

Syllabus – B. Com. (Hons.) Part I

Group A – Paper I Business Economics

851

Unit I-

Introduction: Meaning Nature and Scope of Business Economics, Basic Problems of an Economy: Working of Price Mechanism

Elasticity of demand: Concept and measurement of elasticity of demand: Price income and cross elasticity : Average revenue, marginal revenue and elasticity of demand : Determination of elasticity of demand : importance of elasticity of demand.

Unit II –

Production Function: Law of Variable proportions: ISO quants : Economic regions and optimum factor combination : Expansion path : Return to scale : Internal External economies and diseconomies.

Theory of Cost: Short run and long run cost curves – traditional and modern approaches.

Unit III –

Market Structure: Market structures and business decisions: objectives of a business firm.

Perfect Competition : Profit maximization and equilibrium of firm and industry : short run and long run supply curves : Price and output determination. Practical applications.

Monopoly : Determination of price under monopoly : Equilibrium of a firm : Comparison between perfect competition and monopoly : Multi plant monopoly : Price discrimination. Practical Application.

Unit IV –


Monopolistic Competition : Meaning and characteristics : Price and output determination under monopolistic competition : product differentiation : selling costs comparison with perfect competition : Excess capacity under monopolistic competition.

Oligopoly : Characteristics, indeterminate pricing and output classical models of oligopoly. Price leadership : Collusive oligopoly : Kinked demand curve

Unit V –

Factor Pricing I : Marginal productivity theory and demand for factors, nature of supply of factory inputs : determination of wages rates under perfect competition and monopoly Exploitation of labour, Rent-concept : Ricardian and Modern theories of rent : Quasirent.

Factor Pricing II : Interest concepts and theories of interest : Profit nature, concepts and theories of profits


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Group A Paper II- Business Environment

852


Unit I -
Introduction : The Concept of Business Environment, its nature and significance.
The process of Environmental analysis. Economics Systems

Unit II -
The Politico - legal Environment : The relationship between Business and Government in India, The Constitutional provisions affecting Business. An introduction to some important business laws like MRTP, Industries (Development & Regulation) Act 1951 : Causes of withdrawal of MRTP Act & renewal of MRTP Commission ; Emergence of competition commission of India. FEMA, SEBI Act- changing dimensions of these laws and their impact on business in India.

Unit III -
Economic Environment in India : The Philosophy and Strategy of Planning in India, The concept of mixed Economy . The current five year plan - Major Policies, Resources Allocation. The Public Sector & The Private Sector - their changing roles. The New Economic Policy - Industrial Policy, The Monetary Policy, Fiscal Policy and the EXIM Policy.

Unit IV -
International Environment : Liberalization, Globalization and Privatization, Multi-National Companies, Foreign collaborations and joint ventures. International Economic Institutions and International Trade.

Unit V-
Socio - cultural Environment in India : Salient features of Indian Culture and values and their implications for industrialization and Economic growth, Emergence of Middle class , New demand for consumer Industries, Consumerism, Social Responsibility of Business


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Group B Paper I Business Communication

853

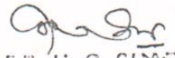
Unit I –
Introducing Business Communication : Basic form of communicating.
Communication models and processes : Effective Communication : Theories of
Communication : Audience Analysis.
Self development and Communication : Development of positive personal attitude :
SWOT analysis : vote's model of interdependence whole communication corporate
communication : formal and informal communication networking grapevine :
Miscommunication (Barriers) : Improving communication .

Unit II-
Practice in Business Communication : Group discussion : Mock interviews :
Seminars : Effective listening exercises : individual group presentation and report
writing : Principles of Effective communication

Unit III-
Writing skills : Planning Business messages : rewriting and editing : the first draft :
reconstructing the final draft : Business- letters and memo formats : Appearance
requests letters : Good News and bad news letters : Persuasive letters sales letters
collection letters official memorandum.
Report Writing : introduction to a proposal short report and formal report, report
preparation.
Oral presentation : Principles of oral presentation, factors affecting presentation,
sales presentation training presentation, conducting surveys speeches to motivate,
effective presentation skills.

