

# CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

B.Com (I<sup>st</sup> Yr.)

## Management Concept (CM-105)

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### Objective

This course familiarizes the students with the basics of principles of management.

### COURSE INPUTS

#### UNIT - I

**Introduction:** Concept, nature, process, and significance of management; Managerial roles (Mintzberg); An overview of functional areas of management; Development of management thought; Classical and neo-classical systems; Contingency approaches.

#### UNIT - II

**Planning:** Concept, process and types. Decision making -concept and process; Bounded rationality; Management by Objectives; Corporate planning; Environment analysis and diagnosis; Strategy formulation.

#### UNIT - III

**Organizing:** Concept, nature, process, and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentation; Organizational structure -forms and contingency factors.

#### UNIT - IV

**Motivating and Leading People at Work:** Motivation -concept; Theories -Maslow, Herzberg, McGregor, and Ouchi; Financial and non-financial incentives.

Leadership -concept and leadership styles; Leadership theories (Tannenbaum and Schmidt.); Likert's System Management.

Communication -nature, process, networks, and barriers; Effective communication.

#### UNIT - V

**Managerial Control:** Concept and process; Effective control system; Techniques of control - traditional and modern.

**Management of Change:** Concept, nature, and process of planned change; Resistance to change; Emerging horizons of management in a changing environment.

### Suggested Readings:

1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.
3. Fred Luthans: Organizational Behaviour; McGraw Hill, New York.
4. Louis A. Allen: Management and Organisation; McGraw Hill, Tokyo.
5. Ansoff H.I: Corporate Strategy; McGraw Hill, New York.
6. Hampton, David R: Modern Management; McGraw Hill, New York.
7. Stoner and Freeman: Management; Prentice-Hall, New Delhi.
8. Maslow Abraham: Motivation and Personality; Harper & Row, New York, 1954.
9. Hersey Paul and Blanchard Kenneth: Management of Organizational Behaviour -Utilizing the Resources; Prentice Hall of India, New Delhi.
10. Ibancevish J.M. and Matleson M. T: Organizational Behaviour & Management; Irwin Homewood Illinois.

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# CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

B.Com (I<sup>st</sup> Yr.)

Business Economics (CM-106)

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## Objective

This course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

## Course Inputs

### UNIT- I

**Introduction:** Basic problems of an economy; Working of price mechanism.

**Elasticity of Demand:** Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue, and elasticity of demand; Determinants of elasticity of demand; Importance of elasticity of demand.

**UNIT- II Production Function:** Law of variable proportions; Iso-quants; Economic regions and optimum factor combination; Expansion path; Returns to scale; Internal and external economies and diseconomies; Ridge lines.

**Theory of Costs:** Short-run and long-run cost curves -traditional and modern -approaches.

**UNIT- III Market Structures:** Market structures and business decisions; Objectives of a business firm.

**a. Perfect Competition:** Profit maximization and equilibrium of firm and industry; Short-run and long run supply curves; Price and output determination. Practical applications.

**b. Monopoly:** Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi-plant monopoly; Price discrimination. Practical applications.

**c. Monopolistic Competition:** Meaning and characteristics; Price and output determination under monopolistic competition; Product differentiations; Selling costs; Comparison with perfect competition; Excess capacity under monopolistic competition

**d. Oligopoly:** Characteristics, indeterminate pricing and output; Classical models of oligopoly; Price leadership; Collusive oligopoly; Kinked demand curve-

**UNIT - IV Factor Pricing-I:** Marginal Productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect competition and monopoly; Exploitation of labour; Rent -Concept; Ricardian and modern theories of rent; Ouasi-rent.

**Factor Pricing-II:** Interests -Concept and theories of interest; Profit -nature, concepts, and theories of profit.

**UNIT - V Theory of Income determination;** Theory of Employment; Classical & Say's Law & their criticism, pigou's modification. Keynesian theory of employment & income, Determination of National Income, Critique & Relevance of Keynesian System, Determinations of Income & Employment. (a) propensity to consume —and (b) Inducement to invest, Multiplier and Accelerator, Wages & Employment, Unemployment, under & Full employment, Trade cycles; Meaning phases characteristics & theories Kaldor's contribution policy for the trade cycle; different measures (domestic & international)

## Suggested Readings

- 1) John P, Gould, Jr. and Edward P. Lazear: Micro-economic Theory; All India Traveller, Delhi.
- 2) Browning Edger K. and Browning Jacquenlence M: Microeconomic Theory and Applications; Kalyani Publications, New Delhi.
- 3) Watson Donald S. and Getz Molcolm: Price Theory and Its Uses; Khosla Publishing House, New Delhi.
- 4) Koutsoyianni A.: Modem Microeconomics; Macmillan, New Delhi.
- 5) Richard G, Lipsey: An Introduction to Positive Economics; ELBS, Oxford.
- 6) Stigler G: The Theory of Price; Prentice Hall of India.
- 7) Nellis & Parker: The Essence of Business Economics; Prentice Hall, New Delhi.
- 8) Ferguson P.R., Rothschild R., and Ferguson G.J.: Business Economics; Macmillan, Hampshire.
- 9) Ahuja H.L.: Business Economics; S.Chand & Co., New Delhi.

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# CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

B.Com (I<sup>st</sup> Yr.)

## Financial Accounting (CM-107)

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### Objective

This course is to provide knowledge of accounting methods and their applications in different business situations.

