

PANJAB UNIVERSITY, CHANDIGARH-160014 (IN DIA)  
(Estd. under the Panjab University Act VII of 1947 enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND  
COMMERCE

SYLLABI

FOR

B.Com. (General & Hons.)  
(Semester System)  
For the Examinations 2018-2019

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SCHEME OF B.Com COURSE (General and Hons.)  
Semester I

Course  
Code





# Scheme of Examination

## B.Com. Honours

A student can pursue Honours course in B.Com. by taking up one paper each in four semesters beginning with 3<sup>rd</sup> semester in any one of the following four streams. Option of any stream once exercised cannot be changed subsequently.

### 1. Accounting & Finance

- |   |                          |
|---|--------------------------|
| 1. BCH 307: Accounting Theory and Reporting Practices | 3 <sup>rd</sup> Semester |
| 2. BCH 407: Contemporary Issues in Accounting         | 4 <sup>th</sup> Semester |
| 3. BCH 507: Strategic Financial Management            | 5 <sup>th</sup> Semester |
| 4. BCH 607: Investment Management                     | 6 <sup>th</sup> Semester |

### 2. Economics

- |                                     |                          |
|-------------------------------------|--------------------------|
| 1. BCH 308: Development Economics   | 3 <sup>rd</sup> Semester |
| 2. BCH 408: Industrial Economics    | 4 <sup>th</sup> Semester |
| 3. BCH 508: Money and Banking       | 5 <sup>th</sup> Semester |
| 4. BCH 608: International Economics | 6 <sup>th</sup> Semester |

### 3. Management Studies

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| 1. BCH 309: Advertising & Brand Management |  |
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## SYLLABI FOR B.COM FOR THE EXAMINATION OF 2018 -19 ONWARDS

1. Examination in each subject for B.Com will be of 3 hours duration.

SCHEME OF B.COM. COURSE (GENERAL AND HONS.)

SEMESTER-I

BCM101 A: PUNJABI

Max. Marks : 50 marks.

Written : 45 marks.

Internal Assessment : 05 marks.

Time : 3 hrs.

- |    |   |          |
|----|---|----------|
| 1. | A Book of Punjabi.  | 20 marks |
| 2. | Essay Writing on National and International Problems.         | 10 marks |
| 3. | Translation of Business Advertisement from English to Punjabi | 05 marks |
| 4. | Correct-Incorrect words                                       | 05 marks |
| 5. | Business Vocabulary   | 05 marks |

Courses:

1. Galiey Chikkarh Door Ghar (Autobiography) by Dr. S.S. Wanjara Bedi,  
Publishers: Kasturi Lal & Sons, Amritsar-Jalandhar.  
Chapters 1 to 6
2. List of words of Business Vocabulary attached (A to H)

Themes and Units:

- |    |   |              |
|----|---|--------------|
| 1. | Two questions from the book Galiey Chikkarh Door Ghar<br>(With internal choice) | 6+6=12 marks |
| 2. | Short answer question (4 out of 6)  | 2×4=08 marks |
| 3. | Essay (1 out of 4) (National and International Problems)                        | 10 marks     |
| 4. | Translation of Business Advertisement from English to Punjabi                   | 05 marks     |
| 5. | Correct-Incorrect words (5 words out of 8)                                      | 05 marks     |
| 6. | Business Vocabulary (5 words out of 8)  | 05 marks     |

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; w? No gfj bk

BusinessVocabulary

- |     |                       |                  |
|-----|-----------------------|------------------|
| 1.  | Acceptance            | gqkBrh, ; tifeϕh |
| 2.  | Access                | gj u             |
| 3.  | Account               | byk              |
| 4.  | Accountant            | bykeko           |
| 5.  | Account Book          | tj h ykSk        |
| 6.  | Acknowledgement       | gj u o; hd       |
| 7.  | Advance               | gōrh             |
| 8.  | Alternative Cost      | ftebgh bkrs      |
| 9.  | Amalgamation          | ; fwōoD          |
| 10. | Amortization of Debts |                  |



37.

- 76. Entrepreneur
- 77. Excise Duty
- 78. Export Tax

Tjdw  
TjsgkB eo



#### UNIT IV

10. Changes in Society in 18<sup>th</sup> century: social unrest; emergence of misls and institutions- rakhi, gurmata, dal khalsa.
11. Society and Culture of the people under Maharaja Ranjit Singh
12. MAP (of undivided physical geographical map of Punjab): Major Historical Places: Harappa, Mohenjodaro, Sanghol, Ropar

## BCM 102: ENGLISH AND BUSINESS COMMUNICATION SKILLS

### Note:

- (i) There will be one paper of 80 marks. 10 marks are reserved for the Internal Assessment and 10 for the Practical Work. Total is 100.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text is *Ten Mighty Pens*, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows:
  - I. The Model Millionaire : Oscar Wilde
  - II. The Gift of the Magi : O. Henry
  - III. The Judgement-seat of Vikramaditya : Sister Nivedita
  - IV. Fur : Saki
  - V. A. Marriage Proposal : Anton Chekhov
- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units:

Q. 1.	It shall consist of five short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any three. This question shall be based upon the prescribed text <b>Ten Mighty Pens</b> .	12 Marks
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## BCM103: PSYCHOLOGY FOR MANAGERS

Objective: The objective of the paper is to provide broad understanding about basic concepts







## BCM 106: COMMERCIAL LAW

Objective: The main objective of the paper is to acquaint the students with general Commercial Laws.

### UNIT I

Indian Contract Act, 1872: Definition & Nature of Contract, Classification; Offer & Acceptance; Consideration; Capacity of Parties; Free Consent; Legality of Objectives; Void Agreements; Performance of Contracts; Discharge of Contract; Contingent Contracts; Quasi Contracts; Remedies for Breach of Contract

### UNIT II

Special Contracts: Indemnity & Guarantee; Bailment & Pledge; Contract of Agency.  
Right to Information Act, 2005: Definitions, Right to Information & Obligations of Public Authorities, The Central & State Information Commission, Power & Functions of the Information Commissions, Appeal & Penalties.  
The Consumer Protection Act, 1986: Introduction, Objectives, Commencement & Application, Definitions, Salient Features, Grievance Redressal Machinery.

#### Reference books:

1. Avtar Singh : The Principles of Mercantile Law
2. M.C. Kuchhal : Business Law
3. N.D. Kapoor : Business Law
4. P.R. Chandra : Business Law, Galgotia, New Delhi
5. Gogna : Mercantile Law, S. Chand
6. M.S. Shukla : Business Law, Sultan Chand.