Unit IV –
Non verbal aspects of communication
Body language: Kenesics, proxemics, para language.
Effective listening : Principles at effective listening : factors affecting listening :
listening exercises : oral written and video sessions.
Interviewing skills : appearing in interviews : conducting interviews writing resume
and letter of application.

Unit V-
Modern forms of communication : fax, E-mail, Video Conference etc,
International Communication : cultural sensitiveness and cultural context : writing
and presenting in international situations : inter cultural factors in interactions :
adapting to global business.


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Group B Paper II Business Statistics

854


Unit I –
General : Meaning, Nature, Scope and importance of statistic: Law of statistical regularity : Law of Inertia of Large Number, Limitations of Statistics.
Methods of Statistical enquiry : Types and characteristics of Units, Methods of Collection of data; Questionnaire and Schedule; approximations and accuracy, Errors and their effects.
Classification and Tabulation : Objects, General Rules for construction of tables; statistical series, Diagrammatic & Graphical representation of data.

Unit II-
Measures of Central Tendency : Mean simple & weighted, Mode, Median, Quartiles & partition value, Harmonic and Geometric Means. G.D.R. & S.D.R., uses and Limitations of different averages.
Measurement of Dispersion and Skew ness: Range, Quartile Deviation, Mean Deviation, Standard Deviation and their coefficients; Measure of Skew ness.

Unit III-
Correlation Analysis : Graphic Method, Scatter Diagram. Karl Person's Coefficient of correlation, Spearman's ranking Method, Concurrent Deviation's Method, Interpretation of significance of correlation coefficient.
Regression Analysis : Linear Regression, Regression Lines, Regression Equations.

Unit IV-
Analysis of time series, Index Numbers.
Interpolation and Extrapolation.

Unit V –
Theory of Probability: The Concept, Addition and Multiplication theorem, law of Probability.


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Group C Paper I Financial Accounting

855

Unit I –

Accounting : Meaning, Nature, significance and limitations, Accounting concepts, Accounting Principles. International Accounting Standards (only out lines) Accounting Standards in India (in brief).

Unit II –

Royalty Accounts: Hire Purchase Account and Installment Payment System and Valuation of stock.

Unit III –


Departmental and Branch accounts including foreign branch : Insolvency accounts at sole trader and partnership.

Unit IV-

Partnership accounts : Essential characteristics of partnership. Partnership deed, final accounts. Adjustments after closing the account. Fixed and fluctuating capital. Goodwill joint life policy change in profit sharing ratios. Admission of a partner. Retirement of a partner. Death of a partner. Dissolution of Partnership Piecemeal distribution of cash.

Unit V –

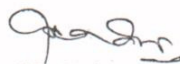
Accounts of General Insurance and Banking Companies. Voyage Account, Insurance claims. Accounting for Price - level changes.


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856

Group C Paper ^{II} Business Regulatory Framework:

- Unit I –
Indian Contract Act 1872 : General contracts
- Unit II –
Indian Contract Act 1872 : Special contracts:(Indemnity, Guarrenty, Bailment, Pledge)
- Unit III –
Sales of Goods Act 1930
- Unit IV –
Consumer Protection Act 2000
- Unit V –
Negotiable Instruments Act. 1881
Foreign Exchange Management Act 2000


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Group D Paper I Business Organization

857

Unit I -

Introduction : Meaning, nature, importance and objectives of business, Principles of Business, organization and essentials of a good system of organization.

Unit II -

Forms of Business Organization : Sole trader, Partnership, Joint stock company, Co-operatives, Public Enterprises.

Unit III -

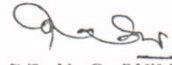
Size of Business Unit : factors which determine the size of a business unit, optimum size, Organizational Structure & types of organization Business Combinations - causes, types & format.

