

**Vijayanagara Sri Krishnadevaraya University**  
**Jnana Sagara, Ballari (Karnataka State)**



**Syllabus**

**for**

**Open Elective Courses**

[Under Choice Based Credit System (CBCS)]

**Offered by**

**Department of Studies in Commerce**

**With Effect from 2016 – 17**

## **Fundamentals of Financial Accounting**

(This is an Open Elective Course offered by the Department of Commerce to the students of **other than the students of Department of Commerce** in the Second Semester)

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Code: OEC 2.7

Univ Code:

Credits: 4

Workload: 4 hours per week

Contact Hours: 56

Evaluation: Continuous Internal Assessment 30 Marks

Semester-End Examination 70 Marks

Objectives: To equip the students with basic knowledge of financial accounting.

Pedagogy: Combination of lectures, assignment, simple case study, group discussion, etc.

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**Module - 1: Introduction:** Book-keeping, Accounting and Accountancy, Accounting as source of information, users of accounting information, Objectives of Accounting, **Basic Terms in Accounting** - Entity, Business Transactions, Cash transaction, Credit Transaction, Capital, Drawings, Assets, Liabilities, Debtor, Creditor, Goods, Purchases, Sales, Stock, Profit, Gain, Expenses, Loss, Expenditure, Revenues, etc. Forms of business organizations (focus of this course is on sole proprietorship business)

**Module – 2: Generally Accepted Accounting Principles:** Concepts and Conventions, brief note on accounting standards (focus on AS – 1), institutions that influence Indian GAAP.

**Module – 3: Journal and Ledger:** Accounts, accounting equation, accounting cycle, accounts, classification of commonly used accounts, rules of debit and credit, Journal – meaning, format, journalizing the business transactions (with simple problems), Ledger- meaning, format, posting to ledger, balancing of ledger account, Subsidiary Books - meaning, types of subsidiary books, Journal proper, simple cash book, petty cash book, preparation of subsidiary books, (with simple problems).

**Module - 4: Financial Statements:** Trial Balance – meaning and objectives of preparation of trial balance, Profit and Loss Account, Balance Sheet - objectives, preparation of final accounts with simple adjustments (focus on sole proprietorship business).

### **Recommended Books**

1. Financial Accounting – B.S Raman
2. Introduction to Accountancy - M.B.Kadkol
3. Financial Accounting – Jawahar Lal and Seema Srivastava
4. Financial Accounting - S.N.Maheshwari
5. Financial Accounting – Shukla and Grewal
6. Advanced Accounting – R.L Gupta and Radhswamy
7. Introduction to Accountancy – T.S.Grewal
8. Compendium of Statements and Standards of Accounting - The Institute of Chartered Accountants of India, New Delhi

## New Venture Planning

(This is an Open Elective Course offered by the Department of Commerce to the students of **other than the students of Department of Commerce** in the Third Semester)

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Code: OEC 3.7

Univ Code:

Credits: 4

Workload: 4 hours per week

Contact Hours: 56

Evaluation: Continuous Internal Assessment 30 Marks

Semester-End Examination 70 Marks

Objectives: This course aims at giving exposure to students regarding different aspects of setting up a new business.

Pedagogy: Combination of lectures, assignment, simple case study, group discussion, etc.

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**Module - 1: Starting New Ventures:** Opportunity identification, The search for new ideas, Source of innovative ideas, Techniques for generating ideas, Entrepreneurial imagination and creativity, the role of creative thinking, developing your creativity, impediments to creativity.

**Module - 2: Methods to Initiate Ventures:** The pathways to New Ventures for Entrepreneurs, Creating New Ventures, Acquiring an established Venture - Advantages of acquiring an ongoing Venture, Examination of key issues, Franchising - How a Franchise works, Franchise law, Evaluating the franchising opportunities.

**Module - 3: The Search for Entrepreneurial Capital:** Identifying Forms of Organisation - Sole Proprietorship, Partnership, Limited Liability Partnership and Company, The Entrepreneur's Search for Capital - The Venture Capital Market, Criteria for evaluating New-Venture Proposals, Evaluating the Venture Capitalist, Financing stages - Alternate Sources of Financing for Indian Entrepreneurs, Bank Funding, Government Policy Packages, State Financial Corporations (SFCs), Business Incubators and Facilitators, Informal risk capital - Angel Investors.

**Module - 4: Business Plan Preparation for New Ventures:** Business Plan – Concept, Pitfalls to Avoid in Business Plan, Benefits of a Business Plan, Developing a Well-Conceived Business Plan, Elements of a Business Plan, Executive Summary, Business Description, Marketing - Market Niche and Market Share, Research, Design and Development, Operations, Management, Finances, Critical-Risk, Harvest Strategy, Milestone Schedule.

