



DEPARTMENT OF COMMERCE
NIZAM COLLEGE (AUTONOMOUS),
HYDERABAD



B.Com (ECOMMERCE)
(CBCS) SYLLABUS
W.E.F (2016-17)

DSC-IA: FINANCIAL ACCOUNTING – I

Paper Code: DSC-IA
PPW:5

Max. Marks: 40+10 IA
Exam Duration: 2 Hrs

Objective: To make the students acquire the conceptual knowledge of accounting and to equip them with the knowledge of accounting process and preparation of final accounts

UNIT-I: INTRODUCTION AND ACCOUNTING PROCESS

Financial Accounting - Meaning – Definition – Functions - Advantages and Limitations – Users of Accounting Information – Principles of Accounting- Concepts and Conventions - Branches of Accounting – Accounting System- Types of Accounts – Accounting Cycle: Journal- Ledger and Trial Balance. (Including problems)

UNIT-II: SUBSIDIARY BOOKS

Meaning –Types - Purchases Book - Sales Book - Purchases Returns Book - Sales Returns Book - Bills Receivables Book - Bills Payables Book - Single Column, Two Column, Three Column and Petty Cash Book - Journal Proper. (Including problems)

UNIT-III: BANK RECONCILIATION STATEMENT

Meaning – Need - Reasons for differences between Cash Book and Pass Book balances –Favorable and Overdraft balances – Ascertainment of correct Cash Book balance - Preparation of Bank Reconciliation Statement. (Including problems)

UNIT-IV: BILLS OF EXCHANGE

Bills of Exchange - Definition- Promissory notes and Bills of exchange-Recording of Transactions relating to Bills- Books of Drawer and Acceptor- Honour and Dishonour of Bills- Renewal of bills- Retiring of bills under rebate- Accommodation bills. (Including problems)

UNIT-V: FINAL ACCOUNTS

Capital and Revenue Expenditure – Capital and Revenue and Receipts - Manufacturing Account - Trading Account-Profit & Loss Account and Balance Sheet - Adjustment and Closing entries. (Including problems)

SUGGESTED READINGS:

1. Accountancy-I: Haneef and Mukherjee, Tata McGraw Hill Company.
2. Principles & Practice of Accounting: R. L. Gupta & V. K. Gupta, Sultan Chand.
3. Accountancy-I: S.P. Jain & K.L Narang, Kalyani Publishers.
4. Accountancy-I: Tulasian, Tata McGraw Hill Co.
5. Advanced Accountancy-I: S. N. Maheshwari& V. L. Maheswari, Vikas.

DSC-IIA: BUSINESS ECONOMICS**Paper Code: DSC-IIA****Max. Marks: 40+10 IA****PPW:4(2T+2P)****Exam Duration: 2 Hrs**

Objective: To facilitate the students to learn the concepts of economics and apply them in real life situations.

UNIT-I: INTRODUCTION

Business Economics - Meaning & Definition- Nature – Characteristics - Importance and Role - Micro & Macro Economics - Scope - Objectives - Law of Diminishing Marginal Utility - Law of Equi-marginal Utility.

UNIT- II: DEMAND ANALYSIS

Meaning – Function - Types of Demand - Demand Curve - Law of Demand - Elasticity of Demand: Concept - Types and measurement of Elasticity of Demand - Factors influencing Demand - Importance of Elasticity of Demand- Utility and indifference curve analysis

UNIT-III: SUPPLY ANALYSIS

Law of Supply - Factors influencing Supply - Market Equilibrium- Consumer Surplus - Theory of Consumer behavior

UNIT-IV: PRODUCTION ANALYSIS

Concept of Production - Total Production - Marginal Production - Average Production - Law of Variable Proportion - Law of Returns to Scale - Isocost – Isoquants - Economies and Dis-economies of Scale.

UNIT-V: COST ANALYSIS

Theory of Cost - Concepts of Cost - Short run and Long run cost curves - Traditional and Modern Approaches - Break Even Analysis: Meaning – Assumptions – Uses and Limitations.

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Business Economics: V. G. Mankar, Himalaya Publishing House
2. Managerial Economics: VanithAgrawal, Pearson Education
3. Business Economics: H. L. Ahuja, S. Chand & Co. Ltd.
4. Business Economics : R. K. Lekhi, Kalyani Publishers

5. Business Economics: D. M. Mithani, Himalaya Publishing House
6. Business Economics: P. N. Chopra, Kalyani Publishers
7. Essential of Business Economics: D. N. Dwivedi, Vikas Publishers

DSC-III A: BUSINESS ORGANISATION

Paper Code: DSC-III A

Max. Marks: 40+10 IA

PPW:5(3T+2P) Exam Duration: 2 Hrs

Objective: To acquaint the students with the basics of Commerce and Business concepts and functions of Business Organization and provide them practical exposure of entrepreneurial role in business using assignments.

UNIT-1: FUNDAMENTAL CONCEPTS

Concept of Business, Trade, Industry and Commerce - Nature of Business - Objectives of Business – Social Responsibility of a business -Essential elements of a Successful Business - Trade - Classification - Aids to Trade - Industry - Classification - Commerce - Relationship between Trade, Industry and Commerce - Business Organization - Concept - Functions of Business- Steps to Start an Enterprise

UNIT-II: BUSINESS ORGANIZATION

Forms of Business Organization - Classification - Factors Influencing the Choice of Suitable Form of Organization - Sole Proprietorship - Meaning Definitions - Characteristics - Advantages and Disadvantages - Partnership -Kinds of Partners - Registration Of Partnership - Advantages and Disadvantages of Partnership - Partnership Deed -- Meaning - Contents - Limited liability partnership -Joint Hindu Family - Meaning - Characteristics - Advantages and Disadvantages - Co-Operative Organization – Characteristics -Types of Co-Operative Societies - Limitations of Cooperatives.

UNIT-III: JOINT STOCK COMPANY- PROMOTION OF A COMPANY

Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter Characteristics - Kinds Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents - Prospectus Contents – Red herring Prospectus- Statement in Lieu of Prospectus.

UNIT-IV: SOURCES OF FINANCE

Industrial Finance - Long Term and Short Term Finance - Fixed and Working Capital Finance - Sources of Corporate Finance (A brief introduction to Shares and Debentures, Retained Earnings, Underwriting, Inter Company Investments and Venture Capital, Angel Investors, lease, hire purchase, franchising) .

UNIT V: STOCK EXCHANGE

Stock Exchange, Stock Exchange Functions — Working of Stock Exchanges, Mutual Funds — Role of SEBI in Regulating Stock Exchanges in India

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers

2. Business Organization: Sharma Shashi K. Gupta, Kalyani publishers.
3. Organization & Management: R. D. Agarwal, McGraw Hill.
4. Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing e
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill
6. Business Organization & Management: R. N. Gupta, S. Chand,

DSC-IVA: INFORMATION TECHNOLOGY

Paper Code: DSC-IVA
PPW: 4(2T+ 2P)

Max. Marks: 35T+15P
Exam Duration: 2 Hrs

Objective: To acquire basic knowledge in Information Technology and its applications in the areas of business.

UNIT-I: INTRODUCTION

Introduction to computers - Generations of computers – An overview of computer system - Types of computers - Input & Output Devices - Hardware: Basic components of a computer system - Control unit – ALU - Input/output functions - Memory – RAM – ROM – EPROM - PROM and Other types of memory.

UNIT-II: OPERATING SYSTEM (OS)

Meaning - Definition & Functions - Types of OS - Booting process - DOS – Commands (Internal & External) - Wild card characters – Virus & Hackers – Cryptography & cryptology -Windows: Using the Start Menu –Control Panel – Using multiple windows – Customizing the Desktop – Windows accessories

UNIT-III: WORD PROCESSING

Application of word processing - Menus & Tool Bars - Word processor – Creating – Entering - Saving & printing the document - Editing & Formatting Text - Mail Merge and Macros

UNIT-IV: SPREAD SHEET

Application of work sheet/spread sheet - Menus & Tool bars - Creating a worksheet - Entering and editing of numbers - Cell reference - Worksheet to analyze data with graphs & Charts - Advanced tools: Functions – Formulae – Formatting numbers - Macros – Sorting - Filtering - Validation & Consolidation of Data

UNIT-V: POWER POINT PRESENTATION

Application of Power Point Presentation – Menus & Tool bars – Creating presentations – Adding - Editing and deleting slides - Templates and manually – Slide show – Saving - Opening and closing a Presentation –Types of slides - Slide Views - Formatting – Insertion of Objects and Charts in slides - Custom Animation and Transition

LAB WORK: MS-DOS; MS-WORD; MS-POWERPOINT; MS-EXCEL

SUGGESTED READINGS:

1. Fundamentals of Information Technology: Dr. NVN Chary, Kalyani Publishers.
2. Information Technology Applications for Business: Dr. S. Sudalaimuthu, Himalaya
3. Introduction to Information Technology: V. Rajaraman, PHI.
4. Fundamental of Computers: Balaguruswamy, McGraw Hill.

5. Informational Technology: P. Mohan, Himalaya Publishing House.
6. Information Technology: R. Renuka, Vaagdevi Publishers.

