



# FACULTY OF COMMERCE

TELANGANA UNIVERSITY,

(Accredited by NAAC with 'B' Grade)

NIZAMABAD-503 322., TELANGANA STATE, INDIA

## STRUCTURE OF **B.Com (E-Commerce)** DEGREE COURSE UNDER CBCS w.e.f. ACADEMIC YEAR 2016 – 17.

### **FIRST YEAR: SEMESTER-I**

<b>Course Code</b>	<b>Course Type</b>	<b>Title of the Paper</b>	<b>PPW</b>	<b>Credits</b>	<b>Exam Duration</b>	<b>Max. Marks</b>
BCO101	AECC-1	Environmental Science	2 Hrs	2	3 Hrs	40UE+10IA
BCO102	CC-1A	English	5 Hrs	5	3 Hrs	80UE+20IA
BCO103	CC-2A	Second Language	5 Hrs	5	3 Hrs	80UE+20IA
BCO104	DSC-1A	Financial Accounting - I	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO105	DSC-2A	Business Economics	4 Hrs	4	3 Hrs	80UE+20IA
BCO106	DSC-3A	Business Organization	4 Hrs	4	3 Hrs	80UE+20IA
BCO107	DSC-4A	Information Technology	4T+2P Hrs	6	3 Hrs	50UE+30P+20IA
<b>Total</b>			<b>32</b>	<b>32</b>		

### **FIRST YEAR: SEMESTER-II**

<b>Course Code</b>	<b>Course Type</b>	<b>Title of the Paper</b>	<b>PPW</b>	<b>Credits</b>	<b>Exam Duration</b>	<b>Max. Marks</b>
BCO201	AECC-2	Gender Sensitization	2 Hrs	2	3 Hrs	40UE+10IA
BCO202	CC-1B	English	5 Hrs	5	3 Hrs	80UE+20IA
BCO203	CC-2B	Second Language	5 Hrs	5	3 Hrs	80UE+20IA
BCO204	DSC-1B	Financial Accounting - II	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO205	DSC-2B	Managerial Economics	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO206	DSC-3B	Principles of Management	4 Hrs	4	3 Hrs	80UE+20IA
BCO207	DSC-4B	Foreign Trade	4 Hrs	4	3 Hrs	80UE+20IA
<b>Total</b>			<b>32</b>	<b>32</b>		

### **SECOND YEAR: SEMESTER-III**

<b>Course Code</b>	<b>Course Type</b>	<b>Title of the Paper</b>	<b>PPW</b>	<b>Credits</b>	<b>Exam Duration</b>	<b>Max. Marks</b>
BCO301	SEC-1	A). Business Communication Skills ( OR) B) Principles of Insurance	2	2	3 Hrs	40UE+10IA
BCO302	CC-1C	English	5 Hrs	5	3 Hrs	80UE+20IA
BCO303	CC-2C	Second Language	5 Hrs	5	3 Hrs	80UE+20IA
BCO304	DSC-1C	Advanced Accounting	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO305	DSC-2C	Business Statistics-I	5Hrs	5	3 Hrs	80UE+20IA
BCO306	DSC-3C	Income Tax-I	5 Hrs	5	3 Hrs	80UE+20IA
BCO307	DSC-4C	Web Technologies	4 Hrs	4	3 Hrs	50UE+30P+20IA
<b>Total</b>			<b>32</b>	<b>32</b>		

<b>SECOND YEAR: SEMESTER-IV</b>						
<b>Course Code</b>	<b>Course Type</b>	<b>Title of the Paper</b>	<b>PPW</b>	<b>Credits</b>	<b>Exam Duration</b>	<b>Max. Marks</b>
BCO401	SEC-2	C). Business Correspondence and Report Writing ( OR) D) Principles and Practice of General Insurance	2	2	3 Hrs	40UE+10IA
BCO402	CC-1D	English	5 Hrs	5	3 Hrs	80UE+20IA
BCO403	CC-2D	Second Language	5 Hrs	5	3 Hrs	80UE+20IA
BCO404	DSC-1D	Corporate Accounting	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO405	DSC-2D	Business Statistics-II	5 Hrs	5	3 Hrs	80UE+20IA
BCO406	DSC-3D	Income Tax-II	5 Hrs	5	3 Hrs	80UE+20IA
BCO407	DSC-4D	Computerised Accounting	4 Hrs(2L+2P)	4	3 Hrs	50UE+30P+20IA
<b>Total</b>			<b>32</b>	<b>32</b>		
<b>THIRD YEAR: SEMESTER-V</b>						
<b>Course Code</b>	<b>Course Type</b>	<b>Title of the Paper</b>	<b>PPW</b>	<b>Credits</b>	<b>Exam Duration</b>	<b>Max. Marks</b>
BCO501	SEC-3	E). Office Management ( OR) F) Regulations of Insurance Business	2 Hrs	2	3 Hrs	80UE+20IA
BCO502	GE-1	Indian Economy	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO503	DSC-1E	Cost Accounting	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO504	DSC-2E	Business Law	5Hrs	5	3 Hrs	80UE+20IA
BCO505	DSC-3E	Banking Theory &Practice	4Hrs	4	3 Hrs	80UE+20IA
BCO506	DSC-4E	Auditing	4 Hrs	4	3 Hrs	80UE+20IA
<b>BCO507</b>	DSE-5E	E-Commerce	5 Hrs(4L +1T)	5	3 Hrs	50UE+30P+20IA
<b>BCO508</b>	DSE-6E	Principles of Marketing	5 Hrs(4L +1T)	5	3 Hrs	80UE+20IA
<b>Total</b>			<b>38</b>	<b>38</b>		
<b>THIRD YEAR: SEMESTER-VI</b>						
<b>Course Code</b>	<b>Course Type</b>	<b>Title of the Paper</b>	<b>PPW</b>	<b>Credits</b>	<b>Exam Duration</b>	<b>Max. Marks</b>
BCO601	SEC-4	G).Secretarial Practice ( OR) H) E-Banking and E-Insurance	2 Hrs	2	3 Hrs	80UE+20IA
BCO602	GE-2	Business Analytics	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO603	DSC-1F	Managerial Accounting	6 Hrs(5L +1T)	6	3 Hrs	80UE+20IA
BCO604	DSC-2F	Company Law	5Hrs	5	3 Hrs	80UE+20IA
BCO605	DSC-3F	Financial Institutions & Markets	5Hrs	5	3 Hrs	80UE+20IA
BCO606	DSC-4F	Commerce Lab	4Hrs	4	-	50UE+30P+20IA
<b>BCO607</b>	DSE-5F	Supply Chain Management	5 Hrs(4L +1T)	5	3 Hrs	80UE+20IA
<b>BCO608</b>	DSE-6F	Retail Marketing	5 Hrs(4L +1T)	5	3 Hrs	80UE+20IA
<b>Total</b>			<b>38</b>	<b>38</b>		
<b>Grand Total</b>			<b>204</b>	<b>204</b>		

**Note:** **AECC** - Ability- Enhancement Compulsory Course ; **SEC**- Skill- Enhancement Course; **CC** - Core Course; **DSC** - Discipline Specific Course; **DSE**- Discipline Specific Elective ; **GE** – Generic Elective; **L**-Lecture; **T**-Tutorial; **P**-Practical Marks; **T**-Theory Marks; **R**- Report; **VV**- Viva Voce Examination ;**UE** – University Examination; **IA**- Internal Assessment Marks.

**SUMMARY OF CREDITS**

Sl.No	Course Category	No.of Courses	Credits per Course	Total Credits
1	AECC	2	2	4
2	SEC	4	2	8
3	CC (Languages)	8	5	40
4	<b>DSC</b>	8	6	48
		8	5	40
		8	4	32
5	<b>DSE</b>	4	5	20
6	GE	2	6	12
	<b>Total</b>	<b>44</b>		<b>204</b>
	<b>Commerce Total</b>	<b>28</b>		<b>140</b>

**Note:** Any clash in the Titles/Syllabus in the course structure may be brought in to the notice of the Dean, Faculty of Commerce, Telangana University.

Sd/-  
Dean  
Faculty of Commerce  
Telangana University,Nizamabad

## SYLLABUS

### Paper : (BCO104) : FINANCIAL ACCOUNTING - I

Paper: BC104  
PPW: 6Hrs(5L+1T)  
Credits : 6

Max. Marks: 80UE+20IA  
Exam Duration: 3 Hrs

**Objective:** to acquire conceptual knowledge of basics of accounting and preparation of final accounts of sole trader.

#### UNIT-I: ACCOUNTING PROCESS:

Financial Accounting: Introduction – Definition – Evolution – Functions-Advantages and Limitations –Users of Accounting Information- Branches of Accounting – Accounting Principles: Concepts and Conventions- Accounting Standards– Meaning – Importance – List of Accounting Standards issued by ASB – Accounting System- Types of Accounts – Accounting Cycle- Journal- Ledger and Trial Balance. (Including problems)

#### UNIT-II: SUBSIDIARY BOOKS:

Meaning –Types - Purchases Book - Purchases Returns Book - Sales Book - - Sales Returns Book - Bills Receivable Book - Bills Payable Book – Cash 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 – Favourable and over draft balances – Ascertainment of correct cash book balance (Amended Cash Book) - Preparation of Bank Reconciliation Statement. (Including problems)

#### UNIT-IV: RECTIFICATION OF ERRORS AND DEPRECIATION:

Capital and Revenue Expenditure – Capital and Revenue Receipts: Meaning and Differences – Deferred Revenue Expenditure. Errors and their Rectification: Types of Errors - Suspense Account – Effect of Errors on Profit. (Including problems)

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 (Including problems)

#### UNIT-V: FINAL ACCOUNTS:

Final Accounts of Sole Trader: Meaning -Uses -Preparation of Manufacturing, Trading and Profit & Loss Account and Balance Sheet – Adjustments – 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. Introduction to Accountancy: T.S.Grewal, S.Chand and Co.
6. Advanced Accountancy-I: S.N.Maheshwari&V.L.Maheshwari, Vikas.
7. Fundamentals of Financial Accounting: Deepak Sehgil, Tax Mann Publication.
8. Financial Accounting: Jawahar Lal, Himalaya Publishing House.

