

## **B.Com. I Semester (CBCS)**

<b>S. No.</b>	<b>Name of Paper</b>	<b>Code</b>
1.	Corporate Accounting	CMB-151
2.	Management Concept	CMB-152
3.	Fundamentals of Business Mathematics	CMB-153
4.	Business Economics	CMB-154

### **Open Elective:**

5.	Principles of Marketing	CMB-155
5.	Industrial Relations	CMB-156

**Revised – 01.08.2019**

**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
***CORPORATE ACCOUNTING (CMB-151)***

**B.Com (Hons.) 1<sup>st</sup> Semester(CBCS)**

**Credit - 04**  
**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objective:** This course is to provide knowledge of Corporate Accounting and its application in business.

**COURSE INPUTS**

**UNIT-I ACCOUNTING FOR SHARE CAPITAL & DEBENTURES:** Issue, Forfeiture and Reissue of Forfeited Shares- Concept & Process of Book Building, Issue of Rights and Bonus Shares, Buy Back of Shares, Redemption of Preference Shares, Issue and Redemption of Debentures.

**UNIT-I VALUATION OF SHARES:** Need for valuation of shares, Factors effecting valuation of Shares, Method of Valuation – Net Assets Basis, Earning Capacity Method, Fair Value Method etc.

**Financial Accounting Standards:** Concept, Benefits, Procedure for issuing Accounting Standards in India. International Financial Reporting Standards (IFRS)- Need and procedures, Convergence to IFRS.

**UNIT-III PROFIT PRIOR TO INCORPORATION:** Introduction, Methods of Computing Profit or Loss to Incorporation, Basis of Apportionment, Pre-incorporation Profits or Losses, Debtors and Creditors Suspense Accounts.

**FINAL ACCOUNTS OF COMPANIES:** Legal position regarding Final Accounts of Companies, Preparation of Balance Sheet and Statement of Profit and Loss Account in accordance of schedule VI of the Companies Act, 2013.

**UNIT-IV AMALGAMATION OF COMPANIES:** Meaning & Types of Amalgamation, Purchase Consideration, Methods Of Accounting for Amalgamations as per Accounting Standard 14 (ICAI) excluding Inter-Company Holdings, Journal Entries to close the books of the vendor companies, Journal Entries in the books of the purchasing companies.

**INTERNAL RECONSTRUCTION:** Concepts and Accounting treatment excluding scheme of Reconstruction.

**Suggested Readings**

1. Monga, J.R. Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi.
2. Shukla, M.C., T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
3. Maheshwari, S.N. and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.
4. Sehgal, Ashok and Deepak Sehgal. Corporate Accounting. Taxman Publication, New Delhi.
5. Naseem Ahmed, "Corporate Accounting", ANE Books Pvt. Ltd. New Delhi.
6. Gupta, Nirmal. Corporate Accounting. SahityaBhawan, Agra.
7. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
8. Compendium of Statements & Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.
09. R.L. Gupta & Radhaswamy, Advanced Accountancy
10. Jain & Narang, Advanced Accounts
11. R.L. Gupta & Radhaswamy, Financial Statement Analysis
12. Arulanandam & Raman, Advanced Accountancy
13. Anthony, R.N. and Reece, J.S, Accounting Principles; Richard Irwin
14. Naseem Ahmad, Nawab Ali Khan and M.L. Gupta, Financial Accounting
15. S.M. Shukla and S.P. Gupta, Advanced Accounting

**DEPARTMENT OF COMMERCE**  
**ALIGARHMUSLIMUNIVERSITY, ALIGARH**  
**MANAGEMENT CONCEPT (CMB-152)**  
**B.Com (Hons.) 1<sup>st</sup> Semester(CBCS)**

**Credit – 04**  
**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objective** Imparting students a basic & state of the art understanding of Mgt. & Business Concepts & practices with a view to prepare them to face the emerging challenges of managing resources, business processes & managers successfully.

**COURSE INPUTS**

**UNIT - I MANAGEMENT THOUGHTS & DECISION MAKING:** Development of Management thoughts; Classical, Neo-classical, Systems, Contingency & contemporary approaches to Management, Managerial roles (Mintzberg). Decision making process, Techniques, Information Technology, Decision Support System. Strategy formulation, Strategic Management. MBO, MBE, MBT, Bounded rationality.

**UNIT - II MOTIVATION & LEADERSHIP:** Motivating & leading people at work, Motivation – Concept & Theories; Maslow, Herzberg, McGregor's Theory, McClelland's Theory, Financial & Non-Financial incentives. Leadership – Concept, Styles, & Theories (Tannenbaum, Schmidt and Trait theory of Leadership) Leadership continuum, Managerial Grid, Situational, Transactional & Transformational leadership, Likert's Systems Management.

**UNIT - III MANAGERIALCONTROL:** Concept & Process, Effective Control System, Traditional & Modern Techniques – Stakeholder Approaches (Balanced Score Card), Controlling Techniques, Budget Controlling Devices, Budget Formulation, Process Model.

**UNIT - IV BEHAVIOURAL ASPECTS OF MANAGERIAL CONTROL:** Concept, Nature & Process of Planned Change, Resistance to Change, Approaches to overcome resistance to change, Emerging horizons of Management in a changing environment.

**Books Recommended**

1. Basu. Business Organisation and Management. Tata McGraw Hill, New Delhi.
2. Prasad, Lallan and S.S. Gulshan. Management Principles and Practices. S. Chand & Co. Ltd., New Delhi.
3. N.K. Sahani, Management Concept and Organizational Behaviour, Kalyani Publisher, N. Delhi.
4. Chhabra, T.N. Principles and Practice of Management. DhanpatRai & Co., Delhi.
5. Singh, B.P. and T.N. Chhabra. Business Organisation and Management. DhanpatRai & Co., Delhi.
6. Jim, Barry, John Chandler, Heather Clark. Organisation and Management. Thomson Learning.
7. Allen L.A. Management and Organisation. McGraw Hill, New York.
8. Ansoff, H.J. Corporate Strategy. John Wiley, New York.
9. Burton Gene and Manab Thakur. Management Today Principles and Practice. Tata McGraw Hill, New Delhi.
10. Ivancevich M., Organizational Behaviour and Management, McGraw Hill.

**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
**FUNDAMENTALS OF BUSINESS MATHEMATICS (CMB-153)**  
**B.Com (Hons) I<sup>st</sup> Semester (CBCS)**

Credit - 04  
Max. Marks - 100  
Sessional - 30 Marks  
Examination - 70 Marks

**COURSE INPUTS**

- Unit – I      DIFFERENTIATION:** Elementary Functions; Concepts of Limit and Continuity; Differentiations; Chain rule; Differentiation of Implicit Functions; Higher derivatives; Maxima and Minima and its applications in Business Mathematics (Marginal Analysis, Profit Maximizations etc.).
- Unit – II      INTEGRATION:** Standard Forms; Methods of Integration – by substitution, by parts, by partial fractions; Definite Integration; Finding area in simple cases; Applications in Business Mathematics (Consumers and Producers surplus etc.).
- Unit – III      MATRICES AND DETERMINANTS I:** Algebra of Matrices; Properties of Determinant and calculation upto Third Order; Adjoint of a Matrix; Elementary Row and Column Operations.
- Unit – IV      MATRICES AND DETERMINANTS II:** Inverse of a Matrix; Solution of a system of Linear Equations (having unique solution and involving not more than three variables) using Inversion Method and Cremer's Rule.

**Suggested Readings**

1. Allen R.G.D.: Basic Mathematics; Macmillan, New Delhi.
2. Khan, M. Shadab: Business Mathematics, Anmol Publication, New Delhi.
3. Dowling, E.T.: Mathematics for Economics; Schaum Series, McGraw Hill London.
3. Loomba, Paul: Linear Programming; Tata McGraw Hill, New Delhi.
4. Soni, K.S.: Business Mathematics; Pitamber Publication House.
5. Holden: Mathematics for Business and Economics; Macmillan India, New Delhi.

DEPARTMENT OF COMMERCE  
ALIGARH MUSLIM UNIVERSITY, ALIGARH  
***BUSINESS ECONOMICS (CMB-154)***  
B.Com. (Hons) 1<sup>st</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

### Objective

This course is meant to acquaint the students with the principles of Micro-Economic Theory as are applicable in business.

### Course Inputs

- UNIT- I      MARKET STRUCTURE:** Objectives of a Business Firm; Monopoly: Determination of Equilibrium Price and Output under Monopoly, Multi-plant Monopoly, Price Discrimination, Monopolistic Competition; Determination of Equilibrium Price and Output, Selling Costs. Oligopoly; Kinked Demand Curve, Collusive Oligopoly.
- UNIT - II      FACTOR PRICING:** Marginal Productivity Theory of Distribution, Determination of Factor Pricing under Imperfect Competition.  
**Wages:** Marginal Productivity Theory of Wages, Modern Theory of Wages.  
**Rent:** Ricardian Theory of Rent, Modern Theory of Rent.  
**Interest:** Classical Theory of Rate of Interest, Liquidity Preference Theory of Rate of Interest.  
**Profit:** Concepts and Theories of Profit: Dynamic Theory of Profit, Risk Theory, Innovation Theory.
- UNIT-III      NATIONAL INCOME:** Concept and Components of National Income; Measurement of National Income, Problems in Measuring National Income, Determination of National Income, Inflationary and Deflationary Gaps.
- UNIT-IV      MULTIPLIER:** Concept and Limitations, Keynes' Income and Investment Multiplier, Leakages in Income stream and their effect on the multiplier.  
**ACCELERATOR:** Concept and Working.  
**TRADE CYCLES:** Meaning, Phases, Theories of Trade Cycles, Remedial Measures.

### Suggested Readings

1. Dewett K.K.: Modern Economic Theory; S. Chand & Co. New Delhi.
2. Singh S.K.: Business Economics; SahityaBhawan, Publication, Agra.
3. Dwivedi D.N.: Essentials of Business Economics, Vikas Publication House Pvt. Ltd., New Delhi.
4. Dwivedi D.N.: Micro-Economic Theory, Vikas Publication House Pvt. Ltd., New Delhi.
5. Ahuja H.L.: Business Economics; S.Chand& Co., New Delhi.
6. Browning Edger K. and Browning Jacquenlence M: Microeconomic Theory and Applications; Kalyani Publications, New Delhi.
7. Watson Donald S. and Getz Molcolm: Price Theory and Its Uses; Khosla Publishing House, New Delhi.
8. Koutsoyianni A.: Modern Microeconomics; Macmillan, New Delhi.
9. Richard G, Lipsey: An Introduction to Positive Economics; ELBS, Oxford.
10. Stigler G: The Theory of Price; Prentice Hall of India.
11. Nellis& Parker: The Essence of Business Economics; Prentice Hall, New Delhi.
12. Ferguson P.R., Rothschild R., and Ferguson G.J.: Business Economics; Macmillan, Hampshire.
13. John P, Gould, Jr. and Edward P. Lazear: Micro-economic Theory; All India Traveller, Delhi.

