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**JAIN VISHVA BHARATI INSTITUTE**  
LADNUN-341 306 (Rajasthan)



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DIRECTORATE OF DISTANCE EDUCATION

**SYLLABUS (Three Years)**

बी.कॉम. ( वाणिज्य स्नातक )  
B.Com (Bachelor of Commerce)

l dj .k 201)&1\*

Edition: 2015-16

## **BACHELOR OF COMMERCE (B.Com. Three-year Degree Course)**

It is three years degree course. There will be seven papers in each year. Each paper contains 30 marks for sessional paper and 70 marks for annual examination.

### **First Year**

#### **A. Compulsory Subject**

- (i) General Hindi or General English (Only in First Year)

#### **B. Core Subjects :**

- (ii) Financial Accounting (iii) Business Regulatory Frame Work
- (iv) Tax Procedure and Practices (v) Business Statistics
- (vi) Business Economics (vii) Business Budgeting

### **Second Year**

#### **A. Compulsory Subject**

- (i) Jain Culture & Values of Life Part-I (Compulsory)

#### **B. Core Subjects :**

- (ii) Principles of Business Management (iii) Corporate Accounting
- (iv) Company Law and Auditing (v) Income Tax Law
- (vi) Business Environment
- (vii) Project Management

### **Third Year**

#### **A. Compulsory Subject**

- (i) Jain Culture & Values of Life Part-II (Compulsory)

#### **B. Core Subjects :**

- (ii) Fundamentals of Entrepreneurship
- (iii) Management Accounting
- (iv) Cost Accounting
- (v) Financial Management
- (vi) Principle of Marketing
- (vii) Indian Banking System

**B.COM.-I**  
**SUBJECT : GENERAL ENGLISH**

*Marks : 70*

<b>A. Grammar and Usage</b>	<b>20</b>
1. Parts of speech	
2. Basic Sentence patterns	
3. Sentences beginning with 'It' and 'There'	
4. Tenses	
5. Phrasal Verbs	
6. Articles and other Determiners	
7. Direct and Indirect Speech	
8. Active and Passive Voice	
9. Modal Auxiliaries	
10. Simple, Complex and Compound sentences	
<b>B. Comprehension (From the Textbook prescribed)</b>	<b>30</b>
<b>C. Writing Skills</b>	<b>15</b>
1. Paragraph Writing	
2. Letter and Application Writing	
3. Précis Writing	
<b>D. Vocabulary</b>	<b>5</b>
1. Words often confused	
2. Antonyms and Synonyms.	

**Books to Read:**

1. A Textbook of General English for Undergraduate students  
by R.P.Bhatnagar, rajul Bhargava, Jain Prakasan mandir, 1024,  
Singhiji ki Gali, Chaura rasta, jaipur – 302002
2. English Grammar, Composition and Reference skills by R.P.  
Bhatnagar, Pustak mandir, Chaura Rasta, Jaipur.

**B.COM.-I**  
**PAPER - I**  
**SUBJECT - GENERAL HINDI (COMPULSORY PAPER)**

	70 अंक
1. काव्य संचय और गद्य संग्रह (व्याख्या दो-दो)	20
2. काव्य एवं गद्य (एक-एक प्रश्न) (दोनों पाठ्य पुस्तकों में से परिचयात्मक प्रश्न पूछे जायेंगे।)	20
3. निबन्ध लेखन	15
4. व्याकरण	10
5. शुद्धिकरण	05

**निबन्ध लेखन, व्याकरण एवं शुद्धिकरण**

1. निबन्ध लेखन : किसी एक विषय पर लगभग 500 शब्दों में एक निबन्ध।
2. व्याकरण : व्याकरण के अन्तर्गत संज्ञा, सर्वनाम, विशेषण, क्रिया विशेषण।
3. शुद्धिकरण : उपसर्ग, प्रत्यय, कारक, क्रिया, लिंग, वचन, समास आदि से सम्बन्धित शब्दों एवं वाक्यों की अशुद्धियों का शुद्धिकरण।

**पाठ्य पुस्तकें :**

1. काव्य संचय : संपादक डॉ. शंभूनाथ पाण्डेय, अनुराग प्रकाशन, अजमेर
2. गद्य संग्रह : संपादक डॉ. विजय कुलश्रेष्ठ, अलका पब्लिकेशन्स, अजमेर
3. सामान्य हिन्दी एवं निबन्ध—डॉ. आनन्द प्रकाश त्रिपाठी, यूनिक ट्रेडर्स, जयपुर।

