



**Mahatma Gandhi University**  
MEGHALAYA  
[www.mgu.edu.in](http://www.mgu.edu.in)

## **SYLLABUS MANUAL**

# **TRADITIONAL PROGRAMME**

**PROGRAMME CODE --- 317**  
**Bachelor of Commerce (BCOM)**

**YEAR I**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDITS</b>
BCOM11	Computer Applications In Business-1	5
BCOM12	Business Communication	5
BCOM13	Business Economics	5
BCOM14	Business Management	5
BCOM15	Business Accounting	6
BCOM16	Banking Theory & Practice	6
<b>TOTAL CREDITS</b>		<b>32</b>

**YEAR II**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDITS</b>
BCOM21	Business Laws	5
BCOM22	Business Statistics	5
BCOM23	Cost Accounting	5
BCOM24	Financial Accounting	5
BCOM25	Investment management	6
BCOM26	Human Resource Management	6
<b>TOTAL CREDITS</b>		<b>32</b>

**YEAR III**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDITS</b>
BCOM31	Advertising Management	7
BCOM32	International Marketing	7
BCOM33	Element of Financial Services	7
BCOM34	Computer Applications In Business	7
BCOM35	Company Accounts	7
<b>TOTAL CREDITS</b>		<b>35</b>

## Detailed Syllabus

### YEAR I

#### **BCOM11 --- Computer Applications In Business-I**

##### **Unit 1: Windows 2000**

1. Introduction to operating systems, the window operating system, advantages, history and versions, booting and shutdown, graphical user interface (GUI), components of the desktop, components of a window, online help, running programs, calculator, multitasking.
2. Concept of files and folders, operations on files and folders, create, cut, copy and paste, delete, rename, etc, windows explorer and my computer, recycle bin, my document folder, find command, windows accessories, notepad, wordpad.

##### **Unit 2: MS Word 2000**

1. Introduction, word user interface elements, creating new documents, basic editing, saving a document, retrieving a document, finding a document, printing a document, print preview, page orientation.
2. Viewing documents, page margins, indents, formatting techniques, font formatting, paragraph formatting, page setup, headers and footers, bullets and numbered list, borders and shading, find and replace, page break and page numbers.
3. Spelling and grammar checking, thesaurus, automation, documents, macros, tables, side-by-side and nested tables, formatting tables, drawing, word art.
4. Mail merge, graphics and charts.

##### **Unit 3: MS Excel 2000**

1. Introduction, excel user interface, starting with excel, working with cell and cell addresses, entering and editing data, finding and replacing data, selecting a range, moving, cutting, copying with paste, inserting and deleting cells, freezing cells, adding, deleting and copying worksheet within a workbook, renaming an worksheet.
2. Commonly used functions, using logical functions, cell formatting fonts, aligning, wrapping and rotating text, using borders, boxes and colors, centering a heading. Changing row/column height/width, linking data between worksheet, formatting a worksheet automatically, insert comments, clear contents in a cell.
3. Using print preview, preparing worksheet for the printer, selecting print area, choosing paper size, margin and orientation, centering a worksheet, using header and footer, inserting page breakers, creating list, sorting data.
4. Elements of excel charts, chart categories, create a chart, choosing chart type, edit chart axis, titles, labels, data series and legend. Adding a text box. Rotate text in a chart. Converting a chart on a web page, saving a chart.

#### **BCOM12 --- Business Communication**

##### **UNIT 1 COMMUNICATION: PROCESS, FUNCTIONS, CHANNELS AND BARRIERS**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Communication: Meaning and Process
  - 1.2.1 What is Communication?
  - 1.2.2 Characteristics of Communication
- 1.3 Functions of Communication

- 1.3.1 Importance of Internal Communication
- 1.3.2 Importance of External Communication
- 1.4 Types of Communication
- 1.5 Channels of Communication
- 1.6 Physical and Psychological Barriers to Communication
  - 1.6.1 Poor Expression
  - 1.6.2 Faulty Transmissions
  - 1.6.3 Indifference and Lack of Interest
  - 1.6.4 Noise
  - 1.6.5 Physical Factors
  - 1.6.6 People-Related Factors
- 1.7 Significance of Communication in Management

## **UNIT 2 ORAL COMMUNICATION**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Development of Oral Communication
  - 2.2.1 Skills in Oral Communication
  - 2.2.2 Significance of Oral Communication
- 2.3 Interpersonal Communication
- 2.4 Interviews
  - 2.4.1 Types of Interviews
  - 2.4.2 Defects in Interviews
- 2.5 Conversational Skills
  - 2.5.1 Telephonic Conversations
- 2.6 Public Speaking and Business Presentations
  - 2.6.1 Speeches: Nature and Structure
  - 2.6.2 Business Presentations: Role of Audio-Visual Aids and Computers
- 2.7 Oral Communication in Management

## **UNIT 3 WRITTEN COMMUNICATION**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Letter Writing
  - 3.2.1 Essentials of a Good Business Letter
- 3.3 Report Writing
  - 3.3.1 Types of Reports
  - 3.3.2 Essentials of Good Report Writing
  - 3.3.3 Self-Reports and Interview Reports
  - 3.3.4 Evaluation Reports and Problem Solution Reports
  - 3.3.5 Research Report: Analysis and Interpretation
  - 3.3.6 Committee Reports
  - 3.3.7 Annual Reports
- 3.4 Preparing a Résumé
  - 3.4.1 Purpose of a Résumé or CV
  - 3.4.2 Essential Components of a CV
- 3.5 Job Applications

## **UNIT 4 BUSINESS COMMUNICATION: STRUCTURES AND FORMATS**

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Essential Parts of an Official Document
- 4.3 Structures and Formats
- 4.4 Types of Official Documents

- 4.4.1 Tenders
- 4.4.2 Orders
- 4.4.3 Quotations
- 4.4.4 Memos and Circulars
- 4.4.5 Office Notes
- 4.4.6 Claim and Adjustment Letters
- 4.5 Inter-Office and Intra Office Communication
- 4.5.1 From the Purchase Department
- 4.5.2 Letters from Top Management
- 4.5.3 Reminders and Follow-Ups
- 4.6 Correspondence with External Organizations, Press Releases, Minutes and Notices
- 4.6.1 Correspondence with Banks
- 4.6.2 Press Releases
- 4.6.3 Minutes
- 4.6.4 Notices

## **UNIT 5 ART OF LISTENING**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Listening Skills: Significance, Importance and Process
- 5.2.1 Levels and Types of Listening
- 5.3 Barriers to Effective Listening
- 5.4 Non-Verbal Communication
- 5.4.1 Body Language
- 5.4.2 Postures and Gestures
- 5.4.3 Attire Creates the First Impression
- 5.4.4 Importance of Grooming
- 5.4.5 Power of a Handshake
- 5.4.6 Significance of Personal Space
- 5.4.7 Value of Time
- 5.4.8 Actions Speak Louder than Words
- 5.4.9 Potency of a Smile
- 5.4.10 Organizational Body Language
- 5.5 Role of Technology in Effective Communication
- 5.5.1 The Internet
- 5.5.2 Electronic Mail Messages
- 5.5.3 Videoconferencing
- 5.5.4 Using Cell Phones
- 5.5.5 Threats of Communicating through Computer Networks
- 5.5.6 Significance of Technology in Management

## **BCOM13 --- BUSINESS ECONOMICS**

### **UNIT 1 BUSINESS ECONOMICS**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Meaning and Definition of Business Economics
- 1.3 Scope of Business Economics
- 1.4 Role in Business Decisions
- 1.5 Economic Systems
- 1.5.1 Free Enterprise Economy

1.5.2 Government Controlled Economy

1.5.3 Mixed Economy

## **UNIT 2 DEMAND ANALYSIS**

2.0 Introduction

2.1 Unit Objectives

2.2 Utility Analysis of Consumer Demand

2.3 Indifference Curves

2.4 Consumer Equilibrium

2.5 Elasticity of Demand and Its Measurements

2.5.1 Price Elasticity of Demand

2.5.2 Point and Arc Elasticities of Demand

2.6 Durable and Non-Durable Goods

2.7 Derived and Autonomous Demand

2.8 Industry and Company Demand

2.9 Demand Forecasting Methods

2.9.1 Survey Methods

2.9.2 Statistical Methods

## **UNIT 3 COST ANALYSIS**

3.0 Introduction

3.1 Unit Objectives

3.2 Cost Concepts and Classification

3.2.1 Actual Cost and Opportunity Cost

3.2.2 Business Cost and Full Cost

3.2.3 Explicit and Implicit or Imputed Costs

3.2.4 Total, Average and Marginal Costs

3.2.5 Fixed and Variable Costs

3.2.6 Short-Run and Long-Run Costs

3.2.7 Private and Social Costs

3.3 Cost–output Relationship

3.3.1 Short-Run Cost–Output Relationship

3.3.2 Long-Run Cost–Output Relationship

3.4 Determination of Cost

3.5 Break-Even Analysis

3.5.1 Break-Even Analysis: Linear Cost and Revenue Function

3.5.2 Break-Even Analysis: Non-Linear Cost and Revenue Functions

3.5.3 Contribution Analysis

3.5.4 Profit Volume Ratio

3.5.5 Margin of Safety

3.5.6 Uses and Limitations of Break-Even Analysis

3.6 Cost Control and Cost Reduction

## **UNIT 4 PRICE DETERMINATION**

4.0 Introduction

4.1 Unit Objectives

4.2 Market: Definition and Classification

4.3 Price and Output Determination Under Perfect and Monopolistic Conditions

4.3.1 Price and Output Determination Under Perfect Competition

4.3.2 Price and Output Determination Under Monopolistic Competition

## **UNIT 5 CAPITAL BUDGETING**

5.0 Introduction

5.1 Unit Objectives

5.2 Meaning of Capital Budgeting

- 5.3 Capital Expenditure Budgeting
- 5.4 Demand for Capital Resource Allocation
  - 5.4.1 Sources of Capital
  - 5.4.2 Cost of Capital: Concept and Measurement
- 5.5 Investment Criteria and Decisions
- 5.6 Methods of Making Investment Decisions
  - 5.6.1 Payback Period Method
  - 5.6.2 Net Present Value Method
  - 5.6.3 Internal Rate of Return (IRR) Criterion

## **BCOM14 --- Business Management**

### **UNIT 1 MANAGEMENT**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Significance and Meaning of Management
  - 1.2.1 Management Defined
- 1.3 Nature of Management
  - 1.3.1 Scope of Management; 1.3.2 Need for Management
  - 1.3.3 Management and Administration
- 1.4 Management: A Science, An Art or a Profession?
- 1.5 Functions of Management
  - 1.5.1 Managerial Functions
- 1.6 Managerial Hierarchy
- 1.7 Management Skills
  - 1.7.1 Managerial Responsibilities
- 1.8 Social Responsibility
  - 1.8.1 Arguments for and Against Corporate Social Responsibility
  - 1.8.2 Spectrum of Social Issues; 1.8.3 Social Responsiveness
  - 1.8.4 Planning for Social Issues
  - 1.8.5 Managerial and Business Ethics
  - 1.8.6 The Code of Ethics
- 1.9 Universality of Management
- 1.10 Management by Objectives
  - 1.10.1 Management by Exception

