

**CHHATRAPATI SHAHU JI MAHARAJ
UNIVERSITY, KANPUR**

**BACHELOR OF COMMERCE HONORS
(B.COM HON'S)**

(To be effective from Academic Year 2023-24 and onwards)

Syllabus



CSJM UNIVERSITY KANPUR
FACULTY OF COMMERCE
B. COM. (HONORS) PROGRAM

FIRST YEAR

Paper Code	Paper Name	External Marks	Internal Marks	TOTAL	Credits
	SEMESTER- I				
BCH 101	FINANCIAL ACCOUNTING	75	25	100	3
BCH 102	FINANCIAL MATHEMATICS	75	25	100	3
BCH 103	BUSINESS ENVIRONMENT	75	25	100	3
BCH 104	PRINCIPLES OF ECONOMICS	75	25	100	3
BCH 105	COMMUNICATIVE SKILL	75	25	100	3
BCH 106	ESSENTIALS OF MANAGEMENT	75	25	100	3
BCH 107 (SEC)	Functional English {Skill Enhancement Course(SEC) (Vocational course)}	100			2
	TOTAL MARKS OF SEM.	450	150	600	20

	SEMESTER- II				
BCH 201	STATISTICAL METHODS	75	25	100	3
BCH 202	MANAGEMENT INFORMATION SYSTEM	75	25	100	3
BCH 203	ORGANIZATIONAL BEHAVIOUR	75	25	100	3
BCH 204	BUSINESS ECONOMICS	75	25	100	3
BCH 205	INDIAN ECONOMY & PUBLIC FINANCE	75	25	100	3
BCH 206	BUSINESS POLICY	75	25	100	3
BCH 207	COMPREHENSIVE VIVA-VOCE	75	25	100	3
BCH 208 (SEC)	Office Automation using MS Office {Skill Enhancement Course(SEC) (Vocational course)}	100			2
	TOTAL MARKS OF SEM.	525	175	700	23

SECOND YEAR

	SEMESTER- III				
BCH 301	COST ACCOUNTING	75	25	100	3
BCH 302	BANKING OPERATIONS MANAGEMENT	75	25	100	3
BCH 303	OPERATIONS MANAGEMENT	75	25	100	3
BCH 304	MARKETING MANGEMENT	75	25	100	3
BCH 305	COMPANY LAW & SECRETARIAL PRACTICE	75	25	100	3
BCH 306	BUSINESS LAWS	75	25	100	3
BCH 307 (SEC)	Office Automation using MS Office {Skill Enhancement Course(SEC) (Vocational course)}	100			2
	TOTAL MARKS OF SEM.	450	150	600	20

	SEMESTER- IV				
BCH 401	MANAGEMENT ACCOUNTING	75	25	100	3
BCH 402	HUMAN RESOURCE MANAGEMENT	75	25	100	3
BCH 403	OPERATIONS RESEARCH	75	25	100	3
BCH 404	INCOME TAX LAW AND ACCOUNTS	75	25	100	3
BCH 405	FINANCIAL MANAGEMENT	75	25	100	3
BCH 406	INTERNATIONAL FINANCE	75	25	100	3
BCH 407	COMPREHENSIVE VIVA-VOCE	75	25	100	3
BCH 408 (SEC)	TALLY with GST Accounting Skill Enhancement Course(SEC) (Vocational course)	100			2
	TOTAL MARKS OF SEM.	525	175	700	23

THIRD YEAR

	SEMESTER- V				Credits
BCH 501	INDUSTRIAL LAWS	75	25	100	3
BCH 502	CONSUMER BEHAVIOUR	75	25	100	3
BCH 503	INSURANCE AND RISK MANAGEMENT	75	25	100	3
BCH 504	CORPORATE ACCOUNTING	75	25	100	3
Group- A ACCOUNTING & FINANCIAL SERVICES					
BCH 505 (AFS)	SPECIALIZED ACCOUNTING	75	25	100	3
BCH 506 (AFS)	FINANCIAL INSTITUTIONS & SERVICES	75	25	100	3
Group-B INTERNATIONAL TRADE & EXPORT MANAGEMENT					
BCH 505 (ITEM)	INTERNATIONAL BUSINESS ENVIRONMENT	75	25	100	3
BCH 506 (ITEM)	INTERNATIONAL BUSINESS	75	25	100	3
Group-C MARKETING					
BCH 505(MM)	ADVERTISING MANAGEMENT	75	25	100	3
BCH 506(MM)	E – COMMERCE	75	25	100	3
Group-D HUMAN RESOURCE MANAGEMENT					
BCH 505(HRM)	HUMAN RESOURCE PLANNING	75	25	100	3
BCH 506(HRM)	HUMAN RESOURCE DEVELOPMENT	75	25	100	3
BCH 507	SUMMER INTERNSHIP REPORT & VIVA-VOCE	200			4
	TOTAL MARKS OF SEM.	450	150	800	22

	SEMESTER- VI				Credits
BCH 601	GOODS AND SERVICES TAX IN INDIA	75	25	100	3
BCH 602	AUDIT PROCEDURE AND STANDARDS	75	25	100	3
BCH 603	BUSINESS ETHICS & CORPORATE GOVERNANCE	75	25	100	3
BCH 604	ENTREPRENEURSHIP & PROJECT MANAGEMENT	75	25	100	3
Group- A ACCOUNTING & FINANCIAL SERVICES					
BCH 605 (AFS)	PERSONAL FINANCE AND PLANNING	75	25	100	3
BCH 606 (AFS)	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	75	25	100	3

Group- B
INTERNATIONAL TRADE & EXPORT MANAGEMENT

BCH 605 (ITEM)	FOREIGN TRADE PROCEDURES AND DOCUMENTATION	75	25	100	3
BCH 606 (ITEM)	CONTEMPORARY ISSUES IN INTERNATIONAL TRADE	75	25	100	3

Group-C
MARKETING MANAGEMENT

BCH 605(MM)	INTERNATIONAL MARKETING	75	25	100	3
BCH 606(MM)	INDUSTRIAL AND SERVICES MARKETING	75	25	100	3

Group-D
HUMAN RESOURCE MANAGEMENT

BCH 605(HRM)	INDUSTRIAL RELATIONS	75	25	100	3
BCH 606(HRM)	CREATIVITY AND INNOVATION MANAGEMENT	75	25	100	3
BCH 607	DISSERTATION & VIVA-VOCE	200			4
	TOTAL MARKS OF SEM.	800			22
	GRAND TOTAL	4200			130

Note:

1. Grades will be provided for the vocational courses. Student needs to secure minimum of 40% marks to clear off the paper.
2. Minimum 15% students should opt for every available specialization, failing to which the said course for specialization will be withdrawn.
3. In Third Year of B.Com. (Hon's.) Program (Semester V and VI) the student will have to choose any one group for specialisation out of the given four groups A, B, C & D.

Group A – ACCOUNTING & FINANCIAL SERVICES (AFS)

Group B – INTERNATIONAL TRADE & EXPORT MANAGEMENT (ITEM)

Group C – MARKETING MANAGEMENT (MM)

Group D – HUMAN RESOURCE MANAGEMENT (HRM)

4. Students have to go under Summer Internship for Six to Eight weeks in the month of May - June after Fourth Semester, the viva-voce on summer Internship report will be held along with the Fifth Semester Examination.
5. Each of the students has to complete one project on the assigned Dissertation / case study in the sixth semester and undergo a viva-voce along with the semester examination. It will be based on a subject of choice group.

DETAILED SYLLABUS
B.COM. (HONS) – Ist YEAR
SEMESTER - I

BCH 101 FINANCIAL ACCOUNTING

Unit I

Accounting: Definitions, Functions, Objectives Nature and Scope Limitation Branches. Accounting as an information system. Accounting Principles-concepts and conventions. Accounting standards- Indian and International Context. Basic Accounting Process-Journal, Ledger Trial Balance, Double Entry System, Systems of Accounting.

Unit II

Business Income: Measurement, concept of Capital and Revenue. Final Accounts of Non-Corporate Entities. Final Accounts of Non-Profit making Organizations. Accounting for Depreciations.

Unit III

Hire Purchase System, Installment Payment System, Branch Accounting, Lease Accounting.

Unit IV

Voyage Accounts, Accounting for Insurance Claims, Royalty Accounts.

Suggested Readings:

Financial Accounting S.N. Maheshwari

Advanced Accounting Vol I R.L. Gupta & Radha Sawami

Modern Accounting Mukherjee & Hanif

Financial and Advanced Accounting Arvind Kumar and Vishal Saxena

Advanced Accounting Hrishikesh Chakaraborty

BCH 102 FINANCIAL MATHEMATICS

Unit I

Fundamental concepts of Financial Mathematics. Simple and compound interest. Kinds of interest rates: Effective rate, nominal rate and force of interest rates: Effective rate, nominal rate and force of interest. Calculation of accumulated value using different kinds of interest rates.

Unit II

Present value calculation and discount rate. Nominal rate of discount and its relationship with effective rate of discount. Equation of payments interest & Discount. Interest computation product method.

Unit III

Valuation of annuities. Present value of annuity. Present value of annuity payable p time in a given period. Present value of deferred annuity. Present value of varying annuity. Accumulated Value of Annuity. Accumulated value of annuity payable p time in a given period.

