

The University of Burdwan



Syllabifor 3 Year Degree/4 Year Hons. Degree in Commerce

[Under Curriculum and Credit Framework for Undergraduate Programmes (CCFUP) as perNEP- 2020]

w.e.f. the Academic Session 2023-24

Degree	Name of the Programme
Certificate	Undergraduate Certificate in Accounting
Diploma	Undergraduate Diploma in Accounting and Management
3 Yr Degree	B. Com (Accounting and Management)
4 Yr Hons. Degree	B. Com Honours in Accounting and Management
4 Yr Hons. Degree with Research	B. Com Honours with Research in Accounting and Management

Semester-1								
Course	Course Code	Course Title	Cr.	L-T-P	Marks	T	P	IA
Major	Comm1011	Financial Accounting I	4	3-1-0	75	60	-	15
Minor	Comm1021#	Business Mathematics and Statistics I	4	3-1-0	75	60	-	15
Multi/Inter	Comm1031@	Fundamentals of Accounting	3	2-1-0	50	40	-	10
AEC1041	MIL (L1-1): Arabic/Bengali/Hindi/Sanskrit/Santali/Urdu Or Equivalent Course from SWAYAM/ Any other UGC recognised platform	2	2-0-0	50	40	-	10
SEC	Comm1051	E-Commerce	3	2-1-0	50	40	-	10
Value Added Course (VAC)	CVA 1061	ENV. Science/Education	4	3-0-1	100	60	20	20

Semester-2								
Course	Course Code	Course Title	Cr.	L-T-P	Marks	T	P	IA
Major	Comm2011	Cost and Management Accounting I	4	3-1-0	75	60	-	15
Minor	Comm2021#	Principles of Economics-I	4	3-1-0	75	60	-	15
Multi/Inter	Comm2031@	Fundamentals of Management	3	2-1-0	50	40	-	10
AEC	Engl 2041	English (L2-1): Functional English or Equivalent Course from SWAYAM/ Any other UGC recognised platform	2		50	40	-	10
SEC	Comm2051	Computer Application in Business	3	2-1-0	50	40	-	10
Value Added Course (VAC)	CVA2061	Understanding India/Digital and Technical Solutions/Health & Wellness, Yoga Education, Sports & Fitness	4	3/3- 1/0- 0/1	100	80/60	0/20	20

* Skill-based Vocational Course (additional 4 Credits) for the students who will exit the programme after securing 40 Credits.

A student of Commerce Discipline who has chosen Major Courses 1011 and 2011 must take Minor Courses 1021 and 2021 in Semester 1 and Semester 2 respectively.

A student from any other discipline may also take 1011 and 2011 as Minor Courses if she/he desires.

@ Courses 1031 and 2031 are being offered to students belonging to any other disciplines other than Commerce.

Semester-III								
Course	Course Code	Course Title	Cr.	L-T-P	Marks	T	P	IA
Major	Comm3011	Financial Accounting II	5	4-1-0	75	60	-	15
Major	Comm3012	Cost and Management Accounting II	5	4-1-0	75	60	-	15
Minor3021	VOC. Edn. & Trng.	4	3-1-0	75	60	-	15
Multi/Inter	Comm3031	Fundamentals of Finance	3	2-1-0	50	40	-	10
AEC3041	MIL (L1-2): Arabic/Bengali/Hindi/Sanskrit/Santali/ Urdu Or Equivalent Course from SWAYAM/ Any other UGC recognised platform	2		50	40	-	10
SEC	Comm3051	Entrepreneurship Development	3	2-1-0	50	40	-	10

Semester-IV								
Course	Course Code	Course Title	Cr.	L-T-P	Marks	T	P	IA
Major	Comm4011	Management Theory and Practice	5	4-1-0	75	60	-	15
Major	Comm4012	Marketing Management	5	4-1-0	75	60	-	15
Major	Comm4013	Direct Tax I	5	4-1-0	75	60	-	15
Minor	Comm4021	Principles of Economics II	4	3-1-0	75	60	-	15
Minor	Comm4022	Business Mathematics and Statistics II	4	3-1-0	75	60	-	15
AEC	Engl 4041	English (L2-2): Language & Creativity Or Equivalent Course from SWAYAM/ Any other UGC recognised platform	2		50	40	-	10

- A student of Commerce Discipline who takes Major Courses must take Minor Course [Comm3021] in the 3rd Semester and Minor Courses [Comm4021 and Comm4022] in the 4th Semester.
- **A student from any other discipline may also take Comm3021, Comm4021 and Comm4022 as Minor Courses if she/he desires.**
- Course Comm3031 is being offered to students from disciplines other than Commerce.

Semester 1

Comm1011: FINANCIAL ACCOUNTING-1

Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15 Marks)

Credit: 4 Lectures: 64 Hours

Objectives: The basic objective of this is to provide students with a comprehensive understanding of various accounting principles, rules, and procedures which will help them in dealing with different types of business transactions.

Course Outcomes: After successful completion of the course, students will be able to:

- Understand the accounting principles, rules and procedures relevant to different types of transactions.
- Apply the accounting principles, rules and procedures in recording different types of transactions.

CONTENTS

Unit 1: Theoretical Framework

14 Lectures

- Financial accounting conceptual framework: Accounting Principles, GAAP, Concepts and Conventions; Entity, Matching Concept, Dual Aspect, Money Measurement, Going Concern, Cost, Realization, Accruals, Periodicity, Consistency, Conservatism, Materiality and Full Disclosures.
- Accounting Standards: Concepts, benefits, and procedure for issuing accounting standards in India. Salient features of First-time adoption of Indian Accounting Standards (Ind-AS101).
- International Financial Reporting Standards (IFRS): Need and due process to set IFRS.

Unit 2:

15 Lectures

- Single Entry:** Distinction between Single Entry System and Double Entry System, Defects of Single Entry System, Preparation of Accounts from Incomplete Records, Conversion from Single Entry System to Double Entry System.
- Sectional Balancing and Self-Balancing Ledger :**
 - Sectional Balancing Ledger: Concept of Sectional Balancing and preparation of Control accounts.
 - Self Balancing Ledger: Advantages, Recording process and preparation of Adjustment accounts.

Unit 3:

10 Lectures

Consignment Accounting: Basic features of Consignment; the difference between Consignment and Sales; Preparation of Accounts in the books of Consignor and Consignee at Cost price and Invoice price; Valuation of unsold stock; Ordinary Commission, Del-credere commission, Special Commission; Valuation of normal and abnormal loss; Preparation of Consignment Debtors Account.

Unit 4:

Insurance Claim for Loss of Stock and Loss of Profits:

10 Lectures

- Loss of stock: Physical and ownership concept; concept of under-insurance and average clause; computation of claim with price change; consideration of unusual selling line; price reduction etc.
- Loss of Profit: Concept – insured & uninsured standing charges, GP rate, short sales and increased cost of working, average clause and computation of claim.

Unit 5:

Partnership Accounts – I

15 Lectures

Preparation of Accounts: P/L Appropriation Account, Capital & Current Account; Guarantee – by the firm, by a partner and both; correction of appropriation items with retrospective effect; change in the constitution of firm due to change in profit sharing ratio, admission, retirement and admission-cum-retirement – treatment of Goodwill, revaluation of assets and liabilities (with and

without alteration of books), treatment of reserve and adjustment relating to capital, treatment of Joint Life Policy; death of a partner.

