

# L\_5\_General\_Ed\_Commerce\_Stream

---

## I BUSINESS ORGANIZATION AND MANAGEMENT

Semester – I

### Unit –I

Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India’s experience of globalization, and privatization, Multinational corporations and Indian transnational.

### Unit –II

Entrepreneurial opportunities in contemporary business environment: Networking marketing, Franchising, Business Process Outsourcing, E-commerce and M-Commerce. Process of setting up a business enterprise. Opportunity and idea generation – role of creativity and innovation. Feasibility study and preparation of business plan

### Unit –III

Forms: (a) Forms of business including LLP, small venture enterprise and one person company, Choice of suitable form of business ownership (b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics. (c) Functional aspects of business: Conceptual framework of functional areas of management: Finance; Marketing and Human Resources.

### Unit –IV

Development of Management Thought: Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Drucker, Porter, Senge, Prahalad, Hammer, and Tom Peters.

### Unit –V

Process of Managing (a) Planning: corporate Strategy – Environmental Analysis and Diagnosis, Formulation of Strategic Plan; Growth strategies – internal and external; Decision-making – concept, Process, Rationality and Techniques, Information Technology and Decision-Making, Decision Support System (b) organizing and Staffing: Contemporary Organizational Formats – Project, Matrix and Networking, (c) Management in Action: Motivation – concept and Theories: Maslow, Herzberg, Mc Gregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Managerial Grid, Situational Leadership. Transactional and Transformational Leadership: Communication – formal and Informal Networks, Barriers and Principles (d) control: Concept and Process, Effective Control System, Modern Control Techniques – Stakeholder Approaches (Balanced Score Card) Accounting Measures (Intergrated Ratio Analysis), and Economic and Financial Measures (Economic Value Added and Market Value Added) Behavioural Aspects of Management Control.

### Unit –VI

## **II FINANCIAL ACCOUNTING**

Paper –Semester – I (PART A)

### **1. THEORETICAL FRAMEWORK**

Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.

The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.

Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of Accounting Standard (AS): I (ICAI). International Financial Reporting Standards (IFRS): - Need and procedures.

### **2. ACCOUNTING PROCESS**

From recording of business transactions to preparation of trial balance, an overview only.

### **3. BUSINESS INCOME**

Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.

Revenue recognition: Salient features of Accounting Standard (AS): 9 (ICAI) Recognition of expenses.

The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets change of method. Salient features of Accounting Standard (AS): 6(ICAI)

Inventories: meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.

Salient features of Accounting Standard (AS): 2 (ICAI)

### **4. FINAL ACCOUNTS**

i) Capital and revenue expenditures and receipts: general introduction only.

ii) Preparation of financial statements:

a) of non-corporate business entities from a trial balance;

b) of not-for-profit organizations;

c) from incomplete records: statement of affairs method and conversion method.

### **5. ACCOUNTING FOR HIRE PURCHASE AND INSTALMENT SYSTEMS**

Concepts of operating and financial lease (theory only)

### **6. ACCOUNTING FOR INLAND BRANCHES**

Concept of dependent branches; accounting aspects; debtors system, stock and debtors system, branch final accounts system and whole sale basis system-

Independent branches: concept-accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.

(PART B)

### 7. ACCOUNTING FOR DISSOLUTION OF THE PARTNERSHIP FIRM

Insolvency of partners, sale to a limited company and piecemeal distribution.

OR

(PART C) Computerized Accounts (By using any popular accounting software) Creation of vouchers and recording transactions, preparing reports – cash book and bank book, ledger accounts, trial balance, Profit and Loss Account (Income Statement) and Balance Sheets.

---

## III MICRO ECONOMICS–I

Paper –Semester – I

Unit-I

1. The concept of demand and the elasticity of demand and supply: Demand curves: individual's demand curve, market demand curve, Movements along versus shifts in the demand curve, Elasticity of demand: price, income and cross. Concept of revenue: Marginal and Average: Revenue and elasticity of demand.

Unit-II

Consumer Behaviour: Notion of indifference and preference. Indifference curve analysis of consumer behaviour; Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects. Consumer surplus.

Indifference curves as an analytical tool (cash subsidy v/s. kind subsidy). Revealed Preference.

Unit-III

2. Production: Fixed and variable inputs, production function, total, average and marginal products, law of variable proportions. Linear homogeneous production function. Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, returns to scale.

Unit-IV

3. Cost of Production: Social and private costs of production, difference between economic and accounting costs, long run and short run costs of production.

Economies and diseconomies of scale and the shape of the long run average cost.

Learning curve

Unit-V

4. Perfect Competition: Assumptions, price and output decisions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply, difference between accounting and economic profits, producer surplus.

Stability analysis – Walrasian and Marshallian. Demand -supply analysis.