**सहायक पुस्तकें :**

1. हिन्दी व्याकरण तथा रचना : डॉ. भोलानाथ तिवारी, नेशनल पब्लिशिंग हाऊस, दिल्ली।
2. सुबोध हिन्दी व्याकरण और रचना : डॉ. नरेन्द्र भानावत और डॉ. भंवरलाल जोशी, अलका पब्लिकेशन्स, अजमेर।
3. हिन्दी व्याकरण एवं निबन्ध—आचार्य भारती, यूनिक ट्रेडर्स, 250, चौड़ा रास्ता, जयपुर—03

**PAPER - II**  
**FINANCIAL ACCOUNTING**

**Marks 70**

**Section- A**

Accounting : Meaning, Scope and Importance, Branches of Accounting, Accounting Concepts and Conventions, Double Entry System, Preparation of Journal, Subsidiary Books including Cash Book, Ledger, Trial Balance, Preparation of Final Accounts of Sole Traders and Partnership Firms.

**Section – B**

Distinction between Capital and Revenue items, Introduction with Accounting Standards, Errors and their Rectification; Bank Reconciliation Statement, Depreciation Methods and Accounting including AS-6, Accounts of non-trading concerns including Hospital and Educational Institutions.

**Section – C**

Accounts relating to partnership : Admission, Retirement and Death of a Partner, Dissolution of Partnership including Garner Vs. Murrary rule, Amalgamation of Firms, Sale of firm to a Company and Conversion of a firm in a company, Gradual Realisation of Assets and Piece Meal Distribution.

**Section – D**

Branch Accounts, Accounts for Packages and Empties, Insurance Claims, Stock Valuation and AS-2, Farm Accounting, Hire Purchase and Instalment.

**Books Recommended**

1. Jain Khandelwal Pareek, Book-keeping & Accounting
2. M.C. Shukla & T.S. Grewal : Advanced Accounts
3. R.L. Gupta : Advanced Accounts
4. S.N. Maheswari : Advanced Accounts

**PAPER - III**  
**BUSINESS REGULATORY FRAMEWORK**

**Marks 70**

**Section – A**

Law of Contract (1872) : Nature of contract, Classification; Offer and acceptance; capacity of parties to contract; Free consent; Consideration; Legality of object; Agreements declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.

**Section – B**

Special Contracts : Indemnity; Guarantee; Bailment and Pledge; Agency. Sales of Goods Act 1930 : Formation of Contracts of sale; Goods and their classification, price; conditions, and warranties; Transfer of property in goods; Performance of the contract of sales; unpaid seller and his rights, sale by auction; Hire purchase agreement.

**Section – C**

Negotiable Instrument Act 1881 : Definition of negotiable instruments, Features; Promissory note; Bill of exchange and cheque; Holder and holder in the due course; Crossing of a cheque, Types of crossing; Negotiation; Dishonour and discharge of negotiable instrument.

**Section –D**

The consumer Protection Act 1986 : Salient features, Grievance redressal machinery.

The Indian partnership act 1932 : Meaning, Characteristics, formations and registration types of partnerships and partners, relation of partners, dissolution of partnership firm.

**Books Recommended**

1. Kuchhal M.C. : Business Law
2. Kapoor, N.D. : Business Law
3. K.C. Garg (Hindi) Kalyani
4. Dr. R.L. Naulakha, Business Law

**PAPER - IV**  
**TAX PROCEDURE & PRACTICES**

**Marks 70**

**Section – A**

Taxation: Meaning, features, objectives. Central and State Powers of taxation. Single Vs. multiple tax system; Proportional vs. Progressive taxes; Arguments for and against progressive taxation.

**Section – B**

Direct and indirect taxes : Meaning, kinds, merits and demerits.

Agriculture taxation in India : Meaning, agricultural income with non-agricultural income for income taxation, land revenue.

**Section – C**

Central Sales Tax Act, 1956 : Introduction, objects, features. Dealer, declared goods, goods, place of business, sale, sale price, turnover, inter-state sale.

Principles for determining different categories of sales, Registration of dealers. Levy and collection of tax, kinds of forms for availing the concessional rates.