DSC-IB: FINANCIAL ACCOUNTING-II

Paper Code: DSC-IB
PPW:5

Max. Marks: 40+10 IA
Exam Duration: 2 Hrs

Objective: To acquire the conceptual knowledge and application of depreciation methods and single entry system, and preparation of accounts related to non-profit and partnership organizations

UNIT-I: DEPRECIATION AND PROVISION AND RESERVES

Depreciation (AS-6): Meaning – Causes – Difference between Depreciation, Amortization and Depletion - Objectives of providing for depreciation – Factors affecting depreciation – Accounting Treatment – Methods of depreciation: Straight Line Method - Diminishing Balance Method - Depreciation Fund Method - Annuity Method-Provisions and Reserves - Reserve Fund - Different Types of Provisions and Reserves. (Including problems)

UNIT-II: RECTIFICATION OF ERRORS

Meaning of Rectification of Errors - Types of Errors - Methods of Rectification of Errors - Effect of Errors on Final Account-Rectification before and after preparation of final Accounts - Suspense Account (Including problems)

UNIT-III: CONSIGNMENT

Consignment - Features. Proforma invoice - Account sale – Del credere commission- Accounting treatment in the books of the consignor and the consignee - Valuation of consignment stock - Normal and abnormal Loss - Invoice of goods at a price higher than the cost price. (Including problems)

UNIT-IV: JOINT VENTURES

Joint Ventures –Features-Difference between Joint Ventures and Consignment- Accounting Procedure-Methods of Keeping Records for Joint Venture Accounts-Method of Recording in co-ventures books-Separate Set of Books Method- Joint Bank Account-Memorandum Joint Venture Account (Including problems)

UNIT –V: ACCOUNTS FROM INCOMPLETE RECORDS

Single entry-Features–Difference between Single Entry and Double Entry-Defects of Single Entry-Ascertainment of Profit - Statement of Affairs (Including problems)

SUGGESTED READINGS:

1. Accountancy-I: S.P. Jain & K.L Narang, Kalyani Publishers.
2. Accountancy-I: Haneef and Mukherjee, Tata McGraw Hill Company.
3. Principles & Practice of Accounting: R. L. Gupta & V. K. Gupta, Sultan Chand.
4. Accountancy-I: Tulasian, Tata McGraw Hill Co.
5. Introduction to Accountancy: T. S. Grewal, S. Chand and Co.
6. Advanced Accountancy-I: S. N. Maheshwari& V. L. Maheswari, Vikas.
7. Financial Accounting: JawaharLal, Himalaya Publishing House.

DSC-IIB: MANAGERIAL ECONOMICS**Paper Code: DSC-IIB****Max. Marks: 40+10 IA****PPW:4 (2T+2P)****Exam Duration: 2 Hrs****Objective:** To impart conceptual and practical knowledge of managerial economics.**UNIT-I: NATURE AND SCOPE OF MANAGERIAL ECONOMICS**

Characteristics of managerial economics – Nature and scope of managerial economics -Importance of managerial economics - Basic economic tools in managerial economics - managerial economist role and responsibility

UNIT-II: DEMAND FORECASTING

Demand estimations for major consumer durables and non-durable products – Demand forecasting techniques: Statistical and Non-Statistical techniques

UNIT-III: MARKET STRUCTURES

Definition of market – Market structure (Perfect competition, Imperfect competition) – Price determination - Firms equilibrium in perfect competition, monopoly, monopolistic, oligopoly and duopoly

UNIT-IV: MACRO-ECONOMICS FOR MANAGERS

National income – Concepts – Methods - Measurement of national income – Business cycle: Nature – Phases - Causes – Inflation causes and control – Deflation and stagflation.

UNIT-V: FISCAL AND MONETARY POLICY

Fiscal Policy- Various types of deficits- Objectives of FRBM Act - Monetary Policy- Objectives – Repo Rate- Reverse Repo Rate- CRR- SLR- Finance Commission- Objectives

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Managerial Economics: Craig H Peterson and Jain, Pearson education
2. Managerial Economics: Gupta, Tata McGraw Hill
3. Managerial Economics: Maheshwari and Gupta, Sultan Chand & Sons
4. Managerial Economics: Dr. P.C. Thomas, Kalyani Publishers
5. Managerial Economics: H.L. Ahuja, S. Chand and Company
6. Managerial Economics: Mithani, Himalaya Publications
7. Managerial Economics: R.L. Varshney and K.L. M Maheshwari, Sultan Chand

8. Managerial Economics: P. Venkataiah and Surya Prakash, Vaagdevi Publishers

DSC-IIIB: PRINCIPLES OF MANAGEMENT

Paper Code: DSC-IIIB

Max. Marks: 40+10 IA

PPW:5 (3T+2P)

Exam Duration: 2 Hrs

Objective: To acquaint the students with the principles, functions and practice of management and provide them practical exposure to case studies of success and failure businesses.

UNIT-I: INTRODUCTION

Management - Meaning - Approaches to the Study of Management - Characteristics - Administration Vs Management - Scope of Management - Importance of Management - Functions of Management - Levels of Management - Skills of Management - Scientific Management - Meaning - Definition - Objectives - Criticism – Principles of Management -Hawthorne Experiments – Systems and Contingency approach to management -Rationalization – Meaning

UNIT-II: PLANNING AND ORGANIZING

Meaning - Definition - Characteristics - Types of Plans - Advantages and Disadvantages - Management by Objectives (MBO) - Steps in MBO - Benefits -Weaknesses - Decision Making - Steps in Decision Making Process- Management by Exception. Meaning - Definition - Characteristics - The Process of Organization - Formal and Informal Organizations - Principles of Organization - Types of Organization - Line, Staff and Functional Organization - Line and Staff Conflicts - Span of Management - Meaning - Determining Span - Factors influencing the Span of Supervision

UNIT-III: AUTHORITY, POWER AND RESPONSIBILITY

Authority - Sources of Authority - Power - Sources of Power -: Difference between Authority and Power - Delegation - Definition - Characteristics: - Elements - Principles, Types of Delegation - Importance of Delegation- Factors Influencing Degree of Delegation - Barriers - Guidelines for Making Delegation Effective - Centralization - Meaning – Decentralization- Meaning - Difference between Delegation and Decentralization- responsibility.

UNIT-IV: COMMUNICATION, MOTIVATION, LEADERSHIP

Communication: Definition- Features - Types - Process – Barriers - Effective Communication – Motivation: Meaning – Classification – Theories (Maslow and Herzberg) - Motivational Techniques – Leadership: Definition - Qualities - Styles– Theories (Traits and Managerial grid)

UNIT-V: COORDINATION AND CONTROL

Meaning - Definition - Principles of Coordination – Importance- Process of Coordination-techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control- Steps – types (post, current and pre-control)- Requirements for effective control.

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Principles and Practice of Management: R. S. Gupta, B. D. Sharma, W.S. Bhalla, Kaylani

2. Management: Stephen P. Robbins, Person
3. Management Theory and Practices: P SubbaRao, Himalaya Publishing House
4. Principles of Management, Chandan JS, Vikas Publishers.
5. Fundamentals of Management, Dr. Pradeep Kumar, S. Chand

DSC-IVB: E COMMERCE AND DIGITAL MARKETING
Paper Code: DSC-IVB
Max. Marks: 35T+15P
PPW: 4(2T+2P)
Exam Duration: 2 Hrs
Objective: To acquire conceptual and application knowledge of ecommerce and digital marketing.

UNIT-I: INTRODUCTION

E-Commerce: Introduction - Advantages & Limitations, E-Business Traditional & Contemporary Model - Impact of E-Commerce on Business Models - Classification of E-Commerce: B2B, B2C, C2B, C2C, B2E. Applications of E-Commerce: E-Commerce Organization Applications - E-Marketing - E-Advertising - E-Banking - Mobile Commerce - E-Learning - E-Shopping - Social Media

UNIT-II: FRAMEWORK OF E-COMMERCE

Introduction - Application Services - Interface Layers - Secure Messaging - Middleware Services and Network Infrastructure - Site Security - Firewalls & Network Security - TCP/IP – HTTP - Secured HTTP – SMTP – SSL - Data Encryption: Cryptography – Encryption – Decryption - Public Key - Private Key - Digital Signatures - Digital Certificates

UNIT-IV: ELECTRONIC DATA INTERCHANGE (EDI)

Introduction - Traditional EDI Systems - Benefits and Drawbacks - Data Transfer and Standards - Financial EDI - EDI Systems and the Internet - Introduction to Cryptography - Messaging Security Issues - Confidentiality Integrity - Authentication, Encryption Techniques - Cyber Laws

UNIT-IV: ELECTRONIC PAYMENT MECHANISMS

Introduction - Mercantile Process Model: Consumers Perspective and Merchant's Perspective - Electronic Payment Systems: Legal Issues & Digital Currency - E-Cash & E-Cheque - Electronic Fund Transfer (EFT) - Advantages and Risks - Digital Token-Based - E-Payment System - Smart Cards. The SET Protocol - SET VS. SSL - Payment Gateway - Banking on Technology - Customer relationship management - CRM, Virtual banks, Data mining, Intelligent agents, Biometrics, Mobile wireless access devices

UNIT-V: DIGITAL MARKETING

Digital Marketing Basics - Basics of Advertising - Digital media vs. Traditional Media - Benefits of Digital Marketing - Basics of Search Engine Optimization - Search engine works - Google Search Architecture - On page Optimization - Static Vs Dynamic File Optimization - Title Tag Optimization - Meta Tags Optimization - Headers Optimization - SEO Content Writing - Image Tag Optimization - Custom 404 Error Page - Black hat SEO Techniques - Social Bookmarking - Social Media Links

Lab work: Using Dream wear for Designing a Webpage/ Website.

SUGGESTED READINGS:

1. Frontiers Of Electronic Commerce: Ravi Kalakota, Andrew B Whinston, Pearson
2. E-Commerce, An Indian Perspective: Joseph, PHI
3. Electronic Commerce, Framework Technologies & Applications: Bharat Bhasker: McGrawhill
4. Introduction To E-Commerce: Jeffrey F Rayport, Bernard J. Jaworski: Tata McGraw Hill
5. Electronic Commerce: A Managers' Guide: Ravi Kalakota, Andrew B Whinston
6. E-Commerce & Computerized Accounting: Rajinder Singh, Er. Kaiser Rasheed, Kalyani
7. Digital Marketing: Eric Greenberg & Alexander Kates, McGraw Hill.

