



Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE

OF COMMERCE, ARTS & MANAGEMENT STUDIES
AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)
ISO 9001 : 2015 Certified

Autonomous (2016-17)

Educational Excellence Award By Indus Foundation, U.S.A.
IMC Ramkrishna Bajaj National Quality Commendation Certificate

Providing Syllabus copy of the courses highlighting the focus on employability/
entrepreneurship/ skill development along with their course outcomes.

Sr. No.	Courses	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	Bachelor of Commerce (B.COM)	✓	✓	✓	✓	✓	5
2	Bachelor of Arts (B.A)	✓	✓	✓	✓	✓	5
3	Bachelor in Management Studies- (BMS)	✓	✓	✓	✓	✓	5
4	Bachelor of Commerce (Accounts and Finance)- BAF	✓	✓	✓	✓	✓	5
5	Bachelor of Commerce (Banking and Insurance)-BBI	✓	✓	✓	✓	✓	5
6	Bachelor of Commerce (Financial Markets)- BFM	✓	✓	✓	✓	✓	5
7	Bachelor of Science - Information Technology (B.Sc IT)	✓	✓	✓	✓	✓	5
8	Bachelor of Science- Computer Science(B.Sc CS)	✓	✓	✓	✓	✓	5
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	✓	✓	✓	✓	✓	5
10	Bachelor of Management Studies- Sports Management (BMS-SM)	X	X	✓	✓	✓	3
11	B. Com. Honours in Actuarial Studies	X	X	X	✓	✓	2
12	B.A. Honours in Apparel Design and Construction	X	X	X	✓	✓	2
13	B. Com. Honours in International Accounting	X	X	X	✓	✓	2
14	Bachelor of Management Studies- E commerce operations	X	X	X	X	✓	1
15	B.Sc. (Honours) in Integrative Nutrition & Dietetics	X	X	X	X	✓	1
16	BBA in Tourism and Travel Management	X	X	X	X	✓	1
17	B.Sc. in Interior Design	X	X	X	X	✓	1
18	Master Of Commerce-(M.COM)- Accountancy	✓	✓	✓	✓	✓	5
19	Master Of Commerce-(M.COM)- Management						
20	Master of Arts (Economics)	✓	✓	✓	✓	✓	5
21	Master of Arts (Geography)	✓	✓	✓	✓	✓	5
22	Master of Arts (Psychology)	X	X	X	✓	✓	2
23	Master of Science (Information Technology) (M.Sc IT)	✓	✓	✓	✓	✓	5
24	Master's Degree - Sports Management (MSM)	X	X	✓	✓	✓	3
25	Master of Science (Geo-informatics) (M.Sc GeoInformatics)	X	X	X	X	✓	1
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Prof. (Dr.) Moushumi Datta
I/c. Principal

Nagindas Khandwala College (Autonomous)

Affiliated to University of Mumbai



**MKES's Nagindas Khandwala College (Autonomous),
Gate No 5, Bhavishya Bharat Campus, S. V. Road, Malad (West)
Mumbai-400 064**

Programme Code: UBAF

**Bachelor of Commerce in Accounting and Finance (BAF)
Three Year Integrated Programme -**

***Semester I - Financial Accounting -
Elements of Financial Accounting - I***

**Under Choice Based Credit, Grading and Semester System
*Implemented during Academic Year- 2016-17***


PRINCIPAL

**Financial Accounting -
Elements of Financial Accounting - I**
Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Accounting Standards Issued by ICAI and Inventory Valuation	15
2	Final Accounts	15
3	Departmental Accounts	15
4	Accounting for Hire Purchase	15
Total		60

2016-17

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NAGINDAS KHANDWALA COLLEGE OF COMMERCE
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Objectives:

1. To enhance learner knowledge in accounting of departmental stores.
2. To orient learners about process of maintaining accounts for hire purchase.
3. To improve learners understanding of valuation of stock as per Accounting Standard–2.
4. To make learner familiar with technique of preparation of final account for manufacturing concern.

