

Semester III
C308: CORPORATE ACCOUNTING I

Course Outcomes:

After completion of the course, students would be able to:

1. Understand accounting standards in detail for AS 5, AS 6 , AS 10, AS 14 and AS 21.
2. Understand details related to company accounts and aspects related to issue of shares, structure of share capital and types of shares.
3. Analyse the accounting procedure for forfeiture of shares and reissue of forfeited.
4. Understand issue of preference shares, redemption of preference shares and capitalization of profit and loss in conformity with Schedule VI, Companies Act 2013.
5. Understanding overall corporate accounting concepts and preparation of financial statements.

1. **Accounting Standards** (15 L)
 - 1.1 **AS-5: Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies:** Meaning and Scope, Net Profit or Loss for the period, Prior Period Items, Changes in Accounting Policies Purpose, Illustrations
 - 1.2 **AS-6: Depreciation Accounting:** Meaning and Definition, Disclosure, Main Principles, Explanation with Illustrations
 - 1.3 **AS-10: Accounting for Fixed Assets:** Meaning, Identification of Fixed Costs, Components of Costs, Illustrations
 - 1.4 **AS-14: Accounting for Amalgamation:** Meaning, Types of Amalgamation, Methods of Accounting for Amalgamation, Illustrations
 - 1.5 **AS-21: Consolidated Financial Statements:** Meaning and Scope, Presentation of Consolidated Financial Statements, Disclosure, Illustrations
2. **Company Accounts** (15 L)
 - 2.1 Issue of Shares
 - 2.2 Structure of Share Capital and Types of Shares.
 - 2.3 Issue of Equity Shares at Par, Premium and Discount.
 - 2.4 Forfeiture of Shares and Re-issue of Forfeited Equity Shares
 - 2.5 Issue of Debentures
3. **Company Accounts** (14 L)
 - 1.1 Issue of Preference Shares
 - 1.2 Redemption of Redeemable Preference Shares
 - 1.3 Capitalization of Reserves and Profit
 - 1.4 Buy Back of Equity Shares.
 - 1.5 Profit Prior to and After Incorporation.
4. **Financial Statements of a Company (Final Accounts)** (16 L)
 - 4.1 General Instruction for Preparation of Financial Statements
 - 4.2 Form and Contents of Statement of Profit and Loss in conformity with Schedule VI of Companies Act 2013
 - 4.3 Form and Contents of Balance Sheet in conformity with Schedule VI of Companies Act 2013
 - 4.4 Notes to Accounts
 - 4.5 Accounting Treatment of Common Adjustments in Financial Statements

Recommended Books

1. Advanced Accounts, M.C. Shukla and T.S.Grewal, S, Chand and Company Ltd., Delhi
2. Corporate Accounting, Mukharji & Hanif
3. Advanced Accountancy, R.L.Gupta & M. Radhaswamy, Sulyan Chand & Company Ltd.
4. Company Accountancy, Jain and Narang, Kalyani Publishing Company

5. Advanced Accounts, Gupta Rupram
6. Corporate Accounting, Dr. S. N. Maheshwari & S. K. Maheshwari
7. Accounting Standards issued by ICAI

S. Y. B. Com. (CBCS 2018 Course)
Semester III
C309: COMMUNICATION SKILLS I

(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Analyse the need of effective business communication and understanding various skills of communication.
2. Understanding the communication process and development of effective business communication skills.

1.	Communication	
	1.1 Meaning, importance nature and scope	16 L
	1.2 Process and elements of communication	
	1.3 Principles of effective communication	
	1.4 Barriers of effective communication	
2.	Methods and Types of Communication	14 L
	2.1 Methods of communication- oral, written and non-verbal	
	2.2 Types of communication in corporate organization – upward, downward and horizontal	
	2.3 New technologies in business communication- internet e-mail, website, fax, telex etc	
3.	Soft Skills	
	3.1 Meaning, importance and elements	15 L
	3.2 Body language, grooming manners and etiquettes	
	3.3 Elements and types of good speaking	
	3.4 Interview skills, techniques of interview	
	3.4 Listening- importance, principles, barriers in listening	
4.	Job Application Letters	15 L
	4.1 Meaning and elements of application letter	
	4.2 Contents of application letter	
	4.3 Types of application letter	
	4.4 Application letter for employment, resume	
	4.5 Appointment letter, termination letter	

