

**P.G. Department of Commerce
and Business Administration**

**SYLLABUS
For
B.Com. (Professional)
(Semester V – VI)
Session: 2016-17**



**KHALSA COLLEGE, AMRITSAR
(An Autonomous College)**

SCHEME OF COURSES

2016-17

SEMESTER – V

COURSE NO.	COURSE TITLE	Theory	Internal assessment	Practical	Total marks	Page number	Tutorials per week (T)
BCP - 501	Financial Management	40	10	-	50		-
BCP - 502	Human Resource Management	40	10	-	50		-
BCP - 503	Income tax and E-filing	30	10	10	50		2

Any two groups each having two courses

Group– I: Accounting and Taxation

BCP - 511	Financial Auditing	40	10		50	
BCP - 512	Personal Tax Planning	40	10		50	

Group – II: Marketing

BCP - 521	Consumer Behavior	40	10		50	
BCP - 522	Advertising and Sales Management	40	10		50	

Group -III: Financial Markets

BCP - 531	Money Market Instruments and operations	40	10		50	
BCP - 532	Fundamentals of Capital Market	40	10		50	

Group – IV:Banking and Insurance

BCP - 541	Principles and Practices of Insurance	40	10		50	
BCP - 542	Principles and Practices of Banking	40	10		50	

Group –V : International Business

BCP - 551	Fundamentals of International Trade	40	10		50	
BCP - 552	International Business Environment	40	10		50	

SEMESTER – VI

COURSE NO.	COURSE TITLE	Theory	Internal assessment	Practical	Total marks	Page Number
BCP - 601	Entrepreneurship and Project Management	40	10		50	
BCP - 602	Organizational Behavior	40	10		50	
BCP - 603	Fundamentals of Investment Management	40	10		50	
BCP - 604	Operations Management	40	10		50	
BCP - 605	Viva - Voce				50	

Any one group each having three courses

Group – I:Accounting and Taxation

BCP - 631	Public Finance and Taxation	40	10		50	
BCP - 632	Internal Audit and Control	40	10		50	
BCP - 633	E-Accounting	40	10		50	

Group – II: Marketing

BCP - 621	Contemporary Issues In Marketing	40	10		50	
BCP - 622	Retail Management	40	10		50	
BCP - 623	E-Marketing	40	10		50	

Group – III: Financial Markets

BCP - 631	Management of Financial Institutions	40	10		50	
BCP - 632	Financial Services In India	40	10		50	
BCP - 633	Portfolio Management	40	10		50	

Group – IV: Banking and Insurance

BCP - 641	Insurance Claim Management	40	10		50	
BCP - 642	Marketing Of Financial Products	40	10		50	
BCP - 643	Banking Law and Regulation	40	10		50	

Group –V:International Business

BCP - 651	International Financial Management	40	10		50	
BCP - 652	International Marketing	40	10		50	
BCP - 653	International Organizations and Foreign Trade	40	10		50	

B.Com (Professional) Semester – V

BCP 501: FINANCIAL MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part – I

Introduction: Nature, Scope and Objective of Financial Management. Finance Function. Role of Finance Manager.

Capital Budgeting Decision: Process, Cash Flow Estimation, Techniques: Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Profitability Index, Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), Capital Budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.

Financing Decision: Estimation of Components of Cost of Capital, Methods for Calculating Cost of Equity Capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital,

Part – II

Capitalization (Over and Under), Capital Structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial Leverage, Determinants of Capital Structure.

Dividend Decision: Theories of Relevance and Irrelevance of Dividend Decision for Corporate Valuation – Walter’s Model, Gordon’s Model, MM Approach, Cash and Stock Dividends, Dividend Policies in Practice.

Working Capital Decision: Concepts of Working Capital, Operating & Cash Cycles, Risk Return Trade off, Working Capital Estimation,

Suggested Readings:

1. Pandey, I.M., “Financial Management”, Vikas Publishing House, Delhi.
2. Van Horne. J.G. and J.M. Wachowicz Jr., “*Fundamentals of Financial Management*”, Prentice-Hall, Delhi.
3. Van Horne, James G. “*Financial Management and Policy*”, Prentice Hall, Delhi,
4. Pinches, George E, “*Essentials of Financial Management*”, Harper and Row, New York,
5. Khan MY, Jain PK, “*Financial Management*”, Tata McGraw Hill, New Delhi.
6. Archer, Stephen, H., Choate G Marc, Racette, George, “*Financial Management*”, John Wiley, New York
7. Block, Stanley B, Geoffrey A Hilt, “*Foundations of Financial Management*”, Richard D.Jrwin, Homewood Illinois

Note: Latest edition of suggested books may be considered.

BCP: 502 HUMAN RESOURCE MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part I

Human Resource Management: Relevance and spectrum; Role and competencies of HR Manager; Challenges of HR Manager – Workforce Diversity, Empowerment, Technological Changes, Downsizing, Voluntary Retirement Scheme, Work life Balance.

Acquisition of Human Resource - Human Resource Planning and Job Analysis: An Overview; Recruitment – Concept and Sources; Selection – Concept and Process; Placement, Induction, and Socialization.

Part II

Training and Development: Concept and Importance; Identifying Training and Development Needs; Designing Training Programme; Training Methods–Apprenticeship, Understudy, Job Rotation, Vestibule Training; Development Methods – Case Study, Role Playing, Sensitivity Training, In-Basket, Management Games, Conferences and Seminars.

Performance Appraisal System: Nature and Objectives; Methods of Performance Appraisal - Ranking, Graphic Rating Scale, Checklist, Management by Objectives, 360 Degree Appraisal; Employee Counselling; Potential Appraisal; Transfer and Promotion.

Suggested Readings:

1. Dessler, Gary, “*Human Resource Management*”, Pearson Education Asia, New Delhi.
2. Durai, Pravin, “*Human Resource Management*”, Pearson, New Delhi.
3. Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., “*Human Resource Management: Gaining a Competitive Advantage*”, McGraw-Hill, New Delhi.
4. Mathis, Robert L. and Jackson, John H., “*Human Resource Management*”, Thomson, New Delhi.
5. Gomez, Meja, Balkin, Cardy, “*Managing Human Resources*”, Pearson Education, New Delhi.
6. Aswathappa, K., “*Human Resource Management Text and Cases*”, Tata McGraw – Hill, New Delhi.

Note: Latest edition of suggested books may be considered.

BCP 503: INCOME TAX AND E-FILING

Time: 3 Hours

Max. Marks: 50

Theory: 30

Practical:10

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 8 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 6 questions. Each question will carry one mark; the total weightage being 6 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 6 marks. The total weightage of this section shall be 12 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 6 marks. The total weightage of the section shall be 12 marks.

Part – I

Basic concepts: Income, Agricultural Income, Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income. Residential Status Tax Incidence and Residential Status Exempted income under section 10(1), 10(2), 10(2A), 10(5), 10(7), 10(10), 10(10A), 10(10AA), 10(10B), 10(10D), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(32), 10(34), 10(35), 10(36), 10(37), 10(38).

Computation of income under different heads Salaries, Income from house property

Profits and gains of business or profession. Sections to be covered are: Sec-28, 29, 30, 31, 32, 35, 36, 37, 40(a), 40(b), 40A, 43B, 44AA, 44AB, 44AD and 44AE.

Part – II

Capital Gains: Basis of Charge. Meaning of capital assets. Classification of capital assets and their tax implication. Meaning of Transfer; Elementary Knowledge of Transactions not to be Treated as Transaction of Transfer. Computation of Capital Gains(Depreciable and Non-Depreciable Assets) Special cases to be covered - Conversion of Capital assets into stock in Trade; Compulsory acquisition of assets; Self generated assets; Transfer of bonus shares.

Exemptions to be covered: Sec 54, 54B, 54EC, 54F, 54H.

Computation of tax liability under section 111A and 112

Capital gain provisions related to Individual and Firm need to be covered.

Income from other sources [excluding Sec-2(22)] Computation of Total Income and Tax Liability of an individual.

Clubbing of income and Aggregation of income and set-off and carry forward of losses (excluding Sec-94(7) and 94(8))

Deductions from Gross Total Income; Section 80A, 80AB, 80AC, 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80TTA and 80U.

