

**REVISED COURSE SYLLABUS OF B.COM. (HONS) PROGRAM- (w.e.f. Session 2018-19)**  
**FACULTY OF COMMERCE, UNIVERSITY OF LUCKNOW**

**Paper**

**SEMESTER – I**

BCH 101 FINANCIAL ACCOUNTING  
BCH 102 FINANCIAL MATHEMATICS  
BCH 103 FOREIGN TRADE OF INDIA  
BCH 104 PRINCIPLES OF ECONOMICS  
BCH 105 ESSENTIALS OF MANAGEMENT  
BCH 106 INDIAN ECONOMY & PUBLIC FINANCE

**SEMESTER – II**

BCH 201 HUMAN RESOURCE MANAGEMENT  
BCH 202 BANKING OPERATIONS MANAGEMENT  
BCH 203 MANAGEMENT INFORMATION SYSTEM  
BCH 204 BUSINESS COMMUNICATION & OFFICE MANAGEMENT  
BCH 205 STATISTICAL METHODS  
BCH 206 BUSINESS ENVIRONMENT  
BCH 207 Comprehensive Viva- Voce

**SEMESTER – III**

BCH 301 COST ACCOUNTING  
BCH 302 BUSINESS LAWS  
BCH 303 OPERATIONS MANAGEMENT  
BCH 304 MARKETING MANAGEMENT  
BCH 305 INTERNATIONAL FINANCE  
BCH 306 BUSINESS ECONOMICS

**SEMESTER – IV**

BCH 401 MANAGEMENT ACCOUNTING  
BCH 402 ORGANIZATIONAL BEHAVIOUR  
BCH 403 COMPANY LAWS & SECRETARIAL PRACTICES  
BCH 404 OPERATIONS RESEARCH  
BCH 405 INCOME TAX LAW AND ACCOUNTS  
BCH 406 INTERNATIONAL BUSINESS  
BCH 407 Comprehensive Viva – Voce  
6 -8 WEEKS SUMMER INTERNSHIP

(w.e.f. July 2018)

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**FACULTY OF COMMERCE, UNIVERSITY OF LUCKNOW**

**SEMESTER - V**

BCH 501 EXPORT IMPORT PROCEDURE AND DOCUMENTATION

BCH 502 INDUSTRIAL LAWS

BCH 503 CONSUMER BEHAVIOUR & ADVERTISING MANAGEMENT

BCH 504 BUSINESS FINANCE

BCH 505(FOS) FINANCIAL MARKET OPERATIONS

BCH 506(FOS) INSURANCE AND RISK MANAGEMENT

BCH 507 SUMMER INTERNSHIP REPORT & VIVA-VOCE

BCHNC 508 FOREIGN LANGUAGE (GERMAN/FRENCH) (NON-CREDIT)

**SEMESTER – VI**

BCH 601 GOODS AND SERVICES TAX IN INDIA

BCH 602 BUSINESS POLICY

BCH 603 GOVERNANCE & BUSINESS ETHICS

BCH 604 CONTEMPRARY AUDIT

BCH 605(FOS) FINANCIAL SERVICES

BCH 606(FOS) SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

BCH 607 Comprehensive Viva – Voce

**Note:**

**1. The students have to go under Summer Internship for Six to Eight weeks in the month of May & June after Fourth Semester, the viva-voce on summer Internship report will be held along with the Fifth Semester Examination.**

**B.COM (HONS) - I YEAR  
SEMESTER – I**

**BCH 101 FINANCIAL ACCOUNTING**

**Course Objective:** The course aims to build the competency for preparing, analysing and interpreting financial statements in the students by making them familiar with concepts, systems and practices of accountancy.

**Course Outcome:**

1. Understand the importance and application of accounting concepts, principles and conventions in recording business transactions and events.
2. Have command over the Preparation of financial statements in accordance with Generally Accepted Accounting Principles
3. Analysing, interpreting and communicate the information recorded in basic financial statements and explain the limitations of such statements.

