



## **VISION**

To attain a competitive edge over the other academic courses by virtue of its rigorous academia and training structures and to put the students in a rigorous academic environment wherein they are subject to a strong and competitive syllabi and training programs so that they are transformed into professionals who thrive in a challenging and a competitive corporate environment.

## **MISSION**

To strive to attain academic excellence and to maintain a very high standard of education in the dimensions of commerce, management, finance, economics, taxation and financial analysis and to mould the students into competent professionals with a very strong foundation of ethics and professional etiquette.

## **PROGRAMME OUTCOME**

**PO1:** Convert Students as real time Professionals in the areas of finance, accounting and taxation.

**PO2:** Prepare Students to face the challenges in the current job market.

**PO3:** Apply the knowledge gained in the field of finance, law, taxation, treasury, accounting, etc. and in teaching fields.

**PO4:** Analyse and interpret various case studies related to Marketing, HR, Finance, Management, Accounting, Accounting standards, Income Tax and GST.

**PO5:** Combine theoretical and practical knowledge through internship and projects

## **PROGRAMME SPECIFIC OUTCOMES**

**PS01:** Examine the Conceptual knowledge in accounting standards to pursue professional courses

**PS02:** Prepare students to be proficient in the field of Commerce, Logistics and Supply Chain Management, Research, Corporate Ethics and Governance and Tax.

**B.COM (HONOURS)**  
**COURSE STRUCTURE 2017-20 BATCH**

Semester	Part	Course Component	Subject Name	Code	Credits	Hours	Marks		Total	
							Internal	External		
I	I	Language	Language (Tamil/Hindi/ Sanskrit/French)	17UHTAF01/ 16UHHIF01/ 16UHSAF01/ 16UHFRF01	3	4	50	50	100	
	II	English	English	16UHENF21	3	4	50	50	100	
	III	CORE I	Financial Accounting -I		17UHONC01	4	6	50	50	100
		CORE II	Marketing Practice		16UHONC02	4	5	50	50	100
		CORE III	Principles of Management		16UHONC03	4	4	50	50	100
	IV	NME I	Basic Tamil/ Analytical and Logical Reasoning		16UBAT401/ 17UNME01A	2	2		100	100
			Internship - I (two weeks)			2				
<b>CREDIT TOTAL = 26</b>										
II	I	Language	Language –II		3	4	50	50	100	
	II	English	English – II	16UHENF22	3	4	50	50	100	
	III	COREV	Financial Accounting -II		16UHONC05	4	6	50	50	100
		CORE VI	Banking Theory & Practices		17UHONC06	4	5	50	50	100
		COREVII	Services Marketing		16UHONC07	4	4	50	50	100
	IV	COREVIII	Business Policy & Environment		16UHONC08	4	5	50	50	100
		NME II	Basic Tamil/ Fundamentals of Corporate Communication		16UBAT402/ 17UNME02F	2	2		100	100
<b>CREDIT TOTAL = 28</b>										
III	III	CORE IX	Corporate Accounting	16UHONC09	4	6	50	50	100	
		CORE X	Business Law	17UHONC10	4	5	50	50	100	
		CORE XI	Business Mathematics	17UHONC12	4	5	50	50	100	
		CORE XII	Financial Services	16UHONC11	4	5	50	50	100	
		CORE XIII	Logistics and Supply Chain Management	17UHONC14	4	5	50	50	100	
		CORE XIV	International Trade	16UHONC13	4	4	50	50	100	
<b>CREDIT TOTAL = 26</b>										
IV	III	CORE XV	Business Statistics and Operations Research	17UHONC15	4	5	50	50	100	
		CORE XVI	Insurance and Risk Management	16UHONC16	4	4	50	50	100	
		CORE XVII	Special Accounts	16UHONC17	4	5	50	50	100	
		CORE XVIII	Company Law	16UHONC18	4	5	50	50	100	
		CORE XIX	Financial Management	16UHONC19	4	5	50	50	100	

	<b>IV</b>	<b>CORE XX</b>	Customer Relationship Management	16UHONC20	4	4	50	50	100
			Environmental Studies	16UEVS401	2	2			
			Internship - IV (four weeks)		4				
<b>CREDIT TOTAL = 30</b>									
<b>V</b>	<b>III</b>	<b>CORE XXI</b>	Cost & Management Accounting		4	6	50	50	100
		<b>CORE XXII</b>	Corporate ethics and Governance	17UHONC22	4	4	50	50	100
		<b>CORE XXIII</b>	Income Tax Law and Practice I	17UHONC23	4	6	50	50	100
		<b>CORE XXIV</b>	Accounting Standards	17UHONC24	4	4	50	50	100
		<b>CORE XXV</b>	Practical Auditing	16UHONC25	4	5	50	50	100
		<b>CORE XXVI</b>	Research Methodology	16UHONC26	4	5	50	50	100
	<b>IV</b>		Value Education	16UVED401	2			100	100
			Internship - V (two weeks)		2			100	100
<b>CREDIT TOTAL = 28</b>									
<b>VI</b>	<b>III</b>	<b>CORE XXVII</b>	Income Tax Law and Practice II	17UHONC27	4	6	50	50	100
		<b>CORE XXVIII</b>	Human Resource Management	16UHONC28	4	5	50	50	100
		<b>CORE XXIX</b>	Security Analysis and Portfolio Management	17UHONC29	4	4	50	50	100
		<b>CORE XXX</b>	Entrepreneurial Development	16UHONC30	4	6	50	50	100
		<b>CORE XXXI</b>	Business Taxation	17UHONC31	4	4	50	50	100
			Project & Viva-voce	16UHONC32	8	5		100	100
		Extension Activities		1					
<b>CREDIT TOTAL = 29</b>									
<b>OVERALL CREDIT TOTAL = 167</b>									

**SEMESTER-I**

## **CORE I: FINANCIAL ACCOUNTING -I**

<b>SUBJECT CODE: 17UHONC01</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: I</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

### **COURSE OBJECTIVES:**

- ❖ To help students to acquire conceptual knowledge of the financial accounting
- ❖ To familiarize students with the basic financial tools with emphasis on applications to Business situations

#### **UNIT – 1 (20 Hours)**

Preparations of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings.

#### **UNIT – II (20 Hours)**

Preparation of Receipt and Payments Account, Income and Expenditure Account and Balance Sheet of Non-Trading Organization

#### **UNIT – III (17 Hours)**

Account Current – Average Due Date – Sale or Return Account - Classification of errors – Rectification of errors – Preparation of Suspense Account - Bank Reconciliation Statement

#### **UNIT – IV (17 Hours)**

Depreciation – Meaning, Causes, Types – Straight-Line Method, Written down Value method, Sinking fund method (Theory & Sums) - Fire Insurance Claims (Loss of stock).

#### **UNIT – V (16 Hours)**

Single Entry – Meaning, features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

**Reference Books:**

1. R.L. Gupta & V.K Gupta, Advanced Accounting, Sultan Chands & Sons, New Delhi.
2. T.S. Reddy & A. Murthy, Financial Accounting, Margham Publications, Chennai.
3. Shukla, M.C., T.S Grewal and S.C. Gupta, Advanced Accounting, Sultan Chands & Sons, New Delhi.
4. Jain S. P., and K.L. Narang, Financial Accounting, Kalyani Publishers, New Delhi
5. P.C. Tulsian, Advanced Accounting, Tata McGraw Hill, New Delhi
6. Maheswari, S. N. and S. K. Maheswari, Financial Accounting, Vikas Publishing House, New Delhi
7. R.L Gupta & Radhaswamy, Advanced Accounting, (Volume I), Sultan Chands Publication, New Delhi
8. Das K. R., K.M. Sinha, Financial Accounting, Lawyers Book Stall
9. Bhattacharya Ashish, Financial Accounting, Prentice Hall Inc. Ltd
10. Banerjee B.K, Financial Accounting –A dynamic Approach, Prentice Hall of India Private Limited, New Delhi.
11. Hanif M, A. Mukherjee, Financial Accounting, Tata McGraw Hill Publishing Company

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				<b>100</b>

**DISTRIBUTION OF QUESTIONS :( PROBLEM PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	-
	2	1	1
	3	1	1
	4	1	1
	5	1	1
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	-
	2	1	-
	3	-	2
	4	-	2
	5	-	2
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	-	1
	2	-	1
	3	-	-
	4	-	1
	5	-	



## **CORE II: MARKETING PRACTICE**

<b>SUBJECT CODE: 16UHONC02</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: I</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To provide basic knowledge of concepts, principles, tools and techniques of marketing.
- ❖ To impart better understanding of content of a marketing plan
- ❖ To familiarize the students with the recent trends in marketing

#### **UNIT – I (15 Hours)**

Introduction to Marketing – Meaning – Definition and Functions of marketing – Marketing Orientations – Role and Importance of Marketing – Classification of Markets

#### **UNIT – II (15 Hours)**

Marketing Environment – Micro and Macro Environment (Factors affecting internal environment and external environments) - Marketing segmentation – concept – benefits – bases and levels

#### **UNIT – III (15 Hours)**

Introduction to consumer behavior – need for study – consumer buying decision process – buying motives- Pricing decisions- creativity marketing – retail marketing

#### **UNIT – IV (15 Hours)**

Marketing mix – meaning – introduction to stages for new product development – Types introduction to product life cycle- Product mix- Price- pricing policy & methods – place channels of distribution (levels), channel members- promotion – communication mix – basic of advertisement, sales promotion & personal selling

#### **UNIT – V (15 Hours)**

Recent trends in marketing – basic understanding of E-marketing – consumerism – market research, MIS (Management information system), marketing regulation

#### **Reference Books:**

1. Saxena Rajan, Marketing Management, Sultan Chands & Sons, New Delhi.
2. Michael, J Etzel., Bruce J Walker and William J Stanton, Marketing ,13<sup>th</sup> edition, McGraw Hill, New York
3. Kotler, Philip and Gary Armstrong, Principles of Marketing, 13<sup>th</sup> edition, Pearson Education, New Delhi.
4. Still and Cundiff, Marketing Management, Prentice Hall Inc. Ltd.,
5. Gupta C. B. and Dr. N. Rajan Nair, Marketing Management, Sultan Chand Ltd., New Delhi

6. Kumar A., Meenakshi, Marketing Management, Vikas Publishing House, New Delhi.
7. Sherlekar S. A, Marketing Management, Himalaya Publishing House, Mumbai.

