



**VIKRAM DEB AUTONOMOUS COLLEGE**  
**JEYPORE, KORAPUT, ODISHA**

COURSE OF STUDIES  
OF  
**BACHELOR DEGREE COMMERCE**  
**UNDER CBCS**

Subject: **COMMERCE**

**WITH AFFECT FROM 21-22 ADMISSION BATCH**

Published by

**VIKRAM DEB AUTONOMOUS COLLEGE**  
**JEYPORE, KORAPUT, ODISHA**  
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## **COURSE STRUCTURE**

### **First Semester**

<b><u>Course Opted</u></b>	<b><u>Course Name</u></b>	<b><u>Credits</u></b>	<b><u>Marks</u></b>
1.1 Environmental Science	AECC -1	4	100
1.2 Financial Accounting	CORE-1	6	100
1.3 Business Law	CORE-2	6	100
1.4 Micro Economics	GE-1	6	100
<b>Total Credit- 22</b>		<b>Total Marks- 400</b>	

### **Second Semester**

<b><u>Course Opted</u></b>	<b><u>Course Name</u></b>	<b><u>Credits</u></b>	<b><u>Marks</u></b>
2.1 Communicative English/MIL	AECC-2	4	100
2.2 Cost Accounting	CORE-3	6	100
2.3 Corporate Law	CORE-4	6	100
2.4 Macro & Indian Economy	GE-2	6	100
<b>Total Credit- 22</b>		<b>Total Marks- 400</b>	

### **Third Semester**

<b><u>Course Opted</u></b>	<b><u>Course Name</u></b>	<b><u>Credits</u></b>	<b><u>Marks</u></b>
3.1 Corporate Accounting	CORE-5	6	100
3.2 Income-tax Law and Practice	CORE-6	6	100
3.3 Management Principles and Application	CORE-7	6	100
3.4 Business Statistics	GE-3	6	100
3.5 Quantitative and Logical Thinking	SEC-1	4	100
<b>Total Credit- 28</b>		<b>Total Marks- 500</b>	

### **Fourth Semester**

<b><u>Course Opted</u></b>	<b><u>Course Name</u></b>	<b><u>Credits</u></b>	<b><u>Marks</u></b>
4.1 GST and Indirect Taxes	CORE-8	6	100
4.2 Fundamentals of Data Management	CORE-9 (Th-60+15 / Pr-25=100)	6	100
4.3 Management Accounting	CORE-10	6	100
4.4 Principles of Marketing	GE-4	6	100
4.5 Communicative English	SEC-2	4	100
<b>Total Credit- 28</b>		<b>Total Marks- 500</b>	

**Fifth Semester**

<b><u>Course Opted</u></b>	<b><u>Course Name</u></b>	<b><u>Credits</u></b>	<b><u>Marks</u></b>
5.1 Computerized Accounting & E-filing of Tax Returns	CORE-11 (Th-60+15 / Pr-25=100)	6	100
5.2 Fundamentals of Financial Management	CORE-12	6	100
5.3 Elective I (Any <i>one</i> of the following)	DSE-1	6	100
<b>A.</b> Financial Accounting and Finance Markets, Institutions & Services <b>B.</b> Banking and Insurance Indian Banking and Insurance System <b>C.</b> Management Human Resource Management			
5.4 Elective II (Any <i>one</i> of the following)	DSE-2	6	100
<b>A.</b> Accounting and Finance Financial Statement Analysis and Reporting <b>B.</b> Banking and Insurance Merchant Banking and Financial Services <b>C.</b> Management International Business			

**Total Credit- 24****Total Marks- 400****Sixth Semester**

<b><u>Course Opted</u></b>	<b><u>Course Name</u></b>	<b><u>Credits</u></b>	<b><u>Marks</u></b>
6.1 Auditing and Corporate Governance	CORE-13	6	100
6.2 Business Mathematics	CORE-14	6	100
6.3 Elective III (Any <i>one</i> of the following)	DSE-3	6	100
<b>A.</b> Accounting and Finance Fundamentals of Corporate Tax Planning <b>B.</b> Banking and Insurance Fundamentals of Investment <b>C.</b> Management Consumer Affairs and Customer Care			
6.4 Business Research Methods and Project work	DSE-4	6	100
End Term Exam = 50 Project = 30 Viva-voce = 20			

**Total Credit- 24****Total Marks- 400****Semester – 1<sup>st</sup> to 6<sup>th</sup> Semester****Total Credit- 148****Total Marks- 2600**

## **COMMERCE**

Core course – 14 papers

Discipline Specific Elective – 4 papers

Generic Elective for non commerce students– 4 papers.

(Universities can exercise option of prescribing 2 GE in which case from the list of GEs given in the syllabus GE1 and GE2 only are to be taken.

Marks per paper - Midterm: 20 marks, End term : 80 marks, Total – 100 marks for papers without practical; For papers with Practicals the mark distribution would be 60+25+15

Credit per paper – 6

Teaching hours per paper – 50 hours + 10 hours tutorial

## **PROGRAM OUTCOME**

- Enables learners to get theoretical and practical exposure in the commerce sector which includes Accounts, Commerce, Marketing, Management, Economics, Environment etc.
- Develops communication skills and build confidence to face the challenges of the corporate world.
- Enhances the capability of decision making at personal and professional levels.
- Makes students industry ready and develop various managerial and accounting skills for better professional opportunities.
- Develops entrepreneurial skills amongst learners.
- Strengthens their capacities in varied areas of commerce and industry aiming towards holistic development of learners.
- Thus, after completing their graduation learners develop a thorough understanding of the fundamentals in Commerce and Finance.

## **PROGRAM SPECIFIC OUTCOME**

- Learners venture into Managerial positions, Accounting areas, Banking Sectors, Auditing, Company Secretary, Teaching, Professor, Stock Agents, Government Employment etc.
- Enables learners to prove themselves in different Professional examinations like CA, CS, CMA, CAT, OPSC, UPSC etc.
- Learners further move towards research in the field of Commerce.
- Enables students to demonstrate Progressive learning of various tax issues and tax forms related to individuals and businessmen and setting up their own business start up.

The vast syllabus covers various fields of commerce and accountancy which helps students grasp practical and theoretical knowledge.

## **(CORE – 1)**

### **FINANCIAL ACCOUNTING**

#### **(CORE – 1) FINANCIAL ACCOUNTING**

The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions. The course structure of this paper would equip the students to get in-depth knowledge of financial accounting along with its practical application thereby giving an opportunity to gain easy access to this competitive business world.

**Objectives:** The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.

#### **Unit - I. (a) Basics of Accounting**

- i. Accounting as the language of business and an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting information, Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis.
- ii. The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures and Accounting Equation.

#### **(b) Accounting Process**

From recording of business transactions to the preparation of trial balance including adjustments: journal, sub-division of journal, ledger accounts, trial balance.

#### **Unit – II: Reporting Standards & Business Income**

1. Concepts of AS, Ind AS (Indian Accounting Standards), IFRS (International Financial Reporting Standards) & XBRL (extensible Business Reporting Language)
2. Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement and revenue recognition.
3. Depreciation Accounting: The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method. Salient features of Accounting Standard 6 (AS- 6) issued by ICAI

#### **Unit – III: Final Accounts**

Capital and revenue expenditures and receipts, Preparation of financial statements of Sole Trade and Partnership Business with adjustments

**Accounting for Partnership Firm:** Accounting of Admission of partner, Retirement and Death of partner and Dissolution of the Partnership Firm Including Insolvency of partners

**Unit – IV:**

- i. Hire Purchase and Instalment Systems and Accounting for Branch & Department
- ii. Concepts of operating and financial lease (theory only)
- iii. Departmental Accounting and Branch Accounting including foreign branch (Theory and Problem)
- iv. Hire purchase and Instalment System

**Learning Outcomes:** The course structure of this paper would equip the students to get in-depth knowledge of financial accounting along with its practical application thereby giving an opportunity to gain easy access to this competitive business world.

