

Syllabus – B. Com. (Computers) Part I

801

Group A – Paper I Micro Economics: Theory & Applications

Unit I –

Introduction:

Basic problems of an economy, Working of Price Mechanism

Unit II –

Theory of Consumer Behavior:

Cardinal utility approach, Ordinary utility approach, Indifference curves and consumer's equilibrium, price, income and substitution effects, Complements and substitutes, Elasticity of substitution, Giffen's paradox PCC, ICC and engle's law. Derivation of demand curve, Revealed preference hypothesis.

Applications:

Effects of taxes, subsidies, Price and non- price rationing ; Income Leisure trade off.

Unit III –

Elasticity of Demand :

Concept and measurement of elasticity of demand price, income and cross price elasticity of demand, average revenue marginal revenue and elasticity of demand, importance of elasticity of demand.

Unit IV –

Market Structure:

Market structures and business decisions: objectives of a business firm.

Perfect Competition:

Profit maximization and equilibrium of firm and industry, short run and long run supply curves, Price and output determination applications.

Application:

Break even point, fixed cost and shutdown situations, price controls, minimum support price and income stabilization in agriculture, stable and unstable equilibrium, cob – web- theories.

Unit V –

Monopoly:

Determination of price under monopoly equilibrium of a firm comparison of perfect competition and monopoly : Multi plant monopoly : Price discrimination.

Application:

Incidence of commodity and lumpsum taxes marginal cost pricing. Peak – Load pricing.

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Lecturer in Economics
B.A. (Hons.) in Economics

Unit I –

General:

Meaning, Nature, Scope and importance of statistic: Law of statistical regularity : Law of Inertia of Large Number, Limitations of Statistics.

Methods of Statistical Enquiry:

Types and characteristics of Units, Methods of Collection of data; Questionnaire and Schedule; approximations and accuracy, Errors and their effects.

Classification and Tabulation:

Objects, General Rules for construction of tables; statistical series, Diagrammatic & Graphical representation of data.

Unit II-

Measures of Central Tendency:

Mean simple & weighted, Mode, Median, Quartiles & partition value, Harmonic and Geometric Means. G.D.R. & S.D.R., uses and Limitations of different averages.

Measurement of Dispersion and Skew ness:

Range, Quartile Deviation, Mean Deviation, Standard Deviation and their coefficients; Measure of Skew ness.

Unit III-

Correlation Analysis:

Graphic Method, Scatter Diagram. Karl Person's Coefficient of correlation, Spearman's ranking Method, Concurrent Deviation's Method. Interpretation of significance of correlation coefficient.

Regression Analysis:

Linear Regression, Regression Lines, Regression Equations.

Unit IV-


Analysis of time series, Index Numbers.

Interpolation and Extrapolation.

Unit V –

Theory of Probability:

The Concept, Addition and Multiplication theorem, law of Probability.


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Group B Paper I Business Mathematics

803

Unit I –

Simple and compound interest and annuities, concepts of present values, valuation of simple loan and debenture. Problems relating to sinking funds, ratios and proportions. Percentage its application in calculating cost and invoice price, manager's commission, discount, commission and brokerage : profit and loss.

Unit II –

Algebra:

Law of indices. Linear and quadratic equations, the regression (AP, GP and HP) elementary permutations and combinations.

Unit III –

Matrices and determinants:

Definition of a matrix, types of matrices, algebra of matrices, properties of determinants, calculation of values of determinants up to third order adjoint inverse matrices solution of a system of linear equations having unique solution and involving not more than three variables.

Unit IV –

Probability:

Simple problems based on addition and multiplication theorems. Simple problems relating to managerial decisions based on Baye's Theorem.

Simple problem of Maxima and Minima – Integration meaning, standard forms, methods of integration of substitution, by parts and by partial fractions definite integration.

Unit V –

Linear programming:

Graphical method of solution problems relating to two variables including the case of mixed constraints simplex method – solution of problems up to two variables.

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Group B Paper II- Business Environment

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Unit I -

Introduction:

The Concept of Business Environment, its nature and significance. The process of Environmental analysis. Economics Systems

Unit II -

The Politico – legal Environment:

The relationship between Business and Government in India, The Constitutional provisions affecting Business. An introduction to some important business laws like MRTP, Industries (Development & Regulation) Act 1951 ; Causes of withdrawal of MRTP Act & renewal of MRTP Commission ; Emergence of competition commission of India. FEMA, SEBI Act- changing dimensions of these laws and their impact on business in India.

