

ST.JOSEPH'S EVENING COLLEGE
B.COM SEMESTER SCHEME –2021-2022

PROGRAM PROFILE

The Programme is designed to provide a comprehensive understanding of Commerce education and to train the students in communication skills effectively and inculcate entrepreneurship skills and decision- making capabilities. The Programme also includes practical exposure in the form of case studies, projects, presentations, industrial visits and interaction with experts from the industry. It facilitates students to acquire adequate knowledge in the field of financial accounting, Taxation, Finance, banking, Cost Accounting, Corporate administration, Marketing, Business laws, international business, Eventmanagement, Quantitative methods, Research, Marketing, Entrepreneurial Development and Operations management. The Programme also offers open electives based on NEP framework in first four Semesters which is inter-disciplinary or multi-disciplinary in nature.

- Duration: 3 years (6 semesters). A student successfully completing Three (03) years of the program will be awarded a Bachelor's Degree in Commerce Or
Duration: 4 years (8 semesters). A student successfully completing Four (04) years of the program will be awarded an Honours Bachelor's Degree in Commerce.
- Eligibility for admission: Candidates who have completed Secondary Stage – Senior High school (10 + 2) of Karnataka State or its equivalent are eligible for admission into this course as notified by the University from time to time. Further, a candidate applying for the program must meet the prescribed performance level in admission interview and admission entrance (if applicable).

METHOD OF ASSESSMENT

Being in an Autonomous system, the college has adopted the Credit Grade Based Performance Assessment(CGPA). The weightage of the components of the course is as directed by the Bangalore University. The course gives 40% weightage to Continuous Assessment (CA) comprising of Centrally Organized Mid Semester Test and other exercises such as quiz, seminars, assignments, etc. and 60% weightage is given to End semester Examinations.

The End Semester Examination (ESE) will be held for 3 hours & for 100 marks. Students must score a minimum of 40% in aggregate of the CIA+ESE in each paper, as minimum marks for passing.

Components of Continuous Internal Assessment (CIA)

Assessment methods	Remarks	CA marks
Mid-semester examination	<ul style="list-style-type: none"> ▪ One and half hour examination ▪ 50 marks written examination ▪ Centrally organized test 	20
Assignment and tasks 1	Decided by the course instructor	10
Assignment and tasks 2	Decided by the course instructor	10
Assignment 3	<ul style="list-style-type: none"> ▪ Only given to students who have performed poorly on Assignment 1. ▪ Same activity as Activity 1 ▪ Maximum mark: 5 	-
	TOTAL	40

GUIDELINES FOR QUESTION PAPER SETTING AND SCHEME OF EVALUATION

- ☞ End semester Examination Question Paper Pattern. Time: 3 hours. Maximum marks: 100 (converted to 60). The evaluation system comprises of both internal faculty for question paper setting and for valuation of papers.
- ☞ Question papers received will go through the Board of Examiners for scrutiny for content, the suitability of marks, the inclusion of topics and typographical / mistakes and language.

1. Section A: Conceptual 2 marks x 5/6 questions = 10 marks: In this section, questions seek to test a student's conceptual knowledge of the subject and fact retaining abilities
2. Section B: Analytical 5 marks x 6/8 questions = 30 marks: Questions in this section are to test whether students can analyze.
3. Section C: Descriptive 15 marks x 3/4 questions = 45 marks: In this section, students are required to use a combination of facts, concepts, theories and judgment to explain the subject matter. Writing skills are also tested in this section.
4. Section D: Case Study (1 x 15 marks = 15): This section tests a student's ability to practically apply their theoretical knowledge of the subject. For papers, theory-based papers, either a case study of compulsory questions can be asked. For practical based papers, questions are numerical in nature.