DSC-IC: ADVANCED ACCOUNTING

Paper Code: DSC-IC**Max. Marks: 40+10IA****PPW:5 Exam Duration: 2 Hrs**

Objective: To acquire the conceptual knowledge in preparing accounts related to non-profit organizations, partnership firms and company final accounts

UNIT-I: ACCOUNTING FOR NON-PROFIT ORGANIZATIONS

Non-Profit Entities – Features –Accounting Process- Preparation of Summaries - Receipts and Payments Account – Meaning and Features – Procedure for Preparation – Uses and Limitations - Income and Expenditure Account – Features – Procedure for Preparation – Preparation of Balance Sheet. (Including problems)

UNIT-II: PARTNERSHIP ACCOUNTS-I

Meaning – Legal provisions in the absence of Partnership Deed - Capital Accounts (Fixed and Fluctuating) – Preparation of Final Accounts- Accounting Treatment of Goodwill and Admission of a Partner (Including problems)

UNIT-III: PARTNERSHIP ACCOUNTS–II

Accounting treatment of Retirement and Death of a Partner – Dissolution of Firm (Excluding Sale of Firm, Company and Amalgamation) (Including problems)

UNIT-IV: ISSUE OF SHARES, DEBENTURES, AND BONUS SHARES

Issue of Shares at par, premium and discount - Prorata allotment – Forfeiture and Re-issue of Shares – Issue of Debentures with Conditions of Redemption – Accounting of Bonus Shares (Including problems)

UNIT-V: COMPANY FINAL ACCOUNTS

Companies Act 2013: Structure – General Instructions for preparation of Balance Sheet and Statement of Profit and Loss – Part-I: Form of Balance Sheet – Part-II: Statement of Profit and Loss – Preparation of Final Accounts of Companies (Including problems)

SUGGESTED READINGS:

1. Accountancy-I: Haneef and Mukherjee, Tata Mcgraw Hill Co.
2. Principles and Practice of Accounting: R.L. Gupta & V.K. Gupta, Sulthan Chand & Sons.
3. Accountancy–I: Tulasian, Tata Mcgraw Hill Co.
4. Accountancy–I: S.P. Jain & K.L Narang, Kalyani.
5. Advanced Accountancy-I: S.N.Maheshwari&V.L.Maheswari, Vikas.
6. Advanced Accountancy: M Shrinivas& K Sreelatha Reddy, Himalaya Publishers

DSC-IIC: BUSINESS STATISTICS - 1

Paper Code: DSC-IIC**Max. Marks: 40+10IA****PPW:5 (3T+2P)****Exam Duration: 2 Hrs**

Objective: To impart knowledge on the application of statistical tools and techniques in business decision making and to inculcate analytical and computational ability among the students.

UNIT-I: INTRODUCTION AND DATA COLLECTON

Origin and Development of Statistics – Definition - Importance and Scope - Limitations of Statistics - Planning of statistical investigation –Sources of data- Primary and Secondary data –Statistical series – Discrete & Continuous series – Schedule and Questionnaire - Classification and Tabulation of data - Frequency distribution.

UNIT-II: PRESENTATION OF DATA

Diagrammatic and Graphic Presentation: One Dimensional and Two Dimensional Diagrams – Pictograms – Cartograms - Technique of Construction of Graphs - Graphs of Frequency Distribution - Histograms.

UNIT-III: MEASURES OF CENTRAL TENDENCY

Definition- Objectives – Characteristics – Types of averages - Arithmetic Mean - Geometric Mean - Harmonic Mean - Median - Mode – Quartiles and Percentiles - Simple and Weighted Averages - Uses and Limitations of different Averages.

UNIT-IV: MEASURES OF DISPERSION

Meaning – Definition – Objectives of Dispersion - Significance - Characteristics - Absolute and Relative Measures - Range - Quartile Deviation - Mean Deviation - Standard Deviation - Coefficient of Variation.

UNIT-V: MEASURES OF SKEWNESS AND KURTOSIS

Measures of Skewness - Karl Pearson's Coefficient of Skewness - Bowley's Coefficient of Skewness - Kelly's Measure of Skewness – Kurtosis: Mesokurtosis, Platy kurtosis and Leptokurtosis.

SUGGESTED READINGS:

1. Statistics for Management: Levin & Rubin, Pearson,
2. Fundamentals of Statistics: Gupta S.C, Himalaya
3. Statistics: E. Narayanan Nadar, PHI Learning
4. Business Statistics: Dr. J. K. Thukral, Taxmann Publications
5. Business Statistics: K. Alagar, Tata Mc Graw Hill
6. Fundamentals of Statistical: S. P Gupta, Sultan Chand
7. Business Statistics: J. K. Sharma, Vikas Publishers
8. Business Statistics: S. L Aggarwal, S. L. Bhardwaj, Kalyani Publications
9. Statistics-Problems and Solutions: Kapoor V.K, S. Chand

DSC-IIIC: BANKING THEORY AND PRACTICE

Paper Code: DSC-IIIC
PPW:5(3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2 Hrs

Objective: To impart knowledge on banking law and practice including recent developments

UNIT-I: INTRODUCTION

Origin and Growth of Banking in India - Unit Vs Branch Banking - Functions of Commercial Banks - Nationalization of Commercial Banks in India - RBI Constitution - Organizational Structure - Management - Objectives - Functions - Emerging Trends in Commercial Banking in India: E-Banking - Mobile Banking - Core Banking - Bank Assurance - OMBUDSMAN.

UNIT-II: BANKER AND CUSTOMER RELATIONSHIP

Definition of Banker and Customer - Relationship Between Banker and Customer - KYC norms - General and Special Features of Relationship - Opening of Accounts - Special Types of Customers Like Minor, Married Women, Partnership Firms, Companies, Clubs and other Non-Trading Institutions - Descriptions and their Special Features - Duties and Responsibilities of Paying and Collecting Banker - Circumstances under which a Banker can refuse Payment of Cheques - Consequences of Wrongful Dishonors - Precautions to be taken while Advancing Loans against Securities

UNIT-III: NEGOTIABLE INSTRUMENTS

Definition - Types - Features - Promissory note - Bills of Exchange - Cheque - Parties to Negotiable Instruments - Kinds of Cheque - MICR - Requisites of Cheque - Bouncing of Cheque - Promissory Note Vs Bills Of Exchange - Rule in Clayton's Case - Garnishee Order- Loans against Equitable Mortgage and Legal Mortgage and Distinction between them - Latest Trends in Deposit Mobilization

UNIT-IV: TYPES OF LOANS AND ADVANCES

Principles of Sound Lending Policies - Credit Appraisals of Various Forms of Loans and Advances - Modes of Creating Charges - Lien, Pledge, Mortgage And Hypothecation

UNIT-V: TYPES OF BANKS

District Co-Operative Central Banks - Development Banks - Regional Rural Banks - National Bank for Agriculture and Rural Development (NABARD) - SIDBI - Development Banks

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SUGGESTED READINGS:

1. Banking Theory & Practices: Dr.P.K.Srivatsava, Himalaya Publishers
2. Banking Theory & Practices: K.E. Shekar, Vikas Publications
3. Banking Theory, Law & Practices: R.R PAUL, Kalyani Publishers
4. Money Banking and Financial Markets: Averbach, Rabort.D, MacMillan. Landon

5. Banking Theory & Practices: R.Rajesh, Tata Mc Graw Hill

6. Management of Banking & Financial Services; Padmalatha Suresh, Pearson

DSC-IVC: WEB TECHNOLOGIES

Paper Code: DSC-IVC

Max. Marks: 35T+15P

PPW: 3(1T+2P)

Exam Duration: 2 Hrs

Objectives: To gain the skills of usage of Web Technologies to design Web pages.

UNIT-I: INTRODUCTION

Art of creating a web site - Markup language (HTML) – Hypertext - Formatting text - Forms & formulating instructions & formulation elements – Using HTML Tags- Logical Tags- Physical Tags- Heading Tags. <TABLE> Tags. Tags, <FRAME> Tags, <IFRAME> Tags, List Tags - Ordered List. Unordered List- Definition List- Paragraph Tags, Anchor Tags- Colors, Fonts, <FORM> Tags,<FRAMESET> Tags. Lab Exercises

UNIT-II: AN OVER VIEW OF DYNAMIC WEB PAGES

An over view of dynamic web pages and dynamic web page technologies: Introduction to Dynamic HTML programming - Changing Text and Attributes –(<DIV> TAG, TAG, <LAYER> TAG, <EMBED> Tag), Text, Graphics - Creating Multimedia Effects with Filters and Transaction. Filters – (Example like- X-Ray, FlipH, FlipV, Chroma Filter, Wave Filter, Gray Filter). Cascading Style Sheets (CSS) - Internal, External, and Inline Styles - Lab Exercises

UNIT-III: JAVA SCRIPT AND EVENT HANDLERS

Introduction - Client side java script - Server side java script - Core features - Data types and variables – Operators - Expressions and statements – Functions – Objects – Array - Date and math related objects - Document object model - Event handling.- OnAbort – OnClick - Ondbl click - Ondrag drop – Onerror - Onfocus - Onkey Press – Onkey Up – Onload - Onmouse Down – Onmouse Move - Onmouse Out – Onmouse Over - Onmove - Onrest – Onresize - Onselect - On submit - Onunload. Lab Exercises

UNIT-IV: Adobe PHOTOSHOP CS6

Basic Tools – Introduction, Functions, The Photoshop Workspace, The Tool Box, The Palettes, Defining the Brush, The Pencil Tool, The Paintbrush Tool, The Line Tool, The Airbrush Tool, The Text Tool, The Paint Bucket Tool, The Gradient Tool, The Eraser Tool, The Smudge Tool, The Focus Tool, The Toning Tools, The Eye Dropper Tool, The Zoom Tool, the Marquee Tool, the Lasso Tool, the Magic Wand Tool, the Move Tool, Filters, Text Manipulation, Buttons, Shadows.

