

B. Com. Three Year Degree Syllabus**B. Com. Part - I**

Paper Name	
Compulsory	
Group – A	
101	Accounting
102	Business Law
Group – B	
103	Business Economics
104	Business Communication
Group – C	
105	Money, Banking, and Foreign Exchange
106	Business Organisation and Management

B. Com. Part – II

Paper Name	
Compulsory	
Group – D	
201	Cost Accounting
202	Business Statistics
Group – E	
203	Auditing
204	Company Law
Group - F	
205	Financial Management
206	Business Environment

B. Com. Part - III

Paper Name	
Compulsory	
Group – G	
301	Income Tax Law and Accounts
302	Goods and Services Tax (GST)
Group – H	
303	Entrepreneurship and Small Business
304	International Trade and Tariffs
Optional Groups (any one of them)	
Group – I	Financial Services
305 - A	Insurance and Risk Management
305 - B	Banking Law and Practices
Group - J	Financial market Analysis
306 - A	Stock Market Operations
306 - B	Capital and Security Market
Group - K	Functional management
307 – A	Human Resource Management
307 – B	Marketing Management

Examination & Evaluation:

- a. The examination for the Degree of Bachelor of Commerce shall be held in three parts viz. at the end of Part - I, Part – II, and Part - III.
- b. Candidates shall be eligible to appear at the Part - II or Part - III examinations only after they have passed the Part - I and Part - II examinations, respectively.
- c. In order to be declared successful at the Part - I, Part - II and Part - III examinations, a candidate shall have to obtain a minimum of 30% in individual paper and 36% in aggregate.
- d. Divisions shall be awarded at the end of the Part - III examination on the total marks obtained in Part - I, Part – II, and Part - III examinations. Candidates who obtain 60% and more of the aggregate marks shall be placed in the First Division, candidates who obtain 48% or more but less than 60% of the aggregate marks shall be placed in the Second Division. Candidates who obtain 36% or more but less than 48% of the aggregate marks shall be declared to have passed in Third Division.
- e. An annual examination of 3 hour shall be held in each paper.
- f. **The question paper shall comprise of Two Section – A and B. Section –A shall have a compulsory question divided into two parts i.e. (a) and (b) carrying 10 marks each out of which at least one numerical / practical question shall be asked in paper numbers I, VII, VIII, and XIII. Section – B shall offer a choice of attempting any four of six questions carrying 20 marks each. Four questions out of six shall be of numerical / practical problems in respect of Paper Nos. I, VII, VIII, and XIII. In other papers all question shall be conceptual / theoretical in both the Sections A and B with choice for attempting the questions remaining the same.**

B. Com. Part- I
Detailed Course Contents

Group-'A'
Paper-101: Accounting

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question divided into two parts i.e. (a) and (b) carrying 10 marks each out of which at least one numerical / practical question shall be asked. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each. Four questions out of six shall be of numerical/practical problems.

1. **Nature, Principles and Concept of Accounting:**
 - (a) Nature of Accounts, Bases of Accounting, Users of Accounting Information.
 - (b) Principles of Accounting- Accounting Concepts and Conventions.
 - (c) Indian Accounting Standards- a brief study.
2. **Government Accounting and Lease Accounting:**
 - (a) **Government Accounting:** Meaning, Objectives, Principles, Structure of Funds, Compilation of Accounts and Functions of Treasury.
 - (b) **Lease Accounting:** Meaning, Significance, Classification of Leases- Operating and Finance, Accounting treatment.
3. **Reserves and Funds:**

Reserves for Ascertained, Anticipated and Contingent Liabilities, Reserve Funds, Specific Funds (Dividend Equalization Fund, Insurance Fund), Sinking Funds, Secret Reserves.
4. **Royalty Accounts:** Basic Terms- Royalty, Dead Rent, Short Working etc., Entries in the books of Lessee and Lessor, **Practical Problems**
5. **Accounts of Installment Retailing:**
 - (a) **Hire Purchase System:** The System and its Operation, Analysis of Installment from Accounting View Point, Entries in Hire Purchasers' Books, Entries in Hire Vendors' Books, The System Appropriate to the Sale of Large number of Articles of Small Value. **Practical Problems**
 - (b) **Installment Payment Method:** System and its Operation, Entries in the Books of the Buyer, Entries in the Books of the Seller, Comparison with Hire Purchase System. **Practical Problems**

6. **Accounts of Branch Organisation:** Features of Suitable System of Branch Accounts, Accounts Relating to Branches Authorized to Sell Goods Supplied at Cost Price by the Head Office for Cash as well as on Credit, Accounts relating to Branches when Goods Supplied by the Head Office at Marked Price, Accounts Relating to Independent Branches, Accounts Relating to Foreign Branches. **Practical Problems**
7. **Accounting of Insurance Claims:** Stock Insurance, Loss of Profit Insurance. **Practical Problems**
8. **Amalgamation of Companies:** Amalgamation in the Nature of Merger and Amalgamation in the Nature of Purchase; Purchase Consideration; Pooling of Interest Method and Purchase Method; Entries Relating to Realization Expenses. Accounting Entries, **Practical Problems**
9. **Accounting of Holding Companies:** Holding Companies- Its Rational Legal Definition, Advantages and Disadvantages; Consolidated Balance Sheet; Minority Interest, Cost of Control, Pre-acquisition and Post-acquisition Profit. **Practical Problems**
10. **Liquidation of Company:** Order of Payment; Preferential Creditors; Contributories; Liquidator's Final Statement of Account. **Practical Problems**

Suggested Readings:

1. Jagdish Prakash: Advanced Accountancy; PPB, Allahabad (Hindi & English).
2. Ramendu Roy: Accounting Principles and Practice; PPB, Allahabad (Hindi & English).
3. Jain & Narang: Advanced Accountancy; Kalyani Publishers, Ludhiana.
4. Maheshwari & Maheshwari: Advanced Accountancy; Vikas Publishing House, New Delhi.
5. R. K. Singh, Himanshu Srivastava & Vaibhav Singh: Advanced Accountancy, Shikha Publishers, Allahabad (Hindi & English).

B.Com. Part- I

PAPER- 102: Business Law

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. Law of Contract:

The Indian Contract Act, 1872 Sections 1 to 31, 56, 64,65,68,70 to 75, 124, 126, 148 to 151, 170, 172, 182 to 189, 201 and 211 to 225.