## BCM 107: PRINCIPLES AND PRACTICES OF MANAGEMENT

Objective: The objective of this paper is to help the students in understanding the process of

## SEMESTER-II

### SCHEME OF B.COM. COURSE (GENERAL AND HONS.)

#### BCM201 A: PUNJABI

Max. Marks : 50 marks.

Written : 45 marks.

Internal Assessment : 05 marks.

Time : 3 hrs.

1.	A Book of Punjabi.	20 marks
2.	Business Correspondence : Letters	10 marks
3.	Punctuation	05 marks
4.	Business Advertisement	05 marks
5.	Business Vocabulary	05 marks

#### Courses:

1. Galley Chikkarh Door Ghar (Autobiography) by Dr. S.S. Wanjara Bedi, Publishers: Kasturi Lal & Sons Amritsar-Jalandhar. Chapters 7 to 12.
2. List of words of Business Vocabulary attached (Z) to

#### Themes and Units:

- 1.

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## Business Vocabulary

1. Imperfect Marke
2. Imports
3. Import Duty

ng{oD wz  
nk:ks

35.	Open Market Operatio	y[ZbQk wzvh f
36.	Over Du€	fwnkd g[Zr
37.	Over Head Co:	pZMh bkr:
38.	Partnershi	fjZ;/dkoh, ;KMhdl
39.	Payable Accoun	d/D:'r b/y
40.	Preference Shar	soihjh fjZ;/
41.	Premiur	gqhwhi
42.	Price Contrc	ehws fB:zsoD
43.	Productior	T[sgkdB
44.	Profit Margir	bkG nzi
45.	Proprieto	;zgsh wkb€
46.	Quasi Negotiable Instrum€	noX ftZeoh:'r jjzvh
47.	Quotatior	

74.	Stock	Gzvko, ;Nk
75.	Stock Exchange	ô/no pkiko
76.	Subsidiary Compar	;j kfJe ezgBh
77.	Surety	÷kwE
78.	Tariff	

## Semester II

### BCM201 B HISTORY AND CULTURE OF PUNJAB IN THE COLONIAL AND POST INDEPENDENCE TIMES

INSTRUCTIONS FOR THE PAPER SETTER AND CANDIDATES: (FOR PAPER in semester 1 AND 2)

1. The syllabus has been divided into four Units.  
There shall be 9 questions in all. The first question is compulsory and shall be an answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions carrying 5 marks i.e. 1 mark each. Rest of the paper shall be divided into 4 units. Each Unit shall have two essay type questions and the candidate shall be given internal choice of attempting one question from each Unit in all. Each question will carry 10 marks.
2. For private candidates, who have not been assessed for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.  
The paper-setter must put note (2) in the question paper.
3. One question from Unit-IV shall be set on the map.

Explanation:

1. Each essay type que(t )-73.1386(an)22.2542(s)8.27889(wer)-23.8845( )] TJa29(s)8.27889(.08



Pedagogy: Lectures, library work and discussions.

#### UNIT I

1. Introduction of Colonial Rule: administrative changes; means of communication; western education.
2. Agrarian Development: Commercialization of agriculture; canalization and colonization.
3. Social Classes: agrarian groups; new middle classes

#### UNIT II

4. Early Socio Religious Reform: Christian Missionaries; Namdharis; Nirankaris.
5. Socio Religious Reform Movements: activities of Arya Samaj; Singh sabhas; Ahmadiyas.
6. Development of Press & literature: growth of press; development in literature

#### UNIT III

7. Emergence Of Political Consciousness: Agrarian uprising 1907; Ghadar.
8. Gurudwara Reform Movement: Jallianwala Bagh; foundation of SGPC and Akali Dal; Morchas.
9. Struggle for Freedom: activities of revolutionaries: Babbar Akalis, Naujawan Bharat Sabha; participation in mass movements: non cooperation, civil disobedience, Quit India.

#### UNIT IV

10. Partition and its Aftermath: resettlement; rehabilitation
11. Social Concerns In Post Independence Punjab: language; immigration; economic issues.
12. MAP: Major Historical places: Delhi, Kurukshetra, Jaito, Ferozepur, Ambala, Amritsar, Lahore, Ludhiana, Qadian, Jalandhar, Lyallpur, Montgomery.

#### Suggested Readings:

1. Singh, Kirpal :History and Culture of the Punjab, Part II(Medieval Period), Publication Bureau, Punjabi University, Pat1.9703(ni)16.5578(ver)-2.5693

## BCM 202 : ENGLISH AND BUSINESS COMMUNICATION

Note:

- (i) There will be one paper of 80 marks. 10 marks are reserved for the Internal Assessment and 10 for the Practical Work. Total is 100.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text *Ten Mighty Pens Issues* ed. K.A. Kalia (Oxford University Press).

The relevant sections, however, are as follows:

- I. Chandalika: Rabindranath Tagore
  - II. A Bachelor's Complaint of the Behaviour of Married People: Charles Lamb
  - III. El Dorado: R.L. Stevenson
  - IV. Bores: E.V. Lucas
  - V. The Art of the Essayist: A.C. Benson
- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end, Unit II shall consist of the following subunits:

**Writing Skills:** This section shall focus on business proposals, curriculum vitae; short formal reports (not exceeding 200 words)

**Modern Forms of Communication:** Here special emphasis shall be given to teaching the format of e-mails, Fax Messages, Teleconferencing, Audio Visual Aids and PowerPoint Presentations. Apart from this, the students shall also be given basic lessons in Effective Listening, Global Communication, How to Prepare for Group Discussion etc.

**Practical Work:** To impart skills of Group Discussion.

**Practical Work:** There will be vivavoce examination of 10 marks which will include Group Discussion. The students will appear in the group of 10 students for vivavoce.

**Note:** In case of private candidates and students of School Open Learning, the marks obtained by them out of 80 will be proportionately increased out of 100.

**Testing Scheme:** The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

**Section I** (It is text-based and corresponds to Unit I in the syllabus)

- Q. 1. It shall consist of five short question/answers (not exceeding 120 marks 100-120 words) out of which a student will be expected to attempt any three. This question shall be based upon the prescribed text *Ten Mighty Pens*.

