BANGALORE UNIVERSITY

SYLLABUS 2012-13

B.Com. DEGREE CORRESPONDENCE COURSE

BANGALORE UNIVERSITY
DEPARTMENT OF COMMERCE
Central College Campus, Bangalore-560 001

BANGALORE UNIVERSITY
DEPARTMENT OF COMMERCE

REGULATIONS PERTAINING TO B.Com. DEGREE Correspondence Course

I. Objectives :

1. To cater to the manpower needs of companies in Accounting, Taxation, Auditing, Financial analysis and Management.
2. To develop business analysists for companies, capital markets and commodity markets.
3. To prepare students to take up higher education to become business scientists, researchers consultants and teachers, with core competencies.
4. To develop human resources to act as think tank for Business Development related issues.
5. To develop entrepreneurs.
6. To develop business philosophers with a focus on social responsibility and ecological sustainability.
7. To develop IT enabled global middle level managers for solving real life business problems and addressing business development issues with a passion for quality competency and holistic approach.
8. To develop ethical managers with interdisciplinary approach.
9. To prepare students for professions in the field of Accountancy - Chartered Accountancy, Cost and Management accountancy, professions in capital and commodity markets, professions in life and non life insurance and professions in Banks by passing the respective examinations of the respective professional bodies.

II. Eligibility for Admission: As per Directorate Norms.

III. DURATION OF THE COURSE: The course of study is 3 years. A candidate shall complete his/her degree within six (6) academic years from the date of his/her admission to the first year.

IV. MEDIUM OF INSTRUCTION: The medium of instruction shall be English. However, a candidate will be permitted to write the examination either in English or in Kannada.

V. ATTENDANCE: Attendance for the contact programme arranged for the course is compulsory.

VI. COURSE MATRIX : See Annexure – 1

VII. TEACHING AND EVALUATION: M.Com, M.F.A, M.I.B and M.B.A. graduates with B.Com, B.B.M and B.B.S as basic degree from a recognized university are only eligible to teach and to evaluate the subjects including (excepting languages, compulsory additional subjects and core Information Technology related subjects) subjects mentioned in this regulation. Languages and additional subjects shall be taught by the graduates as recognized by the respective board of studies.

VIII. SCHEME OF EXAMINATION: There shall be a university examination at the end of each year. The maximum marks for the university examination in a paper shall be 100 marks.

IX. APPEARANCE FOR THE EXAMINATION:

a) A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

b) A candidate who has passed any language under Part-I shall be eligible to claim exemption from the study of the language if he/she has studied & passed the language at the corresponding level.

c) Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the university.

d) A candidate who is permitted to seek admission to particular degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

X. MINIMUM FOR A PASS:

Candidates who have obtained at least 35% of marks in each subject shall be eligible for a pass or exemption in that subject.

XI. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

1. The results of the First to third year degree examination shall be declared and classified separately as follows:
   a. First Class: Those who obtain 60% and above of the total marks of parts I, II and III.
   b. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II and III.
   c. Pass Class: Rest of the successful candidates who secure 35% and above but less than 50% of marks in part I, II and III.

XII. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course (excluding languages and non-core subjects) a whole.

XIII. CONDITIONS TO KEEP TERMS:

a) A candidate is allowed to carry all the previous uncleared papers to the subsequent year/years.

b) Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediate successive examinations.

c) The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

XIV. PATTERN OF QUESTION PAPER:

Each theory question paper shall carry 100 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of three sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The Question Paper will be as per the following Model:

SECTION-A **1. a, b, c, d, e, f, g, h, i, j, k, l.**	(Conceptual questions) Answer any TEN	(10 X 2 = 20 Marks)
SECTION -B: **2, 3, 4, 5, 6.**	(Analytical questions) Answer any FOUR	(04 X 8 = 32 Marks)
SECTION-C: **7, 8, 9, 10.**	(Essay type questions) Answer any THREE	(03 X 16 = 48 Marks)
	Total	**100 Marks**

XV. PROVISION FOR IMPROVEMENT OF RESULTS:

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a subject within 30 days after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

XVI. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit.

Bangalore University
B.Com. COURSE MATRIX for
CORRESPONDENCE COURSE Y2K 12-13 Annual Scheme

Year	Paper No.	Title of the Paper	Total Marks
I	1.1	Language - I: Kannada / Sanskrit / Urdu / Tamil / Telugu/ Additional English / Marathi / Hindi	100
	1.2	Language - II: English	100
	1.3	Financial Accounting	100
	1.4	Organisational and Human Resources Management	100
	1.5	Market Behaviour and Cost Analysis	100
	1.6	Corporate Administration.	100
	1.7	Quantitative Methods and Techniques for Business	100
II	2.1	Language - I: Kannada / Sanskrit / Urdu / Tamil / Telugu/ Additional English / Marathi / Hindi	100
	2.2	Language – II: a) English b) Corporate Etiquette and Communication	50 50
	2.3	Corporate Accounting	100
	2.4	Marketing Management	100
	2.5	Indian Financial System	100
	2.6	Financial Management	100
	2.7	Computer Fundamentals	100
III	3.1	Legal aspects of Business	100
	3.2	Cost Accounting	100
	3.3	Income Tax	100
	3.4	Entrepreneurship Development	100
	3.5	Principles and Practice of Auditing	100
	3.6	ELECTIVE – I	100
	3.7	ELECTIVE – II	100

ELECTIVE GROUPS

1. ACCOUNTING GROUP

Year	Paper No.	Title of the Paper	Total Marks
III	3.6	Advanced Financial Accounting	100
	3.7	Accounting for Business Decisions	100

2. FINANCE GROUP

Year	Paper No.	Title of the Paper	Total Marks
III	3.6	Corporate Financial Policy	100
	3.7	International Finance	100

3. TAXATION GROUP

Year	Paper No.	Title of the Paper	Total Marks
III	3.6	Direct Taxes	100
	3.7	Indirect Taxes	100

4. MARKETING GROUP

Year	Paper No.	Title of the Paper	Total Marks
III	3.6	Consumer Behavior	100
	3.7	International Business	100

5. BANKING & INSURANCE GROUP

Year	Paper No.	Title of the Paper	Total Marks
III	3.6	Banking & Forex Management	100
	3.7	Life & General Insurance	100

1.3 FINANCIAL ACCOUNTING

OBJECTIVE

The objective of this course is to acquaint students with the accounting concepts, tools and Techniques influencing business organizations and provide a brief idea about the framework of certain allied aspects of accounting treatment.

Unit 1: INTRODUCTION TO FINANCIAL ACCOUNTING

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Principles – Accounting Concepts and Accounting Conventions- problems on accounting equations.

Unit 2: CONVERSION OF SINGLE ENTRY INTO DOUBLE ENTRY SYSTEM

Single entry system- Introduction – Meaning – Features – Merits – Demerits – Types. Conversion into Double Entry system – Need for Conversion – Preparation of Statement of Affairs – Cashbook – Memorandum Trading Account – Total Debtors Account – Total Creditors Account – Bills Receivable Account – Bills Payable Account – Trading and Profit & Loss Account – Balance Sheet.

Unit 3: HIRE PURCHASE SYSTEM

Introduction – Meaning of Hire Purchase and installment purchase system- difference between hire purchase and installment purchase – Important Definitions – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor (Asset Accrual Method only). Problems on hire purchase including default and complete repossession of goods.

Unit 4: ROYALTY ACCOUNTS

Introduction – Meaning – Technical Terms – Royalty – Landlord – Tenant – Minimum Rent – Short Workings – Recoupment of Short Working under (Fixed Period) restrictive and non-restrictive (Floating Period) Recoupment within the Life of a Lease – Treatment of Strike and Stoppage of work – Accounting Treatment in the books of Lessee and lessor – passing of journal entries and Preparation of necessary Ledger Accounts including minimum rent account.

Unit 5: CONVERSION OF PARTNERSHIP FIRM INTO A LIMITED COMPANY –

Introduction – Need for conversion - Meaning of Purchase Consideration – Mode of Discharge of Purchase Consideration – Methods of calculation of Purchase Consideration – Net Payment Method – Net Assets Method – Passing of Journal Entries and Preparation of Ledger Accounts in the books of Vendor – Treatment of certain items – Dissolution Expenses – Unrecorded Assets and Liabilities – Assets and Liabilities not taken over by the Purchasing Company – Contingent liabilities – Non-assumption of trade liabilities – In the books of Company – Passing of Incorporation entries and preparation of balance sheet under vertical format.

Unit 6: INSURANCE CLAIMS

Introduction – Need – Loss of Stock Policy – Steps for ascertaining Fire insurance claim – Treatment of Salvage – Average Clause – Treatment of Abnormal Items – Computation of Fire insurance claims.

Unit 7: CONSIGNMENT ACCOUNTS

Introduction – Meaning – Consigner – Consignee – Goods Invoiced at Cost Price – Goods Invoiced at Selling Price – Normal Loss – Abnormal Loss – Valuation of Stock – Stock Reserve – Journal Entries – Ledger Accounts in the books of Consigner and Consignee.