Unit IV

Analysis of annuity, Calculation of capital component and interest, Component in instalments. Outstanding liabilities after nth instalment, Sinking fund. Reserve value of a policy, free policy. Surrender value of policy, Valuation of securities.

Suggested Readings:

Financial Mathematics: Bajpai B.L.

Financial Mathematics: A.Lenin Jothi, Himalaya Pub.

Financial Mathematics: Sankalp Srivastava, New Age Pub.

Financial Mathematics: Dr. S.P.Gupta, Sahitya Bhawan

BCH 103 BUSINESS ENVIRONMENT

Unit I

The concept of Business Environment, its significance and Nature, Matrix of Different Environmental Factors. The process of Environmental Scanning, Basic Philosophies of Capitalism and Socialism with their variants.

Unit II

The Politico-Legal Environment, The relationship between Business and Government in India, An introduction to some important business laws like The Competition Act, 2002, Industries (Development and Regulation) Act, FEMA, SEBI, the Fugitive Economic Offenders Act, 2018, The Changing Dimension of these Laws and their impact on Business.

Unit III

The Economic Environment, Strategy and planning in India. The concept of mixed economy, The public Sector- and the private sector and their changing Roles. The Industrial Policy in India in recent years. The new Economic Policy- Liberalization, Globalization and privatization and their impact on businesses, The Monetary Policy and Fiscal Policy and Union Budget as an instrument of growth and their impact on business. Foreign Trade Policy.

Unit IV

Socio-Cultural Environment in India, Salient features of Indian Culture and Values and their Implications for Industrialization and Economic growth, New Demand for Consumer Industries; theory of Consumerism, Development of Business Entrepreneurship in India, Social Responsibility of Business, Policy for Research and Development in India. The Problem of Selecting Appropriate Technology. The Multinationals as a source of Technology.

Suggested Readings:

Fernando AC: Business Environment, Pearson

Cherunilum, Francis, Business Environment, Himalaya Publishing House Dutta and Sundaram, Indian Economy, S. Chand and Co.

Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

BCH 104 PRINCIPLES OF ECONOMICS

Unit I

The meaning and definitions of Economics: Adam Smith, Marshall, Robbins and Samuelson. Methods of Economics: Inductive vs. Deductive methods, Micro vs. Macro Economics, Concept of Equilibrium - Stable, unstable and Neutral Equilibrium. Theory of consumption - Cardinal Vs Ordinal approach. Utility analysis - Total Marginal and Average utility. Law of diminishing marginal utility and Law of Equi - Marginal Utility.

Unit II

Consumer Behaviour: Indifference curve analysis, Budget line, Consumer's equilibrium. Price, Income and Substitution effects, PCCs and ICCs. Consumer's Surplus. Concept of Demand and Supply. Demand curve - Individual and Market demand curve, derivation of demand curve. Law of demand. Movement vs. shift in the demand curve. Elasticity of demand - Price, Income and cross elasticity, factors affecting elasticity of demand.

Unit III

Production: meaning and factors of production, concept of short-run and long-run for a firm, Law of variable Proportions, Returns to scale. Cost of production: Explicit and implicit cost, actual and opportunity cost, accounting and economic cost, Social and private costs, short-run and long-run costs, Cost Curves. Concept of Revenue: Total, Marginal and Average Revenue. Market: Perfect competition, Monopoly and Imperfect competition - Features and Equilibrium of firms in the short and long run period.

Unit IV

Theory of distribution: Concept of Rent, wages, Interest and Profit; Theory of rent. Theory of wages: Marginal productivity theory and Modern theory of wages, Backward bending supply curve. Theory of Interest: Classical theory, Loanable Funds theory and Liquidity Preference theory of Interest. Theory of Profit: Innovation theory, Risk Bearing theory and Uncertainty bearing theory of Profits.

Suggested Readings:

Modern Economic Theory - K.K. Dewett

Principle of Economics - M.L. Seth

Business Economics - S.K. Singh

Micro Economics Theory - J.V. Vaishampayan

Principles of Economics - D.N. Dwivedi.

BCH 105 COMMUNICATIVE SKILL

Unit I

Communication: definition, main features, classification of communication, barriers to communication. Typing and Duplicating. Introduction to the essentials of business communication: Communication: Oral & Written (Meaning, Advantages/Disadvantages, Types). Oral communication, making oral presentations. Correspondence: types and essentials of letter writing, handling correspondence,

Unit II

Commercial correspondence: drafting rules, style and construction, significant commercial terms and phrases. Drafting: Letter of Inquiry, Letter of Quotations, Letter of Order, Letter of Execution of Order, Letter of Complaint, Letter for Collection, Letter for Agency, Circular Letter.

Unit III

Official Correspondence: Styles and construction, Types of official letters. Drafting: Official Letters, Demi-official Letters and Circulars.

Writing Editorial Notes on a Commercial Topics, Letter to Editor on a Commercial or Economic Topic, Writing Press Communiqués/Notes, Media Script Writing, Writing Advertisement Copy, Journalistic Report Writing.

Unit IV

E-correspondence, Writing minutes of company meetings. Summarizing annual report of companies. Presentations for board and client meetings. Writing reports on: field work/visits to industries/business concerns etc. business negotiations. Writing a project report, Citing references, and using bibliographical and research tools.

Suggested Readings:

Debashish S.S. & Das B., Business Communication, Prentice Hall India.

K.K.Sinha, Business Communication, Galgotia Publishing Company, New Delhi.

C.S. Rayudu, Media and Communication Management Himalaya Publishing House, Bombay.

Rajendra Pal and J.S. Korlhalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.

R.K.Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd.

R C Sharma & Krishna Mohan, Business Correspondence and Report Writing, Tata McGrawHill Education Pvt. Ltd, New Delhi.

BCH 106 ESSENTIALS OF MANAGEMENT

Unit I

Definition, Nature, Scope and significance of Management, the evolution of Management thought, Approaches of management, contributions of F.W. Taylor, Henri Fayol, Chester Bernard to Management Science. Hawthorne experiment. Functions of a manager. Social responsibility of Managers, Values and Ethics in Management.

Unit II

PLANNING: Definition, Nature, Scope and significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The process and techniques of Decision Making, Long Range Planning, Strategies and policies.

Unit III

ORGANISING: Definition, Nature, Scope and significance, Approaches to Departments, Line and Staff relationship. Delegation and Decentralisation, Committee system, determinants of effective organizing, Staffing - nature and significance, Selection, Appraisal and Development of Managers, Coordination, Managerial Effectiveness.

Unit IV

DIRECTING AND CONTROLLING: Issues in managing Human factors, Motivation - nature, scope and significance, Theories and techniques, communication, - Definition and significance, Communication Barriers, Building effective communication system. Leadership: Style & Theories, Definition and Elements of Control Techniques, Determinants of an Effective Control System.

Suggested Readings:

Essentials of Management : Harold Koontz, Heiriz, Weihrich.

Essentials of Management: Maheshwari & Jaiswal

Management, Tasks Responsibility and Practices : Peter F Druckers.

Principles and Practice of Management: L.M Prasad

Principle of Management: VSP Rao

BCH 107 (SEC) Functional English {Skill Enhancement Course (SEC)(Vocational course)}

Theory

Listening skills

How to listen well, listening models, barriers to listening, body language, basic skills of listening.

Speaking skills

Phonetics: basic communication theory, basic knowledge, pronunciation of words, spoken skills, vocabulary and various kind of speech. Preparing for speech, ethical public speaking, managing speech anxiety.

Practical

Listening exercises

Students will hear short conversations as well as long conversations. After the short conversation, they will answer the questions based on the listening exercises.

Speaking exercises

Students will be required to converse in groups as well as speaks as individuals in the various situations given by the teachers. Panel discussion, debate.

Theory

Reading skills

Reading systems and strategies, managing the time, active reading and thinking skills, building vocabularies and using dictionaries.

Writing skills

Basic English grammar, detailed study of parts of speech, kinds of sentences in the basis of sense and structure. Tenses and articles.

Practicals

Reading exercises

Reading exercises to understand simple text and find simple and specific information, words and sentences about known topics/everyday material, reading texts which includes posters, messages, forms, time table, invitation, email, articles, advertisement, reviews and summaries.

Writing exercises

Planning paragraph writing, writing reports, sentence variations and rewriting of the sentences, imaginative features of languages.

SUGGESTED READINGS :

1. Moon R. 2000, extra ordinary listenings, zanshin press, California, USA
2. Norman lewis 2011, RSVP, special indian editions, goel publishers 86 UB jawarnagar, kamlanagar, delhi-110007
3. Bhasker, WWS and prabhu, NS 1975 english through reading, NAACMILLAN india ltd.
4. AJ thomsan and AV martinet 1986 practical English grammar, ELBS publishers india
5. Berry, TE 1971 most common mistakes in English usage, MCGRAW-hills education.
6. Balasubhramaniam, T, 2017 text book of English phonetics for indian students, laxmi publications.
7. WREN and MARTIN 2017, English grammar and composition, S Chand publishing.
8. LEWIS, norman, 2011 R.S.V.P reading, spelling, vocabulary, pronunciation, goel publishers and distributor pvt. Ltd.
9. Bhasker, WWS and prabhu N.S 1975 english through reading, volume 1 and 2, MAACMILLAN, London.