Q. 2.	It shall consist of two long question/answers (not exceeding 350 words) out of which a student will be expected to attempt only one. These questions shall have internal choice, and be based upon the prescribed text Ten Mighty Pens.	300 marks
Note: The questions 1& 2 should be so designed as to cover all the chapters prescribed.		
Q.3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum six questions at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language/presentation skills and vocabulary etc.	12 marks

Q.4. It shall exclusively be a test of vocabulary, but designed strictly on the (.5693( )-10.4934(o)-41.0248(f)32.4307( )] TJ ET BT 11.9773 0 0 12 600 12 499.68

## BCM 203: E- COMMERCE

Objective: The objective of this paper is to provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and excel in the field of commerce with IT specialization.

### UNIT I

Electronic Commerce Framework, History, Basics and Tools- E-Commerce, Comparison of Web-based with Traditional Business; Growth of E-Commerce Present and potential.

E-Business : Meaning, Importance, Models Based on the Relationships of Transacting Parties (B2B, B2C, C2C and C2B), Present Status of E-Commerce in India, Regulatory Aspects of E-Commerce

### UNIT II

Changing Structure of Organisation The Impact of E-Commerce on Various Business Sectors such as Entertainment, Education, Health Services, Publishing and Financial Services. Socio Economic Impacts of E-Commerce.

Electronic Payment System: Types of Payment Systems- E-Cash and Currency Servers, E-Cheques, Credit Cards and Smart Cards, Electronic Purses and Debit Cards. Electronic Data Interchange, Digital Signatures, Cryptography, Interoperability and Intercompatibility.

### Reference books

1. Diwan, Prag and Sushil Sharma: Electronic Commerce, A Managerial Guide to E-Business Vanity Books International, Delhi.
2. Kalakota, Ravi and Shinston Andrew B: Frontiers of Electronic Commerce, Addison Wesley.
3. Minoli and Minoli: Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
4. Schneider, Gray P.: Electronic Commerce, Course Technology, Del

## BCM 204: BUSINESS ECONOMICS-II

Objective: The paper aims at providing the knowledge of basic concepts of distribution and modern tools of macroeconomic analysis

### UNIT - I

#### Distribution

Wages : Meaning, Types, Marginal Productivity Theory of Wages, Modern Theory of Wages.

Rent: Meaning ,Types, Ricardian Theory of Rent, Modern Theory of Rent,-~~Classi~~

Interest: Meaning, Types, Classical Theory of Interest, -~~Classical Theory of Interest~~, Liquidity Preference Theory of Interest.

Profits: Nature, Types, Dynamic Theory of Profits, Innovation Theory of Profits, Risks Bearing Theory of Profit, Uncertainty Bearing Theory of Profits.

National Income: Meaning Concepts of National Income, ~~Mea~~ Measurement of National Income Difficulties in Its Measurement, ~~its~~ Significance

### UNIT - II

Says Law of Market: Meaning, Implications,

Classical Theory of Income Output and Employment

Keynesian Theory of Employment

Effective Demand: Determination Importance

Consumption Function: Meaning, Factors Influencing Consumption Function, Average and Marginal Propensities to Consume, Propensity to Save, Psychological Law of Consumption and its Importance

Marginal Efficiency of Capital: Meaning, Determinants, Theory of Secular Stagnation.

Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment, Measures to Raise Private Investment

Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier, Multiplier and Under Developed Countries

#### Reference books

1. Shapiro. E Macroeconomic analysis Galotia publications, New Delhi.
2. Eugene Diulio Macro economics, <sup>th</sup>4 Edition, Tata McGraw Hills, Publishing Col. Ltd, New Delhi.
3. Dornbusch R, Fisher, S and Startz, R Macro Economics, <sup>th</sup>8 Edition, Tata McGraw Hills Publishing Co. Ltd., New Delhi.
4. Ackley, G. Macroeconomics: Theory and Policy, Macmillan, New York

## BCM 205: CORPORATE ACCOUNTING

Objective: To provide knowledge about basic corporate accounting with the relevant accounting standards.

### UNIT 1

Issue, Forfeiture, Reissue and Buy-Back of Shares

Redemption of Preference Shares.

Right Issue and Bonus Shares.

Final Accounts of Companies (including Managerial Remuneration & Profit Prior to Incorporation),

### UNIT II

Underwriting of Shares and Debentures

Issue and Redemption of Debentures.

Accounts of Banking Companies

## BCM 206: BUSINESS LAWS

Objective: The main objective of the papers is to acquaint the students about Business Law.

### UNIT I

Sale of Goods Act, 1930: Contract of

## BCM 207: HUMAN RESOURCE MANAGEMENT

Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

### UNIT I

Human Resource Management: Introduction, Meaning and Definitions, History, Nature, Functions, Importance and Limitations of HRM.



ENVIRONMENT, ROAD SAFETY EDUCATION, VIOLENCE AGAINST WOMEN/  
CHILDREN AND DRUG ABUSE

UNIT I (Environment)

Note: The syllabus has 15 topics to be covered in 25 hour lectures in total, with 2 lectures in each topic from 2 to 11 and one each for topics 1 and 12 to 15

1. Environment Concept:

Introduction, concept of biosphere lithosphere, hydrosphere, atmosphere; Natural resources their need and types; Principles and scope of Ecology; concepts of ecosystem, population, community, biotic interactions, biomes, ecological succession.

2. Atmosphere:

Parts of atmosphere, components of air; pollution, pollutants, their sources, permissible limits, risks and possible control measures.

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3. Hydrosphere:

Types of aquatic systems; Major sources (including ground water) and uses of water, problems of the hydrosphere, fresh water shortage; pollution and pollutants of water, permissible limits, risks and possible control measures.

4. Lithosphere:

Earth crust, soil a life support system, its texture, types, components, pollution and pollutants, reasons of soil erosion and possible control measures.

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uses and harms of plastics and polythene; hazardous chemicals, solvents and cosmetics.

#### 9. Global Environmental Issues:

Global concern, creation of UNEP; Conventions on climate change, Convention on biodiversity; Stratospheric ozone depletion, dangers associated and possible solutions.

## UNIT II (ROAD SAFETY)

1. Concept and Significance of Road Safety.
2. Role of Traffic Police in Road Safety.
3. Traffic Engineering Concept & Significance.
4. Traffic Rules & Traffic Signs.
5. How to obtain Driving License.
6. Traffic Offences, Penalties and Procedures.
7. Common Driving mistakes.
8. Significance of Firstaid in Road Safety.
9. Role of Civil Society in Road Safety.
10. Traffic Police Public Relationship.

