

**John Wilson Education Society's**

**Wilson College (Autonomous)**

Chowpatty, Mumbai-400007

RE-ACCREDITED 'A' grade by NAAC

*Affiliated to the*

**UNIVERSITY OF MUMBAI**



**Syllabus for F.Y**

**Program: BAF**

**Programme Code: WUAF**

**Choice Based Credit System (CBCS) with effect from  
Academic year 2022–2023**

## PROGRAM OUTLINE 2022-2023

YEAR	SEM	COURSE CODE	COURSE TITLE	CREDITS
FY	I	WUCBAF101	Financial Accounting – I	04
		WUCBAF102	Auditing - I	04
		WUCBAF103	Financial Management – I	04
		WUCBAF104	Business Communication – I	02
		WUCBAF105	Commerce (Business Environment) - I	03
		WUCBAF106	Business Mathematics	03
	II	WUCBAF201	Financial Accounting – II	04
		WUCBAF202	Cost Accounting – I	04
		WUCBAF203	Financial Market - I	04
		WUCBAF204	Business Communication – II	02
		WUCBAF205	Business Law – I	03
		WUCBAF206	Business Economics – I	03

## PROGRAMME SPECIFIC OUTCOME (PSOs)

After completing three years course of in Accounting & Finance, the learner will be able to:

1. understand the elementary and undertake financial, managerial and operational decisions of business along with the use of available tools for adlibbing.
2. develop comprehensive knowledge in the field of Financial Accounting, Cost accounting, taxation, risk management, financial management and financial transactions will help in application to on-going events / transactions.
3. aware of the taxation system and financial system in India
4. demonstrate and consider the various allied laws applicable in respect of taxation, business ethics and surrounding economic political milieu.
5. enhance student's communication and computer skills along with use the information technology to handle various matters
6. instigate mathematically problem solving and critical-thinking to arrive at suitable decisions.
7. encourage to pursue higher studies like Chartered Accountancy, Cost Accountancy, MBA in Finance, Company Secretary, ACCA, M.Com in Accountancy, etc.

### PREAMBLE:

Wilson College

With the introduction of Choice Based Credit System (CBCS) by the esteemed University of Mumbai from academic year 2016-17, the existing syllabus of FYBAF is restructured according to the CBCS pattern.

B.A.F. programme provides learning about the subjects like financial accounting, taxation, cost accounting, information technology among others. Each year consists of two semesters. In all, the programme comprises 40 papers. The performance of the learners is evaluated through two methods: first method is the internal examination assessment of 25 marks and the second method is the external examination assessment of 75 marks.

The Department of B.A.F. aims at maintaining academic excellence and equipping students with the skills necessary to face the challenges of the business world in accounting and finance as well as all-round development of the students personality. It will give a global perspective on investment markets and asset classes, provide practical as well as theoretical knowledge on the processes and mechanics underlying investment, and build on students' existing numerical skills so that they are able to understand and practice investment-related mathematics. The reformed syllabus caters to the growing and varying needs of students to upscale and be competitive to the modernized and changing needs of business world. This program is so created to make our graduates employable with the contemporary blend of knowledge and skills along with practical exposure.

<b>PROGRAM(s): FYBAF</b>		<b>SEMESTER: I</b>			
<b>Course: Financial Accounting - I</b>		<b>Course Code: WUCBAF101</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>04</b>	<b>NA</b>	<b>NA</b>	<b>04</b>	<b>40</b>	<b>60</b>
<p><b>Learning Objectives:</b></p> <ol style="list-style-type: none"> <li>To understand the basic accounting concepts and IFRS followed in India</li> <li>To prepare the final accounts of manufacturing concerns, Trading concerns and small concerns from incomplete records.</li> <li>To understand branch accounting concepts</li> </ol>					
<p><b>Course Outcomes:</b></p> <p>After the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>understand concepts, benefits, procedures for issue of India Accounting Standards issued by ICAI in convergence with IFRS and compute the value of Inventory as prescribed under Ind AS 2 under different methodologies</li> <li>analyse and determine nature of revenue and capital expenses, revenue and capital receipts, adjustments and closing entries to ultimately prepare final accounts of proprietary manufacturing concerns</li> <li>prepare Consignment accounts in the books of both parties</li> <li>prepare and maintain accounts from incomplete records</li> </ol>					

### DETAILED SYLLABUS

<b>Course Code / Unit</b>	<b>Sub-unit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Accounting Standards Issued by ICAI and Inventory Valuation and comparison to relevant Ind AS</b>	<b>15 lectures</b>
	1.1	<ul style="list-style-type: none"> <li>Overview of Accounting Concepts and Convention</li> <li>Accounting Standards: Concepts, Benefits, Procedures for Issue of Accounting Standards</li> <li>Various AS:</li> </ul>	