Suggested Readings

1. Robert N. Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases, McGraw-Hill Education.
2. Charles T. Horngren and Donna Philbrick, Introduction to Financial Accounting, Pearson.
3. M.C. Shukla, T.S. Grewal and S.C. Gupta, Advanced Accounts, Vol.-I. S. Chand & Co.
4. P.C. Tulsian, Financial Accounting, Pearson Education.
5. Rajasekaran, Financial Accounting, Pearson
6. Mukherjee and Mukherjee, Financial Accounting I, Oxford
7. Amitabha Mukherjee, Mohammed Hanif, Financial Accounting I, McGraw Hill Education.
8. V.K. Goyal & Ruchi Goyal, Financial Accounting, PHI Learning.
9. Amitabha Basu and Sibasish Dutta, Financial Accounting I, Tee Dee Publications.
10. Relevant IND ASs.

Comm1021: BUSINESS MATHEMATICS AND STATISTICS -1

Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15 Marks)

Credit: 4 Lectures: 64 Hours

Objective: The objective of this course is to familiarize the students with the basic mathematical and statistical tools with an emphasis on applications to business and economic situations.

Course Outcomes: After successful completion of the course, students will be able to:

1. Understand the basic concepts of algebra
2. Analyse how matrices are used as mathematical tools in representing a system of equations.
3. Explain mathematical formulation and solution of problems related to finance including different methods of interest calculation, future and present value of money.
4. Evaluate business problems involving complex linear relationships between decision variables and their determining factors.
5. Examine and understand the various descriptive properties of statistical data.

CONTENTS

Unit 1: Introductory Algebra

15 Lectures

- a) **Indices and Logarithms** - Positive indices - Fractional indices - Operation with power functions; General laws of logarithms and its applications
- b) **Set Theory** - Representation of a set, Concept of Subset, Power sets, Size of a set: Set operations- union, intersection, disjoint, set difference, compliment; Properties of union and intersection of sets, associative properties, commutative properties, identity property of union, intersection property of the empty set, distributive properties.
- c) **Permutation and Combination:** Introduction, Fundamental Principle of Counting, Permutation, Combination

Unit 2: Mathematics of Finance

10 Lectures

Compound interest; Formula for compound interest; Present value and discount; Nominal and effective rate of interest; Depreciation of Assets; Growth at a uniform rate.
Annuities-Definition; Amount of an ordinary annuity; Present value of an annuity; Present value of perpetuity; Sinking Fund; Deferred Annuity; Endowment Fund.

Unit 3: Matrix Algebra and Determinants

15 Lectures

a) Definition of Matrix, Different types of Matrix; Matrix Operations – Equality, Addition, Subtraction and Multiplication. Transpose of matrices, Inverse of a Matrix; Solution of linear simultaneous equations by matrix inversion method (having a unique solution and involving not more than three variables)

b) Determinant of a square Matrix (up to third order), Expansion of a determinant; Types of determinants; Properties of Determinants, Addition and Multiplication of determinants, Minor and cofactors of a determinant, Solution of a system of linear equations (having a unique solution and involving not more than three variables) using Cramer's Rule.

Unit 4: Linear Programming

6 Lectures

Formulation of linear programming problem (LPP). The graphical solution to LPP. Cases of unique and multiple optimal solutions. Unbounded solutions, infeasibility, and redundant constraints.

Unit 5: Descriptive Statistics

18 Lectures

- a) **Introduction:** Definition of Statistics, Scope and limitations of Statistics, Variable and Attribute, Primary data and Secondary data, Methods of collection of primary data, Tabulation of statistical data, Frequency Distribution, Cumulative Frequency Distribution and Diagrammatic Presentation of Statistical Data.
- b) **Measures of Central Tendency:** Meaning of Measures of Central Tendency, Characteristics of an Ideal Measure of Central Tendency / Average, Concepts and Specific uses of Arithmetic, Geometric and Harmonic Means, Median and Mode, Practical Problems (simple type).
- c) **Measures of Dispersion:** Meaning of Measures of Dispersion, Characteristics of an Ideal Measure of Dispersion, Concepts and Specific uses of Range, Quartile Deviation, Mean Deviation, Standard deviation, Coefficient of Quartile Deviation, Coefficient of Mean Deviation and Coefficient of Variation, Practical Problems (simple type).
- d) **Moments, Skewness and Kurtosis:** Meaning and significance of Moments, Skewness, Kurtosis, Practical Problems (simple type).

Suggested Readings

1. Ghosh and Saha, Business Mathematics and Statistics, New Central Book Agency (P) Ltd.
2. Chakrabarti J., Business Mathematics and Statistics, Dey Book Concern.
3. Sur, D and Banerjee, D, Basic Statistics, Global Net Publication.
4. Nag, N.K. and Nag, S. K., Business Mathematics and Statistics, Kalyani Publishers.
5. Kapoor V.K., Essential Mathematics for Commerce and Economics, Sultan Chand.
6. De S.N., Business Mathematics & Statistics – ChhayaPrakashani.
7. Das N.G., Statistical Methods, McGraw Hill Education.
8. Sarkhel& Dutta, An Insight into Statistics, Book Syndicate
9. Gupta S.P., Statistical Methods, Sultan Chand & Sons

Comm1031: FUNDAMENTALS OF ACCOUNTING

Marks: 50 Course Evaluation: Semester Examination (40 Marks) and Internal Assessment (10 Marks)

Credit: 3 Lectures: 48 Hours

Objectives: The objective of this course is to provide students with a comprehensive understanding of various fundamental issues associated with Accounting which will help them in interpreting the financial statement of business firms as well as non-profit seeking organizations.

Course Outcomes: After successful completion of the course, students will be able to:

1. Understand the basic concepts of Accounting.
2. Prepare the Financial Statements of the proprietary concerns
3. Prepare the Financial Statement of non-profit seeking concerns

CONTENTS

Unit 1: Introduction of Accounting

8 Lectures

- (i) **Accounting:** Meaning, objectives, Types of accounting information, Users of accounting information and their needs. Basis of accounting – cash basis, accrual basis and hybrid basis. Types of accounting – Financial Accounting, Cost Accounting and Management Accounting.

- (ii) **Accounting Principles:** Entity Concept, Money Measurement Concept, Going Concern Concept and Accounting Period Concept.
- (iii) **Basic Accounting Terms:** Transaction, Event, Capital, Drawings, Asset (Fixed and Current), Liabilities (Long term, Short Term or Current), Receipts (Capital & revenue), Expenditure (Capital, Revenue and Deferred Revenue), Income, Profit/Loss, Purchase, Sales, Stock, Debtors, Creditors, Cost, Revenue, Discount (Cash & Trade)

Unit 2: Recording of Transactions and Preparation of Trial Balance **20 Lectures**

- (i) **Double Entry System:** Introduction, Rule for Debit and Credit – classification of accounts and application of Golden Rule.
- (ii) **Evidence of transactions:** invoice, cash memo, pay-in-slip, cheque; Preparation of Voucher (Cash, Credit and Transfer)
- (iii) **Books of Original Entry:** Meaning, Format & Recording.
- (iv) **Cash Book:** Single Column Cash Book, Double Column Cash Book & Petty Cash Book
- (v) **Special Purpose Books:** Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Bills Receivable Book, Bills Payable Book and Journal Proper.
- (vi) **Ledger:** Meaning, Utility, Format; posting from Journal, Cash Book and Special Purpose Books; balancing of Ledger Accounts.
- (vii) **Trial Balance:** Meaning, Objectives and Preparation.
- (viii) **Bank Reconciliation Statement:** Meaning, Need and Preparation.

