VIDYASAGAR UNIVERSITY

Midnapore, West Bengal

PROPOSED CURRICULUM&SYLLABUS (DRAFT) OF

B.COM (HONOURS) MAJOR IN ACCOUNTING & FINANCE

4-YEAR UNDERGRADUATE PROGRAMME

(w.e.f. Academic Year 2023-2024)

Based on

Curriculum & Credit Framework for Undergraduate Programmes (CCFUP), 2023& NEP, 2020

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VIDYASAGAR UNIVERSITY
B.COM (HONOURS) MAJOR IN ACCOUNTING & FINANCE
(under CCFUP, 2023)

Level	YR.	SEM	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
								CA	ESE	TOTAL
B.Com (Hons.)	3rd	V	**SEMESTER-V**							
			Major-8	COAHMJ08	T: Accounting Theory	4	3-1-0	15	60	75
			Major-9	COAHMJ09	T: Corporate Accounting	4	3-1-0	15	60	75
			Major-10	COAHMJ10	T: Banking and Financial Institutions	4	3-1-0	15	60	75
			Major Elective-01	COAHDSE1	T: Management Accounting **OR** International Finance	4	3-1-0	15	60	75
			Minor-5 (Disc.-I)	COAMIN05	T: Commercial and Industrial Law	4	3-1-0	15	60	75
			Semester-V Total			20				375
		VI	**SEMESTER-VI**							
			Major-11	COAHMJ11	T: Fundamentals of Financial Management	4	3-1-0	15	60	75
			Major-12	COAHMJ12	T: Computerised Accounting	4	0-0-4	15	60	75
			Major-13	COAHMJ13	T: Cost Accounting	4	3-1-0	15	60	75
			Major Elective-02	COAHDSE2	T: Indirect Taxes **OR** Indian Banking and Insurance	4	3-1-0	15	60	75
			Minor-6 (Disc.-II)	COAMIN06	T: Advertisement and Sales Promotion	4	3-1-0	15	60	75
			Semester-VI Total			20				375
			YEAR-3			40				750
			Eligible to be awarded B.Com. in Accounting & Finance *on Exit*			126	**Marks (Year: I+II+III)**			2325

MJ = Major, MI = Minor Course, DSE = Discipline Specific Elective Course, CA= Continuous Assessment, ESE= End Semester Examination, T = Theory, P= Practical, L-T-P = Lecture-Tutorial-Practical

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SEMESTER-V

MAJOR (MJ)

MAJOR (MJ) 8: ACCOUNTING THEORY
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit – I: Introduction: Accounting theory: Overview, Definition, Nature, Need and Importance, Approaches to the formulation, Limitations; Accounting equation; Relationship between Accounting Theory and Accounting Practices; A brief history of the development of Accounting Theory.

10L

Unit – 2: Accounting Concept of Income and Revenue: Concepts of revenue, gain, cost, expense, expenditure, accrual; Accounting concept and Economic concept of income; Necessity of measuring income; Methods of measurement of income; Accounting profit and Lifetime profit

14L

Unit – 3: Assets, Liabilities and Capital: Assets: Definition, characteristics, classifications; Liabilities: Definition, characteristics, classification; Recognition and valuation of assets and liabilities; Meaning of capital, accounting and economic concept of capital; Classification of capital, Capital maintenance concept

12L

Unit – 4: Depreciation Accounting: Depreciation: Meaning, Different concepts, causes, characteristics, measurement, methods of charging depreciation; Depreciation as a source of fund or not.

10L

Unit – 5: Accounting Standards and IFRS: Overview, IASB: Objectives, Development of IFRS and Ind AS, List of IFRSs, List of Ind ASs, Detailed discussion on Ind AS 101, Ind AS 116, Ind AS 2, Ind AS 7, Ind AS 16, Ind AS 18

14L

Suggested Readings

1. Rawat, D.S. & Patel, P. Taxmann's Students' Guide to Ind ASs
2. Gupta, S.C. Financial Accounting, S Chand Publication
3. Porwal, L.S., Accounting Theory, Tata McGraw Hill
4. Hendriksen, Eldon S., Accounting Theory, McGraw Hill Education
5. Bierman, H. & and Drebin, A.R., Financial Accounting, Abe Books
6. Thacker, R.J., Accounting Principles, Prentice Hall
7. Davidson, S., Handbook of Modern Accounting, McGraw Hill
8. Charles, T.H. & Gary, L.S., Introduction to Financial Accounting. PHI Publication
9. Readings from www.icai.org

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MAJOR (MJ) 9: CORPORATE ACCOUNTING
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit 1: **Introduction**: Corporate Accounting: Meaning and importance; Books of Accounts and Statutory Registers of a company.