Unit IV -

Organization and working of wholesale and retail shops including departmental stores, multiple shops, supermarket and mail order Business.
Sales Promotion, Advertisement and Salesmanship.

Unit V -

Financing Of Business : Need and significance of finance, short term and long term finance (With special reference to UTI, IDBI, IFCI and SFCS)


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Group D Paper II Business Mathematics

858

Unit I –

Simple and compound interest and annuities, concepts of present values, valuation of simple loan and debenture. Problems relating to sinking funds, ratios and proportions. Percentage^{2x} its application in calculating cost and invoice price, manager's commission, discount, commission and brokerage : profit and loss.

Unit II –

Algebra : Law of indices. Linear and quadratic equations, the regression (AP, GP and HP) elementary permutations and combinations.

Unit III –


Matrices and determinants : Definition of a matrix, types of matrices, algebra of matrices, properties of determinants, calculation of values of determinants up to third order adjoint and inverse matrices solution of a system of linear equations having unique solution and involving not more than three variables.

Unit IV-

Probability: Simple problems based on addition and multiplication theorems. Simple problems relating to managerial decisions based on Baye's Theorem. Simple problem of Maxima and Minima – Integration meaning, standard forms, methods of integration of substitution, by parts and by partial fractions definite integration.

Unit V –

Linear programming : Graphical method of solution problems relating to two variables including the case of mixed constraints simplex method – solution of problems up to two variables.


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859

Syllabus – B. Com. (Hons.) Part II
Group A – Paper I
MONEY AND FINANCIAL SYSTEMS

Unit I:

Money: Definition, Kinds, Functions and role of Money in different economies. Grasham's Law. Concept of smart money. Quantity theory of money: Cash Transaction approach, cash balance approach, Investment theories. Inflation and Deflation. Monetary Policy: Meaning and Objectives.

Unit II:

Indian banking system: Definition of bank, commercial bank, Importance. Functions and problem of Non-performing assets structure. Regional Rural Banks: co-operative banking in India. Credit Creation: process of credit creation, function and its limitations.

Unit III:

Reserve Bank of India: function, Regulation and control of credit monetary policy. Determination and regulation and interest rate in Indian venture capital, credit rating.

Unit IV:


Modern Trends of Indian Banking industries: E-banking, Mobile Banking, Micro banking, Universal Banking, Social Banking, Retail Banking and Computerization in Banking.

Unit V:

Institutional Financing in India: UTI, LIC, GIC: Objectives, Functions, Investment Policies and role in industries financing.

Foreign exchange: meaning and problems of foreign exchange, methods of making international payment, Determination of exchange rate. Merit parity, purchasing power parity theory, Balance at payment policy, Fluctuations in the rate of exchange. Exchange Control: Meaning, objectives and methods of exchange control, exchange control in India.

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Group A – Paper II
COMPANY LAW

2
860

Unit I:

Corporate personality: kinds of companies, promotion and Incorporation of Companies, Memorandum of Association, Articles of Association, Prospectus.

Unit II:

Shares: share capital, Members, Share Capital – transfer and transmission, Capital management, borrowing powers, mortgage and changes on debentures.

Unit III:

Directors: Managing director, whole time director company meeting kinds quorum, voting resolutions, minutes Majority power and minority rights; Prevention of oppression and mismanagement, winding up- kind and conduct.

Unit IV:

Company Secretary: Status, qualification, function, duties, liabilities, powers. Secretarial work relating to allotment of shares, transfer and transmission of shares: declaration and payment of dividends.

Unit V:

Meeting: Kinds of meeting, law relating to meetings, drafting of notice and agenda, various types of resolution. Secretarial work to company Meetings.

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R. S. Sharma
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Group B – Paper I
COST ACCOUNTING

3
861

Unit I:

Introduction: Nature and scope of cost accounting; cost concepts and classification; methods and techniques; installation of costing system; concept of cost audit.

Unit II:

Accounting for Material: Material control: Concept and techniques; pricing of material issues; Treatment of material losses.