**Paper : (BCO105) : BUSINESS ECONOMICS**

Paper: BC105  
PPW: 4 Hrs  
Credits : 4

Max. Marks: 80UE+20IA  
Exam Duration: 3Hrs

**Objective:** to acquire knowledge for application of economic principles and tools in business practices.

**UNIT-I: INTRODUCTION:**

Business Economics: Meaning - 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 - Factors influencing Demand -Types of Demand -Demand Curve - Law of Demand –Exceptions to the law of demand-Elasticity of Demand: Concept - Types of elasticity of demand-price, income and cross Elasticity of Demand –measurement of elasticity—arc and point methods—Importance of various Elasticity of Demand

**UNIT-III: SUPPLY ANALYSIS:**

Law of Supply - Factors influencing Supply - Market Equilibrium- Consumer Surplus - Theory of Consumer behavior - Utility and indifference curve analysis.

**UNIT-IV: PRODUCTION ANALYSIS:**

Concept of Production –production function-Total Production - Marginal Production - Average Production –returns to a factor- Law of Variable Proportions - Law of Returns to Scale - Isocost – Isoquants - Economies and Dis-economies of Scale.

**UNIT-V: COST AND REVENUE ANALYSIS:**

Theory of Cost - Concepts of Cost - Short run and Long run cost curves - Traditional and Modern Approaches -Revenue Curves–relationship between total marginal and average revenues- --Break Even Analysis—Meaning – Assumptions – Uses and Limitations.

**SUGGESTED READINGS:**

1. Business Economics: V. G. Mankar, Himalaya Publishing House
2. Managerial Economics: Vanith Agrawal, 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
8. Managerial Economics: Varshney and Maheswari, Sultan Chand
9. Business Economics: P. K. Mehta, Tax Mann Publication.

**Paper : (BCO106) : BUSINESS ORGANISATION**

Paper: BC106

Max.Marks:80UE+20IA

PPW: 4 Hrs

Exam Duration : 3Hrs

Credits : 4

**Objective:** To acquaint the students with the basics of Commerce and Business concepts and functions and forms of Business Organization

**UNIT-1: FUNDAMENTAL CONCEPTS:**

Concepts of Business, Trade, Industry and Commerce - Classification - Relationship between Trade, Industry and Commerce - Nature of Business - Objectives of Business – Functions of Business-Social Responsibility of a 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, Definition - Characteristics - Advantages and Disadvantages - Suitability of Sole Proprietorship - Partnership -Kinds of Partners - - Partnership Deed -- Meaning – Contents - Registration of Partnership Advantages and Disadvantages of Partnership - Suitability of Partnership - Limited liability partnership – Hindu Undivided Family - Meaning - Characteristics - Advantages and Disadvantages - Co-Operative Organization – Characteristics -Types of Co-Operative Societies - Limitations of Cooperatives.

**UNIT-III: FORMATION OF JOINT STOCK 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 AND MUTUAL FUNDS:**

Stock Exchange, Functions — Working of Stock Exchanges, Mutual Funds –Importance, Functions, Types — Role of SEBI in Regulating Stock Exchanges and Mutual Funds in India

**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 House
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill
6. Business Organization & Management: R. N. Gupta, S. Chand,
7. Organizational Behaviour Text & Cases: V.S.P. Rao, Himalaya Publishing House
8. Business Organization & Management: Uma Shekaram, Tata McGraw Hill
9. Business Organization & Management: Niranjana Reddy & Surya Prakash, Vaagdevi publishers.
10. Business Organisation and Management, Dr. Neeru Vasihth, Tax Mann Publications.

**Paper : (BCO107) : INFORMATION TECHNOLOGY**

Paper: BC107  
PPW: 6 (4L & 2P)  
Credits : 6

Max. Marks: 50UE+30P+20IA  
Time: 3 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 (Preferably latest version of windows or Linux Ubuntu).

**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 (Preferably latest version of MS Word or Libre Office Writer).

**UNIT-IV: SPREAD SHEET:**

Application of work sheet/spread sheet - Menus & Tool bars - Creating a worksheet - Entering and editing of numbers - Cell referencing - Worksheet to analyze data with graphs & Charts.

Advanced tools: Functions – Formulae – Formatting numbers - Macros – Sorting- Filtering - Validation & Consolidation of Data (Preferably latest version of MS Excel or Libre Office Calc)

**UNIT-V: POWER POINT PRESENTATION:**

Application of Power Point Presentation – Menus & Tool bars – Creating presentations – Adding - Editing and deleting slides - Templates and manually creating presentation– 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 (Preferably latest version of MS Power Point presentation - Libre Office Impress).

Internet & Browsing: Services available on internet – WWW – ISP – Browsers.

Multimedia: Application of multimedia – Images – Graphics-Audio and Video – IT security.

**SUGGESTED READINGS:**

1. Introduction to Computers: Peter Norton, McGraw Hill.
2. Fundamentals of Information Technology: Dr. NVN Chary, Kalyani Publishers.
3. Computer Fundamental: AnithaGoel, Pearson.
4. Information Technology Applications for Business: Dr. S. Sudalaimuthu, Himalaya
5. Introduction to Information Technology: ITL ESL, Pearson.
6. Introduction to Information Technology: V. Rajaraman, PHI.
7. Fundamental of Computers: Balaguruswamy, McGraw Hill.
8. PC Software under Windows: Puneet Kumar, Kalyani Publishers.
9. Information Technology and C language: Rajiv Khanna, New Age International.
10. Fundamentals of Information Technology: Alexis Leon, Vikas Publishing House.
11. Informational Technology: P. Mohan, Himalaya Publishing House.
12. Information Technology: R. Renuka, Vaagdevi Publishers.
13. OS-Linux Spoken Tutorials & Libre Office Spoken Tutorials by IIT Bombay.
14. Fundamentals of Information Technology: Rajiv Midha, Tax Mann Publications

**Paper : (BC0204) : FINANCIAL ACCOUNTING-II**

Paper: BC204  
PPW: 6Hrs(5L+1T)  
**Credits : 6**

Max. Marks: 80UE+20IA  
Exam Duration: 3 Hrs

**Objective:** to acquire accounting knowledge of bills of exchange and other business accounting methods.

**UNIT-I: BILLS OF EXCHANGE:**

Bills of Exchange - Definition- Distinction between Promissory note and Bills of exchange- Accounting treatment of Trade bills: Books of Drawer and Acceptor- Honour and Dishonour of Bills- Renewal of bills- Retiring of bills under rebate- Accommodation bills.(Including problems)

**UNIT-II: CONSIGNMENT ACCOUNTS:**

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

**UNIT-III: JOINT VENTURE ACCOUNTS:**

Joint Venture – Meaning –Features-Difference between Joint Venture 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-IV: ACCOUNTS FROM INCOMPLETE RECORDS:**

Single Entry System – Meaning -Features–Difference between Single Entry and Double Entry systems -Defects in Single Entry System - Books and accounts maintained - Ascertainment of Profit - Statement of Affairs and Conversion method (Including problems)

**UNIT-V: ACCOUNTING FOR NON-PROFIT ORGANIZATIONS:**

Non- Profit Organization – Meaning – Features – Receipts and Payments Account – Income and Expenditure Account – Balance Sheet(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, Sultan 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.Maheshwari, Vikas.
6. Advanced Accountancy: M Shrinivas& K Sreelatha Reddy, Himalaya Publishers.
7. Financial Accounting: M.N Arora, Tax Mann Publications.

**Paper : (BCO205) : MANAGERIAL ECONOMICS**

Paper: BC205  
PPW: 6 Hrs(5L +1T)  
**Credits : 6**

Max. Marks: 80UE+20IA  
Exam Duration: 3Hrs

*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 ANALYSIS:**

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 – GDP and GVA— Business cycles- nature –Phases – Causes—Inflation - Causes and control – Deflation and stagflation.

**UNIT-V: FISCAL AND MONETARY POLICY**

Fiscal Policy- deficits-budgetary deficit-primary deficit-revenue deficit-fiscal deficit-Objectives of FRBM Act - Monetary Policy- Objectives – Repo Rate- Reverse Repo Rate- CRR- SLR- Finance Commission- role and objectives

**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
9. Managerial Economics: P.L. Mehta, Tata McGraw Hill
10. Managerial Economics: R.N. Chopra, Kalyani Publishers
11. Managerial Economics: D.N. Dwivedi, Vikas Publishers
12. Managerial Economics: Thomas, Maurice, Sarkar, Tata McGraw Hill
13. Managerial Economics: YogeshMaheshwari, PHI Learning Pvt. Limited
14. Managerial Economics: P.K. Mehta, Tax Mann Pulications.

**Paper : (BCO206) : PRINCIPLES OF MANAGEMENT**

Paper: BC206

Max. Marks: 80UE+20IA

PPW: 4Hrs

ExamDuration: 3Hrs

**Credits : 4**

**Objective:** To acquaint the students with the Principles, functions and practices of management

**UNIT-I: INTRODUCTION**

Management - Meaning - Characteristics - Administration Vs Management - Scope of Management - Importance of Management - Functions of Management - Levels of Management - Skills of Management -- Leader Vs. Manager - Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management .