Unit III -

Economic Environment in India:

The Philosophy and Strategy of Planning in India, The concept of mixed Economy. The current five - year plan – Major Policies, Resources Allocation. The Public Sector & Private Sector – their changing roles. The New Economic Policy, Industrial Policy, The Monetary Policy, Fiscal Policy and the EXIM Policy.

Unit IV -

International Environment:

Liberalization, Globalization and Privatization. Multi -National Companies, Foreign collaborations and joint ventures. International Economic Institutions and International Trade.

Unit V-

Socio – cultural Environment in India:

Salient features of Indian Culture and values and their implications for industrialization and Economic growth, Emergence of Middle class , New demand for consumer Industries, Consumerism, Social Responsibility of Business



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Group C Paper I Financial Accounting

805

Unit I –

Accounting:

Meaning, Nature, significance and limitations, Accounting concepts, Accounting Principles, International Accounting Standards (only out lines) Accounting Standards in India (in brief).

Unit II –

Royalty Accounts: Hire Purchase Account and Installment Payment System and Valuation of stock.

Unit III –

Departmental and Branch accounts including foreign branch : Insolvency accounts at sole trader and partnership.

Unit IV –

Partnership accounts:

Essential characteristics of partnership. Partnership deed, final accounts. Adjustments after closing the account. Fixed and fluctuating capital. Goodwill joint life policy change in profit sharing ratios. Admission of a partner. Retirement of a partner. Death of a partner. Dissolution of Partnership Piecemeal distribution of cash.

Unit V –

Accounts of General Insurance and Banking Companies. Voyage Account, Insurance claims. Accounting for Price - level changes.



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Group C Paper II Business Regulatory Framework:

806

Unit I –
Indian Contract Act 1872 : General contracts

Unit II –
Indian Contract Act 1872 : Special contracts (Indemnity, Guarrenty, Bailment,
Pledge)

Unit III –
Sales of Goods Act 1930

Unit IV –
Consumer Protection Act 2000

Unit V –
Negotiable Instruments Act. 1881
Foreign Exchange Management Act 2000



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Group D Paper I computer Fundamentals

207

Unit I –

Introductions to Computers:

Introduction of computers, the computers generations, computer organization, input-output devices, classifications of computers, computers codes – BCD, EBCDIC, ASCII.

Unit II –

Numbers System:

Non – positional and positional number systems, binary number system- (Binary, Octal, Hexadecimal), conversion from one number system to another, binary arithmetic – (Addition, subtraction, multiplication, division)

Unit III –

Processor & Memory:

The central processing unit (CPU), Memory, types of memory – (RAM, ROM, Primary and Secondary), secondary storage devices- (Sequential and Direct Access Devices), Magnetic Tape, Magnetic disk, Optical Disk.

Unit IV –

Computer Software:

Types of software – (System Software & Application Software), Planning the Computer Programme – Algorithm, Flowchart, Pseudo Code.

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Group D Paper II Operating System Windows & Tools of MS Office

808

Unit I –

Operating System:

Meaning, functions of an operating system, Need of Operating System, Measuring System Performance, Process Management, Multiprogramming, Multitasking, Multiprocessing, time Sharing, Memory Management, Virtual Memory, User Interface – (Command Line Interface & Graphical User Interface), file Management, File Operations, Security,

Unit II –

Windows:

Introduction, features of Windows, Exploring the Desktop Running Multiple Programmes, Accessories, Control Panel, Managing Documents and Folders, Windows Explorer.

Unit III-

MS- Word:

Starting MS- Word, Creating & Formatting a Document, Changing Fonts and point Size, Table Creation & operations, Auto correct, Spell Check, Word art, Inserting Objects, Mail Merge, Page Setup, Print Preview, Printing a Document.

Unit IV –

MS- Excel:

Starting MS – Excel, Worksheet, Cell inserting, Data into Row/Columns, Alignment, Text – wrapping, Shorting Data, Auto Sum, Use of functions, referencing formula cell in other formula, Naming cells and ranges, Generating Graphs, integrating Worksheet data and Charts with WORD, Page Setup, Print Preview, Printing Worksheets.

