

B.COM SEM-5 SYLLABUS

BUSINESS REGULATORY FRAMEWORK

Module No.	Topics
I	INDIAN CONTRACT ACT, 1872 (SEC.1-75) Definition and Essentials of Contract, Types of Contract, Competent Party, Free Consent, Consideration, Performance of Contract, Discharge of Contract & Rules for Compensation, Contingent Contract & Quasi Contract
II	SPECIAL CONTRACT Indemnity & Guarantee, Bailment & Pledge, Law of Agency - Meaning, Modes of creating Agency, Types of Agents, Personal Liability of an Agent and Termination of Agency.
III	SALE OF GOODS ACT, 1930 Definition: Sale & Agreement to Sell, Types of Goods, Conditions & Warranties, Sale by Non-owners, Unpaid Seller, CIF, FOB and Ex-Ship Contracts.
IV	CONSUMER PROTECTION ACT, 1986 Definition, Consumer & Rights of Consumer, Restrictive and Unfair Trade Practice, Consumer Councils and Redressal Agencies

MARKETING MANAGEMENT

Unit No.	Topics / Chapters Name
I	<p>Understanding Marketing Management</p> <ul style="list-style-type: none"> • Meaning and difference between Selling & Marketing • Functions of Marketing • Scope of marketing management • Different concepts of marketing management • Factors affecting market demand • Marketing in different situations of demand
II	<p>Managing Marketing Mix For Product & Services</p> <ul style="list-style-type: none"> • Concept of marketing mix <p>PART-1 PRODUCT MARKETING</p> <p>(A) Branding</p> <p>(B) Pricing</p> <p>(C) Advertisement & Sales Promotion</p> <p>(D) Distribution System in India</p> <p>PART-2 SERVICE MARKETING</p> <ul style="list-style-type: none"> • Meaning & Characteristics of service • Service Mix
III	<p>Consumer Behavior & Competitive Environment</p> <p>(A) Market Segmentation & Buying Behavior</p> <ul style="list-style-type: none"> • Meaning & Bases of Market Segmentation • Market Targeting • Product Positioning • Meaning & Factors affecting consumer behavior • Buying Decision process <p>(B) Competitive Environment</p> <ul style="list-style-type: none"> • Selecting competitors (strong v/s weak, close v/s distant , good v/s bad) • SWOT Analysis of competitors
IV	<p>Rural Marketing</p> <ul style="list-style-type: none"> • Meaning & Significance of Rural Marketing • Product Strategies in Rural Areas • Pricing policies in Rural Areas • Distribution & Sales Management • Advertisement & promotional media in Rural Areas

	<ul style="list-style-type: none"> Challenges in Rural Markets
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TAXATION-1

Module No.	Topics / Chapters Name
I	<p>Basic concept of Taxation</p> <p>Introduction-History-Direct & Indirect Taxes-Levy & Collection of Taxes-Scheme of Income Tax -Methods</p> <p>Various Definitions</p> <p>Income Tax authorities-Executive & Appellate authorities</p> <p>Residential status</p> <p>Introduction-Classification of assessee on the basis of Residential Status-Conditions for Status determination-Residential Status for assessee other than Individuals-Incidence of Tax-Time & Place where income is earned</p> <p>Tax planning, tax management, tax evasion, tax avoidance, Objective of Tax planning-Tax planning in case of an Individual</p>
II	<p>Salary income</p> <p>Basis of charge-Employer-Employee-Items included in Salary income-Bonus & Commission- Gratuity & Pensions- Allowances-Perquisites & their valuation-Deductions from Salary-Provident Fund-Deductions u/s 80 [C] -Other Miscellaneous Provisions-Computation</p>
III	<p>House property income</p> <p>Basis of charge -Property Income-Annual Value & its Calculations-Deductions allowed-Computation of property income</p> <p>Assessment procedures</p> <p>Introduction-Return of Income- Meaning of Assessment-Types of Assessments</p> <p>STT , TDS, PAN, Advance Tax</p>

IV	<p>GOODS AND SERVICES TAX</p> <p>[1] Background of GST Global Level GST Implementation</p> <p>[2] History of GST in India Time span of GST development</p> <p>[3] Structure of GST CGST ACT, 2017 SGST/UTGST ACT, 2017 IGST ACT, 2017</p> <p>[4] Taxable Event Basic concept of Supply Time & Place of Supply</p> <p>[5] Person Liable to pay tax Definition of Person Exemption of Small taxable Person Composition Scheme</p> <p>[6] Registration Common Registration Person liable to register</p> <p>[7] GST Council</p>
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AUDITING - I