DEPARTMENT OF COMMERCE  
ALIGARH MUSLIM UNIVERSITY, ALIGARH  
***PRINCIPLES OF MARKETING (CMB-155)***  
B.Com. (Hons) 1<sup>st</sup> Semester (CBCS)  
Open Elective 1

Credit – 02  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**COURSE OBJECTIVE:** The venture of this course outline is to disseminate the students with the fundamental understanding of Marketing principles and concepts.

**COURSE CONTENTS**

- Unit I**      **AN OVERVIEW OF MARKETING:** Meaning, Functions and Role of Marketing, Evolution of Marketing Concept; Marketing Mix: Meaning and Elements.  
**MARKET SEGMENTATION, TARGETING, AND POSITIONING (STP STRATEGIES):** Basis of Segmentation and its benefits, Effective Segmentation Criteria, Concept of Target Market and Product Positioning.
- Unit II**      **PRODUCT PLANNING AND DEVELOPMENT:** Concept and New Product Development Product classification. Product Mix decisions, Packing & Labelling, Product Support Services. Branding decisions and theory of Product life Cycle.  
**PRICING DECISIONS & STRATEGIES:** Factors affecting Price Determination and Pricing Mix Decisions, Strategies related to Pricing, Pricing in a competitive market.
- Unit III**      **DISTRIBUTION DECISIONS:** Functions, Types and Importance of Distribution Channels, Physical Distribution/Logistic Decisions.  
**PROMOTION DECISIONS:** Promotion Tools and their Characteristics, Promotion Mix Decisions, Personal Selling and Advertising.
- Unit IV**      **DEVELOPMENT & ISSUES IN MARKETING:** Rural Marketing, Social Marketing, Online Marketing, Direct Marketing, Services Marketing, Green Marketing, Relationship Marketing, Marketing Ethics.

**Suggested Readings:**

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| C.B. Gupta    | : Marketing Management, S.Chand& Co.                         |
| C.N. Sontakki | : Marketing Management, Kalyani Publications, New Delhi.     |
| J.C. Sinha    | : Principles of Marketing & salesmanship, R.Chand& Co. Delhi |
| Kotler & Gary | : Principles of Marketing, prentice hall of India, New-Delhi |
| Philip Kotler | : Marketing Management, Prentice Hall, NJ.                   |
| R.L. Varshney | : Marketing Management, Sultan Chand & Sons, New-Delhi.      |

DEPARTMENT OF COMMERCE  
ALIGARH MUSLIM UNIVERSITY, ALIGARH  
**INDUSTRIAL RELATIONS (CMB-156)**  
B.Com. (Hons) 1<sup>st</sup>Semester (CBCS)

Credit – 02  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective**

The objective of this course is to cover all relevant new dimensions that have emerged in the field of Industrial relations in the current environment.

**Course Inputs**

- UNIT- I      INTRODUCTION:** Concept, Definitions and some basic facts about Indian Relations, Objectives and Scope of Industrial relations, Approaches to Industrial Relations.
- TRADE UNIONISM:** Meaning & Concept, Characteristics of trade union, Functions of Trade Union, Problems of trade unions in India, Workers empowerment – Concept, elements, importance and barriers; Discipline & grievances.
- UNIT- II      DISCIPLINE & GRIEVANCE REDRESSAL:** Discipline: Causes of indiscipline, Maintenance of discipline and misconduct, Highlights of domestic enquiries; Principle of Natural Justice; Labour Turnover; Absenteeism; Grievance: Meaning of Grievance, Grievance redressal machinery in India, Grievance Handling Procedure.
- UNIT- III      COLLECTIVE BARGAINING & WORKERS PARTICIPATION IN MANAGEMENT**  
Collective Bargaining: Meaning, Objectives and Importance of collective bargaining, Workers participation in Management – Concept objectives, Importance and forms.  
Workers' Participation in Management: Concept, Practices in India, Works Committee, Joint Management Councils, Participative Management and co-ownership, Productive Bargaining and Gain Sharing.
- UNIT- IV      SOCIAL SECURITY & EMPLOYEES' WELFARE:** Employees welfare – Meaning, Significance and Type, Social Security – Concept, Scope and Social Security in India.  
**INDUSTRIAL DISPUTES** – Definition, Classification and causes of Industrial Dispute, Settlement Methods – Negotiation, Conciliation, Mediation, Arbitration and Adjudication.

**References:**

1. AM Sarma – Industrial Relations – Conceptual & Legal Framework – Himalaya Publication House, New Delhi.
2. AL Ahuja – Industrial Relations – Kalyani Publishers, Ludhiana.
3. Reylonds L. – Labour Economics & Labour Relations – Prentice Hall Inc., New Jercey.
4. Yoder Dale – Personnel Management and Industrial Relations – Prentice Hall, New Delhi.
5. Myers Charles – Industrial Relations India, Asia Publishing House, Mumbai.

## **B.Com. III Semester (CBCS)**

<b>S. No.</b>	<b>Name of Paper</b>	<b>Code</b>
1.	Business Statistics	CMB-351
2.	Cost Accounting	CMB-352
3.	Compute Application & E-Business	CMB-353

### **Open Elective:**

4.	Public Finance	CMB-354
4.	Indirect Taxes	CMB-355



DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**BUSINESS STATISTICS (CMB-351)**  
B.Com. III<sup>rd</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** This course enables the students to gain understanding of statistical techniques as are applicable to business.

**UNIT - I      MEASURES OF CENTRAL TENDENCY& DISPERSION:** Concept of Central Tendency: Mean, Median and Mode.  
**Dispersion:** Range, Inter Quartile Range, Quartile Deviation, Mean Deviation and Standard Deviation, Coefficient of variation, Lorenz Curve.  
**Skewness:** Concept and its Measures.

**UNIT - II      ANALYSIS OF TIME SERIES AND FORECASTING:**  
**Time Series:** Meaning and importance, Causes of variation in time series data, Components of a time series: Determination of trend - Moving averages method and method of least squares (including linear, second degree, parabolic, and exponential trend). **Computation of Seasonal Indices:** Simple average method, ratio-to-trend method, ratio-to-moving average method.  
**Forecasting:** Concept and Methods of Forecasting.

**UNIT - III      CORRELATION AND REGRESSION ANALYSIS:**  
**Correlation:** Meaning of Correlation, Simple, Multiple and Partial; Linear & Non-linear, Correlation & Causation, Scatter diagram, Pearson's co-efficient of correlation, Calculation & Properties (proofs not required), Correlation, Standard and Probable error, Rank Correlation.  
**Regression:** Principle of Least Squares and Regression lines, Regression equations and estimations, Properties of Regression Coefficients, Relationship between Correlation and Regression Coefficients; Standard Error of Estimate.

**UNIT - IV      INDEX NUMBER:** Meaning, Types and Uses; Methods of constructing Price and Quantity indices (simple and aggregate); Tests of Adequacy; Chain-base index numbers; Base shifting, Splicing, and deflating; Problems in constructing index numbers.  
**THEORY OF PROBABILITY:** Concept; The three approaches to defining probability; Addition and multiplication laws of probability, Types of events, Conditional probability; Baye's Theorem; Mathematical Expectation, Concept of Combination and Permutation.

**Suggested Readings**

1. Ahmad, M.M., 'Probability and Probability Distributions', AMU Press, Aligarh.
2. Hooda, R.P. : Statistics for Business and Economics; Macmillan, New Delhi.
3. Ya-lun Chou: Statistical Analysis with Business and Economic Applications, Holt; Rinehart & Winster, New York.
4. Lewin and Rubin: Statistics for Management; Prentice-Hall of India, New Delhi.
5. Hoel & Jessen: Basic Statistics for Business and Economics; John Wiley and Sons, New York.
6. Saur S. Ajay & Gaur S.S., Statistical Method for Practice & Research Response Books, New Delhi.
7. Patri D.N., Statistical Methods, Kalyani Publication, New Delhi, 2011.
8. Elthans D.N., Fundamental of Statistics
9. Shukla S.M. and Sahai S.P., Business Statistics, Sahitya Bhawan Publication, 2012.
10. Douglas, Statistical Techniques in Business of Economics Lind, Tata McGraw Hill, New Delhi, 2010.

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**COST ACCOUNTING (CMB-352)**  
B.Com. III<sup>rd</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective**

This course exposes the students to the basic concepts and the tools used in Fundamentals of Cost Accounting.

**COURSE INPUTS**

- Unit - I**      **INTRODUCTION:** Meaning of Cost, Costing and Cost Accountancy; Methods and Techniques, Scope, Objectives, Advantages and Limitation of Cost Accounting; Cost Accounting vis-à-vis Financial Accounting; Installation of Costing System; Classification of Costing Methods and Techniques and their Merits & Demerits; Elements of Cost, Preparation of Cost Sheet.  
**RECONCILIATION OF COST & FINANCIAL ACCOUNT:** Need for Reconciliation, Reasons for Disagreement in Profit, Preparation of Reconciliation Statement.
- Unit - II**      **ELEMENTS OF COST: MATERIALS, LABOUR & EXPENSES**  
**Materials:** Importance and need for material control; Material purchase procedure; Stores functions: receiving, inspecting, storing, issue of materials; materials costing – pricing of receipts, pricing of issues; LIFO and FIFO methods, stores ledger, inventory control techniques: EOQ, Level setting.  
**Labour:** Labour cost, remuneration and incentive different methods of labour remuneration, incentive schemes – (Halsey & Rowan). Labour turnover – causes and effects, and its measurement, Meaning of idle time, overtime, work study, method study, method study, Time and Motion Study.  
**Expenses:** Direct and Indirect Expenses, Treatment of Interest on capital, depreciation, idle facilities and research and development expenses.
- Unit - III**      **METHODS OF COSTING I**  
**Job Costing:** Meaning, Features, Objectives, Recording of Costs (Preparation of Job Cost Sheet).  
**Batch Costing:** Meaning, Difference between Job Costing and Batch Costing, Preparation of Batch Cost Sheet and Calculation of Economic Batch Quantity.  
**Contract Costing:** Meaning, Comparison between Job and Contract costing, Recording of Costs of Contract, Recording of Value and Profits on Contracts- Certificate of Work Done, Profit on Uncompleted Contract, Valuation of Work in Progress.
- Unit - IV**      **METHODS OF COSTING II**  
**Process Costing:** Meaning, Features, Advantages and Disadvantages, Cost procedure: Preparation of Process Cost Account and other necessary Account; Wastage and its Treatment: Normal Loss, Abnormal Loss, Abnormal Gain, Scrap & Defectives.  
**Service Costing:** Meaning, Classification of Cost and Preparation of Operating Cost Sheet of Transport Companies.