- UNIT - I**      **Accounting for the dissolution of Partnership firms:** Dissolution including insolvency of one or more partners with special reference to Garner Vs Murray case. Gradual realization of assets and piecemeal distribution. Conversion of partnership into a company.  
Profit prior to Incorporation of Companies, Underwriting and its accounting treatment,
- UNIT - II**      **Accounts of Banking Companies:** Preparation of Final Accounts of Banks in accordance with the Provisions of Banking Regulation Act 1949 (As per New Provisions).  
**Accounting for the Hire Purchase and Installment purchase Systems:** Nature of these systems, difference between the two: Journal entries and preparation of ledger accounts in the books of purchaser and vendor.
- UNIT - III**      **Issues of shares on various terms (including pro-rata allotment), Forfeiture and reissue of forfeited shares:** issue of bonus shares; Redemption of preference shares.  
**Issue of debentures, Methods of Redemption of debentures:** - redemption by conversion and sinking fund method.
- UNIT - IV**      **Final Accounts:** Preparation of profit and loss Account, Profit and Loss Appropriation Account and Balance Sheet of a Company in accordance with the provisions of Companies Act, 1956.(Excluding computation of managerial remuneration and disposal of profit)  
Valuation of Goodwill and Shares.
- UNIT - V**      **Accounting related to Amalgamation :** Meaning and Types of amalgamation; Amalgamation in the nature of purchase and Amalgamation in the nature of merger; Methods of accounting for amalgamation - Pooling of interest method and purchase method, consideration, accounting treatment in the books of transferor and transferor companies as per Accounting Standard (AS)-14.  
**Accounting for internal reconstruction:** Meaning, Alteration of share capital, reduction of share capital, accounting entries (excluding inter-company holdings and reconstruction schemes).

### Suggested Readings

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|--|---|
| 1) R.L. Gupta & Radhaswamy                             | : Advanced Accountancy                                    |
| 2) S.N. Maheshwari                                     | : Advanced Accountancy                                    |
| 3) J.R. Monga  | : Fundamentals of Corporate Accounting                    |
| 4) M.C. Shukla & T.S. Grewal and S.P. Gupta            | : Advanced Accounts                                       |
| 5) Jain & Narang                                       | : Advanced Accounts                                       |
| 6) R.L. Gupta & Radhaswamy                             | : Financial Statement Analysis                            |
| 7) Arulanandam & Raman                                 | : Advanced Accountancy                                    |
| 8) Anthony, R.N. and Reece, J.S                        | : Accounting Principles; Richard Irwin                    |
| 9) Compendium of Statement and Standards of Accounting | : The Institute of Chartered Accounts of India New Delhi. |

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# CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

B.Com (I<sup>st</sup> Yr.)

## Business Mathematics (CM-108)

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### Objective

This course is to enable the students to have such minimum knowledge of Mathematics as is applicable to business and economic situations.

### UNIT - I

Calculus (Problems and theorems involving trigonometrically ratios are not to be done).

**Differentiation:** Partial derivatives up to second order; Homogeneity of functions and Euler's Theorem; Total differentials; Differentiation of implicit function with the help of total differentials.

### UNIT - II

Maxima and Minima; Cases of one variable involving not more than one constraint. Integration: Integration as anti-derivative process; Standard forms; Methods of integration-by substitution, by parts, and by use of partial fractions; Definite integration; Finding areas in simple cases; Consumers and producers surplus; Nature of Commodities Learning Curve; Leontiff Input-Output Model.

### UNIT - III

**Matrices and Determinants :** Definition of a matrix; Types of matrices; Algebra of matrices; Properties of determinants; Calculation of values of determinants upto third order; Adjoint of a matrix, elementary row or column operations; Solution of a system of linear equations having unique solution and involving not more than three variables.'

### UNIT - IV

**Linear Programming-Formulation of LPP:** Graphical method of solution; Problems relating to two variables including the case of mixed constraints; Cases having no solution, multiple solutions, unbounded solution and redundant constraints.

Simplex Method - Solution of problems up to three variables, including cases of mixed constraints; Duality; Transportation Problem.

### UNIT - V

**Compound Interest and Annuities:** Certain different types of interest rates; Concept of present value of amount of a sum; Types of annuities; Present value and amount of an annuity, including the case of continuous compounding; Valuation of simple loans and debentures; Problems relating to sinking funds.

### Suggested Readings:

- 1) Allen R.G.D.: Basic Mathematics; Macmillan, New Delhi.
- 2) Dowling, E.T.: Mathematics for Economics; Schaum Series, McGraw Hill London.
- 3) Loomba, Paul: Linear Programming; Tata McGraw Hill, New Delhi.
- 4) Vohra, N.D.: Quantitative Techniques in Management; Tata McGraw Hill New Delhi.
- 5) Soni, R.S.: Business Mathematics; Pitamber Publishing House.
- 6) Kapoor, V.K.: Business Mathematics; Sultan Chand & Sons, Delhi.
- 7) Holden: Mathematics for Business and Economics; Macmillan India, New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (I<sup>st</sup> Yr.)

Business Environment (CM-109)

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## **Objective**

This course aims at acquainting the students with the emerging environment of business at the national and international level in the light of the policies of liberalization and globalization.

