

SYLLABUS

BACHELOR OF COMMERCE



जोधपुर राष्ट्रीय विश्वविद्यालय
Jodhpur National University

Industry Based Learning Programme

Bachelor of COMMERCE

YEAR I

Paper I	General Hindi
Paper II	General English
Paper III	Cost Accounting
Paper IV	Business Statistics
Paper V	Principles of Management
Paper VI	Business Laws
Paper VII	Economic Environment in India
Paper VIII	Business Economics

YEAR II

Paper I	Corporate Accounting
Paper II	Financial Accounting & Decision Making
Paper III	Company Law
Paper IV	Fundamentals of Entrepreneurship
Paper V	Financial Management
Paper VI	Banking Law & Practice in India

YEAR III

Paper I	Income Tax Law & Accounts
Paper II	Auditing
Paper III	Principles of Marketing
Paper IV	Fundamentals of Insurance
Paper V	Project Planning & Budgetary Control
Paper VI	Banking & Financial System
PAPER VII	Industry Based Environmental Studies

YEAR I

पेपर I सामान्य हिन्दी

(अ भाग)

गद्य एवं पद्य संकलन की विविध विधाएं क्रमशः

1. एक प्रश्न व्याख्याओं से सम्बंधित क्रमशः
2. डॉ. परिचयात्मक प्रश्न पाठ्य पुस्तकों से

(ब भाग)

1. शब्द शुद्धि
2. वाक्य शुद्धि
3. पारिभाषिक शब्दावली (अंग्रेजी शब्दों के हिन्दी समानार्थक शब्द)
4. संक्षेपण
5. पल्लवन
6. वाक्यांश के लिये सार्थक शब्द
7. प्रारूप
8. शब्द युग्म : अर्थ-भेद
9. निबंध

गद्य-संकलन

1. ग्रामोत्थान - नानाजी देशमुख ,दीनदयाल शोध संस्थान चित्रकूट
2. पर्यावरण और सनातन दृष्टि छगन मेहता ,संक्रांति और सनातनता ,संकलन से वागदेवी प्रकाशन बीकानेर

3. ठिठुरता हुआ गणतंत्र) व्यंग्य - (हरिशंकर परसाई ,तिरछी रेखाएं ,वाणी प्रकाशन दिल्ली
4. लछमा रेखाचित्र (महादेवी वर्मा ,अतीत के चलचित्र ,वाणी प्रकाशन दिल्ली
5. अग्नि की उड़ान परिच्छेद।
6. ए .पी .जे .अब्दुल कलाम प्रभात प्रकाशन ,नई दिल्ली
7. भेड़ाघाट :मार्बल रॉक्सौर धुँआधार - अमृत लाल बेगड़ ,अमृतस्य नर्मदा ग्रन्थ , मध्यप्रदेश अकादमी ,भोपाल ,मध्यप्रदेश
8. आवाज का नीलाम) एकांकी (धर्मवीर भारती गद्य - प्रभा - डॉ .नवल किशोर , पंचशील प्रकाशन ,जयपुर
9. सावचेती विजयदान देथा ,आउटलुक पत्रिका03.10.05
- 10.हिन्दी भाषा और उसकी विरासत : डॉ .विद्यानिवास मिश्र ,हिन्दी साहित्य का पुनरावलोकन ,विद्या निवास मिश्र ,प्रभा प्रकाशन ,दिल्ली
- 11.सुसंग-कुसंग -सीताराम महर्षि ,कृष्ण कुटीर रतनगढ़ ,चुरू) राज.
12. ये हैं प्रोफेसर शशांक - डॉ .विष्णुकांत शास्त्री' - स्मरण को पाथेय बनने दो 'संग्रह , लोक भारती ,इलाहाबाद)) उ .प्र)
- 13.तुलसी के काव्य में कुराज और सुराज - 'प्रो .सूर्य प्रसाद दीक्षित ,साहित्यिक डी ,54 निराला नगर ,लखनऊ) उ .प्र

पद्य संकलन

1. गंगावतरण ,भारतेंदु हरिश्चंद्र' भारतेंदु समग्र 'संपादक ,हेमंत शर्मा हिन्दी प्रकाशन संस्थान ,वाराणसी)
2. गोवर्धन धारण ,हरिऔध' प्रिय प्रवास 'महाकाव्य हिन्दी साहित्य कुटीर ,वाराणसी उ .प्र)
3. भारत वंदना ,मैथिली शरण गुप्त' मंगल घट 'काव्य ग्रन्थ साहित्य) नीलाम्बर परिधान सदन ,चिरगाँव ,झाँसी

