GROUP A- Accounting and Finance

SEMESTER - 1

BCAF/MJC-1: Financial Accounting

Objective:

The course aims to help learners to acquire conceptual knowledge on financial accounting, to impart skills for recording various kinds of business transactions and to prepare financial statements.

Learning Outcomes:

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

- 1. Apply the generally accepted accounting principles while recording transactions and preparing financial statements;
- 2. Demonstrate accounting process under computerized accounting system;
- 3. Measure business income applying relevant Accounting Standards;
- 4. Evaluate the importance of depreciation and inventories in financial statements;
- 5. Prepare and manage cash book and other accounts necessary while running a business;
- 6. Prepare and maintain financial statements of sole proprietors and partnership firms;
- 7. Prepare accounts for Inland Branches and Not-for-Profit Organisations.

Course Content:

	BCAF/MJC-1: Financial Accounting				
(Theory: 6 credits)					
Unit	Topics to be covered	No. of Lectures			
1	Theoretical Framework (a) Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis. Meaning, Characteristics and scope of Accounting, Function, advantages and limitations of Accounting, Branches of Accounting (b) Basic Concepts and Conventions of Accounting, (c) Accounting standards: Concept, benefits and Process of formulation of Accounting Standards including Indian AS (IFRS converged standards) and IFRSs; convergence Vs. adoption; Application of accounting standards (AS and Ind AS) on various entities in India. International Financial Accounting Standards (IFRS) – meaning, need and scope; Process of issuing IFRS.	10			
	Accounting for Depreciation, Inventory Valuation & Business Entities (a)Definition, nature and concept of depreciation. Factors in the measurement of Depreciation, Methods of charging Depreciation-SLM and DBM. (h) Valuation of inventory. Meaning and significance of inventory valuation, Methods of computing depreciation: FIFO, LIFO. (c))Accounting for Non Corporate Business entities: Preparation of Final Accounts with adjustments.; Accounting for Non profitable organizations; Preparation of Receipts and Payments Account, Income & Expenditure Account and Balance Sheet; Accounting under Single Entry System: Computation of Profit & Loss, Conversion of Single Entry into Double Entry.	15			

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3	 Accounting for Hire Purchase, Installment and Royalty a) Hire Purchase System-Concept- Concept Transaction, Journal Ledger Accounts in the books of Hire Vendor and Hire Purchase including Default and Repossession. b) Installment Payment System - Concept, Transaction, Journal, Ledger, Accounts in the books of Credit Purchase & Seller. c) Royalty: Concept Journal, ledger, accounts in the books of Lessor and Lessee. 	15
4	Accounting for Inland Branches/Departments (a) Concepts of Branch System, different types of Branches, accounting aspects of Dependant and independent Branches, Stock and Debtor System, Final Accounts system and Wholesale Basis System. (b) Departmental Accounts: Concept Departmental System, Preparation of Final Accounts of Departmental including Adjustments and various methods	10
5	Accounting for Dissolution of Partnership Firm and Insolvency: (a)Concept of Dissolution of Firm: Distinction between Dissolution of Partnership & Dissolution of Firm. Accounting of Dissolution of the Partnership Firm including Insolvency of Partners, (b)Concept of Insolvency of an Individual, Process of Declaration of Insolvency, Defined under law, Preparation of Statement of Affairs & Deficiency Accounts including Revised Statement of Affairs.	10
	TOTAL	60

Suggested Readings:

- 1. Anthony, R. N., Hawkins, D., & Merchant, K. A. (2010). Accounting: Text and Cases. New York: McGraw-Hill Education India.
- 2. Dam, B. B., & Gautam, H. C. (2019). Financial Accounting. Guwahati: Gayatri Publications.
- 3. Horngren, C. T., & Philbrick, D. (2017). Introduction to Financial Accounting. London: Pearson Education. Lal, J., & Srivastava, S. (2012). Financial Accounting Text & Problems. Mumbai: Himalaya Publishing House.
- 4. Monga, J. R. (2017). Financial Accounting: Concepts and Applications. New Delhi: Mayur Paperback Publishing.
- 5. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). Advanced Accounts. Vol.-I. New Delhi: Sultan Chand Publishing
- 6. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
- 7. Sehgal, D. (2014). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
- 8. Goyal, B. K., & Tiwari, H. N. (2019). Financial Accounting. New Delhi: Taxmann Publication.
- 9. Goldwin, N., Alderman, W., & Sanyal, D. (2016). Financial Accounting. Boston: Cengage Learning.
- 10. Tulsian, P. C. (2002). Financial Accounting. Chennai: Pearson Education.
- 11. Shukla MC: Advance Accountancy Part I
- 12. 12Batlibio J.R.:Double Entry System
- 13. 13Shukla SM: Financial Accounting
- 14. 14Guptal R.L. Advance Accountancy Part I
- 15. Jha N.K. Basic Business Accounting, 2023, Vikas publicsations pvt ltd

