



Bachelor of Commerce

SEMESTER V

1. Business Law
2. Business Ethics
3. Management Accounting
4. Business Mathematics
5. Elective I- Financial Management
6. Elective II- Advertising and Salesmanship

BUSINESS ETHICS

Unit 1: Nature of Business Ethics – Introduction – Meaning- Religion and Ethics – Morals and Ethics –Ethics in Management – Ethics in Business – Importance of Ethics in Business.

Unit 2: Value Systems – Introduction – Values – Moral Standards – Source of Ethics – Nature and objectives of Ethics – A Holistic view of values and Ethics – Categorization of values – Moral values.

Unit 3: Values for Indian Managers – Need for business Ethics – Universal criteria –Indian value system and Business Ethics- Ethical problems faced by the managers – Impact of ethics on managerial performance – Value Driven stakeholder management.

Unit 4: Professional Ethics for Functional Managers – Comparative Ethical behavior of Managers – Code of Ethics – Competitiveness and Ethics – Organizational Size and Ethics – Cost of Ethics.

Unit 5: Modern business Ethics and Dilemmas – Right in theory, Does Ethics work in business? – Legal vis- a -vis Ethical –Corporate social responsibility and Ethics - Corporate Governance and Ethics

Skill Development:

1. Collect corporate ethical code of any one organization
2. List the steps in resolving ethical dilemma in the office you visited.
3. List the ethical problems faced by the manager in an organization
4. Collect Corporate Social Responsibility policy of any one company and write a report on it
5. Write a report on the role of Chamber of Commerce in developing Business Ethics.
6. Organizing a talk on “Ethical Values/Code” and Writing a report on it.

Books for Reference:

2. **Business Ethics**, Ravindranath V. Badi & Narayanas V. Badi Vrinda Publications.
3. **The Ethics of Management**. Larue Tone Hosmer and Richard D Irwin Inc.
4. **Business Ethics**: W H Shaw

BUSINESS LAWS

Unit-1: Introduction to Indian Contract Act 1872-Definition of Contract – Essentials of a valid contract-Classification of contract-Quasi contractual obligations.

Unit-2: Offer and Acceptance-Rules of valid offer and acceptance- Communication and revocation of offer and acceptances- Contractual capacity- Free consent; Coercion-undue influence-Fraud- misrepresentation-mistake.

Unit-3: Consideration-Rules of valid consideration-contracts without consideration-stranger to contract -Legality of object and consideration - Contracts opposed to public policy-Void agreements

Unit-4: Discharge of contract- Remedies for breach of contract

Unit 5: Laws of contract of indemnity and guarantee, Bailment and pledge, Agency

Skill Development:

1. Any two case studies relating to any legal judgment on any provisions of contracts Act.
2. Students may be asked to visit a court and prepare a report on their visit.
3. Arrange a professional lecture by inviting a Practicing lawyer and students to write a report on the topic of the lecture.
4. Draft a chart showing different kinds of agencies
5. Draft any one agreement (Ex : Sale deed, Gift Deed, Rent deed/ Indemnity Bond).

Books for Reference:

1. **Business Law:** Tulsian Tata McGraw Hill, New Delhi.
2. **Business Law:** Aswathappa. K & Ramachandra, HPH, Mumbai.
3. **Business Law:** Kapoor N.D. - Sultan Chand and Co.
4. **Bare Acts.**
5. **Business Law:** Nabhi - Indian Law House, Mumbai.
6. **Business Law-.** Garg, Sareen, Sharma and Chawla -
7. **Business Law:** M.C. Kuchhal

BUSINESS MATHEMATICS

Unit 1: Indices and Logarithms:

Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms –Common Logarithm, Application of Log Table for Simplification.

Unit 2: Progressions:

Meaning of Sequence, progression; Types of Progressions; Arithmetic progression and Geometric Progression – General terms & Sum of n terms of Arithmetic Progression and Geometric Progression – Application problems on Arithmetic Progression and Geometric Progression.

Unit 3. Ratio, Proportion, Variation and percentages and their application.

Unit 4: Simple Interest and Compound Interest –Bills discounting – Meaning – Concepts;
Bankers discount, True discount, Bankers gain and present worth of Bill.

Unit 5: Calculus:

Meaning of Functions and Calculus, Application of Calculus to compute Cost, Revenue and Profit functions.

Skill Development:

1. Using log table, find out rate and time in compound interest problem.
2. Application of AP&GP to solve business problems.
3. Application problems on Ratio and Proportion.
4. Computing monthly/quarterly/half yearly compound interest on FD or loan amount.
5. Finding BD, TD, BG, DV, & PV on Bills Discounting.
6. Application problems by using differential calculus.

Books for Reference:

1. **Business Mathematics:** Sanchethi & Kapoor:
2. **Business Mathematics:** P.R.Vittal:
3. **Business Mathematics :** Dr. B.H. Suresh
4. **Business Mathematics:** Madappa and Sreedhararao
5. **Business Mathematics:** S.P.Gupta
6. **Business Mathematics :** Dorairaj:
7. **ICAI –Quantitative Optitude.**
8. **Quantitative Technique:** Digambar patri & DN Patri
9. **Business Mathematics:** R. Jayaprakash Reddy & Mallikarjuna Reddy
10. **Quantitave Technique:** Sathish Chandra Srivastav

ELECTIVE -1 FINANCIAL MANAGEMENT

Unit 1: Corporate Finance – Meaning – Scope – Objectives – Sources of Corporate Finance.

Unit 2: Working Capital Management - Meaning - Components - Nature and Kinds - Determinants of Working Capital - Estimation of Working Capital Requirements.

Unit 3: Cash Management - Meaning - Objectives - Need for Cash - Motives for Holding Cash - Cash Planning - Cash Forecasting - Preparation of Cash Budget.

