

**B.Com. (General) DEGREE COURSE (III YEAR)**  
**CORPORATE ACCOUNTING**

Paper: 301 Max. Marks: 70T + 30P= 100

P.P.W: 5(4+1) Time: 3 Hours

**OBJECTIVES :**

1. To provide the knowledge relating to the Accounting Standards
2. To enable students to prepare final accounts using Accounting package
3. To enable the students to prepare financial statements of Insurance and Bank Companies.

**UNIT-I: Accounting Standards - Valuation of Goodwill and Shares:**

Accounting Standards: Need and importance - An overview of Indian Accounting Standards.

Valuation of Goodwill: Need - Methods: Normal Profit Method, Super Profits Method, Capitalization Method.

Valuation of shares: Need for Valuation - Methods of Valuation: Net Assets Method, Yield Basis Method, Fair Value Method.

**UNIT-II: Company Final Accounts - Issue of Bonus Shares and Profits Prior to Incorporation:**

Preparation of Final Accounts – Provisions relating to preparation of final accounts – Profit and loss account and balance sheet.

**Computer lab work:** Preparation of final accounts using computers.

Issue of bonus shares - Provisions of company's Act and SEBI guide lines - Acquisition of business and profits prior to incorporation – Accounting treatment.

**UNIT-III: Amalgamation and Internal Reconstruction:**

Amalgamation in the nature of merger and purchase: Calculation of purchase consideration - Treatment in the books of transferor and transferee (as per Accounting Standard 14, excluding inter- company holdings)

**Computer lab work:** Recording of transactions relating to mergers using computers. Internal Reconstruction: Accounting Treatment–

Preparation of final statements after reconstruction.

**Computer lab work:** Recording of transactions relating to Internal Reconstruction using computers.)

**UNIT-IV: Bank Accounts:**

Bank Accounts: Books and Registers to be maintained by banks - Slip system of posting - Rebate on bills discounted - Schedule of advances – Non performing assets - Legal provisions relating to preparation of final accounts.

**Computer lab work:** Preparation of bank final accounts using computers.

**UNIT-V: Accounts of Insurance Companies:**

Life Insurance Companies: Preparation of Revenue Account - Profit and loss

account - Balance Sheet and Valuation Balance Sheet. General Insurance: Preparation of final accounts with special reference to fire & marine insurance only.

**Suggested Readings:**

1. Principles and Practice of Accounting: R.L. Gupta & V.K. Gupta, Sultan Chand & Sons
  2. Advanced Accountancy (Vol-II): S.N.Maheshwari & V.L.Maheshwari
  3. Accountancy-III: Tulasian, Tata Mcgraw Hill Co.
  4. Advanced Accountancy: Arulanandam; Himalaya
  5. Accountancy-III: S.P. Jain & K.L Narang, Kalyani Publishers
  6. Modern Accountancy (Vol-II): Haneef & Mukherjee, Tata Mcgraw Hill
  7. Advanced Accounting (Vol-II): Chandra Bose, PHI
  8. Advanced Accountancy: Shukla and Grewal, S.Chand & Co
  9. Advanced Accountancy: R.L.Gupta & Radhaswamy, Sultan Chand & Sons
  10. Financial Accounting: Dr.V.K.Goyal, Excel Books
  11. Introduction to Accountancy: T.S.Grewal, S.Chand and CO
  12. Corporate Accounting: Goyal VK, Excel
  13. Corporate Accounting: Verma KK, Excel
  14. International Accounting: Das Mohapatra, PHI
  15. International Accounting: Saudagaran, Cengage
  16. Financial accounting: Rajasekaran, Pearson
  17. Accounting package: Tally, Wings, Focus.
  18. Manuals provided by Wings, Tally and focus (accounting package)
  19. Corporate Accounting: T. Joseph, Tata
  20. Corporate Accounting: Sakshi Vasudeva, Himalaya.
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**B.Com. (General) DEGREE COURSE (III YEAR)**  
**COST and MANAGEMENT ACCOUNTING**

Paper: 302 Max. Marks: 70T + 30P= 100

P.P.W: 5(4+1) Time: 3 Hours

**Objectives:**

1. To impart conceptual knowledge of costing and management accounting,
2. To train the students in finding the cost of products using different methods of costing,
3. To equip basic skills of analysis of financial information to be useful to the management.

