



TRIPURA UNIVERSITY

**(A Central University)
Suryamaninagar-799022**

Syllabus

OF

Commerce

Semester – VI

2014

Syllabus of B.Com(Hons.):Semester –VI

Code H7 : Indirect Taxation Marks: 100

Unit I

Service tax –concepts and general principles, Charge of service tax and taxable services,

Service Tax: Valuation of taxable services, Payment of service tax and filing of returns, Penalties, CENVAT Credit

Unit II

Tripura VAT, Concepts and general principles, Calculation of VAT Liability including input Tax Credits, Small Dealers and Composition Scheme, VAT Procedures

Unit III

Central Excise: Central Excise Law in brief –Goods, Excisable goods, Manufacture and Manufacturer, Valuation, CENVAT, Basic procedures, Export, SSI, Job Work

Unit IV

Customs laws: Basic concepts of customs law, Territorial waters, high seas, Types of custom duties –Basic, Countervailing & Anti-Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions.

Suggested Readings :

1. Singhanian, Vinod K., and Singhanian, Monica. Students' Guide to Indirect Taxes, Taxmann Publications Pvt. Ltd., Delhi.
2. Datey, V.S. Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
3. Kumar, Sanjeev. Systematic Approach to Indirect Taxes, Latest edition.
4. Gupta, S. S. Service Tax -How to meet your obligation Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
5. Ahuja, Grish .,& Gupta, Ravi. Indirect Taxes, Flair Publication Pvt. Ltd.

B.Com(Hons.):Semester –VI
Code H8 : Financial Management: Marks: 100

Unit I:

Introduction : Nature, scope and objectives of financial management -concept, Time value of money, Risk and Return, Meaning & concept of capital Budgeting process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR)

Unit-II

Cost of capital and Financing Decision : Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating cost of Equity, Cost of Retained Earnings, Cost of Debt and cost of Preference Capital, Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach) Operating and Financial leverage, Determinants of capital structure.

Unit III :

Dividend Decision: Theories for Relevance and irrelevance of dividend decision for corporate valuation – Walter's Model, Gordon's Model, MM Theory and Determinants of Dividend.

Unit IV:

Working Capital Decisions: Concepts of Working Capital, Operating & Cash Cycles, sources of short term finance, cash management, receivables management, inventory management with simple problem.

Suggested Readings :

- 1.Khan,M.Y. and P.K. Jain , Financial Management :Text and Problems, Tata McGraw Hill. B.Com(Hons.)CBCS 60 Department of Commerce, University of Delhi, Delhi
2. Srivastava, Rajiv , and Anil Mishra, Financial Management, Oxford University Press, UK
5. Singh , Preeti, Financial Management, Ane Books Pvt. Ltd, New Delhi
- 3.Singh, Surender and Kaur Rajeev. Fundamentals of financial Management, Mayur Paper Book Noida
- 4.Rustagi,R.P., Financial management , Galgotia Publications Company.
5. Pandey, IM. Financial Management, Vikas Publications UNCTAD Reports.
6. Chandra,P., Financial Management-Theory and Practice, Tata McGraw Hill
7. Bhalla, VK., Financial Management & Policy , Anmol Publications, Delhi
8. Banerjee ,B, Fundamentals of Financial Management, PHI, New Delhi

Optional Groups

Optional Group- I: Marketing Management Group

RETAIL MANAGEMENT

Unit: I

INTRODUCTION: Meaning, definition, nature, classification and Functions of retailing, factors influencing retailing, franchising in retailing, retailing scenario in global and India. prospects of retailing in India, Retail as a career

Unit: II

TRENDS IN RETAIL ORGANISATION: Global overview of Retailing, factors influencing the consumers shopping in the near future – Cross-border Movement, Consolidation, Migration of Formats; Key drivers of Retailing in India; growth of organized retailing in India; Retail environment; FDI in Retail India; Retail Formats and their evolution: Conventional Retail formats by the Marketplace, contemporary retail formats by customer mediation, Store formats in retail parlance- store formats by location, ownership, size, price, concessions; Specialty store, Department store, the Plaza, the Mega Markets, the Mall, the emporium, the Bazaar, Stop-Over, Single Price Denomination, Kiosk (Concepts only), impact of IT in Retailing.