Computation of total income and tax liability of individuals and firms.

Practical Lab on E-Filing of Returns

Suggested Readings:

1. Ahuja, Girish and Ravi Gupta., “*Systematic Approach to Income Tax*”, Bharat Law House, Delhi.
2. Singhanian, Vinod K., and Kapil Singhanian, “*TDS Computation and E- filing of TDS Returns*”, Taxmann Publications Pvt. Ltd., New Delhi.
3. Singhanian, Vinod K., “*Tax Computation and E-filing of Income Tax Returns*”, Taxmann Publications Pvt. Ltd., New Delhi.

Note: Latest edition of suggested books may be considered.

Group -I: Accounting and Taxation
BCP 511: FINANCIAL AUDITING

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART I

Definitions & Objectives of Auditing, basic principles and techniques,

Types of Audit, Cost Audit, Tax Audit and Management Audit. location of errors, generally accepted auditing practice, audit evidence.

Audit function of an auditor, Integrity, Objectivity and independence of an auditor, section 226, section 314 and code of ethics.

Audit planning, factors affecting audit planning, audit programming and quality control for audit
Considerations of laws and regulations in an audit of financial statements and audit procedures.

PART II

Audit of Limited Companies:

(i) Company Auditor: Qualifications and disqualifications, Appointment, Removal, Remuneration, Rights, Duties and Liabilities.

(ii) Audit Committee

(iii) Auditor's Report: Contents and Types. Auditor's certificates

(iv) Emphasis on Companies (Auditor's Report) order, 2003 (CARO – 2003)

(v) Liabilities of Statutory Auditors in case of non-compliance.

Suggested Readings:

1. Jha, Aruna, “*A Student’s Guide to Auditing*”. Taxmann.
2. Ghatalia, S.V., “*Practical Auditing*”, Allied Publishers Private Ltd., New Delhi.
3. Sharma, T.R., “*Auditing: Principles and Problems*”, Sahitya Bhawan Publication, Agra.
4. Singh, A. K. and Gupta Lovleen, “*Auditing Theory and Practice*”, Galgotia Publishing Company.
5. Alvin, S.A. Arens and K. Loebbecke James, “*Auditing: An Integrated Approach*”, Prentice Hall.
6. Michael Chris Knapp, “*Contemporary Auditing, Real Issues and Cases*”, Thomson Learning
7. Publications of ICAI. (CARO).
8. Tandon B.N., Sudharsanam S., Sundharabahu S, “*A handbook of Practical auditing*”, S. Chand and company ltd.
9. Gupta, kamal and Arora Ashok, “*Fundamentals of Auditing*”, Tata Mcgraw Hill, New Delhi.
10. Bigg, W Walter, “*Practical Auditing*”, 2008, Allied Publishers Limited, New Delhi.
11. Pagare. Dinkar, “*Basics of Auditing*”, 2008, Sultan Chand & Sons Publications: New Delhi

Note: Latest edition of suggested books may be considered.

Group –I: Accounting and Taxation
BCP 512: PERSONAL TAX PLANNING

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – I

Concept of tax planning: Meaning of tax planning, tax avoidance and tax evasion; objective of tax planning, Basic framework of Income tax law; meaning of a few frequently used terms like assessee, previous year, assessment year, Gross total income, Total taxable income, deduction, exemption.

Tax Planning with reference to Residential status - Relevance of residential status in computing taxable income - Determination of Residential status of an individual - Relationship between residential status and incidence of tax - Area of Tax Planning – Case Study

Provisions in brief relating to concept of agricultural income and tax treatment of agricultural income

Tax Planning with Reference to Salary Income: Summarized provisions relating to computation of income under the head salary. Taxation of present benefits

- Bonus, Fees and Commission
- Meaning, Types and tax Implications of allowances
- Meaning, types, Valuation and tax Implication of perquisites
- Allowances vs. Perquisites
- Terminal benefits like gratuity, leave encashment, commuted pension, tax relief u/s 89(1)
- Case studies based on designing pay package

PART – II

Tax Planning in respect of income from house property, capital gains and income from other sources - Computation of Income from House Property; Permissible deductions; identifying area of tax planning based on tax implication; Summarized provisions relating to computations of capital gains and tax liability; Based on tax implications, identifying assets which do not attract capital gains tax, transaction which are not to be treated as transaction of transfer; identifying leading areas of tax planning; Summarized provisions relating to computation of income from other sources; Identifying incomes which are exempt (Dividend from domestic company; interest income governed by sec. 10(15); Gift covered by exception.

Total income and tax liability - Summarized provisions relating to clubbing of income; Areas of tax planning- How to avoid attractions of such provisions; Summarized provisions relating to set off of losses; areas of tax planning; Summarized provisions relating to deduction permissible u/s 80C, 80 CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80EE , 80G, 80GG, 80TTA & 80U. Area of tax planning – case study; Computation of Total Income and Tax Liabilities of individuals; Due date of filing return of income/ Self-Assessment u/s 140A

Planning with Reference to Wealth Tax - Wealth tax provisions in brief; Incidence of Tax liability; Valuation of Immovable Property; Computation of Tax Liability; Area of tax planning

Suggested Reading:

1. Singhanian, Vinod K.; Singhanian, Kapil and Monica Singhanian, *Direct Taxes Planning and Management*, Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta, *Corporate Tax Planning and Management*, Bharat Law House, Delhi.
3. Goyal, S.P., *Direct Tax Planning*, Sahitya Bhawan publication, Agra.
4. Acharya, Shuklendra and M.G. Gurha, *Tax Planning under Direct Taxes*, Modern Law Publication, Allahabad.

Note:

- Latest Amendments to the relevant Acts and new rules, and articles by tax consultants in leading newspapers such as Economic Times and Financial Express may also be referred.
- Latest edition of suggested books may be considered

Group – II: Marketing
BCP 521: CONSUMER BEHAVIOUR

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part – I

Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy. Consumer Motivation: Nature of motivation; Types of consumer needs and motives; Dynamics of motivation; Need conflict; Need Hierarchy Theory of Motivation and its applications; Measurement of Motives.

Personality and Consumer Behaviour: Definition of personality; Theories of personality; Personality and consumer diversity; Self concept and self image.

Consumer Perception: Elements of perception; Dynamics of perception, Perceptual process; Perception and marketing strategy; Perceived risk.

Part – II

Consumer Learning: Elements of consumer learning; Behavioural theories and Cognitive theories of learning. Consumer Attitude Formation: Definition of attitudes; Structural models of attitudes; Attitude Theories; Attitude formation; Strategies of attitude change; Measuring Attitude.

Reference Group and Family Influences: Power of reference groups; Types of consumer related reference groups; Celebrity and other reference group appeals; Family decision making and consumption related roles; Family life cycle.

Suggested Readings:

1. Loudon and Bitta, “*Consumer Behaviour*”, 4th edition, Tata Mc Graw
2. Bennet and Kassarian, “*Consumer Behaviour*”, Prentice Hall of India
3. Batra and Kazmi, “*Consumer Behaviour*”, *Text & cases*, Excel Books
4. Schiffman and Kannak, “*Consumer Behaviour*”, Pearson Education

Note: Latest edition of suggested books may be considered.

Group – II: Marketing

BCP 522: ADVERTISEMENT AND SALES MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part – I

Nature and scope and functions of advertising, Classification of advertising, Advertising as an element of Marketing Mix, Marketing communication Process.

Setting Advertising Objectives, Functions of objectives, Behavioural Dynamics, the DAGMAR Approach, Segmentation and Positioning Strategies. Building Advertising Programme: Message, Theme, Copy, Appeals Layout. Advertising Media: Media Planning, Media Selection and Scheduling Advertising Budget. Measuring Advertising Effectiveness: Pre-testing and Post-testing copy.

Advertising Agency: Organisation Structure, Role and Functions

Methods of Compensation. Legal, Ethical and Social Aspects of Advertising.

Part – II

Nature and Scope of Sales Management ; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans; Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing/ Sales Evaluation Programme Sales Cost and Cost Analysis.

