

University of Kalyani



CBCS CURRICULUM FOR SEMESTERIZED UNDER-GRADUATE COURSE

IN

B.COM. (GENERAL)

WITH EFFECT FROM THE ACADEMIC SESSION

2018-19

CBCS CURRICULUM FOR SEMESTERIZED UNDER-GRADUATE COURSE IN B.COM. (GENERAL)

INTRODUCTION:

The University Grants Commission (UGC) has taken various measures by means of formulating regulations and guidelines and updating them, in order to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions in India. The various steps that the UGC has initiated are all targeted towards bringing equity, efficiency and excellence in the Higher Education System of country. These steps include introduction of innovation and improvements in curriculum structure and content, the teaching-learning process, the examination and evaluation systems, along with governance and other matters. The introduction of Choice Based Credit System is one such attempt towards improvement and bringing in uniformity of system with diversity of courses across all higher education institutes in the country. The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising of core, elective, skill enhancement or ability enhancement courses. The courses shall be evaluated following the grading system, is considered to be better than conventional marks system. This will make it possible for the students to move across institutions within India to begin with and across countries for studying courses of their choice. The uniform grading system shall also prove to be helpful in assessment of the performance of the candidates in the context of employment.

Outline of the Choice Based Credit System being introduced:

1. **Core Course (CC):** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the student's proficiency/skill is termed as an Elective Course.

2.1 **Discipline Specific Elective Course (DSEC):** Elective courses that are offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

2.2 **Generic Elective Course (GEC):** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

3. Ability Enhancement Courses/ Skill Enhancement Courses:

3.1 **Ability Enhancement Compulsory Course (AECC):** Ability enhancement courses are the courses based upon the content that leads to Knowledge enhancement. They [(i) Environmental Science, (ii) English Communication] are mandatory for all disciplines.

3.2 **Skill Enhancement Course (SEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

CBCS CURRICULUM FOR SEMESTERIZED UNDER-GRADUATE COURSE IN B.COM. (GENERAL)

A. TOTAL Number of courses in UG-CBCS (B.COM. GENERAL):

Types of course	Core course (CC)	Elective course		Ability Enhancement Course		TOTAL
		Discipline specific Elective course (DSE)	Generic Elective course(GE)	Ability Enhancement compulsory course(AECC)	Skill Enhancement Elective Course (SEC)	
No. of course	12	4	2	2	4	24
Credit/course	6	6	6	2	2	120

TABLE-1: DETAILS OF COURSES OF B.COM. (GENERAL) UNDER CBCS

S. No.	Particulars of Course	CREDIT POINT	
		Theory + Practical	Theory + Tutorial
1.	Core Course: 12Papers		
1.A.	Core Course: Theory (12 papers)		12x5 = 60
1.B.	Core Course (Tutorial)*(12 papers)		12x1 = 12
2.	Elective Courses: (6 papers)		
A.	DSE(Theory 4 papers)		4x5 = 20
B.	DSE(Tutorial 4 Papers)		4x1 = 4
C.	GE(Theory 2 papers)		2x5 = 10
D.	GE (Tutorial2 papers)		2x1 = 2
3. Ability Enhancement Courses			
A.	AECC(2 papers of 2 credits each) ENVS, English Communication / MIL		2x2 = 4
B.	Skill Enhancement Course(SEC) (4 papers of 2 credits each)		4x2 = 8
Total Credit:			120
<i>## Wherever there is a practical, there will be no tutorial and vice-versa.</i>			

TABLE-2: SEMESTER WISE DISTRIBUTION OF COURSES & CREDITS IN B.COM. (GENERAL)

Courses/ (Credits)	Sem-I	Sem-II	Sem-III	Sem-IV	Sem-V	Sem-VI	Total No. of Courses	Total credit
CC-1,2 (6)	2 (1A,2A)	2 (1B,2B)	2 (1C,2C)	2 (1D,2D)	-	-	8	48
Language CC - 1,2 (6)	1 (L1-1)	1 (L2-1)	1 (L1-2)	1 (L2-2)	-	-	4	24
DSE (6)	-	-	-	-	2 (1A,2A)	2 (1B,2B)	4	24
GE (6)	-	-	-	-	1 (GE-1)	1 (GE-2)	2	12
AECC (2)	1	1					2	04
SEC (2)			1	1	1	1	4	08
Total No. of Courses/ Sem.	4	4	4	4	4	4	24	--
Total Credit /Semester	20	20	20	20	20	20	--	120

TABLE-3: SEMESTER & COURSEWISE CREDIT DISTRIBUTION IN B.COM. (GENERAL)

SEMESTER-I			
Course Code	Course Title	Course wise Class (L+T+P)	Credit
UG BCOM-G-CC-T-01	FINANCIAL ACCOUNTING - 1	L-5 + T-1=6	6
UG BCOM-G-CC-T-02	PRINCIPLES OF MANAGEMENT	L-5 + T-1=6	6
UG BCOM-G-CC-T-03	ENGLISH 1 PAPER 1 (L ₁ - 1)	L-5 + T-1=6	6
UG BCOM-G-AECC-T-01	MIL	L-2=2	2
Total	4 courses	Total- 20	20
SEMESTER-II			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-CC-T-04	MARKETING MANAGEMENT	L-5 + T-1=6	6
UG BCOM-G-CC-T-05	BUSINESS LAWS	L-5 + T-1=6	6
UG BCOM-G-CC-T-06	LANGUAGE 2 PAPER 1 (L ₂ - 1)	L-5 + T-1=6	6
UG BCOM-G-AECC-T-02	ENVIRONMENTAL STUDIES	L-2=2	2
Total	4 courses	Total- 20	20
SEMESTER-III			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-CC-T-07	FINANCIAL ACCOUNTING - 2	L-5 + T-1=6	6
UG BCOM-G-CC-T-08	INCOME TAX LAW	L-5 + T-1=6	6
UG BCOM-G-CC-T-09	ENGLISH 1 PAPER 2 (L ₁ - 2)	L-5 + T-1=6	6
UG BCOM-G-SEC-T+P-01A OR UG BCOM-G-SEC-T-01B	E-COMMERCE AND COMPUTER APPLICATIONS IN BUSINESS OR PERSONAL SELLING AND SALESMANSHIP	L-1 + P-1=2 OR L-2=2	2
Total	4 courses	Total- 20	20
SEMESTER-IV			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-CC-T-10	COST ACCOUNTING	L-5 + T-1=6	6
UG BCOM-G-CC-T-11	INDIRECT TAX LAWS	L-5 + T-1=6	6
UG BCOM-G-CC-T-12	LANGUAGE 2 PAPER 2 (L ₂ - 2)	L-5 + T-1=6	6
UG BCOM-G-SEC-T-02A OR UG BCOM-G-SEC-T-02B	TAX RETURNS AND FILING OF TAX RETURNS OR OFFICE MANAGEMENT AND SECRETARIAL PRACTICE	L-2=2	2
Total	4 courses	Total- 20	20
SEMESTER-V			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-DSE-T-01A OR UG BCOM-G-DSE-T-01B	BUSINESS COMMUNICATION AND ENTREPRENEURSHIP DEVELOPMENT OR CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY OF BUSINESS	L-5 + T-1=6	6
UG BCOM-G-DSE-T-02A OR UG BCOM-G-DSE-T-02B	ACCOUNTING FOR LOCAL BODIES OR INTERNATIONAL BUSINESS	L-5 + T-1=6	6
UG BCOM-G-GE-T-01	BUSINESS MATHEMATICS AND STATISTICS	L-5 + T-1=6	6

UG BCOM-G-SEC-T-03A OR UG BCOM-G-SEC-T-03B	CORPORATE ACCOUNTING AND FINANCIAL MANAGEMENT RURAL MARKETING AND SERVICES MARKETING	L-2=2	2
Total	4 courses	Total-20	20
SEMESTER-VI			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-DSE-T-03A OR UG BCOM-G-DSE-T-03B	MANAGEMENT ACCOUNTING ADVERTISING	L-5+ T-1=6	6
UG BCOM-G-DSE-T-04A OR UG BCOM-G-DSE-T-04B	INDIAN FINANCIAL SYSTEM BANKING AND INSURANCE	L-5+ T-1=6	6
UG BCOM-G-GE-T-02	INDIAN ECONOMICS	L-5+ T-1=6	6
UG BCOM-G-SEC-T-04A OR UG BCOM-G-SEC-T-04B	PROJECT WORK AUDITING	L-2=2	2
Total	4 courses	Total- 20	20
Total (All semesters)	24 courses	Total-120	120

**In 'Course Code', 'G' stands for General, 'T' stands for Theory and 'P' stands for Practical.*

***Under 'Course wise Class', 'L' stands for Lecture, 'T' stands for Tutorial and 'P' stands for Practical.*

****One Practical class is of two hour duration.*

Note:

1. GE papers have been selected for B.Com. Hons. **(Sl. No. 1 to 4)** and B.Com. General **(Sl. No. 2 and 4)** courses from the following Common Pool of papers:

Sl No.	Name of the Papers
1	MICRO ECONOMICS
2	BUSINESS MATHEMATICS AND STATISTICS
3	MACRO ECONOMICS
4	INDIAN ECONOMICS

2. SEC papers have been selected for B.Com. Hons. (**Sl. No. 1 to 4**) and B.Com. General (**Sl. No. 1 to 8**) courses from the following Common Pool of papers:

Sl No.	Name of the Papers
1	E-COMMERCE AND COMPUTER APPLICATIONS IN BUSINESS
2	PERSONAL SELLING AND SALESMANSHIP
3	TAX RETURNS AND FILING OF TAX RETURNS
4	OFFICE MANAGEMENT AND SECRETARIAL PRACTICE
5	CORPORATE ACCOUNTING AND FINANCIAL MANAGEMENT
6	RURAL MARKETING AND SERVICES MARKETING
7	PROJECT WORK
8	AUDITING

3. DSE papers have been selected for B.Com. Hons. and B.Com. General courses from the following Common Pool of papers:

Sl No.	Name of the Papers
1	BUSINESS COMMUNICATION AND ENTREPRENEURSHIP DEVELOPMENT
2	CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY OF BUSINESS
3	ACCOUNTING FOR LOCAL BODIES
4	INTERNATIONAL BUSINESS
5	MANAGEMENT ACCOUNTING
6	ADVERTISING
7	INDIAN FINANCIAL SYSTEM
8	BANKING AND INSURANCE

B.COM. (GENERAL)

Detailed Syllabus

SEMESTER-I

SEMESTER-I			
Course Code	Course Title	Course wise Class (L+T+P)	Credit
UG BCOM-G-CC-T-01	FINANCIAL ACCOUNTING - 1	L-5 + T-1=6	6
UG BCOM-G-CC-T-02	PRINCIPLES OF MANAGEMENT	L-5 + T-1=6	6
UG BCOM-G-CC-T-03	ENGLISH 1 PAPER 1 (L ₁ - 1)	L-5 + T-1=6	6
UG BCOM-G-AECC-T-01	MIL	L-2=2	2
Total	4 courses	Total- 20	20

B.COM. (GENERAL)**SEMESTER-I****Course Code: UG BCOM-G-CC-T-01****Course Title: FINANCIAL ACCOUNTING - 1****Core Course; Credit-6; Full Marks-75****COURSE OBJECTIVE:**

The objective of this paper is to provide conceptual knowledge of the financial accounting and to help students to acquire skills for recording various kinds of business transactions.