Note : Examination Pattern :

- The Environment and Road Safety paper is 70 marks.
- Seventy multiple choice questions (with one correct and three incorrect alternatives and no deduction for wrong or unattempted questions).
- The paper shall have two units Unit I (Environment) and Unit II (Road Safety).
- Unit II shall comprise of 20 questions with minimum of 1 question from each topics 1 to 10.
- The entire syllabus of Unit II is to be covered in 10 hours.
- All the questions are to be attempted.
- Qualifying Marks 33 per cent i.e. 23 marks out of 70.
- Duration of examination: 90 minutes.
- The paper setter is requested to set the questions strictly according to the syllabus.

### Suggested Readings

1. The Motor Vehicle Act, 1988 (2010), Universal Law Publishing Co. Pvt., New Delhi.
2. Road Safety Signage and Signs (2011), Ministry of Road Transport and Highways, Government of India

### Websites:

- (a) [www.chandigarhpolice.nic.in](http://www.chandigarhpolice.nic.in)
- (b) [www.punjabpolice.gov.in](http://www.punjabpolice.gov.in)
- (c) [www.haryanapolice.gov.in](http://www.haryanapolice.gov.in)
- (d) [www.hppolice.nic.in](http://www.hppolice.nic.in)

SYLLABUS ON VIOLENCE AGAINST WOMEN/ CHILDREN AT UNDER-GRADUATE LEVEL

UNIT III OF COMPULSORY PAPER ON ENVIRONMENT & ROAD SAFETY EDUCATION

AS PART OF SEMESTER - II  
Unit III

VIOLENCE AGAINST WOMEN & CHILDREN

1. Concept and Types of Violence Meaning and Definition of violence; Types of Violence against women domestic violence, sexual violence (including rape), sexual harassment, emotional/psychological violence; Types of Violence against children physical violence, sexual violence, verbal and emotional abuse, neglect & abandonment.

2. Protective Provisions of IPC on Domestic Violence & Sexual Violence against Women

Dowry Death Section 304B;

Rape Sections 375, 376(1), 376A, 376B, 376C, 376D and 376E;

Cruelty Section 498A;

Insult to Modesty The Indian Penal Code does not define the word insulting; there are three sections which deal with crime of insulting. These are Sections, 294, 354 and 509 of Indian Penal Code. Section 509 of the Indian penal code defines (Word, gesture or act to insult the modesty of a woman), Section 294 (Obscene acts and songs) and Section 354 (Assault or criminal force to woman with intent to outrage her modesty);

Hurt & Grievous Hurt Provisions Sections 319 to 326;

Acid Attacks Sections 326A and 326B;

Female Infanticide Section 312, Section 313 of Indian Penal Code (Causing miscarriage without woman's consent) and section 314;

Sexual Harassment For providing protection to working women against sexual harassment, a new section 354 A is added; 354 B (Assault or use of criminal force to women with intent to disrobe); 354 C Voyeurism; 354 D (Stalking). All these provisions are added in IPC to protect women against acts of violence through Criminal Law (Amendment) 2013; Human

Trafficking and Forced Prostitution Sections 30 and 370A

3. Protective Laws for Women

3.1 Provisions of Protection of Women Against Domestic Violence Act 2005 Definition, Powers of the Magistrate and Protection Officers, Protection order, Residence order, Monetary relief, Custody order and Compensatory order.

3.2 The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 Definition, Internal Complaint Committee, Local Complaint Committee, Procedure adopted by Committee for punishing accused.

4. Protective Provisions of IPC regarding Sexual Violence against Children

Section 293 (sale etc. of obscene objects to young persons); 294 (obscene acts & songs); 305 (abetment of suicide of child); 315 to 317 (act causing death after birth of a child etc.); 361

(kidnapping from lawful guardianship); 362 (abduction); 363 (punishment for kidnapping); 363A (kidnapping or maiming a minor for purposing of begging); 364A (kidnapping for ransom etc.); 366 (kidnapping etc. to compel woman for marriage etc.); 366A (procurement of minor girl for illicit forced intercourse); 366B (importation of girl from foreign country); 367 (kidnapping/abduction in order to subject person to grievous hurt, slavery etc.); 369 (kidnapping

## Unit IV (Drug Abuse)

### Drug Abuse: Problem, Prevention and Management

Note : This is a compulsory qualifying paper, which the students have to study and qualify during three year of degree course.

#### Main Objective

This module introduces to the students the problem of drug abuse and its adverse consequences for the society. The students would get a ~~clear~~ understanding of why drug abuse is such a serious problem to our society. The course also appries them of how to prevent and manage this menace.

#### Learning objectives of the course

1. Understand the meaning of the term drug.
2. Understand the difference between ~~use~~ misuse and abuse of drugs.
3. Differentiate between commonly abused legal and illegal drugs.
4. Become aware of common signs and symptoms of drug abuse.
5. Understand the causes and consequences of drug abuse
6. Identify and access safety measures for ~~support~~ support to ~~stay~~ stay away/give up drug abuse

Depressants :Alcohol. Barbiturates: phenobarbitone (Nembutal®), secobarbital (Seconal®), Benzodiazepenes: diazepam (valium ®), alprazolam (Xanax®), flunitrazepam (Rohypnol®)

Narcotics: Morphine, heroin (Chitta/ Brown Sugar), pethidine, oxycodone.

Hallucinogens: cannabis [Bhang, marijuana (Ganja), hashish (Charas), hash oil]. MDMA (3, 4 methylenedioxy methamphetamine/ Ecstasy/ Molly . LSD (lysergic acid diethylamide).

Miscellaneous: cough/cold medicines: diphendryamine (Benadryl®), chlorpheniramine maleate+ codeine+alcohol (Corex®). Iodex®, Vicks®, Amrutanjan® and correction fluid (Whitener).

#### UNIT II: Causes and consequences of drug abuse

- a) Theories of drug abuse:Physiological theory. Psychological theory. Sociological theory.
- b) Consequences of drug abuse:For individuals, families, society and economy.

#### Unit III: Extent and nature of the problem

Magnitude of the menace of drug abuse. Vulnerable age groups. Characteristic and features of proneness. Signs and symptoms of drug abuse.

Physical indicators. Academic indicators. Behavioural and psychological indicators.

#### UNIT IV: Prevention and management of drug abuse

Legislations, Public Policies and Programs for the prevention and cure of drug abuse. Prevention of drug abuse. Management of drug abuse. Medical management. Working of drug-abuse Detoxification Centres. Role of Family, School and media.