**Text Books Recommended**

1. Financial Accounting I and Financial Accounting II: Mukherjee, Oxford University Press

2. Jain, S.P. and K.L. Narang. Financial Accounting, Kalyani Publishers, New Delhi

**Suggested Readings:**

1. Financial Accounting, R.K. Mittal , M.R. Bansal, V.K, Global Publication.

2. Bal Ranjan Kumar, Financial Accounting – S. Chand

3. Text Book of Financial Accounting-Anil Kumar and Mariappa- Himalaya Publishing House

4. Financial Accounting - P. C. Tulsiani, Pearson Publication

5. Anthony, R.N. Hawkins, and Merchant, Accounting: Text and Cases. McGraw-Hill Education.

6. Bansal.K.M- Financial Accounting – Taxman Publication

7. Horngren, Introduction to Financial Accounting, Pearson Education.

8. Maheshwari, S.N. and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.

9. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi

10. N.Godwin and D. Sanyal, Financial ACCT, Cengage Learning

## **(CORE – 2)**

### **BUSINESS LAW**

#### **(CORE – 2) BUSINESS LAW**

The objective of the course is to impart basic knowledge of the important business laws along with relevant case laws. The students would be able to deal with the legal aspect of different business situations.

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

#### **Unit I: The Indian Contract Act, 1872**

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

#### **Unit II: The Sale of Goods Act, 1930**

1. Contract of sale, meaning and difference between sale and agreement to sell
2. Conditions and warranties
3. Transfer of ownership in goods including sale by a non-owner
4. Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer

#### **Consumers Protection Act, 1986 and Right to Information Act**

- a. Objectives and features of Consumers Protection Act
- b. Definitions – Complainant, Complaint, Consumer, Consumer Dispute, Defect, Deficiency, District Forum, Person
- c. Unfair trade practices

Consumer Protection Council (Central, State and District – their constitutions and objectives)

### **Unit III: Partnership Laws**

- A. 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
- B. 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

### **Unit IV: The Negotiable Instruments Act 1881**

- a. Definition, Features, Types, Parties of Negotiable Instruments: Promissory Note, bill of exchange, Cheque (Definition and Types)
- b. Endorsement: Meaning and 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

**Learning Outcomes:** The students would be able to deal with the legal aspect of different business situations.

#### **Text Books Recommended**

1. Business Law, Garg K.C., Saareen, Sharma, Kalyani Publishers
2. Kumar, R. Legal Aspects of Business, Cengage Learning

#### **Suggested Readings:**

1. Arora Sushma – Business Law – Taxmann Publication
2. A Book of Business Laws-Jena B and Mohapatra-Himalaya Publishing House
3. Business Law, Ashok Sharma, V.K. Global Publication.
4. Business Laws: Das & Roy, Oxford University Press
5. Business Law- S K Matta, Geetika Matta, Vrinda Publications (P) Ltd
6. Business Law - Tejpal Singh, Pearson Publication
7. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
8. Tulsian, P.C, Business Law, S.Chand
9. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.



**(Core-3)**

**COST ACCOUNTING**

**(Core-3) COST ACCOUNTING**

To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment. After the completion of this paper, the students will be able to have confidence in managing cost issues and also to keep a check on cost control and taking managerial decisions.

**Objective:** To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment.

**CONTENTS:**

**Unit- 1:**

**Introduction to Cost Accounting:** Meaning, concept, scope, objectives, principles, importance and limitations of cost accounting; Implementation of costing system; Methods & Techniques of costing; Cost concepts and Cost Sheet, Job costing and Batch Costing.

**Unit – II:**

**Accounting for Material:** Concept and technique of accounting for material; Methods of pricing of materials issues – FIFO, LIFO and Average; Treatment of material losses; Techniques of material control – level setting, Economic Ordering Quantity, ABC Analysis, VED Analysis, Perpetual inventory system, & Just-In-Time.

**Unit – III:**

**Accounting for Labour:**

Accounting for labour cost, control procedure, labour turnover, idle time, overtime, Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage plan.

**Accounting for Overheads:**

Classification, Allocation & Apportionment of production overheads; Re-apportionment of Service department overheads; Absorption of overheads, methods of absorption – actual and predetermined rates, blanket and multiple rates, choice of an overhead absorption rate; Administration, selling and distribution overheads; Under absorption and over absorption of overheads.

**Unit – IV:**

**Methods of Costing:** Contract costing: Features and procedure of contract costing,

uncompleted contract profit determination, Escalation clause, cost plus contracts. Process costing: Meaning and characteristics of Process costing, Procedure for process costing, treatment of process losses and wastages.

**Learning Outcome:** After the completion of this paper, the students will be able to have confidence in managing cost issues and also to keep a check on cost control and taking managerial decisions.

**Text Books Recommended**

1. Cost Accounting-Arora MN A- Himalaya Publishing House
2. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi.

**Suggested Reading:**

1. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers, Jalandhar.
2. Cost accounting, S.P. Gupta/ A Sharma- V.K. Global Publishing Pvt. Ltd.
3. Cost & Management Accounting I: Mitra, Oxford University Press.
4. Cost & Management Accounting, Taxmann Publications
5. Colin Drury, Management and Cost Accounting, Cengage Learning
6. Lal, Jawahar. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi.
7. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
8. Lal, Jawahar. Advanced Management Accounting Text and Cases. S. Chand & Co., New Delhi.
9. Cost Accounts - Datar and Rajan, Pearson Publication

## **(Core-4)**

### **CORPORATE LAWS**

**Objectives:** The objective of the course is to impart basic knowledge of the provisions of the Companies Act, 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

### **(Core-4) CORPORATE LAWS**

The objective of the course is to impart basic knowledge of the provisions of the Companies Act, 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed. Students would acquire knowledge about the legal framework and the ways and means to deal with the legal aspect of different situations of corporate sector.

#### **Contents:**

#### **Unit – I: INTRODUCTION TO COMPANY**

Meaning and Definition – Features –, High Lights of Companies Act 2013 - Body Corporate, Kinds of Companies ( Concept, Definition and Features) – One Person Company, Private Company, Public Company, Company limited by Guarantee, Company limited by Shares, Holding Company, Subsidiary Company, Government Company, Associate Company, Small Company, Foreign Company, Listed Company, Dormant company

#### **FORMATION OF A COMPANY**

Steps in formation of a Company, Promotion Stage, Meaning of Promoter, Position of Promoter & Functions of Promoter, Incorporation Stage – Meaning, Contents, Forms of Memorandum of Association & Articles of Association and its alteration, Distinction between Memorandum of Association and Articles of Association, Certificate of Incorporation, Subscription Stage – Meaning & contents of Prospectus, Types, Misstatement in prospectus and its consequences.

#### **Unit - II: COMPANY ADMINISTRATION**

**Director (Concept and Definition),** DIN, Qualification, Disqualification, Appointment, Position, Rights, Duties, Power, Resignation, Liabilities, Removal and Resignation of director, Key Managerial Personnel ( Definition, Appointment and Qualifications) – Managing Director, Whole time Directors, the Companies Secretary, Chief Financial Officer, Resident Director, Independent Director, Women director.

#### **Unit - III: SHARE CAPITAL & DEBENTURE**

**Share and Share Capital** - Types and Definition, Allotment and Forfeiture, Calls on Shares, ESOP, Buyback, Sweat Equity, Bonus, Right, Capital Reduction, Share Certificate, Demat System, Transfer and Transmission, Redemption of Preference Shares, Debenture – Definition, Types, Rules Regarding Issue of Debenture, Rules regarding Dividend and distribution of dividend.

#### **Unit - IV: CORPORATE MEETINGS**

Corporate Meetings - Shareholder and Board, Types of Meetings – Annual General Meeting Extraordinary General meeting, Minutes of Proceedings of General Meeting, Meeting of BOD and other meetings (Section 118), Requisite of Valid Meeting- Notice, Agenda, Chairman, Quorum, Proxy, Resolutions, Minutes, Postal Ballot, E- voting, Video Conferencing,

**Learning Outcomes:** Students would acquire knowledge about the legal framework and the ways and means to deal with the legal aspect of different situations of corporate sector.

#### **Text Books Recommended**

1. Corporate Laws-Maheswari, Maheswari- Himalaya Publishing House
2. Corporate Law, Ashok Sharma, V.K. Global Publishing Pvt. Ltd., New Delhi

#### **Suggested Readings:**

1. **A** Compendium of Companies Act 2013, along with Rules, by Taxmann Publications.
2. Corporate Law, Gupta,Garg,Dhingra, Kalyani Publication
3. Company Law: Roy & Das, Oxford University Press.
4. Kumar, R., Legal Aspects of Business, Cengage Learning
5. Corporate Law– S K Matta, Geetika Matta, Vrinda Publications (P) Ltd
6. Arora & Bansal, Corporate Law – Vikash Publication
7. Gogna, P.P.S – Company Law, S. Chand
8. MC Kuchhal Corporate Laws, Shri Mahaveer Book Depot. (Publishers).
9. GK Kapoor & Sanjay Dhamija, Company Law, Bharat Law House.

