

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

for

**Bachelor of Commerce
B.Com**

(Semester: I -II)

(Under Continuous Evaluation System)

Session: 2018-19



**The Heritage Institution
KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

B. Com

Bachelor of Commerce

Duration: 3Years

Level: Graduation

Type: Degree

B.Com degree is structured to provide the students managerial skills in disciplines related to commerce. Also, by the end of the program, students gain an in-depth knowledge on core subjects like accounting, law, statistics, finance, marketing just to name a few.

A student holding a B.Com Degree is well prepared to sustain as a corporate employee or as an entrepreneur. The student has adequate knowledge of adapting to the changes in the flexible business world, can focus internationally and has an in-depth understanding of the business world's market-relevant aspects. On the other hand, if the student chooses to start his/her own business, he/she can run it successfully and professionally without having to pay to expert accountants or market consultants.

Programme SpecificOutcomes

Towards the end of the programme, students will be able to:

PSO1: Develop an ability to effectively communicate both orally and verbally

PSO2: Appreciate importance of working independently and in a team by learning the concept of leadership and motivation.

PSO3: Have exposure of complex commerce problems and find their solution

PSO4: Process information by effective use of IT tools

PSO5: Understand required mathematical, analytical and statistical tools for financial and accounting analysis

PSO6: Develop an understanding of various commerce functions such as finance, accounting, financial analysis, project evaluation and cost accounting

PSO7: Develop an understanding of different forms of taxes and their implications.

PSO8: Develop self-confidence and awareness of general issues prevailing in the society

Scheme of Studies and Examination(Session 2018-19)

B.Com

Semester I

Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BCRL-1421/ BCRL-1031 BCRL-1431	Punjabi Compulsory/ Basic Punjabi/ PHC	C	50	40	-	10	3
BCRL-1212	English (Compulsory)	C	50	40	-	10	3
BCRL-1093	Financial Accounting	C	50	40	-	10	3
BCRL-1094	Business Organisation	C	50	40	-	10	3
BCRL-1095	Business Communication	C	50	40	-	10	3
BCRL-1176	Business Statistics	C	50	40	-	10	3
BCRM-1127	Computer Fundamentals	C	50	25	15	10	3+1
AECD-1161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AECC	50	40	-	10	3
SECF-1492	*Foundation Programme	VBCC	25	25	-	-	2
Total			350				

C-Compulsory

AECC- Ability Enhancement Compulsory Course

VBCC- Value Based Compulsory Course

B.Com (Session 2018-19)

Semester II							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BCRL-2421/ BCRL-2031 BCRL-2431	Punjabi Compulsory/ Basic Punjabi/ PHC	C	50	40	-	10	3
BCRL-2212	English (Compulsory)	C	50	40	-	10	3
BCRM-2093	Advanced Financial Accounting	C	50	30	10	10	3+1
BCRL-2094	Commercial Laws	C	50	40	-	10	3
BCRL-2175	Business Economics	C	50	40	-	10	3
BCRL-2096	Functional Management	C	50	40	-	10	3
BCRS-2097	Seminar	C	50	-	-	-	-
AECD-2161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AECC	50	40	-	10	3
SECM-2502	*Moral Education Programme	VBCC	25	25	-	-	1
Total			350				

***Marks of these papers will not be added in total marks and only grades will be provided.**

C-Compulsory

AECC- Ability Enhancement Compulsory Course

VBCC- Value Based Compulsory Course

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code: BCRL-1093
FINANCIAL ACCOUNTING

Course Outcomes:

After the successful completion of this course, students will be able to –

- CO1: acquire conceptual knowledge of financial accounting and gain skills required for recording various kinds of business transactions.
- CO2: describe the role, functions and limitations of financial accounting.
- CO3: explain various accounting concepts and conventions including IFRS (International Financial Reporting Standards).
- CO4: prepare final accounts of sole proprietor (Trading account, Profit & Loss Account and Balance Sheet).
- CO5: gain indepth knowledge of preparing Consignment accounts in the books of consignor and consignee.