## **COURSE INPUTS**

- UNIT - I    Indian Business Environment:** Concept, components, and importance  
Economic Trends (overview): Income; Savings and investment; Industry; Trade and balance of payments, Money; Finance; Prices.
- UNIT - II    Problems of Growth:** Unemployment; Poverty; Regional imbalances; Social injustice; Inflation; Parallel economy; Industrial sickness.
- UNIT - III    Role of Government:** Monetary and fiscal policy; Industrial policy; Industrial licensing, Privatization; Devaluation; Export-Import policy; Regulation of foreign investment; Collaborations in the light of recent changes.
- UNIT - IV    International Environment:** International trading environment (overview); Trends in world trade and the problems of developing countries. Foreign trade and economic growth; International economic groupings; like, EU, OPEC, SARC, ASEAN, NAFTA.
- UNIT - V    International economic institutions - GATT, WTO, UNCTAD, World Bank, IMF; GSP; GSTP; Counter trade.**

## **Suggested Readings:**

- 1) Sundaram & Black: The International Business Environment; Prentice Hall, New Delhi.
- 2) Agarwal A.N.: Indian Economy; Vikas Publishing House, Delhi.
- 3) Khan Farooq A: Business and Society; S. Chand, Delhi.
- 4) Dutt R. and Sundharam K.P.M; Indian Economy; S.Chand, Delhi.
- 5) Misra S.K and Puri V.K: Indian Economy; Himalaya Publishing House, New Delhi..
- 6) Hedge Iari: Environmental Economics; MacMillan, Hampshire.
- 7) Dutt Ruddar: Economic Reforms in India- A Critique; S.Chand, New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (II<sup>nd</sup> Yr.)

## Company Law & Secretarial Practice (CM-206)

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### **Objective**

The objective of this course is to provide basic knowledge of the provisions of the companies Act. 1956, along with relevant case law as well as Secretarial Practice.

- UNIT - I** Definitions and Features of company, Kinds of companies, Promotion and incorporation of companies. Conversion of private company into public company.
- UNIT - II** Memorandum of Association; Alteration of Memorandum of Association, Articles of Association; Alteration of Articles of Association; Prospectus and its contents. Shares; share capital, Types of Shares, Underwriting of shares, Issue and re-issue of shares, Share Warrant, Members; transfer and transmission of shares.
- UNIT - III** Capital management -borrowing powers, mortgages and charges, debentures: definitions, attributes and kinds of debenture, Debenture trust deed.
- UNIT - IV** Company Secretaries and Directors – Qualifications, appointments, rights and duties. Company meeting – kinds and procedure of conducting the meetings, quorum, voting, resolutions, minutes. Chairman – powers and duties.
- UNIT - V** Majority powers and minority rights; Prevention of oppression and mismanagement. Winding up of a company -kinds and conduct, Duties and powers of liquidators of the company.

### **Suggested Readings**

- 1) Gower L.C.B: Principles of Modern Company Law; Stevens & Sons. London.
- 2) Ramaiya A.: Guide to the Companies Act; Wadhwa & Co. Nag pur.
- 3) Singh Avtar: Company Law; Eastern Book Co., Lucknow.
- 4) Kuchal M.C.: Modern India Company Law; Shri Mahavir Books, Noida.
- 5) Kapoor N.D.: Company Law -Incorporating the Provisions of the Companies Amendment Act, 2000; Sultan Chand & Sons, New Delhi
- 6) Bagriyal A.K.: Company Law; Vikas Publishing House, New Delhi.

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# CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

B.Com (II<sup>nd</sup> Yr.)

Business Statistics (CM-207)

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## Objective

This course enables the students to gain understanding of statistical techniques as are applicable to business.

## COURSE INPUTS

**UNIT - I Introduction:** Statistics as a subject; Descriptive Statistics -compared to Inferential Statistics; Types of data; Summation operation; Rules of Sigma  $\Sigma$  operations, Analysis of Univariate Data: Construction of a frequency distribution; Concept of central tendency: Mean, Median and mode. Dispersion: range quartile, mean deviation and standard deviation

**UNIT - II Index Number:** Meaning, types and uses; Methods of constructing price and quantity indices (simple and aggregate); Tests of adequacy; Chain-base index numbers; Base shifting, splicing, and deflating; Problems in constructing index numbers; Time and factor reversal test; Consumer price index, Partition Values, Moments, Skewness and Kurtosis.

**UNIT - III Analysis of Bivariate Data:** Linear regression and correlation. Forecasting-concept, types, and importance; General approach to forecasting; Methods of forecasting; Forecasting demand; Industry Vs Company sales forecasts; Factors affecting company sales.

**UNIT - IV Analysis of Time Series:** Causes of variations in time series data; Components of a time series; Decomposition -Additive and multiplicative models; Determination of trend - Graphical, semi- average, Moving averages method and method of least squares (including linear, second degree, parabolic, and exponential trend); Computation of seasonal indices by simple averages, ratio-to-trend, ratio-to-moving average, and link relative methods.

**UNIT - V Theory of Probability:** Probability as a concept; The three approaches to defining probability; Addition and multiplication laws of probability; Conditional probability; Bayes' Theorem; Expectation and variance of a random variable, Concept of combination and permutation.

## Suggested Readings

- 1) Ahmad, M.M., 'Probability and Probability Distributions', AMU Press, Aligarh.
- 2) Hooda, R.P. : Statistics for Business and Economics; Macmillan, New Delhi.
- 3) Ya-lun Chou: Statistical Analysis with Business and Economic Applications, Holt; Rinehart & Winster, New York.
- 4) lewin and Rubin: Statistics for Management;Prentice-Hall of India, New Delhi.
- 5) Hoel & Jessen: Basic Statistics for Business and Economics; John Wiley and Sons, New York.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (II<sup>nd</sup> Yr.)

