

Rajkamal Science & Management College Bahadrabad (Haridwar)

FACULTY OF COMMERCE

Sri Dev Suman Uttarakhand University

Badshahithaul, Tehri Garhwal



Syllabus for Under Graduate Course

B.Com. Part – III

Examination: 2019-2020 and onwards

ORDINANCES

B.Com. (Three Year Degree Course)

1. (a) The examination for the degree of Bachelor of Commerce (B.Com.) shall consist of three parts
(i) B.Com. Part – I (ii) B.Com. Part – II (iii) B.Com. Part – III

(b) A candidate who has passed the following examinations shall be eligible for admission to B.Com.
Part I:

The Intermediate Examination of Commerce of the Board of High School and Intermediate Education, Uttaranchal or the Central Board of Secondary Education or any other examination recognized by the University as equivalent there to with a minimum of 40% marks in aggregate.

2. A candidate who has passed Part I/II B.Com. Examination of another university may also be admitted to part II/III. B.Com. examination provided that he/ she has offered for his/ her part I/II examination of course of equivalent standard with almost identical syllabus as is required for part I/II examination of this University and has attended a regular course of study for an academic year in constituent/ affiliated college of the university. Prior permission is necessary from university with this regard.
3. (a) A candidate shall be examined in three groups of B.Com. Part I / II examination and total four groups in B.Com – III examination. In B.com. – III, Group – V is compulsory for students.
(b) There will be one Computerized Accounting Group i.e. Group - IV

(c) Computerized Accounting (Group - IV) can be opted by a maximum number of 30 students in B.Com. I (to continue without change to B.Com. II and III) in place of Group II i.e. Accounting Group. This group can be run only where appropriate computers laboratory and staff is available. Practical examination will be held in group IV as under:

B.Com. I	Paper I - [50 max. marks]
	Paper II - Theory 35 marks, Practical 15 marks [50 max. marks]
B.Com. II	Paper I - Theory [50 max. marks]
	Paper II - Theory 35 marks, Practical 15 marks [50 max. marks]
B.Com. III	Paper I - Theory 35 marks, Practical 15 marks [50 max. marks]
	Paper II - Theory 35 marks, Practical 15 marks [50 max. marks]

The Following shall be the number of paper in each group:

Groups	No. of Papers			
	Part I	Part II	Part III	
I	2	2	2	
II	2	2	2	
III	2	2	2	
IV	2	2	2	
V	-	-	2 (Compulsory Papers)	

4. In B.Com. Part I, II & III examination, each group shall carry 100 marks. In order to pass B.Com. Part I, Part II and Part III examination, a candidate must obtain 33% marks in each group and also in aggregate.
5. Each candidate shall have to pass the B.Com. Part I, B.Com. Part II and B.Com. III examinations separately, but the division shall be awarded on the basis of the aggregate marks obtained by him/her in all the three examinations together.
6. A candidate who has obtained 33% marks and above but less than 45% marks in the aggregate shall be placed in III division, a candidate who has obtained 45% marks and above but less than 60% marks shall be placed in II division, a candidate who has obtained 60% marks and above shall be placed in I division.
7. In B.Com. Part III, three grace marks in any one group shall be awarded on the basis of one mark on every 10 marks, over and above the minimum pass marks.
8. The details of the courses of each group of study shall be as contained in the syllabi and the existing regulations, to the extent they are inconsistent with the new ordinances and regulations, shall stand amended or superseded, as the case may be.

SCHEME OF EXAMINATION

- (1) The examination for the degree of Bachelor of Commerce shall consist of B.Com. Part I, Part II and Part III examinations spread over three years.

B. Com. Part - III Examination, 2021and onwards

	Management Group	Marks
Group I	Paper I - Marketing Management	50
	Paper II - Management Accounting	50
	Accounting Group	
Group II	Paper I - Income Tax Law and Accounts	50
	Paper II - Auditing and Corporate Governance	50
	Business Economics & Legal Aspects of Business	
Group III	Paper I - Goods and Services Tax (GST)	50
	Paper II - Fundamentals of Investment	50
	Computerized Accounting	
Group IV	Paper I - Computer Application in Management Accounting	50
	Paper II - Computer Application in Income Tax	50
	Communication Group (Compulsory for all)	
Group V	Paper I - Business Communication	50
	Paper II - Viva Voce (Oral Communication)	50