4. समर शेष है ,रामधारी सिंह दिनकर' ,परशुराम की प्रतीक्षा 'ग्रन्थ से ,राजपाल एंड सन्स ,दिल्ली
5. वीरों का कैसा हो बसंत ,सुभद्रा कुमारी चौहान' ,सुभद्रा कुमारी चौहान 'संपादक सुधा चौहान साहित्य अकादमी ,नई दिल्ली
6. चल पड़े जिधर दो डग ,सोहन लाल द्विवेदी' राष्ट्रीय गीत संग्रह 'साहित्य अकादमी , नई दिल्ली
7. श्रम दयाकृष्ण विजय' श्रम-धरा 'अर्चना प्रकाशन ,अजमेर
8. भारती की साधना ,इन्दुशेखर तत्पुरुष' हमारा दृष्टिकोण स्मारिका 75/70 ' मानसरोवर ,जयपुर ,राज.

Paper II GENERAL ENGLISH

1. Comprehension and vocabulary
2. Composition
 - A. Letter/application writing
 - B. Paragraph writing/ precis writing
 - C. Report writing
3. Translation
 - A. Elements of a sentence
 - B. Transformation of sentence
 - C. Modals
 - D. Tense usage
 - E. Determiners
 - F. Common errors in English
 - G. Phrasal verbs

Books recommended

1. A.J. Thomson and : A Practical English Grammar A.V. Martinet (Oxford Paper Back)
2. S.Pit Corder : Intermediate English Practice Book (OrientLongman)
3. Bhaskaran and : Strengthen Your EnglishHordburgh (OUP 1973)
4. T.l.h. Smith – Pearce : The English Errors Of Indian Students (OUP)
5. I.K. Sharma and : A Practical Course of English (Ramesh Book V.D. Singh Depot, Jaipur).

Paper III Cost Accounting

Unit I

Introduction: Nature and scope of cost accounting; cost concepts and classification, methods and techniques; installation of costing system: concept of cost audit. Accounting for material: material control: concept and techniques; pricing of material issues, treatment of material losses. Accounting for labour; Labour cost control procedure; labour turnover, idle time and overtime; methods of wage payment-time and piece rates; incentive schemes.

Unit II

Accounting for overheads; Classification and departmentalization; absorption of overheads; determination of overhead rates; under and over absorption and its treatment Cost ascertainment: Unit costing; job, batch and contract costing.

Unit III

Operating costing: Process costing – including inter- process profits and joint and by products. Cost Records: integral and non-integral system; reconciliation of cost and financial accounts.

Books Recommended

- 1.Arora M.N.: Cost accounting- Principles and practice; Vikas, New Delhi
- 2.Jain S.P. and Narang K.L.; Cost Accounting; Kalyani, New Delhi.
- 3.Horgren, Charles, Foster and Datar : Cost Accounting – A Managerial Emphasis; prentice-Hall of India, New Delhi.
- 4.Tulsian P.C.; Practical costing; Vikas New Delhi.
- 5.Maheshwari S.N.: Advanced Problems and Solutions in Cost Accounting Sultan and: New Delhi

Paper IV Business Statistics

Unit I

Introduction: Statistics as a subject; types of data; analysis of univariate data construction of frequency distribution: Measurement of central tendency. Dispersion – and their measures; Partition values; Skewness and measures.

Unit II

Analysis of Bivariata Data: Linear regression and correlation. Index number: meaning, types and uses; methods of constructing price and quantity indices (simple and weighted); test of adequacy; chain-base index number; base shifting,

splicing and deflating; problems in constructing index numbers; consumer price index.

Unit III

Analysis of time series : cause of variations in time series data; components of a time series; decomposition – additive and multiplicative models; determination of trend – moving averages method and method of least squares(including Linear, second degree, parabolic); computation of seasonal indices by simple averages, seasonal verification through moving average method, ratio-to-moving average and link relative methods. Elementary theory of probability: probability as a concept; the three approaches to defining probability; addition and multiplication laws of probability. Interpolation extrapolation. Langrages, Newton Advancing difference Method, Bionomial Method only.

