

## **B.COM.**

### **SEMESTER-IV**

UG BCOM- M- T- 4

Course Title: **COST & MANAGEMENT ACCOUNTING**

Major Course; Credit-6; Full Marks- 75 (60+15)

**COURSE OBJECTIVE:** The objective is to acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting systems. Another objective is to provide knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

#### **COURSE CONTENTS:**

1. **Introduction:** Meaning and Objectives of Cost Accounting, Cost Unit, Cost Centre, Elements of Cost, Preparation of Cost Sheet (Problems), Objective, Nature and Scope of Management Accounting, Difference between Cost Accounting and Management Accounting.
2. **Material Costs:** Material Control: Stock Levels (Maximum, Minimum, Re-Order & Danger Level), Economic Order Quantity and its applications, ABC Analysis, JIT Inventory; Different Methods for Pricing the Issue of Material: FIFO, LIFO, Simple Average & Weighted Average (Problems).
3. **Labour Costs:** Methods of wage payment (Piece rate, Differential piece rate, Time rate), Incentive schemes for workers (Halsey, Rowan) (Problems),
4. **Overhead:** Concept of Allocation, Apportionment and Absorption of Overhead, Concept of Under absorption and Over absorption of Overhead, Primary and Secondary distribution of Overhead (Problems).
5. **Standard Costing:** Meaning of standard cost and standard costing. Steps involved in standard costing, Advantages and Limitations of Standard Costing. Types and Meaning of different cost variances, Determination of material and labour cost variances.
6. **Marginal Costing and Cost Volume Profit Analysis:** Concepts of Marginal Cost, Marginal Costing & Contribution; Limitations of Marginal Costing, Distinction between Absorption Costing & Marginal Costing, Marginal Cost Equation and Techniques of Marginal Costing: Meaning, and assumptions of Cost-Volume-Profit Analysis; Break Even Chart- Break Even Point, Margin of Safety, Angle of Incidence; Profit graph.

#### **Suggested Readings:**

B.Banerjee – Cost Accounting (PHI).

A.K.Bhattacharya, Principles and Practice of Cost Accounting, PHI Learning Pvt. Ltd.

Horngren, Foster, Datar - Cost Accounting – A Managerial Emphasis, (Pearson).

Ravi M Kishore - Cost & Management Accounting, (Taxman).

M.Y.Khan & P.K.Jain - Management Accounting, (TMH).

Colin Drury – Management & Cost Accounting (Chapman & Hall).

Dr. S.N. Maheswari and S.N. Mittal: Management Accounting – Shree Mahavir Book Depot., New Delhi.

**B.COM**  
**SEMESTER-IV**  
UG BCOM- M- T- 5  
Course Title: **BUSINESS LAWS**  
Major Course; Credit-6; Full Marks- 75 (60+15)

**COURSE OBJECTIVE:** The objective of the course is to impart basic knowledge of the important business legislation along with relevant case laws.

**COURSE CONTENTS:**

**1. The Indian Contract Act, 1872**

- (a) Contract – meaning, characteristics and kinds, Essentials of a valid contract.
- (b) Offer and acceptance (Definition, Rules, Communication and Revocation of offer and acceptance).
- (c) Consideration (Definition, Elements, Types, Rules), “No Consideration No Contract” and its exceptions; Capacity to Parties (Definition and Types).
- (d) Consent, Free consent, Coercion, Undue Influence, Fraud, Misrepresentation, Mistake.
- (e) Legality of objects and Consideration.
- (f) Void and Voidable agreements – Definition, Types and Distinction.
- (g) Discharge of a contract – Modes of discharge, Breach and Remedies against breach of contract.
- (h) Specific Contracts - Contingent contracts, Quasi, Contract of Indemnity, Guarantee, Bailment, Pledges.