Group I – Management Group

Paper I: Marketing Management

Objective: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. Introduction: Nature and scope of marketing; Importance of marketing, Marketing concepts – traditional and modern, Selling Vs. marketing, Marketing mix, Marketing environment.
2. Consumer Behaviour and Market Segmentation: An introduction to factors affecting consumer behaviour; Market segmentation – concept and importance; Bases for market segmentation.
3. Product: Concept of product, consumer and industrial goods : Product planning and development; packaging – role and functions; Brand name and trade mark; After - sales service; Product life cycle concept.
4. Price: Importance of price in the marketing - mix, factors affecting price of a product/ service: Discounts and rebates.
5. Distribution Channels and Physical Distribution: Distribution Channel – concept and role: Types of distribution channels: Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods, Transportation; Warehousing, Inventory control; Order processing.
6. Promotion: Methods of promotion, Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling, Selling as a career, Characteristics of a successful sales person: Functions of salesman.
7. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.

Suggested Readings:

1. Philip Kotler, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque, *Principles of Marketing*, 13th edition, Pearson Education.
2. J. Michael Etzel, J. Bruce Walker, J. William Stanton and Ajay Pandit. *Marketing: Concepts and Cases*. (Special Indian Edition)., McGraw Hill Education
3. D. William Perreault, and E. McCarthy Jerome., *Basic Marketing*, Pearson Education.
4. Simon Majaro, *The Essence of Marketing*, Pearson Education, New Delhi.
5. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*, Cengage Learning.
6. Dhruv Grewal, Michael Levy, *Marketing*, McGraw Hill Education.
7. T.N. Chhabra and S. K. Grover, *Marketing Management*. Fourth Edition, Dhanpat Rai & Company.
8. Neeru Kapoor, *Principles of Marketing*, PHI Learning.
9. Rajendra Maheshwari, *Principles of Marketing*, International Book House.

Paper – II: Management Accounting

Objective: To enable students to acquire knowledge of concepts, methods and techniques of management accounting for the purpose of managerial planning, control and decision making.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, *out of which at least five questions will be numerical*, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. Management Accounting: Nature, scope and functions of management accounting; Role of management accounting in decision - making; Management accounting Vs. financial accounting : Tools and techniques of management accounting
2. Ratio analysis; Classification of ratios – profitability ratios, turnover ratios, solvency and liquidity ratios, ratios for investors, Advantages of ratio analysis; Limitations of accounting ratios.
3. Funds Flow Statement, Cash Flow Statement(as per revised AS)
4. Absorption and Marginal Costing: Marginal and differential costing as a tool for decision making – make or buy; Change of product mix, Pricing, Exploring new markets, Shutdown decisions, Cost Volume Profit Analysis:Break-even analysis.
5. Budgeting for Profit Planning and control: Meaning of budget and budgetary control; Objectives; Merits and limitations; Types of budgets; Cash budget, Fixed and flexible budgeting; Zero base budgeting, Performance budging.
6. Capital Investment decisions(capital budgeting),methods,
7. Standard Costing and Variance Analysis: Meaning of standard cost and standard costing: advantages and applications; Variance analysis: material, Labour and overhead variances.
8. Responsibility accounting.

Suggested Readings:

1. T. Horngren Charles, L. Sundem Gary, Dave Burgstahler, Jeff O. Schatzberg. *Introduction to Management Accounting* , Pearson Education.
2. A. Anthony Atkinson, S. Robert Kaplan, Ella Mae Matsumura, S. Mark Young. *Management Accounting*. Dorling Kindersley(India) Pvt. Ltd.
3. Surender Singh, *Management Accounting*, Scholar Tech Press, New Delhi.
4. Garrison, Noreen, Brewer. *Managerial Accounting*. McGraw Hill.
5. Rajiv Goel, *Management Accounting*. International Book House,
6. M.N. Arora. *Management Accounting*. Vikas Publishing House, New Delhi.
7. S.N. Maheshwari and S.N. Mittal. *Management Accounting*. Shree Mahavir Book Depot, New Delhi.
8. M.Y. Khan and P.K. Jain, *Management Accounting*. McGraw Hill Education

Group II – Accounting Group

Paper – I: Income Tax Law & Accounts

Objective: To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, **out of which at least five questions will be numerical**, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN)
2. Residential status; Scope of total income on the basis of residential status, Exempted income under section 10
3. Computation of Income under Income from Salaries; Income from house property
4. Computation of Income under Profits and gains of business or profession; Capital gains; Income from other sources
5. Deductions from Gross total income; Rebates and reliefs. Computation of total income and Tax liability of an Individual and Hindu undivided Family, Aggregation of income and Set-off and Carry forward of losses
6. Deductions and collection of Tax at source; Advance payment of Tax and Payment of Tax after Assessment.
7. Preparation of Return of Income: Filing of returns: Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

Suggested readings:

1. Vinod K Singhania. and Monica Singhania. *Students' Guide to Income Tax, University Edition*, Taxmann Publications Pvt. Ltd., New Delhi.
2. Girish Ahuja and Ravi Gupta. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
3. B.K Agarwal and R. Agarwal, *Income Tax Law and Accounts*, Nirupam Sahitya Sadan.
4. H.C Mehrotra and S.P Goyal, *Income Tax Law and Accounts*, Sahitya Bhawan Publications.