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code: BCRL-1093
FINANCIAL ACCOUNTING

Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Introduction –Nature of financial Accounting–scope–objects–limitations–Accounting concepts and conventions

Conceptual Frame Work for preparation and presentation of financial statements–Capital, Revenue and deferred revenue expenditure – Capital and revenue receipts

Unit-II

Final Accounts of Sole Proprietor

Voyage Accounts– Meaning, accounting treatment in case of complete voyage & incomplete voyage.

Unit-III

Joint Venture – Meaning, types, determination of profits under different methods.

Consignment Accounts–Meaning, features, consignee’s commission, account sales, distinction between joint venture & consignment, accounting treatment in the books of consignor & consignee

Unit-IV

Departmental Accounts – Meaning–Objects–Advantages–Accounting procedure–Allocation of expenses and incomes – Interdepartmental transfers – Provision for unrealized profit.

Branch Accounts –Features–Objects–Types of branches–Dependent branches–Account Systems –Stock and Debtors System –Independent branch –Features – Preparation of Consolidated Profit and Loss Account and Balance sheet

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S.K., "*Financial Accounting*", 2009, Vikas Publishing House, New Delhi.
2. Narayanswami, R., "*Financial Accounting: A Managerial Perspective*", 3rd
3. Edition, 2008, Prentice Hall of India, New Delhi.
4. Mukherjee, A. and Hanif, M., "*Financial Accounting*", 1st Edition, 2003, Tata McGraw Hill.
5. Ramchandran, N. and Kakani, R.K., "*Financial Accounting for Management*", 2nd Edition, 2007, Tata McGraw Hill.

Note: Latest edition of text book may be used.

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code: BCRL-1094
BUSINESS ORGANISATION

Course Outcomes:

After the successful completion of this course, students will be able to-

- CO1: understand the nature of business activities and the environment within which they operate and function.
- CO2: develop an understanding of business activities in the modern world.
- CO3: learn the theoretical and practical aspects of operating various types of business organisations.
- CO4: develop an awareness of the changing and integrated nature of business problems and an ability to explore and deal with these problems.

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code: BCRL-1094
BUSINESS ORGANISATION

Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Business: Meaning and types – profession – meaning and importance of business organization.
Social Responsibilities of Business – Business Ethics.

Unit-II

Forum of Business organization – sole trader – partnership – joint Hindu family – joint stock companies – co-operative societies – public utilities and public enterprises.
Public Sector vs. Private sector

Unit-III

Location of industry – factors influencing location – size of industry – optimum firm – advantages of large – scale operation – limitation of small scale operation – Industrial estates – District Industries Centres.

Unit-IV

Stock Exchange – Function – Types – Working – Regulation of Stock Exchange in India.
Business Combination – Causes – Types – Effects of Combination in India.
Trade association – Chamber of commerce – Function – Objectives Working in – India.

Suggested Readings:

1. Bhusan, Y.K. “*Fundamentals of Business Organisation and Management*”, 1980, Sultan Chand & Sons, New Delhi.
2. Tulsian, P.C. and Pandey V., “*Business Organisation and Management*”, 2009, Pearson Education, New Delhi
3. Talloo, T.J., “*Business Organisation and Management*”, 2008, Tata McGraw Hill Company, New Delhi
4. Basu, C.R., “*Business Organisation and Management*”, 2010, Tata McGraw Hill Company, New Delhi
5. Singla, R.K., “*Business Organisation & Management*”, 2011, VK (India) Enterprises, New Delhi.

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code BCRL-1095
BUSINESS COMMUNICATION

Course Outcomes:

After the successful completion of this course, students will be able to-

CO1: acquire skills in reading, writing, comprehension and communication and will be able to use electronic media for business communication.

CO2: enhance their skills in business writings and communications.

CO3: develop and deliver effective presentations.

CO4: develop effective interpersonal communications and skills that maximise team effectiveness.

CO5: learn resume writing and prepare themselves for job interviews.