Unit III:

Accounting for labour : cost control procedure; labour turnover; idle time and over-time; methods of wage payment time and piece rate ;Incentive schemes.

Unit IV:

Accounting for Overheads: Classification and departmentalization. Absorption of overheads, determination of overhead rates ,under and over absorption ,and its treatment.

Unit V:

Cost Ascertainment: Unit costing; job, batch and contract costing; Operating costing; process costing {excluding inter- process profits,} joint and by products ; cost records; integral and non-integral system; Reconciliation of cost and financial accounts.

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Group B – Paper II
PRINCIPLES OF BUSINESS MANAGEMENT

Unit I:

Introduction: concept, nature, process and significance of management, managerial roles (Mintzberg); An overview of functional areas of management; Development of management thought; classical and neo classical systems; Contingency approaches.

Unit II:

Planning: Concept, process and types. Decisions making concept and process, bonded rationality. Management by objectives; corporate planning; environment analysis and diagnosis; Strategy formulation.

Unit III:

Organizing: concept, nature, process and significance, Authority and responsibility relationships, Centralization and decentralization; departmentation; Organization structure forms and contingency factors.

Unit IV:

Motivating and leading people at work: motivation concept; theories- Maslow, Herzberg, McGregor and Ouchi; Financial and non-Financial incentives. Leadership concept and leadership styles; Leadership theories (Tannenbaum and Suhmidt); Likert's System Management; Communication – nature, process, networks and barriers of communication.

Unit V:

Managerial Control: concept and process; Effective control system; Techniques of control – traditional and modern.

Management of change: nature and process of planned change; Resistance to change; Emerging horizons of management in a changing environment.

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Group C – Paper I
INCOME TAX

5
863

Unit I:

Basic income: agriculture income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, Avoidance and tax planning.

Unit II:

Basis of Charge: Scope of total income, residence and tax liability, income that does not form part of income.

Unit-III:

Heads of income: Salaries: income from house property; profit and gain of business or profession, including provisions relating to specific business; capital gains; income from other sources.

Unit IV:

Computation of Tax Liability: Composition of total income and tax liability of an individual aggregation of income; set – off and carry forward of losses; deduction from total income.

Unit-V:

Tax Administration: Authorities, appeals, penalties.

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Group C – Paper II
FUNDAMENTALS OF ENTREPRENEURSHIP

6

864

Unit-I :

Introduction: The entrepreneur; definition, Emergence of entrepreneurial class; Theories of entrepreneurship; Role of social, economic environment; Characteristics of entrepreneurship; ~~Role of social economic environment; characteristics of entrepreneur;~~ leadership; risk taking; decision – making and business planning.

Unit II :

Promotion of a venture : opportunities analysis ; external environment analysis economic , social and technological; competitive factors; legal requirements for establishment of a new unit and raising of funds, venture capital sources and documentation required.

Unit III:

Entrepreneurial behaviour: innovation and entrepreneur; entrepreneurial behaviour and psycho-theories; social responsibilities.

Unit IV:

Entrepreneurial Development programmes (EDP): their role, relevance and achievements; Role of Government in organizing EDPs; critical evaluation;

Unit V:

Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries; Role in export promotion and import substitution, for ex earnings and augmenting and meeting local demand.

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Group D – Paper I
HUMAN RESOURCE MANAGEMENT

7
865

Unit I:

Introduction: concept, functions and importance. Role and status of Personal Management, organization of personal Deptt. Personal policies.
Procurement of Human Resources: Assessing Human Resource requirements.
Job analysis, Job description and specifications. Uses of job analysis information.

Unit II:

Recruitment and selection: Meaning of Recruitment, Sources and Methods of Recruitment: Meaning of selection, steps in selection process, technical and Blue Collar Personal: Placement and Induction :Orientation and Specialization.

Unit III:

Training: Needs, Training programmes, management development programmes, promotion transfer, Demotion and separations, Performance Appraisal purpose and uses, Appraisal criteria, formal and Informal Appraisal.

