



Bachelor of Commerce

SEMESTER VI

1. Company Laws*
2. Quantitative Techniques
3. Principles and Practices of Auditing
4. Business Statistics
5. Elective I- Advanced Financial Management
6. Elective II- Retail Marketing

BUSINESS STATISTICS

Unit 1: Meaning and Definition of Statistics –Functions-Limitations –Collection of data – Methods of collecting primary data and sources of secondary data- Classification and Tabulation.

Unit 2: Averages – Arithmetic Mean –Median – Quartiles – Mode – Histograms and Ogive curves. Dispersion – Quartile Deviation – Standard Deviation and their Co-efficient of variation.

Unit 3: Skewness – Karlpearson’s and Bowley’s Co-efficient of Skewness.

Unit 4. Correlation – Karl Pearson’s Co-efficient of Correlation. Spearman’s Rank Correlation. Regression –Formation of Regression equation and estimation.

Unit 5: Statistical decision theory – Meaning- Pay off Table – Expected monetary values and expected values of perfect information.

Skill Development:

1. Preparation of Histogram and location of mode in particular case.
2. Location of Median and Quartiles with the help of Ogive in a practical case.
3. Collect the data about share prices of two companies and discuss their stability.
4. Ascertain Rank Correlation in practical case.
5. Prepare a blank table to show the students strength of your college (Sex, Course, Class)

Books for Reference:

1. **Statistical Methods:** S P Gupta
2. **Practical Statistics :** R S N Pillai and Bhagavathi
3. **Practical Statistics :** S C Gupta

4. **Business Statistics:** G. C. Beri Tata McGraw Hill
5. **Business Statistics:** J K Sharma, Pearson Education
6. **Statistical Methods in Business and Social Science:** Shenoy and Pant, Macmillan
7. **Fundamentals of Statistics:** Goon, Gupta and Dasgupta, The World Press
8. **Statistics for Management,** R. I. Levin and D.S. Rubin Prentice Hall
9. **Fundamentals of Statistics ;** S.C.Gupta, Himalaya Publishing House
10. **Statistical Methods :** P.Gupta Sultan Chand and Sons

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COMPANY LAW

Unit 1: Meaning and definition of Company-Features of Company - Corporate Personality-Lifting the corporate veil-Types of Companies

Unit 2: Brief study of the provisions of Company Law regarding appointment, qualification, rights and duties of a company secretary.

Unit 3: Formation of a company: promotion- contract of promoters, incorporation, Capital subscription, Commencement of business-Basic documents: Memorandum of association, Articles of Association.

Unit 4: Prospectus and statement in lieu of prospectus – Liabilities for making mis-statements in prospectus; Issue of shares- Types of shares-legal provisions; Listing of Shares.

Unit 5: Company Meetings and -Types-Provisions and procedures of conducting Board of directors meeting, statutory meeting, Annual general meeting and Extra-ordinary general meeting-agenda, Quorum, resolutions, minutes, proxy and chairman of the meeting.

Skill Development:

1. Draft any one of the document (Memorandum of Association/Share Certificate /Meeting Notice)
2. Case Study analysis and write a report on any two Case
 - (a) Soloman and Soloman Company(separate Entity)
 - (b) Daimler Company Ltd V/s Continental Tyres and Rubber Company (lifting of Corporate veil)
 - (c) Ashbury Railway Carriage Company v/s Riche (Memorandum and Articles of association)

(d)Rex v/s Kysant or Derry vs Peek (misleading Prospectus)

3. Organizing Mock meeting of Board of Director s and recording the proceedings of the meeting
4. List Guidelines with regard to listing of Securities
5. Draft a chart showing different kinds of Companies.

Books for Reference:

Company Law : K.C. Garg

Company Law : R.C. Chawla

Company Law : Vijay Gupta

Company Law : Awathar Sing

Company Law : M.C.Kuchhal

Lecture on Company Law: Shah

PRINCIPLES AND PRACTICE OF AUDITING

Unit 1: Introduction; Meaning and definition of auditing – nature and importance of Auditing- Objectives of Auditing-Advantages –Different types of audit - qualities of an Auditor-Audit report- Auditing in a computerized environment.