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code BCRL-1095
BUSINESS COMMUNICATION

Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Business Communication – Meaning & Importance, Communication Purpose, Process, Elements, Barriers to Communication and Conditions for Successful Communication. Forms of Communication, Basic Models of Communication, 7C's of Effective Business Communication. Organizational Communication: Importance of Communication in Management, Formal and Informal Communication, Internal and external communication

Unit-II

Presentation Skills: Presentation on any Chosen Topic, Oral Presentations, Principles of Oral Presentations, Factors affecting presentations. Business Etiquette: Understanding Etiquette, Cross-Cultural Etiquette, Business manners. Business to Business Etiquette.

Unit-III

Internal Correspondence: Memos, Circulars, Notices, Office Orders Correspondence with banks– Regarding overdrafts, Cash credits, Loans; Drafting of sales letters, Circulars, Preparation of sales reports, Customers' Correspondence– Complaints, Regarding dues, follow up letters

Unit-IV

Secretarial Correspondence: Correspondence with shareholders, debenture holders regarding dividend, interest, transfer–transmission. Communicating with statutory authorities and bodies like Stock exchange, RBI, SEBI Preparation of Resume, Job application, Drafting of interview letters, Call letters, Final appointment orders.

Suggested Readings:

1. Taylor, S. and Chandra, V., “*Communication for Business: A Practical Approach*”, Fourth Edition, 2011, Pearson Education.
2. Bovee, C. and Thill, J., “*Business Communication Today*”, 2011, Prentice Hall.
3. Sethi, A and Adhikari, B. “*Business Communication*”, 2009, McGraw Hill Education.
4. Kaul, A., “*Business Communication*”, 2004, Prentice Hall of India, New Delhi.

5. Dulek, R. and Fielden, J., "*Principles of Business Communication*", 1990, Macmillan Publishing Co., New York.
6. Sharma, R.C. & Mohan, K: "*Business Communication & Report Writing*", 4/e, 2010, Tata McGraw Hill Pvt Ltd, New Delhi.
7. Ramesh, M.S. & C. Pattanashetti, "*Effective Business English and Communication*", New Delhi, Published by G.S. Sharma, Prop. R. Chand & Co.
8. Majumdar, M., "*Commercial Correspondence*", 11thEdition, Bookland, Calcutta.
9. Rai, U. & Rai, S.M., "*Commercial Correspondence and Report Writing*", 2009, Himalaya Publishing House, New Delhi
10. Pal, R. & Korlahalli, J.S., "*Essentials of Business Communication*", 2008, Sultan Chand & Sons, New Delhi.

Note: Latest edition of text book may be used.

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code BCRL-1176
BUSINESS STATISTICS

Course Outcomes:

After the successful completion of this course, students will be able to-

CO1: understand the basic concepts & techniques for analyzing the data.

CO2: recognize the connection between theory & applications by appropriately fitting, assessing & interpreting the results/outcomes.

CO3: develop statistical approach & thinking among students to problem-solving on a diverse variety of disciplines.

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code BCRL-1176
BUSINESS STATISTICS

Time: 3 Hours

Max.Marks:50

Theory: 40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Definition, Functions, Scope and Limitations of Statistics.

Measures of Central Tendency: Types of averages—Arithmetic Mean (Simple and Weighted), Median and Mode.

Unit-II

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation.

Simple Correlation and Regression: Meaning, Types, Karl Pearson's & Rank Correlation (Excluding grouped data), Probable error.

Unit-III

Index Numbers: Meaning and importance, Methods of construction of Index Numbers: Weighted and unweighted; Simple Aggregative Method, Simple Average of Price Relative Method, Weighted index method: Laspeyres method, Paasche's method and Fisher's Ideal method including Time and Factor Reversal tests, Consumer Price Index.

Unit-IV

Time Series Analysis: Components, Estimation of Trends (Graphical method, Average Method, Semi Moving Averages method and Method of Least Squares for linear path).