Recommended Books

1.	Communication	Rayudu C.S.
2.	Business Correspondence and Report Writing	Sharma R.C
3	Business Communication	Rai U.S. and Rai S.M.
4.	Business Communication	Keval J.Kumar
5.	Business Communication	H.Balasubrahmanyam
6.	Business Communication	Deshkar D.G.,Paralkar S.G.
7.	Communication Today	Reuben Ray
8.	Speaking and Writing for Effective Business Communication	Francis Soundararaj, Macmillan India Ltd., Mumbai
9.	Developing Communication Skills	Krishna Mohan, Meera Banerji Macmillan India Ltd., Mumbai

S. Y. B. Com. (CBCS 2018 Course)
Semester III
C310: PRINCIPLES OF BUSINESS MANAGEMENT I
(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understanding the concept, nature and process of management.
2. Analyse evolution of management thought over the period of time.
3. Understanding planning as function of management and its advantages and disadvantages.
4. Understanding the need of organizing as a function of management and its different types.
5. Analyse different types of decision making, its techniques and model of decision making.

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| 1. | Management | (L14) |
| | 1.1 Introduction, concept, nature, process and significance | |
| | 1.2 Responsibilities of management | |
| | 1.3 Functional areas of management | |
| | 1.4 Management as an art, science and profession | |
| | 1.5 Principles of management | |
| 2. | Evolution of Management Thought | (L14) |
| | 2.1 Early management | |
| | 2.2 Scientific management | |
| | 2.3 Administrative management | |
| | 2.4 Contribution of Elton Mayo, Chester Barnard and Peter Drucker | |
| | 2.5 Indian management thought | |
| 3. | Planning | (L14) |
| | 3.1 Concept, nature, process, advantages and limitations | |
| | 3.2 Planning and forecasting | |
| | 3.3 Types of planning and types of plans | |
| | 3.4 Components of planning | |
| | i) Policies and methods | |
| | ii) Procedures and programmes | |
| | iii) Strategies and budgets | |
| 4. | Organising | (L10) |
| | 4.1 Concept, nature, process and significance | |
| | 4.2 Types of organization | |
| | a) Authority and responsibility relationships | |
| | b) Delegation of authority | |
| | c) Departmentation and divisionalisation | |
| 5. | Decision Making | (L8) |
| | 5.1 Concept and process, types of decisions | |
| | 5.2 Hierarchy of decisions | |
| | 5.3 Model of decision making | |
| | 5.4 Techniques of decision making | |

Recommended Books

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| 1. | Principles and Practice of Management | Anutesh Chakrabarty. |
| 2. | Principles and Practice of Management | Shyanai Banerjee. |
| 3. | Organization and Management | Vasudevan Ghosh. |
| 4. | Principles of Business Management | S.A. Sherlekar. |
| 5. | Business Administration and Management | Dr. S.C. Saksena. |
| 6. | Management - Principles and Practice | Shriniwasan Chunawalla. |
| 7. | Business Organization and Management | Bhushan and Tayal. |
| 8. | Business Management & Policy | B.M. Wali & Y.B. Yelawar. |

S. Y. B. Com. (CBCS 2018 Course)
Semester-III
C: 304-BUSINESS ECONOMICS-III

Total Lecturers-48

Course Outcomes:

After completion of the course, students would be able to:

1. To understand the basic concepts of macroeconomics.
2. To able to understand the types of money.
3. To understand the application of demand analysis.
4. To understand the concepts and applications of cost and revenue, nature of production and its relationship to Business operations.