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	1	
	4		
	5	-	

### **CORE III: PRINCIPLES OF MANAGEMENT**

<b>SUBJECT CODE:16UHONC03</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: I</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

#### **COURSE OBJECTIVES:**

- ❖ To impart to the students an understanding of state of art of management & business concepts.
- ❖ To prepare them to face the emerging challenges of managing resources, business process and managing managers

#### **UNIT I (12 Hours)**

Meaning and Definition of Management-Principles of Management - Classification of Managerial functions - Importance of Management –Management Thoughts – Classical, Neo Classical, Modern Theories – Taylor, Fayol, Mayo, Hawthorne.

#### **UNIT II (12 Hours)**

Planning-Meaning, Objectives, Steps, Types – MBO - Decision-making- Meaning, Advantages & Disadvantages, Process.

#### **UNIT III (12 Hours)**

Organizing – Authority Responsibility – Delegation and Decentralisation

#### **Unit IV (12 Hours)**

Direction – Nature and Purpose - Leadership – Styles of leadership– Motivation- Theories of Maslow and Herzberg

#### **UNIT V (12 Hours)**

Communication Process - Channels, Networks, Barriers, Overcoming of Barriers – Coordination – Control - Meaning, Steps, Advantages & Disadvantages

#### **Reference Books:**

1. Gupta C.B., Business Management, Sultan Chand & Sons
2. Koontz Harold and Heinz Weihrich ,McGraw Hill Book Company
3. Prasad L.M., Principles & Practice of Management, Sultan Chand & Sons
4. Stoner. A.F. and Freeman.R.E., Management, Prentice Hall of India
5. Koontz Harold, Heinz Weihrich, Essentials of Management, Prentice Hall of India

6. Prasad, Manmohan, Management Concept & Practice, Himalaya Publishing House, Mumbai
7. Terry R. George, Principles of Management, Pearson's Education Pvt. Ltd.
8. VasishthNeeru, Principles of Management, Vikas Publishing House

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

#### DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

#### **CORE IV: BUSINESS ECONOMICS**

<b>SUBJECT CODE: 16UHONC04</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: I</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

#### **COURSE OBJECTIVES:**

- ❖ To develop basic understanding about the economic concepts, tools and techniques for their applications in business decisions.
- ❖ To impart knowledge on National income and its application in business

#### **UNIT I (15 hours)**

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative – Economics – Definition, Scope and Importance of Business Economics -Concepts: Production Possibility Frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency

#### **UNIT II (14 Hours)**

Demand and Supply Functions - Meaning of Demand – Determinants and distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

#### **UNIT III (16 Hours)**

Consumer Behavior: Law of Diminishing Marginal utility – Equi-marginal Utility – Indifference Curve – Definition, Properties and equilibrium- Production: Law of Variable Proportion – Laws of Returns to Scale – Producer’s equilibrium – Economies of Scale Cost Classification – Break Even Analysis

#### **UNIT IV (15 Hours)**

Product Pricing: Price and Output Determination under Perfect Competition – Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods

#### **UNIT V (15 Hours)**

National Income – National Product and National Income – Per Capital Income problems – Economic Welfare - Nature and principles of Public Finance, Public Expenditure and Indirect Taxes.

#### **Reference Books:**

1. S.Shankaran, Business Economics - Margham Publications - Ch. -17
2. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons –New Delhi – 02.

3. Francis Cherunilam, Business Environment, Himalaya Publishing House -Mumbai – 04.
4. Peter Michelson and Andrew Mann, Economics for Business, Thomas Nelson Australia - Can -004603454.
5. Chaudhary, C.M Business Economics, RBSA Publishers, Jaipur - 03.
6. H.L. Ahuja, Business Economics – Micro & Macro, Sultan Chand & Sons, New Delhi

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

#### DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

## NME 1 –ANALYTICAL AND LOGICAL REASONING

<b>SUBJECT CODE: 17UNME01A</b>	<b>THEORY/PRACTICALS</b>	<b>MARKS: 100</b>
<b>SEMESTER: I</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>

### **COURSE OBJECTIVE:**

- ❖ To enable students to learn to describe the problem-solving process
- ❖ To make the students identify various problem-solving techniques and apply these in solving business problems
- ❖ To Understand thinking models and practice exercises to help in thinking outside-the-box and generate a larger solution space
- ❖ To Understand creativity and blocks to creativity
- ❖ To Arrive at objective, well-reasoned decisions in a reasonable time

### **UNIT-I (6 Hours)**

Logical reasoning Introduction- Number Series

### **UNIT-II (6 Hours)**

Statement and assumptions – Statement and conclusion

### **UNIT-III (6 Hours)**

Verbal reasoning – Coding and Decoding (with alpha numeric characters) Reasoning Blood Relationship

### **UNIT-IV (6 Hours)**

Direction Sense Test – Data Interpretation from bar chart, pie chart.

### **UNIT-V (6 Hours)**

Venn Diagrams – Image Series

### **Reference Books**

1. Logical and Analytical Reasoning – A.K. Gupta – Ramesh publishing house – 2016 Paper Back edition
2. A Modern Approach to verbal and non-verbal reasoning – Revised edition by R.S.Agarwal – Publisher – S.Chand and Company Pvt. Ltd.

### **Web References:**

1. <http://www.careerguide.co.in/search/label/Reasoning>
2. <http://www.indiabix.com/logical-reasoning>

**Question Paper Pattern:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
A	Multiple choice Questions	1-50	2	100
TOTAL MARKS				100

**Distribution of Questions:**

<b>Sections</b>	<b>Units</b>	<b>No. of</b>
		<b>Problems</b>
Section A	Unit – 1	10
	Unit – 2	10
	Unit – 3	10
	Unit – 4	10
	Unit – 5	10



# **SEMESTER-II**

## SEMESTER: II

### CORE V: FINANCIAL ACCOUNTING -II

<b>SUBJECT CODE: 16UHONC05</b>	<b>THEORY&amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

#### COURSE OBJECTIVES:

- ❖ To familiarize the students with the practices of advanced financial accounting
- ❖ To prepare them to understand the practical application of various techniques learnt in Tally Package

#### UNIT – I (18 Hours)

Hire Purchase System – Introduction- Accounting Procedure for high value goods- Default and Repossession –Accounting treatment for goods of small value- Hire Purchase Trading Account- Installment Purchase System – Meaning, Accounting Treatment

#### UNIT – II (18 Hours)

Branch Accounting- Debtor's system, Stock and debtors system, Independent branch – Departmental accounts-inter-departmental transfers

#### UNIT III (17 Hours)

Partnership Accounts- Admission, Retirement, Admission cum Retirement, Death of a Partner (excluding individual& joint life policies)

#### UNIT IV (19 Hours)

Dissolution-Insolvency of a partner-Garner vs. Murray -Insolvency of more than one and all partners- Piecemeal Distribution –Proportionate Capital Method and Maximum Loss method

#### UNIT V (18 Hours)

Introduction to Operating system –Windows - File manager –location and identification– safeguards -Tally Package: Configuration of Tally; Tally screens and menus - Company Information – creating, selecting, altering, closing a company - Accounting Information – creating, displaying, altering and deleting groups and ledgers - Introduction to cost – creating, displaying, altering and deleting cost centers and cost categories - Reports – displaying different types of accounting and inventory reports, changing display format of reports, printing reports - Introduction to ERP and SAP

#### Reference Books:

1. R.L. Gupta & V.K Gupta, Advanced Accounting, Sultan Chands & Sons, New Delhi.
2. T.S. Reddy & A.Murthy, Financial Accounting Margham Publications, Chennai.
3. Shukla, M.C., T.S Grewal and S.C. Gupta, Advanced Accounting, Sultan Chands & Sons, New

Delhi.

4. Jain S. P., and K.L.Narang, Financial Accounting, Kalyani Publishers, New Delhi
5. P.C. Tulsian, Advanced Accounting, Tata McGraw Hill, New Delhi
6. Maheswari, S. N. and S. K. Maheswari, Financial Accounting, Vikas Publishing House, New Delhi
7. R.L Gupta &Radhaswamy, Advanced Accounting, (Volume I), Sultan Chands Publication, New Delhi
8. Das K. R., K.M. Sinha, Financial Accounting, Lawyers Book Stall
9. Bhattacharya Ashish, Financial Accounting, Prentice Hall Inc. Ltd
10. Banerjee B.K, Financial Accounting –A dynamic Approach, Prentice Hall of India Private Limited, New Delhi.
11. Hanif M, A. Mukherjee, Financial Accounting, Tata McGraw Hill Publishing Company
12. R.L Gupta &Radhaswamy, Advanced Accounting, (Volume I), Sultan Chands Publication, New Delhi
13. Das K. R., K.M. Sinha, Financial Accounting, Lawyers Book Stall
14. Bhattacharya Ashish, Financial Accounting, Prentice Hall Inc. Ltd
15. Banerjee B.K, Financial Accounting –A dynamic Approach, Prentice Hall of India Private Limited, New Delhi.
16. Hanif M, A. Mukherjee, Financial Accounting, Tata McGraw Hill Publishing Company
17. R.L Gupta &Radhaswamy, Advanced Accounting, (Volume I), Sultan Chands Publication, New Delhi
18. Das K. R., K.M. Sinha, Financial Accounting, Lawyers Book Stall
19. Bhattacharya Ashish, Financial Accounting, Prentice Hall Inc. Ltd
20. Banerjee B.K, Financial Accounting –A dynamic Approach, Prentice Hall of India Private Limited, New Delhi.
21. Hanif M, A. Mukherjee, Financial Accounting, Tata McGraw Hill Publishing Company

#### QUESTION PAPER PATTERN:

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions	1-12	2	20
Section B	Answer any 5 out of 7 questions	13-20	8	40
Section C	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	1	1
	2	1	1
	3	1	1
	4	1	1
	5	1	1
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	-
	2	1	-
	3	-	2
	4	-	2
	5	-	2
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	-	1
	2	-	1
	3	-	1
	4	-	-
	5	-	-

## **COREVI: BANKING THEORY AND PRACTICES**

<b>SUBJECT CODE: 17UHONC06</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To expose students to the concept, importance and dynamics of banking business.
- ❖ To prepare them to understand the theoretical framework of functioning of banking sector

### **UNIT I (15 Hours)**

Commercial banking – definition, classification, functions and working –Structure of Indian banking system – universal banking –functions – role of commercial banks in economic development – central banking - definition – need –principles – central banking Vs. commercial banking – functions and role RBI –objective – legal framework – functions

### **UNIT II (16 Hours)**

E-banking – meaning – services – risk management for e-banking – Internet banking – Traditional banking – mechanics – drawbacks of Internet banking – Indian scenario and future outlook– Mobile banking – telephone banking – ATM – electronic money – electronic funds transfer – Indian Financial Network (INFINET)

### **UNIT III (14 Hours)**

Opening bank accounts – type of bank accounts – FDR – pay-in-slip book – donation mortis causa – bank customer – special type of customers – bank lending – sources and factors of lending – negotiable instruments

### **UNIT IV (15 Hours)**

Crossing – definition, need, types, consequences – opening of crossing – liability of the paying banker– marking of cheques - Endorsement – meaning, types – negotiation back – effect – duration and rules – paying banker – dishonoring of a cheque – payment in a crossed cheque – material alternation –statutory protection

### **UNIT V (15 Hours)**

Collecting banker – meaning – collecting banker’s rule – statutory protection – collecting banker’s duty – collection of bills of exchange – agent for collection – paying banker vs. collecting banker – customer grievances – grievances redressal – banking ombudsman – Banking Regulations Act – major provisions

### **Reference Books:**

1. K.P.M. Sundharam, Money, Banking & International Trade - Sulltan Chand & Sons New Delhi.
2. Dr. S. GURUSAMY, Tata McGraw Hill, New Delhi
3. S.V. Vasudevan, Theory of Banking - S.Chand& Company Ltd., - New Delhi.
4. K.P.M. Sundharam, P.N. Varshney, Banking Theory Law & Practice - Sultan Chand & Sons - New Delhi.