Course Outcomes:

After completion of course, the learner will be able to:

CO1: Get acquainted with accounting of departmental stores. (Level: Understand)

CO2: Understand the concept of hire purchase and method of recording transaction taking Place under hire purchase. (Level: Understand)

CO3: Apply Accounting Standard 2 to maintain record of stock in stores & godown to emphasis employability. (Level: Apply)

CO4: Comply with provisions of preparation of final account for manufacturing concern. (Level: Create)



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Modules / Units
Accounting Standards Issued by ICAI and Inventory Valuation (Employability)
<ul style="list-style-type: none"> • Accounting Standards: Concepts, Benefits, Procedures for Issue of Accounting Standards Various AS: AS – 1: Disclosure of Accounting Policies (a) Purpose (b) Areas of Policies (c) Disclosure of Policies (d) Disclosure of Change in Policies (e) Illustrations AS – 2: Valuation of Inventories (Stock) (a) Meaning, Definition (b) Applicability (c) Measurement of Inventory (d) Disclosure in Final Account (e) Explanation with Illustrations AS – 9: Revenue Recognition (a) Meaning and Scope (b) Transactions Excluded (c) Sale of Goods (d) Rendering of Services (e) Effects of Uncertainties (f) Disclosure (g) Illustrations • Inventory Valuation Meaning of Inventories Cost for Inventory Valuation Inventory Systems : Periodic Inventory System and Perpetual Inventory System Valuation: Meaning and Importance Methods of Stock Valuation as per AS – 2: FIFO and Weighted Average Method Computation of Valuation of Inventory as on Balance Sheet Date: If Inventory is taken on a Date After the Balance Sheet or Before the Balance Sheet
Final Accounts
Expenditure a) Capital (b) Revenue Receipts a) Capital (b) Revenue • Adjustments and Closing Entries • Final Accounts of Manufacturing Concerns (Proprietary Firm)
Departmental Accounts
Meaning Basis of Allocation of Expenses and Incomes / Receipts Inter Departmental Transfer: At Cost Price and Invoice Price Stock Reserve Departmental Trading and Profit and Loss Account and Balance Sheet



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Accounting for Hire Purchase

Meaning

Calculation of Interest

Accounting for Hire Purchase Transactions by Asset Purchase Method Based on Full Cash Price

Journal Entries, Ledger Accounts and Disclosure in Balance Sheet for Hirer and Vendor (Excluding Default, Repossession and Calculation of Cash Price)

Reference Books

Financial Accounting - Elements of Financial Accounting - Paper I

- *Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi*
- *Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi*
- *Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi*
- *Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Financial Accounting by Lesile Chandwichk, Pentice Hall of India Adin Bakley (P) Ltd., New Delhi*
- *Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai*
- *Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi*
- *Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc*
- *Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida*
- *Compendium of Statement and Standard of Accounting, ICAI*
- *Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi*
- *Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi*
- *Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi*
- *Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi*
- *Financial Accounting a Managerial Perspective, Varadraj B. Bapat, Mehul Raitthatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi*


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Programme Code: UBAF

**Bachelor of Commerce in Accounting and Finance (BAF)
Three Year Integrated Programme -**

Semester II – Business Mathematics

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Business Mathematics

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Ratio, Proportion and Percentage	15
2	Profit and Loss	15
3	Interest and Annuity	15
4	Shares and Mutual Fund	15
Total		60



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Objectives:

1. To enhance the creative and logical thinking of learners.
2. To orient learners towards the various aspects of business profits and losses.
3. To orient learners towards understanding returns on investment.
4. To create an interest in learners towards calculation of income from shares and mutual funds that supports employability too.

Course Outcomes:

After completion of this course the learner will be able to:


CO1: Enhance familiarity with concepts of Ratio, Proportion, and Percentage.

