

Performance of contracts – privity of contracts and its limitations – Assignment of liabilities and benefits – Time and place of performance – Reciprocal promises – Appropriation of payments – Contracts which need not be performed.

4. Breach and impossibility – Meaning of Breach – Anticipatory breach – strict performance – Impossibility of performance and doctrine of frustration – Effect of frustration – discharge of contract by operation of law - Damages – Nature and meaning of Rule in Hadley’s case - penalty and liquidated damages.

5. Quasi-contracts – Nature and basis of Quasi-contracts - Quantum meruit. Specific Relief – General Principles – Parties in relation to specific performance – Specific performance of part – Rescission, rectification and cancellation – Preventive relief by way of injunction.

**Prescribed Readings: (With amendments)**

1. Guest A.G. Anson’s Law of Contract, (Clarendon Press, Oxford).
2. Pollock and Mulla. Indian Contract Act.
3. M.Krishnana Nair. The Law of Contracts. (Orient Longman, Ltd)
4. Subba Rao, Law of Contracts
5. Dr. Avtar Singh. Law of Contracts
6. V.D. Kulshreshta. Indian Contract Act.
7. Halsbury’s Law of England ( IV Edn. Reissue) Vol. 31 p. 611-690, Vol.32p.1-45
8. Leake M.S. Principles of the Law of Contract
9. Pollock and Mulla – Indian Contract Act and Specific Relief Act

## Third Semester

### PAPER – I

### E-Business

No of instructional Hours per week: 4

**Aim of the Course:** To expose the students to e- business and its potentialities.

Course Objectives

1. To provide students a clear-cut idea of e-commerce and e-business and their types and models.
2. To acquaint students with some innovative e-business systems.
3. To impart knowledge on the basics of starting online business.

**Module 1:** E-Business - meaning- Types - Models – benefits and limitations of e-Business, E-Commerce – Models – e business vs. ecommerce, internet marketing and e-Tailing, E-Marketplace – types and features, E- Auction – types. (18Hours)

**Module 2:** E-business Systems (basic concept only) Integration of e-business suits – ERP, e-SCM, CRM, e-procurement, e-payment. (12 hours)

**Module 3:** e-Business Application

E-Tourism, online employment and job market, online real estate, online publishing and e-books, online banking and personal finance, e-grocers, e-shopping, online delivery of digital products, entertainment and media. E-learning and online education (14 hours)

**Module 4:** E-Governance Meaning, Definition, Models – G2G, G2B, G2C. ICT & E- Governance, Benefits and risks of E-Governance. Successful e-governance initiatives in Kerala and other Indian states. E-citizen, E-service – e-filing, E-society. (18 hours)

**Module 5:** Launching a successful online Business and EC projects –Requirements, funding options, processes, techniques, and website design (theory only). (10 hours)

### Reference books

1. *Electronic Commerce: A Managerial Perspective*, Turban, E. et al., Prentice Hall
2. *Electronic Business and Electronic Commerce Management*, Dave Chaffey, Prentice Hall
3. *E-learning Tools and Technologies*: Horton and Horton, Wiley Publishing
4. *Electronic Commerce*, Bharat Bhaskar. Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
5. *E-Governance*, Pankaj Sharma. APH Publishing Corporation, New Delhi
6. *E-Business Fundamentals*, Bansal S.K. APH Publishing Corporation, New Delhi.

## PAPER – II FINANCIAL ACCOUNTING

No. of instructional hours per week: 4

Course Objectives

1. To familiarize the students with different methods of depreciation.
2. To equip the students to prepare the accounts of specialised business enterprises.

**Module 1-Introduction to accounting.** Review of Financial Accounting- Concepts- Principles- Preparation of Accounts for sole trader.

**Depreciation Accounting-** Meaning -Fixed and reducing balance methods with adjustments –Annuity method – Depreciation fund method – insurance policy method - Revaluation method- estimated life and estimated resale value as per AS 6 Depreciation. (20 hrs)

**Module 2- Accounts of Hire Purchase and Installment purchase system-** Meaning – difference between Hire Purchase and Installment- Accounting entries in the books of purchaser and vendor- Default in payment- Complete and partial repossession – Installment system – Entries in the books purchaser and seller. (15 hrs)

**Module 3- Voyage, Packages and containers accounts** –Voyage Accounts Meaning- Advantages-Preparation of voyage accounts- Voyage in progress – Accounting for packages and containers –Accounting treatment – Containers trading account- Containers provision account. (12 hrs)

**Module 4- Investment Accounts-** Fixed income bearing securities- Variable income bearing securities- Purpose of Investment ledger-Cum Interest- Ex Interest- Difference- Columnar Investment Accounts- Adjustment for Equity shares Investment accounts- Dividend received-Bonus share- Right Shares. (12Hrs)

**Module5- Insurance Claims-** Types of risks- preparation of statement to ascertain value of stock on the date of fire – Treatment of salvage – valuation of stocks prior to date of fire — Treatment of Average Clause, Treatment of Abnormal items Claims for loss of stock- Average Clause- Journal entries- calculation of Amount of Claim- Loss of Profits on insurance (13Hrs)

**Recommended Structure of questions for ESE:-** Theory 30% Problem 70%

**Recommended Practicals:**

1. Collection of details of Repossessed Assets which were sold on hire purchase system and making a presentation on their actual accounting treatment.
2. Collection and evaluation of the statements from insurance companies to ascertain the value of stock at the date of fire and to understand the settlement.