B.COM. (HONS) – Ist YEAR
SEMESTER – II

BCH 201 STATISTICAL METHODS

Unit I

Definition, scope, importance and limitation of Statistics, Types and method of collection of data. Preparation of frequency distribution and their graphic presentation including histogram. Types of series. Measures of central tendency- Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Positional averages - mode, median and quartiles. Measure of dispersion - range, quartile, deviation, mean deviation and standard deviation; Absolute and relative measures.

Unit II

Correlation analysis - introduction, importance and types of correlation, Measures of correlation - scatter diagram method, Karl Pearson's coefficient of correlation, Spearman's coefficient of rank correlation. Regression analysis: Difference between correlation and Regression, lines of Regression, properties of Regression lines. Fitting straight lines, Regression coefficient and their properties; estimation of dependent variable.

Unit III

Probability - definition, objective and subjective approaches, addition and multiplication theorem of probability, permutation and combination, conditional probability, Bay's theorem. Probability Distribution : Binomial, Poisson and Normal distribution-Properties and applications.

Unit IV

Time series analysis - utility of time series, components of time series, measurement of trend - graphic method, moving average methods, method of least squares. Seasonal variations- estimation of seasonal variations, method of simple averages, ratio to trend method, ratio to moving average method. Index number - meaning and uses of index numbers, construction of index numbers: fixed and chain base; uni-variate and composite, Consumer price index

Suggested Readings:

Gupta S.P. and Gupta M.P. : Business Statistics.

Elhans, D.N. : Fundamental of Statistics.

Gupta C.B. : Institutional of Statistical Methods.

Sancheti & Kapoor : Statistics- Theory methods & Applications.

BCH 202 MANAGEMENT INFORMATION SYSTEM

Unit I

Foundation of Information System: Introduction to system, its types and characteristics. Introduction to information, fundamentals of information systems, Solving business problems with information systems, Types of information systems, Effectiveness and efficiency criteria in information system. Management Information Systems: Definition of MIS, Concept of an MIS, Structure of MIS, MIS verses Data processing, MIS & Decision Support Systems, MIS & Information Resources Management.

Unit II

Applications of IT in Business: Internet & e - commerce, Internet, Extranet & Enterprise Solutions, Data, Information, Database Management System, its advantages, Concept of Data Warehousing and architecture, Information System for Business Operations, Information System for Managerial Decision Support Security & Ethical challenges, Planning & Implementing changes, Advanced Concepts Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management and Procurement Management.

Unit III

Definition and elements of Office Management. Functions of a Modern Office. Office Manager - Job Analysis. Office accommodation and layout. Office environment. Office Reports: kinds of reports, preparing a good report. Record Management: Classification; filing system; Indexing. Public Relations:

Unit IV

Office automation: machines and equipment used. Computers: application and advantages. Office Information Management: definition, difference between information and data, process. Office systems and procedures and flow of work. Personnel Management: Office Personnel relations, Office supervision, work measurement, standards of performance and control.

Suggested Readings:

Boockholdt, J.L. *Accounting Information System: Transaction Processing and Control*, Irwin Mcraw-Hill.

Hall, J.A., *Accounting Information System*, South-Western College Publishing

Gelinas, Ulric J., and Steve G. Sutton, *Accounting Information System*, South Western Thomson Learning.

Rajaraman, V., *Introduction to Information Technology*, PHI.

BCH 203 ORGANIZATIONAL BEHAVIOUR

Unit I

Meaning and Concepts of Organization Behaviour, Role of Manager in organization Direct and Indirect Environmental forces impact of various field of OB,

Unit II

Sources of Motivation, Theories of Motivation, The Content Theories of work Motivation Perception - components, factors influencing perception process. Learning and Behaviours Reinforcement Case study, Case Study.

Unit III

Group Behaviour- Reasons for Group Formation, Types of Groups, Factors Contributing to Group Cohesiveness Group Decision making, Communication process making barriers Leadership in organization, Case Study.

Unit IV

Differentiation of Groups, Nature of Conflict in organization Changing view conflict, Types of conflict and situation causes of conflict, Organization culture, organization change and development.

Suggested Readings:

Robins, Stephen P. - Organizational Behaviour

Schen - Organizational Psychology

Davis, K & Newstrom - Human Behaviour at Work

Prasad, L.M. - Organizational Behaviour

BCH 204 BUSINESS ECONOMICS

Unit I

Nature and scope of Business Economics; Relationship between Economic theories and Business Economics, Law of demand. Elasticity of demand: Concept, types and methods of measurement; Significance of elasticity of demand in business decisions, Demand Estimation and Demand Forecasting. Indifference Curve Technique: Some applications of indifference curves

Unit II

Production Function; Cobb Douglas Production Function, Law of Returns; Returns to scale and scope; Economies and diseconomies of scale, Costs in the Short Run; Long- Run Cost Curves; 'L' shaped cost curves, Cost functions; Derivation of AC and MC functions-simple calculations. Break Even Analysis. Concept and measurements

Unit III

Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition through diagrams and numerical measurements. Oligopoly- Features, price leadership, Kinked Demand under oligopoly. Pricing policies.

Unit IV

National Income Analysis-Concepts and measurements. Consumption function and investment function, Business Cycles-Variations phases and theories. Inflation-meaning, causes and effects.

Suggested Readings:

Managerial Economics: H.L.Ahuja

Managerial Economics: G.S.Gupta

Managerial Economics: H.L.Bhatia

Modern Economics Theory: K.K.Dwett

BCH 205 INDIAN ECONOMY & PUBLIC FINANCE

Unit I

Structure of the Indian Economy- Basic features; Broad demographic features of a developing economy; Problem of over-population; Population policy; Infrastructure development; Poverty, unemployment & inflation—causes, effects, remedies, trends. Planning in India- Objectives; Strategy; Broad achievements and failures; NITI AYOOG - objectives and working.

Unit II

Economic reforms- Rationale behind economic reforms; Progress of privatization and globalization. Agriculture - nature & importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and Green Revolution; Industrial policy of 1948, 1956, 1977 and 1991; Industrial licensing policy; Growth and problems of small scale industries; Disinvestment policy. Industrial Sickness in India: Causes, Consequences & Remedies: Social Security in India.

Unit III

Definition and scope of Public Finance, Principle of Maximum Social Advantage, Sources of Public Revenues, Types of taxes, Principles / Canons of Taxation, The Benefit Approach of Taxation, The ability-to-pay Approach, Incidence and effect of taxation. Principles of Public Expenditure, Wagner's Law, Wiseman Peacock Hypothesis, Effect of Public expenditure on Production and Distribution,

Unit IV

Public Debt: Classification, effect, burden, repayment and management of Public debt. Objectives and instruments of Fiscal Policy, Indian Federal finance:- financial relations between Central Government, State Government, Finance Commissions and their recommendations. Deficit financing: - Concepts, Deficit financing in India, Union Budget.

Suggested Readings:

Indian Economy: Rudra Datt & Sundharam

Indian Economy: Mishra & Puri

Indian Economy: A.N.Agarwal

Public Finance: T.N.Hajela

Public Finance: H.L.Bhatia

Public Finance: Musgrave & Musgrave

BCH 206 BUSINESS POLICY

Unit I

Strategic Management, Concept of strategy, Dimension of strategic decision, Levels of strategy, Strategy from modes, Overview of process of strategic planning & management.

Unit II

"Mission" vision, objective setting, Business definitions, summery statement of strategy, Deducing strategy fraction & endeavours.

Unit III

Formulation of strategy, Components of environment & Environmental analysis, analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).

Unit IV

Strategic alternatives for growth, stable combinations & inter-national strategies. Choice of Strategies, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects.

Suggested Readings:

Kazmi, Azhar - Business Policy

Keneth, A. Andrews - Concept of Corporate Strategy

Igor, M. Ansoff - Business Strategy

Christensen - Business Policy Text and Cases

Gluhck, William F. - Business Policy Strategy

BCH 207 Comprehensive Viva- Voce

**BCH 208 (SEC) Office Automation using MS Office PART I {Skill Enhancement Course
(SEC)(Vocational course)}**

UNIT 1

Basics of Computer: Introduction to Computer ,Memory, CPU,I/O Devices, Computer Network.

UNIT 2

OPERATING SYSTEMS MS-WINDOWS: Operating System, Windows Desk top — GUI, Desktop icons and their functions Dialog Boxes, Task Bar ,Parts of Windows ,Key board short keys or hotkeys working with Notepad & Word Pad.

UNIT 3

MS-WORD: Creating, editing , saving and printing text documents Font and paragraph formatting Simple character formatting Inserting tables , smart art ,page breaks Using lists and styles Working with images Using Spelling and Grammar check, Understanding document properties Mail Merge

UNIT 4

MS-EXCEL: Spreadsheet Basics, Creating, editing, saving and printing spreadsheets Working with functions & formulas, Modifying worksheets with colour & auto formats Graphically representing data: Charts & Graphs Speeding data entry: Using Data Forms, Analyzing Data: Data Menu, Sub total, Filtering Data, Formatting work-sheets, Securing & Protecting Spreadsheets.