---

## **IV BUSINESS LAWS**

Paper-Semester – I

Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Course Contents:

(i) The Indian Contract Act, 1872

- a) Contract – meaning, characteristics and kinds
- b) Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Void agreements
- d) Discharge of contract – modes of discharge including breach and its remedies.
- e) Contingent contracts
- f) Quasi - contracts
- g) Contract of Indemnity and Guarantee
- h) Contract of Bailment
- i) Contract of Agency

(ii) The Sale of Goods Act, 1930

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by non-owners
- d) Performance of contract of sale
- e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

(iii) The Limited Liability Partnership Act, 2008

- a) Salient Features of LLP
- b) Difference between LLP and Partnership, LLP and Company
- c) LLP Agreement,
- d) Nature of LLP
- e) Partners and Designated Partners
- f) Incorporation Document
- g) Incorporation by Registration
- h) Registered Office of LLP and Change Therein
- i) Change of Name
- j) Partners and their Relations
- k) Extent and Limitation of Liability of LLP and Partners
- l) Whistle Blowing
- m) Contributions
- n) Financial Disclosures
- o) Annual Return
- p) Taxation of LLP
- q) Conversion to LLP
- r) Winding Up and Dissolution.

(iv) The Information Technology Act, 2000

- a) Definitions
- b) Digital signature

- c) Electronic governance
  - d) Attribution, acknowledgement and dispatch of electronic records
  - e) Regulation of certifying authorities
  - f) Digital signatures certificates
  - g) Duties of subscribers
  - h) Penalties and adjudication
  - i) Appellate Tribunal
  - j) Offences
- 

## **V BUSINESS STATISTICS**

Paper – Semester – II

### Unit 1

Statistical Data and Descriptive Statistics

#### 1.1 Measures of Central Tendency

Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications.

Positional Averages Mode

Median (and other partition values including quartiles, deciles, and percentiles).

#### 1.2 Measures of Variation: absolute and relative.

1.3 Range, quartile deviation, mean deviation, standard deviation, and their co-efficients, Properties of standard deviation/variance.

1.4 Moments: calculation (including Sheppard's corrections) and significance. Skewness, Kurtosis and Moments.

### Unit 2

Probability, Probability Distributions and Decision Theory

#### 2.1 Theory of Probability. Approaches to the calculation of probability

2.2 Calculation of event probabilities. Addition and multiplication laws of probability.

2.3 Conditional probability and Bayes' Theorem. Expectation and variance of a random variable.

2.4 Probability distributions: Binomial, Poisson and Normal.

2.5 The decision environment. Pay-off and regret matrices. Criteria of decision-making: Laplace, Maximin/Minimax, Maximax/Minimin, Savage; and Expectation. (Excluding Bayesian analysis) EVPI and its calculation.

2.6 Decision Trees.

### Unit 3

Simple Correlation and Regression Analysis

3.1 Correlation Analysis. Meaning of Correlation simple, multiple and partial; linear and non-linear, Causation and correlation, Scatter diagram, Pearson's co-efficient of correlation; calculation and properties (proofs not required). Probable and standard errors, Rank Correlation.

3.2 Regression Analysis. Principle of least squares and regression lines. Regression equations and estimation. Standard Error of Estimates.

#### Unit 4

Index Numbers Meaning and uses of index numbers. Construction of index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives – simple and weighted.

Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers.

Construction of consumer price indices. Important share price indices including BSE SENSEX and NSE NIFTY.

#### Unit 5

##### Time Series Analysis

5.1 Components of time series. Additive and multiplicative models.

5.2 Trend analysis. Fitting of trend line using principle of least squares – linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa. Moving averages.

5.3 Seasonal variations- calculation and uses. Simple averages, ratio-to-trend, ratio-to-moving averages and link-relatives methods.

---

## **VI FUNDAMENTALS OF COMPUTERS AND INFORMATION SYSTEM**

Paper –Semester – II

### Part - A

#### Unit 1. Basic Concepts:

- What is a computer?
- Characteristics of a Computer.
- Advantages of Computers.
- Limitation of Computers.
- Types of Computers.
- Applications of computers.
- Data Representation.

#### Unit 2. Essential components of Computers.

- Hardware, Firmware, Live-ware Software:
- Relationship between hardware and software
- System Software: Operating system, Translators, interpreter, compiler, assemblers, linkers.
- Overview of operating system, function of operating system.
- application software: General Purpose Packaged Software and tailor made software.

#### Unit 3. Information Systems

- Meaning
- Need of an efficient information System.
- Type of Information system
- Information requirement for Planning, Coordination, and control for various level in Business, Industry

- Basic of data arrangement and Access

#### Unit 4. Database System.

- Traditional file Environment
- Identification of Relevant data.
- Evolution of Database Technology.
- Databases: The Modern Approach.

#### Unit 5. Net works: LAN, WAN, Wireless Network

- Introduction to networking
- Importance of networking
- Communication devices such as Modem
- Features of Networking

#### Unit 6. Introduction to Internet

- Meaning of Internet.
- Growth of internet.
- Owner of Internet.
- Anatomy of Internet
- Basic Internet Terminology
- Net Etiquette
- World Wide Web
- Internet Protocols.
- Usage of Internet to society.
- Search Engines.