Module No.	Topics / Chapters Name
I	<p>(A) <u>Introduction to Audit</u></p> <ul style="list-style-type: none"> • Definition, Characteristics, Scope and Objective • Advantages and Limitations of Audit <p>(B) <u>Basic Concepts in Audit</u></p> <ul style="list-style-type: none"> • Types of Audit • Preparation of Audit work
II	<p><u>Internal Control and Audit Evidence</u></p> <ul style="list-style-type: none"> • Definition, Characteristics, Objective, Significance & Limitations • Auditor's Duty regarding Internal Check System • Comparison of Internal Check, Internal Audit & Statutory Audit.
III	<p><u>Vouching, Verification & Valuation</u></p> <ul style="list-style-type: none"> • Meaning, Significance, Auditor's Duties • Vouching of Cash Transactions • Verification & Valuation of Assets & Liabilities

IV	Introduction to company audit with respect to Companies Act. Appointment, removal, qualification, disqualification and remuneration of auditors.
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Advanced Managerial Accounts-1

Module No.	Topics / Chapters Name
I	Corporate restructuring (Merger and Acquisition) Meaning; Statutory provisions ; AS-14; Types of Amalgamation; Purchase consideration; Methods of Calculating purchase consideration; Problems on accounting entries in the books of amalgamating and amalgamated company with relevant ledger accounts and balance sheet; Problems based on intrinsic value of shares, (Intercompany transactions) Purchase method and Pooling of interest method
II	Cash Flow Analysis : Meaning, Objective, Advantages and Limitations of Cash Flow Analysis, Preparation of Cash Flow Statement as per AS-3. (Operating, Investing and Financing activities)
III	Holding company accounts (with one subsidiary only) Meaning of holding & subsidiary company; statutory provision on accounts of Holding Company & subsidiary Company .preparing consolidated accounts including:- <ul style="list-style-type: none"> a. Profit or loss of subsidiary company b. Calculation of Goodwill or capital reserve c. Minority Interest d. Share of holding company in revenue profit of subsidiary company e. Purchasing shares of subsidiary company in the middle of the year f. Intercompany transactions of Advances, Debtors, Bills receivable & Bills payable g. Unrealized profit in stock.
IV	Inflation accounting Introduction, Development of Inflation accounting , methods of adjusting accounts for price level changes like Current purchasing power method (CPP), Current cost accounting (CCA) methods, Replacement Cost Accounting, Discounted cash-flow methods.

ECONOMICS OF BUSINESS ENVIRONMENT

Module No.	Topics / Chapters Name
I	<p>BUSINESS AND ITS ENVIRONMENT</p> <p>1.1 Meaning and Scope of business environment, factors affecting Business Environment</p> <p>1.2 Environment of business- internal environment</p> <p>1.3 External environment, Micro-environment, Macro-environment</p> <p>1.4 Global Business Environment: Global Competition and Outsourcing</p>
II	<p>SOCIO-CULTURAL ENVIRONMENT</p> <p>2.1 Cultural and social factors affecting business environment</p> <p>2.2 Business ethics and corporate governance</p> <p>2.3 Corporate Social Responsibility: A historical perspective, Rationale behind Corporate Social Responsibility, Arguments in favor of and against CSR.</p> <p>2.4 Case Study of selected Indian Companies in context of CSR</p> <p>2.5 Social Audit: Meaning of social audit, process of social audit, social audit of any public works programme</p>
III	<p>PLANNING AND POLICY</p> <p>3.1 Economic Planning in India: Achievements and failures of economic planning in India after independence.</p> <p>3.2 Economic crisis of 1990: What was the crisis, reasons behind crisis that led India to adopt LPG reforms</p> <p>3.3 MRTP Act and Competition Act, Industrial Policy, FERA and FEMA Acts, EXIM Policy in India</p> <p>3.4 Labour Policy, Agricultural Policy, Technology Transfer Policy</p>
IV	<p>FOREIGN INVESTMENT AND MULTINATIONAL CORPORATION</p> <p>4.1 Need and Components of Foreign Investment, Objectives and provisions of Foreign Investment Policy in India</p> <p>4.2 Multinational Corporations: Meaning, Organization, Reasons for growth of MNCs, Advantages and Disadvantages of MNCs.</p> <p>4.3 Critical Appraisal of Foreign Investment Inflows in India</p>