

**Course Structure of IVth Semester
of
Bachelor of Commerce (Hons.)
Batch 2018-19**



IIMT UNIVERSITY
MEERUT

**IIMT UNIVERSITY, Meerut
(website: www.iimtu.com)**

Evaluation Scheme

B.Com. (H) SEMESTER-IV (2018-19)

Sl. No.	Sub Code	Subjects Title	Periods			Evaluation Scheme					Credits
			L	T	P	Sessional			ESE	Total	
						CT	TA	Total			
1	BCH-401	Corporate Law	4	0	0	20	10	30	70	100	4
2	BCH-402	Corporate Accounting	4	0	0	20	10	30	70	100	4
3	BCH-403	Principles of Marketing	4	0	0	20	10	30	70	100	4
4	BCH-404	E-Commerce	4	0	0	20	10	30	70	100	4
5	BCH-EL01	Insurance Management	4	0	0	20	10	30	70	100	4
6	BCH-EL02	Fundamentals of Investment	4	0	0	20	10	30	70	100	4
7	BCH-EL03	International Business	4	0	0	20	10	30	70	100	4
8	ECC-421	Industrial Visit/ Seminar or Presentation based on the report of Visits	0	0	1	0	25	25	0	25	1
9	ECC-422	University Social Responsibility	0	0	1	0	25	25	0	25	1
10	ECC-423	Spoken Tutorial Certification	0	0	1	0	25	25	0	25	1
11	ECC-424	Moocs / Swayam	0	0	1	0	25	25	0	25	1
TOTAL									700	28	

Note: Code BCH-EL 01 is mandatory for all students only Students will select one specialization from code BCH-EL02 & BCH-EL02

SCHEME OF EXAMINATIONS FOR B.COM (Hons)

1. Examinations shall be conducted at the end of each Semester as per the Academic Calendar notified by the IIMT University.

2. The system of evaluation shall be as follows:

2.1 Each course will carry 100 marks, of which 30 marks shall be reserved for internal assessment based on a combination of tutorials, classroom participation, project work, seminar, test, and attendance.

2.2 The remaining 70 marks in each paper shall be awarded on the basis of a written examination at the end of each semester. The duration of written examination for each paper shall be three hours.

3. Examinations for courses shall ordinarily be conducted only in the respective odd and even Semesters as per the Scheme of Examinations. Regular as well as ex-students shall be permitted to appear/reappear/improve in courses of odd Semesters only at the end of odd Semester and courses of even Semesters only at the end of even Semesters.

4. PASS PERCENTAGE AND PROMOTION CRITERIA

40% in each subject and 50% aggregate in all subjects.

5. DIVISION CRITERIA

I division 60% or more than 60%

II division Below 60%, but not less than 50%

6. CRITERIA FOR Internal MARKS

Internal assessment Marks: Total 30 (Each paper)

- Assignment 10
- Class Test 10
- Attendance 10

**BCH-401
CORPORATE LAW**

**Course Credit : 4
Total Lecture : 40**

Course Objectives

- To provide basic understanding of Company Act.
- To create an awareness about various documents used in company on its formation.
- To provide basic understanding of meetings, accounts and audit of the company.
- To appraise the students on the leading practical application oriented case studies.

Unit – I (8 Sessions)

Incorporation of Companies and its Consequences

Classification of company; Lifting of corporate veil; Formation of companies - promoters & their legal positions; Memorandum of Association & its alteration; Articles of Association & its alteration; Certificate of incorporation; Commencement of business; Doctrine of Constructive Notice and Indoor Management.

Unit – II (8 Sessions)

Prospectus, Share capital and Debentures

Prospectus - meaning of prospectus, contents of prospectus, registration of prospectus, penalties for misrepresentation in prospectus; Share capital - shares, classification of shares, voting rights; Debentures - kinds of debentures.

Unit – III (10 Sessions)

Management of company

Directors - structure of board of directors, qualifications, remuneration, powers and duties of directors, appointment of directors, independent directors, resignation and vacation of office of director; Appointment and remuneration of managing director.

Unit – IV (8 Sessions)

Meetings, Account and Audit of Company

Meetings - classifications of meetings, general rules for meetings, minutes, proxies, quorum, voting rights; Special and ordinary resolution; Account and Audit - statutory books, filing accounts with registrar, appointment of auditor, rights, powers and duties of auditor, special audit.