**Section – D**

**Value Added Tax in Rajasthan**

Introduction and Definition, Incidence of Tax, Exempted items, Rates of Tax Determination of Taxable turnover, Calculation of Tax Liability, Registration of dealers, Filing of returns, Procedure of Assessment, Payment, Recovery of Tax Penalties, Appeals and Authorities.

**Books Recommended**

1. चावला, गुप्ता एवं नाहर : केन्द्रीय एवं राजस्थान विक्री कर, रमेश बुक डिपो, जयपुर
2. पटेल व चौधरी : विक्रय कर

## **PAPER-V : BUSINESS STATISTICS**

**Marks 70**

### **Section – A**

Meaning and definition of statistics, Functions, importance, Limitations & Distrust of statistics, Classification and tabulation of data measure of central tendency.

### **Section – B**

Measures of dispersion & skewness:- meaning & definitions of dispersion, objective & importance of measuring dispersion absolute & relative measures of dispersion essential characteristics of a good measures of dispersion inter-relationship between different measures of dispersion. Skewness-meaning test of skewness measures of skewness methods of measuring skewness difference between dispersion & skewness.

### **Section – C**

Correlations and regression: meaning and definition of correlation type of correlation methods of determining correlation measurement of correlation in time series lag & lead in correlation regression analysis concept meaning utility type difference between correlation regression analysis concept meaning utility type difference between correlation & regression linear correlation and regression analysis standard error of estimates methods of computing regression lines conceptual framework & their application in business.

### **Section – D**

Index Number-concept utility methods simple weighted average of relative and aggregative index number.

Analysis of time series theorems of time series decomposition of time series analysis of trend (excluding seasonal variations) Application of time series in business.

### **Books Recommended :**

1. S. P. Gupta, Statistical Methods
2. Sharma, Jain, Pareek, Statistical Methods



## **PAPER-VI : BUSINESS ECONOMICS**

**Marks 70**

### **Section – A**

Introduction: definition of business economics its role in business decisions.  
Inductive & deductive methods, micro & macro economics.

Consumption and demand analysis:- utility analysis law of diminishing marginal utility law of substitution, demand and the law of demand elasticity of demand and its measurements, indifference curves, consumers equilibrium.

### **Section – B**

Production-production function: Laws of return, ISO-product curve least cost combination of factors Expansion path Return to scale Ridge Lines cost concept and classification importance of costs in decision making cost function and determinates of cost law of supply and Elasticity of supply Capital Formation and Theories of population.

### **Section – C**

Exchange- General Theory of value change in the demand and supply and their effects on equilibrium price, Time element in price determination, market-definition and classification, price and output determination under perfect and imperfect competition, monopoly, discriminating monopoly and oligopoly.

### **Section – D**

Distribution : marginal productivity, Theory of Distribution Theories of Rent Wages, Interest and profits national income, basic concepts, measurement, National income and economic welfare.

### **Books Recommended :**

M.L. Seth, Principles of Economics

P.C. Agarwal, M.D. Agarwal, Business Economics

P.C. Agarwal, M.D. Agarwal, Business Economics (Hindi)

Laxminarayan, Nathuramka, Micro Economics

Laxminarayan, Nathuramka, Micro Economics (Hindi)

## **PAPER-VII : BUSINESS BUDGETING**

**Marks 70**

### **Section-A**

Business budgets and budgeting : Meaning, Nature, Objectives, advantages and limitations of budgets and budgeting, budget terminology, preparation fo budgets, budget co-ordination, essentials of an effective budgeting.

### **Section-B**

Business Forecasting : Meaning, theories, importance and limitations of business forecasting. Techniques and tools of business forecasting. Essentials of business forecasting.

### **Section-C**

Types of Budget : Finance Budgets, Fixed & Flexible budget, Master budget, Sales budget, production budget, cost of production budget, Direct Material budget, Direct labour budget and overhead budget, Cash budget (Elementary knowledge)

### **Section-D**

Product and production decisions: Meaning of product, product decision areas : Use of alternative production facilities, Determination of the profitable level of production, utilisation of full production capacity.