UNIT-V: Adobe FLASH CS5

The Basics – Introduction, Drawing and Modifying Text, Drawing and Modifying Shapes, Texture Fills and Transparency, Importing Graphics; The Tool Box, The Palettes, Animating the Page – Timelines and Frames, Movement Tweening, Shape Tweening, Fading; Making the Page Interactive – Symbols, Creating Buttons, Button Actions, Sound Effects; Publishing to the Web

LAB WORK

- HTML
- Flash
- Photoshop

SUGGESTED READINGS:

1. Internet & World Wide Web How to Program: Deitel&Deitel, Pearson.
2. Web programming: Chris Bates.
3. HTML & XML An untroduction NIIT, PHI.
4. HTML for the WWW with xhtml& CSS: Wlizabeth Castro, Pearson
5. Internet and Web Technologies: Raj Kamal, McGraw Hill.
6. Web Technology: A Developer's Perspective: Gopalan&Sivaselvan, PHI.
7. Essential Flash 4 for Web Professionals, Lynn Kyle,Prentice Hall Link
8. Introduction to Adobe Photoshop, Link

DSC-ID: CORPORATE ACCOUNTING

Paper Code: DSC-ID**Max. Marks: 40+10IA****PPW:5****Exam Duration: 2 Hrs**

Objective: To impart to the students knowledge about accounting treatment of corporate undertakings.

UNIT-I: COMPANY LIQUIDATION

Meaning – Modes - Contributory Preferential Payments – Statements of Affairs - Liquidator's Remuneration - Preparation of Liquidator's Final Statement of Account (Simple problems)

UNIT-II: AMALGAMATION AND INTERNAL RECONSTRUCTION

Amalgamation: In the nature of merger and purchase – Calculation of Purchase Consideration – Accounting Treatment in the books of transferor and transferee companies - Internal Reconstruction - Accounting treatment – Preparation of final statement after reconstruction. (Including problems)

UNIT-III: VALUATION OF GOODWILL AND SHARES

Valuation of Goodwill: Need – Methods: Average Profits, Super Profits and Capitalization Methods - Valuation of Shares: Need – Net Assets, Yield and Fair Value Methods. (Including problems)

UNIT-IV: ACCOUNTS OF BANKING COMPANIES

Books and Registers maintained – Slip system of posting – Rebate on Bills Discounted – Non-Performing Assets – Legal Provisions relating to final accounts - Final Accounts. (Including problems)

UNIT-V: ACCOUNTS OF INSURANCE COMPANIES

Introduction – Formats - Revenue Account – Net Revenue Account - Balance Sheet - Valuation Balance Sheet – Net Surplus – General Insurance - Preparation of final accounts with special reference to Fire and Marine

SUGGESTED READINGS:

1. Advanced Accountancy (Vol-II): S.N.Maheshwari & V.L.Maheswari, Vikas.
2. Accountancy–III: Tulasian, Tata Mcgraw Hill Co.
3. Advanced Accountancy: Arulanandam; Himalaya
4. Accountancy–III: S.P. Jain & K.L Narang, Kalyani Publishers
5. Advanced Accounting (Vol-II): Chandra Bose, PHI
6. Advanced Accountancy: Shukla and Grewal, S.Chand & Co
7. Advanced Accountancy: R.L.Gupta & Radhaswamy, Sultan Chand & Sons
8. Corporate Accounting: Sakshi Vasudeva, Himalaya

DSC-IID: BUSINESS STATISTICS - II

Paper Code: DSC-IID
PPW:5 (3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2 Hrs

Objective: To impart knowledge on the application of statistical tools and techniques in business decision making.

UNIT-I: CORRELATION

Types of Correlation - Correlation and Causation - Methods of Studying Correlation - Scatter Diagram Method - Karl Person's Coefficient of Correlation - Probable Error and Interpretation of Coefficient of Correlation - Rank Difference Method and Concurrent Deviation Method.

UNIT-II: REGRESSION

Linear and Non Linear Regression - Lines of Regression - Derivation of Line of Regression of Y on X - Line of Regression of X on Y - Using Regression Lines for Prediction.

UNIT-III: TIME SERIES

Time Series: Components – Methods-Semi Averages - Moving Averages - Deseasonalisation of Data - Time Series Analysis in Forecasting.

UNIT-IV: INDEX NUMBERS

Uses - Types - Problems in the Construction of Index Numbers - Methods of Constructing Index Numbers - Simple and Weighted Index Number (Laspeyre's - Paasche's, Marshall – Edgeworth) - Tests of Consistency of Index Number: Unit Test - Time Reversal Test - Factor Reversal Test

UNIT-V: PROBABILITY

Terminology (Experiment – Event - Mutually Exclusive Events - Collectively Exhaustive Events - Independent Events - Simple and Compound Events) - Basics of Set Theory – Permutation – Combination - Approaches to Probability (Classical – Empirical – Subjective - Axiomatic Approach) - Theorems of Probability (Addition – Multiplication - Marginal and Baye's Theorem).

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Statistics for Management: Levin & Rubin, Pearson,
2. Fundamentals of Statistics: Gupta S.C, Himalaya
3. Business Statistics: Theory & Application, P. N. Jani, PHI Learning
4. Business Statistics: Dr. J. K. Thukral, Taxmann Publications
5. Business Statistics: K. Alagar, Tata McGraw Hill
6. Fundamentals of Statistical: S. P Gupta , Sultan Chand
7. Business Statistics: J. K. Sharma, Vikas Publishers
8. Business Statistics: Vora, Tata McGraw Hill

9. Statistics-Theory, Methods and Applications: Sancheti D.C. & Kapoor V.K

DSC-IIIID: FINANCIAL INSTITUTIONS AND MARKETS

Paper Code: DSCIIIID

PPW:5(3T+2P)

Max. Marks: 40+10IA

Exam Duration: 2 Hrs

Objective: The objective of this paper is to familiarize the students with various Financial Institutions and Markets.

UNIT-I: INTRODUCTION

Functions of Financial System – Constituents of Indian Financial System – An Overview of Indian Financial System – Role and Functions of Participants in the Financial Market – Factors

UNIT-II: FINANCIAL INSTITUTIONS& ALL INDIA DEVELOPMENT BANKS

Role of Financial Institutions in Economic Development – Types of Financial Institutions-All India Development Banks: Industrial Finance Corporation of India (IFCI) – Industrial Development Bank of India (IDBI) – Industrial Investment Bank of India Limited (IIBIL) –Industrial Reconstruction Bank of India (IRBI)

UNIT-III: FINANCIAL INSTITUTIONS& STATE LEVEL DEVELOPMENT BANKS

State Finance Corporations (SFCs): Objectives and Scope - Management – Financial Resources – Functions – Operations – Performance Appraisal and Problems– Small Industries Development Bank of India (SIDBI) – Infrastructure Development Finance Company Limited (IDFC) -State Industrial Development Corporations (SIDCs): Functions – Resources – Operations – Financial Assistance.

UNIT-IV: MONEY MARKET

Money Market: Definition- Features- Objectives- Importance- Compositions- Call Money Market: Operations – Transactions and Participants – Advantages and Drawbacks- Commercial Bills Market: Definition – Types of Bills – Operations in Bill Market– Importance of Bill Market – Discount Market – Acceptance Market – Drawbacks- Treasury Bills - Types of Treasury Bills – Operations and Participants – Money Market Instruments – Structure of Indian Money Market – Recent Development in the Indian Money Market.

UNIT-V: CAPITAL MARKET

Capital Market: Meaning, Objectives, Importance, Functions – Structure of the Indian Capital Market – New Issue Market – Instruments – Security Buyer – Methods of Issue – Intermediaries Primary Market– Secondary Market – Characteristics and functions of Stock Exchanges – Listing of Securities – Types of Speculators - Stock Exchanges in India – SEBI – Powers and Functions

<p>Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.</p>

<p>*Commerce lab: Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.</p>

SUGGESTED READINGS:

1. Financial Markets and Services: Gordon and Natarajan, Himalaya.
2. Financial Institutions & Markets: Shashi K Gupta, Nisha Aggarwal and Neeti Gupta, Kalyani

3. Management of Indian Financial Institutions: R.M.Srivastava&Divya Nigam, Himalaya.
4. Financial Services and Markets: Dr.PunithavathyPandian, Vikas Publishing House Pvt. Ltd.

DSC-IVD: PHP (HYPERTEXT PREPROCESSOR)

Paper Code: DSC-IVD

PPW: 3(1T+2P)

Max. Marks: 35T+15P

Exam Duration: 2 Hrs

Objective: To make the student understand Server Side Scripting Language and to develop E-commerce Application.

UNIT-I: INTRODUCTION TO PHP

Evaluation of Php- Basic Syntax- Defining variable and constant- Php Data type - Operator and Expression -Handling Html Form With Php- Capturing Form Data-Generating File uploaded form- Redirecting a form after submission

UNIT- II: CONDITIONAL STATEMENTS

Decisions and loop- Making Decisions- Doing Repetitive task with looping- Mixing Decisions and looping with Html-Strings-Functions-arrays-Loops-Library Functions

UNIT- III: WORKING WITH FILE AND DIRECTORIES

Understanding file& directory- Opening and closing a file- Coping, renaming and deleting a file- Working with directories- Building text editor- File Uploading & Downloading- Using cookies- Using session-Generating Images with PHP- Basics of computer Graphics- Creating Image - Manipulating Image- Using text in Image

UNIT -IV: DATABASE CONNECTIVITY WITH MYSQL

Connection with MySql Database- Performing basic database operation(DML) (Insert, Delete, Update, Select) - Setting query parameter- Executing query- Join (Cross joins, Inner joins, Outer Joins, Self joins.)