Unit 3: Financial Statement **10 Lectures**

- (i) **Financial Statement:** Objective and Importance.
- (ii) **Trading and Profit & Loss Account:** Preparation of Accounts.
- (iii) **Balance Sheet:** Need for Preparation, Grouping and Marshaling of Assets & Liabilities.
- (iv) **Preparation of Financial Statement:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietorship trading concern.

Unit 4: Financial Statement of Non-Profit Seeking Organizations **10 Lectures**

- (i) **Non-Profit Seeking Organization:** Concept
- (ii) **Receipts and Payments Account:** Need for preparation and features.
- (iii) **Income and Expenditure Account:** Need for preparation and features.
- (iv) **Financial Statement:** Preparation of Income & Expenditure Account and Balance Sheet from the given Receipts & Payments Account and additional information.

Suggested Readings:

1. Charles T. Horngren and Donna Philbrick, Introduction to Financial Accounting, Pearson.
2. M.C. Shukla, T.S. Grewal and S.C. Gupta, Advanced Accounts, Vol.-I. S. Chand & Co.
3. P.C. Tulsian, Financial Accounting, Pearson Education.
4. AmitabhaBasu, Financial Accounting I, Tee Dee Publications.
5. T. S. Grewwal, Financial Accounting, Sultan Chand,
6. Rajasekaran, Financial Accounting, Pearson
7. Mukherjee and Mukherjee, Financial Accounting I, Oxford
8. Amitabha Mukherjee, Mohammed Hanif, Financial Accounting I, McGraw Hill Education.
9. S. Anil Kumar, V. Rajesh Kumar and B. Mariyappa, Fundamentals of Accounting, Himalaya Publishing House.
10. V.K. Goyal, RuchiGoyal, Financial Accounting, PHI Learning.
11. Debashri Bhattacharya, Financial Accounting I, Law Point

Comm1051: E-COMMERCE

Marks: 50 Course Evaluation: Semester Examination (40 Marks) and Internal Assessment (10 Marks)

Credit: 3 Lectures: 45 Hours

Objectives: The basic objective of this course is to enable students to become familiar with the mechanism for conducting business transactions through electronic means.

Course Outcomes: After successful completion of the course, students will be able to:

1. Describe the challenging needs of society in the field of e-commerce.
2. Evaluate various applications in the context of online transactions.
3. Make a comparison among various e-payment systems.
4. Analyse security and operational issues in e-commerce.

CONTENTS

Unit 1: Introduction

12 Lectures

E-Commerce-meaning, nature, concepts, advantages and disadvantages, types; e-commerce business models B2B [concept, major activities, types of B to B market (independent, buyer oriented, supplier oriented, e-marketplace)], B2C [portals, e-tailer, content provider, transaction broker, real-life examples of B2C], C2C, C2B, etc.; forces behind e-commerce, e-Governance [meaning, types, significance, real-life examples]. Traditional commerce vs. E-commerce, E-commerce vs M-commerce, E-commerce vs. E-business. Impact of E-commerce on society.

Unit 2: E-CRM and SCM

8 Lectures

E-CRM-definition, features, goals of E-CRM business framework, phases of E-CRM, types of E-CRM, Functional components of E-CRM, strategies for E-CRM solutions; SCM-definition, features, types of supply chain.

Unit 3: Digital Payment

9 Lectures

Methods of e-payments [Debit Card, Credit Card, Smart Cards, e-Money], electronic or digital wallet, digital signature (procedures, working and legal provisions), payment gateways [Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking [meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting], risks involved in e-payments.

Unit 4: ERP

8 Lectures

Definition, features, major characteristics, levels of ERP, benefits of ERP, enterprise potential of ERP, modules of ERP, phases of ERP implementation, limitations of ERP.

Unit 5: New Trends in E-Commerce

8 Lectures

Social Commerce-concept, definition, features; Digital Marketing-definition, objectives, methods, limitations; Advertisement in Social Media-objectives, advantages and disadvantages, procedures.

Suggested Readings

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning.
2. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, E-Commerce: Fundamentals and Applications, Wiley.
3. Laudon, E-Commerce, Pearson Education India.
4. De, S, Fundamentals of E-Commerce, Arambagh Book House
5. Bhaskar, B., E-Commerce, McGraw Hill.
6. Roy, Basu, Agarwal, An introduction to E-commerce and Business Communication, ABS publishing house.

Semester 2

Comm2011: COST AND MANAGEMENT ACCOUNTING-I

Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15 Marks)
Credit: 4 Lectures: 64 Hours

Objectives: The basic objective of this course is to provide students with a comprehensive understanding of the concepts, techniques and practices of cost and management accounting which will help them in developing skills for decision making.

Course Outcomes: After successful completion of the course, students will be able to:

1. Analyse the different cost concepts.
2. Determine various components of the cost of production.
3. Classify unit cost and total cost by preparing a cost statement.
4. Compute employee cost, employee productivity and employee turnover.

CONTENTS

Unit 1: Introduction to Cost and Management Accounting

14 Lectures

Meaning and concept of Cost, Costing, Cost Accounting, and Cost Accountancy. Objectives and Scope of Cost and Management Accounting, Evolution, Advantages and Limitations of Cost and Management Accounting. Users of Cost and Management Accounting information. Role of Cost Accounting department and its relation with other departments. Cost Objects, Cost Units, Cost Centres and Responsibility Centres Installation of Cost Accounting System. Cost Classification. Elements of Cost, Cost Control and Cost Reduction. Cost behaviour pattern, Separating the components of fixed, variable and semi-variable costs. Preparation of Cost Sheets for Manufacturing and Service Sectors. Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management, Methods of Costing and Techniques of Costing.

Unit 2: Material Cost

15 Lectures

Concept of Material and Inventory. Material Control-Meaning, Objectives, Prerequisites, Elements and Advantages. Material Procurement: Organization, Methods, Procedures Pricing. Procedures and documentation involved in Procuring, Storing and Issuing material. Various inventory control techniques and determination of various stock levels. Computation of EOQ and apply the EOQ to determine the optimum order quantity. Material Issue procedure and valuation of material issues. Selection of pricing methods- FIFO, LIFO, Average etc. Various methods of inventory accounting and preparation of Stores Ledger/Account. Identification and Treatment of Normal and Abnormal Loss and its accounting treatment. Accounting and Control of Waste, Scrap, Spoilage and Defectives.

Unit 3: Employee /Labour Cost

10 Lectures

Meaning and importance of Employee/ Labour Cost in an organization Classification of Labour Cost, Labour cost control, Attendance and payroll procedures: Time Keeping and Time Booking, Meaning, importance, control and accounting treatment of Idle Time, Overtime. Labour turnover --meaning, reasons, methods of measurement and control. Various methods of remuneration and incentive systems in the calculation of wages and bonuses, Time rate and piece rate system, Efficiency rating procedures, and Labour productivity.

Unit 4: Overheads

15 Lectures

Overheads: Meaning and importance., Classification, Allocation, Apportionment, and Absorption of Overheads. i) Accounting and Control of Factory/Manufacturing Overheads. Primary distribution and Secondary distribution of factory overhead, Methods of absorbing overheads to various Products/Jobs, Types of overhead rates, Meaning and Treatment of under absorption and over absorption of overheads.

and apply the same in cost computations. ii) Accounting and Control of Administrative Overheads. iii) Accounting and Control of Selling and Distribution Overheads. Concepts related to capacity, Treatment of certain items in costing: interest and financial charges, depreciation, packing expenses, fringe benefits, bad debt, training expenses, research and development cost, canteen expenses, and expenses for welfare activities.