**UNIT-II: PLANNING**

Meaning - Definition - Characteristics - Types of Plans - Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) - Steps in MBO - Benefits - Weaknesses

**UNIT-III: ORGANIZING:**

Organizing-Meaning, Definition –OrganizationMeaning, Definition - Process of Organizing - Principles of Organization - Types of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - - Span of Management - Meaning - Determining Span - Factors influencing the Span of Supervision

**UNIT-IV:DELEGATION ANDDECENTRALIZATION:**

Authority – Meaning - 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.

**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 in Control – Types (post, current and pre-control) - Requirements for effective control.

**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. Principles of Management: T Ramasamy, Himalaya Publication
4. Principles of Management Concept: Rajeshviwanathan, Himalaya Publication
5. Management Theory and Practices: P Subba Rao, Himalaya Publishing House
6. Essential of Management: Harold Kontz, McGraw Education
7. Principles of Management, Chandan JS, Vikas Publishers.
8. Fundamentals of Management, Dr. Pradeep Kumar, S. Chand
9. Principles of Management: Neeru Vasisht, Tax Mann Pulications.

**Paper : (BCO207) : FOREIGN TRADE**

Paper:BC207

PPW: 4 Hrs

**Credits : 4**

Max. Marks: 80UE+20IA

Exam Duration: 3Hrs

*Objective: to gain knowledge of India's foreign trade procedures policies, and international institutions.*

**UNIT-I: INTRODUCTION:**

Foreign Trade: Meaning and Definition - Types – Documents used-Commercial Invoice – Bills of Lading / Airway Bill – Marine Insurance Policy and Certificate – Bills of Exchange – Consumer Invoice – Customs Invoice – Certificate of Origin – Inspection Certificate – Packing List.

**UNIT-II: BALANCE OF TRADE AND BALANCE OF PAYMENTS:**

Introduction – Meaning - Components of BOT & BOP - Concept of Disequilibrium – Causes - Remedies for Correcting Balance of Payments in International Trade.

**UNIT-III: INDIAN TRADE POLICY:**

Importance and its Implementation – Current Export Policy and Import Policy.

**UNIT-IV: FOREIGN TRADE AND TRADE BLOCS:**

Growth - Significance of Foreign Trade – Merits - Demerits – Trade Blocs : Types – Preferential Trade Area, Free Trade Area, Customs Unions, Common Markets, Economic Unions, Monetary Unions, Customs and Monetary Unions, and Economic and Monetary Unions.

**UNIT-V: INTERNATIONAL ECONOMIC INSTITUTIONS:**

IMF: Objectives - Functions - World Bank: Objectives – Functions - Subsidiaries of World Bank – IMF Vs. IBRD; New Development Bank (NDB) – Objective Functions – Features – Membership – Shareholding, Criticism, Asian Infrastructure Investment Bank (AIIB) – Objective Functions – Features – Membership – Shareholding, Criticism; Trans-Pacific Partnership (TPP) - Objective Functions – Features – Membership – Shareholding, Criticism; UNCTAD: Aims – Features; WTO - Aims - Features – Agreements.

**SUGGESTED READINGS:**

1. International Marketing: Rathore& Jain, Himalaya Publishers.
2. International Marketing: Kushpat S. Jain &RimiMitra, Himalaya Publishers
3. International Economics: SSMDesai&NirmalBhalerao, Himalaya Publishers.
4. International Business Environment & Foreign Exchange Economies: Singh & S. Srivastava,
5. Foreign Trade and Foreign Exchange: O.P.Agarwal &B.K.Chaudri, Himalaya Publishers
6. International Financial Markets & Foreign Exchange: Shashi.K.Gupta&PraneetRangi, Kalyani International Economics: Theory & Practice: Paul R. Krugman, Pearson Publishers.

**Paper: (BCO301 A) : BUSINESS COMMUNICATION SKILLS**

Paper: BC301 A

Max.Marks:40UE+10IA

PPW: 2 Hrs

Exam Duration: 3Hrs

Credits: 2

**Objective:** To acquaint the students with the basics of Communication and art of effective Communication both Oral and Written.

**UNIT-I: Basic Principles of Communication:** Meaning and Definition of Communication – Objectives of Communication- Principles of Communication- Functions of Communication-Communication Process - Communication Network in Organizations, Barriers to Communication, Importance of Communication in the Workplace.

**UNIT-II: Nature of Business Communication:** Introduction, Types of Business Communication-Meaning and Significance of Oral and Written Communication-Principles and Practice of Oral Communication-Press Conference-Group Discussion-Interviews- Negotiating-Presentation Skills – Art of Listening.

**Suggested Books:**

11. Business Communication: Varinder Kumar & Bodh Raj, Kalyani Publishers, 2014.
12. Business Communication Skills: Urmila Rai & S.M.Rai, Himalaya Publishing House,2013.
13. Business Communication: Rajeesh Viswanathan, Himalaya Publishing House, 2010.
14. Interactive Communication: Sarma V V S Muralidhar ,Saritha M & Lotus, Camel Published, 2016.
15. Professional Communication: Aruna Koneru, Tata McGraw Hill, New Delhi, 2008.
16. Business Communication: Sehgal M K & Khetarpal Vandana, Excel Books,2008.

**Paper: (BCO301 B): PRINCIPLES AND PRACTICE OF LIFE INSURANCE**

Paper: BC301 B

PPW: 2 Hrs

Credits: 2

Max.Marks:40UE+10IA

Exam Duration: 3Hrs

**Objective:** To provide a basic understanding of Life Insurance Business and its Products.

**UNIT-I: Principles and Practice of Life Insurance:** Overview of the Indian Insurance Market –Growth of Insurance business in India –Meaning and Principles of Life Insurance – Public and Private Life Insurance Organisations - Organisational structure of the Life Insurance Corporation of India (LIC) –Postal Life Insurance –Organisational structure of Postal Life Insurance –Appointment of life insurance agents and their functions –Need of an agent in life insurance selling –Appointment of agents –Remuneration to agents –Trends in life insurance distribution channels.

**UNIT-II: Plans of Life Insurance:** Types of Life Insurance Plans – Term Plan – Endowment Plan – Money Back Insurance Plan – Whole Life Insurance Plan – Unit Linked Insurance Plans (ULIPs) – Joint Life Insurance Plans – Child Insurance Plans – Rider Benefits – Industrial Life Insurance – MWP Policies – Keyman Insurance – Health Insurance and its types

**Suggested Books:**

- 1.) Risk Management and Insurance: Vaughan and Vaughan.,
- 2.) Risk Management : A Publication of the Insurance Institute of India.,
- 3.) Guide to Risk Management: Sagar Sanyal
- 4.) Insurance and Risk Management: P.K. Gupta
- 5.) Insurance Theory and Practice: Tripathi PHI
- 6.) Principles of Insurance Management: Neelam C Gulati, Excel Books
- 7.) Life and Health Insurance: Black, JR KENNETH & Harold Skipper, Pearson
- 8.) Principles of Risk Management and Insurance: (13th Edition), George E ejda
- 9.) Risk Management and Insurance : Trieschman ,Gustavson and Hoyt
- 10.) South Western College Publishing Cincinnati, Ohio,
- 11.) Life Insurance: Vol I, II, III (LBRARO) : ICFAI Course Book.
- 12.) Life and Health Insurance Handbook: Davis W.Gregg

**Suggested Websites :**

- 1). [www.irda.gov.in](http://www.irda.gov.in).
- 2) [www.polocyholder.gov.in](http://www.polocyholder.gov.in) .
- 3) [www.irdaindia.org.in](http://www.irdaindia.org.in)

**Paper : (BCO304) : ADVANCED ACCOUNTING**

Paper:BCO304  
PPW: 6 Hrs (5L + 1T)  
Credits: 6

Max. Marks: 80UE+20IA  
Exam Duration: 3 Hrs

**Objective:** to acquire accounting knowledge of partnership firms and joint stock companies

**UNIT-I: PARTNERSHIP ACCOUNTS-I:**

Meaning – Partnership Deed - Capital Accounts (Fixed and Fluctuating) – Admission of a Partner – Retirement and Death of a Partner (Excluding Joint Life Policy)(Including problems)

**UNIT-II: PARTNERSHIP ACCOUNTS–II:**

Dissolution of Partnership – Insolvency of a Partner (excluding Insolvency of all partners) – Sale to a Company (Including problems)

**UNIT-III: ISSUE OF SHARES, DEBENTURES, UNDERWRITING 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 – Underwriting: Meaning – Conditions- Bonus Shares: Meaning – SEBI Guidelines for Issue of Bonus Shares – Accounting of Bonus Shares(Including problems)

**UNIT-IV: COMPANY FINAL ACCOUNTS AND PROFIT PRIOR TO INCORPORATION:**

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 - Profits Prior to Incorporation- Accounting treatment. (Including problems)

**UNIT-V: 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)

**SUGGESTED READINGS:**

1. Principles and Practice of Accounting: R.L. Gupta & V.K. Gupta, Sultan Chand & Sons.
2. Advanced Accountancy: Shukla and Grewal, S.Chand & Co.
3. Advanced Accountancy: R.L.Gupta & Radhaswamy, Sultan Chand & Sons.
4. Advanced Accountancy (Vol-II): S.N.Maheshwari & V.L.Maheshwari, Vikas.
5. Accountancy–III: Tulasian, Tata McGraw Hill Co.
6. Advanced Accountancy: Arulanandam; Himalaya.
7. Accountancy–III: S.P. Jain & K.L Narang, Kalyani Publishers.
8. Guidance Note on the Revised Schedule VI to the Companies Act, 1956, The Institute of Chartered Accounts of India.
9. Advanced Accounting (IPCC): D. G. Sharma, Tax Mann Publications.

**Paper : (BCO305) : BUSINESS STATISTICS-I**

Paper: BCO305  
PPW: 5Hrs  
Credits : 5

Max.Marks:80UE+20IA  
Exam Duration: 3hrs

**Objective:** *To inculcate analytical and computational ability among the students.*

**UNIT-I: INTRODUCTION:**

Origin and Development of Statistics – Definition - Importance and Scope - Limitations of Statistics - Distrust of Statistics.