Books Recommended

- 1.Hooda, R.P.: Statistics for business and economics; Macmilan, NewDelhis
- 2.Ya-Lun Chou : Statistical analysis with business and economicapplications Holt, Rinehart & Winster, New York.
- 3.Lewin and Rubin: Statistics for management; Prentice-Hall of India, New Delhi
- 4.Hoel & Jessen : Basic statistics for business and economics; John Wileyand Sons, New York
- 5.Ranga, Gupta, Goyal, Bhatnagar, Soni; Statistical Methods; Ajmera BookCo., Jaipur. (Hindi & English Ed.)

Paper V Principles of Management

Unit I

Introduction: Meaning, Nature, Principles & Importance of Management, Schools of Management Thought. Management by objectives, Strategic management- Concept and Techniques. Co-ordination: Meaning, need and techniques.

Unit II

Planning: Meaning, Importance, Types, Process. Decision and Decision making process.Orgnization: Meaning Importance, Types, Structure of organisation, Formsof organization and span of control. Decentralization and Delegation of Authority. Elementary knowledge of organizational behavior. Directing: Meaning, importance and techniques.

Unit III

Controlling: Meaning, Importance, Techniques and Process. Modern Techniques of Communication. Leadership – Meaning, Kind, Styles, Qualities of a successful leader.

Motivation – Meaning, Importance, Approaches. Management of change, Resistance to change, Horizons of management in a changing environment.

Paper VI Business Laws

Unit I

The Indian Contract Act, 1872 (Section 1 to 75)
The Indian Contract Act, 1872 (Section 124 to 238)

Unit II

Sale of Goods Act, 1930
Consumer Protection Act, 1986

Unit III

Negotiable Instrument Act, 1881
Partnership Act. 1932

Books Recommended

- 1.Shukla & Narayan: Vyaparik Sanniyam
- 2.Mathur & Saxena: Vyaparik Sanniyam
- 3.Sudha G.S.: Vyaparik Sanniyam

Paper VII Economic Environment in India

Unit I

Economic environment – meaning, factors affecting economic environment Indian economic environment and basic feature of Indian Economy, New economic policy and its effects, Economic Planning - Meaning, Importance and Objectives, Achievements of planning in India. Population – characteristics, Causes of growth, New Population Policy.

Unit II

Problems of Unemployment, Poverty and Disparity of Income and Wealth in India, Human Resources and Economic Development. Industries and Agriculture - Importance & development, problems & remedial measures, industrial policy &

recent changes, Role of Agriculture in Indian Economy, Land Reforms, Agricultural Credit, Development during Plans, Agricultural Productivity in India, World Trade Organization and Indian Agriculture.

Unit III

Foreign Trade of India - Volume, composition & direction, Export Promotion, Export Import Policy of Government of India, Investment of Foreign Capital in India, Role of Multinational Corporations in Indian Economy.

Economy of Rajasthan-Basic characteristics of economy of Rajasthan, Features of Population of Rajasthan development & prospects of agriculture, industry, power and transport sector.

Books Recommended

1. Agarwal A.N. : Indian Economy
2. Mishra & Puri : Indian Economy.
3. Dewet K.K. : Indian Economy.
4. Rudradutta & Sundram : Indian Economy.
5. Planning Commission : Various Plans & Reports

Paper VIII Business Economics

Unit - I

Introduction – definition of Business Economics. Its role in business decisions. Economic concepts of Kotilya – arthshastra. Economic Laws, Static and Dynamic Economic Micro and Macro Economics, Economic Model– Meaning, Purpose and Types, The Economic Problem and Functions of Economic System. Consumption law of Diminishing Marginal Utility, Law of Substitution, Consumer's Surplus, Law of Demand, Elasticity of Demand, its measurement, and Relationship with Revenue.

Unit - II

Indifference Curve- Meaning, Characteristics, Consumer's Equilibrium, Income Effect, Price Effect, Derivation of Demand Curve, Demand forecasting– Meaning and purposes. Production Function – A note on Cobb-douglas's Function, law of Returns, Iso-Product curve, least cost combination of Factors, returns to Scale, Cost concepts and classification, Importance of Costs in decision making, cost Function and Determinants of Cost, law of supply and Elasticity of Supply, Capital Formation, Efficiency of Labour and Theories of Population.