Unit 8: BRANCH ACCOUNTS

Introduction – Meaning – Objectives – Types of Branches - Dependent Branches – Features – Supply of Goods Price at Cost Price - Invoice Price – Branch Account in the books of Head Office (Debtors System Only). Independent Branches – Features – Incorporation of Branch Trial balance in Head Office Books – Adjustment Entries in Ho books only – Purchase of Branch Fixed Asset – Depreciation of Branch Fixed Asset – Share of Head Office Expenses – Goods in Transit – Cash in Transit – Inter branch Transactions

Unit 9: ACCOUNTING STANDARDS

Introduction – Meaning – Definition – Need – Significance – An Overview of Indian Accounting Standards – AS-2, AS-3, AS-6, AS-10, AS-14, AS-20 & AS-21 (Theory Only).

BOOKS FOR REFERENCE

1) Jawaharlal & Seema Srivastava: Financial Accounting , HPH
2) Dr. S.N. Maheswari: Financial Accounting
3) B. S Raman: Financial Accounting
4) Guruprasad Murthy: Financial accounting
5) S P Jain and K. L. Narang: Financial Accounting- I
6) Dr. Anil Kumar, Dr. Rajesh Kumar, B. Mariyappa: Financial Accounting
7) Radhaswamy and R.L. Gupta: Advanced Accounting
8) A. Banerjee: Financial Accounting 3rd Edition.

1.4 ORGANISATIONAL AND HUMAN RESOURCES MANAGEMENT

OBJECTIVE: *To familiarize the students with concepts and principles of Management Process and Human Resource Management.*

Unit 1: INTRODUCTION TO MANAGEMENT

Introduction – Meaning – Nature and characteristics of Management – Scope of Management – Management & Administration-Principles of Management-Social responsibility of management & Ethics

Unit 2: MANAGEMENT PROCESS

Introduction – Management process – Planning – Meaning and Definition – Nature – Objectives - Types of Plans – Importance of Planning. Organization – Nature – Principles – Types of Organization – Purpose of Organization. Directing: meaning and nature – leadership styles – motivation theories. Controlling: meaning and steps in controlling – essentials of a sound control system.

Unit 3: HUMAN RESOURCE MANAGEMENT

Introduction – Meaning of HRM – Objectives of HRM – Importance of HRM – Functions and Process of HRM – HR Manager Duties and Responsibilities – Recent trends in HRM.

Unit 4: PLANNING, RECRUITMENT & SELECTION

Meaning – Importance of Human Resource Planning – Benefits of Human Resource Planning. Recruitment – Meaning – Methods of Recruitment. Selection – Meaning – Steps in Selection Process – Problems Involved in Placement.

UNIT 5: INDUCTION AND TRAINING:

Induction: Meaning – objectives and need – types and methods of induction. Training: Meaning – objectives and need – types and methods of training.

Unit 6: DIRECTING, MOTIVATING & CONTROLLING

Directing, meaning & nature of directing, motivation – importance – types - theories of motivation. Leadership - styles of leadership. controlling – meaning – Essentials of a sound control system – types of control.

Unit 7: PERFORMANCE APPRAISAL AND COMPENSATION:

Performance appraisal: Meaning – objectives – methods – merits and demerits – compensation: meaning – objectives - methods of compensation – principles of wage fixation.

Unit 8: MANAGEMENT DEVELOPMENT:

Meaning – objectives – merits and demerits – managerial development – management development - difference between training and development – methods of management development.

BOOKS FOR REFERENCE

1. Koontz & O'Donnell, Management.
2. Appaniah & Reddy, Business Management.
3. T. Ramaswamy : Principles of Management
4. L M Prasad, Principles of management.
5. J.D. Tripathi ; The Power of Managing Time
6. Rajkumar : Human Resource Management I.K. Intl
7. Rustum & Davar, Principles and practice of Management.
8. Sharma & Shashi K Guptha – Principles of Management
9. Dr. K. Aswathappa, Human Resource Management.
10. P Subba Rao , Personnel and Human Resource Management
11. Rekha & Vibha – Business Management
12. V.S.P. Rao: Management – Text and cases
13. D.K. Bhattacharya: Human Resource Management.

1.5 MARKET BEHAVIOR AND COST ANALYSIS

Objective: the objective is to provide the basic knowledge of market behavior and cost analysis to apply the same in their business decisions.

UNIT 1: BUSINESS CYCLES:

Business cycles – phases of Business cycle – effects of Business cycle – measures to control the Business cycle – meaning and salient features of: monitory policy, fiscal policy, industrial policy.

UNIT 2: MARKET STRUCTURE:

Perfect competition: features – price and output determination – influence of time element on price and output. Monopoly: features - price and output determination – price discrimination Monopolistic competition: features – price and output determination in short run and long run in industry.

UNIT 3: CONSUMER BEHAVIOUR:

Consumer sovereignty – limitations – approaches to the study of consumer behavior – cardinal approach - law of equi –marginal utility, ordinal approach – indifference curve analysis: properties. Consumer surplus: meaning – analysis – limitations.

UNIT 4: FIRMS AND DECISIONS

Firm: meaning and goals, profit verses value (wealth) maximization dynamics. Decision making, decisions under market uncertainties, tactical verses strategic decisions and game theory.

UNIT 5: MARKET FORCES

Demand: meaning, law of demand, nature of elasticity of demand, determinants of elasticity of demand, cost of advertisement and derived demand relations, measurement of elasticity under graphic method (concepts only). Demand forecasting- meaning and methods (problems on trend projection by least square method). Supply: Law of supply, determinants of supply.

UNIT 6: COST AND PROFIT PLANNING

Cost: meaning of short run and long run costs, fixed and variable costs, explicit and implicit costs, opportunity cost and incremental cost (concepts only). Total cost, average cost and marginal cost behavior in short run and long run – marginal costing: CVP Analysis: BEP, BE Chart and calculation of margin of safety, P.V. ratio: profit planning (including problems).

UNIT 7: PRICING PRACTICES AND STRATEGIES

Determinants of pricing policy, pricing methods: marginal cost pricing, target rate pricing, product line pricing, administered pricing, competitive bidding, dual pricing, transfer pricing. Price discrimination: requirements, types and dumping strategies. Pricing over product life cycle: skimmed pricing, penetration pricing, product –line pricing and price leadership. Linear Programming: problems on profit maximization and cost minimization in graphic method with two variables only.

UNIT 8: COST OF CAPITAL AND CAPITAL BUDGETING

Meaning and types of capital, specific cost of capital on: debt, preference shares and equity shares and weighted average cost of capital (concepts only). Capital budgeting: meaning and significance, present value of money and its calculation, methods of investment appraisal (simple problems on PB period and NPV methods only).

References

1. D.M. Mithani: Managerial Economics, Himalaya Publishing House, New Delhi.
2. P.L Mehta: Managerial Economics, Sultan Chand & Sons, New Delhi.
3. R.L Varshney and K.L Maheshewari: Managerial Economics, Sultan Chand & Sons, New Delhi.
4. H.L Ahuja: Business Economics, S. Chand & Company Ltd., New Delhi.
5. Reddy & Appananiah: Economics for Business
6. Venugopal : Economics for Business, I.K. Intl
7. K.M.Pandey & Others: Economics for Managerial Decisions
8. K.P.M Sundaram: Micro Economics, Sultan Chand & Sons, New Delhi.
9. M.L. Jhingan &J.K. Stephen: Managerial Economics, Vrinda Publishihing (P) Ltd. Delhi.
10. Manoj Kumar Mishra : Managerial Economics, Voyu Education of India, New Dehli.
11. Srivastava R.M. : Financial Management – Management and Policy ,HPH
12. Khan and Jain: Financial Management, Tata McGraw Hill Education Private Ltd., New Delhi
13. R.K. Sharma and S.K. Gupta: Financial Management, Kalyani Publications, Ludiana.
14. Atmanand: Managerial Economics.

1.6 CORPORATE ADMINISTRATION

OBJECTIVE

To enable the students to get familiarized with the existing corporate regulations and administration.

Unit 1: INTRODUCTION:
Introduction – Meaning and Definition – Features – Kinds of Companies. Companies Act 1956 - objectives & features.

UNIT 2: FORMATION OF A COMPANY: Steps in formation of joint stock companies - Promotion stage – meaning & functions of promoter - incorporation stage – capital subscription stage - commencement of business.

UNIT 3. DOCUMENTS OF COMPANIES: Memorandum of Association & Articles of Association, distinction between Memorandum of Association and Articles of Association Subscription stage - Meaning & contents of prospectus, statement in lieu of prospects.

Unit 4: CAPITAL OF COMPANY: Share Capital – Meaning of Shares – Kinds of Share – Distinction between equity & preference shares. Debentures – Meaning – Features – Types – Merits and Demerits. SEBI guidelines for issue of shares & debentures.

Unit 5: COMPANY ADMINISTRATION: Board of Directors – appointment – powers - duties & responsibilities. Managing Director – appointment – powers – duties & responsibilities – corporate governance.

UNIT 6: COMPANY SECRETARY: Meaning – qualification – appointment – position – rights – duties - liabilities & removal.

Unit 7: CORPORATE MEETINGS: Meaning and Definition – Types of Meeting – requisites of a valid meeting - Statutory Meeting – Annual General Meeting – Extraordinary General Meeting – Board Meeting and Resolutions.

Unit 8: GLOBAL COMPANIES: Meaning – types –features – challenges - organization structure administration.