Suggested Readings:

1. Belch and Belch, “*Advertising*”. McGraw Hill Co.
2. Burnett, Wells, and Moriatty, “*Advertising: Principles and Practice*”, 5th Ed. Prentice Hall of India, New Delhi.
3. Batra, Myers and Aakers, “*Advertising Management*”, 5th Ed., Prentice Hall of India, New Delhi.
4. William, J. Stanton and Rosann Spiro, “*Management of Sales Force*”, 10th Ed., Irwin McGraw Hill.
5. Richard, H. Buskirk and Bruce, D Buskirk, “*Selling: Principles, and Practice*”, 14th Ed., McGraw Hill, Inc.
6. Eugene, M. Johnson, David, L. Kurtz, and Berhard, E Schening, “*Sales Management; Concepts, Practices and Cases*”, 2nd Ed., McGraw Hill.
7. Dasgupta, “*Sales Management in the Indian Perspective*”, Prentice Hall of India, New Delhi.
8. Richard, R. Still, Edward W. Cundiff and Norman P. Govoni, “*Sales Management*”, 5th Ed., Prentice Hall of India, New Delhi.
9. Terence A. Shimp, “*Advertising and Promotion: An IMC Approach*”, South Western, Cengage Learning.
10. Sharma, Kavita, “*Advertising: Planning and Decision Marketing*”, First Edition, Taxmann Publication Pvt. Ltd.

Note: Latest edition of suggested books may be considered.

Group – III: Financial Markets
BCP 531: Money Market Instruments and Operations

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART A

Introduction–Structure, Functions of Money Market in India, Growth of Indian Money Market, Capital Market Vs. Money Market, Money Market Participants

Composition of Money Market: Lenders and Borrowers

Defects of Indian Money Market

Requisites of a Developed Money Market

Discount and Finance House of India

Unorganised Money Market: The Indigenous Bankers and Money Lenders

Call Money Market: Meaning, Features, Benefits, Indian Call Money Market– A Profile, Participants.

PART B

Commercial Paper Market: Meaning, Features

Commercial Bill Market: Meaning, Importance, Shortcomings Of Indian Bill Market.

Certificate of Deposits: Meaning, Features, Time Deposit Vs. Certificate Of Deposits

Treasury Bills Market: Meaning, Features, Benefits.

B.Com (Professional) Semester – V

Suggested Readings:

1. Gomez, C., “*Financial Markets, Institutions and Financial Services*”, PHI Learning Private Limited.
2. Ghosh, Alak, “*Emerging money markets in India*”, Deep and Deep Publications.
3. Fischer, D.E. and Jordan, R.J., “*Security Analysis and Portfolio Management*”. 6th Ed, Prentice–Hall, India.
4. Pathak, B.V. , “*Indian Financial System*”, Pearson Education
5. Mechiraju, H.R., “*Indian Financial System*”, 3rd Edition (2009), Vikas Publishing House
6. Khan, M.Y., “*Indian Financial System: Theory and Practices*”, 4th Edition (2004), Tata McGraw Hill.

Note: Latest edition of suggested books may be considered.

B.Com (Professional) Semester – V

Group – III: Financial Markets
BCP 532: Fundamentals of Capital Market

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART A

Introduction–Structure, Functions of Capital Market in India

Growth of Indian Capital Market

Capital Market Participants

Regulation of Capital Market: Control of Capital Issues, SEBI, Securities Contracts Regulation Act, 1956.

Primary Market and Secondary Market

Methods of Floatation of New Shares

Recent Reforms in Indian Capital Market.

PART B

Instruments in Capital Market– Ownership Securities, Creditorship Securities and Gilt Edged Securities.

Shares (Equity and Preference), Warrants, Bonds and It's Types, GDRs, ADRs, ETFs, Mutual Funds, Derivatives (Forwards, Futures and Options).

Stock Exchanges–Stock Exchanges in India, Organisation, Management, Membership, Rules of Stock Exchange, Recognition, Speculation.

Trading Mechanism of Stock Exchange

Security Market Indices–Uses of Security Market Indices, Types Of Indices.

B.Com (Professional) Semester – V

Suggested Readings:

1. Fischer, D.E. and Jordan, R.J., “*Security Analysis and Portfolio Management*”. 6e, Prentice–Hall, India.
2. Pathak, B.V. , “*Indian Financial System*”, Pearson Education
3. Khan, M.Y., “*Indian Financial System: Theory and Practices*”, 4th edition (2004), Tata McGraw Hill.
4. Gomez, C., “*Financial Markets, Institutions and Financial Services*”, PHI Learning Private Limited.
5. Raghunathan, V., “*Stock Exchange and Investments*”, Tata McGraw–Hill.
6. Kulshreshtha, C.M., “*Mastering Mutual Funds*”, Vision Books.

Note: Latest edition of suggested books may be considered.

Option – IV: Banking and Insurance
BCP 541: PRINCIPLES AND PRACTICE OF INSURANCE

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Nature of insurance business, insurance business environment in India, Insurance sector in India.

Life Insurance: Introduction to Life insurance, principles of life insurance, Financial planning and life insurance.

Plans/Policies of Life insurance: Different types of life insurance plans – Term Plan – Endowment Plan – Money Back Insurance Plan – Whole-Life Insurance Plan – Unit Linked Insurance Plans (ULIPs) – Joint Life Insurance Plans – Child Insurance Plans – Rider benefits.– Industrial life insurance – Group insurance– Keyman insurance – Health insurance and its types. Annuities: Understand the concept of annuity – Different types of annuity plans – Advantages and disadvantages of annuity –Annuity Vs Life Insurance –

PART – B

Policy documents: Importance of a policy document – Format of a policy document – Policy schedule and its various components – Conditions and privileges in a policy document – Duplicate policies.

Premium payment, policy lapse and revival: Different types of premium – Different factors considered in calculating premium – Bonus in policies – Different types of bonus in life insurance policies, Premium calculations – Surrender value and non-forfeiture options – Revival of lapsed policies and its types

Nature of general insurance, general insurance industry in India.

Underwriting: Objectives and approach – Underwriting policy

Suggested Readings:

1. Gupta, P. K., “*Insurance and Risk Management*”, Himalaya Publishing House, Delhi.
2. Singh, Avtar, “*Principles of Insurance Law*”, Easter Book Co.
3. Tripathy, N. P., “*Insurance : Theory and Practice*”, Prentice –Hall of India P Ltd, New Delhi
4. Periasamy, “*Principles and Practice of Insurance*”, Himalaya Publishing House
5. George, Rejda, “*Principles of Risk Management and Insurance*”, 13th Edition, Pearson Education.
6. Dorfman, Mark S., “*Introduction to Risk Management and Insurance*”, 8th Edition, Pearson Education, Delhi
7. Sahoo and Das, “*Insurance Management: Text and Cases*”, 2009, Himalaya Publication, New Delhi
8. Misra, M.N and Mishra S.B., “*Insurance principles and practices*”, 2009, S. Chand Publication, New Delhi.

Note: Latest edition of suggested books may be considered.

Group – IV: Banking and Insurance
BCP 542: PRINCIPLES AND PRACTICE OF BANKING

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Role and Functions of banks in the Indian Financial system

Opening of accounts for various types of customers – minors – joint account holders – HUF – NRI – firms – companies – trusts – societies – Govt. and public bodies

Principles of lending – various credit Products/ Facilities (Brief outline of procedures and practices) – working capital and term loans – Credit Appraisal Techniques – Approach to lending – credit management – credit monitoring –NPA Management –

Agriculture/SMEs/SHGs/SSI/Tiny Sector financing

Different types of documents; Documentation Procedures; Stamping of documents Securities –

Different modes of charging – types of collaterals and their characteristics. Fair Practices for Debt Collection

PART – B

Electronic Banking– Core Banking –Electronic products

Banking Technology – Distribution channels – Teller Machines at the Bank Counters – Cash dispensers – ATMs – Electronic Payment systems – On line Banking , smart cards, cheque truncation, Electronic funds transfer systems.

Risk and security issues of IT in banking – Protecting the confidentiality and secrecy of data – business continuity plans.