4. Understand the basic concepts and methods of recording share capital under different situations

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

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

**Unit III :** Hire Purchase System, Instalment Payment System, Branch Accounting, Lease Accounting.

**Unit IV :** Voyage Accounts, Accounting for Insurance Claims, Royalty Accounts.

**Suggested Readings:**

1. Financial Accounting S.N. Maheshwari
2. Advanced Accounting Vol I R.L. Gupta & Radha Sawami
3. Modern Accounting Mukherjee & Hanif
4. Financial and Advanced Accounting Arvind Kumar and Vishal Saxena
5. Advanced Accounting Hrishikesh Chakaraborty

**BCH 102 FINANCIAL MATHEMATICS**

**Course Objective:** The objective of this course is to develop basic skills for application of mathematical techniques in business situations.

**Course Outcome:**

- To facilitate analytical thinking , problem solving and interpretation of various managerial problems.
- To inculcate Managerial Decision making skills and drawingI valid conclusions from them.
- Developing essential quantitative skills for applying them in corporate set-up.
- To develop inter-disciplinary approach to sharpen all round decision-making abilities.
- Structuring given managerial problems into mathematical model and devising approaches for appropriate solution for them.

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

**Unit II :** Present value calculation and discount rate. Nominal rate of discount and its relationship with effective rate of discount. Equation of payments interest & Discount.

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

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

**SUGGESTED READINGS:**

Financial Mathematics: Bajpai B.L.  
Financial Mathematics: A.Lenin Jothi, Himalaya Pub.  
Financial Mathematics: Sankalp Srivastava, New Age Pub.  
Financial Mathematics:Dr. S.P.Gupta, Sahitya Bhawan

## **BCH 103 FOREIGN TRADE OF INDIA**

**Course Objective:** The objective of this course is to impart to the student the basics of foreign trade, major items and partners of trade, institutional set-up for foreign trade in India and the international organisations in the sphere of foreign trade.

**Course Outcome:**

- To get an overview of the key, issues and concepts of Foreign trade.
2. To Understand how and why the, world's countries differ on foreign trade.
  3. To Understand the Bilateral and Multilateral Trade Agreements.
  4. To Understand, International Organizations, Regional Trade blocks.
  5. To Implement the decisions and strategy of Indian Trade for foreign trade operations.

**Unit –I:** Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations.

**Unit-II:** Foreign Trade of India – Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

**Unit –III:** Free Trade and Protective trade policies, India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

**Unit –IV:** Strategy for Trade Policy in India – General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements – Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

**SUGGESTED READINGS:**

- 1) Jaiswal Bimal & Singh A.K. – Foreign Trade of India
- 2) Salvi P.G. – New Directions on India's Trade policy.
- 3) Cherrunilam F. – International Trade Export Management
- 4) Varshney R.L. – India's Foreign Trade

## **BCH 104 PRINCIPLES OF ECONOMICS**

**Course objective:** The course aims to acquaint the students with the fundamentals of economics required for business analysis.

**Course outcome:**

1. Able to apply demand analysis to examine the impact of government regulation.
2. Able to explain and calculate price elasticity of demand and other elasticities.
3. Able to demonstrate an understanding of producer's choice, including cost behaviour.
4. By the end of the course, students will be able to apply economic principles and models to define and address market situations and failures

## **Unit I**

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

## **UNIT II**

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

## **UNIT III**

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

## **UNIT IV**

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

## **SUGGESTED READINGS:**

Modern Economic Theory – K.K. Dewett  
Principle of Economics – M.L. Seth  
Business Economics – S.K. Singh  
Micro Economics Theory – J.V. Vaishampayan  
Principles of Economics – D.N. Dwivedi.

## **BCH 105 ESSENTIALS OF MANAGEMENT**

**Course objective:** The course aims to provide fundamental exposure and understanding of the concepts, theories and practices of management.

### **Course outcome:**

On completion of this course, the students will be able to:-

1. Understand the concepts related to Business.
2. Demonstrate the roles, skills and functions of management.
3. Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
4. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

## **UNIT I**

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

## **UNIT II**

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

## **Unit III**

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

## **UNIT IV**

DIRECTING AND CONTROLLING: Issues in managing Human factors, Motivation – nature, scope and significance, Theories and techniques, communication , - Definition and significance, Communication Barriers, Building effective communication system.

Leadership: Style & Theories, Definition and Elements of Control Techniques, Determinants of an Effective Control System.

## **SUGGESTED READINGS:**

Essentials of Management : Harold Koontz, Heiriz, Weihrich.