Suggested Readings:

Fundamentals of computers – V.Rajaraman – Prentice – Hall of India

Microsoft Office 2007 Bible – John Walkenbach, Herb Tyson, Faithe Wempen, cary N. Prague, Michael R. groh, Peter G.Aitken, and Lisa a. Bucki Wiley India pvt. ltd.

Computer Fundamentals – P.K Sinha Publisher: BPB Publications

B.COM. (HONS) – IInd YEAR
SEMESTER – III

BCH 301 COST ACCOUNTING

Unit I

Introduction: Meaning, Definition, Relevance, objectives and advantages, difference between cost accounting and financial accounting. Cost Concepts, classifications of cost, cost unit, cost centre, Elements of cost- Material, Labour & Overheads. Material: Inventory valuation and control Methods of Pricing of material issues- Material losses and their treatment.

Unit II

Accounting for Labour Cost. Overheads: Classification, allocation, apportionment and absorption of overhead. Machine Hour Rate, Unit Costing: cost sheet. statement of cost, tender price.

Unit III

Contract and Job costing, Process costing, Operating Costing. Activity Based Costing.

Unit IV

Cost-Volume-Profit Analysis, Reconciliation of Cost Accounts with Financial Accounts Cost Control, Cost Audit, Cost Reduction

Suggested Readings:

Cost Accounting M.N. Arora
Cost Accounting M. Tuka Ram Rao
Cost Accounting Khan & Jain
Advanced cost Accounting S.P. Jain & Marang
Cost Accounting M.L. Agarwal

BCH 302 BANKING OPERATIONS MANAGEMENT

Unit I

Indian financial System, Banking System in India, Financial sector reforms in India, RBI - role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking.

Unit II

Operational Aspect of commercial banks in India, Relationship b / w Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money - calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortisation.

Unit III

Negotiable Instruments- Characteristics, Types- Cheques, Bills of Exchange and Promissory Notes. Negotiation and Crossing, Rights and liabilities of parties, Rights of holder in due course, Bills discounting and purchasing, ancillary Services of the Bankers.

Unit IV

Employment of funds by Commercial Banks, Financing norms, Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Bank credit instruments, Asset - liability management in commercial Banks. Basel norms

Suggested Readings:

Jaiswal Bimal : Banking Operations Management

Jhinghan M.L. : Banking Theory & Practice

David Maude: Global Private Banking and Wealth Management, Wiley Finance.

Padmalata Suresh and Justin Paul: Management of Banking and Financial Services, Pearson, Delhi.

BCH 303 OPERATIONS MANAGEMENT

Unit I

Operations Management. Duties and Responsibilities of Operations Management. Production Function Systems approach to Operations Management. Manufacturing system Mass Batch, Job-Shop and Project.

Unit II

Plant location: Nature, Factors considered in location, Methods and Type of areas. Plant layout Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment.

Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

Unit III

Work Study: Method study and work measurement- Importance, Objectives, Application areas Steps in method study and Techniques of work measurement. Production Planning and Control Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control.

Unit IV

Inventory Management: Factors influencing and Objectives of inventory management, Techniques of inventory management, Quality Control and Materials Management.

Suggested Readings:

Production & Operations Management, by Upendra Kachru,

Operations Now, by Byron J Finch, Tata Mc Grawhill

Operations Management, by Gaither & Fraizer, Thomson South Western.

Operations Management: Ashwathappa

BCH 304 MARKETING MANAGEMENT

Unit I

Introduction: Nature and scope of marketing, Modern marketing concept, Marketing mix. Marketing management process: an overview. Marketing environment - macro & micro environmental components; consumer buying process; factors influencing consumer buying Behaviour.

Unit II

Marketing segmentation - meaning & benefits, basis & criteria of segmentation; Positioning - meaning and importance, major basis of positioning a product. Product: Concept, Product classifications, Major product decisions: Product attributes, Branding, Packaging and labelling, after sales service, Concept of product mix and product line.

Unit: III

Pricing: Significance, Factors affecting price determination, major pricing methods Pricing policies: Geographical pricing, product line pricing, Discounts and rebates. Distribution: Channels of Distribution- Meaning and importance, Types of distribution channels, Functions of distribution middleman. Retailing and Wholesaling: Distribution Logistics; Objectives, concepts and elements and types.

Unit IV

Promotion: Nature and importance, Communication process, Methods of promotion: their distinctive characteristics, Concept of integrated communication. Promotion mix and factors affecting promotion mix. Rural marketing: Growing Importance; Distinguishing characteristics of rural markets; Understanding rural consumers and rural markets; Marketing mix planning for rural markets

Suggested Readings:

Marketing Management -Ramaswamy & Namakumari, Macmillan

Marketing Management - Arun Kumar & Meenakshi, Vikas Prasad,

Principles of Marketing - Philip Kotler, Armstrong, Pearson Education

BCH 305 COMPANY LAW & SECRETARIAL PRACTICE

Unit I

Introduction: Concept of lifting of corporate veil. Types of companies, association not for profit, illegal association. Formation of company - Promoters, their legal position, pre-incorporation contract and provisional contracts. Documents - Memorandum of Association, Articles of Association, Doctrine of ultra vires, Constructive Notice and Indoor Management, Prospectus and its types, Book Building.

Unit II

Share Capital & Secretarial duties - issue, allotment and forfeiture of share, demat of share, transmission of shares. Members and shareholder - their rights and duties. Convening and conduct of shareholders meetings; types & procedures. Dematerialization of shares. Depositories act 1996.

Unit III

Management - Directors, their dis-qualifications, appointment, legal position, powers and duties. Disclosures of interest, removal of directors, board. Company secretary; appointment, rights, duties and liabilities. Meaning & Essentials of a valid meeting, Notice, Agenda, Proxy, Motion, Resolution, Minutes and Reports.

Unit IV

Winding up - concept and modes of winding up, Emerging issues in company law: Producer Company - concept and formation, Specimen of certificates of incorporation, certificate of commencement of business, share certificates and share warrants.

Suggested Readings:

Sherlerkar - Company Law and Secretarial Practice

Avtar Singh - Company Law

M.C. Kuchal: Company Law and Secretarial Practice

BCH 306 BUSINESS LAWS

Unit I

The Indian Contract Act 1872- Contract - meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract - modes of discharge including breach and its remedies.

Unit II

Special Contracts- Contingent contracts, Quasi - contracts, Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit III

Indian Sale of Goods Act 1932, Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties, Caveat benefits, Transfer of ownership in goods including sale by non-owners Performance of contract of sale, Unpaid seller - meaning and rights of an unpaid seller against the goods and the buyer. Consumer Protection Act.

Unit IV

Negotiable Instrument Act: kinds and characteristics of Negotiable Instruments, Holders and Holder-in-due course, Privileges of Holders-in-due course. Negotiation and endorsement, crossing of cheques, types of crossing, bouncing of cheques. Information Technology Act 2000: Definitions; Digital signature; Electronic governance; Attribution, acknowledgement and dispatch of electronic records Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers (h) Penalties and adjudication, Appellate Tribunal.

Suggested Readings:

Gulsan & Kapoor: Business Law including Company Law.

Singh, Avtar : Principles of Mercantile Law

Pandiya, R.S: Principles of Mercantile Law

Shukla M.C: A Manual of Mercantile Law

Bare Acts: Indian Contract Act, 1872. Sale of Goods Act, 1930 Partnership Act, 1932. The Negotiable Instruments Act, 1881.

BCH 307 (SEC) Office Automation using MS Office PART II {Skill Enhancement Course (SEC)(Vocational course)}

UNIT 1

MS- ACCESS: Introduction, Planning a Database, Access Screen, Creating a New Database, Creating Tables, Working with Forms, Creating queries, Finding Information in Databases, Types of Reports, Printing & Print Preview, Importing data from other databases viz. MS Excel etc.

UNIT 2

MS-POWER POINT: Opening, viewing, creating, and printing slides, Applying auto layouts Adding custom animation Using slide transitions, Graphically representing data: Charts & Graphs Creating Professional Slide for Presentation.

UNIT 3

INTERNET & ADVANCED COMMUNICATION: understanding how to search Google Internet and Web Browsers. Bookmarking and Going to a specific website. Copy and paste Internet content into your word file and emails. Understanding social media platforms such as Facebook & Many more .Learn with best practices

Suggested Readings:

Fundamentals of computers – V.Rajaraman – Prentice – Hall of India

Microsoft Office 2007 Bible – John Walkenbach, Herb Tyson, Faithe Wempen, Cary N. Prague, Michael R. Groh, Peter G.Aitken, and Lisa A. Bucki Wiley India pvt. ltd.

Computer Fundamentals – P.K Sinha Publisher: BPB Publications

**B.COM. (HONS) – IInd YEAR
SEMESTER – IV**

BCH 401 MANAGEMENT ACCOUNTING

Unit I

Management Accounting- Introduction, objectives nature, function, difference between Management Accounting and Financial Management. Role of Management Accountant. Managerial Reporting, Responsibility Accounting.

Unit II

Budgeting and budgetary control, Preparation of different budgets, variance Analysis with budgeted figures. Standard Costing & variance Analysis Material, Labour, Overhead.

Unit III

Accounting for managerial decisions - Fixation of selling price, Exploring new market, Make or Buy, Product- Mix, sales- Mix, operate or shut down, etc Absorption costing, Marginal Costing and Standard Costing.