Unit – V (6 Sessions)

Winding up

Meaning of winding up, modes of winding up, procedure of winding up, consequences of winding up; Liquidator - rights and liabilities of liquidator.

Skill Development:

Employable Skills	Measurement Tools
Prepare an essay that analyzes facts and application of rules and concepts used in a company.	Complete short essay quizzes given throughout the semester given in the respective areas that evaluate identification and analysis of code concepts.
Develop reasoning abilities by applying various provisions of law in business situations.	Group assignment, Case study analysis

Course Outcomes

Upon successfully completing the course, candidates should be able to:

- Acquire a sound understanding various provisions of company act.
- Appraise the legal environment of the company and develop suitable strategies.
- Analyze a given business context using basic understanding of the applicable acts and develop a suitable operational framework.

Suggested Reading:

1. Hannigan, B. (2012). *Company law*. New Delhi, India: OUP Oxford.
2. Kapoor, N. D. (2015). *Elements of company law* (30th ed.). New Delhi, India: Sultan Chand.
3. Kuchal, M. C. (2013). *Modern India company law*. Noida, India: Shri Mahavir.
4. Ramaiya, A. (2014). *Guide to the Companies Act*. Nagpur, India: Wadhwa.
5. Singh Avtar, S. (2018). *Company law* (17th ed.). Lucknow, India: Eastern.

BCH-402
CORPORATE ACCOUNTING

Course Credit : 4
Total Lecture : 40

Course Objectives

- To provide a comprehensive treatment of accounting for share capital.
- To get the students acquainted with fundamental concepts and processes of corporate accounting so that they are able to appreciate the nature of item presented in the annual accounts of a company.
- To calibrate the procedure involved in preparing consolidated financial statements of companies.
- To explain the implication of unethical accounting practices on the society.

Unit – I (6 Sessions)

Accounting for Share Capital-I

Kinds of share capital; Issue of shares- at par, at premium, over- subscription of shares, under-subscription of shares, calls in arrears, calls in advance, minimum subscription.

Unit – II (8 Sessions)

Accounting for Share Capital-II

Forfeiture and Re-issue of forfeited share capital; Buy-back of equity shares; Preference shares - issue and redemption of preference shares.

Unit – III (6 Sessions)

Accounting for Debentures

Issue of debentures- at par, at premium, at discount; Redemption of debentures with the various methods under redemption of debentures.

Unit – IV (10 Sessions)

Final Accounts of Companies

Concept of final accounts; Components of final accounts of a company; Components of Profit and Loss Account and Preparation of Profit and Loss Account of a company; Components of Balance Sheet and Preparation of Balance Sheet of a Company.

Unit – V (10 Sessions)

Consolidation of Financial Statements

Concept of Holding and Subsidiary Company, Consolidated Balance Sheet with one subsidiary only, Practical problems on preparation of Consolidated Financial Statements - minority interest, cost of control/goodwill or capital reserve, pre-acquisition reserves and profits, post-acquisition profits.

Skill Development:

Employable Skills	Measurement Tools
Prepare an essay that analyzes facts and application of rules and concepts used in a company.	Complete short essay quizzes given throughout the semester given in the respective areas that evaluate identification and analysis of code concepts.
Develop reasoning abilities by applying various provisions of law in business situations.	Group assignment, Case study analysis

Course Outcomes

After completion of the course the students will be able to

- Develop the procedure involved in accounting for share capital.
- Devise a plan for redemption of preference shares.
- Construct the financial statements of company according to the company act 2013.
- Develop the procedure involved in preparation of consolidated financial statement.

Suggested Reading:

1. Gupta R. L., & Radhaswamy, M. (2013). *Company Accounts*. New Delhi, India: Sultan Chand.
2. Jain, S. P. (2011). *Advance Accountancy-II*. New Delhi, India: Kalyani.
3. Maheshwari S. N. (2018). *Corporate Accounting*. New Delhi, India: Vikas.
4. Monga, J. R. (2017). *Basic Corporate Accounting*. New Delhi, India: MKM.
5. Shukla M. C., Grewal, T.S., & Gupta, S. C. (2016). *Advanced Accounts*. New Delhi, India: Sultan Chand.

BCH-403
PRINCIPLES OF MARKETING

Course Credit : 4
Total Lecture : 40

Course Objectives

- Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- Understand consumers' requirements and their behaviors.
- Develop effective marketing strategies to achieve organizational objectives.
- Develop the understanding the current global and digital aspect of marketing.