### **UNIT 2 PLANNING**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Objectives, Methods and Procedures
  - 2.2.1 Importance of Planning
  - 2.2.2 Advantages and Disadvantages of Planning
  - 2.2.3 Principles of Effective Planning
  - 2.2.4 Types of Plans
  - 2.2.5 Levels of Planning
- 2.3 Planning and Forecasting
- 2.4 Essential Elements of the Forecasting Process
- 2.5 Importance of Forecasting
- 2.6 Forecasting Techniques
- 2.7 Formulation of Policies and Strategies

### **UNIT 3 ORGANIZATION**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Meaning
- 3.3 Formal and Informal Organizations
- 3.4 Determinants of Organizational Structure
- 3.5 Types of Organizational Structures
- 3.6 Basis of Organizing
- 3.7 Importance of Organizing
- 3.8 Guidelines for Effective Organization
- 3.9 Bureaucracy
- 3.10 Steps in Organizational Structure
- 3.11 Benefits of a Good Organization
- 3.12 Mechanistic and Organic Structures
- 3.13 Centralization and Decentralization
- 3.14 Authority and Responsibility
- 3.15 Delegation of Authority
- 3.15.1 Delegation
- 3.16 Span of Management
- 3.16.1 Span of Control and Levels of Organization
- 3.16.2 Factors Affecting Span of Control
- 3.16.3 Limitations of Span of Management

#### **UNIT 4 DECISION-MAKING**

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Decision-Making Process
- 4.2.1 Managerial Decision-Making
- 4.2.2 Defining a Problem
- 4.2.3 Factors Affecting Decision-Making
- 4.2.4 Steps in Decision-Making
- 4.2.5 Rational Decision-Making
- 4.3 Decision-Making Under Certainty
- 4.4 Decision-Making Under Uncertainty
- 4.4.1 Decision Trees
- 4.4.2 Creativity
- 4.5 Decision-Making Under Risk

#### **UNIT 5 COORDINATION**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Meaning and Definition of Coordination
- 5.3 Characteristics of Coordination
- 5.3.1 Need for Coordination
- 5.4 Types of Coordination
- 5.4.1 Internal and External Coordination
- 5.4.2 Vertical and Horizontal Coordination
- 5.4.3 Procedural and Substantive Coordination
- 5.5 Principles of Coordination
- 5.5.1 Independence and Coordination
- 5.5.2 Approaches for Achieving Effective Coordination
- 5.6 Techniques of Coordination

#### **UNIT 6 CONTROLLING**

- 6.0 Introduction



- 6.1 Unit Objectives
- 6.2 Controlling
- 6.3 The Basic Control Process
- 6.4 Feed-Forward Control and Feedback Control
- 6.5 Requirements of Effective Controls
- 6.6 Control Techniques: Budgetary, Traditional and Non-Budgetary Control Devices
  - 6.6.1 Traditional Control Techniques
  - 6.6.2 Modern Control Techniques

#### **UNIT 7 DIRECTING PROCESS AND TECHNIQUES**

- 7.0 Introduction
- 7.1 Unit Objectives
- 7.2 Directing Function
- 7.3 Principles of Direction
- 7.4 Communication: Importance and Process
  - 7.4.1 Interpersonal Communication
  - 7.4.2 Intrapersonal Communication
  - 7.4.3 Process of Communication
  - 7.4.4 Communication in Organization
- 7.5 Barriers to Communication
  - 7.5.1 Overcoming Communication Barriers
- 7.6 Motivation
  - 7.6.1 Understanding Motivation
  - 7.6.2 Historical Development
- 7.7 Types of Motivation
- 7.8 Models of Motivation
  - 7.8.1 Maslow's Needs Hierarchy Model
  - 7.8.2 McGregor's Participation Model
  - 7.8.3 Herzberg's Model
  - 7.8.4 Vroom's Expectancy Model
  - 7.8.5 Alderfer's and McClelland's Models

#### **UNIT 8 LEADING**

- 8.0 Introduction
- 8.1 Unit Objectives
- 8.2 Defining Leadership
- 8.3 Ingredients of Leadership
- 8.4 The Trait Approach to Leadership
- 8.5 The Behavioural Approach to Leadership
- 8.6 Types of Leadership

#### **UNIT 9 QUALITY MANAGEMENT**

- 9.0 Introduction
- 9.1 Unit Objectives
- 9.2 Conventional vs Modern Management
  - 9.2.1 Management by Restructuring
  - 9.2.2 Re-Engineering
  - 9.2.3 Benchmarking
  - 9.2.4 Management by Wandering
  - 9.2.5 Managing for Excellence
- 9.3 Definition and Concept of Quality
- 9.4 Concept of Total Quality
- 9.5 Definition and Principles of Total Quality
  - 9.5.1 Definitions of TQM

- 9.5.2 Principles of TQM
- 9.6 Role of Senior Management and Leadership in TQM
- 9.7 Role and Functioning of Quality Council
  - 9.7.1 Elements of a Quality Council
- 9.8 ISO and the Bureau of Indian Standards
  - 9.8.1 Outline and Applicability of ISO-9000 QMS
  - 9.8.2 Reasons for Adopting ISO-9000 System
  - 9.8.3 Certification of ISO-9000 System

## **CASE STUDIES**

### **BCOM15 --- Business Accounting**

#### **UNIT 1 INTRODUCTION TO ACCOUNTING**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Accounting—A Financial Information System
- 1.3 Accounting Principles
- 1.4 Accounting Concepts
- 1.5 Accounting Conventions
- 1.6 Systems of Bookkeeping
- 1.7 Accounting Systems

#### **UNIT 2 JOURNAL**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Journal
- 2.3 Rules of Debit and Credit
- 2.4 Compound Journal Entry
- 2.5 Opening Entry

#### **UNIT 3 LEDGER POSTING AND TRIAL BALANCE**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Ledger
- 3.3 Posting
- 3.4 Relationship between Journal and Ledger
- 3.5 Rules Regarding Posting
- 3.6 Trial Balance
- 3.7 Voucher System

#### **UNIT 4 BANK RECONCILIATION**

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Need for Bank Reconciliation Statement
- 4.3 Meaning and Objective of Bank Reconciliation Statement
- 4.4 Importance of Bank Reconciliation Statement
- 4.5 Technique of Preparing Bank Reconciliation Statement

#### **UNIT 5 ACCOUNTING CONCEPT OF INCOME**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Concept of Income
- 5.3 Realization Principle and Income Measurement

#### **UNIT 6 PREPARATION OF FINAL ACCOUNTS OF SOLE TRADER**

- 6.0 Introduction

- 6.1 Unit Objectives
- 6.2 Trading and Profit and Loss Accounts
- 6.3 Manufacturing Account
- 6.4 Balance Sheet
- 6.5 Adjustment Entries
- 6.6 Worksheet

#### **UNIT 7 METHODS OF DEPRECIATION**

- 7.0 Introduction
- 7.1 Unit Objectives
- 7.2 Depreciation Accounting
  - 7.2.1 Equities
  - 7.2.2 Assets
  - 7.2.3 Concept of Depreciation
  - 7.2.4 Causes of Depreciation
  - 7.2.5 Basic Features of Depreciation
  - 7.2.6 Depreciation, Depletion, Amortization and Dilapidations
  - 7.2.7 Meaning of Depreciation Accounting
  - 7.2.8 Objectives of Providing Depreciation
  - 7.2.9 Fixation of Depreciation Amount
  - 7.2.10 Methods of Recording Depreciation
  - 7.2.11 Methods for Providing Depreciation
  - 7.2.12 Depreciation of Different Assets
  - 7.2.13 Depreciation on Replacement Cost
  - 7.2.14 Depreciation Policy
  - 7.2.15 Accounting Standard 6 (Revised)—Depreciation Accounting

#### **UNIT 8 BILL TRANSACTIONS IN BUSINESS**

- 8.0 Introduction
- 8.1 Unit Objectives
- 8.2 Promissory Note—Definition
- 8.3 Bill of Exchange
- 8.4 Accounting Entries Regarding Bills of Exchange and Promissory Notes
- 8.5 Accommodation Bills
- 8.6 Bills Receivables and Payable Books

#### **UNIT 9 CONSIGNMENT ACCOUNTS**

- 9.0 Introduction
- 9.1 Unit Objectives
- 9.2 Consignment Accounts—Meaning
- 9.3 Accounting Records
- 9.4 Valuation of Unsold Stock
- 9.5 Books of the Consignee

#### **UNIT 10 JOINT VENTURE ACCOUNTS**

- 10.0 Introduction
- 10.1 Unit Objectives
- 10.2 Meaning of Joint Venture
- 10.3 Joint Venture and Partnership

### **BCOM16 --- Banking Theory & Practice**

#### **UNIT 1 COMMERCIAL BANKING**

- 1.0 Introduction
- 1.1 Unit Objectives

## 1.2 Functions of Commercial Banks: Primary and Secondary

### 1.2.1 Primary Functions of Commercial Banks

### 1.2.2 Secondary Functions of Commercial Banks

## 1.3 Creation of Credit

### 1.3.1 Limitations on the Creation of Credit

## 1.4 Investment Policy of Commercial Banks

## 1.5 Sources and Employment of Funds

## **UNIT 2 MONEY MARKET**

### 2.0 Introduction

#### 2.1 Unit Objectives

#### 2.2 Items Dealt with in a Money Market

#### 2.3 Components of a Money Market

#### 2.4 Importance of Money Market

#### 2.5 Features of a Money Market

#### 2.6 The Indian Money Market

#### 2.7 Indian Banking System

#### 2.8 Apex Banks

##### 2.8.1 IDBI; 2.8.2 NABARD

##### 2.8.3 EXIM BANK; 2.8.4 IRBI

##### 2.8.5 SIDBI; 2.8.6 NHB

#### 2.9 Investment Institutions

##### 2.9.1 LIC

##### 2.9.2 GIC

##### 2.9.3 UTI

#### 2.10 Credit Guarantee Institutions

##### 2.10.1 DICGC

##### 2.10.2 ECGC

#### 2.11 Money Market Institutions

##### 2.11.1 DFHI

#### 2.12 Reserve Bank of India

##### 2.12.1 Functions of the RBI

##### 2.12.2 Role of RBI as Central Bank

## **UNIT 3 BANKING REGULATION ACT, 1949**

### 3.0 Introduction

#### 3.1 Unit Objectives

#### 3.2 Banking Regulation Act, 1949

#### 3.3 Provisions on Capital Liquidity

#### 3.4 Powers Assigned to the Reserve Bank of India

##### 3.4.1 Banking Laws (Amendment) Act, 1968

#### 3.5 Nationalization of Banks in India and its Objectives

#### 3.6 Banking Sector Reforms and Post-Reform Position of Indian Banking

#### 3.7 Licensing Policy for New Banks

#### 3.8 Classification of Bank Assets

#### 3.9 Income Recognition

#### 3.10 Management of NPA

#### 3.11 Ombudsman for Banks

## **UNIT 4 INNOVATIONS IN BANKING SERVICE**

### 4.0 Introduction

#### 4.1 Unit Objectives

#### 4.2 Innovative Banking

#### 4.3 Social Banking

- 4.4 Lead Bank Scheme
- 4.4.1 Offshore Banking
- 4.5 Village Adoption Scheme
- 4.6 Differential Interest Rate Scheme
- 4.7 Hi-Tech Banking
- 4.8 Financial Services
- 4.9 Venture Capital Financing
- 4.10 Housing Finance
- 4.11 Hire Purchase