#### Suggested readings:

1. Clayton, J.M and Scott, M.A (2014). Drugs and Drugs Policy: the control of consciousness alteration. New Delhi: Sage Publications India Pvt. Ltd.
2. Kapoor, T. (1985). Drug epidemic among Indian Youth, New Delhi: Mittal Pub
3. Modi, I and Modi S.(1997). Drugs:

9. Government of India (2015).Scheme of assistance for prevention and alcoholism and substance (Drugs) abuse and for social defence services Guidelines. Ministry of social Justice and Empowerment. New Delhi.
- 10.NCERT(2010). Training Resource Material (Adolescence Education Programme)



## SEMESTER-III

### BCM 301: ISSUES IN INDIAN COMMERCE

Objective: To enable the students to acquire basic knowledge of different issues faced in progress and prospects of commerce in India.

#### UNIT-I

Foreign Direct Investment Concept, Historical Perspective, Incentives for Attracting Foreign Capital, Implication for Indian industry, Role of Foreign Investment Promotion Board (FIPB) Automatic Route and Sectoral Limit, Difference between FDI and Foreign Portfolio Investment (FPI).

Make in India

## BCM 302: COST ACCOUNTING

Objective: The objective of this paper is to help the students to acquire conceptual knowledge of cost accounting and elements of cost.

### UNIT I

Introduction: Nature, Scope and Advantages of Cost Accounting,

## BCM 303: COMPANY LAW

Objective: The objective of this paper is to help the students understand various provisions of Companies Act 2013.

UNIT -

Reference books:

1. Kannal, S., & V.S. Sowrirajan, Company Law Procedure, Taxmans Allied Services (P)Ltd., New Delhi (Latest Edn).
2. Ramaiya, A., A Ramaiya's Guide to Companies Act Lexis Nexis Butterworths Wadhwa, Nagpur.
3. Singh, Harpal, Indian Company Law Galgotia Publishing, Delhi.
4. Singh, Avtar, Company Law , Eastern Book Company, Lucknow

## BCM 304: BUSINESS MATHEMATICS AND STATISTICS

Objective: The objective of this paper is to help the students understanding mathematical and statistical tools in business decisions.

### UNIT I

Matrices and Determinants: Definition of Matrix. Types of Matrices, Algebra of Matrices, Properties of Determinants, Calculation of Values of Determinants upto Third Order, Ad-Joint of a Matrix, Elementary Row or Column Operations, Inverse of a Matrix. Solution of a System of Linear Equations having Unique Solution and Involving not More Than Three Variables

Differentiation Idea of Simple Derivative of different Functions (excluding trigonometric function).

Maxima and Minima of Functions of One Variable only

### UNIT II

Introduction: Statistics as a Subject, Statistical Data: Meaning and Types, Collection and Rounding of Data, Classification and Presentation of Data

Analysis of Univariate Data: Construction of Frequency Distribution, Concept of Central Tendency and Dispersion and Their Measures, Measures of Skewness

## BCM 305: BANKING AND INSURANCE

Objective: To acquaint the students with Indian Banking and Insurance industry

### UNIT I

Indian Banking System: Introduction, Concept, Types of Banks and Structure of Banking System, Functions of Commercial Bank, The Reserve Bank of India: Management and Structure, Functions of RBI, Monetary Policies and Techniques of Credit Control

Reforms in Indian Banking: Overview, Recommendations of Narasimham Committee, Verma Panel Report, Basel II Norms, Capital Adequacy Ratio (CAR), Revised NPA Norms, Grievance Mechanism and Banking Ombudsman, Impact of Reforms.

Emerging Trends in Banking: Concept of Banking, Mobile Banking, Electronic Fund Transfer (RTGS & NEFT) and Core Banking. RBI Guidelines on Internet Banking, Challenges faced by Indian Banking, Cheque Truncation System

### UNIT II

Insurance: Concept, Nature of Insurance, Function

## BCM-306: GOODS AND SERVICE TAX

Objective: Understanding of Basics of GST

Unit I

## SEMESTER-IV



## BCM 402: ADVANCED ACCOUNTING

Objective: To provide knowledge to students about advanced accounting problems with the relevant Indian Accounting Standards.

### UNIT -I

Valuation of Shares and Goodwill.

Insurance Claims.

Accounting for Hire Purchase and Instalment System

Investment Accounts.

### UNIT -II

Accounting for Amalgamation, Absorption(Excluding Inter Holding) & External and Internal Reconstructions.

Accounts of Holding Companies Preparation of CBS, Mutual Owing Reevaluation of Assets

Bonus Issue (Excluding Cross Holdings).

Liquidation of Companies.

Practical work:

1. Designing Schemes of Internal Reconstruction

2. Case Studies on Mergers and

## BCM403: AUDITING AND SECRETARIAL PRACTICE

Objective: The objective of the paper is to help the students understanding concepts and issues in Auditing and Secretarial Practice

### UNIT-I

Auditing: Introduction, Meaning, Objectives, Basic Principles, Classification, Advantages and Limitations of Audit. Investigation, Difference between Audit and Investigation: Audit Program, Audit Evidence, Internal Control, Internal Check and Internal Audit.

Vouching Definition Features Examining Vouchers- Vouching of Cashbook Vouching of Trading Transactions

Verification and Valuation of Assets & Liabilities

## BCM 404: COST MANAGEMENT

Objective: The objective of this paper is to acquaint the students with the various methods of cost determination and tools and techniques of cost control.

### UNIT I

Cost Management Need Significance and Different Areas of Cost Management and Application

Methods of Cost Determination Job Costing, Batch Costing, Contract Costing, Uniform Costing and Inter Firm Costing Process Costing (including joint and by-products).

Contemporary Concepts Activity Based Costing, Target Costing, Life Cycle Costing, Value Chain Analysis.

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## BCM 405: MARKETING MANAGEMENT

Objective: The paper aims at making students understand the basic concepts, philosophies, process and techniques of marketing

### UNIT I



SEMESTER

## BCM 502: MANAGEMENT ACCOUNTING

Objective





## BCM 504: PRODUCTION AND OPERATION MANAGEMENT

Objectives: The objective of this course is to enable the students to understand the concepts of production and operations management of an industrial undertaking.