Unit V –

Power Point:

Starting MS – Power Point, Auto Wizard, Creating a presentation using Auto content wizard, Blank Presentation, Creating, Saving and Printing a presentation, Adding a slide to a presentation, Navigating through a presentation, Slide Sorter, Slide Show, Editing Slides, Using Clipart, Word Art Gallery, Adding transitions and Animation Effects, Setting timings for Slide Show, preparing Note pages, Printing Presentation Documents.

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Syllabus - B.com. (Computers) Part-II

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Group A - Paper I
CORPORATE ACCOUNTING

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Unit - I

Issue, Forfeiture, and Re-issue of shares; Redemption of preference shares; Issue and redemption of debentures, Financial Accounts of Company.

Unit - II

Valuation of Goodwill, Valuation of Shares

Unit - III

Accounting for Amalgamation of Companies as per Indian Accounting Standard 14, Accounting for internal reconstruction [Excluding inter company holding and construction scheme]

Unit - IV

Consolidated Balance Sheet of holding companies with one subsidiary only.

Unit - V

Liquidation of Company [Excluding statement of affairs]

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Group A – Paper II
COMPANY LAW

5
810

Unit I:

Corporate personality: kinds of companies, promotion and Incorporation of Companies, Memorandum of Association, Articles of Association, Prospectus.

Unit II :

Shares: share capital, Members, Share Capital – transfer and transmission, Capital management, borrowing powers, mortgage and changes on debentures.

Unit III:

Directors: Managing director, whole time director company meeting kinds quorum, voting resolutions, minutes Majority power and minority rights; Prevention of oppression and mismanagement, winding up- kind and conduct.

Unit IV:

Company Secretary: Status, qualification, function, duties, liabilities, powers. Secretarial work relating to allotment of shares, transfer and transmission of shares: declaration and payment of dividends.

Unit V:

Meeting: Kinds of meeting, law relating to meetings, drafting of notice and agenda, various types of resolution. Secretarial work to company Meetings.

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Group B – Paper I
COST ACCOUNTING

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Unit I:

Introduction: Nature and scope of cost accounting; cost concepts and classification; methods and techniques; installation of costing system; concept of cost audit.

Unit II:

Accounting for Material: Material control: Concept and techniques; pricing of material issues; Treatment of material losses.

Unit III:

Accounting for labour : cost control procedure; labour turnover; idle time and overtime; methods of wage payment time and piece rate ;Incentive schemes.

Unit IV:

Accounting for Overheads: Classification and departmentalization, Absorption of overheads, determination of overhead rates ,under and over absorption ,and its treatment.

Unit V:

Cost Ascertainment: Unit costing; job, batch and contract costing; Operating costing; process costing {excluding inter- process profits,} joint and by products ; cost records; integral and non-integral system; Reconciliation of cost and financial accounts.

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Group B – Paper II
PRINCIPLES OF BUSINESS MANAGEMENT

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Unit I:

Introduction: concept, nature, process and significance of management, managerial roles (Mintzberg); An overview of functional areas of management; Development of management thought; classical and neo classical systems; Contingency approaches.

Unit II:

Planning: Concept, process and types. Decisions making concept and process, bonded rationality. Management by objectives; corporate planning; environment analysis and diagnosis; Strategy formulation.

Unit III:

Organizing: concept, nature, process and significance, Authority and responsibility relationships, Centralization and decentralization; departmentation; Organization structure forms and contingency factors.

Unit IV:

Motivating and leading people at work: motivation concept; theories- Maslow, Herzberg, McGregor and Ouchi; Financial and non-Financial incentives. Leadership concept and leadership styles; Leadership theories (Tannenbaum and Suhmidt); Likert's System Management; Communication – nature, process, networks and barriers of communication.

Unit V:

Managerial Control: concept and process; Effective control system; Techniques of control – traditional and modern.

Management of change: nature and process of planned change; Resistance to change; Emerging horizons of management in a changing environment.

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Group C – Paper I
INCOME TAX

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813

Unit I:

Basic income: agriculture income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, Avoidance and tax planning.

Unit II:

Basis of Charge: Scope of total income, residence and tax liability, income that does not form part of income.

Unit-III:

Heads of income: Salaries: income from house property; profit and gain of business or profession, including provisions relating to specific business; capital gains; income from other sources.