		<p>AS – 1: Disclosure of Accounting Policies                      (a) Purpose (b) Areas of Policies (c) Disclosure of Policies                      (d) Disclosure of Change in Policies (e) Illustrations                      AS – 2: Valuation of Inventories (Stock)                      (a) Meaning, Definition (b) Applicability (c) Measurement of Inventory (d) Disclosure in Final Account (e) Explanation with Illustrations                      AS – 9: Revenue Recognition                      (a) Meaning and Scope (b) Transactions Excluded (c) Sale of Goods (d) Rendering of Services (e) Effects of Uncertainties (f) Disclosure (g) Illustrations                      • Inventory Valuation                      Meaning of Inventories, Cost for Inventory Valuation                      Inventory Systems : Periodic Inventory System and Perpetual Inventory System                      Valuation: Meaning and Importance                      Methods of Stock Valuation as per AS – 2: FIFO and Weighted Average Method                      Computation of Valuation of Inventory as on Balance Sheet Date: If Inventory is taken on a Date After the Balance Sheet or Before the Balance Sheet</p>	
<b>II</b>		<b>Final Accounts and Departmental Accounts</b>	<b>15 lectures</b>
	2.1	<ul style="list-style-type: none"> <li>• Capital Expenditure &amp; Revenue expenditure</li> <li>• Capital Receipts &amp; Revenue Receipts</li> <li>• Preparation of Final Accounts of Manufacturing and Trading Concerns (Proprietary Firm), Adjustments and Closing Entries</li> <li>• Departmental Accounts: Meaning, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet</li> </ul>	
<b>III</b>		<b>Consignment Accounts</b>	<b>15 lectures</b>
	3.1	<ul style="list-style-type: none"> <li>• Accounting for Consignment Transactions</li> <li>Valuation of Stock</li> <li>Invoicing of Goods at Higher Price (Excluding Overriding Commission, Normal/Abnormal Losses)</li> </ul>	
<b>IV</b>		<b>Accounting from Incomplete records</b>	<b>15 lectures</b>
	4.1	<p>Introduction, meaning, definition of Single Entry System, Advantages and disadvantages of single entry system, difference between (Incomplete record) single entry and double entry system, Statement of affairs method v. Conversion Method, Problems on Preparation of Final</p>	

	Accounts of Proprietary Trading Concern (Conversion Method)	
--	---	--

**References:**

1. Financial Accounting books from publication - Sheth, Manan Prakashan, S. Chand and Company (P) Ltd, Tata Mc. Grow Hill and Co. Ltd., Pearson, Taxmann, etc
2. Available Study Materials from ICAI



<b>PROGRAM: FYBAF</b>		<b>SEMESTER: I</b>			
<b>Course: Auditing - I</b>		<b>Course Code: WUCBAF102</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>04</b>	<b>NA</b>	<b>NA</b>	<b>04</b>	<b>40</b>	<b>60</b>

**Learning Objectives:**

1. To introduce the concept of auditing and to enable students to understand its various aspects.
2. To enable students to understand the importance of audit planning and documentation and procedures involved in audit.
3. To enable students to assess the audit techniques and the concepts of internal control and internal checks.
4. To learn the manner of couching the income and expenses as well as verify assets and liabilities
5. To enable study of audit report

**Course Outcomes:**

At the end of the course, the learner will be able to:

1. understand about the ground rules of Auditing, audit plan, audit programme, audit working papers and audit note book
2. demonstrate and use the types of audit and audit techniques to find errors and frauds while performing the audit and also perform internal checks and control in business
3. able to find the true and fair view of the position of an entity by vouching and verification
4. able to understand the position of company through the audit report

**DETAILED SYLLABUS**

<b>Course Code/ Unit</b>	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Introduction to Auditing and Audit planning</b>	<b>15 lectures</b>
	1.1	• Basics: Financial Statements, Users of Financial Information, Definition of Auditing, Objectives of Auditing - Primary and Secondary, Expression of Opinion, Detection of Frauds and Errors, Inherent Limitations of Audit	

		<ul style="list-style-type: none"> <li>• Errors and Frauds: Concepts, Reasons and Circumstances, Types of Errors -Commission, Omission, Principle and Compensating, Types of Frauds, Risk of Fraud and Error in Audit, Auditor's Duties and Responsibilities in Respect of Fraud</li> <li>• Principles of Audit: Integrity, Objectivity, Independence, Confidentiality, Skills and Competence, Materiality and Work Performed by Others, Documentation, Planning, Audit Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting</li> <li>• Types of Audit: Meaning, Advantages and Disadvantages of Balance Sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit, Annual Audit</li> <li>• Miscellaneous Advantages of Independent Audit, Qualities of Auditors, Auditing V. Accounting, Auditing V. Investigation, View the Concept True and Fair</li> <li>• Accounting Concepts Relevant to Auditing Materiality, Going Concern</li> <li>• Audit Planning Meaning, Objectives, Factors to be Considered, Sources of Obtaining Information, Discussions with Client, Overall Audit Plan</li> </ul>	
<b>II</b>		<b>Audit Procedures and Documentation</b>	<b>15 lectures</b>
	<b>2.1</b>	<ul style="list-style-type: none"> <li>• Audit Programme Meaning, Factors to be Considered, Advantages, Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before Commencing Works of Audit, Overall Audit Approach</li> <li>• Audit working Papers Meaning, Importance, Factors Determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books</li> <li>• Audit Notebook Meaning, Structure, Contents, General Information, Current Information and Importance</li> </ul>	
<b>III</b>		<b>Auditing Techniques and Audit Report</b>	<b>15 lectures</b>
	<b>3.1</b>	<ul style="list-style-type: none"> <li>• Test Check: Test Checking V. Routing Checking, Test Check Meaning, Features, Factors to be Considered, When Test Checks can be Used, Advantages, Disadvantages and Precautions.</li> <li>• Audit Sampling: Audit Sampling, Meaning, Purpose, Factors in Determining Sample Size -Sampling Risk, Tolerable Error and Expected Error, Methods of</li> </ul>	