UNIT -V: JQUERY

Introduction to JQuery- Validation using JQuery- JQuery Forms- JQuery Examples-Framework- Cake PHP-Introduction to CakePHP- Understanding the MVC Pattern Models- How MVC works - Configuration CakePHP- Setting up CakePHP with apache -PHP to work with database

LAB WORK: PHP SCRIPTING

SUGGESTED READINGS:

1. Programming PHP-O'RELLY by RasmusLerdorf
2. PHP and MySQL Web Development (4th Edition) by Luke Welling
3. PHP 6 and MySQL 5 for Dynamic Web Sites: Visual QuickPro Guide, by Larry Ullman
4. Beginning PHP and MySQL: From Novice to Professional, Third Edition by W Jason Gilmore
5. Practical Web 2.0 Applications with PHP- by Quentin Zervaa
6. PHP Object-Oriented Solutions- by David Powers
7. Professional PHP5 (Programmer to Programmer)-WROX, by Ed Lecky-Thompson
8. PHP in a Nutshell-O'RELLY by Paul Hudson

DSC-IE: COST ACCOUNTING

Paper Code: DSC-IE
PPW:5 (3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2 Hrs

Objective: To make the students acquire the knowledge of cost accounting methods.

UNIT-I: INTRODUCTION

Cost Accounting: Definition – Features – Objectives – Functions – Scope – Advantages and Limitations - Essentials of a good cost accounting system- Difference between Cost Accounting and Financial Accounting – Cost concepts – Cost Classification. (Including problems)

UNIT-II: MATERIAL

Direct and Indirect Material cost – Inventory Control Techniques – Stock Levels – EOQ – ABC Analysis- Issue of Materials to Production – Pricing methods: FIFO - LIFO with Base Stock and Average methods. (Including problems)

UNIT-III: LABOUR AND OVERHEADS

Labour: Direct and Indirect Labour Cost – Methods of Payment of Wages (only Incentive Plans): Halsey, Rowan, Taylor Piece Rate and Merrick Multiple Piece Rate Methods.

Overheads: Classification - Methods of Allocation - Apportionment and Absorption of overheads. (Including problems)

UNIT-IV: UNIT AND JOB COSTING

Unit Costing: Features - Cost Sheet – Tender and Quotation Cost Sheet - Job Costing - Features - Objectives – Procedure - Preparation of Job Cost Sheet. (Including problems)

UNIT-V: CONTRACT AND PROCESS COSTING

Contract Costing: Features – Advantages –Types of Contracts – Recording of costs of contract – Recording of value and profit on contracts

Process Costing: Meaning – Features – Preparation of Process Account – Normal and Abnormal Losses (Excluding Equivalent products and Inter process profits) (Including problems)

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

- 1) Cost Accounting: Jain and Narang, Kalyani
- 2) Cost Accounting: M.N. Arora, Himalaya
- 3) Cost Accounting: Jawaharlal, Tata Mcgraw Hill
- 4) Introduction to Cost Accounting: Tulsian, S.Chand
- 5) Cost Accounting: Ravi M. Kishore, Tax Mann Pulications.

DSC-III: BUSINESS LAW**Paper Code: DSC-III****Max. Marks: 40+10IA****PPW:5(3T+2P)****Exam Duration: 2 Hrs**

Objective: To make the students acquire basic conceptual knowledge of different laws relating to business.

UNIT-I: CONTRACT ACT- I

Development of Business Law - Development of Law in Independent India Contract Act 1872: Agreement and contract - Essentials of a valid contract - Types of contracts - Offer and Acceptance - Essentials of valid offer and acceptance - Communication and revocation of offer and acceptance – Consideration definition - Essentials of valid consideration - Doctrine of “Stranger to a contract”- “No consideration- No contract” - Capacity to a contract - Minors agreements.

UNIT-II: CONTRACT ACT - II

Legality of Object and Consideration - Agreements Expressly Declared To Be Void - Wagering Agreements - Contingent Contracts - Discharge of Contract- Modes of Discharge - Performance of Contracts - Breach of Contract - Remedies for Breach.

UNIT-III: SALE OF GOODS ACT, 1930

Contract of Sale: Essentials of Valid Sale - Sale and Agreement to Sell – Definition and Types of Goods - Conditions and Warranties - Caveat Emptor - Exceptions - Transfer or Passing of Property: Time When Property Passes, Rules of Transfer of Property, Transfer of Ownership - Sale by Non-Owners and its Exceptions - Unpaid Seller - Rights of Unpaid Seller.

UNIT-IV: TRADE MARKS, PATENTS, COPY RIGHTS AND INTELLECTUAL PROPERTY RIGHTS

Trade Marks: Definition - Procedure for Registration of Trade Marks - Patents: Definition - Kinds of Patents - Transfer of the Patent Rights - Rights of the Patentee - Copy Rights: Definition - Essential Conditions for Copy Rights to be Protected - Rights of the Copyright Owner - Terms of Copy Right - Copy Rights Infringement - Other Intellectual Property Rights: Trade Secrets - Geographical Indications.

UNIT-V: INFORMATION TECHNOLOGY ACT, ENVIRONMENTAL PROTECTION ACT AND CONSUMER PROTECTION ACT

Information Technology Act-2000: Objectives - Digital Signature - Electronic Governance - Penalties and Adjudication.

Environmental Protection Act 1986: Object - Scope and Scheme of the Act – Definitions - General Powers of the Central Government – Prevention - Control and Abatement of Environmental Pollution – Offences and Penalties.

Consumer Protection Act 1986: Definitions of Consumer – Person – Goods - Service -Consumer Dispute - Unfair Trade Practice - Restrictive Trade Practice – Defect - Deficiency - Consumer Protection Councils - Consumer Dispute Redressal Agencies - District Forum - State Commission and National Commission - Procedure to Lodge a Complaint for Redressal – Appeals.

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

- 1) Company Law: Kapoor, Sultan Chand and Co.
- 2) A Manual of Business Laws: S.N. Maheshwari& S.K. Maheshwari, Himalaya
- 3) Business Laws: KC Garg& RC Chawla ,Kalyani Publishers.
- 4) Business Law: PC Tulsian& Bharat Tulsian, McGraw Hill Education
- 5) Business Law: TejpalSheth, Pearson.
- 6) Business Law: MC Kuchal&VivekKuchal, Vikas Publishing House.
- 7) Business Law: Mathur, McGraw Hill Education.
- 8) Business Law including company Law: SS Gulshan& GK Kapoor, New Age
- 9) Business Law: Peddina Mohan Rao, PHI.
- 10) Business Law: P.N. Bansal, Tax Mann Pulications.
- 11) Business Law: R.S.N. Pillai and Bagavathi, S. Chand.

DSC-III: TAXATION - I

Paper Code: DSC-III
PPW:5(3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2 Hrs

Objective: To acquire conceptual and legal knowledge about Income Tax provisions relating to computation of Income from different heads with reference to an Individual Assessee

UNIT-I: INDIAN TAXATION SYSTEM

Overview of Direct taxes- Definitions and Basic Concepts of Income Tax: Assessee – Deemed Assessee – Assessee-in-default – Assessment Year – Previous Year – Person – Income – Gross Total Income – Total Income – Income Tax general rule and Exemptions to the Rule – Incomes Exempt from Tax – Agricultural income and its assessment – Tax Evasion Vs. Tax Avoidance

UNIT-II: BASIS OF CHARGE

Residential Status and Scope of Total Income: Meaning of Residential Status – Conditions applicable to an Individual Assessee – Incidence of Tax – Types of Incomes – Problems on computation of Total Income of an Individual based on Residential Status.

UNIT-III: INCOME FROM SALARY

Definition of ‘Salary’ – Characteristics of Salary – Computation of Salary Income: Salary u/s 17(1) – Annual Accretion – Allowances – Perquisites – Profits in lieu of Salary – Deductions u/s. 16 – Problems on computation of Income from Salary.

UNIT-IV: INCOME FROM HOUSE PROPERTY

Definition of ‘House Property’ – Exempted incomes from House Property – Annual Value – Determination of Annual Value for Let-out House and Self-occupied House – Deductions u/s.24 out of Annual Value of Let-out and Self-occupied House Properties – Problems on computation of Income from House Property.

UNIT-V: DEPRECIATION AND INCOME FROM BUSINESS AND PROFESSION

Depreciation- Meaning – Conditions for charge of depreciation – Assets used for Business – Block of Assets – Rates of Depreciation – Miscellaneous Provisions about depreciation – Computation of Depreciation –problems on computation of Income from Business -Income from Profession: Rules thereof – procedure – Problems on computation of Income from Profession.

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

- 1) Income Tax Law and Practice: V.P. Gaur & D.B Narang, Kalyani Publishers.
- 2) Direct Taxes Law & Practice: Dr.Vinod K. Singhanian&Dr.KapilSinghanian, Taxmann
- 3) Income Tax: B.B. Lal, Pearson Education.
- 4) Taxation: R.G. Saha, Himalaya Publishing House Pvt. Ltd.

DSC-IVE:RELATIONAL DATABASE MANAGEMENT SYSTEM**Paper Code: DSC-IVE****Max. Marks: 35T+15P****PPW: 5(3T+2P)****Exam Duration: 2 Hrs**

Objectives: To acquire the basic conceptual background necessary to design and develop simple database system, Relational database mode, ER model and distributed databases, and to write good queries using a standard query language called SQL.

UNIT-I: BASIC CONCEPTS

DBMS overview-Advantages of DBMS-Network, Hierarchical and Relational Model-Levels of abstraction-Data Independence-Structures of a DBMS-Application Programmers & Data Base administrators –functions& Role - Data files indices and Data Dictionary - Types of Database. Relational and ER Models: Data Models - Relational Model – Domains - Tuple and Relation - Super keys - Candidate keys - Primary keys and foreign key for the Relations - Relational Constraints - Domain Constraint - Key Constraint - Integrity Constraint s- Referential Integrity.