**Unit-I: Introduction:**

Cost Accounting: Definitions, features, objectives, functions, scope, advantages and limitations. Management Accounting: definitions, features, objectives, functions, scope, advantages and limitations. Relationship between cost, management and financial accounting.

Cost concepts - Cost classification - Preparation of cost sheet - Relationship of costing department with other departments. (theory only).

**Unit-II: Elements of Costs:**

Material Cost: Direct and indirect material cost - Inventory control techniques - Stock levels - EOQ - ABC analysis. Issue of materials to production - Pricing methods: FIFO, LIFO with base stock, average methods.

Labor Cost: Direct and indirect labor cost- Methods of payment of wages including incentive plans, Halsey and Rowan plans, Tailors Piece Rate method.

Overheads: Features, classification, methods of allocation and apportionment of overheads. (including practical problems).

**Computer lab work:** Computation of stores ledgers, labor cost / payment of wages, and overheads, using accounting package.

**Unit-III Methods of Costing:**

Single or Output Costing, Job and Contract costing: Features, costing process computation of cost.

Process Costing: Features, treatment of normal and abnormal losses, preparation of process cost accounts (excluding equivalent products and inter process profits). (including practical problems).

**Computer lab work:** Cost sheet preparation, job and contract costing and computation of process costs, using accounting package.

**Unit-IV: Costing Techniques for Decision making:**

Marginal Costing: Meaning, importance, marginal cost equation, difference between marginal costing and absorption costing, applications of Marginal costing (theory only). Break Even Analysis: Meaning and importance, break even chart and different

formulae (including simple practical problems).

Budgets: Meaning and importance - Budgeting: Meaning and importance.

Budgetary Control: Meaning and importance - Types of Budgets: fixed budget, flexible budget, cash budget, sales budget, production budget (theory only).

Standard Costing: Meaning and importance - Variance analysis: Material and labour variances (including simple practical problems).

**Computer lab work:** Budgeting, Marginal costing & Calculation of Break-even and Standard costs, using excel package / accounting package.

## **Unit-V: Financial Statement Analysis:**

Financial statements: Features, limitations.

Financial statement analysis: Need, Meaning, objectives, process - Methods and techniques of analysis (Theory Only).

Cash flow Analysis (as per AS-3) (including simple practical problems).

Ratio Analysis: Calculation of liquidity, solvency, profitability and turnover ratios - Interpretation of ratios ((including simple practical problems).

**Computer lab work:** Financial statement analysis, cash flows and ratio analysis, using excel package/accounting package. Preferably, students are expected to learn financial statement analysis using Excel features.

### **Suggested Readings:**

1. Cost and Management Accounting: Jain and Narang, Kalyani
2. Microsoft Office Excel 2003 and 2007: Step by step, Frye, PHI
3. Cost and Management Accounting: M.N Arora, Himalaya
4. Cost and Management Accounting: Prashanta Athma, Himalaya
5. Cost accounting: Dutt, Pearson Education
6. Management Accounting: Sarma and Gupta, Kalyani
7. Management Accounting: S.P.Guptha, S.Chnad & Co.
8. Management Accounting: S.N.Maheswari, Sultan Chand & Sons
9. Cost Accounting: Jawaharlal, Tata Mcgraw Hill
10. Cost Accounting: Theory and Practice: Banerjee, PHI
11. Management and Cost Accounting: Drury, Cengage
12. Management Accounting-Text and Cases: Singhvi & Bodhanwala, PHI
13. Accounting Packages: Wings, Tally and Focus.
14. Financial Management using MS Excel Spread Sheet: Ruzbek, Taxman
15. Manual Provided by Tally Solutions, Wings, and Focus/Tata-ex (Accounting Packages)
16. Understanding and analyzing Balance Sheets using Excel Worksheet (with CD Rom): Bodhanwala, PHI
17. Management Accounting: Battacharya, Pearson
18. Introduction to Management Accounting: Horngren
19. Cost Accounting - An Introduction: Nigam & Jain, PHI
20. Cost Accounting – Principles & Practices: Nigam & Jain, PHI