BOOKS FOR REFERENCE

1. M.C. Shukla & Gulshan: Principles of Company Law.
2. S.N. Maheshwari: Elements of Corporate Law
3. N.D. Kapoor: Company Law and Secretarial Practice.
4. M.C. Bhandari: Guide to Company Law Procedures.
5. S.C. Kuchal: Company Law and Secretarial Practice.
6. Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.
7. S.S. Gulshan: Company Law

1.7 QUANTITATIVE METHODS AND TECHNIQUES FOR BUSINESS

OBJECTIVE: *To provide basic knowledge of mathematics and statistics and their application to commercial situations.*

Unit 1: INTRODUCTION TO STATISTICS
Meaning and Definition – Functions – Scope – Limitations.

Unit 2: TABULATION AND PRESENTATION OF DATA
Collection of data - census and sample techniques. Classification of data, preparation of frequency distribution and tabulation of data. Importance of graphic and diagrammatic presentation, Types of diagrams – one dimensional, two dimensional, percentage bar diagrams and pie diagrams.

Unit 3: MEASURES OF CENTRAL TENDENCY
Introduction – Types of averages – Arithmetic Mean (Simple and Weighted), Median, Mode (using direct & step deviation method only, excluding missing frequency problems). Graphical representation of median and mode – ogives, histograms, smoothed frequency curve, frequency polygon.

Unit 4: MEASURE OF DISPERSION
Introduction – Meaning & Definition – Methods of dispersion: Standard Deviation and Coefficient of Variation.

Unit 5: INDEX NUMBERS
Meaning & Definition – uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregative Method – Simple Average of Price Relative Method – Weighted index method – Fisher's Ideal method (excluding TRT & FRT) – Consumer Price Index – Problems.

Unit 6: CORRELATION ANALYSIS:
Correlation: Meaning – Uses – Types – Karl Pearson's coefficient of correlation – probable error & Spearman's Rank Correlation (using actual mean and Excluding bivariate and Multi correlation).

UNIT 7: REGRESSION ANALYSIS:
Meaning, Uses, Regression lines, regression Equations, regression coefficients (using actual mean method only).

Unit 8: TIME SERIES
Introduction – Meaning – Uses –Components of Time Series – Computation of Trend Values & graphical presentation under the Method of Least Squares (Excluding simultaneous equation method).

Unit 9: INTERPOLATION AND EXTRAPOLATION
Meaning – Significance – Assumptions. Methods of Interpolation – Binomial expansion (in case of missing values, only two missing values) - Newton's method of advancing differences.

BOOKS FOR REFERENCE

1. S.C. Gupta: Business Statistics HPH
2. Saha: Mathematics for Cost Accountants.
3. J.K. Singh: Business Mathematics
4. Veena & Seema : Business Mathematics and Statistics , I.K. Intl
5. Dr. Sancheti & Kapoor: Business Mathematics and Statistics.
6. Zamarudeen: Business Mathematics.
7. Mujawar : Statistics for Manager, I.K. Intl
8. Ranganath: Business Mathematics
9. Madappa, mahadi Hassan, M. Iqbal Taiyab: Business Mathematics.
10. Saha & Others: Business Mathematics
11. D.P Apte: Statistical Tools for managers.

2.2 (part -B) – CORPORATE ETIQUETTE AND COMMUNICATION

Objective
To create an awareness of the soft skills required to plan and pursue a career and to empower them with employability skills. To train the students in drafting various correspondence for different functions of Business

Unit 1: ATTITUDE AND EMOTIONAL INTELLIGENCE
Importance of Attitude – Meaning of Positive Thinking and Positive Attitude – how to build positive attitude – effects of negative attitude and how to overcome them. Significance of interpersonal relationships in personal and professional life - Tips to enhance interpersonal relationships - Emotional Intelligence.

Unit 2: VISION, GOAL SETTING & TIME MANAGEMENT
Meaning of Vision – doing things for the right purpose – Setting and achieving goals – importance of goal setting – periodicity in goal setting – short, medium, long-term – methods to achieve set goals. General principles of stress management and Time Management.

Unit 3: COMMUNICATION SKILLS
Significance – process of communication - – forms of communication - Communication Gap – listening skills – Basics of Managerial Speaking Skills – Body Language – How to develop matter for a speech, Presentation aids and effective use of presentation aids.

Unit 4: PERSONNEL CORRESPONDENCE

Letters calling candidates for written test, drafting interview letters, offer of appointment, order of appointment, show cause notices, letters of dismissal and discharge.

Unit 5: SECRETARIAL CORRESPONDENCE

Correspondence with shareholders and debenture holders relating to dividends and interest, transfer and transmission of shares.

Unit 6: MODERN COMMUNICATION DEVICES

Internet, teleconferencing, Mobile Phones, Computers, Laptops, Close circuit TVs. Desktop Publishing, Electronic Mail (e-mail), SMS Messages, Audio Conferencing, Video Conferencing, E-Commerce, Fax, Photocopying, Printing, Electronic Storage Devices.

BOOKS FOR REFERENCE

1. Rai & Rai : Business Communication, Himalaya Publishing House, Mumbai
2. R.O. Sharma & Krishna Mohan: Business Communication & Report Writing, TMH, New Delhi.
3. Ritwik Haldar: A T.B. of Business Communication
4. Raman. S & Swami. R: Business Communication – A Practical Approach, Professional Publications, Madras.
5. Ramesh & Pattanashetti: Effective Business English & Correspondence.
6. Majumdar: Commercial Correspondence.
7. Pink and Thomsan: English Grammar, Composition and Correspondence.
8. R.K. Madhukar : Business Communications, Vikas.
9. Kumar: Business Communication.
10. Bovee: Business Communication Today.
11. Sharma & Others: Business Communication
12. B. Das / I. Satpathy: Business Communication and Personality Development

2.3 CORPORATE ACCOUNTING

OBJECTIVE: *The objective of this course is to enable the students to have a comprehensive awareness about the provisions of the company's Act and corporate accounts and develop the awareness with adoption of Accounting Standards.*

Unit 1: COMPANY FINAL ACCOUNTS

Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items – Tax deducted at source – Advance payment of Tax – Provision for Tax – Depreciation – Interest on debentures – Dividends – Rules regarding payment of dividends – Transfer to Reserves – Preparation of Profit and Loss Account and Balance Sheet in vertical form.

Unit 2: REDEMPTION OF PREFERENCE SHARES

Meaning – Provisions of Company's Act regarding the Redemption of Preference Shares - Capital Redemption Reserve Account (CRR) – Fresh issue of Shares – Issue of Bonus Shares – Journal Entries – Ledger Accounts – Preparation of Balance Sheet after Redemption – problems.

Unit 3: UNDERWRITING OF SHARES

Meaning – Terms used in Underwriting: Underwriter – Marked Applications – Unmarked Applications – Partial Underwriting – Complete Underwriting – Pure Underwriting - Firm Underwriting – Underwriting Commission. Determination of Net Liability. Problems.

Unit 4: VALUATION OF GOODWILL

Meaning – Circumstances of Valuation of Goodwill – Factors influencing the value of Goodwill – Methods of Valuation of Goodwill: Average Profit Method, Super Profit Method, Capitalization of average Profit Method, Capitalization of Super Profit Method, and Annuity Method. Problems.

Unit 5: VALUATION OF SHARES

Meaning – Need for Valuation – Factors Affecting Valuation – Methods of Valuation: Intrinsic Value Method, Yield Method, Earning Capacity Method, Fair Value Method. Rights Issue and Valuation of Rights Issue. Problems.

UNIT 6: PROFIT PRIOR TO INCORPORATION:
Meaning – calculation of sales ratio - time ratio - weighted ratio – treatment of capital and revenue expenditure – ascertainment of pre incorporation and post incorporation profits by preparing profit and loss account – balance sheet.

Unit 7: MERGERS AND ACQUISITION OF COMPANIES
Meaning of Amalgamation and Acquisition – Types of Amalgamation – Amalgamation in the nature of Merger – Amalgamation in the nature of Purchase - Methods of Purchase Consideration – Calculation of Purchase Consideration –Accounting for Amalgamation as per AS-14 – Pooling of Interest Method and Purchase Method – Entries and Ledger Accounts in the Books of Transferor Company and Entries and Preparation of Balance Sheet in the books of Transferee Company.

Unit 8: INTERNAL RECONSTRUCTION
Meaning – Objective – Procedure – Form of Reduction – Passing of Journal Entries – Preparation of Balance Sheet after Reconstruction. Simple Problems.

Unit 9: LIQUIDATION OF COMPANIES
Meaning – Types of Liquidation – Order of Payment - Calculation of Liquidator's Remuneration – Preparation of Liquidators Final Statement of Account.

BOOKS FOR REFERENCE

1. Arulanandam & Raman: Corporate Accounting - II
2. Dr. S.N. Maheswari , Financial Accounting.
3. S. P. Jain and K. L. Narang – Corporate Accounting
4. SP Iyengar, Advanced Accountancy.
5. R L Gupta, Advanced Accountancy.
6. Anil Kumar,Mariyappa & Rajesh : Corporate Accounting
7. K.K. Verma: : Corporate Accounting

2.4 MARKETING MANAGEMENT

OBJECTIVE: To familiarize the students with the principles of marketing and focus them towards marketing and marketing management

UNIT 1: INTRODUCTION TO MARKETING
Meaning and definition - Goals – Concepts of Marketing – Approaches to Marketing – Functions of Marketing – marketing management: meaning - process – functions - importance.