New Products and Services –Factoring, Securitisation, bancassurance, Mutual Funds etc.

Alliances/mergers/consolidation in bank industry.

Suggested Readings:

1. Tannan, “*Banking law and Practice in India*”, 2010, Lexis Nexis Butterworths Wadhwa Nagpur
2. Khurana and Anjum, “*Lexis Nexis Butterworths Wadhwa Nagpur*”, 2010, K. P. Publications
3. Maheshwari, S.N. and Maheshwari, S.K., “*Banking Law and Practice*”, Kalyani Publishers, New Delhi.
4. Mittal R.K., Saini A.K. and Dhingra Sanjay, “*Emerging Trends in the Banking Sector*”, Macmillan.
5. Sundaram and Varshney , “*Banking Theory Law and Practice*”, Sultan Chand and Sons Publisher.

Note: Latest Edition of suggested books may be considered.

Group – V: International Business
BCP 551: FUNDAMENTALS OF INTERNATIONAL TRADE

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART A

Theoretical Foundation of International Business and globalization, drivers of globalization. Modes of entry into International Business internationalisation process and managerial implications.

Multinational Corporations: meaning, types, contribution of MNCs' in economic growth.

International Trade Theories: Absolute Advantage Theory, Comparative Cost Theory, implications.

Balance of payments and its elements, foreign Direct Investment: meaning, types, effects on economy, currency convertibility

PART B

Understanding Foreign Exchange The Foreign Exchange Market, arbitrage, speculation, hedging The exchange rate mechanism; theories of foreign exchange rate determination (fixed and flexible)

Types of Foreign Exchange Markets and Transactions, Quoting Foreign Exchange Rates, Spread, Official and Free Market Rates, Cross Rates, Forward Rates, Quoting Forward Rates

Suggested Readings:

1. Verma, M. L., “*International Trade*”, Vikas Publication House Pvt. Ltd., New Delhi.
2. Lindert, Peter H., “*International Economics*”, All India Traveller Book Seller, Delhi
3. Bhalla, V. K. and Shiva, Ramu S., “*International Business Environment and Management*”, Arnold Publishing Pvt. Ltd.
4. Fathehi, Kamal, “*International Management– A Cross Cultural and Functional Perspective*”, Prentice Hall, New Jersey

Note: Latest edition of suggested books may be considered.

Group – V: International Business
BCP 552: INTERNATIONAL BUSINESS ENVIRONMENT

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

International Business Environment: National and foreign environments and their components–economic, cultural and political–legal environments; Global trading environment, recent trends in India’s foreign trade.

History of the International Financial System –The rise and Fall of Bretton Woods, The European Monetary System, Globalisation and the Growth of Derivatives ,Foreign Trade promotion measures and organizations in India; Special economic zones (SEZs) and 100% export oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad. Developments and Issues in International Business: Outsourcing and its potentials for India;

Strategic alliances, mergers and acquisitions; Role of IT in international business; International business and ecological considerations.

PART – B

Corporate Exposure Management: Alternative Definitions of Foreign Exchange Risk. Exposure Information System, Alternative Strategies for Exposure Management, Exposure Management Techniques, Organisation of the Exposure Management Function; Parameters and Constraints on Exposure Management: Theory and practice of Forecasting Exchange Rates– Economic Fundamentals, Financial and Socio Political Factors, Technical Analysis; India and World Trade, Import and Export Policy, Direction and Quantum of India's Exports; Institutional Infrastructure for Export Promotion; Export Promotion Councils

B.Com (Professional) Semester – V

Suggested Readings:

1. Daniel, John D., Radebangh, Lee H. and Sullivan Daniel P., “*International Business Environment and Operations*”, 10th Edition, Prentice Hall PTR, New Delhi.
2. Czinkota Michael R., Ronbiben Iikka A. Ronkainen A. and Moffet Micheal H., “*International Business*”, 6th Edition (2005), Thomson, South Western, Bangalore.
3. C. Paul, Hallwood and Ronald, Macdonald, “*International Money and Finance*”, Blackwell, Oxford U.K.
4. Sharan, Vyuptakesh, “*International Business – Concept, Environment and Strategy*”, 2nd Edition (2006), Pearson Education, Delhi.
5. Hill, Charles W.L. and Jain, Arun Kumar, “*International Business – Competing in the Global Market Place*”, 5th Edition (2006), The McGraw Hill Publishing Co. Ltd., New Delhi.

Note: Latest edition of suggested books may be considered.

B.Com (Professional) Semester – VI

BCP 601: ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part – I

Entrepreneurship and its role in economic development.

Entrepreneur: Traits, functions, social responsibility, Entrepreneurial Decision Process.

Concept and need of intrapreneurship.

Problems of industrialization in underdeveloped countries with special reference to India. Industrial policy, Regulation and control of Industries in India;

Mechanics of setting of new enterprises -size and location, optimum units -its meaning and determinants; size of industrial units in India. Theory of industrial location factors determining the industrial location.

Part – II

Concept of project and project management; characteristics of a project, types of projects. Project life cycle, Identification of project.

Technical Appraisal: Factors for considerations of technical appraisal.

Market Appraisal: Market survey, sources of data, methods of data collection, forecasting future demand and sales.

Financial Appraisal: Estimation of financial requirements. (Project Report Making), Project Financing, Sources of finance.

Suggested Readings

1. Hisrich, Robert D and Peters, Michael P, “*Entrepreneurship*”, 2012, Tata McGraw Hill, Delhi.
2. Chandra, Prasana, “*Projects: Preparation, Appraisal, Budgeting and Implementation*”, New Delhi, Tata McGraw Hill.
3. Gray, C. F.; Larson, Erik W. and Desai, Gautam V., “*Project Management*”, 4th edition (2010), McGraw Hill, New Delhi.
4. Vasant Desai, “*Dynamics of Entrepreneurial Development and Management*”, Himalaya Publishing House, Mumbai.
5. Parsad L.M., “*Principles and Practice of Management*”, Sultan Chanda & Sons, New Delhi.
6. M Charatimath, Poornima, “*Entrepreneurship Development & Small Business Enterprises*”, Pearson Education , Delhi

Note: Latest edition of suggested books may be considered.

BCP 602: ORGANIZATIONAL BEHAVIOR

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part I

Organisational Behaviour(OB): Conceptual foundations, Significance, Challenges and Opportunities for OB.

Personality: Concept and determinants, The Myers-Briggs Type Indicator, The Big Five Model, Key Personality attributes influencing OB: Locus of Control, Machiavellianism, Positive and Negative Affectivity, Self-Efficacy, Self-Monitoring, Type A and Type B personality. Values: Significance, Sources of value system, Classification of values.

Attitudes: Sources and Types; Theories of Attitude; Cognitive dissonance theory, Overview of Major Job Attitudes: Job Satisfaction, Organizational Commitment and Prejudice.

Emotions and Moods: Nature and Types, Sources of Emotions and Moods, Managing Emotions at work, Emotional Intelligence: Concept and Dimensions.

Perception: Nature and significance of perception, Factors influencing perception, perceptual process, Perceptual Distortions and Improving Perception.

Part – II

Group and Team Dynamics: Defining and Classifying groups, Stages of group development, Group dynamics, Group decision making, Types of Teams, Contemporary issues in managing teams.

Interpersonal Behaviour: Dynamics of Interpersonal Relationship; Psychological Contract: Concept and Types; Trust: Concept, Types and Building Trust among employees;

Organizational Citizenship Behaviour: Concept, Forms and suggestions for promoting Organizational Citizenship Behaviour; Whistle-Blowing; Cooperation: Concept and Determinants; Conflict: Concept, Consequences, Sources, Approaches of Conflict management;

Transactional Analysis; Deviant Organizational Behaviour: Concept, Dimensions and Categories of Deviant Organizational Behaviour.

Organizational Culture: Nature and Characteristics, Functions and Deciphering Organizational Culture, Creating and Sustaining Culture.

Stress Management: Concept, Causes, Consequences and Coping with stress.