**2. The Sale of Goods Act, 1930**

- (a) Contract of sale, meaning and difference between sale and agreement to sell.
- (b) Conditions and warranties.
- (c) Transfer of ownership in goods including sale by a non-owner.
- (d) Performance of contract of sale.
- (e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

**3. The Partnership Act, 1932**

- (a) Definition – Partner, Partnership.
- (b) Nature and Characteristics of Partnership.
- (c) Types of Partners.
- (d) Registration of a Partnership Firms and consequences of non-registration.
- (e) Rights and Duties of Partners.
- (f) Dissolution of firms – meaning and grounds.

**4. The Limited Liability Partnership Act, 2008**

- (a) Definition.
- (b) Salient Features of LLP.
- (c) Advantages and disadvantages of LLP.
- (d) Differences between: LLP and Partnership, LLP and Company.
- (e) Incorporation of LLP.

*(If any new provisions are enacted in place of the existing provisions, the syllabus will accordingly include such new provisions in place of existing provisions with effect from such date as prescribed by the University of Kalyani. Similarly, if any existing provision becomes redundant due to changes, it will be left out of the syllabus)*

**Suggested Readings:**

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Kumar Ravindra, Legal Aspects of Business, Cengage.
4. Tulsian & Tulsian, Business Laws, S.Chand.
5. Kapoor N.D., Business Laws, Sultan Chand.
6. Das S.K. & Roy P., Business Regulatory Framework, OUP.
7. Gulsan S.S., Business Laws, Excel Books.
8. Roychowdhury, Bhattacharjee & Datta, Business Regulatory Framework, Elegant Publishers.
9. Bhadra, Satpati and Mitra, Ainer Ruprekha (Bengali Version), Dishari.

B.COM.  
**SEMESTER-IV**  
UG BCOM- Mi- T- 4  
Course Title: **RETAIL MARKETING**  
Minor Course; Credit-4; Full Marks- 50 (40+10)

**COURSE OBJECTIVE:** The objective is, students will understand the basics of the retail marketing in retail industry. Students will be able to relate the marketing concept to the retail industry.

**COURSE CONTENTS:**

**Unit – I:** An overview of Retailing - Concept, Characteristics of Retail Trade; Retailer - Characteristics, Functions of Retailers; Service Retailing vs. Product Retailing; Trends in the Indian Retailing Industry.

**Unit – II:** Types of Retail Stores – Organised and Unorganised Retailing, Store and Non-store Retailing, Retail Merchandise – Concept, Importance & Factors, Large Scale & Small-Scale Stores, Departmental Stores, Super Markets, Multiple Shops/ Chain Stores, Consumer Co-operative Store – Concept, Features, Advantages & Limitations,

**Unit - III:** Retail Marketing - Concept, Importance, Retail Marketing Mix; Retail Pricing – Concept, Factors influencing Retail Pricing Decision, Retail Pricing Policies, Retail Pricing Strategies.

**Unit - IV:** Retail Promotion – Meaning, Importance; Retail Promotion - Mix, Retail; Promotion Strategies; – Retail Branding and strategies; Digital Branding in Retail, Online brand building

**Unit - V:** Global Trends In Retailing – Growth, Opportunities & Challenges; E-Retailing – Concept.

**Suggested Readings:**

Seshanna, S. & Prasad, R., Retail Management, McGraw Hill Education India.

Madaan, K.V.S., Fundamentals of Retailing, McGraw Hill Education.

Das, M.K. & Mukherjee, S, Principles of Marketing (Text & Cases), Shroff Publishers & Distributors.

De, S., খুচরা বিপণনের রূপরেখা (Outline of Retail Marketing), Palmview Publishing.

Pradhan, S., Retailing Management, McGraw Hill

Berman, B., Evans. J.R. & Mathur, M., Retail Management- A Strategic Approach, Pearson.

Banumathy, S. & Jayalakshmi, M., Retail Marketing, Himalaya Publishing House.

Chitra, D. & Mahalakshmi, V., Retail Marketing, Walnut Publication.