#### **UNIT 5 FOREIGN EXCHANGE**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Foreign Exchange Market
- 5.3 Rate of Exchange
- 5.3.1 Mint Par Theory; 5.3.2 PPP Theory
- 5.3.3 Balance of Payments Theory
- 5.4 Exchange Rate Mechanisms

#### **UNIT 6 BANKER AND CUSTOMER**

- 6.0 Introduction
- 6.1 Unit Objectives
- 6.2 The Banker
- 6.3 The Customer
- 6.4 General Relationship between Banker and Customer
- 6.5 Special Features of the Banker–Customer Relationship
- 6.6 Rights of a Customer to Charge a Bank under the Consumer Protection Act
- 6.6.1 Deficiency of Services and Consumer Protection

#### **UNIT 7 OPENING AND OPERATION OF ACCOUNTS**

- 7.0 Introduction
- 7.1 Unit Objectives
- 7.2 Opening an Account
- 7.3 Savings Bank Accounts
- 7.3.1 Rules and Regulations
- 7.3.2 Features of SB Accounts
- 7.4 Fixed Deposit Account
- 7.4.1 Features of Fixed Deposit Accounts
- 7.5 Current Accounts
- 7.6 NRI Accounts
- 7.6.1 Features of NRI Accounts
- 7.7 Procedure for Closing an Account
- 7.8 Accounts for Various Types of Customers
- 7.8.1 Minors
- 7.8.2 Married Women
- 7.8.3 Agents
- 7.9 Joint Accounts
- 7.9.1 Partnership Firms
- 7.9.2 Joint Stock Companies
- 7.9.3 Trustees
- 7.9.4 Clubs and Charitable Societies
- 7.10 Remittances
- 7.10.1 Demand Draft

## **UNIT 8 CHEQUES**

- 8.0 Introduction
- 8.1 Unit Objectives
- 8.2 Requisites of a Valid Cheque
  - 8.2.1 MICR Cheques
- 8.3 Crossing of Cheques
- 8.4 Endorsements
- 8.5 Holder and Holder in Due Course
- 8.6 Payment of Cheques
- 8.7 Collection of Cheques
  - 8.7.1 Duties of the Collecting Banker to the Customer
- 8.8 Dishonour of Cheques
  - 8.8.1 Wrongful Dishonour and Effects
  - 8.8.2 Dishonour due to Paucity of Funds
  - 8.8.3 Remedies to the Drawee

## **UNIT 9 BANK PASS BOOK**

- 9.0 Introduction
- 9.1 Unit Objectives
- 9.2 Pass Book and its Legal Effects
- 9.3 Rectifying Wrong Entries
- 9.4 Loss of Pass Book and Issue of Duplicate

## **UNIT 10 LOANS AND ADVANCES**

- 10.0 Introduction
- 10.1 Unit Objectives
- 10.2 Principles of Granting Loans
- 10.3 Secured Loans and Selection of Securities
  - 10.3.1 Banker's Lien
  - 10.3.2 Pledge
  - 10.3.3 Mortgage
  - 10.3.4 Classification of Mortgages
  - 10.3.5 Hypothecation: Mortgage of Movable
- 10.4 Types of Securities
- 10.5 Unsecured Loans
- 10.6 Consortium Advance

## **YEAR II**

### **BCOM21 --- Business Laws**

#### **UNIT 1 LAW OF CONTRACTS**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Definition of Contracts
- 1.3 Essentials of a Valid Contract
- 1.4 Kinds of Contracts
  - 1.4.1 Kinds of Contracts from the Point of View of Enforceability
  - 1.4.2 Kinds of Contracts from the Point of View of Mode of Creation
  - 1.4.3 Kinds of Contracts from the Point of View of the Extent of Execution
  - 1.4.4 Wagering and Contingent Contracts
- 1.5 Offer and Acceptance

- 1.5.1 Revocation
- 1.5.2 The Acceptance
- 1.5.3 Communication Consideration
- 1.6 Doctrine of Privity
- 1.7 Capacity to Contract
- 1.8 Consent
- 1.8.1 Coercion
- 1.8.2 Undue Influence
- 1.8.3 Misrepresentation
- 1.8.4 Fraud
- 1.8.5 Mistake Performance
- 1.9 Discharge of Contract
- 1.10 Breach of Contract
- 1.10.1 Remedies for Breach of Contract

## **UNIT 2 INDEMNITY AND GUARANTEE**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Contracts of Indemnity
- 2.3 Rights of Indemnity-Holder when Sued
- 2.3.1 Time of Commencement of the Indemnifier's Liability
- 2.4 Contracts of Guarantee
- 2.4.1 Consideration for Guarantee
- 2.4.2 Distinction between a Contract of Indemnity and a Contract of Guarantee
- 2.5 Nature and Extent of Surety's Liability
- 2.5.1 Continuing Guarantee
- 2.5.2 Revocation of Continuing Guarantee
- 2.6 Rights of Surety
- 2.7 Discharge of Surety

## **UNIT 3 BAILMENT AND PLEDGE**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Duties of Bailee and Bailor
- 3.3 Bailee's Lien
- 3.4 Pledge
- 3.5 Mortgage

## **UNIT 4 AGENCY**

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Contract of Agency
- 4.3 Mercantile Agents
- 4.4 Extent of Agent's Authority
- 4.5 Delegation of Authority
- 4.6 Personal Liability of Agent
- 4.6.1 Liability of Principal
- 4.6.2 To Third Parties
- 4.7 Termination of Agency

## **UNIT 5 SALE OF GOODS ACT**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Contract of Sale and Agreement to Sell
- 5.3 Conditions and Warranties

- 5.4 Transfer of Property
- 5.5 Title to Goods
- 5.6 Rights and Duties of Seller and Buyer
- 5.7 Rights of Unpaid Seller

#### **UNIT 6 COMPANY ADMINISTRATION**

- 6.0 Introduction
- 6.1 Unit Objectives
- 6.2 Definition of Company
- 6.3 Characteristics of Company
- 6.4 Company Promotion
- 6.5 Memorandum
- 6.6 Articles
- 6.7 Prospectus
- 6.8 Membership in a Company
  - 6.8.1 Defining a Member
  - 6.8.2 Modes of Acquiring a Membership
  - 6.8.3 Termination of Membership
  - 6.8.4 Rights of Members
  - 6.8.5 Liabilities of Members

#### **UNIT 7 MANAGEMENT OF A COMPANY**

- 7.0 Introduction
- 7.1 Unit Objectives
- 7.2 Directors
- 7.3 Appointment of Directors
- 7.4 Rights of Directors
- 7.5 Duties of Directors
- 7.6 Liabilities of Directors
- 7.7 Vacation of Office
- 7.8 Removal of Directors

#### **UNIT 8 COMPANY MEETING**

- 8.0 Introduction
- 8.1 Unit Objectives
- 8.2 Types of Company Meetings
- 8.3 Requisites of a Valid Meeting
- 8.4 Voting
- 8.5 Resolutions
- 8.6 Minutes
- 8.7 Winding Up of Joint Stock Companies
- 8.8 Modes of Winding Up
  - 8.8.1 Winding Up by the Court (Sec. 433)
  - 8.8.2 Jurisdiction to Wind Up
  - 8.8.3 Commencement of the Winding Up
  - 8.8.4 Consequences of the Winding Up Order
  - 8.8.5 Official Liquidator; 8.8.6 Powers of the Court after Winding Up Order
  - 8.8.7 Voluntary Winding Up
  - 8.8.8 Voluntary Winding Up under Supervision of the Court

#### **UNIT 9 CONSUMER PROTECTION ACT**

- 9.0 Introduction
- 9.1 Unit Objectives
- 9.2 Definition of Consumer
  - 9.2.1 Who can File a Complaint



9.2.2 Grounds on which a Complaint can be Made

9.3 Consumer Protection Councils

9.4 Consumer Dispute Redressal Agencies

9.5 District Forum

9.6 State Commission

9.7 National Commission

9.8 Powers of the Consumer Forums

### **UNIT 10 POLLUTION CONTROL ACT**

10.0 Introduction

10.1 Unit Objectives

10.2 Water Pollution

10.2.1 Concept and Definition of Water Pollution

10.2.2 Water Pollution (Prevention and Control of Pollution) Act, 1974

10.3 Air Pollution

10.3.1 Concept and Definition of Air Pollution

10.3.2 Measures to Control Air Pollution

10.4 Noise Pollution

10.4.1 Concept and Definition of Noise Pollution

10.4.2 Noise Pollution (Regulation and Control) Rules, 2009

## **BCOM22 --- Business Statistics**

### **UNIT 1 INFORMATION AND DATA SOURCES**

1.0 Introduction

1.1 Unit Objectives

1.2 What Is Data?

1.2.1 Sources of Data

1.2.2 Methods of Collecting Primary and Secondary Data

1.3 Classification of Data

1.3.1 Why Is Data Classified?

1.3.2 Functions, Rules and Basis of Classification

1.3.3 Types of Classification

1.4 Formation of Frequency

1.4.1 Frequency Distribution

1.4.2 Cumulative Frequency Distribution

1.4.3 Preparing a Frequency Distribution Table

1.5 Role of Tabulation

1.5.1 Meaning, Importance, Parts and Requisites of Good Table

1.5.2 Types of Tables

1.5.3 Advantages of Tabulation of Data

1.6 Presentation of Data

1.6.1 Significance of Diagrams and Graphs

1.6.2 Difference between Diagrams and Graphs

1.6.3 Diagrams

1.6.4 Graphs

### **UNIT 2 MEASURES OF CENTRAL TENDENCY AND DISPERSION**

2.0 Introduction

2.1 Unit Objectives

2.2 Measures of Central Tendency: Meaning and Objectives

2.2.1 Measures of Central Tendency

2.2.2 Descriptive Statistics

- 2.2.3 Arithmetic Mean
- 2.2.4 Median
- 2.2.5 Mode
- 2.2.6 Geometric Mean
- 2.2.7 Harmonic Mean
- 2.2.8 Applications of Various Measures of Central Tendency
- 2.3 Measures of Variation
  - 2.3.1 Range
  - 2.3.2 Quartile Deviation (QD)
  - 2.3.3 Mean Deviation (MD)
  - 2.3.4 Standard Deviation
  - 2.3.5 Variance and Coefficient of Variation
  - 2.3.6 Skewness
- 2.4 Solved Examples