Unit - III

Commodity Pricing : General Theory of value, Change in the Demand and Supply and their Effects on Equilibrium Price, Time Element in Price Determination, Market-Definition and Classification, Price and output Determination under Perfect and Imperfect Competition, Monopoly, Discriminating Monopoly and oligopoly. Distribution: Marginal productivity theory Distribution, theories of rent, wages, Interest and Profit, National income- Definition, measurement, distribution and economic welfare.

Books Recommended

- 1.Seth M.L. – Principles of Economics.
- 2.Mithani D.M. – Principles of economics (english)
- 3.Samuelson – Economics
- 4.anupam agarwal – Economic Analysis.
- 5.Agarwal M.D. – Economics.

YEAR II

Paper I Corporate Accounting

Unit I

Advance study of Issue, forfeiture and re-issue of shares, redemption of preference shares, Issue and redemption of debentures. Purchases of Business, profit prior to incorporation, Under-writing.

Unit II

Final accounts, Including computation of managerial remuneration and disposal of profit. Valuation of goodwill and shares.

Unit III

Accounting for amalgamation of companies as per Indian accounting standard 14, accounting for internal reconstruction including inter-company holding and reconstruction schemes. Accounts of holding and subsidiary companies in India, Consolidated Balance Sheet and Profit & Loss Account

Suggested Reading:

- 1.Gupta R.L., Radhaswamy M.: Company Accounts, Sultan chand and Sons., New Delhi.
- 2.Maheshwari S.N.: Corporate Accounting, Vikas Publishing House, New Delhi

3. Monga J.R., Ahuja, Girish and Sahagal Ashok: Financial Accounting. Mayur Paper Backs, Noida.
4. Shukla M.C., Grewal R.S. and Gupta S.C., Advanced Accounts. Sultan chand & Co., New Delhi
5. Accounting for PE II – P.C. Tulsian South Western Publishing Co., Cincinnati, Ohio.

Paper II Financial Accounting & Decision Making

Unit I

Departmental and Branch accounts (including foreign Branch), Packages and containers accounts. Accounting for Investment & stock market transactions. Voyage Accounts.

Unit II

Insurance Claims, Absorption and marginal costing: Marginal and differential costing as a tool for decision making – make or buy, change of product mix; pricing; break even analysis; exploring new markets; shutdown decisions. Budgeting for profit planning and control: meaning of budget and budgetary control; objectives; merits and limitations.

Unit III

Types of budgets; fixed and flexible budget; cash budget; control ratios; Zero Base Budgeting; Responsibility Accounting; Performance Budgeting. Standard costing and variance analysis; meaning of standard cost and standard costing; advantage and application; variance analysis-material, labour, over-head and sales

Books Recommended

1. Arora M.N.: Cost Accounting– Principles and Practice, Vikas, New Delhi.
2. Jain S.P. & Narang K.L.: Cost Accounting, Kalyani, New Delhi.
3. Anthony, Robert & Rece. Et.al. : Principles of management Accounting:
4. Howngan, Charies, Foster and Dater et.al.: Cost Accounting – Managerial Emphasis. Prentics hall, New Delhi

Paper III Company Law

Unit I

Corporate personality- Kinds of companies. Promotion and incorporation of company. Memorandum of Association. Articles of Association. Prospectus.

Unit II

Shares- Share capital, members, transfer and transmission. Debentures and borrowing powers. Director, Managing director, whole time director, appointment, rights, Duties, liabilities & remuneration. Company investigation, prevention of oppression and mismanagement.

Unit III

Company meetings: kinds, quorum, notice, agenda, motion & resolution, minutes. method of voting. Winding-up: kinds & legal provisions.

Books Recommended

1. Jain and Sharma- Company Law & sec. Practice (Hindi)
2. Mathur, Nolakha- Company Law & sec. Practice (Hindi)
3. Avtar Singh- Secretarial practice.
4. Sherlkar- Secretarial practice.

Paper IV Fundamentals of Entrepreneurship

Unit I

Entrepreneurship-Introduction, The entrepreneur, Emergence of entrepreneurial class, Theories of entrepreneurship, Role of socio-economic environment, Qualities of entrepreneur – Leadership, Risk taking, Decision making and business planning.