COURSE CONTENTS:**1. Introduction to Accounting**

- (i) Meaning and objectives of Financial Accounting, Meaning of different types of accounting.
- (ii) Users of accounting information and their information Needs.
- (iii) Accounting Concepts and Conventions: Entity, Money Measurement, Cost, Realisation, Periodicity, Going Concern, Accrual, Consistency, Conservatism, Materiality, Matching and Full Disclosures.
- (iv) Meaning of Accounting Theory, Relation of Accounting Theory with Practice, Generally Accepted Accounting Principles (GAAP).
- (v) Accounting Standards: Concept, Need, Benefits and Limitations of Accounting Standards, Types (Accounting Standards & Indian Accounting Standards) and names of Accounting Standards in India.
- (vi) Basic concept of IFRS.

2. Double entry book keeping system:

- (i) Basic Accounting Equation.
- (ii) Meaning and recognition of Assets, Liabilities, Equity, Income and Expenses (Framework for preparation and presentation of Financial Statements issued by the ICAI).
- (iii) Accounting Cycle - Journal, Ledger, Trial Balance and Financial Statements.

3. Basic Principles of preparing Final Accounts

- (i) Revenue recognition: Meaning of revenue and Revenue Recognition Criteria (AS 9).
- (ii) Inventory: Meaning, Accounting Policy for measurement of Inventory, Ascertainment of cost of inventory, Cost Formula to be used (AS 2),
- (iii) Property, Plant and Equipment: Meaning, Recognition and Derecognition of property, plant and equipment, Accounting treatment for sale or exchange of property, plant and equipment (AS 10).

- (iii) Depreciation: Meaning, Nature and Objective of Depreciation, Methods of computing Depreciation: Straight-line method, Diminishing balance method and Units of production method, Recognition of Depreciation Charge, Change in the method of depreciation, Depreciation in case of revision of Residual Value and Useful Life of asset.
- (iv) Provision and Reserves
- (v) Capital and Revenue (Expenditure and Income)
- (vi) Concept of Capital and maintenance of capital, relation between capital and income.
- (vii) Rectification of Errors, Adjusting Entries and Closing Entries.

4. (a) **Final Accounts of Profit Seeking Organisations:** Manufacturing A/C, Trading A/C, Profit & Loss A/C and Balance Sheet of Sole Proprietorship (Vertical and Horizontal Formats)

(b) **Final Accounts of Not-for-Profit Organisations:** Receipts and Payment Account, Income and Expenditure Account and Balance Sheet.

5. **Accounting from Incomplete Records** (excluding Conversion into Double Entry system)

6. **Accounting for special sales transaction:**

- (a) Consignment: Recording in the books of Consignor – at cost & at invoice price, valuation of unsold stock; ordinary commission, Treatment and valuation of abnormal and normal loss, Special commission, Del Credere Commission (with or without bad debt) Use of consignment debtors a/c. Recording in the books of Consignee.
- (b) Joint Venture: Separate set of books and Same set of books.
- (c) Accounting for sales on approval.

Suggested Readings:

1. Sukla, Grewal, Gupta, Advanced Accountancy, S. Chand.
2. Gokul Sinha, Accounting Theory & Management Accounting.
3. L.S.Porwal, Accounting Theory, Tata McGraw Hill.
4. R. L. Gupta & Radheswamy, Advanced Accountancy, S. Chand.
5. Maheshwari & Maheshwari, Advanced Accountancy, Vikash Publishing House.
6. Sehgal & Sehgal, Advanced Accountancy, Taxman Publication.
7. Hanif & Mukherjee, Financial Accounting, TMH.
8. Frank Wood, Business Accounting, Pearson.
9. Tulsian, Financial Accounting, Pearson.
10. Mukherjee and Mukherjee, Financial Accounting I, Oxford.
11. Framework for preparation and presentation of Financial Statements issued by the ICAI.
12. Accounting Standards Rules 2006 under Companies Act.

B.COM. (GENERAL)
SEMESTER-I
Course Code: UG BCOM-G-CC-T-02
Course Title: PRINCIPLES OF MANAGEMENT
Core Course; Credit-6; Full Marks-75

COURSE OBJECTIVE:

The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

COURSE CONTENTS:

- 1. Introduction:** Concept, Nature, Process and Significance of Management. Is Management a science or an Art or both?
- 2. Evolution of Management Thoughts:** Contribution of Taylor, Fayol, Mayo, Follett, Weber, Neo-classical School, Modern School.
- 3. Planning:** Concept, Importance, Process & Types; Forecasting – Meaning, Importance and Techniques; Decision Making- Concepts and Steps in decision making.
- 4. Organising:** Concept, Nature, Process, Organisation Structure, Delegation of Authority, Span of Management, Line & Staff Authority.
- 5. Motivation:** Concept, Importance of Motivation, Theories- Maslow, Herzberg, McGregor.
- 6. Leadership:** Concept, Leadership Styles –Laissez-Faire, Autocratic, Participative, Transactional & Transformational; Leadership Models– Tannenbaum and Schmidt, Blake and Mouton.
- 7. Communication:** Concept, Nature, Process, Types, Importance and Barriers.
- 8. Control:** Concept, Importance, Features, Process, Tools & Techniques.
- 9. Co-ordination:** Meaning, Importance, Principle & Techniques.

Suggested Readings:

1. Ravichandran, K. & Nakkiran, S., Principles of management, Abhijeet Publication.
2. Tripathy, P. C. & Reddy, P.N., Principles of Management, McGraw Hill Education India Private Limited.
3. Kaul, Principles and Practice of Management, Vikash.
4. Koontz Weirich, Essentials of Management, TMH.
5. Mitra, J. & Somani, N., Principles of Management and Business Communication, Oxford.

B.COM. (GENERAL)
SEMESTER-I
Course Code: UG BCOM-G-CC-T-03
Course Title: ENGLISH 1 PAPER 1 (L1- 1)
Core Course; Credit-6; Full Marks-75

B.COM. (GENERAL)
SEMESTER-I
Course Code: UG BCOM-G-AECC-T-01
Course Title: MIL
Ability Enhancement Course; Credit-2; Full Marks-50

SEMESTER-II

SEMESTER-II			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-CC-T-04	MARKETING MANAGEMENT	L-5 + T-1=6	6
UG BCOM-G-CC-T-05	BUSINESS LAWS	L-5 + T-1=6	6
UG BCOM-G-CC-T-06	LANGUAGE 2 PAPER 1 (L ₂ – 1)	L-5 + T-1=6	6
UG BCOM-G-AECC-T-02	ENVIRONMENTAL STUDIES	L-2=2	2
Total	4 courses	Total- 20	20

B.COM. (GENERAL)**SEMESTER-II****Course Code: UG BCOM-G-CC-T-04****Course Title: MARKETING MANAGEMENT****Core Course; Credit-6; Full Marks-75****COURSE OBJECTIVE:**

The objective is to provide basic knowledge of various concepts, principles, tools and techniques of marketing.

COURSE CONTENTS:

1. Introduction: Nature and scope of marketing; Evolution of Marketing concepts; Selling vs. marketing; Marketing mix; Marketing environment.

2. Consumer Behaviour and Market Segmentation: Nature, scope and significance of consumer behaviour; Market segmentation – concept and importance; Bases for market segmentation.

3. Product: Concept of product, consumer, and industrial goods; Packaging and labeling; function, Product life cycle concept.

4. Price and Promotion: Importance of price in the marketing mix; Factors affecting price of a product. Pricing policies and strategies; Methods of promotion; Advertising, Personal selling; Sales Promotion.

5. Distribution and Retailing: Distribution channels – concept and role; Types of distribution channels; Types of retailing – store based and non-store based retailing, chain stores, specialty stores, supermarkets; Retailing in India.

Suggested Readings:

1. Kotler, Keller, Koshi and Jha, Marketing Management: A South Asian Perspective, Pearson Education.
2. Kotler, Armstrong, Agnihotri and Haque, Principles of Marketing: A South Asian Perspective, Pearson Education.
3. Ramaswamy and Namakumari, Marketing Management, McGraw-Hill.
4. Bhagwati, Pillai, Marketing Management, S.Chand.
5. Verma & Duggal, Marketing Management, Oxford.
6. Venugopal, P., Marketing Management, Sage.
7. Saxena, Marketing Management, McGraw Hill.

B.COM. (GENERAL)
SEMESTER-II
Course Code: UG BCOM-G-CC-T-05
Course Title: BUSINESS LAWS
Core Course; Credit-6; Full Marks-75

COURSE OBJECTIVE:

The objective of the course is to impart basic knowledge of the important business legislation along with relevant case laws.

COURSE CONTENTS:

1. The Indian Contract Act, 1872

- (a) Contract – meaning, characteristics and kinds, Essentials of a valid contract.
- (b) Offer and acceptance (Definition, Rules, Communication and Revocation of offer and acceptance).
- (c) Consideration (Definition, Elements, Types, Rules), “No Consideration No Contract” and its exceptions; Capacity to Parties (Definition and Types).
- (d) Consent, Free consent, Coercion, Undue Influence, Fraud, Misrepresentation, Mistake.
- (e) Legality of objects and Consideration.
- (f) Void and Voidable agreements – Definition, Types and Distinction.
- (g) Discharge of a contract – Modes of discharge, Breach and Remedies against breach of contract.
- (h) Specific Contracts - Contingent contracts, Quasi, Contract of Indemnity, Guarantee, Bailment, Pledges.