UNIT-II: ENTITY RELATIONSHIP AND NORMALISATION

Codd's rules-Entity Relationship Model-Entities- Attributes and Entity Sets-Relation and Relationships sets- Features of E-R Model-Normal Forms-First, Second, Third, Boyce code, Fourth and Fifth Normal forms-File Organisation: File Organisation and Its Types - Sequential File Organisation - Indexed File Organisation - Hashed File Organisation - Types of Indexes

UNIT-III: STRUCTURES QUERY LANGUAGE (SQL)

Meaning – SQL commands - Data Definition Language - Data Manipulation Language - Data Control Language - Transaction Control Language - Queries using Order by – Where - Group by - Nested Queries. Joins – Union, Intersect and Except- Views – Sequences - Indexes and Synonyms

UNIT-IV: TRANSACTIONS AND CONCURRENCY MANAGEMENT

Transactions - Concurrent Transactions - Locking Protocol - Serializable Schedules - Locks Two Phase Locking (2PL) - Deadlock and its Prevention - Optimistic Concurrency Control.-Database Recovery and Security: Database Recovery meaning - Kinds of failures - Failure controlling methods - Database errors - Backup & Recovery Techniques - Security & Integrity - Database Security - Authorization.

UNIT-V: MySQL

Theory, Terminology and Concepts-Client/Server Concepts-Database and Database Objects-Expressions-Recurring SQL Constructs-Grouping and Aggregate Functions-Joining Tables-Tools for Import/Export-Installations, Configuration, interfaces, monitoring, Data types, syntax, String Functions, Queries-SubQueries-Features of MySql and Oracle-Advantages and Disadvantages -comparison of other databases.

LAB: SQL QUERIES BASED ON VARIOUS COMMANDS.**SUGGESTED READINGS:**

1. Database Systems: R.Elmasri & S.B. Navathe, Pearson.
2. Introduction to Database Management System: ISRD Group, McGraw Hill.
3. Database Management System: R.Ramakrishnan & J.Gehrke, McGraw Hill.
4. Modern Database Management: J.A.Hoffer,V.Rames &H.Topi, Pearson.
5. Database System Concepts: Silberschatz, Korth & Sudarshan, McGraw Hill.
6. Simplified Approach to DBMS: Parteek Bhaia, Kalyani Publishers.

DSE-VE: FINANCIAL STATEMENT ANALYSIS

Paper Code: DSE-VIF1
PPW:5 (3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2 Hrs

Objective: To make the students understand the different techniques of financial statements' analysis.

UNIT-I: INTRODUCTION

Financial Statements: Meaning – Elements: Assets, Liabilities, Equity, Income and Expenditure and their features – Constituents: Income Statement and Balance Sheet their features - Information incorporated and their Qualitative requirements - Limitations. (Including problems)

UNIT-II: TECHNIQUES OF FINANCIAL STATEMENT ANALYSIS

Meaning – Objectives - Techniques: Comparative Statement- Common Size Statement - Trend Analysis. (Including problems)

UNIT-III: RATIO ANALYSIS

Meaning – Objectives – Classification – Advantages and Limitations – Computation of various ratios: Activity Ratios, Liquidity Ratios, Solvency Ratios, Profitability Ratios (Including problems)

UNIT-IV: FUNDS FLOW STATEMENT

Concept of Funds – Meaning and Importance – Limitations – Statement of Changes in Working Capital – Statement of Sources and Application of Funds (Including problems)

UNIT-V: CASH FLOW STATEMENT (AS-3)

Meaning – Importance – Differences between Funds Flow and Cash Flow Statements – Procedure for preparation of Cash Flow Statement. (Including problems)

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Financial Statement Analysis: George Foster, Pearson
2. Financial Statement Analysis: K R Subramanyam, TMH
3. Financial Statement Analysis: George Foster, Pearson
4. Advanced Management Accounting: Ravi M Kishore, Taxmann
5. Management Accounting: S.P.Gupta
6. Accounting for Managerial Decisions: Shashi K Gupta, Kalyani Publishers

DSE-VIE1: FINANCIAL MANAGEMENT (ELECTIVE-1)**Paper Code: DSE-VIE1****PPW:5 (3T+2P)****Max. Marks: 40+10IA****Exam Duration: 2 Hrs**

Objective: To understand the basics concepts in financial management and acquaint the student with various techniques of financial management.

UNIT-I: INTRODUCTION

Financial Management: Meaning, Nature and Scope, Importance, Objectives - Profit Maximization vs. Wealth Maximization – Traditional Functions of Finance Manager – Changing Role of Finance Manager – Relationship between Financial Management and Other Management Areas (Theory only).

UNIT-II: FINANCIAL PLANNING

Sources of Finance - Financial Planning: Meaning and Definition, Objectives, Characteristics, Process, Factors, Limitations (Theory only)

UNIT-III: CAPITALIZATION

Meaning of Capital and Capitalization – Sources of Capital - Theories of Capitalization – Over Capitalization: Meaning, Causes, Consequences, Remedies - Under Capitalization: Meaning, Causes, Consequences, Remedies - Comparison of Under and Over Capitalization – Watered Stock (Theory)

UNIT-IV: COST OF CAPITAL

Meaning and Definition – Significance – Classification of Costs – Problems in Determination of Cost of Capital – Computation: Cost of Debt, Cost of Perpetual and Redeemable Debt, Cost of Preference Capital, Cost of Equity Capital, Weighted Average Cost of Capital (Including problems)

UNIT-V: CAPITAL BUDGETING

Meaning – Nature – Need and Importance – Methods of Capital Budgeting - Traditional Methods: Payback Period, Accounting Rate of Return - Discounted Cash Flow Methods: Net Present Value Method, Internal Rate of Return and Profitability Index Method. (Including problems)

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Financial Management: I MPandey, Vikas Publishing House Pvt Ltd.
2. Financial Management: M.Y. Khan & P.K. Jain, Tata McGraw-Hill
3. Financial Management: Shashi K. Gupta & R.K. Sharma, Kalyani Publishers,
4. Financial Management: R.M. Srivastava, Himalaya Publishing House, Hyderabad.
5. Financial Management: PrasannaChandra, McGraw Hill

DSE-VIE2: PRINCIPLES OF MARKETING (ELECTIVE-2)

Paper Code: DSE-VIE2
PPW:5(3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2 Hrs

Objective: To make the student understand the basics of marketing management as a functional area and to understand the various decisions under this discipline.

UNIT-I: INTRODUCTION

Meaning and Definition of Marketing – Scope – Evolution of Marketing Concept - Production concept - Product concept - Marketing Myopia – Selling Concept - Marketing Concept - Societal Marketing Concept - Marketing Mix - Direct Marketing

UNIT-II: MARKETING ENVIRONMENT

Micro Environment (Company – Suppliers - Marketing Intermediaries – Customers – Competitors - Publics) - Macro Environment (Demographic – Economic – Natural – Technological – Political - Legal - Cultural - Social

UNIT-III: MARKETING SEGMENTATION

Concept of Target Market - Market Segmentation- Concept- Bases- Benefits- Product Positioning- Concepts- Bases.

UNIT-IV: CONSUMER BEHAVIOUR

Consumer Behavior- Nature – Scope – Importance – Factors – Economic- Psychological- Cultural- Social and Personal - Steps in consumer Decision Process -Post Purchase Behavior - Cognitive Dissonance

UNIT-V: SERVICES MARKETING

Concept- Reasons for Growth of Services- Importance of Services in Economy – Nature and Scope of Services- Classifications of Services- Features of Services- Service Marketing Mix- Strategies for Service Marketing -Service Quality – Its Determinants

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Principles of Marketing: Philip Kotler, Pearson.
 2. Marketing Management: S.A.Sherlekar, Himalaya Publications
 3. Marketing: DhruvGrewal, Michael levy, Tata McGraw Hill.
 4. Marketing Management: Dr.K.Karunakaran, Himalaya Publications.
 5. Ramaswamy&. Namakumari: Marketing Management, Tata McGrawHill Publication.
 6. Marketing Management: CN Sontakki, Kalyani Publication.
 7. Marketing Management: RajanSaxena, Tata McGraw Hill.
 8. Marketing Management Cases & Concepts: Nikhilesh, Rakesh, Abhinandan, Mc Milan
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DSC-IF: MANAGERIAL ACCOUNTING

Paper Code: DSC-IF
PPW:5 (3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2 Hrs

Objective: To acquire the knowledge of managerial accounting decision making techniques, preparation of budgets and estimation of working capital.

UNIT-I: INTRODUCTION

Managerial Accounting: Features – Objectives – Scope – Functions – Advantages and Limitations – Relationship between Cost, Management and Financial Accounting - Role and Functions of Management Accountant-Recent developments in Management Accounting-Limitations of Management Accounting (Theory only)

UNIT-II: MARGINAL COSTING

Meaning – Importance – Marginal Cost Equation – Difference between Marginal Costing and Absorption Costing – Application of Marginal Costing – CVP Analysis – Break Even Analysis: Meaning, Assumptions, and Importance- Margin of Safety (Including problems)

UNIT-III: ALTERNATIVE CHOICES OF DECISION MAKING

Decision making - Make or Buy decision – Add or Drop products – Sell or Process further – Operate or Shut-down – Special Order Pricing – Replace or Retain. (Including problems)

UNIT-IV: BUDGETS AND BUDGETARY CONTROL

Meaning – Objectives – Advantages and Limitations – Essentials of Budgets and Budgetary Control – Classification of Budgets - Fixed Budget, Flexible Budget, Cash Budget, Sales Budget, Production Budget (Including problems)

UNIT-V: WORKING CAPITAL

Meaning - Concept – Classification – Importance – Objectives – Determinants of Working Capital – Operating Cycle – Estimation of Working Capital Requirements (Including problems)

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Introduction to Management Accounting: Charles T, Horngren et al, Pearson
2. Management Accounting: S.P.Gupta
3. Management Accounting: Manmohan&Goyal
4. Management Accounting: Sharma Shashi K. Gupta, Kalyani Publishers
5. Management Accounting: MN Arora, Himalaya
6. Mgt. Accounting: Khan & Jain, Tata McGraw Hill
7. Accounting for Management: SN Maheshwari, Vikas.