1. Basic Concepts of Macro Economics (14)

- 1.1 Meaning of Macro Economics
- 1.2 Nature and scope of Macro Economics
- 1.3 Significance and limitations of Macro Economics

2. Money – Basic Concepts (16)

- 2.1 Meaning and functions of Money
- 2.2 Types of Money-Metallic, paper currency and plastic money
- 2.3 Gresham's Law
- 2.4 Money and near money
- 2.5 Role of money in Capitalist, Socialist and mixed Economy

3. Money Supply and Banks (14)

- 3.1 Narrow and broad definition of money
- 3.2 Alternative measures of money supply in India and their components
- 3.3 Concept of High Powered Money
- 3.4 Definition of Bank – Functions of bank
- 3.5 Multiple credit creation by bank and limitations to it.

4. Central Bank and Credit Control (16)

- 4.1 Functions of Central Bank
- 4.2 Role of Reserve Bank of India in economic development
- 4.3 Methods of credit control – Quantitative and Selective
- 4.4 Importance and limitations of credit control measures in India
- 4.5 Objectives of Monetary Policy of Central Bank
- 4.6 Importance and limitations of Monetary Policy in India

Recommended Books:

1. Chandler L.V. and Goldfeld S.M.: The Economics of Money and banking; Harper and Row, NewYork
2. Gupta S.B. Monetary Planning in India; S. Chand & Co. New Delhi.
3. Khan M.Y.: Indian Financial system- Theory and Practice; Tata McGraw Hill, New Delhi.
4. Reserve Bank of India: Functions and working.
5. Banking Commission report(s)
6. Reserve Bank of India: Bulletins
7. Reserve bank of India: Annual Report(s)
8. Report of Currency and Finance
9. Sengupta A.K. and Agrawal M.K.: Money Market operation in India: Skylark Publications, New Dheli.
10. Vinayaknp N. Banking by 2000 A.D. Kanishka Publishers, Delhi
11. Panchmukhi V.R. Rajpuria K.M. and Tondon R.: Money and Finance in World Economic Order, Indus Publishing Co.New Delhi.
12. Money and Banking; M.L. Ghingan; Vrinda Publication, Delhi

S. Y. B. Com. (CBCS 2018 Course)
Semester III
C311: CORPORATE LAW III

Course Outcomes:

After completion of the course, students would be able to:

1. Understanding provisions of Companies Act 2013.
2. Understanding meaning of membership of a company, modes, termination and nomination of membership.
3. Analyse content of the register and its importance.
4. Understanding legal compliance for management of a company.
5. Understanding duties and responsibilities of Key Managerial Personnel.

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| 1 | Membership of a Company
L) | (15 |
| | 1.1 Member and Shareholder
1.2 Mode of Acquiring Membership
1.3 Who May Become a Member?
1.4 Termination of Membership
1.5 Rights of Members
1.6 Nomination by a Member | |
| 2. | Register of Members | (15 L) |
| | 2.1 Contents of Register
2.2 Importance of Register
2.3 Index of Members
2.4 Place of Keeping the Register of Members
2.5 Inspection of Register
2.6 Closure of Register
2.7 Rectification of the Register
2.8 Foreign Register of Members | |
| 3. | Management of a Company | (15 L) |
| | 4.1 Board of Directors
4.2 Director- Meaning and Legal Position of Directors
4.3 Appointment, qualifications and disqualifications of directors
4.4 Manner of Selection of Independent Directors and Maintenance of Databank of Independent Directors
4.5 Director Identification Number- Application, Allotment, Prohibition, Intimation
4.6 Appointment of Additional Director, Alternate Director and Nominee Director
4.7 Rights, Powers and Duties of Directors
4.8 Women Director
4.9 Number of Directorship
4.10 Remuneration of directors, Loans to Directors | |
| 1. | Key Managerial Personnel (KMP) | (15 L) |
| | 1.1 Managing Director/ Chief Executive Officer/ Manager and in their absence Whole Time Director
1.2 Appointment of Managing Director, Whole Time Director or Manager (u/s196 of 2013 Act)
1.3 Maximum Managerial Remuneration and Managerial Remuneration in Case of Absence or Inadequacy of Profits (u/s 197 of 2013 Act)
1.4 Distinction Between Managing Director, Manager and Whole Time Director
1.5 Company Secretary
1.6 Chief Financial Officer | |