For Open Elective Paper: Time:2 hrs Marks: 60

Section	Types	Distribution of marks
A	Conceptual	2 marks x 5/6 questions = 10 marks
B	Analytical	5 marks x 3/5 questions = 15 marks
C	Descriptive	10 marks x 2/3 questions = 20marks
D	Case Study	15 marks x 1 question = 15 marks

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SEMESTER I

COURSE MATRIX					
Sl No	Course Code	Course Title	Course Type	Hours per Week	Credits
1		Language I	AECC	3	3
2		Language II	AECC	3	3
3	BC 1121	Financial Accounting	DSC	4	4
4	BC 1221	Business Economics	DSC	4	4
5	BC 1321	Indian Financial System	DSC	4	4
6	OEC01	Open Elective – I	OEC	3	3
7		Skill Enhancement Course (Skill Based)	SEC-SB	3	2
8		Skill Enhancement Course (Value Based)	SEC-VB	2	1
Total Credits					24

1.1 FINANCIAL ACCOUNTING

BC 1121

OBJECTIVES:		
1. To familiarize the students with the concepts of financial accounting.		
2. To provide student a comprehensive understanding of accounting method for various business operations.		
Unit 1	FUNDAMENTALS OF ACCOUNTING	04 Hours
Accounting: Nature, Objectives and functions of Financial Accounting. Accounting Principles, Concepts & Conventions - GAAP (Concept only). Accounting standards: Concept – importance – Introduction to IASB, IFRS and Ind AS – Standard setting in India.		
Unit 2	ROYALTY ACCOUNTS	12 Hours
Technical Terms – Royalty – Landlord – Tenant – Minimum Rent – Short Workings – Recoupment of Short Working under restrictive (Fixed Period) and non-restrictive (Floating Period) - Recoupment within the Life of the Lease – Treatment of Strike and Stoppage of work – Accounting Treatment in the books of Lessee and lessor – Journal entries and Ledger Accounts including Minimum Rent Account.		
Unit 3	HIRE PURCHASE SYSTEM	12 Hours
Difference between Hire Purchase and Installment Purchase system–Theoretical concepts–Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor (Asset Accrual Method only).		
Unit 4	CONSIGNMENT ACCOUNTS	12 Hours
Introduction – Consignor – Consignee – Goods Invoiced at Cost Price – Goods Invoiced at Selling Price – Normal Loss – Abnormal Loss – Valuation of Stock – Stock Reserve – Journal Entries – Ledger Accounts in the books of Consignor and Consignee.		
Unit 5	CONVERSION OF SINGLE ENTRY INTO DOUBLE ENTRY	12 Hours
Steps in conversion of single entry into double entry - ascertainment of sales, purchases, stocks, cash and bank balances, capital etc. - preparation of final accounts.		

SKILL DEVELOPMENT

- Prepare a chart showing accounting standards
- Prepare a Proforma invoice and account sale with imaginary figures
- Prepare a Royalty agreement between lessor and the lessee with different terms and conditions

BOOKS RECOMMENDED

1. R. L. Gupta & Radha Swamy- Advanced Accounts
2. Jain & Narang- Advanced Accounts
3. M.C Shukla & Grewal- Advanced Accounts