Unit IV

Analysis and interpretation of Financial Statements. Ratio Analysis, Fund Flow Analysis, Cash Flow Analysis comparative and common size Statements.

Suggested Readings:

Cost and Management Accounting Jain & Narang
Cost and Management Accounting M.N Arora
Accounting for Managers J. Madegowda
Cost and Management Accounting Ravi. M. Kishore
Management Accounting S.P. Gupta

BCH 402 HUMAN RESOURCE MANAGEMENT

Unit I

Introduction: Nature, Functions and Importance of Human Resource Management. Development of Human Resource Management. Contribution of Industrial Psychology. Organization of Human Resource Department, Human Resource Policies. Procurement: Human Resource Planning - Quantitative and qualitative dimensions; Job Analysis, Job descriptions and Job specifications. Sources of recruitment, Selection process - Tests and Interviews, Induction and Socialization.

Unit II

Training and Development: Concepts and Importance. Identification of Training Needs. Types of Training, On-the-job and Off-the-job methods of training. Designing of Training Programme. Methods of Executive Development.

Unit III

Performance Management System: Concept and Objectives, Methods of Performance, Appraisal; Job changes - Transfers and Promotions; Employee- counselling. Compensation and Management: Components of Compensation, Performance Linked Compensation.

Unit IV

Employee Health; Employee Welfare; Social Security, Emerging Horizons in HRM, Human Resource Management and Information Technology, Business Process Reengineering, Downsizing and VRS

Suggested Readings:

Human Resource Management - Text & Cases, by VSP Rao, Excel Books
Human Resource Management - Text & Cases, by K. Ashwatappa - TMH
Human Resource Management, by Cynthia Fisher, Shaw - Wiley / Biztantra
Human Resource Management, by Gary Dessler, Person Publications

BCH 403 OPERATIONS RESEARCH

Unit I

Operations research: Origins and development of Operations Research, Nature of Operations research, Definitions of operations research, Features (characteristics) of operations research. Phases of operations research. Models and modelling in operations research, classifications of O.R. models: Methods for solving O.R. models: Methodology of operations research, Operations research techniques. Scope of operations research in commercial applications.

Unit II

Linear programming problem: Formulation and Graphical method. Basic terminology requirements, Applications area of Linear Programming, formulation of Linear Programming models, General mathematical formulation of Linear Programming Problems equality sign; Definitions Graphical solution method search approach: The simplex method: Introduction standard form of linear programming problem development of simplex method. Simplex method (Maximization case), Simplex method (minimization case). Economic interpretation of the optimum simplex solution.

Unit III

Transportation models introduction, Mathematical statement of the transportation problem, Methods for finding initial solution, North-West Corner method; least cost method: Vogel's approximation method. Optimality test, stepping stone method: Modified distribution (MODI) method. Profit maximization in transportation problem Assignment problem: Introduction and mathematical models for assignment Hungarian method for assignment problem. Special cases in assignment problems: Maximization Case III assignment problem, multiple optimal solutions.

Unit IV

Decision theory: Introduction, Decisions situations, Types of decisions- making environment, Decision making certainty, Risk and uncertainty, Decision- tree analysis. Game theory introduction, definitions, Two-person zero sum game payoff matrix, Pure strategies: (Games with saddle points, The rule of dominance. Mixed strategies: Games without saddle point.

Suggested Readings:

Operations Research: Kapoor, V.K.
Operations Research: Sharma, J.K.
Operations Research, An Introduction: Taha, Hamdy A.
An Introduction to Operational Research: Kothary, C.R.
Operations Research: Gupta & Sharma

BCH 404 INCOME TAX LAW AND ACCOUNTS

Unit I

Basic Concepts: Income, agricultural income, casual income, assessment year previous year, gross total income, total income person. Tax evasion, avoidance and tax planning. Basic of Charge; Scope of total income, residence and tax liability, income which does not form part of total income. Deduction from Gross total income, Rebate and Relief.

Unit II

Head of the Income: Salaries; Income from house property; Profit and gains to business or profession. Capital gains; Income from other sources.

Unit III

Computations of total income of an individual and firm..

Unit IV

Deemed income: Aggregation of Income, Set-off and carry forward of losses; Tax Authorities; Assessment procedures.

Suggested Readings:

Shukla S.K. - Direct Tax : Laws and Accounts (Hindi & English)
Singhanai V.K. - Students, Guide of Income Tax, Taxman, Delhi
Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi
Mehrotra, H.C. - Income Tax Law & Accounts;
Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi
Grish Ahuja & Ravi Gupta, Syustematic approach to income tax, Sahitya Bhawan publication, New Delhi.

BCH 405 FINANCIAL MANAGEMENT

Unit I

Meaning, scope, objective and Function of finance, Finance Department, Duties & Responsibilities of Finance Manager, Time value of money, Risk and return, Valuation of securities.

Unit II

Sources of long term finance, Leverage operating, financial and Combined, EBIT- EPS analysis, Cost of Capital: estimation of components of cost capital—equity, debt and preference capital and WACC.

Unit III

Capital Budgeting Process, Cash flow Estimation, financial evaluation- Non discounted and discounted cash flow techniques, Dividend policy Models: Relevance & Irrelevance.

Unit IV

Working capital management: Concepts and factors affecting working capital, risk - return trade - off, working capital financial policy, Cash management, Inventory management.

Suggested Readings:

Horne, James Van- Financial Management & Policy

Rustagi R.P.- Introduction to Financial Mannagement Kuchal, S.C.-

Financial Management Pandey, I.M.- Financial Management

BCH 406 INTERNATIONAL FINANCE

Unit I

IFM- Meaning, Need, Developments in IFM, Foreign Exchange Markets and International Financial Markets, International Financial System & Institutions: Introduction and Importance, IMF (Drawing and loan instruments), SDR (Nature and Utilization), IBRD (Functions and Lending Activities). Objectives & Methods of Exchange control.

Unit II

Ready Exchange rates, Exchange Quotations (Direct& Indirect), Forward Margins and factors determining it, Spot and Forward rates, Factors determining spot rates, Exchange Arithmetic (Cross rates, Calculation of forward premium and Discounts), Calculation of forward rates, Exchange Rate Forecasting.

Unit III

Parity Conditions in International Finance, Arbitrage And The Law Of One Price, The Fisher Effect, The International Fisher Effect, Inflation Risk And Its Impact On Financial Market.

Unit IV

International Finance Instrument, Forward Contracts, Future Contracts, and Currency Options, Foreign Exchange Risk Exposure: Definition, Accounting Exposure, Economic Exposure.

Suggested Readings:

Multinational Financial Management Alan C. Shapiro
International Financial Management : P. G. Apte
Foreign Exchange Management: C. Jeevanandan
International Financial Management : V K Bhalla

BCH 407 COMPREHENSIVE VIVA-VOCE

Note: Students have to go for Summer Internship for 6 to 8 weeks in the month of May & June after Fourth Semester Examination. Report Preparation and Viva- Voce of Summer Internship will be conducted along with Fifth Semester Examination.

BCH 408 (SEC) Tally with GST Accounting {Skill Enhancement Course (SEC) (Vocational Course

B.COM. (HONS) – IIIrd YEAR
SEMESTER – V

BCH 501 INDUSTRIAL LAWS

Unit I

The Industrial Dispute Act, 1947, Introduction, Scope and Objectives, Definitions: Industry, Lay Off, Lockout, Strike, Retrenchment, Authorities, under this Act, Power and duties of authorities, Strikes and lock out, Unfair labour practices, Penalties.

Unit II

The Payment of Wages Act, 1936, Introduction, Definitions: Industrial or other establishments, Wages, Responsibility for payment of wages, Fixation of wages, Time of payment, Mode of payment, Deductions from wages. The Child Labour (Prohibition and Regulation) Act 1986. Object and Scope, Hours and periods of works, weekly holiday, Notice to inspector, Health and Safety, Penalties.

Unit III

The Payment of Bonus Act, 1965. Definition: Accounting Year, Salary or Wages, Employer, Employee, Eligibility for Bonus, Disqualification for Bonus, Payment of minimum and maximum bonus, Calculation of number of working days, Adjustment of customary or interim bonus against bonus payable, Deduction of certain amounts from bonus payable under the Act, Time limit for payment of bonus, Recovery of bonus from employer. Workman compensation Act.

Unit IV

The Factory Act, 1948. Introduction, Definitions: Manufacturing Process, Factory, Occupier, Inspector, Powers of Inspector, Health, safety, Welfare measure, working hours of Adults, Restriction on employment of women, Annual leave with wages, General penalty for offence.

Suggested Readings:

Labour Legislation: Goswami V.G

Companies Act and Corporate Laws, Bharat House Pvt. Ltd.

BCH 502 CONSUMER BEHAVIOUR

Unit I

Introduction to consumer behavior (CB) – Importance, Scope, need for studying CB, Consumer research process. Consumer models: Economics models, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel- kollar-Blackwell model.

Unit II

Individual determinants:

Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.

Unit III

Influences and Consumer Decision making:

Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer communication process, consumer satisfaction.