Unit 2: Audit planning and Control: Factors affecting audit planning – Audit programme - Advantages – Audit note book – Appointment of a company auditor – Qualifications, Disqualification – Rights and duties of a company Auditor.

Unit 3: (a) Internal check and internal control – Meaning and objectives- internal check for various transactions – Limitation of Internal control. (b) Vouching – Meaning and importance – vouching of cash transactions.

Unit 4: Verification and valuation of liabilities: Meaning-Problems in valuation of assets verification and valuation of some assets and liabilities,

Assets: (a) Goodwill (b) Stock in trade (c) Investment

Liabilities: (a) Capital (b) Sundry creditors (c) Debentures

Unit 5: Audit of different types of organizations:

- (a) Audit of Government accounts
- (b) Audit of Joint stock companies

Skill Development:

1. Collect a blank voucher and fill with imaginary figures.
2. Prepare a audit programme assuming you are a company auditor
3. Prepare a audit report of a banking company with imaginary figures.
4. List any five auditors in your area and give their address
5. Visit a Co-operative bank and collect a audit report
6. Write points to be noted at the time of audit in the audit note book
7. Organize a talk by an auditor and write a report on the talk.

Books for Reference:

1. **Practical Auditing** - B.N.Tandon and others
2. **Practical Auditing** – Spices and Pegler
3. **Auditing** – T. R Sharma
4. **Auditing** – Jagadeesh Prakash

5. **Principles of Auditing** – Rick Hayers and Others
6. **Principles of auditing** – R.G. Saxena
7. **Fundamentals of Auditing** – Kamal Gupta

QUANTITATIVE TECHNIQUES

Unit 1: Sets Theory: Meaning-Types & Operations on Sets; Application of Venn diagram to represent problems on sets.

Unit 2: Permutations and Combinations: Fundamental principles of counting, Factorial n , Permutation – Linear & Circular permutation; Combination-Application problems by using Permutation and Combination formula.

Unit 3: Matrices and Determinants: Meaning and Types of Matrices- Matrix Operation-addition, Subtraction & Multiplication of Matrices. Determinants of a Matrix and its evaluation; Solutions of Linear equations by using Cramer's rule.

Unit 4: Linear Programming: Meaning-Concepts and Assumptions of Linear Programming Problem. Methods of solving Linear Programming Problem, Application of Linear Programming Problem (Graphical Method only).

Unit 5: Probability: Meaning and Definition of Probability- Terminology used in probability (Events, Random experiment, Trial, Sample Space). Notations of probability-terms in set theory

– Probability laws – addition & multiplication theorem. Application of Binomial theorem in computation of probability.

Skill Development:

1. Drawing a Venn Diagram to represent problems on sets
2. Application Problems on Linear Permutation
3. Application Problems on Combination formula
4. Application of Matrix algebra to solve business problems
5. Representation of LPP by Drawing a Graph
6. Application problems on Probability

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. **Quantitative Technique:** Sathish Chandra Srivastav

RETAIL MARKETING

Unit 1: Introduction to Retail Marketing – Meaning, Nature, Classification - Factors Influencing Retailing - Functions of Retailing - Retail Environment – the growing importance of Retail Industry - Retail as a Career.

Unit 2: Retail Organization - The changing structure - Classification of Retail Units - Retail Formats: Corporate chains, Retailer Cooperatives and Voluntary systems,

Departmental Stores, Discount Stores, Super Markets, Mega Markets, Malls, Warehouse Clubs.

Unit 3 : Consumer behavior in the retail context - buying decision process – its implication for retail management

Unit 4 : Retail Marketing Mix –Merchandise Management –Variety of Merchandising Mix – Merchandising Private Brands – National brands - Pricing and Promotion in Retail Marketing- Concept of Life cycle in Retail - - Retail Models and Theory of Retail Development - Business Models in Retail.