Unit – I (8 Sessions)

Introduction

Nature, scope and importance of marketing as a business function; Marketing concepts – traditional and modern; Marketing mix; Marketing environment; Emerging issues in marketing – social marketing, online marketing, service marketing and relationship marketing.

Unit – II (8 Sessions)

Consumer Behavior and Market Segmentation

Concept of consumer behavior; Consumer buying process; Factors influencing consumer buying decisions; Market segmentation – meaning, importance and basis for market segmentation; Target market selection; Positioning – concept and importance.

Unit – III (10 Sessions)

Product and Pricing

Concept of product – meaning and importance; Product planning and development; Packaging – role and functions; Brand name and trademarks; After sales service; Product life cycle; Pricing -importance of price in the marketing mix, factors affecting price of a product/service, discounts and rebates.

Unit –IV (8 Sessions)

Distributions Channels and Physical Distribution

Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.

Unit – V (6 Sessions)

Promotion

Promotion – meaning and importance; Optimum promotion mix; Advertising as promotion tool and its characteristics; Personal selling; Public relations; Sales Promotions; Publicity.

Skill Development:

Employable Skills	Measuring Tools
Identify the producer of your choice and describe in which stage of the product life cycle it is positioned.	Group assignment, Case study analysis
Suggest strategies for development of a product.	Classroom Discussions
Select a producer and describe an advertising endeavor for it, since its introduction.	Case study analysis
Prepare charts for distribution network for different products.	Group assignment

Course Outcome:

Upon the successful completion of this course, the student will be able to:

- Explain and discuss the general concepts about marketing management and the marketing process.
- Discuss consumer and buyer behavior models as they influence customer purchase decision-making.
- Explain the concepts of segmentation, targeting and positioning as part of a comprehensive marketing plan.
- Develop a set of skills important to successful performance in marketing management positions, including critical thinking, working in a group environment, oral and written presentation skills.
- Explain the prospect of the global market and application of digitalization to reach there.

Suggested Reading:

1. Etzel, M. J., Walker, B. J., & Stanton, W. J. (2004). *Fundamentals of marketing* (13th ed.). New Delhi, India: McGraw-Hill.
2. Kotler, P. T., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). New Delhi, India: Pearson.
3. Kotler, P., & Keller, K. L. (2017). *Marketing management* (15th ed.), New Delhi, India: Pearson.
4. Philip Kotler, P. T. (2015). *Marketing management* (15th ed.). New Delhi, India: Pearson.
5. Pride, W. M. & Ferrell, O. C. (2016). *Marketing* (18th ed.). New Delhi, India: Cengage.

BCH-404
E- COMMERCE

Course Credit : 4
Total Lecture : 40

Course Objectives

- To provide knowledge about basics of e-commerce and its significance in Indian context.
- To provide an orientation about the increasing role of e-commerce in managerial decision making to gain competitive edge in all aspects of Business.
- To create awareness in upcoming managers, of different e-commerce applications so as to enable the use of e-resources efficiently, for effective decision making.
- To spread awareness about security issues in e-commerce.

Unit – I (6 Sessions)

Introduction to E-commerce

Meaning, nature, advantages, disadvantages and reasons for transacting online; Type of electronic commerce; Electronic commerce models; Challenges and barriers in e-commerce environment; e-commerce in India; Indian readiness for e-commerce.

Unit – II (8 Sessions)

Electronic Payment System and Security Issues in E-commerce

Methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), infrastructure issues and risks in e-payments.

Unit – III (10 Sessions)

Security issues in E commerce

Electronic commerce security environment (dimension, need and scope of e-security); Security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.); Technology solutions (encryption, security channels of communication, protecting networks and protecting servers and clients).

Unit – IV (8 Sessions)

E commerce applications

E-commerce applications in various industries (banking, insurance, payment of utility bills, online marketing, e-tailing, auctions, online portal, online learning, publishing and entertainment) and their popularity, benefits and problems; Mobile commerce; Economic, technological and social considerations in e-commerce.

Unit V (8 Sessions)

Legal Aspects of E-Commerce

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes.