Unit IV

Industrial Behaviour:

Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services

Suggested Readings:

Consumer Behavior: Leon G Schiffman, Joseph Winsenblit, S. Ramesh Kumar By Pearson

Kanuk & Shiffman, Consumer Behaviour.

Wilkie, William, Consumer Behavior.

Peter & Olson, Consumer Behaviour and ,Marketing Strategy.

BCH 503 INSURANCE AND RISK MANAGEMENT

Unit I

Introduction: History of insurance in general and in India in particular. Basic nature of insurance. Definition of insurance. Comparison of Life Insurance with other forms of insurance. Principles of contract and its applicability to the valid insurance contract.

Unit II

Principles of Life insurance and its impact on insurability. Morality tables and its kind. Basic elements in computation of premium. Peculiarities of life insurance product and the classification Nature of group insurance and types of group Insurance covers Policy claims and its procedures for settlement of various type of claims.

Unit III

Study of various proposal and policy forms used in general Insurance Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e. industrial all risk insurance, aviation insurance, oil and gas insurance Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. Underwriting practice and procedures, types and classification of hazards

Unit IV

Basic concept of risk, classification of risks, and process of risk management. Identification and evaluation of risk - risk analysis. Risk control - loss prevention and its importance. Risk financing and transfer of risks. Risk retention and its importance/basis of reinsurance.

Suggested Readings:

Books published by Insurance Institute of India.

"Life Insurance", - By Kenneth Black (Jr.) and Harold Skipper (Jr.),

"Fundamentals of Risk and Insurance", by Emmett J. Vaughan, Therase Vaughan

"Principles of Risk management and Insurance", by George E. Rejda

BCH 504 CORPORATE ACCOUNTING

Unit I

Accounting for share capital: Issue, forfeiture and reissue of shares- rights Issues, bonus shares. Buy back of shares. Redemption of preference shares. International Financial Reporting Standards.

Unit II

Issues and Redemption of Debentures, underwriting Managerial Remuneration, Preparation of Final Accounts.

Unit III

Valuation of Goodwill and Valuation of Shares. Amalgamation and reconstruction of companies.

Unit IV

Accounts of Holding Companies, Liquidation of Companies.

Suggested Readings:

Advanced Accounting Vol II S .N. Maheshwari
Advanced Accounting Vol II R.L. Gupta M. Radhaswami
Corporate Accounting S.M. shukla
Corporate Accounting Joseph
Corporate Accounting C.M. Juneja

Group - A
ACCOUNTING AND FINANCIAL SERVICES
BCH 505 (AFS) SPECIALIZED ACCOUNTING

Unit I

Social Accounting - meaning, importance, relevance objective, approaches to corporate social responsibility, social reporting Model, compilation of information for social Accounting, Social reporting models, limitations of social reporting, Social cost benefit analysis, social Audit, Environmental Accounting: audit and reporting.

Unit II

Inflation Accounting: limitations of historic Accounting, Meaning, Definition, Objectives techniques of Inflation Accounting - current purchasing power method, current cost accounting method, Preparation of income statement and Balance Sheet.

Unit III

Value Added Accounting - definition, Emergence of Value addition concept. Preparation of value added statements. Human Resource Accounting. Overview Human Resource Accounting Model. Forensic Accounting, International Financial Reporting.

Unit IV

Accounting of Banking Companies. Preparation of Final Account Accounting of Insurance Companies.

Suggested Readings:

Advanced Accounting Vol. II S.N. Maheshwari
Accounting Theory & Practice Jawaher Lal
Advanced Accounting Vol II R.L. Gupta & M. Radhaswami
Environmental Accounting N. Dasgupta
Accounting Text & Cases Robert N. Anthony Hawkins & Merchant

BCH 506 (AFS) FINANCIAL INSTITUTIONS & SERVICES

Unit I

Financial Institutions in India: Meaning, role, services. Types and working of Financial Institutions Merchant Banking Services in India: Rules Regulation's and categorization. The lead manager and its functions management of capital issues. Indian Capital Market, SEBI- role and functions.

Unit II

Leasing concept - types, legal tax and accounting aspects. Financial evaluation of lease structuring, Qualitative factors in lease decisions. Lease agreements, Hire Purchase agreement - Types, difference between hire purchase and lease. Venture capital; the concept and characteristics, process and problems of venture capital financing, growth of venture capital services in India.

Unit III

Credit Rating - Concept and types, functions of credit rating agencies, credit rating of Debt and other securities. Credit rating agencies in India - their rating scale and rating process. Factoring - The concept and characteristics, Types of factoring. Factoring and Forfating.

Unit IV

Securitization, Discounting and rediscounting of bills, electronic money: Smart Cards and Digital Cash. Home Banking, Virtual Banking, Electronic Clearing System(ECS).

Suggested Readings:

J.C. Verma, Merchant Banking

Bimal Jaiswal, Financial Services

J. Vanhorne, Financial Management & Policy

Group - B
INTERNATIONAL TRADE & EXPORT MANAGEMENT (ITEM)

BCH 505 (ITEM) INTERNATIONAL BUSINESS ENVIRONMENT

Unit I

Globalization- The concept and process of globalization, The indicators of globalization, The drivers of globalization, The barriers of globalization. International Business- meaning, importance, characteristics, factors influencing growth of international business. The modes of international business.

Unit II

The global economy- Concept and features, business environment, parameters of assessing country's attractiveness to trade. The political Environment, The legal Environment, The ecological environment.

Unit III

Socio-cultural framework, the technological framework, the financial framework.

Unit IV

International financial market, International Financial Environment, International Monetary System. Foreign exchange market- exchange rate quotes, exchange rate determination in spot and forward markets. Theories of exchange rate behavior. Foreign exchange derivatives, Exchange rate forecasting.

Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes - Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity Theory, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates. International Business Negotiations, Future Trends in International Business.

Suggested Readings:

Jaiswal Bimal - International Business (Himalaya Publication)

Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

Vyuptakesh Sharan- International Business, Pearson, New Delhi.

Sukumar Nandi- International Business Environment, Tata McGraw Hill Pvt. Ltd., New Delhi.

Anant Kumar Sundaram &J. Stewart Black- The International Business Environment- Text and Cases, Prentice Hall.

BCH 506 (ITEM) INTERNATIONAL BUSINESS

Unit I

An Overview of International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages and Disadvantages of International Business, Approaches to International Business, Changing Environment of International Business.

Unit II

Investment Theories: Mercantilism; Complimentary trade theories - Stopler - Samuelson theorem, International Product life Cycles, International Business Strategies, International Human Resource Management.

Unit III

Routes of International Business- Export-import, tourism and transportation, performance of service, Creation of assets, Portfolio Investment. Multinational Corporations, Foreign Direct Investment (FDI)- Need, theories of FDI, Factors influencing FDI, Cap on FDI.

Unit IV

International Financial Institutions:, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO India's patent policy and trips. Regional Economic Integration.

Suggested Readings:

Jaiswal Bimal - International Business (Himalaya Publication)

Hill C.W. - International Business (TMH, 5th Ed.)

K Aswathappa- International Business, Tata McGraw Hill, New Delhi.

Cherunilam F - International Trade and Export Management (Himalaya, 2007)

Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

Group - C
MARKETING

BCH 505 (M) ADVERTISEMENT MANAGEMENT

Unit I:

Introduction: Advertising-meaning, nature and importance of advertising, types and objectives. Audience selection; Setting of advertising budget: determinants and major methods.

Unit II: Media Decisions Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations; Factors influencing media choice; media selection, media scheduling. Message Development Advertising creativity; Advertising appeals; Advertising copy and elements of print advertisement creativity; Tactics for print advertisement.

Unit III: Measuring Advertising Effectiveness Arguments for and against measuring effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre- and Post-testing techniques.

Unit IV: a) Advertising Agency: Role, types and selection of advertising agency; Reasons for evaluating advertising techniques. b) Social, ethical and legal aspects of advertising in India; Recent developments and Issues in advertisement. .

Suggested Readings:

1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co.
2. Sharma, Kavita, Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, Advertising and Brand Management, Ane Books Pvt Ltd, New Delhi.
4. Burnett, Wells, and Moriatty, Advertising: Principles and Practice, Pearson Education
5. Terence A. Shimp, Advertising and Promotion: An IMC Approach, South Western, Cengage Learning.
6. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.

BCH 506 (M) E-COMMERCE

Unit 1:

Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce. Technology used in E-commerce: The dynamics of world wide web and internet(meaning, evolution and features) ; Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit 2:

Security and Encryption: Need and concepts, the e-commerce security environment: (dimension, definition and scope of e security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients).

Unit 3:

IT Act 2000 and Cyber Crimes (8 Lectures) IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

Unit 4:

E-payment System: (8 Lectures, 4 Practical Lab) Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Suggested Readings:

1. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
2. David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education
3. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education
4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
5. KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
6. TN Chhabra, E-Commerce, Dhanpat Rai & Co.
7. Sushila Madan, E-Commerce, Taxmann
8. TN Chhabra, Hem Chand Jain, and Aruna Jain, An Introduction to HTML, Dhanpat Rai & Co

Group – D
HUMAN RESOURCE MANAGEMENT(HRM)

BCH 505 (HRM) HUMAN RESOURCE PLANNING

UNIT -1

Manpower forecasting: Introduction, manpower planning objectives(Micro and macro levels), HR planning linkage with other HR function, Influencing factors in manpower planning. Forecasting, necessity for forecasting, steps in forecasting, demand and supply forecasting, demand and supply forecasting techniques, forecasting accuracy, benefits of forecasting - manpower planning, strategic staffing- HR planning process, job analysis and description, problems in HRP, guidelines for effective HRP, recent trends in HRP.