**B.COM (GENERAL) DEGREE COURSE (III YEAR)**  
**BUSINESS LAW**

Paper: 303 Max. Marks: 70T+30P=100

P.P.W: 5 (4+1) Time: 3 Hours

**UNIT-I: Contract Act:**

1. Agreement and Contract: Definition and meaning – Essentials of a valid contract – Types of Contracts.
2. Offer and Acceptance: Definition – Essentials of a valid offer and acceptance – Communication and revocation of offer and acceptance.
3. Consideration: Definition and importance – Essentials of valid consideration – the Doctrines of 'Stranger to Contract' and 'No Consideration – No Contract' – Capacity to contract- Special rules regarding minor's agreements.
4. Consent: Free Consent – Flaw in Consent, Coercion, undue influence, fraud, misrepresentation and mistake.

**Lab work:** Students are expected to know the cases of Contract act and able to create a written contract. Students are advised to refer to Internet website and prepare the assignments.

**UNIT – II: Discharge of a Contract**

1. Legality of object and consideration: Illegal and immoral agreements – Agreements opposed to public policy.
2. Agreements expressly declared to be void – Wagering agreements and contingent contracts.
3. Discharge of a contract: Various modes of discharge of a contract – Performance of contracts;
4. Breach of a contract: Types – Remedies for breach of a contract.

**UNIT – III: Sale of Goods Act:**

1. Contract of sale: Definition – features – definition of the term goods – Types of goods – Rules of transfer of property in goods – Differences between sale and agreement to sell.
2. Rights of an unpaid seller.
3. Conditions and warranties: Meaning and distinction – Express and implied conditions and warranties – Sale by non-owners – Auction sale.

**Lab work:** Students are expected to know the cases and practical problems relating to the Sale of Goods act. Students are advised to refer to the Internet Website and prepare the assignments.

**UNIT IV: Consumer Protection Act and Intellectual Property Rights:**

1. Definitions of the terms: Consumer, unfair trade practices, restrictive trade practices and complainant – Rights of consumers – Consumer protection councils – Consumer redressal agencies – Penalties for violation.
2. Intellectual Property Rights: Meaning – Need and objectives – Meaning of the terms: copy right, patents, trade marks. Information Technology Act, 2000: Aims and objectives, scope, cyber crimes and punishments for the

offenders.

**Lab work:** Students are expected to know the Model for a complaint. Check list of requirements for petition to be filed before the National Consumer Disputes Redressal Commission. Cases and practical problems under the Consumer Protection Act and Information Technology Act. Students are advised to refer to the Internet Website and prepare the assignments.

**UNIT V: Company Law:**

1. Doctrine of ultra virus and its effects – doctrine of constructive notice – doctrine of indoor management – exceptions.
2. Management of companies: Directors: Qualifications, disqualifications, appointment, removal, rights and duties – Company meetings and resolutions – Appointment of a company secretary.
3. Winding up of companies: Various modes – Compulsory winding up – Powers and duties of official liquidator – Members and creditors voluntary winding up – Winding up subject to the supervision of the court – Dissolution.

**Lab work:** Students are expected to know the cases of Companies Act. Students are advised to refer to the Internet Website and prepare the assignments.

**Suggested Readings:**

1. S.S.Gulshan: Mercantile Law, Excel Books.
2. Kapoor ND: Mercantile Law, Sultan Chand
3. Kapoor ND: Company Law, Sultan Chand
4. SN Maheswari & SK Maheswari : Business Laws, Himalaya
5. Balachandran V: Business Law, Tata
6. Tulsian: Mercantile Law, Tata
7. Tulsian: Business Law, Tata
8. Gogna: A Text book of Business and Industrial Law, S.Chand
9. Pillai Bhagavathi: Business Law, S.Chand
10. Gogna:A Text book of Mercantile Law, S.Chand.
11. Gogna:A Text book of Company Law, S.Chand.
12. S.S.Gulshan: Business Law, Excel Books.
13. Bulchandani: Business Laws, Himalaya
14. Maheswari & Maheswari: Mercantile Law, Sultan Chand
15. Chandra Bose: Business Law, PHI
16. Bare Acts of different laws (As per the syllabus) – Law Publico
17. Company Act – Law Publico
18. Consumer Protection Act – Law Publico
19. IPR (Intellectual Property Rights) – Law Publico
20. Cases of different Business laws – Law Publico.