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	-	
	4	1	
	5	-	

## **CORE VII: SERVICES MARKETING**

<b>SUBJECT CODE: 16UHONC07</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

### **COURSE OBJECTIVES:**

- ❖ **To acquaint the students with the basic concepts and future growth in services industry**
- ❖ **To prepare them to face the emerging challenges of managing resources and distribution of services**

### **UNIT-I** **(12 Hours)**

Introduction-characteristics of services, classification of services - distinction between goods and services- growth and future of service sector

### **UNIT-II** **(10 Hours)**

Customer expectations of services- level of expectations, zone of tolerance

### **UNIT-III** **(13 Hours)**

Marketing mix- Service product concepts-supplementary services-new services- Cost of services – Pricing-objectives of pricing-cost based pricing-monetary and non-monetary costsvalue based pricing-pricing tactics-applications of pricing

### **UNIT-IV** **(13 Hours)**

Promotion –designing the promotional mix-personal selling, advertising, sales promotion, publicity and public relations - Service location-factors affecting choice of service location – Distribution-methods of distributing services, challenges in distribution of services

### **UNIT-V** **(12 Hours)**

People-hiring, training, motivating and retaining employees - Physical evidence-importance of physical evidence in services – services capes – Process-designing and managing service processes

### **Reference Books:**

1. Valarie .A. Zeithaml, etal, Service Marketing, Tata McGraw Hill, 2000.
2. Christopher Lovelock, Service Marketing, Pearson Education Asia, 2000.
3. Kruse, Service Marketing John Wiley and Sons ltd 2000
4. Christian Gronroos, service Management and Marketing, ,John Wiley and Sons ltd 2000
5. Helen Woodruff, Services Marketing, Macmillan India Ltd
6. Jha S M., Service Marketing, Himalaya Publishing House, Mumbai.
7. Verma Harsh V., Service Marketing, Pearson Education, New Delhi.
8. Sankar Ravi, Service Marketing -The Indian experience, Manas Publications, New Delhi.
9. Parasuraman, Zeitham and Berry, Delivering Quality Services, The free press Macmillan.
10. Balachandran S., Excellence in services, Business Publishing House, Bombay.
11. Kotler, Philip, Marketing of Non-Profit Organization Prentice Hall of India (P) Ltd. India New

Delhi.

12. Balaji. B, Services Marketing & Management, S.Chand& Sons, New Delhi

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	-	
	2	1	
	3	1	
	4	1	
	5	-	



## **CORE VIII: BUSINESS POLICY AND ENVIRONMENT**

<b>SUBJECT CODE: 16UHONC08</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: II</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ **To provide an overview and importance of business environment**
- ❖ **To enable the students to understand the business ethics in the competitive environment**

### **UNIT I (15 Hours)**

Dimensions of Business Environment-Economic, Political, Cultural, Social, Legal, Demographic, Governmental, Technological, Natural Environment - Environmental Analysis – Need, Importance, Approaches -ETOP and Forecasting techniques

### **UNIT II (12 Hours)**

Organizational Analysis-Need, Approaches-SAP, SWOT Analysis

### **UNIT III (17 Hours)**

Global Environment – Globalization-Rationale, Significance, Strategies for globalization, MNCs, FDI in India

### **UNIT IV (16 Hours)**

Economic and Business Environment - Agreements and Current Issues-WTO, TRIMS and TRIPS – IPRs-Concepts, Features and requisites for registration of Intellectual Property, Implications in India

### **UNIT V (15 Hours)**

Corporate Communication- Importance – Methods- Social Networking – Pros & Cons.

### **Reference Books:**

1. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
2. Aswathappa.K, Business Environment, Himalaya Publishing House, Mumbai
3. V.P. Michael, Business Policy and Environment, S. Chand & Co., New Delhi I
4. Raj Agarwal, Business Environment, Excel books, New Delhi
5. Sankaran S. Business Environment, Margham Publications, Chennai
6. Dasgupta and Sengupta, Government and Business in India, Pearson's Education Pvt. Ltd
7. Srinivasan K - Productivity and Social Environment, Vikas Publications
8. Paul, International Business Environment, Prentice Hall of India

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPAERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	-	
	3	1	
	4	1	
	5	-	

## NON MAJOR ELECTIVE– II

### NME: – FUNDAMENTALS OF CORPORATE COMMUNICATION

<b>SUBJECT CODE: 17UNME02F</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: II</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>

#### **COURSE OBJECTIVES:**

To enable the students to acquire knowledge about the importance of communication in today's competitive business environment

#### **UNIT I (6 Hours)**

Concept of Communication – Meaning, Definition, Process, Need, Feedback, Principles of effective Communication – Barriers to Communication: Physical, Semantic/Language, SocioCultural and Psychological Barriers - Ways to overcome these Barriers.

#### **UNIT II (6 Hours)**

Types of Communication: Verbal, Non-verbal – Characteristics of Verbal communication and Non-verbal communication Merits and Demerits of Verbal and Non-verbal communication. Channels of Communication: Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine.

#### **UNIT III (6 Hours)**

**Personnel correspondence** - Job Application Letter and Resume Letter of Acceptance of Job Offer, Inter-Office-Memo, Letter of Resignation.

#### **UNIT IV (6 Hours)**

**Business Correspondence:** Trade Letters – (Inquiry, Order, Credit and Status Enquiry, Complaints, Claims, Sales Letters, promotional leaflets and fliers).

#### **UNIT V (6 Hours)**

Report Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular Notes- Correspondence with shareholders –Correspondence with directors.

#### **Prescribed Texts:**

1. N.S. Raghunthan, B. Santhanam – Margham Publications, Chennai, 3rd Edition
2. C.B. Gupta, Business communication, Organization and Management, 2014.

#### **Reference Books:**

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
4. Penrose, Raspberry, Myers, Advanced Business Communication - Bangalore.
5. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio.

**Web References:**

1. <http://www.businesscommunication.org>
2. <http://www.iabc.com>
3. <http://www.etiquettetrainer.com>

**Question Paper Pattern:**

Section	Question Component	Numbers	Marks	Total
A	Descriptive Questions	1-10	20	100
TOTAL MARKS				100

**Distribution of Questions:**

Sections	Units	No. of
		Questions
Section A	Unit – 1	2
	Unit – 2	2
	Unit – 3	2
	Unit – 4	2
	Unit – 5	2

# **SEMESTER-III**

**SEMESTER: III**  
**CORE IX: CORPORATE ACCOUNTING**

<b>SUBJECT CODE: 16UHONC09</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

**COURSE OBJECTIVES:**

- ❖ It provides comprehensive understanding of corporate accounting practices and presentation of financial statements as per legal requirements in the organizations.
- ❖ It provides an overview of the corporate practice in maintaining the books as per accounting standards especially in company final accounts, alteration of shares, valuation of shares etc.,

**UNIT- I** **(18 Hours)**

Advanced problems in issue and buy back of shares and debentures – underwriting of shares and Debentures

**UNIT- II** **(15 Hours)**

Acquisition of Business

**UNIT- III** **(18 Hours)**

Final Accounts of joint stock companies as per new guidelines– divisible profits, managerial remuneration, profits prior to incorporation - Legal requirements

**UNIT- IV** **(18 Hours)**

Alteration of share capital and internal reconstruction - Accounting for price level changes

**UNIT- V** **(21 Hours)**

Liquidation of joint stock companies – statement of affairs and deficiency account –  
Liquidator’s statement of account

**Reference Books:**

1. M.C. Shukla & T.S. Grewal, Advanced Accounting, S.Chand& Co. Ltd. New Delhi
2. P. Jain and K.L Narang, Corporate Accounting, Kalyani Publishers, New Delhi
3. R.L. Gupta and M. Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi
4. S. N. Maheswari, Advanced Accounting, Sultan Chand & Sons, New Delhi

QUESTION PAPER PATTERN:

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	1	1
	2	1	1
	3	1	1
	4	1	1
	5	1	1
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	-
	2	1	-
	3	-	2
	4	-	2
	5	-	2
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	-	1
	2	-	1
	3	-	1
	4	-	-
	5	-	-

## CORE X: BUSINESS LAW

<b>SUBJECT CODE: 17UHONC10</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To assist the students to learn the elements of general contract.
- ❖ To enable the students to understand and deal with various contracts in his/her day-to-day life, be it for his business or profession.
- ❖ To enable the students to learn and understand the special contracts.

