

SYLLABUS

B.Com. – Semester I

Paper I: Financial Accounting

Unit I: Definition, Nature and Scope of Accounting, Concepts and Conventions, Introduction to Financial Statements, Capital and Revenue Items, Indian Accounting Standards & IFRS.

Unit II: Partnership Accounts - advanced problems and detailed study. Admission, Retirement and Death of partners, Dissolution of Partnership Firm.

Unit III: Hire Purchase and Instalment Accounts, Royalty Accounts, Insolvency Accounts.

Unit IV: Insurance Claim for loss of Stock and Loss of Profit, Branch Accounts, Voyage Accounts.

Paper –II: Business Organisation

Unit-I : Nature and scope of business, Social Responsibility of Business, Size of business units, Stock Market, Commodity Market, E-business, Business Environment.

Unit-II : Forms of business organizations and comparative study - Sole Proprietorship, Partnership, Joint Stock Company, co-operative organisation, One Man Company.

Unit –III: Business combination and its types, Rationalisation and automation, Government and Business, Methods of Remunerating Labour.

Unit-IV: Organization process – Importance, Principles, Types of organization structure, Centralisation and Decentralisation, Committees, Departmentation, Delegation of authority.

Paper –III: Micro Economics – Concept, Consumption and Production

Unit – I

Definition and Concepts of Economics: Wealth, Welfare, Scarcity and Growth Oriented definitions, Concept of Scarcity, Optimum Utilization and Equilibrium, Various Forms of Equilibrium.

Nature and Scope: Economics as a Science and Art, Normative and Positive Science, Relation with other subjects. Micro and Macro Economics. Inductive and Deductive methods of Economic Analysis.

Unit – II

Consumer Behaviour: – Theory of Demand and its Elasticity; Definition, Types and Measurement of Elasticity. Concept and Types of Utility. **Cardinal Approach;** Law of Diminishing Marginal Utility, Law of Equi-diminishing Marginal Utility. Consumer Surplus.

Ordinal Approach; Indifference Curves: Meaning, Assumptions, Indifference Map and Properties. Consumer Equilibrium, Price, Income and Substitution Effects-Hicks' Approach. Practical Problems.

Unit – III

Producer's Behavior: – Production and Factors of Production. **Laws of Production;** Law of Variable Proportions and Return to Scale. **Isoquant:** Meaning, Assumptions and Properties.

Isoquant Map. Producer's Equilibrium through Isoquants. Practical Problems.

Unit – IV

Cost of Production: – Meaning of Cost: Long-Run and Short-Run Cost. Implicit and Explicit Cost, Accounting and Economic Cost, Total Cost, Fixed Cost, Variable Cost, Average Cost, Average Fixed Cost, Average Variable Cost and Marginal Cost. Opportunity Cost. L-Shaped Cost Curve. Practical Problems.

Paper –IV: CURRENCY, BANKING AND EXCHANGE

Unit –I

Functions, Significance & Various Forms of Money, E- Money. Quantity Theory of money (Fisher's): Assumptions and Criticism, Monetary Standard – Gold Standard, Bi-metallism and Managed Currency Standard. Principles & Methods of Note issues, Indian Money Market.

Unit –II

Meaning and Significance of credit, Factors Influencing the Volume of Credit in the Country, Credit Creation by Bank, Credit Control by RBI. Inflation: Causes & Remedies.

Unit –III

Types of Banks, Central Bank and Commercial Banks: Meaning and Functions, Regional Rural Banks. E- Banking & Postal Banking,

Unit –IV

Concept of Foreign Exchange and Exchange Rate, Factors Causing Fluctuations in Exchange Rate, Exchange Control: Meaning, Objective and Methods.

Paper –V: ESSENTIAL OF MANAGEMENT

Unit I: Introduction, Nature of Management, Evolution of Management Thought – various theories and approaches, Contribution of Peter Drucker to Value creation, Management Process,

Unit II: Planning: Objectives, Policy & Strategy,

Forecasting, Decision Making, Organizing: Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Departmentation, Delegation, Centralization and Decentralization.

Unit III: Staffing, Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal. Directing, Fundamentals of Directing, Fundamentals of motivation, Leadership

Unit IV: Co-ordination, Controlling: Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques - Traditional and Modern.

Paper –VI: BUSINESS COMMUNICATION

Unit I :Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7C's.

Unit II : Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Communication Etiquettes,

Unit III: Forms of Business Communication, Written Communication, Oral Communication, Nonverbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations

Unit IV: Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing business Correspondence: Letter Writing, inviting tenders and quotations, designing quotations, Placing orders, Sales letters, Claim & Adjustment Letters and Social correspondence. Time management in meetings. Modern communication forms: e-mail, video conferencing, social media communication.

LPCPS