**Suggested Books:**

1. Sharma, R. K. & Gupta, S. K., Management Accounting Kalyani Publishers, Ludhiana.
2. Khan, M. Y. & Jain, P. K., Cost Accounting - Tata McGraw Hill Co.
3. Arora M.N., Cost Accounting-Principles and Practices; Vikas, New Delhi.
4. Jain S.P.&Narang K.L., Cost Accounting; Kalyani, New Delhi.
5. Khan M.Y.and Jain P.K., Management Accounting; Tata McGraw Hill, New Delhi.
6. Pillai, R.S.N., Management Accounting, S. Chand & Co. Ltd., New Delhi.
7. Gupta, S.P., Management Accounting, Kalyani Publication, New Delhi.
8. Gupta, K.L., Management Accounting, SahityaBhawan Publications, Agra.
9. Banarjee, B., Cost Accounting, Prentice Hall of India Pvt. Ltd., New Delhi.

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**Computer Application and E-Business (CMB-353)**  
B.Com. III<sup>rd</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** The objectives of this course are to develop the understanding regarding the Information technology and E-Business along with enhancing the presentations and data analysis skills of the students for business activities.

- Unit - I:** Meaning and Features of IT, Application and Impact of IT on Business, Computer System, Types, Features and Limitations of Computers, Applications Areas of Computers in Business, Concept of Hardware and Software, Types of software, Introduction and Applications of Internet, Web Client and Web Server, Domain Name System, WWW, Wired and Wireless Media, Network, Types (LAN, MAN, WAN), Topologies and Protocols, WiFi and WiMax.
- Unit - II:** Data Hierarchy, Meaning and Structure of Database, Database Management System (DBMS), Database Model. Data & Information, Information System and Types, Need of Information System in Business. E-business; Meaning, Business Models, Traditional Versus E-business, Features and Limitations of E-Business.
- Unit - III:** E-payment systems: Models and methods of e-payments (Debit card, Credit Card, Smart card, e-money), Payment Gateways, Online Banking (Concept, Importance, Automated Clearing House, Automated Ledger Posting), Risk involved in e-Payments, Security Issues, Security Mechanism, Digital Signature (Procedure and Legal Position).
- Unit - IV:** Introduction to Word Processing, Applications in Business, Basic Commands, Document Formatting, Inserting and Formatting Tables/Objects, Equations, Hyperlink, Macro, Mail, Merging, Power Point Presentation, Tools and Utility in Business, Formatting Slides, Sound Effect and Animation. Introduction to Spread Sheets, Basic Commands, Spread Sheet Formatting, Wrapping Text, Merging Cells, Fill Handle, Summing of a Row or Column, Freezing Panes, Formulas, Charting, Sorting and Filtering, Goal Seek, Scenario Manager.

**Suggested Readings:**

1. Sinha, Pradeep K. and Preeti Sinha. Foundation of Computing. BPB Publication.
2. Rajaraman,V. Introduction to Information Technology. PHI.
3. Leon A. and Leon M. Fundamentals of Information Technology. Leon, Vikas (4) Software manuals.
4. Basandra, Suresh K. Management Information System. Wheeler Publication, New Delhi-Allahabad.
5. Kumar, Muneesh. Business Information System. Vikas Publishing House.
6. Fitzgerald& Dennis – Wiley. Business Data Communication and Networking.
7. Laudon, Kenneth C. and Jane P. Laudon (2003). Management Information Systems. PHI.
8. P. T. Joseph, E-commerce, A managerial perspective.
9. Dienes Sheila S. MS office, Professional for window 95, BPB Publication, Delhi.
10. TorbenLageFrandsen, Microsoft Office Word.
11. John Walkenbach, Excel 2007 Bible 1st Edition.
12. Conrad Carlberg, Excel for Accountants.

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**PUBLIC FINANCE (CMB-354)**  
B.Com. III<sup>rd</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** To prepare students to be informed consumers of public finance data, and thus, equip students to engage constructively in the formulation, implementation, and evaluation of public finance policies.

**COURSE CONTENTS:**

- Unit - I:** Meaning & Scope of Public Finance, Origin and Development of Public Finance, Public goods vs. Private goods, Principle of Maximum Social Advantage, Public Budget, Techniques of Budgeting (ZBB PBB), Deficit Financing.
- Unit - II:** Public Expenditure: Meaning & Nature, Wagner's views on increasing state activities Wiseman-peacock hypothesis, Canons and classification of public expenditure effects on production, distribution and economic stability.
- Unit - III:** Benefit approach, allocation of public goods, ability to pay approach, excess burden of taxes, Sources and classification of public revenues, incidences and shifting of taxes.  
Public Revenue: Main sources of revenue, Tax revenue, Direct and Indirect Taxes, Progressive, proportional & Regressive Taxes, Value added tax, the Division of tax burden, incidence of a tax, effects on production & distribution.
- Unit - IV:** Public Debts: Role and classification of Public debts and methods of their redemption, Fiscal Deficit, Fiscal Policy, relation between planning and central budgeting.  
Indian Public Finance: Financial Federalism under constitution, Financial Adjustments in India, Finance Commission, review of Indian Tax System. Budgetary Procedure and Financial Control in India.

**Suggested Readings:**

1. Richard A. and Peggy B. Musgrave, Public Finance in Theory and Practice, Fifth Edition (New York: McGraw Hill, 1989).
2. Richard W. Tresch, Public Sector Economics (New York: Palgrave Macmillan, 2008).
3. Harvey S. Rosen and Ted Gayer, Public Finance, Eighth Edition (New York: McGraw Hill/Irwin, 2007).
4. Jonathan Gruber, Public Finance and Public Policy, Second Edition (New York: Worth Publishers, 2007).
5. A.R. Pest, Public Finance in Developing Countries, Third Edition (New York: St. Martin's Press, 1985).
6. Sanjeev Gupta, Benedict Clements, and Gabriela Inchauste, eds., Helping Countries Develop: The Role of Fiscal Policy (Washington, D.C.: International Monetary Fund, 2004).
7. Ronald C. Fisher, State and Local Public Finance, Third Edition (South-Western College Pub, 2006)
8. Gruber, Jonathan, Public Finance and Public Policy, 3rd ed. Worth Publishers, 2009.

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**INDIRECT TAXES (CMB-355)**  
B.Com. III<sup>rd</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** This course aims at imparting basic knowledge about major Indirect Taxes.

**COURSE CONTENTS:**

- Unit - I** GST law as contained in CGST Act 2017 and IGST Act 2017: Constitutional Aspects, Procedure under GST – Registration, Tax Invoice, Credit & Debit Notes, Electronic way bill, Accounts and record, Returns, Payment of tax including reverse charge, Refund, job work.
- Unit - II** Levy and Collection of CGST and IGST, Place of Supply, Time and Value of supply, Input tax credit, Computation of GST Liability.
- Unit - III** Administration of GST – Assessment & Audit, Inspection, Search, Seizure and Arrest; Demand and Recovery; Offence and Penalties; Advance Ruling; Appeals and Revision.
- Unit - IV** Customs Act, 1962: Brief history of Custom Duty; Important Terms and Definitions under Customs Act; Types of Custom Duty; Documents required for Import and Export procedure: Export Promotion Scheme, Role of Custom Duty in International Trade; Customs Authority and their powers; Computation of Assessable Value and Customs Duty; Penalties, Offences and Prosecutions.

**Suggested Readings:**

1. Ahuja Girish & Gupta Ravi: Practical Approach to Income Tax, Wealth tax and Central Sales Tax; Bharat Law House Pvt. Ltd., New Delhi.
2. Sareen, V.K. & Sharma Ajay: Indirect Taxes; Kalyani Publishers, New Delhi.
3. Datey, V.S.: Indirect Taxes, Law & Practice, Taxman Publications, New Delhi, 2012.
4. Malhotra, H.C. & Agarwal, V.P.: Indirect Taxes, Sahitya Bhawan, Agra, 2014.
5. Ashraf, M. Ali, Indirect Taxes, V.K. Global Publishers Pvt. Ltd., New Delhi, 2011-2012

## **B.Com. V Semester (CBCS)**

<b>S. No.</b>	<b>Name of Paper</b>	<b>Code</b>
1.	Human Resource Management	CMB-552
2.	Corporate Law and Regulatory Framework	CMB-553
3.	Indian Financial System	CMB-554
4.	Corporate Governance	CMB-555
5.	Income Tax – I	CMB-556

### **Open Elective:**

6.	Human Resource & Inflation Accounting	CMB-591
5.	Computerized Accounting	CMB-592

**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
***HUMAN RESOURCE MANAGEMENT (CMB-552)***  
**B.Com. V<sup>th</sup> Semester (CBCS)**

**Credit – 04**  
**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objective:** HRM has emerged as a distinct discipline. The objective of this course is to provide systematised knowledge of policies and practices of Human Resource Management.

### **COURSE INPUTS**

- UNIT-I      Human Resource Management:** Concept, Definition, Characteristics, Objectives and Importance of HRM, Functions of HRM – Managerial, Operative Scope of HRM, Human Resource Development – Concept Objectives and significance, Difference between HRM and HRD, Human Resource Policies and Planning – Concept, nature, Objectives and Importance, Levels of Human Resource Planning.
- UNIT-II      Recruitment & Selection:** Meaning, Process, Sources and Techniques of Recruitment Selection; Meaning & Steps in Selection Process Induction and Training; Concept, Objectives, Importance and Types of Training, Career Planning.
- UNIT-III      Performance Appraisal & Compensation:** Concept, Objectives and Importance of Performance Appraisal, Methods & Technique of Performance Appraisal, Job evaluation, Principles and Objectives of Wage & Salary administration – Incentives and Fringe Benefits.
- UNIT-IV      Maintenance of Employees and Emerging Horizons of HRM:** Employee health and safety; Employee Welfare, Social Security (excluding legal provisions); Employer-Employee relations- an overview, grievance handling and redressal, Industrial disputes: Causes and settlement machinery. E-HRM; Human Resource Information System and e-HRM, Impact of HRM Practices on organisational performance; HR Audit; Contemporary issues in Human Resource Management.

### **Suggested Readings**

1. Dr. C.B. Gupta – Human Resource Management, Sultan Chand & Sons, New Delhi.
2. Rosy & Joshi – Human Resource Management – Kalyani Publisher, Ludhiana.
3. Beumont P.B. - Human Resource Management – Key Concepts & Skills – Eage Publication, New Delhi.
4. John & Kussells – Human Resource Management – Macmillan, New York.
5. Dr. P.K.S. Menon – Human Resource Management and Organization Behaviour – Himalaya Publishing House, New Delhi.

**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
***CORPORATE LAW & REGULATORY FRAMEWORK***  
**B.Com. V<sup>th</sup> Semester (CBCS) (CMB-553)**

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**COURSE INPUTS**

**UNIT-I Indian Contract Act, 1872:** Contract, meaning, types of contract, Essentials of a Valid contract. Discharge of contract, Remedies, damages, special contract; Indemnity and Guarantee, Bailment and Pledge, Agency.