### **UNIT -I** **(20 Hours)**

Business Law - Introduction – Nature of contract – Offer and Acceptance – Consideration – capacity to contract – Free consent

### **UNIT-II** **(15 Hours)**

Legality of object – Void contracts – Contingent contracts – Performance of contract Discharge of contract – Remedies for Breach of contract – Quasi contracts

### **UNIT- III** **(15 Hours)**

Contract of Agency – Creation – classification of Agents – Principal Agent relationships – Delegation of authority – Personal liability of agent – Termination of agency

### **UNIT- IV** **(13 Hours)**

Sale of goods – Conditions and warranties – Transfer of Property – Performance – Rights of Unpaid seller

### **UNIT –V** **(12 Hours)**

Indemnity – Guarantee – Bailment – Pledge – Lien – Hypothecation – Charge – Mortgage

### **Reference Books:**

1. N.D. KAPOOR, Elements of Mercantile Law, Sultan Chand &Co
2. N.D. KAPOOR, Business Laws, Sultan Chand &Co
3. KRISHNAN NAIR, Law of Contracts, Orient Longman Publishers.
4. Dr. M.R. Srinivasan, 2005, Business Law 2nd Ed Margham Publication, Chennai
5. P.C. Tulsian Business Laws, 2nd Ed, Tata McGraw Hill, New Delhi
6. R.S.N Pillai and Bhagavathi, 2004, Business Law, 3rd Ed., S. Chand & Co., New Delhi



QUESTION PAPER PATTERN:

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPAERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

## CORE XI: BUSINESS MATHEMATICS

<b>SUBJECT CODE: 17UHONC12</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To enhance their knowledge in basics of mathematics
- ❖ To familiarize the students with the mathematical concepts and their application in general business operations
- ❖ To prepare them to face the competitive exams

### **Unit – I (10 Hours)**

Theory of Sets-Set Theory – Definition, Elements and Types of Sets, Operations on Sets, Relations and Functions of Sets

### **Unit – II (10 Hours)**

Binominal Theorem, Exponential and Logarithmic Series.

### **Unit – III (20 Hours)**

Limits and Continuity. Basic concepts of Differential Calculus (excluding trigonometric functions)

### **Unit – IV (20 Hours)**

Algebra-Ratio, Proportion, Permutation and Combination

### **Unit – V (15 Hours)**

Interest and Annuity – Banker’s Discount – Binary Number System-Matrices Meaning and operations-matrix inversion-solution to linear equations.

### **Reference Books:**

1. Business Mathematics – P.R.Vittal
2. Business Mathematics – D.C. Sancheti and V.K. Kapoor
3. Business Mathematics – B.M. Agarwal
4. Business Mathematics – R.S. Soni

Note: No Theory Questions to be asked

### **WEBSITES:**

1. [www.freetechbooks.com/mathematics- -f38.html](http://www.freetechbooks.com/mathematics--f38.html)
2. [www.e- -booksdirectory.com](http://www.e--booksdirectory.com)

3. [www.freebookcentre.net/SpecialCat/Free- -Mathematics- -Books- -Download.html](http://www.freebookcentre.net/SpecialCat/Free--Mathematics--Books--Download.html)

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A (Answer all 10 questions) 2 marks each	1		2
	2		2
	3		2
	4		2
	5		2
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1		2
	2		1
	3		2
	4		1
	5		2
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1		1
	2		1
	3		1
	4		
	5		

## CORE XII: FINANCIAL SERVICES

<b>SUBJECT CODE: 16UHONC11</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To understand the meaning and significance of the financial services available in India.
- ❖ To expose the students with the role of financial services in the development of the capital market and the economy of the country.

### **UNIT- I – Financial Services: An Overview**

**(15 Hours)**

Financial Services: Concept, functions – financial services market – growth of financial services in India – Credit cards: origin and history, concept, features, facilities and services – classification of credit cards – credit card frauds – credit cards and e-commerce –Credit Information Bureau (CIB) – benefits and drawbacks of credit cards – Debit Cards: concept and mechanism – dangers and precautions in the use of debit cards – smart cards

### **UNIT- II – Credit rating, commercial bill financing and consumer finance**

**(20 Hours)**

Credit rating: concept, origin , features and advantages – growth factors for credit rating system – major issues – credit rating agencies – regulatory framework – major factors in credit rating – equity rating – Commercial Bill Financing: meaning of commercial bills, features and advantages of commercial bill financing – precautions by a banker – steps in discounting and purchasing of bills – Consumer finance: meaning, types, mode, factors, Consumer finance practice in India – pricing of consumer finance – marketing of consumer finance – consumer credit scoring – case for and case against consumer finance – hire- purchase and installment credit system

### **UNIT- III – Insurance, factoring and leasing**

**(12 Hours)**

Insurance: concept – principles – reinsurance – life insurance – general insurance –insurance services – regulatory framework – Factoring: definition, mechanism, characteristics, types, advantages and disadvantages – players in factoring services – functions of a factor – factoring costs –factoring Vs. bills discounting – RBI guidelines on factoring – cost-benefit analysis of factoring – forfaiting – factoring Vs. forfaiting – Leasing: concept, characteristics, types – financial lease Vs. financial lease – tests for financial lease – myths about leasing – participants in leasing – leasing process – services of a lessor – advantages, limitations – tax aspects of leasing – funding aspects of leasing – MPBF

**UNIT- IV – Merchant banking and mutual funds****(15 Hours)**

Merchant banking: definition, functions, code of conduct, regulatory framework –Mutual funds: definition, products and schemes – managing mutual funds in India – SEBI’s Requirements on AMC – functions of AMC – working mechanism of mutual funds – portfolio management process in mutual funds – operational efficiency of mutual funds – UTI – regulatory structure of mutual funds in India – AMFI – MMMFs- stock-invest – meaning, features, mechanism, Benefits and drawbacks–book building: concept, characteristics

**UNIT- V – Securitization****(13 Hours)**

Securitization: definition – pass through certificates – features, need – SPV –Mechanism, purposes, asset characteristics, application, benefits, economic functions, Limitations – securitization and financial intermediation – capital markets and securitization – Securitization as a risk management tool.

**Books for reference**

1. GURUSAMY S, Financial Services, Tata McGraw Hill
2. GURUSAMY S, Merchant Banking and Financial Services, Tata McGraw Hill
3. Khan M Y, Financial Services, Tata McGraw Hill
4. Kothari, Vinod Lease financing & Hire Purchase including consumer credit, Wadhwaand Company
5. Lee, S J, Venture Capital Manual, Warren Gorham and Lamont Inc., Boston
6. Machiraju, Merchant Banking, Wiley Eastern, New Age International

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				<b>100</b>

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions ) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

### **CORE XIII: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

<b>SUBJECT CODE: 17UHONC14</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

#### **COURSE OBJECTIVES:**

- ❖ To expose the students to the concept, evolution and importance of logistics and supply chain management
- ❖ To familiarize the various mode of transportation network
- ❖ To provide an insight on emerging technologies, scope, challenges and issues of logistics management

#### **UNIT- I**

**(15 Hours)**

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive advantages of Logistics – Functions of logistics management – Principles – Logistics Network – Integrated Logistics system - Supply chain management – Nature and Concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

#### **UNIT- II**

**(15 Hours)**

Elements of Logistics and Supply chain management – Inventory carrying – Ware housing Material handling – Order Processing - Demand Forecasting – Impact of Forecasts on Logistics and Supply chain management – Performance measurements.

#### **UNIT- III**

**(15 Hours)**

Transportation - Position of Transportation in Logistics and Supply chain management – Road, Rail, Ocean, Air, Transport - Multi model transport – containerization – CFS – ICDS Selection of transportation mode – Transportation Network and Decision – Insurance Aspects of logistics.

#### **UNIT- IV**

**(15 Hours)**

Logistical Information system (LIS) – Operations – Integrated IT solution for Logistics and Supply chain management – Emerging technologies in Logistics and Supply Chain management - Components of logistic system - ships – types, measurement of capacity of ships –shipping information.

#### **UNIT- V**

**(15 Hours)**

Issues and challenges for developing countries – Multi Model transportation – Role of containerization – Problems – Legal aspects of shipping – The Indian carriage of Goods by Sea Act, 1925 – Multi Model Transportation of Goods Act, 1993 - Characterizing practices – Port Procedures – Exporting General Merchandise – Containerized cargo for export through Inland container Depots – Bill of lading -Infrastructure development – Air Transport and Comparative evaluation of

transport system – Decision Criteria – Insurance aspects of logistics.

**Reference Books:**

1. Krishnaveni Muthiah, ‘Logistics Management and Seaborne Trade’ Himalaya Publishing House.
2. D.K. Agarwal, ‘Textbook of Logistics and Supply Chain Management’, Mac Millan India Ltd.
3. Martin Christopher, ‘Logistics and Supply Chain Management’ Pearson Education, 2003.
4. Ronald H. Ballou, ‘Business Logistics and Supply Chain Management’ Pearson Education, 2004

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	1	
	4	-	
	5	-	



## **CORE XIV: INTERNATIONAL TRADE**

<b>SUBJECT CODE: 16UHONC13</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: III</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

### **COURSE OBJECTIVES:**

- ❖ To help the students to have an insight into the interactive relationship among various countries
- ❖ To offer the students an understanding of international marketing and its Environment.
- ❖ To impart the students the overseas market research, sources of marketing Information and the guidelines on how to identify foreign markets.
- ❖ To guide the students for product planning adaptation for exports.

### **UNIT- I**

**(12 Hours)**

International Trade – Importance of International Trade, Theories of Foreign Trade: Theories of Adam Smith, Ricardo, Haberler, Hechsher–Ohlin

### **UNIT- II**

**(12 Hours)**

Balance of Trade - Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates – Euro-Dollar Marketing (An Over View)

### **UNIT- III**

**(12 Hours)**

Export Management – Export Procedure and Documents – Export Finance – Export Promotion – Export Pricing.

### **UNIT- IV**

**(12 Hours)**

Import Management – Import Procedure and Documents – Import Finance

### **UNIT- V**

**(12 Hours)**

International Economic Organizations and its Functions -IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO

### **Reference Books:**

1. Francis Cherunilam, International Trade and Export Management - Himalaya Publishing House - Mumbai – 04.
2. Paul.R.Krugman and Maurice Obstfeld, International Economics (Theory and Policy) – Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi – 92.
3. Robert J.Carbaugh, International Economics - Thomson Information Publishing Group - Wadsworth Publishing Company - California.
4. H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd - New Delhi 14.

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A (Answer all 10 questions ) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	-	
	4	1	
	5	-	

# **SEMESTER-IV**

## SEMESTER: IV

### CORE XV: BUSINESS STATISTICS AND OPERATIONS RESEARCH

<b>SUBJECT CODE: 17UHONC15</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

#### COURSE OBJECTIVES:

- ❖ To introduce basic concepts of Statistics.
- ❖ To provide Statistical techniques for business data analysis.
- ❖ To familiarize the students with introduction to operations research and its application

#### UNIT –I ( 20 Hours)

Introduction-Meaning and definitions of statistics-Measure of central tendency-Arithmetic mean, median, mode, harmonic mean and geometric mean, Measure of Variation-Standard deviation, mean deviation, Quartile deviations (Simple Problems Only)

#### UNIT-II (20 Hours)

Karl's Pearson Correlation-Rank Correlation, Regression. Hypothesis Testing-Small sample test-t, F, chi square test (Without proof)-Simple problems only.

