

Name of Course: B.Com. (Major in Management)

Semester – I

Evolution of Business (BCM 1.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
Objectives: 1. To acquaint the learner with the importance and status of business. 2. To inform various forms of business organizations 3. To make them understand importance of business in nation building.			
Learning Outcomes: After learning this subject, 1. The learner would understand the importance and utility of business activity. 2. The learner would know about various business forms. 3. The learner would be able to differentiate between various forms. 4. The learner would know the responsibility of business.			
Unit	Content		
I	Business: Meaning, Definition, Characteristics, Importance; Scope of business – Commerce, Trade & Aids to Trade, Need, Advantage; Industrialization - Role & Impact on Economy & Nation.		
II	Forms of business: Sole trader – Characteristics, Formation, Advantages & Disadvantages; HUF – Meaning, Advantage & Disadvantages. Partnership: Meaning, Characteristics, Advantages & Disadvantages, Types of Partners, Status: Partnership Deed – Meaning, Importance, Contents		
III	Co-operative Society: Meaning, Definition, Characteristics, Advantages & Disadvantages Principles of Cooperation. Joint Stock Company: Meaning, Definition, Characteristics, Advantages & Disadvantages, Formation, Role of Promoters. Difference between Joint Stock Company and Cooperative Society.		
IV	Social Responsibilities of Business: CSR – Meaning, Need, Benefit to the General Public, Responsibility of Business towards Stakeholders (Shareholders, Employees, Suppliers, Bankers, consumers and Society.		
Books Recommended: 1. Business Organisation – S A Sherlekar, Dr. Khushpat s. Jain, Dr. Apexa V. Jain. 2. Forms of Business Organisation – Prof. HR Ramanath, Prof. HA Bhaskar, Prof. HR Appannaiah; Himalaya Publishing House. 3. Essential of Business Administration – K Aswathapa; Himalaya Publishing House. 4. Business Ethics – CVS Murthy; Himalaya Publishing House. 5. Business Ethics – An Indian Prespective; A.S Fernando, Chennai. 6. ICAI Module.			

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Semester – I

Secretarial Practice (BCM 1.2.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To understand the concept of Secretarial Practice 2. To understand the role of a Company Secretary 3. To gain insight on basic secretarial laws laid down by ICSI			
Learning Outcomes: After learning this subject, 1. The learner would be able to understand the meaning, qualifications, disqualifications and role of a Company Secretary in the Company in accordance with the provisions of The Companies Act. 2. The learner would know the applicability of Secretarial Standards.			
Unit	Content		
I	UNIT I Meaning of Secretary, Definition of Company Secretary, Qualifications of Company Secretary, Liabilities of Company Secretary. Company Secretary as a Key Managerial Personal (KMP), Process of Appointment of a Company Secretary, Removal Process of Company Secretary Role of a Company Secretary under The Companies Act, 2013.		
II	UNIT II Company Secretary in Practice, Company Secretary in Employment – Meaning Responsibility of Company Secretary in Practice. Secretarial Standards – Meaning and Application. Overview of Secretarial Standards – Meeting of Board of Directors, Secretarial Standard- II – General Meetings, Secretarial Standard – III – Dividend		
Books Recommended: 1. Company secretarial practice – Sangeet Kedia, Pooja Law Publishing Co. 2. Corporate & allied Laws – P.P.S. Gogna – S. Chand 3. Company Law – Dr. G. K. Kapoor, Dr. Sanjay Dhamija – Taxmann Publication			

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Semester – I

Entrepreneurship Development (BCM 1.2.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To understand the importance and significance of Entrepreneurship development. 2. To understand the process and opportunities available for new entrant. 3. To encourage the students to go for business.			
Learning Outcomes: After learning this subject, students would be able to understand: 1. The importance of entrepreneurship. 2. Basic knowledge to establish business.			
Unit	Content		
I	Entrepreneurship: Meaning – Importance – Nature, Types, and Challenges. Role and Functions of Entrepreneur; Entrepreneurial Leadership – Meaning and Characteristics, Entrepreneurial Leadership, Significance and Impediment of Creativity in Entrepreneurship Process, Techniques of Idea Generation and Screening, Steps of Idea Generation.		
II	New Venture Planning and Financing: Franchising – Process and Opportunities, Business Plan – Need, Perspective, Elements, Business Plan Failures, Managing Growing and Ending the New Venture – Preparing for the New Venture Launch, Criteria for Evaluating New Venture Proposals; Early Management Decisions; New Venture Expansion Strategies and Issues.		
Books Recommended:			
1. Entrepreneurship – Creating and Leading an Entrepreneurial Organization, Kumar, Arya, Pearson, India 2. Entrepreneurship – Starting, Developing and Managing a New Enterprise, Hishrich, Peters, Irwin 3. Launching New Ventures – An Entrepreneurial Approach Cengage Learning, Allen, K.R., 4. Entrepreneurship Development – Ramachandran K., Tata McGraw Hill, New Delhi, India. 5. Entrepreneurship – Roy, Rajeev, Oxford University Press. 6. Entrepreneurship – Hisrich, Robert D., Michael Peters and Dean Shepherd, Tata McGraw Hill, New Delhi			

Intellectual Property Rights (BCM 1.3.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Elective
Objectives: 1. To introduce fundamental aspects of intellectual property rights to students who are going to play major role in developing and management of innovative project in industries. 2. To impart knowledge to students about the procedure of registration and protection of copyrights.			
Learning Outcomes: After learning this course, students will be able to – 1. Remember the concept of Intellectual Property Rights. 2. Understand the Concept and use of Copyright.			
Unit	Content		
I	Overview of Intellectual Property: Introduction of IPR, Scope of IPR, need for intellectual property right (IPR), Intellectual property related problems in India, Introduction to the leading International instruments concerning Intellectual Property Rights: The Berne Convention, The World Intellectual Property Organization (WIPO); International Trade Agreements concerning IPR — WTO — TRIPS.		
II	Copyrights: Definition of copyright, concept of Copyright, Procedure for registration of copyrights, Term of copyright, Works that can be copyrighted, Copy right in literary, dramatic and musical works, computer programmes and cinematograph films Rights of performers and broadcasters, etc., Use of copyrights law, Infringement of copyrights, Remedies for infringement of copyright.		
Books Recommended: 1. Indian Patents Law – Legal & Business Implications , Ajit Parulekar and Sarita D’ Souza, McMillan India Ltd., 2006 2. Law Relating to Patents, Trademarks, Copyright, Designs & Geographical Indications , B. L. Wadehra; Universal law Publishing Pvt. Ltd., India 2000 3. Business Legislation for Management , MC Kuchhal; Vikas Publishing House. 4. Legal Aspects of Business , K Ramachandra; Himalaya Publishers.			

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Semester – I

Business Environment (BCM 1.3.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To enable students to understand the impact of environment on the business. 2. To understand the impact of LPG policy on business environment.			
Learning outcome: After learning this subject, students would be able to: 1. Understand the business environment, the purpose of regulation & regulatory role of the Government. 2. Understand the concept of liberalization, privatization, globalization and the role of WTO and develop the skills for analysis of business environment using PESTLE, SWOT etc.			
Unit	Content		
I	Business Environment: Meaning of business, Concept of Business environment, characteristics of Business environment, components/factors of the Business Environment (internal environment & external environment). Types of External Environment: Economic Environment: Meaning and Elements Socio-Cultural Environment: Meaning and Elements Demographic Environment: Meaning and Elements Political Environment: Meaning and Elements Technological Environment: Meaning and Elements		
II	Liberalization, Privatization and Globalization: Liberalization: Meaning, objectives, benefits and limitations Privatization: Meaning of Privatization, Objectives, benefits and problems with Privatization, obstacles to privatization in India. Globalization: Meaning of Globalization, reasons for globalization, features and benefits of Globalization, Role of WTO. Analysis of Business Environment: PESTEL, STEEP, PORTER’S five forces model, SWOT analysis		
Books Recommended: 1. Business environment – Veena K Pailwar; PHI 2. Business Environment – Francis Cherunilam, Himalaya Publishing House, New Delhi. 3. Essentials of Business Environment – Aswathappa, Himalaya Publishing House, New Delhi. 4. Indian Economy – Mishra and Puri, Himalaya Publishing House, New Delhi. 5. Business Environment – Raj Aggarwal Excel Books, Delhi. 6. Business Environment – Dr. V C Sinha, SBPD Publications.			

Computer Application in Business (BCM 1.4)			
Teaching Hours: 45 (Theory + Practical)	Total Credits: 2	Total Marks: 35+15 = 50	Group: Vocational Skill Courses
Objectives: 1. To enable students to understand the use of MS Word and MS Power Point. 2. To enable students to understand the use of MS Excel in data processing.			
Learning outcome: After learning this subject, students would be able understand: 1. The use of MS Word and MS Power Point in word processing and making presentations. 2. The use of MS Excel in data processing in general business applications.			
Unit	Content		
I	Microsoft Word: MS-Office Installation and Introduction to MS-Word, Parts of the MS-Word Window, working with various Menus, Inserting Tables, Mail-Merge, Macros, Templates, and Inserting Images and Pictures to the MS-Word. Microsoft Power Point: Introduction to MS-PowerPoint, Insertion, Deletion, Copying Slides, Slide Numbering, Header and Footer, Different Layouts, Master Slide, Inserting Tables, Sounds, Charts, Different Objects, Animation, Slide Transition.		
II	Microsoft Excel: Introduction to MS-Excel, Elements of MS-Excel Workbook, Navigation, Entering and Editing, Formatting Cells, Formulas and Functions, V-Lookup, H-Lookup, Data Sorting, Conditional Formatting, Filters, Goal Seek, Tables, Views, Charts, Linking, Data Consolidation, Pivot Table.		
Books Recommended: 1. Computer Fundamentals – P. K. Sinha, BPB Publication, New Delhi 2. A First Course in Computers – Sanjay Saxena, Vikash Publishing House Pvt. Ltd. New Delhi 3. I.T. Today, Encyclopedia – S. Jaiswal, Galgotia Publications, New Delhi 4. Learn Microsoft Office 2019 – Linda Foulkes, Packt Publishing Limited; Illustrated edition (29 May 2020)			

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Semester – I

Basics of Communication Skills (BCM 1.5.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To understand the basic concepts of communication 2. To understand the different types of communication and its media/channels 3. To comprehend and analyse an unseen passage and answer questions based on it 4. To instil creative writing skills of Dialogue writing 5. To apply the concepts of grammar and vocabulary to solve exercise based on it			
Learning outcome: After studying this subject, students would be able to achieve the following course outcomes as per Bloom’s taxonomy: 1. CO1 and CO2 – Unit I- will achieve the attaining of CO1 and CO2 Remember and Understand by asking theory-based questions. 2. CO3 and CO4 – Unit II – Unseen Passage-will achieve the attaining of CO3 – Apply and CO4 – Analyze by asking questions based on unseen passage for comprehension. The students have to apply their skills of reading, analyzing and attempt the questions. 3. CO5 and CO6 – Unit II- Dialogue writing and Vocabulary/grammar-based exercises will achieve the attaining of CO5-evaluate and CO6-create .			
Unit	Content		
I (20M)	1. Definition, Importance and features of communication 2. Process/ Cycle of communication---- sender, receiver, channel, feedback. 3. Verbal communication-Oral & Written communication---- Advantages & Disadvantages 4. Non-Verbal communication- Body Language (Gestures, postures, facial expressions and eye contact), Sign language, Para language, Space language and Touch Language 5. Print and Electronic media- Features, Advantages and disadvantages 6. Channels of communication- Vertical, horizontal, advantages and disadvantages		
II (15M)	1. Unseen Passage for comprehension with 5 questions based on it (3 questions on write the answer, 1 question on vocabulary (write the synonym or antonym of a word from passage, 1 question on give a suitable title to the passage) 2. Dialogue writing with 5 conversations/dialogues. 3. Vocabulary exercises based on match the synonyms/Antonyms		
Books Recommended: 1. Business Communication – Urmila Rai, S.M. Rai - (Himalaya Publishing House) 2. Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) 3. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan (Tata McGraw-Hill) 4. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan) 5. High School English Grammer – N. D. Prasada Rao			

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Semester – I

Management Skills (BCM 1.5.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To understand Management Skills 2. To understand its importance 3. To develop efficient Management system			
Learning outcome: After learning this subject, students would be able to understand: 1. The Importance and scope of Management and role of Managers 2. The importance of planning and organizing 3. Leadership for proper management			
Unit	Content		
I	i) Meaning, Objectives, Scope, Importance of Management ii) Functions of Management, Role of Managers, Quality of Managers. iii) Planning: Meaning, Importance, Objectives, Types and Limitations of Planning, Essentials of good plans. iv) Organizing: Meaning, Principles, Importance and Types of Organization. v) Co-Ordination: Meaning, Concept, Importance, Need of Coordination.		
II	i) Types of Management Skills----Technical, personal, Human or Interpersonal etc. ii) Technical Skills-Use of gadgets for proper management iii) Personal Skills-Integrity, dedication, empathy iv) Interpersonal Skills-communication Skills-Oral, written, non-verbal, listening v) Leadership Skills-Personality skills, self-confidence, negotiation, persuasion skills		
Books Recommended: 1. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House. 2. Management – Concept and Strategies, J. S. Chandan, Vikas Publishing. 3. Principles of Management – Tripathi, Reddy, Tata McGraw Hill. 4. Principles of Management – Ramasamy T, Himalaya Publishing House. 5. Principles of Business Management – Sherlekar, Himalaya Publishing House.			

Hindi (BCM 1.6.1)

Teaching Hours: 30

Total Credits: 2

Total Marks:
35+15 = 50Group: Ability
Enhancement Courses

उद्देश्य: कोई भी भाषा मनुष्य को परिष्कृत, परिमार्जित और संस्कारित बनाकर उसके व्यक्तित्व के गुणों को सुवासित कर समाज में फैलाती है। आधुनिकता के इस युग में समय की मांग को देखकर युग के साथ कदम से कदम मिलकर चलने के लिए हिंदी ने अपने पुरातन रूप को परिवर्तित कर व्यावहारिक हिंदी को अपनाया।

परिणाम एक विश्लेषण:

- साहित्य अध्ययन द्वारा विद्यार्थियों में साहित्य रूचि जागृत हुई।
- इस व्यावहारिक हिंदी के माध्यम से हिंदी भाषी व्यक्ति रोजगार के क्षेत्र में स्वयं को सिद्ध कर सकता है। वैश्वीकरण के इस युग में व्यक्ति हिंदी के अध्ययन द्वारा चरित्र निर्माण के साथ-साथ जीविकोपार्जन भी कर सकता है।

Unit	Content
I साहित्यिक हिंदी	गद्य भाग <ul style="list-style-type: none"> ➤ गणेश - नामवर सिंह ➤ अभाव - विष्णु प्रभाकर ➤ उखड़े खम्बे - हरिशंकर परसाई पद्य भाग <ul style="list-style-type: none"> ➤ सब उन्नति को मूल - भारतेन्दु हरिश्चंद्र ➤ कलम और तलवार - रामधारी सिंह दिनकर ➤ प्रथम रश्मि - सुमित्रा नंदन पंत
II व्यावहारिक हिंदी	<ul style="list-style-type: none"> ➤ साक्षात्कार : स्वरूप, परिभाषा, विशेषताएँ, प्रकार, पूर्व तैयारी, समस्याएँ, व्यवहारिक रूप ➤ हिंदी पत्रकारिता : परिचय और विकास, पत्रकारिता लेखन, समाचार लेखन, फीचर लेखन

Books Recommended:**संदर्भ ग्रंथ :-**

- राष्ट्रसंत तुकडोजी महाराज नागपुर विद्यापीठ की B.COM हिंदी की पूर्व पाठ्य पुस्तक (पलाश).
- प्रयोजन मूलक हिंदी और जनसंचार : डॉ. राजेंद्र मिश्र - तक्षशिला प्रकाशन, दिल्ली.