DSC-IIF: COMPANY LAW AND AUDITING**Paper Code: DSC-IIF****Max. Marks: 40+10IA****PPW:5(3T+2P)****Exam Duration: 2 Hrs**

Objective: To understand legal provisions applicable for management and winding up of companies in India as per Companies Act 2013 and to understand meaning and elements of auditing and gain knowledge for execution of audit.

UNIT-I: MANAGEMENT OF COMPANIES

Director: Qualification - Disqualification - Appointment - Removal - Duties and Liabilities - Loans - Remuneration - Managing Director - Company Secretary - Definition - Appointment - Duties - Liabilities - Company Secretary in Practice - Secretarial Audit.

UNIT-II: COMPANY MEETINGS AND WINDING UP

Meeting: Meaning - Requisites - Notice - Proxy - Agenda - Quorum - Resolutions - Minutes - Kinds - Shareholder Meetings - Statutory Meeting - Annual General Body Meeting - Extraordinary General Body Meeting - Board Meetings - Winding Up - Meaning - Modes of Winding Up - Winding Up by tribunal - Voluntary Winding Up - Compulsory Winding Up - Consequences of Winding Up - Removal of name of the company from Registrar of Companies

UNIT-III: INTRODUCTION TO AUDITING

Auditing: Meaning - Definition - Evolution - Objectives - Importance - Types of Audit - Standards of Auditing - Procedure for issue of standards by AASB - Auditors - Qualification and Disqualification - Qualities - Remuneration - Removal - Rights - Duties - Civil and Criminal Liabilities of Auditors - Commencement of Audit - Engagement Letter - Audit Program - Audit Note Book - Audit Working paper - Audit Markings.

UNIT-IV: INTERNAL CONTROL, INTERNAL CHECK AND INTERNAL AUDIT

Meaning and Objectives of Internal Control - Essential Characteristics of Internal Control - Internal Control in Specific Areas: Sales, Purchases, Fixed Assets, Cash In Hand, Cash At Bank, Wages And Salaries - Limitations of Internal Control - Internal Check - Meaning and Importance - Internal Audit - Internal Control vs. Internal check - Internal Check vs. Internal Audit - Internal Control vs. Internal audit - Test Checking - Audit in Depth - Audit Markings

UNIT-V: VOUCHING, VERIFICATION AND VALUATION OF ASSETS

Meaning - Objectives - Types of Vouchers - Vouching of Trading Transactions - Vouching Cash Transaction - Verification and Valuation of various Assets and Liabilities - Meaning and Definition - Distinction - Audit Committee - Role of Audit Committee - Audit Reports

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Company Law: ND Kapoor, Sultan Chand and Co.
2. Company Law and Practice: GK Kapoor & Sanjay Dhamija, Taxmann Publication.
3. Company Law: Revised as per Companies Act- 2013: KC Garg, Kalyani Publication.
4. Company Law: ND Kapoor, Sultan Chand and Co.
5. Company Law and Practice: GK Kapoor & Sanjay Dhamija, Taxmann Publication.
6. Company Law: Revised as per Companies Act- 2013: KC Garg, Kalyani Publication.
7. Principles and Practice of Auditing: RG Saxena, Himalaya Publishing House.
8. Auditing: Aruna Jha, Taxmann Publications.
9. Auditing Principles, Practices & Problems: Jagdish Prakash, Kalyani Publishers.
10. Fundamentals of Auditing: Kamal Gupta and Ashok Arora, Tata McGraw-Hill

DSC-IIIIF: TAXATION - II

Paper Code: DSC-IIIIF
PPW:5(3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2 Hrs

OBJECTIVE: To equip the students with the working knowledge of both direct and indirect taxes

UNIT-I: INCOME FROM CAPITAL GAINS AND OTHER SOURCES

Introduction - Meaning – Scope of charge – Basis of charge – Short term and Long term Capital Assets – Transfer of Capital Asset – Deemed Transfer – Transfer not regarded as Transfer – Determination of Cost of Acquisition – Procedure for computation of Long-term and Short-term Capital Gains/Losses – Exemptions in respect of certain Capital Gains u/s. 54 – Problems on computation of capital gains.

General Incomes u/s. 56(1) – Specific Incomes u/s. 56(2) – Dividends u/s. 2(22) – Interest on Securities – Gifts received by an Individual – Casual Income – Family Pension – Rent received on let out of Furniture- Plant and Machinery with/without Building – Deductions u/s. 57 - Problems on computation on Income from Other Sources.

UNIT-II: ASSESSMENT OF INDIVIDUALS

Income of other persons included in the total income of Assessee – Income from Firm and AOP – Clubbing Provisions – Deemed Incomes – Provisions of set-off and Carry forward of losses – computation of Gross Total Income – Deduction from GTI u/s 80C to 80U – Computation of Taxable Income - Computation of Tax Liability – Applicability of Alternate Minimum Tax on Individual u/s 115JC – Computation of tax liability - Income tax returns – Types of returns – Filing of e-return – Assessment – Types of assessment

UNIT-III: CENTRAL EXCISE ACT

Central Excise Tariff Act – Principles of Classification – Chapter Notes and Section Notes – Kinds of Excise Duty – Specific Duty - Tariff Value Based on Maximum Retail Price - Compounded levy - Advalorem Duty – Assessable Value – Transaction Value – Inclusions in and Exclusions from Transactional Value – Computation of Assessable Value (Theory only).

UNIT-IV: CUSTOMS ACT

Meaning and purpose of Customs Duty – Charging Section -Definitions: Assessment – Baggage - Coastal Goods - Customs Station - Customs Area - Dutiable Goods – Export - Export Goods – Goods - Foreign Going Vessel – Import - Imported Goods – Indian Customs Waters – Stores - Smuggling – Types of Duties – Customs Tariff Act 1975 Import Procedure – Valuation of Imported Goods – Assessment – Levy and Collection of Duty – Refund of Duty – Remission and Abatement of duty (Theory only).

UNIT-V: VALUE ADDED TAX AND SERVICE TAX

VALUE ADDED TAX (VAT) -Historical Background, Important Terms and Definitions - Statement of Objects (Theory only)

SERVICE TAX - Historical Background – Overview of specified taxable services – Understand the taxability of specified services – Valuation – Export of Services – Payment of Service Tax – Registration – CENVAT Credit – Assessment Procedure – Offences – Penalties and Prosecution – Appeals- Education Cess – Swatch tax(Theory Only).

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

- 1) Income Tax Law and Practice: V.P. Gaur & D.B- Narang, Kalyani Publishers.
- 2) Direct Taxes Law & Practice: Dr.Vinod K. Singhanian&Dr.KapilSinghanian, Taxmann
- 3) Income Tax: B. Lal, Pearson Education.
- 4) Income Tax: M.Jeevarathinam& C. Vijay Vishnu Kumar, SCITECH Publications.
- 5) Taxation: R.G. Saha, Himalaya Publishing House Pvt. Ltd.
- 6) Income Tax: Johar, McGrawHill Education.
- 7) Taxation Law and Practice: Balachandran&Thothadri, PHI Learning
- 8) Indirect Taxes : V. K. SAREEN and MAY SHARMA, Kalyani.
- 9) . APVAT: T.V.R.SATYAN PRASAD, Asia Law House.
- 10) . Guide to Service Tax: P. VEERA REDDY, Asia Law House.
- 11) . Indirect Taxes: V.S.DATEY, Taxmann.

DSC-IVF: COMPUTERISED ACCOUNTING**Paper Code: DSC-IVF**
PPW:5(3T+2P)**Max. Marks: 35T+15P**
Exam Duration: 2 Hrs

Objectives: To acquire basic knowledge in computerized accounting systems and its applications in the area of business.

UNIT-I: INTRODUCTION

Computerised Accounting: Introduction – Importance - Application - Advantages and disadvantages – Difference between Manual Accounting and Computerised Accounting – Features of Accounting packages

- a. Creation of Company–Groups– Ledgers, Pre-defined vouchers - Displaying - Altering – Deleting of vouchers, ledger and company.
 - b. Reports: Account Books – Registers - Statement of Accounts - Bank Reconciliation Statement - Day Book – Cash and Bank Books.
- Final Accounts of Sole Traders: Trail Balance - Profit and Loss Account - Balance Sheet.

UNIT-II: ACCOUNTS WITH INVENTORY

Creation of Company with inventory and stock – Creation of Groups - Stock categories - Stock items – Godowns - Units of Measure - Inventory Vouchers - Pure Inventory Vouchers - Creating purchase order & Sales order – Invoicing - Display of inventory reports & statements.

UNIT-III: FINAL ACCOUNTS OF BUSINESS ORGANISATIONS

Preparation of Final Accounts for Nonprofit organizations - Partnership firms - Corporate companies - Bank Accounts.