#### UNIT – III (10 Hours)

Analysis of Time Series –Method of measuring trend – Seasonal Variation.

Index Numbers –Consumer price index and cost of living indices-Statistical Quality control.

#### UNIT -IV (15 Hours)

Introduction to OR-Meaning and Scope-Characteristics-model in OR-LPP-formulation-graphical method-simplex method (less than constraints)

#### UNIT -V (10 Hours)

Assignment and Transportation Problems.

#### REFERENCE BOOKS

1. Statistical Methods – S.P. Gupta, Sultan 2000.
2. Introduction to Operations Research – Dr. P.R. Vittal, Margham Publications
3. Statistics - Elhance
4. Operations Research – Hira and Gupta, S. Chand.
5. Operations Research – Handy and A. Taha, Macmillan Publishers

**Note: No theory questions should be asked.**

#### WEBSITES:

4. [www.freetechbooks.com/mathematics- -f38.html](http://www.freetechbooks.com/mathematics- -f38.html)
5. [www.e- -booksdirectory.com](http://www.e- -booksdirectory.com)

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions ) 2 marks each	1	-	2
	2	-	2
	3		2
	4		2
	5		2
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1		2
	2		1
	3		2
	4		1
	5		2
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1		1
	2		1
	3		
	4		1
	5		

## **CORE XVI: INSURANCE AND RISK MANAGEMENT**

<b>SUBJECT CODE: 16UHONC16</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

### **COURSE OBJECTIVES:**

- ❖ To understand the nature of insurance and the principles that governs general insurance.
- ❖ To gain an insight on the nature of life insurance, fire insurance and marine insurance and to know the procedures for making claims against different kinds of insurance policies
- ❖ To understand the functions and organizations of insurance industry, claim valuation and changes in insurance sector.

### **UNIT I (12 Hours)**

Risk and risk management process - risk identification - evaluation - risk management techniques -selecting and implementing risk management techniques.

### **UNIT II (12 Hours)**

Commercial risk management applications - property – liability-commercial property insurance - different policies and contracts - business liability and risk management insurance - workers' compensation and risk financing.

### **UNIT III (12 Hours)**

Personal risk management applications - property – liability - risk management for auto owners - risk management for home owners.

### **UNIT IV (12 Hours)**

Risk management applications - loss of life - loss of health - retirement planning and annuities -employee benefits - financial and estate planning

### **UNIT V (12 Hours)**

Risk management environment - industry - functions and organization of insurers - Government regulation of insurance sector - IRA - Privatization of insurance business in India - changes in Insurance Act -Insurance intermediaries insurance products pricing, claim valuation - Foreign insurers in India.

### **Reference Books:**

1. Rejda, George E., “Principles of Risk Management and Insurance”, 6th Edn, Addison Wesley Longman, 1998.

2. McNamara, "Principles of Risk Management and Insurance", Addison-Wesley 3.  
Dorfman, "Introduction to Risk Management and Insurance", Prentice Hall, 1998.
4. Williams; Heins, "Risk Management and Insurance", McGraw Hill Pub.
5. James S. Treischmann; Sandra G. Gustavson, "Risk Management and Insurance", South-Western Thomson Learning.
6. SenguptaMrinal Chandra, Insurance Finance, Progressive Publishers, New Delhi, 1997. 7.  
StewaralDdoss VS Kaveri Total Quality assessment in Insurance, Akaksha publishing house, New Delhi, 2002.

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions ) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	-	
	2	1	
	3	1	
	4	1	
	5	-	

## **CORE XVII: SPECIAL ACCOUNTS**

<b>SUBJECT CODE: 16UHONC17</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To familiarize students with the accounting treatment for issue shares and debenture to run the company with long term source of funds.
- ❖ To enable students to prepare the financial statements of Joint Stock Companies.
- ❖ To understand the procedure for valuing the goodwill and shares of Companies to acquire a business.

### **UNIT – I (10Hours)**

Valuation of Goodwill & Shares

### **UNIT – II (15Hours)**

Accounting for managers and amalgamation – absorption

### **UNIT – III (18 Hours)**

Holding companies – consolidation of Balance sheet – treatment of mutual owings, contingent liabilities – unrealized profit – revaluation of assets – bonus issue and payment of dividend (intercompany holdings excluded)

### **UNIT – IV (16 Hours)**

Banking Company accounts

### **UNIT – V (16 Hours)**

Insurance Company Accounts – Life Insurance and General Insurance under IRDA 2000

### **Reference Books:**

1. R.L.Gupta and M. Radhaswamy Advanced Accounting
2. T.S.Reddy & A. Murthy Corporate Accounting
3. S.P.Jain and K.L. Narang Corporate Accounting
4. M.C. Shukla and T.S. Grewal Advanced Accounting
5. M.A.Arulanandam and K.S.Raman Corporate Accounting
- 6.S.N. Maheswari Advanced Accountancy



**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				<b>100</b>

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A (Answer all 10 questions) 2 marks each	1	1	2
	2	-	1
	3	1	1
	4	-	2
	5	1	1
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	-	1
	2	1	1
	3	-	2
	4	1	1
	5	-	1
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	1
	2	-	-
	3	-	-
	4	-	1
	5	-	-

## **CORE XVIII: COMPANY LAW**

<b>SUBJECT CODE: 16UHONC18</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To make the students understand the significant provisions of the Companies Act
- ❖ To introduce the formalities in the formation of a company.
- ❖ To expose the students to the main charter of a company and the raising of capital in a company.

### **UNIT – I**

**(25 Hours)**

Introduction – Definition of Company – Characteristics – Is Company a Citizen? – Lifting of the Corporate Veil – Illegal Association - Kinds of Company - Formation of Company – Incorporation – Documents to be filed with Registrar – Certificate of Incorporation – effects of registration – Promoter – Preliminary Contracts — Memorandum of Association – Articles of Association – contents – alterations -Doctrine of Constructive Notice – Doctrine of Indoor Management – Ultra vires.

### **UNIT – II**

**(10 Hours)**

Prospectus – Contents – red herring prospectus – shelf prospectus - Mis-statement in prospectus and their consequences – Statement in lieu of Prospectus – Deemed Prospectus Commencement of Business

### **UNIT – III**

**(10 Hours)**

Share Capital – Meaning – Kinds – Alteration of Capital – Reduction of Capital — dematerialization and rematerialization of securities - Transfer and Transmission of shares.

### **UNIT – IV**

**(20 Hours)**

Membership in company – Member and shareholders – Who can become a member - Cessation of membership – Rights and liabilities of members – Meetings of members – types & class of meeting - Extra ordinary – AGM- Provisions relating to conduct of meeting

### **UNIT – V**

**(10 Hours)**

Management & Administration – Directors- Appointment & Removal – Rights & Duties including KMP

### **Reference Books:**

1. N.D.Kapoor – Company Law
2. P.P.S.Gogna – A Text Book of Company Law

3. A.K. Majumdar and G.K. Kapoor Company Law & Practice, Taxman Publications

4. P.K.Ghosh & Dr.V. Balachandran – Outline of Company Secretary Practice

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A	1	2	
(Answer all 10 questions) 2 marks each	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	-	
	4	1	
	5	-	

## **CORE XIX: FINANCIAL MANAGEMENT**

<b>SUBJECT CODE: 16UHONC19</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To introduce the students to the fundamentals of finance.
- ❖ To develop an understanding of tools that is used to evaluate investment projects.
- ❖ To provide knowledge on concepts, methods & procedures involved in using financial management for managerial decision making.

### **UNIT –I**

**(10 Hours)**

Financial management –Introduction, scope-finance and other related disciplines-Financial Functions - Financial Goals: Profit Maximization vs. Wealth Maximization – Concept of time value of money -Sources of financing - Short term and Long term Capitalization - over and under Capitalization.

### **UNIT-II**

**(20 Hours)**

Concept of Cost of Capital - Measures of Specific and Overall cost of capital - Financing Decision – Leverage-Operating, Financial and combined- Determinants of Capital structure

### **UNIT-III**

**(15 Hours)**

Capital Budgeting- Estimating cash flows- Evaluation Techniques, Traditional and Discounted cash flow techniques (Risk analysis Excluded).

### **UNIT IV**

**(20 Hours)**

Dividend Decision: Factors determining dividend policy- stable dividend policy-stock dividend – Working Capital Management: Need for working capital –Determinants of working capital-computation of working capital-management of cash, Inventory, Accounts Receivable and Accounts Payable (Simple problems only)

### **UNIT V**

**(10 Hours)**

Financial markets - Money market - capital market - Recent Trends in capital market - Mutual Funds -Factories - Forecasting - Depositories

**Reference Books:**

- 1 M.Y.Khan and P.K.Jain - Basic Financial Management
- 2 I.M.Pandey – Financial Management
- 3 S.M.Maheswari - Financial Management

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	1	1
	2	1	1
	3	1	1
	4	1	1
	5	1	1
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	-
	2	1	-
	3	-	2
	4	-	2
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	-
	2	-	1
	3	-	1
	4	-	-
	5	-	-

**CORE XX: CUSTOMER RELATIONSHIP MANAGEMENT**

<b>SUBJECT CODE: 16UHONC20</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

**COURSE OBJECTIVES:**

- ❖ To highlight the importance of customer expectations and customer satisfaction.
- ❖ To learn how to deal with customer complaints.
- ❖ To highlight the methods to retain customers in business and to develop a long term relationship with customer through appropriate strategies.

**UNIT- I**

**(13 Hours)**

Customer Relationship Management - Measurement - Qualitative Measurement Methods –  
Quantitative Measurement Methods - Calculating Relationship Indices

**UNIT- II**

**(11 Hours)**

Customer Relationship Survey Design - Statistical Analysis of Customer Surveys - Using  
Customer Relationship Survey Results

**UNIT- III**

**(12 Hours)**

Relationships in Marketing - Relationship Concepts - Relationship Drivers - Lasting  
Relationships

**UNIT –IV**

**(12 Hours)**

Customer Partnerships – Internal Partnerships – Supplier Partnerships – External Partnership

**UNIT –V**

**(12 Hours)**

The Technological Revolution – Relationship Management – Changing Corporate Cultures

**Reference Books:**

1. John Egan, “Relationship Marketing, Exploring Relational Strategies in Marketing”, Prentice Hall.
2. John Anton, “Customer Relationship Management”, Prentice Hall.
3. Jagdish N Sheth and AtulParvatiyar, “Handbook of Relationship Marketing”, Response Books, 2002.
4. Anderson, “Customer Relationship management”, Tata McGraw Hill, 2002 5. David Strutton; Lou E. Pelton; James R. Lumpkin, “Marketing Channels: A Relationship Management Approach”, McGraw-Hill Higher Education.
6. John Gosney & Thombs Bochum, CRM essentials, Prentice Hall, 2000.
7. Bryan Bergeron John Wiley & sons, Essentials of CRM, 2002

QUESTION PAPER PATTERN:

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

## EVS: ENVIRONMENTAL STUDIES SYLLABUS

<b>SUBJECT CODE:16UEVS401</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: IV</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>

### **COURSE OBJECTIVES:**

- ❖ To create awareness among the student's community about the Environmental Issues, Causes and Remedies.