#### (Part – B )Computer based information System

- Accounting Information System (AIS): Meaning, characteristics, diagrams to depict AIS and its major subsystems.
- Management Information System: Meaning, concepts, input and output of MIS with illustration.
- Decision Support system: Introduction, Decision making, DSS concept, objective.
- Knowledge-Based Information System: Introduction, Expert system, User interface, knowledge base, advantages and disadvantages, illustrating an expert system.
- Concept of virtual office: Introduction, office automation (OA), virtual office, OA application; visualizing paperless office by Illustration
- Executive Information system: Introduction, peculiar information requirements of executives.
- Marketing Information: Introduction, evolution and need of marketing information system
- Manufacturing Information System: Introduction, need and characteristics.
- Introduction to Financial Information System.
- Introduction to Human Resource Information System.

Concept, Applications, Advantages and limitations with regards:

Word Process or Spread Sheet Database

#### Part C. Introduction to Essential tools.

#### Unit 1. Word Processing. (5 Practical per week)

- Introduction to word Processing.
- Word processing concepts.
- Use of Templates
- Working with word document::
- Opening an existing document/creating a new document.
- Saving,
- Selecting text,
- Editing text,
- Finding and replacing text,
- Closing,
- formatting,
- Checking and correcting spellings
- Bullets and numbering
- Tabs
- Paragraph Formatting
- Indent
- Page Formatting
- Header and footer
- Mail Merge
- Tables
- Formatting the table
- Inserting filling and formatting a table

#### Unit 2. Spreadsheet and its Business Applications.

- Spreadsheet concepts
- Creating a work book, saving a work book editing a work book, inserting, deleting work sheets, entering data in a cell formula Copying Moving data from selected cells, handling operators in formulae.
- Rearranging Worksheet project involving multiple spreadsheets organizing. Charts and graphs
- Printing worksheet.

#### Unit 3. Generally used Spread sheet functions

- Mathematical
- Statistical
- Financial
- Logical

#### Unit 4. Creating spreadsheet in the following areas:

- Loan & Lease statement
- Ratio Analysis.
- Graphical representation of data
- Payroll statements
- Frequency distribution and its statistical parameters

#### Unit 5. Database Software.

- Creating Data Tables



- Editing a Database
- Performing queries.
- Generating Reports

Notes: Part-A of this paper is compulsory. A College will have an option either to opt for part B or Part C. However for a group of students college may have the combination of Part A & B and for another Group A & C, depending upon the availability of infrastructure.

Before starting part C an approval from the department/university is required.

The General Purpose Software referred in this course will be notified by the department every three years. If the specific features, referred in the detailed course above, is not available in that software, to that extent it will be deemed to have been modified.

## VII MICRO ECONOMICS– II

Paper –Semester- II

Unit-I

1. Monopoly Market Structure: Kinds of monopoly, Monopolist's decision and equilibrium, Shifts in demand curve and the absence of the supply curve.

Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. Comparison of pure competition and monopoly. The social costs of monopoly power. Price discrimination, Peak-load pricing.

Unit-II

2. Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency Oligopoly and Interdependence - Cournot's duopoly model, Stackelberg model, Kinked demand model. Prisoner's dilemma, collusive oligopoly - price-leadership model - dominant firm, cartels, sales maximization. Contestable markets theory.

Pricing Public Utilities.

Unit-III

3. Market for Factor Inputs: Determination of factor rewards in perfect input markets in the short & long runs under conditions of perfect and imperfect commodity markets. Determination of factor rewards under conditions of monopsony, monopolistic and monopsonistic exploitation. Role of trade unions. Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.

Unit-IV

4. Inter-temporal Analysis and Choice under Uncertainty: Intertemporal choice –Stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk, preferences towards risk, reducing risk.

Unit-V

5. General Equilibrium and Market Failure: General equilibrium & efficiency (in Pareto optimal terms). Market failure and the sources of market failure. . Market power and inefficiency, asymmetric information - quality uncertainty, market signalling, moral hazard, principal-agent

problem, Public goods and externalities.

---

## **VIII CORPORATE LAWS**

Paper – Semester – II

Course Contents:

1. Introduction: Characteristics of a company, concept of lifting of corporate veil.
  2. Types of companies, association not for profit, illegal association.
  3. Formation of company – Promoters, their legal position, pre-incorporation contract and provisional contracts.
  4. Documents – Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building
  5. Share Capital – issue, allotment and forfeiture of share, demat of share, transmission of shares, buyback, share certificate and share warrant
  6. Members and shareholder – their rights and duties.
  7. Shareholders meetings, kinds, convening and conduct of meetings
  8. Management – Directors, classification of directors, dis-qualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, other managerial personnel and remuneration.
  9. Dividend Provisions and issue of bonus shares.
  10. Investigations.
  11. Winding up – concept and modes of winding up
  12. Emerging issues in company law: One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLP), Insider Trading, Rating Agencies, Producer Company – concept and formation.
  13. Depositories Act 1996: Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.
-