		<p>Selecting Sample Items Evaluation of Sample Results Auditors Liability in Conducting Audit based on Sample</p> <ul style="list-style-type: none"> <li>• Internal Control: Meaning and Purpose, Review of Internal Control, Advantages, Auditors Duties, Review of Internal Control, Inherent Limitations of Internal Control, Internal Control Samples for Sales and Debtors, Purchases and Creditors, Wages and Salaries</li> <li>• Internal Checks v. Internal Control, Internal Checks v. Test Checks</li> <li>• Audit Report: Reporting requirement under the Companies Act, Qualifications in Audit Report, Disclaimers in Audit Report, Adverse Opinion, Disclosures, Reports &amp; Certificate</li> </ul>	
<b>IV</b>		<b>Vouching and verification</b>	<b>15 lectures</b>
	4.1	<ul style="list-style-type: none"> <li>• Vouching: Audit of Income : Revenue from Sales and Services, Rental Income, Interest &amp; Dividends Income, Royalties Income, Recovery of Bad debts written off, Commission Received</li> <li>• Vouching: Audit of Expenditure : Purchases, Salaries &amp; Wages, Rent, Insurance Premium, Telephone expense, Petty cash payment, Advertisement, Travelling Salesmen’s Commission, Freight Carriage and Custom Duties</li> <li>• Verification: Audit of assets : Plant &amp; Machinery, Furniture and fixtures, Accounts Receivable, Investments, Inventory, Goodwill, Patent Rights</li> <li>• Verification: Audit of Liabilities: Outstanding Expenses, Accounts Payable, Secured loans, Unsecured Loans, Contingent Liabilities, Public Deposits</li> </ul>	

**References:**

1. Finance books from publication - Sheth, Manan Prakashan, S. Chand and Company (P) Ltd, Tata Mc. Grow Hill and Co. Ltd., Pearson, Taxmann, etc
2. Available Study Materials from ICAI

<b>PROGRAM: FYBAF</b>		<b>SEMESTER: I</b>			
<b>Course: Financial Management - I</b>		<b>Course Code: WUCBAF103</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>04</b>	<b>NA</b>	<b>NA</b>	<b>04</b>	<b>40</b>	<b>60</b>

**Learning Objectives:**

1. To enable the students to understand concepts and Importance in Finance
2. To let them understand Objectives of Financial management.
3. To enable them to understand the need and Application of Financial management.
4. To learn how to calculate and understand the cost of debt and the cost of equity, weighted average cost of capital (WACC) consolidating all funding sources and ultimately cost of capital accounts for opportunity cost, risk, return, and the time value of money.
5. To provide conceptual understanding of financial leverage and operating leverage. And Assess the impact of financial leverage on the firm.

**Course Outcomes:**

After the end of the course, the learner will be able to:

1. Understand the concept of leverage, to explain various types of leverages, to understand the relationship among various leverages, to identify the reasons for occurrence of financial, operating and combined leverage, to appreciate the importance of leverage analysis in capital structure decisions, to compute various leverages using simple information
2. means of raising finance from various resources which will depend upon decision on type of source, period of financing, cost of financing and the returns thereby.

**DETAILED SYLLABUS**

<b>Course Code/ Unit</b>	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Introduction to Financial Management and Concepts in Valuation</b>	<b>15 lectures</b>
	1.1	<ul style="list-style-type: none"> <li>• Introduction, Meaning, Importance. Scope and Objectives, Profit v. Value Maximization</li> <li>• The Time Value of Money, Present Value, Internal Rate of Return, Bonds Returns, The Returns from Stocks, Annuity, Techniques of Discounting,</li> </ul>	

		Techniques of Compounding	
<b>II</b>		<b>Cost of Capital</b>	<b>15 lectures</b>
	<b>2.1</b>	• Introduction, Definition and Importance of Cost of Capital, Measurement of Cost of Capital, WACC (Including Practical Problems)	
<b>III</b>		<b>Leverage</b>	<b>15 lectures</b>
	3.1	• Introduction, EBIT & EPS Analysis, Types of Leverages: Operating Leverage, Financial Leverage & Composite Leverage, Relationship between Operating Leverage and Financial Leverage (Including Practical Problems)	
<b>IV</b>		<b>Capital Budgeting</b>	<b>15 lectures</b>
	4.1	Introduction, The classification of capital budgeting projects, Capital budgeting process, Capital budgeting techniques - Payback Period, Accounting Rate of Return, Net Present Value, The Profitability Index, Discounted Payback. (Excluding calculation of cash flow)	

**References:**

1. Finance books from publication - Sheth, Manan Prakashan, S. Chand and Company (P) Ltd, Tata Mc. Grow Hill and Co. Ltd., Pearson, Taxmann, etc
2. Available Study Materials from ICAI



<b>PROGRAM: FYBAF</b>		<b>SEMESTER: I</b>			
<b>Course: Business Communication- I</b>		<b>Course Code: WUCBAF104</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>02</b>	<b>NA</b>	<b>NA</b>	<b>02</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>• This course aims to familiarize the students with the art of communicating in the professional world.</li> <li>• The student is given in-depth knowledge of the ways and means of written and other forms of communication in the professional world.</li> <li>• An important objective of the course is to also practically train the students in the art of writing, presenting and attending an interview.</li> </ul>					
<b>Course Outcomes:</b>					
After the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> <li>1. understanding the important, characteristics and various types of communication and its barriers to overcome it</li> <li>2. enhance communication skills like writing, listening, reading &amp; speaking considering the industrial / corporate requirements</li> <li>3. develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships</li> </ol>					

### DETAILED SYLLABUS

<b>Course Code/ Unit</b>	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Theory of Communication (including Listening Skills)</b>	<b>7.5 lectures</b>
	<b>1.1</b>	<ul style="list-style-type: none"> <li>• Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world</li> <li>Impact of technological advancements on Communication</li> </ul>	