Paper – II: Auditing and Corporate Governance

Objective: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. Introduction : Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Recent Trends in Auditing: Nature and significance of cost audit; Tax audit; Management audit
2. Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.
3. Audit of Companies:: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties , Liabilities of

Statutory Auditors under the Companies Act 2013

4. Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Basic considerations of audit in EDP Environment; Auditing Standards; Relevant Case Studies/Problems
5. Auditor's Report- Contents and Types with specimen.
6. Corporate Governance: Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms.
7. Business Ethics: Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behavior: Concepts and advantages
8. Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013.

Suggested Readings:

1. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning.
2. Aruna Jha, *Auditing*, Taxmann Publication.
3. Anil Kumar, *Corporate Governance: Theory and Practice*, Indian Book House, New Delhi
4. M.C. Kuchhal, *Modern Indian Company Law*, Shri Mahavir Book Depot. (Publishers) (Relevant Chapters).
5. N. Balasubramanian, *A Casebook on Corporate Governance and Stewardship*, McGraw Hill Education.
6. B.N. Ghosh, *Business Ethics and Corporate Governance*, McGraw Hill Education.
7. S.K. Mandal, *Ethics in Business and Corporate Governance*, McGraw Hill Education.
8. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press.
9. Christine Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press.
10. Relevant Publications of ICAI on *Auditing* (CARO).

Group III – Business Economics and Legal Aspects of Business Paper – I: Goods & Services Tax (GST)

Objective: To aware students about the GST law in the country and provide an insight into practical aspects of GST and equip them to become tax practitioners.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. Indirect taxes before GST: An overview; Concept of VAT; Meaning and Methods; Major shortcomings in the structure of Indirect taxes prior to the GST; Need of GST in India; Genesis, Salient features of GST; Taxes subsumed in GST; Advantages and challenges of GST; Innovation and best practices; Structure of GST including SGST, CGST, UTGST and IGST
2. Registration: Process of Registration; Compulsory Registration, Liability for Registration, Exemption from Registration. GST Unique Identity Number (GSTIN), Deemed Registration, Amendments, cancellation and revocation of registration, Migration of existing taxpayers to GST.

3. Levy and Collection of GST: Taxable event;
4. Supply of Goods and Services; Place of Supply: Within State, Interstate, Import and Export; Time of supply; Meaning, Provisions to determine time of supply of Goods and Services, Harmonized System of Goods (HSN), Tariff classifications.
5. Valuation for GST: Valuation rules, taxability of reimbursement of expenses; Exemption from GST; Small supplies and Composition Scheme; Classification of Goods and Services; Composite and Mixed Supplies.
6. Input Tax Credit(ITC) Eligible and Ineligible Input Tax Credit; Apportionment of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payments of Taxes; Refund; Doctrine of unjust enrichment; Tax Deducted at Source(TDS), Tax Collected at Source(TCS). Reverse Charge Mechanism, Job work.
7. Payment of Taxes, maintenance of records & Submission of Return: Maintenance of Records, Mode of payment, Process of payment, Maintenance of e- ledgers, ITC utilization rules.
8. Types and periodicity of Returns: Monthly Returns, Quarterly Return for Taxpayers under Composition Scheme, Rectification of Return, Processing of Returns, Matching Input Tax Credit.

Suggested Readings:

1. Chaudhary, Dalmia and Girdharwal, GST : A Practical Approach, Taxmann Publications, New Delhi.
2. Haldia Arpit, GST Made Easy, Taxmann Publications. New Delhi.
3. Datey V.S., GST Ready Reckoner, Taxmann Publications. New Delhi.
4. Singhanian Vinod K. & Singhanian Monica, Students Guide to Indirect Tax Laws, Taxman Publications.
5. Gupta, S.S., GST; How to meet your obligations, Taxman Publications.
6. GST Manual, Taxmann Publications.
7. Garg Keshav, GST Ready Reckoner, Bharat Law House.
8. Sudhir Halakhandi, (Vastu Evam Sewa Kar) GST in Hindi.
9. Bare Act on Goods and Services Tax, Government of India, Ministry of Finance.