Unit II

Promotion of a Venture, Opportunities analysis, External environments analysis: economic-social, and technological. competitive factors; Legal requirements for establishment of a new unit and raising of funds, Venture capital sources and documentation required. Entrepreneurial Behavior, Innovation and entrepreneur, Entrepreneurial behaviour and psycho– theories, Social responsibility.

Unit III

Entrepreneurial Development Programmes (EDP): EDP Their role, relevance and achievements; Role of Government organizing EDPs ; Critical evaluation. Role of Entrepreneur : Role of an entrepreneur in economic growth as innovator, generation of employment, opportunities complimenting and supplementing economic growth bringing about social stability and balanced regional development of Industries, Role in export promotion and import substitution, forex earnings, augmenting and meeting local demand.

Suggested Readings

1. Tandon B.C. Environment and Entrepreneur: Chugh Publications. Allahabad.
2. Sinar A David: Entrepreneurial Megabooks : John Wiley and Sons. New York.
3. Srivastava S.B: A Practical Guide to Industrial Entrepreneurs: Sultan chand and Sons, New delhi
4. Prasanna Chandra : Project Preparation, appraisal. Implementation: Tata McGraw Hill, New Delhi.

Paper V Financial Management

Unit I

Meaning, Scope, Importance and Limitations of Financial Management, Tasks and Responsibilities of a Modern Finance Manager. Finance function – Profit vs Wealth Maximization, investment, financing and Dividend decisions. Techniques of financial analysis- Ratio analysis. Liquidity– Activities and profit-ability Ratio.

Unit II

Funds flow analysis; Preparation of statement of changes in working capital and statement of sources and uses of funds. Cash flow analysis, difference between funds and cash flow analysis. Cost of Capital; Significance of Cost of Capital. Calculating of Cost of debts, Share capital and retained earnings. Combined weighted Cost of Capital. operating and financial leverage. Their measures. Effect on profit. combined financial and operating leverage.

Unit III

Financial planning and forecasting, management of working capital, Management of receivables and inventories. Capital Structure: Theories and determinants, Essentials of optimum capital structure. Dividend policies, Essentials of study dividend policy, Walter and Gordon's Model. Cost volume – Profit Analysis.

Books Recommended

1. Dr. D.C. Sharma – Vitiya Prabandh
2. Dr. R.C. Kulshrestha – Nigamon-Ka-Vitiya Prabandh.
3. Prasanna Chandra – Financial Management
4. Pandey I.M. – Financial Management.
5. Khan & Jain – Financial Management.

Paper VI Banking Law & Practice in India

Unit I

Banking Legislations in India-Reserve Bank of India Act, 1934 Banking (Regulation) Act, 1949. Banking Companies (Acquisition undertaking and transfer.) Act 1970. Definition of the term banker and customer– general and special relationship, termination of relationship, pass book. Types of accounts and their operations – types of customers (Practical problems).

Unit II

Negotiable Instruments, concepts and elements, types- cheque, bills, promissory notes, crossing endorsement presentation (Elementary Knowledge) paying and collecting rights duties, protection and precautions (Practical Problems), Dishonour, Noting and Protesting of Negotiable Instruments.

Unit III

Investment and lending of bank funds. Principles of Investment, non- profitable and profitable investment in funds (cash reserve, statutory reserves) Bankers Advance against marketable securities. Meaning characteristics nature personal or Travelers letters of credit Circular letters of credit, Circular notes, Circular cheque, Travellers cheque, Parties to letter of credit. Procedure of opening a letter of credit, advantages of letters of credit precautions in Making payments of letters of credit, fraud and its prevention.

Books Recommended

- 1.Davar S.R. – Banking Law & Practice.
- 2.Tandon M.L. – Banking Law Practice.
- 3.Varshney, P.N. – Banking Law & Practice.
- 4.Sharma H.C. – Banking Vidhi Vam Vyavhar

YEAR III

Paper I Income Tax Law & Accounts

Unit I

Introduction and definitions, Residential Status and incidence of tax, computation of taxable income under the head salaries, Income from house property.

Unit II

Income from business and profession. Computation of income from Capital gains, Income from other sources. Aggregation of clubbing of income, set-off and carry forward of losses, Exempted incomes. Deduction from gross total income.