**(4 Hours)**

### **UNIT 1: Multidisciplinary nature of environmental studies**

Definition, scope and importance-Need for public awareness.

### **UNIT 2: Natural Resources:**

**(5 Hours)**

#### **Renewable and non-renewable resources: Natural resources and associated problems.**

- a) **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) **Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- f) **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

### **UNIT 3: Ecosystems**

**(4 Hours)**

Concept of an ecosystem.

- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.



- Introduction, types, characteristic features, structure and function of the following ecosystem:-

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

#### **UNIT 4: Biodiversity and its conservation**

**(3 Hours)**

- Introduction – Definition: genetic, species and ecosystem diversity.
- Bio geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic And option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation, Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### **UNIT 5: Environmental Pollution**

**(4 Hours)**

##### **Definition**

- Cause, effects and control measures of: -
  - a. Air pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - f. Thermal pollution
  - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and Industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

#### **UNIT 6: Social Issues and the Environment**

**(4 Hours)**

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear Accidents and holocaust. Case Studies.
- Wasteland reclamation.

- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

#### **UNIT 7: Human Population and the Environment**

**(3 Hours)**

- Population growth, variation among nations.
- **Population explosion – Family Welfare Program me. Environment and human health.**
- Human Rights.
- Value Education.
- **HIV/AIDS.**
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies

#### **UNIT 8: Field work**

**(3 Hours)**

- Visit to a local area to document environmental assets- river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

#### **PRESCRIBED BOOKS**

#### **REFERENCE BOOKS**

### DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Answer any 2 out of 3 questions) 20 marks each	1	1	
	2	1	
	3	1	
	4	1	
	5	-1	

**SEMESTER-V**

## **SEMESTER: V**

### **CORE XXI: COST AND MANAGEMENT ACCOUNTING**

<b>SUBJECT CODE: 17UHONC21</b>	<b>THEORY &amp; PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

#### **COURSE OBJECTIVES:**

- ❖ To understand and analyze financial statement to help in managerial decision making
- ❖ To prepare statements like Cash Flow, Budgets etc., so as to assist the managements to take meaningful and correct decisions.
- ❖ To learn the various tools and techniques in cost control like variance analysis and budgetary control.

#### **UNIT- I**

**(18 Hours)**

Management accounting & Cost Accounting – Meaning, nature, scope, need, importance and limitations– Management Accounting vs. Cost Accounting vs. Financial Accounting. Cost classification and cost concepts – Elements of cost – Preparation of cost sheets – Contract Costing.

#### **UNIT- II**

**(18 Hours)**

Material – Bin card– Stores ledger – FIFO, LIFO, simple average, weighted average. Labor – Time Rate, Piece rate – Differential piece rate – Taylor, Merits – Bonus plan (Halsey, Halsey-Weir, Rowan)

#### **UNIT- III**

**(18 Hours)**

Overheads – Primary and secondary distribution (Repeated Distribution only), Machine Hour Rates (Simple Problems Only)

#### **UNIT- IV**

**(18 Hours)**

Management Accounting: Comparative Statements, Common Size statement and Trend analysis - Budgets– Meaning, objectives, merits and demerits. Production budget, Flexible budget, Cash budget, Sales budget, master budget. (Simple problems only).

#### **UNIT- V**

**(18 Hours)**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios-Liquidity, Profitability, turnover (Simple problems only). Marginal cost techniques-CVP analysis (Simple problems only)

**Reference Books:**

1. S.N.Maheswari, Management Accounting – Sultan Chand & Sons.
2. Dr A Murthy and Dr S GURUSAMY, Cost Accounting, Tata McGraw Hill
3. RSN Pillai & Bagavati, Management Accounting – S Chand & Co Ltd – New Delhi.
4. Horngren Sunderu Stratton, Introduction to Management Accounting – Pearson Education.
5. T. S. Reddy and Hari Prasad Reddy, Management Accounting, Margham Publication.

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPAERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions ) 2 marks each	1	2	-
	2	-	2
	3	-	2
	4	-	2
	5	-	2
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	-
	2	-	1
	3	-	2
	4	-	2
	5	-	2
SECTION C (Question 19 is Compulsory. Answer any 1 out of Q20 & Q21) 20 marks each	1 (Q 19)	1	-
	2	-	-
	3	-	1
	4	-	1
	5	-	-

## **CORE XXII: CORPORATE ETHICS AND GOVERNANCE**

<b>SUBJECT CODE: 17UHONC22</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

### **COURSE OBJECTIVES:**

- ❖ To create an understanding of the importance of Corporate culture for Business Management and strategies
- ❖ To provide the macro socio-cultural factors that influence corporate culture. ❖To facilitate the students to have knowledge of the need for corporate governance
- ❖ To enable the students to understand the parameters of accountability to the stakeholders

### **UNIT – I (CASE STUDY) (15 Hours)**

Concept of ethics – sources – ethics and morals – justice – fairness – values – normative ethical theory –relevance of business ethics – arguments for and against – business values for 21st century – ethics in Indian business

### **UNIT – II (15 Hours)**

Ethical management – strengthening of personal and organizational integrity – complexity and group dynamic – spiritual core of leadership – leaders and the value references - Does ethics pay – ethical pitfalls of investment industry – corporate scams and its effects – law as an instrument of ethics

### **UNIT – III (10 Hours)**

Corporate social responsibility – meaning – promoting – stakeholders’ satisfaction – corporate responsiveness – managing socially responsible business - Environment responsibility – ethics and ecology– work ethics and professional responsibility

### **UNIT – IV (10 Hours)**

Corporate Governance – meaning scope- models and benefits – transparency -green governance – E-Governance - Independent Directors- whistle blowing

### **UNIT – V (10 Hours)**

Corporate governance– governance committees - Shareholders grievances committee investor protection – Management discussion analysis –Role of accountants and auditors – accountability – professional Codes & values

### **Reference Books:**

1. R.C.Sekhar – Ethical Choices in Business – Response Books, 2002

1. Corporate Governance and business Ethics by All India Management Association – Excel Books
2. William H. Shaw, Business Ethics – Thomson Publications
3. N. Balasubramanyan, Corporate boards and Governance – Sterling publishers
5. Reference on corporate governance and directors duties and responsibilities – publication of
4. Institute of Company Secretaries
6. Neville Bain & David Band, “Winning Ways through corporate governance” – Macmillan Publishers
7. Naresh Chandra committee report published in chartered secretary, Feb 2003 – VI.33, No.2.
8. SEBI report on corporate governance published in Economic Developments in India, Vol: 20, 1999
9. John Harper, “Chairing the Board”, Kogan press

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
SECTION C (Question 19 is Compulsory Case study. Answer any 1 out of Q20 & Q21) 20 marks each	1	1	
	2	-	
	3	1	
	4	1	
	5	-	



## **CORE XXIII: INCOME TAX LAW AND PRACTICE - I**

<b>SUBJECT CODE:17UHONC23</b>	<b>THEORY&amp;PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

### **COURSE OBJECTIVES:**

- ❖ To introduce the students to the concepts of Income tax.
- ❖ To give an insight into the different heads of income and the authorities under the Act.
- ❖ To help the students in computation of income tax.

### **UNIT I (15 Hours)**

Income Tax- Important Definitions under Income Tax Act – Agricultural income – Assesse- Person – Assessment Year – Previous Year – Exceptions to previous year – Income – definition - features – Gross Total Income – Total Income. (Theory)– Residential status (Simple problems) – Scope of total income (Simple problems) - Incomes exempt from tax (Theory).

### **UNIT II (20 Hours)**

Salaries –Characteristics- Computation of Salary Income- Provident Fund- Allowances – Perquisites and their valuation –Profits – In –Lieu of salary- Payments exempted u/s 10 – Leave Travel – Gratuity – Pension – Commutation of pension – Leave salary –Deductions u/s 16. (Simple problems)

### **UNIT III (20 Hours)**

Income from House Property – Definition of Annual Value – Types of rental values Determination of Annual value - Deduction from Annual value – Computation of Income under different circumstances (simple problems)

### **UNIT IV (20 Hours)**

Income from Business– Definition, Computation of Business Income - Allowable and Not Allowable expenses. Income from Profession – Definition – Computation of Professional income for Doctors, Lawyers and Chartered Accountants. Depreciation u/s 32 – rates – computation of depreciation (simple problems).

### **UNIT V (15 Hours)**

Assessment of individuals (covering incomes under salary, house property, business or profession) (Simple problems) – Filing of returns – Permanent Account Number (PAN) and its usage. (Theory)

### **Reference Books:**

1. Dr. Vinod K.Singhania, Students Guide to Income Tax, Taxmann Publications Pvt.Ltd, New Delhi.

2. P.Gaur, D.B.Narang, Income Tax Law and Practice, Kalyani Publications.
3. T.S.Reddy, Y.HariPrasad Reddy, Income Tax Theory Law and Practice, Margham Publication, Chennai.
4. Dr.H.C.Mehrotra, Dr.S.P.Goyal, Income Tax Law and Practice, Sahitya Bhawan Publications, Agra.

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions ) 2 marks each	1	1	1
	2	1	1
	3	1	1
	4	1	1
	5	1	1
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	-	2
	2	-	2
	3	-	2
	4	-	1
	5	1	-
SECTION C	1	-	-
(Question 19 is Compulsory. Answer any 1 out of Q20 & Q21) 20 marks each	2 (Q19)	-	1
	3	-	1
	4	-	1
	5	-	-

## **CORE XXIV: ACCOUNTING STANDARDS**

<b>SUBJECT CODE: 17UHONC24</b>	<b>THEORY</b>	<b>MARKS: 100</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

### **COURSE OBJECTIVES:**

- ❖ To impart the basic knowledge and understand the concepts of accounting standards
- ❖ To know various Accounting standards and relate relevant accounting standards at various situations

### **UNIT- 1 (CASE STUDY) (12 Hours)**

Introduction to Accounting standards - meanings-objectives-setting process-Benefits & Limitation-Need for Convergence towards Global Standards-Introduction to International Accounting Standard Board- Meaning of IFRS.