Recommended Books

1. Analysis of Companies Act, 2013, Corporate Professionals – Where Excellence is Law, CCH-A Wolters Kluwer Business, Corporate Professionals India Pvt. Ltd., New Delhi, Wolters Kluwer (India) Pvt. Ltd., 2013.
2. Bharat's Companies Act, 2013 with comments, Edited by: Ravi Puliani, Adv. Mahesh Puliani, Bharat Law House Pvt. Ltd., New Delhi, 19th Edition, 2013.
3. Insights into the New Company Law – Prachi Manekar Lexis Nexis, Gurgaon, Haryana, India, 2013.
4. Introduction to Company Law, Karn Gupta, Lexis Nexis, 2013, Gurgaon, Haryana, India.
5. Taxman's, Company Law Ready Reckoner, V.S. Datey, Tan Prints (India) Pvt. Ltd. Jhajjar, Haryana, India, 13th September, 2013.
6. The Companies Act, 2013. With Notes to Legislative Clauses. 2014 Edition. Corporate Professionals –Where Excellence is Law, CCH- Wolters Kluwer business. Wolters Kluwer (India) Pvt. Ltd., DLF –Cyber City, Gurgaon, Haryana (India)

S. Y. B. Com. (CBCS 2018 Course)

Semester-III

C: 321-BANKING AND INSURANCE-III (Total Lecturers-60)

Course Outcomes:

After completion of the course, students would be able to:

1. Student able to aware the Indian Banking System.
2. To able to understand functions and role of Reserve Bank of India.
3. To able to understand the organizational set-up and management of RBI.
4. Student able to understand the different acts, like banking regulation Act of 1949.

1. Evolution of Central Banking (16)

- 1.1 Evolution of Central Bank in India and abroad
- 1.2 Difference between Central Bank and ordinary commercial banks
- 1.3 Functions of R. B. I. as a Central Bank – Ordinary, Regulatory, Development and Promotional function
- 1.4 Role of Central Bank in economic development of India

2. Establishment and Organization of R.B.I. (14)

- 2.1 R.B.I. Act of 1934 and establishment of R.B.I.
- 2.2 Organizational set-up and management of R.B.I.
- 2.3 Various departments of R.B.I. and their functions

3. R. B. I. and Present Currency System in India (16)

- 3.1 Components of money supply and features of currency system in India
- 3.2 System of issue of currency or method of regulating note issue by R.B.I.
- 3.3 Measurement of money supply by R.B.I. according to narrow and broad definition
- 3.4 Objectives of Monetary Policy of R.B.I. in India

4. Banking Regulations In India (14)

- 4.1 Banking Regulation Act of 1949
- 4.2 Deposit Insurance and Credit Guarantee Act Corporation Act of 1962
- 4.3 Application of these Acts of Cooperative Banks
- 4.4 R.B.I. guidelines on Income Recognition and Asset Classification and Provisioning

Recommended Books:

1. Gorden. Natrajan "Banking Theory law and practice", Himalaya Publishing House
2. Srivastava, Divya Nigam, Management of Indian Financial Institutions, Himalaya Publishing House.
3. Banking Commission report(s)
4. Reserve Bank of India: Bulletins
5. Reserve bank of India: Annual Report(s)
6. Report of Currency and Finance
7. E. Gordon and K. Natarajan, Emerging Scenario of Financial Services, Himalaya Publishing House, Mumbai
8. M. Y. Khan, "Indian Financial System", Tata McGraw Hill.
9. Bharati Pathak, "Indian Financial System",
10. Stigum, Managing Bank Assets and Liabilities, Dow-Jones Irwin.
11. Dudley Lockett, "Money and Banking," McGraw Hill
12. Vasant Desai, "Banks and institutional management," Himalaya Publishing House
13. Dr. P. K. Srivastava, "Banking theory and Practice", Himalaya Publishing House
14. Benson Kunjukunju, Commercial Banks in India, New Century Publications
15. Nitin Bhasin, "Banking Developments in India 1947 to 2007," New Century Publications
16. Nitin Bhasin, "Banking & Financial Markets in India 1947 to 2007," New Century Publications
17. D. M. Mithani: Money, Banking, International Trade and Public Finance; Himalaya Publishing House

S. Y. B. Com. (CBCS 2018 Course)
Semester III
C331: MARKETING III

(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understanding the concept of salesmanship, origin and evolution.
2. Analyzing the functions of selling and role of personal selling.
3. Understanding the process of selling and handling different types of customers.