Suggested Readings:

1. Robbins, Stephen P.; Judge, Timothy A.; and Sanghi, Seema, “*Organisational Behaviour*”, 12th Edition (2007), Pearson Education, New Delhi.
2. McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R, “*Organisational Behaviour*”, 2007, Tata McGraw Hill, New Delhi.
3. Aswathappa, K., “*Organisational Behaviour, Text, Cases and Games*”, 2007, Himalaya Publishing, Delhi.
4. Pareek, Udai, “*Understanding Organizational Behaviour*”, 2007, Oxford University Press, New Delhi.
5. Greenberg, Jerald and Baron, Robert A., “*Behaviour in Organizations*”, New Delhi, Pearson Education.
6. Sekaran, Uma, “*Organizational Behaviour: Text and Cases*”, 2007, New Delhi, Tata McGraw Hill.
7. Saiyadain, Mirza S, “*Organizational Behaviour*”, New Delhi, Tata McGraw-Hill.

Note: Latest edition of suggested books may be considered.

BCP 603: FUNDAMENTALS OF INVESTMENT MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part I

Investment Analysis – Need for savings and investment – Role of savings practices –financial intermediaries – linkage between financial and real savings – Importance of household savings – Shifts in Savings and investment.

Security Market Analysis – Need for study and research of market data – Factors influencing behaviour of market – Valuation of Shares and Bonds – Methods of valuation.

Security Pricing – Influencing factors – Valuation – Constant Growth Model – Book value – Liquidity Value – Intrinsic Value – Market

Price – Bond Valuation – Single Period valuation Model – Multi Period Valuation Model – Dividend capitalization – Valuation of Security in India.

Part II

Investment Avenues – Objectives of investors – Characteristics of investments – Risk Return relationship – Classes of instruments – Investment portfolio for average household.

Approaches to Equity Analysis: Introduction to Fundamental Analysis, Technical Analysis,

Suggested Readings:

1. Jones, C.P., “*Investments Analysis and Management*”, Wiley, 8th ed.
2. Bhalla, V.K., “*Investment Management*”, S. Chand & Co.
3. Singh, Preeti., “*Investment Management*”, Himalaya Publications.
4. Prasanna, Chandra., “*Investment Analysis and Portfolio Management*”, Tata McGraw Hill.
5. Vohra, N.D., and B.R. Bagri, “*Futures and Options*”, 2nd ed. (2003), Tata McGraw Hill Publishing Company Ltd.
6. Prasanna, Chandra., “*How to Win Investment Game*”, Tata McGraw Hill.

Note: Latest edition of suggested books may be considered.

BCP 604: OPERATIONS MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – I

Operations Management: Concepts; Functions

Product Design and Development: Product Design and its Characteristics; Product Development Process; Product Development Techniques.

Process Selection: Project, Job, Batch, Mass and Process types of Production Systems; Product-Process

Capacity Planning: Concepts; Factors Affecting Capacity; Planning; Capacity Planning Decisions.

Production Planning & Control (PPC): Concepts; Objectives; Functions

PART – II

Inventory Management: Concepts; Classification; Objectives; Factors Affecting

Inventory Control Policy; Inventory Costs; Basic EOQ Model; Re-order Level; ABC Analysis.

Network analysis: PERT/CPM

Stores Management: Definition, Functions of Stores, organization for stores,- Receiving section, Inspection, Quality Control.

Suggested Readings:

1. Mahadevan , B. , “*Operations Management Theory & Practice*”, Pearson Education.
2. Krajewski, L.J. and Ritzman, L.P., “*Operations Management Processes & Value Chains*”, Pearson Education.
3. Goel., B.S., “*Production Operation Management*”, Pragati Prakashan
4. Nair, “*Production and Operation Management*”, Tata McGraw Hill
5. Adam and Ebert, “*Production & Operation Management*”, Prentice Hall India
6. Krajewski and Ritzman, “*Operations Management*”, Pearson Education Asia
7. Buffa and Sarin, “*Modern Production/Operations Management*”, John Wiley
8. SN Chary, “*Production & Operations Management*”, Tata McGraw Hill

Note: Latest edition of suggested books may be considered.

BCP-605

VIVA-VOCE

Marks: 50

Group – I: Accounting and Taxation
BCP 611: PUBLIC FINANCE AND TAXATION

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Origin and Development of Public Finance – Meaning, public finance and federal finance, public finance and private finance, principle of maximum social advantage

Principles of Taxation and Government Expenditure – Benefit approach, allocation of public goods, ability to pay approach, excess burden of taxes

Raising of Public Funds – Sources and classification of public revenues, incidences and shifting of taxes

PART – B

Distribution of Public Funds – Effect on production, employment, distribution and stability, public debt and fiscal deficit

Public Debt Management and Taxation – Changing scenario of Indian tax Structure, new economic policy since 1991

Indian Fiscal Policy and Deficit Financing

Suggested Readings:

1. Mursgrave, R., *“The Theory of Public Finance”*, McGraw Hill
2. Mursgrave, R. and Mursgrave, P.B., *“Public Finance in Theory and Practice”*, McGraw Hill.
3. Buchanan, J. M. and Musgrave, R.A., *“Public Finance and Public Choices”*, MIT Press
4. Ganguli, S., *“Public Finance”*, World Press
5. Bhargava R. and Bhargava P.H., *“Public Financial Management”*, 2011, Jnanada Prakashan.

6. Bhargava, B. M., "The Theory and Working of Union Public of India"

7. Vaish and Agarwal, "Public Finance", Wiley Eastern

Note: Latest edition of suggested books may be considered.

Group – I: Accounting and Taxation
BCP 612: INTERNAL AUDIT AND CONTROL

Time: 3 Hours

Max. Marks: 50

Theory :40

Internal Assessment : 10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Internal Audit and Control, need and significance of Internal Audit, Evaluation of internal control procedures and establishing coordination between internal audit and external audit.

Vouching: Meaning, substantial procedures and vouching of cash transactions and trading transactions. Audit of Financial statement: Audit of income statement and position statement in respect of the depreciation, valuation of inventory, share capital, reserve and surplus, current assets and liabilities, investment, fixed assets.

PART – B

Audit function as performance measurement tool: Principles and objectives, Project Audit: process and evaluation HR audit: basic concepts, need, methodologies, HRD score card.

Social Audit ,Basic considerations of audit in EDP Environment. Auditing in computerized environment, improving audit effectiveness

Suggested Readings:

1. Gupta, Kamal, “*Contemporary Auditing*”, Tata McGraw Hills. New Delhi.
2. Pagare Dinkar, “*Basics of Auditing*”, Sultan Chand & Sons, New Delhi
3. Bigg W. Walte, “*Practical auditing*”, Allied Publishers.
4. Rao, T.V., “*Evaluating the human resource functions for business improvement*”, Response Books
5. Dessler, Gary, “*Human Resource Management*”, Pearson Publications

Note: Latest edition of suggested books may be considered.

B.Com (Professional) Semester – VI

Group – I: Accounting and Taxation
BCP 613: E-ACCOUNTING

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Meaning, Basics of Computerized accounting, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting.

Accounting package – Setting up an accounting entity, Creation of groups and accounts Designing and creating vouchers; Data Entry operations using the vouchers Processing for reports to prepare ledger accounts, trial balance and balance sheet.

Database design for accounting

Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.

Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data.

PART – B

Accounting information and SQL

Decomposing Accounting reports to appreciate information content; Identifying accounting information and appropriate queries; Forming and executing the SQL; Generating Accounting information for a report

DBMS and E-Accounting

Creating data table defining relationships and constraints; Designing Accounting Vouchers; Designing Accounting Reports;

- Cash Book
- Journal Book
- Ledger

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- Trial Balance
- Profit & Loss Account
- Balance Sheet

Suggested Readings:

1. Rajaraman, V., *“Introduction to Information Technology”*, PHI.
2. Bharihoka, Deepak, *“Fundamentals of Information Technology”*, Excel Book.
3. Madan, Sushila, *“Computer Applications”*, Mayur Paperbacks, New Delhi.
4. J.L. Boockholdt, *“Accounting Information System”: Transaction Processing and Control*, Irwin Mcraw–Hill.
5. Hall, J.A., *“Accounting Information System”*, South–Western College Publishing.
6. Gelinas, Ulric J., and Steve G. Sutton, *“Accounting Information System”*, South Western Thomson Learning.