UNIT -2

Developing a manpower plan: introduction, developing a manpower plan, qualitative side of manpower planning, behavioural event interviewing, standard interviews, competency mapping , sample manpower plan competency mapping – procedures and steps, methods of data collection for mapping, developing competency models from raw data.

UNIT -3

Use and applicability of statistical and mathematical models in man power planning. cohort analysis, census analysis and markov models

UNIT -4

Strategic HRP: Definition & concept, benefits of strategic manpower planning (SMP), Strategies methods, and tools for SMP, key steps in SMP: Assessing competencies, Gap analysis and strategy development. A business process approach to HRP.

Suggested Readings:

1. Human resource planning and strategic change- Acharya , Tripathi- Himalaya
2. Manpower planning and the development of human resources by Thomas Henry Pattern published by Wiley- Interscience, 1971
3. Human resource planning by Dipak Kumar Bhattacharyya, Excel Books

BCH 506 (HRM) HUMAN RESOURCE DEVELOPMENT

UNIT – 1

HRD-Macro Perspective : HRD Concept, Origin and Need, HRD as a Total System; Approaches to HRD; Human Development and HRD; HRD at Macro and Micro Climate.

UNIT -2

HRD–Micro Perspective: Areas of HRD; HRD Interventions Performance Appraisal, Potential Appraisal, Feedback and Performance Coaching, Training, Career Planning, OD or Systems Development, Rewards, Employee Welfare and Quality of Work Life and Human Resource Information; Staffing for HRD: Roles of HR Developer; Physical and Financial Resources for HRD; HR Accounting; HRD Audit, Strategic HRD

UNIT – 3

Instructional Technology for HRD : Learning and HRD; Models and Curriculum; Principles of Learning; Group and Individual Learning; Transactional Analysis; Assessment Centre; Behaviour Modeling and Self Directed Learning; Evaluating the HRD.

Human Resource Training and Development : Concept and Importance; Assessing Training Needs; Designing and Evaluating T&D Programmes; Role, Responsibilities and challenges to Training Managers.

UNIT – 4

Training Methods: Training with in Industry (TWI): On the Job & Off the Job Training; Management Development: Lecture Method; Role Play; In-basket Exercise; Simulation; Vestibule Training; Management Games; Case Study; Programmed Instruction; Team Development; Sensitivity Training; Globalization challenges and Strategies of Training Program, Review on T&D Programs in India.

Suggested Readings

1. Nadler, Leonard : Corporat Human Resource Development, Van Nostrand Reinhold, ASTD, New York .
2. Rao, T.V and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford IBH Pub. Pvt.Ltd., New Delhi , 2005.
3. Rao, T.V: Readings in HRD, Oxford IBH Pub. Pvt. Ltd., New Delhi , 2004.
4. Viramani, B.R and Seth, Parmila: Evaluating Management Development, Vision Books, New Delhi .
5. Rao, T.V: HRD Audit, Sage Publications, New Delhi .
6. ILO, Teaching and Training Methods for Management Development Hand Book, McGraw-Hill , New York .
7. Rao, T.V: Human Resource Development, Sage Publications, New Delhi .
8. Kapur, Sashi: Human Resource Development and Training in Practice, Beacon Books, New Delhi.
9. Lynton, Rolf. P and Pareek, Udai: Training for Develfopment, Vastaar Publishers, New Delhi .
10. Viramani, B.R and Rao, Kala: Economic Restructuring, Technology Transfer and Human Resource Development, Response Books, New Delhi .

BCH 507 SUMMER INTERNSHIP REPORT & VIVA-VOCE

B.COM. (HONS) – IIIrd YEAR
SEMESTER – VI

BCH 601 GOODS AND SERVICES TAX IN INDIA

Unit I

Introduction to Indirect Tax System, GST and its Basic Concepts, Definitions, GST Council, Levy and Collection of GST, Procedure of Registration under GST, Meaning, Time and Value of Supply of Goods and Services, Input Tax Credit, Tax Invoice, Debit and Credit Note, E-Way bill, Composition Scheme, Reverse Charge Mechanism, Zero rated Supply, Exemption from GST.

Unit II

Accounts and Records under GST, Return, Accounting and Assessment under GST, Demand, Payment of Tax, Refund of Tax and Recovery of Tax, Liability of Payment of Tax.

Unit III

Types of Assessment under GST, Tax Authorities, Provision of Inspection, Search, Seizure, Fine and Penalty, Appeals and Revision, Audit and Advance Ruling.

Unit IV

Integrated Goods and Services Tax (**IGST**) - Administration, Provision for Levy and Collection of Tax, Supply of Goods and Services: Meaning, Nature, Place, Refund of Integrated Tax, Apportionment of Tax & Settlement of Funds, Miscellaneous Provisions of IGST, UGST: Various provisions and issues under **UGST and SGST**.

Suggested Readings:

S. K. Shukla : Goods and Services Tax with Custom Duty (Hindi and English)
Bare Act of GST

BCH 602 AUDIT PROCEDURE AND STANDARDS

Unit I

Introduction: meaning and objectives of Auditing; Types of audit; Internal audit, Audit Process: Audit programme; Audit and books Working papers and evidences; consideration for commencing an audit, Routine checking and Test checking Intern Check System: Internal Control, Internal auditing.

Unit II

Audit Procedure: Vouching; Verification of assets and liabilities. Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities.

Unit III

Auditing Standards- Appointment, Powers, Duties and Liabilities of Auditors. Broad Outlines of Company Audit and Auditor's Report. Special Audit of banking companies, Audit of educational institutions, Audit of insurance companies, Audit of non-profit companies, When Fraud is suspected and When a running a business is proposed. Investigation; Divisible Profit and Dividend.

Unit IV

Recent trends in Auditing- Nature and Significance of Cost Audit, Tax Audit; Management Audit and Computerized Audit.

Suggested Readings:

Principles and Practice of Auditing: R.G.Saxena

Principles and Practice of Auditing: T.R.Sharma

BCH 603 BUSINESS ETHICS & CORPORATE GOVERNANCE

Unit I

Introduction: Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethics; Code of conduct; Public good.

Unit II

Management of Ethics - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice-ethics for managers; Role and function of ethical managers- the Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability, and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological/environmental issues in the Indian context and case studies.

Unit III

Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology.

Unit IV

Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Harassment and Discrimination.

Suggested Readings:

Business Ethics and Corporate Governance: B.N.Gosh, TMH

BCH 604 ENTREPRENEURSHIP & PROJECT MANAGEMENT

Unit I

Entrepreneur, entrepreneurship and entrepreneurial process: conceptual issues. Entrepreneurship versus Management Entrepreneurship Role of entrepreneurship in economic development. Role and functions of entrepreneur. Theories of Entrepreneurship; entrepreneurial competencies; Innovation and entrepreneurial orientation in a developing economy. Development of women entrepreneur. Problems of entrepreneurship.

Unit II

Industrialization and motivating forces for entrepreneurial growth; Entrepreneurial scene in India Genesis and evolution of Government of India's SSI policy; Technology Parks; SEZ's in fostering entrepreneurship development. Entrepreneurship Development Programmes (EDP's); Non- Government Organisation initiatives, Public Private partnership (PPP)

Unit III

Basic Concept of a Project, categories of projects, Forms of Project organisations. Phases of Project: Project identification & Project formulation. Project Appraisal Techniques: Market and Demand analysis, Technical Analysis and social appraisal of the industrial projects.

Unit IV

Financial Appraisal: Cost of project, means of financing, estimates of cost, financial projections. Project Appraisal Criteria Payback period, ARR, NPVI, IRR and risk analysis. Implementation & Monitoring.

Suggested Readings:

Prasanna Chandra Project : Preparation, Appraisal, Budgeting and Implementation
Nagendra P. Singh Emerging Trends in Entrepreneurship Development D.K. Jain Project
Planning and Appraisal in Planned Economy M. Mohsin Project Planning and Control

Group - A
ACCOUNTING & FINANCIAL SERVICES

BCH 605 (AFS) PERSONAL FINANCE AND PLANNING

Unit I:

Introduction to Financial Planning Financial goals, Time value of money, steps of financial planning, personal finance/loans, education loan, car loan & home loan schemes. Introduction of savings, benefits of savings, management of spending & financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming etc.

Unit: II

Investment planning Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Real estate, financial derivatives & Commodity market in India. Mutual fund schemes including SIP.

Unit III:

Personal Tax Planning Tax Structure in India for personal taxation, Steps of Personal tax planning, Exemptions and deductions for individuals, tax avoidance versus tax evasion.

Unit IV:

Insurance Planning Need for Protection planning. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes. Retirement Planning Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme

Suggested Readings:

Introduction to Financial Planning (4th Edition 2017) – Indian Institute of Banking & Finance
Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications
Ltd (CNBC TV 18)
Sinha. Madhu, Financial Planning: A Ready Reckoner July 2017 Mc Graw Hill

BCH 606 (AFS) SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Unit I

Nature and scope of investment decision, Investment & speculation, type of investment, investment opportunities, investment in securities & other instruments, Risk & Return, Trade off; Investment Environment: Investment process, Investment media.