### **Reference Books:**

1. M.R. Agrawal : Business Budgeting
2. Batty. J. : Corporate Planning & Budgetary control
3. Man Mohan & Goyal : Principles of Management Accounting
4. Jain, Khandelwal, Pareek, Dave, Maheshwari : Advanced Cost Accounting

**B.Com. II**

**A. Compulsory Subject**

**Paper-I Jain Culture & Values of Life Part-I (Compulsory)**

**Unit-1 : History of Jain Tradition** **Marks 70**

- Jain Religion and its antiquity
- Lord Rishabha
- Main Sect of Jain Religion
- Cycle of Time
- Lord Mahaveer

**Unit-2 : Jain Culture and Literature**

- Characteristics of Jain Culture
- Jain Pilgrimage
- Counseling of Cannon
- Jain Festivals
- Jain Art
- Jain Literature

**Unit-3 : Preksha Dhyam**

- Nature of Meditation
- Pre-requisites of Preksha Meditation
- Supportive Constituents of Preksha Meditation
- Prime Constituents of Preksha Meditation
- Spiritual and Scientific base of Preksha Meditation
- Preksha Therapy

**Unit-4 : Management Through Preksha Meditation**

- Goal Management
- Health Management
- Addiction Management
- Time Management
- Stress Management
- Emotion Management

**Study Book:**

1. Jain Sanskrit and Jeevan Mulya Part-I, Dr. Samani Rju Prajna, Jain Vishva Bharati University, Ladnun

**Reference Book-**

1. Jain Parampara Ka Itihas, Acharya Mahapragya, Jain Vishva Bharati, Ladnun
2. Prekshadhyan Sidhant and Prayoga, Acharya Mahapragya, Jain Vishva Bharati, Ladnun
3. Tus Swastha Rah Sakte Ho, Acharya Mahapragya, Jain Vishva Bharati, Ladnun
4. Apna Darpan Apna Bimb, Acharya Mahapragya, Jain Vishva Bharati, Ladnun

**B. Core Subjects :**

**PAPER - II :PRINCIPLES OF BUSINESS MANAGEMENT**

**Marks 70**

**SECTION - A**

Introduction: Concept, nature, process and significance of management; Managerial roles (Mintzberg); An overview of functional areas of management; Development of management thought; Classical and neo-classical system; Contingency approaches Departmentation; Planning\_Concept, Process, Types, Decision Making-Concept & Process, Bounded rationality.

**SECTION - B**

Management by objectives; Corporate planning; Environment analysis and diagnosis; Strategy formulation.

Organizing; Concept, nature, process, and significance; Authority and responsibility relationships; Centralizations and decentralization; Departmentation; Organization structure : Forms and contingency factors.

**SECTION - C**

Motivating and leading people at Work : Motivation : Concept, Theories : Maslow, Herzberg, McGregor and Ouchi, Financial and non-financial incentives Leadership : Concept and leadership styles, Leadership theories (Thanneabaum and Schmidit), Likert's System Management; Communication : Nature, process, networks nad barriers, Effective Communication.

**SECTION - D**

Management of Change : Concept, nature, and process, of planned change; Resistance to change; Emerging horizons of management in a changing environment, knowledge manager, Time management and Stress management.

**SUGGESTED BOOKS**

1. Principles of Management : L.M. Prasad
2. Principles of Business Management : Y.K. Bhushan
3. Principles of Business Management : Sharma, Gupta and Bhalla
4. Principles of Business Management : Dharminder Singh and others
5. Principles of Management : R.N. Naulakaha
6. Prabandh ke Siddhantha : R.N. Naulakaha
7. Principls of Manegement : Dr. B.S. Mathur & Prof. Naveen Mathur

**PAPER - III**  
**CORPORATE ACCOUNTING**

**Marks 70**

**SECTION - A**

Issue, forfeiture, and re-issue of Shares, Redemption of preference shares;  
Issue and redemption of debentures; Issue of hours shares and right shares;  
Underwriting of shares and debentures, Accounts of under writers.

**SECTION - B**

Final accounts including computation of managerial remuneration and disposal of profit; Profit prior to and after incorporation, Consolidated Balance Sheet of holding companies with one subsidiary only, AS.

**SECTION - C**

Amalgamation, absorption/merger and reconstruction, Accounting for, amalgamation of companies as per Indian Accounting Standard 14; Accounting for internal reconstruction.

**SECTION - D**

Liquidation Accounts; Accounts of banking companies and insurance companies; Investment Accounts; Valuations of goodwill and shares.

**SUGGESTED BOOKS**

1. Advance Accounts : R.L. Gupta
2. Advanced Accounts : Jain & Narang
3. Advanced Accounts : Shukla & Grewal
4. Corporate Accounting : Jain, Khandelwal, Pareek

**PAPER - IV**  
**COMPANY LAW AND AUDITING**

**SECTION - A**

Company -Meaning, Features, Types, Promotion and registration, Preliminary contracts, Memorandum of Association, Articles of Association, Prospectus, Shares and Shares capital.