Statistical Investigation: Planning of statistical investigation - Census and Sampling methods - Collection of primary and secondary data - Statistical errors and approximation - classification and Tabulation of data - Frequency distribution.

**UNIT – II: DIAGRAMMATIC AND GRAPHIC PRESENTATION:**

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

**UNIT-III: MEASURES OF CENTRAL TENDENCY:**

Introduction –Significance -Arithmetic Mean- Geometric Mean - Harmonic Mean - Mode – Median - Quartiles and Percentiles - Simple and Weighted Averages - Uses and Limitations of different Averages.

**UNIT-IV: MEASURES OF DISPERSION,SKEWNESS AND KURTOSIS:**

Measures of Dispersion: Significance - Characteristics - Absolute and Relative Measures - Range - Quartile Deviation - Mean Deviation- Standard Deviation - Coefficient of Variation.

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.

**UNIT-V: CORRELATION:**

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

**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 McGraw 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
10. Statistics - Theory, Methods and Applications: Sancheti D.C. & Kapoor V.K
11. Business Statistics: S. K. Chakravarty, New Age International Publishers
12. Statistics: Andasn,Sweenly,Williams,Cingage.

**Paper : (BCO306) : INCOME TAX – I**

Paper: BCO306  
PPW: 5 Hrs  
Credits: 5

Max. Marks: 80UE+20IA  
Exam Duration: 3Hrs

**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: INTRODUCTION:**

Direct and Indirect Taxes – Canons of Taxation - Features and History of Income Tax in India – Definitions and Basic Concepts of Income Tax: Assessee – Deemed Assessee – Assessee-in-default – Assessment Year – Previous Year - Income Tax general rule and Exemptions to the Rule– Person – Income – Gross Total Income – Total Income — Incomes Exempt from Tax. 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-II: AGRICULTURAL INCOME:**

Introduction – Definition – Tests to determine Agricultural Income – Partly Agricultural and partly Non-Agricultural Income – Integration: conditions – provisions – computation of Tax on Integration process. Heads of income: Gross Total Income – Taxable Income – Income Tax Rates.

**UNIT-III: INCOME FROM SALARIES:**

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

**UNIT-V: PROFITS AND GAINS OF BUSINESS OR PROFESSION:**

Definition of ‘Business and Profession’ – Procedure for computation of Income from Business – Rules – Revenue and Capital nature of Incomes and Expenses – Allowable Expenses u/s. 30 to 37 – Expenses expressly disallowed – Deemed Profits – Valuation of Stock – Miscellaneous provisions u/s 44.

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– procedure – problems on computation of Income from Profession.

**SUGGESTED READINGS:**

1. Income Tax Law and Practice: V.P. Gaur & D.B Narang, Kalyani Publishers.
2. Direct Taxes Law & Practice: Dr. Vinod K. Singhania& Dr. Kapil Singhania, Taxmann
3. Income Tax: B.B. Lal, Pearson Education.
4. Taxation: R.G. Saha, Himalaya Publishing House Pvt. Ltd.
5. Income Tax: Johar, McGrawHill Education.
6. Taxation Law and Practice: Balachandran &Thothadri, PHI Learning.

**Paper : (BCO307) WEB TECHNOLOGIES**

Paper: BCO307  
PPW: 4 (2L + 2P)  
Credits : 4

Max. Marks: 50UE+30P+20IA  
Time: 3 Hrs.

**Objective:** to gain 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 – Commenting code – Anchors - Back grounds – Images - Hyperlinks – Lists – Tables – Frames - Web design principles.

**UNIT-II: AN OVER VIEW OF DYNAMIC WEB PAGES & DYNAMIC WEB PAGE:**

An over view of dynamic web pages and dynamic web page technologies: Introduction to Dynamic HTML programming -Cascading style sheets(CSS)- Basic syntax and structure -Events handling- Changing Text and Attributes - Dynamically changing style - Text Graphics and placements- Creating multimedia effects with filters and Transactions.

**UNIT-III: JAVA SCRIPT:**

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.

**UNIT-IV:EVENTS AND EVENT HANDLERS:**

General information about Events – Event –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.

**UNIT-V: EXTENSIBLE MARKUP LANGUAGE (XML):**

Introduction- Creating XML Documents- XML style Sheet- Hyperlinksin XML Document Object Model- XML Query Language.

**LAB WORK:**CREATING A WEBSITE WITH DYNAMIC FUNCTIONALITY USING CLIENT- SIDE AND SERVER SIDE SCRIPTING.

**SUGGESTED READINGS:**

1. Internet & World Wide Web How to Program: Deitel&Deitel, Pearson.
2. Web programming: Chris Bates.
3. HTML & XML An Introduction 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. The Complete Reference PHP: S.Holzner, McGrawHill.
8. Internet Technology and Web Page Design: R.Singh&M.Sonia, Kalyani.
9. Web Programming using PHP and MySQL: A.Babu, K.Meena&Sivakumar, HPH.
10. Web Technology and Design by Xavier, New Age International Pub.

**Paper: (BCO401 C) : BUSINESS CORRESPONDENCE AND REPORT WRITING**

Paper: BC401 C

Max.Marks:40UE+10IA

PPW: 2 Hrs

Exam Duration: 3Hrs

Credits: 2

**Objective:** To acquaint the students with the basic concepts of effective writing of Business Correspondence and Report.

**UNIT-I: Business and Corporate Correspondence:** Meaning – Significance – Types of Business Letters – Principles of Letter writing – Formats – Practice of letter writing in different situations. Corporate Correspondence: Types of meetings – Notice and Agenda – Practice of preparing notice and agenda for different meetings – Writing press release-advertisements – Circulars – Memos – Enquiries – Replies – Writing Minutes and resolutions of different meetings, E-mails – Writing E-mails.

**UNIT-II: Report Writing:** Meaning of Business Report – Importance of Reports –Types of Reports – Essentials of Good Business Report - Steps in Business Report Writing –Elements of Report- Text of the Report - Structuring the Report – Concluding the Report – Some Sample Reports.

**Suggested Books:**

1. Business Communication: Varinder Kumar & Bodh Raj, Kalyani Publishers, 2014.
2. Business Communication Skills: Urmila Rai & S.M.Rai, Himalaya Publishing House,2013.
3. Business Communication: Rajeesh Viswanathan, Himalaya Publishing House, 2010.
4. Interactive Communication: Sarma V V S Muralidhar ,Saritha M & Lotus, Camel Published, 2016.
5. Professional Communication: Aruna Koneru, Tata McGraw Hill, New Delhi, 2008.
6. Business Communication: Sehgal M K & Khetarpal Vandana, Excel Books,2008.

**Paper: (BCO401 D): PRINCIPLES AND PRACTICE OF GENERAL INSURANCE**

Paper: BC401 D

Max.Marks:40UE+10IA

PPW: 2 Hrs

Exam Duration: 3Hrs

Credits: 2

**Objective:** To provide a basic understanding of General Insurance Business and its Products.

**UNIT-I: Principle and Practice of General Insurance:** Meaning and principles of General Insurance-Market Agreements –Cover Notes –Certificates Of Insurance–Open Policy –Floater –Excess –Franchise –Claims –Salvage –Coinsurance –Loss –Total Loss –Actual Or Constructive Loss –Abandoned –Particular –General –No-Claim Bonus –Malus –Replacement –Valued Policy –Agreed Value –Full Value –First Loss –Increased Value –Insurance Time Or Institute Cargo Clauses –Solatium Fund –Hit and Run Cases –Arbitration

**UNIT-II: General Insurance Products:** Risks faced by Owner of Assets – Exposure to Perils – Features of Products Covering Fire and Allied Perils – Products covering Marine and Transit Risks – Products covering Financial Losses due to Accidents – Products covering Financial Losses due to Hospitalization – Products Covering Miscellaneous Risks

**Suggested Books:**

1. Risk Management and Insurance : Vaughan and Vaughan
2. Risk Management : A Publication of the Insurance Institute of India
3. Role of Insurance in Financial inclusion : Brinda Publishing House, Hyderabad
3. Guide to Risk Management : Sagar Sanyal
4. Insurance and Risk Management : P.K. Gupta
5. Insurance Theory and Practice : Tripathi PHI
6. Principles of Insurance Management : Neelam C Gulati, Excel Books
7. Life and Health Insurance : Black, JR KENNETH & Harold Skipper, Pearson
8. Principles of Risk Management and Insurance : ( 13th Edition ), George E Rejda
9. Risk Management and Insurance : Trieschman ,Gustavson and Hoyt . South Western College Publishing Cincinnati, Ohio

**Suggested Websites :**

- 1) [www.irda.gov.in](http://www.irda.gov.in)
- 2) [www.polocyholder.gov.in](http://www.polocyholder.gov.in)
- 3) [www.irdaindia.org.in](http://www.irdaindia.org.in)

**Paper : (BCO404) : CORPORATE ACCOUNTING**

Paper: BCO404  
PPW: 6 Hrs (5L + 1T)  
Credits: 6

Max. Marks: 80UE+20IA  
Exam Duration: 3 Hrs

**Objective:** to acquire knowledge of AS-14 and preparation of accounts of banking and insurance companies.

**UNIT-I: COMPANY LIQUIDATION:**

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

**UNIT-II: AMALGAMATION (AS-14):**

Amalgamation: In the nature of merger and purchase – Calculation of Purchase Consideration – Accounting Treatment in the books of transferor and transferee companies. (Including problems)

**UNIT-III: INTERNAL RECONSTRUCTION AND ACQUISITION OF BUSINESS:**

Internal Reconstruction: Accounting treatment – Preparation of final statement after reconstruction- Acquisition of business when new set of books are opened- Debtors and Creditors taken over on behalf of vendors- When same set of books are continued(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 AND INSURANCE CLAIMS:**

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 Insurance - Insurance claims- Meaning – Loss of Stock and Assets – Average Clause – Treatment of Abnormal Loss - Loss of Profit. (Including problems)

**SUGGESTED READINGS:**

1. Advanced Accountancy (Vol-II): S.N.Maheshwari & V.L.Maheshwari, 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.