		<p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <ul style="list-style-type: none"> <li>• Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)</li> <li>• Methods of Communication: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette</li> <li>• Modes of communication: Telephone and SMS Communication, Computers and E-communication: Video and Satellite Conferencing</li> <li>• Obstacles to Communication in Business World, Problems in Communication /Barriers to Communication: Physical/Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</li> </ul>	
<b>II</b>		<b>Listening skills</b>	<b>7.5 lectures</b>
	<b>2.1</b>	<ul style="list-style-type: none"> <li>• Listening: Importance of Listening Skills, Cultivating good Listening Skills, barriers to listening, strategies for effective listening, listening in a business context.</li> <li>• Silence as a Communication Tool and its impact at workplace</li> </ul>	
<b>III</b>		<b>Business Correspondence</b>	<b>7.5 lectures</b>
	<b>3.1</b>	<ul style="list-style-type: none"> <li>• Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</li> <li>• Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</li> </ul>	
<b>IV</b>		<b>Language and Writing Skills</b>	<b>7.5 lectures</b>
	<b>4.1</b>	<p>Commercial Terms used in Business Communication</p> <ul style="list-style-type: none"> <li>• Paragraph Writing: Developing an idea, using appropriate linking devices, etc, Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</li> </ul>	

		<ul style="list-style-type: none"><li>• Activities: Listening Comprehension, Remedial Teaching, Speaking Skills: Presenting a News Item, Dialogue and Speeches, Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. Reading Comprehension: Analysis of texts from the fields of Commerce and Management</li></ul>	
--	--	--	--

**References:**

1. Books from publication - Sheth, Manan Prakasha, Vipul Prakashan, etc



<b>PROGRAM: FYBAF</b>		<b>SEMESTER: I</b>			
<b>Course: Commerce-Business Environment - I</b>		<b>Course Code: WUCBAF105</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorials (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>03</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<p><b>Learning Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand business environment globally and locally</li> <li>• Gain insight into different dimensions of Marketing</li> <li>• Understand the various concepts in Human Resource Management and its significance</li> <li>• Explore the trends &amp; challenges in Marketing and Human Resource Management</li> </ul>					
<p><b>Course Outcomes:</b></p> <p>After the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. aware of business, its environment, responsibility of businessmen towards society</li> <li>2. understand the contemporary issues and international environment.</li> </ol>					

**DETAILED SYLLABUS**

<b>Course Code/ Unit</b>	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Business and its Environment</b>	<b>11 lectures</b>
	<b>1.1</b>	<ul style="list-style-type: none"> <li>• Business Objectives, Dynamics of Business and its Environment, Types of Business Environment</li> <li>• Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis and TOWS matrix</li> </ul>	
<b>II</b>		<b>Contemporary Issues</b>	<b>12 lectures</b>
	<b>2.1</b>	<ul style="list-style-type: none"> <li>• Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit</li> <li>• Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit</li> </ul>	

<b>III</b>		<b>Business and Society</b>	<b>11 Lectures</b>
	<b>3.1</b>	<ul style="list-style-type: none"> <li>• Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate</li> <li>• Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option</li> <li>• Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986</li> </ul>	
<b>IV</b>		<b>E-Commerce</b>	<b>11 Lectures</b>
	<b>4.1</b>	<ul style="list-style-type: none"> <li>• Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce, Types of E-Commerce: Basic ideas and Major activities of B2C,B2B, C2C, Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.</li> </ul>	

Wilson College

**References:**

1. Books from publication - Sheth, Manan Prakashan, Vipul Prakashan, etc





<b>PROGRAM: FYBAF</b>		<b>SEMESTER: I</b>			
<b>Course: Business Mathematics</b>		<b>Course Code: WUCBAF106</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>03</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>This course is designed to equip the learners with mathematical and statistical techniques.</li> <li>It creates understanding in learners of data analysis and statistical concept, in order to be able to think critically about the subject.</li> </ul>					
<b>Course Outcomes:</b>					
At the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> <li>appreciate Business Mathematics concept that are encountered in the real world, understand &amp; be able to communicate the underlying business concepts</li> <li>work with simple and compound interest, annuities, trade discount, cash discount in various situations and understand the correct mathematical terminology of business</li> <li>calculate ratios, proportion and percentage, profit &amp; loss, interest and annuity for shares and mutual fund.</li> </ol>					

**DETAILED SYLLABUS**

<b>Course Code/ Unit</b>	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Ratio, Proportion and Percentage</b>	<b>11 Lectures</b>
	<b>1.1</b>	Ratio- Definition, Continued ratio, Inverse Ratio, Proportion - Continued proportion, Direct proportion, Inverse proportion, Variation - Inverse variation, Joint variation, Percentage- Meaning and computation of percentage	
<b>II</b>		<b>Profit and Loss</b>	<b>11 Lectures</b>
	<b>2.1</b>	Terms and formulae, Trade discount, Cash discount, problems involving cost price, selling price, trade discount, cash discount. Introduction to Commission and	

		brokerage – problems on commission and brokerage	
<b>III</b>		<b>Interest and Annuity</b>	<b>11 Lectures</b>
	<b>3.1</b>	Simple interest, compound interest, Equated monthly instalments, reducing balance and flat rate of interest, Annuity immediate- present value and future value, Stated annual rate and effective annual rate	
<b>IV</b>		<b>Basic Statistical Techniques</b>	<b>12 Lectures</b>
	<b>4.1</b>	<ul style="list-style-type: none"> <li>• Measures of Central Tendencies: Definition of Average, Types of Averages: Arithmetic Mean, Median, and Mode for grouped as well as ungrouped data. Quartiles, Deciles and Percentiles. Using Ogive locate median and Quartiles. Using Histogram locate mode. Combined and Weighted mean.</li> <li>• Measures of Dispersions: Concept and idea of dispersion. Various measures Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Combined Variance.</li> <li>• Correlation Analysis: Meaning, Types of Correlation, Determination of Correlation: Scatter diagram, Karl Pearson's method of Correlation Coefficient (excluding Bivariate Frequency Distribution Table) and Spearman's Rank Correlation Coefficient.</li> </ul>	