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| 1. Salesmanship | (15 L) |
| 1.1 Origin and evolution of salesmanship | |
| 1.2 Meaning and definitions | |
| 1.3 Scope and utility | |
| 1.4 Salesmanship as an art or a science or profession | |
| 1.5 Counter salesmanship and creative salesmanship | |
| 2. Personal Selling | (15 L) |
| 2.1 Definition, objectives, role and functions | |
| 2.2 Advantages and limitations. | |
| 2.3 Personal selling and salesmanship | |
| 2.4 Types of personal selling | |
| 2.5 Classification of salesmen | |
| 2.6 Salesmanship and communication process | |
| 3. Process of Selling | (15 L) |
| 3.1 Psychology of salesmanship | |
| 3.2 Attracting attention, awakening interest | |
| 3.3 Creating desire, securing action | |
| 3.4 Prospecting, pre-approach, approach | |
| 3.5 Presentation and demonstration, overcoming objections | |
| 3.6 Closing the sale | |
| 4. Handling Different Types of Customers | (15 L) |
| 4.1 Argumentative, shy, silent, suspicious | |
| 4.2 Impatient, rude, conceited, talkative | |
| 4.3 Undetermined, pre-determined, impulsive, inquisitive | |
| 4.4 Handicapped, women, bargain hunter | |
| 4.5 Role of salesman in modern consumer oriented market | |

Recommended Books

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| 1. Modern Marketing Management | Dr. R.S. Davar. |
| 2. Marketing Management in Indian Perspective | S. M. Jha & L.P. Singh. |
| 3. Marketing Research Review | S.A. Chunawalla. |
| 4. Marketing Management | S.A. Sherlekar. |
| 5. Marketing Management | Philip Kotler |
| 6. Marketing | Rajan Nayar |
| 7. Theory of Marketing in Underdeveloped Country | J.N.Chaturvedi. |
| 8. An Introduction to Marketing | Amarchand & B. Varadharajan |

S. Y. B. Com. (CBCS 2018 Course)
Semester III
C341 – COST AND MANAGEMENT ACCOUNTING-I

(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understand basic concepts of cost and management accounting and difference between the two.
2. Analysing cost units, cost centers and various elements of costs and its importance.
3. Understanding format of cost sheet, cost sheet preparation and preparation of tenders and quotations.
4. Analysing the importance of material and material cost control.

1. Introduction and Basic Concepts: (L16)

- 1.1. Meaning and definitions of 'Cost', 'Costing', 'Cost Accounting' and 'Cost Accountancy'
- 1.2. Objectives of Cost Accounting
- 1.3. Importance of Cost Accounting
- 1.4. Limitations of Cost Accounting
- 1.5. Distinction between Cost Accounting & Financial Accounting
- 1.6. Distinction between Cost Accounting & Management Accounting

2. Cost Unit, Cost Centre and Elements of Cost (L16)

- 1.1 Cost Unit: Meaning, Simple Cost Unit and Composite Cost Unit
- 1.2 Cost Centre: Meaning and types of Cost Centres
- 1.3 Basic elements of Cost :
 - Material: Direct Material and Indirect Material
 - Labour: Direct Labour and Indirect Labour
 - Expenses: Direct Expenses and Indirect Expenses
- 1.4 Classification of Costs:
Element wise classification, functional classification, behaviour wise classification, nature wise classification and control wise classification.