Cost Accounting (CM-208)

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## **Objective:**

This course exposes the students to the basic concepts and the tools used in cost accounting.

## **COURSE INPUTS:**

- UNIT - I**     **Introduction:** Nature and scope of cost accounting; Cost concepts and classification; Methods and techniques of costing; Installation of costing system; Concept of cost audit.  
**Accounting for Material:** Techniques of material control: Maintaining stock levels, EOQ, ABC analysis, VED analysis, Pricing of material issues: LIFO, FIFO, simple and weighted average methods; Treatment of material losses.
- UNIT - II**     **Accounting for Labour:** Labour cost control procedure; Labour turnover; Idle time and overtime; Methods of wage payment -time and piece rates; Incentive schemes.  
**Accounting for Overheads:** Classification and departmentalization; Absorption of overheads; Determination of overhead rates; Under and over absorption, and its treatment.
- UNIT - III**    **Cost Ascertainment (I):** Unit costing-definition, elements of cost, determination of unit cost; Cost sheet- definition, objectives, advantages and types; batch costing; Operating costing;
- UNIT - IV**     **Cost Ascertainment (II):** Job Costing, Contract Costing; and Process Costing - excluding inter process profits, and joint and by-products.
- UNIT - V**     **Cost Records:** Integral and non-integral system; Reconciliation of cost and financial accounts.

## **Suggested Readings**

- 1) Baig Nafees, Cost Accounting, Rjat Publications, New Delhi.
- 2) Arora M.N: Cost Accounting-Principles and Practice; Vikas, New Delhi.
- 3) Jain S.P. and Narang K.L: Cost Accounting; Kalyani New Delhi.
- 4) Horngren, Charles, Foster and Datar: Cost Accounting -A Managerial Emphasis; Prentice-Hall of India, New Delhi.
- 5) Nigam and Jain, "Cost Accounting - Principles and Practice, Prentice Hall of India, New Delhi.
- 6) Tulsian p .C; Practical Costing: Vikas, New Delhi.
- 7) Maheshwari S.N: Advanced Problems and Solutions in Cost Accounting; Sultan Chand, New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (II<sup>nd</sup> Yr.)

## Fundamentals of Entrepreneurship (CM-209)

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### Objective

The Objective of this course is to provide exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

### COURSE INPUTS

- UNIT - I**     **Introduction:** The entrepreneur; Definition; Emergence of entrepreneurial class; Theories of entrepreneurship; Role of socio-economic environment; Characteristics of entrepreneur; Leadership; Risk taking; Decision-making and business planning.
- UNIT - II**     **Venture capital:** meaning definitions and types, Promotion of a Venture, venture capital financing stages, sources of venture capital, Opportunities analysis; External environmental analysis - economic, social, and technological; Competitive factors; Legal requirements for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.
- UNIT - III**    **Entrepreneurial Behaviour:** Innovation and entrepreneur; Innovation process, Sources of Innovation, Entrepreneurial behaviour and Psycho- Theories, Social responsibility of entrepreneurs.
- UNIT - IV**    **Entrepreneurial Development Programmes (EDP):** EDP, their role, relevance, objectives, contents, methodology and achievements; Role of Government in organizing EDPs; Critical evaluation.
- UNIT - V**     **Role Of Entrepreneur:** Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries; Role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

### Suggested Readings

- 1) Tandon B.C: Environment and Entrepreneur; Chugh Publications, Allahabad.
- 2) Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
- 3) Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.
- 4) Prasanna Chandra: Project Preparation, Appraisal, Implementation; Tata McGraw Hill, New Delhi.
- 5) Pandey I.M: Venture Capital -The Indian Experience; Prentice Hall of India, New Delhi.
- 6) Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India., New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (II<sup>nd</sup> Yr.)

Indirect Taxes (CM-210)

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## **Objective**

This course aims at imparting basic knowledge about major indirect taxes.

## **COURSE INPUTS**

- UNIT - I** Central Excise: Nature and scope of Central Excise; Important terms and definitions under the Central Excise Act; General procedures of central excise; Clearance and excisable goods; Concession to small scale industry under Central Excise Act; CENVAT.
- UNIT - II** Customs (I) : Role of customs in international trade; Important terms and definitions under the Customs Act 1962; Assessable value; Baggage; Bill of entry; Dutiable goods; Duty; Exporter; Foreign going vessel; Aircraft goods; Import; Import Manifest; Importer; Prohibited goods; Shipping bill; Store; Bill of lading; Export manifest; Letter of credit; Kinds of duties -basic, auxiliary, additional or countervailing; Basics of levy. -advalorem, specific duties; Prohibition of export and import of goods, and provisions regarding notified & specified goods.
- UNIT - III** Customs (II): Import of goods -Free import and restricted import; Type of import -import of cargo, import of personal baggage, .import of stores.  
Clearance Procedure -For home consumption, for warehousing, for re-export; Clearance procedure for Import by post: Prohibited exports; Canalised exports; Exports against licensing; type of exports, export of cargo, export of baggage; Export of cargo by land, sea, and air routes.
- UNIT - IV** Central Sales Tax (I) : Important terms and definitions Under the Central Sales Tax Act 1956 - Dealer, declared good, place of business, sale, sale price, turnover, year, appropriate authority; Nature and scope of Central Sales Tax Act; Provisions relating to inter-state sales; Sales in side a state; Sales/purchase in the course of imports and exports out of India.
- UNIT - V** Central Sales Tax (II) : Registration of dealers and procedure thereof; Rate of tax; Sales against 'C' and 'D' forms, Branch and Consignment Transfer Exemption of subsequent sales; Determination of turnover Deductions from Turnover. Principles for determining levy of central sales tax; Concept of sale or purchase of goods in the course of central/state trading; When does sales or purchase of goods take place inside the state; When does the sale or purchase of goods take place in the course of imports or exports.

