

BC – 401: Modern Indian Language / Alternative English

5:2:29(15)

(14)

(Alt.) ✓

COMPULSORY ENGLISH for B.Com 4<sup>th</sup> semester (Alt. English) ✓

PAPER I ✱.

100 Marks

Short Answer Questions from A and B: Section I

Section II

10 × 2 = 20

3 × 5 = 15

Descriptive

Grammar and Composition 15

2 × 12.5 = 25

**1. Prose**

Chekov	: <i>The Bet</i>
Hemingway	: <i>A Canary for One</i>
R. K. Narayan	: <i>Lawley Road</i>
Corbett	: <i>Lalajee</i>

**2. Poetry**

Donne	: 'Sweetest Love I do not Goe'
Milton	: 'On His Blindness'
Wordsworth	: 'The Solitary Reaper'
Arnold	: 'Dover Beach'
Eliot	: 'Journey of the Magi'

**3. Grammar and Composition**

Essay Writing  
Précis Writing  
Writing Slogans  
Use of Prepositions  
Use of Articles  
Direct and Indirect Speech  
Concord  
Usage

**Suggested Reading:**

1. Gupta, Nilanjana (1998) *English for All*, Chennai: Macmillan.
2. Tickoo, Champa and Sasikumar, Jaya (2000) *Writing with a Purpose*, Delhi: OUP
3. Seely, John (2002) *The Oxford Guide to Writing & Speaking*, Delhi: OUP
4. Ashley, A (1996) *A Handbook of Commercial Correspondence*, Delhi: OUP.
5. Jones, Leo. *Advanced English*. Delhi: CUP, 2005.

## **BC – 402: FINANCIAL MANAGEMENT**

*Objective: To develop an understanding of various finance function and common techniques of financial management.*

### **UNIT – I: Foundations of Finance**

Financial Management: Meaning, scope, relationship with other functional areas of business;

Goals: Profit vs. Wealth Maximization; Functions: Investment, financing and dividend;

Time Value of Money: Discounting and Compounding

### **UNIT – II: Capital Budgeting**

Nature of investment decisions, Capital Budgeting Process, Investment Evaluation criteria: Payback period, ARR, NPV, IRR and PI, Comparison between NPV and IRR

### **UNIT – III: Cost of Capital and Capital Structure**

Significance of Cost of Capital, Computation of Cost of Capital: Debt, Preference Shares, Equity Shares and Retained Earnings, Weighted Cost of Capital;

Meaning of Capital Structure, Theories of Capital Structure and Factors affecting Capital structure

### **UNIT – IV: Dividend Decisions**

Factors affecting dividend policies, Forms of Dividend, Dividend Models: Walter, Gordon and M-M Hypothesis

### **UNIT – V: Working Capital Management**

Working capital- Meaning, Concept and Cycle, Factors determining working capital requirements, Working Capital Financing, Overall Working Capital Management, Management of Accounts Receivables and Management of Inventory

#### ***Books (All latest editions):***

- Banerjee, B, *Fundamentals of Financial Management*, PHI, New Delhi.
- Chandra, Prassana, *Financial Management*, Tata McGraw Hill, New Delhi.
- Ehrhardt, & Brigham, *Fundamentals of Financial Management*, Cengage, New Delhi.
- Khan, & Jain, *Financial Management*, Tata McGraw Hill, New Delhi.
- Kishore, RM, *Financial Management*, Taxmann, New Delhi.
- Megginson, Smart, & Gitman, *Principles of Corporate Finance*, Cengage, New Delhi.
- Pandey, IM, *Financial Management*, Vikas Publishing House, New Delhi.

## **BC – 403: AUDITING**

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

### **UNIT – I: Introduction**

Meaning, objectives and significance of audit; Errors and Frauds in Auditing; Qualities of an Auditor, Types of audit: Statutory Audit and Non-Statutory Audit; Continuous and Periodical Auditing; Cost Audit; Tax Audit; Management Audit; Performance Audit; Efficiency Audit; Proprietary Audit; and Government Audit;.

Audit Process: Audit Programme; Auditor's Working Papers and Evidences; Consideration for commencing an Audit; Routine Checking and Test Checking; Internal Check System: Internal Control and Internal audit.

### **UNIT – II: Audit Process and Procedure**

Audit Procedure: Vouching; Verification of Assets and Liabilities; Investigation.