Unit IV:

Computation of Tax Liability: Composition of total income and tax liability of an individual aggregation of income; set – off and carry forward of losses; deduction from total income.

Unit-V:

Tax Administration: Authorities, appeals penalties.

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Group C – Paper II
FUNDAMENTALS OF ENTREPRENEURSHIP

9
814

Unit-I:

Introduction: The entrepreneur; definition, Emergence of entrepreneurial class; Theories of entrepreneurship; Role of social economic environment; Characteristics of entrepreneurship; Role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision – making and business planning.

Unit II:

Promotion of a venture : opportunities analysis ; external environment 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.

Unit III:

Entrepreneurial behaviour: innovation and entrepreneur; entrepreneurial behaviour and psycho-theories; social responsibilities.

Unit IV:

Entrepreneurial Development programmes (EDP): their role, relevance and achievements; Role of Government in organizing EDPs; critical evaluation;

Unit V:

Role of Entrepreneur: Role of an entrepreneur in economic growth as an 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, for ex earnings and augmenting and meeting local demand.

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Group D - Paper I
INFORMATION TECHNOLOGY AND ITS APPLICATIONS IN BUSINESS

10
815

Unit I:

Information Revolution and information Technology (IT): Deployment of IT in Business; Basic features of IT; Impact of IT on business environment and social fabric; Invention of writing; Written books; Printing press and movable type - Gutenberg's invention; Radio, telephone, wireless and satellite communication; Computing and dissemination of information and knowledge and convergence of technologies (internet with Wireless - WAP).

Unit II:

Fundamentals of Computers: Data, information and EDP: Data, information, need and concept of data and information; Levels of information from data; Data processing; Electronic data processing; Electronic machines;

- a. Number Systems and Codes: Different number systems - binary octal, decimal, hexagonal, and their conversion codes used in computers; BCD, EBCDIC, ASCII; Gray and conversions.
- b. Computer Arithmetic and Gates: Binary arithmetic, complements, addition and subtraction; Conversion from one system to another; Logic Gates, their truth table and applications minimisation, and K-maps.
- c. Computer Processing System: Definition of computer; Hardware/Software concepts; Generation of computers; Types of computers; Elements of digital computer; CPU and its functions; Various computer systems.
- d. I/O devices: Basic concepts of I/O devices; Various input devices - Keyboard, mouse; MICR, OCR, microphones.
- e. Various output devices: VDU, printer, plotter, spooling, LS.
- f. Storage Devices: Primary and secondary memory; Types of memories; Memory capacity and its enhancement; Memory devices and their comparisons; Auxiliary storage, tapes, disks (magnetic and optical); Various devices and their comparison.
- g. System Software - Role of Software, Different System Software: O.S., utilities, element of O.S. - its types and variations; DOS and windows.
- h. Computer and Networks: Need of communication; Data transmission; Baud; Bandwidth; Communication channel; Multiplexing; Basic network concepts; O.S.I. model; Types of topologies; LAN, WAN; Client server concept.

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Unit III:

Computer-based Business Applications

Word Processing: Meaning and role of word processing in creating of documents, editing, formatting, and printing documents, using tools such as spelling check, thesaurus, etc. in word processors (MS-Word);

- a. Electronic Spreadsheet: Structure of spreadsheet and its applications to accounting, finance, and marketing functions of business; Creating a dynamic/sensitive worksheet; Concept of absolute and relative cell reference; Using built-in functions; Goal seeking and solver tools; Using graphics and formatting of worksheet; Sharing data with other desktop applications; Strategies of creating error-free worksheet (MS-Excel, Lotus 123). Practical knowledge on Wings Accounting (Software).
- b. Programming under a DBMS environment: The concept of data base management system; Data field, records, and files, Sorting and indexing data; Searching records, designing queries, and reports; Linking of data files; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS-Access).

Unit IV:

Electronic Data Interchange (EDI)

Introduction to EDI; Basics of EDI; EDI standards; Financial EDI (FEDI); FEDI for international trade transaction; Applications of EDI; Advantages of EDI; Future of EDI.