**UNIT-II The Companies Act, 2013:** Definitions, characterises, Types – Formation of a company, Incorporation and commencement of Business – Prospectus, Memorandum of Association and Article of Association, Share capital and Membership, Meetings and Resolution, Corporate Social Responsibility. Company Management, Secretary, directors, Winding up, National Company Law Tribunal and Appellate Tribunal.

**UNIT-III The Sale of Goods Act, 1930:** Formation of Contracts of Sales, Goods and their classification, Price, Conditions and warranties, Transfer of Property in goods, Performance of the contract of sales, Unpaid seller and his rights, Sales by Auction. The Information Technology Act, 2000, Important definitions and Provisions, Punishment. The Competition Act 2002, Important definitions and courts, Punishment.

**UNIT-IV The Negotiable Instruments Act, 1881:** Definitions of Negotiable Instruments, features of Negotiable Instruments, Promissory Note, Bill of Exchange, Cheque, crossing of cheque, Types of crossing, Holder and Holder in due course, Dishonour and discharge of Negotiable Instruments. The Consumer Protection Act, 2019, Salient features Definition of consumer, Grievance redressal machinery. The Foreign Exchange Management Act, 1999, Definitions and Main Provisions.

**Suggested Readings**

1. Bare Acts of All Laws
2. Dr. P.K. Bangia, Mercantile Law.
3. Dr. P.C. Tulsian, Business and Corporate Law
4. Singh Avtar, The Principle of Mercantile Law
5. Singh Avtar, The Company Law
6. Kuchal M.C. Business Law
7. Kapoor N.D., Business Law
8. Chandha P.R., Business Law
9. Business Regulatory Framework by Saini
10. Business Regulatory Framework by G.K. Varshney
11. Business Regulatory Framework and Corporate Law by K.G. Garg and Sareen V.K.

**Revised on 29.08.2019**



**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
***INDIAN FINANCIAL SYSTEM (CMB-554)***

B.Com. V<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**COURSE INPUTS**

- UNIT-I**      **Money**, -its Functions, Meaning, High Powered money – its meaning and uses, Finance – role of Finance in an economy, Kinds of finance, Financial system, Financial intermediaries, Market and its instrument & their functions. Inflation – impact of inflation and inflationary situation in economy.
- UNIT-II**      **Indian Banking System** – Definition of Banks Commercial Banks – its importance and functions structure of commercial banks, Regional Rural Banks, Cooperative banking in India, Credit Creation process, Determination of money supply and total bank credit. RBI – its functions, features, instruments of monetary control.
- UNIT-III**      **Developmental Banks and other Banking Financial Institutions**, Main features, Unregulated credit market in India-main features. Problem between the government and the commercial sector. Inter Sectoral & inter regional problems. Problems between Large and Small borrowers.
- UNIT-IV**      **Regulators of Financial System:** Regulations in Financial System, Role and need of Regulations in Financial System-RBI, SEBI, IRDA, RBI's New Monetary Policy Committee, Recent Developments in Indian Financial System.  
**Financial Markets:** Functions and Organisations, Primary Market: Activities, Intermediaries and Functions.

**Suggested Readings:**

1. The Economics of Money and Banking by Chandler I.V. and Goldfield S.M.
2. Monetary Planning of India by Gupta S.B.
3. Indian Financial System – Theory & Practice by Khan M.Y.
4. Money and Finance in World Economic Order by Panchmukhi V.R., Raipuria K.M. and Tondon R.

DEPARTMENT OF COMMERCE  
ALIGARH MUSLIM UNIVERSITY, ALIGARH  
**CORPORATE GOVERNANCE (CMB-555)**  
B.Com. V<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** The aim of this course is to impart knowledge of corporate governance among the students.

**COURSE INPUTS**

- UNIT - I    Introduction:** Concept, Definition, Significance of Corporate Governance, Issues in Corporate Governance, Principal of Corporate Governance, Models of Corporate Governance - Indo American, German, Japanese, Theoretical basis of Corporate Governance.
- UNIT - II    Corporate Governance in India:** Evolution of Corporate Governance in India, various Committees on Corporate Governance, Regulatory Framework of Corporate Governance in India, Role of SEBI, Corporate Governance Provisions in Companies Act 2013, Future of Corporate Governance in India.
- UNIT - III    Business Ethics –** Meaning, Origin & Nature, Objectives and Importance of Business Ethics, Ethics in Functional Areas – Finance, Marketing HR.
- UNIT - IV    Corporate Social Responsibility:** Corporate Philanthropy, Meaning of CSR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Provision under the Companies Act 2013, CSR Committees.

**Suggested Readings**

1. A.C. Fernando, Corporate Governance Principles Policies & Practice, Pearson, New Delhi.
2. Kesho Prasad, Corporate Governance, PHI, New Delhi.
3. Jayati Sarkar, Corporate Governance in India.
4. N. Gopalsamy, A Guide to Corporate Governance, New Age International Publisher, N. Delhi.
5. Stephen Baenbridge, The New Corporate Governance in Theory & Practice, Oxford University Press, London.
6. Marc Goergen, International Corporate Governance, Prentice Hall, N. York.
7. Randall K. Marck, A History of C.G. Around the World, University of Chicago Press Chicago, USA.

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**INCOME TAX – I (CMB-556)**  
B.Com. V<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Course Objective:** This course is to equip the students with knowledge of the basics of Direct Tax (Income Tax Act 1961) and its implications.

**COURSE INPUTS:**

**UNIT - I     Basic Concepts:** Assessment year, Previous year, Person, Assessee, Deemed Assessee, Assessee in default, Income, Gross total income, Agricultural Income and Non-agricultural income, Casual income, Difference between exemption and deduction, Capital and revenue receipts, Capital and revenue expenditure.  
**Residential status and its effect on tax incidence:** Relevance, determination of residential status of an individual, HUF & Company, Incidence of tax.

**UNIT - II     Income under the Head Salaries including retirement (Sec. 15-17):** “Salaries” and its computation, concept of salaries, basis of charge (U/S-15), Scope of salary, different forms of salary – How Taxed: Basic salary, Dearness Allowance, Advance Salary, Arrears, Leave encashment, salary of partner, fees & commission, Bonus, Gratuity, Pension, Annuity, Retrenchment compensation, VRS, Remuneration for extra duties, Profits in lieu of salary; Provident fund and its tax treatment; Deduction U/S 16 and Deduction U/S 80C.

**UNIT - III     Income under the Head House Property (H.P): [Sec. 22-27]:** Concept of house property, Basis of Charge; Rental Value: fair rental value, real/actual rental value (RRV), municipal rental value (MRV), expected rental value (ERV), Standard Rental (SR) value (SRV); Exempted income of H.Ps; Definition of Annual value- U/S (23); determination of (a) actual rent, & (b) expected, when (i) SR is not given (ii) SR is given- Sec.(23), Computation of Annual value: (a) Let out/deemed to be let out H.Ps (b) Self occupied H.Ps; deduction-U/S-(24): Computation of income of H.Ps in case of (a) Let out (b) deemed to be let out & (c) self occupied.

**UNIT - IV     Income under the head Capital Gain [Sec. 45-55]:** Basis of charges; Capital assets: financial & nonfinancial assets- short term & long term; Transfer of capital assets; short term or long term capital gain or loss; deductible expenses: transfer cost, cost of acquisition & improvement cost; Computation of Capital gain including special cases; Rates of taxes on capital gains U/S-111A, 112.  
**Income from other sources [Sec.56-58]:** Basis of charges; Exempted income; provision of deductible & non-deductible expenses; Computation of total income; Rates of taxes.

**Suggested Readings**

1. Singhanian V.K: Students' Guide to Income Tax; Taxmann Publications, New Delhi, 2013-14.
2. Mehrotra H.C: Income Tax Law & Accounts; SahityaBhawan, Agra, 2013.
3. Girish Ahuja and Ravi Gupta: Systematic approach to income tax ; Bharat Law House, New Delhi, 2013
4. Chandra Mahesh and Shukla D.C.: Income Tax Law and Practice; Pragati Publications, New Delhi.
5. DinkerPagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi.
6. Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi.
7. Gaur V.P., Income Tax Law & Practices, Kalyani Publisher, 2012.

**DEPARTMENT OF COMMERCE**  
**Aligarh Muslim University, Aligarh**  
**HUMAN RESOURCE & INFLATION ACCOUNTING**  
**(Open Elective-01) (CMB-591)**  
B.Com. V<sup>th</sup> Semester (CBCS)

Credit – 02  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**COURSE INPUTS**

- Unit - I      Concept of Human Resource Accounting:** Meaning, Concept & Definition of HRA; its Evolution & Importance; Objectives of Human Resource Accounting – Limitations of Human Resource Accounting.
- Unit - II      Human Resource Accounting for Managers & HR Professionals**  
**Investment in Human Resources** – Quality of Work Force and Organizations – Efficient use of Human Resource – Enumerating the Assets – Calculating the Market Value of Assets – Human Capital.
- Unit – III    Human Resource Planning** – Human Capital Investment – Expenditure vs. Productivity – Training Human Capital & Productivity – Human Resource Accounting.  
**Measurement of Human Value Additional into Money Value** – Objectives of Human Resource Accounting; Approaches to Human Resource Accounting.
- Unit – IV    Inflation Accounting:** Meaning & Concept, Features and Objectives of Inflation Accounting; Origin & Development of Inflation Accounting; Merits & Demerits; Method of Accounting for changing prices: Current Purchasing Power (CPP) Methods & Current Cost Account (CCA) Method.

**Suggested Readings**

1. K,RajuKanaka:Human Resource Accounting, Scholars' Press Publication
2. Rao, DevisettiPrabhakara: Human Resource Accounting, Inter-India Publications
3. Shah, Pragnesh B. : Human Resource Accounting, Serials Publication
4. Ahmad, MohdRizwan:Inflation Accounting Practices in India's Corporate Sector, Atlantic Publishers & Dist
5. SenGupta,AsimKumar: Inflation accounting in India, Finance Publications

**DEPARTMENT OF COMMERCE**  
**Aligarh Muslim University, Aligarh**  
**COMPUTERIZED ACCOUNTING**  
**(Open Elective-02) (CMB-592)**  
B.Com. V<sup>th</sup> Semester (CBCS)

Credit - 02  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**OBJECTIVE**

This course is to familiarize the students about the basics of computerized accounting terminology with the accounting softwares applications for problem solving in record keeping and presenting accounting information.