### **UNIT 3 CORRELATION AND REGRESSION**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Correlation: Meaning and Types
  - 3.2.1 Types of Correlation
  - 3.2.2 Coefficient of Determination
  - 3.2.3 Interpreting  $r^2$
  - 3.2.4 Properties of Coefficient of Correlation
  - 3.2.5 Probable Error of the Coefficient of Correlation
  - 3.2.6 Rank Correlation
  - 3.2.7 Some Other Measures
- 3.3 Regression
  - 3.3.1 Simple Linear Regression Model
  - 3.3.2 Coefficient of Regression
  - 3.3.3 Lines of Regression
  - 3.3.4 Checking the Accuracy of Equation
  - 3.3.5 Standard Error of Estimate
- 3.4 Methods of Studying Correlation and Regression
  - 3.4.1 Scatter Diagram Method
  - 3.4.2 Least Square Method
  - 3.4.3 Graphic and Direct Method
- 3.5 Precautions and Limitations of Regression and Correlation Analyses

### **UNIT 4 INDEX NUMBERS AND TIME SERIES**

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Index Numbers
- 4.3 Time Series
  - 4.3.1 Business Forecasting and Limitations
  - 4.3.2 Calculating Growth in Time Series
- 4.4 Solved Examples

## **BCOM23 --- Cost Accounting**

### **UNIT 1 INTRODUCTION TO COST ACCOUNTING**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Financial Accounting, Cost Accounting and Management Accounting

1.3 Advantages of Cost Accounting

1.4 Installation of Cost Accounting

## **UNIT 2 ANALYSIS OF TOTAL COST**

2.0 Introduction

2.1 Unit Objectives

2.2 Elements of Cost

2.3 Purchase Procedure

2.4 Stock Levels

2.4.1 Economic Order Quantity

2.5 Issue of Materials and Pricing of Issues

2.6 Storage Control

2.7 Perpetual Inventory and Periodic Inventory

2.8 ABC Analysis

2.9 Labour: Methods of Remuneration

2.9.1 Time Rate System

2.9.2 Piece Rate System

2.9.3 Premium Bonus Schemes

2.9.4 Labour Co-Partnership

## **UNIT 3 OVERHEAD COSTS**

3.0 Introduction

3.1 Unit Objectives

3.2 Departmentalization

3.3 Re-Appportionment

3.4 Absorption

3.5 Under-Absorption and Over-Absorption of Overheads

## **UNIT 4 COST LEDGER ACCOUNTING**

4.0 Introduction

4.1 Unit Objectives

4.2 Cost Ledgers: Non-Integrated Accounts

4.2.1 Control Accounts

4.3 Links Between Financial and Cost Books

4.4 Cost Ledgers: Integral Accounts

## **UNIT 5 METHODS OF COSTING**

5.0 Introduction

5.1 Unit Objectives

5.2 Single or Output Costing

5.2.1 Preparation of Cost Sheet

5.3 Operating Costing

5.4 Job Costing

5.4.1 Characteristics of Job Costing; 5.4.2 Batch Costing;

5.4.3 Economic Batch Quantity

## **UNIT 6 PROCESS COSTING**

6.0 Introduction

6.1 Unit Objectives

6.2 Introduction and General Principles

6.2.1 Process Accounts

6.3 Difference Between Process Costing and Job Costing

6.4 Process Loss

6.5 Scrap and Wastage

6.6 Joint Product

6.7 By-Product

## **UNIT 7 BUDGETING AND BUDGETARY CONTROL**

- 7.0 Introduction
- 7.1 Unit Objectives
- 7.2 Definition of Budget and Budgetary Control
  - 7.2.1 Budget
  - 7.2.2 Budgetary Control
- 7.3 Principal Budget Factor
- 7.4 Preparation of Budgets
  - 7.4.1 Functional Budgets
  - 7.4.2 Master Budget
  - 7.4.3 Flexible Budget
- 7.5 Operation of Budgetary Control
  - 7.5.1 Objectives of Budgetary Control
  - 7.5.2 Advantages of Budgetary Control
  - 7.5.3 Limitations of Budgetary Control
  - 7.5.4 Essentials of Effective Budgetary Control

## **UNIT 8 STANDARD COSTING**

- 8.0 Introduction
- 8.1 Unit Objectives
- 8.2 Definition of Standard Cost and Standard Costing
- 8.3 Standard Hour
- 8.4 Establishment of Standards
- 8.5 Analysis of Variances
- 8.6 Variances for Each Element of Cost
  - 8.6.1 Material Variances
  - 8.6.2 Labour Variances
  - 8.6.3 Overhead and Sales Variances

## **UNIT 9 MARGINAL COSTING**

- 9.0 Introduction
- 9.1 Unit Objectives
- 9.2 Concept of Marginal Cost
- 9.3 Absorption Costing vs Marginal Costing
- 9.4 Preparation of Marginal Cost Statement
- 9.5 Cost-Volume-Profit Analysis
  - 9.5.1 Break-Even Analysis
  - 9.5.2 Profit-Volume Ratio
  - 9.5.3 Methods of Break-Even Analysis
- 9.6 Margin of Safety
- 9.7 Preparation of Break-Even Charts

## **BCOM24 --- Financial Accounting**

### **UNIT 1 INTRODUCTION TO ACCOUNTING**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Need for Accounting
- 1.3 Development of Accounting
- 1.4 Definition and Functions of Accounting
- 1.5 Bookkeeping and Accounting

1.6 Nature of Accounting: Is Accounting a Science or an Art?

1.7 End-Users of Accounting Information

## **UNIT 2 IMPORTANCE OF ACCOUNTING AND ITS TYPES**

2.0 Introduction

2.1 Unit Objectives

2.2 Accounting and Other Disciplines

2.3 The Role of an Accountant

2.4 Branches of Accounting

2.5 Difference between Management Accounting and Financial Accounting

2.6 Importance of Accounting

## **UNIT 3 ACCOUNTING EQUATION, CONCEPTS AND CONVENTIONS**

3.0 Introduction

3.1 Unit Objectives

3.2 Meaning of Accounting Principles

3.3 Accounting Concepts

3.4 Accounting Conventions

3.5 Indian Accounting Standards

3.5.1 Preface to the Statements of Accounting Standards (Revised 2004)

3.6 Systems of Bookkeeping

3.7 Systems of Accounting

## **UNIT 4 REVIEW OF ACCOUNTING CYCLE: JOURNAL**

4.0 Introduction

4.1 Unit Objectives

4.2 Journal

4.3 Rules of Debit and Credit

4.4 Compound Journal Entry

4.5 Opening Entry

## **UNIT 5 SUBDIVISION OF JOURNAL**

5.0 Introduction

5.1 Unit Objectives

5.2 Subdivision of Journal

5.2.1 General Journal

5.2.2 Special Journal

5.3 Cash Journal

5.4 Petty Cash Book

5.5 Purchases Journal

5.6 Sales Journal

5.7 Sales Returns Journal

5.8 Purchases Returns Journal

## **UNIT 6 REVIEW OF ACCOUNTING CYCLE: LEDGER POSTING AND TRIAL BALANCE**

6.0 Introduction

6.1 Unit Objectives

6.2 Ledger

6.3 Posting

6.4 Relationship between Journal and Ledger

6.5 Rules Regarding Posting

6.6 Trial Balance

6.7 Voucher System

## **UNIT 7 REVIEW OF ACCOUNTING CYCLE: BANK RECONCILIATION STATEMENT**

7.0 Introduction

7.1 Unit Objectives

- 7.2 Need for Bank Reconciliation Statement
- 7.3 Meaning and Objective of Bank Reconciliation Statement
- 7.4 Importance of Bank Reconciliation Statement
- 7.5 Technique of Preparing Bank Reconciliation Statement

#### **UNIT 8 PREPARATION OF FINAL ACCOUNTS OF SOLE TRADERS**

- 8.0 Introduction
- 8.1 Unit Objectives
- 8.2 Trading and Profit and Loss Accounts
  - 8.2.1 Trading Account
  - 8.2.2 Profit and Loss Account
- 8.3 Manufacturing Account
- 8.4 Balance Sheet
- 8.5 Adjustment Entries
- 8.6 Worksheet

#### **UNIT 9 COMPANY FINANCIAL STATEMENTS**

- 9.0 Introduction
- 9.1 Unit Objectives
- 9.2 Meaning and Types of Financial Statements
- 9.3 Nature of Financial Statements
- 9.4 Limitations of Financial Statements
- 9.5 Preparation of Company Financial Statements
- 9.6 Profit and Loss Account
- 9.7 Balance Sheet

#### **UNIT 10 DEPRECIATION ACCOUNTING**

- 10.0 Introduction
- 10.1 Unit Objectives
- 10.2 Depreciation Accounting
  - 10.2.1 Equities; 10.2.2 Assets; 10.2.3 Concept of Depreciation
  - 10.2.4 Causes of Depreciation; 10.2.5 Basic Features of Depreciation
  - 10.2.6 Depreciation, Depletion, Amortization and Dilapidations
  - 10.2.7 Meaning of Depreciation Accounting; 10.2.8 Objectives of Providing Depreciation
  - 10.2.9 Fixation of Depreciation Amount; 10.2.10 Methods of Recording Depreciation
  - 10.2.11 Methods for Providing Depreciation; 10.2.12 Depreciation of Different Assets
  - 10.2.13 Depreciation on Replacement Cost; 10.2.14 Depreciation Policy
  - 10.2.15 Accounting Standard 6 (Revised): Depreciation Accounting

#### **UNIT 11 RECEIPT AND PAYMENT ACCOUNTS AND INCOME AND EXPENDITURE ACCOUNTS**

- 11.0 Introduction
- 11.1 Unit Objectives
- 11.2 Receipts and Payments Account
- 11.3 Income and Expenditure Account
- 11.4 Balance Sheet
- 11.5 Items Peculiar to Non-trading Organizations

### **BCOM25 --- Investment Management**

#### **UNIT 1 NATURE AND SCOPE OF INVESTMENT MANAGEMENT**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Investment
- 1.3 Speculation

- 1.4 Gambling and Investment
- 1.5 Investment Objectives
- 1.6 The Investment Process
- 1.7 Investment Policy
- 1.8 Security Analysis
- 1.9 Valuation
- 1.10 Construction of Portfolio
- 1.11 Evaluation
- 1.12 Securities
- 1.13 Equity Shares
- 1.14 Sweat Equity
- 1.15 Non-voting Shares
- 1.16 Right Shares
- 1.17 Bonus Shares
- 1.18 Preference Stock
- 1.19 Debentures
- 1.19.1 Characteristic Features of Debentures
- 1.19.2 Types of Debentures
- 1.20 Bonds
- 1.21 Warrants
- 1.22 Investment Information