5L

Unit 2: **Accounting for Share Capital and Debentures**: Introduction to Issue of shares and debentures; Issue of Rights and Bonus shares; ESOPs and Buyback of shares; Book Building process; Redemption of Preference shares; Redemption of debentures: sinking/debenture redemption fund; Open market purchase and conversion of debentures; Relevant Ind-AS as applicable.

10L

Unit 3:Corporate financial statements: Features, Types & Components; Preparation of financial statements: Statement of Profit & Loss, Balance Sheet; Preparation of Financial Statements of Joint Stock companies as per schedule II of Part I of Companies Act, 2013; Relevant Ind-AS as applicable.

10L

Unit 4: Valuation of goodwill and shares:

Valuation of goodwill:Meaning and concept of goodwill-needs of valuation of goodwill-methods of valuation of goodwill- illustrations.

Valuation of shares: Need-factors affecting valuation of shares-methods of valuation of shares-illustrations.

11L

Unit 5: Reconstruction of companies:

Types of reconstructions- concept of Amalgamation & Absorption- purchase consideration Accounting for Amalgamation & Absorption-Illustrations. Relevant Ind-AS as applicable.

12L

Alteration and reduction of share capital- meaning and accounting for reduction of share capital-illustrations.

6L

Unit 6: Investment Accounts: Concept-important terms- preparation of investment account (shares & debentures).

6L

Suggested Readings:

1. Basu, A., *Corporate Accounting*, Tee Dee Publications, Kolkata.
2. Goel B. K., *Corporate Accounting*, Taxmann Publications, New Delhi.
3. Hanif, M. & Mukherjee, A., *Corporate Accounting*, Tata McGraw Hill, New Delhi.
4. Mukherjee, A. K., *Corporate Accounting*, Oxford University Press, New Delhi.
5. Maheshwari S. N. &Maheswari S. K., *Corporate Accounting*, Vikas Publications, New Delhi.

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MAJOR (MJ) 10: BANKING AND FINANCIAL INSTITUTIONS
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit 1: Banker & Customer: Meaning & Definition of bank, Banker and Customer -relationship, Obligations of a banker- honourcheques, maintain secrecy banker's rights, right of lien, set off right appropriation

8L

Unit 2: Customers' Accounts: Types of accounts and their features, Procedure for opening and closing accounts- KYC norms - procedure to deal with non-operative accounts-special types of Banker's customers (minor, married women, illiterates, agents, partnership firms, clubs, societies)

11L

Unit 3: Cheques and Demand Drafts: Dating of cheques- crossing of cheques- endorsement – Paying banker- duties and obligations in honouring the cheques – Demand Draft and Banker's cheque: Issue, Payment; Collecting Banker's duties and obligations.

8L

Unit 4: On-Line Banking and Mobile Banking: Advantages in on-line banking and mobile banking, Procedure for obtaining on-line and mobile banking facilities by a customer; Importance of passwords, OTP, PIN and IPIN; Online money transfer using NEFT, RTGS and IMPS, On-line frauds, Precautions in online banking for customers

8L

Unit 5: Reserve Bank of India: RBI- Organization and management structure, Functions of RBI-Credit Creation and Control: Credit Control Measures: Bank rate, Repo rate, Reverse-repo rate, Statutory Liquidity Ratio, Cash Reserve Ratio

9L

Unit 6: Non-Banking Financial Institutions: Overview, Role of NBFCs in economic development, Classification of NBFCs, Developmental Banks – SIDBI and NABARD: Organisation, Objectives and Functions: EXIM bank, Micro finance Institutions, Small finance banks, Cooperative credit societies, Housing finance companies