Unit 5: Cost Accounting Systems

10 Lectures

Concept of Cost Accounting or Cost Control System, Non-integral System of Accounting. Advantages and limitations of Non-Integral System, Cost Accounting Ledgers and Control Accounts and Scheme of Journal entries. Integrated or Integral Accounting System: Meaning, Advantages, Limitations, Features, and Prerequisites, Procedure of Recording under Integral Accounting System. Reconciliation of Cost and Financial Accounts: Need for reconciliation, Reasons for differences in profit under financial and cost accounting systems. The procedure of preparation of reconciliation statement for profit under financial and cost accounting systems and Preparation of Memorandum Reconciliation Account. Accounting for Management Information and Cost Control.

Suggested Reading

1. JawaharLal, Cost Accounting, McGraw Hill Education.
2. S.P. Jain and K.L. Narang, Cost Accounting, Kalyani Publishers.
3. M.N. Arora, Cost Accounting, Principles and Practice, Vikas Publishing House.
4. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, ShriMahavir Book Depot,
5. S.P. Iyengar, Cost Accounting, Sultan Chand & Sons.
6. B.K. Bhar, Cost Accounting, World Press.
7. V.K.Saxena&C.D.Vashist, AdvancedCost and Management Accounting.Sultan Chand and Sons
8. Drury, Management and Cost Accounting, Cengage Learning.
9. Horngren, Cost Accounting, Pearson.
10. Dutta, Cost Accounting: Principles & Practice, Pearson.
11. Debasis Banerjee, Cost Accounting & Management Accounting.Book Syndicate.
12. C.H.Sengupta and B G Chowdhury-Cost and Management Accounting, Dey Book Concern.
13. Cost and Management Accounting, AmitavaBasuandJ.K.Mitra, Tee Dee Publications.
14. Cost and Management Accounting, Debarshi Bhattacharya, Lawpoint

Comm2021: PRINCIPLES OF ECONOMICS-I

Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15 Marks)

Credit: 4

Lectures: 64 Hours

Objective: The basic objective of this course is to provide students with a comprehensive understanding of the basic principles of Microeconomics and Macroeconomics and their applications.

Course Outcomes: After the completion of the course, the students will be able to:

1. Understand the broad domains of Economics
2. Examine the nature and scope of Microeconomics and Macroeconomics
3. Analyse the application of the basic principles of Microeconomics and Macroeconomics in real-life situations.

CONTENTS

Unit 1: Demand-Supply Framework & Equilibrium

10 Lectures

1. Elementary concepts: Resources-scarcity – trade-off - choice – opportunity cost - Production-Possibility Frontier & Basic Decisions/questions facing any economy – efficiency & growth – economic systems
2. Demand and Supply: Determinants of demand, movements vs. shift in the demand curve, Determinants of Supply, Movement along a supply curve vs. shift in supply curve; Market

equilibrium and price determination.

3. Elasticity of demand and supply, Application of demand and supply (Price Ceiling and Price Floor, Price Rationing, Consumer Surplus, Producer Surplus).
4. Consumer Theory: Ordinal Utility theory: (Indifference curve approach): Consumer's preferences; Indifference curves; Budget line; Consumer's equilibrium; Income and substitution effect; Price consumption curve and the derivation of the demand curve for a commodity; Criticisms of the law of demand.

Unit 2: Production and Cost

15 Lectures

Production: Firm as an agent of production; Concepts of Production function; Law of variable proportions – stages of production; Isoquants and its Properties – economic region of production; Return to scale (concepts only).

Costs: Costs in the short run. Costs in the long run. Economics and Diseconomies of Scale.

Unit 3: Market Structure

15 Lectures

Classification of Different Markets (Concepts only) – Perfect Competition, Monopoly, Monopolistic Competition, Monopsony and Oligopoly.

Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, the long run industry supply curve: increasing, decreasing and constant cost industry.

Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Price discrimination (concepts and types/degrees) – equilibrium of a price discriminating monopolist.

Unit 4: Selected Macroeconomic Principles

12 Lectures

Introduction to Macroeconomic Variables – Circular Flow of Income – Closed and Open Economy representation of an economy - Saving-Investment Identity, Measuring National Income - Real vs. Nominal GDP - GDP Deflator – limitations of GDP – fiscal policy (concept only)

Unit 5: Money in a Modern Economy

12 Lectures

Concept and measures of money; demand for money; quantity theory of money; liquidity preference and rate of interest; money supply and credit creation; monetary policy Cost of living and inflation: Inflation – Causes, Measurement, Effect, Measures to Control Inflation - Forms of Unemployment – Output Gap and NAIRU (Natural Rate of Unemployment); Inflation & Unemployment – Phillips Curve (short run and long run)

Suggested Readings

1. R.S. Pindyck, D. L. Rubinfeld and P. L. Mehta, Microeconomics, Pearson Education.
2. N. Gregory Mankiw, Principles of Economics, Cengage Learning.
3. G.S. Maddala and E. Miller, Microeconomics: Theory and Applications, McGraw-Hill.
4. D. Salvatore, Schaum's Outline: Microeconomic Theory, McGraw-Hill, Education.
5. Koutsoyiannis, Modern Microeconomics, Palgrave Macmillan
6. Paul A Samuelson and William D Nordhaus, Economics, McGraw-Hill Education.
7. Jaydeb Sarkhel, Microeconomics, Book Syndicate.
8. Jaydeb Sarkhel, Macroeconomics, Book Syndicate.

Comm2031: Fundamentals of Management

Marks: 50 Course Evaluation: Semester Examination (40 Marks) and Internal Assessment (10 Marks)

Credit: 3

Lectures:48 Hours

Objectives The basic objective of this course is to provide students with a comprehensive understanding of the basic concepts and various functions of management which will help them in developing skills for application of management principles in business organizations.

Course Outcomes: After the completion of the course, the students will be able to:

1. Understand and identify the management principles and practices which are relevant to organizations
2. Apply the acquired knowledge in managerial functions.

CONTENTS

Units 1: Introduction to Management

12 Lectures

Meaning and Definition, Nature, Characteristics, Scope, Levels and Functions of Management, Administration Vs. Management, Essence of Management, Evolution of management thought: contributions of F.W. Taylor and Henry Fayol.

Units 2: Planning

10 Lectures

Meaning and Definition, Characteristics of Planning, Importance and Benefits of Planning, Steps in Planning, Types of Planning, Limitations of Planning, Decision making (concept only).

Units 3: Organising

10 Lectures

Concept and process of organising, Span of management, Different types of authority (line, staff and functional), Decentralisation, Delegation of authority, Formal and Informal Structure, Principles of Organising.

Units 4: Staffing, Directing and Controlling

16 Lectures

- a) Staffing: Concept, Process.
- b) Directing: Meaning, Nature, Significance, Principles and Techniques.
- c) Motivation: Concept, Importance, Motivation theories: Maslow's Need-Hierarchy Theory, Herzberg's Two-factor Theory.
- d) Leadership: Concept, Importance, Qualities of a good leader, Types of Leadership styles.
- e) Controlling: Concept, Importance, Process, Limitations, Essentials of Effective Control System; Techniques of Control.

Suggested Readings

1. Koontz and O'Donnell, Principles of Management, McGraw Hill Education.
2. C.B.Gupta, Business Management, Sultan Chand and Sons.
3. L.M.Prad, Principles and Practice of Management, Sultan Chand and Sons.
4. A.F.Stoner and R.E.Freeman, Management, Prentice Hall.
5. P.C.Tripathi and P. N.Reddy, Principles of Management, TMH Publications.
6. Griffin, Management Principles and Application, Cengage Learning.
7. Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.
8. B.P.Singh and A.K.Singh, Essentials of Management, Excel Books.
9. T.N.Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.).