## **Suggested Readings**

- 1) Central Excise Act.
- 2) Customs Act.
- 3) Central Sales Tax Act.
- 4) Ahuja Girish & Gupta Ravi: Practical Approach to Income Tax, Wealth Tax and Central Sales Tax (Problems and Solutions with Multiple Choice Questions); Bharat law House Pvt.Ltd., New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (II<sup>nd</sup> Yr.)

## Business Regulatory Frame Work (CM-211)

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### **Objective**

This course is to familiarize the students with the Indian business laws.

### **COURSE INPUTS**

- UNIT - I** Law of Contract (1872): Nature of contract; Classification; Offer and acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.
- UNIT - II** Special Contracts: Indemnity; Guarantee; Bailment and pledge; Agency. Unpaid seller and his rights, sale by auction; Hire purchase agreement.
- UNIT - III** Sale of Goods Act 1930: Formation of contracts of sale; Goods and their classification, price; Conditions, and warranties; Transfer of property in goods; Performance of the contract of sales.
- UNIT - IV** Negotiable Instrument Act 1881: Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing; Negotiation; Dishonour and discharge of negotiable instrument.
- UNIT - V** The Consumer Protection Act 1986: Salient features; Definition of consumer; Grievance redressal machinery; Foreign Exchange Management Act 2000: Definitions and main provisions.

### **Suggested Readings**

- 1) Desai T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata.
- 2) Khergamwala J.S: The Negotiable Instruments Act; N.M.Tripathi Pvt. Ltd, Mumbai.
- 3) Singh Avtar: The Principles of Mercantile Law; Eastern Book Company, Lucknow.
- 4) Kuchal M.C: Business Law; Vikas Publishing House, New Delhi.
- 5) Kapoor N.D: Business Law; Sultan Chand & Sons, New Delhi.
- 6) Chandha P.R: Business Law; Galgotia, New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (III<sup>rd</sup> Yr.)

## Information Technology & Its Application in Bussiness (CM-311)

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### **Objective**

The objective of the course is to familiarize the students with the innovations in information technology and how it affects business. An understanding of the ground rules of these technologies will enable the students to appreciate the nitty-gritty of E-Commerce.

### **COURSE INPUTS**

**UNIT - I- Information Revolution and Information Technology (I.T.):** Deployment of IT in Business; Basic features of IT; Impact of IT on business environment and social fabric. Data communication, Communication Channels, Wired Transmission Microwave Transmission, Optical Fiber Transmission, Radar Transmission, Laser Transmission, Satellite Transmission.

**UNIT – II- Fundamentals of Computers:** Data, information and EDP, Data, information, need and concept of data and information; Data processing; Electronic data processing; Computer Processing System: Definition of Computer, Hardware/Software concepts; Generation of Computers; Types of computers, CPU and its function, various computer system. Input and output devices.

**UNIT – III- Computer-based Business Applications:** Word Processing: Meaning and role of word processing in creating of documents, editing, formatting, and printing documents, using tools such as spelling check, thesaurus, etc. in word processors (MS-Word). Electronic Spreadsheet: Structure of spreadsheet and its applications to accounting, finance, and marketing functions of business. The concept of data base management system Data field records and files, sorting and indexing data.

**UNIT – IV- The Internet and its Basic Concepts :** Internet-concept, history, development in India; Technological foundation of internet; Application of Distributed Computing; Client-server computing; Internet protocol suite in internet environment; Domain Name System (DNS); Domain Name Service (DNS).

**UNIT – V- Electronic Data Interchange (EDI) :** Introduction to EDI; Basics of EDI; EDI standards; Financial EDI; Advantages of EDI; Future of EDI.

Information System Audit; Basic idea of information audit; Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

### **Suggested Readings**

- 1) Agarwala Kamlesh. N. and Agarwala Deeksha: Business on the Net -Introduction to E-Commerce; Macmillan India, New Delhi.
- 2) Agarwala Kamlesh. N. and Agarwala Deeksha: Bulls, Bears and The Mouse: An Introduction to Online Stock Market Trading; Macmillan India, New Delhi.
- 3) Agarwala Kamlesh. N. and Agarwala Prateek Amar: WAP the Net: An Introduction to Wireless Application Protocol; Macmillan India, New Delhi.
- 4) Bajaj Kamlesh K. and Nag Debjani: E-Commerce: The Cutting Edge of Business; Tata McGraw Hill, New Delhi.
- 5) Edwards, Ward and Bytheway: The Essence of Information Systems; Prentice Hall New Delhi.
- 6) Garg & Srinivasan: Work Book on Systems Analysis & Design; Prentice Hall New Delhi.
- 7) Kanter: Managing with Information; Prentice Hall New Delhi.
- 8) Minoli Daniel, Minoli Emma: Web Commerce Technology Handbook; Tata McGraw Hill, New Delhi.
- 9) Minoli Daniel: Internet & Intranet Engineering; Tata McGraw Hill, New Delhi.
- 10) Yeats: Systems Analysis & Design; Macmillan India, New Delhi,
- 11) Goyal: Management Information System; Macmillan India, New Delhi. 12. Timothy J O’Leary: Microsoft Office 2000; Tata McGraw Hill, New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (III<sup>rd</sup> Yr.)