Skill Development:

Employable Skills	Measuring Tools
Demonstrating an understanding of an e-commerce in an organization.	Case study
E-commerce business proposal.	Assignment, Presentation
Identify the producer of your choice and prepare an e-commerce business proposal.	Group assignment
Analyzed existing e-commerce companies.	Group assignment, presentation

Course Outcomes

- Have an in-depth knowledge of IT enabled competitive advantage and organizational change.
- Become familiar in the use of e-payment and online banking for business operations.
- Become familiar about the design and implementation issues related to e-payments for business applications.
- Development an understanding of various legal aspects of e-commerce.

Suggested Reading:

1. Agarwala, K. N., Lal, A., & Agarwala, D. (2000). *Business on the net: An introduction to the whats and hows of e-commerce*. New Delhi, India: Macmillan.
2. Bajaj, K. K., & Deobyani, Nag. (2017). *E-Commerce: The cutting edge of business* (2nd ed.). New Delhi, India: Tata McGraw Hill.
3. Joseph, P. T. (2015). *E-Commerce: An Indian perspective*. New Delhi, India: PHI Learning.
4. Viswanathan, A. (2012). *Cyber law- Indian and international perspectives on key topics including data security, e-commerce, cloud computing and cyber-crimes*. Mumbai, India: LexisNexis
5. Whtley, D. (2017). *E- Commerce: Strategy, Technologies and Applications*. New Delhi, India: Tata McGraw Hill.

BCH-EL 01
INSURANCE MANAGEMENT

Course Credit : 4
Total Lecture : 40

Course Objectives

- To make students aware of the fundamentals of Insurance in order to enhance their knowledge and decision-making skills required for this specialty sector.
- To make the student understand life insurance, general insurance and reinsurance market in India.
- To discuss the issues related to risk management in view of life insurance.

Unit – I (10 Sessions)

Insurance

Concept of insurance; Need for insurance, Principles of insurance- utmost good faith, insurable interest, proximate cause, indemnity, subrogation, contribution; Legal characteristics of insurance contract; Policy terms and conditions – insurance policy contract, scope of cover (coverage, exclusions and warranties, conditions), riders, deductibles; Nationalization of life insurance business; Nationalization of general insurance business.

Unit – II (8 Sessions)

Life Insurance

Traditional Life insurance product – term insurance, whole life insurance, endowment insurance; Linked products – ULIPs; Concept of mortality and mortality table; Types of life insurance claims – interim claims, maturity claim, death claim.

Unit –III (8 Sessions)

General Insurance

Fire insurance; Marine insurance; Motor insurance; Health insurance& Personal accident; Liabilities insurance.

Unit – IV (6 Sessions)

Reinsurance

Concept of reinsurance; Function of reinsurance, Types of reinsurance contracts – facultative reinsurance, treaty reinsurance.

Unit – V (8 Sessions)

Regulatory Framework

Insurance Act 1938 – Silent features and its importance; General insurance council and its roles; Life insurance council and its roles; IRDA - composition of authorities, functions of IRDA.

Skill Development

Employable Skills	Measuring Tools
Demonstrating an understanding of insurance management	Classroom discussions, Presentations
Analyze various types of insurance policies available in market.	Presentation
Analyze the proposal for insurance and term & conditions.	Group assignment
Select insurance company of your choice and analysis its market operations.	Group assignment, Case study

Course Outcomes

- To develop an understanding of what risk is, how it can be measured and transferred.
- To familiarize student with insurance business and its environment in India.
- To acquire knowledge and skills to understand the present and future problems in insurance worlds and allowing them to find solutions.

Suggested Reading:

1. Dorfman, M. S. (2013). *Introduction to risk management and insurance*. New Delhi, India: Pearson.
2. George, E. R. (2017). *Principles of risk management and insurance*. New Delhi, India: Pearson
3. Gupta, P.K. (2016). *Essentials of Insurance and risk management*. New Delhi, India: Himalaya.
4. Mishra, M.N. (2007). *Principles and practices of insurance*. New Delhi, India: S. Chand.
5. Vaughan, E.J., & Vaughan, T. M. (2015). *Fundamentals of risk and insurance*. New Delhi, India: Wiley.

BCH-EL 02
FUNDAMENTALS OF INVESTMENT

Course Credit : 4
Total Lecture : 40

Course Objectives

- Develop an understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products
- To familiarize students about working of security market in India.
- Provide an in-depth knowledge of the theory and practice of investment management and role of various regulations in investor protection.

