

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.Com.**

**Semester: V**

**AUDITING AND ASSURANCE**

**Course Code: 18BC506C**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To gain basic knowledge of the auditing standards, principles and procedures regarding preparation and verification of financial accounting statements.
- To gain an awareness regarding verification of documentary evidence and its importance in auditing.
- To identify the different ways frauds and errors found in financial statements.

**LEARNING OUTCOMES:**

- Students are able to study an audit report and analyse the company performance.
- Students are able to do differentiate between internal audit and external audit.
- Students are made aware of the regulations and rules under various acts regarding Auditing.

**UNIT 1**

**.INTRODUCTION OF AUDITING [STANDARDS OF AUDITING (SA 200-299)]**

**12 HRS**

Auditing – Meaning, Definition, Objectives of an audit – Primary & Secondary objective, Case Laws on Audit Objectives, Types of Audit – Statutory & Independent Audit, Meaning of errors, Classification of errors, Its detection by an auditor, Frauds – meaning, intention, classification & detection by auditor and prevention of frauds by an auditor, Window dressing of financial statements, An overview of Auditing and Assurance Standards issued by ICAI.

**UNIT 2**

## **AUDIT PLANNING [STANDARDS OF AUDITING (SA 200 – 599)]**

**08 HRS**

Commencing an Audit – Audit Engagement letter, Commencement procedures – (SA 210)

Documentation – Documentation as under SA 230 – Audit working papers, Audit files: Permanent and current audit files, Ownership and custody of working papers, Materiality (SA 320), Audit Evidence (SA 500) and documentation.

## **UNIT 3**

### **INTERNAL CONTROL (SA 265)**

**16 HRS**

Concept of Internal Control, Internal check & Internal Audit, objectives, Features of a good Internal Control System, Methods of recording, Existing Internal Control Systems followed by an auditor – Questionnaire, Check list & flow chart methods, Role of the management, Evaluation of Internal Control System, Reporting to clients on Internal Control Weakness (SA 265).

Vouching & Verification in specific areas—receipt / payments, sales and debtors, purchase and creditors, cash and bank balance, fixed assets and investments.

## **UNIT 4**

### **THE COMPANY AUDITOR**

**10 HRS**

Qualification & Disqualification of an Auditor, Appointment of Auditor, Remuneration, Duties of an Auditor, Rights & Liabilities of an Auditor as per Companies Act 2013.

## **UNIT 5**

### **AUDIT REPORT (SA 700 - 799)**

**14 HRS**

Auditors Opinion, Audit Report- Characteristics, Importance and Significance of Audit Report, Types of Audit Report, Qualifications in the Auditors Report - Audit examination, Information & explanation from the management, Statement of facts v/s. Expression of opinion, date of report & signing,

## **SKILL DEVELOPMENT**

- Collect the information about types of audit conducted in any one organization.
- Visit an audit firm; write about the procedure followed by them in auditing the books of accounts of a firm.
- Bank audit process- overview of audit procedures followed by the banks.
- Record the verification procedure with respect to any one fixed asset.

- Prepare a qualified or clean audit report for a given situation.
- Special audit of a hotel, hospital, educational institution and charitable trust (audit any one)
- List out Mandatory Standards issued by ICAI.

### **BOOKS FOR REFERENCE**

1. B. N. Tandon, S. SudharsanamandS. Sundharabahu- A Handbook of Practical Auditing -S. Chand & Co. Delhi.
2. B. N. Tandon-Auditing - S. Chandra & Co. Ltd., Delhi.
3. D. P. Jain-Auditing - Konark Publishers Pvt. Ltd, Delhi
4. DinakarPagare-Practice of Auditing
5. Dr. T. R. Sharma Auditing - SahityaBhavan, Agra.
6. Jagadeesh Prakash-Auditing
7. Kamal Gupta & Ashok Arora-Fundamentals of Auditing - Tata McGraw Hills
8. C. A. Institute study material for Inter and Final examinations

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**Semester: V**

**CONSUMER BEHAVIOUR  
MARKETING ELECTIVE PAPER II**

**Course Code: 18BC506A**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To familiarize students with the behavior of consumers.
- To study the various determinants of consumer behavior.
- To study the effect of consumer dissatisfaction on the products or services.

**LEARNING OUTCOMES:**

- To enable the students to know the reason for the behavior of consumers.
- To analyze the determinants of consumer behavior.
- To enable the students to know the effectiveness of consumerism.

**UNIT 1**

**INTRODUCTION:**

**10 HRS**

Introduction to Consumer Behaviour – A managerial and Consumer perspective, why study Consumer Behaviour, Market Segment and Consumer Behaviour.

**UNIT 2**

**INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR:**

**15 HRS**

Consumer needs & motivation; Personality & Self concept; consumer perception; learning and memory; nature of consumer attitudes' Consumer attitude formation and change.

**UNIT 3**

**ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR:**

**15 HRS**

Family influences; the influence of culture, sub culture and cross cultural

Influences; group dynamics and consumer reference groups; social class & Consumer Satisfaction.

