



Faculty of Commerce, Lucknow University B.Com. Part-III (Syllabus)

Paper : Insurance Law and Accounts	
Unit –I	Introduction to Insurance: Purpose and need of insurance, Insurance as a social security tool; Insurance and economic development, Fundamentals/ Principles of Insurance. Contract of Insurance.
Unit –II	Life Insurance – Principles and practice of life assurance. Life assurance contract, their nature and characteristics, Parties to the contract and their rights and duties. Conditions and terms of policy. Nominations and Assignment Practice in connection with collection of premium, revivals, loans, surrenders, claims, bonuses and annuity payments, Mortality Table.
Unit –III	Fire Insurance - The basic principles of Fire Insurance contracts. Fire Policy, conditions, Assignment of Policy, Claims. Marine Insurance – General Principles – Insurable interest and value disclosure Marine Policy and their conditions, Premium double insurance: assignment of policy warranties the voyage, Loss and abandonment: partial losses and particular charges; salvage; total losses and measures of indemnity, Subrogation.
Unit –IV	Insurance Intermediaries – Agents and Procedure for Becoming and Agent: Pre requisite for obtaining a license: Duration of license; Cancellation of license, Revocation of suspension/ termination of agent appointment; Code of conduct; Unfair practices, Insurance Accounts – Life Insurance and General Insurance Company.
	Books Recommended: <ol style="list-style-type: none"> 1. Young – Insurance 2. S.K. Shukla & Ram Milan – Insurance Law & Accounts (Hindi & English) 3. Huebner – Life Insurance 4. Leigh – A Guide of Life Insurance 5. Maclean – Life Insurance 6. Godwin – Principles and Practices of Fire Insurance 7. Bal Chand – Bima Ke Prambhikh Prakaran 8. Insurance Act 1938 9. Taylor and Tylor – From Proposal to Policy.
Paper : Income Tax Law and Accounts	
Unit – I	Basic Concepts : Income, agricultural income, casual income, assessment year previous year, gross total income, total income person. Tax evasion, avoidance and tax planning. Basic of Charge; Scope of total income, residence and tax liability, income which does not form part of total income. Deduction from Gross total income.
Unit-II	Head of the Income: Salaries; Income from house property; Profit and gains to business or profession. Capital gains; Income from other sources.
Unit-III	Computations of total income of an individual, H.UF and firm.
Unit-IV	Deemed income: Aggregation of Income, Set-off and carry forward of losses; Tax Authorities; Assessment procedures.
	Books Recommended: <ol style="list-style-type: none"> 1. Shukla S.K. – Direct Tax : Laws and Accounts (Hindi & English) 2. Singhanai V.K. – Students, Guide of Income Tax, Taxman, Delhi 3. Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi 4. Mehrotra, H.C. – Income Tax Law & Accounts; 5. Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi 6. Grish Ahuja & Ravi Gupta, Syystematic approach to income tax, Sahitya Bhawan publication, New Delhi.
Paper : Contemporary Audit	
Unit –I	Introduction: Meaning and objectives of auditing : Types of audit; Internal audit. Audit Process: Audit programme; Audit and books; Working papers and evidences; Consideration for commencing an audit; Routine checking and test checking. Internal Check System: Internal Control.
Unit –II	Audit Procedure: Vouching; Verification of assets and liabilities. Audit of Limited Companies: Company auditor- Appointment, powers, duties, and liabilities.
Unit –III	Auditing Standards – Appointment, power, duties and liability of Auditor. Broad Outlines of Company audit and auditor's report. Special audit – Banking companies, Educational Institutions, Insurance companies. Investigation, Audit of non profit organisation, Divisible Profit & Dividend.
Unit –IV	Recent Trends in Auditing – Nature and significance of cost audit; Tax audit, Management audit, Computerised Audit.
	Books Recommended: <ol style="list-style-type: none"> 1. Spicer and Peglar – Practical Auditing 2. Batliboi – Principles and Practice of Auditing 3. Irish – Auditing 4. Depaula, E.R.M. – Principles of Audit.
Paper : Indian Economic Structure	
Unit –I	Nature of Indian Economy, Features of a developing economy. Characteristics and problems of Indian Economy. Objectives of economics planning in India. India's five year plans – Achievements and failures. Indian agriculture – Its features and problems. Agricultural development in planned era. Green revaluation, Agricultural marketing, Rural poverty and indebtedness. Rural industrialisation. Rural Development programmes. Cooperative movement.
Unit –II	Population growth and population explosion. Population policy and programmes. Problem of unemployment. Forms of unemployment. Employment programmes and poverty alleviation.
Unit –III	Large scale, small scale and cottage industries. Industrial development during five year plans. Public sectors and private sector. Industrial relations. Industrial policy. Industrial Sickness, Industrial finance. Money Market and Capital Market structure. Capital Formation, Indian Money Market and Fiscal policies, Deficit financing and its implications.
	Books and Reports :