## **(Core-5)**

### **CORPORATE ACCOUNTING**

**Objectives:** To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.

#### **(Core-5) CORPORATE ACCOUNTING**

To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements. This paper can provide conceptual clarity about the techniques to prepare financial statements of companies along with accounting treatment of various situations viz. floating of shares, amalgamation and liquidation of companies.

#### **Contents:**

#### **Unit – I**

**Meaning of Company;** Maintenance of Books of Accounts; Statutory Books; Annual Return Company – Issue of Shares – issue, forfeiture, reissue, issue other than cash consideration and issue to the promoters; Pro-rata issue of shares. Issue of Right and Bonus Share – Rules,

**Accounting for debentures:** Issue of debenture, Underwriting of shares and debentures: Determination of Underwriters Liability – with marked, unmarked & firm underwriting; Accounting of Employee Stock Option Plan – meaning; rules; Vesting Period; Exercise Period, Accounting for ESOP and Accounting of ESPS.

#### **Unit – II: Redemption of Preference shares & Debentures**

Buy Back of Securities: meaning, rules and accounting.

**Redemption of Preference Shares** – Rules and Accounting (with and without Bonus Shares) ; Redemption of Debenture – Important Provisions, Redemption of debenture Accounting for Redemption: by conversion, by lot, by purchase in the open market (cum and ex-interest), held as Investment and Use of Sinking Fund

#### **Unit – III: Company's Final Accounts**

Introduction to Schedule III of Companies Act 2013; Treatment of Tax; transfer to reserve, Dividend and applicable tax (out of current profit, out of past reserve); Preparation of Statement of Profit & Loss and Balance Sheet. ( tax on net profit without recognizing deferred tax)

#### **Valuation of Goodwill & Shares**

**Goodwill** – valuation using different methods, i.e., Average Profit, Super Profit,

Capitalization and Annuity.

**Shares** – Valuation using different methods: Asset approach, Earnings approach, Dividend Yield, Earnings-Price, Cum-div and Ex-div, Majority and Minority view and Fair Value

#### **Unit – IV: Liquidation**

Meaning of liquidation, modes of winding up, consequences of winding up, statement of affairs, liquidator's final statement of account, list 'B' contributories

**Learning Outcomes:** This paper can provide conceptual clarity about the techniques to prepare financial statements of companies along with accounting treatment of various situations viz. floating of shares, amalgamation and liquidation of companies.

#### **Text Books Recommended**

1. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
2. Maheshwari, S.N. and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.

#### **Suggested Readings:**

1. Sehgal, Ashok and Deepak Sehgal. Corporate Accounting. Taxman Publication, New Delhi.
2. Corporate Accounting, R.K. Mittal? S. Ahuja- V .K. Global Pub. Pvt. Ltd, New Delhi.
3. Corporate Accounting – Anil Kumar, Mariappa- Himalaya Publishing House
4. Tulsian, P.C, Corporate Accounting, S. Chand
5. Monga, J.R. Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi.
6. Gupta, Nirmal. Corporate Accounting. SahityaBhawan, Agra.
7. Bhushan Kumar Goyal, Fundamentals of Corporate Accounting, International Book House

**(Core-6)**

**INCOME TAX LAW AND PRACTICE**

**Objective:** To provide basic knowledge and equip students with the application of principles and provisions of Income Tax Act 1961.

**(Core-6) INCOME TAX LAW AND PRACTICE**

To provide basic knowledge and equip students with the application of principles and provisions of Income Tax Act 1961. This paper would provide the understanding of various provisions of Income Tax Act as well as equip the students to make practical applications of the provisions for taxation purpose.

**Contents:**

**Unit I :**

- a) **Basic Concepts and Definitions under IT Act:** Assessee, Previous year, Assessment year, Person, Income, Sources of income, Heads of income, Gross total income, Total income, Maximum marginal rate of tax, Tax Evasion, Tax avoidance and Tax planning
- b) Residential Status and Incidence of Tax, Residential status of all persons except company
- c) Incomes which do not form part of Total Income Except section 10AA.
- d) Agricultural Income Definition, determination of agricultural and non-agricultural Income, assessment of tax liability when there is both agricultural and non-agricultural income

**Unit II:**

**Heads of Income and Provisions governing Heads of Income**

- a) Income from Salary
- b) Income from House property

**Unit III: Heads of Income and Provisions governing Heads of Income**

- a) Profits and Gains of Business and Profession Special emphasis on sec. 32, 32AC, 32AD, 35, 35D, 36(i)(ib), (ii), (iii), (iv), (vii), 37, 37(2B), 40A(2), 40A(3), 43B, (Excluding presumptive taxation)
- b) Capital Gains Meaning and types of capital assets, basic concept of transfer, cost of acquisition, cost of improvement and indexation, computation of STCG and LTCG, exemptions u/s 54, 54B, 54EC and 54F, capital gain on transfer of bonus shares, right entitlement and right shares, taxability of STCG and LTCG.
- c) Income from Other Sources Basis of charge excluding deemed dividend

#### **Unit IV:**

- a) **Income of other Persons** included in Assessee's Total Income Remuneration of spouse, income from assets transferred to spouse and Son's wife, income of minor.
- b) Set off and Carry Forward of Losses Mode of set off and carry forward, inter source and inter head set off, carry forward and set off of losses u/s 71B, 72, 73, 74, 74A.
- c) Deductions from Gross Total Income Basic concepts, deductions u/s 80C, 80CCC, 80CCD, 80CCE, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGC, 80TTA, 80U
- d) Rebate u/s 87A

#### **Computation of Total Income and Tax Payable**

- a) Rate of tax applicable to individual assessee
- b) Computation of tax liability of an individual
- c) Provision for Filing of Return Date of filing of return, relevant forms of return, different types of returns, return by whom to be signed, PAN, TAN
- d) Assessment of Return Self assessment u/s 140A, Summary assessment u/s 143(1), Scrutiny assessment u/s 143(3) and Best judgement assessment u/s 144.
- e) Advance Tax Who is liable to pay, due dates and computation of advance tax (excluding corporate assessee)
- f) Interest & Fees Section 234A, 234B, 234C, 234F
- g) TDS Provisions regarding TDS from salary, interest on securities, horse racing, lottery.

**Learning Outcomes:** This paper would provide the understanding of various provisions of Income Tax Act as well as equip the students to make practical applications of the provisions for taxation purpose.

#### **Text Books Recommended**

1. Gour and Narang, Income tax: Law and practice, kalyani Publishers
2. Dr. Vinod Kumar Singhania, e-filing of Income Tax Returns and Computation of Tax,
3. Taxmann Publication Pvt. Ltd, New Delhi. Latest version.

#### **Suggested readings:**

1. Income tax Law and practice, Makta Jain/ Rakesh Jain, V.K. Global Pub. Pvt. Ltd., New Delhi
2. Income Tax Law and Practice-Saha, Dash- Himalaya Publishing House.
3. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
4. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.



**(Core-7)**

**MANAGEMENT PRINCIPLES &APPLICATIONS**

**Objective:**

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

**(Core-7) MANAGEMENT PRINCIPLES &APPLICATIONS**

The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices. Students would be able to make use of different management principles in the course of decision making in different forms of business organizations.

**Unit-I: Introduction:**

Management-definition, importance, functions, nature-as profession, science and art, universality of management; levels of management; managerial tasks and skills  
Different Schools of Thoughts: Classical School-contributions of Taylor and Henri Fayol; Neo-classical school-Human Relations approach and Behavioural Science Approach; Modern School; System approach and Contingency approach

**Unit-II: Planning:**

Concept, importance, steps, types, premises, barriers to effective planning and remedial measures; strategic planning-concept forecasting –concept, techniques.

**Organizing:**

Concept, importance, principles, different organization models-line and staff; Functional; Departmentation-need, basis, principles, Delegation of Authority-elements, steps barriers; Centralization and Decentralization of Authority; Span of Management; concept and determining factors

**Unit-III: Directing and Staffing:**

**Directing:** concepts, importance of directing, Leadership: Concept, importance, types,

leadership traits, Tannenbaum & Schmidt's Model and Blake & Mouton's Model.