2. The Sale of Goods Act, 1930

- (a) Contract of sale, meaning and difference between sale and agreement to sell.
- (b) Conditions and warranties.
- (c) Transfer of ownership in goods including sale by a non-owner.
- (d) Performance of contract of sale.
- (e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

3. The Partnership Act, 1932

- (a) Definition – Partner, Partnership.
- (b) Nature and Characteristics of Partnership.
- (c) Types of Partners.
- (d) Registration of a Partnership Firms and consequences of non-registration.
- (e) Rights and Duties of Partners.
- (f) Dissolution of firms – meaning and grounds.

4. The Limited Liability Partnership Act, 2008

- (a) Definition.
- (b) Salient Features of LLP.
- (c) Advantages and disadvantages of LLP.
- (d) Differences between: LLP and Partnership, LLP and Company.
- (e) Incorporation of LLP.

5. The Negotiable Instruments Act 1881

- (a) Definition, Features, Types, Parties of Negotiable Instruments: Promissory Note, Bill of exchange, Cheque (Definition and Types).
- (b) Endorsement: Types of Endorsement.
- (c) Holder and Holder in Due Course, Privileges of Holder in Due Course.
- (d) Dishonour of Negotiable Instruments: Modes, Consequences, Notice of Dishonour; Noting and Protesting.
- (e) Discharge of Negotiable Instruments: Meaning and Modes.

(If any new provisions are enacted in place of the existing provisions, the syllabus will accordingly include such new provisions in place of existing provisions with effect from such date as prescribed by the University of Kalyani. Similarly if any existing provision becomes redundant due to changes, it will be left out of the syllabus)

Suggested Readings:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Kumar Ravindra, Legal Aspects of Business, Cengage.
4. Tulsian & Tulsian, Business Laws, S.Chand.
5. Kapoor N.D., Business Laws, Sultan Chand.
6. Das S.K. & Roy P., Business Regulatory Framework, OUP.
7. Gulsan S.S., Business Laws, Excel Books.
8. Roychowdhury, Bhattacharjee & Datta, Business Regulatory Framework, Elegant Publishers.
9. Bhadra, Satpati and Mitra, Ainer Ruprekha (Bengali Version), Dishari.

B.COM. (GENERAL)
SEMESTER-II
Course Code: UG BCOM-G-CC-T-06
Course Title: LANGUAGE 2 PAPER 1 (L₂ - 1)
Core Course; Credit-6; Full Marks-75

B.COM. (GENERAL)
SEMESTER-II
Course Code: UG BCOM-G-AECC-T-02
Course Title: ENVIRONMENTAL STUDIES
Ability Enhancement Course; Credit-2; Full Marks-50

SEMESTER-III

SEMESTER-III			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-CC-T-07	FINANCIAL ACCOUNTING - 2	L-5 + T-1=6	6
UG BCOM-G-CC-T-08	INCOME TAX LAW	L-5 + T-1=6	6
UG BCOM-G-CC-T-09	ENGLISH 1 PAPER 2 (L ₁ - 2)	L-5 + T-1=6	6
UG BCOM-G-SEC-T+P-01A OR UG BCOM-G-SEC-T-01B	E-COMMERCE AND COMPUTER APPLICATIONS IN BUSINESS PERSONAL SELLING AND SALESMANSHIP	L-1 + P-1=2 L-2=2	2
Total	4 courses	Total- 20	20

B.COM. (GENERAL)**SEMESTER-III****Course Code: UG BCOM-G-CC-T-07****Course Title: FINANCIAL ACCOUNTING - 2****Core Course; Credit-6; Full Marks-75****COURSE OBJECTIVE:**

The objective of this paper is to help students to acquire specialized knowledge for recording various kinds of business transactions.

COURSE CONTENTS:

1. Insurance Claim for Loss of Stock (simple problem).

2. Partnership Accounts:

(a) Profit and Loss Appropriation accounts; Capital & Current A/C; Guarantee – by firm, by partner and both; Correction of appropriation items with retrospective effect.

(b) Changes in constitution of firm – Change in profit sharing ratio, Admission, Retirement, Retirement cum Admission—treatment of Goodwill, revaluation of assets and liabilities, treatment of reserves and adjustment relating to capital; treatment of Joint Life Policy, Death of a Partner.

(c) Dissolution of Firm – excluding piecemeal distribution.

3. Branch Accounting:

Synthetic Method: Preparation of Branch account, Branch Trading and P/L account (at cost & at Invoice Price)- normal and abnormal losses.

Analytical Method: Preparation of Branch stock adjustment account (at cost & at Invoice Price)- normal and abnormal losses.

4. Hire purchase and installment payment system:

Recording of Transactions in the books of buyer – Allocation of interest – Use of Interest Suspense Account—Partial and Complete Repossession.

Books of seller – Stock and Debtor Account (with repossession).

5. Departmental Accounts:

Appropriation of common cost; preparation of Departmental Trading and P/L Account. Consolidated Trading and P/L Account; inter departmental transfer of goods at cost, cost plus and at selling price and elimination of unrealized profit.

6. Investment Accounts: Preparation of Investment Account for Shares (with Right Shares, Bonus Shares and Sale of Right) and Debentures –treatment of brokerage, cum & ex-interest and cum & ex-dividend, transfer of securities. (Simple Problems).

Suggested Readings:

1. Sukla, Grewal, Gupta, Advanced Accountancy, S. Chand.
2. R. L. Gupta & Radheswamy, Advanced Accountancy, S. Chand.
3. Maheshwari & Maheshwari, Advanced Accountancy, Vikash Publishing House.
4. Sehgal & Sehgal, Advanced Accountancy, Taxman Publication.
5. Hanif & Mukherjee, Financial Accounting, TMH.
6. Frank Wood, Business Accounting, Pearson.
7. Tulsian, Financial Accounting, Pearson.
8. Principles and Practices of Accounting, Basu and Das, Rabindra library, Kolkata.
9. Framework for preparation and presentation of Financial Statements issued by the ICAI.
10. Accounting Standards Rules 2006 under Companies Act.

B.COM. (GENERAL)
SEMESTER-III
Course Code: UG BCOM-G-CC-T-08
Course Title: INCOME TAX LAW
Core Course; Credit-6; Full Marks-75

COURSE OBJECTIVE:

The objective is to provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

COURSE CONTENTS:

1. (a) Basic Concepts and Definitions under Income Tax Act, 1961: Person, Assessee, Previous year, Assessment year, Income, Sources of income, Heads of income, Gross total income, Total income, Tax evasion, Tax avoidance, Tax planning.

(b) Residential Status of an individual and Incidence of Tax.

(c) Fully Exempted income of an Individual.

(d) Agricultural Income: Definition, determination of agricultural and non-agricultural Income, assessment of tax liability when there are both Agricultural and Non-agricultural income.

2. Heads of Income and Provisions governing Heads of Income:

(a) Income from Salaries.

(b) Income from House Property.

(c) Profits and Gains from Business or Profession: Special emphasis on section 28, 32, 35, 35D, 35DDA, 36, 37, 40A(2), 40A(3), 43B.

(d) Capital Gain: Meaning and types of Capital Assets, basic concept of Transfer, Cost of Acquisition, Cost of Improvement and Indexation, Computation of Short Term Capital Gain and Long Term Capital Gain, Taxability of Short Term Capital Gain and Long Term Capital Gain.

(e) Income from Other Sources (excluding Dividend): Basic concepts.

3. Deductions from Gross Total Income: Basic concepts - deductions u/s 80C, 80CCC, 80CCD, 80CCE, 80CCF, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA, 80U.

4. Computation of Total Income and Tax Liability of an Individual.

5. Assessment of Income: Self Assessment u/s 140A, Summary Assessment u/s 143(1), Scrutiny Assessment u/s 143(3), Best Judgment Assessment u/s 144 and Income Escaping Assessment u/s 147.

If any new provisions are enacted in place of the existing provisions, the syllabus will stand modified accordingly with effect from such date as may be prescribed by UNIVERSITY OF KALYANI.

Suggested Readings:

1. Singhanian, V. and Singhanian, M., Students' guide to Income Tax, Taxmann.
2. Lal & Vashist, Income Tax and Central Sales Tax, Pearson.
3. Ahuja & Gupta, Systematic Approach to Income Tax, Bharat.

4. Sengupta, C.H., Income Tax, Dey Book Concern.
5. Bhadra and Satpati, Bharoter Kar Babosthapon, Books and Allied Pvt.Ltd.
6. Mehrotra and Goyal, Income Tax Law and Accounts, Sahitya Bhavan Publication.
6. Roy,S.K., Principles and Practice of Direct & Indirect Taxes, ABS.
7. Bare Act and Relevant Rules.

B.COM. (GENERAL)
SEMESTER-III
Course Code: UG BCOM-G-CC-T-09
Course Title: ENGLISH 1 PAPER 2 (L1- 2)
Core Course; Credit-6; Full Marks-75

**B.COM. (GENERAL)
SEMESTER-III**

Course Code: UG BCOM-G-SEC-T+P-01A

Course Title: E-COMMERCE AND COMPUTER APPLICATIONS IN BUSINESS

Skill Enhancement Course; Credit-2; Full Marks-50

**Module I
E-COMMERCE (Theory)**

COURSE OBJECTIVE:

The objective is to enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

COURSE CONTENTS:

1. Introduction - Limitation of conventional commerce, Origin of E-Commerce, Evolution of E-Commerce, E-Commerce and E-Business, Definition of E-Commerce, Features of E-Commerce, M-Commerce-The concept- How it is done- Purposes of use.

2. Models of E-Commerce- Concepts and examples Business - to - Business (B2B), Business - to - Consumer (B2C), Consumer - to - Consumer (C2C), Consumer - to - Business (C2B), Business - to - Government (B2G), Government - to - Business (G2B), Government - to - Citizen (G2C).

3. E-CRM and SCM

E-CRM-definition, features, goals of E-CRM business framework, phases of E-CRM, types of E-CRM, Functional components of E-CRM, strategies for E-CRM solutions; SCM-definition, features, types of supply chain.