Essentials of Management: Maheshwari & Jaiswal

Management, Tasks Responsibility and Practices : Peter F Druckers.

Principles and Practice of Management: L.M Prasad

Principle of Management: VSP Rao

## **BCH 106 INDIAN ECONOMY & PUBLIC FINANCE**

**Course objectives:** This course aims at providing insights and in-depth knowledge of the functioning, prevalent systems, planning, and various phenomenon of the Indian economy.

### **Course outcome:**

1. Students will be well-versed with the structure and functioning of Indian economy.
2. Students will learn prevailing systems of the Indian economy and public finances.
3. Students will gather information about the fundamentals of public finance.
4. They will be able to analyze the budgetary aspects and other government authority system.

### **Unit I**

Structure of the Indian Economy- Basic features; Broad demographic features of a developing economy; Problem of over-population; Population policy; Infrastructure development; Poverty, unemployment & inflation—causes, effects, remedies, trends.

Planning in India-Objectives; Strategy; Broad achievements and failures; Current Five-Year Plan — Objectives, allocation and targets.

### **Unit II**

Economic reforms- Rationale behind economic reforms; Progress of privatization and globalization. Agriculture – nature & importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and Green Revolution; Industrial

policy of 1948, 1956, 1977 and 1991; Industrial licensing policy; Growth and problems of small-scale industries; Disinvestment policy. Industrial Sickness in India: Causes, Consequences & Remedies: Social Security in India.

### **Unit III**

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

### **Unit IV**

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

### **SUGGESTED READINGS:**

Indian Economy: Rudra Datt & Sundharam

Indian Economy: Jaiswal Bimal

Indian Economy: Mishra & Puri

Indian Economy: A.N.Agarwal

Public Finance: T.N.Hajela

Public Finance: H.L.Bhatia

Public Finance: Musgrave & Musgrave

## **B.Com (Hons) - II Year SEMESTER- III**

### **BCH 301 COST ACCOUNTING**

**Course objective:** To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems. To provide the student knowledge about use of costing data for planning, control and decision making.

#### **Course outcome:**

1. Students will be capable of ascertaining as many cost as possible in a given industry along with their effects and control.
2. Capable to work out and give a cost figure on past performance or to be performed in future no matters what method being used for manufacturing or providing services.
3. To make a proper adjustment and balance with the changing environment so as to add value in business process from costing point of view.
4. Well skilled to prepare and present the report related with all the aspects of cost being incurred or to be incurred by the business so as to take an appropriate business decision.

**Unit I** Introduction: Meaning, Definition, Relevance, objectives and advantages, difference between cost accounting and financial accounting. Classifications of cost, cost unit, cost centre, Elements of cost- Material, labour, Overheads Material: Inventory valuation and control Methods of Pricing of material issues- Material losses and their treatment.

**Unit II** Accounting for Labour Cost Overheads: Classification, allocation, apportionment and absorption of overhead. Machine Hour Rate, unit costing: cost sheet. Statement of cost, Tender Price.

**Unit III** Contract and Job costing, Process costing, Operating Costing. Activity based costing.

**Unit IV** Cost-Volume-Profit Analysis, Reconciliation of cost Accounts with Financial Accounts Cost Control, Cost Audit, Cost Reduction

**Suggested Readings:**

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

**BCH 302 BUSINESS LAWS**

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

**Course outcome:**

5. Knowledge and understanding of substantive and procedural law Students will ultimately be able to understand the importance of Law related with business requirement and concerned disciplines so as to help the smooth functioning and one is not benefited at the cost or loss of another.
6. Legal reasoning, problem-solving and written & oral communication in the legal context Students will ultimately be assessed on the development of legal analysis, legal communication and
7. Students will graduate with the ability to analyze complex problems, find and deploy a variety of legal authorities.
8. Exercise of proper professional and ethical responsibilities to the legal system Students will ultimately be assessed on their ability to understand and demonstrate a commitment to professionalism, ethical behaviour, service and its application in the corporate world.

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

**UNIT II :**Contingent contracts, Quasi - contracts, Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

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

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

**SUGGESTED READINGS**



Gulsan & Kapoor : Business Law including Company Law.

Singh, Avtar : Principles of Mercantile Law

Pandiya , R.S. : Principles of Mercantile Law

Shukla M.C. : A Manual of Mercantile Law

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

## **BCH 303 OPERATIONS MANAGEMENT**

**Course objective:** The course aims to familiarize the students with the basic concepts of Operations and Production Management.