Name of Course: B.Com. (Major in Management)**Semester – I****Marathi (BCM 1.6.2)**

Teaching Hours: 30

Total Credits: 2

Total Marks:
35+15 = 50Group: Ability
Enhancement Courses

उद्दिष्टे:- भाषा मानवाला परिष्कृत, परीमार्जीत आणि संस्कारित बनवून त्यांच्या व्यक्तित्व गुणांचा सुवास समाजामध्ये पसरविण्याचे कार्य करीत असते. विद्यार्थ्यांना उद्यमशील प्रेरणेबरोबरच मानवी जीवनातील उच्च मूल्यांची ओळख करून देणे. वैश्विकरणाच्या युगात चारित्र्यनिर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे. मराठी भाषेचा अभ्यास करणाऱ्या व त्यासोबतच स्पर्धापरीक्षेची तयारी करणाऱ्या विद्यार्थ्यांमध्ये लेखनाचे कौशल्य विकसित करणे.

Learning outcome:**साध्य (अध्ययन निष्पत्ती):**

घटक 1 (गद्य विभाग) आणि घटक 2 (पद्य विभाग) लेखक, कवी आणि कवयित्री यांच्या साहित्याचे विद्यार्थ्यांनी आवडीने अध्ययन करून त्यांची समाजोपयोगी मते जाणून घेतली.

घटक 2 – वैश्विकरणाच्या युगात चारित्र्यनिर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे

Unit	Content
I साहित्यिक मराठी	गद्य विभाग <ul style="list-style-type: none">➤ आमची एक दुष्ट खोड: आळस – गोपाळ गणेश आगरकर➤ शील बनविणारे शिक्षण: स्वामी विवेकानंद➤ डॉ. पंजाबराव देशमुख – वि. भि. कोलते पद्य विभाग <ul style="list-style-type: none">➤ ज्ञानेश्वरांचे अभंग – संत ज्ञानेश्वर➤ नवा शिपाई – केशवसुत➤ पुतळे – वसंत आबाजी डहाके
II व्यावहारिक मराठी	<ul style="list-style-type: none">➤ मुलाखत लेखन: (स्वरूप, पूर्वतयारी, प्रकार, प्रात्यक्षिके)➤ जाहिरात लेखन: व्याख्या, कार्य, प्रकार, प्रतिमाननिर्मिती, जाहिरातीची माध्यमे, जाहिरात लेखन आणि जाहिरातीचा शेवट

Books Recommended:**संदर्भ ग्रंथ :-**

१. राष्ट्रसंत तुकडोजी महाराज नागपूर विद्यापीठाचे B.COM भाग १ (शब्द साधना) मराठी विषयाचे पाठ्य पुस्तक
२. सुगम मराठी व्याकरण व लेखन - मो. रा. वाळंबे
३. जाहिरातीचे जग : यशोदा भागवत , मौज प्रकाशन गृह , मुंबई

Ancient Indian Education System (BCM 1.7)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Indian Knowledge System
Objectives: 1. To acquaint the students about our ancient Indian education system. 2. To understand the rich knowledge systems in the past. 3. To understand the development of education in India.			
Learning outcome: After learning this subject, students would be able to understand: 1. The rich knowledge systems in ancient India. 2. Changes in the education system over the years. 3. To understand our great culture and knowledge inheritance.			
Unit	Content		
I	Introduction to ancient education systems – i) Vedic period, origin of Vedic education. ii) Features of education in the Vedic period. iii) Objectives and Importance of Vedic education. iv) The concept of Gurukuls, teaching-Learning systems at Gurukuls, duties of students in the Gurukuls v) Sources of Vedic Education- the Vedas, Upanishads-their brief introduction. vi) Reasons for the decline of Vedic period.		
II	Buddhist Education i) Buddhist Period, origin of Buddhist education. ii) Features of education in the Buddhist period. iii) Objectives and Importance of Buddhist education. iv) Famous Universities in the Buddhist period- Takshshila, Kashi Nalanda, Valabhi, Vikramshila v) Main teachings of Buddhism. vi) Similarities and differences between Vedic education and Buddhist education.		
Books Recommended: 1. Education in Modern India – Damal B.D. and Dash B.N, Kalyani Publisher, New Delhi (2005). 2. History of Education in India – Ghosh, S.C, Rawat Publications, (2007). 3. A Hindu View of Life – S. Radhakrishnan, Macmillan Publications, New Delhi (1927). 4. A History of Education in India – Nurullah and Naik, Macmillan, Bombay. P.L. Rawat, (1995)			

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Semester – I

Environment and Sustainable Development (BCM 1.8)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Value Education Courses
Objectives: 1. Understanding the concept of sustainable development: Students should be able to define and explain the concept of sustainable development, including its key principles and components. 2. Identifying sustainability challenges: Students should be able to identify and analyze sustainability challenges facing the planet, such as climate change, biodiversity loss, resource depletion, and pollution and suggest a possible solution for the same.			
Learning outcome: After learning this subject, students would be able understand: 1. The learner would understand the importance of sustainable development. 2. The learner would be able to comprehend sustainable challenges.			
Unit	Content		
I	UNIT I: Multidisciplinary Nature of Environmental Studies – Concept of Environment, Scope of Environmental Studies, Need for public Awareness, Environmental Degradation, Shelter Security, Economic Security, Social Security, Effects of Housing on Environment, Effects of Industry on Environment. Environmental issues and crisis – Carbon Credits, Resource degradation, greenhouse gases, desertification, natural calamities and social insecurity, Industrialization, Globalization and Environment, Global Warming.		
II	UNIT II: Sustainable Development – History and emergence of the concept of Sustainable Development, Definition of Sustainable Development, Sustainable development practices in modern era. Sustainable Development Goals (SDGs): Introduction to Sustainable Development Goals (SDGs) established by United Nations, Need and Purpose for establishment of SDGs, SDG 6: Clean Water and Sanitation, SDG 7: Affordable and Clean Energy, SDG 11: Sustainable Cities and Communities, SDG 13: Climate Action, SDG 17: Partnerships for the goals		
Books Recommended: 1. The Sustainability Revolution: Portrait of a Paradigm Shift by Edwards, Andres R., New Society Publishers, 2005. 2. Sustainable development in India: Stocktaking in the run up to Rio+20: Report prepared by TERI for MoEF, 2011. 3. Report of the Department for Policy Coordination and Sustainable Development (DPCSD), United Nations Division for Sustainable Development. 4. Corporate Social Responsibility Part I, Part II, Part III – David Crowther and Guler Aras			

Physical Education – I (BCM 1.9)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives: 1) To understand the principles of injury prevention and the basic first aid procedures for sports-related injuries and to recognize the importance of warm-up and cool-down exercises and incorporate them into physical activity routines. 2) To develop practical skills and theoretical knowledge in Volleyball, including measurements and techniques and to develop practical skills and theoretical knowledge in Ball Badminton, including measurements and techniques.			
Learning outcome: After learning this subject, student will be able to: 1) Analyze different types of sports injuries and apply appropriate first aid techniques and evaluate the significance of warm-up and cool-down exercises and design appropriate routines. 2) Recall the standard measurements for a volleyball court and the rules of the game and demonstrate and refine basic volleyball skills such as serving, passing, and setting. Recall the standard measurements for a ball badminton court and the rules of the game and demonstrate and refine basic ball badminton skills such as serving, rallying, and scoring.			
Unit	Content		
I	A) Theory 1) Injuries and First Aid 2) Warmup/Cooling Down		
II	B) Practical & Theory GAME 1) Volleyball: Measurements in Volleyball Skills in Volleyball 2) Ball Badminton: Measurements in Ball Badminton Skills in Ball Badminton		
Books Recommended: 1. Tandon, D.K. (2010). Sports Injuries and First Aid. Khel Sahitya Kendra. 2. Sharma, O.P. (2015). First Aid for Sports Injuries. Sports Publication. 3. Singh, H. (2010). Science of Sports Training. DVS Publications. 4. Jain, A. (2013). Physical Fitness and Conditioning. Sports Publication. 5. Sharma, V.M. (2011). Volleyball: Skills and Techniques. Friends Publications. 6. Sethi, P. (2012). Coaching Volleyball: A Guide for Coaches. Sports Publication. 7. Singh, J. (2010). Ball Badminton: Skills and Techniques. Friends Publications. 8. Sathyaprabha, A. (2013). Ball Badminton for Beginners. NIS Publications.			

Principles of Business Management (BCM 2.1)			
Teaching Hours: 30	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
Objectives: 1. To introduce the knowledge of Management in Business Enterprises. 2. To develop the knowledge of Effective Planning, Important Concepts of Organization and Staffing. 3. To develop the knowledge of Directions and its sub functions. 4. To enable students to understand the concepts of Decision Making, Coordination and Controlling.			
Learning Outcomes: 1. Students will be able to understand the concepts related to Business and Demonstrate the roles, skills and functions of management and help perform roles related to business management. 2. Students will understand the importance and role of planning in the success of the enterprise, they will understand the role of organizing and learn about different organization structures and their advantages and disadvantages and will also learn the concept and steps involved in Staffing. 3. Student will learn the concepts and importance of directing, Leadership, motivation and learn the skills of communication. 4. Student will learn various approaches to problem solving & decision making, will learn the importance of coordination and get to know the process of control and why controlling is essential.			
Unit	Content		
I	Introduction to Management: A. Management Concept: Nature, Functions, Scope and Importance of Management. Skills of Managers. B. Development of Management Thought: Contribution of F. W. Taylor and Henry Fayol. C. Management and Administration: Differentiate between Management and Administration. “Is management a science or art?”, Management as a Profession.		
II	Planning, Organizing and Staffing: A. Planning Concept: Importance, Types of Planning, and Process of Planning, Making Planning effective. B. Organizing Concept: Principles involved, Types of organization structure, Delegation of Authority, Centralization and decentralization of authority, Span of control. C. Staffing Concept: Importance, Steps in Staffing Process.		
III	Directing: Importance, Principles, Limitations of Direction. Sub Functions of Directing: A. Leadership Concept: Leadership Styles, Leadership development. B. Communication Concept: Importance, Types of Communication. C. Motivation Concept: Objectives of Motivation, Factors of Motivation.		
IV	Decision Making, Coordination and Controlling: A. Decision Making Concept: Process, Types of Decision Making, Approaches to Problem Solving. B. Co-Ordination Concept: Importance, Principles of Coordination. C. Controlling Concept: Need of Controlling, Process of Control, Control Techniques.		
Books Recommended: 1. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House. 2. Principles and Practice of Management – L M Prasad, Sultan Chand & Sons educational, New Delhi 3. Management – Concept and Strategies – J. S. Chandan, Vikas Publishing. 4. Principles of Management – Tripathi, Reddy, Tata McGraw Hill. 5. Principles of Management – Ramasamy T, Himalaya Publishing House. 6. Principles of Business Management – Sherlekar, Himalaya Publishing House.			

Name of Course: B.Com. (Major in Management)

Semester – II

Basics of Economics (BCM 2.2.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Minor
Objectives: 1. To provide the students an understanding of basic concepts of business economics. 2. To make the students familiar with the fundamentals of economics.			
Learning Outcomes: 1. Understand the basic concepts of economics and contribution by traditional economists, and would be aware about the central problems of the economy. 2. Correlate how the individuals make decisions on the basis of choice, satisfaction and income level and understand application through realistic case studies.			
Unit	Content		
I	Introduction to Economics <ul style="list-style-type: none">Economics - Meaning, Nature, Scope, ImportanceContribution of Economists - Adam Smith, Alfred Marshal, Lionel Robbins - Definition, Features, CriticismsEconomic Systems- Socialism, Capitalism, Mixed- Meaning, Merits and demeritsCentral Problems of Economic SystemProduction Possibility Curve - Meaning, Properties		
II	Foundation of Economic Analysis <ul style="list-style-type: none">Micro & Macro Economic Analysis - Meaning, Definition, Features, Merits, DemeritsCase Study on Bajaj Auto (Micro Analysis), Case Study on Automobile Sector (Macro Analysis)Utility Analysis - Meaning, Features, TypesLaw of Diminishing Marginal Utility - Meaning, Definition, Concept, Assumptions, ExceptionsLaw of Equi Marginal Utility - Meaning, Definition, Concept, Assumptions, Limitations/Criticisms.		
Books Recommended: 1. An Introduction to Modern Economics , Hardwick, Khan & Langmead, Longman London & New York. 2. Modern Economics – H. L. Ahuja, S. Chand & Co Ltd, Latest Edition. 3. Micro Economics – P. N. Chopra, Kalyani Publishers. 4. Principles of Economics – D. M. Mithani, Himalaya Publishing House, Latest Revised Edition. 5. Modern Economic Theory – K. K. Dewett, S. Chand & Co Ltd, Latest Revised Edition. 6. Advance Micro Economic Theory – M. Maria John Kennedy, Himalaya Publishing House, Latest Revised Edition.			

Computer Hardware and Networking (BCM 2.2.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Minor
Objectives: 1. To provide the students an understanding of basic concepts of hardware. 2. To make the students familiar with the concepts of Networking.			
Learning Outcomes: 1. The students will be able to understand the basic concept of hardware, its types and assembly of various hardware components. 2. The students will be able to understand the concept of networking, configuration, various networking models and networking devices.			
Unit	Content		
I	Computer Hardware: Introduction to Computers: Basics of Computers, Organization of Computers, Software, and Hardware Input/output devices: motherboard, types of motherboards, SMPS troubleshooting, Inside the PC: Opening the PC and identification of various components, study of different blocks, assembling and disassembling, modification, and replacement of components		
II	Networking: Network basics and configuration: Setting IP addresses and sharing files and folders Network troubleshooting, PING test, ipconfig and network testing commands, crimping, etc. Network Types: LAN, WAN, MAN, and PAN Setting of the network connection, Networking Model: The OSI Model and TCP/IP Model work with various networking devices: routers, switches, modems, hubs, etc. working with Wired and wireless technology.		
Books Recommended: 1. Operating System Concept – Silberschatz, Galvin & Gagne, John Willey & Sons Inc, Haboken, NJ 2. The UNIX Programming Environment – Kernighan & Pike, PHI, London 3. Linux: The Complete Reference (Sixth Edition) – Richard Petersen, McGraw Hill, New Delhi 4. The Complete Reference, PC Hardware – Craig Zacker John Rourke, McGraw Hill, New Delhi 5. Cisco Networks – Christopher Carthern, William Wilson, Noel Rivera, Richard Bedwell 6. Computer Networks – Fourth Edition, Andrew S., Tanebaum			

Legal Aspects of Business (BCM 2.2.3)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Minor
Objective: 1. To develop a basic understanding of the business laws – Indian Contract Act, 1872. 2. To develop a basic understanding of business laws – Indian Sale of Goods Act, 1930.			
Learning Outcome: After learning this subject, the student will be able to: 1. Describe and explain rights and duties of respective parties under different types of contracts. 2. Analyse the salient features of Indian Sale of Goods Act, 1930 and its applications in real life situations.			
Unit	Content		
I	INDIAN CONTRACT ACT, 1872 Definition, Essential elements of a valid contract, Agreements, Offer and Acceptance, Essentials of a valid offer and acceptance, Consideration, no consideration no contract, Capacity of parties to contract, Free consent, Legality of object, Agreement declared void. Performance of a contract, Types of performance, Discharge of contract, Breach of contract, Remedies for breach of contract. Quasi contract, Contingent Contract		
II	SALE OF GOODS ACT, 1930 Meaning of contract of sale, Difference between sale & agreement to sell, Goods, Classification of goods, Price- modes of fixing price, Conditions and Warranty, Implied Conditions and Warranty, Difference between conditions and warranty, Transfer of ownership/property in goods, Doctrine of 'Caveat Emptor', 'Nemo dat quod non habet', Unpaid seller, Rights of an unpaid seller, Sale by auction.		
Books Recommended: 1. Business Laws , Kapoor N.D., Sultan Chand & Sons, New Delhi 2. Intellectual property Rights & Law , G.B. Reddy –Gogia Law agency Hyderabad. 3. Law and Practice of intellectual Property , Vikas Vashisht, Bharat Law House Delhi, 1999. 4. I.T. Rules with Information Technology Act, 2000 , Taxmann Publication Pvt. Ltd. New Delhi 5. Law of Information Technology , Paintall D; Taxmann Publication Pvt. Ltd., New Delhi			

Fundamentals of Financial Accounting (BCM 2.3.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.			
Learning Outcomes: 1. To understand the fundamentals of accounting and the process of recording transactions in a journal. 2. To get acquainted with the concept and process of preparing ledgers and trial balance.			
Unit	Content		
I	Fundamentals of Accounting: Theory: Meaning and scope of Accounting, Need, Development & Definition of accounting, Branches of accounting and Principles, Concepts and Conventions of accounting, Journal Entries of Transactions; Meaning, importance and benefits of Accounting Standards. Practical Problems: Preparation of Journal of Sole Proprietor.		
II	Ledger and Trial Balance: Theory: Meaning of Ledger, different types of ledgers, importance and objectives of ledgers, meaning of trial balance, importance and objectives of trial balance, uses of trial balance, advantages and limitations of trial balance. Practical Problems: Preparation of Ledgers, Simple Cash Book, Simple Bank Book and Trial Balance		
Books Recommended:			
1. Financial Accounting – Paul, S. K, New Central Book Agency 2. Financial Accounting for Managers – Ghosh, T. P. Taxman Allied Service 3. Financial Accounting – Dr. V. K. Goyal, Excel Books 4. Financial Accounting – Jain S.P., Narang K.L., Kalyani Publishers, Delhi. 5. Financial Accounting – Grewal, Shukla, S. Chand Publications, Delhi 6. Advanced Financial Accounting – R.S.N. Pillai, Bhagavathi, S. Uma, S. Chand 7. CA Foundation and Intermediate Modules by ICAI.			