## **UNIT 2 ALTERNATIVE FORMS OF INVESTMENT**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Type Government Securities
- 2.3 Life Insurance: Kinds of Policies
- 2.4 Procedure for Taking a Policy
- 2.5 Investment in Units
- 2.5.1 Objective of Investment in Different Tax Benefit Schemes
- 2.5.2 Provident Funds, National Savings Scheme
- 2.5.3 Post Office Saving Schemes
- 2.5.4 Investment in Land
- 2.5.5 Gold, Silver, Diamonds
- 2.5.6 Stamps Antiques and Art

## **UNIT 3 INVESTMENT AND TAXATION**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Capital Gain Taxation
- 3.3 Corporate Dividend Taxation
- 3.3.1 Sec. 2(22)(a): Distribution Entailing Release
- 3.3.2 Sec. 2(22)(b): Distribution by way of Debenture
- 3.3.3 Sec. 2(22)(c): Distribution to Shareholders on Liquidation
- 3.3.4 Sec. 2(22)(d): Distribution on Reduction of Capital
- 3.3.5 Sec. 2(22)(e): Payment by way of Advance or Loan to Shareholders
- 3.3.6 Tax Planning through Issue of Bonus Shares
- 3.3.7 Tax Planning through Purchase of Own Shares or Distribution of Dividend
- 3.4 Personal Investment Strategies
- 3.4.1 Individual Constraints of Personal Investing

## **UNIT 4 INVESTMENT COMPANIES**

- 4.0 Introduction
- 4.1 Unit Objectives

4.2 Business Development Companies

4.3 Types of Investment Companies

4.4 Mutual Funds

4.5 Types of Mutual Funds

4.6 Return from Mutual Funds

4.7 Private Mutual Funds

4.8 Unit Trust of India

4.9 Money Market Mutual Funds

## **UNIT 5 VALUATION OF SECURITIES**

5.0 Introduction

5.1 Unit Objectives

5.2 Introduction to Fixed Income Securities and their Valuation

5.2.1 Benefits of Issuing Bonds

5.2.2 Features of Bonds

5.2.3 Types of Bonds

5.3 Risks and Returns of Bonds

5.3.1 Systematic Risk

5.3.2 Unsystematic Risk

5.4 Rating of Debt Securities

5.5 Bond Pricing

5.5.1 Current Yield

5.5.2 Time-adjusted Yield on Bonds or Yield to Maturity

5.5.3 Yield to Call; 5.5.4 Duration; 5.5.5 Worked out Problems

5.6 Fixed Income Security—Preference Shares

5.6.1 Features of Preference Shares

5.6.2 Current Yield

5.6.3 Planning or Holding Period Return; 5.6.4 Worked out Problems

5.7 Variable Income Security—Equity Valuation

5.7.1 Book Value vs Market Value; 5.7.2 Liquidation Cost

5.7.3 Replacement Cost; 5.7.4 Intrinsic Value vs Market Price

5.7.5 Dividend Discount Model; 5.7.6 Constant Growth Model—CGM

5.7.7 Multistage Growth Models; 5.7.8 Price–Earnings Ratio

5.7.9 Earnings Multiplier Approach

## **UNIT 6 TECHNICAL ANALYSIS AND FUNDAMENTAL ANALYSIS**

6.0 Introduction

6.1 Unit Objectives

6.2 Return

6.3 The Anticipated Return

6.4 Present Value of the Return

6.5 Multiple Year Holding Period

6.6 Constant Growth Model

6.7 Two-stage Growth Model

6.8 Three-phase Model

6.9 Valuation through P/E Ratio

6.10 Preferred Stock Valuation

6.11 Economic Analysis

6.11.1 Econometric Model Building

6.12 Industry Analysis

6.12.1 Pharmaceutical Industry

6.13 Company Analysis

6.13.1 Earnings of the Company



- 6.14 Financial Analysis
  - 6.14.1 Balance Sheet
  - 6.14.2 Profit and Loss Account
  - 6.14.3 Analysis of Financial Statements
  - 6.14.4 Liquidity Ratio
  - 6.14.5 Turnover Ratios
  - 6.14.6 Interest Coverage Ratio
  - 6.14.7 Profitability Ratio
- 6.15 Growth in Earnings

## **UNIT 7 RETURN TO RISK AND INVESTMENT DECISION**

- 7.0 Introduction
- 7.1 Unit Objectives
- 7.2 Diversification
- 7.3 Effects of Combining Securities
- 7.4 Markowitz Diversification
  - 7.4.1 The Asset Allocation Line; 7.4.2 Minimum Variance Portfolio
  - 7.4.3 Slope of the Asset Allocation Line (AAL)
- 7.5 Investor Preferences
- 7.6 Selecting an Efficient Portfolio
- 7.7 Markowitz Portfolio Optimization
  - 7.7.1 Problems with the MV Optimization
- 7.8 Sharpe's Single Index Model
  - 7.8.1 Limitations of Diversification; 7.8.2 Beta
- 7.9 Sharpe's Portfolio Optimization
- 7.10 Matching Investment Objectives and Portfolio Selection
  - 7.10.1 Life Cycle Approach; 7.10.2 Identifying Objectives and Constraints
- 7.11 Evaluation of Portfolio Performance
  - 7.11.1 Measures of Return; 7.11.2 Risk-adjusted Portfolio Performance
  - 7.11.3 Measuring Timing Skills; 7.11.4 Bond Portfolio Performance
- 7.12 Equity Portfolio Management
- 7.13 Bond Portfolio Management

## **UNIT 8 PORTFOLIO EVALUATION**

- 8.0 Introduction
- 8.1 Unit Objectives
- 8.2 Mutual Fund
  - 8.2.1 Advantages of Mutual Funds
- 8.3 Sharpe's Performance Index
- 8.4 Treynor's Performance Index
- 8.5 Jensen's Performance Index

## **BCOM26 --- Human Resource Management**

### **UNIT 1 OVERVIEW OF HUMAN RESOURCE MANAGEMENT**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 HRM: Nature, Scope and Importance
  - 1.2.1 Definitions of HRM
  - 1.2.2 Nature of HRM
  - 1.2.3 Scope of HRM
  - 1.2.4 Importance of HRM

- 1.3 Manpower Planning
  - 1.3.1 Human Resource Planning at Different Levels
  - 1.3.2 Analysing Factors for Manpower Requirements
  - 1.3.3 Human Resource Planning and Strategic Planning
  - 1.3.4 Elements of Effective Human Resource Planning
  - 1.3.5 Advantages of Human Resource Planning Programmes
  - 1.3.6 Limitations of Human Resource Planning
  - 1.3.7 Guidelines for Making Human Resource Planning Effective
  - 1.3.8 Responsibility of Human Resource Planning
  - 1.3.9 Human Resource Information System (HRIS)
  - 1.3.10 Human Resource Forecast
- 1.4 Career Development Planning
  - 1.4.1 Definition of Career
  - 1.4.2 Career Planning
  - 1.4.3 Need for Career Planning
  - 1.4.4 Benefits of Career Planning
  - 1.4.5 Career Planning and Succession Planning
  - 1.4.6 Career Development Model
- 1.5 Human Resources Functions
  - 1.5.1 Pressure on the Human Resource Function
  - 1.5.2 Human Resource Activities
  - 1.5.3 Reasons Behind Measuring Human Resource Activities
- 1.6 HR Audit
  - 1.6.1 Conducting an HR Audit
- 1.7 Creating a Quality Framework
  - 1.7.1 Total Quality Management

## **UNIT 2 JOB ANALYSIS, DESCRIPTION AND SPECIFICATIONS**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Steps in the Selection Procedure
  - 2.2.1 Job Analysis
  - 2.2.2 Job Description
  - 2.2.3 Job Specifications
- 2.3 Recruitment and Employee Selection
  - 2.3.1 Recruitment
  - 2.3.2 Employee Selection
  - 2.3.3 Placement
  - 2.3.4 Performance Appraisal
- 2.4 Work Motivation
  - 2.4.1 Nature of Motivation
  - 2.4.2 Importance of Motivation
- 2.5 Employee Morale
- 2.6 Job Satisfaction

## **UNIT 3 TRAINING AND DEVELOPMENT**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Training
  - 3.2.1 What is Training?
  - 3.2.2 Importance of Training
- 3.3 Identifying Training Needs
- 3.4 Training Methods

- 3.4.1 Different Methods of Training
- 3.5 Training Administration
  - 3.5.1 Training Budget; 3.5.2 Costs of Training
  - 3.5.3 Administration of Training Records
- 3.6 Training Evaluation
  - 3.6.1 What is Evaluation?; 3.6.2 Benefits of Training Evaluation
- 3.7 Human Resource Development
  - 3.7.1 HRD at the Organizational Level
  - 3.7.2 The Concept of HRD and its Dimensions
  - 3.7.3 Importance of HRD
- 3.8 Training Institutions in Kerala
  - 3.8.1 Institute of Management in Government
  - 3.8.2 Kerala Institute of Local Administration

#### **UNIT 4 GROUP AND INTER-GROUP BEHAVIOUR**

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Group Behaviour
  - 4.2.1 Characteristics of Groups
  - 4.2.2 Characteristics of Mature Groups
  - 4.2.3 Group Effectiveness
  - 4.2.4 Measurement of Group Behaviour
- 4.3 Inter-group and Intra-group Behaviour
  - 4.3.1 Cooperation
  - 4.3.2 Competition
  - 4.3.3 Conflict

#### **UNIT 5 QUALITY OF WORK LIFE**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Quality of Work
- 5.3 Industrial Democracy and Workers' Participation in Management
  - 5.3.1 Concept of Participative Management
  - 5.3.2 Employee Empowerment
  - 5.3.3 Collective Bargaining
  - 5.3.4 Effectiveness of Workers Participation
- 5.4 Organization Development (OD)
- 5.5 Workers' Welfare
  - 5.5.1 Immunity from Criminal Conspiracy
  - 5.5.2 Immunity from Civil Actions
  - 5.5.3 Enforceability of Agreements
- 5.6 Quality Circles
  - 5.6.1 Effectiveness of Quality Circles

#### **UNIT 6 PERFORMANCE APPRAISAL**

- 6.0 Introduction
- 6.1 Unit Objectives
- 6.2 Meaning and Purpose of Performance Appraisal
  - 6.2.1 Uses of Performance Appraisal
  - 6.2.2 Purpose of Performance Appraisal
  - 6.2.3 Need of Performance Appraisal
- 6.3 Methods of Performance Appraisal
  - 6.3.1 Methods or Techniques of Performance Appraisal