**Paper : (BCO405) : BUSINESS STATISTICS-II**

Paper: BCO405  
PPW: 5Hrs  
Credits: 5

Max.Marks:80UE+20IA  
Exam Duration: 3hrs

**OBJECTIVE:** *to inculcate analytical and computational ability among the students.*

**UNIT-I: REGRESSION:**

Introduction - Linear and Non Linear Regression – Correlation Vs. 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-II: INDEX NUMBERS:**

Introduction - Uses - Types - Problems in the Construction of Index Numbers - Methods of Constructing Index Numbers - Simple and Weighted Index Number (Laspeyre - Paasche, Marshall – Edgeworth) - Tests of Consistency of Index Number: Unit Test - Time Reversal Test - Factor Reversal Test - Circular Test - Base Shifting - Splicing and Deflating of Index Numbers.

**UNIT-III: TIME SERIES:**

Introduction - Components – Methods-Semi Averages - Moving Averages – Least Square Method -Deseasonalisation of Data – Uses and Limitations of Time Series.

**UNIT-IV: PROBABILITY:**

Probability – Meaning - 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 - Theorems of Probability: Addition – Multiplication - Baye’s Theorem.

**UNIT-V: THEORITCAL DISTRIBUTIONS:**

Binomial Distribution: Importance – Conditions – Constants - Fitting of Binomial Distribution. Poisson Distribution:- Importance – Conditions – Constants - Fitting of Poisson Distribution.Normal Distribution: – Importance - Central Limit Theorem - Characteristics –Fitting a Normal Distribution (Areas Method Only).

**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 Mc Graw Hill
6. Fundamentals of Statistical: S. P Gupta , Sultan Chand
7. Business Statistics: J. K. Sharma, Vikas Publishers
8. Business Statistics: Vora, Tata Mc Graw Hill
9. Statistics-Problems and Solutions: Kapoor V.K, S. Chand
10. Statistics-Theory, Methods and Applications: SanchetiD.C. & Kapoor V.K
11. Business Statistics: S. K. Chakravarty, New Age International Publishers
12. Business Statistics-G.Laxman, Vasudeva Reddy, K.Goud, TaxmannPublications,Hyderabad.

**Paper : (BCO406) : INCOME TAX – II**

Paper: BCO406  
PPW: 5 Hrs  
Credits: 5

Max. Marks: 80UE+20IA  
Exam Duration: 3Hrs

**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: CAPITAL GAINS:**

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.

**UNIT-II: INCOME FROM OTHER SOURCES:**

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-III: CLUBBING AND AGGREGATION OF INCOME:**

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 – Deductions from GTI u/s 80C to 80U – Problems on Computation of Taxable Income

**UNIT-IV: ASSESSMENT OF INDIVIDUALS:**

Computation of Tax Liability – Applicability of Alternate Minimum Tax on Individual u/s 115JC – Problems on Computation of tax liability

**UNIT-V: ASSESSMENT PROCEDURE:**

Income tax returns – Types of returns – Filing of e-return – Assessment – Types of assessment – Self assessment – Provisional assessment – Regular assessment – Best judgement assessment – Reassessment – Rectification of mistakes – Notice on demand.

**SUGGESTED READINGS:**

1. Income Tax Law and Practice: V.P. Gaur & D.B- Narang, Kalyani Publishers.
2. Direct Taxes Law & Practice: Dr. Vinod K. Singhania & Dr. Kapil Singhania, 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

## **Paper : (BCO407) : COMPUTERISED ACCOUNTING**

Paper: BCO407  
PPW: 4(2L &2P)  
Credits: 4

Max.Marks:50UE+30P+20IA  
Exam Duration: 3 Hrs.

**Objectives:** *to acquire basic knowledge in computerised accounting systems and its applications in the area of business.*

### **UNIT-I: COMPUTERIZED ACCOUNTING:**

Introduction–Importance-Application -Advantages and disadvantages – Difference between Manual Accounting and Computerised Accounting – Features of Accounting packages – Creation of Company–Groups–Ledgers, Pre-defined vouchers - Displaying - Altering – Deleting of vouchers, ledger and company.- 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 Legers – Job costing - Common size statement - Funds Flow Statement - Cash Flow Statement-Ratio Analysis.

### **UNIT-V: TAX ACCOUNTING: GOODS AND SERVICES TAX (GST)**

Introduction to GST - Features of GST - Objectives of GST - Structure of GST - GST- Tax Rates - Registration of GST - GST Return Forms - GST Activation in Tally - Computation of GST in Tally - GST-Reports in Tally - GST Returns Filing, Generating Challans and Making Tax Payment.

### **SUGGESTED READINGS:**

- 1.Computerised Accounting: A.Murali Krishna, Vaagdevi publications
- 2.Computerised Accounting using Tally (with GST) by M.Yadagiri and G. Srinivas, Kalyani Publishers
- 3.Aakash Business Tools: Spoken Tutorial Project IIT Bombay
- 4.Mastering Tally: Dinesh Maidasani, Firewal Media
- 5.Implementing Tally ERP 9: A.K Nadhani and K.K Nadhani, BPB Publications
- 6.Computerised Accounting and Business Systems: KalyaniPublications
- 7.Manuals of Respective Accounting Packages
- 8.Tally ERP 9: J.S. Arora, KalyaniPublications.
- 9.Business accountingusing Tally ERP.9 by Tally Education

**Paper: (BCO501 E): OFFICE MANAGEMENT**

Paper: BC501 E  
PPW: 2 Hrs  
Credits: 2

Max.Marks:40UE+10IA  
Exam Duration: 3Hrs

**Objective:** *The purpose of this paper is to familiarize the students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, facilities Provided to the staff working in the office, the working environment and the tools and equipments used in Office.*

**UNIT-I:**

Office-Meaning, functions, importance, concept of an organization, centralization vs. decentralization of office service, principal departments of a modern office. Filing and Indexing- meaning and importance, essentials of a good filing system, centralized vs. decentralized filing system, methods of filing, filing equipments.

**UNIT-II:**

Office Appliances and Machines: A study of various types of commonly used appliances and machines i.e. duplicator, accounting machines, calculator, addressing machines, punch card machine. Franke in machine, weighing and folding machines, sealing machine, Dictaphone, cheque protector, cash register, coin sorter, time recorder and such other machines. Modern Office Machines: Photocopier, Duplicator, Telephone handling, Computer, Word processor, scanner printer-their operation and use in the office set up.

**SUGGESTED READINGS:**

1. Bhatia, R.C. *Principles of Office Management*, Lotus Press, New Delhi..
2. Leffingwell and Robbinson: *Text book of Office Management*, Tata McGraw-Hill.
3. Terry, George R: *Office Management and Control*.
4. Ghosh, Evam Aggarwal: *Karyalaya Prabandh*, Sultan Chand & Sons.
5. Duggal, B: *Office Management and Commercial Correspondence*, Kitab Mahal.

**Paper: (BCO501 F): REGULATIONS OF INSURANCE BUSINESS**

Paper: BC501 F  
PPW: 2 Hrs  
Credits: 2

Max.Marks:40UE+10IA  
Exam Duration: 3Hrs

*Objective: To equip the students with the knowledge regarding Insurance Business Regulations*

**UNIT I: INSURANCE LEGISLATION IN INDIA:**

History of life and non-life insurance legislation—nationalization—insurance reforms—insurance business Act, 1972—IRDA and its functions including licensing functions—Web aggregators—regulation for intermediaries—CCS-SPV-PoS-insurance repositories-TPAs—Role and duties of surveyors—Origin and development of micro-insurance—regulation of ULIPs— pension schemes—money laundering—KYC—methods of receipt of premium—Exchange control regulations relating to General and Life Insurance—IRDA Health Insurance Regulations, 2016—Health plus life combi products.

**UNIT II: POLICY HOLDERS RIGHTS OF ASSAINGMENT, NOMINATION AND TRANSFER:**

Assignment and transfer of insurance policies—provisions related to nomination—repudiation— Fraud—protection of policyholder interest—stages in insurance policy-presale stage-post sale stage-free look period—grievance redressal—claim settlement—key feature document—dispute resolution mechanism—insurance ombudsman—solvency margin and investments—international trends in insurance regulation.

**SUGGESTED READINGS :**

1. Regulation of Insurance Business – Insurance Institute of India
2. Regulation of Insurance Business – D.S. Vittal, HPH
3. Regulation of Insurance Business: Dr. V. Padmavathi, PBP
4. Risk Management : A Publication of the Insurance Institute of India
5. Insurance Theory and Practice: Tripathi PHI
6. Life and Health Insurance: Black, JR KENNETH & Harold Skipper, Pearson
7. Risk Management and Insurance : Trieschman ,Gustavson and Hoyt

**Paper : (BCO502) : INDIAN ECONOMY**

Paper: BCO502  
PPW: 6 Hrs (5L+1T)  
Credits: 6

Max. Marks: 80UE+20IA  
Exam Duration: 3 Hrs

**Objective:** This paper seeks to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro-economic analysis and policy framework.

**UNIT I: STRUCTURE OF THE INDIAN ECONOMY:**

Introduction to Indian Economy-Characteristics-Developmental issues-Structural changes in the Indian Economy-Human Development: concept and measures-Occupational distribution and economic development-Natural Resource: Land, Forest, Water & Minerals-Environmental degradation- Infrastructure: Energy, Power, Transport-Social infrastructure.