2. Sale of Goods Act, 1930:

Contract of Sale- Essentials of a Contract of Sale, Sale and Agreement to Sell; sale and gift, Sale and Barter, Sale and Bailment; Subject Matter of contract of sale, Types of goods, Effect of destruction of subject matter; Price- Mode of fixing the price; Conditions and Warranties, Implied Condition and warranties; Doctrine of Caveat Emptor; Transfer of ownership and title, Performance of contract of sale; Unpaid seller- Rights of unpaid seller; Suit for breach of contract; Sale by Auction.

3. The Limited Liability Partnership Act, 2008:

Salient Features, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners- Duties and Responsibilities, Incorporation and Registration, Extent of liability of LLP and Partners, Dissolution.

4. Negotiable Instruments Act, 1881:

Definition, Legal Presumptions, Types of Negotiable Instruments, Holder and Holder in Due Course, Maturity of Negotiable Instruments, Endorsement, Crossing of Cheques.

5. Law of Insurance:

Insurance Contract, Characteristics of Insurance Contract/ Principles of Insurance; Doctrine of Subrogation; Reinsurance; Double Insurance; Kinds of Insurance- Life Insurance- Life Insurance Contract and its characteristics; Non Life Insurance/ General Insurance- Marine Insurance Contract and its characteristics; Fire Insurance Contract and its characteristics; Difference between Life Insurance and General Insurance.

6. U.P. Shops and Commercial Establishments Act, 1962:

Definition of Commercial Establishment; Registration of Shop and Commercial Establishment; Hours of Business; Holidays and Leaves; Wage, Deductions and Notices for Discharge; Employment of Children and Women; Enforcement and Penalties.

Suggested Readings:

1. Garg, Saxena, Sharma & Chawla: Mercantile Law; Kalyani Publishers, Ludhiana
2. Shukla & Sahai: Business Law, Sahitya Bhawan Publication, Agra (Hindi)
3. V. M. Baijal: Commercial Law, PPB, Allahabad (Hindi & English)
4. Singh R. K. & Amit Singh: Vanijya Sanniyam; Astha Pub., Allahabad
5. Singh R. K. & P. S. Sarnwal: Commercial Law; Kitab Mahal, Allahabad
6. Himanshu Srivastava, Vikas Singh: Commercial Law, Shikha Publishers, Allahabad

B.Com. Part- I

Group-'B'

Paper-103: Business Economics

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. Introduction:

- (a) Concept, Nature, and Scope of Business Economics.
- (b) Utility Analysis: Concept and Form of Utility; Laws of Diminishing Marginal Utility and Equi Marginal Utility.
- (c) Consumer's Surplus (Marshallian and Hicksian Approaches)

2. Demand Analysis:

- (a) Concept and Classification of Demand; Determinants of Demand; Law of Demand.
- (b) Elasticity of Demand: Concept of Elasticity of Price-Demand; Income-Demand, and Cross- Demand; Degree and Measurement, Methods of Elasticity of Price-Demand; Relationship of Elasticity of Price-Demand with Law of Diminishing Marginal Utility.
- (c) Demand Forecasting: Concept, Determinants, Objectives of Demand Forecasting; Methods of Demand Forecasting for Established Products of a Firm. Importance of Demand Forecasting.

3. Production Analysis: Concept of Production; Laws of Production/ Variable Proportion and Return to Scale, Economies and Diseconomies of Scale.

4. Cost and Revenue Analysis:

- (a) **Cost Analysis:** Concept and Classification of Cost; Cost-Output Relationship; Significance of Cost Analysis in Business Decision making.
- (b) **Revenue Analysis:** Concept of Revenue; Classification of Revenue; Revenue Output Relationships.

5. Pricing Analysis: Market Competition Forms; Pricing of Output under Perfect Competition; Monopoly; Discriminating Monopoly and Imperfect Competition.

6. Theories of Distribution:

- (a) Ricardian and Modern Theories of Rent
- (b) Keynesian Liquidity Preference and Modern Theories of Interest
- (c) Marginal Productivity and Modern Theories of Wage

Suggested Readings:

1. P.N.Chopra: Business Economics, Kalyani Publishers, Ludhiana
2. H.K.Singh & Meera Singh: Business Economics; Kalyani Publishers, Ludhiana (Hindi)
3. D.D. Chaturvedi, S.L. Gupta & Anand Mittal: Managerial Economics, Brijwasi Book Distributors, Delhi
4. K.K. Dewett: Modern Economic Theory; Shyam Lal Charitable Trust, New Delhi
5. Himanshu Srivastava & Prabhat Agrawal: Business Economics, Shikha Publishers, Allahabad

B.Com. Part- I

Paper-104: Business Communication

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Elements of Communication:** (a) Forms of Communication: Formal and Informal, Interdepartmental, Verbal and Nonverbal; Active Listening and Critical Thinking (b) Communication Channels (c) Communication Breakdown (d) Communicating Ethics (e) Soft Skills- Personality Traits; Interpersonal Skills; Leadership
2. **Communication in Business Environment:** (a) Business Meetings, Notice, Agenda, Minutes (b) Press Releases (c) Corporate Communication: Internal and External, Group Discussion, Seminars, Presentations.
3. **Report Writing:** Types of Reports, Steps in Business Report Writing, Styles, Sample Reports, Reporting of Proceedings of a Meeting.
4. **Letter Writing:** Types of letters, Parts of Business Letters, Format of Business Letters, Full Block, Block, Semi Block, Simplified; Request Letters, Good News Letters, Persuasive Letters, Sales Letters. How to make Business Letters' Effective.
5. **Memo Writing:** Advantages, Disadvantages, Memo Format, How to write Effective Memos- Pre Writing Stage, Writing Stage, New Writing Stage, Specimens.
6. **Job Application and Resume Writing:** (a). Types of Application Letters- Solicited and Prospecting, Specimen of Job Application Letters, (b). Resume Writing- Physical Appearance, Layout of the Resume, Specimens
7. **Business Language and Presentation:** Importance of Business Language; Oral Presentation: Importance, Characteristics, Presentation Plan, Power Point Presentation, Visual Aids.
8. **Technology and Business Communication:** Role and Significance of Technology in Business Communication, E-Mail, Text Messaging and Modern Techniques like Video Conferencing and Social Networking: Process and Precautions.