**Course outcome:**

- Discuss Operation research techniques phases and applications for any organization.
- Formulate assignment and transportation models for any organization.
- Design Queuing and inventory models for any organization.
- Analyze networks and decision models for any organization.

### **Unit I**

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

### **Unit II**

Plant location: 'Nature, Factors considered in location, Methods and Type of areas. Plant layout Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment. Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

### **Unit III**

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

### **Unit IV**

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

## **SUGGESTED READINGS**

Production & Operations Management, by Upendra Kachru, Excel Books.

Business Operations, Bimal Jaiswal & Shiva Manoj, NRBC

Operations Now, by Byron J Finch, Tata McGraw hill

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

Operations Management: Ashwathappa

## **BCH 304 MARKETING MANAGEMENT**

**Course objective:** The objective of this course is to provide basic knowledge of different

concepts, principles, tools and techniques of marketing.

**Course outcome:**

1. Understand and remember the fundamental marketing principles, role of marketing and marketing mix.
2. Understand and analysing Business/ Consumer Markets and ability Identify & evaluate Market Segments, Targeting and positioning.
3. Understand consumer buying behaviour and factors which influence consumer buying behaviour
4. Understand and analyse suitable product, pricing, distribution and Marketing Communication strategies for a brand to achieve the Marketing objective
5. Understand the various marketing channels and areas and means to develop business ventures
6. Understand the rural price, distribution, communication, product and also know about the strategy about rural marketing.

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

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

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

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

**SUGGESTED READINGS**

Marketing Management -Ramaswamy & Namakumari, Macmillan  
Marketing Management - Arun Kumar & Meenakshi, Vikas  
Principles of Marketing - Philip Kotler, Armstrong, Pearson Education

**BCH 305 INTERNATIONAL FINANCE**

**Course Objective:** The objective of this course is to acquaint the students with the fundamentals of international finance, foreign exchange market, its functioning, various concepts and nomenclatures, policies and laws related to it.

**Course Outcome:**

1. Apply appropriate formats and technologies to financial communication.
2. Analyse, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions.

3. Review the problems of dealing in foreign currency and the advantages and disadvantages of overseas funding
4. Recognise and calculate forward exchange rates given spot rates
5. Identify market conventions on exchange rate quotation and correctly calculate those quotations
6. Demonstrate an integrative understanding of the foreign exchange market and the relationships between interest rates, spot and forward rates and expected inflation rates

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

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

**Unit III:** Parity Conditions in International Finance, Arbitrage and the Law of One Price, The Fisher Effect, The International Fisher Effect, Inflation Risk And Its Impact on Financial Markets

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

### **SUGGESTED READINGS**

Multinational Financial Management Alan C. Shapiro

International Financial Management: P. G. Apte

Foreign Exchange Management: C. Jeevanandan

International Finance: Bimal Jaiswal

International Financial Management: V K Bhalla

### **BCH 306 BUSINESS ECONOMICS**

**Course objective:** The objective of this course is to impart the knowledge of concepts, fundamentals and approaches of business economics to the students.

**Course Outcome:**

1. The student will be able to explain the forces driving demand and supply and their impact on market conditions.
2. Student will be able to calculate and interpret various economic parameters such as equilibrium price and quantity, elasticity, average costs, marginal costs etc.
3. It will enable students to debate and explain topical economic problems and issues confidently.
4. Apply economic analysis to everyday problems in real world situations.
5. Students can describe the causes and consequences of inflation and unemployment

**Unit I**

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

**Unit II**

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

### **Unit III**

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

### **Unit IV**

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

### **SUGGESTED READINGS:**

Managerial Economics: H.L.Ahuja

Managerial Economics: G.S.Gupta

Managerial Economics: H.L.Bhatia

Modern Economics Theory: K.K.Dwett

## **B.COM (HONS) III YEAR SEMESTER – V**

### **BCH 501 EXPORT IMPORT PROCEDURES AND DOCUMENTATION**

**Course Objective:** The objective of this course is to familiarise the students with the procedures and documentation required for practising export-import trade in India as well as the various schemes and benefits offered by the government to exporters and importers.