4. Digital Money Transactions

Methods of e-payments [Debit Card, Credit Card, Smart Cards, e-Money], electronic or digital wallet, digital signature (procedures, working and legal provisions), payment gateways[Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking [meaning, concepts, importance, electronic fund transfer, automated clearinghouse, automated ledger posting]; Risks involved in e-payments.

5. E-Commerce in India.

**Module II
COMPUTER APPLICATIONS IN BUSINESS (Practical)**

COURSE OBJECTIVE:

The objective is to provide basic knowledge and skills of computer.

COURSE CONTENTS:

Accounting and Related Software

1. Tally (Current Version):

(a) Creation of Masters- Creation of Company, Creation of Ledgers, Creation of Stock Items, Creation of Manufacturing voucher type.

(b) Activation of GST option, Activation of Debit Note / Credit Note.

(c) Passing of Accounting Voucher Entries (including inventory and GST) in – (i) Receipt, (ii) Payment, (iii) Contra, (iv) Purchase, (v) Sales, (vi) Debit Note, (vii) Credit Note, and (viii) Journal, modes.

(d) Passing of Inventory Voucher Entries- Manufacturing type.

(e) Preparation of Bank Reconciliation Statement.

2. Excel

(a) Insertion and deletion of Column/ Row/ Sheet.

(b) Change of Column Width.

(c) Freezing of Column & Row.

(d) Sorting- Single column and Multi Column (i.e. data base).

(e) Linking of one cell with another in the same sheet/ another sheet.

(f) Autosum and Formula copy with fill handle.

(g) Preparation of Chart- Column Chart, Bar Chart, Pie Chart, and Line Chart.

Suggested Readings:

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning.

2. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, E-Commerce: Fundamentals and Applications, Wiley.

3. Laudon, E-Commerce, Pearson Education India.

4. Schneider G., E-Business, Cengage.

5. Bhaskar, B., E-Commerce, McGraw Hill.

6. Nadhani, A. K., Mastering Tally ERP 9, BPB Publications, New Delhi.

7. Singh, S. & Mehera, N., Tally ERP: Power of Simplicity, Amazon Books.

8. MacDonald, Matthew, Excel 2007 for Starters: The Missing Manual, PBC Books, Delhi.

9. Laing, Roger, Microsoft Excel Basics: Expert Advice, Made Easy, PBC Books, Delhi.

B.COM. (GENERAL)
SEMESTER-III
Course Code: UG BCOM-G-SEC-T-01B
Course Title: PERSONAL SELLING AND SALESMANSHIP
Skill Enhancement Course; Credit-2; Full Marks-50

COURSE OBJECTIVE:

The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.

COURSE CONTENTS:

1. Introduction to Personal Selling: Introduction and Overview of Personal Selling, Importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career.

2. Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling.

3. Preliminary Stages of Personal Selling Process: Prospecting - Meaning, Importance, Characteristics for qualifying as a prospects and methods of prospecting, Pre-approach - Meaning, Importance and sources of information.

4. Advance Stages of Personal Selling Process: Demonstration & Presentation - Concepts & Essential features of Good Presentation and Demonstration, Objection Handling - Understanding Objections, Procedure for Handling Objections, Closing Sale - Features and methods of Closing Sale, After sale Services - Concepts and importance of after Sale Service.

5. Sales Reports: Reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling.

Suggested Readings:

1. Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill.
3. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
5. Johnson, Kurtz and Schueing, Sales Management, McGraw Hill.
6. Kapoor Neeru, Advertising and Personal Selling, Pinnacle, New Delhi.

SEMESTER-IV

SEMESTER-IV			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-CC-T-10	COST ACCOUNTING	L-5 + T-1=6	6
UG BCOM-G-CC-T-11	INDIRECT TAX LAWS	L-5 + T-1=6	6
UG BCOM-G-CC-T-12	LANGUAGE 2 PAPER 2 (L ₂ – 2)	L-5 + T-1=6	6
UG BCOM-G-SEC-T-02A OR UG BCOM-G-SEC-T-02B	TAX RETURNS AND FILING OF TAX RETURNS OFFICE MANAGEMENT AND SECRETARIAL PRACTICE	L-2=2	2
Total	4 courses	Total- 20	20

B.COM. (GENERAL)**SEMESTER-IV****Course Code: UG BCOM-G-CC-T-10****Course Title: COST ACCOUNTING****Core Course; Credit-6; Full Marks-75****COURSE OBJECTIVE:**

The objective is to acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting systems.

COURSE CONTENTS:

1. Introduction: Meaning and Objectives of Cost Accounting, Difference between Cost Accounting, Financial Accounting and Management Accounting, Cost Unit, Cost Centre, Investment Centre & Profit Centre – Cost Accounting System – Installing of Cost Accounting System – Essentials of good Cost Accounting System. Methods and Techniques of Costing.

2. Costs: Meaning of cost, Various concepts of costs (Direct cost, Indirect costs, Period cost, Conversion cost, Sunk cost, Opportunity cost, etc.), Cost classification based on Elements, Functions & Behaviour, Preparation of Cost Sheet including Budgeted Cost Sheet.

3. Material Costs: Importance of Materials Cost, Constituents of material cost; Centralised & Decentralised Purchase of Materials, Purchase Procedure, Documents; Storage of Materials: Storage records; Material Control: Stock Levels (Maximum, Minimum, Re-Order & Danger Level), Meaning of Economic Order Quantity and its applications, Periodic Inventory vs. Perpetual Inventory, ABC Analysis, VED Analysis, JIT Inventory; Different Methods for Pricing the Issue of Material: FIFO, LIFO, Simple, Weighted & Periodic Average Methods, Preparation of Store Ledger; Accounting for material cost.

4. Labour Costs: Accounting and Control of labour cost, Time keeping and time booking, Methods of wage payment (Piece rate, Differential piece rate, Time rate), Incentive schemes for workers (Halsey, Rowan, Halsey-Weir), Measurement of Efficiency of a workers.

5. Overhead Costs: Classification, allocation, apportionment and absorption of overheads; Meaning, Concept & Reasons for under-absorption and over-absorption of Overhead and treatment in Cost Accounting; Capacity Levels and Costs.

6. Contract Costing: Meaning, Features, Costing Procedure, Fixed Price Contract & Cost Plus Contract, Escalation & De-escalation Clause, Retention Money, Preparation of Contract Account.

7. Budget and Budgetary Control: Concept of budget and budgetary control. Principal Budget Factors, Preparation of Functional budgets (Sales, Purchase, Production, etc.), cash budget, fixed and flexible budgets; Concept of Master Budget.

Suggested Readings:

1. B. Banerjee – Cost Accounting (PHI).
2. Horngren, Foster, Datar - Cost Accounting – A Managerial Emphasis, (Pearson).
3. A.K.Bhattacharya, Principles and Practice of Cost Accounting, PHI Learning Pvt. Ltd.
4. Ravi M. Kishore - Cost & Management Accounting, (Taxman).
5. M.Y.Khan & P.K.Jain - Management Accounting, (TMH).
6. Colin Drury – Management & Cost Accounting (Chapman & Hall).
7. Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schwartzberg: Introduction to Management Accounting – Pearson Education.
8. Dr. S.N. Maheswari and S.N. Mittal: Management Accounting – Shree Mahavir Book Depot., New Delhi.

B.COM. (GENERAL)
SEMESTER-IV
Course Code: UG BCOM-G-CC-T-11
Course Title: INDIRECT TAX LAWS
Core Course; Credit-6; Full Marks-75

COURSE OBJECTIVE:

The objective is to provide basic knowledge of Indirect Taxes and equip students with application of principles and provisions of Goods and Service Tax Acts and relevant rules.

COURSE CONTENTS:

1. Introduction: Concept and types of indirect tax. Right to impose indirect taxes (by Centre and States/Union Territories) before and after 101st Amendment of Constitution. Introduction of Goods & Services Tax (GST); Indirect taxes subsumed by GST; Goods kept outside the purview of GST; Formation of GST Council; Date of effect and the non-taxable territory; Types of GST- Central GST (governed by The Central Goods & Services Tax Act 2017), State/UT GST (governed by The State Goods & Services Tax Act 2017 of each State/ Union Territory) and Integrated GST (governed by The Integrated Goods & Services Tax Act 2017).

2. Supply: Levy of tax on “Supply”; Definition of supply; Intra-State and Inter-State supply; Composite and Mixed supply; Supplies of goods and services liable to be reverse charged, Composition levy.

3. (i) Registration: Persons liable to registration; Compulsory registration; Procedure of Registration.

(ii) Documentation: Tax Invoice; Bill of Supply, Receipt Voucher, Payment Voucher, Refund Voucher, Debit Note, Credit Note. Harmonized System Nomenclature (HSN) of Goods, and Service Accounting Code (SAC) of Services; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.

4. Input Tax Credit: Eligibility and conditions for taking input tax credit; Apportionment of input credit and blocked credit.

5. (i) GST Returns: GSTR 1, GSTR 2 and GSTR 3, Time and procedure of filing of Returns.

(ii) Payment of Tax: (a) Through Input Tax Credit (b) By cash/bank after generation of online Challan.

Suggested Readings:

1. V.S. Datey, Indirect Taxes Laws and Practice, Taxmann.
2. Anandaday Mishra, GST Law & Procedure, Taxmann.
3. Relevant Bare Acts and Rules.
4. Publication on GST by the Institute of Chartered Accountants of India (www.icai.org).
5. Publication on GST by the Central Board of Excise and Customs (www.cbec.org).

B.COM. (GENERAL)
SEMESTER-IV
Course Code: UG BCOM-G-CC-T-12
Course Title: LANGUAGE 2 PAPER 2 (L₂ – 2)
Core Course; Credit-6; Full Marks-75

B.COM. (GENERAL)
SEMESTER-IV
Course Code: UG BCOM-G-SEC-T-02A
Course Title: TAX RETURNS AND FILING OF TAX RETURNS
Skill Enhancement Course; Credit-2; Full Marks-50

COURSE OBJECTIVE:

To acquaint the students of the actual practice of filing Tax Returns so that in future they can opt for self-employment in Tax matters.