(Level: Understanding)

CO2: Apply the understanding of commission & brokerage while making personal and Business decisions. (Level: Apply)

CO3: Analyse the impact of various mode of interest on return earned by investor while investment in lump sum or in annuity. (Level: Analyse)

CO4: Evaluate alternate options of investment in Shares and Mutual Fund under different situation through different modes. (Level: Create)


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Modules / Units
Ratio, Proportion and Percentage
Ratio- Definition, Continued ratio, Inverse Ratio, Proportion - Continued proportion, Direct proportion, Inverse proportion, Variation - Inverse variation, Joint variation Percentage- Meaning and computation of percentage
Profit and Loss
Terms and formulae, Trade discount, Cash discount, problems involving cost price, selling price, trade discount, cash discount. Introduction to Commission and brokerage – problems on commission and brokerage
Interest and Annuity
Simple interest, compound interest, Equated monthly instalments, reducing balance and flat rate of interest. Annuity immediate- present value and future value, Stated annual rate and effective annual rate
Shares and Mutual Fund (Employability)
Shares- Concept, face value, market value, dividend, Equity shares, preference shares, bonus shares, Mutual Fund- Simple problems on calculation of net income after considering entry load, exit load, dividend, change in net asset value



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Reference Books

Business Mathematics

- *Mathematical Statistics* by J.K. Goyal and J.N. Sharma, Krishna Prakashan Ltd., Meerut
- *Business Mathematics and Statistics* by R.K. Ghosh and S. Saha, New Central Agency Pvt. Ltd. Calcutta
- *Commerce Mathematics* by Om P. Chug, etc., Anmol Publication Ltd., New Delhi
- *Mathematics for Economics and Business* by J. Soper, Blackwell Publishing, U.S.A.
- *Business Mathematics & Statistics: B Aggarwal*, Ane Book Pvt. Limited
- *Business Mathematics: D C Sancheti & V K Kapoor*, Sultan Chand & Sons
- *Business Mathematics: A P Verma*, Asian Books Pvt. : Limited.
- *Investments* By J.C. Francis & R.W. Taylor, Schaum 's Outlines, Tata Mc □ Graw Hill Edition 2000, Chapters 2,4 & section 25.1.
- *Indian Mutual Funds Handbook* : By Sundar Shankaran, Vision Books, 2006, Sections 1.7,1.8.1, 6.5 & Annexures 1.1to 1.3.
- *Mathematics for Economics and Finance Methods and Modelling* by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low □ priced edition, 2000, Chapters 1, 2, 4, 6 to 9 & 10.
- *Applied Calculus: By Stephen Waner and Steven Constenoble*, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.
- *Business Mathematics* By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.
- *Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan*, Tata Mc □ Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.



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Programme Code: UBAF

**Bachelor of Commerce in Accounting and Finance (BAF)
Three Year Integrated Programme -**

Semester II – Business Communications II

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Business Communication - II (Employability)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	15
2	Group Communication	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60



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Objectives:

1. To develop awareness of the complexity of the communication process in group.
2. To develop effective presentation skills in students so as to enable them to comprehend topics and present them in a simple and lucid manner.
3. To develop effective writing skills so as to enable students to write in clear, concise and persuasive manner during business correspondences.
4. To demonstrate effective use of communication technology

Course Outcomes:

After completion of this course the learners will be able to:

CO1: Understand the importance of Corporate Communication. (Level : Understanding)

CO2: Learn how to communicate in organisational set up. (Level : Apply)

CO3: Apply Business Communication Skills in addressing issues and giving redressal to issues in business. (Level : Apply)

CO4: Analyse the various problems encountered during Business Communication.
(Level : Analyse)

CO5: Students will be able to draft business correspondence and enhance public relation skills aiding to employability. (Level : Create)

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Modules / Units
Presentation Skills (Employability)
Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation
Group Communication
Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
Business Correspondence
Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]
Language and Writing Skills
Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner

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Reference books

Business Communication - Paper II

- Agarwal, Anju D(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) *Organisational Management through Communication*.
- Ashley,A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Aswalthapa, K (1991)*Organisational Behaviour*, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994) *Effective Credit Management*, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974)*Modern Business Correspondence and Minute Writing*.
- Balan,K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon NewDelhi.
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) *Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager*
- Barkar, Alan(1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., NewDelhi.
- Basu,C.R.(1998) *Business Organisation and Management*, T.M.H.New Delhi.
- Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
- Bhargava and Bhargava(1971) *Company Notices, Meetings and Regulations*
- Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
- Bovee Courtland,L and Thrill, John V(1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) *Management Today- Principles and Practices*. T.M.H.,New Delhi.
- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
- Dayal, Ishwar(1981) *Managing Large Organizations: A Comparative Study*.
- Drucher,P.F.(1970) *Technology, Management and Society*, Pan Books London.
- Drucher,P.F.(1974)*Management Responsibilities Practices*, Heinemann, London. 22.Eyre, E.C. (1985) *Effective Communication Made Simple*, Rupa and Co.Calcutta.
- Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.
- Fisher Dalmar, (1999), *Communication in Organisation*, Jaico Pub House, Mumbai, Delhi.
- Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, New delhi.
- 27 Fritzsche, David J (2005) *Business Ethics: A Global and Managerial Perspective McGraw Hill*
- Garlside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd. Plymouth.
- Ghanekar,A(1996) *Communication Skills for Effective Management*. Everest Publishing House, Pune.
- Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
- Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly Response Books 32.Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books*
- Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
- Lesikar, Raymond V and Petit, John D.(1994) *Business Communication: Theory and Application* , Richard D. Irwin Inc. Illinois.
- Ludlow,Ron.(1995) *The Essence of Effective Communication*, Prentice , New Delhi.
- 36.M. Ashraf, Rizvi (2006) *Effective Technical Communication Tata McGraw Hill*
- Martson, John E. 1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
- Majumdar,P.K.(1992) *Commentary on the Consumer protection Act*, Prentice, New Delhi.
- McQuail, Denis (1975), *Communication*, Longman.
- Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York. 41.Mishra Rajiv K (2006) *Code of Conduct for Managers Rupa Company*

- *Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.*
- *Montagu, A and Matson, Floyd (1979) The Human Connection, McGraw Hill, New York.*
- *Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill, New York.*



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Programme Code: UBAF

**Bachelor of Commerce in Accounting and Finance (BAF)
Three Year Integrated Programme -**

***Semester II - Taxation -
Indirect Taxes - I***

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Taxation -
Indirect Taxes – I (Employability)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Maharashtra Value Added Tax (MVAT), Act 2002: Introduction	20
2	Maharashtra Value Added Tax (MVAT), Act 2002: Registration Procedure and Rules: Section 16	10
3	Maharashtra Value Added Tax (MVAT), Act 2002: Audit Section 22 and 61	20
4	Maharashtra Value Added Tax (MVAT), Act 2002: Penalty and Interest	10
Total		60



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Objectives:

1. To introduce concept of MVAT.
2. To make learner familiar with registration procedure and rules: Section 16 under MVAT Act, 2002.
3. To educate learner about audit and Section 22 and 61 of MVAT Act, 2002.
4. To familiarise learners about concept of GST.

Course Outcomes:

After completion of course, the learner will be able to:

CO1: Get familiar with the concepts of MVAT. (Level: understand)

CO2: Understand the various requirements and rules to follow for registration under MVAT.
(Level: Apply)

CO3: Understand audit procedure as per section 22 and 61 of MVAt Act, 2002.
(Level: Analyse)

CO4: Realise difference between MVAT and GST understanding pros & cons of GST compared to MVAT. (Level: Aalyse)


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Modules / Units
Maharashtra Value Added Tax (MVAT), Act 2002: (Employability) Introduction
<ul style="list-style-type: none"> • Introduction Definitions Section: 2 (4) Businesses; 2 (8) Dealers; 2 (12) Goods; 2 (13) Importer; 2 (15) Manufacturer; 2 (20) Purchase Price; 2 (22) Resale; 2 (24) Sales 2 (25) Sales Price; 2 (27) Service; 2 (33) Turnover of Sales and Rule 3
Incidence of Levy of Tax Sec. 3 Incidence of Tax Sec. 4 Tax Payable Sec. 5 Tax Not Leviable on Certain Goods Sec. 6 Levy of Sales Tax on Goods specified in the Schedule Sec. 7 Rate of Tax on Packing Material Sec. 8 Certain Sale and Purchase not Liable for Tax
Payment of Tax and Recovery Section: 42 - Composition of Tax and Notification 1505/CR-105/Taxation-1 Set Off, Refund, etc. Section 48 and 49 Set Off, Refund etc. Along with Rules 52, 53, 54, 55
Maharashtra Value Added Tax (MVAT), Act 2002: Registration Procedure and Rules: Section 16
Maharashtra Value Added Tax (MVAT), Act 2002: Audit Section 22 and 61
Maharashtra Value Added Tax (MVAT), Act 2002: Penalty and Interest