#### **Course Outcome:**

1. Identify the process of Export-Import Registration process, Payment terms, Export costing and pricing.
2. Interpret the process of Shipment procedures, & summarize the various documents used in Shipping,
3. Classify the concept of various incentives, benefits & risk involved in shipping process
4. Discuss the various business planning Import, procedures & various export promotion schemes
5. Demonstrate the various export promotion, schemes &Types of Export Houses.

**Unit I:** Introduction to India's Foreign Trade. India's foreign trade-Direction and Composition, Exports-planning: Adaption, Standardisation and Packaging. Export Marketing: Meaning & Importance. Getting ready for Exports, Procurement and processing of an export order and Export Contract, INCO Terms, Foreign trade policy.

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

**Unit III:** Central Excise and custom clearance regulations- Procedures and Documentation. Containerisation: Practice, Advantages & Disadvantages, CONCOR: Inland Container Depot (ICD) & Container Freight Station (CFS).

**Unit IV:** Institutional Support for India's Foreign Trade, DGFT, Export Incentives (Financial & Non-Financial Incentives). Schemes for import of capital goods, Procedures and documentation for new / second hand capital goods, Export / trading / star trading / superstar trading houses; Objective criteria and benefits, procedures and documentation; Policy for EOU / FTZ/ EPZ units, Objectives, criteria and benefits, International Logistics.

**SUGGESTED READINGS:**

Bimal Jaiswal & Kamal Y, Export Import Procedure & Documentation

R.L.Varshney & Bhattacharya, International Marketing Management, Sultan Chand

Jaiswal Bimal, International Business, Himalaya Publications.

Justin Paul, International Business, McGraw Hill

**BCH 502 INDUSTRIAL LAWS**

**Course objective:** The course aims at developing understanding of the various acts and laws prevalent for industrial work in India.

**Course outcome:**

- Students will know the development and the judicial setup of Labour Laws.
- They will learn the salient features of welfare and wage Legislations also to integrate the knowledge of Labour Law in General HRD Practice.
- Students will learn the laws relating to Industrial Relations, Social Security and Working conditions
- They will also learn the enquiry procedural and industrial discipline.

**Unit I**

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

**Unit II**

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

**Unit III**

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

**Unit IV**

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

**Suggested Readings:**

Labour Legislation: Goswami V.G

Labour Welfare Laws(Industrial Laws), Jaiswal B

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

**BCH 503 CONSUMER BEHAVIOUR & ADVERTISING MANAGEMENT**

**Course objective:** The course aims to provide insights into consumer behaviour required for marketing decisions and to introduce the students to the basic principles of advertising and media.

**Course outcome:**

1. Identify the major influences in consumer behaviour
2. Distinguish between different consumer behaviour influences and their relationships
3. Establish the relevance of consumer behaviour theories and concepts to marketing decisions
4. Implement appropriate combinations of theories and concepts of Advertising
5. Recognise social and ethical implications of marketing actions on consumer behaviour
6. Use most appropriate techniques to apply market solutions

**Unit I:** Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Perception, attitudes, changes in attitudes, Consumer motivation.

**Unit II:** Models of Consumer Behaviour , difference between consumer buying and industrial buying, nature and factors affecting industrial buying. Factors influencing purchase decision of a consumer.

**Unit III:** Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising. Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout

**Unit IV:** Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation. Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

**SUGGESTED READINGS**

Kanuk & Shiffman, Consumer Behaviour.

Peter & Olson, Consumer Behaviour and Marketing Strategy.

Peter and Donnelly, A Preface of Marketing Management.

Wilkie, William, Consumer Behaviour.

D.OGILVY, ADVERTISING

Chunawala, Advertising

Sontakki, Advertising

Manvendra Mohan, Advertising

Kazmi and Batra, Advertising and Sales Management, Excel

**BCH 504 BUSINESS FINANCE**

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

**Course outcome:**

1. Provide an in-depth view of the process in financial management of the firm

2. Develop knowledge on the allocation, management and funding of financial resources both long term and short term.
3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

### **Unit I**

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

### **Unit II**

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

### **Unit III**

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

### **Unit IV**

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

### **SUGGESTED READINGS**

Horne, James Van- Financial Management & Policy  
Jaiswal, B & Shimpi, L – Business Finance  
Rustagi R.P.- Introduction to Financial Management  
Kuchal, S.C.- Financial Management  
Pandey, I.M.- Financial Management

### **BCH 505 FINANCIAL MARKET OPERATIONS**

**Course objective:** The course aims at making the students well-versed with the fundamental concepts, practices and functioning of financial market in India.