UNIT 2: MARKETING ENVIRONMENT
Meaning – demographic- economic – natural – technological – political – legal – socio cultural environment. MARKET SEGMENTATION AND CONSUMER BEHAVIOUR - Meaning & Definition - Bases of Market Segmentation – Consumer Behavior – consumer decision making process - Factors influencing Consumer Behavior.

UNIT 3: MARKETING MIX
Meaning – elements – PRODCUT – product mix, product line – product life cycle – product planning – new product development – branding - packing and packaging. PRICING – factors influencing pricing, methods of pricing (only meaning), and pricing policy - PHYSICAL DISTRIBUTION, meaning, factors affecting channels, types of marketing channels, PROMOTION –meaning and significance of promotion – personal selling and advertising – direct marketing.

Unit 4: MARKETING RESEARCH
Introduction to marketing research - nature, characteristics, scope, uses & limitations; Interaction between management and marketing research; Marketing information system and decision support system in marketing research; Assessing information needs; scientific method & research process; steps in research process; types of research.

UNIT 5: RETAIL MARKETING:
Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian retail scenario. Retailing from the International perspective.

UNIT 6: SERVICES SECTOR MANAGEMENT
Tourism and Travel Services – concept, nature, significance and marketing. Health Care services – concept, nature, significance and marketing. Educational services - concept, nature, significance and marketing.

UNIT 7: RECENT TRENDS IN MARKETING:
Concept marketing - E-business – Tele-marketing – M-Business – Green Marketing - Relationship Marketing – Customer Relationship Management – database marketing – gorilla marketing.

BOOKS FOR REFERENCE

1) Philip Kotler : Marketing Management
2) Bose Biplab: Marketing Management
3) J.C. Gandhi : Marketing Management
4) Ramesh : Marketing Management, I.K. Intl
5) Dr. Ramachandra, Dr. Chandra Shekar: Marketing management.
6) Stanton W.J. etzal Michael & Walker: Fundamentals of Management.
7) P N Reddy & Appanniah: Marketing Management.
8) Sontakki: Marketing Management.
9) Vibha & Rekha : Marketing Management
10) Tapan Panda: Marketing Management

2.5 INDIAN FINANCIAL SYSTEM

OBJECTIVE
The objective of this course is to familiarize the students with regard to structure, organization and working of financial system in India.

Unit 1: FINANCIAL SYSTEM
Introduction – Meaning – Classification of Financial System. Financial Markets – Functions and Significance of Primary Market, Secondary Market, Capital Market, & Money Market.

Unit 2: FINANCIAL INSTITUTIONS
Types of banking and non-banking financial institutions. Constitution, objectives & functions of IDBI, SFCs, SIDCs, LIC, EXIM Bank. Meaning and scope of Mutual Funds.

Unit 3: COMMERCIAL BANKS
Introduction – Role of Commercial Banks – Functions of Commercial Banks – Primary Functions and Secondary Functions – Investment Policy of Commercial Banks.

UNIT 4: CO-OPERATIVE BANKS:
Meaning – definition – features - functions – types – merits and demerits - lending policies – priority areas of lending – role of co-operative banks for agricultural development.

UNIT 5: RURAL FINANCE:
RRBs: Meaning – definition – features - functions – types – merits and demerits- lending policies – priority areas of lending – role of RRBs in rural development. Micro finance: micro finance products and services – role of self-help groups – post office –role of companies in micro finance as a part of social responsibilities.

UNIT 6: CAPITAL MARKET:
Stock market: Meaning – functions – primary – secondary – functionaries in stock market - D-mat Accounts – listing requirements – role of stock exchange in capital mobalization.

Unit 7: REGULATORY INSTITUTIONS

Introduction. RBI – Organization – Objectives – Role and Functions. The Securities – Exchange Board of India – Organization and Objectives – IRDA and its functions.

Unit 8: FINANCIAL SERVICES

Introduction – Meaning – Features – Importance. Types of Financial Services – factoring, leasing, venture capital, Consumer finance; housing & vehicle.

BOOKS FOR REFERENCE

1. Vasant Desai: The Indian Financial System and development, HPH
2. Meir Kohn: Financial Institutions and Markets, Tata McGrah Hill
3. L M Bhole: Financial Institutions and Markets, Tata Mcgrah Hill
4. D.K. Murthy & Venugopal : Indian Financial System , I.K. Intl
5. M Y Khan: Indian Financial System, TMH
6. G. Ramesh Babu : Indian Financial System ,HpH
7. S.C. Sharama & Monica : Indian Financial System, I.K. Intl
8. P N Varshney & D K Mittal: Indian Financial System, Sulthan Chand & Sons
9. E Gardon & K Natarajan: Financial Markets & Services.
10. A. Datta: Indian Financial System

2.6 FINANCIAL MANAGEMENT

OBJECTIVE: *To enable students to understand the basic concepts of financial management, salient features of international finance and the role of financial management in decision-making.*

Unit 1: INTRODUCTION

Meaning of Finance – Business Finance – Finance Function – Aims of Finance Function – Organization structure of finance department - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of a Sound Financial Planning.

Unit 2: TIME VALUE OF MONEY

Introduction – Meaning & Definition – Need – Future Value (Even Flow – Uneven Flow & Annuity) – Present Value (Even Flow – Uneven Flow & Annuity) – Doubling Period – Concept of Valuation – Valuation of Bonds & Debentures. Simple Problems.

Unit 3: FINANCING DECISION

Introduction – Meaning of Capital Structure – Factors influencing Capital Structure – Optimum Capital Structure – Computation & Analysis of EBIT, EBT, EPS – Leverages. Simple Problems.

Unit 4: RISK ANALYSIS

Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis –Problems.

Unit 5: INVESTMENT DECISION

Investment Decision: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process – Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return. Simple Problems.

UNIT 6: DIVIDEND DECISION

Dividend Decision: Introduction – Meaning and Definition – Determinants of Dividend Policy – Types of Dividends.

Unit 7: WORKING CAPITAL MANAGEMENT

Introduction – Concept of Working Capital – Significance of Adequate Working Capital – Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital.

UNIT 8: CASH MANAGEMENT:
Cash Management – Motives of Holding Cash – Cash Management Techniques – Preparation of Cash Budget

UNIT 9: RECIEVABLES MANAGEMENT:
Receivables Management – Preparation of Ageing Schedule and Debtors Turnover Ratio – Inventory Management Techniques – Problems on EOQ.

UNIT 10: INTERNATIONAL FINANCIAL MANAGEMENT:
Issus Involved in International Business and Finance, methods of payment, International Monetary system – features of FOREX management.

BOOKS FOR REFERENCE

1. G. Sudarsan Reddy, Financial Management
2. S N Maheshwari, Financial Management.
3. Khan and Jain, Financial Management.
4. Sharma and Sashi Gupta, Financial Management.
5. M. Gangadhar Rao & Others: Financial Management
6. I M Pandey, Financial Management.
7. Kulkarni & Sathyaprasad : Financial Management
8. Prasanna Chandra, Financial Management.
9. Sudhindra Bhatt: Financial Management.

2.7 COMPUTER FUNDAMENTALS

OBJECTIVES : *To provide basic knowledge of Computer and its Usage.*

Unit 1: INTRODUCTION TO COMPUTERS
General features of a Computer – Generation of Computers - Personal Computer – Workstation – Mainframe Computer and Super Computers. Computer Applications – Data Processing – Information Processing – Commercial – Office Automation – Industry and Engineering – Healthcare – Education – Graphics and Multimedia.

Unit 2: COMPUTER ORGANIZATION
Central Processing Unit – Computer Memory – Primary Memory – Secondary Memory – Secondary Storage Devices – Magnetic and Optical Media – Input and Output Units – OMR – OCR – MICR – Scanner – Mouse - Modem.

Unit 3: COMPUTER HARDWARE AND SOFTWARE
Machine language and high level language. Application software. Computer program. Operating system. Computer virus, antivirus and Computer security. Elements of MS DOS and Windows OS. Computer arithmetic. Binary, octal and hexadecimal number systems. Algorithm and flowcharts. Illustrations. Elements of database and its applications.

Unit 4: MICROSOFT OFFICE
Word processing and electronic spread sheet. An overview of MS WORD, MS EXCEL and MS POWERPOINT. Elements of BASIC programming. Simple illustrations.

Unit 5: COMPUTER NETWORKS
Types of networks. LAN, Intranet and Internet. Internet applications. World wide web. E-mail, browsing and searching. Search engines. Multimedia applications.

Unit 6: INTRODUCTION TO E-COMERCE
E-Commerce – categories – advantages and disadvantages – hardware and software requirements for e-commerce, e-commerce models, e-payments – types.

BOOKS FOR REFERENCE

1. Alexis Leon and Mathews Leon (1999): Fundamentals of information technology, Leon Techworld Pub.
2. C.S.V. Murthy: Fundamentals of Computers, HPH
3. Jain, S.K. (1999): Information Technology "O" level made simple, BPB Pub.
4. Jain, V.K. (2000): "O" Level Personal Computer Software, BPB Pub.
5. Archanakumar : Computer Basic with Office Automation, I.K. Intl
6. Rajaraman, V. (1999): Fundamentals of Computers, Prentice Hall India.
7. G.V. Anjaneyulu :Computer Organisation
8. Hamacher: Computer Organisation, Mc Graw.
9. Sinha: Computer Fundamentals, BPB Pub.
10. Saha & Saha : Computer Fundamentals
11. D. Bharihoke : undamentals of Information Technology

3.1 LEGAL ASPECTS OF BUSINESS

OBJECTIVE: To orient the students on the legal environment of business and its implications on business decisions.