## Money & Financial System (CM-312)

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### **Objective**

The course is to expose the students to the role of money in economy and financial system prevailing in India.

### **COURSE INPUTS:**

**UNIT - I** Money: concept, history, importance and Functions; Alternative measures to money supply in India -their different components; Meaning and changing relative importance of each; High powered money -meaning and uses; Sources of changes in high powered money. Finance: Role of finance in an economy; Kinds of finance; Financial system; Components; Monetary policy: concept, objectives, phases and techniques; Financial intermediaries; Markets and instruments, and their functions.

**UNIT - II** Indian Banking System: Definition of bank; Commercial banks -importance and functions; Structure of commercial banking system in India; Balance sheet of a Bank; Meaning and importance of main liabilities and assets; Regional rural banks; Co-operative banking in India. Process of Credit Creation By Banks: Credit creation process; Determination of money supply and total bank credit.

**UNIT - III** Development Banks and Other Non-Banking Financial Institutions: Their main features; Unregulated credit markets in India -main feature, The Reserve Bank of India: Functions; Instruments of monetary and credit control; Main features of monetary policy since independence.

**UNIT - IV** Problems and Policies of Allocation of Institutional Credit: Problems between the government and the commercial sector; Inter-sectoral and inter-regional problems; Problems between large and small borrowers; Operation of conflicting pressure before and after bank nationalization in 1969. .

**UNIT - V** Interest Rates: Various rates in India (viz. bond rate, bill rate, deposit rates, etc.); Administered rates and market-determined rates; Sources of difference in rates of interest; Behavior of average level of interest rates since 1951 -impact of inflation and inflationary expectations.

### **Suggested Readings**

- 1) Chandler I.V. and Goldfeld S.M: The Economics of Money and Banking; Harper and Row, New York.
- 2) Gupta S.B: Monetary Planning of India; S.Chand, New Delhi.
- 3) Khan M. Y: Indian Financial system -Theory and Practice; Tata McGraw Hill, New Delhi.
- 4) Reserve Bank of India: Functions and Working.
- 5) Banking Commission: Report(s).
- 6) Reserve Bank of India: Bulletins
- 7) Reserve Bank of India: Annual Report(s)
- 8) Report on Currency and Finance, Ministry of Finance, Govt. of India, New Delhi.
- 9) Sengupta A.K. and Agarwal M.K: Money Market Operations in India; Skylark Publications, New Delhi.
- 10) Vinayakan N: Banking by 2000 A.D ; Kanishka Publishers, Delhi.
- 11) Panchmukhi V.R., Raipuria K.M, and Tandon R: Money and Finance in World Economic Order; Indus Publishing Co, New Delhi
- 12) Khubchandani: Practice and law of Banking; Macmillan India Ltd, New Delhi,
- 13) Hatler: Bank Investment and Funds Management; Macmillan India Ltd, New Delhi,
- 14) Merrill: Financial Planning in the Bank; Macmillan India Ltd, New Delhi,

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# CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

B.Com (III<sup>rd</sup> Yr.)

## Management Accounting (CM-313)

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### Objective

This course provides the students an understanding of the application of accounting techniques for managerial decision making.

### COURSE INPUTS

- UNIT - I Management Accounting:** Meaning, objectives, scope, and functions of management accounting; Role of management accounting in decision making; Management accounting vs financial accounting; Tools and techniques of management accounting, Meaning and types of financial statements; Limitations of financial statements.
- UNIT - II Financial Statements:** Analysis of Financial Statements, Objectives and methods of financial statements analysis; Ratio analysis; Advantages of ratio analysis; Limitations of accounting ratios. Classification of ratios -Profitability ratios, turnover ratios, liquidity ratios, turnover ratios; Funds Flow Statement and cash flow statement as per Indian Accounting Standard 3(revised); Working capital management.
- UNIT - III Absorption and Marginal Costing:** Marginal and differential costing as a tool for decision making -make or buy; Change of product mix; Pricing; Break-even analysis; Exploring new markets; Shutdown decisions.
- UNIT - IV Budgeting for Profit Planning and Control:** Meaning of budget and budgetary control; Objectives; Merits and limitations; Types of budgets; Fixed and flexible budgeting; Control ratios; Zero base budgeting; Responsibility accounting; Performance budgeting.
- UNIT - V Standard Costing and Variance Analysis:** Meaning of standard cost and standard costing; Advantages and application; Variance analysis -material; Labour and overhead Variances.

### Suggested Readings

- 1) Baig, Nafees : Management Accounting.
- 2) Arora M.N: Cost Accounting-Principles and Practices; Vikas, New Delhi.
- 3) Jain S.P.& Narang K.L: Cost Accounting; Kalyani, New Delhi
- 4) Horngren, Charles, Foster and Datar et al: Cost Accounting -A Managerial Emphasis; Prentice Hall , New Delhi.
- 5) Khan M.Y.and Jain P.K: Management Accounting; Tata McGraw Hill, New Delhi.
- 6) Kaplan R.S. and Atkinson A.A.: Advanced Management Accounting; Prentice Hall India, New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (III<sup>rd</sup> Yr.)