#### **Course outcome:**

1. This would develop good understanding of the evolution, functioning and growth of fixed income securities.
2. Students would be aware of the different regulatory agencies and how they affect the daily operations of all business.
3. This would help them develop good understanding of the primary market and secondary market in equity market.
4. The students will understand the role and functioning of the market.
5. Students would be aware of the legislative, executive and judicial functions of such regulatory authorities.

6. Students would have a detailed knowledge of the functioning of the money market and will also be able to compare it with capital market.

**Unit I :**

Concept of Financial System, Evolution of Financial System. Structure & Functions of Indian Financial Systems, Role of the Financial System in the Economy, Indian Money Market: Features, Functions, Instruments, Defects & Measures. Recent Trends in Indian Financial Sector: Reforms. Role of Acceptance and Discount House.

**Unit II :**

Indian Capital Market: Features, Functions, Structure & Instruments. Primary Market: Functions & Issue Mechanism (IPO, Book Building, Stock Option etc.), & SEBI guidelines. Recent Marketing Strategies for Public Issue, Intermediaries in Primary Market.

**UNIT III:**

Secondary Market: Components, Functions & Role. Listing of Securities: Types, Procedure & Guidelines, Delisting. Investor's Protection: Need, common grievances of investors, Methods of redressal of grievances, Grievance redressal authorities, Role of Press, Judiciary, SEBI & Company Law Board.

**Unit IV :**

Stock Exchanges: Major Stock Exchanges, Type of Operations & Operators in Stock Exchanges, Demutualisation of Stock Exchanges. The Securities Contracts (Regulation) Act, 1956 : Objectives, SEBI purpose & Functions, Measures taken by SEBI. Mutual Funds.

**Suggested Readings:**

Financial Market Operations: Jaiswal B & Venkatraman B

Financial Markets and Institutions, Bhole, L.M.

Indian Financial Systems, Khan, M.Y.,

Management of Indian Financial Institutions, Srivastava, R.M.

## **BCH 506 INSURANCE AND RISK MANAGEMENT**

**Course objective:** This course is aimed at helping the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

**Course outcome**

1. Students will be able to know about the concepts of risk and insurance
2. Students shall be able to understand the methodology in the identification, analysis and management of risks.
3. The students will be able to differentiate between the different types of insurance, as a tool, to manage financial risk.
4. The students will be able to analyse the importance of all insurance and its applicability

**Unit I**

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

**Unit II**



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

### **Unit III**

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

### **Unit IV**

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

### **SUGGESTED READING:**

Books published by Insurance Institute of India.

Insurance and Risk Management, Bimal Jaiswal & Shiva Manoj

“*Life Insurance*”, - By Kenneth Black (Jr.) and Harold Skipper (Jr.),

“*Fundamentals of Risk and Insurance*”, by Emmett J. Vaughan, Therase Vaughan

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

### **BCHNC 508 FOREIGN LANGUAGE (Non-credit)**

#### **French Language**

**Course Objective:** The objective of this course is to equip the students, who are complete beginners in French, with the four skills of language i.e. reading, writing, speaking and comprehension.

**Course Outcome:** After learning this course, students would be able to acquire communication skills in the French language, making them more competitive.

#### **Unit-I**

Articles Gender and number of nouns and adjectives. Personal and Toique pronouns, Demonstrative and Possessive Adjectives Preposition and adverbs Pronominal verbs.

#### **Unit-II**

Conjugation of verbs of all the Groups in Present Tense and Introduction to Past and Future Tense. Interrogation, Negotion and Imperatives.

#### **Unit-III**

Name of days, seasons, months, colours, garments, body parts and numbers. Conversational French between known and unknown people. Telephonic conversation with friends and clients.

#### **Unit-IV**

Topical writing, self-Introduction, Biodata, Description of person, place or things as family, house, class, city, country etc. Letter writing. Profession and nationality. To reply question in French based on comprehension of a French text.

### **SUGGESTED READINGS**

Two Units of Le Nouveau Sans Frontieres Part-I