Unit 4: Cash Flow Statement [as per AS-3]

Unit 5: Fund Flow Statement.

Unit 6: Capital Budgeting - Meaning - Process of Capital Budgeting - Techniques of Capital Budgeting - Problems on ARR - Pay Back Period - Discounted Pay Back Period - Net Present Value Technique.

Skill Development:

1. Identify the decision areas in which a Financial Manager has a role to Play.
2. Estimate working capital requirements for a business enterprise with imaginary figures.
3. List out Fund and Non-Fund items.
4. Prepare a Cash Budget for a company with imaginary figures
5. Write an imaginary optimum capital structure of a company
6. Collecting a Balance Sheet of a Company and preparing a statement showing changes in Working Capital.

Books for Reference:

1. Financial Management

I.M.Pandey.

2. Financial Management

Kulkarni

3. Financial Management

Ravi Kumar

4. Financial Management

Dr.V.R.Palanivelu

MANAGEMENT ACCOUNTING

Unit 1: Introduction – Meaning and Definition of Management Accounting –Scope and Objectives of Management Accounting– Differences between Management Accounting and Financial Accounting – Management Accounting and Cost Accounting- Limitations of Management Accounting.

Unit 2: Analysis of Financial Statements – Ratio Analysis: Meaning and Objectives – Types of Ratios – (A) Profitability Ratios – Gross Profit Ratio/ Net Profit Ratio/ Operating Ratio/Operating Profit Ratio/Return on Capital Employed Ratio/ Earning Per Share (B) Turnover Ratios - Working Capital Turnover Ratio/Stock Turnover Ratio/Fixed Assets Turnover Ratio/Debtors Turnover Ratio/ Creditors Turnover Ratio (C) Financial Ratios – Current Ratio/ Liquidity Ratio/ Debt –Equity Ratio/ Proprietary Ratio/Capital Gearing Ratio – Advantages and Limitations of Financial Ratios.

Unit 3: Marginal Costing – Definition – Basic Concepts – Assumptions – Marginal Cost Statement – Contribution – Break Even Analysis – P/V Ratio – Margin of Safety – Decision Areas – Make or Buy and Pricing.

Unit 4 : Budget and Budgetary Control – Definition – Basic Concepts – Budget Manual – Key Factor – Classification of Budgets – Problems on Sales Budget and Flexible Budget – Zero Base Budget (Theory Only).

Unit 5: Standard Costing – Definition – Difference between Standard Costing and Budgetary Control – Variance Analysis – Problems on Material and Labour Variances (Excluding Mix and Yield Variances)

Skill Development:

1. Collection of Financial Statements of an Organization for two years and calculating GPR/NPR/Current Ratio/Liquidity Ratio/Debt-Equity Ratio.
2. Identifying Fixed and Variable Cost components from the Financial Statements Collected.
3. Calculation of Contribution / P/V Ratio /BEP based on the collected Financial Statements.
4. Calculation of Material Cost Variances and Labour Cost Variances using imaginary figures.
5. Preparation of Sales Budget for THREE divisions with imaginary figures.
6. Preparation of Flexible Budget with imaginary figures.

Books for Reference:

1. **Management Accounting-** Sharma and Gupta
2. **Management Accounting** -S.N.Maheshwari
3. **Management Accounting** -Saxena
4. **Management Accounting-** Goyal and Manmohan
5. **Management Accounting** -Pillai and Bhagavathi

ELECTIVE - I
ADVERTISING & SALESMANSHIP

Unit 1: Advertising - Definition, Nature, Objectives, Scope & Importance Types of Advertising – Economic & Social Implications – Ethics in Advertisement.

Unit 2: Advertising Agencies –Role & Importance - Types and Functions - Advertisement Budget -Copy Writing – Steps in Copy Writing – Advertisement Layout.

Unit 3: Advertising Media – Role of Media – Factors to be considered in the selection of Media – Various Types - Media Research and Advertising Decision.

Unit 4: Salesmanship –Meaning, Features &Importance–Types of Salesmen – Qualities of a Good Salesman - Theories of Motivation and Principles of Persuasion- Legal/Ethical Aspects and Social Responsibilities.

Unit 5: Personal Selling –Components of Personal Selling - Personal Selling Process –Locating Potential Buyers - Selling Theories- Direct Marketing.

Unit 6: Recruitment & Selection of Salesmen: Sources of Selection - Training and Supervising Salesmen - Motivating & Compensating Salesmen : Salary, Perks, Commission, Incentives, Remuneration, Awards and Rewards – Performance Evaluation of Sale force - Difference between Advertising & Salesmanship.

Skill Development:

1. Make a comparative study of advertisements of atleast four companies, describing how they overlook Ethics in Advertising
2. Rank the top ten Advertising agencies in India and explain what makes each of them top ranking.
3. Using atleast five live examples, describe how the same product can be advertised in different media.
4. Discuss the real life success stories of atleast two world famous salesmen. Explain what made them successful.
5. Describe the success story of atleast one International 'Multi Level Marketing Company'. Explain how the company has effectively carried out its direct marketing activity.
6. Briefly describe the compensation package of a salesman, taking the live example of a company of repute in India.
7. Organizing an exhibition of various Advertisements.
8. Organizing a special talk on "Advertising " by inviting a person from Advertising Agency and writing a report on it.

Books for Reference:

Sales Management - Cundiff, Still and Govoni

Selling: Principles and Practices- Richard Buskirk and Bruce Buskirk

Salesmanship and Advertisement - Dawar S.R

Advertising Management – P. K. Agarwal

Advertising Management – Rathore

Theory and Practice of Advertising Management – Chunawala

Advertising Management and Sales promotion – M. N. Mishra

Contemporary Advertisement – Willams F and Arenus