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	Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Etiquettes.			
3	Channels of Communications- Formal, Informal, Rumour and informal communication Networks, Group Discussion, Paper Presentation, Speech, Debate, Quiz, Electronic Presentation.	08		
4	Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.			
5	Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.	08		
	TOTAL	40		

Suggested Readings:

- 1. N.S. Raghunathan & B. Santhanam, Business Communication, Margham Publications
- 2. Rajendra Pal and Korlehalli Essentials of Business Communication
- 3. Sundar K- Business Communication, Vijay Nicole Imprints (P) Ltd.
- 4. Pillai and Bagawathi Commercial correspondence and office management
- 5. R.S.N. Pillai & Bagavathi Modern Commercial Correspondence
- 6. N.S. Pandurangan, B. Santhanam Business Communication

MINOR PAPERS

GROUP-B: MARKETING

BCMK/MIC-1: PRINCIPLES AND FUNCTIONS OF MARKETING

Objective:

To acquaint the learners about the Principles and practices as followed in Marketing of the Products and Services at the National and International level

Learning Outcomes

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

1. Acquaint with the concept of marketing and its functions in the present context.

2. Gain knowledge about marketing strategies.

3. Know the different aspects of marketing mix and develop the skill to promote the new product in the market.

BCMK/MIC-1: PRINCIPLES AND FUNCTIONS OF MARKETING

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(Theory: 3 credits)				
Unit	Topics to be covered	No. of Lectures		
1	Fundamentals of Marketing: Meaning, Concept, Importance, Functions of Marketing. Marketing and Selling, Modern Marketing Concept, Relationship Marketing.	10		
2	Market Segmentation: Meaning, Objectives and Importance of Market Segmentation. Basis of Market Segmentation, Marketing Strategy-Segmentation, Targeting and Positioning.	10		
3	Marketing Mix: Meaning, Elements of Marketing mix Product, Price, Promotion and Place. New Product Development Process. Reasons for failure of new product development.	10		
	Sub Total	30		

Suggested Readings:

1. Philip Kolter- Marketing Management

2. RSN Pillai- Modern Marketing, Chand Publication, N.Delhi.

3. Ramaswami- Marketing Management-Mc. Graw Hill

4. C.N. Sontakki-Marketing Management- Kalyani Publication

5. Arun Kumar Marketing Management-Vikas Publication. & N. Minakshi-

SEMESTER - I **MDC-1: INTRODUCTORY MICROECONOMICS** (Credit: 3)

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

CO1: Use microeconomic concepts such as saving and investment in their real life situations.

CO2: Understand the profit making techniques used by different businesses or firms

CO3: Grasp the basic concepts of Microeconomics such as Laws of Demand, Supply and Elasticity

CO4: Apply Indifference Curve Analysis in Deriving Demand curve Income and Substitution Curve

Unit	Topics to be covered	No. of Lectures
I	Exploring the subject matter of Economics: Definition of Economics, Need, Scope and Methods of Economics, Nature and subject matter of Economics, Problem of scarcity and choice, Central Problems of Economy.	10
2	Supply and Demand: (a) concept and types of demand, Determinants of individual demand/supply; demand and demand function, theory of demand and law of demand and supply, exceptions to law of demand, demand/supply schedule and demand/supply curve; demand for complementary and substitute goods, market versus individual demand/supply; shifts in the demand/supply curve, demand and supply together, elasticity of demand and supply, determinants, measurement and application, static and dynamic demand, consumer surplus	
3	The Theory of Consumer Behaviour: Cardinal approach: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer's Equilibrium. Ordinal Approach: Indifference Curve- meaning and properties, Consumer's Equilibrium with the help of Indifference curve.	12
	TOTAL	40

Suggested Readings:

1. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8 th Edition,

2. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South-western, a part of Cengage Learning, Cengage Learning India Private Limited, 4 th edition, 2007.

3. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4 th Edition, 2007.

Proposed Course Structure for 4 Year Undergraduate Programme under CBCS System

Ability Enhancement Course (AEC)

Semester – I (AEC-1)

Commerce	C	ial Science/Arts	Socia		Science
MIL	•	÷-	MIL	•	MIL
	•		MIL	•	MIL

ENGLISH COMMUNICATION ***

Course Learning Objectives:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. The present course hopes to address some of the aspects of effective communication skills through an interactive mode of teaching-learning process. The various dimensions of communication skills that will be focused in the course include language of communication, speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc.