**COURSE INPUTS**

- UNIT - I** Introduction to Computerized Accounting, System, Role of Computer in Accounting, Comparison Between Manual and Computerized Accounting, Salient Features of Computerized Accounting System (CAS), Advantages and Limitations of Computerized Accounting System, Considerations before Sourcing Accounting Software, Types of Accounting Software, Survey on Accounting Software Packages Tally.ERP 9, Busy etc). Accounting Principles and Concepts, Classification of Accounts- Traditional Modern, Grouping/Classification and Codification of Account, Requirements and Advantages of Coding System.
- UNIT - II** Introduction to Tally.ERP 9, Salient Features and advantages of Tally.ERP 9, Installation of Tally.ERP 9, Getting Functional with Tally.ERP 9, Company Creation/Setting Up/Selection, Company Alteration/Shut, Tally Vault Password/ Security Control, Backup and Restore of Data. Groups in Tally.ERP 9, Types of Groups, Ledger, Ledger Creation, Ledger Alteration. Related Case Studies and Assignments.
- UNIT - III** Voucher in Tally.ERP 9, Source Documents/Preparation of Vouchers, Types of Voucher, Accounting and Inventory Vouchers, Voucher Entries. Accounting Reports in Tally.ERP 9-Trial Balance, Profit and Loss Accounts, Balance Sheet, Cash/Fund Flow, Ratio Analysis; Printing Tally Reports. Introduction to Good and Service Tax in Tally.ERP 9, Types of GST Return. Related Case Studies and Assignments.
- UNIT - IV** Excel Based Accounting- Excel Accounting Features, Basic Accounting/Financial Functions in Excel, Journal Entries, Preparation of Master Ledger, Trial Balance and Balance Sheet using Multiple Excel Sheets, Payroll Accounting- Preparation of Salary Statements, Automated Invoice Generation. Related Case Studies and Assignments.

**Suggested Readings:**

1. TALLY. ERP 9 (Level 1), The Institute of Computer Accountants, version 1.0, 2012.
2. Double Entry Book Keeping, T.S. Grewal's, Sultan Chand & Sons (P) Ltd., 2017.
3. John Walkenbach, Excel 2007 Bible 1st Edition.
4. Conrad Carlberg, Excel for Accountants.
5. Financial Accounting, S.N. Maheshwari, S.K. Maheshwari & Shard K Maheshwari, Vikash Publishing House, 4<sup>th</sup> Edition, 2014.
6. Computerized Accounting, System, Manoj Bansal & Ajay Sharma, Shitya Bhawan Publications, Agra.

**Revised on 29.08.2019**

## **B.Com. II Semester (CBCS)**

<b>S. No.</b>	<b>Name of Paper</b>	<b>Code</b>
1.	Specialized Accounting	CMB-251
2.	Business Mathematics	CMB-252
3.	Auditing	CMB-253
4.	Business Environment	CMB-254

### **Optional:**

5.	Advertising & Sales Management	CMB-255
5.	Insurance Management	CMB-256

**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
**SPECIALISED ACCOUNTING (CMB-251)**  
**B.Com. II<sup>nd</sup> Semester (CBCS)**

Credit - 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**COURSE OBJECTIVE:** The purpose of this course is to disperse the understanding of emerging accounting concepts and their applicability in business situations.

**COURSE CONTENTS**

- Unit – I      ROYALTY ACCOUNTS:** Definition, Difference between Rent and Royalty. Types of Royalties, Minimum Rent, Redeemable Minimum Rent, Accounting Records for Mining Royalties, Treatment of Shortworkings, Accounting Records in the books of Lessee, Strike and Lockout, Sub-lease, Payment of Nazarana.  
**Insolvency:** Meaning of Insolvency, Insolvency Law, Procedure of Insolvency, Realization of Property, Statement of Affairs, Details of Statement of Affairs, Liabilities; List A, List B, List C, List D, Sole Trader and Preferential Creditors, Assets; Insolvency of Sole Trader, Insolvency when assets are more than liabilities, Omission of items from Record, Insolvency of Partnership.
- Unit – II      CONSIGNMENT ACCOUNTS:** Recording in books of Consignor and Consignee, Valuation of Closing Stock.  
**INVESTMENT ACCOUNTING:** Cum-Interest, Ex-Interest, Cum-dividend, Ex-dividend, Preparation of Investment Accounts (as per AS-13), Treatment of Bonus Shares, Right Shares.
- Unit – III      BRANCH ACCOUNTING:** Concept of Dependent & Independent Branches, Accounting Treatment, Important Adjustment, Entries and Preparation of consolidated P/L Account and Balance Sheet.  
**DEPARTMENTAL ACCOUNTS:** Basis of allocation of common expenditure among different departments, inter departmental transfers.
- Unit – IV      ACCOUNTS OF BANKING COMPANIES:** Accounting records in the books of Banks, Profit & Loss Account and Balance Sheet of Bank (revised formats), Explanation of various heads of Balance Sheet.  
**HIRE PURCHASE AND INSTALMENT SYSTEM:** Concept, Accounting treatment in the books of Hire Purchaser and Vendor, Records under Instalment Payment System.

**Suggested Readings:**

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|----------------------------|---|
| Jain, S.P & Narang, K.L.   | : Corporate Accounting, Kalyani Publishers-New Delhi        |
| Gupta, S.P. & Shukla, S.M. | : Corporate Accounting, SahityaBhawan Publications.         |
| Ahmad, N. et.al.           | : Financial Accounting                                      |
| Gupta, S.P. & Shukla, S.M. | : Advanced Accounting, SahityaBhawan Publications.          |
| Shukla, M.C.               | : Advanced Accounts, S.Chand Publications-New Delhi         |
| Singhal, A.K.              | : Financial Accounting, Vayu Publication of India-New Delhi |
| Tulsian, P.C.              | : Advanced Accounting, Tata McGraw Hill, New Delhi.         |
| Rathore, S.                | : International Accounting, Prentice Hall of India.         |
| Maheshwari & Maheshwari.   | : Financial Accounting, Vikas Publishing House, New Delhi.  |

**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
***BUSINESS MATHEMATICS (CMB-252)***  
**B.Com. II<sup>nd</sup> Semester (CBCS)**

Credit - 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

- Unit – I     MATHEMATICS OF FINANCE:** Different types of Interests; Compounding and Discounting of a sum using different types of rates; Types of Annuities; Future and Present values of Annuities using different type of Rates of Interest including the case of Continuous Compounding; Valuation of Simple Loans and Debentures; Sinking Funds.
- Unit – II     LINEAR PROGRAMMING:** Formulation of LPP; Graphical method of solution; Cases of unique, multiple optional solutions, unbounded solution and redundant constraints.  
**Simplex method** – solution to LPP using simplex method upto three variables, including cases of mixed constraints.  
**Duality** - Formulation of the dual; Prime-dual solutions (excluding solution of dual problem when the primal problem involves mixed constraints); Economics interpretation of the dual; Transportation problem.
- Unit – III    DIFFERENTIAL EQUATIONS I:** Ordinary differential equations of first order and first degree; Solution of DE – by the method of variable separation.
- Unit – IV    DIFFERENTIAL EQUATIONS II:** Linear Differential Equations and their solution; Homogeneous differential equations and their solutions; Applications in business.

**Suggested Readings**

1. Allen R.G.D.: Basic Mathematics; Macmillan, New Delhi.
2. Khan, M. Shadab: Business Mathematics, Anmol Publication, New Delhi.
3. Dowling, E.T.: Mathematics for Economics; Schaum Series, McGraw Hill London.
3. Loomba, Paul: Linear Programming; Tata McGraw Hill, New Delhi.
4. Soni, K.S.: Business Mathematics, Pitamber Publication House.
5. Holden: Mathematics for Business and Economics; Macmillan India, New Delhi.



**DEPARTMENT OF COMMERCE**  
**ALIGARHMUSLIMUNIVERSITY, ALIGARH**  
***AUDITING* (CMB-253)**  
**B.Com. II<sup>nd</sup> Semester (CBCS)**

**Credit – 04**  
**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objective**

This course aims at imparting knowledge about the principles and methods of Auditing and their application

**COURSE INPUTS**

**UNIT – I      FUNDAMENTALS OF AUDITING:** Nature, Objective, Techniques and Auditing, Importance of Auditing, Classification of Auditing, Limitations of Auditing, Classes of Errors & Frauds Concept of Auditor's Independence, Relationship of Auditing with other Disciplines. Verification Programme- Selection Verification; Audit in Depth test Checking, Routine Checking and Vouchers. Audit Procedure: Vouching; Verification of Assets and Liabilities.

**UNIT – II      INTERNAL CONTROL AND INTERNAL CHECK:** elements of internal control, evaluation of internal control system, internal control check list, tests of control, concept of internal audit.  
**AUDIT OF LIMITED COMPANIES:** Company Auditors Qualifications, Disqualifications Appointment Removal, Remuneration, Rights, Duties and Liabilities; Audit of Share Capital, Share Transfer; Auditors Report- contents and types Auditor's certificate.

**UNIT – III      AUDIT SAMPLING:** Types of sampling, Test Checking, Techniques of Test Check, Sampling Risk, Audit Sampling and Sampling Methods, Compliance Tests and Substantive Tests, Auditing in Depth. Analytical Review Procedure. Audit Report; Disclosures, Auditor's Reports and Certificates.

**UNIT – IV      SPECIAL AREAS OF AUDIT AND THEIR AUDIT REPORT:** Internal Audit, Cost Audit, Tax Audit, Audit of Banks, Audit of Public Sector Undertakings statutory Corporations, Govt. Companies, and Audit of Non-profit Companies.

**Suggested Books:**

1. Auditing and Assurance Standards issued by the ICAI, New Delhi.
2. Principles of Audit and Internal Auditing by Dhruva Duta chowdhury, New Central Book Agency P. Ltd. Kolkata-700009.
3. Principles and Practice of Auditing by R.G. Saxena, Himalaya Publishing House, Mumbai.
4. Ashraf Ali M., Principles & Practices, Regal Publications, New Delhi, 2013.
5. Ravinder Kumar & Virender Sharma, Principles & Practice, PHI – Publication, 2011.
6. Kumar Arur & Rachana Sharma, Auditing Theory Practice.
7. Sharma, T.R., Auditing, Sahitya Bhawan, Agra, 2009.
8. Tandon B.N. & Others, A hand book of Practical Auditing, S. Chand & Co., New Delhi, 2010.
9. Basu, S.K., Auditing Principles & Techniques, Pearson Education, 2008.
10. Gupta, Kamal, Contemporary Auditing (5<sup>th</sup> edition), Tata McGraw Hill, 1999.

DEPARTMENT OF COMMERCE  
ALIGARH MUSLIM UNIVERSITY, ALIGARH  
**BUSINESS ENVIRONMENT (CMB254)**  
B.Com. II<sup>nd</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objectives:**

This course aims at acquainting the students with the emerging environment of business at the national and the international level in the light of the policies of liberalization and globalization.