**UNIT II: POLICY ASPECTS OF INDIAN ECONOMY:**

The evolution of planning and import substituting industrialization.- Economic Reforms since 1991: Liberalization - Privatization-Globalization-Poverty- Unemployment. Monetary and Fiscal policies with their implications on economy.

**UNIT III: AGRICULTURE SECTOR IN INDIA:**

Place of agriculture: Progress-Green revolution-Present state-New thrust areas-Food security: Legislation-Schemes-Public distribution system-Agricultural Marketing: Types-warehousing-Agricultural Labour-Minimum wages-Rural credit-RRBs-NABARD.

**UNIT IV: INDUSTRIAL SECTOR IN INDIA:**

Concept of Industrialization - Phases- the rate and pattern of industrial growth across alternative policy regimes;-Large- Scale industry- Small- Scale industry-Information Technology Industry- Labour problems- Labour Policy- Social Security-Trade Union Movement- Industrial Disputes.

**UNIT V: SERVICE SECTOR IN INDIA:**

Introduction to Service Sector: Insurance and Banking Services –Transport and Tourism Services - Computer Services - Impact of service sector on Indian economy.

**SUGGESTED READINGS:**

1. Meera Naidu “Introduction to Indian Economy” HPH
2. Ruddar Datt and K.P.M. Sundharam “Indian Economy”, S. Chand & Company Ltd., New Delhi, 2013.
3. S.K.Misra & V.K.Puri “Indian Economy-Its Development Experience”Himalaya
4. Himalaya Publishing Company, New Delhi, 2013.
5. Introduction to Indian Economy: Dr. P. Venugopal Rao, PBP.
6. Vivek Mittal “Business Environment” Excel Publications, New Delhi, 2013.
7. Aswathappa.K. “Essentials of Business Environment – Text, cases & Exercises”
8. Himalaya Himalaya Publishing Company, New Delhi, 2013.
9. Economic Survey—Government of India, Ministry of Finance, Oxford University Press, New Delhi,
10. The Economic Times, News paper
11. Business Line, News paper.

**Paper : (BCO503) : COST ACCOUNTING**

Paper: BCO503  
PPW: 6 Hrs (5L+1T)  
Credits: 6

Max. Marks: 80UE+20IA  
Exam Duration: 3 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 –Preparation of cost sheet ( including problems)

**UNIT-II: MATERIAL:**

Direct and Indirect Material cost – Inventory Control Techniques – Stock Levels – EOQ – ABC Analysis – JIT-VED-FSND -Issue of Materials to Production – Pricing methods: FIFO-LIFO with Base Stock and Simple and Weighted 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 COSTING AND JOB COSTING:**

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

**UNIT-V: CONTRACT AND PROCESS COSTING:**

Contract Costing: Features - Procedure of Contract Costing – Guidelines to Assess profit on incomplete Contracts – Advantages  
Process Costing: Meaning – Features – Preparation of Process Account – Normal and Abnormal Losses.(including problems)

**SUGGESTED READINGS:**

1. Cost Accounting: Jain and Narang, Kalyani
2. Cost Accounting: M.N. Arora, Himalaya
3. Cost and Management Accounting: PrashantaAthma, Himalaya
4. Cost Accounting: Jawaharlal, Tata Mcgraw Hill
5. Cost Accounting: Theory and Practice: Banerjee, PHI
6. Introduction to Cost Accounting: Tulsian, S.Chand
7. Cost Accounting: Horngren, Pearson
8. Cost Accounting: Ravi M. Kishore, Tax Mann Pulications.

**Paper : (BCO504) : BUSINESS LAW**

Paper: BCO504

Max Marks: 80UE+20IA

PPW: 5Hrs

Exam Duration: 3Hrs

Credits: 5

**Objective:** to make the students acquire basic conceptual knowledge of different laws relating to Business.

**UNIT-I: INTRODUCTION TO INDIAN CONTRACT ACT 1872:**

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: INDIAN CONTRACT ACT 1872:**

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.  
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.

**UNIT-IV: TRADE MARKS, PATENTS, COPY RIGHTS & 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:**

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.

**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: Tejpal Sheth, Pearson.
- 6) Business Law: MC Kuchal & Vivek Kuchal, 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 Publications.
- 11) Business Law: R.S.N. Pillai and Bagavathi, S. Chand.

**Paper : (BCO505) : BANKING THEORY AND PRACTICE**

Paper: BCO505  
PPW: 4Hrs  
Credits: 4

Max.Marks:80UE+20IA  
Exam Duration: 3Hrs

*Objective: To acquire knowledge of working of Indian Banking system.*

**UNIT-I:INTRODUCTION:**

Origin and Growth of Banking in India - Functions of Commercial Banks –financial inclusion-public vs. private sector banks- foreign banks-payment banks-universal banking-Emerging Trends in Commercial Banking in India:E-Banking – Mobile Banking - Core Banking – Bank Assurance – OMBUDSMAN—types of deposits-time deposits-current and savings accounts-importance of current and savings accounts—zero balance accounts.

**UNIT-II: RESERVE BANK OF INDIA:**

RBI - Functions–control of credit–objectives—instruments-repo rate-reverse repo rate-bank rate-statutory liquidity ratio-cash reserve ratio-money market-role of RBI in money market—role of RBI in exchange rate.

**UNIT-III: WORKING OF COMMERCIAL BANKS AND TYPES OF BANKS :**

Prudential norms-income recognition, asset classification, investments and provisioning--concepts of base rate and net interest margin-importance of Current and Types of banks-Co-Operative Banks –Regional Rural Banks -National Bank for Agriculture and Rural Development (NABARD)

**UNIT-IV: BANKER AND CUSTOMER RELATIONSHIP:**

Definition of Banker and Customer - Relationship Between Banker and Customer - KYC norms-General and Special Features of Relationship –precautions to be taken by a banker in opening of accounts of special Types of Customers Like Minor, Married Women, Partnership Firms, Companies, Clubs and other Non-Trading Institutions.

**UNIT-V: NEGOTIABLE INSTRUMENTS:**

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 – Goods - Documents of Title to Goods - Loans against Real Estate -Insurance Policies - Against Collateral Securities – Banking Receipts.

Rule in Clayton’s Case - Garnishee Order – Loans against Equitable Mortgage - Legal Mortgage-Distinction between them - Latest Trends in Deposit Mobilization.

**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: N.T. Somashekar, New Age International Publishers
6. Fundamentals of International Banking: Rup Narayan Bose, Trinity Publishers
7. Modern Commercial Banking: H.R. Machiraju, New Age International Publishers
8. Banking Theory & Practices: R. Rajesh, Tata McGraw Hill
9. Merchant Banking & Financial Services: S. Guruswamy, Tata McGraw Hill
10. Management of Banking & Financial Services; Padmalatha Suresh, Pearson
11. Modern Banking: D. Muralidharan, PHI

**Paper : (BCO506) : AUDITING**

Paper: BCO506  
PPW: 4Hrs  
Credits: 4

Max. Marks: 80UE+20IA  
Exam Duration: 3Hrs

*Objective: to understand meaning and elements of auditing and gain knowledge for execution of audit.*

**UNIT-I: INTRODUCTION:**

Auditing: Meaning – Definition – Evolution – Objectives – Importance -Types of Audit – Standards of Auditing – Procedure for issue of standards by AASB.

**UNIT-II: AUDITOR AND EXECUTION OF AUDIT:**

Appointment – 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 Workbook – Audit Markings.

**UNIT-III: INTERNAL CONTROL, INTERNAL CHECK AND INTERNAL AUDIT:**

Meaning and Objectives of Internal Control – Internal Check and Internal Audit – Internal Check Vs. Internal Audit – Internal Control vs. Internal Audit.

**UNIT-IV: VOUCHING:**

Meaning – Objectives – Types of Vouchers – Vouching of Trading Transactions – Vouching Cash Transaction – Auditing in an EDP Environment.

**UNIT-V: VERIFICATION AND VALUATION OF ASSETS:**

Meaning and Definition – Distinction – Verification and Valuation of various Assets and Liabilities – Audit Committee – Role of Audit Committee – Audit Reports.

**SUGGESTED READINGS:**

1. Principles and Practice of Auditing: RG Saxena, Himalaya Publishing House.
2. Auditing and Assurance for CA Integrated Professional Competence: SK Basu, Pearson.
3. Auditing: ArunaJha, Taxmann Publications.
4. Auditing Principles, Practices & Problems: Jagdish Prakash, Kalyani Publishers.
5. Auditing and Assurance: Ainapure&Ainapure, PHI Learning.
6. Principles and Practice of Auditing: DinkarPagare, Sultan Chand & Sons.
7. Fundamentals of Auditing: Kamal Gupta and Ashok Arora, Tata McGraw-Hill
8. A Hand Book of Practical Auditing: B.N. Tandonetal., S. Chand.

**Paper : (BCO507) E-COMMERCE**

Paper: BCO507  
PPW: 5 (3L+2P) Hrs  
Credits:5

Max. Marks: 80UE+20IA  
Exam Duration: 3hrs

**Objective:** to acquire conceptual and application knowledge of ecommerce.

**UNIT-I: INTRODUCTION:**

E-Commerce: Meaning- 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 Ecommerce: E-Commerce Organization Applications - E-Marketing - E-Advertising - E-Banking - Mobile Commerce - E-Trading - E-Learning - E-Shopping.

**UNIT-II:FRAMEWORK OF E-COMMERCE:**

Framework of E-Commerce: 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-III:CONSUMER ORIENTED E-COMMERCE APPLICATIONS:**

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.

**UNIT-IV:ELECTRONIC DATA INTERCHANGE:**

Introduction - EDI Standards - Types of EDI - EDI Applications in Business – Legal - Security and Privacy issues if EDI - EDI and E-Commerce - EDI Software Implementation.