COURSE CONTENTS:

A. Returns under Income Tax (10 Marks)

1. PAN and TAN- Procedure for application of PAN/TAN.
2. (a) Payment of Advance Tax, and Self Assessment Tax.
 (b) Interest- Interest u/s 234A, 234B, 234C, (simple problems).
3. Filing of Returns- Due dates of filing of Returns- Section 139(1); Section 139(4) [after due date]; Section 139(5) [Revised Return]; Section 139(9) [Defective Return]; Section 142 (1) [Notice to submit Return]. Different types of Returns and Due dates for filing of those Returns.
4. Procedure of filing e-Return- ITR 1 only.

B. Returns under Goods and Services Tax (10 Marks)

1. Different types of Taxable Persons and Returns to be submitted by them; Due dates for filing of Returns.
2. Procedure of filing e-Return- GSTR 1 and GSTR 4 only.

C. Practical on hard copy of ITR 1 (20 Marks).

Suggested Readings:

1. Singhania, V. and Singhania, M., Students' guide to Income Tax, Taxmann.
2. Lal & Vashist, Income Tax and Central Sales Tax, Pearson.
3. Ahuja & Gupta, Systematic Approach to Income Tax, Bharat.
4. Sengupta, C.H., Income Tax, Dey Book Concern.
5. Bhadra and Satpati, Bharoter Kar Babosthapon, Books and Allied Pvt. Ltd.
6. Mehrotra and Goyal, Income Tax Law and Accounts, Sahitya Bhavan Publication.
7. Bare Act and Relevant Rules.
8. Software: Singhania, V.K., E-Filing of Income Tax Returns and Computations of Tax, Taxmann.

B.COM. (GENERAL)
SEMESTER-IV
Course Code: UG BCOM-G-SEC-T-02B
Course Title: OFFICE MANAGEMENT AND SECRETARIAL PRACTICE
Skill Enhancement Course; Credit-2; Full Marks-50

COURSE OBJECTIVE:

The purpose of this course is to familiarize the students with the activities in a modern office.

COURSE CONTENTS:

1. Office and Office Management: Meaning of office. Functions of office—primary and administrative management functions, importance of office, duties of the office manager, his qualities and essential qualifications.

Filing and Indexing: Filing and Indexing – Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, methods of filing and filing equipment, Weeding of old records, meaning and need for indexing, various types of indexing.

2. Mail and Mailing Procedures: Mailing Procedures – meaning and importance of mail, centralization of mail handling work, its advantages, room equipment and accessories, sorting tables and rack, letter opener, time and date stamps, postal franking machine, addressing machine, mailing scales, mailing through post, courier, email, appending files with email. Inward and outward mail – receiving, sorting, opening, recording, making, distributing, folding of letters sent, maintenance of peon book, dispatching, courier services, central receipt and dispatch.

Forms and Stationery: Office Forms – introduction, meaning, importance of forms, advantages of using forms, disadvantages of using forms, type of forms, factors affecting forms design, principles of form design, form control. Stationery – introduction, types of stationery used in offices, importance of managing stationery, selection of stationery, essential requirements for a good system of dealing with stationery, purchasing principles, purchase procedure, standardization of stationery.

3. Modern Office Equipments: Modern Office Equipment – Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines: personal computers, photocopier, fax, telephone, telephone answering machine, dictating machines, Audio Visual Aids.

Budget: Budget - Annual, revised and estimated. Recurring and non-recurring heads of expenditure

Audit: Audit process- Vouching, verification and valuation (in brief). Consumables/ Stock register and Asset register. Procedure for disposal of records and assets.

4. Banking facilities: Types of accounts. Passbook and cheque book. Other forms used in banks. ATM and money transfer.

Abbreviations/Terms used in Offices: Explanation of abbreviations/terms used in offices in day-to-day work.

Modes of Payment: Types of payments handled such as postal orders, Cheque (crossed/uncrossed), post-dated and pre-dated Cheques, stale Cheque, dishonoured Cheque.

5. Role of Secretary: Definition; Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications for appointment as Personal Secretary. Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting. Agenda and Minutes of Meeting. Drafting, fax-messages, email. Maintenance of appointment diary.

Suggested Readings:

1. Bhatia, R.C., Principles of Office Management, Lotus Press, New Delhi.
2. Leffingwell and Robbinson, Text book of Office Management, Tata McGraw-Hill.
3. Terry, George R, Office Management and Control.
4. Ghosh, Evam Aggarwal, Karyalaya Prabandh, Sultan Chand & Sons.
5. Duggal, B., Office Management and Commercial Correspondence, Kitab Mahal.

SEMESTER-V

SEMESTER-V			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-DSE-T-01A OR UG BCOM-G-DSE-T-01B	BUSINESS COMMUNICATION AND ENTREPRENEURSHIP DEVELOPMENT CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY OF BUSINESS	L-5 + T-1=6	6
UG BCOM-G-DSE-T-02A OR UG BCOM-G-DSE-T-02B	ACCOUNTING FOR LOCAL BODIES INTERNATIONAL BUSINESS	L-5 + T-1=6	6
UG BCOM-G-GE-T-01	BUSINESS MATHEMATICS AND STATISTICS	L-5 + T-1=6	6
UG BCOM-G-SEC-T-03A OR UG BCOM-G-SEC-T-03B	CORPORATE ACCOUNTING AND FINANCIAL MANAGEMENT RURAL MARKETING AND SERVICES MARKETING	L-2=2	2
Total	4 courses	Total-20	20

B.COM. (GENERAL)**SEMESTER-V****Course Code: UG BCOM-G-DSE-T-01A****Course Title: BUSINESS COMMUNICATION AND ENTREPRENEURSHIP
DEVELOPMENT****Discipline Specific Course; Credit-6; Full Marks-75****Module I****BUSINESS COMMUNICATION****COURSE OBJECTIVE:**

The objective is to equip students to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

COURSE CONTENTS:

- 1. Business Communication:** Introduction, Definition, Objectives, Importance, Elements, Types of Communication – Formal and informal, Level of Analysis of Business Communication, Principles of Effective Communication.
- Significance of Communication, Business Productivity, Inter Group and Intra-Group Conflict, Conflict Resolution and Group Cohesiveness.
- 3. Management Information System (MIS):** Definition, Elements, Need, Function, Use of IT in MIS (Conceptual), Role of MIS in Decision Making, Decision Support System (DSS).
- 4. Tools of Communication:** Emergence of Communication Technology, Modern forms of Communication, Fax, E-Mail, and Video Conferencing.
- 5. Practice in Effective Communication:** Drafting Notice, Circular, Minute, Resolution, Report, CV writing, Business Letter Writing, Office Letter, Status Enquiry, Quotation Order Confirmation, Execution, Refusal and Cancellation of Order, Recommendation, Credit Collection, Claim, Bank Loan.

Module II

ENTREPRENEURSHIP DEVELOPMENT

COURSE OBJECTIVE:

The objective is to orient the learner toward entrepreneurship as a career option and creative thinking and behaviour.

COURSE CONTENTS:

1. **Introduction:** Meaning and Concept of Entrepreneurship, Elements, Determinants and Importance of Entrepreneurship, Role and Creativity, Characteristics, Function and Qualities of Entrepreneur.
2. **Entrepreneurship Roles in Different Business Environment:** Small, Micro & Medium Business Enterprises, Family Venture, Corporate Entrepreneurship, Role of Government as Entrepreneur.
3. **Entrepreneur and Law:** Legal protection of innovations-Patents, Trademarks and Copyrights-Intellectual Property Right.
4. **Financing of New Ventures:** Methods of Financing Equity Financing, Venture Capital Debt Financing and Governmental Grants.
5. **Project Planning and Feasibility Studies:** Methods of preparation of Project Plans and conducting Feasibility Studies.

Suggested Readings:

1. Drucker, P.F., Management: Tasks, Responsibilities & Practices.
2. Holt, D.H., Entrepreneurship: New Venture Creation.
3. Koontz and O'Donnell, Essentials of Management.
4. Irwin, R.D., Principles of Management.
5. Madhukar, R.K., Business Communication.
6. Chopra, R.K., Business Correspondence.

B.COM. (GENERAL)
SEMESTER-V
Course Code: UG BCOM-G-DSE-T-01B
Course Title: CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY OF
BUSINESS
Discipline Specific Course; Credit-6; Full Marks-75

COURSE OBJECTIVE:

The objective is to provide an overview of the principles of Corporate Governance and Corporate Social Responsibility.

COURSE CONTENTS:

1. Conceptual Framework of Corporate Governance: Meaning; theories and models of corporate governance.

2. Corporate Governance Framework in India: Corporate boards and its powers, responsibilities, disqualifications; board committees and their functions- remuneration committee, nomination committee, compliance committee, shareholders grievance committee, investors relation committee, investment committee, risk management committee, and audit committee; regulatory framework of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act, 2013.

3. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures.

4. Whistle-blowing and Corporate Governance: The Concept of whistle-blowing; types of whistle blowers; whistle-blower policy; the whistle-blower legislation across countries; developments in India.

5. Corporate Social Responsibility (CSR)

Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR.

Suggested Readings:

1. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi.
2. M.C. Kuchhal, Modern Indian Company Law, Shri Mahaveer Book Depot (Publishers). (Relevant Chapters)
3. K.V.Bhanumurthy and Usha Krishna, Politics, Ethics and Social Responsibility of Business, Pearson Education.
4. Erik Banks, Corporate Governance: Financial Responsibility, Controls and Ethics, Palgrave Macmillan.
5. N Balasubramanian, A Casebook on Corporate Governance and Stewardship, McGraw Hill Education.
6. B.N. Ghosh, Business Ethics and Corporate Governance, McGraw Hill Education.
7. S K Mandal, Ethics in Business and Corporate Governance, McGraw Hill Education.

8. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice (Indian Edition)*, Oxford University Press.
9. Christine Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press
10. Sharma, J.P., *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd, New Delhi.
11. Blowfield, Michael, and Alan Murray, *Corporate Responsibility*, Oxford University Press.
12. Francesco Perrini, Stefano, and Antonio Tencati, *Developing Corporate Social Responsibility- A European Perspective*, Edward Elgar.
13. Sharma, J.P., *Corporate Governance and Social Responsibility of Business*, Ane Books Pvt. Ltd, New Delhi.