Note: Latest edition of suggested books may be considered.

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Group – II: Marketing

BCP 621: CONTEMPORARY ISSUES IN MARKETING

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Introduction: Marketing Concepts, Marketing in the Present millennium – challenges and issues; importance of marketing in the global economy. Profile of an Indian consumer in modern era, consumerism in India. Economic Development and Marketing Management, the Marketing Environment.

Rural Marketing: Importance Of Rural Markets, Strategies For Rural Marketing, Challenges/Problems Of Rural Marketing.

New Waves In Marketing– Social Concept, Meta Marketing Concept, Demarketing Concept, Macro Marketing Concept, Remarketing, Over Marketing, Synchro Marketing, Counter Marketing, Mega Marketing, Green Marketing, Event Marketing, Speed Marketing, Word Of Mouth Marketing.

Strategic Planning And The Marketing Process: Steps In Marketing Planning Process, Tools And Techniques For Successful Strategies, Elements Of A Marketing Strategy, Methods For Marketing Planning.

PART – B

Service Marketing – Evolution, Emergence of service economy globally, relative role of service sector in Indian economy, growth and importance of services marketing in India.

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Design Management and Marketing—Product as a symbol, Cognitive and emotional responses to product design, brand equity methods, choosing brand elements Integrated Marketing Communications

Marketing of Industrial and Agricultural Goods Control of marketing operations.

Challenges before Modern Marketing Managers in India

Marketing and the Society: Social Responsibility and Marketing Ethics.

Suggested Readings:

1. Kotler, Philip; Keller, Kevin L.; Koshi, Abraham and Jha, Mithileshwar, “*Marketing Management: A South Asian Perspective*”, 13th Edition, Pearson Education.
2. Kurtz, David L. and Boone, Louis E., “*Principles of Marketing*”, 12th Edition, Cengage.
3. Saxena, Rajan, “*Marketing Management*”, 3rd Edition, Tata McGraw Hill.
4. Ramaswamy, V.S. and Namakumari, S., “*Marketing Management: Global Perspective Indian Context*”, 4th Edition, Macmillan.
5. Hoffman, K. Douglas and Bateson, John E.G., “*Services Marketing*”, 3rd Edition, Cengage.

Note: Latest edition of suggested books may be considered.

Group – II: Marketing
BCP 622: Retail Management

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Retail Management

Introduction to Retailing: concept, functions performed by Retailers; Types of Retailers, Non store Retail Formats; Retail Franchising: Concept, Types, Advantages and Disadvantages. Retailing in India. Retail Locations: Types of Retail Locations; Steps involved in choosing a Retail Location; Methods of Evaluating a Trading Area. Retail Merchandising: Concept of Merchandising; Planning Merchandising assortments. Servicing the Retail Customer: Concept of Customer Service; Importance of Service in Retail; Customer Service as a part of Retail Strategy; Measuring the Gaps in Service.

PART – B

Brands and Brand Management: Importance of branding; Strategic Brand Management Process. Customer Based Brand Equity: Defining Customer based Brand Equity; Brand Knowledge; Sources of Brand Equity – Brand Awareness, Brand Image; Brand Names, Symbols and Slogans, Brand Loyalty: Meaning and Measuring Brand Loyalty; Building a Strong Brand – Brand Building Blocks, Brand Salience, Brand Performance, Brand Imagery, Brand Judgements, Brand Feelings, Brand Resonance.

Brand Positioning: Identifying and Establishing Brand Positioning; Enhancing brand image through sponsorship and event management; Building brands through Internet.

Suggested Readings:

1. Keller, Kevin Lane, “*Strategic Brand Management: Building, Measuring and Managing Brand Equity*”, 2008, Prentice Hall of India.

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2. Kumar, S Ramesh, “*Managing Indian Brands*”, 2nd Edition, 2002, Vikas Publishing House
3. Sengupta, Subroto, “*Brand Positioning*”, 2nd Edition, 2005, Tata McGraw–Hill Publishing
4. Levy, Michael and Barton A. Weitz , *Retail Management*, 5th Edition , 2003, Tata McGraw Hill,
5. Sinha, P. K. and Uniyal, D. P. , “*Managing Retailing*”, 2007, Oxford.
6. Newman, Andrew J. and Peter Cullen, “*Retailing: Environment and Operations*”, 2007, Thomson,
7. Pradhan, Swapna , “*Retail Management – Text and Cases*”, 2007, Tata McGraw Hill,
8. Cox, Roger and Paul Brittain, “*Retailing – An Introduction*”, 5th Edition, Pearson Education,
9. Gilbert, David, “*Retail Marketing Management*”, 1st edition, Prentice Hall
10. Dunne, Patrick M; Robert F. Lusch and David Griffith, “*Retailing*”, 4th Edition, Thomson (South– Western)
11. Nair, Suja, “*Retail Management*”, 2006, Himalaya Publishing House
12. Berman, Barry and Joel R. Evans, “*Retail Management – A Strategic Approach*”, Pearson Education,

Note: Latest edition of suggested books may be considered.

Group – II: Marketing
BCP 623: E-marketing

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Introduction: Concept, nature and importance of e-marketing; E-marketing versus traditional marketing; Issues, challenges and opportunities for e-marketing; Reasons for growth of e-marketing; Tools and techniques of e-marketing—advantages and disadvantages; E-Marketing Management: Segmentation, targeting and positioning; E-marketing mix; E-marketing and customer relationship management – concept and scope; E-customers and their buying process; E-marketing and customer loyalty and satisfaction; Communities and social networks.

PART – B

Internet Marketing: Concept and role of internet marketing; Search engine optimization – functions, type of traffic, keywords and steps in search engine optimization; Internet advertising – types and tracking ROI; Online PR, News and Reputation Management; Direct marketing – scope and growth; E-mail marketing; Social Media Marketing: Concept and tools; Blogging – benefits, types; Video marketing for business purpose – tools and techniques; Pay per click marketing; Issues and challenges.

E-payment systems: Payment gateways; use of Debit and credit cards; Mobile Marketing Trends and terminologies; Benefits and applications of mobile and smartphone applications; M-commerce.

Suggested Readings:

1. Strauss, Judy, and Raymond Frost, “*E-Marketing*”, Prentice Hall.
2. Hanson, Ward A., *Principles of Internet Marketing*, South Western College Pub.,

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Division of Thomson Learning.

3. Hanson, W.A. and K. Kalyanam, “*Internet marketing & e-commerce*”, South-Western College Pub.

4. Chaffey, D. F., Chadwick, Ellis, Mayer, R. and K. Johnston, “*Internet marketing: Strategy, Implementation and Practice*”, Prentice Hall.

5. Fill, Chris, “*Marketing Communication: Interactivity, Communities and Content*”, Financial Times Prentice Hall.

6. Scott, David Meerman, “*New Rules of Marketing and PR*”, John Wiley & Sons.

7. Ryan, Damian, and Calvin Jones, “*Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*”, Koganpage Publishers

Note: Latest edition of suggested books may be considered.

Group – III: Financial Markets

BCP 631: MANAGEMENT OF FINANCIAL INSTITUTIONS

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Financial Institutions – Meaning – Characteristics – Broad Categories, Role Of Financial Institutions in a Financial System, Competition among Financial Institutions, Ethics and Social Responsibility of Financial Institutions

Regulatory and Promotional Institutions: RBI – Central Banking Functions, Roles Of RBI, Money Creation: Process and Control, Monetary Policy, Techniques Of Monetary Control, Liquidity Adjustment Facility.

Banking Institutions: Commercial Banking: Basis Of Banking Operations – Balancing Profitability with Liquidity Management, Role of Banks. Profitability, NPA and Other Performance Indicators.

Non Banking Finance Companies: Nature, importance, The Evolution of Finance Companies, The present status and regulation of NBFCs, Public deposits with Non-Banking companies–structure, growth.

PART – B

Insurance Companies: Economics of Insurance, the Insurance Industry and its Regulation.

Development Banks/Financial Institutions: Concept, Role of DFIs, Sources of Funds, DFI in India, Recent Trends.