**SECTION - B**

Directors, Borrowing powers (including debentures), Members, Meetings (including Board Meetings), Majority powers and minority right, Winding-up of the company.

**SECTION - C**

Definition and Objectives of Auditing, Classes of audit, Internal check and Internal audit, Definition and objectives of investigation Distinction between audit and investigation, statement of Standard Auditing Practices (Brief introduction only)

**SECTION - D**

Company Auditors: Appointment, Removal, Right, Duties, Liabilities: Auditor's Report.

**SUGGESTED BOOK**

1. Company Law : N.D. Kapoor
2. Company Law : Avtar Singh
3. Company Law : Chawla & Garg
4. Contemporary Auditing : Kamal Gupta
5. Auditing : Jain Khandelwal, Pareek
6. Ankeshan : Jain Khandelwal
7. Company Law & Auditing : Nolakha, Jain, Khandelwal, Pareek

**PAPER - V**  
**INCOME TAX LAW AND PRACTICES**

**Marks 70**

**SECTION - A**

Definition, Distinction between capital and revenue, Basis of charge, Incidence of tax, Exempted incomes, Computation of income from salaries and house property.

**SECTION - B**

Profit and gains from business and profession, Capital gains, Income from other sources. Depreciation, Carry forward and set off of losses, Income of other persons to be included in assessee's total income.

**SECTION - C**

Deduction out of gross total income, Computation of total income in regard to income of individual HUF, partnership firm and company.

**SECTION - D**

Advance payment of tax. Deduction of tax at source, Income tax authorities and administration of the Act, Assessment procedure, Appalls, Reminds.

**SUGGESTED BOOKS**

1. Income Tax Law : Bhagawati Prasad.
2. Income Tax Law : Gaur and Narang
3. Income Tax Law : H.C. Mchrotra
4. Income Tax Law : Dr. S.K. Nayar & Mahesh Joshi.

**PAPER : VI**  
**BUSINESS ENVIRONMENT**

**Marks 70**

**SECTION - A**

Indian Business Environment : Concept, components, and importance.  
Economic Trends (overview): Income, savings and investment; Industry;  
Trade and balance of payments, Money, Finance, Prices.

**SECTION B**

Problems of Growth: Unemployment, Poverty; Regional imbalances; Social injustice; Inflation; Parallel economy; Industrial sickness.

**SECTION C**

Role of Government : Monetary and fiscal policy; Industrial policy, Industrial Licensing; Recent economic policy of liberalization, privatization and globalisation and its impact on Indian economy; Regulation of foreign investment and collaborations in the light of recent changes, Export import policy. Devaluation, Current Five year Plan Major policies, Resource allocation.

**SECTION D**

Socio-Cultural environment : Social institutions and systems, social values and attitudes, Dualism in Indian society and problem of uneven distribution, social responsibility of business, Business ethics.

International Environment : International trading environment (overview); Trends in world trade and the problems of developing countries; Foreign trade and economic growth: International economic grouping; International economic institutions - World Bank, IMF, GSP, GSTP; Counter trade.

**SUGGESTED BOOKS**

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. Misra S.K. and Puri Vc.K. Indian Economy; Himalya Publishing House, New Delhi
5. Hedge Ian : Environment Economics : Mac Millan, Hampshire.
6. Vevaysayik Vatavaran : Gupta Swami
7. Vevaysayik Vatavaran : Upadhyay Swami
8. Economics and Environment in India : N.D. Mathur



## **Paper - VII**

### **Project Management**

**Marks 70**

#### **Section : A**

Project Management : Definition of project, General Principal of Management, Project Management - An overview; formulation - Need and steps; benefits of project management] causes of project failure; feasibility nalysis and report: Market, Technical and Financial Analysis.

#### **Section : B**

Project life cycle; classification of project; Govt. Policy and Systems for Project Sanction; Project Appraisal Criteria : Pay back period, NVP, IRR Method, Profitability Index.

#### **Section : C**

Economic Appraisal -Social cost benefit Analysis : Meaning and Rational four social cost benefit analysis, UNIDO, LM and Indian approaches to social cost benefit analysis; Project implementation; Project Management Systems-project information system (PMIS)

#### **Section : D**

Project Organisation : Project organisation structure, setting up of Project Organisation (The project office, the site office, the project team); Selection and Training of a project manager, authority and responsibility of project manager; role and qualities of a project manager; project delays and problems of their prevention.