Unit – I (8 Sessions)

Investment Management

Concept of investment management - investment decision process, factors affecting investment decision, modes of investment; Concept of return and risk - component & measurement of risk.

Unit – II (8 Sessions)

Investment Avenues

Equity markets; Money market instruments (T-bills, Certificate of deposits, Commercial paper, Commercial bills); Bond market instruments; Derivatives (Options, Futures, Swaps), Mutual Funds, Pension funds, Insurance.

Unit – III (8 Sessions)

Indian Security market

Indian securities market – objective, importance and functions; Stock Exchange and New Issue Markets - their nature, functioning and limitations; Securities trading - Types of orders, margin trading, clearing and settlement procedures.

Unit – IV (8 Sessions)

Depository System

Meaning and functions of depository system; National Securities Depository Limited (NSDL) and its functioning; Central Depository Services (India) Limited and its functioning.

Unit – V (8 Sessions)

Investor Protection

Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' awareness.

Skill Development

Employable Skills	Measuring Tools
Demonstrating an understanding of investment management	Classroom discussions, Case study
Techniques of investment management, as well as how to apply them in real work situations.	Group assignment, Presentation
Analyze the main strategies used by hedge funds and proprietary traders.	Practitioner-oriented readings, Case studies

Course Outcomes

On the successful completion of this course the student will be able to

- Understand the various alternatives available for investment.
- Learn to measure risk and return and find the relationship between risk and return.
- Gain knowledge of the various strategies followed by investment practitioners.

Suggested Reading:

1. Bhalla, V.K. (2010). *Fundamentals of investment management*. New Delhi, India: S. Chand
2. Gupta, K. S. & Joshi, R. (2009). *Security Analysis*. New Delhi, India: Kalyani
3. Kevin, S. (2015). *Security Analysis and Portfolio Management*. New Delhi, India: PHI Learning.
4. Prasanna, C. (2017). *Investment analysis and portfolio management*. New Delhi, India: Tata McGraw Hill.
5. Reilly, F., & Brown, K. (2012). *Analysis of investments and management of portfolios*. New Delhi, India: Cengage.

BCH-EL 03
INTERNATIONAL BUSINESS

Course Credit : 4
Total Lecture : 40

Course Objectives

- To provide the students an opportunity to learn and understand how business is conducted in the international arena.
- To allow students to gain managerial skills to meet the challenges they will face in the global workplace.
- To understand the mechanism of balance of payment and its relevance on business decision making.

Unit – I (8 Sessions)

Introduction to International Business

Nature, scope and importance of international business; Modes of entry into international business; Multinational Corporations and their involvement in international business; Foreign Direct Investment; Foreign Institutional Investment.

Unit – II (10 Sessions)

International Business Environment

Environmental Dimensions - STEEPLE; Global Competitiveness Index; Form of protection - Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

Unit – III (8 Sessions)

Balance of Payment Account

Concept and significance of balance of payments account; Current and capital account components; Balance of payment deficits and correction policies.

Unit –IV (8 Sessions)

International Institution

UNCTAD - basic principles and major achievements; IMF - role of IMF; IBRD - features and functions of IBRD; WTO – objectives and functions of WTO.

Unit – V (6 Sessions)

Regional Economic Integration

Levels of Economic Integration; Regional Economic Integration - EUROPEAN UNION, NAFTA, ASEAN, BRIC, SAARC.

Skill Development:

Employable Skills	Measuring Tools
Present the Balance of Payment chart of India for the latest year	Presentation
Collect and present in tubular form foreign aid to India during at least last 5 years	Group assignment, Classroom Discussions

Course Outcome:

After completion of the course the students will be able to

- Analyze the changes in the balance of trade and balance of payment and its relevance on business decision making.
- Evaluate the role of foreign trade and policy in the economic development of a country.
- Evaluate the role of various international institutes in promotion of international trade.
- Analyze importance of regional economic integration in promotion of international trade.

Suggested Reading:

1. Cherunilam, F. (2006). *International trade and export management*. Mumbai, India: Himalaya.
2. Sharan, V. (2010). *International Business: Concept, environment and strategy*. New Delhi, India: Pearson.
3. Bennett, R. (2012). *International business*. New Delhi, India: Pearson.
4. Charles W. L. H., & Jain, A. K. (2008). *International business*. New Delhi, India: Tata McGraw-Hill.
5. Joshi, R. M. (2009). *International business*. New Delhi, India: Oxford University Press.