16L

Suggested Readings

1. P. Suresh and Justin Paul – Management of Banking and Financial Services, Pearson Education
2. P.N. Varshney - Banking Law & Practice, Sultan Chand Publishers
3. Sana and Nayek - Indian Financial System – Rabindra Library
4. JAIIB Principles& Practices of Banking -Macmillan education
5. Bharati V. Pathak – Indian Financial System, Pearson Education
6. S.S. Saha – Indian Financial System, Tata McGraw Hill

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MAJOR ELECTIVE (MJE)

MAJOR ELECTIVE (DSE)-1: MANAGEMENT ACCOUNTING
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit 1: Introduction: Management Accounting: Definition, Objectives, Scope, Functions, Advantages, Limitations, Techniques and Need - Comparison with Financial Accounting and Cost Accounting – Role of Management Accountant.

6L

Unit 2: Ratio Analysis: Meaning, Objectives, Limitations – Classification of accounting ratios from different viewpoints – Ratios used in analyzing liquidity, solvency, profitability, managerial efficiency – Computation and interpretation of ratios – Preparation of financial statements from the ratios.

14L

Unit 3: Cash Flow and Funds Flow analysis:
Cash Flow Statement: Preparation of cash flow statement as per Indian Accounting Standard (Ind –AS 7), Use and Limitations of Cash Flow Statement

6L

Funds Flow Statement: Meaning of fund, Identification of Fund, Sources of Fund, Application of Fund, Changes of Working Capital Position, Preparation of Fund Flow Statement.

6L

Unit 4: Budgetary Control: Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control; Objectives, merits and limitations of budgetary control; Functional budgets: Purchase, Production and Sales budget

10L

Unit 5: Standard Costing: Meaning of standard cost and standard costing, advantages, limitations and applications; Variance Analysis – material and labour variances

10L

Unit 6: Marginal Costing: Absorption versus Variable Costing: Distinctive features and income determination. Cost –Volume – Profit Analysis, Profit/Volume ratio, Break –Even Analysis – algebraic and graphical methods; Angle of incidence, margin of safety

8L

Suggested Readings

1. Khan, M.Y. and Jain , P.K. Management Accounting, McGraw Hill Education
2. Arora, M.N. Management Accounting. Vikas Publishing House, New Delhi.
3. Maheswari, S.N. and Mittal, S.N. Management Accounting. Shree Mahavir Book Depot, New Delhi.

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4. Charles T. Horngren. Introduction to Management Accounting. Pearson Education.
5. Singh, Surrender. Management Accounting. Scholar Tech Press, New Delhi.
6. Singh, S.K. and Gupta Lovleen, Management Accounting – Theory and Practice. Pinnacle Publishing House.
7. Goel, Rajiv. Management Accounting. International Book House.

OR

MAJOR ELECTIVE (DSE)-1: INTERNATIONAL FINANCE
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit I: Introduction to International Finance: International Financial Environment: Overview, Nature and Scope of International Finance, Factors influencing International finance, Risks for Multinational Corporations.

9L

Unit 2: Evolution of International Monetary system: The gold standard, The gold exchange standard, The Bretton Woods System, Fixed and Floating exchange rate system

13L

Unit 3: International Financial Markets: Features, Overview ofEurocurrency market, International bond market, International equity market and International money market

10L

Unit 4: International Financial Instruments: Eurobond: Features, Benefits to issuers, Benefits to investors, Disadvantages of Eurobonds, Process of issuing Eurobonds, Eurobond vs Foreign bond; ADR: Features, Working of ADR, Types: Sponsored and Non-sponsored, Advantages to issuers, Advantages to investors, Disadvantages
GDR: Meaning, Features, Advantages and Disadvantages

14L

Unit 5: International Economic Institutions: WTO and IMF
WTO: Introduction, History, Functions, Principles of WTO, Dispute Settlement Mechanism, WTO and India
IMF: Role and Functions, Lending Mechanisms, Role of IMF in Economic Development of developing and less developed countries, IMF and India

14L

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Suggested Readings:

1. P Agarwal International Financial Management, 3rd Edition 2014 HPH
2. Gupta Shashi K., RangiPraneet, International Finance 2nd Edition 2017, Kalyani
3. Publishers
4. Eun C.S., Resnick B.G., International Financial Management, 2010, Tata McGraw Hill Education Private Ltd., 4th Ed. Special Indian Edition
5. Shailaja G, International Finance, 2010, 2nd Ed. Orient Black Swan.
6. Sharan V., International Financial Management, 2009, 5th Ed. PHI, EEE.
7. Madura J., International Financial Management, 2010, 4th Ed. Cengage Learning.
8. Apte P.G., International Finance, 2008, 2nd Ed. McGraw Hill.
9. MadhuVij, International Financial Management, 2010, 3rd Ed. Excel Books.
10. VyuptakeshSharan, International Financial Management, 4th Edition, 2006, PHI Learning Pvt. Ltd

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MINOR (MI) 5: COMMERCIAL AND INDUSTRIAL LAW
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit 1: Introduction: Concept and scope of Business Laws, Relation with society, Sources of business law.

4L

Unit 2: Indian Contract Act, 1872: Introduction, importance, essential features, types of contract, offer and acceptance, consideration, consent, termination of contracts, breach of contract, indemnity and guarantee, agency.

8L

Unit 3: Sale of Goods Act, 1930: Formation of contract of sale, Goods and their classifications, price, conditions, warranties, Transfer of property in goods, performance of the contract of sale, unpaid seller and his rights, *Caveat emptor*, Sale of auction.

10L

Unit 4: Indian Partnership Act, 1932: Definition, types of partnership and partners, partnership deed with its contents, rights, duties, and liability of partner, Rules and result of dissolution of partnership.

10L

Unit 5: The Limited Liability Partnership Act, 2008: Salient features of LLP; Differences between LLP and Partnership; LLP and Company; LLP Agreement; Partners and Designated Partners; Incorporation Document; Incorporation by Registration; Partners and their Relationship.

10L

Unit 6: Negotiable Instrument Act, 1881: Definition of Negotiable Instruments, features, promissory note, bill of exchange and cheque, dishonour and discharge of negotiable instruments

8L

Unit 7: Factories Act, 1948: Definition of Factory, Worker, Manufacturing Process, Power, Prime Mover, Transmission Machinery, Machinery, Adult, Adolescent, Child, Young Person, Calendar Year, Day, Week, Shift and Relay, Occupier

10L

Suggested Readings:

1. M.C. Kuchhal, and VivekKuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow, Ravinder Kumar, Legal Aspects of Business, Cengage Learning.
3. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.

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4. Agrawal. S.K., Business Law, Galgotia Publishers Company, New Delhi.
5. Bhushan Kumar Goyal and Jain Kinseri, Business Laws, International Book House.
6. Sushma Arora, Business Laws, Taxmann Publications.
7. Akhileshwar Pathak, Legal Aspects of Business, McGraw hill Education, 6th edition.
8. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education.
9. Sharma, J.P., and SunainaKanojiKanojila, Business Laws, Ane Books Pvt. Ltd, New Delhi.

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SEMESTER-VI

MAJOR (MJ)

MAJOR (MJ) 11: FUNDAMENTALS OF FINANCIAL MANAGEMENT
CREDIT: 04; FM: 75
HOURS: 60

Course contents:

Unit 1: Introduction: Concept, Objectives of Financial Management, Finance Function, Inter-relationship among Investment, Financing and Dividend Decisions, Risk and Return- Fundamental Considerations

8L

Unit 2: Sources of finance: Long-term sources: Importance and sources; Short-term sources: Importance and sources

8L

Unit 3: Capital Budgeting: Concept, Capital Budgeting Methods - Traditional and Discounted Cash Flow Techniques- Detailed discussion on ARR and PBP

8L

Unit 4: Working Capital Management: Concept of Working Capital, Objective of Working Capital Management, Components, Determinants, Estimation of Working Capital

10L

Unit 5: Capital Structure: Concept, Financial Structure vs. Capital Structure, Factors determining capital structure, Optimum Capital Structure

8L

Unit 6: Cost of Capital and leverage: Concept; Source specific cost of capital and weighted average cost of capital, Concept of leverage, Types of Leverage, Operating leverage and Financial leverage, EBIT-EPS analysis

10L

Unit 7: Dividend Decisions: Types of Dividend, Determinants of Dividend Policy, Dividend Theories - Relevance Theories of Dividend - Walter's Model - Irrelevance Theory of Dividend (only concept)