Indian Financial System (BCM 2.3.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To enable the students with the understanding of Indian Financial System. 2. To equip the students with knowledge of financial instruments, financial regulations and financial services.			
Learning Outcomes: After learning this subject, the students will be able to understand: 1. The concept of money markets, capital markets and various instruments of money and capital markets. 2. The instruments of capital markets, financial markets.			
Unit	Content		
I	Components of formal financial system- Structure & Functions of Financial system, financial system and economic growth. Money Markets – Meaning and Instruments: - Treasury Bills, Commercial papers, Commercial bills, Call money market: Meaning and Features Capital Market Capital Market: Meaning and Features Types of Capital Market: Meaning and Features Structure of the Indian Capital Market – Recent Developments in the Indian Capital Market		
II	Financial Instruments: Traditional Instruments: Equities, Debentures and Bonds; Hybrid Instruments: Different types of bonds such as Floating Rate Bonds, Zero Coupon Bonds, Deep Discount Bonds, Inverse Float Bonds: Meaning and Features. Financial Regulations & Financial Services- Financial Regulation - SEBI, RBI and IRDA: Meaning and Functions. The Derivative Market in India: Meaning of Derivatives; Participants in the Derivatives Markets – Hedgers, Arbitrageurs and Speculators (concept & role), Types of Financial Derivatives – Forwards, Futures, Options and Swaps: Concept and Features.		
Books Recommended: 1. Pathak Bharati (2008): The Indian Financial System –Markets, Institutions, and Services, (2nd Edition), Pearson Education, New Delhi. 2. Financial Institutions and Markets, Growth and Innovation, Bhole L. M., Tata McGraw-Hill, New Delhi, 2008. 3. Financial Economics, Bodie, Z. et. el, Pearson Education, New Delhi, 2009. 4. Introduction to Futures and Options Market, Hull John, Prentice Hall of India, Delhi, 2002. 5. Financial Services, Khan M.Y., Tata McGraw Hill, New Delhi, 2007. 6. Management of Banking and Financial Services, Paul, J. and P. Suresh, Pearson Education, Delhi, 2008. 7. Reserve Bank of India (various issues) Report on Currency and Finance, RBI, Mumbai. 8. Reserve Bank of India, Occasional Papers, Vol. 18, Nos. 2 & 3, RBI, Mumbai 1997. 9. Derivatives: An Introduction, Strong, R. A., Thomson Asia Pvt. Ltd, Bangalore, 2002. 10. Futures and Options, Sridhar, A. N., Equities and Commodities; Shroff Publishers, Mumbai 2006.			

Indian Banking and Insurance Systems (BCM 2.4.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. This course aims at providing the understanding of basic principles followed in Banking and Insurance. 2. This course aims at providing the understanding of the need of insurance and its applicability.			
Learning Outcome: After learning this subject, the student will be able to: 1. Understand recent trends in Banking and principles of bank lending. 2. Understand the concept of insurance and its role.			
Unit	Content		
I	Introduction to Banking: Basic Concepts: Origin, Need, Types, Scope and Functions of Banking, Brief history, Forms of banking – Unit banking, Branch banking, Group banking, Chain banking, Correspondent banking: Meaning and Features. Principles of Bank Lending & Internet Banking: Types of advances - Loans, Cash Credit, Overdraft, Bills Purchased, Bills Discounted, Letters of Credit (Concept) - Types of Securities – Sound principles of Bank Lending. Internet Banking: RTGS, NEFT, Debit Card, Credit Card, UPI: Meaning, Benefits.		
II	Insurance: Meaning, Need and Scope of Insurance, Concept of risks and types of business risks, Principles of Insurance General and Life Insurance: Meaning and Importance Re-Insurance: Meaning and Importance IRDA: Meaning and Objectives of IRDA		
Books Recommended: 1. Banking and Insurance , Agarwal, O.P., Himalaya Publishing House 2. Financial Services Banking and Insurance , Satyadevi, C., S. Chand 3. Practical and Law of Banking , Suneja, H.R., Himalaya Publishing House 4. Elements of Banking Law , Chabra, T.N., Dhanpat Rai and Sons. 5. Elements of Banking and Insurance , Jyotsna Sethi and Nishwan Bhatia, PHI Learning			

Quantitative Aptitude and Logical Reasoning (BCM 2.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objective: 1. To develop an understanding of the basic mathematical and statistical tools and their application in business and finance. 2. To develop logical reasoning skills and apply the same in simple problem solving. 3. The students should be able to evaluate various real-life situations by resorting to analysis of key issues and factors.			
Learning Outcome: After learning this subject, the student will be able to understand: 1. Concept of ratio, proportion and indices. 2. Concepts of permutations and combinations and logical reasoning.			
Unit	Content		
I	Ratio & Proportion and Indices Ratio - Meaning, properties, the concept & application of inverse ratio. Proportion – Meaning, properties of proportion, laws on proportion (Invertendo, Alternendo, Componendo, Dividendo) Indices – Meaning of indices & laws of indices (Easy applications)		
II	Basic Concepts of Permutation & Combination Introduction, factorial, problems on permutations including circular permutation with restrictions and problems on combination (easy to moderate level). Logical Reasoning Number series, Alphabet series, letter coding, number coding and blood relations. (Basic & Moderate level)		
Books Recommended: 1. Quantitative Aptitude for competitive exams , Dr. R. S. Agrawal, S. Chand. 2. A Modern Approach to Logical Reasoning , Dr. R. S. Agrawal, S. Chand 3. Quantitative Aptitude for all competitive exams , Abhijit Guha, Tata Mac Graw Hill. 4. Quantitative Aptitude for CAT , Deepak Agrawal & D. P. Gupta. 5. Quantitative Aptitude , Shripad Deo, Allied Publishers Pvt. Ltd. 6. ICAI study module of CA Foundation course , Paper 3 Business Mathematics & Logical Reasoning & Statistics.			

Name of Course: B.Com. (Major in Management)

Semester – II

Basics of Tally Prime (BCM 2.5)			
Teaching Hours: 45 (Theory + Practical)	Total Credits: 2	Total Marks: 35+15 = 50	Group: Vocational Skill Courses
Objectives: 1) To acquaint students with the Basics use of Tally Prime. 2) To acquaint students with practical understanding of creation of accounting and inventory masters, accounting of various business transactions, accounting of taxes (GST), daily accounting reports etc.			
Learning Outcomes: After learning this subject, students will be able to: 1) Understand the installation procedure of Tally Prime, Creation of Company in Tally Prime, Creation of Accounting Masters in Tally Prime. 2) Understand creation of Inventory Masters, Maintenance of Godowns, Activation of GST and Accounting of GST transactions and various reports (Day Book, Trial Balance, Profit & Loss A/c, Balance Sheet and Stock Summary) in Tally Prime.			
Unit	Content		
I	Introduction to Tally Prime – Installation Procedure, Opening Tally Prime, Creating a Company. Creating Accounting Masters – Introducing Groups, Introducing Ledgers, Introducing Vouchers and accounting vouchers transactions.		
II	Creating Inventory Masters – Stock Groups, Stock Items, Unit, Godown and inventory vouchers transactions. Introduction to GST – GST activation, GST Ledgers, GST Invoicing, Working with GST Reports. Reports – Day Book, Trial Balance, Profit & Loss A/c, Balance Sheet and Stock Summary.		
Books Recommended: 1. Tally Prime – Tally Education Private Ltd (TEPL). 2. Official Guide to Financial Accounting Using Tally Prime – BPB Publications. 3. Mastering in Tally Prime – Ascent Prime Publications. 4. Tally Prime GST – United Publications 5. Tally Prime Training Guide – BPB Publications.			

Name of Course: B.Com. (Major in Management)

Semester – II

Correspondence Skills (BCM 2.6.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives to achieve after studying unit I and II: 1. To introduce Business correspondence. 2. To develop writing skills of correspondence. 3. To develop skills of analysis of a given text. 4. To develop creative writing skills.			
Learning Outcomes: After studying this subject, students would be able to achieve the following course outcomes as per Bloom’s taxonomy: 1. CO1 and CO2- Unit I- will achieve the attaining of CO1 and CO2 Remember and Understand by asking questions on various business letters 2. CO3 and CO4- Unit II – Unseen Passage-will achieve the attaining of CO3- Apply and CO4-Analyze by asking questions based on unseen passage for comprehension. The students have to apply their skills of reading, analyzing and attempt the questions 3. CO5 and CO6- Unit II- Expansion of an idea and Vocabulary/grammar-based exercises will achieve the attaining of CO5-evaluate and CO6-create			
Unit	Content		
I (20M)	Business Correspondence i) Business Enquiry Letters- Enquiry about products and services with seller, Reply to enquiries ii) Business Order Letters- placing order about products and services, Reply to orders iii) Business Complaint Letters- Writing complaint letters to the seller about bad quality, less quantity, wrong products iv) Business Adjustment Letters- providing proper adjustment to the buyer v) Letters to Banks-Writing applications for bank loans, issuing of cheque book		
II (15M)	i) Unseen Passage for comprehension with 5 questions based on it (3 questions on write the answer, 1 question on vocabulary-(write the synonym or antonym of a word from passage, 1 question on give a suitable title to the passage) ii) Expansion of an idea based on given points iii) Vocabulary exercise – Fill in the blanks with appropriate homonyms given in brackets		
Books Recommended: 1. Business Communication – Urmila Rai, S.M. Rai - (Himalaya Publishing House) 2. Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) 3. Business Correspondence and Report Writing – R.C. Sharma & Krishna Mohan (Tata McGraw-Hill) 4. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)			

Name of Course: B.Com. (Major in Management)

Semester – II

Public Administration (BCM 2.6.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To understand the concept of Public Administration 2. To understand its importance 3. Role of Public Administrators			
Learning Outcomes: After studying this subject, students would be able to understand the administrative systems in India.			
Unit	Content		
I	i) Meaning, scope and significance of Public Administration ii) Public and Private Administration iii) Public Services-Central, State and Local Government iv) Constitutional Framework of Government		
II	i) Basic elements of administrative governance Planning, Organizing, Directing and Controlling ii) Characteristics of Public Administration--- Public interest, Equality in society, Tax collection etc. iii) Role of Public Administration in development- Concept of good governance iv) Union Government-Executive, Parliament, Judiciary		
Books Recommended:			
1. Indian Public Administration – Institutions and Issues, Ramesh K Arora and Rajani Goyal: Vishwa Prakashan, New Delhi, 1996. 2. From Government to Governance – Kuldeep Mathur: National Book Trust, New Delhi, 2010. 3. Indian Administration – Hoshiar Singh: Kitab Mahal, New Delhi, 2004. 4. Indian Administration – S.R. Maheshwari: Orient Longman, Delhi, 2005. 5. Public Administration in India – S.R. Maheshwari: Oxford University Press New Delhi, 2005. 6. Public Administration in India – Padma Ramchandran: National Book Trust, New Delhi, 2006.			

Name of Course: B.Com. (Major in Management)

Semester – II

A Better India, A Better World (BCM 2.7)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
Objectives: <div>1. To develop the comprehension and understanding skills of students.</div> <div>2. To motivate students to acquire good values.</div> <div>3. To develop the creative skills of students.</div> <div>4. To develop the analytical and application skills of students.</div>			
Learning Outcomes: After studying this subject, students would be able to achieve the following course outcomes as per Bloom’s taxonomy: <div>1. CO1 and CO2- Unit I- will achieve the attaining of CO1 and CO2 Remember and Understand by asking theory-based questions.</div> <div>2. CO3 and CO4- Unit II – Unseen Passage-will achieve the attaining of CO3- Apply and CO4-Analyze by asking questions based on unseen passage for comprehension. The students have to apply their skills of reading, analyzing and attempt the questions.</div> <div>3. CO5 and CO6- Unit II- Developing an Ad and Vocabulary/grammar-based exercises will achieve the attaining of CO5-evaluate and CO6-create.</div>			
Unit	Content		
I (20M)	Following 4 chapters from the book are prescribed <div>i) Learning from Experience</div> <div>ii) The Indian of the Twenty-first Century</div> <div>iii) What Can We Learn from the West</div> <div>iv) The Role of Discipline in Accelerating National Development</div>		
II (15M)	Non-textual <div>i) Unseen Passage for comprehension with 5 questions based on it (3 questions on write the answer, 1 question on vocabulary -write the synonym or antonym of a word from passage, 1 question on give a suitable title to the passage).</div> <div>ii) Draft/prepare an Advertisement for marketing a product or service, for Job requirement, for accommodation on rent.</div> <div>iii) Arrange Jumbled words of a sentence in a correct order.</div>		
Books Recommended: A BETTER INDIA, A BETTER WORLD BY N R NARAYAN MURTHY Published by Penguin Random House India, Gurgaon, India, 2010			