Unit III

Computation of total income and tax liability of individuals, computation of total income and tax liability of Hindu Undivided Family. Computation of total income and tax liability of partnership firms assessed as such and assessed as association of persons. Provisions regarding deduction of tax at source and advance payment of tax, assessment procedure.

Books Recommended

1. Patel & Choudhary: Dhankar, Choudhary Prakashan, Jaipur
2. Patel & Choudhary: Central Sales Tax And Value Added Tax Choudhary Prakashan, Jaipur
3. Bhagwati Prasad: Wealth Tax.
4. Mehrotra and Goyal; Wealth Tax.
5. Singhania V.K.: Indirect Taxes.

Paper II Auditing

Unit I

Auditing: Meaning, objects, fraud, errors, distinction between Book-keeping, accounting and auditing: Classification of audit programmes and audit working paper: Test Checking of audit planning & Procedure of audit, Routine checking. Internal Control; Meaning, objective and evaluation of internal control, internal check and internal audit, internal control regarding sales, purchases, assets, liabilities and salaries and wages.

Unit II

Vouching, Verification and valuation of assets & liabilities : Rules laid down in Kingston Cotton Mills Co. Ltd. (1896); Iris Woolen Co. Ltd. (1901) West minister Road Construction & Engineering Ltd.(1941) and Thomson Gerrad and Sons Ltd. (1967). Divisible Profits, Appointment Removal and remuneration of company auditor.

Unit III

Audit of Joint Stock Companies : Audit of share capital, debenture and managerial remuneration. Audit for the purpose of statutory report and prospectus; Audits of Govt. Companies with references to section 619 of the companies Act 1956. Audit Report and Audit Certificates, Investigation.

Books Recommended

- 1.Spicer & Paglar; Practical Audition (Indian Ed.)
- 2.De Paula; Principles of Auditing.
- 3.J. Lancaster; Principle and Practice Auditing.
- 4.R.G. Williams; Elements of Auditing.
- 5.Mautz and Sharaf; Philosophy of Auditing,.

Paper III Principles of Marketing

Unit I

Introduction: Nature and scope of marketing. Importance of marketing as a business function and in the economy. Marketing concepts – traditional and modern, Selling vs. marketing, Marketing mix, Marketing environment.

Product : Concept of product, consumer and industrial goods, product planning and development. Packaging role and functions, Brand name and trade mark, After sale service, product life cycle concept.

Unit II

Price: Importance of price in the marketing mix, Factors affecting price of a product/service, discounts and rebates. Consumer behavior : Nature, scope and significance of consumer behaviour, Market segmentation – concept and importance, Basis of market segmentation. Distribution channels- concept and role, Types of distribution channels, Factors affecting choice of a distribution channel, Retailer and wholesaler.

Unit III

Promotion: Methods of promotion. Optimum promotion mix. Advertising media—their relative merits and limitations, Characteristics of an effective advertisement. Personal selling, Publicity, Sales Promotion and Public Relations. Physical distribution of goods, Transportation, Warehousing, Inventory control, Order processing.

Suggested Readings

1. Philip Kotler : Marketing Management-Pearson Education.
2. William M Pride and C. C. Ferrell : Marketing Houghton-Mifflin, Boston.
3. Stanton W. J. Etzel Michael J and Walker Bruce J: Fundamentals of Marketing McGraw Hill, New York.
4. Lamb Charles W. Hair Joseph F. and McDniel Carl Principles of Marketing, South-Western-Publishing, Cincinnati Ohio.
5. Cravens David W. Hills Gerald E. woodfuff Robert B. Marketing. Management Richard D. Irwin Homewood, Illinois.

Paper IV Fundamentals of Insurance

Unit I

Introduction of Insurance : Purpose and need of insurance, Insurance as a social security tool, Insurance and economic development. Principles of life Insurance/Marine/fire/Medical/General Insurance. Contracts of Various kind, Insurable Interest.

Unit II

Fundamental of Agency Law, Definition of an agent, Agents regulations, Insurance intermediates, Agents remuneration. Procedure for becoming as Agent: Pre-requisite for obtaining license, Duration of license, Cancellation of license, Revocation or suspension/termination of agent's appointment. Code of conduct, Unfair practices. Functions of the Agent, Proposal form and other form for grant of cover Financial and medical underwriting, Material information: Nomination and assignment, Procedure regarding settlement of policy claims.