Syllabus:

1. Introduction:

- Theory of Communication
- Types and modes of Communication
- Effective Communication/ Mis- Communication
- Barriers and Strategies

2. Language of Communication:

- Verbal and Non-verbal (Spoken and Written)
- Personal, Social and Business
- Intra-personal, Inter-personal and Group communication

3. Speaking Skills

- Dialogue
- Group Discussion
- Interview
- Public Speech
- Role Play/Extempore Presentations

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- 4. Reading and Understanding
 - Close Reading
 - Comprehension, Analysis and Interpretation
- Summary Paraphrasing Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts
 - 5. Writing Skills
 - Making notes
 - Documenting
 - Report Writing
 - Writing Letters job applications, CV and Resume
 - Academic Writing
 - Writing a Proposal

Readings:

- 1. Fluency in English Part II, Oxford University Press, 2006.
- Business English, Pearson, 2008.
- 3. Language, Literature and Creativity, Orient Blackswan, 2013.
- 4. 4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

REMEDIAL ENGLISH

Learning Objectives:

English language skills - reading, writing, speaking and listening - are fundamental in constructing knowledge in all academic disciplines, succeeding in the world of work, and making sense of everyday life. The standards and benchmarks enlisted in this syllabus can help students adapt to the continually changing world of communication and develop a global outlook.

Through this course the students will be able to acquire the following set of literacy standards/ skills and implement them as working strategies: 1. Will engage in and gain basic proficiency in reading and comprehension 2. Will speak to a) inform b) describe c) explain d) persuade. The style and vocabulary will be at the beginners' level. 3. Make use of the grammar, syntax and tone of speech at the preliminary level. 4. Will read a variety of materials to facilitate comprehension. 5. Will understand the elements of grammar and its functions in a text. 6. Employ reading strategies such as scanning, selecting and summarising at the preliminary level. 7. Learn types of sentences statement, question, exclamation, affirmative and negative. 8. Will gain and demonstrate basic competence in speaking, reading and writing.

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SEMESTER - I MIL Hindi (AEC-1) Theory 02 credits

Course Objectives

हिंदी व्याकरण के कुछ महत्वपूर्ण पक्षों, हिंदी रचना के विभिन्न रूपों और प्रयोजनमूलक हिंदी के कार्यालयी पक्षों से अवगत कराना इस पाठ्यक्रम का एक महत्वपूर्ण उद्देश्य है। इसके साथ ही हिंदी काव्य और गद्य के कुछ चुनिंदा और रोचक रचनाओं से आपको परिचित कराना भी इस पाठ्यक्रम के उद्देश्यों में शामिल है। यह पत्र एक हद तक रोजगरोन्मुखी पत्र भी है।

	MIL Hindi (AEC-01)		
	Theory 2 credits		
Unit	Topics to be covered	No. of Lectures	L-T-P 2 -1- 0 Per weak
1.	 हिंदी की ध्वनियाँ और उसके प्रकार, उच्चारण, लिपि की आवश्यकता, हिंदी भाषा और देवनागरी लिपि, देवनागरी लिपि की विशेषताएँ और उसके मानकीकरण का प्रश्न निबंध - लेखन, संक्षेपण, पल्लवन(Expansion), अवबोध(Comprehension), हिंदी मुहावरे और कहावतें, हिंदी से अंग्रेजी और अंग्रेजी से हिंदी अनुवाद कार्यालयी हिंदी : सरकारी पत्राचार, टिप्पण, प्रारूपण (मसौदा लेखन), राजभाषा, राज्यभाषा, संपर्क भाषा, संविधान की अष्टम अनुसूची और उसके निहितार्थ 	10	
2.	 हिंदी की चयनित गद्य रचनाएँ कहानी : 'बेटोंवाली विधवा' (प्रेमचंद) निबंध : 'भय' (रामचंद्र शुक्ल) लिलत निबंध : 'गेहूँ और गुलाब' (रामवृक्ष बेनीपुरी) संस्मरण : 'श्री राहुल सांकृत्यायन' (रामधारी सिंह दिनकर) व्यंग निबंध : 'सदाचार का ताबीज' (हिरशंकर परसाई) एकांकी : 'बाबर की ममता' (देवेन्द्रनाथ शर्मा) 	10	
3.	हिंदी की चयनित कविताएँ: काव्यांश	10	