UNIT 1: INTRODUCTION TO BUSINESS REGULATIONS:

Introduction - nature of law - meaning & definition of business laws - scope & sources of business laws.

UNIT 2: INDIAN CONTRACT ACT

Indian Contract Act, 1872: Definition of Contract - essentials of a valid contract (detailed discussion) - classification of contracts - remedies for breach of contract.

UNIT 3: SPECIAL CONTRACTS:

Contract of Indemnity and guarantee – Agency – Bailment – Pledge: meaning - essentials features and parties

UNIT 4: SALE OF GOODS ACT:

Definition of contract of sale - essentials of contract of sale - conditions and warrantees - rights and duties of buyer, rights of an unpaid seller.

UNIT 5: INFORMATION TECHNOLOGY ACT:

Introduction to Cyber Law in India, salient features of IT Act, 2000, importance of Cyber Law, Digital Signature, cyber crimes.

UNIT 6: COMPETITION ACT:

Objectives of Competition Act, the features of Competition Act, **CAT,** offences and penalties under the Act, Competition Commission of India.

UNIT 7: CONSUMER PROTECTION ACT, 1986:

Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Rights of the consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission.

UNIT 8: INDIAN PATENT ACT:

Indian Patent Laws and WTO Patent Rules: Meaning of IPR, invention and non-invention, procedure to get patent, restoration and surrender of lapsed patent, infringement of patent,

UNIT 9: FEMA 1999:

Objects of FEMA, salient features of FEMA, definition of important terms: authorized person, currency, foreign currency, foreign exchange, foreign security, offences and penalties.

UNIT 10: ENVIRONMENT PROTECTION ACT:

Objects of the Act, definitions of important terms: environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, rules and powers of central government to protect environment in India.

BOOK REFERENCE:

1) K.R. Bulchandni: Business Laws,
2) N.D. Kapoor: Business Laws, Sultan chand publications.
3) K. Aswathappa: Business Laws, Himalaya Publishing House,
4) K. Ramachandra: Legal Aspects of Business, Himalaya Publishing House.
5) S.C. Sharama : Business Law, I.K. Intl
6) Tulsion: Business Law
7) Kamashi & Shrikumari: Business Law
8) S.S. Gulshan: Business law

3.2 COST ACCOUNTING

OBJECTIVE: *the objective of this subject is to familiarize students with the various concepts and element of cost.*

Unit 1: INTRODUCTION TO COST ACCOUNTING

Introduction – Meaning & Definition of Cost, Costing and Cost Accounting – Objectives of Costing - Comparison between Financial Accounting and Cost Accounting – Designing and Installing a Cost Accounting System – Cost Concepts - Classification of Costs – Cost Unit – Cost Center – Elements of Cost – Preparation of Cost Sheet – Tenders and Quotations.

Unit 2: MATERIAL COST CONTROL

Meaning – Types: Direct Material, Indirect Material. Material Control – Purchasing Procedure – Store Keeping – Techniques of Inventory Control – Setting of Stock Levels – EOQ – ABC Analysis – VED Analysis – Just In-Time – Perpetual Inventory System – Documents used in Material Accounting - Methods of Pricing Material Issues: FIFO, LIFO, Weighted Average Price Method and Simple Average Price Method - Problems.

Unit 3: LABOUR COST CONTROL

Meaning – Types: Direct Labour, Indirect Labour - Timekeeping – Time booking – Idle Time – Overtime – Labour Turn Over. Methods of Labour Remuneration: Time Rate System, Piece Rate System, Incentive Systems (Halsey plan, Rowan Plan & Taylor's differential Piece Rate System) – Problems

Unit 4: OVERHEAD COST CONTROL

Meaning and Definition – Classification of Overheads – Procedure for Accounting and Control of Overheads – Allocation of Overheads – Apportionment of Overheads – Primary Overhead Distribution Summary – Secondary Overhead Distribution Summary – Repeated Distribution Method and Simultaneous Equations Method – Absorption of Factory Overheads – Methods of Absorption – Machine Hour Rate – Problems.

Unit 5: RECONCILIATION OF COST AND FINANCIAL ACCOUNTS

Need for Reconciliation – Reasons for differences in Profit or Loss shown by Cost Accounts and Profit or Loss shown by Financial Accounts – Preparation of Reconciliation Statement and Memorandum Reconciliation Account.

Unit 6: JOB AND BATCH COSTING

Features, objectives, advantages and disadvantages of job & batch costing - Comparison between job and batch costing - Job cost sheet – consolidated jobs account – batch cost sheet – economic batch order – problems.

UNIT 7: CONTRACT COSTING

Meaning – importance and applications – contractor – contractee – work in progress – preparation of contract accounts – treatment of profit on incomplete contracts.

Unit 7: PROCESS COSTING

Features of process costing, application, comparison between job costing and process costing, advantages and disadvantages, process loss – normal loss – abnormal loss, abnormal gain – joint and by-products – problems (excluding inter-process profits and equivalent production).

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UNIT 8: OPERATING COSTING

Introduction, Meaning, Types & methods. Transport Costing: Meaning, classification of costs, collection of costs, ascertainment of absolute passenger kilometers, ton kilometers - problems.

BOOKS FOR REFERENCE

1) J.Made gowda: Advanced Cost Accounting
2) N.K. Prasad: Cost Accounting
3) Gouri Shankar : Practical Costing
4) Palaniappan & Hariaharan :Cost Accounting, I.K. Intl
5) Khanna Pandey & Ahuja : Practical Costing
6) M.L. Agarwal: Cost Accounting
7) Jain & Narang: Cost Accounting
8) S.P. Iyengar: Cost Accounting
9) S.N. Maheshwari: Cost Accounting
10) Horngren: Cost Accounting - A Managerial Emphasis
11) M. N. Arora: Cost Accounting, HPH
12) K.S. Thakur: Cost Accounting

3.3 INCOME TAX

OBJECTIVE: The Objective of this subject is to expose the students to the various provision of Income Tax Act relating to computation of Income of individual assesses.

Unit 1: INTRODUCTION TO INCOME TAX

Brief History of Indian Income Tax - Legal Frame Work - Types of Taxes - Cannons of Taxation - Important Definitions: Assessment, Assessment Year, Previous Year (including Exceptions), Assessee, Person, Income, Casual Income, Gross Total Income, Agricultural Income (including Scheme of Partial Integration) - Scheme of taxation. Meaning and classification of Capital & Revenue. Income tax authorities: Powers & functions of CBDT, CIT & A.O. (Theory only).

Unit 2: EXEMPTED INCOMES AND RESIDENTIAL STATUS

Introduction - Exempted Incomes U/S 10 - Restricted to Individual Assessee. Residential Status of an Individual - Determination of Residential Status - Incidence of Tax - Problems

Unit 3: INCOME FROM SALARY

Meaning - Definition - Basis of Charge - Advance Salary - Arrears of Salary - Allowances - Perquisites - Provident Fund - Profits in Lieu of Salary - Gratuity - Commutation of Pension - Encashment of Earned leave - Compensation for voluntary retirement - Deductions from Salary U/S 16 - Problems on Income from Salary.

Unit 4: INCOME FROM HOUSE PROPERTY

Basis of Charge - Deemed Owners - Exempted Incomes from House Property - Composite Rent - Annual Value - Determination of Annual Value - Treatment of Unrealized Rent - Loss due to Vacancy - Deductions from Annual Value - Problems on Income from House Property.

UNIT 5: PROFITS AND GAINS FROM BUSINESS AND PROFESSION

Meaning and Definition of Business, Profession - Vocation - Expenses Expressly Allowed - Allowable Losses - Expenses Expressly Disallowed - Expenses Allowed on Payment Basis - Problems on Business relating to Sole Trader and Problems on Profession relating to Chartered Accountant, Advocate and Medical Practitioner.

Unit 6: CAPITAL GAINS

Basis of Charge - Capital Assets - Transfer of Capital Assets - Computation of Capital Gains - Exemptions U/S 54, 54B, 54D, 54EC, 54F- Problems on Capital Gains.

Unit 7: INCOME FROM OTHER SOURCES

Incomes - Taxable under the head Other Sources - Securities - Kinds of Securities - Rules for Grossing Up - Ex-Interest Securities - Cum-Interest Securities - Bond Washing Transactions - Problems on Income from Other Sources.

Unit 8: DEDUCTIONS FROM GROSS TOTAL INCOME:
Deductions u/s: 80 C, 80 CCC, 80 CCD, 80 D, 80 DD, 80 E, 80 G, 80 GG, 80 U.

UNIT 9: SET-OFF AND CARRY FORWARD OF LOSSES
Meaning – Provisions for Set Off and Carry forward of Losses (Theory only)

Unit 10: ASSESSMENT OF INDIVIDUALS
Computation of Total Income and Tax Liability of an Individual Assessee

BOOKS FOR REFERENCE

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
3. Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
4. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
5. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
6. Gaur & Narang: Income Tax.

3.4 ENTREPRENEURSHIP DEVELOPMENT

Objective: *To enable students to understand the basic concepts of entrepreneurship and the process and formalities involved in starting a business.*

Unit 1: ENTREPRENEURSHIP
Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise –Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneur

Unit 2: SMALL AND MEDIUM ENTERPRISES (SME):
Definition – Meaning - Product Range - Capital Investment - Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries and Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's.