#### **UNIT 4**

##### **CONSUMER'S DECISION MAKING PROCESS: 10 HRS**

Problem recognition ; Search & Evaluation ; Purchase Process ; Post-Purchase behaviour ; personal influence & opinion leadership process ; diffusion of innovations ; Models of Consumer Behaviour – Howard Sheth Model and Pavlovian Model Researching Consumer Behaviour;

#### **UNIT 5**

##### **CONSUMER SATISFACTION & CONSUMERISM: 10 HRS**

Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction ; Sources of Consumer Satisfaction; consumer delight, consumer astonishment, consumer ecstasy, consumer engagement, consumer retention- consumer attraction; growth & expansion of consumer base; Dealing with consumer complaint, Concept of consumerism ; Consumerism in India ; the Indian Consumer ; Reason for growth of consumerism in India ; Customer Relationship Marketing and its environment.

#### **SKILL DEVELOPMENT**

- Study of importance of children/ teenage segment.
- Consumers buying behavior( of various products).
- Changing consumer's attitude towards a product.
- Study on consumers decision making process for products( different products).
- Reading journals and case studies and presenting it.

#### **REFERENCE BOOKS**

1. Lean. G. SchiffmanLeslveLazorKanut, Consumer Behaviour, Prentice hall International, 1996.
2. David L London and Albert J Della Bitta, Tata Mc Graw Hill, 2005
3. Jay D Lindquist and M Joseph Sirgy, Consumer behavior, Theory and marketing application, Biztantra, 2003.
4. Geoffrey P Lantos, Consumer Behavior in Action, Yen Dee Publishing pvt Ltd, 2011.

5. Suja R Nair, Consumer Behaviour in Indian Perspective, Himalaya Publishing House 2009.
6. Santakki – Consumer Behaviour
7. Schiffman – Consumer Behaviour
8. Suja R Nair – Consumer Behaviour cases & Texts.

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**SECURITY ANALYSIS**

**FINANCE ELECTIVE-PAPER II**

**Course Code: 18BC506B**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To familiarize the students with the issues relating to security analysis, markets, management exchange rates and the risk associated with it.
- gives the knowledge on stock market.
- It enhance the knowledge on stock market terminology

**LEARNING OUTCOMES:**

- Gives the opportunities in the investment banking sectors.
- Gives the opportunities in the portfolio management sectors.
- Gives the opportunities in the advisories and project evaluation service.

**UNIT1**

**Nature & Scope of Investment Management:**

**04 HRS**

Investment-speculation-gambling & investment-objectives-features-investment process-investment policy-security analysis-valuation.

**UNIT2**

**Investment opportunities:**

**06 HRS**

Non Marketable financial assets- Bank Deposits, Post Office Deposits, NSC, Employee Provident fund- Meaning and Benefits only.

Money Market Instruments: Different types of instruments (meaning only)

Fixed income securities: Government bonds, Savings bonds

Others: Equity shares(concept only), Mutual Fund –different types of schemes, Life Insurance- types of policies- Real Estate, Precious objects- Gold, Silver, Art objects and Antiques.Investment opportunities in India

### **UNIT3**

#### **Introduction to Security Analysis-**

**14 HRS**

Sources of information- factors influencing market behavior-

#### **Fundamental Analysis - Introduction-**

Economy Analysis- Meaning- economic forecasting and forecasting techniques-

Industry analysis- Meaning-classification of industries-Industry life cycle - indicators of Industry analysis

Company analysis: Meaning- Non-financial & financial aspects of Company analysis- Ratios (meaning only)

### **UNIT4**

#### **Technical analysis:**

**16 HRS**

Introduction- assumptions- Dow Theory -Advanced Decline Theory- charts as a technical tool- types of charts- point and figure chart, line chart, bar chart, moving averages, Technical analysis v/s Fundamental analysis- Criticisms of Technical Analysis

#### **Efficient Market Hypothesis :**

Introduction- Assumptions- Weak form, semi-strong, strong form, Benefits of an efficient market- Random Walk Theory

### **UNIT5**

#### **Valuation of Securities**

**12 HRS**

Time Value of money- Present value and Future Value concepts and problems- Annuity factors- Bond valuation-Equity valuation- Preference share valuation.

### **UNIT6**

#### **Stock market indices**

**08 HRS**



Meaning-usefulness of indices-computation of stock index- **Listing of securities**:Meaning-merits of listing-demerits of listing-qualification for listing-listing of right shares-recent development

### **SKILL DEVELOPMENT**

- Make list of thirty companies which gone for an IPO very recently.
- Prepare a statement showing the ups and downs in the BSE index to the last one year
- Using technical analysis identify five securities you would invest in.
- Using fundamental analysis identify five securities you would invest in.

### **BOOKS FOR REFERENCE**

1. Priti Singh- Portfolio Management-Himalaya Publications
2. V.K Avadhani-Security Analysis and Portfolio Management-HPH
3. Fischer and Jordan- Security Analysis and Portfolio Management-Prentice Hall
4. Prasanna Chandra- Security Analysis Investment management
5. Sudhindra Bhatt, Security Analysis and Portfolio management, Excel Books