**B.COM (GENERAL) DEGREE COURSE (III YEAR)**  
**AUDITING**

Paper: 304 Max. Marks: 70T + 30P= 100

P.P.W: 5(4+1) Time: 3 Hours

**Objectives:**

- i) To impart knowledge pertaining to basic concepts of auditing.
- ii) To acquaint oneself with auditing procedure & report writing.

**Unit-I: Introduction to Auditing:**

Auditing: Meaning – Definition – Evolution – Objectives - Importance.

Types of audit: Based on ownership (Proprietorship, Partnership, Companies, Trusts, Cooperative Societies, Government Departments) - Based on time (Interim, Final, Continuous, Balance Sheet)- Based on objectives (Independent, Financial, Internal, Cost, Tax, Government, Secretarial).

**Unit-II: Planning of Audit and Control:**

Auditor: Qualifications and disqualifications – Qualities - Appointment and Reappointment – Remuneration – Removal – Rights – Duties – Liabilities.

Audit planning: Engagement letter - Audit programme - Audit note book - Audit papers - Audit work book - Audit contents - Audit markings - Internal check- Internal control (Sales – Purchases - Fixed assets – Cash – Bank - Pay Roll) - Accounting controls and Sampling in audit.

**Lab Work:** Preparation of audit plan documents for an organization.

**Unit-III: Vouching and Audit of Financial Statements:**

Vouching: Meaning - Vouching of cash and trading transactions – Investigation, Verification and Valuation of assets and liabilities - Differences between vouching, investigation, verification and valuation.

Audit of Financial Statements: Receipts – Payments – Sales – Purchases - Fixed assets – Investments - Personal ledger – Inventories - Capital and Reserves - Other assets - Other liabilities.

**Lab Work:** Vouching of cash book of a local business unit.

**Unit-IV: Audit of Institutions:**

Audit of institutions: Partnership - Manufacturing and Other Companies - Non-trading concerns.

Audit Report: Contents - Preparation of audit report – Fair report - Qualified report.

**Lab Work:** Collection of model audit reports from a local auditor and preparation of similar reports.

**Unit-V: Report Writing:**

Business Correspondence and Report writing: Basic principles – Business letters.

Business reports: Structure – Preparation of routine reports and special reports.

**Lab Work:** Drafting of model business letters and preparation of business reports.

**Suggested Readings:**

1. Auditing: R.G.Saxena, Padmalata, Himalaya Publications
2. Contemporary Auditing: Kamal Gupta
3. Practical auditing: Spicer & Pegler
4. Principles and Practices of Auditing: Jagdish Prakash
5. Principles of Auditing: Ghatalia
6. Business Correspondence and Report Writing: Tata M.Graw Hill
7. Business Correspondence & Report Writing: Rai & S.M.Rai
8. Business communications and Report writing: Kalyani
9. Auditing: N.D.Kapoor
10. Practical Auditing: T.N.Tandon
11. Auditing: Dinkar Pagare
12. Fundamentals of Auditing: Kamal Gupta and Ashok Gupta
13. Auditing Principles and Techniques: Basu SK
14. Auditing Principles & Practice: Kumar Sharma, PHI
15. Auditing & Assurance: Ainapure, PHI
16. Fundamentals of Auditing; Basu, Pearson



**ELECTIVE - VII: MARKETING**  
**Paper-I: PRINCIPLES OF MARKETING**  
**Paper-II: RURAL MARKETING**

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**PRINCIPLES OF MARKETING**

Paper – E-VII: P-I Max. Marks: 70T + 30P= 100

P.P.W.: 5(4+1) Time: 3 Hours

**UNIT - I: INTRODUCTION:** Nature and scope of marketing; Importance of Marketing as a business function, Importance of marketing in Indian context, Marketing concepts - Selling vs. marketing; Marketing mix; Marketing environment.