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कुल	30	
• रामधारी सिंह दिनकर : 'अघटन घ कविता ('बापू' नामक संग्रह)	गटना क्या समाधान'	
 सूर्यकांत त्रिपाठी निराला : 'राजे ('राग विराग': संपादक रामविलास 		
• भारतेंदु : 'भारत-दुर्दशा'		
दोहा संख्या 226 से 236 तक	-	
• तुलसी दास : 'रामचरितमानस (ब गोरखपुर, पुष्पवाटिका प्रसंग ;	ालकाड) गाता प्रस,	
सं. वासुदेव शरण अग्रवाल)		
• मलिक मुहम्मद जायसी 'मंडप ग	मन खंड' (पद्मावत:	
गुप्त)		
कबीर : साखी : 'करणीं बिना कथ् बिना करणीं कौ अंग' (कबीर ग्रंथा		

COURSE OUTCOMES

इस पत्र से विद्यार्थी हिंदी भाषा की ध्वनियों, लिपि और वर्त्तनी का परिचय प्राप्त कर भाषा के शुद्ध उच्चारण, रचनात्मक लेखन, औपचारिक लेखन के साथ भाषाई सम्प्रेषण एवं संवाद में दक्ष हो सकेंगे। हिंदी-लेखन के अनेक रूपों - निबंध, संक्षेपण, पल्लवन, अवबोध आदि की जानकारी प्राप्त करेंगे। प्रयोजनमूलक हिंदी के कुछ उपयोगी रूपों से परिचित होंगे। हिंदी की कुछ रचनाओं के आस्वादन से अपनी संवेदना का विस्तार कर सकेंगे। विद्यार्थियों की रचनात्मकता का विकास होगा। यह पत्र मूलतः हिन्दी के व्यावहारिक और व्याकरणिक पक्ष को एकसाथ मजबूत करनेवाला है। पत्र रोजगार की दृष्टि से भी उपयोगी है।

सहायक पुस्तकें -

- 1. हिंदी शब्दानुशासन: किशोरीदास बाजपेयी
- 2. हिंदी व्याकरण: कामता प्रसाद गुरु
- 3. आधुनिक हिंदी व्याकरण और रचना : वासुदेवनंदन प्रसाद
- 4. प्रयोजनम्लक हिंदी : माधव सोनटक्कें
- 5. प्रयोजनमूलक भाषा कार्यालयी हिंदी : कृष्ण कुमार गोस्वामी
- 6. प्रयोजनमूलक कामकाजी हिंदी : कैलाश चंद्र भाटिया
- 7. प्रारूपण, शासकीय पत्राचार और टिप्पण लेखन विधि: राजेंद्र प्रसाद श्रीवास्तव
- 8. कवि -समीक्षा : आनंद नारायण शर्मा







• Course Title - Communication in Everyday Life

Learning Objectives

The Learning Objectives of this course are as follows:

- To lay down a basic foundation for basic communication that is a part of a student'severyday life.
- To inculcate the fundamentals of communication with the aim to enhance listening, speaking and writing skills.
- To hone practical skills that can be used in day-to-day affairs.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve mediation skills.
- After studying this course, students will be able to building human relationships.
- After studying this course, students will be able to foster societal understanding
- &develop an independent perspective.
- After studying this course, students will be able to enhance social Communication skills of students.

SYLLABUS

UNIT 1

Theory of Communication

- Meaning, Features, Uses, Cycle, Feedback, Advantages
- Barriers
- · 7 C's of Communication

UNIT 2

Listening Skills

- Netiquettes
- · Audio-book Listening & Discussions
- Note-taking

UNIT 3

Speaking Skills

- Oral Presentation- Audio-Visual aids, Audience & Feedback, Delivery of Presentation, Handling Questions
- · Group Discussion- Culture & History, Current Affairs, Society-related
- Public Speaking- Public Speech, Extempore
- Interview- Personal, Conversational, Public

UNIT 4

Reading Skills

- Close Reading
- Skimming
- Scanning

UNIT 5

Writing Skills

- Summarising
- Paraphrasing
- Note-making
- · Essays- Expository Essay, Descriptive Essay, Narrative Essay
- Letter Writing-Formal Letter, Informal Letter

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- · Reports-Incidence, Newspaper, Organisational Report
- Analysis & Interpretation- Textual
- Intra & Inter-personal Skills Monologue, Dialogue

Suggested Readings

- Chaudhary, Shoma. "Understanding Interviews, Billy Elliot is my Story, Only LessHappy". Tehelka: The People's Paper, 18 February 2006.
- Kumar, Dinesh. "Understanding Values, Our Muddled Generation". The Hindu, 26March 2006.
- Learning to Write I, "Free Writing". In Fluency in English II, ed. Varma, Pramodiniand Mukti Sanyal, pp. 1-5, Oxford, New Delhi, 2015.
- Learning to Write II, "Editing". In Fluency in English II, ed. Varma, Pramodini andMukti Sanyal, pp. 25-27, Oxford, New Delhi, 2015.
- Learning to Write III, "What makes Good Writing Good". In Fluency in English II, ed. Varma, Pramodini and Mukti Sanyal, pp. 48-51, Oxford, New Delhi, 2015.