8L

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Suggested Readings

1. James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education.
2. Levy H. and M. Sarnat . Principles of Financial Management. Pearson Education.
3. Brigham and Houston, Fundamentals of Financial Management, Cengage Learning.
4. Khan and Jain. Basic Financial Management, McGraw Hill Education.
5. Prasanna Chandra, Fundamentals of Financial Management. McGraw Hill Education.
6. Rustagi, R.P. Fundamentals of Financial Management. Taxmann Publication Pvt. Ltd.
7. Pandey, I.M. Financial Management. Vikas Publications.
8. Bhabatosh Banerjee, Fundamentals of Financial Management, PHI Learning

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MAJOR (MJ) 12: COMPUTERISED ACCOUNTING
CREDIT: 4; FM: 75
PRACTICAL

Course contents

Unit 1: Introduction to Computerised Accounting System: Computerized Accounting System: Meaning; Salient Features; Importance; Advantages; Limitations, Differences between Manual and Computerized Accounting, Accounting Software: Meanings; Features, Types: Pre-Packaged Accounting Software & Customised Accounting Software; their advantages and disadvantages, Installing & Activating Accounting Software Package, Configuration of Accounting System.

4L

Unit 2: Development of Master Data: Company: Creation, Alteration, Deletion and Shut down; Setting security features of company; Date and Period features; Configure and Features settings; Backup and Restore data of a Company; Split Financial Year; Import/Export of Data.

6L

Unit 3: Creating Accounting Ledgers and Groups: Ledger creation: Single vs. Multiple; Alteration and deletion of ledger; Group creation: Single vs. Multiple; Alteration and deletion of groups; Bill wise Debtors and Creditors Ledgers: Configuring Bill wise Details

10L

Unit 4: Creating Stock Items and Groups: Creating Unit of Measurement, creating Stock Groups using Single or multiple, create feature under an existing group, create Stock items using Single or multiple feature under an existing group.

10L

Unit 5: Voucher Entry: Voucher Creation, Voucher Alteration, Accounting Voucher: Payment Voucher - Receipt Voucher - Contra Voucher – Purchases- Sales-Journal Voucher, Day Book: Day Book Reports - Altering and Deleting Transactions, Cheque Printing System, Inventory Voucher: Types and Process of Entry - Delivery Note; Material In; Material Out; Physical Stock; Memorandum; Receipt Note; Rejections In; Rejections Out; Stock Journal.

20L

Unit 6: Generating Reports : Financial Statements - Balance Sheet; Profit & Loss A/c and Trial Balance; Books & Registers - Cash Book; Bank Book; Purchase Register; Sales Register; Journal Register; Debit Note Register; Credit Note Register; Day Book; Stock Summary; Statement of Accounts - Receivables, Payable statements, Ageing Analysis Report; Analytical Reports - Cash Flow Statement; Fund Flow Statement; Ratio Analysis; Budgeting & Controls; Bank Reconciliation Statement, Ageing Analysis Report

10L

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***Software to be used*:** Tally

Mode of conducting Semester-end Examination

Practical: 60 marks
Viva-voce: 10 marks
Note Book: 5 marks (on any of the topics covered in units 2 and 3)

Suggested Readings:

1. Gandhi Kr. Sunil, Computer Practical, RG Publications, Kolkata
2. Kundu Debashis, Information Technology Concepts and Applications Simplified, Lakshmi Prakashani, Kolkata
3. Nadhani, A.K. & Nadhani, K. The Simplest Book for Learning Tally Prime

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MAJOR (MJ) 13: COST ACCOUNTING
CREDIT: 4; FM: 75
HOURS: 60

Course contents

Unit 1: Introduction: Meaning, Objectives and advantages of Cost Accounting – Limitations of Cost Accounting – Cost Concepts – Classification of Costs – Cost Unit and Cost Centre –Methods and Techniques of Costing - Relationship of Cost Accounting with major branches of accounting (Financial Accounting & Management Accounting)- Preparation of cost sheet (excluding preparation of tenders and quotation).

