

B. Com 3rd Year



DIRECTORATE OF DISTANCE EDUCATION
KURUKSHETRA UNIVERSITY
KURUKSHETRA - 136 119

C/D/U
21080-195735

SYLLABUS AND SCHEME OF EXAMINATION OF
B.COM.-III

W.E.L. ACADEMIC SESSION 2010-11 30/10/11

| Paper No. | Name of the Paper | Time | Max. Marks |
|--------------------------|---|---------|------------|
| Paper I | Income Tax | 3 Hours | 100-80+20 |
| Paper II | Cost Accounting | 3 Hours | 100-80+20 |
| Paper III | Management Accounting & Financial Management | 3 Hours | 100-80+20 |
| Paper IV | Business Environment | 3 Hours | 100-80+20 |
| Optional Papers : | | | |
| Paper Opt. (i) | Financial Market Operations | 3 Hours | 100-80+20 |
| Paper Opt. (iv) | Advertising and Sales Management | 3 Hours | 100-80+20 |

Note: - Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

Unit-I Basic Concepts; Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, avoidance, and tax planning.

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

Heads of Income : Salaries; Income from house property;

Unit-II Profit and gains of business or profession, including provisions relating to specific business. Capital gains; Income from other sources.

Computation of Tax Liability: Deduction from Gross total Income, Computation of total income and tax liability of an individual, H.U.F., and firm.

Unit-III Aggregation of Income; Set-off and carry forward of losses; Tax Management; Tax deduction at source; Advance payment of tax; Assessment procedures. Tax Administration; Authorities, appeals, and revision, penalties and prosecution.

Suggested Readings:

1. Singhania, V.K.: Students Guide to Income Tax.
2. Prasad, Bhagwati: Income Tax Law & Practice.
3. Mehrotra, H.C.: Income Tax Law and Account.
4. Dinker Pagare: Income Tax Law and Practice.
5. Girish Ahuja and Ravi Gupta: Systematic Approach.
6. Chandra, Mahesh and Shukla, D.C.: Income Tax.

Paper-II (COST ACCOUNTING)

Max. Marks: 100

Time: 3 Hours

Note: Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

Course Inputs

Unit-I Introduction : Nature and scope of cost accounting; Cost concepts and classification; Methods and techniques: Installation of costing system; Concept of cost audit.

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

Accounting for Labour: Labour cost control procedure; Labour turnover; Idle time and overtime, Methods of wage payment-time and piece rates; Incentive schemes.

Unit-II Accounting for Overheads: Classification and departmentalization; Absorption of overheads; Determination of overhead rates; under and over absorption and its formations.

Cost Ascertainment : Unit Costing, Job, batch and contract costing.

Unit-III Operating costing: Process costing- including interprocess profits and excluding equivalent production and joint and by-products. Cost records: Integral and non-integral system : Reconciliation of cost and financial accounts. Standard Costing and variance analysis-material and labour variance only; Budgetary control. Marginal Costing and Break even analysis.

Suggested Readings:

1. Arora, M.N.: Cost Accounting-Principles and Practice; Vikas, New Delhi.
2. Jain, S.P. and Narang, K.L.: Cost Accounting, Kalyani, New Delhi.
3. Anthony Robert, Reece, et al.: Principles of Management Accounting; Richard D. Irwin Inc., Illinois.
4. Horngren, Charles, Foster and Dalar : Cost Accounting- A Managerial Emphasis;

Prentice-Hall of India, New Delhi

5. Khan, M.Y. and Khan, P.K.: Management Accounting; Tata McGraw-Hill
6. Kaplan, R.S. and Atkinson, A.A.: Advanced Management Accounting, Prentice-Hall of India -International.
7. Tulsian, P.C.: Practical Costing; Vikas, New Delhi.
8. Maheshwari, S.N.: Advanced Problems and Solutions in Cost Accounting; Chand & Co. New Delhi.

Paper-III: **MANAGEMENT ACCOUNTING AND FINANCIAL
MANAGEMENT**

80421
Max. Mark
Time: 3

Note: Ten questions shall be set in the question paper with three questions for each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

Unit-I Management Accounting: Meaning, nature, scope and functions of management accounting; Role of Management accounting in decision-making, Management accounting vs. Financial accounting; Tools and techniques of management accounting.

Financial Statements: Meaning and types of financial statements; Limitations of financial statement. Objectives and methods of financial statements analysis.

Classification of Ratios- Profitability ratios, turnover ratios, liquidity ratios, Solvency ratios; advantages of ratio analysis; Limitations of accounting ratios; Funds Flow Statement, Cash Flow statement as per Indian Accounting Standards.

Unit-II Financial Management: Financial goal. Profit vs. Wealth maximization; Functions-investment financing, and dividend decision; Financial planning overcapitalization and under capitalization.

Capital Budgeting : Nature of Investment decisions, investment evaluation methods- net present value; internal rate of return, profitability index; payback period.