Notes:

1. The Syllabus is restricted to Study of Particular Sections, Specifically Mentioned Rules and Notifications Only.
2. All Modules / Units include Computational Problems / Case Study.
3. The Law in force on 1st April Immediately Preceding the Commencement of Academic Year will be Applicable for Ensuing Examinations.


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Reference books

Taxation - Indirect Taxes - Paper I

- Indirect Taxes: Law and Practice by V.S. Datey, Taxmann, New Delhi
- *Commentary on M.V.A.T. ACT, 2002* by M.S. Mathuria and Dilip Phadke by Maharashtra Sales Tax Vat News, Mumbai
- *Indirect Taxes* by V.S. Balchandra, Sultan Chand and Sons, New Delhi
- Maharashtra Value Added Tax by Shah Shantilal, Snow White Publications Pvt. Ltd., Mumbai



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Semester I – Business Economics I

**Under Choice Based Credit, Grading and Semester System
*Implemented during Academic Year- 2016-17***

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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE
ARTS & MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF SCIENCE
(AUTONOMOUS)
MALAD (W), MUMBAI - 400 064**

Business Economics – I (Entrepreneurship)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction	15
2	Demand Analysis	15
3	Production function, Economies of Scale, Break Even analysis	15
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition and Pricing methods	15
	Total	60



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Objectives:

1. To provide a clear understanding and firm foundation of basic microeconomic concepts related to business.
2. To understand the basic cost, revenue and break even concepts in business.
3. To receive an in-depth knowledge of various markets.

Course Outcomes:

After completion of this course the learner will be able to:

- CO1: Demonstrate a familiarity with microeconomics concepts of cost, production and their relationship to business operations. (Level: Understanding)
- CO2: Apply the concepts of demand forecasting and marginal analysis for better decision making in business. (Level: Apply)
- CO3: Analyse the causes and consequences of different market conditions.
(Level: Analyse)
- CO4: Integrate the concept of price and output decisions of firms under various market structures. (Level: Create)



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Modules / Units
Introduction (Entrepreneurship)
<p>Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations with the help of revenue and cost concepts- use of Marginal analysis in decision making, (Numerical illustrations on revenue and cost)</p> <p>The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium.</p> <p>Nature of demand curve under different markets</p>
Demand Analysis
<p>Elasticity of Demand Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts</p> <p>Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods <i>(numerical illustrations on trend analysis and simple linear regression)</i></p>
Production function, Economies of scale, Break Even Analysis
<p>Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale.</p> <p>Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost.</p> <p>Break even analysis <i>(with business applications)</i></p>
Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition, Pricing Practices
<p>Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly</p> <p>Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising <i>(topics to be taught using case studies from real life examples)</i></p> <p>Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models <i>(with practical examples).</i></p> <p>Cost Oriented Pricing methods: cost –plus (full cost) pricing, marginal cost pricing, mark up pricing, discriminating pricing, multi-product pricing-transfer pricing. <i>(case studies on how pricing methods are used in business world)</i></p>


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Reference Books**Business Economics - Paper I**

- *Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)*
- *Hirchey .M., Managerial Economics, Thomson South western (2003)*
- *Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)*
- *Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)*
- *Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)*
- *Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)*
- *Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)*

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Programme Code: UBAF

**Bachelor of Commerce in Accounting and Finance (BAF)
Three Year Integrated Programme -**

Semester I – Business Environment

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Business Environment – I (Entrepreneurship)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business and its Environment	15
2	Business and Society	15
3	Contemporary Issues	15
4	International Environment	15
Total		60


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Objectives:

- 1.To enhance understanding of complex business environment.
- 2.To make learner aware about inter dependence of business with society.
- 3.To introduce learners nature of international environment.
4. To increase awareness among learners about cntemporary issues such as ecological imbalance, social audit, carbon credit.