UNIT-IV: COST AND MANAGEMENT ACCOUNTING

Preparation of Stores Ledgers – Job costing - Common size statement - Funds Flow Statement - Cash Flow Statement- Ratio Analysis

UNIT-V: TAX ACCOUNTING

Tax applications - Introduction to VAT - VAT activation and classification - VAT computation - Composite VAT - Input VAT on capital goods

Lab work: Accounting Package**SUGGESTED READINGS:**

1. Computerised Accounting: A. Murali Krishna, Vaagdevi publications
2. Aakash Business Tools: Spoken Tutorial Project IIT Bombay
3. Mastering Tally: Dinesh Maidasani, Firewal Media
4. Implementing Tally ERP 9: A.K Nadhani and K.K Nadhani, BPB Publications
5. Computerised Accounting and Business Systems: Kalyani Publications
6. Tally ERP 9: J.S. Arora, Kalyani Publications.

DSC-VF: PROJECT WORK

Paper Code: DSC-VF
PPW: 4

Max. Marks: 35R+15VV

Objectives: To provide an opportunity to identify, define and analyze problems and issues and integrate knowledge in arriving at the solutions/suggestions in a business context.

GUIDELINES FOR PREPARATION AND PRESENTATION OF PROJECT REPORT

The purpose of the project is to give students the opportunity to carry out an in-depth study of an applied nature, synthesizing various elements, yet pursuing one area of interest in depth. Your project report should make clear what you have attempted and why you have attempted it; the methods that you have used to collect, collate and analyze the information obtained; and how you have evaluated it.

1. ORGANISATION OF PROJECT REPORT

This section presents some of the norms associated with a project. It is strongly recommended that you **follow these guidelines**. The final report should be presented in the following sequence:

- ❖ Title page
- ❖ Student's Declaration (Annexure-I)
- ❖ Supervisor's Certificate (Annexure-II)
- ❖ Abstract
- ❖ Acknowledgements
- ❖ Table of Contents:
 - List of Tables
 - List of figures
 - List of Appendices

- ❖ **Chapter 1. Introduction:** This chapter includes the research problem, need for study/significance of the project, objectives, hypotheses, methodology – scope, sample design, sources of information, tools and techniques of analysis, structure of the study with sound justifications/explanations.
- ❖ **Chapter 2. Literature Review:** This chapter should reflect the students understanding of the relevant theoretical and empirical background of the problem. Focus should be more on the logical presentation of the empirical evolution of conceptual and methodological issues pertaining to research problem. Also highlight the methodological clues drawn through this review for your project.
- ❖ **Chapter 3. The company/Organisation/System:** This chapter should contain a brief historical retrospect about the entity of your study.
- ❖ **Chapter 4 & 5:** Present your data analysis and inferences
- ❖ **Chapter 6. Summary and Conclusions:** Gives an overview of the project, conclusions, implications and recommendations. Also specify the limitations of your study. You may indicate the scope for further research.
- ❖ **Bibliography:** List the books, articles, websites that are referred and useful for research on the topic of your specific project. Follow Harvard style of referencing.
- ❖ **Appendices**

TECHNICAL SPECIFICATIONS OF THE PROJECT

- 1) Project should be typed on **A4 white paper**, and be **1.5 spaced**.
- 2) All pages should be **numbered**, and numbers should be placed at the center of the bottom of the page.
- 3) **All tables, figures and appendices** should be consecutively numbered or lettered, and suitably labeled.
- 4) **3 bound copies & a soft-copy** should be handed in to the **principal of your college/institute** at the time of submission.
- 5) **Bibliography and referencing: Referencing** is necessary to avoid plagiarism, to verify quotations and to enable readers to follow-up and read more fully the cited author's arguments. Reference is given within the text of the project as well as at the end of the project. The basic difference between citation and a reference list (bibliography) is that the latter contains full details of all the in-text citations.
- 6) **Citation** provides brief details of the author and date of publication for referencing the work in the body of the text.
- 7) **Reference list** is given at the end of the text and is a list of all references used with additional details provided to help identify each source.

ANNEXURE – I**DECLARATION**

I hereby declare that this Project Report titled _____ submitted by me to the Department of Commerce, Nizam College, Hyderabad, is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

Name and Address of the Student

Signature of the Student

ANNEXURE – II**CERTIFICATION**

This is to certify that the Project Report title _____ submitted in partial fulfillment for the award of B.Com Degree of Department of Commerce, Nizam College, Hyderabad, was carried out by _____ under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name and address of the Guide

Signature of the Guide

DSE -VIF1: FINANCIAL SERVICES- (ELECTIVE-1)

Paper Code: DSE-VIF2
PPW:5 (3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2Hrs

Objectives: To familiarize with Fund-based and Non-fund-based Financial Services.

UNIT-I: INTRODUCTION

Financial Services; Meaning, Functions, Classification, Scope – Fund Based Activities - Non-fund Based Activities – Modern Activities - Causes for Financial Innovation – New Financial Products and Services – Innovative Financial Instruments – Challenges Facing the Financial Service Sector – Present Scenario (Theory only).

UNIT-II: MERCHANT BANKING

Definition – Origin of Merchant Banking in India – Merchant Banks and Commercial Banks – Services of Merchant Banks – Qualities required of Merchant Bankers – Merchant Bankers as Lead Managers – Guidelines – Merchant Bankers Commission – Progress of Merchant Banking in India – Problems and Scope of Merchant Banking in India (Theory only)

UNIT-III: VENTURE CAPITAL

Venture Capital: Meaning, Features, Scope, Importance, Origin – Initiative in India – Venture Capital Guidelines – Method of Venture Financing – Indian Scenario – Suggestions for the Growth of Venture Capital (Theory only).

UNIT-IV: HIRE PURCHASE AND LEASING

Hire Purchase: Features – Legal Position – Hire Purchase and Credit Sales – Hire Purchase and Installment Sale – Hire Purchase and Leasing – Origin and Development – Banks and Hire Purchase Business.

Leasing: Definition – Steps in Leasing Transactions – Types of Lease – Financial Lease – Operating Lease – Leverage Lease – Sale and Lease Back – Advantages and Disadvantages of Lease-Structure of Leasing Industry – Problems and Prospects (Theory only)

UNIT-V: DISCOUNTING, FACTORING AND FORFEITING

Discounting: Concept – Types of Bills – Differences between Bill Purchase, Bill Discounting and Bill Negotiating – Advantages of Bill Discounting – RBI Guidelines to Control Misuse of Bill Discounting- Factoring and Forfeiting: Meaning and Nature of Factoring – Parties in Factoring – Merits and Demerits of Factoring – Types – Factoring in India – Factoring Regulation Act, 2011 – Parties to Forfeiting – Costs of Forfeiting – Benefits of Forfeiting for Exporters and Importers – Recent Developments in Solving Problems in Forfeiting – Differences between Factoring and Forfeiting (Theory only)

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Financial Institutions & Markets: Shashi K Gupta, Nisha Aggarwal & Neeti Gupta, Kalyani.
2. Financial Markets and Services: Gordon and Natarajan, Himalaya Publishing House.
3. Financial Services: Dr. C Satyadevi, S. Chand & Company Pvt. Ltd.
4. Financial Services and Markets: Dr. Punithavathy Pandian, Vikas Publishing House Pvt. Ltd.
5. Indian Financial System: Dr. S C Bihari, International Book House Pvt. Ltd.
6. Financial Services:M.Y. Khan, Tata Mc-Graw Hill.
7. Financial Services: T. Siddaiah, Pearson Education.

DSE-VIF2: RETAIL MARKETING (ELECTIVE-2)

Paper Code: DSE-VIF2
PPW:5(3T+2P)

Max. Marks: 40+10IA
Exam Duration: 2Hrs

Objective: To make the student understand the basics of retail marketing management.

UNIT-I: INTRODUCTION

Retail Definitions - Retailing and Marketing - Retailer - Functions of a Retailer - Place of retailing in a distribution channel - Classification of Retailers - Types of Retailers - Service Retailing-Retail Mix

UNIT-II: RETAIL PRODUCT AND RETAIL PRICE

Retail Product - Break Down of the Retail Product (Service, Quality, Merchandise, Brand Name, Features and Benefits, Atmospherics) - Retail Pricing - Factors Affecting the Pricing Decisions- Types of retail pricing

UNIT-III: RETAIL PROMOTION AND RETAIL DISTRIBUTION

Retail Promotion- Communication - Stages in Communication – Advertising - Sales Promotion – Publicity - Store Atmosphere - Retail Distribution - Channels and Channel Flows (Physical Flow - Manufacturer/Producer - Intermediary/Wholesaler – Retailer - Service Flow – Information - Payments - Promotion Flows)

UNIT-IV: CONTEMPORARY ISSUES IN RETAILING

Non Store Retailing- Electronic Retailing – The Emergence of World Wide Web – Advantages of E-Tailing -Franchising - Need and Importance - Foreign Direct Investment In India – Information Technology in Retailing - Rural Retailing - Visual Merchandising and Store Design - Mall Management.

UNIT-V: INFORMATION TECHNOLOGY IN RETAILING

Introduction – MKIS - Components of Marketing Information System (Internal Records - Marketing Intelligence - Marketing Research)- Application of IT – Areas Where IT Impacts (Inventory Control - Point of Sale - Sales Analysis - Planning & Forecasting - Collaborative Planning)

Note: Internal Assessment (IA) consists of 5 marks for IA examination and 5 marks for record.

***Commerce lab:** Requisite practical aspects in the subject should be handled by the respective teacher in the classroom. A record should be submitted by the student at the end of the semester.

SUGGESTED READINGS:

1. Retail Management: Michael Levy, Barton Weitz, Ajay Pandit, McGraw Hill
2. Retail Management: Barry Berman/ JoelEvans/ Mini Mathur, Pearson Publications
3. Retail Marketing Management: David Gilbert, Pearson Publications
4. Retail Management: ArifShiekh&Kaneez Fatima, Himalaya Publications
5. Retail Management: Swapna Pradhan, Tata McGraw Hill
6. Chetan Bajaj, Rajnish Tuli and Nidhi V Srivastava: Retail management. Oxford.