Unit II

Equity Analysis & Valuation: General valuation framework, Time value of money, discounting & compounding, valuation of equity & preference shares different models, Fundamental Analysis, Efficient Market Hypothesis & its implications to investors. **Bond Analysis** Bonds: Characteristics, valuation, risk & return.

Unit III

Portfolio Management: Nature and Scope, Traditional Vs Modern Portfolio Management, Portfolio Risk and Return - Diversification & Portfolio Risk, Mean Variance Criterion.

Portfolio Construction: Markowitz Theory, Portfolio Analysis & optimum portfolio for an investor.

Unit IV

Pricing of capital Assets: Capital Market Theory, CAPM model- capital market line, security market line. Arbitrage pricing theory. **Portfolio Revision & Performance Valuation:** Need for revision of portfolio, portfolio performance evaluation, managed portfolio & its performance evaluation

Suggested Readings:

Investment: Sharpe, Alexander and Bailey, Wiley Press Investment Management:

V.A. Avadhani, Himalaya

Investment Analysis and Portfolio Management: Reilly and Brown, South Western

Group - B
INTERNATIONAL TRADE & EXPORT MANAGEMENT

BCH 605 (ITEM) FOREIGN TRADE PROCEDURES AND DOCUMENTATION

Unit I

Introduction to India's Foreign Trade. India's foreign trade-Direction and Composition, Export Costing & Pricing, Getting ready for Exports. Procurement and processing of an export order and Export Contract. Foreign trade policy.

Unit II

Export Documentation. Methods/Terms of payments for Exports: Documentary credit and collection, Export Financing: Pre Shipment and Post Shipment Financing. Export Credit Guarantee Corporation of India (ECGC of India). Quality control and inspection in Exports. Type of risks, Cargo insurance: Contract, procedures and documentation for cargo loss claims, INCO Terms.

Unit III

Exports-planning: Adaption, Standardisation and Packaging. Central Excise and custom clearance regulations- Procedures and Documentation. Export / trading / star trading / superstar trading houses; Objective criteria and benefits, procedures and documentation; Policy for EOU / FTZ/ EPZ units, Objectives, criteria and benefits.

Unit IV

Institutional Support for India's Foreign Trade, Export Incentives (Financial & Non- Financial Incentives). Schemes for import of capital goods, Procedures and documentation for new / second hand capital goods. International Logistics.

Suggested Readings:

Bimal Jaiswal & Kamal Y, (2016) Foreign Trade Procedure & Documentation.
R.L.Varshney & Bhattacharya, International Marketing Management, Sultan Chand
Jaiswal Bimal, International Business, Himalaya Publications.
Justin Paul, International Business, McGraw Hill.
Justin Paul and Rajiv Aserka,Export Import Management, Oxford Higher Education.

BCH 606 (ITEM) CONTEMPORARY ISSUES IN FOREIGN TRADE

Unit I

Recent Developments in Trade Theory and Empirics. Global capital flow, FDI related Issues, Technology and and Economic, Foreign Policy and Foreign Trade Policy.

Unit II

International Laws as to Child Labour, human rights, environment. Issues relating to Intellectual Property Rights, Effects of Corruption and Ease of doing Business on Trade and Capital Flow.

Unit III

WTO governed Issues- trade protectionism, agriculture subsidy, Trade Liberalization and domestic industry. Regional Trade Blocs- negotiations, bilateral and multi-lateral trades.

Unit IV

International Dimensions on Long-term Finance. The Growth and Concerns about Multinationals. The Determinants of Exchange Rates- balance of trade, balance of payment, purchasing power parity, Exchange Risks and Hedging Risk.

Suggested Readings

1. Malabika roy & Saikat Sinha Roy, International Trade and International Finance: Exploration of Contemporary Issues, Springer
2. Bandi Kamaiah, C. S. Shylajan ..., Current Issues in Economics and Finance, Springer.
3. World Bank: World Economic Situation & Prospects (2018 & 2019).
4. Maurice D. Levi, International Finance: Contemporary Issues, Routledge, London and Newyork.

Group - C
MARKETING

BCH 605 (M) INTERNATIONAL MARKETING

Unit 1

Nature and Importance of International marketing – process of International marketing, International dimensions of marketing and benefits of international marketing, steps of development of the transnational corporation.

Unit 2

Global marketing information system and research – nature of marketing research, sources of information and marketing research – primary and secondary global market segmentation, targeting and positioning. Foreign market entry strategy – market analysis, export, licensing, joint ventures, Manufacturing, management contracts turn key operations, acquisition and mergers, analysis of entry strategy.

Unit 3

Global marketing mix – International product decision, what is product development, product positioning, theory of IPLC, Product standardization and product adaptation, branding and packaging, International pricing decision – role of price supply and demand, international channel decisions – importance and scope of channel decision, direct and indirect selling channel sales and promotion, advertising.

Suggested Readings:

Global marketing management by Warren J Keepen

Global marketing management by Varshney and Bhattacharya.

BCH 606 (M) INDUSTRIAL AND SERVICES MARKETING

UNIT - I

Introduction to Industrial marketing – Industrial and consumer marketing comparison – Environment of Industrial marketing – Industrial marketing – industrial demand – Industrial customers : Purchasing orientation, Procurement orientation, Supply chain management orientation – Institutional market.

UNIT – II

Organisational buying process – buying center concept – The interpersonal dynamics of industrial buying behaviour – conflict resolution in decision making. Strategies in industrial marketing – levels in strategic planning, strategic planning process.

UNIT - III

Service marketing – scope and definition – service marketing environment – components of service marketing – service marketing mix – the importance of service quality and customer satisfaction measurement.

UNIT - IV

Nature of demand for the services – strategies for managing – challenges and risks involved in yield management – service quality – components of service quality – service quality gap. Service promotion distribution method for services – corporate image management. Marketing of banking insurance and healthcare services.

Suggested Readings:

Krishna K.Havaladar: Industrial marketing : Mc Graw Hill companies.

R.V.Badi, N.V.Badi: Industrial marketing : Vrinda publications (p) Ltd.

S.Shajahan: Services marketing, Himalaya publishing house.

N.C.Jain & Saakshi : Services marketing; A.I.T.B.S. Publishers- Delhi.

Group – D
HUMAN RESOURCE MANAGEMENT (HRM)

BCH 605 (HRM) INDUSTRIAL RELATIONS

Unit – I

Industrial Relations: Scope and Significance – Causes and Consequences of Industrial Disputes – Recent Trends in Industrial Relations.

Unit—II

Trade Unions: Trade Union Structure and Movement in India – Changing Role in the Context of Liberalisation.

Unit – III

Promotion of Harmonious Relations – Machinery for Prevention and Settlement of Industrial Disputes – Conciliation – Arbitration and Adjudication – Code of Discipline.

Unit-IV

The Industrial Disputes (central) Rules 1957 Contemporary Trends in Industrial Relations - Cooperation and Conflict Management. Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – Schemes of Workers' Participation in Management in India.

Suggested Readings:

1. Venkat Ratnam, C.S. – Industrial Relations, Oxford University Press.
2. SC Srivathava, Industrial Relations and Labour Laws, Vikas, ND.
3. M.Arora: Industrial Relations, Excel Publications.
4. P.R.N.Sinha, Indu Bala Sinha and Seema Priyadarshini Shekar, “Industrial Relations, Trade Unions and Labour Legislation”, Pearson Education, New Delhi.
5. Ratna Sen, “Industrial Relations in India”, Macmillan India Ltd. New Delhi.

BCH 606 (HRM) CREATIVITY AND INNOVATION MANAGEMENT

UNIT-I

What is Creativity – Individual and Group Creativity – Convergent Thinking – Divergent Thinking and Generation of Creative Ideas? Thinking Hats Methods – Redefinition Techniques – Random Stimulus – Generation of Creative Ideas in Groups – Brainstorming – Reverse Brainstorming – Synaptic – Morphological Method.

UNIT-II

Creativity Exercises – Mental Gym – The Way the Mind Works – Difference Between Lateral and Vertical Thinking – Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking – Techniques – The Generation of Alternatives – Challenging Assumptions.

UNIT-III

Innovation – Suspended judgment – Analogies – Lateral Thinking – What is a Problem – Defined Problems – Creative Problem Solving – Models of Techniques of Creative Problem Solving

UNIT- IV

Comparison of Creativity Techniques – Mental Gym Quiz – Blocks of Creativity – Fears and Disabilities – Energy for your Creativity – Creative – Making Your Environment More Creative – The Creative Life Quiz – Case Study

Suggested Readings:

1. Training Creative Thinking – Davis Gary and Scott New York Pub.
2. Lifelong Creativity – Pradip NCTE and Khandwalla Tata Mc Graw Hill.
3. Managing creativity for Corporate Excellence – NCTE Rastogi Mac Millan
4. Lateral Thinking – Edward de Bono Penguin Pub
5. Innovation and Entrepreneurship – Peter F. Drucker

BCH 607 Dissertation / Case Study Project & Viva - Voce