**UNIT-V: E-MARKETING TECHNIQUES:**

Introduction - New Age of Information - Based Marketing - Influence on Marketing - Search Engines & Directory Services - Charting the On-Line Marketing Process - Chain Letters - Applications of 5P's (Product, Price, Place, Promotion, People) E-Advertisement - Virtual Reality & Consumer Experience - Role of Digital Marketing.

**Lab work:** Using Microsoft Front Page Editor and HTML in Designing a Static Webpage/Website.

**SUGGESTED READINGS:**

1. Frontiers of Electronic Commerce: Ravi Kalakota, Andrew B Whinston, Pearson
2. E-Commerce: An Indian Perspective: P.T. Joseph, S.J, PHI
3. Electronic Commerce, Framework Technologies & Applications: Bharat Bhasker, McGraw Hill
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. E-Commerce & Mobile Commerce Technologies: Pandey, Saurabh Shukla, S. Chand
8. E-Business 2.0, Roadmap For Success: Ravi Kalakota, Marcia Robinson, Pearson
9. Electronic Commerce: Pete Loshin / John Vacca, Firewall Media
10. E-Commerce, Strategy, Technologies And Applications : David Whiteley, Tata McGraw Hill
11. Digital Commerce and Its Applications (Student's Handbook): K Goyal, Kalyani Publication
12. E-Commerce: C. S.V. Murthy, Himalaya Publishing House.

**Paper : (BCO508) PRINCIPLES OF MARKETING**

Paper: BCO508  
PPW: 5 Hrs (4L+1T)  
Credits: 5

Max. Marks: 80UE+20IA  
Exam Duration: 3Hrs

**Objective:** to expose to 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 - Objectives - Role of Marketing in Economic Development - Marketing Mix - Direct Marketing - Online Marketing Challenges and Opportunities - Marketing of Services.

**UNIT-II: MARKET ENVIRONMENT:**

Micro Environment: Company – Suppliers - Marketing Intermediaries – Customers – Competitors - Publics - Macro Environment: Demographic – Economic – Natural – Technological – Political - Legal (Consumer Protection Act 1986) and Regulatory - Cultural - Social - International Marketing GATT & WTO.

**UNIT-III: MARKET SEGMENTATION:**

Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market - Market Segmentation: Concept – Bases – Benefits - Requirement for Effective Segmentation - Market Segmentation Analysis for Consumer and Services - 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 - Organizational Buyer - Industrial Markets - Reseller Market - Government Market - Characteristics of Organizational Buyer - Organizational Buying Process - Organizational Buyer Vs. Consumer Behavior.

**UNIT-V: MARKET RESEARCH & ETHICS IN MARKETING:**

Market Research: Meaning - Definition - Marketing Research Process: Defining the Objectives of Research – Need - Designing the Research Project - Data Collection Process - Analyzing Data - Presenting Results - Scope of Marketing Ethics - Ethical issues Associated with Marketing Decisions Creating an Ethical climate in work place - Influence of personal Ethics.

**SUGGESTED READINGS:**

1. Principles of Marketing: Philip Kotler, Pearson.
2. Marketing Management: Philip Kotler, Kevinlane Keller, Abraham Koshy, and Pearson.
3. Marketing: Dhruv Grewal, Michael levy, Tata McGraw Hill.
4. Marketing Management: Dr. K. Karunakaran, Himalaya Publications.
5. Marketing Management: Ramaswamy&Namakumari, Tata Mc GrawHill 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
9. Principles of Marketing: Neeru Kapoor, PHI.
10. Marketing: Sharma etal, Cengage Publications

**Paper: (BCO601 G) : E-BANKING AND E-INSURANCE**

Paper: BC601 G

PPW: 2 Hrs

Credits: 2

Max.Marks:40UE+10IA

Exam Duration: 3Hrs

**Objective:** To enable the student practical knowledge on e-banking and e-insurance.

**UNIT-I:**

E-Banking :Meaning, Benefits, Home banking, Mobile banking, Virtual banking, E-payments, ATM Card/Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash, Payment bank.

**UNIT-II:**

E- Insurance – Benefits, - Applying for online insurance policy – prerequisites for online insurance – premium payment through online – status of policy – downloading bond – policy surrender – downloading premium payment statements.

**SUGGESTED READINGS :**

1. E-Finance: The Future is Here V. C. Joshi 2010
2. Frontiers of Electronic Commerce: Ravi Kalakota, Andrew B Whinston, Pearson
3. E-Commerce: An Indian Perspective: P.T. Joseph, S.J, PHI

**Paper: (BCO601 H): SECRETARIAL PRACTICE**

Paper: BC601 H  
PPW: 2 Hrs  
Credits: 2

Max.Marks:40UE+10IA  
Exam Duration: 3Hrs

**Objective:** *This paper indented to give the practical knowledge on secretarial abilities.*

**UNIT I:**

Role of Secretary: Definition; Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications for appointment as Personal Secretary.

**UNIT II:**

Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting. Agenda and Minutes of Meeting. Drafting, fax-messages, email. Maintenance of appointment diary.

**SUGGESTED READINGS :**

1. Terry, George R: *Office Management and Control*.
2. Ghosh, Evam Aggarwal: *Karyalaya Prabandh*, Sultan Chand & Sons.
3. Duggal, B: *Office Management and Commercial Correspondence*, Kitab Mahal.

**Paper : (BCO602) : BUSINESS ANALYTICS**

Paper: BCO602  
PPW: 6 Hrs (5L+1T)  
Credits: 6

Max. Marks: 80UE+20IA  
Exam Duration: 3 Hrs

*Objectives: The paper would enable the students to gain knowledge on turning large amounts of data into meaningful and actionable information.*

**UNIT I:**

Business Enterprise Organization, Functions and Process – Use of IT in Business – Types of Digital Data - OLTP and OLAP – Architectures, Data Models – Role of OLAP Tools in Business Intelligence Architecture.

**UNIT II:**

Business Intelligence – Introduction, Evolution, Value Chain – Component Framework – Users – Applications Roles and Responsibilities – Tools.

**UNIT III:**

Warehouse, Data Integration - Data Integration Technologies – Data Quality and Profiling.

**UNIT-IV**

Multidimensional Data Modeling - Types of Data model, Data Modeling Techniques – Dimensional Table, Models and Life Cycle - Measures – Metrics – KPIs – Performance Management.

**UNIT V:**

Enterprise Reporting – Balanced Scorecard - Dashboards – Business Intelligence and Mobility, Cloud Computing – Business Intelligence for ERP Systems.

**SUGGESTED READINGS:**

1. Prasad, R. N. and Seema Acharya (2011). *Business Analytics*, 1/e; New Delhi: Wiley
2. Christian S. Albright and Wayne L. Winston (2015). *Business Analytics & Decision Making*, 5/e; New Delhi: Cengage Learning
3. Evans R. Joel (2014). *Business Analytics*, 1/e; New Delhi: Pearson Education

**Paper : (BCO603) MANAGERIAL ACCOUNTING**

Paper: BCO603  
PPW: 6 Hrs (5L+1T)  
Credits:6

Max. Marks: 80UE+20IA  
Exam Duration: 3 Hrs

**Objective:** to acquire 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.

**UNIT-II: COST-VOLUME-PROFIT ANALYSIS:**

Introduction – Importance – Techniques: Marginal and Break Even Analysis – Break-Even Analysis: Meaning – Assumptions – Importance- Calculation of BEP - Limitations.

**UNIT-III: MARGINAL COSTING AND DECISION MAKING:**

Marginal Costing: Meaning – Marginal Cost Equation – Difference between Marginal Costing and Absorption Costing – Marginal Costing and Decision Making: Product Decisions – Pricing Decisions - Make or Buy Decisions.

**UNIT-IV: BUDGETARY CONTROL:**

Budget: Meaning – Objectives — Essentials of Budgets - Budgetary Control - Classification of Budgets-Preparation of Budgets - Advantages and Limitations

**UNIT-V: WORKING CAPITAL:**

Working Capital: Meaning – Classification – Importance – Objectives –Estimation of Working Capital Requirements- Management of Current Assets.

**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. Management Accounting: Khan & Jain, Tata McGraw Hill
7. Accounting for Management: SN Maheshwari, Vik

Paper: BCO604

PPW: 5Hrs

Credits:5

Max. Marks: 80UE+20IA

Exam Duration: 3Hrs

**Objective:** *to understand legal provisions applicable for establishment, management and winding up of companies in India as per Companies Act 2013.*

**UNIT-I: INCORPORATION OF COMPANIES:**

Company: Meaning and Definition – Characteristics - Classification – Legislation on Companies – Incorporation - Promotion – Registration - Memorandum of Association – Articles of Association – Certificate of Incorporation - Prospectus – Statement in lieu of Prospectus – Commencement of business.

**UNIT-II: MANAGEMENT OF COMPANIES:**

Director: Qualification - Disqualification - Position - Appointment - Removal – Duties and Liabilities – Loans – Remuneration – Managing Director – Corporate Social Responsibility – Corporate Governance.

**UNIT-III: COMPANY SECRETARY:**

Company Secretary: Definition – Appointment – Duties – Liabilities – Company Secretary in Practice – Secretarial Audit.

**UNIT-IV: COMPANY MEETINGS:**

Meeting: Meaning – Requisites - Notice – Proxy - Agenda – Quorum – Resolutions – Minutes – Kinds – Shareholder Meetings - Statutory Meeting - Annual General Body Meeting – Extraordinary General Body Meeting – Board Meetings.