Calculating rate of return (NPV and IRR comparison, excluding risk analysis).
Cost of capital: Significance of cost of capital; calculating cost of debt, Preference, Equity and Retained Earnings; Combined (Weighted) cost of capital.

Unit-III Capital structure theories and determinants.

Dividend Policies: Issues in dividend policies, Walter's Model; Gordon's Model; M. M. Hypothesis; forms of dividends and stability in dividends, determinants.
Management of Working Capital: Nature of Working Capital, Significance of working capital, operating cycle and factors determining of working capital requirements. Estimation of working capital.

Suggested Readings:

1. Arora, M.N.: Cost Accounting: Principles and Practices; Vikas, New Delhi.
2. Jain, S.P. & Narang, K.L.: Cost Accounting; Kalyani, New Delhi.
3. Anthony, Robert & Reece, et al.: Principles of Management Accounting; Richard Irwin Inc.
4. Horngren, Charles, Foster and Datar et al. : Cost Accounting - A Managerial Emphasis; Prentice Hall. New Delhi.
5. Khan, M.Y. and Jain, P.K. Management Accounting; Tata McGraw Hill, New Delhi.
6. Kaplan, R.S. and Atkinson, A.A.: Advanced Management Accounting; Prentice Hall India, New Delhi.

PAPER-IV: BUSINESS ENVIRONMENT

Max. Mark : ~~100~~ ⁸⁰⁺²⁰

Time: 3 Hours

Note: Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

Unit I Business Environment: Concept, components, and importance.

Economic Trends (overview) : Income; savings and investment; industry; Trade and balance of payments, Money; Finance; Prices.

Problems of growth : Unemployment; Poverty; regional imbalances; Social injustice; Inflation Parallel economy. Industrial sickness.

Role of Government in Indian Economy - Monetary and fiscal policy; Industrial policy; Industrial Licensing, Privatization, De-licensing; Export-Import Policy; Foreign Investment; and Collaboration.

Tenth Five Year Plan : Major policies; resource allocation.

Unit-III International Environment: International environment (overview); Trends in World trade and the problems of developing countries; Foreign trade and economic growth. International Economic Institutions- GATT, WTO, UNCTAD, World Bank, IMF

Suggested Readings:

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.L.: Business and Society; S. Chand, Delhi.
4. Dutt, R. and Sundharam K.P.M: Indian Economy; S. Chand, Delhi.
5. Misra, S.K. and Puri, V.K.: Indian Economy; Himalaya Publishing House, New Delhi.
6. Hedge Ian: Environment Economics; MacMillan, Hampshire.
7. Dutt Ruddar: Economic Reforms in India - A Critique; S. Chand, New Delhi.

Paper-Opt. (i): FINANCIAL MARKET OPERATIONS

80+20
Max. Marks : 100

Time : 3 Hours

Note: -Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

Unit-I An overview of financial markets in India

Money market; Indian Money Market's composition and structure; (a) Acceptance houses, (b) discount houses, and (c) Call money market; Recent trends in Indian Money Market.

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

Unit-II Securities Contract and Regulations Act : Main Provisions

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

Unit-III Functionaries on Stock Exchanges: Brokers, sub-brokers market-makers, jobbers, portfolio consultants, institutional investors, and NRIs.

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

Suggested Readings:

1. Chandler, M.V. and Goldfeld, S.M. : Economics of Money and Banking; Harper and Row, New York.
2. Gupta, Suraj B.: Monetary Economics; S. Chand and Co., New Delhi.
3. Gupta, Suraj B.: Monetary Planning in India; Oxford, Delhi.
4. Bhole, L.M.: Financial Markets and Institutions; Tata McGraw Hill, New Delhi.
5. Hooda, R.P.: Indian securities Market-investors view point; Excell Books, New Delhi.
6. R.B.I.: Functions and Working.
7. R.B.I.: Report on currency and finance.
8. R.B.I. : Report of the committee to Review the Working of the Monetary System; Chakravarty Committee.

Paper-Opt (v) : ADVERTISING AND SALES MANAGEMENT

Max. Marks : 100-⁸⁰⁺²⁰

Time: 3 Hours

Note: Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

Unit-I Communication Process : Basic communication process, role of source; Encoding and decoding of message, media, audience, feedback and noise.

Advertising and Communication Mix : Different advertising functions: Types of advertising; Economic social aspects of advertising; advertising process - an overview, setting advertising objectives and budget.

Unit-II Creative aspect of Advertising : Advertising appeals, copy writing, headline illustration, message, copy types.

Advertising Media; Different types of media; Media planning and scheduling

Impact of Advertising : Advertising agency roles; relationship with advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising.

Unit-III Sales Management : Sales Management, Personal Selling and Salesmanship
Organising the sales efforts; Sales force management: Recruitment, Selection, Training, Motivation, Compensating and Controlling sales personnel, Budget, Sales quotas and Sales Territories.