### Unit-I

Introduction of Production and Operation Management: Meaning, Objectives and Scope. Strategic Planning and Demand Forecasting. Production Process and Analysis. Capacity Planning and Management. New Product/ Service Design and Development. Facility Location. Facility Layout. Production Planning and Control Techniques Sequencing (Processing in Job through Two Machines) and Network Analysis PERT/CPM (including Crashing).

### Unit-II

Work Measurement and Work Study: Methods, Analysis and various Charts, Time Study and Principles of Motion Economy. Purchase Management. Inventory Management Fundamentals : Economic Order Quantity, Quantity Discount, Reorder Level, Lead Time, Safety Stock, JIT.

## BCM 505: ENTREPRENEURSHIP AND SMALL BUSINESS

Objectives:- The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self employment as alternate career options.

### UNIT - I

Entrepreneurship Concept and Theories; Entrepreneur

## BCM 506: FINANCIAL MARKETS AND SERVICES

Objective: To familiarize the students with the traditional and modern financial and services.

### UNIT I

Financial Markets: Meaning, Functions and Types.

Money Market: Meaning, Characteristics, Structure, Participants, Growth of Indian Money

## BCM 601: DIRECT TAX LAWS

Objective: The objective of the course is to impart basic knowledge of the provisions of Income tax laws in India.

### UNIT I

Deemed Incomes and Clubbing of Incomes (Aggregation of Incomes), Set Off and Carry Forward of Losses, Deductions to be made in Computing the Total Income, Rebate & Relief.

Assessment of Individual.

### UNIT II

## BCM 602: FINANCIAL MANAGEMENT

Objective: The objective of the paper is to familiarize the students with Principles and Practices of Financial Management.

### UNIT - I

Financial Management: Meaning, Scope and Objectives of Financial Management, Time Value of Money- Compounding Techniques and Discounting Techniques. Capital Budgeting, Evaluation of Projects (excluding Risk and Uncertainty, Implications of Normal, Initial and Terminal Depreciation and Balancing Charge). Cost of Capital: Determination of Cost of Capital, Components of Cost of Capital.

### UNIT - II

Sources of Corporate Finance, SEBI Guidelines for Raising Corporate Finance. Capital Structure, Meaning, Types of Leverage, Determinants of Capital Structure. Theories of Capital Structure. Working Capital Management and Its Estimation (Excluding Cash, Receivable and Inventory Management). Dividend Policy- Relevance and Irrelevance Theories.

Reference books:

1. J C Van Horne, Financial Management and Policy, 12th Edition, New Delhi, Prentice Hall of India
2. J C Van Horne, J W Wachowicz, Jr, Fundamentals of Financial Management, 13th Edition, Prentice Hall of India
3. Prasanna Chandra, Financial Management, Tata McGraw Hill.
4. Khan and Jain, Financial Management Text and Problems, 2nd Edition, Tata McGraw Hill
5. R A Brealey and S C Myers, Principles of Corporate Finance, Tata McGraw Hill, 7th Edition
6. I M Pandey, Financial Management, Vikas Publishing House, 9th Edition

## BCM 603: ISSUES IN FINANCIAL REPORTING

**Objectives** The main objective of this subject is to provide knowledge to the students about developments in financial reporting, and understanding of reporting issues at the national and international level.

### Unit I

Financial reporting: Nature and Objectives, Benefits, Users of Financial Reports. General Purpose and Specific Purpose Report. Qualitative Characteristics of Accounting Information.

Conceptual Framework of Financial Reporting: ~~IFRS~~ and IASB

International Financial Reporting Standards (IFRS): Role of IASB, Arguments for Global Conversion. Achievements of IASB and Obstacles in Conversion. Required Disclosures as per IFRS.

### Unit II

Issues in Corporate Financial Reporting Accounting for Changing Price Level, Social Reporting, Human Resource Accounting

Indian Accounting Standard with reference to Segment Reporting, Interim Reporting, Leases and Intangible Assets.

Difference between IFRS and Indian Accounting Standards. US GAAP.

Recent Trends in Financial Reporting in the Indian context

Suggested Readings

1. E.S. Hendriksen, Accounting Theory, Richard D. Irwin.
2. M.W.E. Glautier and B. Underdown, Accounting Theory and Practice.
3. Ahmed Riahi Belkaoui, Accounting Theory, Thomson ~~Accounting~~.
4. Henry F Wolk, Jere R. Francis and Michael T. Kearney, Accounting Theory: A Conceptual and Institutional Approach, South Western Publishing Co.
5. Robert Bloom and Pieter T. Elagers, Accounting Theory and Policy, Harcourt Brace Joranovich.
6. L.S. Porwal, Accounting Theory, McGraw Hill Education (India) Ltd.
7. Jawahar Lal, Accounting Theory and Practice, Himalaya Publishing House, New Delhi.

## BCM604: SOCIAL AND BUSINESS ETHICS

Objectives: The course aims to educate that how the adoption of Business Ethics by organizations not only discourages corporate wrongdoing, but also contributes substantially in the achievement of corporate excellence.

### Unit-I

Business Ethics, Definition, Nature, Purpose, Ethical Issues in Management, Causes of Unethical Behaviour, Ethical Abuse, Values, Morals and Business Ethics, Levels of Business Ethics, Myths of Business Ethics, Relationship between Value, Morals and Ethics., Conflict of Interest.

## BCM 605: OPERATIONAL RESEARCH

Objective:



## BCM 606: SECTORAL ASPECTS OF INDIAN ECONOMY

Objectives: This course will provide insight into the various sectoral aspects of Indian economy

### Unit I

- i) Agriculture: Features, Agricultural Productivity and Income, Rural Indebtedness, Agricultural Marketing, Agricultural Finance and Agricultural Policy, New Development in Agriculture Contract Farming, Organic Farming and Corporate Farming.
- ii) Industrial Development during the Planning Period, Industrial Policy of Govt. of India, National manufacturing policy, Small Scale and Cottage industries in India: Importance, problems and Govt. Policy, Large Scale Industries Iron & Steel, Cement and Petrochemicals.

### Unit II

- i) Services Sector in India: Growth and Contribution of Services in India in Pre and Post Reform Period, Role and Problems of Public and Private Sector in India
- ii) Problems of Indian Economy: Poverty, Unemployment, Inflation, Unequal distribution of Income and Wealth, Interstate disparities in the Pattern of Development.