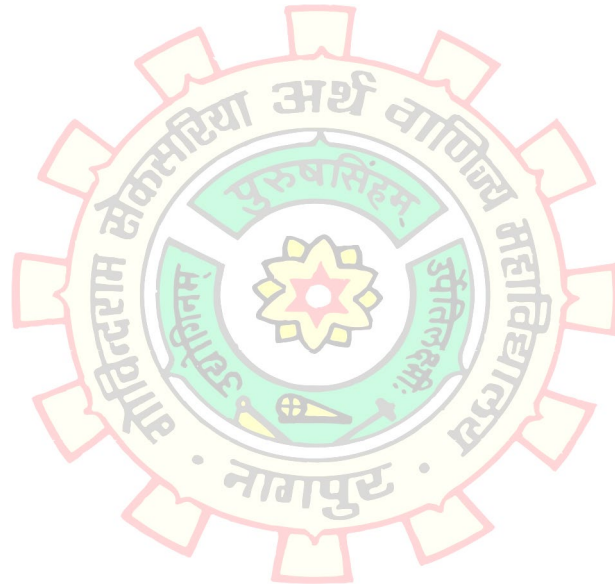
Value Education (BCM 2.8)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Value Education Courses
Objectives: 1. Understanding the moral values: To impart & inculcate the importance of value-based living. Student should be able to understand the teachings of great Indian leaders and their relevance in today’s world. 2. Sensitization of students for Nation Building: Sensitization of students on various facets like Human rights, Duties & Responsibilities of citizens, etc.			
Learning Outcomes: After learning this subject, students would be able - 1. To build a strong base of high moral values in life. 2. To appraise Indian values and to contribute to nation building.			
Unit	Content		
I	UNIT I- Moral Values: 1. Meaning & definition of moral values, Types of values and need of value education. 2. Important values in Human Life – Integrity, truth, commitment, empathy, honesty, punctuality, unity, forgiveness, love, teamwork, ability to sacrifice, care, positive & creative thinking. 3. Role of values in education. 4. Teachings of great Indian Leaders: - Seven Deadly Sins by Mahatma Gandhi and Ten Golden Teachings of Swami Vivekanand. 5. Seven inspiring thoughts of Mother Teresa & Baba Amte.		
II	UNIT II A – Values & Self: 1. Self-confidence - Theories of self confidence 2. Stress Management - Techniques of Stress Management 3. Self-acceptance – Techniques and importance 4. Self-growth – Role of spirituality, meditation, yoga in self-growth. B – Values & Nation Building: 1. Sensitization for social & human values, sensitization to constitutional obligations- rights & duties. 2. Dr. A. P. J. Kalam’s Ten points for enlightened citizenship. 3. Valuable thoughts on management - Shivaji Maharaj's eight valuable thoughts on management for nation building. 4. Ratan Tata's eight valuable thoughts on management.		
Books Recommended: 1. Vivekananda, Swami. “Personality Development” – Advaita Ashrama, Kolkata, 2008. 2. “Value Education” – Dr. Kiruba Charles and V Arul Selvi 3. “Wings of Fire” – Dr. A. P. J. Kalam 4. Skill Development – Dr. Mohini T. Bhelwani, Shree Sainath Prakashan, Nagpur 5. Shivaji : The Management Guru, Prof. Namdev Jadhav, Rajmata Prakashan, Mumbai			

Physical Education – II (BCM 2.9)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives: 1) To understand the principles of injury prevention and the basic first aid procedures for sports-related injuries and to recognize the importance of warm-up and cool-down exercises and incorporate them into physical activity routines. 2) To develop practical skills and theoretical knowledge in Volleyball, including measurements and techniques and to develop practical skills and theoretical knowledge in Ball Badminton, including measurements and techniques.			
Learning outcome: After learning this subject, student will be able to: 1) Analyze different types of sports injuries and apply appropriate first aid techniques and evaluate the significance of warm-up and cool-down exercises and design appropriate routines. 2) Recall the standard measurements for a volleyball court and the rules of the game and demonstrate and refine basic volleyball skills such as serving, passing, and setting. Recall the standard measurements for a ball badminton court and the rules of the game and demonstrate and refine basic ball badminton skills such as serving, rallying, and scoring.			
Unit	Content		
I	A) Theory 1) Injuries and First Aid 2) Warmup/Cooling Down		
II	B) Practical & Theory GAME 1) Volleyball: Measurements in Volleyball Skills in Volleyball 2) Ball Badminton: Measurements in Ball Badminton Skills in Ball Badminton		
Books Recommended: 1. Tandon, D.K. (2010). Sports Injuries and First Aid. Khel Sahitya Kendra. 2. Sharma, O.P. (2015). First Aid for Sports Injuries. Sports Publication. 3. Singh, H. (2010). Science of Sports Training. DVS Publications. 4. Jain, A. (2013). Physical Fitness and Conditioning. Sports Publication. 5. Sharma, V.M. (2011). Volleyball: Skills and Techniques. Friends Publications. 6. Sethi, P. (2012). Coaching Volleyball: A Guide for Coaches. Sports Publication. 7. Singh, J. (2010). Ball Badminton: Skills and Techniques. Friends Publications. 8. Sathyaprabha, A. (2013). Ball Badminton for Beginners. NIS Publications.			

Selling and Distribution Management (BCM 3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
Objective: <div>1. To introduce students to the foundational concepts and techniques of sales and selling.</div> <div>2. To equip students with the necessary skills and knowledge for effective sales force management.</div> <div>3. To provide students with an understanding of the structure and functions of sales organizations.</div> <div>4. To familiarize students with the process of sales forecasting, budgeting, and sales control.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. Differentiate between traditional and modern techniques of selling and apply them to real-world sales scenarios.</div> <div>2. Analyze and evaluate the qualities and skills required for effective salesmanship, and apply motivational techniques to enhance sales performance.</div> <div>3. Analyze the purpose and types of sales organizations, and demonstrate the ability to plan and manage sales territories effectively.</div> <div>4. Develop sales forecasts, budgets, and quotas, and assess the role of distribution channel management in achieving sales objectives. Additionally, students will be able to discuss the latest trends in selling and the utilization of AI in sales processes.</div>			
Unit	Content		
I	Unit – I Introduction to Sales and Selling: Meaning, characteristics & features of Product & Services; Concept, Objectives and Scope of Selling, Types of Selling, Selling Process, Traditional and Modern Techniques of Selling		
II	Unit – II Sales Force Management: Selling Skills, Qualities of a Salesman, Salesmanship Training of a Salesforce, Motivation for Selling, Selling Techniques and Strategies, Kotler’s 5As of Sales Marketing, Challenges of Selling		
III	Unit – III Sales Organization; Sales Department Relations Planning, Functions of a Sales Department, Purpose & Types of a Sales Organization, Definition & Management of a Sales territory, Sales Management- Definition and Objectives		
IV	Unit – IV The Sales Budget: Sales Forecasting and Budgeting, Sales Control-Distribution Channel Management, Sales quotas & Types of Quotas, Role of Influencers in Selling, Latest trends in Selling, Use of AI in selling		
Books Recommended: <div>1. Sales Management For B.Com. & B.B.A. by Mr. S.K. Bansal, Mr. Jitendra Sisodiya and Mr. Vikas Sharma, Sahitya Bhavan, ISBN - 978-93-5047-109-8</div> <div>2. Sales and Distribution Management: N. G. Nair, Latha Nair; Himalaya Publishing House, New Delhi</div> <div>3. Sales Promotion and Advertisement Management: M.N. Mishra; Himalaya Publishing House, New Delhi.</div> <div>4. Advertising and Sales Management: S.C. Agrawal; Dhanpat Rai Publishing Co. New Delhi.</div>			

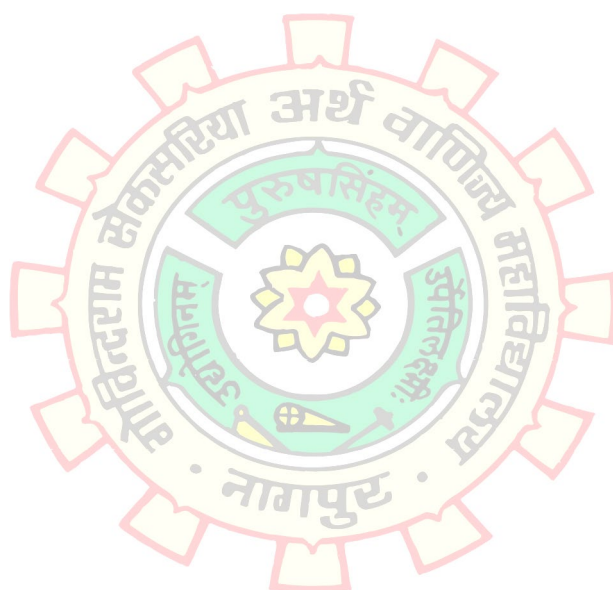
Name of Course: B.Com. (Major in Management)**Semester – III**

Advertisement and Sales Management (BCM 3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Major Core
Objective: 1. To Understand the basic concepts of Advertising and Functions of Advertising in modern business 2. To analyse the benefits and impact of Advertising 3. To identify the importance and values in Advertising 4. To explore the recent trends and functions in Sales Management			
Learning Outcomes: After learning this course, students will be able to – 1. Understand the fundamentals of Advertising and media selection. 2. Apply the concept of creativity and undertake the advertising research. 3. Analyze the strategies related to Advertising impact on Society and Consumers. 4. Identify and apply Art of Selling and preparing Sales Budget.			
Unit	Content		
I	Introduction of Advertising: Advertising - Definition - Importance - Classification of advertisements – Functions of Advertising - Objectives – DAGMAR - Advertising and Direct Marketing: Advertising - Determinants of Advertisability - Causes for advertisement failure. Advertising Department - Organizing for advertising department - Functions of advertising management. Evaluation Criteria for Selecting an Advertising Agency, Factors affecting Media Choice		
II	Economic & Social Aspects of Advertising: Setting of advertising budget, Meaning of Advertising Cost, Economic effects - Social Effects of Advertising, Benefits of Advertising - Impact of Advertisements on children - Women in Advertising, Role of Creativity in Advertising and Need for Advertising Research. Advertising media, different types of media, media planning, Impact & Role of advertising agencies, Elements of Print Advertisement and Digital Advertisement.		
III	Ethics in Advertising and Public Relations Importance of Ethics and Values in Advertising, Ethics and code of conduct in advertising. Misleading and Deceptive advertisements, Advertising Appeals and its Impact on society and consumers. Criticisms of Advertising, Regulating Bodies in India for Advertisements. Role of Advertising in Public Relations and Publicity: Meaning of Publicity and Public Relations Advantages and Disadvantages of Public Relations, Ethics in Publicity.		
IV	Sales Management Aspects: Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Qualities of an Effective Salesman, Sales Promotion - Definition - Types – Features, Sales planning: Concept, Process, Sales Forecasting - Methods and Limitations, Concept of Sales Budget and Sales Audit. Duties and responsibilities of General sales Manager. Steps in setting up the sales organization. Sales forecast: meaning, objectives, sales forecast methods, Recent Trends in Sales Management, Role of IT in Sales Management.		
Books Recommended:			
Text Books 1. Advertising and sales Management: C.N. Sontakki ; Kalyani Publishing New Delhi			
References Books 1. Advertising Planning and implementation: Sharma and Singh, Prentice Hall 2. Advertising Management Concepts and Cases: Mahendra Mohan, Tata McGraw Hill 3. Sales and Distribution Management: N.G.Nair, Latha Nair; Himalaya Publishing House, New Delhi 4. Advertising and Sales Management: S.C. Agrawal; Dhanpat Rai Publishing Co. New Delhi.			



Business Economics (BCM 3.3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objective: <ol style="list-style-type: none"> 1. To provide the students an understanding of basic concepts of business economics and demand analysis. 2. To help students understand the requirements of business decision making and production analysis. 3. To make the students familiar with costing concepts and revenue analysis. 4. To provide knowledge to the students regarding market structures and competition. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> 1. Understand the important concepts of Business Economics, and further delve deeper into concepts related to Demand analysis like, Elasticity of demand and Indifference curve. 2. Analyse how the producers make decisions based on production function in short run and long run. 3. Evaluate the importance of cost analysis and revenue analysis for a business. 4. Apply the knowledge regarding various types of markets and how the companies function in a given nature of market & competition in realistic situations. 			
Unit	Content		
I	Introduction to Business Economics <ul style="list-style-type: none"> • Concept, Nature, Scope of Business Economics • Demand -Meaning of Demand, Determinants of Demand, Law of Demand, Expansion and Contraction of Demand, Increase and Decrease of Demand • Elasticity of Demand - Concept, Methods, Types of Elasticity of Demand, Degrees of Price Elasticity of Demand, Factors affecting Elasticity of Demand, Case Study on Oil Refining Companies and Price Elasticity of Demand • Indifference Curve - Meaning, Properties of Indifference curve, Indifference map 		
II	Business Decision-Making and Production Function <ul style="list-style-type: none"> • Supply -Concept of Supply, Law of Supply, Elasticity of Supply, • Determination of Equilibrium price through market forces (Demand and Supply), Case Study on Demand and Supply of Gold in India • Production Function - Meaning of Production Function, Short Run & Long Run Production Function • Isoquant - Meaning, Properties • SDG 12 - Sustainable Consumption and Production - Concept, Targets and Indicators • Case study on Inability in taking strategic timely decisions a cause for Nokia's failure 		
III	Costing Concepts & Revenue analysis <u>Costing Concepts</u> <ul style="list-style-type: none"> • Cost Function - Meaning of Cost Function • Introduction to Various Short & Long Run Costing Concepts : Concept of Total Cost, Average Cost, Marginal Cost, Supply chain costs and drivers of supply chain costs • Relationship between Average Cost and Marginal Cost <u>Revenue Analysis</u> – Meaning of Revenue, Concept of Total Revenue, Average Revenue and Marginal Revenue, Relationship between Average Revenue and Marginal Revenue <ul style="list-style-type: none"> • Theory of Firm- Objectives of a firm and profit maximization 		
IV	Market structure and competition <u>Market:</u> <ul style="list-style-type: none"> • Market - Meaning, Features, Types <u>Perfect Competition</u> - Meaning, features, Equilibrium of Industry and of Firm in short run (Price-Output Determination in short run) <u>Imperfect Competition</u> <ul style="list-style-type: none"> • Monopoly- Meaning, features, types, Equilibrium of firm (Price-Output Determination in short 		

	<p>run), Price Discrimination- meaning, types, conditions for price discrimination to be profitable</p> <ul style="list-style-type: none"> • Monopolistic Competition – Meaning, features, Equilibrium of firm (Price- Output Determination in short run) • Oligopoly - Meaning, features, kinked demand curve, Nash Equilibrium in Prisoner’s Dilemma- concept
Books Recommended:	
<ol style="list-style-type: none"> 1. Introduction to Modern Economics, Hardwick, Khan & Langmead, An, Longman London & New York, Revised Edition. 2. Advanced Economic Theory (Micro Economic Analysis), H. L. Ahuja, S. Chand & Co Ltd, 11th Edition, 2004. 3. Modern Economics, H. L. Ahuja, S. Chand & Co Ltd, 11th Edition, 2004. 4. Micro Economics, P. N. Chopra, , Kalyani Publishers. 5. Micro Economics, D. D. Chaturvedi, Galgotia Publishing Company. 	