**References:**

1. Mathematics books from publication – Krishna Prakashan Limited, New Central Agency Pvt Ltd, Anmol Publication Limited, etc

Course code	Practical's NA	Credits
	<b>PRACTICAL-1</b>	
<b>Unit-I</b>	NA	
<b>Unit-II</b>	NA	
<b>Unit-III</b>	NA	
	<b>PRACTICAL-2</b>	
<b>Unit-I</b>	NA	
<b>Unit-II</b>	NA	
<b>Unit-III</b>	NA	

## Modality of Assessment

### Theory Examination Pattern:

#### A. Internal Assessment- 40%- 40 Marks per paper

Sr. No.	Evaluation Type	Marks
1	<b>Written Objective Examination</b>	<b>20</b>
2	<b>Assignment/ Case study/ field visit report/ presentation/ project</b>	<b>20</b>
	<b>Total</b>	<b>40</b>

#### B. External Examination- 60%- 60 Marks per paper

##### Semester End Theory Examination:

- Duration - These examinations shall be of **two hours** duration.
- Theory question paper pattern:
  - There shall be 4 questions each of 15 marks one on each unit, subject to the weightage of the topic.
  - All questions shall be compulsory with internal choice within the questions.
  - The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

##### Paper Pattern:

Question	Options	Marks	Questions Based on
1	A)	10	Unit I
1	B)	15	
2	A)	10	Unit II
2	B)	15	
3	A)	10	Unit III
3	B)	15	
4	A)	10	Unit IV
4	B)	15	
	<b>TOTAL</b>	<b>100</b>	

**Practical Examination Pattern:****A. Internal Examination: 40%- 40 Marks**

Particulars	Paper I	Paper II
Journal	NA	NA
Experimental tasks	NA	NA
Participation	NA	NA
Total	NA	NA

**B. External Examination: 60%- 60 Marks****Semester End Practical Examination:**

Particulars	Paper I	Paper-II
Laboratory work	NA	NA
Spots/Quiz/Viva	NA	NA
Total	NA	NA

**PRACTICAL BOOK/JOURNAL**

The students are required to perform 75% of the Practical for the journal to be duly certified. The students are required to present a duly certified journal for appearing at the practical examination, failing which they will not be allowed to appear for the examination.

**Overall Examination & Marks Distribution Pattern****Semester I**

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
Practicals	NA	NA	NA	NA	NA	NA	NA

<b>PROGRAM: FYBAF</b>		<b>SEMESTER: II</b>			
<b>Course: Financial Accounting - II</b>		<b>Course Code: WUCBAF201</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>04</b>	<b>NA</b>	<b>NA</b>	<b>04</b>	<b>40</b>	<b>60</b>

**Learning Objectives:**

- Learners will understand special features and accounting treatment of Partnership business
- Learners will be able to demonstrate knowledge of preparation of Final Accounts through analysis and synthesis of information as well.
- To help the learners to identify the procedure for settlement of liabilities at the time of dissolution of firm.
- Learners will understand the entire process of amalgamation of firms and the accounting treatment of profit prior to incorporation

**Course Outcomes:**

After the end of the course, the learner will be able to:

1. convert the incomplete accounting records into complete final accounts of a Proprietary Trading Concern using conversion method
2. note the consignment transaction and prepare the consignment accounts that performs valuation of stock, invoicing of goods at higher price and determination of profit/ loss on consignment
3. do the accounting for dependent branch under two methods – (a) debtors (b) Stock and Debtors Method for determining the profit / loss thereon
4. aware about the new concept of loss of Stock by Fire and ascertain the amount of Claim as per the Insurance Policy

**DETAILED SYLLABUS**

	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Branch Accounts</b>	<b>15 Lectures</b>
	<b>1.1</b>	Meaning / Classification of Branches, Accounting for Dependent Branch Not Maintaining Full Books: Debtors Method and Stock and Debtors Method, Branch Trading Profit & Loss Account	
<b>II</b>		<b>Fire Insurance Claim</b>	<b>15 Lectures</b>

	2.1	Computation of Loss of Stock by Fire, Ascertainment of Claim as per the Insurance Policy (Exclude: Loss of Profit and Consequential Loss) (Include; Insurance, Claim, Indemnity, Insurer, Insured, Sum Assured etc.) Methods: a. Loss of Stock Policy b. Loss of Profit Policy	
<b>III</b>		<b>Accounting for Co-operative Societies</b>	<b>15 Lectures</b>
	3.1	Meaning, Types of Co-operative Societies, Problems on Consumer Cooperative Societies, Credit Co-operative societies and Co-operative Housing Societies. (As per co-operative Housing societies Manual given by Govt. of Maharashtra)	
<b>IV</b>		<b>Accounting for Hire Purchase and instalment sale transaction</b>	<b>15 Lectures</b>
	4.1	<ul style="list-style-type: none"> <li>• Accounting for Hire Purchase Meaning, Calculation of Interest Accounting for Hire Purchase Transactions by Asset Purchase Method Based on Full Cash Price Journal Entries, Ledger Accounts and Disclosure in Balance Sheet for Hirer and Vendor (Excluding Default, Repossession and Calculation of Cash Price) (Include: Like Hirer, Hire Vendor, Hire Purchase, Instalment, Interest, etc.)</li> <li>• Instalment Sale Transaction: Meaning, Features, Difference between Hire Purchase and instalment sale Transaction</li> </ul>	