Course Outcomes:

After completion of this course the learner will be able to:

- CO1: Understand relationship between environment and business, explain external and internal environment of business (Level: Understand)
- CO2: Understand the definition of ethics, the importance and role of ethical behavior in the business world today to enhance professional ethics. (Level: Understand)
- CO3: Interpret the Significance of social audit, carbon credit , ecology, and corporate governance .(Level: Apply)
- CO4: Demonstrate the Environmental Analysis Techniques, Entrepreneurship skills, International strategies and analyze a business proposal to sustain environment. (Level: Apply, Analyze)

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Modules / Units
Business and its Environment (Entrepreneurship)
a) Business Objectives, Dynamics of Business and its Environment, Types of Business Environment b) Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis
Business and Society
a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate b) Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986
Contemporary Issues
a) Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit b) Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit
International Environment
a) Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries



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Reference Books

Business Environment

- *Business Environment Text and Cases* by M.B. Shukla, Taxman Publications, New Delhi
- *Global Economy and Business Environment* by Francis Cherunilam, Himalaya Publication House, Mumbai
- *Business Environment: Text and Cases* by Francis Cherunilam, Himalaya Publication House, Mumbai
- *Indian Economy* by Dutt and Sundaram, S. Chand and Company Pvt. Ltd., New Delhi
- *Essentials of Business Environment* by K. Aswathappa, Himalaya Publication House, Mumbai
- *Business Environment* by Justin Paul, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- *Indian Economy* by Misra and Puri, Himalaya Publishing House, Mumbai
- *Dynamics of Entrepreneurship* by Vasanta Desai, Himalaya Publishing House, Mumbai

- *Entrepreneurship and Small Development Business Management* by B.Gupta and S.S. Khanka, Sultan Chand and Sons, New Delhi
- *Entrepreneurship* by David H. Holt, PHI Learning Pvt. Ltd., New Delhi
- *Management of Small-Scale Industries* by Vasant Desai, Himalaya Publishing House, Mumbai
- *Business and Government* by Francis Cherunilam, Himalaya Publishing House, Mumbai
- *Corporate Governance in India* by Jayati Sarkar and Subrata Sarkar, Sage Publications, New Delhi
- *Corporate Governance: Principles, Policies and Practices* by A.C. Fernando, Pearson Education India, New Delhi
- *Environmental Geography*, Singh, Savindra, Prayag Pustak Bhavan,
- *Environmental Geography*, Gautam Alka, Sharda Pustak Bhavan, Allahabad,
- *Environmental Management*, Dr Swapan C Deb-Jaico
- *Principles of Environmental Science*, W Cunningham & M Cunningham
- *Environmental Science*, McKinney M.L. & Schoch, Jones & Bartlett
- *Basics of Environmental Sciences*, Allaby M. 2002, Routledge, London
- *Man's Impact on Environment*, Detwyler T.R. McGraw Hill, New York
- *India's Water Wealth*, Orient Longman Ltd. New Delhi, Rao K.L
- *Entrepreneurial Development* by S.S. Khanka, S. Chand and Company Pvt. Ltd., New Delhi



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Business Communication – I (Skill Development)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacle to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60


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Objectives:

1. To develop awareness of the complexity of the communication process.
2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener.
3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.
4. To develop effective writing skills so as to enable students to write in clear, concise, persuasive and audience centred manner.
5. To demonstrate effective use of communication technology.

Course Outcomes:

After completion of this course the learner will be able to:

CO1: Understand the importance of Communication in Business & corporate world.