Name of Course: B.Com. (Major in Management)

Semester – III

MS-Office (BCM 3.3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Minor
Objective: <ul style="list-style-type: none">1. To understand formatting features in Ms Word with Mail merge, Templates to maintain consistency to create professional looking documents.2. To analyze large datasets through Excel sorting, filtering and different data analysis tools.3. To explore data modelling and advanced functions to visualize data creatively and communicate insights effectively.4. To evaluate organization and structure of PowerPoint presentations in order to ascertain their logical flow.			
Learning Outcomes: After learning this course, students will be able to – <ul style="list-style-type: none">1. Understand and recall the functionalities, tools and commands available in MS Word.2. Analyze financial data and perform functions to evaluate financial scenarios.3. Apply statistical analysis tools and technique to interpret data for business insights and faster decision making.4. Evaluate the effectiveness of the contents in PowerPoint presentation including visual themes for diverse audiences.			
Unit	Content		
I	Microsoft Word :- Introduction to MS-Office 2019, Installation, Word:- Introduction to MS-Word, Working with toolbars & ribbons, Components of MS-Word Window, Inserting Tables, Mail-merge, Macros, Templates.		
II	MS-Excel:- Introduction to MS-Excel:- Introduction to MS-Excel, Elements of MS-Excel workbook, Navigation, Entering & Editing, Formatting cells, Formula and Functions, V-lookup, H-lookup, Data Sorting, Conditional Formatting, Filtering, Goal Seek, Tables, Views, Charts, Linking.		
III	Advanced Excel - INDEX and MATCH, IF with AND, OR, OFFSET combined with other functions, CHOOSE for creating scenarios, INDIRECT combined with other functions, XNPV and XIRR CELL, COUNTA, and MID functions combined together, PMT, IPMT, and principal payment calculations, Subtotal and Data Consolidation, Pivot Table, Protection.		
IV	Microsoft PowerPoint: - Introduction to MS-PowerPoint, Insertion, deletion, Copying Slides, Slide numbering, Header & Footer, Different Layouts, Master Slide, Inserting Tables, Sounds, Charts, Different Objects, Animation, Slide Transition.		
Books Recommended: <ul style="list-style-type: none">1. A First Course In Computers, Sanjay Saxena, Vikash Publishing House Pvt. Ltd. New Delhi2. Mastering MS-Office, Bittu Kumar3. Mastering Advanced Excel, Ritu Arora			

Name of Course: B.Com. (Major in Management)

Semester – III

Company Law (BCM 3.3.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objective: 1. To impart basic knowledge of the provisions of Companies Act 2013. 2. To familiarize students with the legal regulations related to registration of a company. 3. To impart knowledge about important documents that define a company. 4. To impart knowledge of company functioning.			
Learning Outcomes: After learning this course, students will be able to – 1. Classify different types of companies under the Companies Act 2013, including registered, public, private, one-person, and others, and explain their respective features, privileges, and exemptions. (Understand) 2. Interpret the duties and liabilities of promoters, understand the preliminary steps involved in company incorporation, and explain the online registration process, issuance of certificates, and provisional contracts. (Evaluate) 3. Apply the principles of Memorandum of Association (MOA) and Articles of Association (AOA) to understand their clauses, alterations, and the legal implications of ultra vires transactions. Analyze the requirements and types of prospectuses and their significance. (Apply) 4. Analyze the concept of company meetings, including their requisites for validity, different types, and voting procedures. Evaluate the role of resolutions and assess the effectiveness of various voting methods, including postal ballot and e-voting. (Analyze)			
Unit	Content		
I	Introduction to companies act 2013 (as amended from time to time), features, Kinds of companies: Registered company, Public company, private company-privileges and exemptions of a private company, Conversion of Private company to Public company, conversion of Public company to Private company, One person company: Provisions and exemptions of OPC, , Conversion of OPCs into private and public companies, Holding and subsidiary company, Government company, Foreign Company, Sec 8 Company		
II	Formation of company – Promotion: duty and liabilities of promoters, legal position of promoters Incorporation: preliminary steps, online registration of a new company, certificate of incorporation, commencement of business, certificate of commencement of business, CIN, provisional contracts		
III	Documents: Memorandum of association- clauses and alterations Articles of association- Content and alterations Doctrine of ultra vires- effects of ultra vires transactions Prospectus: Meaning, requirements of a prospectus, abridged prospectus, shelf prospectus, misleading prospectus		
IV	Company meetings – Meaning of meeting, kinds of meetings, Requisites of a valid general meeting: notice, agenda, quorum, chairman, voting by poll, voting through postal ballot, procedure to be followed for conducting business through postal ballot, E-voting, Proxy and its provisions, Resolutions: Types of resolutions		
Books Recommended: 1. Company Law & Secretarial Practice. Sultan Chand & Sons, Kapoor, N.D: New Delhi. 2. Indian Company Law, Singh Avtar, Eastern Book Company, Lucknow. 3. Company Law and Secretarial Practice, Dr. R.K. Nelakha, Ramesh Book Depot, Jaipur. 4. Corporate Laws, Anil Kumar; Taxmann Publication			

Direct Taxes (BCM 3.4.1)

Teaching Hours: 30

Total Credits: 2

Total Marks: 35 + 15 = 50

Group: Generic/Open Elective

Objective:

1. To develop a comprehensive understanding of the fundamental concepts and legal provisions of the Income Tax Act 1961, including the distinction between exemptions and deductions, and the rules for determining residential status of taxpayers.
2. To acquire practical skills in computing taxable income by applying relevant deductions and understanding tax computation principles as per the applicable tax slabs and rates.

Learning Outcomes: After learning this course, students will be able to –

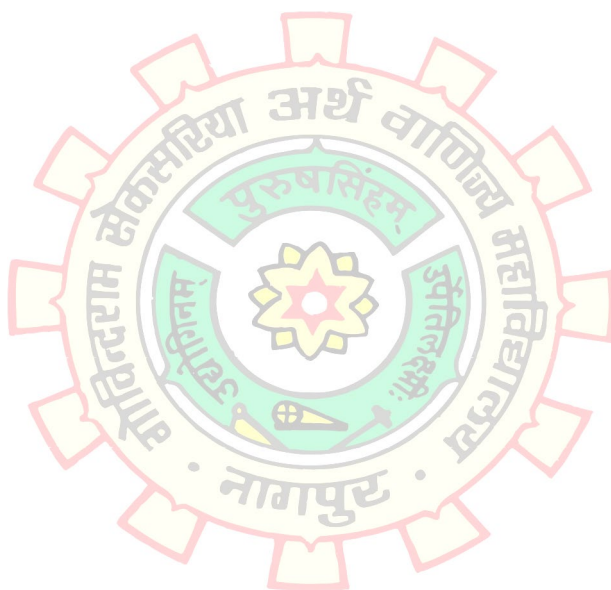
1. **Demonstrate** proficiency in understanding concepts of income tax by exhibiting a thorough understanding of fundamental tax concepts such as agricultural income, assessee classification, assessment year determination, and the distinction between gross total income, exemptions, and deductions within the framework of the Income Tax Act 1961. **(Understand)**
2. **Apply** taxation principles to Income Sources: Students will demonstrate the ability to analyze and compute taxable income from salary including the valuation of perquisites and the application of relevant deductions, thereby gaining practical skills essential for tax computation and compliance. **(Apply)**

Unit	Content
I	Introduction of Income Tax Act 1961 and basic concepts a) Basic concepts – Introduction of Income Tax Act 1961; Finance Act; Concepts of - Agricultural income, Assessee, Assessment year, Previous year, Person, Income, Gross total income, Charge of income Tax; Difference between Exemptions and Deductions; Introduction to Heads of Income. b) Residential Status - Rules for determining residential status of Individual Assessee. Income from Salary a) Income from Salary – Scope of Chargeability (Section 15); Salary, exemptions and deductions. b) Allowances – House Rent Allowance, Transport Allowance, Children Education Allowance, Medical allowance. c) Perquisite – Valuation of Rent- free Accommodation; Motor Car; Valuation of medical facility. d) Practical problems on computation of income from salary (excluding retirement benefits).
II	Computation of Taxable Income and Income tax of an Individual Assessee a) Computation of Gross Total Income, Deductions under Sections 80C, 80D, 80DD, 80DDB, 80E, 80GG, 80TTA, 80TTB and 80U. b) Income tax slabs and rates as per old and new tax regime including Education cess, Higher education cess, surcharge (as applicable for relevant assessment year) c) Problems on Computation of Gross Total Income, Taxable Income and Income Tax liability of an Individual assessee considering the computed income under the heads of Salary, House Property and Other Sources. Note: Academic year will be considered as Assessment Year.

Books Recommended:

1. **Direct Tax**, ICAI Module for Intermediate
2. **Students Guide to Income Tax**, Vinod K. Singhania Publisher, Taxmann Publications Pvt Ltd, New Delhi.
3. **Systematic Approach to Taxation**, Dr. Girish Gupta, Dr Ravi Ahuja, Bharat Publications
4. **Students Handbook on Income Tax**, T. N. Manoharan and G. R. Hari, Snow White Publications.
5. **Direct Tax Laws**, T. N. Manoharan and G. R. Hari, Snow White Publications.
6. **Students Guide to Income Tax**, Dr Monica Singhania / Dr. Vinod K Singhania, Taxmann Publications Pvt Ltd, New Delhi.

7. **STUDENTS GUIDE TO INCOME TAX WITH PROBLEMS AND SOLUTIONS (COMBO)**, Dr Monica Singhanian / Dr. Vinod K Singhanian, Taxmann Publications Pvt. Ltd, New Delhi.
8. **Income Tax Law & Accounts**, Mehrotra, Sahitya Bhavan, Agra.
9. **Law and Practice of Income-Tax in India**, Bhagavati Prasad, New Age International Publishers, New Delhi.
10. **Direct Tax Laws**, Dr. Girish Ahuja & Ravi Gupta, Bharat Publications



Name of Course: B.Com. (Major in Management)

Semester – III

Financial Accounting – I (BCM 3.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objective: 1. To understand the concept of final accounts for sole traders and develop the ability to prepare trading, profit and loss, and balance sheet accounts, including adjustments. 2. To gain insight into the final accounts of cooperative societies and develop the proficiency to prepare them in accordance with relevant legal provisions.			
Learning Outcomes: After learning this course, students will be able to – 1. Demonstrate the ability to analyze and synthesize financial data to prepare comprehensive final accounts for sole traders, integrating adjustments, and evaluate the financial health of the business. 2. Apply their understanding of legal provisions and financial principles to create accurate final accounts for cooperative societies and appraise the financial performance critically.			
Unit	Content		
I	Final Accounts of Sole Traders: Theory: Meaning of Final Accounts, Characteristics and Format of Trading A/c, Profit and Loss A/c and Balance Sheet, Meaning and nature of Adjustments. Practical Problems: Preparation of Trading A/c, Profit and Loss A/c and Balance sheet from Trial balance and Adjustments		
II	Final Accounts of Co-Operative Society: Theory: Meaning and Introduction of Co-operative Society, Characteristics of and Usefulness of Co-operative Society, Limitations of Co-operative society, Types of Co-operative Society, Meaning, Format and Characteristics of Profit and Loss Appropriation A/c. Practical Problems: Preparation of Trading A/c, Profit and Loss A/c, Profit and Loss Appropriation A/c and Balance sheet As per Maharashtra Co-operative Society Act, 1960.		
Books Recommended: 1. Financial Accounting , Paul, S. K, New Central Book Agency 2. Financial Accounting for Managers , Ghosh, T. P. Taxman Allied Service 3. Financial Accounting , Mohammed Hanif, Amitabh Mukherjee, S. Chand Publications 4. Financial Accounting , Dr. V. K. Goyal, Excel Books Publications 5. Financial Accounting , Jain S.P., Narang K.L., Kalyani Publishers, Delhi. 6. Financial Accounting , Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi			

Digital Marketing (BCM 3.5)			
Teaching Hours: 45 (Theory + Practical)	Total Credits: 2	Total Marks: 35+15=50	Group: Vocational Skill Course
Objectives: <div>1. To provide students a foundational understanding of digital marketing concepts, tools, and techniques</div> <div>2. To develop the students with the importance of digital marketing in today's business landscape and its role in achieving organizational goals.</div>			
Learning Outcomes: After learning this course, students will be able to <div>1. Understand the fundamental concepts of digital marketing, including, social media marketing, email marketing, and content marketing.</div> <div>2. Apply the basic skills of planning and implementation in digital marketing strategies which is suitable for different business objectives.</div>			
Unit	Content		
I	Foundation of Digital Marketing: Digital Marketing, Definition, and scope of digital marketing, Core Concepts of Digital Marketing: Search Engine Optimization (SEO), Online consumer behaviour. Legal and Ethical Considerations in Digital Marketing. Digital Marketing Strategy: Setting SMART objectives, Developing a digital marketing plan, Integration with traditional marketing strategies.		
II	Digital Marketing Channels and Strategies Social Media Marketing (SMM): Social Media Marketing process, Social media platforms overview: Facebook, Instagram, Twitter, LinkedIn. Content Marketing: Content types Blog posts, videos, infographics. Email Marketing: Email campaign planning and execution.		
Books Recommended: <div>1. Digital Marketing: Strategy, Implementation and Practice by Rajiv Batra, Tapan Panda, and Amarjeet Singh, published by Pearson Education India.</div> <div>2. Digital Marketing: A Practical Approach by Harpreet Kaur, published by Oxford University Press India.</div> <div>3. Digital Marketing: Concepts and Strategies by Bidyut Bikash Dhar and Debalina Chattopadhyay, published by McGraw Hill Education India.</div> <div>4. Digital Marketing: Strategy, Implementation and Practice in India by Sameer Mathur and Rajiv Mathur, published by McGraw Hill Education India.</div> <div>5. Digital Marketing: An Indian Perspective by Kannan P.K and Chitra S, published by Pearson Education India.</div>			

Hindi (BCM 3.6.1)

Teaching Hours: 30

Total Credits: 2

Total Marks:
35+15 = 50Group: Ability
Enhancement Courses**Course Objectives:**

1. To understand and appreciate the literary works in prose by renowned Hindi authors, focusing on their themes and messages.
2. To explore and comprehend the poetic expressions of various Hindi poets, delving into the emotions and ideas conveyed through their poems and develop practical skills in translation, advertisement writing, and business vocabulary enhancement in Hindi.

पाठ्यक्रम का उद्देश्य:

1. प्रमुख हिंदी लेखकों द्वारा गद्य में विभिन्न कृतियों को समझना और मूलभूत विषयों और संदेशों पर ध्यान केंद्रित करना।
2. विभिन्न हिंदी कवियों द्वारा की गई कविताओं की व्याख्या करना और उनके कविताओं के माध्यम से व्यक्त की गई भावनाओं और विचारों को समझना और हिंदी में अनुवाद, विज्ञापन लेखन, और व्यावसायिक शब्दावली में सुधार के प्रायोगिक कौशल विकसित करना।

Learning Outcomes: After learning this course, students will be able to –

1. **Analyze** and **interpret** the prose works of Dr. Abdul Kalam, Dr. Krishna Kumar Mishra, and Narayan Murthy, identifying the central themes and moral values conveyed in their writings.
2. **Analyze** the poems of Santosh Kumar Badal, Sohan Lal Dwivedi, and Methili Sharan Gupta, discerning the emotions, philosophies, and societal concerns expressed in their verses and **demonstrate** proficiency in translating texts from English to Hindi, crafting effective advertisements in Hindi, and expanding their business vocabulary in Hindi, facilitating communication in professional contexts.

शिक्षा परिणाम: इस पाठ्यक्रम के अध्ययन के बाद, छात्र निम्नलिखित कार्य कर सकेंगे:

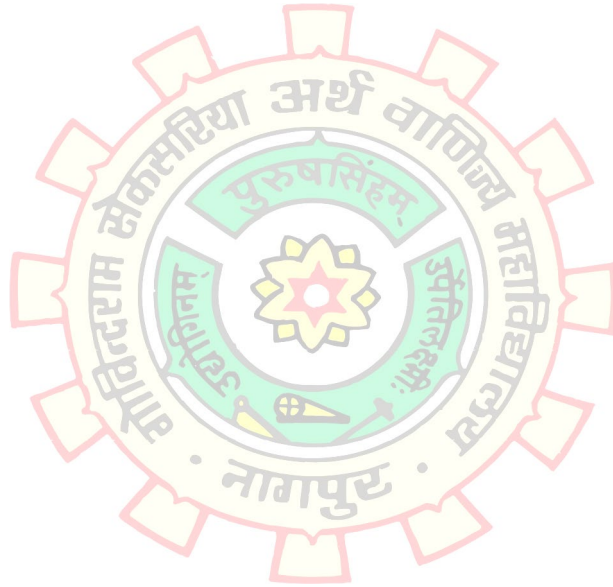
1. डॉ. अब्दुल कलाम, डॉ. कृष्ण कुमार मिश्र, और नारायण मूर्ति की गद्य रचनाओं का **विश्लेषण** और व्याख्या करके उनकी लेखनी में प्रमुख विषयों और नैतिक मूल्यों को **पहचान** सकेंगे।
2. संतोष कुमार बादल, सोहन लाल द्विवेदी, और मेथिली शरण गुप्त की कविताओं का **विश्लेषण** करके, उनकी पंक्तियों में व्यक्त भावनाओं, दार्शनिकताओं, और सामाजिक चिंताओं को **पहचान** सकेंगे और अंग्रेजी से हिंदी में पाठों का अनुवाद करके, हिंदी में प्रभावी विज्ञापन बनाने, और हिंदी में व्यावसायिक शब्दावली का विस्तार करने में **प्रवीण** होंगे, जो व्यावसायिक संदर्भों में संचार को सुगम बनाएगा।