**Staffing:** concepts, importance

**Unit- IV: Motivation, Co-ordination and Control:**

**Motivation:** Concept, importance, importance of need theory, and contributions of McGregor, Maslow, Herzberg.

**Coordination:** concepts, importance, principles and implementation techniques.  
Control: concepts, importance and tools of control.

**Learning Outcomes:** Students would be able to make use of different management principles in the course of decision making in different forms of business organizations.

**Text Books Recommended**

1. Pany Tushar K , Management Principles and Application, Kalyani
2. Prasad, L.M. Principles and Practice of Management, Sulatan Chand

**Suggested Readings:**

1. Sharma gupta , Management: Principles and application , Kalyani Publishers
2. R. K . Singhal, Management Principle and application, V.K. Global Pub. Pvt. Ltd, New Delhi.
3. Management Principles and Applications-Jhunjhunwala J Mohanty- Himalaya Publishing House
4. Principles of Management: Mitra, Oxford University Press.
5. Griffin, R.W. – Management :Principles& Practices, Cengage Learning
6. Gupta R.N - Principles & Practice of Management – S. Chand
7. A K Jha, Management Principles and Application - Vrinda Publications (P) Ltd.
8. Chandan J.S – Management Concepts of Strategy – Vikash Publication
9. B.P. Singh and A.K.Singh, Essentials of Management, Excel Books
10. TN Chhabra, Management Concepts and Practice, DhanpatRai& Co. (Pvt. Ltd.), New Delhi
11. Peter F Drucker, Practice of Management, Mercury Books, London

## **(Core-8)**

### **GST & INDIRECT TAX**

#### **OBJECTIVE:**

The objective is to equip students with the principles and provisions of Goods and Services Tax (GST), which is, implemented from 2017 under the notion of One Nation, One Tax and One Market and to acquaint students with basic provisions of GST Law and basic working knowledge.

### **(Core-8) GST & INDIRECT TAX**

The objective is to equip students with the principles and provisions of Goods and Services Tax (GST), which is, implemented from 2017 under the notion of One Nation, one Tax and One Market and to acquaint students with basic provisions of GST Law and basic working knowledge.

## **Unit I- INTRODUCTION TO GOODS AND SERVICES TAX (GST)**

Introduction to GST : Introduction, Constitutional provisions regarding Taxation In India, Pre-GST Indirect Taxation Structure in India, What is GST, Need for GST in India, Overview and Genesis of GST IN INDIA, GST objectives, **Scope of GST**, Salient features of GST, GST and Centre-State Financial Relations, The Constitution (122nd Amendment) Bill, Constitutional Amendments required for introduction of GST Indirect Taxes subsumed Post- GST : Principles for subsuming taxes under Goods & Services Tax (GST) in India, Indirect Taxes and Levies subsumed in GST, Events that have led to the introduction of GST, **DUAL**

**GST : Benefits of Dual GST**, Structure Of Dual Model of GST , Key Features of Dual Model of GST, Benefits of implementing GST, CENTRAL GST – STATE / UNION TERRITORY GST – INTEGRATED GST and GST Cess, Pre-GST Regime Vs. GST Regime, Indirect Taxes

## **Unit II- GST ACTS: (Structure & Terminology)**

Salient features of CGST Act, SGST Act (Odisha State), IGST Act, Meaning and Definition of various terms used under GST (Coverage- Provisions and Illustration)

### **PROCEDURE RELATING TO LEVY OF, COLLECTION AND EXEMPTION**

**FROM, TAX** PROCEDURE RELATING TO LEVY OF, COLLECTION AND EXEMPTION FROM, TAX: (CGST & SGST)- **Meaning and Scope of 'Supply' under GST Law**, Taxable Person, Time of supply, Place of supply and Value of supply. Computation of Taxable Value and Tax Liability, Composition scheme;

INPUT TAX CREDIT; PROCEDURE RELATING TO LEVY, COLLECTION AND EXEMPTION OF IGST; PAYMENT OF TAX, TCS, TDS; PRACTICAL PROBLEMS.  
(Coverage- Provisions and Illustration)

### **Unit III- REGISTRATION, RETURNS AND ASSESSEMENT**

**REGISTRATION** - Persons liable for registration, Persons not liable for registration, Types: Compulsory registration, Voluntary registration, Deemed registration - Procedure for registration, Special provisions for Casual taxable persons and Non-resident taxable persons; CLASSIFICATION OF GOODS & SERVICES- HSN, SAC; TAX INVOICE AND OTHER SUCH INSTRUMENTS IN GST - Debit Note, Credit Note, Vouchers, Invoice; ACCOUNTS AND RECORDS; RETURN- Process of Return Filing, Furnishing details of outward supplies and inward supplies, First return, Claim of input tax credit, Matching reversal and reclaim of input tax credit, Annual return and Final return; REFUND; **OFFENCES AND PENALTIES**; ASSESSMENT; AUDIT; APPEALS AND REVISION.

### **Unit IV- GST Council AND REGULATORY FRAMEWORK**

GST COUNCIL: Structure, Powers and Functions. Provisions for amendments; ROLE OF CBEC; Division of Administrative Powers; GST AND TECHNOLOGY- GST Network, GST ECO SYSTEM, GSP, ASP; NATIONAL ANTI-PROFITEERING AUTHORITY IN GST; COMPLIANCE RATING.

#### **Text Books Recommended**

1. Swain AK & Agrawal – GST: Concepts and Applications, Himalayan Publishing House.
2. GST Manual: Taxman's Publication Ltd., New Delhi.

#### **Suggested Books:**

1. GST and Indirect Taxes, Sanjeet Sharma, V.K. Global Pub. Pvt. Ltd, New Delhi.
2. Mishra, Padhi and Bera – Text Books on GST & Practice, Vikash Publishing House Pvt. Ltd. New Delhi.

## **(Core-9)**

### **FUNDAMENTALS OF DATA MANAGEMENT**

#### **(Core-9) FUNDAMENTALS OF DATA MANAGEMENT**

This subject introduces students to range of skills, technologies and fundamental computer concepts related to managing data within software systems.

#### **Unit I: Word Processing**

Working with word document- Editing text, Find and Replace text, Formatting, Spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Macros, Drop cap; Tables: Inserting, Filling and formatting a Table, Inserting Pictures and Video; Mail Merge- including linking with Database, Printing documents. Creating Business Documents using the above facilities

#### **Preparing Presentations**

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation, Hyperlink and Slideshow. Creating Business Presentations using above facilities

#### **Unit II: Spreadsheet and its Business Applications**

**Managing worksheets-** Formatting, Entering data, Editing, and Printing a worksheet; handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs, Pivot Table

**Spreadsheet Functions:** Mathematical [SUMIF, SQRT, SUBTOTAL, SUMPRODUCT etc.], Statistical [AVERAGE, STDEV, VAR, CORRELATION, REGRESSION etc.], Financial [PMT, RATE, PV, FV, NPER, IRR, NPV, Data Table Etc.] Logical [AND, OR, IF etc.], Date and Time, lookup and reference, Database and Text functions.

**Creating Spreadsheet in the area of :** Loan and Lease statement; Ratio Analysis; Payroll Statements; Capital Budgeting; Depreciation Accounting; Graphical Representation of Data; Frequency Distribution and its Statistical Parameters; Correlation and Regression

#### **Unit III: Database Management System**

Creation of Tables, Multiple Table Handling-Defining Relationship [Foreign Key], Simple and Conditional Queries, Types of Queries [Update, Delete, Append], Forms, Reports, Introduction to SQL through Basic Commands. Applying DBMS in

the areas of Accounting, Inventory, HRM and its accounting, managing the data records of Employees, Suppliers and Customers

#### **Unit IV: Website Designing**

Introduction to HTML; Tags and Attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.

#### **Text Books Recommended**

1. Coronel and Rob, Database Principles, Cengage Learning
2. Fundamentals of Data Management –Saha RG- Himalaya Publishing House

#### **Suggested Readings**

1. Thareja, IT & Application, Oxford
2. Aurora, Computer Fundamentals, Vikash
3. Sinha & Sinha, Fundamentals of Computers, BPB Publications
4. Dhar, P., Fundamental of IT and Its Application in Business, APH

#### **Practical Aspects:**

- ☐ **Preparation of Project report and business letters using Ms Excel and its various features**
- ☐ **Preparing PPT using Ms PowerPoint for presentations**
- ☐ **Using Ms Excel for various data analysis, Graphical Representation of Data, and pivot tables and their analysis**
- ☐ **Maintenance of accounting data records and its management by applying DBMS**
- ☐ **Practical application of various web designing tools**

## **(Core-10)**

### **MANAGEMENT ACCOUNTING**

**Objective:** To acquaint the students with basic concepts of management accounting, and basic understanding of tools and techniques used for managerial decision making.

