

SCHEME AND SYLLABUSES FOR VARIOUS JOB ORIENTED COURSES
AT B.A. LEVEL

B.A. (MARKETING) Job Oriented Courses

Scheme of Examinations

A student opting for B.A. (Marketing) will be required to study four papers in all. The papers of Hindi and English shall be compulsory and the syllabuses for the same will be the same as prescribed for other students of B.A. In addition the student is required to study the paper of Marketing in each of the six semesters. The Student will have the choice to opt either Commerce Papers or Economics papers as fourth paper in each semester. The syllabuses for economic paper shall be the same as prescribed for other students of B.A

B.A.(COMMERCE)I SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
MKT-1.2	PAPER-IV	COMMERCE (ELEMENTS OF COMMERCE)-I BUSINESS STUDIES-I	20	80
		OR		
		ECONOMICS*	20	80

B.A. (COMMERCE) II SEMESTER

PAPE R	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
MKT-2.2	PAPER-IV	COMMERCE (ELEMENTS OF COMMERCE)-II BUSINESS STUDIES-II	20	80
		OR		
		ECONOMICS*	20	80

B.A. (COMMERCE) III SEMESTER

PAPE R	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
MKT-3.2	PAPER-IV	COMMERCE (BASICS OF ACCOUNTING)-I FINANCIAL ACCOUNTING-I	20	80
		OR		
		ECONOMICS*	20	80

B.A. (COMMERCE) IV SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
MKT-4.2	PAPER-IV	COMMERCE (BASICS OF ACCOUNTING)-II FINANCIAL ACCOUNTING-II	20	80
		OR		
		ECONOMICS*	20	80

B.A. (COMMERCE) V SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
MKT-5.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)-I BUSINESS MANAGEMENT-I	20	80
		OR		
		ECONOMICS*	20	80

B.A. (COMMERCE) VI SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
MKT-6.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)-II BUSINESS MANAGEMENT-II	20	80
		OR		
		ECONOMICS*	20	80

*THE SYLLABUSES AND NOMNCLATURE OF THESE PAPERS WILL BE THE SAME AS PRESCRIBED FOR OTHER B.A. STUDENTS

B. A. I
(First Semester)
PAPER CODE : MKT-1.2

Commerce (Elements of commerce)-1

Business studies-1

Max. Marks: 80

Internal Assessment: 20 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.

Unit-I

Nature and Purpose of Business

Concept and Characteristics of Business, Objectives of Business, Classification of Business Activities, Industry: Meaning and Types, Commerce, Business Risk

Forms of Business Organizations –sole proprietorship, partnership firm, joint stock companies, cooperative societies, joint Hindu family business.

Unit-II

Private, Public and Global Enterprises

Role of Private Sector Vs. Public Sector Since Independence

Forms / Types of Public Sector Enterprises

Multinational Companies / Global Enterprises

Joint Venture

Business Services

Meaning

Characteristics / Features / Nature of Services

Classification or Types of Services

Unit-III

Emerging Modes of Business

Introduction

Meaning and Scope of E-Business E-

Business v/s E-Commerce

Opportunities or Benefits of E-

Business Resources Requires for

Successful Security Problems Related

to E-business On-Line Transactions

Limitations of E-Business

E-Business v/s Traditional Business

Outsourcing of Services

Social Responsibilities of Business & Business Ethics

Introduction

Concept of social Responsibility

The Case for Social Responsibility

The case Against Social Responsibility

Social Responsibility Towards Different Interest Groups

Business and Environment Protection

Business Ethics

Unit-IV

Business Risk- nature and causes of business risk, insurable and non insurable risks.

Type

of Insurance-Fire and Marine

Physical Distribution-Transportation, storage and warehouse

SUGGESTED READINGS:

Principles and practice of commerce, C.L.Chaturvedi, L.N.Aggarwal, Mahavir Book Depot.

Element of modern commerce, Yadukul Bhushan, Om Prakash Aggarwal, Sultan chand & sons

NCERT books

B. A. I (Second Semester)
PAPER CODE : MKT-2.2

Commerce (Elements of Commerce)-1I Paper-business studies-1I

Max. Marks: 80

Internal Assessment: 20 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.

Unit-I

Formation of a Company

Joint Stock Company

Promotion, Important documents Used in the Formation of a Company

Unit-II

Sources of Business Finance

Meaning

Nature and Significance of Business Finance

Types of Business Finance

Sources of Finance

Methods of Raising Finance

International Sources of Finance

Factors Kept in Mind before Selecting a Suitable Source of Business Finance

Small Business

Introduction

Characteristics / Features of Small Scale Industry

Role of Small Business in India / Scope for Setting up Small Scale Business

Role of Small Business in India Problems of

Small Business in India Government

Assistance and Special Schemes

Unit-III

Internal Trade

Meaning

Main Features of Internal Trade

Types of Internal Trade

International Business

Meaning

Nature of External Trade / International Business

Importance of External Trade

Basic Information about ways of Entering into International Business

Modes of Entry into International Business

India's Place in World Business

Export Procedure

Import Procedure

Export-Import Documents

Important Terms used in External Trade

Export Promotion Measures

International Trade Institutions and Agreements

Unit-IV

Financial Institutions:

Objectives and functions of IEC, ICICI, AND IDBI, COMMERCIAL BANKS

SUGGESTED READINGS:

Principles and practice of commerce, C.L.Chaturvedi, L.N.Aggarwal, Mahavir Book Depot.