**References:**

1. Financial Accounting books from publication - Sheth, Manan Prakashan, S. Chand and Company (P) Ltd, Tata Mc. Grow Hill and Co. Ltd., Pearson, Taxmann, etc

## DETAILED SYLLABUS

<b>PROGRAM: FYBAF</b>		<b>SEMESTER: I</b>			
<b>Course: Cost Accounting - I</b>		<b>Course Code: WUCBAF102</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>04</b>	<b>NA</b>	<b>NA</b>	<b>04</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ol style="list-style-type: none"> <li>1. Describe the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and service businesses.</li> <li>2. Develop an understanding of cost accounting statements.</li> <li>3. Determine costs of products &amp; services and analyze the profitability of a product &amp; services.</li> <li>4. Prepare cost sheet and apply cost concepts and cost behaviours in the solving of management decision</li> </ol>					
<b>Course Outcomes:</b>					
At the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> <li>1. gain knowledge on factory effected cost and solve practical problems related to them.</li> <li>2. familiarise with the concepts and practicability of material costing, labour costing and overheads</li> <li>3. ascertain cost, fixation of selling price, proper recording and presentation of cost data</li> </ol>					

<b>Course Code/ Unit</b>	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Introduction to Cost Accounting and Cost Sheet</b>	<b>15 Lectures</b>
	1.1	<ul style="list-style-type: none"> <li>• Introduction to Cost Accounting: Evolution, Objectives and Scope of Cost Accounting, Importance and Advantages of Cost Accounting, Difference between Cost Accounting and Financial Accounting, Limitations of Financial Accounting, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on Different Bases, Cost Allocation and Apportionment, Coding System, Essentials of Good Costing System</li> <li>• Cost Sheet: Classification of costs, Cost of Sales, Cost Centre, Cost Unit, Profit Centre and Investment Centre,</li> </ul>	

		Cost Sheet, Total Costs and Unit Costs, Different Costs for different purpose Problems on preparation of cost sheet & Estimated Cost sheet	
<b>II</b>		<b>Material Cost</b>	<b>15 Lectures</b>
	2.1	• Material Cost: The Concept, Material Control Procedure, Documentation, Stock Ledger, Bin Card Stock Levels, Economic Order Quantity (EOQ)	
<b>III</b>		<b>Labour Cost</b>	<b>15 Lectures</b>
	3.1	• Labour Cost: The Concept, Composition of Labour Cost, Labour Cost Records, Overtime / Idle Time / Incentive Schemes	
<b>IV</b>		<b>Overheads</b>	<b>15 Lectures</b>
	4.1	Overheads: The Concept, Classification of overheads on different bases	

Wilson College

**References:**

1. Cost Accounting books from publication - Sheth, Manan Prakashan, S. Chand and Company (P) Ltd, Tata Mc. Grow Hill and Co. Ltd., Pearson, Taxmann, etc
1. Available Study Materials from ICMAI and ICAI





<b>PROGRAM: FYBAF</b>		<b>SEMESTER: II</b>			
<b>Course: Financial System - I</b>		<b>Course Code: WUCBAF203</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>04</b>	<b>NA</b>	<b>NA</b>	<b>04</b>	<b>40</b>	<b>60</b>

**Learning Objectives:**

- To help students to get acquainted with the Indian financial system and financial markets.
- To enable students to get basic understanding of Banking Scenario and Insurance environment in India.

**Course Outcomes:**

At the end of the course, the learner will be able to:

1. familiarize the students with the nature and scope of overall system of financial system and market
2. familiarize with basic aspects of Banking Scenario and Insurance environment in India.

**DETAILED SYLLABUS**

	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Indian Financial System</b>	<b>15 Lectures</b>
	<b>1.1</b>	<ul style="list-style-type: none"> <li>• Introduction, Meaning, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability, Role of Government in financial development, Overview of Phases of Indian financial system since independence (State Domination – 1947-1990, Financial sector reforms 1991 till Financial Sector Legislative Reforms Commission 2013), Monitoring framework for financial conglomerates.</li> <li>• Structure of Indian Financial System – Banking &amp; Non-Banking Financial Institutions, Organized and Unorganized Financial Markets, Financial Assets/ Instruments, Fund based &amp; Fee Based Financial Services.</li> </ul>	