Probability: Conceptual meaning and definition of probability, Theorems of probability—addition and multiplication theorem of probability and concept of conditional probability (simple applications)

Suggested Readings:

1. Levin, Richard and David S. Rubin. “*Statistics for Management*”.7th Edition, Prentice Hall of India, New Delhi.
2. Chandan, J.S., “*Statistics for Business and Economics*”, Ist Edition, (1998), Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7thEdition, Prentice–Hall of India, New Delhi.
4. Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, 23rd Edition (1995), Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4thEdition (2008), Pearson Education.

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code BCRM–1127
COMPUTER FUNDAMENTALS

Course Outcomes:

After passing this course the student will be able to:

CO1: understand the basic knowledge of computer, its parts and architecture of computer system.

CO2: have knowledge of operating system functionality.

CO3: use disk operating system commands.

CO4: use Batch files in disk operating system for executing multiple commands

Bachelor of Commerce (Semester-I)
Session 2018-19
Course Code BCRM–1127
COMPUTER FUNDAMENTALS

Time: 3 Hours

Max Marks: 50
Theory: 25
Practical: 15
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

General Features of Computers, Generations of Computer, Workstation, Mainframe Computer and Supercomputers, Computer Software and Hardware–System

Unit-II

Computer Applications – Data Processing, Information Processing, Commercial, Office Automation, Industry and Engineering, Healthcare, Education, Graphics and Multimedia.

Unit-III

Computer memory: primary and secondary memory Secondary storage devices – magnetic and optical media input and output writs – printer, plotter, sconnor–OMR, OCR, MICR, Mouse, Keyboard, Modem.

Unit-IV

Application, Service Software, Machine and Assembly Language, High Level Language, Operating System – Basic, Functions and Types. Fundamentals of DOS, Internal and External Commands of DOS, Batch Files, Booting and its Types.

Suggested Readings:

1. Hunt, R., J. Shelley, *Computers and Commonsense*, Prentice Hall of India.
2. Sinha, Pradeep K. and PreetiSinha, *Foundation of Computing*, BPB Publication.
3. Saxena, Sanjay, *A First Course in Computers*, Vikas Publishing House.
4. Leon A. & Leon M., *Introduction to Computers*, Leon Vikas Publications.
5. Leon, *Fundamentals of Information Technology*, Vikas Publications.
6. Kakkar D.N., Goyal R., *Computer Applications in Management*, New Age.
7. Basandra S.K., *Computers Today*, Galgotia.

Note: Latest edition of text book may be used

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRM-2093
ADVANCED FINANCIAL ACCOUNTING

Course Outcomes:

After the successful completion of this course, students will be able to –

CO1: apply accounting techniques and methods for preparing accounts relating to admission, retirement and death of a partner. They will also be able to prepare accounts under dissolution of partnership.

CO2: calculate depreciation and carry accounting treatment under straight line method and written down value method.

CO3: understand the concept and difference between Hire purchase and Installment payment system.

CO4: distinguish between reserve and provision.

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRM–2093
ADVANCED FINANCIAL ACCOUNTING

Time: 3 Hours

Max. Marks: 50
Theory: 30
Practical: 10
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Depreciation – Provisions and Reserves: Depreciation: Meaning–Causes–Objects of providing for depreciation – Factors affecting depreciation – Accounting Treatment – Methods of providing depreciation: Straight line method – Diminishing Balance Method.

Provisions and Reserves: Reserve Fund - Different Types of Provisions and Reserves.

Unit-II

Accounts from Incomplete Records – Hire Purchase and Instalment Purchase System: Single Entry: Features – Books and Accounts maintained – Recording of transactions – Ascertainment of Profit (Statement of Affairs method only). Hire Purchase System: Features – Accounting Treatment in the Books of Hire Purchaser and Hire Vendor – Default and Repossession. Instalment Purchase System: Difference between Hire purchase and Instalment Purchase Systems – Accounting Treatment in the books of Purchaser and Vendor.