Suggested Readings:

1. Ajai Kumar Singhal, Varinder Kumar & Ekta Singhal: Business Communication & Computer: Kalyani Publication, Ludhiana
2. Dinesh Kumar, B.P. Yadav & Sanjai Goswami: Business Communication and Computer; Astha Publications, Allahabad
3. Ekta Verma & Shikha Agrawal: Business Communication, Shikha Publishers, Allahabad

B.Com. Part- I

Group-'C'

Paper – 105: Money, Banking and Foreign Exchange

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Money:** Definition, Functions, Significance and Classification; Role of Money in Different Economies – Capitalist, Socialist and Mixed.
2. **Demand for and Supply of Money:**
Demand for Money: Concept Approaches: Classical, Keynesian, Portfolio Balance and Wealth Adjustment.
Supply of Money: Concept, Approaches: Conventional, Chicago, Gurley – Shaw and the RBI Approach
3. **Value of Money:**
 - a) Meaning and Determination – Quantity Theory of Money – Cash Transaction Approach; Cash Balance Approach, Real Balance Approach and Income – Expenditure Theory.
 - b) Measurement of Value of Money – Index Number, Effect of Changes in the Value of Money – Inflation and Deflation
4. **The Money Market:**
 - (a) Definition; Composition; Characteristics; Significance and Defects.
 - (b) The Institutions of Money Market: Non-Banking Financial Companies- Scope, Extent and Regulations.
 - (c) Money Market Instruments: Calls Money Market, The Bill Market in India, Commercial Papers, Certificates of Deposits, Commercial Bills and Treasury Bills.
5. **Monetary Policy:** Meaning, Objectives, Suitable Monetary Policy for a Developing Country like India, Instruments of Monetary Policy.
6. **Banking:** Definition, Functions, Significance and Types of Banks, Banking Operations, Process and Limits of Credit Creation.
7. **Central Banking:** Functions of Central Banking, Objectives and Methods of Credit Control (with special reference to RBI).

8. **Digital Banking:** Meaning, Benefits, Mobile Banking, e-payments, RTGS, NEFT, ECS- Critical Evaluation.
9. **Foreign Exchange:** Meaning and problem of foreign exchange Determination of Exchange Rate: Mint Parity Theory, Purchasing Power Parity Theory and Balance of Payments Theory; Liberalized Exchange Rate Mechanism (LERM).
10. **I. M. F.:** Objectives, Organization and Working. The Problems of International Liquidity. Special Drawing Rights.

Suggested Readings:

1. D. M. Mithani: Money Banking, International Trade & Public Finance; HPH, Mumbai
2. Hari Gopal Das: Money Banking and Foreign Exchange: Sharda Pustak Bhawan,
3. A.C. Pandey & Prabhat Agrawal: Money & Banking, Shikha Publisher, Allahabad

B.Com. Part- I

Paper – 106: Business Organisation and Management

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Introduction:** Components and Objectives of Business, Manufacturing and Service Sectors, Impact of Liberalization and Globalization, Start-Up, Make In India and Skill Development Movement.
2. **Social Responsibility and Ethics**
3. **Emerging opportunities in Business:** Franchising, Outsourcing and E-Commerce: Features, Issues, Problems and Scope.
4. **Location of Business Units:** Meaning, Importance and Factors Affecting Location, Weber's Deductive Theory, Sergeant Florence's Inductive Theory.
5. **Business Combination:** Meaning, Causes, Types and Forms of Combinations, Advantages and Evils of Combination, Combination in Indian Industries.
6. **Nature and Scope of Management:** Concept of Management, Management as a Science and as an Art, Levels of Management, Role and Responsibility of Management, Evolution of Management Thought- Classical, Neo-Classical and Modern.
7. **Functions of Management:**
 - (a) Planning: Nature, Types, Significance and Limitations, Management by Objective (MBO).
 - (b) Decision Making: Types, Process, Rational Decision Making and its Limitations.
 - (c) Organising: Concept, Types, Divisions and Levels; Authority and Responsibility; Delegation of Authority, Centralization and Decentralization of Authority.
 - (d) Directing: Principles and Techniques.
 - (e) Communication: Process, Levels, Types and Barriers.
 - (f) Controlling: Process and Methods.
 - (g) Coordination: Concept, Techniques and Barriers.
8. **Major Theories of Management:** Scientific Management (F. W. Taylor), Administrative Management (Henri Fayol), Behavioural Theory (Elton Mayo).

Suggested Readings:

1. Jagdish Prakash: Business Organisation & Management; Kitab Mahal, Allahabad (Hindi & English)
2. B. P. Singh & T. N. Chhabra: An Introduction to Business Organisation & Management; Kitab Mahal, Allahabad
3. M. Motihar: Business Organisation and Management, Sharda Pustak Bhawan, Allahabad (English & Hindi)
4. S. S. Shukla & Prabhat Agrawal: Business Organisation, Shikha Publishers, Allahabad

B. Com. Part- II

Group 'D'

Paper -201: Cost Accounting

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question divided into two parts i.e. (a) and (b) carrying 10 marks each out of which at least one numerical / practical question shall be asked. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each. Four questions out of six shall be of numerical/practical problems.

1. Nature, Principles, Objectives, Importance and Limitations of Cost Accounting; Installation of an Ideal Costing System: Steps in installing a Costing System, Difficulties in Installing a Costing System.
2. **Material:**
 - a. **Purchase:** Centralized purchasing, Decentralized Purchasing, Purchase Procedure.
 - b. **Storage of Material:** Stores department, classification and codification, Bin Card, Two Bin System, Stores Ledger Card, Difference between Store ledger and Bin Card, Treatment of Spoilage, Wastage and Scrap of Material.
 - c. **Issue of Material:** Requisition note, Material returned note, Material transfer note, Methods of pricing of Material issued: Cost price methods, Average cost price methods and Notional price method.
 - d. **Control:** Need, responsibility, Methods of Inventory Control: ABC Analysis and EOQ concept, perpetual inventory system, periodic stock taking system.
3. **Labour:** Time Keeping and Time Booking, Methods of Time Keeping, Methods of Time Booking, Job Card System, Types of Job Card, Methods of Remunerating Labour, Various Incentive Plans, Group Bonus Scheme, Other Incentive Schemes, Labour turnover, Measurement of Labour Turnover.
4. **Overheads:** Classification; Allocation, Apportionment and Re-apportionment, Principles of apportionment, Methods of Re-apportionment, Absorption of Overheads, Methods of Absorption of Overheads.
5. **Single Unit or Output Costing:** Cost-sheet, Production Account. **Practical Problems.**
6. Calculation of Tender Price / Quotation Price. **Practical Problems.**
7. **Contract Costing – Practical Problems.**
8. **Job and Batch Costing - Practical Problems.**

9. **Process Costing:** Simple Process Cost Account, Transfer to Warehouse, Abnormal wastage and abnormal efficiency, Normal wastage account, Joint products and By-products; Oil crushing, Refining and Finishing processes, Transfer price – Inter process. **Practical Problems.**
10. **Reconciliation of Cost and Financial Accounts – Practical Problems.**
11. **Operating Costing (only transport and hotel) – Practical Problems.**
12. **Standard Costing and Variance Analysis (Material and Labour only) – Practical Problems.**
13. Budgetary Control, Performance Budgeting and Zero Base Budgeting.