### Recommended Books

1. Entrepreneurship Development – S S Khanka, S Chand, New Delhi
2. Entrepreneurship Development - Ramachandran K., Tata McGraw Hill
3. Entrepreneurship: Creating and Leading an Entrepreneurial Organization - Arya Kumar, Pearson
4. Entrepreneurship - Rajeev, Roy, Oxford University Press
5. Entrepreneurship: A South-Asian Perspective - Kuratko, D.F., and T. V. Rao, Cengage Learning.
6. Entrepreneurship - Robert, H. M., Manimala, M. Peters, and D. Shepherd, Tata McGraw Hill, India.
7. Entrepreneurship: Successfully Launching New Ventures - Barringer, B. R., and R. D. Ireland, Pearson Education, India.
8. Launching New Ventures: An Entrepreneurial Approach - Allen, K.R., Cengage Learning.

## **Business Communication**

(This is an Open Elective Course offered by the Department of Commerce to **the students of other than the students of Department of Commerce** in the Fourth Semester)

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Code: OEC – 4.7

Univ Code:

Credits: 4

Workload: 4 hours per week

Contact Hours: 56

Evaluation:   Continuous Internal Assessment    30 Marks  
                  Semester-End Examination        70 Marks

Objectives: To equip students with necessary business communication skills and use of electronic media for business communication.

Pedagogy: Combination of lectures, assignment, simple case study, group discussion, etc.

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**Module – 1: Introduction:** Nature, Process and Importance of Communication, Types of Communication (verbal and Non-Verbal), Different forms of Communication, Barriers to Communication - Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

**Module – 2: Business Correspondence:** Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim and adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume.

**Module – 3: Report Writing:** Identify the types of reports, define the basic format of a report, identify the steps of report writing, writing a report by following the format, importance of including visuals such as tables, diagrams and charts in writing report.

**Module – 4: Technology and Business Communication:** Role, Advantages of technology in Business Communication like email, text messaging, and modern techniques like video conferencing, social networking, Strategic importance of e-communication.

### **Recommended Books**

1. Communication for Business - Shirley Taylor, Pearson Education
2. Business Communication: Building Critical Skills - Locker and Kaczmarek,, TMH
3. Business Communication Today- Bovee, and Thill, Pearson Education
4. Basic Business Communication Skills for Empowering the Internet Generation - Lesikar, R.V. & Flatley, M.E., Tata McGraw Hill Publishing Company Ltd. New Delhi.

## Consumer Protection

(This is an Open Elective Course to be offered by the Department of Commerce to the **students of other than the students of Department of Commerce** in the Fifth Semester)

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Code: OEC 5.7

Univ Code:

Credits: 4

Workload: 4 hours per week

Contact Hours: 56

Evaluation: Continuous Internal Assessment 30 Marks  
Semester-End Examination 70 Marks

Objectives: This course aims at equipping the students with basic knowledge of consumer protection law and grievance redressal mechanism.

Pedagogy: Combination of lectures, assignment, simple case study, group discussion, etc.

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**Module – 1: Conceptual Framework: Consumer and Markets** - Nature of markets, Concept of Consumer, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP) and Local Taxes, Fair Price, Labeling and Packaging. **Experiencing and Voicing Dissatisfaction** - Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Internal and External Complaint handling: Corporate Redressal Systems and Public Redressal Systems

**Module – 2: The Consumer Protection Act, 1986 (CPA): Objectives and Basic Concepts** - Consumer, goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice. **Organizational set-up under the Consumer Protection Act** - Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels, Basic Consumer Rights; Adjudicatory Bodies: District Forums, State Commissions, National Commission: their composition, powers, and jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA.

**Module – 3: Grievance Redressal Mechanism under the Consumer Protection Act, 1986** - Filing of complaint and Handling of case: Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy to be provided; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. **Leading Cases decided under Consumer Protection Act:** Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity, Water, and Telecom Services; Education; Defective Product; Unfair Trade Practice.

**Module – 4: Industry Regulators and Consumer Complaint Redressal Mechanism** - Banking: RBI and Banking Ombudsman; Insurance: IRDA and Insurance Ombudsman; Telecommunication: TRAI; Food Products: FSSAI (an overview); Electricity Supply: Electricity Regulatory Commission; Advertising: ASCI and Civil Aviation: DGCA

### Recommended Books

1. Consumer Protection: Law and Practice - Aggarwal, V. K., Bharat Law House, Delhi
2. Consumer Right for Everyone- Girimaji, Pushpa, Penguin Books.
3. The Consumer and Corporate Accountability - Nader, Ralph (1973), Harcourt Brace Jovanovich, Inc.
4. Empowering Consumers e-book, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)
5. ebook, [www.bis.org](http://www.bis.org)
6. The Consumer Protection Act, 1986