Unit	Content
I साहित्यिक हिंदी	गद्य भाग <ul style="list-style-type: none"> ➤ शाश्वत जीवन मूल्य- अदम्य साहस – डॉ. अब्दुल कलाम ➤ जलवायु परिवर्तन तय करेगा धरती पर सभ्यता का भविष्य (निबंध) डॉ. कृष्ण कुमार मिश्र ➤ उद्यमशीलता- बेहतर भारत बेहतर दुनिया – नारायण मूर्ति पद्य भाग <ul style="list-style-type: none"> ➤ अवकाश - संतोष कुमार बादल ➤ लहरो से डरकर नौका पार नाही होती – सोहन लाल द्विवेदी ➤ मनुष्यता- मेथिली शरण गुप्त
II व्यावहारिक हिंदी	<ul style="list-style-type: none"> ➤ अनुवाद: - अर्थ - परिभाषा, स्वरूप, अनुवादक के गुण, सफल अनुवाद की विशेषताएँ, अनुवाद प्रक्रिया, प्रकार। ➤ विज्ञापन लेखन - अर्थ - परिभाषा, गुण, लाभ, सावधानी आदि। ➤ पारिभाषिक शब्दावली (वाणिज्य विषयक)

Books Recommended:

संदर्भ ग्रंथ :-

१. अदम्य साहस – डॉ. अब्दुल कलाम
२. बेहतर भारत बेहतर दुनिया – नारायण मूर्ति
३. विज्ञापन के मुल तत्व :- डॉ. जयश्री जोशी , केलाश पुस्तक सदन , भोपाल
४. मीडिया लेखन और अनुवाद विज्ञान : डॉ जगदीश शर्मा . डॉ धनबहादूर पाठक , हरीश प्रकाशन मंदिर



Marathi (BCM 3.6.2)

Marathi (BCM 3.6.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
Course Objectives: 1. To understand and appreciate the literary works in prose by renowned Marathi authors, focusing on their themes and messages. 2. To develop practical skills in internet usage in Marathi language, news editing, and business vocabulary enhancement in Marathi.			
पाठ्यक्रमाचे उद्देश्य: 1. प्रसिद्ध मराठी लेखकांच्या गद्य रचना समजून मूल्यांकन करणे, त्यांच्या विषय आणि संदेशांवर लक्ष केंद्रित करणे. 2. मराठी भाषेत इंटरनेट वापराचे कौशल्य विकसित करणे, बातम्या संपादन, आणि मराठीत व्यावसायिक शब्दकोश वाढवणे.			
Learning Outcomes: After learning this course, students will be able to – 1. Analyze and interpret the prose works of Dr. Abdul Kalam, Narayan Murthy, Shrinivas Thanedar, discerning the central themes and moral values conveyed in their writings. 2. Demonstrate proficiency in using the internet in Marathi language, editing news content effectively, and expanding their business vocabulary in Marathi, facilitating communication in professional contexts.			
शिक्षण परिणाम: या पाठ्यक्रमाच्या अभ्यासानंतर विद्यार्थी खालील कार्ये करू शकतील: 1. डॉ. अब्दुल कलाम, नारायण मूर्ती, श्रीनिवास ठाणेदार यांच्या गद्य रचनांचा विश्लेषण आणि व्याख्या करून, त्यांच्या लेखनांमध्ये अडचणी आणि मूल्यांकन करून, मुख्य विषय आणि नैतिक मूल्ये ओळखून त्यांची समज करण्यात विद्यार्थी सक्षम होतील. 2. मराठी भाषेत इंटरनेट वापराचे कौशल्य, बातम्या संपादन योग्यतेत दक्षता, आणि मराठीत व्यावसायिक शब्दांचे विस्तार करणे, यात्रेत व्यावसायिक संदर्भात संवाद सुचारूप बनवण्यात विद्यार्थी सक्षम होतील.			
Unit	Content		
I साहित्यिक मराठी	गद्य विभाग ➤ चिरंतन मूल्ये : ए. पी. जे. अब्दुल कलाम ➤ उद्योजकतेविषयी : नारायण मूर्ती ➤ नक्षत्रांचे देणे : श्रीनिवास ठाणेदार पद्य विभाग ➤ पसायदान : संत ज्ञानेश्वर ➤ दोन पर्याय : दिलीप कुलकर्णी ➤ विश्वशांती : दिनेश काळे		
II व्यावहारिक मराठी	➤ इंटरनेट आणि मराठी भाषा : डॉ.नंदकिशोर मोरे ➤ वृत्त संपादन : प्रभाकर कोंडबतुनवार ➤ पारिभाषिक शब्दावली (वाणिज्य विषयक)		
Books Recommended (संदर्भ ग्रंथ): १. शब्द साधना भाग -२ २. अदम्य जिद्द : ए- पी- जे- अब्दुल कलाम ३. अ बेटर इंडिया अ बेटर वर्ल्ड : नारायण मूर्ती ४. सुगम मराठी व्याकरण व लेखन - मो. रा. वाळम्बे ५. जाहिरातींचे जग : यशोदा भागवत , मौज प्रकाशन गृह , मुंबई			

Name of Course: B.Com. (Major in Management)

Semester – III

Physical Education – III (BCM 3.8)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives: 1) To understand and distinguish between skill-related and health-related physical fitness components. 2) To develop knowledge and practical skills in athletics, specifically in throwing events such as Shot Put, Discus Throw, and Javelin Throw.			
Learning outcome: After learning this course, students will be able to: 1) Explain the meaning and types of yogasanas, analyze their benefits, and evaluate their role in promoting physical and mental health. (Applying, Analyzing, Evaluating) 2) Demonstrate and practice specific asanas (such as Tadasana, Vrukshasana, Padmasana, Vajrasana, etc.) and relaxing asanas (Shavasana, Makarasana), and assess their impact on personal health and well-being. (Applying, Creating, Evaluating)			
Unit	Content		
I	Yogasana – Meaning, Types of Asanas, Benefits of Yogasana		
II	Asanas (Postures): (Practical) i) Standing Asanas - Tadasana, Vrukshasana, Virbhadrasana ii) Sitting Asanas - Padmasana, Vajrasana, Ardha Matsendrasana iii) Lying Asanas a) Supine Position – Naukasana, Setu Bandhasana b) Prone Position – Bhujangasana, Shalabhasana Relaxing Asanas: Shavasana, Makarasana		
Books Recommended: 1. Iyengar, B.K.S. (2001). <i>Light on Yoga</i> . HarperCollins Publishers. 2. Saraswati, Swami Satyananda (2008). <i>Asana Pranayama Mudra Bandha</i> . Yoga Publications Trust. 3. Desikachar, T.K.V. (1999). <i>The Heart of Yoga: Developing a Personal Practice</i> . Inner Traditions. 4. Hatha Yoga Pradipika by Swami Muktibodhananda (2012). Yoga Publications Trust. 5. Sivananda, Swami (2004). <i>The Complete Illustrated Book of Yoga</i> . Three Rivers Press.			

Marketing Management (BCM 4.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: <div>1. To understand the basic concepts of marketing and Ability to analyse consumer buying behaviour and design marketing research process.</div> <div>2. To analyze the segmentation targeting and positioning and to understand the product management.</div> <div>3. To explore the ability to device pricing strategies and communication process.</div> <div>4. To evaluate the market evaluation and control as well as learn regarding ethical and legal issues in marketing.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. Understand the fundamentals of Marketing Management.</div> <div>2. Apply the concept of Segmentation, Targeting and Positioning.</div> <div>3. Analyze the strategies related to price of product.</div> <div>4. Evaluate the controlling and evaluation of Market and various issues in Marketing.</div>			
Unit	Content		
I	Unit - I: Introduction of Marketing Management and Consumer Behavior: Introduction of Marketing Management: Concepts of marketing, nature of marketing, marketing mix, service marketing, steps in the marketing process, nature and contents of marketing plan, scanning the marketing environment. Consumer Behavior: Consumer Behavior Concept, buying decision process, organizational buying, customer relationship management, marketing research and demand forecasting.		
II	Unit - II: Market Positioning and Product Management: Market Positioning: Market segmentation and targeting, positioning and repositioning; marketing strategies. Product Management: Meaning of product, product classification, product levels, product policies, product life cycle and new product development, product differentiation.		
III	Unit - III: Pricing, IMC & Distribution: Pricing objectives, methods and pricing policies; channel design and management, understanding the communication process, managing advertising; sales promotion, public relations and direct marketing, Social Media Marketing, Digital Marketing.		
IV	Unit - IV: Market Evaluation and Control: Market Evaluation: Types and Process, Obstacles to marketing control, marketing audit, social, ethical and legal issues in marketing. Marketing Control: Concept and Objectives of Marketing Control, Marketing Control Process, Techniques of Marketing Control, Types of Marketing Control.		
Books Recommended:			
Text Book: 1. Marketing Management-A South Asian Perspective: by Philip Kotler, Kevin Lane Keller, Prentice Hall			
References Books: 1. Marketing Management-Planning, Implementation and Control: by V.S. Ramaswamy and S.Namakumari, McMillan 2. Marketing Management: by Rajan Saxena, Tata McGraw-Hill 3. Introduction to Marketing Management: by Adrian Palmer, Oxford University Press. 4. Basic Marketing 15th edition: by William D. Perreault, R. Tata McGraw-Hill			

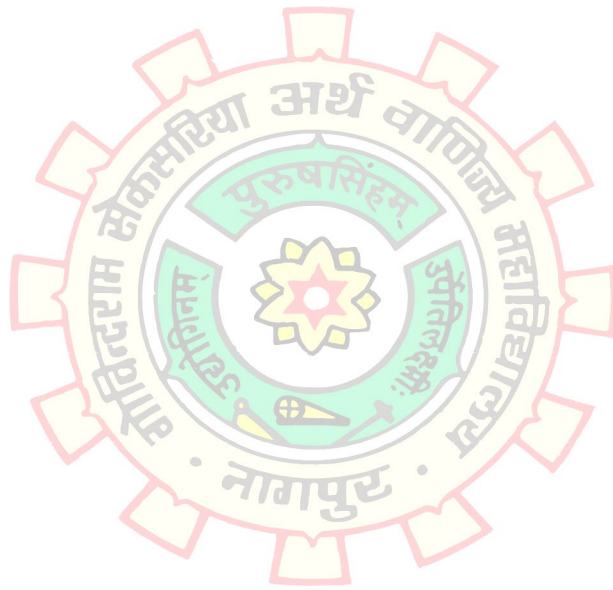
Human Resource Management (BCM 4.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: <ol style="list-style-type: none">1. To acquaint students with the techniques and principles to manage human resource of an organization.2. To learn the basic concepts and frameworks of human resource Management (HRM).3. To understand the role of HR in an effective business administration.4. To improves critical thinking skills of the students about HRM System as a tool for organizational success.			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none">1. Understand the Aspects of HRM in an organization.2. Analyze the principles and theories underlying job design and Job Evaluation in enhancing employee motivation and performance.3. Examine the impact of effective leadership perspectives on organizational performance.4. Understand the purpose of Performance Appraisal and Identify Different Methods and Techniques of Performance Appraisal.			
Unit	Content		
I	Introduction to HRM: Meaning, Definition, Scope, Objectives, Functions and Importance of HRM, Role of an HR Manager Functions of Human Resource Planning: Introduction process of HRP; Recruitment - Definition, sources & process; orientation; Selection- selection process, new tools & methods of selection, interview, test & assessment of effectiveness of selecting tools; induction and placement.		
II	Job Design and Job Evaluation: Concept, objectives, limitations, importance; methods and procedures. Competency approach to Job evaluation, Job design, job specification & role analysis, factors affecting Job design, Techniques of Job Design. Cases & exercises to understand Job analysis		
III	Training & Development: Meaning, definition, importance, need, types (on-the-job and off-the-job training), evaluation & effectiveness of training (with successful cases of training), TNA- Training Need Analysis, task analysis, organizational analysis, Role of a Trainer.		
IV	Performance Appraisal: Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.		
Books Recommended: <ol style="list-style-type: none">1. Organizational Behavior: M. Parikh and R. Gupta, Tata McGraw Hill Education Pvt. Ltd.2. Organizational Behavior: D. Nelson, J. C. Quick and P. Khandelwal, Cengage Publication.3. Effective Leadership: Achua, Lussier, Cengage Publications4. Leadership and Management: A. Chandramohan, Himalaya Publishing House5. Leadership in Organization: Gary Yukl, Pearson Education6. Team Building & Leadership: Bhargava & Bhargava, Himalaya Publishing House7. Team Building & Leadership: Dr. D .K. Tripathi, Himalaya Publishing House8. Leadership & Management Development; Developing Tomorrow’s Manager: Kevin Dalton, Pearson Education			

Monetary Economics (BCM 4.3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objective: <ol style="list-style-type: none"> 1. To help students understand the basic concepts related to money and the importance of money in growth and welfare. 2. The core objective is to provide the students with an understanding of apex banking institution, commercial banks, modern digital banking systems and other financial institutions 3. To provide students with an understanding of the functioning of Development Banks, Cooperative societies, NBFCs, Payment Banks and Neo Banks 4. To enable the students to understand the working of macroeconomic fundamentals business cycles, inflation and deflation. 			
Learning Outcomes: After learning this course, students will be able to – <ol style="list-style-type: none"> 1. Understand the concepts of money, paper currency, methods of issue, Fisher's Quantity Theory, facilitating their ability to analyze their significance in economic contexts. 2. Correlate how changes in money supply can lead to changes in the dynamic economic system and analyze the measures taken by RBI to combat economic fluctuations 3. Classify the working of various banking institutions in the country and their functioning. 4. Evaluate parameters like National Income, Inflation, Deflation and Business Cycles to measure the performance of economy. 			
Unit	Content		
I	Money in Economics <ul style="list-style-type: none"> • Money - Meaning, Evolution of Money, Functions of Money • Paper Currency - Meaning, Merits, Demerits • Methods of note issue - Fixed Fiduciary Method - Merits & Demerits, Proportionate Reserve Method - Merits & Demerits, Minimum Reserve Method - Merits & Demerits • Fisher's Quantity Theory of Money and Criticism 		
II	Central Bank (Reserve Bank of India) and Commercial Banks <ul style="list-style-type: none"> • Reserve Bank of India - History, Meaning & Functions, • Role of Central Bank in a Developing Economy • Monetary Policy - Meaning, Objectives, Instruments of Monetary Policy in Credit Control by RBI, Recent Indian monetary policy trends • Indian Banking System - Introduction and Structure of Indian Banking System, • Commercial Banks - Meaning, Importance, Functions, Credit Creation by Commercial Banks, Banking schemes for Women. • Non-Performing Assets - Concept, Causes, Consequences & Remedies 		
III	Various Banking Institutions <ul style="list-style-type: none"> • Development Banks – NABARD, EXIM Bank: Meaning, Functions • Cooperative Banks – Concept, functions • NBFC – Concept, functions • Payment Banks – Introduction, Concept, Functions • Neo Banks – Introduction, Concept, Functions 		
IV	National Income <ul style="list-style-type: none"> • National Income – Meaning and Concepts of GDP, NDP, GNP, NNP (at factor cost and market price), Methods of Measurement of National Income, Limitations, National income is not a true indicator of welfare, Concept of Circular flow of national income, Impact of Growing global income inequalities. • Inflation – Meaning, Causes, Effects, Remedies, Recent trends in global inflation 		

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| | <ul style="list-style-type: none">• Deflation – Meaning, Causes, Effects, Remedies.• Business Cycle – Meaning, Features, Phases, Financial crisis 2008 |
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Books Recommended:

1. **Financial Institutions and Markets**, Agrawal & Gupta, Kalyani Publishers(2015).
2. **Money, Banking, Trade & Public Finance**, M. V. Vaish, New Age International Pvt. Ltd, Latest Edition.
3. **Modern Banking**, Vaish, M.C., Oxford & IBH Publishing Co., New Delhi.
4. **Money, Banking and International Trade**, K.P.M. Sundaram, Sultan Chand, New Delhi.
5. **Money and Financial System**, P.K. Deshmukh, Phadke Prakashan.
6. **Modern Banking**, Sayers, Oxford, Clarendon Press.