10L

Unit 2: Material cost: Material Purchase Procedure – Material Control – Objectives of Material Control – Inventory Control Methods – ABC Analysis – Perpetual Inventory Control System – fixation of Stock Levels – Maximum Level, Minimum Level, Economic Order Quantity – Reorder Level, – Difference between Bin Cards and Stores Ledger – Material Issues - Pricing of Material Issues – FIFO Method , LIFO method, Simple Average Method and Weighted Average Method

12L

Unit 3: Labour cost: Importance of Labour Cost Control – Time Keeping and Time Booking – Idle time: Definition, causes, types, treatment in cost accounting. Overtime: Definition, reasons, treatment of overtime in Cost Accounting – Labour Turnover: Causes – Effects –Methods of Remunerating the Labour – Time Rate System – Piece Rate System – Incentive Plans – Halsey Plan , Rowan Plan, Taylor's Differential Piece Rate System.

12L

Unit 4: Overheads: Classification of Overheads – Allocation and Apportionment of Overheads – Reapportionment of Service Department Overheads to Production Departments (Repeated distribution method and Simultaneous Equation Method) – Absorption of Overheads – Definition, under absorption, over absorption, methods of absorption (Direct Labour Hour Method, Direct Labour Cost and Machine Hour Rate Method)

14L

Unit 5: Costing systems:
Contract Costing: Features, Distinction between Job and Contract Costing, Progress Payments, Retention Money, Escalation Clause, Contract Accounts
Service Costing: Concept, Features and Application areas; Transport costing (simple illustrations

12L

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Suggested Readings

1. Arora M.N: Cost Accounting – Himalaya Publishing House.
2. B.Banerjee, Cost Accounting: Theory and Practice, PHI
3. Bhattacharya Debarshi, Cost & Management Accounting I, Law Point
4. Ravi M Kishore, Cost and management Accounting, Taxmann
5. Basu& Das, Cost Accounting, Rabindra Library
6. A. Basu& S. Datta, Cost Accounting, TEE DEE Publications.

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MAJOR ELECTIVE (MJE)

MAJOR ELECTIVE (DSE)-2: INDIRECT TAXES
CREDIT: 4; FM: 75
HOURS: 60

Course contents

Unit 1: Introduction: Basic concept and features of Indirect taxes, History of Indirect taxes in India, Power of Union and State to levy taxes.

Unit 2: Goods & Service Tax:

a) Features and objectives of GST, Typesof GST- IGST, CGST, SGST, UTGST, Taxes subsumed by GST
b) GST registration: Persons liable for registration, procedure for registration, deemed registration, cancellation of registration, amendment of registration, GSTIN
c) Important definitions – Taxable supply, Input Tax, Output Tax, Place of Business, Reverse Charge, Supplier, Taxable Person, GST Council and GST network, Mixed and Composite supply, E-way bill
d) Levy of GST: GST levied in intra/inter-state supply of goods or services, rates of GST, exemption from GST.
e) Input Tax Credit (ITC): Eligibility and conditions for taking input tax credit, Rules for utilization of ITC
f) Payment of tax: Electronic ledger and payment of tax, interest, penalty clause

Unit 3: Composition Scheme: Meaning, Eligibility, Conditions and Restrictions.

Unit 4: Customs Duty:

a) Features and nature of customs duty, Important definitions-goods, dutiablegoods, import, export, territorial water, customs water, high sea, customs station
b) Levy of and exemptions from customs duty
c) Valuation under Customs act,1962: Valuation of goods based on sec 14, Valuation of imported and export goods
d) Types of customs duty- Basic custom duty, Countervailing duty(CVD), Protective duty, Safeguardduty, Anti-dumping duty
e) Warehousing: Functions, Time period
f) Duty Drawback: Concept, types

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Suggested Readings

1. Indirect Taxes – Law and Practice by V. S. Datey, Taxmann Publications
2. Indirect Taxes for CA Final with New Syllabus by G Sekar, Commercial Law Publishers, 2024
3. Indirect Taxation, Goods and Services Tax and Customs Law, Balachandran V, Sultan Chand & Sons
4. www.icai.org

OR

MAJOR ELECTIVE (DSE)-2: INDIAN BANKING AND INSURANCE
CREDIT: 4; FM: 75
HOURS: 60

Course contents

Unit 1: **Indian Banking System:** Evolution and Structure of Banks in India, Types of Banks, Reserve bank of India- Functions, Credit Control and Monetary Policy.