Paper – II: Fundamentals of Investment

Objective: To familiarize the students with different investment alternatives, introduce them to the basics of their analysis, valuation and investor protection.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. The Investment Environment- The investment decision process, Types of Investments - Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information,
2. Concept of return and risk, Impact of Taxes and Inflation on return.
3. Fixed Income Securities - Bond features, types of bonds, estimating bond yields, Bond Valuation types of bond risks, default risk and Credits rating.
4. Approaches to Equity Analysis-Introductions to Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis, dividend capitalisation models, and price-earnings multiple approach to equity valuation.
5. Portfolio Analysis and Financial Derivatives - Portfolio and Diversification, Portfolio

Risk and Return; Mutual Funds; Introduction to Financial Derivatives; Financial Derivatives Markets in India

- Investor Protection- Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' awareness and activism

Suggested Readings

- C.P. Jones, Investments Analysis and Management, Wiley, 8th ed.
- Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill Education.
- R.P. Rustogi, Fundamentals of Investment, Sultan Chand & Sons, New Delhi.
- N.D. Vohra and B.R. Bagri, Futures and Options, McGraw Hill Education
- Mayo, An Introduction to Investment, Cengage Learning.

Group IV – Computerized Accounting

Paper – I: Computer Applications in Management Accounting

Objective: To acquire knowledge about concepts, methods and techniques of management accounting for the purpose of managerial planning, control and decision making using MS-EXCEL and Tally.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of six long answer type questions, students have to attempt **any three** questions. Each question of section 'C' is of 5 marks.

Retracing management accounting system and use of Tally and MS-Excel packages to obtain different management accounting outputs for the following:

- Fund flow statement
- Ratio analysis
- Budget and budget variances
- Analysis of account payable, account receivable and sales.
- Inventory control
- Projected financial statements
- Cash forecasting
- Standard costing
- Marginal costing

Note: separate practical will be held for 15 marks in this paper.

Paper – II: Computer Applications in Income Tax

Objective: To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules using MS-EXCEL and TALLY.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of six long answer type questions, students have to attempt **any three** questions. Each question of section 'C' is of 5 marks.

- Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN)
- Residential status; Scope of total income on the basis of residential status, Exempted income under section 10
- Computation of Income under Income from Salaries; Income from house property
- Computation of Income under Profits and gains of business or profession; Capital gains; Income from other sources

5. Deductions from Gross total income; Rebates and reliefs. Computation of total income and Tax liability of an Individual and Hindu undivided Family, Aggregation of income and Set-off and Carry forward of losses
6. Deductions and collection of Tax at source; Advance payment of Tax and Payment of Tax after Assessment
7. Preparation of Return of Income: Filing of returns: On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

Note: separate practical exam will be held for 15 marks in this paper.

Group V – Communication Group (Compulsory for all)

Paper – I: Business Communication

Objective: To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. Meaning, Importance, Process, Types: Oral, Written, Verbal, Non-Verbal, Problems of Communication, Listening as a Communication Tool, Techniques of Better Communication.
2. Communication and decision making in small groups: roll of groups, characteristics of small groups, solving problems in small groups etc., examining group discussions – its role in team work.
3. Communication within the organization; Memo writing, Proposal writing, Report writing, Office orders, circular, writing notes
4. Communication outside the organization:
5. Business Correspondence: request for quotations, tenders, orders, drafting of sales letters, circular letters, proposals, correspondence with local and foreign customers and suppliers regarding dues, complaints, follow-up letters. Correspondence with banks regarding overdrafts, cash credit and current account.
6. Resume Writing
7. Oral Presentation. Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Urmila Rai and S.M. Rai, *Business Communication*, Himalaya Publishing House.
2. Rajender Pal, *Essentials of Business Communication*, S. Chand and Sons
3. Asha Kaul. *Business Communication*, PHI.
4. Rohini Aggarwal. *Business Communication and Organisation and Management*, Taxmann Publications Pvt. Ltd.

Paper – II: Viva Voce

Objective of viva voce exam is to boost the confidence of students in oral communication skill so that they can face the challenges of competitive world. Questions will be asked based on the general awareness related to commerce economics and accounts. Students should update their knowledge related to latest events in the field of commerce, economics and accounts. More questions will be asked from the syllabus of B.Com IIIrd year.