Computer Fundamentals (BCM 4.3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Minor
Objective: <div>1. To understand the basic concepts of computer Organization and Architecture.</div> <div>2. To analyze the interaction between hardware and software to optimize system performance</div> <div>3. To explore on the operating system facilitates navigation through files and directories.</div> <div>4. To apply the different protocols to transmit the data over the internet with the help of network.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. Understand the fundamentals of different components of computer with memory hierarchy.</div> <div>2. Analyze the needs of hardware and software required for a computation task.</div> <div>3. Explore different types of operating system with its functions.</div> <div>4. Apply networking concept involves configuring Hardware and software to establish connections between devices.</div>			
Unit	Content		
I	Computers: Basic Organization of Computer, Generation of Computer, Classification of Computer, Computer Organization and Architecture: Processor & Memory-Types of Processor, Memory Structure – Primary & Secondary, Input, Output Devices.		
II	Computer Software and Hardware: Introduction, Types of Software & Hardware, Relationship between hardware, System Software & user, Computer languages:- Introduction, types, Translator, Linker, Loader, Assembler, Compiler, Interpreter.		
III	Operating Systems: Introduction, History of operating systems, Functions of operating systems, Process management, Memory management, File management, Device management, Security management, Types of operating systems, Providing user interface, Popular operating systems.		
IV	Network: Introduction, Data communication using modem, Computer network, Network topologies, Network protocol and software, Application of network. Internet:- Introduction, Evaluation & basic services of Internet, Uses of Internet, Search Engine, Introduction to Virus and its types.		
Books Recommended: <div>1. Computer Fundamentals, P. K. Sinha, BPB Publication, New Delhi</div> <div>2. Fundamentals of Computers, E Balgurusamy</div>			

Name of Course: B.Com. (Major in Management)

Semester – IV

Business Law (BCM 4.3.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70 + 30 = 100	Group: Minor
Objectives: <ol style="list-style-type: none">1. To enable students to understand the basic mercantile law that governs contracts in India2. To equip students with the knowledge of limited liability partnership as a way of business3. To familiarize students with the concept of consumerism and the relevant consumer law4. To provide students with an overview of the banking law in India.			
Learning Outcomes: After learning this course, students will be able to <ol style="list-style-type: none">1. Remember key provisions of Indian Contract Act and special contracts.2. Demonstrate an understanding of Limited liability partnership and apply legal provisions for incorporating an LLP.3. Understand and use the legal provisions available to consumers in India.4. Analyse the banking structure and comment on the role of Banks			
Unit	Content		
I	INDIAN CONTRACT ACT, 1872 Essential elements of a valid contract, Capacity to contract, Performance of a contract, Discharge of contract, Remedies for breach of contract Contract of Indemnity – Definition, Rights of indemnity holder Contract of Guarantee – Definition, Rights of surety, Extent of Surety's liability Contract of Bailment – Definition, Kinds, Duties of Bailer and Bailee, Contract of Pledge – Definition, Rights and duties of Pawnor and Pawnee		
II	Limited Liability Partnership Act, 2008 – Meaning and Nature of LLP, features of LLP, small LLP and its advantages, Key Highlights of LLP (Amendment) Act, 2021, Process of incorporation of LLP (with recent amendments), Registration of LLP and effect of registration, Provisions relating to name of LLP. Definition of partner, Qualification and disqualifications of becoming partner, designated partner, liability of partner. Conversion from Partnership firm into LLP – procedure for conversion.		
III	Consumer Protection Act, 2019 Definitions – Complaint, Complainant, Consumer, Person, Service, misleading advertisement, Deficiency in service, Unfair trade practices. Rights of consumers; Procedure to file complaint; Remedies available to consumers Consumer Protection Councils – Central, State and District Councils; Consumer Disputes Redressal machinery- District Forum, State Commission, National Commission- their jurisdiction. Relevant Case studies		
IV	Banking Law Indian Banking Structure; Commercial banks, Functions of commercial banks; Effects of nationalization of commercial banks, RBI- Constitution, Management and Functions; Definition of banker and customer; Duties of a Banker; Relationship between banker and customer; rights of bankers, obligations of bankers Banking Regulation Act, 1949- Nature of the Act; Forms of business in which banking companies may engage; Reserve Fund; Cash reserve; Powers of RBI to give directions		
Books Recommended:			
<ol style="list-style-type: none">1. Business Laws, Kapoor N.D., Sultan Chand & Sons, New Delhi2. Business Laws, Sushma Arora; Taxmann's (11th Edition)3. A Manual of Business Laws, Dr S N Maheshwari; Himalaya Publishing House4. Banking Law and Practice, E Gordon, K Natarajan			

Name of Course: B.Com. (Major in Management)**Semester – IV**

Indirect Taxes (BCM 4.4.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Elective
Objective: 1. To develop an understanding of the indirect tax structure in India, the need for introduction of GST and conceptual understanding about the provisions of GST law. 2. To acquire the ability to apply such provisions in practical scenario and familiarize the students with calculation of GST.			
Learning Outcomes: After learning this course, students will be able to – 1. Understand the dynamic nature of indirect taxation, under the scope and applicability of GST. 2. Analyze the taxable event under GST, compute the value of taxable supply and critically analyze the availment and utilization of ITC.			
Unit	Content		
I	Introduction to Indirect Taxes: Salient features of Indirect Taxes, need, importance and advantages (GST, Customs, Excise, VAT), Concept of aggregate turnover. Persons liable for registration, persons not liable for registration, procedure for registration & compulsory registration in certain cases. Registration of GST: Determination of aggregate turnover and eligibility of a dealer for registration under GST (Numerical Problems).		
II	Concept of Supply & ITC under GST: Supply, Forms of supply & Consideration. (Theory) ITC – Eligibility and conditions for taking ITC, Utilization of ITC, blocked credits. Charge of GST-Inter-State & Intra-State supply, extent and commencement of GST Law. Levy and collection of CGST & IGST (Sec.5 of IGGST and Sec.9 of CGST) Computation of value of taxable supply and calculation of admissible ITC and utilization of ITC. (Numerical Problems)		
Books Recommended: 1. Indirect Taxes – Law & Practice , V. S. Datey, Taxmann Publications Pvt. Ltd. New Delhi 2. Students Guide to Indirect Taxes , CA Vineet Sodhani, Taxmann Publications 3. Taxation (Indirect Taxes) , ICAI CA- Intermediate Study Module 4. Comprehensive Guide to Indirect Tax Laws , Yogendra Bangar 5. Systematic Approach to GST , Girish Ahuja & Ravi Gupta			

Financial Accounting – II (BCM 4.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Elective
Objective: <ul style="list-style-type: none">1. To understand the preparation of financial statements for joint stock companies in compliance with statutory provisions and analyze the impact of company law amendments on financial reporting.2. To gain insight into the issuance, forfeiture, and re-issue of shares in companies, and develop proficiency in journalizing related transactions.			
Learning Outcomes: After learning this course, students will be able to – <ul style="list-style-type: none">1. Prepare and analyze the final accounts of Public and Private Limited Companies in accordance with Schedule III of the Companies Act, 2013, incorporating adjustments for interest on debentures, proposed dividends, and interim dividends.2. Demonstrate the ability to analyze various methods of share issuance, record transactions related to share application, allotment, and calls, and journalize the forfeiture and re-issue of shares, considering different scenarios and effects on company capital.			
Unit	Content		
I	Final Accounts of Public and Private Limited Companies: Theory: Meaning of Public Limited and Private Limited Companies, Characteristics, Merits and Demerits, Statutory Provision regarding preparation of Companies Final Account as per Amended Companies Act, 2013, Provision for Interest on Debenture, Proposed Dividend, and Interim Dividend. Practical Problems: Preparation of Financial Statements as per Schedule III of the Companies Act, 2013.		
II	Issue and Forfeiture and Re-issue of Shares: Theory: Introduction of Company, Types of Company, types of share capital, Meaning and Methods of Issue of Shares, Meaning of Application, Allotment and Call on shares, Meaning of Forfeiture of shares and Re-issue of Forfeited shares Practical Problems: Preparation of Journal in the books of Company with the effect of Issuing shares at Par, Premium and Discount, Pro- rata method, Forfeiture of Shares and Re-issue of Forfeited Shares		
Books Recommended: <ul style="list-style-type: none">1. Financial Accounting, Paul, S. K, New Central Book Agency2. Financial Accounting for Managers, Ghosh, T. P. Taxman Allied Service3. Financial Accounting, Mohammed Hanif, Amitabh Mukherjee, S. Chand Publications4. Financial Accounting, Dr. V. K. Goyal, Excel Books Publications5. Financial Accounting, Jain S.P., Narang K.L., Kalyani Publishers, Delhi.6. Financial Accounting, Grewal, Shukla, S. Chand (Sultan Chand Publications), Delhi			

Name of Course: B.Com. (Major in Management)

Semester – IV

Advanced Business Writing Skills (BCM 4.5.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skills Enhancement Course
Objective: 1. To Develop Advanced Business and Academic Writing Skills 2. To Develop Functional English Skills 3. To develop Analytical and Presentation skills			
Learning Outcomes: After studying this subject, students would be able to achieve the following course outcomes as per Bloom’s taxonomy – 1. CO1 and CO2- Unit I- will achieve the attaining of CO1, CO2 and CO3- Understand, apply and analyse by asking questions on correspondence. 2. CO3 and CO4- Unit II – Unseen Passage-will achieve the attaining of CO3- Apply and CO4-Analyze by asking questions based on unseen passage for comprehension. The students have to apply their skills of reading, analyzing and attempt the questions. 3. CO5 and CO6- Unit II- Designing a feedback questionnaire and Vocabulary/grammar-based exercises will achieve the attaining of CO5 – Evaluate and CO6 – Create.			
Unit	Content		
I (20M)	i) Report Writing- Sales Report, Feasibility Report, Progress Report, Market Survey Report. ii) E-mail writing. iii) Drafting of notice and Agenda of a meeting iv) Job application with Bio-Data		
II (15M)	Non-textual i) Unseen Passage for comprehension with 5 questions based on it(3 questions on write the answer, 1 question on vocabulary (write the synonym or antonym of a word from passage, 1 question on give a suitable title to the passage) ii) Make a precis of a given passage to one-third of its length and give a suitable title to it iii) Idioms and phrases-make sentences with the idioms and phrases		
Books Recommended: 1. Business Communication – Urmila Rai, S.M. Rai – (Himalaya Publishing House) 2. Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) 3. Business Correspondence and Report Writing – R.C. Sharma & Krishna Mohan (Tata McGraw-Hill) 4. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)			

Name of Course: B.Com. (Major in Management)

Semester – IV

Soft Skills (BCM 4.5.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Skills Enhancement Course
Objective: <div>1. To develop essential skills in written communication for academic and business purposes, covering report writing, e-mail etiquette, and drafting official notices and agendas.</div> <div>2. To enhance proficiency in written communication through the creation of press releases, news reports, summaries, and idea expansions.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. Effectively compose various types of reports and e-mails following professional standards and Draft clear and concise notices and agendas for official meetings.</div> <div>2. Write engaging press releases and news reports adhering to journalistic standards, Summarize information effectively within specified word limits, Expand upon given ideas coherently and concisely.</div>			
Unit	Content		
I	<div>i) Definition and types of Soft Skills.</div> <div>ii) Importance of Soft Skills for the job market.</div> <div>iii) Important Soft Skills for success.</div>		
II	<div>i) Interpersonal Skills- Communication skills, team-work, motivation, dependability and problem-solving, confidence.</div> <div>ii) Emotional Intelligence Skills- Stress Management, task delegation, planning, problem solving, empathy, patience.</div> <div>iii) Leadership Skills-Accepting responsibility, Planning, delegation of work, crisis management, decision making, coordination, risk taking ability.</div>		
Books Recommended: <div>1. Soft Skills – Personality Development for Life Success by Prashant Sharma; BPB Publications</div> <div>2. Personality Development and Soft Skills by Shikha Kapoor; IK International</div>			

Turning Points – A Journey through Challenges (BCM 4.6)

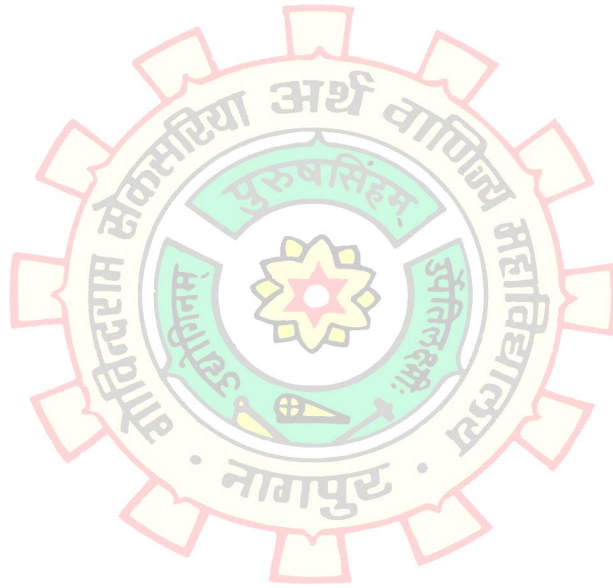
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Ability Enhancement Course
Objective: 1. To develop the comprehension and understanding skills of students 2. To motivate students to acquire good values 3. To develop the creative skills of students 4. To develop the analytical and application skills of students.			
Learning Outcomes: After studying this subject, students would be able to achieve the following course outcomes as per Bloom’s taxonomy – 1. CO1 and CO2- Unit I- will achieve the attaining of CO1 and CO2 Remember and Understand by asking theory-based questions 2. CO3 and CO4- Unit II – Unseen Passage-will achieve the attaining of CO3- Apply and CO4-Analyze by asking questions based on unseen passage for comprehension. The students have to apply their skills of reading, analyzing and attempt the questions 3. CO5 and CO6- Unit II- Developing an Ad and Vocabulary/grammar-based exercises will achieve the attaining of CO5-evaluate and CO6-create			
Unit	Content		
I (20M)	Following 4 lessons from Turning Points i) When Can I Sing a Song of India? ii) My Ninth Lecture at Anna University iii) Seven Turning Points of my Life iv) The Interactive President		
II (15M)	Non-textual i) Unseen Passage for comprehension with 5 questions based on it (3 questions on write the answer, 1 question on vocabulary (write the synonym or antonym of a word from passage, 1 question on give a suitable title to the passage) ii) Write a paragraph in (60-75) words on any one of the given topics (Any one out of four based on Famous personalities, social topic, current topics, environment. iii) One word substitution with multiple choices in brackets		
Books Recommended: 1. Turning Points – A Journey through Challenges by Dr. A. P. J. Abdul Kalam			

Physical Education – IV (BCM 4.8)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Co-Curricular Courses
Objectives: 1) To provide students with an understanding of the concept and benefits of yogasana, pranayama, meditation, and Suryanamaskar. 2) To enable students to learn and practice various pranayama techniques, meditation practices, and the sequence of Suryanamaskar.			
Learning outcome: After learning this course, students will be able to: 1) Explain the meaning and benefits of pranayama, meditation, and Suryanamaskar, and integrate these practices into their daily routine for overall well-being. (Understanding, Applying) 2) Demonstrate and practice different types of pranayama (Anulom Vilom, Shitkari, Shitli, Bhramari), perform Om chanting, and execute the 12 poses of Suryanamaskar accurately, while evaluating their effects on respiratory health, mental focus, relaxation, physical fitness, and flexibility. (Applying, Analyzing, Evaluating)			
Unit	Content		
I	Yogasana – Meaning and Benefits of Pranayama		
II	Pranayama: Types of Pranayama (Anulom Vilom, Shitkari, Shitli, Bhramari) Om Chanting Suryanamaskar: 12 Poses of Suryanamaskar		
Books Recommended: 1. Iyengar, B.K.S. (2001). <i>Light on Yoga</i> . HarperCollins Publishers. 2. Saraswati, Swami Satyananda (2008). <i>Asana Pranayama Mudra Bandha</i> . Yoga Publications Trust. 3. Sivananda, Swami (2004). <i>The Complete Illustrated Book of Yoga</i> . Three Rivers Press. 4. Vasudevan, M. (2015). <i>Yoga for Health and Peace</i> . Khel Sahitya Kendra. 5. Desai, R.S. (2010). <i>Yoga and Meditation: A Holistic Approach to Perfect Homeostasis</i> . Sports Publication.			