Unit V:

The Internet and its Basic Concepts

Internet-concept, history, development in India; Technological foundation of internet; Distributed computing; Client-server computing; Internet protocol suite; Application of distributed computing; Client-server computing; Internet protocol suite in the internet environment; Domain Name System (DNS); Domain Name Service (DNS); Generic top-level domain (gTLD); Country code top-level domain (ccTLD); - India; Allocation of second-level domains; IP addresses; Internet protocol; Applications of internet in business, education, governance, etc.

Information System Audit

Basic idea of information audit; Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

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Group D - Paper II
INTERNET AND WORLD WIDE WEB

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816

Unit - I

The Mechanism of the internet : Distributed computing; Client-server computing; Internet Protocol Stack; Open System Interconnection Reference Model (OSIRM) based on the International Organization for Standardization (ISO) (Application layer, presentation layer, session layer, transport layer network layer, data layer, and physical layer); TCP/IP protocol suite model; Mechanism of transmitting the message across the network and function of each layer; Processing of data at the destination: Mechanism to log onto the network; Mechanism of sending and receiving email.

Unit - II

Internet Enabled Services : Electronic mail (E-mail); Usenet & newsgroup; File transfer protocol (FTP); Telnet; Finger; Internet Chat (IRC); Frequently asked questions (FAQ); The World Wide Web Consortium (W3C) - origin and evolution, standardizing the web; W3C members; W3C recommendations; Browsing and searching; Browsing and information retrieval; Exploring the World Wide Web; Architecture of World Wide Web; Hyperlink; Hypertext Markup Language (HTML); Hypertext Transfer Protocol (HTTP); Address-URL.

Unit - III

Designing Web site / Web Page: WW operation, Web standards, HTML - concept and version; Naming scheme for HTML documents; HTML editor, Explanation of the structure of the homepage; Elements in HTML documents; XHTML, CSS, Extensible Stylesheet Language (XSL); Tips for designing web pages.

Unit - IV

Security of Data / Information : Security; Network security; PINA factor - privacy, integrity, non-repudiation, authentication; SSL; Encryption; Digital Signature; Digital certificate; Server security Firewall; Password; Biometrics; Payment security; Virus protection; Hacking.

Unit - V

Web Browsing: Browsers; Basic function of web browsers; Browsers with advanced facility, Internet explorer; Netscape navigator; Netscape communicator, Search Engine/Directories; Directory; General features of the search engines; Approaches to website selection; Major search engine; Specialized search engines; Popular search engines / directories; Guidelines for effective searching; A general approach to searching.

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Syllabus - B. Com. (Computers) Part - III

Group A-Paper I
ESSENTIALS OF E-COMMERCE

13
817

Unit - I

Internet and Commerce: Business operations; E-Commerce practices vs. traditional business practices; Concepts b2b, b2c, b2g, g2h, g2c, Benefits of e-commerce to organization, consumers, and society; Limitation of e-commerce, Management issues relating to e-commerce.

Unit - II

Operations of E-commerce: credit card transaction; Secure Hypertext Transfer Protocol (SHTP); Electronic payment systems; Secure electronic transaction (SET); SET's encryption; Process; Cybercash; Smart cards; Indian payment models.

Unit - III

Applications in B2C: Consumers shopping procedure on the internet; Impact on dis-inter mediation and re-intermediation; Global market; Strategy of traditional department stores; stores; Products in b2C model; Success factors of e-brokers; Broker-based Services online; Online travel tourism services; Benefits and impact of e-commerce or industry; Real estate market; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; E-auctions-benefits, implementation and impact.

Unit - IV

Application in B2B: Applications of b2b; key technologies for b2b; Architecture model of b2b; Characteristics of the supplier-oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; just in Time delivery in b2b; Internet-based EDI from traditional Integrating EC with back-end information systems; Marketing issues in b2b.

Unit - V

Application is Governance: EDI in governance; E-government; E-governance Applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models; Private sector interface in e-governance.

Emerging Business Models : Retails; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

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Group A - Paper II
FUNDAMENTALS OF M-COMMERCE

14

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Unit I:

Introduction to E-commerce: Concept of WAP; Technological foundations of WAP; WAP vs e-commerce; WAP vs traditional business operations; Global growth projections.

Unit II:

Applications in Wireless-Internet environment: Location based applications - independent applications, business applications; Advantages of mobile commerce.

Unit III:

Security Issues in M-Commerce: Wireless - Internet environment and WAP environment; Security of data during transmission at WAP Gateway or Proxy server; Types of security threats; Security tools; Legal protection to m-commerce.