3. Preparation of Cost Sheet, Tenders and Quotations (L16)

- 1.1 Meaning and purpose of cost sheet
- 1.2 Format of cost sheet
- 1.3 Problems on the cost sheet
- 1.4 Tenders, quotations and estimates: Meaning, contents and types.
- 1.5 Problems on tenders and quotations

4. Material and Material Control (L12)

- 4.1 Objectives of material control
- 4.2 Purchase department and purchase procedure – centralised and decentralised system
- 4.3 Purchase documents - purchase requisition, purchase order, goods received note, material inspection report, bills of material

Recommended Books

1. Advanced Cost Accounting: Jain – Narang
2. Advanced Cost Accounting : B.K.Bhar
3. Advanced Cost & Management Accounting : Saksena Vaishtha
4. Cost & Management Accounting : problems & solutions P.V.Rathanam
5. Advanced Cost Accounting : N.K.Prasad
6. Advanced Costing & Management Accountancy by Prof.Subhash Jagtap
7. Advanced Cost Accounting : Lal, Sharma Nigam
8. Cost Accounting : Wheldon
9. Journal of I.C.W.A. The Management Accountant
10. Cost Accounting : A Management Emphasis – Horngreen
11. Cost Accounting : Shukla & Grewal

S. Y. B. Com. (CBCS 2018 Course)
Semester III
C351: BUSINESS ENTREPRENEURSHIP I

(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understanding the business environment and its impact on economic growth.
2. Analysing problems related to growth such as, unemployment, poverty, regional imbalance etc.
3. Understanding business social responsibility and related aspects in detail.
4. Understanding business franchising and its types and business process outsourcing.

1. Business Environment	(L15)
1.1 Meaning, nature and scope.	
1.2 Environment and economic growth.	
1.3 Approaches to business environment.	
1.4 Natural environment.	
1.5 Technological environment.	
1.6 Political environment.	
1.7 Economic environment.	
1.8 Legal environment.	
1.9 Social environment.	
2. Problems of Growth	(L15)
2.1 Unemployment	
2.2 Poverty	
2.3 Regional imbalance	
2.4 Social injustice	
2.5 Inflation	
2.6 Parallel economy	
2.7 Industrial sickness	
2.8 Pollution – types, sources, effects and measures to control	
3. Social Responsibility of Business	(L15)
3.1 Definitions.	
3.2 Nature of social responsibility of business.	
3.3 Responsibility towards the shareholders, investors, owners, employees, government & society at large.	
3.4 Social audit - advantages, problems, methods.	
3.5 Corporate governance.	
3.6 Business ethics - need and advantages.	
4. Franchising	(L15)
4.1 Meaning, definitions, types	
4.2 Advantages of the franchisee and franchisor	
4.3 Franchise relationship	
4.4 Steps in starting franchise	
4.5 Cautions in franchising	
4.6 Business Process Outsourcing (BPO)	

Recommended Books

1.	Business Environment	Francies Kherunilam.
2.	Environment & Entrepreneur	B.C.Tandon.
3.	Business Environment	Balsubrahmaniyam.
4.	Entrepreneurship	Dr. P. C. Shejawalkar.
5.	Entrepreneurship	Dr.Prabhakar Deshmukh.
6.	Business Environment	Shaikh Saleem.
7.	Business Environment	K. Aswathappa.
8.	A Practical guide to Industrial	Srivastava S.B.

9. Entrepreneurs
 Innovation and Entrepreneurship Peter F. Drucker

S. Y. B. Com. (CBCS 2018 Course)
Semester III
C361: E-COMMERCE I

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the meaning, nature and concept of E-commerce.
2. Analyse technical and network infrastructure for E-commerce.
3. Acquainted with the internet and WWW as part of E-commerce infrastructure requirements.
4. Understand methodology for online business dealings using E-commerce infrastructure.

1. Introduction to E- Commerce (L 15)

- i. E-Commerce-Meaning and Concept
- ii. Characteristics and Significance of E-Commerce
- iii. Advantages and Disadvantages of E-Commerce
- iv. Difference between Traditional Commerce and E-Commerce
- v. Technologies Used in E-Commerce

2. Technical Infrastructure for E-Commerce (L 15)

- i. Network Infrastructure
- ii. Internet and its Role in E-Commerce
- iii. Procedure of Registering Internet Domain
- iv. Establishing Connectivity to Internet
- v. Tools and Services of Internet
- vi. Common Business Service Infrastructure
- vii. Infrastructure for E-Commerce in India
- viii. Future of the Internet Infrastructure