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Value Added Courses (VAC)

Course Title – Arts of Being Happy

Course Objectives

- To synthesize the insights developed by Human Development experts, Psychologists. Anthropologists on one hand, and the intellectual traditions of Vedantic Philosophy and Indology on the other towards the experience of happiness.
- To illustrate various factors that determine the subjective experience of happiness in a cross cultural context.

Learning Outcomes

- The students shall be able to evaluate the factors contributing to the phenomenon of happiness in the personal, familial and community life of an individual in different cultures in the Indian context.
- They will be able to develop healthy interpersonal relationships and wellbeing, cherishing the values of Indian culture and philosophy.
- They will be able to relate to the global phenomenon of sustainable development and become sensitive to the needs of the planet.
- They will be able to apply the experience of Aananda at a personal level.

Syllabus of The Art of Being Happy

Unit 1: Human Ecology and Happiness

- Definitions/Factors of Happiness: Environmental and Social
- Physical, emotional and psychological well-being for happiness
- Physiological and hormonal basis of happiness
- Coping with Stress: A life saving skill

Unit 2:Indological Theories of Happiness

- Funch Kosh Theory & Idea of Well-Being
- Idea of Self and other
- Hierarchy and stages of happiness

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Unit 3: Happiness: Cross-cultural Contexts

- Culture and Happiness
- Interpersonal Relationship: Comparative Perspective
- Towards Self-Actualization

Unit 4:Local and Global Perspective of Happiness

- Measuring happiness: Key indicators
- Happiness Index
- India in Global Happiness Indices

Practical/ Practice Component

The course will be based on students' identification and operationalization of the concept of happiness and well-being. Students will explore the indicators and actualization of these concepts in everyday life.

- Community surveys on the facilities promoting positive mental health practices such as Yoga and Meditation Centres, Recreation clubs, and Parks for youth and senior citizens shall be carried out by the students.
- Extending help and social service by visiting old age homes/ hospitals/slum areas or any other disadvantaged groups.
- Students can undertake a field work / project independently or work as an Intern with NGOs working in the area of happiness and well-being.
- Critical appreciation of a documentary/ film based on Happiness and Well-being can be undertaken by the students.
- Workshops/ Sessions for the actualization of innate creative potential- (Music, Drawing, Calligraphy, Dramatics)
- Hands-on Happiness: Gardening, Cleaning, Washing, Cooking, etc.
- If required, students can share their experiences in the form of a Project Report.
- Students may share their experiences in the form of Audio-video presentations of 15-20 minutes.
- Any other Practical/Practice as decided from time to time

Essential Readings

- Banavathy, Vinayachandra & Choudry, Anuradha. (2013). Understanding Happineon: A Vedantic Perspective. Psychological Studies. 59. 141-152. 10.1007/s12646-013-0230-x.
- Leonticy, Dmitry. (2012). Anthropology of Happiness: the state of Well-Being and the way of Joy, In Social Science, sVol43 No 2 P93-104.
- Snyder .C.R. S.J. Lopez & J.T. Pedrotti. (2015). Positive Psychology (The Scientific and Practical Explorations of Human Strengths): Sage Publication. (Chapter 5: Subjective Well-being: The Science of Happiness and Life Satisfaction, Page 63 to 73)
- WorldDevelopmentIndicators2016. (2016). United States: World Bank Publications.

Zelenski, John. (2019).

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Suggested Readings

- Baumgardner, S&Crothers, M. (2014). Positive Psychology. New Delhi: Pearson Education, India.
- Goleman, D. (2007). Social Intelligence: The new science of human relationships, RHUK
- Mathews, Gordon and Carolina Izquierdo. (eds). (2010). Pursuits of Happiness: Well being in Anthropological Perspective. Berghan Books
- Seligman, M. (2002). Authentic happiness: Using the new positive psychology to realize your potential for lasting fulfillment. New York: Free Press.
- Sri Aurobindo, The Synthesis of Yoga, Part Three: The Yoga of Divine Love, Chapter 7, The Ananda Brahman, pp. 569-570
- PositivePsychology:TheScienceofWell-Being,-CarletonUniversity,Ottawa, Canada,
 Sage Publications Chapter3:Happiness;page 77 to 110)

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