### **UNIT – III: Audit of Limited Companies and Specialized Institutions**

Company auditor – Qualifications, Appointment and Removal of an Auditor, Powers, Duties, and Liabilities of an Auditor; Depreciation, Provisions and Reserves, Divisible profits and dividend; Auditor's report - standard report and qualified report.

### **UNIT – IV: Standards of Auditing (SA)**

Process of setting standards on auditing in India; Brief overview of:

- i) Overall Objectives of the Independent Auditor and the Conduct of an Audit in Accordance with Standards on Auditing (SA 200),
- ii) Quality Control for an Audit of Financial Statements (SA 220),
- iii) Audit Documentation (SA 230),
- iv) The Auditor's responsibilities Relating to Fraud in an Audit of Financial Statements (SA 240),
- v) Consideration of Laws and Regulations in An Audit of Financial Statements (SA 250), and
- vi) Communication with Those Charged with Governance (SA 260)

### **UNIT – V: Audit of Other Entities and Contemporary Issues in Auditing**

Audit of Sole Trading and Partnership Firms, Audit of Educational Institutions and Audit of Cooperative Societies;

Contemporary Issues: Social Audit, Environment Audit, Auditing in Computerized Environment.

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

- Basu, BK, Auditing, New Central Book Agency, Kolkata
- Gupta, Kamal, Contemporary Auditing; Tata McGraw-Hill, New Delhi.
- Prakash, Jagdish, Auditing, Kalyani Publishers, New Delhi.
- Sharma, TR, Auditing Principles & Problems, SahityaBhawan, Agra.
- Tandon, BN, Principles of Auditing; S. Chand & Co., New Delhi.
- Publications of ICAI, New Delhi on Standards of Auditing.

# **BC – 404: HUMAN RESOURCE MANAGEMENT**

**Objective:** *To acquaint the students with the basic principles of human resource management.*

## **UNIT – I: Introduction**

Human Resource Management (HRM) – Concepts, Relevance and Functions, Human Resource as an Asset and / or Liability; Human Resource Development (HRD) – Concept & Evolution, HRM Vs. HRD; Organisation of HR Department, Skills of HR manager.

## **UNIT – II: Recruitment & Selection**

HR Planning, quantitative & qualitative dimension; job analysis, job description & job specification; Recruitment – concept & sources, Process & methods.

Selection – concept & process, different modes of selection, test and interview, Induction and Placement.

## **UNIT – III: Training & Development**

Training and development – concept & importance; identifying training & development needs, designing training programmes, evaluating training effectiveness, training process outsourcing, management development systems, career path and development.

## **UNIT – IV: Performance Appraisal and Compensation**

Performance appraisal system, nature and objectives, techniques of performance appraisal, job changes – rotation, transfers and promotions.

Compensation – concept, policies & administration; job evaluation; methods of wage payments & incentive plans; fringe benefits, performance linked compensation.

## **UNIT – V: HRM Issues & Challenges**

Employee Health & Safety, Employee Welfare, Social Security, Grievance Handling and Redressal; Quality of Work Life.

HR Information System, Downsizing, Voluntary Retirement Scheme (VRS), Retrenchment, Employee Empowerment.

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

- Ashwasthapa, *Human Resource Management*, Tata McGraw Hill, New Delhi.
- Flippo, Edwin B, *Personnel Management*, McGraw Hill, Tokyo.
- Memoria, & Gankar, *Personnel Management: Text & Cases*, Himalaya Publishing House, Mumbai.
- Monappa, & Mirza, *Personnel Management*, Tata McGraw Hill, New Delhi.
- Pattanayak, *Human Resource Management*, PHI, New Delhi.
- Subba, Rao, *Essentials of Human Resource Management & Industrial Relations*, Himalaya Publishing House, Mumbai.
- Venkataratnam, *Personnel Management & Human Resource*, Tata McGraw Hill, New Delhi.
- Werner, *Human Resource Development: Foundation, Framework & Application*, Cengage, New Delhi.

## **BC – 405: FUNDAMENTALS OF INSURANCE**

**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**

Insurance: Concept, Origin, Development and its Role and Importance; Types of Insurance and Functions of Insurance; Insurance as a Risk Management Tool; Growth and Development of Insurance in India.

### **UNIT – II: Insurance Theories**

Contract of Insurance, Basic Legal Concepts, Terms of Insurance Contracts, Insurance Documents; Principles of Contract and its Applicability to the Valid Insurance Contract; Principles of Co-operation, Principle of Probability, Principles of Utmost Good Faith and Insurable Interest, Principles of Indemnity, Proximate Cause, Subrogation, Contribution and Sharing and Warranty.