Unit: III

RETAIL CONSUMER BUYING BEHAVIOR: Types, factors influencing, segmentation, positioning, Stores Location and Layout: Interior and Exterior Design, choice of store location, factors affecting store layout, types of layout. Types, factors influencing, segmentation, positioning, Stores Location and Layout: Interior and Exterior Design, choice of store location, factors affecting store layout, types of layout.

Unit: IV

RETAIL MARKETING MIX: Introduction, meaning, 4 Ps of Retail Marketing Mix: Product- Merchandise Mix – Depth and width of Merchandise; Merchandise Management, Category Management, Merchandise assortment and Stock Keeping Units(Meaning); Price - influencing factors; price sensitivity, value pricing, Markdown Pricing (concepts only); Place –Supply Channel, retail logistics; Promotion – Setting Objectives, Communication effects, promotional Mix; importance of Retail Marketing Mix, SUPPLY CHAIN MANAGEMENT Meaning, Definition, objectives, importance and principles of Supply Chain Management, participants in the supply chain, supply chain structure- simple and extended supply chain; role of IT in Supply chain Management.

Suggested Readings

- 1) G.G.Vadamani, Retail Management, Jaico Publication Bangalore 2009
- 2) Barry Bermans and Joel Evans: "Retail Management- A Strategic Approach", 8th edition, PHI Pvt. Ltd., New Delhi, 2002
- 3) A.J. Lamba, "The Art of Retailing", Tata Mc Graw Hill, New Delhi.
- 4) Swapna Pradhan, Retailing Management, TMH

- 5) James R. Ogden and Denise T., Integrated Retail Management
- 6) A. Sivakumar, Retail Marketing, Excel Books.

SALES AND DISTRIBUTION MANAGEMENT

Unit I

Introduction to Sales Management: Nature, Scope and Importance of Sales Management, Background of Sales Management, Role and Competencies of Sales Managers, Sales Strategies, Emerging Trends in Sales, Sales Objectives.

Unit II

Personal Selling Process, Importance and challenges, Types of Selling, Transactional and Relationship Selling, Sales Forecasting Methods. Spin model.

Unit III

Sales Force Recruitment and Selection Process, Sales Force Training, Importance and Role of Training Programmes, Motivation and Compensation of Sales Personnel, Sales Territories and Sales Quotas. Theories of motivation.

Unit IV

Role and Importance of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management., evaluating sales personnel,

Suggested Readings :

1. Donaldson Bill, (2007), Sales Management, Principles, Process and Practice Palgrave, Macmillan.
2. Havaldar.K.K. & Cavale V.M (2007), Sales and Distribution Management: Text & Cases, Tata McGraw Hill Publishing company Ltd. New Delhi.
3. Jobber, David and Lancaster, Geoffery, (2006), Selling and Sales Management, 7th edition, Pearson Education, New Delhi.
4. Tyagi, Kumar, Arun, (2010), Sales Management, Atlantic Publishers.

Optional Group- II: Financial Management Group Financial Markets and Institutions

Unit :I

- Roles of Financial Markets and Institution: Overview and Role of Financial markets, Security Trade in Financial Market; Roles of Financial Institutions; depository and non-depository institution, consolidation & competition among financial institutions, financial conglomerates

Unit :II

- Overview of the Indian financial system Including Financial sector reforms
- Money Market: Money market instruments, Institutional use of money Market, Money Market Intermediaries
- Capital Market Theory: History of Indian Capital Markets, Capital Market Scams, Reforms in Capital Market, Capital market Integration, Role of Capital market in India

Unit :III

- Primary Market : Free Pricing Regime, Book-Building, Green-shoe Option, Online IPOs, Primary Issues, Resource Mobilisation From International Capital Markets
- Secondary Market: Pre Reforms and Post reforms Scenario, Listing of Securities, Trading Arrangements, Trading and Settlement, Stock Exchanges, Stock Market Indices , BSE , NSE

Unit: IV

- Depositories and Custodians: Depository System, Depositories in India, Demat Accounts
- Debt Market: Background of Debt Market, Private Companies Debt Market, Public Sector Undertaking Bond Market, Government Securities Market
- Credit Rating and Credit Rating Agencies in India
- Development Financial Institutions, Development Banks in India: IDBI, EXIM Bank, NABARD, ICICI, NHB

Financial Regulation: Regulation of Capital Market, SEBI, Reserve Bank of India

Suggested Readings :