Unit IV:

Compensation : Wage and salary administration: Concept and objectives, job Evaluation. Basic and supplementary Compensation, linkages of compensation with Procurement and low turnover of Employees.

Unit V:

Oraganisation culture

organization culture, promotion and appropriate organization culture. Making staff-work effective, managing conflicts. Employee welfare and benefits.

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**Group D – Paper II
INDUSTRIAL LAW**

8

866

Unit I: ~~The~~ ^{the} ~~Factory~~ ^{Factories} Act, 1948

Unit II:
Trade Unions Act 1926
~~The~~ Workmen's Compensation act, 1923

Unit III:
Industrial Disputes Act, ~~1974~~ 1947

Unit IV:
Employees' State insurance Act, 1948
Employees Provident fund and Family Pension fund Act, 1952

Unit V:
The ~~minimum~~ ^{Minimum} Wages Act, 1948
The ~~payment~~ ^{Payment} of Wages Act, 1936

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Syllabus – B. Com. (Hons.) Part III
Group A – Paper I
INFORMATION TECHNOLOGY AND ITS APPLICATIONS
To BUSINESS

9
867

Unit - I

Information Revolution and Information Technology (IT) : Development of IT in Business; Basic features of IT; Impact of IT on business environment and social fabric; Invention of writing; Written books; Printing press an movable type - Gutenberg's invention; Radio telephone, wireless and satellite communication; Computing and dissemination of information and knowledge and convergence of technologies (Internet with Wireless - WAP)

Unit - II

Fundamentals of Computers : Data, information and EDP: Data information need and concept of data and information; Levels of information from data; Data processing; Electronic data processing; Electronic machines:

Number Systems and Codes : Different number Systems - binary, octal, Decimal, hexagonal and their conversion codes used in computers; BCD EBCDIC, ASCII; Gray and conversions.

Computer Arithmetic and Gates: Binary arithmetic, complements, addition and subtraction; conversion from one system to another. Logic Gates, their truth table and applications minimization and K-maps.

Computer processing system : Definition of computer, Hardware/Software concepts; Generation of computers; Types of computers; Elements of digital computer; CPU and its functions; Various computer systems.

I/O devices: Basic concepts of I/O devices; Various input devices - Keyboard, mouse, MICR, OCR, microphones.

Various output devices: VDU, printer, plotter, spooling, LS.


Storage Devices: primary and Secondary memory; Types of memories: Memory capacity and its enhancement; Memory devices and their comparisons; Auxillary storage, tapes, disks, (magnetic and optical); Various devices and their comparison.

System Software: Role of software, different system Software; O.S. utilities, element of O.S. its types and variations; DOS and windows. Computer and Networks: Need of communication channel; Multiplexing: Basic network concepts; O.S.I. model; Types of topologies: LAN, WAN; Client server concept

Unit - III

Computer Based Business Applications:

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Word Processing Meaning and role of word processing in creating of documents, editing, formatting and printing documents, using tools such as spelling check, Thesaurus etc. in word processors (MS-Word)

Electronic Spreadsheet: Structure of spreadsheet and its applications to accounting, finance and marketing functions of business: Creating a dynamic / sensitive worksheet: Concept of absolute and relative cell reference. Using built - in functions: Goal seeking and solver tools: Using graphics and formatting of worksheet, sharing data with other desktop applications: Strategies of creating error-free worksheet (MS-Excel, Lotus 123) Practical knowledge to wings Accounting (Software). Tally etc. programming under a DBMS environment: The concept of data base management system; Data field, records and files, Sorting and indexing data; Searching records; designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS-Access)

Unit - IV

Electronic Data Interchange (EDI):

Introduction to EDI; Basics of EDI; EDI standards; Financial EDI (FEDI); FEDI for international trade transaction; Application of EDI; Advantages of EDI; Future of EDI.