Suggested Readings:

1. Ajai Kumar Singhal: Cost Accounting – A Multidimensional Approach, PPB, Alld.
2. S. P. Jain & K. L. Narang: Cost Accounting: Principles and Practice; Kalyani Publishers, Ludhiana
3. Jagdish Prakash & Devesh Prakash: Cost Accounting; PPB, Allahabad
4. M. C. Shukla, T. S. Grewal & M. P. Gupta: Cost Accounting: Text and Problems; S. Chand & Company, New Delhi
5. Singh, R. K. & Shiv Shanker Shukla: Lagat Lekhankan; Kitab Mahal, Allahabad (Hindi)
6. A.K.Garg: Cost Accounting: An Analytical Study, Swati Prakashan, Meerut, 250001
7. Singh, R. K. & S. S. Shukla: Cost Accounting: Shikha Publishers, Allahabad

B. Com. Part- II

Paper-202: Business Statistics

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question divided into two parts i.e. (a) and (b) carrying 10 marks each out of which at least one numerical / practical question shall be asked. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each. Four questions out of six shall be of numerical/practical problems.

1. **Introduction:** Meaning, Importance and Limitation; Collection, Classification, Tabulation and Presentation of Data.
2. **Measures of Central Tendency:** Mean, Median, Mode, Geometric Mean, Harmonic Mean, Relation between averages.
3. **Measures of Dispersion:** Range Method, Mean Deviation, Standard Deviation, Coefficient of Variation, Quartile Deviation.
4. **Measures of Skewness:** Karl Pearson's Coefficient of Skewness, Bowley's Coefficient of Skewness.
5. **Correlation:** Graphic and Scatter diagram method, Karl Pearson's Coefficient of Correlation, Spearman's rank Correlation Coefficient.
6. **Analysis of Time Series:** Moving average method, Least Square Method, Seasonal Variations, Irregular Fluctuations.
7. **Index Number:** Un-weighted Index number, Changing and Shifting of Base, Weighted Index number, Cost of living Index Number, Fisher's Ideal Index Number, Reversibility Tests.
8. **Interpolation:** Parabolic Curve method, Newton's method, Binomial expansion method, Lagrange's method.
9. **Probability:** Classical and Axiomatic definitions, Addition theorem, Multiplication theorem (**elementary problems only**).
10. **Statistical Organisation in India - CSO and NSSO**

Suggested Readings:

1. Ramendu Roy: Principles of Statistics; PPB, Allahabad (Hindi & English)
2. K. L. Gupta: Business Statistics; Navyug Shahitya Sadan, Agra
3. D. N. Elhance: Fundamentals of Statistics; Kitab Mahal, Allahabad
4. S. P. Gupta: Statistical Methods; S. Chand & Sons, New Delhi
5. R. K. Singh & D. K. Verma: Advan. Statistics (Uchchatar Sannkhikiya); PPB, Alld (Hindi)
6. Singh R. K. & S.S. Shukla ; Business Statistics, Shikha Publishers, Allahabad

B. Com. Part- II

Group 'E'

Paper-203: Auditing

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Introduction:** Meaning, Scope, Objective and Limitation of Auditing, Audit Process, Classification of Audit – Interim, Final and Continuous Audit, Internal and External Audit, Audit Standards and Audit Guidelines, Commencement and Conducting an Audit, Audit Programme, Test Checking and Routine Checking, Difference between Audit and Investigation.
2. **Internal Check:** Meaning, Objective, Implications, Distinction with Internal Control and Internal Audit, Essentials of a Sound System of Internal Check, Internal Check System with regard to specific areas – Purchase and Trade Creditors, Sales and Trade Debtors, Stock and Work-in-Progress, Wages and Salaries, Reliance of Auditor on Internal Check System.
3. **Vouching of Transactions:** Meaning, Objective, Significance and General Principles of Vouching, Vouchers and Their Reliability, Vouching of Specialised Transactions, Vouching of Trading Transaction, Vouching of Cash Transactions.
4. **Verification and Valuation:** Meaning, Objective and Principles of Verification and Valuation, General Considerations for Valuation of Assets, Guidelines on Verification of Assets issued by Institute of Chartered Accounts of India, Verification and Valuation of various Assets and Liabilities.
5. **Company Auditor:** Appointment, Rotation, Qualifications, Disqualifications, Remuneration, Removal, Rights, Duties, Powers and Liabilities of Company Auditor.
6. **Auditor's Report:** Scope, Contents, Qualified, Modified and Unqualified Audit Report, Consideration for making Qualifications in Audit Reports, Specimen of Audit Reports.
7. **Audit of Banking and Insurance Companies:** Features and special points relating to Audit of Banking Company and Insurance Company.
8. **Cost Audit and Management Audit:** Meaning, Objectives, Significance and Process of Cost Audit and Management Audit, Professional Misconduct in Cost Accountants Act, Distinction between Management Audit and Cost Audit.
9. **Tax Audit and Secretarial Audit:** Meaning, Objectives, Process.