B.COM. (GENERAL)
SEMESTER-V
Course Code: UG BCOM-G-DSE-T-02A
Course Title: ACCOUNTING FOR LOCAL BODIES
Discipline Specific Course; Credit-6; Full Marks-75

COURSE OBJECTIVE:

Accounting for Local Body is an emerging area. The objective of the course is to provide concepts, principles and application of Local Body's accounting, which the students of affiliated colleges of this University, having rural hinterland, should know.

COURSE CONTENTS:

1. Introduction: Concept of local bodies; Salient features of 73rd Amendment of the Constitution in 1992, Article 243J- Audit of Accounts.

2. Provisions related to Accounts in the West Bengal Panchayat Act, 1973: Some important provisions of – (a) West Bengal Panchayat (Zilla Parishad and Panchayat Samiti) Accounts and Finance Rules 2003, (b) West Bengal Panchayat (Gram Panchayat Accounts, Audit and Budget) Rules 2007.

3. Financial Statements of Municipalities: Balance Sheet, Income & Expenditure Account, Statement of Cash Flows, Receipts and Payments Account, and Notes to Accounts (Refer National Municipal Accounts Manual, 2004);

Important contents of the Accounting Manual for Urban Local Bodies, 2006, of the Govt. of West Bengal: **Part 1:** Introduction to Double Entry Accrual- based Accounting Para 4- New Accounting System (i.e. double entry accrual system of accounting); Para 6- Accounting Documents; Para 7- Financial Statements; Para 9- Fundamental Accounting Assumptions. **Part 5:** Forms and Formats.

4. Accounting Standards: Overview of Accounting Standards for Local Bodies issued by the Institute of Chartered Accountants of India.

5. Financial Statements of PRIs (Panchayat Raj Institutions) and Municipalities: problem solutions; Software for Preparation of Financial Statements.

Note- Evaluation of Answer Scripts is to be made by internal teachers of concerned college.

Suggested Readings:

1. Constitution of India.
2. West Bengal Panchayat Act, 1973.
3. West Bengal Panchayat (Zilla Parishad and Panchayat Samiti) Accounts and Finance Rules 2003.
4. West Bengal Panchayat (Gram Panchayat Accounts, Audit and Budget) Rules 2007.
5. National Municipal Accounts Manual, 2004.
6. Accounting Manual for Urban Local Bodies, 2006, of the Govt. of West Bengal.
7. Accounting Standards for Local Bodies issued by the Institute of Chartered Accountants of India.

B.COM. (GENERAL)
SEMESTER-V
Course Code: UG BCOM-G-DSE-T-02B
Course Title: INTERNATIONAL BUSINESS
Discipline Specific Course; Credit-6; Full Marks-75

COURSE OBJECTIVES:

The objective of the course is to familiarise the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

COURSE CONTENTS:

1. (a) Introduction to International Business: Globalisation and its importance in world economy; Impact of globalization; International business vs. domestic business: Complexities of international business; Modes of entry into international business.

(b) International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments.

2. (a) Theories of International Trade: An overview (Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments - tariff and non-tariff measures – difference in Impact on trade, types of tariff and non-tariff barriers (Subsidy, Quota and Embargo in detail) ; Balance of payment account and its components.

(b) International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD; Commodity and other trading agreements (OPEC).

3. (a) Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia (NAFTA, EU, ASEAN and SAARC).

(b) International Financial Environment: International financial system and institutions (IMF and World Bank: Objectives and Functions); Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective.

4. (a) Organisational structure for international business operations; International business negotiations.

(b) Developments and Issues in International Business: Outsourcing and its potentials for India; Role of IT in international business; International business and ecological considerations.

5. (a) Foreign Trade Promotion Measures and Organizations in India; Special Economic Zones (SEZs) and Export Oriented Units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.

(b) Financing of foreign trade and payment terms: Sources of trade finance (Banks, factoring, forfaiting, Banker's Acceptance and Corporate Guarantee) and forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account).

Suggested Readings:

1. Charles W.L. Hill and Arun Kumar Jain, International Business. New Delhi: McGraw Hill Education.
2. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education.
3. Debra Johnson and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Routledge.
4. Sumati Varma, International Business, Pearson Education.
5. Cherunilam, Francis. International Business: Text and Cases. PHI Learning.
6. Michael R. Czinkota. et al. International Business. Fortforth: The Dryden Press.
7. Bennett, Roger. International Business, Pearson Education.
8. Peng and Srivastav, Global Business, Cengage Learning.

B.COM. (GENERAL)
SEMESTER-V
Course Code: UG BCOM-G-GE-T-01
Course Title: BUSINESS MATHEMATICS AND STATISTICS
Generic Course; Credit-6; Full Marks-75

Module I
BUSINESS MATHEMATICS

COURSE OBJECTIVE:

The objective of this course is to familiarize the students with the basic mathematical tools with an emphasis on applications to business and economic situations.

COURSE CONTENTS:

1. (A) **Logarithm:** Meaning of Logarithm, General properties of Logarithm, Common Problems.
 (B) **Laws of Indices.**
2. (A) **A.P. Series:** Definition, Common difference, General term, A.M., Sum of first n terms of an A.P., Sum of an infinite A.P. Series.
 (B) **G.P. Series:** Definition, Common ratio, General term, G.M., Sum of first n terms of a G.P., Sum of an infinite G.P. Series.
 (C) **Compound Interest & Annuities:** Different types of interest rates; Concept of Present Value and amount of sum; Types of annuities; Present value and amount of an annuity; including the case of continuous compounding; Valuation of simple loans and debentures; Problems relating to sinking funds.
3. **Functions, Limit, Continuity and Differentiation** – Simple Problem (Without *trigonometric application*)

Module II
STATISTICS

COURSE OBJECTIVE:

The objective of this course is to familiarize the students with the basic statistical tools with an emphasis on applications to business and economic situations.

COURSE CONTENTS:

1. **Statistical Data and Descriptive Statistics**
 (A) **Statistical Data:** Data and different types of data; Summarization of statistical data – different types frequency distributions, their construction and their different properties.
 (B) **Diagrammatic representation:** Histogram, Frequency Polygon, Ogive, Pie chart, Line and Bar diagram.
 (C) **Different Measures of Central Tendency:** Arithmetic Mean, Geometric Mean and Harmonic Mean, Median, Mode and Quartiles.
 (D) **Different Measures of Dispersion:** Common measures of dispersion – range, quartile deviation, mean deviation and standard deviation; Measures of relative dispersion.
2. **Simple Correlation and Regression Analysis**
 (A) **Correlation Analysis:** Scatter diagram; Pearson's co-efficient of correlation; Rank Correlation.

- (B) **Regression Analysis:** Regression equations and estimation [Elementary level].
3. **Index Numbers:** Meaning and uses of index numbers; Construction of index numbers: fixed and chain base, Problems relating to construction of index numbers, Construction of consumer price indices.

Suggested Readings:

1. Dey, S. N., Business Mathematics and Statistics, ChhayaPrakashani.
2. Chakrabarti, J. Business Mathematics and Statistics, Dey Book Concern.
3. Francis, A., Business Mathematics and Statistics, Thomson Learning.
4. Das, N. G., Business mathematics and Statistics, McGraw-Hill Education Ltd.
5. Ghosh, R. K. and Saha, S., Business mathematics and Statistics, New Central Book Agency (P) Ltd.

**B.COM. (GENERAL)
SEMESTER-V**

Course Code: UG BCOM-G-SEC-T-03A

**Course Title: CORPORATE ACCOUNTING AND FINANCIAL MANAGEMENT
Skill Enhancement Course; Credit-2; Full Marks-50**

COURSE OBJECTIVE:

The objective is to help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the corporate financial statements.

COURSE CONTENTS:

- 1. Introduction to Company Accounts:** Meaning of Company and its Classification; Books of Accounts; Maintenance of Books of Accounts; Financial Year; Financial Statements – Meaning, Forms & Contents; Concept of True and Fair View, Authentication of Financial Statements; Filing of Financial Statements.
- 2. Final Accounts of Companies:** Preparation of Statement of Profit & Loss and Balance Sheet as per Schedule III to the Companies Act, 2013.
- 3. Accounting for Shares and Debentures of Company:** Kinds of Share Capital; Issue, Forfeiture, Reissue of Shares; Right Shares and Bonus Shares; Issue of Debentures, Underwriting of Shares and Debentures; Redemption of Preference Shares.
- 4. Sources of Finance and Cost of Capital:** Different sources of finance - long term and short term sources. Cost of capital- concept, relevance of cost of capital, specific costs and weighted average cost, rationale of after tax weighted average cost of capital, marginal cost of capital.
- 5. Working Capital and Its Management:** Meaning, concept, composition, nature, types of working capital, Determining factors of working capital, Working Capital Cycle, Estimation of working capital requirements (excluding problems on extra shift working capital and working capital policy). Working Capital Management– Importance of working capital management, Working capital financing – Long-term, medium and short-term.
- 6. Cash Flow Statement:** Meaning, Objectives, Importance and Limitations of cash flow statement – Fund flow statement vs. Cash flow statement – Various sources and uses of cash – Preparation of cash flow statement.
- 7. Valuation:** Valuation of Goodwill and Shares (Simple Problem).

Suggested Readings:

1. Gupta, R.L. and M. Radhaswamy, “Advanced Accountancy”, Vol-II, Sultan Chand and Sons, New Delhi.
2. Maheshwari, S.N. and S. K. Maheshwari, “Corporate Accounting”, Vikas Publishing House, New Delhi.
3. Jain, S.P. and K.L. Narang, “Corporate Accounting”, Kalyani Publishers, New Delhi.
4. Shukla, M.C., T.S. Grewal, and S.C. Gupta, “Advanced Accounts”, Vol-II, S. Chand & Co., New Delhi.

5. Monga, J.R., ‘‘Fundamentals of Corporate Accounting’’, Mayur Paper Backs, NewDelhi.
6. ‘‘Compendium of Statements and Standards of Accounting’’, The Institute of Chartered Accountants of India, New Delhi.
7. ‘‘Financial Statements Presentation under Companies Act, 2013: Practitioner’s Perspective’’, The Institute of Chartered Accountants of India, New Delhi.
8. Dr. S.N.Maheswari and S.N. Mittal: Management Accounting – Shree MahavirBook Depot., New Delhi.
9. Khan, M.Y. and Jain, P.K., Financial Management: Text, Problems and Cases, Tata McGraw Hill Publishing Co., Ltd. New Delhi.
10. Pandey, I.M., Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.
11. B. Banerjee., Financial Management, PHI, New Delhi.