Unit - V

The Internet and its Basic concepts:

Internet-concept, history, development in India; Technological foundation of internet, Distributed computing; Client-server computing; Internet protocol suite; Application of distributed computing: Client-server computing: Internet protocol suite: in the internet environment; Domain Name System (DNS); Domain Name Service (DNS); Generic top-level domain (GTLN): Country code top-level domain (CCTLD): - India, Allocation of School - level domains: IP addresses; Internet protocol: Applications of internet in business, education, governance etc.

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Group A – Paper II
CORPORATE ACCOUNTING

11
868

Unit - I

Issue, Forfeiture, and Re-issue of shares: Redemption of preference shares; Issue and redemption of debentures, Financial Accounts of Company.

Unit - II

Valuation of Goodwill, Valuation of Shares

Unit - III

Accounting for Amalgamation of Companies as per Indian Accounting Standard 14, Accounting for internal reconstruction [Excluding inter company holding and construction scheme]

Unit - IV

Consolidated Balance Sheet of holding companies with one subsidiary only.

Unit - V

Liquidation of Company [Excluding statement of affairs]

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Group B – Paper I
FINANCIAL ANALYSIS FOR MANAGEMENT

12
869

Unit - I

Financial statement: nature, functions, uses and importance of financial statements limitations, Nature of Balance Sheet and profit and loss account; balance sheet vs. profit and loss account.

Unit - II

Analysis and interpretation : types of analysis, objectives and importance of analysis and interpretation, various techniques thereof.

Unit - III

Ratio analysis: classification of ratio and their computation; projection through ratios; inter-firm comparison through ratios: nature and limitations of ratio analysis; Return of capital employed technique, trend analysis.


Unit - IV

Statement of changes in financial position, Fund Flow Analysis - preparation of fund flow statement and cash flow statement: comparative statements: Standard costing.

Unit - V

Budgeting for profit planning & control-meanings of budget and budgetary control objectives; merits and limitations, types of budgets - fixed, flexible and cash budget. Break Even Analysis.

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Group B – Paper II
AUDITING

13
870

Unit - I

Introduction : Meaning and objectives of auditing; Types of audit; Internal audit, Audit Process : Audit programme: Audit and books: Working papers and evidences: Consideration for commencing an audit: Routine checking and test checking.

Unit - II

Internal check System: Internal control, Audit Procedure: Vouching, Verification of assets and Liabilities

Unit - III

Audit of Limited Companies :

- a. company auditor - Appointment powers, duties and liabilities.
- b. Divisible profits and dividend.
- c. Auditor's report - standard report and qualified report.
- d. Special audit of banking companies.
- e. Audit of educational institutions.
- f. Audit of insurance companies.

Unit - IV

Investigation: Audit of non profits companies.

- a. where fraud is suspected and
- b. when a running business is proposed

Unit - V

Recent trends in Auditing : Nature and significance of cost audit: Tax audit: Management audit.

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Group C – Paper I
FINANCIAL MANAGEMENT

14
871

Unit - I

Financial Management : Financial goals; profit vs. wealth maximizations; Financial functions-investment, financing and dividend decisions; Financial planning.

Unit - II

Capital Budgeting: Nature of investment decisions, investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return profitability index, NPV and IRR comparison.

Unit - III

Cost of Capital: Significance of cost of capital, Calculating cost of debt, Preference shares, equity capital and retained earning. Combined (Weighted) cost of capital. Capital structure.

Unit - IV

Operating and financial leverage: Their measure: Effects on profit, analyzing alternate financial plans, combined financial and operating leverage. Divident policies: Walter's model, Gordon's model. M.M.Hypothesis, forms of dividends and stability in dividends, determinates.

Unit - V

Management of Working Capital: Nature of working capital, significance of working capital, operating cycle and factors determination of working capital requirements: Management of working capital-cash, receivable, and inventories.

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RSSu

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15
872

Group C – Paper II
FINANCIAL MARKET OPERATIONS

Unit - I

An overview of financial markets in India

Money Market : Indian money market's compositions and structure:

(a) Acceptance houses, (b) Discount houses, and (c) call money market; Recent trends in Indian money market.