**Books Recommended**

1. Gupta R. L. and Radhaswamy .M. *Advanced Accounting* , Sultan Chand & Sons , New Delhi.
2. Shukla M. C .Grewal .T. S. and S.C. Gupta. *Advanced Accounts* S. Chand &Co. Ltd. New Delhi.
3. Jain S.P. and Narang K. L. *Financial Accounting* ,Kalyani Publishers , New Delhi.
4. NaseemAhmed ,Nawab Ali Khan and Gupta . M. L. *Fundamentals of Financial Accounting Theory and Practice* ,Ane Books Pvt . L td.New Delhi.
5. A Mukharjee and M Hanif ,*Modern Accountancy*, TATA McGraw Hill Publishing Company Ltd. New Delhi.

## PAPER – III ENTREPRENEURSHIP DEVELOPMENT

No of instructional hours per week: 4

**Aim of the Course:** To equip the students to have a practical insight for becoming an entrepreneur

**Course Objectives:**

1. To familiarize the students with the latest programmes of Government in promoting small and medium industries.
2. To impart knowledge regarding starting of new ventures.

**Module I:** Entrepreneurial Competencies:- Entrepreneurship - concept-Entrepreneurship as a career- Entrepreneurial Personality- characteristics of a successful entrepreneur- qualities and skills of successful entrepreneur-classification of entrepreneur-Entrepreneurial Functions-factors affecting entrepreneurial growth- women entrepreneurs- problems. (12 Hrs)

**Module II:** Entrepreneurial Environment: - Business Environment-Role of family and Society- Entrepreneurship Development - Training and other Support Organizational Services- phases of EDP - Central and State Govt Industrial Policies and Regulations-MSME Act 2006. (15 hrs)

**Module III:** Business Plan And Feasibility Study: - Sources of Project Idea-Feasibility Study-Criteria for Selection of Project-techniques for Project appraisal-preparation of Feasibility Report- Profile Preparation - matching Entrepreneur with the Project-Feasibility Report Preparation and Evaluation Criteria-factors affecting Project Development. (15 hrs)

**Module IV:** Project Report Preparation: - Project Report-Requirements of a good report- General Principles of a Good Report-Performa of a Project Report (15 hrs)

**Module V:** Launching of Small Business: - Finance and Human Resource Mobilization- Operations Planning-Market and Channel Selection-Growth Strategies-Product Launching-Incubation, Venture Capital, startups-Techno parks-Industrial Estates-Incentives-Institutional Support Subsidies-DIC-SIDBI-SISI-KVIC-

NIESBUD- Single window - Margin Money-Seed Capital-Registration- Industrial Sickness - Causes and Prevention - Rehabilitation - Effective Management of Small Business. (15 hrs)

### Recommended Practicals:

1. Interview a local entrepreneur and acquire practical knowledge in starting business.
2. Visit any institution supporting entrepreneurship and prepare visit report.
3. Generate unique project ideas and prepare feasibility report.
4. Prepare a project report for establishing a new business.

### Books Recommended

1. Vasanth Desai, *Small Business Entrepreneurship*, Himalaya Publications
2. SangramKeshraiMohanty, *Fundamentals of Entrepreneurship*, PHI, New Delhi.
3. Sontakki C N, *Project Management*, Kalyani Publishers, Ludhiana.
4. MSME Act 2006
5. Peter F. Drucker- *Innovation and Entrepreneurship*
6. Nandan H. *Fundamentals of Entrepreneurship*, PHI, New Delhi
7. Shukla M.B *Entrepreneurship and small Business Management*, Kitab Mahal Allahabad
8. SangamKeshraiMohanty. *Fundamentals of Entrepreneurship*, PHI, New Delhi.

## Paper IV

### JURISPRUDENCE

**Outcome:-** This paper creates a fundamental understanding of law in a systematic manner and also give an insight into the basic concepts.