Comm2051: COMPUTER APPLICATIONS IN BUSINESS

Marks: 50 Course Evaluation: Semester Examination (40 Marks) and Internal Assessment (10 Marks)

Credit: 3 Lectures: 45 Hours

Objectives: The basic objective of this course is to provide students with a comprehensive understanding of the fundamental issues associated with the applications of computer in business application.

Course Outcomes: After the completion of the course, the students will be able to:

1. Understand the various concepts and terminologies used in computing, computer networks and the internet.
2. Develop basic computer skills
3. Comprehend the basic concepts of DBMS

CONTENTS

Unit 1: Computer Basics

12 Lectures

- a) Definition and Characteristics of Computer. Generations of computers. CPU organization and architecture: Arithmetic/Logic Unit (ALU), Control Unit (CU)
- b) Memory organization: Memory representation, Cache memory, Primary memory – RAM and ROM. Functions of RAM and ROM. Different types of RAM and ROM. Secondary memory – Magnetic and optical storage devices (a brief description of different types).
- c) Input and Output Devices: Major types and their functions.

Unit 2: Operating System

10 Lectures

Concept, types, functions of operating system; Software-Concepts and types of software.

Unit 3: Number System and Binary Arithmetic and Logic Gate

5 Lectures

Positional Number Systems – Decimal, Binary, Octal, Hexadecimal; Binary Arithmetic – Addition, Subtraction, Number Representation – One's Complement, Two's Complement.
Digital Logic Gates; Truth Table, Logic Diagrams, Simplified Circuits (Half adder, Full adder)

Unit 4: Internet, and Its Applications

8 Lectures

Meaning of Internet, IP Address, URL, Domain Name System, Internet Protocols - TCP/IP, UDP, FTP, TELNET [brief ideas only], HTML, DHTML AND XML [Concepts only]

Unit 5: Introduction to DBMS

10 Lectures

Concepts of database and database management system (DBMS). Components of database management system (DBMS) Data abstraction. Architecture – three schema architecture. Data models: hierarchical model, network model and relational model.

Suggested Readings

1. ITLESL, Introduction to Computer Science, Pearson Education.
2. ITLESL, Introduction to Information Technology, Pearson Education.
3. Sinha & Sinha, Fundamentals of Computers, BPB Publication.
4. Rajaraman, Fundamentals of Computers, PHI.

Semester 3

Comm3011: FINANCIAL ACCOUNTING- II

Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15 Marks)

Credit: 5

Lectures: 75

Objective: The basic objective of this course is to provide students with an in-depth understanding of advanced topics in accounting, focusing on partnership accounts, hire purchase and instalment payment systems, accounting for inland branches and departmental accounts, investment accounts, and company accounts.

Course Outcomes: On successful completion of the course, students will be able to:

1. Apply the accounting principles while recording transactions of Departmental, Hire purchase and Branch Accounts.
2. Understand the principles of accounting for shares.
3. Understand the concepts of Investment Accounting.

CONTENTS

Unit 1: Partnership Accounts-II

20 Lectures

Accounting for dissolution of firm – Settlement of accounts on Dissolution -Insolvency of one or more partners, Consideration of private estate and private liabilities. Piecemeal distribution : Order of payments– surplus capital basis and maximum possible loss basis.

Unit 2: Accounting for Hire Purchase and Instalment purchase

15 Lectures

Meaning of Hire Purchase System; Difference with Instalment Payment System and Sale; Methods of recording of Hire Purchase Transactions in the books of Buyer and Hire vendor –calculation and allocation of interest in case of Hire Purchase and Instalment Payment Systems– use of Interest Suspense account – partial and complete repossession of goods, Termination of Hire Purchase Contract, Entries under Hire Purchase Stock and Debtors Method (with repossession); Entries under H.P. Trading Method (with repossession).

Unit 3: Accounting for Inland Branches and Departmental Accounts

15 Lectures

Concept of Branch; different types of Branches. Synthetic method – preparation of Branch account (at Cost & at Invoice Price).Preparation of Branch Trading and P/L account– normal and abnormal losses. Analytical method – preparation of Branch Stock, Adjustment Account (at Cost & at IP) – normal & abnormal losses. Independent branch – concept and adjustments; Wholesale profit and retail profit at Branch.

Concept, objective of preparation of departmental accounts; apportionment of common costs; Preparation of Departmental Trading and P/L account, Consolidated Trading and P/L account; Inter departmental transfer of goods at cost and at selling price and elimination of unrealized profit.

Unit-4: Investment Accounts

10 Lectures

Meaning, Maintenance of investment ledger, change in the nature of investments, Cum-dividend and Ex – dividend transactions, Cum-interest and Ex-interest transactions. Accounting for investment in fixed interest bearing securities and variable income bearing securities, Securities Transactions Tax(STT).

Unit 5: Company Accounts

15 Lectures

Issue of Shares – issue, forfeiture, reissue, issue of shares for consideration other than cash and issue to the promoters; Pro-rata issue of shares. Sweat, Right and Bonus Shares. Underwriting of shares and debentures: Rules; Determination of Underwriters Liability – with marked, unmarked & firm underwriting accounting.

Suggested Readings

1. M.C. Shukla, T.S. Grewal, and S.C. Gupta, Advanced Accounts, Vol-II, S. Chand & Co.
2. Soumya Mukherjee and Abhik Kr. Mukherjee, Financial Accounting-II, Oxford Higher Education.

3. Hanif& Mukherjee, Financial Accounting, Vol II, McGraw Hill.
4. Amitabha Basu, Principles & Applications of Accounting Vol II, Tee Dee Publications.
5. Maheshwari, S. N., Maheshwari, S. K., &Maheshwari, S. K. (2018). Financial Accounting.Vikas Publishing House Pvt. Ltd.
6. Sehgal, D. (2014). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
7. Goyal, B. K., &Tiwari, H. N. (2019). Financial Accounting. New Delhi: Taxmann Publication.
8. Manna, Financial Accounting- II, McGraw Hill Publications
- 9.S.K.Paul: Financial Accounting. NCBA

Comm3012: COST AND MANAGEMENT ACCOUNTING – II

Full Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15Marks)

Credit: 5

Lectures: 75

Objectives: The basic objective of this course is to provide students with an in-depth understanding of the various methods and techniques involved in cost ascertainment and analysis of cost information for cost planning, control and decision making.

Course Outcomes:

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

1. Understand the concepts of Unit costing, Job costing, Batch costing and Contract Costing.
2. Elucidate the meaning, objectives, nature, and scope of Process costing and the concept of Joint and By-products.
3. Understand the concepts of Marginal Costing, Absorption Costing and Variable Costing.
4. Conduct a Cost-volume-profit analysis.
5. Understand the concept of Service or Operating Costing.

CONTENTS

Unit 1: Unit or Output Costing, Job costing and Batch Costing **15 Lectures**

a) Unit or Output Costing

Meaning, applicability, features and advantages, Methods of preparing cost sheet, Treatment of scrap, Price Quotation or Tenders and preparation of estimated cost sheet

b) Job Costing

Meaning, features, principles, process and applicability of Job Costing, Advantages and limitations of Job Costing, Preparation of Job Cost Sheet and procedure of Job Costing

c) Batch Costing

Meaning, features, advantages and limitations of Batch Costing, Preparation of Statement of Cost under Batch Costing, Economic Batch Quantity (EBQ)

Unit-2: Contract Costing **15 Lectures**

Meaning, features, applicability and Procedure of Contract Costing, Recording of Contract Cost, Progress payments, Retention money, Escalation clause, De-escalation Clause, Cost plus contract, Preparation of Contract Account, Contractee Account and Extracts of Balance Sheet, Profit or Loss on incomplete contract

Unit 3: Process Costing including Joint products and By-products **20 Lectures**

Process Costing: Definition and meaning, basic features, applicability, advantages and limitations, Procedure in Process Costing, Preparation of process cost accounts, Treatment of normal loss, abnormal loss and abnormal gain in process cost accounting, Inter-process profit and Equivalent production.