Suggested Readings:

1. Jagdish Prakash: Auditing – Principles, Practices & Problems; Kalyani Publishers, Ludhiana (Hindi & English)
2. G. D. Verma, Pradeep Kumar, Baldev Sachdeva & Singh: Auditing – Theory and Practice; Kalyani Publishers, Ludhiana

B. Com. Part- II

Paper-204 - Company Law

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Introduction:** Characteristics; Lifting of Corporate Veil; Types of Companies including One Person Company, Small Company and Dormant Company; Association Not for Profit; Illegal Association; Formation of Company; Promoters, their Legal position.
2. **Documents:** Memorandum of Association, Article of Association; Doctrine of Constructive Notice and Indoor Management, Prospectus- Shelf and Red Herring Prospectus, Misstatement in Prospectus, Book building Issue.
3. **Shares and Debentures:** Issue, Allotment, Call and Forfeiture of Share; Buyback of Share, Issue of Sweat Equity Share, ESOP, Bonus Issue, Right Issue and Redemption of Debentures.
4. **Management:** Classification of Directors, Women Directors, Independent Directors, Small Share Holder's Directors; Disqualification, Director Identity Number (DIN); Appointment Removal of Director; Key Managerial Personnel, Managerial Remuneration, Company Secretary- Qualification, Appointment and Status.
5. **Meeting:** Meeting of Shareholder and Board; Types of Meeting, Convening and Conduct of Meeting, Postal Ballot, e-Voting, Quorum, Proxy, Minute.
6. **Distribution of Profits:** Profit and Ascertainment of Divisible Profits; Declaration and Payment of Dividend; Unpaid Dividend Account; Investor Education and Protection Fund
7. **Corporate Social Responsibility (CSR):** Applicability of CSR; Types of CSR Activities; CSR Committee and Expenditure; Net Profit for CSR; Reporting Requirements.
8. **Winding Up:** Concept and Modes of Winding Up; National Company Law Tribunal (NCLT); Special Courts.
9. **E-Governance, XBRL:** Features of e-Governance, Benefits of MCA 21, Digital Signature, XBRL Filing, Benefits of XBRL.

Suggested Readings:

1. G.K. Kapoor: Corporate Laws & Secretarial Practices; Premier Book Company, New Delhi
2. Avtar Singh: Company Law; Eastern Book Company, Lucknow
3. Garg, Chawla & Gupta: Company Law; Kalyani Publishers, Ludhiana (Hindi & English)
4. Himanshu Srivastava, Mohit Bahal: Company Law; Shuchita Prakashan, Allahabad

B. Com. Part- II

Group-‘F’

Paper-205: Financial Management

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Financial Management:** Nature, scope and objectives and functions.
2. **Financial decision making:** Relevance and objectives- Wealth maximization vs. Profit maximization, Basic dimensions of financial decisions- Risk and Return.
3. **Financial Planning;** Concept, Process, characteristics of Sound Financial Plans; Factors Affecting Financial Plan.
4. **Concepts in Financial Planning:** Trading on Equity, Capital Gearing, Sources of capital; Long term capital, Short term capital.
5. **Financial Reporting as the basis of Financial Management:** Structure of Financial Statements: Statement of Financial Position (Balance Sheet), Statement of Earnings (Income Statement).
6. **Statement of Cash Flows and Funds Flow:** Concept, Process and Relevance.
7. **Capitalisation:** Theories of Capitalisation, Causes, Consequences and Remedies of over & under capitalization.
8. **Long term investment decisions:** Capital Budgeting Process- Features, Significance, Types of capital budgeting decisions, Accounting Profit vs. Cash Flows.
9. **Techniques of Capital Budgeting:** Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index.
10. **Cost of Capital:** Concept, importance, components: Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC).
11. **Leverage Analysis:** Concept of leverages, Operating and Financial leverages: Importance; Combined leverage.
12. **Dividends:** Kinds & determinants; Cash and stock dividends. Dividend policy and retained earnings, Walter Formula.
13. **Concept of Working Capital:** Operating cycle, Net and gross working capital, Factors affecting working capital requirements.

14. **Components of Working Capital:** Current assets financing, Need for adequate working capital, Liquidity vs. profitability.

Suggested Readings:

1. Rustagi, R.P. Fundamentals of Financial Management, Taxmann, 13th Ed.
2. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi.
3. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi.
4. Chandra, Prasana: Financial Management; Tata McGraw Hill, New Delhi, 2008.
5. H.K Singh & Sankalp Srivastava: Business Finance; PPB, Allahabad (Hindi & English).

B. Com. Part- II

Paper-206 : Business Environment

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Business Environment:** Concept, Components, Features, Scope of Business Environment, Interaction between Business and Environment, Fundamental Rights and Directive Principles of the State.
2. **Economic System:** Nature, Determinants of Economic system- Capitalistic, Socialistic, Mixed.
3. **Policies:** New Industrial Policy, Foreign Trade Policy- Export Promotion and Import Substitution, Fiscal Policy, Fiscal Deficit, Deficit Financing.
4. **Regional Imbalance and Social Injustice:** Nature, Objective, Scope, Causes and Suggestions.
5. **Consumer Protection:** Rights, Need, Awareness, Salient Features of Consumer Protection Act, 1986.
6. **Competition:** Meaning, Salient Features of Competition Act, 2002, CCI- Competition Commission of India, CAT- Competition Appellate Tribunal.
7. **Legal Environment:** Regulatory Authorities and their functions, Telecom Regulatory Authority of India (TRAI), Insurance Regulatory and Development Authority (IRDA), Food Safety and Standards Authority of India (FSSAI).
8. **International Environment of Business:** Multinational Corporation, Foreign Collaboration, Joint Venture, Foreign Direct Investment (FDI), Implication of WTO.
9. **Environment Protection:** Need for Sustainable Development, Components of Environment, Salient Features of Environment Protection Act, 1986, National Green Tribunal.

Suggested Readings:

1. Rosy Joshi & Sangam Kapoor: Business Environment; Kalyani Publishers, Ludhiana.
2. A. K. Malviya: Business Environment; PPB, Allahabad (Hindi).
4. Singh R. K. & Amit Singh: Vyavashayik Paryavaran; Astha Pub., Allahabad.
4. Singh R. K. & Sarita Maxwell: Business Environment, Shikha Publishers, Allahabad.

B. Com. Part-III

Group 'G'

Paper -301: Income Tax Law and Accounts

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question divided into two parts i.e. (a) and (b) carrying 10 marks each out of which at least one numerical / practical question shall be asked. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each. Four questions out of six shall be of numerical/practical problems.

1. (a). Basic Concept: Assessee, Types of Assessee, Assessment Year, Previous, Year, Gross Total Income, Total Income, Tax Evasion and Tax Avoidance. (b). Residential Status and Tax Incidence. (c). Exempted Incomes under Section 10. (d). Agricultural Incomes; Meaning, Types, Integration of Agriculture Income with Non-agricultural Incomes.
2. Computation of Income under different heads: (a) Salaries (b) Income from House Property (c) Profit and gains of Business or Profession (d) Capital Gains (e) Income from Other Sources. **Practical Problems**
3. (a). Deductions from Gross Total Income (b). Set off and Carry forward of Losses (c). Assessment of Individual, HUF and Firm. **Practical Problems**
4. (a). Filing of Returns (b). Permanent Account Number (c). Rebates and Reliefs.
5. (a). Income of other Persons included in assessee's Income (b). Advance Payment of Tax (c). Powers of Central Board of Direct Taxes (CBDT) and Assessing Officer (d). Tax Planning for an Individual, (e). Types of Assessment, (f). Tax Deduction at Source (TDS).