Auditing (CM-314)

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## **Objective**

This course aims at imparting knowledge about the principles and methods of auditing and their applications.

## **COURSE INPUTS**

**UNIT - I**     **Introduction:** Meaning, features, importance and objectives of auditing; Types classifications of audit; Internal audit; definitions, objectives, principles, benefits and areas, Audit Process: Audit programme; Audit and books; Working papers and evidences; Consideration for commencing an audit; techniques of auditing; Routine checking and test checking.

**UNIT - II**     **Internal Check System:** Internal control: meaning, definitions, features, objectives and principles; Internal check system, internal audit; Audit Procedure: Vouching; Verification of assets and liabilities; audit program;

**UNIT - III**     **Company Auditor:** Appointment, powers, duties, and liabilities.

Divisible profits and dividend. Auditor's report -standard report and qualified report.

**UNIT - IV**     **Audit of Limited Companies:** Special audit of banking companies. Audit of educational institutions and Audit of insurance companies. Investigation: Investigation; Audit of non profit companies,

**a.** where fraud is suspected, and

**b.** when a running a business is proposed.

**UNIT - V**     Recent Trends in Auditing: Nature and significance of cost audit; Tax audit; Management audit, social audit, human resource audit, environmental audit,

## **Suggestion Readings**

- 1) Gupta Kamal: Contemporary Auditing; Tata McGraw-Hill, New Delhi.
- 2) Tandon B.N: Principles of Auditing; S. Chand & Co., New Delhi.
- 3) Pagare Dinkar: Principles and Practice of Auditing; Sultan Chand, New Delhi.
- 4) Sharma T .R: Auditing Principles and Problems; Sahitya Bhawan, Agra.

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# CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

B.Com (III<sup>rd</sup> Yr.)

Income Tax (CM-315)

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## Objective

This course objective of this course is to enable the students to know the basics of Income Tax Act and its implications.

## COURSE INPUTS

**UNIT - I** **Basic Concepts:** Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, Tax avoidance, and Tax planning.

**Basis of Charge:** Scope of total income, residence and tax liability, income which does not form part of total income.

**UNIT - II** **Computation of Income** under the head, “Salaries” and “Income from House Property”.

**UNIT - III** **Computation of Income under the head:** “Profit and gains of business or profession”, including provisions relating to specific business; “Capital gains” and Income from other sources.

**UNIT - IV** **Computation of Tax Liability:** Computation of total income and tax liability of an individual, H.U.F., and firm; Aggregation of income; Set-off and carry forward of losses; Deduction from gross total income.

**UNIT - V** **Tax Management:** Tax deduction at source; Advance payment of tax; Assessment procedures; Tax planning for individuals. Tax Administration: Authorities, Appeals, and Penalties.

## Suggested Readings

- 1) Singhanian V.K: Students' Guide to Income Tax; Taxmann Publications, New Delhi.
- 2) Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi.
- 3) Mehrotra H.C: Income Tax Law & Accounts; Sahitya Bhawan, Agra.
- 4) Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi.
- 5) Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Bharat Law House, New Delhi.
- 6) Chandra Mahesh and Shukla D.C.: Income Tax Law and Practice; Pragati Publications, New Delhi.

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# CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

B.Com (III<sup>rd</sup> Yr.)

## Principals of Marketing (CM-316)

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### Objective

The objective of this course is to help students to understand the concept of marketing and its applications.

### COURSE CONTENTS

- UNIT - I**     **Introduction:** Nature and scope of marketing; Importance of marketing as a business function. and in the economy; Marketing concepts -traditional and modern; Selling vs. marketing. Marketing mix; Marketing environment.  
Consumer Behaviour and Market Segmentation: Nature, scope, and significance of consumer behaviour; Market segmentation -concept and importance; Bases for market segmentation.
- UNIT - II**     **Product:** Concept of product, consumer, and industrial goods; Product planning and development; key product decision, New product development process, Packaging -role, types and functions; Brand name and trade mark; After- sales service; Product life cycle concept.
- UNIT - III**    **Price:** Importance of price in the marketing mix; Factors affecting price of a product/service; pricing strategy and types of pricing policies, relationship between price and value, tender pricing, Discounts and rebates.
- UNIT - IV**     **Distributions Channels and Physical Distribution:** Distribution channels -concept and role: Types of distribution channels;. Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; -Warehousing; Inventory control; Order processing.
- UNIT - V**     **Promotion:** Methods of promotion; Optimum promotion mix; Advertising media -their relative merits and limitations; Characteristics of an effective advertisement; sales promotion, Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman.

### Suggested Readings

- 1) Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ.
- 2) William M. Pride and O.C. Ferrell: Marketing: Houghton-Mifflin Boston.
- 3) Stanton W.J., Etzel Michael J. and Walker Bruce J; Fundamentals of Marketing; McGraw-Hill. New York
- 4) Lamb Charles W., Hair Joseph F., and McDaniel Carl: Principles of Marketing; South-Western-Publishing, Cincinnati, Ohio.
- 5) Cravens David W, Hills Gerald E., Woodruff Robert B: Marketing Management: Richard D. Irwin, Homewood, Illinois.
- 6) Kotler Philip and Armstrong Gary: Principles of Marketing; Prentice-Hall of India, New Delhi.
- 7) Fulmer R.M: The New Marketing; McMillan, New York.
- 8) McCarthy J.E: Basic Marketing -A Managerial Approach; McGraw Hill, New York.
- 9) Cundiff, Edward Wand Stiu R.R: Basic Marketing -Concepts, Decisions and Strategies; Prentice Hall, New Delhi.
- 10) Bush kirk, Richard H.: Principles of Marketing; Dryden Pren, Illinois.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (III<sup>rd</sup> Yr.)