<b>II</b>		<b>Financial Markets in India</b>	<b>15 Lectures</b>
	<b>2.1</b>	<ul style="list-style-type: none"> <li>• Indian Money Market – Meaning, Features, Functions, Importance, Defects, Participants, Components of Organized and Unorganized markets and Reforms</li> <li>• Indian Capital Market - Meaning, Features, Functions, Importance, Participants, Instruments, Reforms in Primary and Secondary Market.</li> <li>• Indian Stock Market - Meaning and functions of Stock Exchange- NSE, and BSE.</li> <li>• Equity Market – Primary Market, IPO, Book Building, Role of Merchant Bankers, ASBA , Green Shoe Option, Issue of Bonus shares, Right Shares, Sweat Equity shares, ESOP.</li> <li>• Indian Debt Market –Market Instruments, Listing, Primary and Secondary Segments</li> </ul>	
<b>III</b>		<b>Introduction to Banking and Banking Scenario in India</b>	<b>15 Lectures</b>
	<b>3.1</b>	<ul style="list-style-type: none"> <li>• Introduction to Banking, Basic Concepts: Origin, Need, Types, Scope and Functions of Banking, Need for Regulation and Supervision,</li> <li>• Banking scenario: Banking Operations, Types of accounts - Banking Services, Current Scenario, Financial Inclusion and Banking Regulations &amp; Role of RBI.</li> </ul>	
<b>IV</b>		<b>Introduction to Insurance and Insurance Business Environment in India</b>	<b>15 Lectures</b>
	<b>4.1</b>	<ul style="list-style-type: none"> <li>• Understanding Risk, Kinds of business risks, Need and Scope of insurance - Evolution of. Insurance, Principles of insurance, Types of insurance and policies, Risk and Return relationship</li> <li>• Insurance Business Environment in India: Growth of Insurance Business - Actuarial Role, Claim and Settlement Procedures, Insurance Regulations Role of IRDA.</li> </ul>	

**References:**

1. Financial Market books from publication - Sheth, Manan Prakashan, Vipul Prakashan, etc

<b>PROGRAM: FYBAF</b>		<b>SEMESTER: II</b>			
<b>Course: Business Communication - II</b>		<b>Course Code: WUCBAF204</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>02</b>	<b>NA</b>	<b>NA</b>	<b>02</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>• This course aims to familiarize the students with the art of communicating in the professional world.</li> <li>• The student is given in-depth knowledge of the ways and means of written and other forms of communication in the professional world.</li> <li>• An important objective of the course is to also practically train the students in the art of writing, presenting and attending an interview.</li> </ul>					
<b>Course Outcomes:</b>					
At the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> <li>1. understand the principles of effective presentation tools such as tables, power point presentation, etc</li> <li>2. get a better understanding in writing aspects of various formal business documents such as reports, notices, agenda, resolutions and letters of trade, inquiry, complaints, sales, RTI letter, grievance letter, etc</li> <li>3. get exposure to Group discussions and various types of mock interviews.</li> <li>4. able to analyze and understand summarisation of content and data.</li> </ol>					

### DETAILED SYLLABUS

	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Presentation Skills and Coloured Brain Communication</b>	<b>7.5 Lectures</b>
	<b>1.1</b>	<ul style="list-style-type: none"> <li>• Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation, How to make a Power-Point Presentation, Tools to make interesting Power-Point Presentation including use of hyperlinks to add video etc, Editing and converting Power-Point Presentation into video</li> <li>• Introduction to the basic of coloured brain communication and how it can impact and transform the</li> </ul>	

		way you communicate	
<b>II</b>		<b>Group Communication</b>	<b>7.5 Lectures</b>
	<b>2.1</b>	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR	
<b>III</b>		<b>Business Correspondence</b>	<b>7.5 Lectures</b>
	<b>3.1</b>	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]	
<b>IV</b>		<b>Language and Writing Skills</b>	<b>7.5 Lectures</b>
	<b>4.1</b>	Reports: Parts, Types, Feasibility Reports, Investigative Reports, Summation: Identification of main and supporting/sub points Presenting these in a cohesive manner	

**References:**

1. Communication books from publication - Sheth, Manan Prakashan, Vipul Prakashan, etc

<b>PROGRAM: FYBAF</b>		<b>SEMESTER: II</b>			
<b>Course: Business Law - I</b>		<b>Course Code: WUCBAF205</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>03</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>• Students will have a basic understanding of contracts and its importance in day to day life</li> <li>• The students will be able to identify, understand and apply the various laws applicable to individual and business concerns in the business world</li> <li>• The Students will be able to understand the rights of consumer</li> </ul>					
<b>Course Outcomes:</b>					
At the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> <li>1. get acquainted with the legal framework and legal environment of business in India.</li> <li>2. identify the fundamental legal principles behind contractual agreements</li> <li>3. apply basic legal knowledge to business transactions</li> <li>4. communicate effectively using standard business and legal terminology</li> <li>5. know the relevance of business law to individuals and businesses and the role of law in a political and social context The Indian Contract Act, 1872, Sale of Goods Act, 1930, Negotiable Instrument Act, 1881 and Consumer Protection Act, 2019.</li> </ol>					

### DETAILED SYLLABUS

	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>The Indian Contract Act, 1872</b>	<b>12 Lectures</b>
	<b>1.1</b>	Nature of Contract, Classification of Contracts, Offer and Acceptance, Capacity of Parties to Contract, Free Consents, Consideration, Legality of Object, Agreement Declared Void, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract, Indemnity, Guarantee, Bailment and Pledge, Agency	

<b>II</b>		<b>Sale of Goods Act, 1930</b>	<b>11 Lectures</b>
	<b>2.1</b>	Formation of Contract of Sale, Goods and their Classifications, Price, Conditions and Warranties, Transfer of Properties in Goods, Performance of Contract of Sales, Unpaid Seller and his Rights, Sale by Auction, Hire Purchase Agreement	
<b>III</b>		<b>Negotiable Instrument Act, 1881</b>	<b>11 Lectures</b>
	<b>3.1</b>	Definition of Negotiable Instruments, Features of Negotiable Instruments, Promissory Note, Bill of Exchange and Cheque, Holder and Holder in due Course, Crossing of a Cheque, Types of Crossing, Dishonour and Discharge of Negotiable Instruments	
<b>IV</b>		<b>Consumer Protection Act, 2019</b>	<b>11 Lectures</b>
	<b>4.1</b>	Salient Features, Definition of Consumers, Deficiency in Service, Defects in Goods	