Joint products and By-products: Meaning of Joint Products, by-products and co-products, Apportionment of joint costs and methods of apportioning–physical unit method, average unit cost methods, contribution margin method. Joint cost over by products and treatment of by-products cost in cost accounting.

Unit-4: Service Costing or Operating Costing **10 Lectures**

Meaning of Service Costing, Types of services, Operating Costing system, Service Costing vs. Product Costing, Methods for ascertaining service cost unit, Transport costing – classification of costs, Fixed

charges, repairs and maintenance, operating and running charges, collection of costs, ascertainment of costs, operating cost Sheet

Unit 5: Marginal Costing and Cost Volume-Profit Analysis

15 Lectures

Definition of marginal cost and marginal costing, features of marginal costing, comparison between direct costing, marginal costing and absorption costing, advantages and limitations of marginal costing, cost-volume-profit analysis-profit volume chart, break-even analysis, graphical presentation of break-even chart, limitations of break-even analysis, methods of break-even analysis, margin of safety, angle of incidence.

Suggested Readings

1. JawaharLal, Cost Accounting, McGraw Hill Education.
2. S.P. Jain and K.L. Narang, Cost Accounting, Kalyani Publishers.
3. M.N. Arora, Cost Accounting: Principles and Practice, Vikas Publishing House.
4. S.N. Maheshwari and S.N. Mittal, Cost Accounting: Theory and Problems, ShriMahavir Book Depo
5. S.P. Iyengar, Cost Accounting. Sultan Chand & Sons.
6. B.K. Bhar, Cost Accounting, World Press.
7. Saxsena and Vasisth, Cost and Management Accounting. Sultan Chand and Sons
8. Horngren, Cost Accounting, Pearson.
9. Debasis Banerjee, Cost Accounting & Management Accounting.
10. C.H. Sengupta and B.G. Chowdhury. Cost and Management Accounting. Dey Book Concern
11. G.K. Jana. Cost and Management Accounting. Books and Allied (P) Ltd.
12. Samir Kumar Chakraborty, Cost and Management Accounting. New Central Book Agency.

Comm3031: FUNDAMENTALS OF FINANCE

Marks: 50 Course Evaluation: Semester Examination (40 Marks) and Internal Assessment (10 Marks)

Credit: 3

Lectures: 45

Objectives: This basic objective of this course is to provide students with a comprehensive understanding of essential financial concepts, techniques, and decision-making processes crucial for effective financial management within organizations. Through this course, students will learn to analyse financial situations, make informed decisions, and contribute to the overall financial success of firms.

Course Outcome: After successful completion of the course, students will be able to:

1. Understand the fundamental issues associated with financial decision making.
2. Develop skills for the application of various techniques relevant to financial management decisions.

CONTENTS

Unit-1: Introduction to Finance

10 Lectures

Finance – definition, nature and scope; Sources of Finance - short-term and long-term sources; Financial management-concept, objectives and decision areas; Time value of money-concept and importance; Future value and Present value calculations; Cost of capital-meaning and relevance.

Unit-2: Capital Budgeting Decision

10 Lectures

Capital budgeting – definition, features and importance; Different kinds of capital budgeting decisions; Various approaches to capital budgeting decisions under certainty condition.

Unit-3 Capital Structure Decision

10 Lectures

Concept of capital Structure; Capital Structure vs. Financial Structure; Importance of Capital Structure; Optimal Capital Structure: Determinants of Capital Structure.

Unit-4 Working Capital Management

8 Lectures

Meaning and classification of working capital; Working Capital Management-concept and importance, Determinants of working capital requirement, Sources of working capital finance.

Unit-5 Dividend Decision

7 Lectures

Meaning and classification of dividend; Meaning, objectives and determinants of dividend policy.

Suggested Readings

1. Chandra, P., Financial Management: Theory and Practice, TMH.
2. Pandey, I.M., Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Sur, D. and Sarkhel, J., An Introduction to Financial Management, Book Syndicate.
4. Van Horne, Fundamentals of Financial Management, Pearson.
5. Khan, M.Y. and Jain, P.K., Financial Management: Text, Problems and Cases, Tata McGraw-Hill Publishing Co., Ltd. New Delhi

Comm3051: ENTREPRENEURSHIP DEVELOPMENT

Marks: 50 Course Evaluation: Semester Examination (40 Marks) and Internal Assessment (10 Marks)

Credit: 3

45 Lectures

Objective: The basic objective of this course is to provide students with a comprehensive understanding of the different issues associated with the concept of entrepreneurship and to orient them towards entrepreneurship as a career option.

Course Outcomes: On successful completion of the course students will be able to:

1. Understand the basic nuances of entrepreneurship;
2. Inculcate creative thinking and behaviour towards entrepreneurship;
3. Develop a mindset for new venture creation.

CONTENTS

Unit 1: Introduction to Entrepreneurship & Entrepreneur

10 Lectures

Entrepreneurship: Meaning, Scope, Nature, Needs, Elements, Determinants, Importance, Dimensions of entrepreneurship: Intrapreneurship, Technopreneurship, Cultural Entrepreneurship, International Entrepreneurship, Netpreneurship, Ecopreneurship, Copreneurship, Social Entrepreneurship, Women Entrepreneurship; Entrepreneur: Types, Qualities/ Traits of successful entrepreneurs, Entrepreneur vis-à-vis Intrapreneur & Manager; Contemporary role models from Indian business; Creativity & Innovation in entrepreneurship.

Unit 2: Family Businesses & MSMEs

6 Lectures

Family Business: Features, Challenges, Conflicts, Role of family businesses in Indian economy; MSMEs: Concept, Features, Advantages, Disadvantages, Government Schemes for MSMEs

Unit 3: Stimulation, Support and Sustainability in Entrepreneurship

12 Lectures

Stimulation, Support and Sustainability: Concept, Activities; Public and private system of stimulation, support and sustainability of entrepreneurship, Dimensions of support by government & its agencies: Financial, Marketing, Technical & Technological assistance; Actors of support system: Industry associations, Self-help groups, Angel investors, Venture capitalists, Private equity.

Unit 4: Preparation for Entrepreneurial Ventures

8 Lectures

Business ideas: Concept, Sources & Techniques; Feasibility Study: Concept, Purpose, Dimensions, Feasibility Study Report; Business Plan: Concept, Significance/ Benefits/ Rationale, Structure & Contents; Project Report: Concept, Significance/ Benefits/ Rationale, Contents.

Unit 5: Start-up Ventures: Establishment & Operations

9 Lectures

Start-up ventures: Concept & Features; Mobilising resources for start-up. Accommodation and utilities; Preliminary contracts with suppliers, vendors, principal customers; Contract management: Start-up problems & challenges; Establishment & Operations: Location, Layout, Business Process, Operations Planning & Control.

Suggested Readings

1. Robert Hisrich, Michael Peters, & Dean Shepherd, Entrepreneurship, McGraw-Hill Education.
2. David H. Holt, Entrepreneurship: New Venture Creation, Pearson.
3. Abhik Kumar Mukherjee & Shaunak Roy, Introduction to Entrepreneurship Development, Oxford University Press.
4. K. Ramachandran, Entrepreneurship Development, McGraw-Hill Education.
5. Arya Kumar, Entrepreneurship: Creating and Leading Entrepreneurial Organization, Pearson.
6. P. Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearson.
7. S. S. Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
8. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.