### Suggested Readings:

1. Bhahmananda, P.R. And Panchmukhi, V.R.(eds.) 1987 Development Process of Indian Economy, Himalaya Publishing House, Bombay.
2. Jalan, Bimal 1992: the Indian Economy Problems and Prospects, Viking, New Delhi.
3. Nagraj, R.2006: Aspects of India

## B.COM. (HONS.) 3<sup>rd</sup> SEMESTER

### BCH 307: ACCOUNTING THEORY AND REPORTING PRACTICES

Objective: The objective of the paper is to provide broad understanding to the students about the basic concepts, theories and policies regarding accounting theory.

#### UNIT-I

The History and Development of Accounting, Nature and Uses of Accounting, Traditional Approaches to the Formulation of An Accounting Theory, Regulatory Approach to the Formulation of An Accounting Theory; The Events, Behavioural and Human Information Processing Approach.

#### Unit II

The Predictive and Positive Approaches to the Formulation of Accounting Theory, A Conceptual Framework for Financial Accounting and Reporting. The Structure of Accounting Theory, Alternatives Asset Valuation and Income Determination Models.

#### Reference Books:

1. Bernstein & Wild, Financial Accounting Theory Issues and Controversies, McGraw Hill.
2. Bhabatosh Banerjee, Regulation of Corporate Accounting and Reporting in India, World Press.
3. Chartered Institute of Management Accountants. CIMA Dictionary of Finance and Accounting.
4. Elliott, B. & Elliott, J., Financial Accounting and Reporting. Harlow
5. K.S. Most, Accounting Theory, Holt, Rinehart & Winston.
6. Lev Baruch, Financial Statement Analysis A New Approach, Prentice Hall.
7. S. Agarwal, Manual of Accounting Standards, Snow White.
8. T.P. Ghosh, Accounting Standards and Corporate Accounting Practices, Taxman.

## BCH 308: DEVELOPMENT ECONOMICS

Objective: The objective of the paper is to

BCH 309:

## BCH 310: BANK MANAGEMENT

Objectives: The paper aims at acquainting the students, the concepts of Bank Management and relevant aspects.

### UNIT I

Banking Structure in India Banks and Regulatory Environment Analysis of Balance Sheet and Profit and Loss Account Financial Performance Analysis with Ratios RBI and its role on Bank Performance Banks and Risk Management, Types of Risks in Bank Industries Risk and Return Profitability Liquidity Solvency Trace off Project Appraisal Capital Adequacy Norms MIM Interest and Non Interest Income Lending Pr

## B.COM. (HONOURS) 4<sup>th</sup> SEMESTER

### BCH407: CONTEMPORARY ISSUES IN ACCOUNTING

Objective: The paper aims at acquainting students with the contemporary issues in accounting.

#### UNIT I

Role of International Accounting Standard Committee in Harmonisation of Divergent Accounting Practices.

Accounting for Human Resources.

Accounting for Price Level Changes.

Accounting for Financial Instruments.

#### UNIT II

Segment Reporting, Interim Reporting.

Forensic Accounting Introduction Historical Background, Essentials Role of Forensic Accountant Forensic Accounting in India.

Corporate Accountability Reporting Basics of Sustainability Reporting Social Reporting and Performance Reporting.

Accounting for Brand Equity Introduction, Types of Brands, Objectives Models, Environment Accounting.

Reference Books:-

1. L S Porwal Tata McGrawHill Education, .
2. Hendriksen, Irwin Professional Publishing; 5 Sub edition, .
3. Accounting theory and practice / M.W.E. Glautier, BUnderdown Glautier, M. W. (Michel William Edgard).

## BCH 408: INDUSTRIAL ECONOMICS

Objective: The objective of this paper is to provide basic knowledge to the students about concepts, theories and policies regarding industrial structure and growth.

### Unit - I

Industrial Economics Meaning, Scope, Need and Significance

Pattern and Phases of Industrial Growth and Changes in Industrial Structure, Role of Industry in Economic Development,

Theories of Industrial Location Weber, Sargen Florence Factors Influencing Location of Industries Localization and Decentralization on Industries, Industrial Productivity and Efficiency, Measures Required for Improving Productivity and Efficiency

### Unit - II

Role of Industrialization in Economic Development Factors for and Against Industrial Development Problems of Industrialization in Developing Countries,

Industrial Finance in India- Scope, Importance and Sources, Industrial Growth in India during Plans, Impact of Economic Reforms on India's Industrial Growth,

India's Industrial Policies, Role and Performance of Public Sector Enterprises, Privatization Public Sector Undertakings in India,

Performance and Problems of Micro, Small, Medium Enterprises in India

#### Reference Books:

1. Ahluwalia I.J, Industrial Growth in India, Oxford University Press, New Delhi  
Barthwal R.R., Industrial Economics, Wiley Eastern Ltd., New Delhi
2. Cherunilam, F, Industrial Economics: Indian Perspectives, Himalaya Publishing

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## BCH 409 : CONSUMER BEHAVIOUR

Objective: The paper aims at enabling students to understand the process of consumer behaviour, the various external and internal factors that influence consumer behaviour and to apply the concepts to the development of marketing strategy.

### UNIT - I

Introduction to Consumer Behavior: Scope and Relevance of Consumer Behavior Studies; Buying Decision Process; Basic Model of Consumer Behavior; Problem Recognition; Methods of Problem Solving; Information Search, Alternative Evaluation and Selection, Outlet Selection and Purchase, Post Purchase Behavior and Customer Satisfaction, Role of Involvement. Individual Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes and Change; Consumer Values and Lifestyles. External Determinants of Consumer Behavior: Influence of Culture and Subculture; Social Class; Reference Groups and Family Influences; Diffusion of Innovations.

### UNIT - II

Consumer Decision Process: Problem Recognition; Search and Evaluation of Alternatives; Purchase Process; Post Purchase Behavior and Cognitive Dissonance. Models of Consumer Behavior; Researching Consumer Behavior; Online Customer Behavior. Diversity of Consumer Behavior; Role of Consumer Behavior in Marketing Strategy.

#### Reference Books:

1. Schiffman L.G. and Kanuk L.L., Consumer Behaviour, 9th Edition, Prentice Hall of India, New Delhi
2. Assel Henry, Consumer Behaviour, Biztantra, New Delhi.
3. Hawkins, D. I. & Roger, J. B. and Kenneth, A.C. . Consumer Behavior-Building
4. Satish Batra & S. H. H. Kazmi: Consumer Behavior Text & Cases (Excel)



## BCH 410: BANK LEGISLATION

Objective: The paper aims to acquire knowledge about legal & regulatory framework of the banking system and the various laws and amendments.