**B.COM. (GENERAL)
SEMESTER-V**

Course Code: UG BCOM-G-SEC-T-03B

Course Title: RURAL MARKETING AND SERVICES MARKETING

Skill Enhancement Course; Credit-2; Full Marks-50

COURSE OBJECTIVE:

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of rural and service marketing.

COURSE CONTENTS:

1. Introduction to Rural Marketing

Nature, Concept and scope; Importance of rural marketing, evolution or phases of rural marketing, rural vs. urban marketing; understanding rural marketing environment and its impact on marketing operations, Rural marketing in the Indian context.

2. Rural Consumer and Environment

Characteristics of rural buyer; attitude and behaviour of rural buyer; factors influencing rural buying behaviour; buying pattern of rural consumers; rural marketing strategies – segmentation (importance, bases of segmentation), product planning, quality strategy, packaging strategy, branding strategy, pricing strategy, promotion strategy (factors for selecting media) and logistics in rural market (problems and distribution channels used).

3. Marketing and Agricultural Inputs

Basic idea of agricultural inputs; co-operative marketing; public distribution system; agricultural marketing in India – problems & prospects, Case study of ITC E-Choupal, HUL Project Shakti, Initiatives of Coke to tap BOP, DCM – Shriram Hariyali Kissan Bazaar.

4. Introduction to Service Marketing

Services –nature, characteristics, types; reasons for growth – Indian scenario.

5. Services Marketing Management

Service marketing mix: Elements - Product (definition, product item, product line, product mix, brand, brand, new service development – types of new service, sources of new service ideas, new service development stages); Price (terms used for pricing services, different pricing methods); Place (forms of channels for different types of services, managing channels – intensity, major intermediaries for service delivery– franchises, electronics, agents/brokers); Promotion (promotion mix – advertising media, personal selling, sales promotion, public relations).

6. Service Marketing in Non-Profit and Profit Organizations

Tourism & Travels; transportation & logistics; financial services; information technology & communication services; media services; health care services; professional services, educational services.

Suggested Readings:

1. Krishnamacharyu & Ramakrishnan, Rural Marketing: Text & Cases, Person Education.
2. Gopaldaswamy, T.P, Rural Marketing, Wheeler Publishers, New Delhi.

3. Rajagopal, Managing Rural Business, Wheeler Publishers, New Delhi.
4. Venugopal & Raghu, Services Marketing, Himalaya Publishing Ltd.
5. Ravi Shankar, Services Marketing: The Indian Perspective, Excel Books.
6. Rampal & Gupta, Service Marketing, Concepts, Applications & Cases, Galgolia Publishing Co.
7. Apte, Govind, Services Marketing, Oxford Uniford Press.
8. Bradley, Marketing Research Tools & Techniques, Oxford University Press.

SEMESTER-VI

SEMESTER-VI			
Course Code	Course Title	Course wise Class	Credit
UG BCOM-G-DSE-T-03A OR UG BCOM-G-DSE-T-03B	MANAGEMENT ACCOUNTING ADVERTISING	L-5+ T-1=6	6
UG BCOM-G-DSE-T-04A OR UG BCOM-G-DSE-T-04B	INDIAN FINANCIAL SYSTEM BANKING AND INSURANCE	L-5+ T-1=6	6
UG BCOM-G-GE-T-02	INDIAN ECONOMICS	L-5+ T-1=6	6
UG BCOM-G-SEC-T-04A OR UG BCOM-G-SEC-T-04B	PROJECT WORK AUDITING	L-2=2	2
Total	4 courses	Total- 20	20

B.COM. (GENERAL)**SEMESTER-VI****Course Code: UG BCOM-G-DSE-T-03A****Course Title: MANAGEMENT ACCOUNTING****Discipline Specific Course; Credit-6; Full Marks-75****COURSE OBJECTIVE:**

The objective is to provide knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

COURSE CONTENTS:

1. Introduction: Meaning, Objectives, Nature and Scope of management accounting, differences among Cost Accounting, Financial Accounting and Management Accounting, Concept of cost control, cost reduction and cost management.

2. Budget and Budgetary Control: Concept of budget and budgetary control. Principal Budget Factors, Budget Committee, Budget Manual; Preparation of Functional budgets (Sales, Purchase, Production, etc.), cash budget, fixed and flexible budgets; Concept of Master Budget and Zero base budgeting.

3. Standard Costing: Meaning of standard cost and standard costing. Steps involved in standard costing, Advantages and Limitations of Standard Costing. Types and Meaning of different cost variances, Determination of material and labour cost variances.

4. Cost Volume Profit Analysis and Marginal Costing: Meaning and assumption of Cost-Volume-Profit Analysis; Break Even Chart- Break Even Point, Margin of Safety, Angle of Incidence; Profit graph.

Concepts of Marginal Cost, Marginal Costing & Contribution; Limitations of Marginal Costing, Distinction between Absorption Costing & Marginal Costing, Marginal Cost Equation and Techniques of Marginal Costing.

5. (a) Ratio Analysis: Accounting Ratios – Meaning, objectives, uses, advantages and limitations; Classification and determination of accounting ratios—liquidity, solvency, activity, profitability, capital structure, managerial efficiency; Preparation of financial statement and statement of proprietor's fund from relevant ratios.

(b) Common Size Statements: Meaning, Objectives and Preparation of Common Size Statements.

Suggested Readings:

1. B. Banerjee – Cost Accounting (PHI).
2. Horngren, Foster, Datar - Cost Accounting – A Managerial Emphasis, (Pearson).
3. A.K.Bhattacharya, Principles and Practice of Cost Accounting, PHI Learning Pvt. Ltd.
4. Ravi M. Kishore - Cost & Management Accounting, (Taxman).
5. M.Y.Khan & P.K.Jain - Management Accounting, (TMH).
6. Colin Drury – Management & Cost Accounting (Chapman & Hall).
7. Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schwartzberg: Introduction to Management Accounting – Pearson Education.
8. Dr. S.N. Maheswari and S.N. Mittal: Management Accounting – Shree Mahavir Book Depot., New Delhi.

B.COM. (GENERAL)**SEMESTER-VI****Course Code: UG BCOM-G-DSE-T-03B****Course Title: ADVERTISING****Discipline Specific Course; Credit-6; Full Marks-75****COURSE OBJECTIVE:**

The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

COURSE CONTENTS:**1. Introduction:**

Communication Process; Advertising as a tool of communication; Meaning, nature and importance of advertising; Types of advertising; Advertising objectives. Audience analysis; Setting of advertising budget: Determinants and major methods.

2. Media Decisions:

Major media types - their characteristics, internet as an advertising media, merits and demerits; Factors influencing media choice; media selection, media scheduling, Advertising through the Internet-media devices.

3. Message Development:

Advertising appeals, Advertising copy and elements, Preparing ads for different media.

4. Measuring Advertising Effectiveness:

Evaluating communication and sales effects; Pre-testing and Post-testing techniques.

5. (a) Advertising Agency: Role, types and selection of advertising agency.

(b) Social, ethical and legal aspects of advertising in India.

Suggested Readings:

1. George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education.
2. S. Watson Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing, Dryden Press.
3. Burnett, Wells, and Moriarty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
4. Batra, Myers and Aaker, Advertising Management, PHI Learning.
5. Terence A. Shimp, Advertising and Promotion: An IMC Approach, Cengage Learning.
6. Sharma, Kavita, Advertising: Planning and Decision Making, Taxmann Publications.
7. Jaishree Jethwaney and Shruti Jain, Advertising Management, Oxford University Press, 2012.
8. Chunawala and Sethia, Advertising, Himalaya Publishing House.
9. Ruchi Gupta, Advertising, S. Chand & Co.
10. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.

B.COM. (GENERAL)
SEMESTER-VI
Course Code: UG BCOM-G-DSE-T-04A
Course Title: INDIAN FINANCIAL SYSTEM
Discipline Specific Course; Credit-6; Full Marks-75

Module-I
INDIAN FINANCIAL SYSTEM

COURSE OBJECTIVE:

The objective is to provide the students a basic knowledge of components and structure of Indian Financial System.

COURSE CONTENTS:

- 1. Financial System-** Meaning, Components; Structure of Indian Financial System.
- 2. Reserve Bank of India-**
 - (a) Organisation, Management, Functions- Credit Creation and Control.
 - (b) Monetary Policy- Objective, Different ways of RBI, Impediments to the effectiveness of monetary policy.
- 3. Development Banks-** Concepts, Objectives & Functions of National & State Level Development Banks (IFCI, IDBI, ICICI, NABARD, SIDCs).
- 4. Insurance Sector** (Life & General) Objectives and Functions; Public & Private players.
- 5. Regulatory Bodies-** Fundamental ideas about various regulatory bodies like- SEBI, RBI, IRDA.

Module-II
MARKET OPERATION

COURSE OBJECTIVE:

The objective is to provide the students a basic knowledge of Indian Financial Markets & Institutions and to familiarise them with major financial services in India.

COURSE CONTENTS:

- 1. Introduction-** An Overview of Financial Market in India- New Financial Instrument: Commercial Paper, Treasury Bill, Certificate of Deposit- Concepts, features and advantages.
- 2. Money Market-** Concept, Structure of Indian Money Market, Basic idea of its different components.
- 3. Capital Market-** Primary Market and Secondary Market- Concept & Interrelation, Function and role of Stock Exchange (Including the basic ideas of types of stock market, Operation and Trading Mechanism of Stock Market) Credit Rating: Meaning, Rating Methodology, Rating symbols by different Rating Agencies.
- 4. Depository Services** –Role and Function of Depository Services, Advantages, NSDL and CDSL.

Suggested Readings:

1. Indian Financial System and Financial Market operation: Sushil Mukherjee.
2. Indian Financial System: Theory and Practice: MY Khan.