(Level: Understanding)

CO2: Enhance their writing skills. (Level: Apply)

CO3: Analyse the various barriers to Communication and will also analyse measures to Overcome it. (Level: Analyse)

CO4: Recognise the importance of proficiency and competency in Communication for Business world which will help to address issues related to gender with in professional ethics. (Level: Apply)

CO5: Draft business correspondence and enhance Public relation skills. (Level: Create)



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Modules / Units
<p>Theory Of Communication (Skill Development)</p> <p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
<p>Obstacle to Communication in Business Communication</p> <p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:</p> <p>Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,</p> <p>Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace</p> <p>Piracy, Insurance, Child Labour</p>
<p>Business Correspondence</p> <p>Theory Of business Letter writing: parts, structure, layouts – full block, modified block, Semi-Block Principles of Effective Letter Writing and Principles of Effective Email Writing.</p> <p>Personnel Correspondence: Statement of Purpose, job application letter and resume, letter of acceptance of job</p>

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offer, letter of Resignation
[Letter of Appointment, promotion and termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

Language and Writing Skills

Commercial Terms used in Business Communication

Paragraph Writing:

Developing an idea, using appropriate linking devices, etc
Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]

Activities

Listening Comprehension

Remedial Teaching

Speaking Skills: Presenting a News Item, Dialogue and Speeches

Paragraph Writing: Preparation of the first draft, Revision and Self – Editing,

Rules of spelling.

Reading Comprehension: Analysis of texts from the fields of Commerce and Management



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Reference Books

Business Communication – I

- Agarwal, Anju D(1989) A Practical Handbook for Consumers, IBH.
- Alien, R.K.(1970) *Organisational Management through Communication*.
- Ashley,A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Aswalthapa, K (1991)*Organisational Behaviour*, Himalayan Publication, Mumbai.
- Atreya N and Guha (1994)*Effective Credit Management*, MMC School of Management, Mumbai.
- Bahl,J.C. and Nagamia,S.M. (1974) *Modern Business Correspondence and Minute Writing*.
- Balan,K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon New Delhi.
- Bangh, LSue, Fryar,Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*,
N.T.C. Publishing Group USA.
- Banerjee, Bani P (2005) *Foundation of Ethics in Mangement Excel Books 10.Businessworld Special Collector's Issue: Ethics and the Manager*
- Barkar, Alan(1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
- Basu,C.R.(1998) *Business Organisation and Management*, T.M.H.New Delhi.
- Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
- Bhargava and Bhargava(1971) *Company Notices, Meetings and Regulations*
- Black, Sam (1972) *Practical Public Relations*, E.L.B.S.London.
- Bovee Courtland,L and Thrill, John V(1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) *Management Today- Principles and Practices*. T.M.H.,New Delhi.
- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
- Dayal, Ishwar(1981) *Managing Large Organizations: A Comparative Study*.
- Drucher,P.F.(1970) *Technology, Management and Society*, Pan Books London.
- Drucher,P.F.(1974)*Management Responsibilities Practices*, Heinemann, London. 22.Eyre, E.C. (1985) *Effective Communication Made Simple*, Rupa and Co.Calcutta.
- Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.
- Fisher Dalmar, (1999), *Communication in Organisation*, Jaico Pub House, Mumbai, Delhi.
- Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc.
- French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, Newdelhi.
- Fritzsche, David J (2005) *Business Ethics: A Global and Managerial Perspective* McGraw Hill
- Garlside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd. Plymouth.
- Ghanekar,A(1996) *Communication Skills for Effective Management*. Everest Publishing House, Pune.
- Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
- Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly Response Books 32*.
- Gupta, Dipankar (2006) *Ethics Incorporated: Top Priority and Bottom Line Response Books*
- Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall, New Jersey.
- Merrihue, William (1960) *Managing by Communication*, McGraw Hill, New York. 41.
- Mishra Rajiv K (2006)*Code of Conduct for Managers* Rupa Company
- Monippalli, M.M. (1997),*The Craft of Business Letter Writing*, T.M.H. New Delhi.
- Montagu,A and Matson , Floyd(1979) *The Human Connection*, McGraw Hill,New York.
- Murphy, Herta and Hilde Brandt, Herbert W (1984) *Effective Business Communication*, McGraw Hill, New York.


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