#### **Suggested Books:**

1. Project Management : Pasand Chandra

**B.Com. III**

**A. Compulsory Subject**

**Paper-I : Jain Culture & Values of Life Part-II (Compulsory)**

**Marks 70**

**Unit-1 : Main Principle of Jainism**

- Non-violence (Ahimsa)
- Non-Possession (Limit to Possession)
- Non-absolutism (Anekantvada)
- Aatamvada
- Karmavada
- Five Conomitance (Samavaya)

**Unit-2 : Jain Metaphysics and Ethics**

- Nature of reality (Sat)
- Cosmology (Lokvad)
- Nature and Foundation of Jain Ethics
- Nine Categories of Truth (Navtatva)
- La men's code of conduct (Shravakachana)
- Jain Life Style

**Unit-3 : Science of Living and Value Development**

- Jeevan Vigyan : Origination and Development
- A Balanced Education System : Jeevan Vigyan
- Seven components of Jeevan Vigyan
- Sixteen values in Jeevan Vigyan
- Contemplation : A process of Values Development
- Spiritual -Scientific Personality Formation

**Unit-4 : Anuvrata Movement**

- Anuvrata Movement
- Anuvrata : Base of a Healthy Society
- Anuvrata : Code of Conduct
- Non-violence Training
- Economics of Non-violence
- Vegetarianism
- Environmental Balance

**Study Book:**

1. Jain Sanskrit and Jeevan Mulya Part-II, Dr. Samani Rju  
Prajna, Jain Vishva Bharati University , Ladnun

**Reference Book-**

1. JJain Darshan Ke Sutra, Acharya Mahapragya, Jain Vishva Bharati, Ladnun
2. Jeev-Ajeev, Acharya Mahapragya, Jain Vishva Bharati, Ladnun
3. Jain Tattva Vidya, Acharya Mahapragya, Jain Vishva Bharati, Ladnun
4. Jeevan Vigyan Sidhant Aur Prayog, Acharya Mahapragya, Jain Vishva Bharati, Ladnun
5. Ahimsa and Anuvrat, Acharya Mahapragya, Jain Vishva Bharati, Ladnun

**B. Core Subjects :****Paper - II**  
**Fundamental of Entrepreneurship****Marks 70****Section – A**

Introduction : The Entrepreneur; Definition; Emergence of entrepreneurial class; Theories of entrepreneurship; Role of socio-economic environment; Characteristics of entrepreneur; Leadership; Risk taking; Decision-making and business planning.

**Section – B**

Promotion of a Venture : Opportunities analysis; External environment analysis – economic, social and technological; Competitive factors; Legal requirements for establishment of a new unit, and raising of funds:, Venture capital sources and documentation required.

**Section – C**

Entrepreneurial Behaviour : Innovation and entrepreneur; Entrepreneurial behaviour and Psycho-Theories, Social responsibility.

Entrepreneurial Development Programmes (EDP); EDP, their role,

relevance and achievements; Role of Government in organizing EDPs; Critical evaluation.

#### **Section – D**

Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth, bringing about social stability and balanced regional development of industries; Role in export promotion and import substitution, forex earnings and augmenting and meeting local demand.

Note : The provide practical exposure to the students, colleges are advised to arrange lectures from successful entrepreneurs from industry.

#### **Reference Book-**

1. G.S. Sudha, Fundamental of Enterprenureship, Ramesh Book Dept. Jaipur (Raj.)
2. डॉ. आर.एल. नौलखा, उद्यमिता के आधारभूत सिद्धान्त, रमेश बुक डिपो, जयपुर।

### **Paper- III**

## **Management Accounting**

**Marks 70**

#### **Section – A**

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 statements; Objectives and methods of financial statements analysis: Fund Flow Statement; Cash Flow Statement as per Indian Accounting Standard 3.

#### **Section – B**

Comparative Statements Common size statements and trend analysis. Ratio analysis; Classification of ratios – Profitability ratios, turnover ratios, liquidity ratios, solvency ratios; Advantages of ratio analysis; Limitations of accounting ratios.