Small Saving, Provident Funds and Pension Funds: Growth in India, Types and Nature of Small Saving Instruments. Rate of Return on PFs, Rules Regarding Investment of PFs. Pension Plans, Reforming the Pension System.

Unit Trust of India and Mutual Funds: Types of Schemes, Valuation of Units, Investment Pattern.

Discount and Finance House of India Limited (DFHIL) – Financial Resources – Objectives – Operations – Challenges Ahead

Suggested Readings:

1. Kohn, Meir, "*Financial Institutions and Markets*", Tata McGraw Hill.
2. Bhole, L M, "*Financial Institutions and Markets*", Tata McGraw Hill.
3. Srivastava, R M, "*Management of Indian Financial Institutions*", Himalaya Publishing.
4. Gursamy, S., "*Financial Markets and Institutions*", Thomson.
5. Machiraju, H.R., "*Indian Financial System*", Vikash Publishing House Pvt. Ltd., New Delhi.
6. Khan, M.Y., "*Indian Financial System*", Tata McGraw Hill, New Delhi.
7. Desai, Vasant, "*The Indian Financial System*", Himalaya Publication, Mumbai.

Note: Latest edition of suggested books may be considered.

Group – III: Financial Markets
BCP 632: FINANCIAL SERVICES IN INDIA

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART A

Role of Financial Services in Indian Financial System.

Merchant Banking: Nature and Scope of Merchant Banking – Regulation of Merchant Banking Activity – Overview of Current Indian Merchant Banking Scene – Structure Of Merchant Banking Industry

Credit Rating: Concept of Credit Rating. Types of Credit Rating – Advantages And Disadvantages of Credit Rating – Credit Rating Agencies & Their Methodology

Introduction to Equipment Leasing: Types of Leases, Evolution of Indian Leasing Industry.

Lease Evaluation: Steady Principal Reduction Method, Steady Payment Method and Balloon Payment Method

PART B

Hire purchase: concept and Characteristics of Hire Purchase – 'Mathematics of Hire Purchase: Calculation of Effective Interest Rate – Legal Aspects of Hire Purchase – Tax Implications of Hire Purchase.

Consumer Finance: Role of Consumer credit in the Financial system – Features of Consumer Credit Transactions.

Factoring: Concept of Factoring – Forms of Factoring

Housing Finance: Housing Finance Companies, Refinance Schemes for HFCs.

Credit Cards: Concept – Billing and Payment. Settlement Procedure – Sharing of Commission. Defaults–Handling and Implications – Add–on Facility – Corporate Credit Cards – Business Cards – Debit Card – Uses of Credit Cards.

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Suggested Readings:

1. Khan, M.Y., “*Financial Services*”, Tata McGraw Hill, New Delhi.
2. Gurusamy, S., “*Financial Services and System*”, 2004, Vijay Nicole Imprints Pvt. Ltd., Chennai.
3. Bhalla, V.K. “*Management of Financial Services*”, Anmol Publications Pvt. Ltd., New Delhi.
4. Pathak, Bharati, “*Indian Financial System*”, Pearson Education, New Delhi.
5. Avadhani, V.A., “*Capital Market Management*”, Himalaya Publishing House
6. Bhole, L.M., “*Financial Institutions and Market*”, Tata McGraw Hill
7. Kirsch, C.E., “*The Financial Services Revolution*”, McGraw Hill
8. Verma, J.C., “*Credit Rating*”, Bharat Law.

Note: Latest edition of suggested books may be considered.

Group – III: Financial Markets
BCP 633: PORTFOLIO MANAGEMENT

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Introduction to Portfolio Management: The Investment Process – Definition of Investments – Investment Categories.

Capital Market Theory: The capital Asset Pricing Model – Security Market Line – Applications of the Security Market Line, Pricing Model – Arbitrage Pricing Theory.

Portfolio Analysis: Diversification, Portfolio, Risk and Return – Markowitz Risk–return Optimization – Portfolio Beta – Generating the Efficient Frontier.

PART – B

Portfolio Selection: Defining Investment Objectives – Risk and Investor Preferences – Investment Constraints.

Equity portfolio Management Strategies: Efficient Market Hypothesis – Passive vs Active Management Strategies – Types of Passive Portfolios: Index Funds.

Bond Portfolio Management Strategies: Passive Strategy – Duration Shift and Immunization – Semi–Active Strategy – Active Strategies.

Managed Portfolios and Performance Measurement: Classification of Managed Portfolios, Market Timing Issues in Risk Adjusted performance Measures – Sharpe’s – Treynor’s – Jensen’s Performance Measure for Portfolios.

Suggested Readings:

1. Fischer, D.E. and Jordon, R. J., “*Security Analysis and Portfolio Management*”, 6th Edition, Prentice–Hall, India.
2. Sharpe, A., “*Investment Analysis and Management*”, 5th Edition, Bailey – Prentice Hall India.
3. Hirt, G.A., “*Fundamentals of Investment*”, Irwin/McGraw–Hill.
4. Yaraswy, N.J., “*Stock Market Analysis for Intelligent Investors*”, Vision Books.
5. Raghunathan, “*Stock Exchange and Investments*”, Tata McGraw–Hill.

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6. Zvi Bodie, Alex Kane & Alan J Marcus, “*Essentials of Investments*”, 3rd Edition, Irwin/McGraw–Hill.

7. Brown, “*Investment Analysis & Portfolio Management*”, 8th Edition, Thomson

Note: Latest edition of suggested books may be considered.

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Group – IV: Banking and Insurance
BCP 641: INSURANCE CLAIM MANAGEMENT

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Concept of Claims – Claims and Loss Assessment – Damages and Losses.

Classification of Claims: Classification of Insurance Claims – Classification of Claims–based on the Interests of Parties – Classification of Claims–based on Time Span of Politics.

Policy claims: Different types of policy claims – Survival Benefits – Death Claims – Maturity Claims – Submission of Proof of title at claim processing stage – Early Claims & Non early claims – Documents required for processing early claims – Death due to un–natural causes or accidents – Nomination – Assignment—Waiver of evidence of title – Claims Concession Clause and Extended Claims Concession Clause – Presumption of Death – Insurance Riders –Accidental Death Benefit rider – Permanent Death Benefit Rider Insurance Contracts and Parties – Nature of Claims Payment – Essential Elements of Claims – Claims Management and Claims Handling.

PART – B

Claims Procedure and Claimant: Notice of Event – Evidence of Loss – Multiple Claims and Reciprocal Claims.

Claims Procedure and Insurer: Claim Process and Insurer – Preliminary Investigation and Decision–making – Appointment of Loss Assessors and Surveyors – Role of Agent in Claims Settlements – Claims Payments – Payment of Claims in Courts – Rejection of Claims.

Claims Settlements: Claim Settlements – Delays in Claims Settlements – Claims and Underwriting of Policies – Frauds and Misrepresentations in Claims.

Claims in Life Insurance Policies: Concepts of Life Insurance and Claims – Payment of Claims – Disputes in Life Insurances Claims – Proof of Age and Death – Settlement of Claims.

IRDA and Insurance Ombudsman: Powers of IRDA in Claims Management – Role of Central Government in Claims Settlement – Appointment of Insurance Ombudsman – Ombudsman and the Insured – Ombudsman and the Insurer.

Suggested Readings:

1. Black, Jr. Kenneth and Horold Skipper, “*Life and Health Insurance*”, 13th Edition, Pearson (Indian Economy Edition).
2. Rejda, George, “*Principles of Risk Management and Insurance*”, 2011, 13th Edition, Pearson.
3. Trieschman, Gustavson and Hoyt, “*Risk Management and Insurance*”, Western College, Cincinnati, Ohio.
4. M.N.Srinivasan, “Principles of Insurance Law” Wadhwa & Co, Nagpur.
5. Insurance Law Manual by Taxmann, Delhi.
6. Law and Economics of Insurance (Insurance Institute of India).
7. Gupta, S. P., “*Handbook of Insurance Claims*”, Consultech Services.
8. Claims Manuals of Insurance Companies
9. Insurance Institute of Indian Course wares.