1. Nature and value of jurisprudence, various Schools of jurisprudence and their methodology – Positivistic schools – Austin, Salmond, Kelsen, Hart. Hart–Fuller Conflict – Comparative Jurisprudence – Marxist theory – Historical Schools – Savigny and Henry Maine – Modern status of Natural Law – Sociological Jurisprudence – Legal realism. Feminist Jurisprudence – Critical Legal Studies.
2. International Law, Constitutional Law, Authority and Territorial Nature of Law, Law and Fact, Functions and purpose of Law.
3. Law and Justice – Different Theories of Law and Justice – Rawls Theory – Distributive Justice – Corrective Justice – Natural Justice – Civil and Criminal Justice – Merits and defects of Administration of justice – Essentials of Criminal and Civil Justice – Theories of Punishment and their comparative evaluation.
4. Sources of Law – Meaning of the term sources – Legislation – Codification of statutes – Interpretation of enacted law – Custom – Reasons for the reception of custom and prescription – Legal custom and conventional custom – General custom and local custom. Precedent – authority of precedent – over-ruling – prospective and retrospective – *Ratio decidendi* and *obiter dicta* and *stare decisis*.

5. Elements of law – The juristic concepts of Rights and Duties; possession and ownership – Titles – Liability and Obligations; persons, property and procedure.

**Prescribed Readings:**

1. Friedman, Legal Theory. (5<sup>th</sup> Edn. Chapter 1,3,5,7 to 14,19,20, Columbia University Press)
2. Salmond, Jurisprudence (Sweet and Maxwell, 1966)
3. Paton, Jurisprudence.
4. Dias, Jurisprudence. (Aditya Books, 1985)
5. Lloyd, Introduction to jurisprudence, (Sweet and Maxwell, 1994)
6. Prof.P.S.Achuthan Pillai, Jurisprudence.
7. L.S.Carzon, Jurisprudence (1996)
8. J.W.Harris, Legal Philosophies. (Butterworths, 1993)
9. Dr. N.K. Jayakumar, Lectures on Jurisprudence, (Third Edition., Lexis Nexis, 2015)
10. V.D. Mahajan, Jurisprudence and Legal Theory
11. Dr.N.V.Paranjpe – Jurisprudence and Legal Theory.

**Paper – V**

**SPECIAL CONTRACTS**

**Outcome :** This paper familiarizes the students with principles of law relating to specific contracts like Indemnity, Guarantee, Bailment, Agency, Partnership, Sale of Goods etc.

1. Contract of indemnity and guarantee – Different aspects of surety's liability. Comparison of guarantee with indemnity – Discharge of surety – Rights of surety against creditor; principal debtor and co-sureties.
2. Bailment – General features – Divisions of bailments – Requirement of consideration – Rights and liabilities of bailor and bailee - Finder of lost goods – Pledge or pawn – Pledge by limited owners.
3. Agency – General Features – Creation of agency and different method of such creation – Different kinds of agent – Delegation of authority – Sub-Agents and substituted agents. Rights and duties of agents and principal *inter se* - notice to agent – Fraud of agent – Agent's liability to third persons – Rights against agent personally - Breach of warranty of authority – Undisclosed principal –

Termination of agency – Revocation and renunciation – Termination by operation of law.

4. Sale of goods – sale and agreement to sell – Formalities of sale – The price – Conditions and warranties (implied and express) – Fundamental breach – Transfers of property – Passing of risk – Effecting the performance of sale of goods – C.I.F. contracts – F.O.B. contracts - Right of buyer against seller – Suits for breach of contract – Rights of unpaid seller – Auction sale and hire-purchase.
5. Partnership – Essentials partnership compared with ownership Company, Joint Hindu Family business and Society – A creation of status – Mode of determining partnership – Firm and firm name – Different types of partnership – Formation of partnership – Partnership property. Partnership by holding out – illegal partnership – Relations of partners to one another and to third parties – Incoming and outgoing partners – Retirement – Dissolution – Settlement of accounts – Sale of goodwill – Registration of firm.

**Prescribed Readings: (With amendments)**

- |    |                                       |   |                                                                           |
|----|---------------------------------------|---|---------------------------------------------------------------------------|
| 1. | Sale of Goods Act<br>(Orient Longman) | : | Pullock and Mulla                                                         |
| 2. | The Law of Contracts                  | : | M. Krishnan Nair                                                          |
| 3. | Law of Contracts                      | : | Avtar Singh                                                               |
| 4. | Law of Contracts                      | : | Subba Rao                                                                 |
| 5. | Law of Contracts                      | : | Anson                                                                     |
| 6. | Laws of England                       | : | Halsbury's (IVed.) Reissue Vol. 1<br>(2) pp 1 – 136. Vol.2. pp 829 – 905. |

**Fourth Semester**  
**PAPER – I**  
**MARKETING MANAGEMENT**

No: of instructional hours per week: 4

**Aim of the course:** To impart the knowledge of various concepts of modern marketing management

**Course objectives:**

- 1) To provide an understanding of the contemporary marketing process in the emerging business scenario.
- 2) To study various aspects of application of modern marketing techniques for obtaining a competitive advantage in business organizations.

**MODULE-I:** Meaning and Definition of Marketing -Evolution of Modern Marketing Concept- Marketing Orientation vs. Selling Orientation- Comparison- Role of Marketing in Modern Organizations- Marketing