OBJECTIVES:		
1. To orient the students on the theories of consumption and production in aneconomy. 2. To enable students, understand the market structures and impact of the macroeconomic concepts on business.		
Unit 1	INTRODUCTION TO BUSINESS ECONOMICS	06 Hours
Introduction, meaning, objectives and scope of Business economics. Relationship with production, marketing, finance and personnel.		
Unit 2	THEORY OF CONSUMPTION	14 Hours
Concept of consumption function - Cardinal utility- Law of demand - Determinants of demand - movements vs. shift in demand curve, Elasticity of demand, demand forecasting, techniques. Determinants of supply – elasticity of supply. Application, problems solving of demand, supply and elasticity. Ordinal Utility - Indifference curve - Budget line; Consumer’s equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity.		
Unit 3	THEORY OF PRODUCTION	10 Hours
Concept of Production function - Law of variables proportions - Isoquants, Return to scale- Economies and Diseconomies of scale. The concept of opportunity Costs in the short run and long run, types of short run costs. Profit maximization and cost minimization.		
Unit 4	MARKET STRUCTURES	12 Hours
Perfect competition – assumptions - Equilibrium of the firm - role of time in price determination. Difference between perfect competition and imperfect competition; Theory of Monopoly Firm - Equilibrium of monopoly firm (short and long run). Price discrimination, Theory of monopolistic competition – features – Short-run and Long-run Equilibrium; product differentiation. Duopoly firms- features. Oligopoly - Causes for the existence of oligopolistic firms.		
Unit 5	MACRO-ECONOMIC CONCEPTS	10 Hours
Macro-economic concepts-inflation & deflation, Unemployment, Circular flow of income and wealth, National Income – meaning, purpose, methods of calculating national income, Monetary and Fiscal policies, international trade -balance of trade & balance of payments.		

SKILL DEVELOPMENT

- Collect the latest information about the budget and discussion on the topic.
- Review on the RBI monetary policy and Govt. Fiscal policy.
- Elasticity
- Reading of Business NEWS paper(THE ECONOMIC TIMES)

Reference Books

1. Damodaran, S., Managerial Economics, 2nd Edition, Oxford University Press, 2011.
2. Dean, J., Managerial Economics, PHI Learning Pvt. Ltd., 2009.
3. Dwivedi, D.N., Managerial Economics, Vikas Publishing House, 2011.
4. Froeb, L.M., McCann, B.T., Managerial Economics: A Problem Solving Approach, South Western, 2008.

OBJECTIVES:		
1. To provide an elaborate understanding on the financial systems and services in India.		
2. To provide knowledge on the money market and capital market in India.		
Unit 1	INTRODUCTION TO FINANCIAL SYSTEM IN INDIA	08 Hours
Overview of Financial System – Structure, Regulation & Functions – Financial Assets-Financial Instruments- Financial Markets – Capital Market – Money Market – Interlink between capital market and money market – Characteristics of Financial Market – Key elements of well-functioning of financial system- Economic indicators of financial development.		
Unit 2	MONEY MARKET	10 Hours
Money Market – concept, role, functions and importance; Components of Money Markets; Money market instruments. The Reserve Bank of India (RBI)- structure and role; Money market operations Monetary Policy Committee (MPC)-structure and role; Policy Rates. Impact of Monetary policy on Inflation and liquidity.		
Unit 3	CAPITAL MARKET	10 Hours
Capital Markets –concept, role, functions and importance. Components of Capital market. Cash markets- Equity and Debt, Depository (NSDL, CDSL). Primary and Secondary Markets –NSE, BSE, NIFTY, SENSEX. Role of Stock Exchanges in India. Securities and Exchange Board of India (SEBI) – Role in capital market development and Investor Protection and Awareness.		
Unit 4	BANKING AND FINANCIAL INSTITUTIONS	12 Hours
Commercial Banking – Meaning and functions, Types of Banks –Public, Private and foreign Banks, Payments Bank, Small Finance Banks, Cooperative Banking System and RRB's. Investment Policy of Commercial Banks and Consolidation of Banks in India. Financial institutions - Concept, Objective composition and functions of All Indian Financial Institutions (AIFI's)- IFC, SIDBI, NABARD, EXIM Bank and NHB.		
Unit 5	FINANCIAL SERVICES	12 Hours
Financial Services -Concept, types and importance. Types of Funds Based Services and Fee Based Services. Factoring Services- meaning, types of factoring agreement. Forfaiting, Lease Financing in India. Venture Capital- Meaning, stages of investment, types of VC, Angel Investment- Concept and importance, Recent trends of Angel Investment in India. Crowd Funding -meaning, types. Mutual funds- meaning and types only.		