Unit 3: BUSINESS OPPORTUNITIES:
Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies – product selection.

UNIT 4: FORMATION OF SME:
Steps involved in the formation of a SME's business venture: location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project – Financial, technical, Market and social feasibility study.

UNIT 5: ANCILLARY UNITS:
Meaning – scope – functions – advantages – role.

Unit 6: PREPARING THE BUSINESS PLAN (BP)
Meaning – importance – preparation – BP format: Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP.

Unit 7: PROJECT ASSISTANCE
Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

UNIT 8: PROJECT MANAGEMENT:
Meaning – importance – scope – essentials of project management – project planning, implementation and control.

UNIT 9: SICKNESS:

Meaning and definition of sick unit – causes for industrial sickness – measures to avoid sickness – remedies for revival of sick units – role of BIFR.

UNIT 10: ROLE OF WOMEN IN BUSINESS:

Women entrepreneurship – importance – areas of business feasible for women - current status – government policy and assistance for women entrepreneurs - motivating factors – problems of Women entrepreneurs.

BOOKS FOR REFERENCE

1. Vasant Desai:The Dynamics of Entrepreneurship Delevopment and Management, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Satish Taneja: Entrepreneur Development
4. Udai Pareek and T.V. Rao, Developing Entrepreneurship
5. N.V.R Naidu : Management and Entrepreneurship, I.K. Intl
6. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
7. Srivastava, A Practical Guide to Industrial Entrepreneurs
8. Government of India, Report of the committee on small and medium entrepreneurs, 1975
9. Anilkumar : Small Business and Entrepreneurship, I.K. Intl
10. Vidya Hattangadi ; Entrepreneurship
11. Bharusali, Entrepreneur Development
12. Dr. Venkataramanappa, Entrepreneurial Development
13. B. Janaki Raman, M Rizwana: Entrepreneurship Development

3.5 PRINCIPLES AND PRACTICE OF AUDITING

OBJECTIVE: This subject aims at imparting knowledge about the principles and methods of auditing and their applications.

Unit 1: INTRODUCTION TO AUDITING

Introduction – Meaning - Definition – Objectives – Differences between Accountancy and Auditing – Types of Audit - Advantages of Auditing. RECENT TRENDS IN AUDITING: Nature & Significance of Tax Audit – Cost Audit - Management audit.

UNIT 2: AUDIT PREPARATION:

Preparation before commencement of new Audit – Audit Notebook – Audit Working Papers – Audit files - Audit Program: meaning and importance – uses – preparation of Audit program.

Unit 3: INTERNAL CONTROL

Internal Control: meaning and objectives. Internal Check: meaning, objectives and fundamental principles. Internal Check as regards: Wage Payments, Cash Sales, Cash Purchases. Internal Audit: Meaning - Advantages and Disadvantages of Internal Audit – Differences between Internal Check and Internal Audit.

Unit 4: VOUCHING

Meaning - Definition – Importance – Routine Checking and Vouching – Voucher -Types of Vouchers – Vouching of Receipts: Cash Sales, Receipts from debtors, Proceeds of the sale of Investments. Vouching of Payments: Cash Purchases, Payment to Creditors, Deferred Revenue Expenditure.

Unit 5: VERIFICATION AND VALUATION OF ASSETS:

Meaning and Objectives of verification and valuation – Position of an Auditor as regards the Valuation of Assets – Verification and Valuation of different Items: Land & Building, Plant & Machinery, Goodwill – Investments - Stock in Trade.

UNIT 6: VERIFICATION AND VALUATION OF LIABILITIES:

Meaning and Objectives of verification and valuation – Position of an Auditor as regards the Valuation of liabilities – Verification and Valuation of different Items: Bills Payable - Sundry Creditors – Contingent Liabilities.

UNIT 7: TREATMENT OF DEPRICIATION:
Meaning - General considerations – methods – legal issues connected with depreciation – precautions to b e taken by the auditor in treatment of depreciation.

UNIT 8: AUDIT OF LIMITED COMPANIES
Company Auditor – Appointment – Qualification - Powers - Duties and Liabilities – Professional Ethics of an Auditor.

UNIT 9: AUDIT OF OTHER INSTITUTIONS:
Audit of Educational Institutions: trust, society, individuals. Audit of Insurance Companies- Audit of banking companies - Audit of Co-operative societies.

UNIT 10: AUDIT REPORT AND ETHICS:
Planning – preparation – precautions to be taken – preparation of clean report and qualified report. professional ethics and reporting - compliances to auditing standards issued by ICAI - corporate governance and auditing

BOOKS FOR REFERENCE:

1. R.G. Sexena : Principles and Practice of Auditing.
2. TR Sharma: Auditing.
3. BN Tandon: Practical Auditing.
4. MS Ramaswamy: Principles and Practice of Auditing.
5. Dinakar Pagare: Practice of Auditing.
6. Kamal Gupta: Practical Auditing.
7. P N Reddy & Appannaiah: Auditing.

1. ACCOUNTING GROUP:

3.6 ADVANCED FINANCIAL ACCOUNTING

Objectives: To acquaint the students and make them familiar with the process and preparation of accounts of different types of organizations.

Unit 1: HOLDING COMPANY ACCOUNTS
Introduction – Meaning of Holding Company – Subsidiary Company – Steps – Pre Acquisition Profits – Post Acquisition Profits – Minority Interest – Cost of Control or Capital Reserve – Unrealized Profit – Mutual Indebtedness – Preparation of Consolidated Balance Sheet (As per AS21).

Unit 2: Accounts of banking companies
Business of banking companies – some important provisions of banking regulation act of 1949 – minimum capital and reserves – restriction on commission – brokerage – discounts – statutory reserves – cash reserves – books of accounts – special features of bank accounting, final accounts - balance sheet and profit and loss account – interest on doubtful debts – rebate on bill discounted – acceptance – endorsement and other obligations – problems as per new provisions.

Unit 3: Accounts of insurance companies
Meaning of life insurance and general insurance – accounting concepts relating to insurance companies - Preparation of Final accounts of insurance companies – revenue account and balance sheet.

Unit 4: Accounts of electricity supply companies
Double account system – features – difference between single account system and double account system – merits and demerits – revenue account-net revenue account –capital account (receipts and expenditure of capital account) – general balance sheet – treatment of replacement of an asset – when no extension or improvement is involved – when extension or improvement is involved – final accounts of electricity companies – important provisions.

Unit 5: Inflation accounting
Need – meaning – definition – importance and need – role – objectives – merits and demerits – problems on current purchasing power method (CPP) and current cost accounting method (CCA).

Unit 6: Farm accounting
Meaning – need and purpose – characteristics of farm accounting – nature of transactions – cost and revenue – apportionment of common cost – by product costing – farm accounting – recording of transactions – problems.

Unit 7: Investment accounting
Meaning – nature of investment – investment ledger – different terms used – cum dividend or interest – ex-dividend or interest – brokerage and expenses – problems

Unit 8: Insolvency accounting
Meaning – important terms – application of insolvency act – circumstances under which a firm be declared – accounting procedure – deficiency account – statement of affairs – problems.

Unit 9: Accounts of hotel industries:
Nature – hotel organization – revenue and expenditure items – Classification – important terms – system of book keeping – internal control system – final accounts of hotel industry.

Books for reference:

1. Arulanandam & Raman: Advanced accountancy
2. Dr. S.N. Maheswari: advanced accountancy.
3. S. P. Jain and K. L. Narang: advanced accountancy
4. R L Gupta: Advanced Accountancy
5. Shukla and Grewal: Advanced accountancy
6. B.S. Raman: Advanced accountancy

3.7 ACCOUNTING FOR BUSINESS DECISIONS

OBJECTIVE
To enable the students to understand business decisions using the accounting information.

UNIT 1: ANALYSIS OF FINANCIAL STATEMENTS:
Meaning – different types of financial statements – ratio analysis – liquidity, profitability, solvency ratios and its interpretation.

UNIT 2: FUND FLOW STATEMENT:
Meaning – importance – preparation of schedule of changes in working capital – calculation of profit from operations – ledger accounts – preparation of fund flow statement.

UNIT 3: CASH FLOW STATEMENT:
Meaning – importance – difference between fund flow and cash flow statement – preparation of cash flow statement as per AS-3 (both the methods).

Unit 4: ABSORPTION COSTING & MARGINAL COSTING:
Absorption Costing – Meaning – Advantages & Disadvantages – Need for Marginal Costing – Meaning and Definition of Marginal Costing – Features – Uses and Limitation of Marginal Costing – Absorption Costing V/s Marginal Costing –preparation of marginal cost statement - Problems

Unit 5: MARGINAL COSTING AND DECISION MAKING:
Concept of Relevant Cost – Distinction between Relevant and Irrelevant Cost – Differential Cost – Features – Differences between Differential Costing and Marginal Costing – Practical Application of marginal Costing – Accept or Reject Decisions – Make or Buy Decisions – Level of Activity Planning – Purchasing or Leasing – Problems.

Unit 6: COST VOLUME PROFIT ANALYSIS
Introduction – Cost Volume Profit Analysis – Assumptions – Uses - Contribution – P/V Ratio – Break Even Point – Margin of Safety – Angle of Incidence – Break Even Chart – Problems

Unit 7: STANDARD COSTING

Introduction – Meaning & Definition of Standard Cost and Standard Costing - Analysis of Variances – Advantages & Disadvantages of Standard Costing - Problems on Material Variances, Labor Variances and Overhead Variances.