NOTE: The course contents shall be modified by the Head of the Department as applicable on 1st July of each Academic Year according to the prevailing tax laws.

Suggested Readings:

1. V. P. Gaur & D. B. Narang: Income Tax – Law & Practice; Kalyani Publishres, Ludhiana.
2. Ahuja, Girish & Ravi Gupta: Systematic Approach to Income Tax; Bharat Law House, New Delhi.
3. H. C. Mehrotra: Income Tax Law; Sahitya Bhawan, Agra.
4. V. K. Singhania: Students' Guide to Income Tax, Taxman Publications (P) Ltd. Delhi.

B. Com. Part-III

Paper-302: Goods and Services Tax

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Basic Concepts:** Taxable person, Assessee, Types of Assesses, Meaning of Goods and Services, Difference between CGST, SGST, IGST, UTGST, Input Service, Input Tax, Output, Output Tax, place of business, place of supply, reverse charge, exempted goods, various rate of taxes, benefits of GST.
2. **Registration:** Procedure of registration, compulsory registration, Deemed registration, cancellation and revocation of registration.
3. **Composition Levy:** Meaning, specified rates, persons not eligible for composition scheme, person eligible to opt composition scheme with drawl of composition scheme, payment of tax, returns, penalty and fines.
4. **Input Tax Credit:** Meaning, Eligibility and Conditions for taking input tax credit, situation in which ITC not allowed, Reversal of ITC, availability of credit in special circumstances.
5. **Returns:** Procedure of filling returns, periodicity of returns, various forms for filling of returns, final return, notice to return defaulters, levy of late fee.
6. **Assessment and Refund:** Self-Assessment, Provisional Assessment, Scrutiny of Returns, Assessment of Unregistered Persons, Summary Assessment, Refund.

Note: The course contents shall be modified by the Head of the Department as applicable on 1st July of each academic year according to the Prevailing Tax Laws.

Suggested Readings:

1. Himanshu Srivastava, Mohit Bahal: GST; Shuchita Prakashan , Allahabad
2. Ekta Verma, Prabhat Agarwal: Goods & Services Tax, Shikha Publications, Allahabad
3. Dr. Vinod K. Singhania: Students' Guide To GST & Customs Law, Taxmann Publications Pvt. Ltd., New Delhi

B. Com. Part-III

Group-‘H’

Paper-303: Entrepreneurship and Small Business

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Entrepreneurship:** Concept; Functions; Elements; Quality of a Successful Entrepreneur; Theories of Entrepreneurship; Role of Entrepreneur in Economic Development.
2. **Dimensions of Entrepreneurship:** Intrapreneurship, Technopreneurship; Cultural Entrepreneurship; International Entrepreneurship; Netpreneurship; Ecopreneurship and Social Entrepreneurship.
3. **Entrepreneurship Development:** Environmental Factors Affecting Entrepreneurial Development, Entrepreneur Development Programmes and their Critical Evaluation; Government Policies and their Effects, Role of Government and Other Institutions.
4. **Entrepreneurial Sustainability:** Public and Private System of Stimulation, Support and Sustainability of Entrepreneurship. Requirement Availability and Access to Finance Marketing Assistant, Technology and Industrial Accommodation.
5. **Business Plan Preparation:** Sources of Business Ideas and Tests of Feasibility. Significance of Writing the Business Plan/ Project Proposal, Contents of Business Plan/ Project Proposal. Designing Business Processes, Location, Layout, Operations, Planning and Control; Preparation of Project Report.
6. **Creativity:** Nature, Constituents, Types; Techniques of Creative Thinking- Focus Groups, Brainstorming, Attitude Analysis, Synectics; Innovation- Types and Phases. Knowledge Management and its role in Innovation.
7. **Rural Entrepreneurship:** Definition, Meaning, Need, Approaches, Opportunities and Challenges; Rural Entrepreneurship and Rural Development; Growth of Rural Entrepreneurship in India.
8. **Start- Up:** Mobilising Resources for Start-Up, Accommodation and Utilities, Preliminary Contracts with the vendors, suppliers, bankers, principal customers; Contract Management; Basic Start-Up problem, Ease of Doing Business, Make in India.
9. **Sustaining Employee Interest:** Main Provisions of Minimum Wage Act, 1948 and Employee Provident Fund Act, 1952.

Suggested Readings:

1. Vasant Desai: Dynamics of Entrepreneurial Development and Management, HPH
2. S.B. Srivastava: A Practical Guide To Industrial Entrepreneurs, S. Chand & Sons
3. S.S.Khanka: Entrepreneurship and Small Business Management, S. Chand & Sons
4. K Ramchandran, Entrepreneurial Development, McGraw Hill Education
5. Singh, Nagendra P. Emerging Trends in Entrepreneurial Development, New Delhi; ASEED

B. Com. Part-III

Paper-304: International Trade and Tariffs

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **International Trade:** nature, Scope, Objectives, International Vs Domestic Trade, Strategies of International Trade.
2. **Institutional Environment:** Nature, Scope, Objective and functioning of GATT, WTO, UNCTAD, World Bank, IMF.
3. **Theories of International Trade:** Classical Theory, Ricardian Theory, Haberler's Theory, Hecksher-Ohlin Theory.
4. **Anti-Dumping Duties:** Meaning, Principles, Agreement, Determination of Normal Value and Export Price, Institutional Agreement and Procedure in India.
5. **Subsidies and Countervailing Duties:** Meaning, Dumping Vs Subsidy, WTO Provisions, Agreements Categories of Subsidies, Countervailing Measures.
6. **Exchange Control:** Meaning, Characteristics, Objectives, Techniques, Exchange Control in India.
7. **Foreign Exchange market:** Features, Participants, Operations, Spot and Forward Market.
8. **Devaluation and Depreciation of Currencies:** Meaning, Objective, Scope, Reasons and Effects, Devaluation Vs Depreciation of Currencies.
9. **Foreign Trade Promotion Measures:** Special Economic Zones (SEZs) and 100% Export Oriented Units (EOUs); Measures for Promoting Foreign Investments into and from India.
10. **Import and Custom Duties:** Tariff and Non-Tariff measures; Nature, Objects, Types of Custom Duty, Role of Customs in International Trade.