### **UNIT- II (12 Hours)**

Enterprises to which the accounting standards apply-Implication of mandatory status-Financial items to which the accounting standards apply-Applicability of Accounting Standards -List of Accounting Standards. Disclosure of Accounting Policies (AS 1) - Accounting assumptions-conventions-manner of disclosure-Disclosure of Changes in Accounting Policies- Disclosure of deviations from fundamental accounting assumptions.

### **UNIT- III (12 Hours)**

Valuation of Inventory (AS 2)- meaning of Containers & Empties, Costs of inventory, Costs of purchase- measurement of inventories- - meaning of Costs of purchase- Costs of Conversion- Exclusions from the cost of inventories. Fund Flow and Cash Flow Statement (AS 3) [Simple Problems Only] - meaning- Classification Cash Flows-Cash flow reporting disclosures. Contingencies and Events Occurring after the Balance Sheet Date (AS 4)meaning.

### **UNIT- IV (12 Hours)**

Net Profit or Loss for the period, Prior Period Items and Changes in Accounting Policies (AS 5)- meaning. Depreciation Accounting (AS6)- meaning-methods- Revenue Recognition (AS 9)- Accounting for Fixed Assets(AS 10)- identification of fixed asset-Components of costs Amount substituted for historical costs-Retirement and disposal.

### **UNIT –V (12 Hours)**

Accounting for investments (AS 13) - Meaning of Fair value, market value, Forms of investment, Cost of investment, Disposal of investment. Accounting for Amalgamations (AS 14) - meaning- Types of amalgamations-methods of amalgamations-Treatment of reserves, goodwill in amalgamation -Disclosure. Intangible Assets (AS 26) - meaning. Provisions, Contingent Liabilities

and Contingent Assets (AS 29)-meaning.

**Prescribed Books:**

1. Financial Accounting study material from Institute of Chartered Accountants of India
2. Bhattacharya Indian Accounting Standards:Practices Comparisons, and Interpretations Tata, McGraw Hill

**Reference Books:**

- 1.D.S Rawat, Taxmann Students guide to Accounting standards
- 2.Dalal Gaggar Kshirsagar, Accounting Standards & Corporate Accounting Practices, Wadhwa and Company Nagpur.

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY & PROBLEM PAPER)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	-
	2	2	-
	3	2	-
	4	2	-
	5	2	-
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	-
	2	2	-
	3	1	1
	4	2	-
	5	1	-
SECTION C (Question 19 is Compulsory Case study. Answer any 1 out of Q20 & Q21) 20 marks each	1	1	-
	2	-	-
	3 (Q19)	-	1
	4	-	-
	5	1	-

## **CORE XXV: PRACTICAL AUDITING**

<b>SUBJECT CODE:16UHONC25</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To appreciate the role of auditing in business.
- ❖ To familiarize with provisions of the Companies Act, 1956 relating to the appointment, duties and liabilities of an auditor.
- ❖ To familiarize the students with the concepts of internal control.

### **UNIT- I (CASE STUDY) (15 Hours)**

Introduction – Definition – Utility of auditing – Types of audits, Objectives of audit

### **UNIT –II (15 Hours)**

Planning and Conduct of Audit – Audit Note Book – Audit Working Papers -Audit Files

Internal Control–Characteristics – Evaluation, Internal check – Principles, Advantages &

Limitations – Internal check for Cash, Purchases and Sales Internal Audit – Functions –

Distinction and interface between internal and statutory auditor

### **UNIT- III (15 Hours)**

Audit Sampling, Vouching of cash transactions-Vouching of Trading Transaction (Purchases, Purchase return, Sales, Sales return) - Verification & Valuation of Assets & Liabilities.

### **UNIT –IV (15 Hours)**

Internal Auditor – Qualification, Disqualification, Appointment, Rights, Duties, Ceiling Limit and Liabilities of an auditor, Professional Ethics

### **UNIT- V (15 Hours)**

Audit Committee- Constitution -Audit Report-characteristics – types of opinion- Information System Audit.

### **Reference Books:**

1. Dinkar Pagare, Principles and Practices of Auditing, Sultan Chand and Sons, New Delhi
2. S. Vengadamani, Practical Auditing, Himalaya Publishing House, Mumbai
3. Sharma T.R., Auditing Principles & Problems, Sahitya Bhawan, Agra
4. Kamal Gupta and Ashok Arora, Fundamentals of Auditing, Tata McGraw Hill Publishing Company Ltd., New Delhi
5. B.L. Tandon, Auditing, Sultan Chand& Sons, New Delhi.

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A (Answer all 10 questions ) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Question 19 is Compulsory Case study. Answer any 1 out of Q20 & Q21) 20 marks each)	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

## **CORE XXVI: RESEARCH METHODOLOGY**

<b>SUBJECT CODE:16UHONC26</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: V</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To help the students to identify the research problems and the concept of hypothesis.
- ❖ To familiarize the students with data collection, various testing tools and its application.
- ❖ To enhance their knowledge in analyzing, interpretation, and drafting research reports.
- ❖ To expose them to SPSS applications

### **UNIT- I**

**(15 Hours)**

Introduction to research methodology – meaning and purpose – Types of Research - Research design –steps in selection & formulation of a research problem – steps in research

### **UNIT- II (CASE STUDY)**

**(15 Hours)**

Hypothesis – Types – concept and procedures of testing of Hypothesis – sampling techniques – sampling error and sample size

### **UNIT- III**

**(15 Hours)**

Measurement & scaling techniques – Data collection – methods – testing validity and reliability

### **UNIT- IV**

**(15 Hours)**

Processing of data – Editing, coding, classification & tabulation, analysis of data – outline of statistical analysis – elements of processing through computers (Application of SPSS)

### **UNIT -V**

**(15 Hours)**

Interpretation and Report Writing – meaning & precautions in interpretation, types of reports – style &conventions in reporting – steps in drafting of report

### **Reference Books:**

1. Dr M Ranganatham, Business Research Methods, Himalayas Publishing
2. William C Emory, Business Research Methods, R.D. Irwin. Inc.
3. Robert G Murdock, Business Research – Concepts & Practice, International text book Company

4. Kothari C.R., Research Methodology, Vikas Publishing Ltd.
5. Ravilochanan, Research Methodology

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Question 19 is Compulsory Case study. Answer any 1 out of Q20 & Q21) 20 marks each)	1	1	
	2	1	
	3	1	
	4	-	
	5	-	



## PART- IV: VALUE EDUCATION

<b>SUBJECT CODE:16UVED401</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: V</b>	<b>CREDITS: 2</b>	<b>TOTAL HOURS: 30</b>

### COURSE OBJECTIVES:

- ❖ Values are socially accepted norms to evaluate objects, persons, and situations that form part and parcel of sociality.
- ❖ A value system is a set of consistent values and measures.
- ❖ Knowledge of the values are inculcated through education.
- ❖ It contributes in forming true human being, who is able to face life and make it meaningful.

#### **Unit I**

**(6 Hours)**

Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner –Body, Mind and Intellectual level- Duties and responsibilities.

#### **Unit II**

**(6 Hours)**

Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self-esteem and selfconfidence, punctuality – Time, task and resource management– Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking

#### **Unit III:**

**(6 Hours)**

Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building

#### **Unit IV**

**(6 Hours)**

Environment and Ecological balance –interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment

#### **Unit V**

**(6 Hours)**

Social Evils – Corruption, Cyber-crime, Terrorism –Alcoholism, Drug addiction – Dowry – Domestic violence –untouchability – female infanticide – atrocities against women-How to tackle them

### **Books for Reference**

1. M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003.
2. Chakravarthy, S.K.: Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi, 1999.
3. Satchidananda, M.K.: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991
4. Das, M.S. & Gupta, V.K. : Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R.Publishing Corporation, Delhi, 1999
6. Ruhela, S.P. : Human Values and education, Sterling Publications, New Delhi, 1986
7. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975
8. NCERT, Education in Values, New Delhi, 1992
9. Swami Budhananda (1983) How to Build Character Primer : Ramakrishna Mission, New Delhi
10. A Cultural Heritage of India (4 Vols.), Bharatiya Vidya Bhawan, Bombay. (Selected Chapters only)
11. For Life, For the future : Reserves and Remains –UNESCO Publication
12. Values, A Vedanta Kesari Presentation, Sri Ramakrishna Math, Chennai, 1996
13. Swami Vivekananda, Youth and Modern India, Ramakrishna Mission, Chennai
14. Swami Vivekananda, Call to the Youth for Nation Building, Advaita Ashrama, Calcutta
15. Awakening Indians to India, Chinmayananda Mission, 2003

# **SEMESTER-VI**

## SEMESTER: VI

### CORE XXVII: INCOME TAX LAW AND PRACTICE-II

<b>SUBJECT CODE:17UHONC27</b>	<b>THEORY&amp;PROBLEMS</b>	<b>100 MARKS</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

#### COURSE OBJECTIVES:

- ❖ To introduce the students to the concepts of Income tax.
- ❖ To give an insight into the different heads of income and the authorities under the Act.
- ❖ To help the students in computation of income tax.

#### UNIT I

(18 Hours)

Income under Capital Gains –short-term, long-term capital gains-certain transactions not included as transfer-cost of acquisition –cost of improvement –indexation of cost-Capital gains under different circumstances-Exempted capital gains computation of capital gains (simple problems)

#### UNIT II

(18 Hours)

Income from Other Sources –their computation –grossing up – deduction in computing income under the head and other related provisions. (Simple problems)

#### UNIT III

(18 Hours)

Clubbing of Income –Deemed Incomes –Provisions of the Act relating to clubbing of income – Set off – Carry forward and Set off of losses. (Simple problems)

#### UNIT IV

(18 Hours)

Permissible deductions from gross total income–Sec.80C, 80CCC, 80D, 80G, Assessment of Individual (Covering Capital Gains, Income from Other Sources). (Simple problems)

#### UNIT V

(18 hours)

Income Tax Authorities –Powers of the central Board of Direct Taxes (CBDT) Commissioners of Income Tax and Income Tax officers –Assessment Procedures – Self Assessment –Best Judgment Assessment – Income Escaping Assessment (Re- assessment)- Advance payment of Tax – Meaning and Due dates –Deduction of Tax at source-Meaning (Theory).