### **(Core-10) MANAGEMENT ACCOUNTING**

To acquaint the students with basic concepts of management accounting, and basic understanding of tools and techniques used for managerial decision making. After the completion of this paper, the students will be able to have confidence in managing cost issues and also to keep a check on cost control and taking managerial decisions.

### **CONTENTS: `**

#### **Unit – I:**

**Management Accounting:** Meaning, nature, scope, and importance of management accounting; Role of management accounting; management accounting vs. financial accounting; Role of management accounting in modern business; Tools and techniques of management accounting.

#### **Unit – II: Ratio Analysis & Cash flow statement**

##### **Ratio Analysis:**

Meaning and utility of ratios; significance of Ratio analysis; Classification of Ratios – Profitability ratios, Efficiency Ratios, Liquidity Ratios, Solvency Ratios; Advantages and limitations of Ratio Analysis.

##### **Cash flow Statements:**

Cash Flow Statements: Meaning and utility of Cash flow statements; Preparation of Cash flow statements – Indirect method; Limitations of Cash flow statements; Cash flow statements vs. Funds flow statements. (Reference to Revised AS-3 and Ind AS-7)

#### **Unit – III:**

**Absorption & Marginal Costing:** P/V Ratio, Break-even analysis, Margin of safety, angle of incidence; Marginal and differential costing as a tool for decision making – make or buy, change of product mix, exploring new markets, shut down decisions.

#### **Unit – IV:**

**Budgeting & Standard Costing:** Concept of budget and budgetary control; objectives, merits and limitations of budgetary system; Master budget, Functional

budget, Fixed and Flexible budgets; Zero based budgeting. Standard Costing & Variance Analysis: Meaning of standard cost and standard costing, Advantages and disadvantages of standard costing and variance analysis: Material, Labour, & Overhead.

**Learning Outcome:** After the completion of this paper, the students will be able to have confidence in managing cost issues and also to keep a check on cost control and taking managerial decisions.

**Text Books Recommended**

1. Management Accounting, S swain/ S.P. Gupta/ A Sharma, V.K. Global Pub. Pvt. Ltd.,
2. Horngreen, Charles T., Gary L. Sundem. Introduction to Management Accounting.
3. Prentice Hall.

**Suggested Reading:**

1. Jain & Narang, Management Accounting, Kalyani Publications
2. Management Accounting-M Wilson- Cost Accounting-Jena B,Bal S and Das AHimalaya Publishing House
3. Narasimhan M.S. , Management Accounting, Cengage Learning
4. Cost & Management Accounting, Taxmann Publications
5. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
6. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi.
7. Lal, Jawahar. Advanced Management Accounting Text and Cases. S. Chand & Co., New Delhi.
8. Khan, M.Y. and P.K. Jain. Management Accounting. Tata McGraw Hill, Publishing



**(Core-11)**

**COMPUTERIZED ACCOUNTING & E-FILING OF TAX RETURNS**

**(Core-11) COMPUTERIZED ACCOUNTING & E-FILING OF TAX RETURNS**

To enhance students with knowledge of use of computers and related software's in order to enhance their job skills in the backdrop of increased computerization of accounting. To acquaint students with provisions and procedure concerning on-line filing of tax returns.

**Unit – I: Computerized Accounting Package: Using Generic Software**

- a. Company creation, ledger creation, order processing, accounting voucher, inventory voucher, memorandum voucher, invoicing, multiple godown handling, Transfer of materials across godowns, Bank Reconciliation
- b. Cost Centre, Cost Category, Bill of Material (BoM), Budget and Controls
- c. Payroll Accounting
- d. TDS, GST
- .e. Back up & Restore, Export and Import data

**Unit II: Designing Computerized Accounting System**

- (a) Introduction to DBMS Package – Table, Query, Form and Report
- (b) Designing Computerized Accounting System using DBMS Package  
Creating a voucher entry Form, Preparing ledgers, trial balance, profit & loss a/c, and Balance Sheet with Form wizard and Report
- (c) Designing Payroll System for Accounting using Form, Query, and Report

**Unit-III: E-filing of Tax return**

- (a) Preparation and submission online form 10E [Relief u/s 89(1)] (a) Preparation and submission of the Income Tax Return (ITR) offline/online for individual Taxpayer [e-filing without using DSC and with using DSC, EVC]
- (b) View form 26AS, Upload return, View e-file returns, e-verification
- (c) Use of e-tax calculator (including interest calculation u/s 234A, 234B, 234C)
- (d) E-Pay tax (Challan No./ITNS 280, ITNS 281)
- (e) Preparation and submission online form 10E[Relief u/s 89(1)]

**Text Books Recommended**

1. Software: Singhania, V.K., E-Filing of Income Tax Returns and Computations of Tax, Taxmann
2. Book of Computerized Accounting and E Filing of Tax Returns-Mohanty R, Dash ALN- Cost Accounting-Jena B,Bal S and Das A- Himalaya Publishing House

**Suggested Readings**

1. Software: "Excel Utility", [incometaxindiaefiling.gov.in](http://incometaxindiaefiling.gov.in)

**Practical Aspects:**

- ☐ Creation of company and ledger accounts, voucher entries, payroll accounting,  
& data management in accounting software packages including TDS and GST
- ☐ Use of DBMS Package for various accounting database, designing of Payroll and  
report generation
- ☐ Preparation and submission of online Income Tax Returns, E-payment of tax, Everification  
of returns, and viewing of 26AS.

## **(Core-12)**

### **FUNDAMENTALS OF FINANCIAL MANAGEMENT**

**Objective:** To familiarize the students with the principles and practices of financial management.

### **(Core-12) FUNDAMENTALS OF FINANCIAL MANAGEMENT**

To familiarize the students with the principles and practices of financial management. After the completion of this paper, students will be able to understand finance in a better way along with giving them insight to practical management of long and short finance for real business houses.

#### **Contents:**

#### **Unit – I: Introduction& Basic Concepts**

Important functions of Financial Management, Objectives of the firm: Profit maximization vs. Value maximization, Role of Chief Financial Officer. Financial environment in which a firm has to operate, Time Value of Money: concept and reasons, Compounding and Discounting techniques, Concepts of Annuity and Perpetuity. Risk-return relationship (concepts only)

#### **Unit – II: Sources of Finance and Cost of Capital/ Financing Decisions**

Different sources of finance; long term and short term sources, Cost of capital: concept, relevance of cost of capital, Implicit and Explicit cost, specific costs (its computation) and weighted average cost (its computation) , rationale of after tax weighted average cost of capital, marginal cost of capital (its computation).

#### **Unit – III: Capital Expenditure Decisions / Long term Financial Decisions & Dividend Decisions Capital Expenditure Decisions / Long term Financial Decisions**

Objectives of Capital Budgeting Process, Concept of Cash flow, Methods of long term investment decisions - Discounted Payback Period, Net Present Value, Profitability Index, Average Rate of Return / Accounting Rate of Return, Internal Rate of Return (Including relative merits and demerits of each of the methods)

##### **Dividend Decisions**

Meaning, Nature and Types of Dividend, concept of pay-out ratio, retention ratio Decisions and growth, Dividend policies and formulating a dividend policy, Dividend Theories: Walter's Model, Gordon's Model

#### **Unit – IV: Working Capital Management/ Liquidity Management**

Meaning and various concepts of Working Capital, Management of Working Capital and Issues in Working Capital, Estimating Working Capital Needs; Operating or

Working Capital Cycle, Policies relating to Current Assets – Conservative, Aggressive and Balance, Various sources of finance to meet working capital requirements

**Learning Outcome:** After the completion of this paper, students will be able to understand finance in a better way along with giving them insight to practical management of long and short finance for real business houses.

**Text Books Recommended**

1. Rostogi, Fundamentals of Financial Management, Taxmann Publications
2. Fundamental of Financial Management, Sharma, Gupta, Kalyani Publishers, New Delhi.