**Section – C**

Absorption and Marginal Costing : Marginal and differential costing as a tool for decision making – make or buy; Change of product mix; Pricing; Break-even analysis; Exploring new markets; Shutdown decisions.

**Section – D**

Budgeting for Profit Planning and Control : Meaning of budget and budgetary control: objectives : Merits and limitations : Types of budgets; Fixed and flexible budgeting; Control ratios ; Zero base budgeting; Performance budgeting; Responsibility accounting.

Standard Costing and Variance Analysis : Meaning of standard Cost and Standard costing ; Advantages and application; Variance analysis – material; labour and overhead Variances (two-way analysis)

Ref.: Jain, Khandelwal, Pareek, Balia, Management Accounting.

**Paper – IV**  
**Cost Accounting****Marks 70****Section – A**

Introduction: Nature and scope of cost accounting; Cost concepts and classification; Methods and techniques; installation of costing system; Concepts of cost audit.

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

**Section – B**

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

Accounting for Overheads : Classification and departmentalization; Absorption of overheads; Determination of overhead rates; Under and over absorption and its treatment.

**Section – C**

Cost Ascertainment : Unit costing; Job, batch and contract costing; Operating costing.

**Section – D**

Process Costing – including inter-process profits, joint and byproducts.  
Cost Records : Integral and non-integral system: Reconciliation of cost and financial accounts. Activity based costing, productivity, value analysis.

**Reference Book:**

1. Jain, Khandelwal, Pareek, : Cost Accounting

**Paper – V**  
**Financial Management**

**Marks 70**

**Section – A**

Financial Management : Financial goals; Profit Vs wealth maximization; Finance functions; investment, financing and dividend decisions; Financial planning.

Capital Budgeting : Nature of investment decisions, investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return profitability index; NPV and IRR comparison  
Capital rationing.

**Section – B**

Cost of Capital : Significance of cost of capital ; calculating cost of debt. Preference shares, equity capital and retained earnings, Combined (weighted) Cost of capital.

Capital Structure : Theories and determinants.

**Section – C**

Operating and Financial Leverage : Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage.

Dividend policies : Issues in dividend policies; Walter's model; Gordon's model; M.M. Hypothesis, forms of dividends and stability in dividends, determinants.

**Section – D**

Working Capital : Nature of working capital, significance of working capital, operating cycle and factors determining of working capital requirements. Management of working capital; Management of cash, Management of receivables, Management of inventories.

**Reference Books:**

1. Financial Management -M.R. Agrawal
2. Financial Management : Khan & Jain

**Paper – VI**  
**Principles of Marketing**

**Marks 70**

**Section – A**

Introduction : Nature and scope of marketing; Importance of marketing as a business function and in the economy; Marketing concepts ; traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.

Consumer Behaviour and Market Segmentation; Nature, scope, and significance of consumer behaviour; Market segmentation concept and importance ; Bases for market segmentation.

**Section – B**

Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging-role and functions; Brand name and trade mark; After-sales service; Product life cycle concept.

### **Section – C**

Price : Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.

Distributions Channels and Physical of Distribution; Distribution Channels – concept and role ; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.

### **Section – D**

Promotion : Methods of promotion : Optimum promotion mix, Advertising media-their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman.

### **Reference Book,**

1. Dr. R.L. Naulakha-Principle of Marketing
2. Kothari, Mehtra, Sharma : Marketing Management
3. Porwal : Principal of Marketing

## **Paper – VII Indian Banking System**

**Marks 70**

### **Section – A**

Bank : Definition, importance and functions; Balance Sheet of a bank : Main assests and liabilities and their significance.

Indian Banking System; Stricture and organization of banks; Reserve Bank of India; Apex banking institution; Commercial banks; Regional rural banks; Co-operative banks (including private and foreign banks); Development banks.



**Section – B**

Reserve Bank of India : Objectives; Organizations; functions and working; Monetary Policy; Credit control measures and their effectiveness. Introduction to Banking Sector Reforms.

**Section – C**

Banking Regulation Act. 1949: History; Social control; banking Regulations Act as applicable to banking companies, public sector banks and co-operative banks.

**Section – D**

Regional Rural and Co-operative Banks in India: their functions and role in rural development; Progress and performance.

**Reference Books:**

1. Indian Banking System -Trivedi
2. बैंकिंग विधि एवं व्यवहार – वार्ष्णेय पी.एन.
4. भारत में बैंकिंग विधि एवं व्यवहार—बी.एल. ओझा