**Course Inputs:**

- Unit – I      THEORETICAL FRAMEWORK OF BUSINESS ENVIRONMENT:** Concept, significance and nature of business environment; environmental scanning, elements of business environment – internal and external environment.
- Unit – II      ECONOMIC TRENDS (OVERVIEW):** Income; Savings and investment; Trends in selected macroeconomic indicators such as GDP, NNP, Inflation, Trade Balance, components of balance of payments, Money; Finance; Prices.
- Unit – III      PROBLEMS OF GROWTH:** Unemployment, Poverty, Regional imbalances, Inflation, Parallel economy, Industrial sickness.  
**ROLE OF GOVERNMENT:** Monetary and Fiscal policy, Industrial Policy, Industrial Licensing, Privatization, Export-Import Policy, Regulation of Foreign Investment.
- Unit – IV      INTERNATIONAL ENVIRONMENT:** International trading environment (overview), Trends in world trade and the problems of developing countries, foreign trade and economic growth, International economic groupings: like EU, OPEC, SAARC, ASEAN, and NAFTA. International economic institutions - GATT, WTO, UNCTAD, World Bank, IMF.

**Suggested Reading:**

1. Sundaram & Black: The International Business Environment; Prentice Hall, New Delhi.
  2. Agarwal A.N.: Indian Economy; Vikas Publishing House, Delhi.
  3. Khan Farooq A: Business and Society; S. Chand, Delhi.
  4. Dutt R. and Sundharam K.P.M; Indian Economy; S.Chand, Delhi.
  5. Hedge Ian: Environmental Economics; MacMillan, Hampshire.
  6. DuttRuddar: Economic Reforms in India - A Critique; S.Chand, New Delhi.
  7. Cherunilam Francis: Business Environment, Himalaya Publishing House, New Delhi.
  8. Aswathappa K: Essentials of Business Environment, Himalaya Publishing House, New Delhi.
  9. AhujaH.L:Economic Environment of Business, S. Chand & Company Ltd. New Delhi.
  10. Bezborah P. & Singh Ranjit, Business Environment, Kalyani Publishers.
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**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
**ADVERTISING AND SALES MANAGEMENT**  
**Optional (CMB-255)**  
**B.Com. II<sup>nd</sup> Semester (CBCS)**

**Credit - 04**  
**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objective:** The course aims at enabling the students to develop an in-depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force management which constitute a fast-growing area of marketing.

**Course Contents:**

- Unit – I**      **ADVERTISING:** Concept, Nature, Scope, Objectives, Types, Social and Economic Aspect of Advertising, Relationship with Product Life Cycle (PLC), Advertising as a communication Process.  
**ADVERTISING CAMPAIGN:** Types, Planning and Managing Advertising campaign, Advertising strategies.  
**ADVERTISING BUDGET:** Budget process, Administering the Budget.
- Unit – II**      **MEDIA:** Types, Media Planning process, Media Selection and Multi-Medial Strategies.  
**ADVERTISING LAYOUT:** Components and its position, Evaluation of Advertisements, Measuring advertising effectiveness.  
**ADVERTISING AGENCIES:** Structure, Functions and Client Relationship, Laws and ethics of advertising in India.
- Unit – III**      **SALES MANAGEMENT:** Concept, Objectives, Selling process, Personal Selling objectives, Determining Sales related marketing Policies.  
**PROMOTION DECISIONS:** Communication Process; Promotion mix -advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion –tools and techniques.
- Unit – IV**      **SALES FORCE MANAGEMENT & SALES ORGANIZATION STRUCTURES:**  
Sales Force Management: Recruiting and selecting sales personnel, Training sales force Motivating Sales Personnel, Compensating Sales Personnel, Managing expenses of sales personnel, Staff meeting and Sales Contests.  
Sales Organization Structures: Types of sales organization structure, Relationship of sales department with other departments, Distributive network relations, Organization challenges in Sales Team, Recent trends in Sales Organization.

**Suggested Readings:**

1. Chunawalla, S.A., "Advertising, Sales and Promotion Management", Himalaya Publishing House, Mumbai.
2. Mohan, Manendra., "Advertising Management", Tata McGraw Hill, New Delhi.
3. Rathor, B.S., "Advertising Management, Himalaya Publishing House, New Delhi.
4. Aaker, David A., Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India, New Delhi.
5. Belch, G.E. and Belch, M.A., "Advertising and Promotion", Tata McGraw Hill, New Delhi.
6. Jones, J.P., "What's in a brand", Tata McGraw Hill, New Delhi.

**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
**INSURANCE MANAGEMENT**  
**Optional (CMB-256)**  
**B.Com. II<sup>nd</sup> Semester (CBCS)**

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** The course aims at familiarizing the participants with the concept of insurance and its management, various insurance policies and their structure along with the legal dimensions involved.

**Course Contents:**

- Unit – I      INTRODUCTION AND SCOPE OF INSURANCE:** Origin and Development, Meaning, Characteristics, Function and Scope of Insurance.  
**FUNDAMENTAL PRINCIPLES OF INSURANCE:** Socio-Economic significance of Insurance, Risk and Hazards, Management of Risks.  
**FIRE INSURANCE:** Meaning, Scope, Issue of Fire Insurance Policy, Types of Plans, Conditions of Fire Insurance Policy.
- Unit – II      MARINE INSURANCE:** Meaning, Scope, Procedure of Issuing policy, Types of Marine Insurance Policy, Condition, Calculation of Premium, Marine Losses and Settlement of Claims.  
**LIFE INSURANCE:** Meaning, Need, Functions and Development of Life Insurance in India Fundamental Principles, Kinds of Policies, Procedure for taking a policy, Mortality table, Factors entering into calculation of premium (problems).
- Unit – III      LEGAL FRAME WORK OF INSURANCE:** Insurance and Law of Contracts, Characteristics of an Insurance Contract, Interpretation of the Contract, Doctrine of informal Warranties and beneficent interpretation.
- Unit – IV      MANAGEMENT AND ADMINISTRATION OF INSURANCE:** Claims and Loss Control, Underwriting and Pricing of Insurance, Retention and Re-Insurance; Financial Structure, Reserves of Property and Liabilities of Insurer, Earned Surplus and Profitability, Insurer's Investment, Financial Reporting.

**Suggested Readings:**

1. Dr. P.K. Gupta, "Insurance and Risk Management", Himalaya Publishing House.
2. Tripathy, N.M. and Pai, P., "Insurance, Theory and Practice", Prentice Hall.
3. Mishra, M.N., "Insurance Principles and Practice, Sultan Chand, New Delhi.
4. Khan, A., "Theory and Practice of Insurance", Educational Book House.
5. D.C., Shrivastav., Indian Insurance Industry, Transition and Prospects, Shashank Srivastava Publisher, New Centaury Publication.
6. Dorfman, M.S., "Introduction to Risk Management and Insurance", Prentice Hall.

## **B.Com. IV Semester (CBCS)**

<b>S. No.</b>	<b>Name of Paper</b>	<b>Code</b>
1.	Management Accounting	CMB-451
2.	International Business	CMB-452
3.	Management of Banking & Insurance	CMB-453
4.	Personality Development Programme	CMB-455
5.	Indian Economy	CMB-458

### **Open Elective:**

6.	Marketing of Services	CMB-456
6.	Labour Economics	CMB-457

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**MANAGEMENT ACCOUNTING (CMB-451)**  
B.Com. IV<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** This course provides the students an understanding of the application of accounting techniques for managerial decision making.

**COURSE INPUTS**

- Unit-I**      **INTRODUCTION:** Concept, Meaning, Objectives, Nature Scope and Functions of Management Accounting. Role of Management Accounting in Decision Making, Management Accounting V/S Financial and Cost Accounting. Management Accounting Process, Tools and Techniques of Management Accounting.
- Unit-II**      **MARGINAL COSTING:** Concept of Marginal Costing, Advantages and Limitations of Marginal Costing, Difference between Absorption and Marginal Costing. Cost-Volume-Profit Analysis: Marginal Cost Equation, Contribution, Profit-Volume Ratio, Break-Even Analysis, Margin of Safety.  
**STANDARD COSTING:** Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications, Variance Analysis- Material, Labour, Overheads and Sales Variances. Disposition of Variances, Control Ratios.
- Unit-III**      **BUDGET AND BUDGETARY CONTROL SYSTEM:** Meaning and Objectives of Budget, Budgetary Control: Essentials of Successful Budgetary Control, Merits, and Limitations of Budgetary Control, Fixed and Flexible Budget. Zero Base Budgeting, Programme and Performance Budgeting.
- Unit-IV**      **CONTEMPORARY ISSUES:**  
Responsibility Accounting: Concept, Significance, Different Responsibility Centres.  
Divisional Performance Management: Financial and Non-Financial Measures. Transfer Pricing.

**Suggested Books:**

1. Sharma, R. K. & Gupta, S. K., Management Accounting Kalyani Publishers, Ludhiana.
2. Yameen, M., Managerial Accounting & Financial Analysis, Tanishq Publication House, New Delhi.
3. Sikidar, S &Gautam, H. C., Financial Statement Analysis,
4. Khan, M. Y. & Jain, P. K., Management Accounting - Tata McGraw Hill Co.
5. Arora M.N., Cost Accounting-Principles and Practices; Vikas, New Delhi.
6. Jain S.P.&Narang K.L., Cost Accounting; Kalyani, New Delhi.
7. Khan M.Y.and Jain P.K., Management Accounting; Tata McGraw Hill, New Delhi.
8. Pillai, R.S.N., Management Accounting, S. Chand & Co. Ltd., New Delhi.
9. Gupta, S.P., Management Accounting, Kalyani Publication, New Delhi.
10. Gupta, K.L., Management Accounting, SahityaBhawan Publications, Agra.

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**INTERNATIONAL BUSINESS (CMB-452)**  
B.Com. IV<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objectives:** This course aims at acquainting the students with the emerging environment of business at the national and the international level in the light of the policies of liberalization and globalization.

**Course Inputs:**

- Unit – I      THEORETICAL FRAMEWORK OF INTERNATIONAL BUSINESS:** Meaning, Nature and Importance. Types of International Business, International Business Approaches: Classical, Neo-Classical Approach, Modern Approach.  
**MULTINATIONAL CORPORATIONS:** Meaning of Multinational Corporations, Role and importance of Multinational corporations in international business, FDI and MNCs, Home and Host Country issues.
- Unit – II      INTERNATIONAL BUSINESS ENVIRONMENT:** Globalization- Forces, Meaning, Dimensions and Stages in Globalization, Protectionism and Trade Barriers.  
**FOREIGN EXCHANGE:** Determination of Exchange Rate – Fixed, Flexible and Managed. Foreign Exchange and Balance of Payments adjustment.
- Unit – III      THEORIES OF INTERNATIONAL TRADE:** Absolute Advantage Theory, Comparative Cost Advantage Theory, Factor Endowment Theory, Leontief Paradox, New Trade Theory.
- Unit – IV      INTERNATIONAL BUSINESS DECISIONS & ORGANISATIONS:** Modes of Entry, Marketing Mix, Factors Affecting Decision for International Business, Tariff and Non-tariff barriers- Trade Blocks. Role of International Institutions (WTO, IMF, IBRD, IDA, IFC, UNCTAD) in International Business.