### **UNIT – III: Insurance Agency and Surveyorship**

Definition of an Agent; Procedure for becoming Agent, Qualification for obtaining a Licence, Cancellation of Licences, Revocation or Suspension / Termination; Function of an Agent: Proposal collection, Policy maintenance and claim settlement; Agents Regulations, Agent's Compensation, Code of Conduct, Unfair practices.

Role of Surveyors and Loss Assessors, Procedure for Becoming Surveyor, Licensing Procedure, Code of Conduct.

### **UNIT – IV: Insurance Policies**

Life Insurance: Definition, Features, Kinds of Policies: Whole Life, Endowment, Term, Annuity, Group Insurance; Fire Insurance: Meaning, Characteristics, and Scope, Physical and Moral Hazards in Fire Insurance, Kinds of Policies and Policy Conditions; Marine Insurance: Meaning and Scope, Marine Perils, Types of Marine Losses, Types of Policies and Policy Conditions; Miscellaneous Insurance: Motor, Burglary, Accident, Liability, Aviation, Rural / Social insurance, Micro Insurance.

### **UNIT – V: Insurance Legislations**

History of Insurance legislation in India; Salient Features of -

- a) Insurance Act, 1938,
- b) Life Insurance Act, 1956,
- c) Marine Insurance Act, 1963,
- d) IRDA Act, 1999, and
- e) Ombudsman Scheme (Redressal of Public Grievances Rules, 1998).

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

- Indian Institute of Banking & Finance (IIBF), Insurance Products, Taxman, New Delhi.
- Khubchandani, Practice & Law of Banking, Macmillan, New Delhi.
- Kothari & Bahi, Principles & Practice of Insurance, Sahitya Bhavan, Agra.
- Misra, MN, Insurance Principles & Practices, S Chand & Co, New Delhi.
- Periasami, P, Principles & Practice of Insurance, Himalaya Publishing House, New Delhi.
- Tripathy & Pal, Insurance – Theory & Practice, PHI, New Delhi.

# **BC – 406: SALES & ADVERTISEMENT MANAGEMENT**

**Objective:** To acquaint the students with the basics of Sales and advertisement management.

## **UNIT – I: Sales Management**

Objectives and Functions, Professional Selling Concepts.

Sales Presentation - Design and Delivery, Prospecting of Customers  
Sales Personnel - Administering the Recruitment, Selection, Training,  
Motivation and Control, Sales Evaluation and Compensation Plans.

## **UNIT – II: Sales Administration**

Sales Quotas and Territories, Controlling Sales Effort - Channel Management, Sales information and Assessment of Distribution Management, Role of Market Logistics in Retail, Whole sale Services, Supply Chain Management, Franchising, e-commerce and e-retailing, Channel Conflict and Cooperation.

## **UNIT – III: Advertisement Management - I**

Definition, Meaning & Functions of Advertisement, Planning and Campaigning of Advertising, AIDA Model, Ethical Issues and Creativity in Advertisement. Integrated Market Communication and Advertising. Setting Choice Criteria of Reach & Frequency.

## **UNIT – IV: Advertisement Management - II**

Budgetary Considerations and Scheduling of Advertisements, Sourcing Ad Agencies, Advertisement and Media Strategy: Sponsorship, Celebrity Endorsement, Changing role of Media Vehicles: Independent and Integrated On-line and Off-line media tool kit, Brand Equity and Brand Extension, Media Research and Testing.

## **UNIT – V: Effectiveness and Contemporary Trends in Advertising**

Effectiveness of Advertising: Media Planning and Selection, Media- mix, Message Design and Development, Creativity and Copywriting, Copy testing, Diagnosis and Ad Appeal.

Digital Communication, Social Networking, Interactive Communication tools - e-Bay, You Tube, My Space, Trip Advisor, Google, Flickr, Technorati.

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

- Dasgupta, Yaswar, *Sales Management: in the Indian perspective*, PHI, New Delhi.
- Batra, Myers & Aaker, *Advertising Management*, PHI, New Delhi.
- Ingram, *Sales Management: Analysis & Decision Making*, Cengage, New Delhi.
- O'Guinn, *Advertising & Integrated Brand Promotion*, Cengage, New Delhi.
- Kotler & Armstrong, *Principles of Marketing*, PHI, New Delhi.