Unit-III

Partnership Accounts: Legal provisions in the absence of Partnership Deed Fluctuating Capitals – Preparation of final accounts Treatment of Goodwill and Admission of a partner, accounting treatment of Retirement and Death of a Partner – Dissolution of Firm (Excluding Sale to Firm, Company and Amalgamation).

Unit-IV

Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution, Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).

Practical

Tally - (Latest Version)

Instructions for Practical Examiner: Question paper is to be set on the spot by the Internal Examiner. Two copies of the same should be submitted for the record to COE Office, Kanya Maha Vidyalaya, Jalandhar

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S.K., “Financial Accounting”, 2009, Vikas Publishing House, New Delhi.
2. Narayanswami, R., “Financial Accounting: A Managerial Perspective”, 3rd Edition, 2008, Prentice Hall of India, New Delhi.
3. Mukherjee, A. and Hanif, M., “Financial Accounting”, 1st Edition, 2003, Tata McGraw Hill.
4. Ramchandran, N. and Kakani, R.K., “Financial Accounting for Management”, 2nd Edition, 2007, Tata McGraw Hill.

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRL-2094
COMMERCIAL LAWS

Course Outcomes:

After the successful completion of this course, students will be able to –

- CO1: demonstrate the relationship between law and economic activity by developing an awareness of legal principles involved in economic relationships and business transactions.
- CO2: have an indepth knowledge of provisions governing Indian Contract Act and Contract of Sale of goods Act.
- CO3: familiarize with provisions regarding Limited Liability Partnership Act and Consumer Protection Act.
- CO4: develop and enhance their analytical thinking and logical reasoning for decision making.

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRL–2094
COMMERCIAL LAWS

Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

The Indian Contract Act, 1872

Contract – Meaning, Characteristics and kinds, Essentials of valid contract – Offer and acceptance, consideration, contractual capacity, free consent. Discharge of contract – Modes of discharge, Breach of Contracts and its remedies.

Unit-II

Contract of Indemnity and Guarantee
Contract of Bailment & Pledge, Contract of Agency

Unit-III

The Sale of Goods Act, 1930

Contract of sale, meaning and difference between sale and agreement to sell., Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit-IV

Consumer Protection Act: Definitions, objectives, redressal machineries.

The Limited Liability Partnership Act, 2008

Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Nature of LLP, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Registered Office of LLP and Change Therein, Change of Name, Partners and their Relations, Extent and Limitation of Liability of LLP and Partners, Whistle Blowing, Contributions, Financial Disclosures, Annual Return, Taxation of LLP, Conversion to LLP, Winding Up and Dissolution.

Suggested Readings:

1. Singh, A., "*Principles of Mercantile Law*", (2011), Eastern Book Co.
2. Tulsian, P. C., "*Business Laws*", 2nd Edition (2000), Tata McGraw Hill, New Delhi.
3. Kucchal, M.C., "*Business Law*", 5th Edition (2009), Vikas Publishing, House (P) Ltd.
4. Maheshwari&Maheshwari, "*Business Law*", National Publishing House, New Delhi.
5. Chadha, P. R., "*Business Law*" Galgotia Publishing Company, New Delhi.

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRL-2175
BUSINESS ECONOMICS

Course Outcomes

After the successful completion of this course, students will be able to –

CO1: understand the core concepts of utility, equilibrium & market structure.

CO2: recognize the importance of assumptions in laws & economic models.

CO3: examine the empirical validity of different theories & their policy implications.

Bachelor of Commerce (Semester-II)

Session 2018-19

Course Code BCRL-2175

BUSINESS ECONOMICS

Time: 3 Hours

Max. Marks: 50

Theory: 40

CA:10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Theory of Demand:

Meaning of demand and its types, law of demand, price elasticity of demand and its measurement.

Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of equi-marginal utility.

Indifference Curve Approach: Meaning, properties, price, income and substitution effect, Revealed Preference Approach.

Unit-II

Theory of Production: Law of variable proportions and Law of returns to scale. Short and Long run cost curves, Traditional and Modern Theory of Costs.