Unit - II

Capital Market : Security market - (a) new issue market, (b) Secondary market. Functions and role of stock exchange: Listing procedure and legal requirements; Public issue-pricing and marketing; Stock exchanges - National Stock Exchange and over the counter exchanges.

Unit - III

Investors Protection : Grievances concerning stock exchange dealing and their removal; Grievance cells in stock exchanges: SEBI, Company Law Board; Press; Remedy through courts.

Unit - IV

Functionaries on Stock Exchanges: Brokers, sub brokers, market makers, jobbers, portfolio consultants, insitutional investors and NRIs.

Unit - V

Financial Services: Merchant banking - functions and roles; SEBI guidelines; Credit rating-concept, functions and types.

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ELECTIVE GROUP
Group D – Paper I
PRINCIPLES OF MARKETING

16
873

Unit - I

Introduction : Nature and scope of marketing; importance of marketing as a business functions and in the economy; Marketing concepts - traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment

Unit - II

Consumer Behaviour and Market Segmentation: Nature, scope, and significance of consumer behaviour, Market segmentation - concept and importance; Bases for market segmentation.

Unit - III

Product: Concept of Product, consumer, and industrial goods; Product planning and development; Packaging role and functions; Brand name and trade mark; After sales service; Product life cycle concept.

Unit - IV

Distribution Channels and Physical Distribution: Distribution channels - concept and role; Types of distribution channel factors affecting choice of a distribution channel; Retailer and wholesaler: Physical distribution of goods: Transportation: Warehousing: Inventory control; Order processing.

Unit - V

Promotion: Methods of promotion: Optimum promotion mix; Advertising media-their relative merits and limitations; characteristics of an effective advertisement; Personal selling; Selling as a career, Classification of a successful sales person: functions of salesman.

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Group D – Paper II
INTERNATIONAL MARKETING

17

874

Unit - I

International Marketing: Nature, definition and scope of international marketing; Domestic marketing vs. international marketing; International marketing environment- external and internal. Identifying and Selecting Foreign Market : Foreign market entry mode decisions.

Unit - II

Product Planning for International Market : Product designing ; Standardization vs. adaptation; Branding and packaging; Labelling and quality issues: After sales service. International Pricing : Factors influencing international price: pricing process and methods; International price quotation and payment terms.

Unit - III

Promotion of Product/Service Abroad : Methods of international promotion; Direct mail and sales literature; Advertising, Personal selling, Trade fairs and exhibitions.

Unit - IV

International Distribution: Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.

Unit - V

Export Policy and Practices in India : EXIM policy - an overview : Trends in India's foreign trade; steps in starting an export business; product selection; Market selection; Export pricing; Export finance; Documentation; Export procedures; Export assistance and incentives.

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Rudhara
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Group E – Paper I
FUNDAMENTALS OF INSURANCE

18
875

Unit - I

Introduction to Insurance : Purpose and need of insurance; Insurance as a social security too; Insurance and economic development.

Unit - II

Fundamentals of Agency Law : Definition of an agent : Agents regulations : Insurance intermediaries; Agents compensation

Unit - III

Procedure for Becoming an Agent : Pre-requisite for obtaining a license: Duration of license: Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices.

Unit - IV

Functions of the Agent: Proposal form and other forms for grant of cover: financial and medical underwriting; Material information: Nomination and assignment: Procedure regarding settlement of policy claims.

Unit - V

Fundamentals / Principles of Life Insurance / Marine / fire / medical / General Insurance: Contracts of various kinds; Insurable Interest.

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19
876

Group E – Paper II
BANKING LAW AND PRACTICE

Unit - I

Bank and Banking System : Definition of Banking, types of Banks, Functions of different types of Banks including Central Bank.

Unit - II

Relationship between Banker and Customer : opening and conduct of various types of banking accounts, passbook, special types of Bank customers.

Unit - III

Negotiable Instruments : Definition, Holder and holder in due course, Cheques, drawing of cheques crossing, endorsements, alteration, payment and collection of cheques.