**Suggested Readings**

1. Fundamentals of Financial Management, Vandana Dangi, V.K. Global Pvt. Ltd., New Delhi
2. Parasuraman – Financial Management : A Step by Step Approach, Cengage Learning
3. Pandey, I.M. Financial Management. Vikas Publications.
4. Financial Management, Himalaya Publishing House
5. Bhalla V.K – Financial Management – S.Chand
6. Horne, J.C. Van and Wackowich. Fundamentals of Financial Management. 9th ed. New Delhi Prentice Hall of India.

## **(Core-13)**

### **AUDITING AND CORPORATE GOVERNANCE**

**Objective:** To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility

#### **(Core-13) AUDITING AND CORPORATE GOVERNANCE**

To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility. At the end of the paper student will have detail knowledge about principles and techniques of audit in accordance with current legal requirement and as per the guidelines of different statutory authorities.

#### **Unit-I**

**Auditing:** Introduction, Meaning, Objects, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities

#### **Unit-II**

##### **Audit of Limited Companies:**

Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report-Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

#### **Special Areas of Audit:**

Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Standard on Auditing(SA); Relevant Case Studies/Problems;

#### **Unit-III**

**Corporate Governance :** Conceptual framework of Corporate Governance, Corporate

Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance

Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance

## Unit-IV

**Corporate Social Responsibility (CSR):** Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR provision under the Companies Act 2013, CSR Committees

**Learning Outcome:** At the end of the paper student will have detail knowledge about principles and techniques of audit in accordance with current legal requirement and as per the guidelines of different statutory authorities.

### **Text Books Recommended**

1. Gupta, Kamal and Ashok Arora. Fundamentals of Auditing. Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
2. Auditing and corporate governance, Pradeep kumar , Klayani Publishers , New Delhi.

### **Suggested Readings:**

1. Auditing and corporate governance, A. Sharma, V.K. Global Pvt. Ltd., New Delhi
2. SATHEESH KUMAR Corporate Governance, Oxford University Press.
3. Shikha, N. and Sharma, G. Corporate Governance in India : Principles and Policies, CENGAGE Learning
4. Jha, Aruna. Auditing. Taxmann.
5. Tandon, B. N., S. Sudharsanam and S. Sundharabahu. A Handbook of Practical Auditing. S. Chand and Co. Ltd., New Delhi.
6. Ghatalia, S.V. Practical Auditing. Allied Publishers Private Ltd., New Delhi.
7. Singh, A. K. and Gupta Lovleen. Auditing Theory and Practice. Galgotia Publishing Company.
8. Alvin Arens and James Loebbecke, Auditing: an Integrated Approach
9. MC Kuchhal Corporate Laws, Shri Mahaveer Book Depot. (Publishers). (Relevant Chapters)
10. Khanka – Business Ethics & Corporate Governance – Vikash Publication
11. Auditing Principles and Techniques- S. K. Basu, Pearson Publication

**(Core-14)****BUSINESS MATHEMATICS**

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

**(Core-14) BUSINESS MATHEMATICS**

The objective of this course is to familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations. After reading this subject the students will be able to understand basic concepts in the areas of business calculus and financial mathematics and to connect acquired knowledge with practical problems in economic practice.

**Contents:****Unit I Matrices and Determinant**

Algebra of matrices., Inverse of a matrix, Matrix Operation – Business Application  
Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer's Rule.

**Unit II Calculus****Calculus I**

Mathematical functions and their types- linear, quadratic, polynomial, exponential, logarithmic and logistic function. Concepts of limit and continuity of a function, Concept and rules of differentiation, Maxima and Minima involving second or higher order derivatives

**Calculus II**

Integration: Standard forms. Methods of integration – by substitution, by parts and by use of partial fractions, definite integration, Finding areas in simple cases, Application of Integration to marginal analysis. Consumer's and Producer's Surplus, Rate of Sales and the Learning Curve.

**Unit III Mathematics of Finance**

Compounding and discounting of a sum using different types of rates. Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets (General annuities to be excluded)

**Unit IV Linear Programming (Use of Excel spreadsheet & Other mathematical software)**

Formulation of linear programming problems (LPP): Graphical solution to LPPs. Cases of unique and multiple optimal solutions, Unbounded solutions and

infeasibility, Solution to LPPs using Simplex method – maximization and minimization cases, PERT and CPM (simple Problem)

**Learning Outcome:** After reading this subject the students will be able to understand basic concepts in the areas of business calculus and financial mathematics and to connect acquired knowledge with practical problems in economic practice.

**Text Books Recommended**

1. Business Mathematics, Patri and Patri, Kalyani Publishers, New Delhi
2. Business Mathematics - S K Sahoo, Vrinda Publications (P) Ltd.

**Suggested Readings:**

1. Arora P.N. Business Mathematics – S.Chand
2. Business Mathematics, S.C. Agarwal, V.K. Global Pub. Pvt. Ltd., New delhi.
3. GHOSH & SINHA BUSINESS MATHEMATICS & STATISTICS, Oxford university press.
4. Francis, J. Business Statistics, Cengage Learning
5. Anthony, M. and N. Biggs. Mathematics for Economics and Finance. Cambridge University Press.
6. Arora S.R & Gupta K. – Business Mathematics – Taxmann Publication
7. Ayres, Frank Jr. Theory and Problems of Mathematics of Finance. Schaum's Outlines Series. McGraw Hill Publishing Co.
8. Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.
9. Zamirudeen&Bhambri – Business Statistics – Vikash Publication
10. Wikes, F.M. Mathematics for Business, Finance and Economics. Thomson Learning.
11. Prasad, Bindra and P.K. Mittal. Fundamentals of Business Mathematics. Har-An and Publications.
12. Thukral, J.K. Mathematics for Business Studies. Mayur Publications.
13. Soni, R.S. Business Mathematics. Pitambar Publishing House.
14. Singh J. K. Business Mathematics. Himalaya Publishing House



## **DSE – 1**

### **Elective – I (Any one of the following Groups)**

#### **DSE – 1 FINANCIAL MARKETS, INSTITUTIONS, & SERVICES**

To enable the students to understand the financial institutions operating in India and services provided by them. After completion of this paper, the students will be able to understand the role and benefits of financial institution and services.

#### **Group – A: Accounting & Finance**

##### **Financial Markets, Institutions, & Services**

**Objectives:** To enable the students to understand the financial institutions operating in India and services provided by them.

#### **Unit-I**

**Basic Theoretical Framework:** The financial system and its technology; The factors affecting the stability of the financial system; Development finance vs. universal banking; Financial intermediaries and Financial Innovation; RBI-Central Banking.

#### **Unit-II: Financial Institutions & Non-Banking Financial Institutions Financial Institutions:**

A brief historical perspective. An update on the performance of IDBI, ICICI, IFCI and SFCs, LIC & GIC, Banking Institutions: Commercial banks - the public and the private sectors - structure and comparative performance, problems of competition; interest rates, spreads, and NPAs. Bank capital - adequacy norms and capital market support.

##### **Non-banking financial institutions:**

Evolution, control by RBI and SEBI. A perspective on future role, Unit Trust of India and Mutual Funds, Reserve bank of India Framework for/Regulation of Bank Credit . Commercial paper: Features and advantages, Framework of Indian CP Market, effective cost/ interest yield.

#### **Unit-III**

**Financial services:** Asset/fund based Financial services - lease finance, consumer credit and hire purchase finance, factoring definition, functions, advantages, evaluation and forfeiting, bills discounting, housing finance, venture capital financing. Fee-based / Advisory services: Stock broking, credit rating.

#### **Unit-IV**

**Operations:** Financial Assets/ Instruments Rights issues, issue of Debentures, issue of Equity shares - pre-issue activity, post-issue activities. The regulatory framework: SEBI and Regulation of Primary and Secondary Markets, Company Law provisions.

**Learning Outcome:** After completion of this paper, the students will be able to understand the role and benefits of financial institution and services.

**Text Books Recommended**

1. Financial Markets, Institutions & Services-Gordon, Natrajan-Himalaya Publishing House
2. Pathak: Indian Financial Systems Pearson Education

**Suggested Readings**

1. Financial Market and Int. , A. goyal and M. Goyal, V.K. Global Pvt. Ltd., New Delhi
2. Financial Markets , Institutions and Services, Kaur, Talwar, KAlyani Publishers, New Delhi.
3. BHATTACHARYYA INDIAN FINANCIAL SYSTEM 2e, Oxford University Press.
4. M.Y.Khan, Financial Services, Tata McGraw-Hill, New Delhi, 2004.
5. H.R Machiraju, Indian Financial Systems, Vikas Publishing House Pvt. Ltd.2002.
6. Madura, J., Financial Institutions and Markets; Sharma R. and Mehta K. Financial Services, Cengage Learning

## **DSE-2**

### **Accounting & Finance Financial Statement Analysis & Reporting**

**Objectives:** To enable the students to understand the basic knowledge about the financial statement analysis and reporting for economic decision making.