	<ol style="list-style-type: none"> 1. Agarwal, A.N. – Indian Economy 2. Datta and Sundaram – Indian Economy 3. Misra S.K. and Puri V.K. – Indian Economy 4. Gupta N.S. Industrial Economy of India 5. Mishra R.P., – Rural Development 6. Government of India – Five year plans 7. Government of India – Economy Survey 8. Reserve Bank of India – Annual Reports on Currency & Finance.
	Paper :Marketing, Practice and Finance
Unit I	Introduction: Nature and scope of marketing; Importance of marketing as a business function and in the economy; Marketing concepts- traditional and modern; Selling Vs. Marketing; Marketing mix; Marketing environment.
Unit-II	Consumer Behaviour and Market segmentation; Nature, scope and significance of consumer behaviour; Market segmentation Concept and importance; basis for market segmentation Promotion; Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman.
Unit-III	Product: Concept of product, consumer and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales service; Product life cycle concept. Price: Importance of price in the marketing mix; Factors affecting price of a product / service; Discounts and rebates.
Unit-IV	Distribution Channels – concept and role; Types of distribution channels; factors affecting choice of a distribution channel; Retailer and wholesale; physical distribution of goods; Transportation; warehousing; inventory control; order processing.
	Books Recommended: <ol style="list-style-type: none"> 1. Marketing Fundamentals – A Contemporary Insight – Prof. A. Chatterjee & Dr. R.K. Chaturvedi 2. Agarwal, R.L. & Agarwal, D.P. – Viparan Ke Sidhant Tatha Neetiyam 3. Gupta, A.P. – Bharat Mein Viparan Ke Sidhant Thata Vyohar 4. Gupta, A.P. – Marketing of Agricultural Produce in India 5. Varshney, R.L. & Gupta, S.P. – International Marketing Managment 6. Kotler, Phillip – Marketing Management Analysis Planning and Control.
	Paper : Macro- Economics
Unit-I	Concept – Definition and scope of Macro-Economics, Statics and Dynamics, The Circular flow of Income. The Analysis and Measurement of Economic Activity – National Income Accounting – Concept and Definitions of National Income. Various component of National Income, Methods of Measurement of National Income and Welfare.
Unit – II	The consumption function – The Keynesian Consumption Function, Relative Income Hypothesis, Permanent Income Hypothesis Multiplier and the Process of Income – Propagation. The investment function – Autonomous and Induced investment. Government and the Theory of Income Determination – Government Purchases and Income, Taxes and Equilibrium level of Income, Tax Multiplier. Determination of the Equilibrium Level of Income – The Simple Keynesian Model.
Unit –III	Marginal Efficiency of Capital, Relation between MEC and MEI. The Derivation and Shift in IS and LM Curves, the Interaction between IS and LM Curves. The Acceleration Principle. Theories of Employment – Say's Law of Market and Classical Theory of Employment, Saving Investment Analysis. An outline of Keynesian Theory of Employment.
Unit-IV	Theory of Inflation – Concepts of Inflation, Inflationary Gaps Demand Pull and Cost Push Inflation. The Philips Curve, Effects of Inflation, Anti-Inflation Policies – Monetary and Fiscal Policies. Fluctuation and Growth – Hawtrey, Hayek, Schumpeter, Samuelson, Hicks. Theories of population – Malthusian Theory and Theory of Optimum Population.
	Books Recommended: <ol style="list-style-type: none"> 1. Stonier and Hague – A text – book of economic theory. 2. Deruburg and Dougal, M.C. – Macro Economics 3. Acklay, G. Macro Economic. 4. Carl Schapiro – Macro Economic Theory 5. Jha Raghbendra – Contemporary Macro-Economic Theory and Policy 6. Hicks JR -A
	Optional Paper : Trade of India
Unit -I	Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade with particular reference to the theory of comparative cost.
	Trade : Terminology and abbreviations. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh.
Unit-II	Foreign Trade of India – Brief history before independence Recent trends in India's Foreign Trade. Composition of Imports