Unit 8: BUDGETARY CONTROL

Introduction – Meaning & Definition of Budget and Budgetary Control – Objectives of Budgetary Control – Classification of Budgets – Flexibility Classification – Functional Budgets – Problems on Flexible Budgets and Cash Budgets.

BOOKS FOR REFERENCE

1. M.N. Arora, Cost and Management Accounting.HPH
2. S P Iyengar, Cost Accounting.
3. Gouri Shankar: Practical Costing
4. Palaniappan & Hariharan : Cost Accounting, I.K. Intl
5. B.S. Raman, Cost Accounting.
6. N. Prasad, Costing.
7. Jain & Narang, Cost Accounting
8. P.K. Sinha: Accounting and Costing for Management

2. FINANCE GROUP:

3.6 CORPORATE FINANCIAL POLICY

OBJECTIVE : *To expose the student towards corporate financial policies.*

Unit 1: SOURCES OF CAPITAL

Long Term Sources – Meaning – Equity Shares – Preference Shares – Debentures – Differences between Shares & Debentures – Retained Earnings – Long Term Loans and Loans from Financial Institutions.

Unit 2: FINANCIAL POLICY

Meaning – Scope - Interface of Corporate Financial Policy and other Managerial Functions – Decision in Corporate Financing Policy – Debt Financing – Internal Financing - Factors to be considered in formulating Financing Policy – Problems on EPS and Point of Indifference.

Unit 3: COST OF CAPITAL

Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems.

Unit 4: CORPORATE FINANCIAL GOALS

Mission - Vision – Profit Maximization - Wealth Maximization – Economic & Business Environment – Sustained Growth Approach – Fund availability – Maximizing Growth - Growth Potential of a Single Product Company - Growth Potential of Multi Product Company.

Unit 5: MERGERS AND ACQUISITIONS

Meaning - Reasons – Types of Combinations - Forms of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations - Meaning and Significance of P/E Ratio. Problems on Exchange Ratio and Impact of Merger, EPS and Market Price.

Unit 6: CORPORATE VALUATION

Meaning of Corporate Valuation – Methods of Corporate Valuation – Reasons for Corporate Valuation – Different approaches for Corporate Valuation - Valuation of Bonds and Intangible Assets – Valuation of Bonds and Shares – Problems.

BOOKS FOR REFERENCE

1. I M Pandey: Financial management.
2. Bhagwan Das & Others: Corporate Restructuring Merger,Acquisition and Other forms
3. R P Rustagi: Financial management.
4. J C Vanhorne: Financial management.
5. Dr. Besent Ray: Corporate management.
6. Weston and Brigham: Essentials of Managerial Finance.
7. P N Varshney & D K Mittal: Indian Financial System, Sulthan Chand & Sons
8. NIshikant Jha: Mergers, Acquisitions and Corporate Restructuring
9. Sudhindra Bhatt: Corporate Finance

3.7 INTERNATIONAL FINANCE

Objectives: To familiarize the students with International Financial Management issues.

UNIT – 1: INTRODUCTION TO INTERNATIONAL FINANCE
Issus Involved in International Business and Finance, methods of payment, International Monetary system.

UNIT – 2: INTERNATIONAL ACCOUNTING STANDARDS
Variations in Accounting System.

UNIT – 3: INTERNATIONAL FINANCE AND FOREIGN EXCHANGE
Forex Market & Its Intermediaries, ADR, Foreign Exchange Rate, Theories of Foreign Exchange Rate Determination.

UNIT – 4: BALANCE OF PAYMENTS
Components of balance of payments – Disequilibrium in the balance of payments- methods of correction of disequilibrium.

UNIT – 5: INSTRUMENTS IN INTERNATIONAL FINANCIAL MARKETS.
Meaning-definition-international finance markets-Globalisation of Capital markets, Innovation in foreign securities and international portfolio management.

UNIT – 6: FOREIGN EXCHANGE RISK
Exchange risks – hedging, Forward, future, swaps options, Valuation of future and swaps- valuation of options and efficiency of the exchange market.

UNIT – 7: INTERNATIONAL FINANCIAL INSTITUTIONS AND LIQUIDITY
The IMF, International liquidity and SDR's (special drawing rights) – Internationational bank for reconstruction and development (World Bank), International development association, International investment guarantee agency.

BOOKS FOR REFERENCE:

1. Harris Manville, International Finance.
2. Avadhani V.A., International Finance Theory and Practice.
3. Keith Pibean, International Finance.
4. Somanatha; International Financial Management, I.K. Intl
5. Timothy Carl Kesta, Case and Problems in International Finance.
6. P.A. Apte, International Financial Management.
7. Madhu Vij, International Finance.
8. Levi, International Marketing Management.
9. Bndar D.C, International Finance.
10. Ramchandra & Others ; International Finance
11. Murthy E.N, International Finance & Risk Management.
12. M.L. Verma, Foreign Trade & Management in India.
13. Rao and Chary, International Finance.

3. TAXATION GROUP:

3.6 DIRECT TAXES

OBJECTIVE : *To enable the students to understand assessment of Firms and Companies*

Unit 1: INTRODUCTION
Meaning and definition, feature of good tax system, distribution of revenues between centre and state.

Unit 2: ASSESSMENT OF FIRMS
Meaning of Partnership, Firm and Partners – New Scheme of Taxation of Firms – Assessment of Firms (Section 184) – Computation of Firm's Business Income – Treatment of Interest and Capital, Salary, Commission, Remuneration received by partners and computation of Firms total income.

Unit 3: ASSESSMENT OF COMPANIES

Introduction–Meaning of Company–Types of Companies – Computation of Depreciation – Computation of Taxable Income of Companies – Minimum Alternative Tax (MAT) – Computation of Tax Liability.

Unit 4: WEALTH TAX

Basis of Charge – Assessment Year – Valuation Date – Net Wealth – Deemed Assets – Exempted Assets – Problems on Wealth Tax.

Unit 5: TAX PLANNING

Introduction – Tax Planning, Tax Avoidance, Tax Evasion, Tax Management and Tax Planning in relation to Purchase of Assets – Own Funds / Borrowed Funds / Lease Basis , Make or Buy, Repair or Replace and Capital Structure Decisions – Problems.

BOOKS FOR REFERENCE

1. Vinod K Singhania – "Direct Taxes - Law and Practice", Taxmann Publications
2. Dr. HC Mehrotra and Goyal, "Direct Taxes", Sahitya Bhavan Publications
3. Gaur and Narang ; Direct Taxes, Kalyani Publishers

3.7 INDIRECT TAXES

OBJECTIVE:

(i) To equip students with the application of principles and provisions of Central sales tax, Customs act, Central excise, value added tax, Service tax laws, (ii) To provide an insight into practical aspects and apply the provisions of tax laws to various situations.

Unit 1: CENTRAL SALES TAX

Objects and basic scheme of CST act, Meaning – Dealer – Business – Sale – Goods – declared goods, Turnover – Sale Price – Sales Exempt from Central Sales Tax, inter state and intra state sale, sales in the course of imports and exports, registration under CST act, – Problems on Central Sales Tax.

Unit 2: THE CUSTOMS ACT

Meaning – Types of Custom Duties – Valuation for Customs Duty – Tariff Value – Customs Value – Methods of Valuation for Customs – Problems on Custom Duty

Unit 3: CENTRAL EXCISE

Procedures relating to Levy, Valuation and Collection of Duty, Types of Duty, Nature of Excise Duties – Cenvat Credit – Classification of Excisable Goods – Valuation of Excisable Goods – Important Central Excise Procedures – Problems.

Unit 4: VALUE ADDED TAX

Basic Concepts of Value Added Tax – Dealer – Registered Dealer – Sales – Turnover – Input VAT – Output VAT – Goods – Capital Goods – Exempted Sales, Zero rated sale – Merits and Demerits of VAT – Features and Methods of VAT – Variants of VAT – Methods of Computation of VAT (Simple Problems)

Unit 5: SERVICE TAX

Meaning and Definition – Features of Service Tax – Levy and Collection of Service Tax – Service Tax Administration – Exemptions from Service Tax – Taxable Services – Determination of Service Tax Liability (Simple Problems)

BOOKS FOR REFERENCE:

1. V.S.Datey: Indirect Taxes – Law and Practice.
2. R.K.Jain: Customs Law Mannual and Customs Tariff of India.
3. Taxmann's: Central Excise Mannual and Central Excise Tariff.
4. Taxmann's: CENVAT Law and Procedure.
5. TN Manoharan, *Income Tax Law including VAT/Service Tax*, Snow White Publications Pvt. LTD.
6. G. Sekar, *Income Tax, Service Tax and VAT*, C. Sitaraman & Co. Pvt. LTD.
7. Karnataka Value added tax Act, 2003 published by Karnataka Law Journal Publications Bangalore - 560009

4. MARKETING GROUP:

3.6 CONSUMER BEHAVIOR AND MARKETING RESEARCH

OBJECTIVE: *To enable the students to understand the basics of Consumer Behaviour, Marketing Research, Analysis and Presentation of Report for business decision making.*

Unit 1: INTRODUCTION TO CONSUMER BEHAVIOUR
Introduction to Consumer Behaviour - A managerial & consumer perspective; why study consumer behaviour? ; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour.