6L

Unit 2: **Commercial banking:** Functions of Commercial Banks, Credit creation by commercial banks; Fund based and non-fund-based services offered by banks; Types of bank deposit accounts – savings bank account, term deposit, current account, recurring deposit; Various types of loans – short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge

11L

Unit 3: **Banking Operations:** Core Banking Solution: -meaning, features and benefits; Know Your Customers (KYC) Documents, verification and authentication of documents for KYC; CIBIL score- meaning and measures to improve the score; Doorstep Banking Services- features and benefits

5L

Unit 4: Electronic Banking: Internet Banking-features and benefits, Internet Banking Vs Traditional banking, Mobile banking – Features and benefits, ATM –Functions and benefits, Electronic Fund Transfer –Features – RTGS, NEFT, IMPS, Digital Payments – UPI, BHIM, digital wallets, Measures for promoting digital payments and creation of cashless economy.

12L

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Unit 5: Insurance: Concept of Insurance and reinsurance, Essentials of insurance contract, Evolution of Insurance in India, Principles of Insurance – Insurable interest, Utmost good faith, Indemnity, Subrogation, Contribution, Proximate cause and Mitigation of loss, Regulatory Framework of Insurance: Role and power of IRDA

13L

Unit 6: Types of insurance

a) Life insurance-Introduction to life insurance: Features of life insurance, Life insurance Product – Traditional unit Linked Policies: Individual and group policies; With-profit and without-profit policies

b) General Insurance - Introduction to General Insurance, Various sub-classes of General Insurance- Fire & Property, Marine, Miscellaneous – Motor, Health, Personal Accident, Travel, Agriculture & Crop, Aviation, Engineering, Liability

13L

Suggested Readings:

1. Agarwal, O.P., Banking and Insurance, Himalaya Publishing House
2. Satyadevi, C., Financial Services Banking and Insurance, S. Chand Publication
3. Suneja, H.R., Practical and Law of Banking, Himalya Publishing House
4. Arthur, C. and C. William Jr., Risk Management and Insurance, McGraw Hill
5. Saxena, G.S; Legal Aspects of Banking Operations, Sultan Chand and Sons
6. Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning

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MINOR (MI) 6: ADVERTISEMENT AND SALES PROMOTION
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit 1: Introduction: Promotional Mix – Concepts and element; Advertising: Concept and definition, salient features, Need and Importance- Economic, Social and Regulatory aspects of Advertising

10L

Unit 2: Forms of Advertising: Types and Classifications of advertising based on Media used, Geographical Area, Target Audience, Purpose and other forms.

10L

Unit 3: Advertising Media Planning and Scheduling: Advertising Media: Features of different Media- Print, Audio, Audio – Visual and Outdoor; Factors to be considered in selecting effective media; Steps involved in Media Planning; Merits and demerits of different advertising media; Planning and Scheduling Advertisements.

15L

Unit 4: Sales Promotion: Concept, Advantages and Disadvantages; Objectives of sales promotion; 'Pull' and 'Push' strategies of sales promotion; Different types of Consumer Promotions and Trade Promotions

12L

Unit 5: Sales promotion methods: Types and Techniques: Monetary and Non-monetary; Monetary methods: Price Deal, Bonus, Rebate, Discount, Refund, Trade Allowance; Non-Monetary methods: Coupons, Samples, Contests and Sweepstakes, Continuity Plan, Exchange Offer – Merits and Demerits of the methods.

13L

Suggested Readings:

1. Batra Rajeev, Aaker, David A., Myers, John G., Swaminathan, F. Advertising Management, Pearson Education
2. Belch, George E., Belch, Michael A., Purani, Keyoor. Advertising and Promotion. Mc Graw Hill.
3. Kazmi, S.H.H., Batra, Satish K. Advertising & Sales Promotion. Excel Books.
4. Moriartry, Sandra, Mitchell Nancy D., Wells William D., Advertising & IMC. Principles and Practice. Pearson Education.
5. Narang Ritu – Advertising, Selling and Promotion. Pearson.
6. Krishnamurthi, Kavita, Rana, Nisha. Advertising Management. Global Vision Publishing House

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