#### **DSE - 2 FINANCIAL STATEMENT ANALYSIS AND REPORTING**

To enable students to understand the basic knowledge about the financial statement analysis and reporting for economic decision making. After the completion of this paper, students will be able to prepare the end result of a business houses by preparation through financial statement analysis and reporting.

#### **Unit-I**

**Introduction** Concepts of financial statements – Nature of financial statements – Objectives

of financial statements – Different types of financial statements: income statement, balance

sheet, statement of retained earnings, fund flow statement, cash flow statement, Notes to Accounts – Limitations of financial statements.

#### **Unit-II**

**Analysis & Interpretation of Financial Statements:** Traditional Approaches Vs. Modern Approaches to financial statement analysis – Classification of financial statement analysis: based on modus operandi and based on materials used – Techniques of financial statement

analysis: Comparative Statements, Common-size Statements, Trend Ratios and Ratio Analysis – Problems encountered in financial statement analysis.

#### **Unit-III: Ratio Analysis**

##### **Ratio Analysis:**

Classification of ratios – Ratio formation – Ratio interpretation – Practical methods of ratio analysis: Time Series (intra firm) Analysis, Cross Sectional (inter firm) Analysis, Residual Analysis and Multivariate Analysis.

##### **Multivariate Ratio Analysis:**

Concept, objectives, uses and limitations – Univariate analysis Vs. Multivariate ratio analysis

– Application of statistical tools in financial statement analysis.

#### **Unit-IV**

**Corporate Reporting:** Cash Flow statement Analysis (AS 3) and Statutory and Non

**Learning Outcome:** After the completion of this paper, the students will be able to prepare

the end result of a business houses by preparation through financial statement analysis and

reporting.

**Text Books Recommended**

1. Financial Statement Analysis and Reporting, S Swain/ B. Mishra, V.K. Global Pvt. Ltd., New Delhi.

2. Financial Statement Analysis and Reporting-Prashanth Athma-Himalaya Publishing House

**Suggested Readings:**

1. Financial Statement Analysis and Reporting. Gupta, Mehra Kalyani Publishers.

2. Narasimhan, M.S. : Financial Statement and Analysis, Cengage Learning

3. Foster, G.: Financial Statement Analysis, Englewood Cliffs, NJ, Prentice Hall.

4. Sahaf M.A – Management Accounting – Principles & Practice – Vikash Publication

5. Maheswari, S.N.: Management Accounting & Financial Control, New Delhi, Sultan Chand.

6. Foulke, R.A.: Practical Financial Statement Analysis, New York, McGraw-Hill.

7. Hendriksen, E.S.: Accounting Theory, New Delhi, Khosla Publishing House.

8. Porwal, L.S.: Accounting Theory – An Introduction, New Delhi, Tata-McGraw-Hill

## **DSE – 3**

### **Elective – III (Any one of the following Groups)**

#### **Group – A: Accounting & Finance**

#### **Fundamentals of Corporate Tax Planning**

**Objective:** To provide a conceptual idea about the various provisions of tax planning related to corporate sector.

### **DSE – 3 FUNDAMENTALS OF CORPORATE TAX PLANNING**

To provide a conceptual idea about the various provisions of tax after completion of this paper, students will be able to help tax consultants in tax planning, assessment and filing income tax returns of corporate sector, thereby they can get themselves self-employed. Planning related to corporate sector.

#### **Contents**

##### **Unit-I:**

**Corporate Tax in India**–Concept of Tax planning, Tax management, Tax avoidance, Tax evasion, Assessment year and Financial Year

**Residential status** of corporate and its incidence of tax, Minimum Alternate Tax, Calculation of Tax Liability.

##### **Unit-II:**

**Carryforward and set-off** of losses and unabsorbed depreciation (headwise)

##### **Unit-III:**

**Tax Planning with reference** to Depreciation, Capital Gain and Scientific Research

##### **Unit-IV:**

**Corporate Tax returns**–Assessment, Return Filing, Penal provision, Double taxation Relief

**Learning outcome:** After completion of this paper, students will be able to help tax consultants in tax planning, assessment and filing income tax returns of corporate sector, thereby they can get themselves self-employed.

#### **Text Books Recommended**

1. Bhagabati Prasad, Direct Tax Laws & Practices
2. Corporate Tax Planning, V.K. Global Publications

#### **Suggested Readings**

1. Singhania V.K. Direct Taxes: Law & Practices, Taxmann Publication.
2. Corporate Tax Planning, Kalyani Publishers

## **DSE-4**

### **B.Com. (Hons.): Semester – VI**

#### **Business Research Methods and Project Work**

**Objective:** This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.

#### **DSE - 4 BUSINESS RESEARCH METHODS AND PROJECT WORK**

This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data. After completion of this paper, the students will be able to assess and apply a range of research method on a practical project.

#### **Section A: Business Research Methods 50 Marks**

##### **Unit-I**

**Introduction:** Meaning of research; Scope of Business Research; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypotheses.

##### **Unit-II**

**Research Process:** An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method Existing Data Based Research, Longitudinal Studies, Panel Studies

##### **Unit-III**

**Measurement:** Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone, Likert and Semantic Differential scaling, Paired Comparison; Sampling –Steps, Types, Sample Size Decision; Secondary data sources Hypothesis Testing: Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests; testing the assumptions of Classical Normal Linear Regression.

#### **Section B – Project Report Marks (30 + 20)**

**Unit-IV Report Preparation:** Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification

**Note:**

1. There shall be a written examination of 50% Marks on the basis of Unit I to III.
2. The student will write a project report under the supervision of a faculty member assigned by the college/institution based on field work. The Project Report carries 50% Marks and will be evaluated by University appointed examiners.

**Learning Outcome:** After completion of this paper, the students will be able to assess and apply a range of research method on a practical project.

**Text Books Recommended**

1. Mishra Business Research Methods , Oxford University Press.
2. Business Research Methods and Project work, Priyaranjan Dash, Vrinda Publications (P) Ltd

**Suggested Readings:**

1. Business Research methods, S.C. Agarwal, V.K. Global Pub. Pvt. Ltd., New Delhi.
2. Upagade & Shende – Research Methodology – S. Chand
3. A.K.P.C. Swain, Business Research methods and Project work, Kalyani Publishers, New Delhi
4. Dangi, H.K. Business Research methods, Cengage Learning
5. Chawla Deepak – Research Methodology – Vikash Publication

## **(GENERIC ELECTIVE – 1)**

### **MICRO ECONOMICS**

**Objective:** Objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firms.

### **(GENERIC ELECTIVE – 1) MICRO ECONOMICS**

Objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firms. The students would be able to apply tools of consumer behaviour and firm theory to business situations.

#### **Unit: I Demand and Consumer behaviour**

Concept of demand: demand function, law of demand, derivation of individual and market demand curves, shifting of the demand curve, elasticity of demand, Consumer behavior, Marshallian utility approach and Indifference Curve approach; utility maximization conditions . Income-Consumption Curve (ICC) and Price-Consumption Curve (PCC)

#### **Unit: II Production and Cost**

Production function: Short-run and Long-run; Total Product, Average Product and Marginal Product, Law of returns to a variable factor, Law of Returns to Scale; Concepts of Iso-quant and iso-cost line; Cost: Accounting and Economic Costs; Social and Private Costs; Short-run and Long-run Costs; Relation between Average and Marginal

#### **Unit: III Perfect Competition**

Concept of Perfectly Competitive market: Assumptions, Profit maximization conditions; Related concepts of Total Revenue, Average Revenue and Marginal Revenue, Short-run and Long-run equilibrium of a firm; determination of short-run supply curve of a firm, measuring producer surplus under perfect competition

#### **Unit: IV Imperfect Competition**

##### **Monopoly**



Concept of Monopoly: Sources of monopoly power; Short-run and Long-run equilibrium of a monopoly firm; Price discrimination; Social Cost of Monopoly (concept only).