1. Vasant Desai , Himalaya Publishing House.
2. Sushil Mukherjee , B.B.Kundu nad Sons
3. M.Y. Khan, Mc Grow Hill Publication
4. L.M.Bhole, Mc Grow Hill Publication
5. S. Gurusamy, Mcmillan Publication

Microfinance

Unit :I

Microfinance Overview

MFI Models & Loan Products MFI Group Lending Models MFI Individual Lending Models MFI Loan Products & Related Issues

MFI Financial Products & Other Products MFI Savings and Savings Products Remittances MFI Microinsurance Mobile Telephony, Internet & Other Technology Solutions for Distributing MFI Products

Unit :II

MFI Commercialization, Transformation, Regulation, and Corporate Governance Issues Commercialization Transformation & Regulation Corporate Governance Issues

Funding and Financing MFIs Donor Funding & the Strings Attached Capital Markets Generally Debt Capital Markets Financing Equity Capital Markets Financing

Microfinance Investment Vehicles MFI Investments as an Asset Class & Microfinance Investment Vehicles (MIVs)

Unit :III

Measuring Social Impact & Social Impact Investing Measuring Social Impact Generally Venture Capital (VC) & SME Social Impact Investing

Operational Aspects of Micro Finance / basic banking Accounting and financial reporting. Financial Analysis. Revenue model, operating costs and efficiency. Products and services.

Unit: IV

Risk Management.

Basics of Banking. Priority Sector norms / lending. Other Issues / Circulars.

Suggested Readings :

1. Understanding Microfinance: Debadutta K Panda, WILEY INDIA
2. Microfinance in India, N Srinivasan, Sage Publication
3. Financial Derivatives: Risk Management, Bhalla V K., S. Chand Limited,
4. The Economics of Microfinance, Beatriz and Jonathan

Optional Group- III : Banking & Insurance Group Banking Laws and Practice

Unit-1

Introduction to Banking: Origin of Banking, Meaning and Definition of Banks, Features of Banks, Types of Banks, History of Indian Banking Industry, Structure of Commercial Banks in India.

Sources of Bank's Income, Annual Report and Balance Sheet of a Bank.

Banking Sector Reforms in India

Unit-II

Central Banking: Introduction, Genesis, the Indian Experience, Reserve Bank of India, Functions of RBI, Credit Control by RBI.

Negotiable Instrument Act: Meaning of Bills of Exchange, Promissory Notes, Cheques; differences between them, types of crossing of cheque, payment of cheque, reasons for dishonour of cheque and its consequences.

Unit-III

Banker and Customer Relationship: Banker and customer definition and their relationship, types of customers and modes of operations.

Deposit Products: Procedure and precaution for opening an account, pass book & its features; Types of Deposit Products; Rights, Duties and obligations of the banker.

Unit-IV

Loans and Advances: Types of loans and advances - Principles of sound lending policies - Credit appraisals of various forms of loans and advances - Modes of creating charges -Lien, pledge, mortgage and hypothecation.

Electronic Banking: Meaning, Types; ATM, Internet Banking, Electronic Clearing Services, Electronic Funds Transfer, Credit Cards, Debit Cards, Telebanking

Suggested Readings :

1. S.N. Maheshwari and S.K. Maheshwari
2. P.N. Vashney
3. R.K. Gupta
4. Mohanlal Tannan

Principles and Practices of Insurance

Unit –I

Introduction to Insurance: Purpose and need of insurance, Insurance as a social security tool; Insurance and economic development, Fundamentals/ Principles of Insurance; Contract of Insurance.

Unit –II

Life Insurance – Principles and practice of life assurance. Life assurance contracts, their nature and characteristics, Parties to the contract and their rights and duties; Conditions and terms of policy and effects of non-compliance thereof; Nominations and Assignment Practice in connection with collection of premium, revivals, loans, surrenders, claims, bonuses and annuity payments; Mortality Table, Present structure & growth of Life insurance in India. -

Unit –III

Fire Insurance - The basic principles of Fire Insurance contracts; Fire Policy, conditions, Assignment of Policy; Claims.

Marine Insurance – General Principles – Insurable interest and value disclosure Marine Policy and their conditions, Premium; double insurance; assignment of policy' warranties' the voyage. Loss and abandonment; partial losses and particular charges; salvage; total losses and measures of indemnity; Subrogation.