Suggested Readings:

1. Bhalla, V.K. Srivaramn: International Business, S.Chand Publishing, New Delhi
2. Subbarao, P: International Business, Himalaya Publishing House, New Delhi
3. Charles, W.L. Hill, and Jain, Arun Kumar: International Business, New Delhi: Tata McGraw Hill
4. Justin, Paul: International Business: Text and Cases. Prentice Hall of India, Ltd

B. Com. Part-III

OPTIONAL GROUPS (any ONE of them)

Group-‘I’: Financial Services

Paper-305-A: Insurance and Risk Management

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Principles of Insurance:** Principle of Cooperation, Insurable Interest, Utmost Good Faith, Indemnity, Subrogation, Causa-Proxima, Over and Under Insurance, Contribution, Pro-Rata Clause, Paid-Up Value, Re-Insurance.
2. **Life Insurance:** Procedure for effecting Life Insurance , Kinds of Life Insurance Policies, Whole Life, Endowment and Term Policies, Group Insurance, Policy Conditions, Nomination and Assignment, Claims Settlement.
3. **Life Insurance Premium:** Factors affecting premium of Life Insurance Policies, Methods of Premium Computation, Importance of Mortality Tables in Premium Computation.
4. **Valuation, Surplus and Bonus:** Objects of Valuation, Sources of Surplus, Bonus.
5. **Fire Insurance:** Fire Insurance Contract Principles, Types of Fire Insurance Policies, Fire Policy Conditions, Claims Settlement.
6. **Marine Insurance:** Marine Insurance Contract, Express and Implied Warranties under Marine Insurance, Types of Marine Policies, Policy Conditions/ Clauses, Claims Settlement.
7. **Risk Management:** Objectives and Scope of Risk Management, Classification of Risks, Risk Management Process: Risk Analysis, Risk Control, Risk Financing, Risk Manager’s Role and Responsibilities.
8. **Risk Management Strategies:** Risk Avoidance, Risk Reduction, Risk Retention, Risk Combination, Risk Transfer, Risk Sharing, Risk Hedging, Insurance as a Risk Management Tool.

Suggested Readings:

1. M.Motihar: ‘Principles and Practice of Insurance’; Sharda Pustak Bhavan, Allahabad
2. M.N. Mishra: ‘Insurance Principles and Practice’; S.Chand & Co. Ltd, New Delhi
3. M. Arif Khan: ‘Theory and Practice of Insurance’, Educational Book House, Aligarh
4. Michael Crouchy, Dan Galai, Robert Mark: ‘The Essentials of Risk Management’; McGraw Hill Professional , New York.

B. Com. Part-III

Paper-305-B: Banking Law and Practices

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Bank-Customer Relationship:** Definition of Customer, Bank Customer Relationship and its special features, Termination of the relationship, Bank Pass Book.
2. **Customer Accounts:** Opening of Account, Operation of Account, Special Customers of a Bank-Minor, Married Women, Lunatic, Drunkard, Joint Accounts, Partnership Firms, Joint Stock Company and Trustees.
3. **Employments of Bank Funds:** Cash Reserve and other Non-Earning Assets, Earning Assets: Money at Call and Short Notice, Investment, Loans and Advances, Discounting of Bill.
4. **Modes of Securing Advances:** Personal Security, Guarantee and indemnity and Collateral Securities: Lien, Pledge, Mortgage and Hypothecation.
5. **Securities of Advances:** General Principles for secured advances, Types of Collateral Securities – Stock Exchange Securities, Goods, Documents of Title of Goods, Life Insurance Policies, Immovable Property, Fixed Deposit Receipt, Book Debts.
6. **Banking Regulation Act:** Bank License – Issue, Suspension and Revocation, Inspection of Bank Offices, Branch Expansion, Bank Books, Records and Returns, Bank Accounts and Audit.
7. **Payments Bank:** Types, Working, RBI Guidelines and Regulations.
8. **The Insolvency and Bankruptcy Code, 2016:** Salient Features, Need and Resolution Process.
9. **Norms of Bank Financing:** Brief study of the recommendations of Tandon Committee, K. Kannan Committee, Chore Committee.
10. **Liberalised Exchange Rate Mechanism (LERM):** Detailed study. Tarapore Committee Report of 2000 and Report II of 2006 on Capital Account Convertibility
11. **Special Banking Problems in India:** Core Banking; Non-Performing Assets (NPA), Prompt Corrective Action (PCA), Amalgamation and Merger of Banks, Bank Frauds.

Suggested Readings:

1. S. N. Maheshwari: Banking Law and Practice; Kalyani Publishers, Ludhiana
2. G. K. Varshney: Law & Practice of Banking; Sahitya Bhawan Publications, Agra
3. Gordon & Natarajan: Banking Theory, Law and Practice; HPH, Delhi
4. B. M. L. Nigam: Law and Practice of Banking, Vikas Publication, New Delhi

B. Com. Part-III

Group-'J': Financial Market Analysis Paper- 306-A: Stock Market Operations

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Stock Exchanges:** Meaning, Functions, Significance, Development of Stock Market in India and Overseas Stock Exchanges.
2. **Stock Exchanges in India:** BSE and NSE and MCX; Functions, Recent Development in Stock Exchanges.
3. **Secondary Market Players:** Role and Functions of Brokers, Sub- Brokers, FII's and DII's, Depository Participants and Custodians.
4. **Depositories** – Need, Functions, operations and services (NDSL, CDSL).
5. **Stock Market Trading Mechanism:** Buying and selling of stocks: using brokerage and analysts' recommendations; Stop loss, Open order, limit order, and market order.
6. **Screen Based Tradings** – BOLT, NEAT, long and short position, Short Selling, Demat trading, Stock Market Clearing House – Functions and Importance.
7. **Stock Market Indices:** BSE Sensitive Index (SENSEX), NSE Nifty, Calculation of stock market indices, free float.
8. **Share Price Movements:** BSE Sensitive Index (SENSEX), NSE Nifty, Calculation of stock market indices, Factors Influencing Share Price Fluctuations, Stock market frauds.
9. **Stock Market Risks:** Risk-Return Trade-Off; Systematic vs. Non-Systematic Risks; Components of Risks-Market Risk, Foreign Exchange Risk, Interest Rate Risk, Liquidity Risk, Purchasing Power Risk, Currency Fluctuation risk.
10. **Futures and Options (Call and Put):** Meaning, Rationale, types and pay-offs. Terminology: Spot Price and Exercise price, Margin money, Mark to Market, In the Money, Out of money contracts, hedging, Swap contracts.
11. **Investor Protection and Legal Framework in India:** Role of SEBI and stock exchanges in investor protection; Investor grievances and investors' redressal system, insider trading, investors' awareness.