3. The Internet and WWW (L 15)

- i. Evolution of Internet
- ii. Internet- Definition, Advantages and Disadvantages
- iii. Domain Names and Internet Organisation (.edu, .com, .mail, .gov, .net, etc.)
- iv. Types of Network
- v. Internet Service Provider
- vi. World Wide Web
- vii. Internet and Extranet
- viii. Component of Internet Information technology structure

4. E-Commerce in India (L 15)

- State of E-Commerce in India
- Problems and Opportunities in E-Commerce in India
- Future of E-Commerce in India

Recommended Books

1. Dave Chaffey, E-Business and E-Commerce Management, Pearson Education, New Delhi
2. Introduction to E-Commerce- SAGE Publication- New Delhi
3. Laudon, Kenneth C and Carol Guercio Traver, E-Commerce Business. Technology Society, Pearson Education, Delhi
4. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi
6. Stamper David A, and Thomas L. Case: Business Data Communications, Pearson Education, New Delhi
7. Turban, Efraim, David King et. al, Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi

S. Y. B. Com. (CBCS 2018 Course)
Semester III
C371: BUSINESS ADMINISTRATION I

Course Outcomes:

After completion of the course, students would be able to:

1. Understand basic knowledge about various forms of business organizations.
2. Acquainted with the business environment and its implications thereon.
3. Understand and evaluate recent trends in business.

1. Business Administration- Concepts (L15)

- i. Business - Definition, Characteristics, Scope and Objectives
- ii. Economic and Social perspectives
- iii. Commerce- Meaning, Concept, Trade and Aids to Trade
- iv. Administration, Management and Organisation - Meaning and Definitions
- v. Functions of Administration

2. Forms of Business Organisation (L15)

- i. Sole Proprietorship, Partnership Firm, Limited Liability Partnership, Joint Ventures, Joint Stock Company, One Person Company, Co-operative Society- Features, Merits and Limitations
- ii. Non Profit Joint Stock Company u/s 25 of the Companies Act
- iii. Suitability of a Form of Organisation- Factors Determining the Suitability of Form of Organisation

3. Business Environment (L15)

- i. Meaning, Internal and External Environment, Constituents of Business Environment- Economic, International, Social, Legal, Cultural, Educational, Political, Technological and Natural
- ii. Interaction of Business and Environmental Forces

4. Business Promotion (L15)

- i. Business Unit- Promotion: Concept of Promotion
- ii. Stages in Business Promotion
- iii. Factors Affecting Location and Size, Present Trends in Location, Size of Business Unit
- iv. Role of Government in the Promotion of SEZ

Recommended Books

1. J. Batty McDonald, Industrial Administration and Management
2. K. Aswathappa, Essentials of Business Administration, Himalaya Publications, New Delhi
3. N. Mishra, Modern Business Organization and Management, Allied Publishers, Mumbai
4. S. C. Saxena, Business Administration, Sahitya Bhavan, Agra
5. Stephen Robbins, The Administrative Process

S. Y. B. Com. (CBCS 2018 Course)
Semester III
WOMEN EMPOWERMENT AND SOCIAL JUSTICE

No. of Lectures: 30

Unit – I: Empowerment of Women

Lectures 7

- Concept, meaning and definitions of empowerment
- History of Empowerment in the context of Globalization
- Indicators and Factors affecting empowerment
- Role of the Govt.

Unit – II: Women’s Movement

Lectures 8

- International women’s movements.
- Women's movements in India – in 19th and early 20th century
- Dimensions of Women’s Movement

Unit – III: Issues Related To Women

Lectures 7

- Religion
- Health
- Education
- Politics
- Social-Dowry, domestic violence, divorce, desertion, rape

Unit – IV: Women and Social Justice

Lectures 8

- Concept of Social Justice
- Constitutional provisions for women welfare
- Legislations related to women
 - a) The Immoral Traffic (Prevention) Act 1956
 - b) Dowry Prohibition Act 1961
 - c) The Sexual Harassment Of Women At Workplace (Prevention, Prohibition And Redressal) Act, 2013

References

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