Unit IV:

M-Commerce operations: In banking, stock marketing, trading and shopping.

Unit V:

Current and Emerging Issues in m-commerce.

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Group B – Paper I
FINANCIAL ANALYSIS FOR MANAGEMENT

15
819

Unit - I

Financial statement: nature, functions, uses and importance of financial statements limitations, Nature of Balance Sheet and profit and loss account; balance sheet vs. profit and loss account.

Unit - II

Analysis and interpretation : types of analysis, objectives and importance of analysis and interpretation, various techniques thereof.

Unit - III

Ratio analysis: classification of ratio and their computation; projection through ratios; inter-firm comparison through ratios: nature and limitations of ratio analysis; Return of capital employed technique, trend analysis.

Unit - IV

Statement of changes in financial position, Fund Flow Analysis - preparation of fund flow statement and cash flow statement: comparative statements: Standard costing.

Unit - V

Budgeting for profit planning & control-meanings of budget and budgetary control objectives; merits and limitations, types of budgets - fixed, flexible and cash budget. Break Even Analysis.

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Group B – Paper II
AUDITING

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Unit - I

Introduction : Meaning and objectives of auditing; Types of audit; Internal audit, Audit Process : Audit programme: Audit and books: Working papers and evidences: Consideration for commencing an audit: Routine checking and test checking.

Unit - II

Internal check System: Internal control, Audit Procedure: Vouching Verification of assets and Liabilities

Unit - III

Audit of Limited Companies :

- a. company auditor - Appointment powers, duties and liabilities.
- b. Divisible profits and dividend.
- c. Auditor's report - standard report and qualified report.
- d. Special audit of banking companies.
- e. Audit of educational institutions.
- f. Audit of insurance companies.

Unit - IV

Investigation: Audit of non profits companies.

- a. where fraud is suspected and
- b. when a running business is proposed

Unit - V

Recent trends in Auditing : Nature and significance of cost audit: Tax audit: Management audit.

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Group C – Paper I
FINANCIAL MANAGEMENT

17
821

Unit - I

Financial Management : Financial goals; profit vs. wealth maximizations; Financial functions-investment, financing and dividend decisions; Financial planning.

Unit - II

Capital Budgeting: Nature of investment decisions, investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return profitability index, NPV and IRR comparison.

Unit - III

Cost of Capital: Significance of cost of capital, Calculating cost of debt, Preference shares, equity capital and retained earning. Combined (Weighted) cost of capital. Capital structure.

Unit - IV

Operating and financial leverage: Their measure: Effects on profit, analyzing alternate financial plans, combined financial and operating leverage. Divident policies: Walter's model, Gordon's model. M.M.Hypothesis, forms of dividends and stability in dividends, determinates.

Unit - V

Management of Working Capital: Nature of working capital, significance of working capital, operating cycle and factors determination of working capital requirements: Management of working capital-cash, receivable, and inventories.

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Group C - Paper II
PRINCIPLES OF E-MARKETING

18
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Unit I:

Introduction: Nature and scope of marketing; Importance of marketing - as a business function, and in the economy; Traditional marketing concepts; Concept of E-marketing; E-marketing environment.

Unit II:

Building Traffic: Promotion - Online promotion on the web site, listing on search engines, banners, link exchange programme, affiliate programme, referral programme, directory listing; Building trust - branding, navigation, presentation, fulfillment, logos of security, up-to-date technology; Building loyalty.

Unit III:

Consumer Behaviour and Market Segmentation: Consumer behaviour - nature, concept, importance; Major factors affecting consumer behaviour; Market segmentation - concept and importance; Bases for market segmentation.

Unit IV:

Product: Concept of product; Products owing existence to the Net- e-mail, electronic greetings, chat software; Consumer goods and industrial goods; Product life cycle; Product planning and development; Packaging - role and functions; E-branding.

Unit V:

Customer Service - Order fulfillment: Concept of customer service in web environment; Order fulfillment, customer care programs; Pre-sale and post-sale customer service; Customer redressal policy; Privacy and confidentiality of customer information.

Unit VI:

e-CRM (e-Customer Relationship Management); e-CRM - concept and role; Organization structure for e-CRM; Key technology components of e-CRM, Change management and e-CRM.

Group 'D' -
PROJECT REPORT

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