Semester 4

Comm4011: MANAGEMENT THEORY AND PRACTICE

Full Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15Marks)

Credit: 5

Lectures: 75 Lectures

Objective: The basic objective of the course is to provide students with an understanding of the basic concepts, principles and practices of management.

Course Outcomes: On successful completion of the course, students will be able to:

1. Understand the fundamental issues associated with the key functions of management.
2. Develop skills to perform the key management functions in profit seeking as well as non-profit seeking organizations.

CONTENTS

Unit 1: Introduction

20 Lectures

- a) Management: Meaning and Definition, Scope, Importance, Management as profession, Universality of Management, Managerial functions (elementary idea).
- b) Evolution of Management Thought: Classical Approaches – Taylor, Fayol, Neo-Classical and Human Relations Approaches- Elton Mayo and Hawthorne Experiment, Modern Approaches- Systems Approach, Contingency Approach, MBO- Concept, Benefits and Weaknesses.

Unit 2: Planning and Strategic Planning

15 Lectures

- a) Planning-Meaning and Definition, Characteristics and Importance of Planning, Types of Plan – Purpose, Objective, Strategy, Policy, Procedure, Rules, Programme and Budget. Decision making- Concept, Process. Strategic Planning– Meaning, Types (Business, Corporate, Unit level), Process, Importance and limitations.
- b) Business Environment - Concept, Components, Analysis and diagnosis (macro and micro environments), Techniques (Concepts of SWOT/TOWS Analysis).

Unit 3: Organising

15 Lectures

Concept, Types, Process, Levels of management, Span of management, Delegation of authority, Centralisation, Decentralisation, Staffing: Concept, Importance, Process.

Units 4: Directing

15 Lectures

- a) Directing: Meaning, Significance, Principles and Techniques.
- b) Leadership: Concept, Importance, Qualities of a good leader, Leadership Styles. Theories of Leadership (Trait Theory, Tannenbaum and Schmidt Theory, Managerial Grid theory).
- c) Motivation: Concept, Importance, Motivation Theories - McGregor's Theory X and Theory Y, Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory.

Unit 5: Communication, Coordination and Control

10 Lectures

- a) Communication - Meaning, Importance, Process, Barriers.

- b) Coordination - Meaning, Essence of management, Techniques
- c) Controlling: Concept, Importance, Process, Types, Techniques.

Suggested Readings

1. Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
3. George Terry, Principles of Management, Richard D. Irwin.
4. Newman, Summer, and Gilbert, Management, PHI.
5. James H. Donnelly, Fundamentals of Management, Pearson Education.
6. B.P. Singh and A.K. Singh, Essentials of Management, Excel Books.
7. Griffin, Management Principles and Application, Cengage Learning.
8. Robert Kreitner, Management Theory and Application, Cengage Learning.
9. Stoner, Management, Pearson.
10. C.B. Gupta. Management Theory & Practice, Sultan Chand

Comm4012:MARKETING MANAGEMENT

Full Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15Marks)

Credit: 5

Lectures: 75

Objective: The basic objective of the course is to provide students with an in-depth understanding of concepts, principles, tools and techniques of marketing management.

Course Outcomes: On successful completion of the course, students will be able to

1. Understand the dynamics of marketing in business.
2. Apply the theoretical marketing concepts to the practical situations.
3. Demonstrate the ability to carry out a market research projects.
4. To communicate unique marketing mixes and selling propositions for specific products.

CONTENTS

Unit 1: Introduction to Marketing Management

15 Lectures

Nature, scope and importance of marketing; various concepts of marketing, Evolution of marketing, Strategic marketing planning, Marketing mix for products and services, Marketing environment: Concept, importance, and components, Service Marketing.

Unit 2: Consumer Behaviour & Marketing Strategies

15 Lectures

Nature and Importance, Consumer buying decision process; Factors influencing consumer's buying behavior, Market Segmentation – Concept, Importance and Bases, Target Market selection, Positioning – Concept, importance and Bases.

Unit 3: Managing the Product

15 Lectures

Concept and importance, Product line; product mix decisions, Branding- functions, strategies, types, qualities of good brand name, packaging and labeling- functions, types; Product life-cycle. New product development- Concept and process.

Unit 4: Pricing & Distribution Decisions

15 Lectures

Factors affecting price of a product, Pricing Methods, Pricing Strategies, Distribution Decisions: channels, Types, Functions and management, Factors affecting choice of Distribution Channel, Distribution Strategies, Distribution, Logistics- concept, Importance, major logistics decisions.

Unit 5: Promotion Decisions & Recent Trends in marketing

15 Lectures

Marketing channels, communication process, Importance of promotion, Communicating value- Decision about promotion mix tools including Advertising, personal selling, sales promotion, public relations and

publicity and direct marketing, factors influencing promotion mix, Customer Relationship Management, Online Marketing, Social marketing; Green marketing; Rural marketing.

Suggested Readings

1. Philip Kotler, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque, Principles of Marketing, Pearson
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit, Marketing: Concepts and Cases (Special Indian Edition), McGraw Hill Education.
3. William D. Perreault and McCarthy, E. Jerome., Basic Marketing, Pearson Education.
4. Zikmund William G. and Michael D'Amico, Marketing: Creating and Keeping Customers in an E-Commerce World, Cengage Learning.
5. DhruvGrewal, Michael Levy, Marketing, McGraw Hill Education.
6. RajendraMaheshwari, Principles of Marketing, International Book House.
7. Winer, Marketing Management, Pearson.
8. B. Chandra and S. Das, Marketing Management and Human Resource Management, TEE DEE Publications
9. A. Gupta, Marketing Management and Human Resource Management, The Elegant Publications
10. RamaswamyNamakumari, Marketing Management, SAGE
11. RajanSaxena, Marketing Management, McGraw Hill

Comm4013: DIRECT TAX-I

Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15 Marks)

Credit: 5

Lectures: 75

Objectives: The basic objective of this course is to provide students with a comprehensive understanding of the basic concepts, definitions, and provisions related to taxation under the Income Tax Act in India. The course aims to equip students with the knowledge necessary to understand the tax structure in India.

Course Outcome: After successful completion of the course, students will be able to:

1. Understand how taxation system in India works.
2. Ascertain the tax liabilities of individuals considering his/her sources of income and residential status.
3. Acquire thorough knowledge of different source of income, exemptions, deductions, allowances etc. required in tax planning.
4. Develop skills for minimising tax burden of an individual.

CONTENTS

Unit-1:a) Basic Concepts and Definitions under Income Tax Act, 1961: 20 Lectures

Tax structure in India, Direct Tax vs. Indirect Tax, Assessee, Previous year, Assessment year, Person, Income, Earned income and unearned income, Sources of income, Heads of income, Gross total income, Total income, Capital receipts and revenue receipts, capital expenditure and revenue expenditure, Maximum marginal rate of tax, Tax Evasion, Tax avoidance, Tax planning.

b) Residential Status and Incidence of Tax: Provisions regarding Residential status of all persons, Determination of Residential status of Individual assessee. Scope of total income.

c)Exempted Incomes: Incomes which do not form part of Total Income Except section 10AA.

d) Agricultural Income: Definition, determination of agricultural and non-agricultural Income, Assessment of tax liability when there are both agricultural and non-agricultural income.