**Suggested Reading:**

1. Sundaram & Black: The International Business Environment; Prentice Hall, New Delhi.
2. International Business - Governance Structure : Ramu S Shiva
3. International Finance : P. G. Apte
4. International Marketing Management : Varshney and Bhattacharya
5. International Business : Francis Cherulian Himalaya Publishing House, Mumbai
6. International Business : Rao and Rangachari
7. Economic Environment of Business : Mishra, Puri. Himalaya Publishing House, Mumbai
8. International Business : P. Subba Rao, Himalaya Publishing House, Mumbai
9. International Economics : M. L. Jhingan, Vrinda Publications, Delhi

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**MANAGEMENT OF BANKING & INSURANCE (CMB453)**  
B.Com. IV<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

- Unit – I** Indian Banking System, Evaluation of Indian Banking, Types of Banks, Nationalization of Banks, Indian Banking before reforms and after reforms, Commercial Banks, Private Foreign Banks, RBI, Banking Regulation Act 1949, Rural Banking, Regional Rural Banks, and Cooperative Banks.
- Unit – II** Definition of Insurance, Nature of Insurance, Evaluation of Insurance, Classification and Role of Insurance Policies, Insurance Contract, LIC Act 1956, GIC Act 1972, IRDA 1999, Prospects of Insurance, Privatization of Insurance, Insurance Procedure in India, Banc. Assurance.
- Unit – III** Internet Banking and its benefits, Home Banking, Mobile Banking, Virtual Banking, Electronic Clearing System (ECS), E-payments, Plastic Money, Electronic Fund Transfer (EFT), E-money: Electronic Purse, Digital Cash, Safeguards for Internet Banking, Critical comparison of traditional banking methods and e-banking.
- Unit -IV** Lending: Principles of sound lending, Secured vs. unsecured advances, Types of advances, Advances against various securities. Internet Banking: Meaning, Benefits, E-payments.  
Cheques and Paying Banker: Crossing and Endorsement: meaning, definition, types and rules of crossing. Collecting Bankers: duties, statutory protection for holder in due course, concept of negligence .

**Suggested Readings:**

1. Bhasin, Niti. Indian Financial System: Evolution and Present Structure, New Century Publications.
2. Agarwal, O.P. Banking and Insurance. Himalya Publication House.
3. Suneja, H.R. Practical and Law of Banking. Himalaya Publishing House.



**Department of Commerce**  
**Aligarh Muslim University, Aligarh**  
**INDIAN ECONOMY (CMB-458)**  
B.Com. IV<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** This subject aims at giving students a reasonable introduction to Indian economy.

**COURSE INPUTS**

- Unit-I**      **Basic issues in Economic Development:** Concept and Measures of Development and Underdevelopment, Human Development.  
**Indian Economy at Independence:** Composition of National Income and Occupational Structure, The Agrarian scene and Industrial Structure.
- Unit-II**      **Structure of Indian Economy:** Basic features of Indian economy, Broad demographic features of India, Trend in National Income and Per capita Income, Sectoral composition of output and employment. Five Year Plans: An overview,  
**NITI Aayog** - Structure, objectives and working, Regional disparities, Poverty and Inflation: meaning, extent, causes and remedial measures.
- Unit-III**      **Agriculture:** Trends in agricultural production and productivity, Factors determining productivity, Institutional and technological reforms, Capital formation, Agricultural price policy, Food security and Public Distribution System.  
**Rural Sector and Industry:** Rural credit and role of NABARD, Rural employment schemes, Industrial growth during plans, Industrial policy of 1948, 1956 and 1991, Micro Small and Medium enterprises: problems and prospects.
- Unit-IV**      **Foreign Trade:** Trends, composition and direction, Causes and effects of persistent deficit in the Balance Of Payments, Trade reforms in India, Convertibility of Rupee, Features of New Trade Policy.  
**Public Finance:** India's tax system, Ratio of Direct And Indirect Taxes, Goods and Services Tax (GST), Public expenditure in India-Classification and Trends, Public Debt in India: Classification, Trends and Management.

**Suggestive readings:**

1. Agarwal A.N, India Economy, Wishwa Prakashan, 2012
2. Bansil P.C. Agricultural Problems of India, Vikas Publishing House Pvt. Ltd.
3. Bhalla, G.S, Indian Agriculture since Independence (2008), NBT. New Delhi
4. Dutt and Mahajan, India Economy, S. Chand & Company Ltd., 68th Edition

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**PERSONALITY DEVELOPMENT PROGRAMME (CMB-455)**  
B.Com. IV<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**OBJECTIVE:**

- To groom the students
- To impart oral and written communication skills that contribute towards organizational effectiveness
- To acquaint with the etiquettes of business communication

**COURSE CONTENTS:**

- Unit - I      PERSONALITY DEVELOPMENT:** Personality- Definition and Concept, Personality v/s character, Personality v/s individuality, Role of heredity and learning, Elements of personality patterns, Personality syndromes, Personality determinants: physical, intellectual, emotional, social, gender educational and family.
- Unit - II      PERSONALITY GROOMING:** Formal and informal clothing, Office etiquettes, Social etiquettes, Business etiquettes, Confidence-building, Emotional intelligence, Time management, Effective Personality, Overcoming hesitations. Stress Management: Causes, Impact and Managing Stress.
- Unit - III      COMMUNICATION SKILLS & BUSINESS WRITING:**  
Skills: Listening, Communication Barriers, Overcoming Communication Barriers.  
Business Writing: Designing resume, letter/email of invitation, Notice-board communication, Report-writing, Press note, Covering letters, Handling interviews.
- Unit - IV      PRESENTATIONS & PUBLIC SPEAKING:** Designing and delivering presentations, Team Presentations. Group discussions, Public speaking: Debate, Speech, Extempore, Body language and gestures, Creative Thinking, Seminar, Symposiums.

**Suggested Readings:**

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter, Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
4. Ravi Aggarwal (2008): Communication Today & Tomorrow, Sublime Publications, Jaipur.
5. Atkinson and Hilgard's, Introduction to Psychology, 14<sup>th</sup> Edition Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus
6. Bernard M. Bass and Irwin A. Berg (1959). Objective Approaches to Personality Assessment, Princeton, New Jersey.

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**MARKETING OF SERVICES**  
**Open Elective (CMB-456)**

B.Com. IV<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Course Objective:** This objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services.

**COURSE INPUTS:**

- UNIT - I**     **Introduction:** Concept, Difference between Product and Services Marketing, Characteristics of Services Classification of Services, Paradigms in Services Marketing.  
**Importance of Customer Relationship Management:** Specific for Service Industry.
- UNIT - II**     **Service Marketing System:** Service Quality, Understanding Customer Expectations and Zone of Tolerance, Segmentation and Zone of Tolerance, Targeting and Positioning of Services, Importance of Service Marketing System.
- UNIT - III**     **Services Marketing Mix:** Augmented Marketing Mix, Developing the Service Product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions, Services Distributions.  
**Physical Evidence:** Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services, Role of Technology in Services Marketing.
- UNIT - IV**     **Marketing of Financial Services:** Deciding the Service Quality, Understanding the Customer Expectations, Segmenting, Targeting and Positioning of Financial Services, Devising Financial Services,  
**Marketing Mix Strategies** with Special Reference to Credit Cards, Home Loans, Insurance and Banking, Marketing of Telecom/Insurance Services.

**Suggested Readings**

1. Philip Kotler, Marketing Management, Analysis, Planning, Implementation and Control, Prentice Hall of India.
2. Verma, H.V., Marketing of Services, New Delhi, Global Business Press, 1993.
3. Varshney and Gupta, Marketing Management, Sultan Publications.
4. Varma, M.M. and Agarwal, R.K., Marketing Management, Forward Publishing Company.
5. Aradhani, Marketing of Financial Services, Himalaya Publications.
6. Lovelock, Christopher, H., Services Marketing, Englewood Cliffs, New Jersey, Prentice Hall, Inc. 1993.
7. Newton, M.P. Payne, The Essence of Services Marketing, New Delhi, Prentice Hall of India, 1996.

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**LABOUR ECONOMICS**  
**Open Elective (CMB-457)**  
B.Com. IV<sup>th</sup> Semester (CBCS)

Credit - 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Course Objective:** Labour Economics helps the students of Economics to understand the nature of Labour Market, Issues related to employment, wage determination, Industrial relations and the role of the state.

**COURSE INPUTS:**

- UNIT - I      Labour Economics:** Meaning, Concepts, Importance of labour, Nature, Scope & Importance of Labour Economics.  
**Labour Markets:** Nature & Features of Labour Markets, Labour market policies, Mobility of labour, Labour Marketing reforms.  
**Major issues of Indian labour market:** Labour Absenteeism, Labour turnover, Labour Productivity, Labour Migration and mobility.
- UNIT - II      Employment & Wage Determination:**  
**Employment:** Importance of employment in the context of poverty in developing countries; Concept and measurement of unemployment Causes-Issues relating to employment, rationalization, technological, change and modernization.  
**Wage Determination:** Classical, Neo classical and bargaining theories of wage determination, Concepts of minimum wages, Living wage and fair wage in theory and practice, Wage determination in various sectors, Rural, Urban, Organised and unorganized policy.
- UNIT - III      Industrial Relations:** Concept, Scope, Components and Importance, Factors affecting Industrial Relations; Industrial disputes: causes & other settlement, Preventive Mechanism.
- UNIT - IV      State and Social Security of Labour:** Concept of Social Security and its evolution; Special problems of labour: Child Labour, Female Labour.  
**Establishment of International Labour Organisation (ILO):** Aims and Objectives of ILO, Impact of ILO on India

**Suggested Readings**

1. Datt, G (1996), Bargaining Power, Wages and Employment: An Analysis of Agricultural, Labour; Markets in India; Sage Publications, New Delhi.
2. Hajela, P.D. (1998), Labour Restructuring in India: A Critique of the New Economic Policies, Common Wealth Publishers, New Delhi.
3. Lester, R.A. (1964), Economics of Labour (2<sup>nd</sup> Edition), Macmillan, New Delhi.
4. McConnell, C.R. and C.R. and S.L. Brue (1986), Contemporary Labour Economics, McGraw-Hill, New York.
5. VenkataRatnam, C.S. (2001), Globalization and Labour-Management Relations: Dynamics of Changes, Sage Publications/Response Books, New Delhi.
6. Papola, T.S.P.P. Ghosh and A.N. Sharma (Eds) (1993), Labour, Employment and Industrial Relations in India, B.R. Publishing Corporation, New Delhi.
7. P. Subbarao, (2005) Essentials of Human Resource Management & Industrial Relations, Himalaya Publishing, New Delhi.

