Syllabus and Scheme of Examination of B. Com.-III with effect from 2014-15 session.

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Name of Paper</th>
<th>Internal Assessment</th>
<th>Theory Marks</th>
<th>Total Marks</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-I</td>
<td>Income Tax</td>
<td>20</td>
<td>80</td>
<td>100</td>
<td>3 Hours</td>
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<tr>
<td>Paper-II</td>
<td>Cost Accounting</td>
<td>20</td>
<td>80</td>
<td>100</td>
<td>3 Hours</td>
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<tr>
<td>Paper-III</td>
<td>Management Accounting &amp; Financial Management</td>
<td>20</td>
<td>80</td>
<td>100</td>
<td>3 Hours</td>
</tr>
<tr>
<td>Paper-IV</td>
<td>Business Environment</td>
<td>20</td>
<td>80</td>
<td>100</td>
<td>3 Hours</td>
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Optional Papers

| Paper-V Opt. (i) | Financial Market Operations | 20 | 80 | 100 | 3 Hours |
| Paper-VI Opt. (v) | Advertising and Sales Management | 20 | 80 | 100 | 3 Hours |

Paper-I : Income Tax

External: 80
Internal Assessment: 20
Time: 3 Hours

Note: Ten questions shall be set in the question paper at least 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 Clubbing and 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. Recovery of Tax and Refund of Tax Fringe benefits, Deductions Section 80 C to 80 U in Computing Total Income

Suggested Readings:

5. Girish Ahuja and Ravi Gupta : Systematic Approach.

Paper-II : Cost Accounting

<table>
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<th>External: 80</th>
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<td>Time : 3 Hours</td>
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Note: - Ten questions shall be set in the question paper at the least 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:


Paper-III: Management Accounting and Financial Management

| External: 80 |
| Internal Assessment: 20 |
| Time: 3 Hours |

Note: Ten questions shall be set in the question paper at least 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
Financial Statements: Meaning and types of financial statements; Limitations of financial statement. Objectives and methods of financial statements analysis, Ratio 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 Standard 3.

Unit-II
Financial Management: Financial goal. Profit vs. Wealth maximization; Financial Functions-Investment financing, and dividend decision; Financial planning, over-capitalization and under-capitalization.
Capital Budgeting: Nature of investment decisions, investment evaluation criteria; net present value; internal rate of return, profitability index; payback period; accounting rate of return NPV and IRR comparison, excluding risk analysis. Leverage: operating, financial and combined
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.
Suggested Readings:


Paper-IV : Business Environment

External: 80
Internal Assessment: 20
Time: 3 Hours

Note: - Ten questions shall be set in the question paper at least 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.
Environmental Scanning Techniques. Special Economic Zones,
SEBI – Objectives and Functions.
Economics Systems,
Economic Planning – Concept, Types of Plans,
Economic Planning in India. Five Year Plan & Planning Hoding.
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.

Unit-II Role of Government in Indian Economy : Monetary and fiscal policy; Industrial policy; Industrial Licensing, Privatization; Devaluation; 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.
Regional Economic Groupings; Meaning, Types and Advantages.

Suggested Readings:


External: 80
Internal Assessment: 20
Time: 3 Hours

Note: - Ten questions shall be set in the question paper at least 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:

Note: Ten questions shall be set in the question paper at least 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 aspects of Advertising: Advertising appeals, copy writing, headlines, illustration, message, copy types. Advertising Media; Different types of media; Media planning and scheduling. Impact of Advertising: Advertising agency roles; relationship with clients, 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, Sales Budget, Sales quotas and Sales Territories.

Suggested Readings:

3. Ogivy, D: Ogivy on Advertising; Longman Publication.