#### Reference Books:

1. Dr. Vinod K.Singhania, Students Guide to Income Tax, Taxmann Publications Pvt.Ltd, New Delhi.
2. P.Gaur, D.B.Narang, Income Tax Law and Practice, Kalyani Publications.
3. T.S.Reddy, Y.HariPrasad Reddy, Income Tax Theory Law and Practice, Margham Publication, Chennai.

4. Dr.H.C.Mehrotra, Dr.S.P.Goyal, Income Tax Law and Practice, Sahitya Bhawan Publications, Agra.

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (PROBLEM PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	1	1
	2	1	1
	3	1	1
	4	1	1
	5	1	1
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	-	2
	2	-	2
	3	-	2
	4	-	1
	5	1	-
SECTION C (Question 19 is Compulsory. Answer any 1 out of Q20 & Q21) 20 marks each	1 (Q19)	-	1
	2	-	1
	3	-	-
	4	-	-
	5	1	-

## **CORE XXVIII: HUMAN RESOURCE MANAGEMENT**

<b>SUBJECT CODE:16UHONC28</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 75</b>

### **COURSE OBJECTIVES:**

- ❖ To understand the nature of human resources and its significance to the organization.
- ❖ To familiarize students with the various techniques in HRM that contribute to the overall effectiveness of an organization.
- ❖ To bring to the attention of the students the latest trends in managing human resources in an organization.

### **UNIT- I (CASE STUDY)**

**(15 Hours)**

Human Resource Management – Nature and Scope of the HRM – Managerial and Operating Functions –Difference between Personnel management and HRM – Human Resource Planning – Recruitment –Selection – Methods of Selection – Use of various Tests – interview techniques in Selections.

### **UNIT- II**

**(15 Hours)**

Placement and Induction – Training – Methods – Techniques – Identification of Training Needs –Development – Methods – Performance Appraisal – Methods – Promotions and Transfers

### **UNIT- III**

**(15 Hours)**

Remuneration – Factors determining remuneration – Components of Remuneration – Incentives – Benefits– Motivation – Welfare and Social Security Measures

### **UNIT- IV**

**(15 Hours)**

Collective Bargaining – Workers participation in Management – Types – Quality Circles – Management by Objectives – Environment of HRM – HRM as a Profession.

### **UNIT- V**

**(15 Hours)**

Human Resource Audit – Nature – Benefits – Scope – Approaches

### **Reference Books:**

1. V.S.P.Rao – Human Resource Management
2. Ashwathappa – Human Resource Management
3. Gary Deseler – Human Resource Management
4. L.M.Prasad – Human Resource Management
5. Tripathi –Human Resource Management

**QUESTION PAPER PATTERN:**

<b>Section</b>	<b>Question Component</b>	<b>Numbers</b>	<b>Marks</b>	<b>Total</b>
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

<b>SECTIONS</b>	<b>UNITS</b>	<b>NO. OF QUESTIONS</b>	
		<b>THEORY</b>	<b>PROBLEMS</b>
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Question 19 is Compulsory Case study. Answer any 1 out of Q20 & Q21) 20 marks each)	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

## **CORE XIX: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

<b>SUBJECT CODE: 17UHONC29</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

### **COURSE OBJECTIVES:**

- ❖ To appreciate the importance of time value of money in the context of investment decisions.
- ❖ To analyses the various investment options available in terms of risk and return.
- ❖ To identify avenues for the investment of Personal funds.

### **UNIT- I (12 Hours)**

Nature and scope of investment management – investment objectives, constraints – factors –  
Investment process – investment management and portfolio management

### **UNIT- II (13 Hours)**

Understanding the investment environment – sources of investment information – approaches of security analysis – market indicators – security price movements –fundamental analysis – technical analysis– Dow Theory – Random walk theory – efficient market hypothesis – various forms of market efficiency.

### **UNIT- III (case study) (11 Hours)**

Company analysis components – non-financial aspects - Risk return – market risk – interest rate risk – purchasing power risk – business risk – financial risk – measurement of risk.

### **UNIT- IV (12 Hours)**

Portfolio – portfolio management – portfolio theory – meaning and objectives, traditional and Modern portfolio theory - Diversification – Markowitz’s approach – portfolio management process – portfolio planning-portfolio analysis-portfolio selection –portfolio evaluation – portfolio revision – various steps involved in the development of portfolio.

### **UNIT- V (12 Hours)**

Capital market theory – assumptions – risk, – capital asset pricing model  
(CAPM) - securities market line - arbitrage pricing theory-options pricing model-put and call -Indian stock market and the institutional investors.

### **Refernce Books:**

1. Elton, Edwin J., Gruber, Martin J., Brown, Stephen J., Goetz Mann, William N., “Modern Portfolio Theory and Investment Analysis”, 6th Edn, Wiley, 2003.
2. Prasanna Chandra, “Managing Investments”, Tata McGraw Hill, New Delhi, 1999.
3. Lee, Cheng F., “Advances in Investment Analysis and Portfolio Management”,  
Publisher: Science& Technology Books.



4. Sidney Cottle, Grahaan & Dadd's Security Analysis, Tata McGraw Hill, 1989.
5. DC Fisher & RJ Jordan, Security Analysis & Portfolio Management, Prentice Hall of India, 1999.

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Question 19 is Compulsory Case study. Answer any 1 out of Q20 & Q21) 20 marks each)	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

## **CORE XXX: ENTREPRENEURIAL DEVELOPMENT**

<b>SUBJECT CODE: 16UHONC30</b>	<b>THEORY</b>	<b>MARKS</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 90</b>

### **COURSE OBJECTIVES:**

- ❖ To create awareness about competencies of entrepreneurship and small business management, types of enterprises and Source of finance.
- ❖ To familiarize students with the requisites needed for being a successful entrepreneur.
- ❖ To identify the stages involved in the setting up of a small business unit and to motivate the students to start self-employment.

### **UNIT- I**

**(18 Hours)**

Concept of entrepreneurship – definition – traits – types – classification of entrepreneurs – factors influencing entrepreneurship.

### **UNIT- II**

**(18 Hours)**

Women entrepreneurs – definition – problems – development of women entrepreneurship – rural Entrepreneurship – problems – relationship between rural and urban markets - Strategic Approaches: Niche strategy – Networking - Geographic Concentration

### **UNIT- III (CASE STUDY)**

**(18 Hours)**

Search for business idea - sources of project identification – formalities of setting up a unit – projects election – project formulation – feasibility analysis – projects report

### **UNIT- IV**

**(18 Hours)**

Institutional finance to entrepreneurs – commercial banks – IDBI- IFCI –IIBI – SIDBI –LIC – SIC.

### **UNIT- V**

**(18 Hours)**

Entrepreneurial development program me – Role and Relevance – role of government – NGO – SIPCOT, DIC, SIDC, NIESBUD – MSME – TCO –Self-employment programs – SIDO – micro finance - SHG –venture capital

### **Reference Books:**

1. C.B.GUPTA and S.P.SRINIVASAN, Entrepreneurial Development
2. S.S. KHANKA, Entrepreneurial Development

QUESTION PAPER PATTERN:

Section	Question Component	Numbers	Marks	Total
Section A	Answer any 10 out of 12 questions	1-12	2	20
Section B	Answer any 5 out of 7 questions	13-20	8	40
Section C	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A	1	2	
(Answer all 10 questions) 2 marks each	2	2	
	3	2	
	4	2	
	5	2	
	SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Question 19 is Compulsory Case study. Answer any 1 out of Q20 & Q21) 20 marks each)	1	1	
	2	1	
	3	1	
	4	-	
	5	-	

## **CORE XXXI: BUSINESS TAXATION**

<b>SUBJECT CODE:17UHONC31</b>	<b>THEORY</b>	<b>100 MARKS</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 4</b>	<b>TOTAL HOURS: 60</b>

### **COURSE OBJECTIVES:**

- ❖ To familiarize students with the basic concepts of GST & Customs
- ❖ To enable the students to understand the procedure for computation of various goods on GST and Customs.

### **UNIT –I (CASE STUDY)**

**(12 Hours)**

Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council, GST Network, State Compensation Mechanism, Registration.

### **UNIT- II**

**(12 Hours)**

Taxable event- “Supply” of Goods and Services; Exemption from GST related to Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.

### **UNIT-III**

**(12 Hours)**

Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution)

### **UNIT –IV**

**(12 Hours)**

Payment of Taxes; Refund; Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.

### **UNIT -V**

**(12 Hours)**

Customs - Basic Concepts, Territorial Waters, High Seas, Types of Custom Duties, Valuation, Baggage Rules & Exemptions.

### **Reference Books:**

1. Dr. Vinod K Singhania, Monica Singhania, Students Guide to Income Tax, Taxmann Publications Pvt. Ltd., New Delhi.
2. Girish Ahiya, Dr. Ravi Gupta, Systematic Approach to Income Tax and CST, Bharat Law House Pvt. Ltd. New Delhi.

3. Dr. Sanjeev Kumar, Systematic Approach to Indirect Taxes with Practical problems and solutions, Bharat Law House Pvt. Ltd., New Delhi.
4. T.S.Reddy and Y.Hari Prasad Reddy, Indirect Taxes, Margham Publishers-

**QUESTION PAPER PATTERN:**

Section	Question Component	Numbers	Marks	Total
<b>Section A</b>	Answer any 10 out of 12 questions	1-12	2	20
<b>Section B</b>	Answer any 5 out of 7 questions	13-20	8	40
<b>Section C</b>	Answer any 2 out of 3 questions	21-23	20	40
<b>Total Marks</b>				100

**DISTRIBUTION OF QUESTIONS: (THEORY PAPERS)**

SECTIONS	UNITS	NO. OF QUESTIONS	
		THEORY	PROBLEMS
SECTION A (Answer all 10 questions) 2 marks each	1	2	
	2	2	
	3	2	
	4	2	
	5	2	
SECTION B (Answer any 5 out of 8 questions) 8 marks each	1	1	
	2	1	
	3	2	
	4	2	
	5	2	
SECTION C (Question 19 is Compulsory Case study. Answer any 1 out of Q20 & Q21) 20 marks each	1	1	
	2	1	
	3	-	
	4	1	
	5	-	

### PROJECT & VIVA VOCE

<b>SUBJECT CODE: 16UHONC32</b>	<b>PROJECT &amp; VIVA VOCE</b>	<b>100 MARKS</b>
<b>SEMESTER: VI</b>	<b>CREDITS: 8</b>	<b>TOTAL HOURS : 75</b>

Students have to undergo a project in the VI semester. Project-based learning not only provides opportunities for students to collaborate and drive their own learning, to apply the desired skills such as problem solving, helps to develop additional skills integral to their future like critical thinking and time management. It also provides some real-world learning experiences.