## **B.Com. VI Semester (CBCS)**

<b>S. No.</b>	<b>Name of Paper</b>	<b>Code</b>
1.	Project-Cum-Presentation	CMB-651
2.	Fundamentals of Investment	CMB-652
3.	Corporate Social Responsibility	CMB-653
4.	Customer Relationship Management	CMB-655
5.	Entrepreneurship	CMB-656
6.	Income Tax – II	CMB-657

**Department of Commerce**  
**Aligarh Muslim University, Aligarh**  
**PROJECT-CUM-PRESENTATION (CMB-651)**  
B.Com. VI<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Project - 70 Marks  
Presentation – 30 Marks

**The student is required to prepare a handwritten project (Maximum 50 pages in Spiral Binding) on the topic assigned by the Department and deliver a presentation on Power Point. The student will be evaluated on:**

- 1) Evaluation of Project will be done on the basis of quality and content.**
- 2) Presentation will be judged on the parameters of Language, Content, Body Language and Skills.**

**Department of Commerce**  
**Aligarh Muslim University, Aligarh**  
**FUNDAMENTALS OF INVESTMENT (CMB-652)**  
**B.Com. VI<sup>th</sup> Semester (CBCS)**

**Credit - 04**  
**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objective:** This course exposes the students to the various concepts of investment and provides an in-depth study of various issues there under.

**Course Inputs**

- UNIT-I      Investment:** Nature and scope of investment analysis; Elements of investment return, risk and time elements; Objectives of investment; Determinants of Investment, Types of Investments: Financial investments -securities and derivatives, deposits in banks, post offices and other institutions, tax- sheltered investments; Non-financial investment -real estate, gold, commodities, precious metals and other types and their characteristics; Sources of financial information, Investment decision process, Golden rules of investment.
- UNIT-II      Security Return and risk analysis;** Measurement of return and risk; Classifications of Risk: Systematic and Unsystematic risk.  
Valuation of Fixed Income Securities: Bonds, debentures, preference shares, and convertible securities. Valuation of variable Income Securities: Equity shares.  
Investment by Individuals: Investment policies of individuals; Tax saving schemes in India.
- UNIT- III    Investment Analysis:** Concept, process and Approaches of Investment Analysis: Fundamental Approach: Economic analysis, industry analysis and company analysis. Technical Analysis: Concept, assumptions and techniques, various charts and patterns, indices; Interpretation of various types of trends and indices.  
Efficient Market Hypothesis: Concept and assumptions, Weak, semi-strong and strong forms of market; Testing of different forms of market efficiency and their significance.
- UNIT-IV    Investors Protection:** SEBI's regulations for investor education and protection, Role of SEBI and stock exchanges in investors protection; Investor grievances and their redressal system, Insider trading, Investors' awareness and activism.

**References**

1. Fischer, Donald, E. and Ronald, J. Jordan: Security Analysis and portfolio Management, Prentice Hall, Delhi.
2. Avadhani V.A.: Investment Analysis and Portfolio Management, Himalaya Publishing House.
3. Chandra, Prasanna, Investment Analysis and Portfolio Management, Tata McGraw Hill.
4. Rustogi, R.P., Fundamentals of Investment, Sultan Chand & Sons, New Delhi.
5. Agarwala, K.N. and DeekshaAgarwala: Bulls, Bears and The Mouse, Macmillan, New Delhi.
6. Cheney, J. and E. Muses: Fundamentals of Investments, Paul, New York.
7. Clark, James Fransis: Investment- Analysis and Management, McGraw Hill, International Edition.
8. Dalton, John M: How the Stock Markets Works, Prentice Hall, Delhi.
9. Domodran: Investment Valuation, John Wiley, New York"
10. Fabozzi, Frank J: Investment Management, Prentice Hall, International Edition
11. Dhanesh Kumar Khatri, D.K.: Investment Management and Security Analysis, Trinity Press Pvt Ltd

**Department of Commerce**  
**Aligarh Muslim University, Aligarh**  
**CORPORATE SOCIAL RESPONSIBILITY (CSR)**  
**(CMB-653)**  
B.Com. VI<sup>th</sup> Semester (CBCS)

Credit - 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** This subject aims to impart basics of corporate social responsibility issues and challenges.

**Unit-I Introduction to CSR:** Meaning & Definition of CSR, History & Evolution of CSR. Concept of Charity, Corporate Philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of Sustainability & Stakeholder Management.

**Unit-II CSR Issues:** CSR through triple bottom line and Sustainable Business; Relation between CSR and Corporate Governance; Environmental aspect of CSR; Chronological Evolution of CSR in India; Models of CSR in India.

**Unit-III Global Perspective:** International framework for Corporate Social Responsibility, Millennium Development Goals, Sustainable Development Goals, Relationship between CSR and MDGs.

**Global Principles:** United Nations (UN) Global Compact 2011, UN guiding principles on business and human rights, OECD CSR policy tool, ILO tri-partite declaration of principles on Multinational Enterprises and Social Policy.

**Unit-IV Legal Issues:** CSR - Legislation In India & the world, Section 135 of Companies Act 2013, Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board.

**CSR Activism:** The Drivers of CSR in India, Market based Pressure And Incentives, Civil Society Pressure, Regulatory environment in India.

**Suggestive readings:**

1. Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.
2. Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-A European Perspective, Edward Elgar. University of Delhi.
3. Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.
4. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad



**Department of Commerce**  
**Aligarh Muslim University, Aligarh**  
**CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**  
**(CMB-655)**  
**B.Com. VI<sup>th</sup> Semester (CBCS)**

**Credit - 04**  
**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objective:** This subject aims to make students understand the importance and relevance of CRM in the modern world.

**Unit-I CRM Concepts:** Introduction, CRM defined - Success factors, Acquiring customers, Customer Loyalty and optimizing Customer Relationships, Service Level Agreements (SLAs).

**CRM in Marketing:** One-to-one Relationship Marketing, CRM with on line customers, Cross Selling & Up Selling, Customer Retention, Event-based Marketing, CRM and Customer Service.

**Unit-II Analytical CRM:** Managing and sharing customer data, Customer Information and Databases, Ethics and Legalities of data use.

**Data Warehousing and Data Mining concepts:** Data analysis, Market Basket Analysis (MBA), Click Stream Analysis, Personalization and Collaborative Filtering.

**Unit-III CRM Implementation:** Defining success factors, Preparing a Business Plan requirements, Justification and Processes. - Choosing CRM tools, Defining functionalities - Homegrown versus Outsourced Approaches

**Unit-IV Managing Customer Relationships:** Conflict, Complacency, Resetting the CRM Strategy, Selling CRM Internally, CRM Development Team, Scoping and Prioritizing, Development and Delivery.

**Suggestive readings:**

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
4. V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008

**Department of Commerce**  
**Aligarh Muslim University, Aligarh**  
**ENTREPRENEURSHIP (CMB-656)**  
B.Com. VI<sup>th</sup> Semester (CBCS)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** This subject aims to develop the understanding of entrepreneurship and the theoretical developments around it.

**Unit-I Introduction:** Meaning & characteristics of Entrepreneurship, Classification of Entrepreneurships, Incorporation of Business –Role of Entrepreneurship in economic development, Start-ups. Financing Options for Startups: Individual funding, Angel funding, Crowd funding and Venture capital.

**Entrepreneur:** Meaning of Entrepreneur, Skills required being an Entrepreneur, Entrepreneurial Decision Process, Mentors and Support System.

**Unit-II Types of Business Entities:** Entrepreneurship and Micro, Small and Medium Enterprises. Concept of Business Groups and role of Business Houses and Family Business in India. The Contemporary role models in Indian Business: their values, business philosophy and behavioural orientations. Conflict in Family Business and its resolution.

**Unit-III Idea Generation and Opportunity Assessment:** Ideas in Entrepreneurships, Sources of New Ideas, Techniques for generating ideas, Opportunity Recognition, Steps in tapping opportunities.

**Project Formulation and Appraisal:** Preparation of Project Report – Content, Guidelines for Report preparation, Project Appraisal techniques – Economic Analysis, Financial Analysis, Market Analysis, and Technical Feasibility.

**Unit-IV Institutions Supporting Small Business Enterprises:** Central level Institutions - NABARD, SIDBI, NIC, KVIC, SIDIO, NSIC, State level Institutions – DICs, SFCs, SSIDC, Other financial assistance.

**Government Policy and Taxation Benefits:** Government Policy for SSIs- Tax Incentives and Concessions, Make in India, Start Up India

**Suggestive readings:**

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi, 2009
3. Michael H. Morris, *et. al.*, Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2011
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh  
**INCOME TAX – II (CMB657)**  
B.Com. (VI<sup>th</sup> Semester)

Credit – 04  
Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Course Objective:** This course is to equip the students with knowledge of the basics of Direct Tax (Income Tax Act 1961) and its implications.

**COURSE INPUTS:**

**UNIT - I    Income under the head Capital Gain [Sec. 45-55]:** Basis of charges; Capital assets: financial & nonfinancial assets- short term & long term; Transfer of capital assets; short term or long term capital gain or loss; deductible expenses: transfer cost, cost of acquisition & improvement cost; Computation of Capital gain including special cases; Rates of taxes on capital gains U/S-111A, 112.

**Income from other sources [Sec.56-58]:** Basis of charges; Exempted income; provision of deductible & non-deductible expenses; Computation of total income; Rates of taxes.

**UNIT – II    Aggregation / Clubbing of Income:** Aggregation & clubbing of income – Assessment of Individuals, HUF and Firm, Computation of Tax Liability.

**UNIT – III    Set off and Carry Forward of Losses:** Method of Computation. Deductions (U/S 80C to 80U), Tax Deduction at Source & Advance payment of tax, Tax planning including evasion and avoidance, Tax Management.

**Tax Administration:** Income Tax authorities & their Powers-CBIT, Chief Commissioner of Income Tax (CIT), CIT (Appeals), Assessing officers (A.Os)- Deputy Commissioner, Assistant Commissioner, Income Tax Officer; Appeals, penalties and prosecutions.

**Suggested Readings**

1.    Singhanian V.K: Students' Guide to Income Tax; Taxmann Publications, New Delhi, 2013-2014.
2.    Mehrotra H.C: Income Tax Law & Accounts; Sahitya Bhawan, Agra, 2013-2014.
3.    Girish Ahuja and Ravi Gupta: Systematic approach to income tax ; Bharat Law House, New Delhi.
4.    Chandra Mahesh and Shukla D.C.: Income Tax Law and Practice; Pragati Publications, New Delhi.
5.    Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi.
6.    Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi.
7.    Gaur and Narang, Income Tax Law and Practice, Kalyani Publishers, New Delhi, 2013-2014.
8.    H.C. Melhotra & S.P. Goyal, Income Tax Law & Accounts, Sahitya Bhawan Publications, Agra, 2013-2014.