SKILL DEVELOPMENT

- Draft a chart showing the financial services in the Indian Financial System.
- List the Instruments traded in the Financial Markets.
- Draft the application forms for opening a Fixed, Current and Savings Bank Accounts.
- Collection and recording for Foreign Exchange rates of different currencies Vis-à-vis Rupee.

BOOKS FOR REFERENCE

1. Vasantha Desai: The Indian Financial System, HPH
2. G. Ramesh Babu; Indian Financial System. HPH
3. Dr. Bharatish Rao, B.R. Bharghavi – Indian Financial System, VBH
4. Meir Kohn: Financial Institutions and Markets, Tata McGraw Hill

OPEN ELECTIVE COURSES

1.4 FUNDAMENTALS OF FINANCE

OEC1

OBJECTIVES:			
To familiarise students with basic concepts & trends in finance to enable students, understand scope of branches in finance			
Unit	Title	Hours	Contents
1	Personal Finance	10	Scope and importance of personal finance; Steps in personal financial planning; Identifying life financial goals; Investor's life cycle, Accounting for income and expenses; Translating savings into investments; Understanding risk profile; Examining investment avenues; Creating portfolio to meet financial goals.
2	Corporate Finance	10	Scope and Goals of Corporate Finance; Finance Functions; Interface between Finance and Other Business Functions; Steps in Financial Planning; Considerations in Investment Decisions; Dividend Policy and its relevance; Concept of Working capital Management and its Components.
3	Public Finance	10	Scope of Public Finance; Role of Public Finance in Economic Development; Types of Public Budget; Structure of Public Budget; Classification and Sources of Public Revenue; Classification and Cannons of Public Expenditure; Budget analysis of the Government of India (Previous Financial Year).
4	Trends in Finance	10	FinTech companies – Role and Importance; Cryptocurrency – Pros and Cons; Factors driving growth of Digital wallets and Payments' bank; Sustainable Finance and its importance; Framework of Peer- to-peer lending; Credit score – Importance and process; Islamic finance – Concept and underlying principles.

Reference Books:

1. Dr. S.P. Gupta: Basic Business Finance
2. Fernandez Kendrick: Basic Finance for Nonfinancial Managers
3. Khan M Y: Basic Financial Management
4. Murali Subbakrishna: Personal Financial Planning
5. H L Bhatia: Public Finance

OBJECTIVES:			
1. To introduce students, the concepts, and principles of advertising.			
2. To familiarise students with essential concepts and tools of content marketing.			
Unit	Title	Hours	Contents
1	Understanding Advertising	10	Introduction, Need, Scope, Role & Importance of Advertisement; Advertising as a tool of Communication and its difference with Propaganda, Publicity, PR; Personal Selling & Sales Promotion; Types and Classification of Advertising; Ad agency and its function. Ethical Issues in Advertising; Social Criticism of Advertising.
2	Advertising Process	10	Role of Creativity in advertising; Types of Appeals and Advertising Messages; Ad Campaign – Concept and Importance; Brand versus Social Ad campaigns; Campaign Planning & its components; Role of Research in Advertising; Importance of a Copywriting; How to Develop an Effective Copy, AIDAS.
3	Advertising Media	10	Understanding Media & It's Creative Co-ordination with other Marketing functions; Types of Media: Print Media, Broadcast Media, Outdoor, Transit, Traditional, Direct Mail & Internet, Their characteristics, Benefits & Drawbacks, Emerging Media Platforms.
4	Content Marketing	10	Content creation for online platforms- types of content: written, audio, picture, video; Optimising content for web and for social media, influencers, connecting with influencers, headlines and data; Content strategy & challenges; Blog Marketing.

Reference Books:

1. Altstiel, Tom & Grow, Jean: Advertising Creative Strategy, Copy & Design
2. Chunawala & Sethia: Foundations of Advertising
3. Wells, Burnett, Moriarty: Advertising Principles & Practices
4. Schaefer Joe Wilson: Content Marketing
5. Seema Gupta: Digital Marketing