3. Indian Financial System; 4th Edition: H R Machiraju.
4. Indian Financial System & Financial Market Operations: Anupam Karmakar.
5. Bhartiya Aarthik Byabasthya ebong Aarthik Bajarer Karjabali: Sushil Mukherjee.
6. Bhartiya Aarthik Byabasthya ebong Aarthik Bajarer Karjabali: Nayak, Sana.
7. Perspectives on Financial Services, Allied Publishers: Subhamoy Das.
8. Indian Financial Systems and Markets, McGraw Hill: Siddhartha Saha.

B.COM. (GENERAL)
SEMESTER-VI
Course Code: UG BCOM-G-DSE-T-04B
Course Title: BANKING AND INSURANCE
Discipline Specific Course; Credit-6; Full Marks-75

COURSE OBJECTIVE:

The objective is to impart knowledge about the basic principles of the banking and insurance.

COURSE CONTENTS:

1. Introduction

Origin of banking: Definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin and growth of commercial banks in India. Financial Services offered by banks, changing role of commercial banks, types of banks.

2. Cheques and Paying Banker

Crossing and endorsement - meaning, definitions, types and rules of crossing. Duties, Statutory protection in due course, collecting bankers: duties, statutory protection for holder in due course, Concept of negligence.

3. Banking Lending

Principles of sound lending, Secured vs. unsecured advances, Types of advances, Advances against various securities.

4. Internet Banking

Meaning, Benefits, Home banking, Mobile banking, Virtual banking, E-payments, ATM Card/Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash.

5. Insurance

Basic concept of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Indemnity, Economic function, Proximate cause, Subrogation and contribution, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Need for coordination. Power, functions and Role of IRDA, Online Insurance.

Suggested readings:

1. Agarwal, O.P., Banking and Insurance, Himalaya Publishing House.
2. Satyadevi, C., Financial Services Banking and Insurance, S. Chand.
3. Suneja, H.R., Practical and Law of Banking, Himalaya Publishing House.
4. Chabra, T.N., Elements of Banking Law, Dhanpat Rai and Sons.
5. Arthur, C. and C. William Jr., Risk Management and Insurance, McGraw Hill.
6. Saxena, G.S., Legal Aspects of Banking Operations, Sultan Chand and Sons.
7. Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons.
8. Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning.

B.COM. (GENERAL)
SEMESTER-VI
Course Code: UG BCOM-G-GE-T-02
Course Title: INDIAN ECONOMICS
Generic Course; Credit-6; Full Marks-75

COURSE OBJECTIVE:

This course seeks to enable the student to grasp the major economic problems in India and their solution.

COURSE CONTENTS:

1. Basic Issues of Economic Development: Concept and Measures of Development and Underdevelopment; Human Development Index; Human Capital-Meaning and Importance.

2. Basic Issues of Indian Economy: Features of Indian Economy; Sectoral distribution of National Income; Structural Change in Indian Economy; Problem of Poverty, Poverty alleviation measures; Problem of Unemployment and the policy measures; Population Growth and Economic Development.

3. Agricultural Sector: Problems of Indian agriculture; Land Reforms; Green Revolution and its impact; Problems of Rural Credit and Marketing; Co-operative Farming.

4. Industrial Sector: Industrial Labour; Industrial Sickness; Small Scale and Cottage Industry; Industrial Policy-Role of Public Sector; Its performance and issue of Disinvestment-Privatisation.

5. External Sector: Foreign Capital: Components; Need of Foreign Capital; Policy towards Foreign Capital; Foreign Investment since 1991; Globalisation- Meaning and Impact; International Institutions-WTO, World Bank, IMF.

Suggested Readings:

1. A. N. Agrawal, Indian Economy.
2. Dutt & Sundaram, Indian Economy.
3. Mishra & Puri, Indian Economy.
4. Uma Kapila, Indian Economy.
5. Ajay Kumar Nandi, Adhunik Bharatiya Arthanitir Ruprekha (Bengali).
6. Swapan Kumar Ray & Joydeb Sarkhel, Bharater Arthaniti (Bengali).
7. Jaydeb Sarkhel, Sekh Selim & Anindyo Bhukto, Economic Development- Institutions, Theory and Application.
8. Jaydeb Sarkhel, Sekh Selim & Anindyo Bhukto, Arthanoitik Unnoyan- Pratisthan, Tattwo O Prayog (Bengali).

B.COM. (GENERAL)
SEMESTER-VI
Course Code: UG BCOM-G-SEC-T-04A
Course Title: PROJECT WORK

Skill Enhancement Course; Credit-2; Full Marks-50

COURSE OBJECTIVE:

The course is aimed to enable the students to collect, analyze, present and interpret data.

COURSE CONTENTS:

For Project Work: Each student is required to conduct a study on a topic involving any business, social, economic or other relevant issue under the supervision of a faculty member assigned by the college/institution and to submit his/ her project report. Each student is also required to make a presentation on the submitted project report and face a viva voce by a board of examiners.

Examples of a few broad areas of Project: (List is indicative, not exhaustive)

- Accounting and Finance of Local Bodies.
- Any topic concerning local economic /entrepreneurial issues / new business proposal.
- Agro based industry / cottage industry.
- Commercial Crops including Horticulture & Sericulture.
- Micro-finance/ Financial Inclusion.
- Micro-insurance.
- Small Savings.
- Rural and Agricultural Banking.
- Preservation & Storage of Agricultural Products.
- Eco-tourism.
- Hotels, Restaurants, Eateries.
- Digital Service Providers- Photocopy, Mobile, Internet, Cable etc.
- Medical Service Providers.
- Educational Service Providers.
- Construction industry.
- Small Traders/ Street Vendors/ Hawkers including Railway Hawkers.
- Rural and Agricultural workers.
- Role of Micro Small and Medium Enterprises.
- Accounting Standards for Local Bodies.
- IFRS for SMEs.
- Indian Accounting Standards(Rule of 2006, as amended in 2016).
- Schedule III of Companies Act, 2013.
- Auditing Standards.
- E-Commerce & M-commerce.
- Credit Rating / Risk Management.
- Frauds/ White Collar Frauds.
- Subprime Meltdown and its after effect with case study from Indian Industry.
- Carbon Credit.
- Goods and Services Tax (GST)/Value Added Tax (VAT).
- Public Sector Undertakings and Indian Economic Development.
- Corporate Social Responsibilities.
- Corporate Governance.
- Financial Sector Reforms.
- On-line Banking.

- NPA Management.
- Business Process Outsourcing.
- Capital Market.
- Environmental Accounting/ Environmental Management.
- Financial Statement Analysis / Performance Analysis.
- Working Capital Management.
- Mergers & Acquisitions.
- Study on Aviation Sector in India.
- Venture Capital.
- Equity Linked Savings Scheme.
- Insurance Industry in India.
- Analysis of Mutual Funds.
- Commercialization of Sports in India.
- Marketing Strategy of products.
- Marketing and Promotional Strategies.
- Market Research.
- Brand Repositioning.
- Customer Relationship Management.
- Sales & Distribution Management.
- Customer Awareness.
- Industrial Marketing Vs. Consumer.
- Study of Consumer Behaviour.
- Packaging of Products.
- After Sales Service and Customer Satisfaction.
- Effectiveness of Advertising.
- Direct Marketing & Networking.
- Digital Commerce.

Guidelines for Project Writing:

Each of the students has to undertake a Project individually under the supervision of a teacher and to submit the same following the guidelines stated below.

- Language of Project Report and Viva-Voce Examination may be English or Bengali. The Project Report must be typed and spirally bounded.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work is to be done by **internal examiner(s)**.
- Division of Marks for this Paper:
 - a) **Project Report and Presentation (30 marks)**
 - Chapter 1: Introduction – 5 marks
 - Chapter 2: Conceptual Framework/ National/International Scenario – 10 marks
 - Chapter 3: Presentation, Analysis & Findings -- 10 marks
 - Chapter 4: Conclusion & Recommendations -- 5 marks
 - b) **Viva-Voce (10 marks)**
 - c) **Internal (10 marks)**

B.COM. (GENERAL)
SEMESTER-VI
Course Code: UG BCOM-G-SEC-T-04B
Course Title: AUDITING

Skill Enhancement Course; Credit-2; Full Marks-50

COURSE OBJECTIVE:

The objective is to provide knowledge of auditing principles, procedures and techniques as well as relevant legal requirements and professional standards.

COURSE CONTENTS:

1. Introduction: Definition of Auditing, Standards on Auditing (Preliminary idea only), Objectives of Audit, Basic Principles Governing an Audit, Scope of Audit, Inherent limitations of Audit, Different types of Audit, Auditing and Investigation. Basic Concepts in Auditing - Auditor's Independence, Advantages of an independent Audit, Audit Evidence, Concept of Materiality, Concept of True and Fair.

2. Preparation for an Audit: Auditor's Engagement, Audit Process, Audit Techniques, Audit Planning, Audit Programme, Continuous and Final Audit, Audit Planning and Materiality, Audit Working Papers, Quality Control for Audit Work, Elements of Statistical Sampling, Audit Risk, Surprise Checks, Obtaining Certificate from Management.

3. Internal Control, Internal Check and Internal Audit: Concept of Internal Control, Internal Control and Management, Internal Control and the Auditor, Testing of Internal Control, Examination in Depth, Internal Check, Internal check and Auditor, Internal Audit, Relationship between the Statutory and the Internal Auditors, Internal Financial Control.

4. Vouching: Concept of Vouching; Vouching of- Cash Transactions, Payments, Receipts, Trading Transactions, Purchases, Sales.

5. Verification- Bank Balance and Cash-in-Hand, Other Assets; Verification of Liabilities.

Suggested Readings:

1. Gupta, K. Contemporary Auditing, Tata McGraw Hill.
2. Ghatalia, S. V., Spicer and Pegler's Practical Auditing (by Bigg, Walter W.), 5th Indian Edition, Allied Publishers Pvt. Ltd.
3. Basu, S. K., Nirikshar Tattwa-o- Koushal (Bengali), Pearson.
4. Bhattacharya, K. and Sheel, K. L., Nireekshashastrer Tatwa O Prayog, Rabindra Library.
5. Tandon, B.N., Principles of Auditing, S. Chand & Co.
6. Tandon, B.N., Sudharsanam, S. and Sundharabahu, S., A Handbook of Practical Auditing, S. Chand & Company.
7. Kundu, J. L., Nirikshashastra, ABS Publishers.
8. Majumder, P., Nirikhasastra, Dove Publishing House.