Unit - IV

Bills of Exchange and Promissory Notes : Acceptance for honour, payment for honour, nothing and presenting, discharge of bill and promissory notes, Employment of bank funds, factors governing cash reserves, profitable employment of funds, call loans and investment in various securities.

Unit - V

Loans and Advances : Cash credits and overdrafts, general principles governing loans, unsecured advances, quantum and discounting of bills, secured advances, lien, pledge, mortgage and hypothecation, Banker's advance against stock exchanges securities documents, life policies. Government securities, scripts, debentures etc.

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20
877

Group F – Paper I
INTERNET AND WORLD WIDE WEB

Unit - I

The Mechanism of the internet : Distributed computing; Client-server computing; Internet Protocol Stack; Open System Interconnection Reference Model (OSIRM) based on the International Organization for Standardization (ISO) (Application layer, presentation layer, session layer, transport layer network layer, data layer, and physical layer); TCP/IP protocol suite model; Mechanism of transmitting the message across the network and function of each layer; Processing of data at the destination: Mechanism to log onto the network; Mechanism of sending and receiving email.

Unit - II

Internet Enabled Services : Electronic mail (E-mail); Usenet & newsgroup; File transfer protocol (FTP); Telnet; Finger; Internet Chat (IRC); Frequently asked questions (FAQ); The World Wide Web Consortium (W3C) - origin and evolution, tandardizing the web; W3C members; W3C recommendations; Browsing and searching; Browsing and information retrieval; Exploring the World Wide Web; Architecture of World Wide Web; Hyperlink; Hypertext Markup Language (HTML); Hypertext Transfer Protocol (HTTP); Address-URL.

Unit - III

Designing Web site / Web Page: WW operation, Web standards, HTML - concept and version; Naming scheme for HTML documents; HTML editor, Explanation of the structure of the homepage; Elements in HTML documents; XHTML, CSS, Extensible Stylesheet Language (SXL); Tips for designing web pages.

Unit - IV

Security of Data / Information : Security; Network security; PINA factor - privacy, integrity, non-repudiation, authentication; SSL; Encryption; Digital Signature; Digital certificate; Server security Firewall; Password; Biometrics; Payment security; Virus protection; Hacking.

Unit - V

Web Browsing: Browsers; Basic function of web browsers; Browsers with advanced facility, Internet explorer; Netscape navigator; Netscape communicator, Search Engine/Directories; Directory; General features of the search engines; Approaches to website selection; Major search engine; Specialized search engines; Popular search engines / directories; Guidelines for effective searching; A general approach to searching.

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Group F – Paper II
ESSENTIALS OF E-COMMERCE

21
879

Unit - I

Internet and Commerce: Business operations; E-Commerce practices vs. traditional business practices; Concepts b2b, b2c, b2g, g2h, g2c, Benefits of e-commerce to organization, consumers, and society; Limitation of e-commerce, Management issues relating to e-commerce.

Unit - II

Operations of E-commerce: credit card transaction; Secure Hypertext Transfer Protocol (SHTTP); Electronic payment systems; Secure electronic transaction (SET); SET's encryption; Process; Cybercash; Smart cards; Indian payment models.

Unit - III

Applications in B2C: Consumers shopping procedure on the internet; Impact on dis-inter mediation and re-intermediation; Global market; Strategy of traditional department stores; stores; Products in b2C model; Success factors of e-brokers; Broker-based Services online; Online travel tourism services; Benefits and impact of e-commerce or industry; Real estate market; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; E-auctions-benefits, implementation and impact.

Unit - IV


Application in B2B: Applications of b2b; key technologies for b2b; Architecture model of b2b; Characteristics of the supplier-oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; just in Time delivery in b2b; Internet-based EDI from traditional Integrating EC with back-end information systems; Marketing issues in b2b.

Unit - V

Application is Governance: EDI in governance; E-government; E-governance Applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models; Private sector interface in e-governance.

Emerging Business Models : Retails; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

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