International Marketing (CM-317)

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## **Objective**

This course aims at acquainting student with the operations of marketing in international environment.

## **COURSE CONTENTS**

### **UNIT - I International Marketing:**

Introduction, Nature, definition, features, determinants, scope, dimensions and scope of international marketing; Domestic marketing vs. international marketing; International marketing environment -external and internal. Identifying and Selecting Foreign Market: Foreign market entry mode decisions.

### **UNIT - II Product Planning for International Market:**

Product designing and planning; Standardization vs adaptation; Branding, and packaging; Labeling and quality issues; After sales service. International Pricing: Factors influencing international price; Pricing process - process and methods; International price quotation and payment terms.

### **UNIT - III Promotion of Product/Services Abroad:**

Introduction, Methods of international promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.

### **UNIT - IV International Distribution:**

Distribution channels and logistics decisions; Selection and -appointment of foreign sales agents.

### **UNIT - V Export Policy and Practices in India:**

Exam policy -an overview; Trends in India's foreign trade; Steps in starting an export business; Product selection; Market selection; Export pricing; Export finance; Documentation; Export procedures; Export assistance and incentives.

## **Suggested Readings**

- 1) Bhattacharya R.L. and Varshney B: International Marketing Management; Sultan Chand, New Delhi.
- 2) Bhattacharya B: Export Marketing Strategies for Success; Global Press, New Delhi.
- 3) Keegan W.J: Multinational Marketing Management; Prentice Hall of India, New Delhi.
- 4) Kriplani V: International Marketing; Prentice Hall of India, New Delhi.
- 5) Taggart J.H and Moder Mott M.C: The Essence of International Business; Prentice Hall New Delhi.
- 6) Kotler Phillip: Principles of Marketing; Prentice Hall of India, New Delhi.
- 7) Fayer Weather John: International Marketing; Prentice Hall, NJ.
- 8) Caterora P .M. and Keavenay S.M: Marketing an International Perspective; Erwin Homewood, Illinois.
- 9) Paliwala, Stanley J: The Essence of International Marketing; Prentice Hall of India, New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (III<sup>rd</sup> Yr.)

Indian Banking System (CM-318)

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## **Objective**

This course enables the students to know the working of the Indian banking system.

## **COURSE INPUTS**

### **UNIT - I Indian Banking System:**

Structure and organization of banks; Reserve Bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks; Nationalisation of banks.

### **UNIT - II State Bank of India:**

Brief History; Objectives; Functions; Structure and organization; Working and progress.

### **UNIT - III Banking Regulation Act, 1949:**

History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co-operative banks.

### **UNIT - IV Regional Rural and Co-operative Banks in India:**

Functions; Role of regional rural and cooperative banks in rural India: Progress and performance.

### **UNIT - V Reserve Bank of India:**

Objectives. Organization; Functions and working; Monetary policy; Credit control measures and their effectiveness.

## **Suggested Readings**

- 1) Basu A.K: Fundamentals of Banking - Theory and Practice; A. Mukherjee and Co., Calcutta.
- 2) Sayers R.S: Modern Banking; Oxford University Press.
- 3) Panandikar S.G. and Mithani D.M: Banking in India; Orient longman.
- 4) Reserve Bank of India: Functions and Working.
- 5) Dekock: Central Banking; Crosby lockwood Staples, london.
- 6) Tennan M.I: Banking -law and Practice in India; India law House, New Delhi.
- 7) Khubchandani B.S.: Practice and law of Banking; Macmillan, New Delhi..
- 8) Shekhar and Shekhar: Banking Theory and Practice; Vikas Publishing House, New Delhi.

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# *CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH*

B.Com (III<sup>rd</sup> Yr.)

Fundamental of Insurance (CM-319)

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## **Objective**

This course enables the students to know the fundamentals of insurance.

## **COURSE INPUTS**

### **UNIT - I Introduction to Insurance:**

Purpose and need of insurance; Insurance as a social security tool; Insurance and economic development. Fundamentals of Agency Law: Definition of an agent; Agents regulations; Insurance intermediaries; Agents' compensation.

### **UNIT - II Procedure for Becoming an Agent:**

Pre-requisite for obtaining a license; Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices.

### **UNIT - III Functions of the Agent:**

Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.

### **UNIT - IV Company Profile:**

Organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure; Product; Actuarial profession; Product pricing - actuarial aspects; Distribution channels.

### **UNIT - V Fundamentals/Principles of Life Insurance/Marine/Fire/Medical/ General Insurance:**

Contracts of various kinds; Insurable Interest.

## **Suggested Readings**

- 1) Mishra M.N: Insurance Principles and Practice; S. Chand and Co, New Delhi.
- 2) Insurance Regulatory Development Act 1999.
- 3) Life Insurance Corporation Act 1956.
- 4) Gupta OS: Life Insurance; Frank Brothers, New Delhi.
- 5) Vinayakam N., Radhaswamy and Vasudevan SV; Insurance -Principles and practice,. S. Chand and Co., New Delhi.
- 6) Mishra MN: Life Insurance Corporation of India, Vols I, II & III; Raj Books, Jaipur.

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