Wilson College

**References:**

1. Law books from publication – Sultan Chand & Bros., Eastern Book company, Allahabad Law Agency, etc



<b>PROGRAM: FYBAF</b>		<b>SEMESTER: II</b>			
<b>Course: Business Economics - I</b>		<b>Course Code: WUCBAF206</b>			
<b>Teaching Scheme</b>					<b>Evaluation Scheme</b>
<b>Lectures (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorials (Hours per week)</b>	<b>Credit</b>	<b>Continuous Internal Assessment (CIA) (Marks-40)</b>	<b>Semester End Examination (Marks- 60)</b>
<b>03</b>	<b>NA</b>	<b>NA</b>	<b>03</b>	<b>40</b>	<b>60</b>
<b>Learning Objectives:</b>					
<ul style="list-style-type: none"> <li>To enhance the economic literacy and understanding of basic economic concepts.</li> <li>Emphasis is on understanding of core economic principles and how they apply to a wide range of real world issue.</li> <li>Upon completion, students can apply economic analysis to evaluate everyday problem</li> </ul>					
<b>Course Outcomes:</b>					
After the end of the course, the learner will be able to:					
<ol style="list-style-type: none"> <li>Understand the different theories in Economics</li> <li>Apply the theory in real business scenarios</li> <li>Understand and analyse economic issues and problems faced by individuals, organizations and society.</li> </ol>					

**DETAILED SYLLABUS**

<b>Course Code/ Unit</b>	<b>Subunit</b>	<b>Course/ Unit Title</b>	<b>Credits/ Lectures</b>
<b>I</b>		<b>Introduction</b>	<b>11 Lectures</b>
	<b>1.1</b>	<ul style="list-style-type: none"> <li>Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making,</li> <li>The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium</li> </ul>	
<b>II</b>		<b>Demand Analysis</b>	<b>11 Lectures</b>
	<b>2.1</b>	<ul style="list-style-type: none"> <li>Demand Function - nature of demand curve under different markets</li> </ul>	

		<p>Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts</p> <ul style="list-style-type: none"> <li>• Demand estimation and forecasting: Meaning and significance - methods of demand estimation : survey and statistical methods</li> </ul> <p>(numerical illustrations on trend analysis and simple linear regression)</p>	
<b>III</b>		<b>Supply and Production Decisions and Cost of Production</b>	<b>11 Lectures</b>
	<b>3.1</b>	<ul style="list-style-type: none"> <li>• Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale.</li> <li>• Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications)</li> </ul>	
<b>IV</b>		<b>Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition and pricing Strategies</b>	<b>12 Lectures</b>
	<b>4.1</b>	<ul style="list-style-type: none"> <li>• Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long-run equilibrium of a firm under Monopoly</li> <li>• Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising (teach using case studies from real life examples)</li> <li>• Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)</li> <li>• Pricing Strategies: Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)</li> </ul>	

**References:**

1. Economic Books from publication – Sheth, Manan Prakashan and Sultan Chand & Bros., Tata Mc. Grow Hill, etc



Course code	Practical's NA	Credits
	<b>PRACTICAL-1</b>	
<b>Unit-I</b>	NA	
<b>Unit-II</b>	NA	
<b>Unit-III</b>	NA	
	<b>PRACTICAL-2</b>	
<b>Unit-I</b>	NA	
<b>Unit-II</b>	NA	
<b>Unit-III</b>	NA	

## Modality of Assessment

### Theory Examination Pattern:

#### A. Internal Assessment- 40%- 40 Marks per paper

Sr. No.	Evaluation Type	Marks
1	Written Objective Examination	20
2	Assignment/ Case study/ field visit report/ presentation/ project	20
	<b>Total</b>	<b>40</b>

#### B. External Examination- 60%- 60 Marks per paper

##### Semester End Theory Examination:

- Duration - These examinations shall be of **two hours** duration.
- Theory question paper pattern:
  - There shall be 4 questions each of 15 marks one on each unit, subject to the weightage of the topic.
  - All questions shall be compulsory with internal choice within the questions.
  - The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

##### Paper Pattern:

Question	Options	Marks	Questions Based on
1	A)	10	Unit I
1	B)	15	
2	A)	10	Unit II
2	B)	15	
3	A)	10	Unit III
3	B)	15	
4	A)	10	Unit IV
4	B)	15	
	<b>TOTAL</b>	<b>100</b>	

**Practical Examination Pattern:**

**A. Internal Examination: 40%- 40 Marks**

Particulars	Paper I	Paper II
<b>Journal</b>	NA	NA
<b>Experimental tasks</b>	NA	NA
<b>Participation</b>	NA	NA
<b>Total</b>	NA	NA

**B. External Examination: 60%- 60 Marks**

**Semester End Practical Examination:**

Particulars	Paper I	Paper II
<b>Laboratory work</b>	NA	NA
<b>Spots/Quiz/Viva</b>	NA	NA
<b>Total</b>	NA	NA

**PRACTICAL BOOK/JOURNAL**

*Wilson College*

The students are required to perform 75% of the Practical for the journal to be duly certified. The students are required to present a duly certified journal for appearing at the practical examination, failing which they will not be allowed to appear for the examination.

**Overall Examination & Marks Distribution Pattern**

**Semester I**

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
<b>Theory</b>	<b>40</b>	<b>60</b>	<b>100</b>	<b>40</b>	<b>60</b>	<b>100</b>	<b>200</b>
<b>Practicals</b>	NA	NA	NA	NA	NA	NA	NA