	and Exports – Changes during planning period. Important items of imports and exports.
Unit –III	Direction of India's Foreign Trade – Changes in Directional pattern during planning period. India's Major trading partners. State trading Organisations, Financing of India's foreign trade role of EXIM, Bank ECGC and other institutions in financing of foreign trade, STC MMTC.
Unit –IV	Trade Policy in India – General Developments during planning period. Import substitution and Export promotion. Recent changes in trade policy, Trade agreements – Bilateral and Multilateral Trade Agreements. GATT & UNCTAD.
	India's Balance of Trade and Balance of Payments – Trends during planning period. Problems of Bot, BOP and corrective measures.
	Books Recommended: 1. Bhagwati J. Srinivasan – T-Foreign Trade regimes and Economics development 2. Plaekar – Trade of India 3. Salvi P.G. – New Directions on India's Trade policy. 4. Chereenilam F. – International Trade Export Manager 5. Singh, M – India's Export trends 6. Varshney R.L. – India's Foreign Trade
Optional Paper : Applied & Business Statistics	
Unit-I	Statistical System in India- Indian Statistical Machinery – Organisation at Central State level, National Sample Survey – Design and Technique. Agricultural Statistics in India – Nature of Crop estimates, estimation of Area and yield, Industrial Statistics, Annual Survey of Industries. Statistics of Prices, Wage, Trade and Transport.
Unit –II	Population statistics – Vital statistics, Computation of birth, death and survival rates. Methods of population projection. Population census in India.
Unit –III	Analysis of Time series – Trend Measurement Different Method of Computing Seasonal Indices. Cyclical and Irregular-Fluctuations.
Unit –IV	National Income Statistics: Methods of Measuring National Income and Related Aggregates. Statistical Quality Control Construction and uses of control charts, Business forecasting – Tools and methods; Pareto and Lorenz curves; Construction of Life Tables.
	Books Recommended 1. Elhance, D.N. : Indian Statistics 2. Gupta, S.P. : Statistical Methods 3. C.B. Gupta – Statistical Methods 4. Asthana and Srivastava – Applied Statistics in India 5. Irving Fisher- Making of Index Number 6. Abrar Anjum – Applied and Business Statistics.
Optional Paper : Law and Practice of Banking	
Unit-I	The Ordinary, practice of bankers with regard to the opening and conduct of banking accounts, closing of accounts. Banker and customer – General and special relations.
Unit –II	Law relating to cheques, bill of exchange and other negotiable instruments. Discounting of Bill of Exchange, the practice relating to cheques bills of exchange and other negotiable instruments.
Unit –III	Banker's credit, advance and overdrafts Traveller cheque, letter of credit, confirmed bankers credit, unconfirmed bankers credit, acceptance credits and documentary credit.
Unit –IV	Revolving credit, banker's advance against marketable securities, goods & produce, debentures and life insurance policies. Unsecured advances – guarantees, precautions/ duties of Banker.
	Books Recommended: 1. Sheldon – Practice of Banking 2. Tannan – Law & Practice of Indian Banking 3. Ghosh, Bimal – Introduction to Principles, Practice and Law of Banking 4. Guru Datt – Trends in Indian Banking – Past and Present 5. Davar – Law & Practice of Banking
Optional Paper : Development Banking	
Unit-I	1. Meaning, determinant and obstacles of economic development, sources and problems of Rural and Industrial Finance. 2. Meaning objective, characteristics and functioning of Development Banks, Difference between Commercial and Development Banks
Unit-II	1. Role of Commercial Banks in Agricultural and Industrial Finance. Terms lending operations of Land Development Banks. 2. National Bank for Agricultural and Rural Development (NABARD) – Objectives organisation and functions.
Unit-III	1. Structure of Development Banks in India, progress of these banks (terms lending institutions) and deficiencies in their working. 2. National Level Financial Corporation – IFCL, IDBI, ICICI & IRBI – their objectives functions and evaluations of performance.
Unit -IV	1. State level Financial Corporation – SFCs and SIDCs – their objectives organisations, functions and evaluations of performance. 2. Capital Market in India & Industrial Growth – Structure, present position, problems and steps taken by the government to active and Capital market.
	Books Recommended: 1. Cirvante, V.R – The Indian Capital Market 2. Dimanond, W- Development Banks 3. Dougall, H.E- Capital Market and Institutions 4. Kulshreshtha, R.S.- Financial Management.

Optional Paper : Quantitative Economics	
Unit –I	Economics of a Firm – Applications of differential calculus, cost minimization, Profit Maximization, Price – Quantity Determination, Elementary Partial Differentiation and Economic application, Partial Elasticity, Elementary Integral calculus and Economics applications.
Unit –II	Linear programming – Meaning, Application, limitation Simple formulation, Graphic method, simplex method duality.
Unit –III	Games theory – Classifying pay off matrix, principle of dominance, Strategy – Pure Strategy and mixed strategies – 2×2 and $2 \times n$ games.
Unit –IV	Decision Theory Decision making under risk, decision making under uncertainty- Maximum Criterion, Maximax Criterion, Hurwicz, criterion savage criterion, Laplace criterion Inventory Economics – Inventory costs, various inventory models – EOQ with uniform demand, production inventory model, Back-order inventory model Inventory model with quantity discount, price break approach, Re-order point safety stock and stock-outs, determining optimum safety stock levels, ABC analysis. 1. Input-Output Analysis – Meaning assumption viability of system, technological coefficient closed & open economy, determination of output labour requirement price equilibrium and value added. 2. Queue Problems – Queue discipline formulae for solving single-channel queueing problems.
	Books recommended: 1. Dewestt W.T. – Elementary Mathematics in Economics 2. Parry Lewis J – An Introduction to mathematics for students of economics 3. Mehta and Madni – Basic Mathematics for economics 4. Dufty, N.F – Managerial Economics 5. Levin and Kirkpatrick – Quantitative Approach to Management 6. Taha, R. – Operation Research and Quantitative Economics