Revenue: Average revenue, Marginal revenue and Total revenue. Relationship between average revenue and marginal revenue and Elasticity of demand.

Unit-III

Perfect Competition: Meaning, features, price and output determination of firm and industry under perfect competition.

Monopoly: Meaning, features, price and output determination under monopoly.

Monopolistic Competition: Meaning, features, price and output determination under Monopolistic competition.

Unit-IV

National Income: Definition and Importance of National Income. Gross and Net Domestic Product; Personal Income and Disposable Income. Measurement of National Income: Income, Output and Expenditure Method, Problems in measurement of National Income particularly in underdeveloped countries.

Consumption: Meaning, determinants (subjective and objective) and importance.

Keynes Psychological law of consumption.

Suggested Readings:

1. Maheswari&Varshney, *Managerial Economics*, S. Chand & Co., New Delhi.
2. Koutsoyiannis A., “*Modern Micro Economics*”, 2nd edition, MacMillan House, New Delhi.
3. Dwivedi, D.N., “*Managerial Economics*”, 7th Edition, Vikas Publication.
4. Ahuja, H. L., “*Modern Micro Economics*”, (2009), Sultan Chand and Co., New Delhi.
5. Willimson, S. D., “*Macroeconomics*”, 4th Edition (2010), Pearson Publication.
6. Froyen, R., “*Macroeconomics*”, 9th Edition (2008), Pearson Publication.
7. Hirschey, M. “*Fundamental of Managerial Economics*”, 9th Edition (2009), South Western Cengage Learning.

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRL-2096
FUNCTIONAL MANAGEMENT

Course Outcomes:

After the successful completion of this course, students will be able to –

CO1: develop an understanding of business and management principles.

CO2: identify and evaluate social responsibility and ethical issues involved in business situations.

CO3: know the recruitment and selection procedures adopted by business organizations.

CO4: enhance their critical thinking and problem solving skills in various fields of management.

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRL–2096
FUNCTIONAL MANAGEMENT

Time: 3 Hour

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I

Management: Introduction–Meaning, nature and characteristics of Management–Scope and functional areas of management – Management as a science, art or profession – Management & Administration – Principles of management – Social responsibility of Management and Ethics.

Unit-II

Personnel Management: Meaning, Significance & Functions, Recruitment, Selection and training. Job Evaluation and Merit Rating, Worker’s participation in Management.

Unit-III

Marketing Management: Concept of Marketing, Functions of Marketing, Marketing Research– Meaning and Techniques, Advertising and Salesmanship.

Unit-IV

Strategic Management: Meaning, Need, Importance, Process and Role of C.E.O. (Chief Executive Officer) in Strategic Management,

Production Management: Functions, Production Planning and Control, Quality Control.

Suggested Readings:

1. Stoner, J. Freeman, R. & Gilbert, D., “*Management*”, 1995, Prentice Hall of India.
2. Koontz, H., “*Principles of Management (Ascent Series)*”, 2004, Tata McGraw Hill Publishing.
3. Robbins, S.P. and Coulter, M., “*Management*”, 9th Edition, 2008, Prentice Hall of India.
4. Robbins S.P. & Decenzo D., “*Fundamentals of Management: Essential Concepts and Applications*”, Third Edition, 2000, Pearson Education.
5. Wehrich, H. and koontz, H., “*Essentials of Management: An International Perspective*”, 2009, Tata McGraw Hill, New Delhi.

Note: Latest edition of text book may be used.

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRS-2097
SEMINAR

Course Outcomes:

Students will be able to –

CO1: develop strong communication skills.

CO2: develop the skills that will help in enhancing and shaping their thoughts and creativity.

CO3: improve their conceptual knowledge and develop critically thinking.

Bachelor of Commerce (Semester-II)
Session 2018-19
Course Code BCRS-2097
SEMINAR

Max. Marks: 50

The topics for the seminar will be discussed with the students in the class.