Suggested Readings :

1. Asker, David and Myers, John G. et al. : Advertising Management; Prentice Hall of India, New Delhi.
2. Boardel, W.H.: Advertising; John Wiley, N.Y.
3. Ogivy, D : Ogivy on Advertising; Longman Publication.
4. Anker Daind A, Batra Rajeev, Myers, G. : Advertising Management; Prentice Hall of India, New Delhi.
5. Sengupta Subroto : Brand Positioning Strategies for Competitive Advantage, McGraw Hill; New Delhi.
6. Cundiff Still and Govani: Sales Management; Prentice Hall, New Delhi.
7. Rorsiter John R., Percy Larry : Advertising and Promotion Management; McGraw Hill, New York.
8. Sundage, Fryburger, Rotzoll: Advertising Theory and Practice: AITBS, New Delhi.
9. Skill, Richards, R., Cundiff, Edwards W. & Gosvani, Norman, A.P.: Sales Management, PM.

SCHEME AND SYLLABUS FOR THE SUBJECT OF ENVIRONMENTAL STUDIES

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Scheme of Examination: In case of awarding the marks, the question paper should carry 100 marks. The structure of the question paper being:-

| | | | |
|-----------------|---------------|--------------------------------|----------|
| Paper-I | PART-A | Short Answer Pattern | 20 Marks |
| | PART-B | Essay Type with inbuilt choice | 40 Marks |
| | | Internal Assessment | 15 Marks |
| Paper-II | PART-C | Field Work (Practical) | 25 Marks |

The examination of this compulsory qualifying subject of Environmental Studies in case of the UC DL candidates will also be conducted by the Examination Branch of the University along with the annual examinations of other theory papers of the UC DL candidates of the respective UG streams. With regard to the Field Work (Practical), the UC DL candidates will be required to submit a Report of Practical Assignment of around 20 pages neatly written/typed, duly bound by 31st May of the session which will be got evaluated by the Examination Branch of the University as in case of practical Assignment/Project Report submitted by the UC DL candidates of other courses.

Instructions for the Examiners:

Part-A Question 1 is compulsory and will contain ten short-answer type questions of 2 marks each covering the entire syllabus.

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Part-B Eight essay type questions (with inbuilt choice) will be set from the entire syllabus and the candidates will be required to answer any four of them. Each essay type question will be of the 10 marks.

PCP/Contact Classes:

The subject of Environmental Studies will also be taken up in the PCPs/ Contact Classes to be arranged by the University with number of lectures at par with other subjects/papers of the respective courses.

Each candidate will be required to score minimum of 35% marks each in theory and Practical separately. The marks obtained in this qualifying paper will not be included in determining the percentage of marks/division obtained by them for the award of 'degree'. However, these will be shown in the detailed marks certificate of the subject.

The candidates, who will not able to pass in the subject of Environmental Studies (Theory and/or Field Work/Practical) in 1st year will have to qualify the same by appearing in the examination of Environment Studies in 2nd year or 3rd year or thereafter by submitting a separate examination form and examination fee of Rs.50/- an ex-student as in the case of "Reappear/Compartment" candidates. There will, however, be no supplementary examination in the subject of Environmental Studies.

**CORE MODULE SYLLABUS FOR ENVIRONMENTAL
STUDIES FOR UNDER GRADUATE COURSES OF ALL
BRANCHES OF HIGHER EDUCATION**

(AS APPROVED BY THE UGC)

The Multidisciplinary nature of environmental studies; Definition; Scope
and Importance, Need for public awareness.

Natural Resources

Renewable and non-renewable more resources:

Natural resources and associated problems

- (a) Forest resources: Use and over-exploitation deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.
 - (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams: benefits and problems.
 - (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
 - (f) Land recourses: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.

- Equitable use of resources for sustainable lifestyles.

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Ecosystem

- Concept of a ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - Forest ecosystem
 - Grassland ecosystem
 - Desert ecosystem
 - Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

Biodiversity and its Conservation

- Introduction-Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India.
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option value.
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation.

- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation and biodiversity.

Environmental Pollution

Definition

Cause, effects and control measures of:-

- a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Marine Pollution
 - e. Noise Pollution
 - f. Thermal Pollution
 - g. Nuclear Pollution
- Solid Waste Management: Cause, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution.
 - Pollution case studies.
 - Disaster Management: Floods, earthquake, cyclone and landslides.

Social Issues and the Environment

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environment ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act
- Forest Conservation Act.
- Issue involved in enforcement of environment legislation
- Public Awareness

Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.

- Environmental and human health
- Human Rights
- Value Education
- HIV/AIDS
- Women and Child Welfare
- Role of Information Technology in Environmental and Human Health
- Case Studies

Field Work (Practical)

- Visit to a local area to document environmental assets-river/forest/grasslands/hills/mountain
- Visit to local polluted site- Urban/Rural/Industrial/Agricultural
- Study of common plant, insects, birds
- Study of simple ecosystem-pod, river, hill slopes etc.

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ., Ltd., Bikaner
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India. Email: mapin@icenet.net (R)
3. Brunner, R.C. 1989, Hazardous Waste Incineration, McGraw Hill Incl., 480p.
4. Clerk, B.S. Marine Pollution. Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E. & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.