Element of modern commerce, Yadukul Bhushan, Om Prakash Aggarwal, Sultan chand & sons

NCERT Books

B. A.- II (Third Semester)
PAPER CODE : MKT-3.2

Commerce (Basics of Accounting)-1

Financial accounting-1

Max. Marks: 80

Internal Assessment: 20 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.

Unit I

Accounting-Meaning, Objectives, Accounting as Source of Information, Internal and External Users of Accounting Information and their Needs.

Qualitative Characteristics of Accounting Information-Reliability, Relevance, Understandability and Comparability .

Unit II

Accounting Principles-Meaning and Nature

Accounting Concepts-Entity, Money Measurement, Going Concern, Accounting Period,

Cost Concept, Dual Aspect. Revenue Recognition (Realization), Matching, Accrual, Full

Disclosure, Consistency, Conservatism, Materiality .

Unit III

Accounting Standards-Concept.

Process of Accounting-From Recording of Business Transactions to Preparation of Trial

Balance.

Bases of Accounting-Cash Basis, Accrual Basis.

Unit IV

Voucher and Transactions-Origin of Transactions-Source Documents and Vouchers, Preparation of Accounting Vouchers; Accounting Equation Approach-Meaning and Analysis, Accounting Equation: Rules of Debit and Credit.

Recording of Transactions-Books of Original Entry-Journal, Special Purpose Books:

(i) Cash Book-Simple, Cash Book with Bank Column and Petty Cash Book (ii)

Purchases Book, Sales Book, Purchase Returns Book, Sales Returns Book; Ledger-

Meaning, Utility, Format; Posting from Journal and Subsidiary Books; Balancing of Accounts. Bank Reconciliation Statement-Meaning, Need and Preparation, Corrected Cash Book Balance.

Suggested Readings:

1.Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons., New Delhi.

2.Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back, Noida.

3.Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company, New Delhi.

B.A.-II (Fourth Semester)
PAPER CODE : MKT-4.2

Commerce- (Basics of Accounting) –II Financial Accounting –II

Internal Assessment-20 Marks

Max Marks-80 Marks

Time: 3Hrs. Theory Paper

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.

Unit-I

Journalizing, Posting
and Preparation of trial balance.

Unit-II

Capital and revenue items; Reserves and Provisions, Rectification of errors,

Unit-III

Final
Accounts with adjustments.

Unit-IV

Depreciation: Meaning, Causes and Methods, Accounting for non-profit organizations.

Suggested Readings:

- 1.Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons., New Delhi.
- 2.Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back, Noida.
- 3.Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company, New Delhi.

B. A.-III (Fifth Semester)
PAPER CODE : MKT-5.2

Commerce-(Principles of management)-I Business management-I

Internal Assesment-20 Marks

Time: 3Hrs.

Max Marks-80 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.

Unit-I

Business: concept, nature and spectrum of business activities, business system, business objectives.

Unit-II

Management: Introduction, concept, nature, process and significance; Development of Management Thought; Classical and Neo-Classical systems,

Unit-III

Planning: concept, types and process, Decision Making: concept and process, Management by Objectives,

Unit-IV

Organizing: concept, nature, process and significance; Authority and Responsibility relationship; Centralization and Decentralization;

Suggested Readings:

1. Druker. Peter F. Management Challenges for the 21st century; Butter worth Heinemann Oxford.
2. Wehrich and Koontz, O. Donnel: Essential of Management Tata Mc Graw Hill, New Delhi.
3. Parsad L. M., Principles and Practice of Management.: Sultan Chand and Sons.

B.A.-III (Sixth Semester)
PAPER CODE: MKT-6.2

Commerce-(Principles of Management)-II Paper: Business Management -II

Internal Assessment-20 Marks

Time: 3Hrs.

Max Marks-80 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.

Unit-I

Staffing: concept, nature and scope, Matching job and people; Recruitment; Selection and Training of employees.

Unit-II

Motivation and Leadership: Motivation-concept, Theories-Maslow, Herzberg, Megregor and Quchi; Financial and Non-Financial Incentives. **Leadership:** concept and Leadership Theories.

Unit-III

Communication and Control: Communication Concept, Nature, Types and Process, Barriers and Remedies.

Control: Concept, Process and Techniques

Unit-IV

Management of Change: Concept, Nature and Process of Planned Change: Resistance to Change;

Suggested Readings:

1. Druker. Peter F. Management challenges for the 21st century; Butter worth Heinemann Oxford.
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2. Wehrich and Koontz, O. Donnel: Essential of Management. Tata McGraw Hill, New Delhi.
3. Parsad L. M., Principles and Practice of Management.: Sultan Chand and Sons