Unit -2:Income under the “Salaries” and its computation. **15 Lectures**

Unit-3: Income under the head “Income from House property” and its computation. **10 Lectures**

Unit 4: Income under the head “Profits and Gains of Business and Profession” and its computation (Individual Assessee). **15 Lectures**

Unit 5: a) Income under the head “Capital Gains” and its computation **15 Lectures**

Meaning and types of capital assets, basic concept of transfer, cost of acquisition, cost of improvement and indexation, computation of Short Term Capital Gain (STCG) and Long Term Capital Gain (LTCG), exemptions u/s 54, 54B, 54EC and 54F, capital gain on transfer of bonus shares, right entitlement and right shares, taxability of STCG and LTCG.

b) Income under the head “Income from other sources” and its computation.

Note: If any new legislations/provisions are enacted in place of the existing legislations/provisions, the syllabus will accordingly include such new legislations/provisions in place of existing legislations/provisions with effect from such date as prescribed by The University of Burdwan. Similarly if any existing provision becomes redundant due to changes, it will be left out of the syllabus.

Suggested Readings

1. Singhania V.K., and Singhania K, Direct Tax Law and Practice, Taxmann
2. Lal and Vashist, Direct Taxes, Pearson
3. Ahuja and Gupta, Direct Taxes Law And Practice, Bharat
4. Manoharan&Hari, Direct Tax Laws, Snow White
5. Roy, S. K., Principles and Practice of Direct & Indirect Taxes, ABS
6. Sengupta, C.H., Direct & Indirect Taxes, Dey Book Concern

Comm4021: PRINCIPLES OF ECONOMICS - II

Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15Marks)

Credit: 4

60 Lectures

Objective: The basic objective of this course is to provide students with a comprehensive understanding of the basic principles of Microeconomics, Public Finance, International Trade, and Economic Development and their applications.

Course Outcomes: After successful completion of the course, students will be able to

1. Understand the broad domains of Economics.
2. Examine the nature and scope of functional areas of Economics.
3. Analyse the real-life cases and the application of the principles of Economics in those cases.

CONTENTS

Unit 1: Factor Price Determination

15 Lectures

Marginal Productivity theory of distribution; concept and nature of labour supply curve; Distinction between Ricardian Theory and Modern Theory of Rent, concept of Quasi-rent; Liquidity Preference Theory of Interest - gross interest and net interest; Different theories of determination of profit – gross profit & net profit, normal profit and accounting profit.

Unit 2: Principles of Taxation and Government Revenue and Expenditure

15 Lectures

A. Public goods – excludability principle – problem of free-riding - merit & non-merit goods (concepts only)

B. Principles of taxation – Benefit and Ability to pay approaches(concepts only);Major Principles of tax policy - neutrality, efficiency, effectiveness and fairness, convenience, certainty and simplicity and equity principles of taxation (concepts only);Different types of taxes – Direct & Indirect tax, progressive, regressive and proportional tax; Laffer Curve.

C. Composition of Government Income(revenue and capital) and Government Expenditure (revenue and capital); budget, different concepts of deficits.

Unit 3: Principles of International Trade**10 Lectures**

- A. Absolute Cost Advantage theory and Relative Cost Advantage theory
- B. Balance of Payments – its components, Trade deficit (surplus); exchange rate, devaluation; quantitative and qualitative trade barriers (concepts only)

Unit 4: Economic Growth and Development**12 Lectures**

- A. Meaning of Development: Traditional Economic Measures, The New Economic View of Development, Basic argument underlying Amartya Sen's "Capability" Approach; Concept of Human Development Index.
- B. Theories of Underdevelopment: Rostow's historical stages theory of growth - Dualism - Vicious Circle of Poverty –Lewis theory and Raney-Feimodel (concepts only)
- C. Climate change and Issues of Environmental Degradation, Green Growth and Sustainable Development (concepts only)

Unit 5: Poverty, Inequality and Development**8 Lectures**

Measurement of absolute poverty and inequality, concept of multi-dimensional poverty, Economic effects of inequality

Suggested Readings

1. Ganguly, S :Public Finance: A Normative Approach, World Press
2. Koutsoyiannis, A: Modern Microeconomics, Palgrave Macmillan
3. Ray, D: Development Economics, Oxford University Press, New Delhi
4. Soderstern, B & Reed, G: International Economics. Palgrave MacMillan
5. Salvatore, D: International Economics, Wiley India Pvt. Ltd.
6. Todaro, M. & Smith, S: Economic Development, 11th Edition, Addison-Wesley.
7. Sarkhel, J: Adhunik Arthanitir Bhumika, Book Syndicate
8. Sarkhel, J., Salim, Sk, & Bhukta, A. Arthanatik Unnayan, Book Syndicate

Comm4022: Business Mathematics and Statistics – II

Marks: 75 Course Evaluation: Semester Examination (60 Marks) and Internal Assessment (15Marks)

Credit: 4

60Lectures

Objective: The basic objective of this course is to provide students with a comprehensive understanding of various mathematical and statistical tools and techniques which will help them in dealing with real-life business situations.

Course Outcome: After successful completion of the course, students will be able to:

1. Grasp fundamental calculus concepts and effectively apply them to real-world scenarios in Business, Economics, and Finance.
2. Demonstrate the relevance of utilizing Correlation Analysis for making informed business decisions.
3. Show the practical use of Regression Analysis in making informed business decisions.
4. Use index numbers to measure the relative change in a set of measurements over time and assess business and economic situations quantitatively.
5. Utilize time series analysis for examining variations in economic and business phenomena.

CONTENTS**Unit 1: Function, Limit and Continuity:****12Lectures**

Function: Mathematical functions and their types-linear, quadratic, polynomial, exponential, and logarithmic functions. Even and Odd Functions.

Limit: Concepts of limit, Existence, Evaluation by factorisation and rationalisation.

Continuity: Continuity at a point and in an interval, geometrical interpretation, Simple examples.

Unit 2: Differential Calculus (without Trigonometric Applications)**12 Lectures**

Derivative and its meaning, geometrical interpretation, First principle formula–Standard formula of derivatives. Derivatives of composite and parametric functions, Logarithmic differentiation. Higher order derivative (up to 2nd order), Maxima and Minima of functions. Function of several variables, Partial Differentiation of simple algebraic functions, Homogeneous functions and their properties, Euler's theorem (without proof).

Unit 3: Integral Calculus (without Trigonometric Applications)**12 Lectures**

Integration: Indefinite Integration as the inverse process of differentiation, Standard forms. Methods of integration–by substitution, by parts, and by use of partial fractions; Definite integration; Finding areas in simple cases.

Unit 4: Correlation and Regression**12 Lectures**

Scatter diagram, simple correlation coefficient and its properties, simple regression and its properties, Spearman's rank correlation.

Unit 5: Index Numbers and Time Series**12 Lectures**

Index numbers: Definition and types of index numbers, problems in the construction of price index numbers, Methods of construction of price index numbers and quantity index numbers, Consumer price index.

Time Series Analysis: Causes of variation in time series data – Components of time series – Determination of trend by semi-average, moving average and method of least squares (linear, second degree and exponential trend), Computation of seasonal indices by simple average, ratio to moving average and ratio to trend method.

Suggested Readings

1. Chakrabarti, J., Business Mathematics and Statistics, Dey Book Concern.
2. De, S.N., Business Mathematics & Statistics –Chhaya Prakashani.
3. Sur, D and Banerjee, D, Basic Statistics, Global Net Publication.
4. Lind, D.A., Marchal, W. G. and Wathen, S.A., Statistical Techniques in Business & Economics, McGraw Hill.
5. Ghosh and Saha, Business Mathematics and Statistics, New Central Book Agency (P) Ltd.
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