Note: Latest edition of suggested books may be considered.

Group – IV: Banking and Insurance
BCP 642: MARKETING OF FINANCIAL PRODUCTS

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

The changing environment of financial services

SERVICES CHR Marketing of Services, understanding customers, Services marketing mix ,Product Mix strategy (Banking and Insurance products): Product Research & Development – Test marketing of financial products– Product Life Cycle – Product Modification – Diversification – Packaging and Branding of financial products ,Pricing of financial products and services (Banking and Insurance products): Objectives, Strategies and Methods – Factors Influencing the Pricing Decisions, Importance of Pricing.

PART – B

Distribution – Factors Influencing – Direct and Indirect Channels of bank products – Physical Distribution – Channel Functions and Services, Channel Management, Marketing channels in Insurance markets: various channel members in the industry – insurance agents, distributors, etc. Role of DSA/DMA in Bank Marketing, business correspondence model in banking ,Promotion – Promotion Mix and Role of Promotion in Marketing – Marketing Information Systems. Tele marketing/Mobile Phone banking

Suggested Readings:

1. Avadhani, V.A, “Marketing of Financial Services”, 1999, Himalaya Publication House
2. Suri, R.K., “Services Management”, 2005, Himalaya Publication.
3. Jha, S.M., “Bank Marketing”, 2003, Himalaya Publication.
4. Arora, Sangeeta, “Marketing of Financial Services”, 2005, Deep and Deep Publications.
5. Madhukar R.K. “ Dynamics of Bank Marketing”, VBS publishers.
6. Desai, Vasant , “ Principles of Bank Management”, Himalaya Publication.

Note: Latest edition of suggested books may be considered.

Group – IV: Banking and Insurance
BCP 643: BANKING LAW AND REGULATION

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Legal Framework of Regulation of Banks, Provisions of RBI Act 1935,
Banking Regulation Act 1949,
Government and RBI's powers

- Opening of new banks and branch licensing
- Constitution of board of directors and their rights
- Banks share holders and their rights
- CRR/SLR concepts
- Cash/currency management
- Winding up – amalgamation and mergers
- Powers to control advances – selective credit control – monetary and credit policy
- Audit and Inspection
- Supervision and control – board for financial supervision – its scope and role
- Disclosure of accounts and balance sheets
- Submission of returns to RBI etc.
- Corporate Governance

PART – B

Legal aspects of banking operations

Responsibility of paying /collecting banker,

Indemnities/guarantees – scope and application – obligations of a banker – precautions and rights
laws relating to bill finance, LC and Deferred Payments – Laws relating to securities – valuation
of securities – modes of charging securities – lien, pledge, mortgage, hypothecation etc

Banking Related Laws

Special features of Recovery of Debts Due to Banks and Financial Institutions Act, 1993

The Deposit Insurance and Credit Guarantee Corporation Act, 1961

BCSBI and IBA codes of bank's commitment to customers and banking practices

Anti money laundering and KYC norms. Banking Ombudsman

Suggested Readings:

1. Sunderam and Varshney, "*Banking Theory Law and Practices*", 2004, Sultan Chand and Sons Publisher.

2. Varshney, P.N, "*Banking Law and Practice*", 24th Edition (2012), Sultan Chand and Sons

3. Gurusamy, S., "*Banking Theory: Law and Practice*", 2nd Edition (2009),

Tata McGraw Hill

4. Suneja H.R, "*Practical and Law of Banking*", 2000, Himalaya Publishing House

5. "*Legal and Regulatory Aspects of Banking*", IIBF, 2nd Edition (2008), Macmillan

Note: Latest edition of suggested books may be considered

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Group – V: International Business

BCP 651: INTERNATIONAL FINANCIAL MANAGEMENT

Time: 3 Hours

Max. Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Complexities and issues in financial decisions of a multinational firm, Cost of Capital and Capital Structure of the Multinational Firm; Dividend Policy of the Multinational Firm; Taxation of the Multinational Firm; Country Risk Analysis; Long term Financing.

PART – B

Managing short-term assets and liabilities; Long-run Investment Decisions. The Foreign Investment Decisions – Political Risk Management; Multinational Capital Budgeting – Application, calculations of cash flows and Interpretation.

International accounting standards and practices: IFRS composition: major areas and their role in financial reporting – presentation, cash flows, inventory, foreign currency, joint ventures, insurance contracts, financial instruments, compatibility with IAS. Joining IFRS – benefits and detriments to Indian and Foreign companies.

Suggested Readings:

1. Shapiro Allan C, “*Multinational Financial Management*”, 7th Edition (2003), John Wiley and Sons, Singapore.
2. Apte P.G., “*International Financial Management*”, 5th Edition (2009), Tata Mcgraw Hill, India.

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3. Bhalla, V.K., "*International Financial Management*", 7th Edition (2008), Anmol publications, India.
4. Ghost, T.P.; Ankarath, Nandkumar; Mehta, Kaplesh; and Alkafaji, Y.A., "*Understanding IFRS Fundamentals: International Financial Reporting Standards*", 2010, John Wiley and Sons.

B.Com (Professional) Semester – VI

Group – V: International Business
BCP 652: INTERNATIONAL MARKETING

Time: 3 Hours

Max.Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

International Marketing – nature, importance of international marketing. International marketing management process – an overview. Scanning and monitoring international marketing environment. International marketing information system, Selection of markets and International market entry strategies.

Exporting: Procedure and Documents–Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents; Instruments of Payments–Open Account, Bills of Exchange; Letter of Credit – Export Finance;

PART – B

Major Product decisions, managing product line, International Product Life Cycle;

Pricing Strategy: factors affecting international prices, transfer pricing, financing marketing transactions

Distribution Strategy: International distributions channels – functions

Promotion Strategy: international promotion mix, push and pull strategies, communication across countries – complexities and issues.

Constraints on International Marketing: Fiscal and Non–fiscal Barriers, Non–tariff Barriers;

Trading Partners –Bilateral Trade Agreements, Commodity Agreements and GSP;

Suggested Readings:

1. Joshi, R.K., “*International Marketing*”, Oxford University Press, New Delhi.
2. Sak and Shaw, “*International Marketing – analysis and strategy*”, PHI, New Delhi
3. Rajgopal, “*International Marketing*”, Vikas Publication, New Delhi
4. Jain, S.C., “*International Marketing Management*”, Thompson Publication Company.
5. Bhattacharya, B., “*Export Marketing Strategies for success*”, Global Business Press, New Delhi

Note: Latest edition of the suggested books may be considered.

B.Com (Professional) Semester – VI

Group – V: International Business

BCP 653: INTERNATIONAL ORGANIZATIONS AND FOREIGN TRADE

Time: 3 Hours

Max.Marks:50

Theory :40

Internal Assessment:10

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages (essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

PART – A

Origin, Functions and Role of International Economic Organizations

International Monetary Fund

World Bank Group– International Bank for Reconstruction and Development (IBRD).

International Development Agency

International Finance Corporation

Multilateral Investment Guarantee Agency (MIGA)

PART – B

International trade agreements

General Agreement on Tariff and Trade (GATT), World Trade Organization

United Nation Conference on Trade and Development (UNCTAD)

Global System for Trade Preferences (GSTP) among Developing Countries

International Labour Organizations (ILO)

South Asian Free Trade Area (SAFTA)

SAARC and SAARC Preferential Trading Arrangement (SAPTA).

Suggested Readings:

1. Hunt, Diana, *“Economic Theories of Development: An Analysis of Competing Paradigms”*, Hemel Hempstead: Harvester Wheatsheaf
2. Keohane. Robert, *“International Institutions and State Power: Essays in International Relations Theory”*, Westview Press
3. Krasner. Stephen D., *“Structural Conflict: The Third World against Global Liberalism”*, Berkley, University of California Press.
4. Simai, Mihaly, *“The Future of Global Governance”*, Washington, D.C.: United States Institute of Peace Process, 1994.
5. Sidell, Scott, *“The IMF and Third World Political Instability”*, London Macmillan.

Note:

- *Students are required to consult the Annual Reports of the Respective Institutions.*
- *Latest edition of the suggested books may be considered.*