Unit III

Company Profile: Organisational set up of the company, Promotion strategy, Market share, Important activities, Structure, Product, Actuarial profession. Product pricing- actuarial aspect : Distribution channels.

Suggested Reading

1. Mishra M.N. : Insurance principles and practice : S. Chand and Co., New Delhi.
2. Insurance Regulatory Development Act. 1999.
3. Life Insurance Corporation Act. 1956.
4. Gupta O.S. : life Insurance : Frank Brothers. New Delhi.
5. Vinayakam N. Radhaswamy and Vasudevan SV: Insurance – Principles and practice. S.Chand and Co. New Delhi

Paper V Project Planning & Budgetary Control

Unit I

Project: Meaning, Definition, Characteristics; Project Identification; Project Life Cycle Causes of project failures; Project Feasibility Analysis: Market, Technical, Financial; Business forecasting: Meaning, Importance, Limitations, tools & techniques and essentials of Business Forecasting.

Unit II

Project Budgeting Methods: Payback, ARR, NPV, IRR; Zero Base Budgeting; Project Location & Layout: Project Location and Site selection; Project layout methods. Project Organization Structure; Setting up of organization structure; Project Manager: Qualifications, selection and training; role & responsibility of a project manager. Marginal costing technique for Project Decision; Role of development Financial Institutions

Unit III

Project financing- Meaning, Sources, Merits & demerits. Line of Balance (LOB), Use of networking techniques in Project planning-PERT/CPM. Budgetary Control - Meaning, Characteristics, Objects and benefits of budgetary control. Budgetary Control vs Standard costing - Material Variances, Labour.

Paper VI Banking & Financial System

Unit I

Money, Meaning, Functions, Role, Type of Money, Monetary Standard, Methods of note issue, Alternative measures to money supply in India- Their different components: Meaning and Changing relative importance of each money market and capital market, Measures of money stock in India.

Financial Systems meaning, Significance, Components, Financial Intermediaries, Markets and Instruments and their functions, Devaluation of Money, Inflation, Deflation and its control, Merits and Demerits.

Unit II

Credit Creation by Bank, Credit Creation Process, Determination of Money Supply and Total Bank Credit, Monetary Policy and techniques of Credit Control, Fiscal Policy. Interest Rates: Various Rates in India (viz, Bond Rate, Bill Rate, Deposit Rates, etc.) Administrated Rates and Market Determined Rates, Sources of Difference in Rates of Interest, Behavior of Average Level of Interest Rates. Value of Money, Quantity, Theory of Money Fisher, Cambridge and Keynes Approach,

Unit III

International Financial Institutions and its Affiliates, International Monetary Fund, International Bank for Reconstructions and Development, IDA, IFC and ADB. Problems and Policies of Allocations of Institutional Credit, Problems between the Government and the Commercial Sector, Inter- Sectoral and Inter- Regional Problems, Problems between large and small borrows, Operation of conflicting pressure before and after bank nationalization in 1969. Banking and Financial Reforms in India. R.B.I. functions, Credit policy in present setting and its limitations.

PAPER VII INDUSTRY BASED ENVIRONMENTAL STUDIES

UNIT – 1

Environment – Definition – Scope – Structure and function of eco system's procedures, consumers and decomposers – energy flow in the ecosystem – ecological succession – food chain, food web and ecological pyramids - concepts of sustainable development.

UNIT – 2

Natural resources: Renewable – air, water, soil, land and wildlife resources. Non-renewable – mineral, coal, oil and gas. Environmental problems related to the extraction and use of natural resources.

UNIT – 3

Biodiversity – Definition – values – consumption use, productive social, ethical, aesthetic and option values threats to biodiversity – Hotspots of bio diversity – conservation of bio-diversity: In-situ Ex-situ. Bio-wealth – national and global level.

UNIT – 4

Environmental pollution : Definition – causes, effects and mitigation measures – Air pollution, Water pollution, Soil pollution, Noise pollution, Thermal pollution – Nuclear hazards – solid wastes acid rain – climate change and global warming environmental laws and regulations in India – Earth summit.

UNIT – 5

Population and environment – Population explosion – Environment and human health – HIV / AIDS – Women and child welfare – Resettlement and Rehabilitation of people, role of information technology in environmental health – Environmental awareness.