**Lab:** Preparation of reports on Marketing environment of different FMCG's or retailing companies.

**UNIT - II: CONSUMER BEHAVIOUR AND MARKET SEGMENTATION:** Nature, scope and significance of consumer behavior, consumer behavior theories, Market segmentation concept and importance; Bases for market segmentation.

**Lab:** A report preparation on changing life styles in different walks of life creating demand for new companies / sectors.

**UNIT - III: PRODUCT:** Concept of product, Types of products, New product development; packing role and function, Brand name and trademark; After sales services, Product life cycle concept.

**Lab:** Stages of product life cycle (PLC) for different companies – NPD stages for imaginary products.

**UNIT - IV: PRICE:** Importance, price as marketing mix; Factors influencing price determination of a product / service; Discount and rebates.

**Lab:** Report on factors influencing price fixation for different products in selected sectors in the recessionary period.

**UNIT - V: DISTRIBUTION CHANNELS AND PHYSICAL DISTRIBUTION:** Distribution channels - concept and role; types of distribution channels; Factors affecting choice of distribution channel; Retailer and wholesaler; Physical distribution of goods, Transportation; Warehousing; Inventory control; Order Processing.

Promotion: Methods of promotion; Optimum promotion mix; Advertising media - their relative merits and limitations.

**Lab:** Report on promotional mix for different FMCG products.

**SUGGESTED READINGS:**

1. Philip Kotler: Marketing, Prentice Hall
2. William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
3. Stanton W.J. et al: Fundamentals of Marketing, McGraw H
4. Lamb Charless W. et al: Principles of Marketing; South Western Publishing
5. Cravens David W et al: Marketing Management; Richard D. Irwin
6. Kotler Philip and Armstrong Gary: Principles of Marketing; Pearson
7. Fulmer RM: The New Marketing McMillan, New York
8. McCarthy J.E: Basic Marketing - a Managerial Approach; McGraw Hill, New York.
9. Cundiff, Edward W et al: Basic Marketing - Concepts, Decisions & Strategies; PHI
10. Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois.
11. S.A.Sherlekar: Marketing Management, Himalaya
12. Govindarajan: Marketing Management: Concepts, Cases, Challenges&Trends, PHI

## **RURAL MARKETING**

Paper – E-VII: P-II Max. Marks: 70T + 30P= 100

P.P.W.: 5(4+1) Time: 3 Hours

### **UNIT-I: RURAL MARKETING:**

Definition of rural area, Importance of rural marketing, nature and scope of rural marketing, size of rural market, Distinction between Rural and Urban Marketing.

**Lab:** A report preparation on the transformation for rural markets in India.

### **UNIT-II: RURAL MARKETING ENVIRONMENT:**

Geographical, economic, Scio-cultural and infrastructural factors. Factors influencing Rural marketing operations.

**Lab:** Preparation of the report on invisible forces influencing the rural markets in India.

### **UNIT-III: RURAL CONSUMER:**

Characteristics, product and brand awareness in rural marketing - Attitude and behavior, Buying patterns and influences; Segmenting rural markets.

**Lab:** A small survey conducted and report be prepared about the level of Brand Awareness in rural areas about Indian and MNC's branded products.

### **UNIT-IV: RURAL MARKETING STRATEGIES:**

Product Planning for rural marketing, quality and size; packaging and branding decisions, pricing decisions.

**Lab:** Exercises on redesigning the new products by keeping requirements of rural markets.

### **UNIT-V: PROMOTION AND DISTRIBUTION IN RURAL MARKETS:**

Media and Advertising copy decisions; Distribution channels and logistics in rural markets.

**Lab:** A report reparation on logistics management for rural market on existing products and markets.

### **SUGGESTED READINGS:**

1. Rajagopal: Management Rural Business; wheeler Publications, New Delhi
2. Neelameghan S: Marketing in India; Cases and Reading; Vikas Publishing House
3. Gopalaswamy T.P: Rural Marketing; Wheeler Publishers, New Delhi
4. Nayyar H., and Ramaswamy P: Globalization and Agricultural Marketing; Rawat Publications.
5. Moria CB: Agricultural Marketing: Himalaya Publishing House, New Delhi.
6. K.S. Habibur Rahman: Rural Marketing in India, Himalaya.
7. Krishnamacharyulu: Rural Marketing: Text & Cases, Pearson