### UNIT I

Evolution of Banking Law in India- Provisions of Banking Regulation Act, 1949 Its Amendments. Reserve Bank of India Act, 1934 Role and Functions of RBI Credit Control Techniques Indian Evidence Act Negotiable Instruments Act 188 Payments and Settlements Systems Act 2007 and Amendments.

### UNIT -II

B.COM. HONOURS  
5<sup>th</sup> Semester

BCH 507: STRATEGIC FINANCIAL MANAGEMENT

OBJECTIVE: This Course aims at enabling the students to understand financial management concepts and to apply financial management theories and techniques for strategic decision making and informed analysis. It aims at enabling students to manage basic corporate finance transactions besides investing more profitably and operate more efficiently.

.UNIT -I

Introduction to Strategic Financial Management. Interface of Financial Policy and Strategic Management. Significant references for Strategic Financial Management. Strategic Business Unit. Financing Choices and Decisions: Differences in Financing of Venture, Mature Companies and Firms in High Growth Stage, Deal Structuring and Pricing, IPOs and their Underpricing. Asset-stripping. Investment Appraisal Techniques, Capital Rationing, Impact of Inflation on Capital Budgeting Decisions.

## BCH 508: Money and Banking

Objectives:

## BCH 509: COMPENSATION MANAGEMENT

Objective: To enable the students to design and administer a compensation system that rewards employees fairly while satisfying customer demands and permitting the organization to operate profitably.

### Unit I

Compensation Management Concept, Principles and Practices; Theories of Compensation; Compensation in a Knowledge Based World. Foundations of Compensation Performance Evaluation, Job Evaluation, Job Grading and Job Design; Executive Compensation. Compensation and Organizational Strategy Monetary and Non-Monetary Rewards; Fringe Benefits, Developing Strategic Compensation Alternatives; Challenges of Compensation Design and Compensation Policies in India.

### Unit II

Components of Compensation Basic Pay, DA., Incentives Plans, Profit Sharing Schemes, Provident fund, Gratuity and Pension. Payroll Accounting Tax planning, Tax Efficient Compensation Package. International Compensation Management Components and Approaches .Compensation Laws Payment of Wages Act, Payment of Gratuity Act, Employees State Insurance Act, and Workmen Compensation Act.

Suggested Readings:

1. Venkataratnam, C.S., and B. K. Srivastava Personnel Management and Human Resources Tata McGraw Hill.
2. Thomas, J. Bergman, V.G. Scarpillo and F.S. Hols Compensation Decision Making Dryden Press.
3. Dunn, J.D. and F. M. Ratcha Wage and Salary Administration: Total Compensation System McGraw Hill, New York.
4. Armstrong, M. and Hellen Murlis Reward Management A handbook of Remuneration Strategy.
5. Henderson, Richard I. Compensation Management in a Knowledge Based world Pearson Education.
6. Bhattacharya, Mousumi S. and Sengupta, Nilanjana Compensation Management Excel Books.

## BCH 510: Electronic Banking and Risk Management

Objective: To provide an understanding and an appreciation of Electronic Banking and of Risk Management in order to enable the optimum strategy for the handling of risk in banks.

### Unit-I

Electronic Banking Core Banking Electronic Products, On line Banking Facilities provided and Security Issues, Cheque Truncation, Microfiche, Phone and Mobile Banking Electronic Funds Transfer Systems Plain Messages (Telex or Data Communication) Structured Messages (SWIFT, etc...) RTGS, NEFT, Information Technology Current Trends Bank Net, RBI Net, Data Net, Nicnet, net, E mail, etc. Role and Uses of Technology Upgradation Global Developments in Banking Technology Impact of Technology on Banks Effect on Customers and Service Quality Computer Audit Information System Audit.

### Unit-II

Risk Management: Types of Risks in BANKS, Risk Management Framework in Banks: Enterprise wide Risk Management in Banks; Elements of Risk Management Framework; Systematic Risk Management in Banks; Different Measures of Measuring Risks; Risk Management Process and Techniques for Assessment and Management. Asset Liability Management in Banks, Role of RBI. Information System Security and Disaster Management.

Suggested Readings:

1. Marrison, Christopher Ian, The fundamentals of risk measurement New York: McGraw Hill.
2. Marshall, Christopher Lee, Measuring and Managing Operational Risks in Financial Institutions: Tools, Techniques, and Other Resources Oth-11.44471917.84(at)86 291.36 Tm [(McGr)3.

B.COM. (HONOURS)

6<sup>th</sup> Semester

BCH607: INVESTMENT MANAGEMENT

Objective and expected outcome of the course: This course provides a broad overview of investment management, focusing on the application of finance theory to the issue faced by portfolio managers and investors in general. It aims at enabling the students to get theoretical and practical background in the field of investments, financial markets, valuation of investment and different investment strategies. Students will know the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.

Unit - I

Introduction to Investment Management

Financia

Investing in Alternative Asset Classes Hedge Funds, Characteristics of a Hedge Fund, Hedge Fund Strategies, Risk Arbitrage Investing, Hedge Fund Performance, Private Equity and Venture Capital.

Suggested

## Suggested Readings

1. H.G. Mannur, International Economics, Vikas Publishing House Pvt Ltd.
2. Bo Sodersten, International Economics, Macmillan Publishers Ltd.
3. Bo Sodersten and Geoffrey Reed, International Economics, St. Martin s Press.
4. R.R. Paul, Money Banking and International Trade, Kalyani Publishers.
5. Dominic Salvatore, International Economics, John Wiley and Sons Inc.
6. Economic Survey, Ministry of Finance, Government of India, Latest edition.

## BCH 609: TRAINING & DEVELOPMENT

**Objectives** This Course aims at educating students regarding the concept of training and development in an organization.

### UNIT I

Introduction to Training Concept: Definition, Meaning, Need For Training, Importance Of Training, Objectives Of Training, Process Of Training: Steps In Training

Concept of Training Need; Identification of Training Need, Methods of Training and Techniques



## BCH 610: BANK MARKETING

**Objective:** The paper aims at acquainting the students application of marketing functions in banks, being directed at providing services to satisfy customers financial (and other related) needs and wants, more effectively and efficiently.

### UNIT I

Introduction of Marketing and Key Concepts Definition Marketing and Market, Four Elements in Marketing M-15e0 12 2cc.9Tf BT 11.9773 0 0 M-15e0 12 2nd ee ngse