Unit 5 : Stores Location & Layout – Interior & Exterior Design –Store Management - Responsibilities of Stores Manager - Store Security - Store Record &Accounting System - Material Handling in Stores -Parking Space Problem at Retail Centers

Unit 6 : Emergence of Organized Retailing - Traditional and Modern retail formats in India - Retailing in Rural India - Environment and Legislation For Retailing - FDI in Retailing - Consumerism and Ethics in Retailing – International retail structures – Future of Retailing.

Skill Development:

1. Enumerate and Describe the various Retail Marketing Establishments in your area,
2. Prepare an album with photographs of Super Markets and Mega Markets in your area.
3. Visit a Shopping Mall in your area and take a survey of the behavior of 10 customers visiting the mall on a particular day towards a product of your choice.
4. Make a comparative study of pricing and promotion activities carried out by retail outlets in your area for atleast five products
5. Describe the Layout of a Mega Market in your area and make suitable suggestions for change if required.
6. Do you think that retail outlets in your area are failing to uphold ethics in retailing ? Discuss with examples.
7. Arrange for a talk on Retail Marketing by inviting CEO of any Mall or Manager of a firm.

Books for Reference:

The Art of Retailing : A. J. Lamba

Retailing Environment - Andrew J. Navman and Peter Cullon

Retail Management : Barry Berman

Retailing Management - SwapanaPradhan

Retailing - Patrick M. Nunne, Robert F. Lusch and David A Griffith

Retail Marketing Management - Dravid Gilbert

Marketing Strategy - A. Nag.

Principles of Marketing - Sherlekar, Dr. K. NirmalaPrasand and S.A. Salvardine
Victor.

ELECTIVE - II ADVANCED FINANCIAL MANAGEMENT

Unit 1: Time Value of Money - Meaning – Future Value of Money – Simple and Compound Interest – Calculation of SI and Future Value – Calculation of SI Rate – Calculation of amount of Equal Loan Installment – Calculation of Present Value and Equal Loan Installment under Compound Interest – Calculation of Effective Rate of Interest – Annuity and Sinking Fund.

Unit 2: Lease Financing – Meaning of Lease, Lessor, Lessee, Lease Rentals, Lease Term and Lease Financing. Classification of Lease – Finance Lease – Operating Lease – Debt Financing VS Lease Financing – Calculation of Present Value of net Cash Outflows After Tax (COAT) under Debt Financing and Lease Financing.

Unit 3: Cost of Capital – Meaning – Components – Relevance of Cost of Capital in Decision Making – Determination of Cost of Capital – Cost of Debt – Cost of Preference Share – Cost of Equity Share – Cost of Retained Earnings – Weighted Average Cost of Capital.

Unit 4: Leverage Analysis – Meaning – Risk, Business Risk and Financial Risk – Operating Leverage – Financial Leverage – Trading on Equity – Combined Leverage – Meaning and Calculations – Choice of Financial Plan.

Unit 5: Capital Structure – Meaning – Optimum Capital Structure – Features of Appropriate Capital Structure – Factors Determining the Capital Structure – NI Approach – NOI Approach – M M Approach – Determination of Optimal Debt – Equity Mix.

Unit 6: Dividend Decision – Meaning of Dividend, Dividend Decision, Dividend Policy – Objectives of Dividend Policy – Determinants of Dividend Policy – Walter’s Model of Dividend Policy – Gordon’s Model of Dividend Policy – Modigliani and Miller’s Hypothesis (Dividend Relevance).

Skill Development:

1. Calculation of Equal Loan Installment Amount under Simple Interest and Compound Interest with imaginary figures.
2. Calculation of Present Value of Net Cash Outflows after Tax under Debt Financing and Lease financing with imaginary figures.
3. Determination of Cost of Capital with due consideration to various components of Cost of Capital.
4. Determination of Capital Structure under NI Approach and NOI Approach with imaginary figures.
5. Determination of Optimal Debt –Equity Mix with imaginary figures.

Books for reference:

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| 1. Financial Management | I.M.Pandey. |
| 2. Financial Management | Ravi Kishore |
| 3. Financial Management | Dr.V.R.Palanivelu |
| 4. Financial Management | Kulkarni |