Unit 2: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR
Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change.

Unit 3: ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR
Family influences; the influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behaviour.

Unit 4: CONSUMER'S DECISION MAKING PROCESS
Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; personal influence & opinion leadership process; diffusion of innovations; Models of Consumer Behaviour; Researching Consumer behaviour; consumer research process.

Unit 5: INTRODUCTION TO MARKETING RESEARCH
Introduction to marketing research - nature, characteristics, scope, uses & limitations; Interaction between management and marketing research; Marketing information system and decision support system in marketing research; Assessing information needs; scientific method & research process; steps in research process; types of research.

Unit 6: SOURCE & COLLECTION OF DATA
Sources of Secondary data; its advantages and disadvantages; methods of collection of primary data; construction of questionnaire and interview schedule; scaling and measurement; Sampling designs and sample size- decisions; organizing data collection & field force.

Unit 7: PROCESSING & ANALYSIS OF DATA
Editing, Coding & tabulation of data; techniques of data analysis; testing of hypothesis; tests of significance; analysis of associations; analysis of experiments; interpretation of data.

Unit 8: REPORT WRITING & PRESENTATION
Role & types of report; content of report; principles of report preparation; Presentation & Communication.

REFERENCE BOOKS:

1. Suja. R. Nair, Consumer behavior and Marketing Research: First Edition, Himalaya Publishing House, Mumbai, 2003.
2. Leon G. Schiffman & Leslve Lazer kanuk: Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
3. David. L. Loudon & Albert J. Bitta: Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delshi, 1993.
4. Assael Henry: Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.
5. Jay D. Lindquist & M. Joseph Sirgy: Shopper, Buyer and Consumer Behaviour, 2003.
6. Blackwell: Consumer Behaviour, 2nd Edition.
7. Sontakki: Consumer Behaviour.
8. Schiffman: Consumer Behaviour.
9. Boyd, Westfall & starch, Marketing Research, text & cases, seventh edition, AITBS, New Delhi,.
10. G.C.Beri: Marketing Research, Tata McGraw Hill publishing company, New Delhi.
11. Bhatra/Kazmi: Consumer Behaviour

3.7 INTERNATIONAL BUSINESS

OBJECTIVE

The objective of this subject is to facilitate the students in understanding of International Business in a-multi cultural world.

Unit 1: INTRODUCTION TO INTERNATIONAL BUSINESS

Meaning and Definition – Nature – Forms of International Business – Approaches to International Business – Theories of International Trade – Mode of entry into international business

Unit 2: GLOBALIZATION

Meaning and Definition - Features – Stages – Manifestation of Globalization – Essential Conditions for Globalization – Advantages and Disadvantages – India and Globalization.

Unit 3: ROLE OF MNCs IN INTERNATIONAL BUSINESS

Meaning and Definitions – Distinction between Domestic & Foreign Companies – Types of MNCs – Organizational Structure of MNCs – Role of MNCs in the development of international business – Role of MNCs in the development of Indian business.

Unit 4: INTERNATIONAL MARKETING INTELLIGENCE

Meaning – International Marketing Information – Source of Information – International Marketing Information System – International Marketing Research – Application of International Marketing Information.

Unit 5: EXIM TRADE

Export Trade: Procedure, Steps & Documentation, Direction of India's Export Trade – Export Financing. Import Trade: Procedure, Steps, Documentation. EXIM Policy - EXIM Finance: EXIM Bank, Commercial Banks.

Foreign Exchange Settlements: Mode and Procedure of settlements.

BOOKS FOR REFERENCE

1. P. Subba Rao – International Business.
2. Dr. Aswathappa International Business,.
3. Francis Cherunilam; International Business, Prentice Hall of India
4. Jyothi – International Business
5. H.S. Lee: International Business

5. BANKING & INSURANCE GROUP

3.6 BANKING & FOREX MANAGEMENT

Objective: The objective of this course is to familiarize the students to understand the law and practice of banking and enable them to understand the various concepts of foreign exchange management.

Unit 1: BANKER AND CUSTOMER RELATIONSHIP

Introduction – Meaning of Banker – Meaning of Customer – General & Special Relationships.

Unit 2: NEGOTIABLE INSTRUMENTS

Introduction – Meaning & Definition – Features – Kinds of Negotiable Instruments: Meaning, Definition & Features of Promissory Notes, Bills of Exchange, Cheques - Crossing of cheques – types of crossing – Endorsements: Meaning, Essentials & Kinds of Endorsement.

Unit 3: BANKING OPERATIONS

Collecting Banker – Meaning – Duties & Responsibilities of Collecting Banker – Holder for Value – Holder in Due Course - Statutory Protection to Collecting Banker

Paying Banker – Meaning – Precautions – Statutory Protection to the Paying Banker – Dishonor of Cheques – Grounds of Dishonor – Consequences of wrongful dishonor of Cheque.

Lending Banker: Principles of Bank Lending – Kinds of lending facilities such as Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit – NPA: meaning, circumstances & impact - regulations of priority lending for commercial banks.

Unit 4: CUSTOMERS AND ACCOUNT HOLDERS

Types of Customers and Account Holders - Procedure and Practice in opening and conducting of account of different customers including minors - meaning & operation of Joint Account Holders, Partnership Firms, Joint Stock companies, executors and trustees, clubs and associations and joint Hindu family.

Unit 5: BANKING INNOVATIONS

New technology in Banking – E-services – Debit and Credit cards. Internet Banking, ATM, Electronic Fund Transfer, MICR, RTGC, DEMAT.

UNIT 6: FOREIGN EXCHNAGE AND MARKETS

Introduction – Meaning – Elements – Importance – Evolution of Exchange Rate System – International Monetary System – Gold Standard – types of exchange rates – Fluctuations in Foreign Exchange rates – Causes and Effects – Need for Stable foreign exchange Rates – Determination of Exchange rates – Theories of Determination of Foreign Exchange Rates.

UNIT 7: FOREX MARKET IN INDIA

Introduction – Meaning – Types – Operations – Convertibility - Objectives of Foreign Exchange Control – Problems of Foreign Exchange market in India – Mechanism to settle the problems - Role of RBI in settlement of foreign exchange problems in India.

BOOKS FOR REFERENCE

1. Avadhani V.A.: International Finance Theory and Practice.
2. Chaudhuri & Agarwal: Foreign Trade and Foreign Exchange, HPH
3. Tannan M.L: Banking Law and Practice in India.
4. Sheldon H.P: Practice and Law of Banking.
5. Kothari N. M: Law and Practice of Banking.
6. Maheshwari. S.N.: Banking Law and Practice.
7. Shekar. K.C: Banking Theory Law and Practice.
8. Harris Manville: International Finance.
9. Keith Pibean: International Finance.
10. Timothy Carl Kesta: Case and Problems in International Finance.
11. P.A. Apte: International Financial Management.
12. Madhu Vij: International Finance.

3.7 LIFE & GENERAL INSURANCE

OBJECTIVE

To enable the students to understand various aspects of Life & General Insurance.

Unit 1: INSURANCE INDUSTRY

Insurance industry - Brief History - Pre Nationalization and post nationalization - Current scenario.- Re-Insurance - Functions, Methods of re-Insurance.

Unit 2: MARKETING IN INSURANCE INDUSTRY

The role of the customer in marketing, The definition of marketing, Marketing and other related business functions within the insurance industry, Creating a marketing strategy for insurance products, Impact of external and internal factors on the marketing strategy, External considerations including: Social – Economic – Competition – Technological – Ecological and Meteorological – Consumer protection, Internal considerations including: Structure - Behaviour – Values.

Unit 3: INTRODUCTION TO LIFE INSURANCE
Introduction to Life Insurance - Principles of Life Insurance - Life insurance products, pensions and annuities - Life insurance underwriting - Need for selection - Factors affecting rate of mortality - Sources of data - Concept of extra mortality - Numerical methods of undertaking - Occupational hazards.

Unit 4: LEGAL ASPECTS OF LIFE INSURANCE
Legal Aspects of Insurance - Indian contract Act, special features of Insurance contract. Insurance laws, Insurance Act, LIC Act, IRDA Act.

Unit 5: CLAIM MANAGEMENT & RE-INSURANCE
Claim Management - Claim Settlement - Legal Framework - Third party Administration, Insurance ombudsman - Consumer Protection Act - Re-Insurance in Life Insurance - Retention Limits - Methods of re-insurance.

Unit 6: INTRODUCTION TO GENERAL INSURANCE
Introduction to General Insurance. Principles of General Insurance. Types of General Insurance - Personal general insurance products (fire, personal liability, motors, miscellaneous insurance). Terminology, clauses and covers. Risk assessment, underwriting and ratemaking. Product design, development and evaluation. Loss Provincial control.

Unit 7: RISK MANAGEMENT
Introduction to risk management- elements of uncertainty peril, Hazards – types risk management process - definition, types and various means of managing risk – limitations of risk management.

BOOKS FOR REFERENCE

1) P. Periyaswamy: Principles and Practice of Insurance
2) P.K. Gupta: Insurance and Risk Management
3) Raman B: Your Life Insurance Hand Book
4) William C. Arthur: Risk Management and Insurance
5) Gopal Krishnan: Liability Insurance
6) Mishra M.N: Insurance Principles and Practice
7) Bose A.K: Engineering Insurance
8) Fire Insurance Claim: Insurance institute of India
9) N.C. Gulati: Principles of Insurance Management

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