## **UNIT 7 STRESS MANAGEMENT**

7.0 Introduction

7.1 Unit Objectives

7.2 Concept of Stress

7.2.1 The Causes of Stress

7.2.2 Individual Response to Stress

7.3 Consequences of Stress

7.4 Methods of Managing Stress

7.4.1 Individual Level

7.4.2 Organizational Level

## **UNIT 8 RECENT TRENDS IN HRM**

8.0 Introduction

8.1 Unit Objectives

8.2 Employees for Lease

8.3 Human Resource Records

8.4 Exit Policy

8.5 Challenges in HRM

## **YEAR III**

### **BCOM31 --- Advertising Management**

#### **UNIT 1 ADVERTISING: ROLES, FUNCTIONS, BENEFITS AND TYPES PLANNING**

1.0 Introduction

1.1 Unit Objectives

1.2 Role, Functions and Benefits of Advertising

1.2.1 Role of Advertising

1.2.2 Functions of Advertising

1.2.3 Benefits of Advertising

1.3 Types of Advertising

1.4 Summary

1.5 Key Terms

1.6 Answers to 'Check Your Progress'

1.7 Questions and Exercises

1.8 Further Reading

#### **UNIT 2 PROMOTIONAL MIX AND SALESFORCE MANAGEMENT**

2.0 Introduction

2.1 Unit Objectives

2.2 Sales Promotion Objectives and Consumer Behaviour

2.3 Sales Promotion Objectives and Budgeting

2.3.1 Sales Promotion Objectives

2.3.2 Sales Promotion Budgeting

2.4 Sales Promotion Design Issues, Planing Guidelines and Evaluation

2.5 Sales Promotion Tools and Techniques

2.5.1 Consumer Promotion

2.5.2 Trade Promotions

2.6 Publicity and Public Relations

2.6.1 Functions of Public Relations

2.6.2 Publicity—A Method of Public Relations

2.6.3 News Release

2.7 Personal Selling and Management of sales

2.7.1 Challenges in Personal Selling

2.7.2 Types of Salespersons

2.7.3 Sales Responsibilities

2.7.4 Personal Selling Skills

2.7.5 Phases of the Selling Process

2.7.6 Marketing Strategy and Personal Selling

2.7.7 Strategic Objectives

2.7.8 Personal Selling Strategies

2.8 Designing the Salesforce

2.9 Management of the Salesforce

2.10 Problems of Sales Management

2.11 Summary

2.12 Key Terms

2.13 Answers to 'Check Your Progress'

2.14 Questions and Exercises

2.15 Further Reading/References

### **UNIT 3 PROMOTIONAL PLANNING AND MARKETING COMMUNICATION PROCESS**

3.0 Introduction

3.1 Unit Objectives

3.2 Campaign Planning

3.3 Media Planning

3.4 Marketing Communication

3.4.1 Purpose of Communication

3.4.2 Process of Communication

3.4.3 Consumer Psyche: How He Perceives Messages

3.4.4 An Unambiguous, Single Signal to the Target Customers

3.4.5 Use the Right Time and the Correct Channels

3.4.6 Non-Traditional Methods of Communication

3.4.7 Principles of communication

3.5 Process of Communication: Wilbur Schramm's Model

3.6 Two-Step Flow of Communication

3.7 Positioning Strategy

3.7.1 Definition and Key Components

3.7.2 Requirements of a Good Positioning Strategy

3.7.3 Approaches to Positioning

3.7.4 Errors of Positioning

3.8 Understanding Consumer Behaviour

3.8.1 Purchase Decision Process

3.8.2 Influences on Consumer Behaviour

3.8.3 Stages in Family Life Cycle and Buying Pattern

3.9 Role of a Brand Manager

3.10 A Marketing Plan

3.11 Sponsorships

3.11.1 Objectives of Sponsorship

3.11.2 Expenditure on Sponsorship

3.12 Selection

3.13 Evaluation

3.14 Exhibitions

3.14.1 Objectives of Exhibitions

3.14.2 Planning for an Exhibition

- 3.14.3 The Characteristics of a Good Exhibitor
- 3.14.4 Evaluating an Exhibition
- 3.15 Stimulation of Primary and Selective Demand
- 3.16 Summary
- 3.17 Key Terms
- 3.18 Answers to 'Check Your Progress'
- 3.19 Questions and Exercises
- 3.20 Further Reading/References

#### **UNIT 4 ADVERTISING: OBJECTIVES AND CLASSIFICATION**

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Classification of Advertising
- 4.3 Client and Advertising Agency
- 4.4 Determination of Target Market
  - 4.4.1 Purpose of Segmentation
  - 4.4.2 Market Segmentation Process: Target Marketing Selection
  - 4.4.3 Segmenting Consumer Markets
  - 4.4.4 Segmenting Organizational Markets
  - 4.4.5 Evaluating Market Segments and Selecting Target Market
  - 4.4.6 Target Market Strategies
- 4.5 Advertising Objectives
- 4.6 The Dagmar Approach
- 4.7 Building an Advertising Programme
- 4.8 Summary
- 4.9 Key Terms
- 4.10 Answers to 'Check Your Progress'
- 4.11 Questions and Exercises
- 4.12 Further Reading/References

#### **UNIT 5 MEDIA PLANNING AND ADVERTISING BUDGET**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Media Strategy
  - 5.2.1 Expanding role of Media Planners
  - 5.2.2 Media Objectives
  - 5.2.3 Developing Media Strategies
  - 5.2.4 Process of Selecting of Media Vehicles
  - 5.2.5 Assessing the Effectiveness of the Media Plan
- 5.3 Advertising Budget
- 5.4 Measuring Advertising Effectiveness
  - 5.4.1 Evaluation: Rationale of Testing and Opinion and Attitude Test
  - 5.4.2 Recognition and Recall
  - 5.4.3 Experimental Designs
- 5.5 Summary
- 5.6 Key Terms
- 5.7 Answers to 'Check Your Progress'
- 5.8 Questions and Exercises
- 5.9 Further Reading/References

#### **UNIT 6 ADVERTISING AGENCY AND CLIENT-AGENCY RELATIONSHIP**

- 6.0 Introduction
- 6.1 Unit Objectives
- 6.2 Advertising Agency: Organization, Role, Types, Selection, Compensation and Evaluation

- 6.3 Client–Agency Relationship (CAR)
- 6.4 Social, Ethical, Legal and Economic Aspects of Advertising
- 6.5 Summary
- 6.6 Key Terms
- 6.7 Answers to ‘Check Your Progress’
- 6.8 Questions and Exercises
- 6.9 Further Reading/References

## **BCOM32 --- International Marketing**

### **UNIT 1 NATURE OF INTERNATIONAL MARKETING**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 International Marketing
  - 1.2.1 Defining International Marketing
  - 1.2.2 Basis of International Trade
  - 1.2.3 Difference between Export, International and Global Marketing
- 1.3 Globalization
  - 1.3.1 Determinants of Global Trade
  - 1.3.2 Global Trade Dynamics
  - 1.3.3 International Competition
  - 1.3.4 Defining Concepts of Global Trade
  - 1.3.5 Drivers of Globalization
  - 1.3.6 Objectives of Global Marketing
- 1.4 Overview of International Marketing
  - 1.4.1 Factors Affecting International Marketing
  - 1.4.2 Comparison of International and Domestic Marketing
  - 1.4.3 Problems and Challenges in International Marketing
  - 1.4.4 Importance and Benefits of International Business
- 1.5 Controllable versus Uncontrollable Factors in International Marketing
  - 1.5.1 Economic Environment; 1.5.2 Socio-Cultural Environment
  - 1.5.3 Political Environment
- 1.6 Overview of Multinational Financial Environment
  - 1.6.1 Principles of Global Finance
  - 1.6.2 Global Financial Markets
  - 1.6.3 International Monetary System
- 1.7 WTO Framework and the International Marketer
- 1.8 Barriers facing International Marketer
- 1.9 International Marketing Mix
- 1.10 Summary
- 1.11 Key Terms
- 1.12 Answers to ‘Check Your Progress’
- 1.13 Questions and Exercises
- 1.14 Further Reading/Endnotes

### **UNIT 2 UNDERSTANDING FOREIGN MARKETS**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Trading Activities in Latin America
- 2.3 Creating an Investment-Friendly Economic Environment
- 2.4 International Competition

- 2.5 Trade and Tariff Structures
- 2.6 China as an Emerging Market
- 2.7 Business Partnering among Asian-Latin American Countries
- 2.8 Future of Trade among Asian-Lac Countries
- 2.9 Summary
- 2.10 Key Terms
- 2.11 Answers to 'Check Your Progress'
- 2.12 Questions and Exercises
- 2.13 Further Reading/Endnotes

### **UNIT 3 INTERNATIONAL MARKETING RESEARCH AND INFORMATION SYSTEM**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Scope of Marketing Research
- 3.3 Marketing Research Process
- 3.4 Sampling Techniques
- 3.5 Tools of Data Collection
- 3.6 Data Preparation
- 3.7 Data Analysis Approaches
- 3.8 Market Information Management
- 3.9 Monitoring and Evaluation of Marketing Research
- 3.10 SWOT Analysis
- 3.11 Qualitative Market Research
- 3.12 Summary
- 3.13 Key Terms
- 3.14 Answers to 'Check Your Progress'
- 3.15 Questions and Exercises
- 3.16 Further Reading

### **UNIT 4 FOREIGN MARKET ENTRY STRATEGIES**

- 4.0 Introduction
- 4.1 Unit Objectives
- 4.2 Low Intensity Mode of Entry
- 4.3 Piggybacking
- 4.4 Go-to-Market Strategy
- 4.5 Motivation to Export
  - 4.5.1 Endogenous versus Exogenous Motivation
- 4.6 Exporting
  - 4.6.1 Indirect Exporting
  - 4.6.2 Direct Exporting
  - 4.6.3 Documentation
  - 4.6.4 Direct Exporting is Independent
- 4.7 Contractual Agreement
- 4.8 Licensing
  - 4.8.1 Technology Licensing Arrangement
- 4.9 Franchising
  - 4.9.1 Product and Tradename Franchise
  - 4.9.2 Business Format Franchise
  - 4.9.3 Quality Control is Imperative
- 4.10 Joint Ventures
  - 4.10.1 Benefits of a Successful Joint Venture
  - 4.10.2 Pitfalls of Joint Ventures
  - 4.10.3 Cautionary Steps



- 4.10.4 Global Preferences
- 4.11 Strategic Alliances
  - 4.11.1 Suitable for Emerging Markets
  - 4.11.2 Follow a Knowledge-based Approach
- 4.12 Wholly Owned Subsidiaries
- 4.13 Developing an Entry Plan
  - 4.13.1 How to Select
  - 4.13.2 Check for Provision of International Subsidies
- 4.14 Control Management
  - 4.14.1 Importance of Checks and Controls
  - 4.14.2 Target Group Index (TGI)
- 4.15 Exit Policy
- 4.16 Market Uncertainties and Entry Decisions
  - 4.16.1 The Market Arena
  - 4.16.2 Decentralization Leads to Greater Access
  - 4.16.3 Decentralization Leads to Greater Access
  - 4.16.4 Translating Business Strategies into Activities
  - 4.16.5 Achieving Competitive Superiority
- 4.17 Becoming a Business Leader
  - 4.17.1 Raising Levels of Values
  - 4.17.2 Keep a Tight Check on 'Controls'
- 4.18 Summary
- 4.19 Key Terms
- 4.20 Answers to 'Check Your Progress'
- 4.21 Questions and Exercises
- 4.22 Further Reading/Endnotes