Unit –IV

Insurance Intermediaries – Agents and Procedure for Becoming an Agent; Pre requisite for obtaining a license; Duration of license; Cancellation of license; Revocation of suspension/ termination of agent appointment; Code of conduct; unfair practices; Procedure regarding settlement of policy claims.

Suggested Readings :

1. Insurance Principles And Practice, M N Mishra & S B Mishra, S. Chand
2. Insurance Law and Practice, C. L. Tyagi, Madhu Tyagi, Atlantic
3. INSURANCE - Fundamentals, Environment and Procedures, B.S.Bodla, M.C.Garg & K.P.Singh

Optional Group- IV: Human Resource Management Group
Human Resource Planning

Unit : I

Human Resource Planning:

Introduction, Definition, Objectives, Need, Importance, Barriers, Suggestions.

Strategic Human Resource Planning: Concept, Characteristics, Levels, Process, Requirements, Benefits.

Unit : II

Job Analysis and Design:

Job Analysis- Meaning, Need, Process, Factors, Techniques of Data Collection, Uses and Limitations, Job Description and Job Specification, Job Design- Approaches, Process, Job Enrichment.

Job Evaluation: Concept, Objectives, Procedures, Advantages, Drawback, Methods, Essentials of successful Job Evaluation Programme.

Unit : III

Recruitment and Selection:

Definition, Factors affecting Recruitment, Sources, Process. Selection-Meaning, Definition, Process.

Placement, Induction, Socialisation, Dislocation, Relocation:

Meaning, Definition, Different Phases, Causes, Problems, Solutions in regard to dislocation and relocation.

Unit : IV

Internal Mobility and Separation:

Promotion, Transfer, Demotion, Separations.

Employee Motivation As a part of Retention:

Concept, Definition, Objectives, Theories, Motivation and Morale.

Suggested Readings :

1. Manpower Management, Dwivedi, R.S., PHI
2. Human Resource Planning, D.K. Bhattacharya, Excel Books.

Human Resource Development

Unit : I

HRD- Introduction: Historical Development, Concept, Characteristics, Objectives, Need, Functions of HRD, HRD and Personnel Management.

Philosophy and Strategies:HRD Philosophy, Policies, Strategy, HRD Organisation, Barriers of HRD Programmes, Suggestions to make HRD effective in Indian Organisations, Attributes of HRD Manager, HRD in Indian Industry.

Unit : II

HRD System: Process of Designing HRD system, Principles in Designing HRD systems, Factors Affecting HRD system Designing.

HRD Mechanism: Prerequisite for HRD, Variable in HRD Mechanism, HRD Process, HRD outcomes, Organisational effectiveness.

Unit : III

Training and Executive Development: Concept, Meaning, Definition, Features, Principles, Need and Importance, Methods, Evolution, Steps to Training and Development, Drawbacks, Suggestive System.

Career Planning and Development: Concepts, Objectives, Process, Advantages, Limitations, Suggestions, Succession Planning, Individual and Organisational Career Development Steps, Suggestions, HRD and Career Planning and Development.

Unit : IV

Performance and Potential Appraisal: Concept, Purpose, Factors, Process, Methods, Limitations, Essentials of Good Appraisal System, Assumptions of Performance Appraisal System, Main components, Potential Appraisal; Steps to Develop Potential Appraisal.

Participation and Empowerment: Meaning, Forms, Objectives, Advantages, Evaluation, Effective WPM, Empowerment- Meaning, Process, Merits, Demerits, Requisites for the success of Empowerment.

Suggested Readings :

1. Human Resource Development- D.K. Bhattacharya, Himalaya Publishing House.
2. Management of Change Through HRD- Maheshwari, B.L. & Sinha, Dharni P., Tata Mc Graw Hill.
3. Singh, S.K., (2010), Human Resource Development, Atlantic Books.
4. Gupta, Santosh, Gupta, S., Human Resource Development- Concept and Practices, 2nd edition, Deep & Deep Publisher.
5. Biswanath Ghosh- HRD & management, APH publishing house, New Delhi.
6. K.Aswhappa, Human Resource and personnel management text and cases, TMH, New Delhi.

Recommended Re-arranged Structure of the syllabus of B.Com.(Honours) 5th Semester, 2016

SEM-V	
Code	Subject
FNDC5	Constitution of India and Planning
C1P5	Information Technology & e-Commerce
C2P5	Marketing Management & Human Resource Management
H5	Direct Taxation
H6	Accounting Theory & Management Accounting