 304: MARKETING MANAGEMENT**

**Objective:** *To acquaint the students with the basics principles of marketing management.*

#### **UNIT – I: Introduction**

Definitions, Concepts, Nature and Scope of Marketing, Marketing Environment, Marketing Mix, Marketing Management Process.

#### **UNIT – II: Market & Product**

Consumer Behaviour

Market Segmentation – Concepts, Importance & Bases, Target Market selection and Positioning Concept;

Product – Meaning, Importance, Classification, Product Attributes and Features; Branding – Meaning & Significance, Packaging and Labelling, Product Life-Cycle - Concept and Stages,

#### **UNIT – III: Pricing & Promotion**

Pricing –Significance, Influencing Factors, Policies & Types, Geographical Pricing, Product Line Pricing, Discounts, Rebates & Offers.

Promotion –Nature & Importance; Communication Process; Promotion Mix – Advertising, Personal Selling, Public Relations & Sales Promotion.

#### **UNIT – IV: Distribution & Retailing**

Distribution – Meaning, Importance and Channels, Wholesaling & Retailing, Factors Affecting choice of distribution channel..

Retailing – Meaningand Significance; Selection of Location, Super Market, Store / Non-store based Retailing, Chain stores, Speciality stores, Retail Vending Machines, Mail Order Houses, Retail Cooperatives, Retailing in India.

#### **UNIT – V: Contemporary Issues in Marketing Management**

Rural Marketing: Importance, Characteristics, Understanding Rural Consumers, Rural Marketing Vs. Agricultural Marketing.

Consumer Protection in India, Marketing Ethics, Online Marketing, Social Marketing, Relationship Marketing, Green Marketing, Use of Technology for Marketing Functions.

#### **Books (Latest Edition):**

- Czinkota, *Marketing Management*, Cengage. New Delhi.
- Kotler, & Keller, *Marketing Management*, PHI, New Delhi.
- Kotler, P. & Armstrong, G, *Principles of Marketing*, PHI, New Delhi.
- Kumar, Arun, *Marketing Management*, Vikas Publishing House, New Delhi.
- Kurtz, *Principles of Marketing*, Cengage. New Delhi.
- Lal et al, *Marketing Management*, Tata McGraw Hill, New Delhi.
- Lamb, *Introduction to Marketing*, Cengage, New Delhi.
- McCarthy, JE, *Basic Marketing - A Managerial Approach*, McGraw Hill, New York.

# C - BANKING & INSURANCE GROUP

## BC – 305: FUNDAMENTALS OF BANKING

**Objective:** To give a general idea about the nature, growth, development of banking and insurance business in India and expose to their fundamental principles

### **UNIT - I: Introduction**

Definition of Banking, Types of Banks, Structure and Organisation of Indian banks; Functions of Commercial Banks in India; Functions of Co-operative banking in India; Growth and Development of Indian Banking System; Issues and Challenges in Indian Banking

### **UNIT - II: Banking Theories**

Banking theories: Commercial Loan, Shiftability and Anticipate Income; Credit Creation Process; Relationship between Banker and Customer: Definition of Banker and Customer, General and Special relationship; Special Types of Customer; Minors, Lunatics, Drunkard, Married women, Joint Accounts, Partnership, Institutions and Associations.

### **UNIT - III: Law and Procedures Governing Banking Instruments**

Negotiable Instruments - Characteristics; Delivery, Crossing and Endorsement and Material Alteration in Cheques; Payment and Collection of Cheques; Rights and Duties of and Protection to the Paying and Collecting Bankers; Clearing House Operations, Frauds and their Preventions.

### **UNIT - IV: Reforms in Banking**

Overview of Banking Sector Reforms; Narashimham Committee I and II - Recommendations and Implementations; Basel Recommendations and its implementation; Computerisation. Disinvestment, Mergers and Acquisitions in Banks

### **UNIT - V: Regulations in Banking**

RBI Act, 1935 - Scope, and Application; Banking Regulation Act, 1949 - Scope, Application and Provisions with regard to Business of Banking Companies.

#### **Books (Latest Editions):**

- Indian Institute of Banking & Finance Legal & Regulatory Aspects of Banking, McMillan, New Delhi.
- Khubchandani, Practice & Law of Banking, Macmillan, New Delhi.
- Kothari, & Bahi, Principles & Practice of Insurance, Sahitya Bhavan, Agra.
- Maheswari, & Maheswari, Banking Law & Practice, Kalyani Publishers, New Delhi
- Panandikar, & Mithani, Banking in India Orient Longman, New Delhi.
- Sekhar, & Seshar, Banking Theory & Practice, Vikas, New Delhi.
- Srivastava, & Nigam, Management of Financial Institutions, Himalaya Publishing House, New Delhi.
- Srivastava, PK, Banking Theory & Practice, HPH, New Delhi.
- Suresh, & Paul, Management of Banking & Financial Services, Pearson, New Delhi.