## **UNIT 5 INTERNATIONAL PRODUCT DEVELOPMENT**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Levels of Product
- 5.3 Product Hierarchy
- 5.4 International Product Line Analysis
  - 5.4.1 Adding New Product Lines
- 5.5 Product Design Strategy
  - 5.5.1 The Life Cycle of Products
  - 5.5.2 Customizing Products for the Local Market
- 5.6 Product Life Cycle Management
- 5.7 New Product Development
  - 5.7.1 Factors Obstructing Growth of New Products
  - 5.7.2 New Product Development Process
- 5.8 Product Planning Matrix
- 5.9 Product Portfolio Matrix
- 5.10 Dimensions of Product Strategies
  - 5.10.1 Types of Positioning Strategies
- 5.11 Product Repositioning Strategy
- 5.12 Product Strategy Perspectives
  - 5.12.1 Merits of Product Strategy
  - 5.12.2 Types of Product Strategy
- 5.13 Summary
- 5.14 Key Terms
- 5.15 Answers to 'Check Your Progress'

5.16 Questions and Exercises

5.17 Further Reading/Endnotes

## **UNIT 6 INTERNATIONAL MARKET SEGMENTATION AND PRODUCT POSITIONING**

6.0 Introduction

6.1 Unit Objectives

6.2 Determinants of International Trade

6.2.1 Proximity to the Marketplace

6.2.2 Declining Population Growth in Developed Nations

6.2.3 Rate of Population Growth in Africa

6.2.4 Rate of Population Growth in Asia

6.3 Global Market Segmentation

6.3.1 Components of Strategic Marketing

6.3.2 Reason for Market Segmentation

6.4 Grouping of Countries

6.4.1 Methods used by MNCs to Group Countries

6.5 Market Segmentation through Perceptual Mapping

6.6 Niche Marketing

6.7 Summary

6.8 Key Terms

6.9 Answers to 'Check Your Progress'

6.10 Questions and Exercises

6.11 Further Reading/Endnotes

## **UNIT 7 ALTERNATIVE CHANNELS OF INTERNATIONAL DISTRIBUTION**

7.0 Introduction

7.1 Unit Objectives

7.2 Profile of Principal Distribution Strategies

7.2.1 Channel Structure Strategy

7.2.2 Distribution Scope Strategy

7.2.3 Multiple Scope Strategy

7.2.4 Channel Modification Strategy

7.2.5 Channel Control Strategy

7.2.6 Conflict Management Strategy

7.3 International Channel Selection

7.3.1 Indirect Distribution Channels

7.3.2 Direct Distribution Channels

7.4 Distribution in Grey Market

7.5 International Channel Management

7.6 Physical Distribution

7.7 Distribution Planning

7.8 Functional Excellence in Distribution Planning

7.9 Countertrade

7.10 Summary

7.11 Key Terms

7.12 Answers to 'Check Your Progress'

7.13 Questions and Exercises

7.14 Further Reading/Endnotes

## **UNIT 8 TRANSFER PRICING**

8.0 Introduction

8.1 Unit Objectives

8.2 Transfer Pricing

8.3 Dumping

- 8.3.1 Competition Policy
- 8.4 Price Escalation
  - 8.4.1 The Basic Structure of Price Escalation
- 8.5 Balance of Trade
- 8.6 Balance of Payment
  - 8.6.1 Current Account
  - 8.6.2 The Importance of Balance of Payment
- 8.7 Summary
- 8.8 Key Terms
- 8.9 Answers to 'Check Your Progress'
- 8.10 Questions and Exercises
- 8.11 Further Reading

## **UNIT 9 INTERNATIONAL ADVERTISING**

- 9.0 Introduction
- 9.1 Unit Objectives
- 9.2 What is Advertising?
- 9.3 Developing International Advertising Strategy
- 9.4 Advertising Environment
- 9.5 Advertising Process
- 9.6 Advertising Categories
- 9.7 Advertising and Buyer Perception
- 9.8 Advertising Styles
- 9.9 Direct Response Advertising
- 9.10 Display Advertising
- 9.11 Brand Positioning and Advertising Evaluation
- 9.12 Concept of Global Brands
  - 9.12.1 Strategies for Global Brands
  - 9.12.2 Building International Brands
- 9.13 Advertising Objectives
- 9.14 Message Strategy
- 9.15 Word-of-Mouth Advertising
- 9.16 Developing a Media Plan
  - 9.16.1 Setting Target Markets
  - 9.16.2 Media Selection and Budgeting
  - 9.16.3 Scheduling
- 9.17 Advertising Campaign
- 9.18 Institutional Advertising
- 9.19 Advertising Appropriation
- 9.20 Advertising Research
- 9.21 Effectiveness in Advertising
- 9.22 Web Internet Marketing
  - 9.22.1 Merits of Internet Advertising
- 9.23 Summary
- 9.24 Key Terms
- 9.25 Answers to 'Check Your Progress'
- 9.26 Questions and Exercises
- 9.27 Further Reading

## **UNIT 10 BRANDING DECISIONS**

- 10.0 Introduction
- 10.1 Unit Objectives
- 10.2 Branding Decisions

- 10.2.1 Brand Management Activities
- 10.2.2 Brand Drivers in International Markets
- 10.3 Product Branding Decisions
- 10.4 Summary
- 10.5 Key Terms
- 10.6 Answers to 'Check Your Progress'
- 10.7 Questions and Exercises
- 10.8 Further Reading

#### **UNIT 11 INTERNATIONAL SALES MANAGEMENT**

- 11.0 Introduction
- 11.1 Unit Objectives
- 11.2 Categories of Sales
- 11.3 Organizing the Sales Force
- 11.4 Retailing
- 11.5 Departmental Store
- 11.6 Exclusive Retail Stores
- 11.7 Supermarkets
- 11.8 Convenience Stores
- 11.9 Discount Stores
- 11.10 Catalogue Showroom
- 11.11 Non-Store Retailing
- 11.12 Distribution
- 11.13 Information on Sales
- 11.14 Selling and Buying Process
- 11.15 Measuring Sales Performance
- 11.16 Sales Compensation
- 11.17 Summary
- 11.18 Key Terms
- 11.19 Answers to 'Check Your Progress'
- 11.20 Questions and Exercises
- 11.21 Further Reading

#### **UNIT 12 PRICE QUOTATIONS AND TERMS OF SALE**

- 12.0 Introduction
- 12.1 Unit Objectives
- 12.2 Export Sales Contract
  - 12.2.1 Export Agreement
  - 12.2.2 Terms and Conditions of an Export Order
  - 12.2.3 Offer and Acceptance
  - 12.2.4 Forms of the Contract
  - 12.2.5 Format and Contents of an Export Contract
- 12.3 Summary
- 12.4 Key Terms
- 12.5 Answers to 'Check Your Progress'
- 12.6 Questions and Exercises
- 12.7 Further Reading

#### **UNIT 13 BASIC EXPORT PROCEDURES AND DOCUMENTATION**

- 13.0 Introduction
- 13.1 Unit Objectives
- 13.2 Export Documentation and Procedures
  - 13.2.1 Need for Export Documentation
  - 13.2.2 Process of International Transaction

- 13.2.3 Shipment Documents
- 13.2.4 Shipping Documents
- 13.2.5 Things that Go Wrong in International Transactions
- 13.3 Summary
- 13.4 Key Terms
- 13.5 Answers to 'Check your Progress'
- 13.6 Questions and Exercises
- 13.7 Further Reading

#### **UNIT 14 CARGO INSURANCE**

- 14.0 Introduction
- 14.1 Unit Objectives
- 14.2 Cargo Insurance
  - 14.2.1 How to Insure?
  - 14.2.2 Types of Coverage
  - 14.2.3 Documentation for Filing Claim
- 14.3 Summary
- 14.4 Key Terms
- 14.5 Answers to 'Check Your Progress'
- 14.6 Questions and Exercises
- 14.7 Further Reading

#### **UNIT 15 METHODS OF FINANCING**

- 15.0 Introduction
- 15.1 Unit Objectives
- 15.2 Export Finance
  - 15.2.1 Export Finance; 15.2.2 Short-term Financing
  - 15.2.3 Methods of Obtaining Pre-Shipment Finance
  - 15.2.4 Export Development Finance
  - 15.2.5 Pre-shipment Credit in Foreign Currency (PCFC)
  - 15.2.6 Post-shipment Finance
  - 15.2.7 Forfeiting
- 15.3 Summary
- 15.4 Key Terms
- 15.5 Answers to 'Check Your Progress'
- 15.6 Questions and Exercises
- 15.7 Further Reading

#### **UNIT 16 MEANS OF PAYMENT**

- 16.0 Introduction
- 16.1 Unit Objectives
- 16.2 Methods of Payment/Payment Terms
  - 16.2.1 Letter of Credit
  - 16.2.2 Contents of Letter of Credit
  - 16.2.3 Types of Letters of Credit
  - 16.2.4 Doctrine of Strict Compliance
- 16.3 Summary
- 16.4 Key Terms
- 16.5 Answers to 'Check Your Progress'
- 16.6 Questions and Exercises
- 16.7 Further Reading

## **BCOM33 --- Element of Financial Services**

### **UNIT 1 INTRODUCTION TO FINANCIAL STATEMENTS**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Meaning and Types of Financial Statements
- 1.3 Nature of Financial Statements
- 1.4 Limitations of Financial Statements
- 1.5 Preparation of Company Financial Statements
- 1.6 Profit and Loss Account
- 1.7 Balance Sheet
- 1.8 Summary
- 1.9 Key Terms
- 1.10 Answers to 'Check Your Progress'
- 1.11 Questions and Exercises
- 1.12 Practical Problems
- 1.13 Further Reading

### **UNIT 2 FINANCIAL STATEMENTS: ANALYSIS AND INTERPRETATION**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Relationship between Analysis and Interpretation
- 2.3 Steps involved in Financial Statements Analysis
- 2.4 Ratio Analysis
  - 2.4.1 Classification of Ratios
- 2.5 Profitability Ratios
- 2.6 Turnover Ratios
- 2.7 Financial Ratios
- 2.8 Advantages of Ratio Analysis
- 2.9 Limitations of Accounting Ratios
- 2.10 Summary
- 2.11 Key Terms
- 2.12 Answers to 'Check Your Progress'
- 2.13 Questions and Exercises
- 2.14 Practical Problems
- 2.15 Further Reading