### **Monopolistic Competition**

Concept of Imperfectly Competitive market; Monopolistic Competition: Features and examples; Oligopoly: Non-Collusive Oligopoly: Sweezy's Kinked demand Curve Model, Collusive Oligopoly: Cartel (concept with example)

**Learning Outcomes:** The students would be able to apply tools of consumer behaviour and firm theory to business situations.

### **Text Books Recommended**

1. Micro Economics-K C Dash- Himalaya Publishing House
2. Ahuja, H.L, Micro Economics, S.Chand

### **Suggested Readings:**

1. Mehta P.K, Singh M. – Micro Economics – Taxmann Publication
2. Micro Economics-T.R. Jain , B.D. Majhi, V.K. Global
3. Browning, E.K. and J.M. Browning; Microeconomic Theory and Applications, Kalyani Publishers, New Delhi.
4. Microeconomics I and Statistics: Das & Sengupta, Oxford University Press
5. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
6. Dwivedi, D.N. Micro Economics, Vikash Publication
7. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
8. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
9. Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill International.
10. MCGraw-Hill International.
- 11.

## **(GENERIC ELECTIVE – 2)**

### **Macro & Indian Economy**

**Objectives:** The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

## **(GENERIC ELECTIVE – 2) MACRO & INDIAN ECONOMY**

The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy. Students would be able to apply the modern tools of macroeconomic analysis so as to minimize the adverse impact of macro-economic factors on business.

### **Contents:**

#### **Unit I Introduction to Macro Economics**

Introduction: Meaning and definition of Microeconomics and macroeconomics, Difference between Microeconomics and macroeconomics, macro-economic goals, components of Macroeconomics, Economic Systems: Mixed economy, Socialism economy, Capitalism economy and Islamic economy (only meaning and characteristics)

#### **Unit II National Income Accounting**

Definition of National Income, Concepts of National Income, GDP and GNP, Methods of Measuring National Income, Uses of National Income, Difficulties in calculating National Income, Real Income, Per Capita Income and Growth Rate

#### **Unit III National Income Equilibrium**

I Concepts of Equilibrium, Consumptions & Savings, Investment Theory, Government Sector, Foreign Sector, Determination of Equilibrium, Multiplier Concept, Inflationary Gap and Deflationary Gap, Summary of Two-, Three- and Four-sector Economies

#### **Unit IV Role of Government**

Economic functions of Government, Types of Budget, Government Revenue, Government Expenditure, Public Debt, and Government Policy

### **Macroeconomic Problems**

Introduction, Business cycle, Unemployment, Inflation, Deflation, Depression, RBI and monetary policy

**Learning Outcomes:** Students would be able to apply the modern tools of macro-economic analysis so as to minimize the adverse impact of macro-economic factors on business.

**Text Books Recommended**

1. Macro & Indian Economy, M. Treheran, T Treheran, V.K. Global publishing Pvt. Ltd., New Delhi
2. Ahuja H.L – Macro Economics – S.Chand

**Suggested Readings**

1. Mankiw, N. Gregory. Principles Macroeconomics.Cengage Learning
2. Macro and Indian economy, P.K. Dhar, Kalyani Publishers
3. Macro and Indian Economy-V K Puri- Himalaya Publishing House
4. Dornbusch, Rudiger., Stanley. Fischer and Richard Startz, Macroeconomics. Irwin/McGraw-Hill.
5. Vaish – Macro Economics – Vikash Publication
6. Macroeconomics & Indian Economy: Bhattacharyya, Oxford University Press.

### **(GENERIC ELECTIVE – 3)**

#### **Business Statistics**

**Objective:** The objective of this course is to familiarize students with the basic statistical tools used for managerial decision-making.

#### **(GENERIC ELECTIVE – 3) BUSINESS STATISTICS**

The objective of this course is to familiarize students with the basic statistical tools used for managerial decision-making. Students would be armed with the knowledge of using different statistical tools very much required in the decision making process in any business as well as business research.

#### **Contents:**

##### **Unit I:**

#### **Statistical Data and Descriptive Statistics (With the use of Excel and other statistical software)**

Nature and Classification of data: Univariate, Bivariate and multivariate data; time-series and cross-sectional data

Measures of Central Tendency

a) Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications.

b) Positional Averages Mode and Median and other partition values including quartiles, deciles, and percentiles

##### **Unit II:**

#### **Measures of Variation (With the use of Excel and other statistical software)**

Absolute and relative, Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance  
Skewness: Meaning, Measurement using Karl Pearson and Bowley's measures;  
Concept of Kurtosis

##### **Unit III:**

#### **Simple Correlation and Regression Analysis (With the use of Excel and other latest software)**

Correlation Analysis: Meaning of Correlation: simple, multiple and partial; linear and nonlinear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; calculation and properties (proofs not required). Correlation and Probable error; Rank Correlation  
Regression Analysis: Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate

##### **Unit IV:**

#### **Index Numbers (With the use of Excel and other latest software)**

Meaning and uses of index numbers: Construction of index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives –

simple and weighted Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers Construction of consumer price indices, important share price indices

### **Time Series Analysis (With the use of Excel and other latest software)**

Components of time series, Additive and multiplicative models Trend analysis, Fitting of trend line using principle of least squares – linear, second degree parabola and exponential, Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa; Moving averages Seasonal variations- Calculation of Seasonal Indices using Simple averages, Ratio-to-trend, and Ratio-to-moving averages methods. Uses of Seasonal Indices

**Learning Outcomes:** Students would be armed with the knowledge of using different statistical tools very much required in the decision making process in any business as well as business research.

### **Text Books Recommended**

1. Gupta, S.P., and Archana Gupta. Statistical Methods. Sultan Chand and Sons, New Delhi.
2. Business Statistics - Levine and Viswanathan, Pearson Publication

### **Suggested Readings:**

1. Business statistics, S.C. Agarwal, V.K. Global Pub. Pvt. Ltd, New Delhi.
2. Patri and Patri, Business statistics , Kalyani Publishers New Delhi.
3. Keller G, and Arora H, BSTAT, Cengage Learning
4. Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House.
5. Business Statistics– S K Sahoo, P K Prusty, Vrinda Publications (P) Ltd
6. Microeconomics I and Statistics: Das & Sengupta, Oxford University Press.
7. Sharma J K, Fundamentals of Business Statistics – Vikash Publication
8. Vohra N. D., Business Statistics, McGraw Hill.

## **(GENERIC ELECTIVE – 4)**

### **Principles of Marketing**

**Objective:** The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

### **(GENERIC ELECTIVE – 4) PRINCIPLES OF MARKETING**

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing. After the completion of this paper, the students will be able to identify marketing components and fit them in the value chain along with the various marketing strategies.

#### **Contents:**

#### **Unit I: Introduction:**

Nature, scope and importance of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).

#### **Consumer Behaviour and Market segmentation:**

Consumer Behaviour: Nature and Importance, Factors influencing consumer buying behaviour. Market segmentation: concept, importance and bases; Product differentiation vs. market segmentation.

#### **Unit II: Product:**

Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product life-cycle; New Product Development Process

#### **Unit III: Pricing, Distribution Channels and Physical Distribution**

Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies, Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Factors affecting choice of distribution channel

#### **Unit IV: Promotion and Recent developments in marketing:**

Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism

**Learning outcome:** After the completion of this paper, the students will be able to identify marketing components and fit them in the value chain along with the various marketing strategies.

**Text Books Recommended**

1. Marketing Principles and Management-Sherleker and Pany-- Himalaya Publishing House
2. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and AhsanUIHaque. Principles of Marketing. 13th edition. Pearson Education.

**Suggested Readings:**

1. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi.
2. Principles of Marketing , R.K. Mittal , A. Sharma, V .K. Global Pub. Pvt. Ltd, New Delhi.
3. Marketing Management & Human Resource Management: Verma et.al, Oxford University Press.
4. Lamb, C. W., Hair, J.F. and Sharma, D. MKTG, Cengage Learning
5. Principles of Marketing M K Nabi, K C Raut, Vrinda Publications (P) Ltd
6. Arun Kumar – Marketing management – Vikash Publication
7. Rudani R.B – Basics of Marketing Management – S. Chand
8. Majaro, Simon. The Essence of Marketing. Prentice Hall, New Delhi.
9. Zikmund William G. and Michael D'Amico. Marketing; Creating and Keeping Customers in an E-Commerce World. Thomson Learning.
10. Chhabra, T.N., and S. K. Grover. Marketing Management. Fourth Edition. Dhanpat Rai & Company.