**UNIT-V: 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

**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 et al, Kalyani Publication.
- 4) Corporate Law: PPS Gogna, S Chand.
- 5) Company Law: Bagrial AK: Vikas Publishing House

Paper: BCO605  
PPW: 5Hrs

Max Marks: 80UE+20IA  
Exam Duration: 3Hrs

*Objective: to familiarizewith 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) – Small Industries Development Bank of India (SIDBI) – Infrastructure Development Finance Company Limited (IDFC) – ICICI.

**UNIT-III: FINANCIAL INSTITUTIONS: STATE LEVEL DEVELOPMENT BANKS:**

State Finance Corporations (SFCs): Objectives and Scope - Management – Financial Resources – Functions – Operations – Performance Appraisal and Problems.

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 - 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 Issus – Intermediaries

– Secondary Market – Characteristics and functions of Stock Exchanges – Listing of Securities – Types of Speculators - Stock Exchanges in India – SEBI – Powers and Functions – Primary and Secondary Market Guidelines .

**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.Punithavathy Pandian, Vikas Publishing House Pvt. Ltd.
5. Indian Financial System: Dr. S C Bihari, International Book House Pvt. Ltd.
6. Financial Institutions and Markets: L.M. Bhole, Tata McGraw Hill.
7. Indian Financial Systems: Pathak, Pearson Education.
8. Financial Markets: Clifford Gomez, Institutions and Financial Services, PHI.

Paper: BCO606

PPW: 4

Credits:4

Max. Marks: 50UE+30P+20IA

Exam Duration: 3 Hrs

**Objective:** *to become familiar with various business documents and acquire practical knowledge, which improve over all skill and talent.*

**UNIT-I: BASIC BUSINESS DOCUMENTS:**

Trade license under Shops and Establishments Act - Labor license from Department of labor - Partnership Deed - Pollution, Health licenses – Quotation - Invoice form and preparation - Computation of simple interest, compound interest and EMI - Way bill used during transport - Debit Note and Credit Note - Audit Report.

**UNIT-II: FINANCE, BANKING AND INSURANCE DOCUMENTS:**

Promissory Note - Bill of exchange – Cheque - Pay in slip - Withdrawal form - Account opening and Nomination form - Deposit form and Deposit Receipts - Loan application form - Insurance Proposal form and Insurance Policy - ATM Card Application form - Credit appraisal report - Insurance agency application procedure - ESI / PF membership form.

**UNIT-III: BUSINESS LEGAL DOCUMENTS:**

Memorandum of Association - Articles of Association - Certificate of Incorporation – Prospectus - Certificate of Commencement of Business - Annual Report – Chairman’s Speech - Model bye-laws of some society - Society/ Trust registration form - Complaint in a Consumer forum - Complaint under Right to Information Act.

**UNIT-IV: DOCUMENTS OF TAXATION:**

PAN application under Income Tax Act - TAN application under Income Tax Act - Form:16 to be issued by Employer - TDS and its certificate u/s15 - Income Tax payment challans and Refund Order - Income Tax Returns including TDS Return - Notices under Income Tax Act - Assessment Order - VAT/TOT Dealer-Application and License - Registration under Service Tax.

**UNIT-V: BUSINESS CHARTS:**

Elements of business - Forms of business organizations - Procedure of incorporation of companies - Classification of partners with salient features of each of them - International, National, State level and Regional entrepreneurs - Hierarchy of Banking business in India - Tax administration in India - Various taxes imposed in India - Export and import procedure - Purpose and powers of authorities like RBI, SEBI, IRDA, ROC.

**COMMERCE LAB FACILITIES:**

- i) Colleges are required to provide a commerce lab containing all the documents related to commerce and facilities as, computer, printer, OHP, LCD Projector with sufficient furniture.
- ii) Teachers should practically explain the documents and help in filling the same in the simulated environment.
- iii) Students are required to do the above personally and gain the knowledge of filling the above documents and the same are to be kept in a portfolio.
- iv) At the end of semester, the portfolios would be evaluated by the external examiner designated by the Controller of Examinations, Osmania University, from the panel submitted by the Board of Studies in Commerce. The Examiner would evaluate the portfolio for a maximum of 35 marks and conduct viva-voce examination for 15 marks. The award lists duly signed are to be sent the Controller of Examinations.

Paper: BCO607  
PPW: 5 Hrs (4L +1T)  
Credits:5

Max Marks: 80UE+20IA  
Exam Duration: 3hrs

**Objective:** *to understand basic components, different types of flows and important decisions under Supply Chain Management.*

**UNIT-I: INTRODUCTION:**

Supply Chain: Meaning - Dynamics - Logistics & Design – Overview - Parties Involved – Flows (Material Flow, Flow of Goods, Information Flow, Flow of Nominal Goods, Monetary Flow) –Supply Chain Management (SCM): Frame of Reference – Structure – Processes – Components - Outcomes - Goals - Service Level - Cost Minimization - Inventory Stock Management - Bottle Neck Operation Management - Variance Reduction - Lead Time Management - Supply Chain Strategy - Designing Supply Chain Network - Factors Influencing Network Design Decisions - Design of Channel of Distribution (Materials - Physical Distribution Management) - Functions of Distribution Channels - Objectives of Channel Design.

**UNIT-II: DEMAND MANAGEMENT AND CUSTOMER SERVICE:**

Demand Management: Meaning - Relationship between Customer Service and Demand Management - Nature of Forecasting - Basic Approaches to Forecasting - Collaborative Planning - Forecasting and Replenishment (CPFR) - Steps In CPFR.

Customer Service: Customer Service - Importance of Customer Service - Elements of Customer Service - Customer Service and Sales - Customer Service Audit.

**UNIT-III: LOCATION AND MANAGING INVENTORY:**

Location: Major Location Determinants - Single Vs. Multi Facility Location - Methods of Evaluating Location Alternatives.

Managing Inventory: Basics of Inventory - Importance of Inventory Management - Inventory Control Systems (Dependent and Independent Inventories) - Selective Inventory Control (ABC, XYZ, VED, FSN DHML Analysis).

**UNIT-IV: TRANSPORTATION STRATEGY, PURCHASE & SUPPLY CHAIN DECISIONS:**

Transportation: Role of Transportation in Supply Chain Management - Role of Transportation in Logistics - Characteristics of Transport Modes and Selection - Carrier Selection Decisions - Transport Documentation - Transport Management Systems - Transportation Services - Terminal and Line - Haul Services.

Purchase and Supply Chain Decisions: Sourcing Vs. Purchasing - Sourcing Decisions - Advantages and Disadvantages of Insourcing and Outsourcing – Procurement & its Objectives.

**UNIT-V: COORDINATION AND INFORMATION TECHNOLOGY IN SUPPLY CHAIN:**

Current Issues and Future Challenges in Supply Chain Coordination in Supply Chain – Bull Whip Effect/Whip Lash Effect - Impact of Lack of Coordination - Role of IT in Supply Chain Management - Logistic/Supply Chain Information Technologies (Bar Coding, EDI, XML, Data Management, Imaging, Artificial Intelligence RF Technology - Internet/Extranet, E Commerce) Computer Based Information Systems - EPR Systems - Current Issues and Future Challenges in the Supply Chain Management in India.

**SUGGESTED READINGS:**

1. Supply chain Management : K Sridhara Bhat , Himalaya Publication
2. Supply Chain Management: JanatShar, Pearson
3. Supply Chain Management: Sunil Chopra/ Peter Meindl/ DV Kalra, Pearson
4. Supply Chain Management: Text & Cases: VV Sople, Pearson.
5. Supply chain Management: Er Sachin Srivatsava, KalayaniPunlications
6. Supply Chain Management: Sinha, Tata Mc Graw Hill
7. Supply Chain Management: Altakar, PHI
8. Supply Chain Management for Competitive Advantage: Rangaraj, Tata MC Graw H

Paper: BCO608  
PPW: 5 Hrs (4L +1T)  
Credits:5

Max.Marks:80UE+ 20IA  
Exam Duration: 3hrs

**Objective:** *To understand the finer nuances of Retail marketing.*

**UNIT-I: INTRODUCTION:**

Retail Definitions - Retailing and Marketing - Importance of Retailing in an Economy – Retailer - Functions of a Retailer - Place of retailing in a distribution channel - Classification of Retailers - Types of Retailers based on Operational Structure - Non-Store Retailing - Service Retailing-formats of retailing.

**UNIT-II: RETAILING CONCEPTS:**

Meaning – Customers – Competition - Environmental Trends - Retail Mix – Place – Product – Price – Promotion - Theories of Retail change: Theory of Natural Section in Retailing (environmental theory), Cyclical Theories (wheel of retailing - retail accordion theory - retail life cycle theory) -Visual Merchandise - Factors influencing sales.

**UNIT-III: RETAIL MARKETING MIX:**

Meaning - Retail Product - Retail Pricing - Marketing Mix - Marketing Mix For Services - Target Markets - Retail Product - Break Down of the Retail Product (service, quality, merchandise, brand name, features and benefits, atmospherics) - Retail Pricing: Factors Affecting the Pricing Decisions, Setting Prices (Cost Oriented, Demand Oriented Pricing, Price Adjustments and Price Tactics).

**UNIT-IV: RETAIL PROMOTION AND 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) - Inventory (Merchandise Turnover - Book Inventory and Periodic Inventory - Perpetual Inventory - Physical Inventory).

**UNIT-V: RETAIL MARKET RESEARCH:**

Meaning – Application of Information Technology – 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) - Forecasting and Replenishment – CPFR - Essentials Requirements of an Information System - Enterprise Resource Planning (EPR) - Future trends in IT Applications in Retailing.

**SUGGESTED READINGS:**

1. Retail Management: Michael Levy, Barton Weitz, Ajay Pandit, Mc Graw 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: Pradhan, Tata Mc Graw Hill
6. Retail Management: Sahni&Parti, Kalyani Publishers
7. Retailing: Dr.A.Patricketal, Cengage Publications.