### **UNIT 3 CORPORATE DISCLOSURE AND FINANCIAL REPORTING**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Meaning of Corporate Disclosure and Financial Reporting
- 3.3 Annual Report
- 3.4 Illustrative Example
- 3.5 Summary
- 3.6 Key Terms
- 3.7 Answers to 'Check Your Progress'
- 3.8 Questions and Exercises
- 3.9 Further Reading

### **UNIT 4 SOURCES OF SHORT-TERM AND LONG-TERM FUNDS**

- 4.0 Introduction
- 4.1 Unit Objectives

- 4.2 Financial Markets
- 4.3 Classification of Sources of Finance
- 4.4 Security Financing
- 4.5 Issue of Warrants
- 4.6 Loan Financing
- 4.7 Asset-Based Financing
- 4.8 Difference Between Hire Purchase and Lease Financing
- 4.9 Venture Capital Financing
- 4.10 Guidelines for Venture Capital Fund Companies
- 4.11 Summary
- 4.12 Key Terms
- 4.13 Answers to 'Check Your Progress'
- 4.14 Questions and Exercises
- 4.15 Further Reading

## **UNIT 5 SPECIALIZED FINANCIAL INSTITUTIONS**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 LIC
  - 5.2.1 Types and Structure of Insurance Plans
  - 5.2.2 Valuation of Life Policies
  - 5.2.3 Major Principles Guiding LIC's Investment Policy
- 5.3 IDBI
- 5.4 EXIM Bank
- 5.5 Development Banking
  - 5.5.1 IFCI
  - 5.5.2 ICICI Ltd
  - 5.5.3 SIDBI
  - 5.5.4 SIDCs
  - 5.5.5 NEDFi
  - 5.5.6 UTI
  - 5.5.7 IIBI
  - 5.5.8 IDFC
- 5.6 Foreign Banks
- 5.7 Mutual Funds
- 5.8 Summary
- 5.9 Key Terms
- 5.10 Answers to 'Check Your Progress'
- 5.11 Questions and Exercises
- 5.12 Further Reading

## **UNIT 6 INSURANCE**

- 6.0 Introduction
- 6.1 Unit Objectives
- 6.2 Basic Concepts
- 6.3 Players in the Insurance Sector
- 6.4 Insurance Regulatory and Development Authority
- 6.5 Financial Statements of Insurance Business
- 6.6 Life Insurance Business
- 6.7 General Insurance Business
- 6.8 Important Terms related to Insurance
- 6.9 Summary
- 6.10 Key Terms

- 6.11 Answers to 'Check Your Progress'
- 6.12 Questions and Exercises
- 6.13 Practical Problems
- 6.14 Further Reading

#### **UNIT 7 FINANCIAL SERVICES**

- 7.0 Introduction
- 7.1 Unit Objectives
- 7.2 Underwriting
- 7.3 Parties to IPO
- 7.4 Bill Discounting
- 7.5 Factoring
- 7.6 BPO
- 7.7 Summary
- 7.8 Key Terms
- 7.9 Answers to 'Check Your Progress'
- 7.10 Questions and Exercises
- 7.11 Practical Problems
- 7.12 Further Reading

### **BCOM34 --- Computer Applications In Business**

#### **UNIT 1 INTRODUCTION TO VISUAL BASIC**

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Visual Basic: An Overview
- 1.3 The Development Environments
- 1.4 Project Explorer
- 1.5 Data Access Wizard
- 1.6 Summary
- 1.7 Key Terms
- 1.8 Answers to 'Check Your Progress'
- 1.9 Questions and Exercises

#### **UNIT 2 VISUAL BASIC WORKSPACE**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Menu Bar
- 2.3 Toolbar
- 2.4 ToolBox
- 2.5 Properties Window
- 2.6 Form Layout Window
- 2.7 Summary
- 2.8 Key Terms
- 2.9 Answers to 'Check Your Progress'
- 2.10 Questions and Exercises

#### **UNIT 3 VISUAL BASIC SYNTAX**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Data Types
  - 3.2.1 Declaring and Using Variables
- 3.3 Operators



3.4 Subroutines and Functions

3.5 Looping and Decision Controls

3.5.1 If Structure

3.5.2 For Next Structure

3.5.3 Do Loop Structure

3.5.4 While Wend Structure

3.6 Summary

3.7 Key Terms

3.8 Answers to 'Check Your Progress'

3.9 Questions and Exercises

## **UNIT 4 USING CONTROLS IN VISUAL BASIC**

4.0 Introduction

4.1 Unit Objectives

4.2 Controls

4.2.1 Label

4.2.2 Frame

4.2.3 CheckBox

4.2.4 ComboBox

4.2.5 ScrollBar

4.2.6 Timer

4.2.7 ListBox

4.2.8 Shape

4.2.9 Image

4.2.10 OLE

4.2.11 PictureBox

4.2.12 TextBox

4.2.13 CommandButton

4.2.14 DriverListBox

4.2.15 Line

4.2.16 Data

4.3 Summary

4.4 Key Terms

4.5 Answers to 'Check Your Progress'

4.6 Questions and Exercises

## **UNIT 5 DATABASE PROGRAMMING AND ACTIVE X CONTROL**

5.0 Introduction

5.1 Unit Objectives

5.2 Using Database and Recordset

5.3 The ActiveX Data Object Model

5.3.1 Introduction to ActiveX Control

5.4 Summary

5.5 Key Terms

5.6 Answers to 'Check Your Progress'

5.7 Questions and Exercises

## **UNIT 6 TALLY**

6.0 Introduction

6.1 Unit Objectives

6.2 Tally.ERP 9: Basics

6.2.1 Company Information

6.3 Accounts Voucher Entry

6.4 Balance Sheet

- 6.5 Profit and Loss Account
- 6.6 Ratio Analysis
- 6.7 Cash and Fund Flow
- 6.8 Summary
- 6.9 Key Terms
- 6.10 Answers to 'Check Your Progress'
- 6.11 Questions and Exercises

#### **UNIT 7 INTERNET**

- 7.0 Introduction
- 7.1 Unit Objectives
- 7.2 History
- 7.3 Basic Requirements
  - 7.3.1 Hardware and Software
- 7.4 World Wide Web
- 7.5 Web Browsers
- 7.6 Internet Explorer
- 7.7 Netscape Navigator
- 7.8 E-Mail
- 7.9 Chatting
- 7.10 Outlook Express
- 7.11 Summary
- 7.12 Key Terms
- 7.13 Answers to 'Check Your Progress'
- 7.14 Questions and Exercises

#### **UNIT 8 E-COMMERCE**

- 8.0 Introduction
- 8.1 Unit Objectives
- 8.2 Introduction to E-Commerce
  - 8.2.1 E-commerce Practices
  - 8.2.2 Advantages and Disadvantages of E-Commerce
  - 8.2.3 Limitations of E-Commerce
  - 8.2.4 Administration, Business and Consumer Models of E-Commerce
- 8.3 Types of E-Commerce
- 8.4 Mode of Payment
- 8.5 Fundamentals of Web Programming using HTML
- 8.6 Electronic Payment System
- 8.7 Security
- 8.8 Summary
- 8.9 Key Terms
- 8.10 Answers to 'Check Your Progress'
- 8.11 Questions and Exercises

### **BCOM35 --- Company Accounts**

#### **UNIT 1 INTRODUCTION TO COMPANY ACCOUNTS**

- 1.0 Introduction
- 1.1 Unit Objective
- 1.2 Meaning and Definition of a Company
  - 1.2.1 Essential Characteristics of a Company
  - 1.2.2 Meaning of Corporate Accounting

- 1.3 Issue of Shares
  - 1.3.1 Preference Shares; 1.3.2 Equity Shares; 1.3.3 Accounting Entries
  - 1.3.4 Undersubscription and Oversubscription; 1.3.5 Calls in Advance and Calls in Arrears
  - 1.3.6 Issue of Shares at Premium; 1.3.7 Issue of Shares at Discount
- 1.4 Debentures
  - 1.4.1 Classification of Debentures
  - 1.4.2 Issue of Debentures; 1.4.3 Redemption of Debentures
- 1.5 Redemption of Preference Shares
- 1.6 Valuation of Goodwill and Shares
  - 1.6.1 Methods of Valuation of Goodwill; 1.6.2 Valuation of Shares
- 1.7 Summary
- 1.8 Key Terms
- 1.9 Answers to 'Check Your Progress'
- 1.10 Questions and Exercises
- 1.11 Practical Problems
- 1.12 Further Reading

## **UNIT 2 COMPANY FINAL ACCOUNTS AND SHARE CAPITAL**

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Final Accounts of Companies
  - 2.2.1 Profit and Loss Account; 2.2.2 Special Points 2.2.3 Dividends
  - 2.2.4 Managerial Remuneration; 2.2.5 Balance Sheet
- 2.3 Internal Reconstruction
  - 2.3.1 Meaning of Reconstruction; 2.3.2 Alteration of Share Capital; 2.3.3 Reduction of Share Capital
  - 2.3.4 Accounting Entries; 2.3.5 Surrender of Shares
  - 2.3.6 Dissenting Shareholders; 2.3.7 Reconstruction Schemes
- 2.4 External Reconstruction, Amalgamation and Absorption of Joint Stock Companies
- 2.5 Summary
- 2.6 Key Terms
- 2.7 Answers to 'Check Your Progress'
- 2.8 Questions and Exercises
- 2.9 Practical Problems
- 2.10 Further Reading

## **UNIT 3 ACCOUNTS OF HOLDING COMPANIES**

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Consolidation of Accounts by Holding Companies with a Subsidiary
  - 3.2.1 Concept of Holding Company
  - 3.2.2 Wholly Owned and Partly Owned Subsidiaries
  - 3.2.3 Final Accounts
  - 3.2.4 Consolidated Balance Sheet
  - 3.2.5 Inter-Company Transactions
  - 3.2.6 Bonus Shares
- 3.3 Summary
- 3.4 Key Terms
- 3.5 Answers to 'Check Your Progress'
- 3.6 Questions and Exercises
- 3.7 Practical Problems
- 3.8 Further Reading

## **UNIT 4 BANKING AND INSURANCE COMPANY ACCOUNTS**

- 4.0 Introduction

- 4.1 Unit Objectives
- 4.2 Final Accounts of Banking Companies
  - 4.2.1 Items Requiring Special Attention in Preparation of Final Accounts
  - 4.2.2 Preparation of Balance Sheet
- 4.3 Final Accounts of Insurance Companies
  - 4.3.1 Financial Statements of Insurance Business
  - 4.3.2 Format of Financial Statements
  - 4.3.3 General Insurance Business
- 4.4 Summary
- 4.5 Key Terms
- 4.6 Answers to 'Check Your Progress'
- 4.7 Questions and Exercises
- 4.8 Practical Problems
- 4.9 Further Reading

#### **UNIT 5 FINANCIAL STATEMENT ANALYSIS**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Meaning and Types of Financial Statements
- 5.3 Nature of Financial Statements
- 5.4 Limitations of Financial Statements
- 5.5 Analysis and Interpretation of Financial Statements
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