Suggested Readings:

1. Preeti Singh: Investment Management Security Analysis & Portfolio Management, HPH, New Delhi.
2. V. A. Avadhani: Investment and Securities Market in India; HPH, New Delhi.
3. Bhole, L. M. Financial Markets and Institutions, Tata McGraw Hill, Delhi.
4. H. R. Machirajn: Indian Financial System; Vikas Publications.

B. Com. Part-III

Paper-306-B: Capital and Security Market

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Indian Financial System** – Introduction, Indian Financial system with understanding of different markets- Money Market vs. Capital Market.
2. **Capital Market:** Meaning and features, Role in capital formation, Link between Primary Market and Secondary Market.
3. **Capital Market Intermediaries:** Merchant Bankers, Underwriters, sub-underwriters Portfolio Managers, Brokers, Sub-brokers, Registrar and transfer agents.
4. **Primary Market/ New Issue Market** - Methods of Issuing New Securities (Primary market), IPO, FPO, Offer for Sale, Private Placement, Rights Issue, Bonus Issue.
5. **Book Building Method:** Role of Lead manager/Merchant bankers in issue, Red - Herring Prospectus, ASBA, Green Shoe option - Sweat equity, ESOPs, Listing of securities.
6. **Debt market Instruments** : Government Securities: bonds- Zero Coupon Bonds, Deep Discount Bonds, Convertible bonds, Commodity bonds, Floating rates bonds.
7. **Masala Bonds-** Origin, Benefits and features
8. **Credit Rating Agencies-**Role and Importance.
9. **Funds from International Markets:** ADRs and GDRs, FCCBs and Euro Issues.
10. **Role of Mutual Funds in Capital Market** – Concept and need, AMCs, Net Asset Value, Types of Mutual funds: Open ended, closed ended, equity, debt, hybrid, money market, Different investment options- SIP, SWP,STP.
11. **Venture Capital and Alternate Investment Funds (AIFs):** Meaning, Growth, Role and Functions.
12. **Regulation and guidelines:** The Securities Contracts (Regulation) Act, 1956, SEBI, objectives. Functions, Guidelines for new issue market, Steps taken to improve capital market, Merger of SEBI with FMC.

Suggested Readings:

1. V. A. Avadhani: Investment and Securities Market in India; HPH, New Delhi
2. Bhole, L. M. Financial Markets and Institutions, Tata McGraw Hill, Delhi.
3. H. R. Machirajn: Indian Financial System; Vikas Publications.
4. Gordon and Narrajan, Financial Markets and Services, Himalaya Publishing House, New Delhi.

B. Com. Part-III

Group-‘K’: Functional Management Paper-307-A: Human Resource Management

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Introduction:** Evolution of Human Resource Management (HRM); Concept, Objectives and Functions of HRM; HRM in the Indian Scenario.
2. **Human Resource Planning:** Concept; Process and Need.
3. **Job Analysis:** Concept and Process.
4. **Recruitment and Selection:** Concept and Process.
5. **Human Resource Development:** Concept, HRD Matrix.
6. **Training and Development:** Concept, Need and Methods.
7. **Organisational Development:** Concept, Need and Process.
8. **Sustaining Employee Interest:** Human Relations: Concept and Need; Wage and Salary Administration- Needs, Principles, Components, Methods of Wage Payment.
9. **Performance Appraisal:** Need and Methods, Potential Appraisal vs. Performance Appraisal.
10. **Management of Industrial Relations:** Concept, Causes for Poor Industrial Relations; Management of Indiscipline; Industrial Disputes: Concept, Causes and Prevention of Industrial Disputes.
11. **Leadership & Motivation:** Concept, Qualities of an Effective Leader, Leadership styles, Factors of Motivation, Theories of Motivation: McGregor’s, Maslow and Herzberg’s.
12. Human Resource Audit and Research.

Suggested Readings:

1. Ajai Kumar Singhal: Human Resource Management; Sharda Pustak Bhawan, Allahabad (English & Hindi)
2. A. K. Malviya: Human Resource Management; PPB, Allahabad (Hindi)
3. T. N. Chhabra: Human Resource Management – Concept and Issues; Dhanpat Rai & Co., Delhi
4. V.S.P. Rao: Human Resource Management-text and cases, Excel Books
5. Singh R. K. & Singh Amit: Manav Sansadhan Prabandh; Astha Pub., Allahabad

B. Com. Part-III

Paper: 307-B: Marketing Management

Pattern of Examination:

The question paper shall comprise of two sections- A and B. Section-A shall have a compulsory question carrying 20 marks. Section- B shall offer a choice of attempting any four out of six questions carrying 20 marks each.

1. **Introduction:** Marketing – Concept, Functions and Importance. Marketing Management – Concept, Objectives, Functions and Significance.
2. **Product Planning & Development:** Definition, Classification of Product, Stages of Product Life Cycle (PLC) and Factors affecting PLC. Product Planning – Genesis and Importance of Product Planning in Marketing. Product Development: Meaning, Principle of Product Development, Stages of New Product Development and Factors affecting development of New Products.
3. **Pricing:** Meaning, Objectives, Price Policies and Strategies and Methods of fixing prices.
4. **Channels of Distribution:** Meaning, Functions, Distribution Systems and Factors affecting choice of channels of distribution. Wholesaler and Retailer - Concept, Functions and Services. New Retailing System
5. **Promotional Tools:** Promotion Mix: Personal Selling, Sales Promotion.
6. **Advertising:** Meaning, Objectives, Media of Advertising; Factors affecting Media Selection, Publicity.
7. **Marketing Research:** Meaning, Objectives, Types, Techniques, Advantages and Limitations.
8. **Rural Marketing:** Concept, Significance and Difficulties in Rural Marketing.

Suggested Readings:

1. A. K. Malviya: Marketing Management; PPB, Allahabad (Hindi)
2. C. B. Memoria, Pradeep Jain & Priti Mitra: Marketing Management; Kitab Mahal,
3. Beller & Berkman: Readings in Marketing Management; HPH, Bombay
4. D. Amar Chand, B. Varadharajan: An Introduction to Marketing; Vikas Publishing House Pvt. Ltd., New Delhi.
5. Singh R.K. & Amit Singh, Vipran Prabandh; Astha Pub., Allahabad.