Business Communication and Management (BCM 5.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: <div>1. To understand the fundamental principles and types of communication used in business and managerial contexts.</div> <div>2. To develop effective verbal, non-verbal, and written communication skills for professional environments</div> <div>3. To enhance managerial communication competencies including listening, decision-making, conflict resolution, and negotiation.</div> <div>4. To prepare students for real-world employment communication through resume writing, interviews, and group discussions.</div>			
Learning Outcomes: After learning this course, students will be able to – <div>1. Explain the communication process, barriers, and the 7Cs of effective communication.</div> <div>2. Demonstrate the ability to plan, structure, and deliver presentations and professional conversations, including telephonic skills.</div> <div>3. Analyze communication styles in management and evaluate techniques for effective leadership and conflict resolution.</div> <div>4. Create professional documents such as resumes, cover letters, business letters, and participate effectively in interviews and group discussions.</div>			
Unit	Content		
I	Introduction of Communication: Meaning, Objectives, Importance, Barriers in Communication and 7C's of Effective communication. Formal and Informal Communication., Verbal and Non-Verbal Communication. Impact of technological advancements on Communication.		
II	Application skill for Effective Communication: Listening: Meaning and objectives of Listening, Features of a good listener. Effective listening skills and barriers to effective listening. Spoken communication: Public Speaking, Oral Presentation, Visual presentation, Dyadic (two or more people) Communication: Telephonic Conversation Skills.		
III	Managerial Communication: Importance of Communication in Management, Communication in Decision-Making and Leadership, Group Communication, Communication Styles of Managers, Conflict Management and Negotiation Skills.		
IV	Employment Communication: Preparing Job applications, Cover Letter, Resume writing. Group Discussion: Nature and types of Groups. Role of managers in group discussions. Interviews: Interviewing, Nature and types of Interviewing Questions. Verbal and Non-Verbal aspects of interviewing.		
Books Recommended: <div>1. Business Communication by R.C. Sharma & Krishna Mohan, Tata McGraw-Hill</div> <div>2. Business Communication: Concepts, Cases, and Applications by P.D. Chaturvedi & Mukesh Chaturvedi, Pearson Education</div> <div>3. Developing Communication Skills by Krishna Mohan & Meera Banerji, Macmillan India</div> <div>4. Business Communication for Managers by Penrose, Raspberry, Myers & Mukesh Chaturvedi, Cengage India</div>			

Financial Management (BCM 5.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objective: 1. To Evaluate and discuss the various financial Management functions, as well as the nature, Scope and Objectives of the financial Management functions. 2. To understand the concept of Working Capital Management. 3. To Make long term investment decisions and conduct an efficient investment analysis through capital budgeting. 4. To Gain Knowledge of Capital, Sources of Finance and Cost of Capital.			
Learning Outcomes: After learning this course, students will be able to – 1. To introduce the fundamentals and procedures of financial management to the students. Students will get a deeper understanding of finance as well as knowledge about how to manage risk in businesses. 2. After completing this, students will be able to define and understand Working Capital Management, Calculation of working capital and its cycle. 3. Students will be able to recognize and evaluate Capital Budgeting Process and Methods. 4. Students will be able to understand and evaluate various sources of Finance and cost of Capital.			
Unit	Content		
I	Introduction and Leverages: Theory: Finance - Definition – Nature, scope & function of finance. Financial Management - Meaning - Scope and Objectives- Profit Maximization Vs Wealth Maximization, Financial Environment, Role of chief financial officer in company., Leverage- Concept & Types. Practical Problems: Preparation of Income/Profitability Statement and Calculation of Operating Leverage, Financial Leverage and Combined Leverage.		
II	Working Capital Management: Theory: WCM-Meaning, Concept, significance, types of working capital. Adequacy of working capital, Factors affecting working capital needs, Advantages & Disadvantages of WCM, Methods of forecasting working capital requirements:- Balance Sheet Method, Profit & Loss Adjustment Method, Percentage of Sales Method. Practical Problems: Calculation of requirement of Working capital and working capital cycles.		
III	Capital Budgeting: Theory: Meaning, Concept, Objectives, advantages & Disadvantages of Capital Budgeting , Concept of Cash flow, Methods of long term Investment decisions - Discounted Payback Period, Net Present Value, Profitability Index, Average Rate of Return / Accounting Rate of Return, Internal Rate of Return (Including relative merits and demerits of each of the methods) Practical Problems: Problems based on the traditional methods or non-discount methods, Payback period, The discounted cash flow and NPV method, Profitability index, Rate of return method.		
IV	Cost of Capital: Theory: Concept, Meaning, Principles & importance of Cost of Capital, Introduction to trading on equity, Capital gearing & leveraging, Cost of capital, Cost of different sources of finance, Weighted average cost of capital. Practical Problems: Calculation of cost of capital of various sources of capital (Equity Capital, Preference share capital and debenture)		
Books Recommended: 1. Financial Management: P. V. Kulkarni, Himalaya Publishing House, Mumbai. 2. Financial Management: I. M. Pandey, Vikas Publishing House. 3. Financial Management: M. Y. Khan and P. K. Jain, Tata- McGraw Hill Publishing co, New Delhi. 4. Financial Management: Problems and Solutions, Ravi Kishore, Taxmann, New Delhi			

5. **Business Finance-I** , Dr. Vishal Thangan – Sir Sahitya Kendra, Nagpur.
6. **Business Finance- II**, Dr. Vishal Thangan- Sir Sahitya Kendra, Nagpur.



Production Management (BCM 5.3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Electives
Objective: 1. To understand the basic concepts and trends in Production Management. 2. To study the functions and role of production planning & Control. 3. To Analyse the concepts in production processes. 4. To Evaluate the impact of good plant layout in production system.			
Learning Outcomes: After learning this course, students will be able to – 1. Understand the Concepts in Production Management and Recognizing the importance of quality control in production sector. 2. Study the importance and necessity of Production Planning and Control Process in organisation. 3. Analyse the types and methods of various production process with focus on capacity planning. 4. Evaluate the impact of ideal locations and layouts in success of Manufacturing Systems.			
Unit	Content		
I	Unit I: Introduction to Production Management: Meaning, Objectives, Scope of Production Management, Types of production, Benefits of production management, Responsibilities of production manager, Decisions of production management, Production System, Current Trends in Production Management, TQM, JIT, Quality Control Techniques.		
II	Unit II: Production Planning & Control Meaning, Characteristics, Objectives and Stages of Production Planning and Control, Functions and Challenges of production planning & Control, Factors Affecting Production Planning and Control, Making of Production Plan Process, Manufacturing Planning and Control System, Role of Production Planning and Control in Manufacturing Industry		
III	Unit III: Types of Production and Process Selection Types of Production Process, Job, Lot, Batch, Mass and Continuous Production, Intermittent and Continuous Processes, Product Design – New product development, process planning and design, value analysis, capacity planning. Master Production Plan Meaning and Importance. Meaning of World Class Manufacturing System.		
IV	Unit IV: Plant Location & Facility Lay out Meaning and Definition of Plant Location, Benefits of Ideal Plant Location, Factors Influencing Plant Location Advantages of Urban, Semi Urban, and Rural location. Facility Layout Meaning and Definition of Facility Layout Objectives & Importance of Facility Layout Principles of Good Layout Types of Layout.		
Books Recommended: 1. Modern Production and Operations Management by Buffa E.S. and Sarin R.K : John Wiley. 2. Production and Operations Management by R. Panneerselvam – PHI learning. www. phindia.com 3. Production and Operations management with solution manual by Kanishka bedi, Oxford University press, Chennai 4. Production and operations Management by Martin K. Staff – Cengage learning. 5. World – Class Manufacturing – A strategic perspective – B.S. Sahay and others – Macmillan publishers India ltd., www.macmillan publishers india.com.			

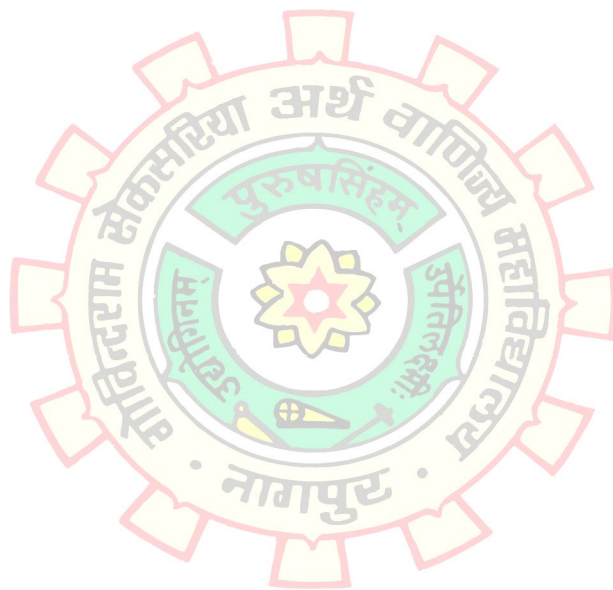
Labour Relation Management (BCM 5.3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Elective
Objective: 1. To introduce the basic concepts and analyze the regulatory framework governing industrial relations. 2. To understand the trade unions and collective bargaining process and its effectiveness. 3. To understand the causes and types of industrial disputes and examine grievance handling procedures and employee discipline methods. 4. To explore the impact of global and technological trends on labour relations.			
Learning Outcomes: 1. Explain the fundamentals and evolution of labour relations and Identify the major stakeholders and Understand the legal background of labour relations in India. 2. Analyze the structure, role, and issues of trade unions in India, Understand and evaluate the collective bargaining process. 3. Identify and categorize industrial disputes and Assess the effectiveness of legal and non-legal dispute resolution mechanisms. 4. Evaluate the effects of reforms and Create digital transformation on labour relations.			
Unit	Content		
I	Introduction to Labour Relations: Concept and scope of labour relations, Evolution of labour relations in India and global Level. Participants in labour relations: Employers, employees, trade unions, and the government Objectives and importance of labour relations, Overview of Legal framework of labour relations in India.		
II	Trade Unions and Collective Bargaining Definition, objectives, and types of trade unions, Trade union movement in India: History and current trends, Problems and challenges faced by trade unions. Collective Bargaining: Concept and importance of collective bargaining, Stages and types of collective bargaining.		
III	Industrial Disputes and Conflict Resolution Industrial disputes: Definition, causes, and types, Conflict Resolution: Grievance redressal and disciplinary procedures, Role of Labour Courts, Industrial Tribunals, Preventive measures.		
IV	Contemporary Issues in Labour Management Globalization and labour relations, Impact of technology and digital transformation on labour relations., Gender, equity, and diversity in industrial relations, Ethical and strategic HR perspectives on labour relations.		
Books Recommended: 1. Dynamics of Industrial Relations , Mamoria, C.B. & Mamoria, S., Himalaya Publishing House. 2. Industrial Relations , Arun Monappa, Tata McGraw-Hill. 3. Industrial Relations, Trade Unions and Labour Legislation , Sinha, P.R.N., Sinha, I.B. & Shekhar, S.P., Pearson Education. 4. Industrial Relations and Labour Laws , B.D. Singh, Excel Books. 5. Aspects of Labour Welfare and Social Security , A.M. Sarma, Himalaya Publishing House. 6. Industrial Relations , Venkata Ratnam, C.S., Oxford University Press.			

Indian Economy (BCM 5.4.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: <ol style="list-style-type: none"> 1. To broadly provide an understanding to the students about the core concepts in Indian Economy. 2. To enable the students to in comprehending the importance of digitalization towards agricultural growth along with providing knowledge of crucial agricultural concepts. 3. To provide an understanding to students with regard to the role of industry and the various challenges faced in the sector along with the importance of MSME's and pertinent problem of industrial sickness. 4. To provide an understanding about various challenges and opportunities in diverse service sector path along with the support mechanism provided by the government for start-up and entrepreneurship especially for gender empowerment. 			
Learning Outcome: <ol style="list-style-type: none"> 1. Students will be able to understand and evaluate the challenges faced in the country's development path due to regional imbalances. 2. Students will be able to analyze the crucial role of agricultural sector in the Indian economy along with the ability to apply there understanding towards a progressive path in the sector. 3. Students will be able to relate the theoretical concept with the real-life situation of Indian industry and the application of policies and government initiative in shaping the Future of Indian Industry. 4. Students will be able to generate ideas towards creation of self-employment opportunities with the knowledge of various government schemes for start-up and opportunities provided by different sub-sectors in service industry. 			
Unit	Content		
I	Indian Economy <ol style="list-style-type: none"> 1. Indian Economy: - Broad Features, It's current challenges 2. Overview of Indian Economic planning: - Achievement and Failures; NITI Aayog: Concept, role 3. Youth unemployment: Meaning of unemployment, types of unemployment, Concept of youth unemployment, factors contributing to youth unemployment. 4. Regional imbalance: Meaning, Importance of regional imbalances in context to development, case study of regional imbalance with reference to Vidharbha. 		
II	Indian Agriculture <ol style="list-style-type: none"> 1. Role of Agriculture in Indian Economy 2. Green Revolution: Impact and Constraints 3. NABARD: Introduction, Objectives, functions 4. Digital Agriculture: Meaning, benefits and current initiatives. 5. Low Agriculture Productivity in India: Causes, effects & suggestions towards the same. 6. Agricultural marketing: Meaning, Problems, Remedies 		
III	Indian Industry <ol style="list-style-type: none"> 1. Role of Industrialization in the Indian Economy 2. New Industrial Policy, 1991 3. Public Sector Industries, Private Sector Industries: - Meaning, problems, remedies 4. MSME: - Introduction, Features, Role, Government Initiatives for MSME 5. Industrial Sickness: Meaning, Causes, Effects and Remedies. 		
IV	Indian Service Sector & Government Schemes for Women Empowerment <ol style="list-style-type: none"> 1. Nature, Scope and Importance of Service Sector in Indian Economy 2. IT Sector- Importance, Challenges and Opportunities. 3. Banking and Insurance sector- Importance, Challenges and Opportunities 4. Travel & Tourism Sector - Importance, Challenges & Opportunities 5. Hospitality Sector - Importance, Challenges & Opportunities 		

6. Government Schemes for Start-ups in India for women: - Overview, benefits.

Books Recommended:

1. **Indian Economy**, Datt & Sundharam, S Chand, 6th Revised Edition, 2013.
2. **The Indian Economy**, Sanjiv Verma, For UPSC and State Civil Services Preliminary and Main Examinations, Unique Publications, 2nd Edition, 2013.
3. **Economic Policy Reforms and the Indian Economy**, Anne Krueger, University of Chicago Press, 2nd Edition 2002.
4. **The Indian Economy: Problems and Prospects**, D. R. Gadgil, Oxford University Press, 2011.
5. **The Indian Challenge**, Sage India, Ashoka Chandra & M. K. Khanijo, 1st Edition, 2009.
6. **Globalization And Indian Economy**, R. Chaddha, Sumit Enterprises, 2011.
7. **Indian Economy Since Independence**, Edited By Uma Kapila, Academic Foundation, 14th Edition 2002.
8. **Indian Economy**, M. B. Shukla, Taxmann Allied Services Pvt. Ltd., 2012.
9. **Indian Economy**, Ramesh Singh, McGraw Hill Education, 2020.
10. **Indian Economy**, V.K. Puri & S.K. Mishra, Himalaya Publishing House (2022).



Database Management System (BCM 5.4.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: <div><div>1. To understand the fundamentals of database environments, data processing, DBMS components.</div><div>2. To analyze database terminology, architectural models, and the functions of a Database Administrator</div><div>3. To explore the E-R model and database development process and the transformation of ER diagrams into relational and hierarchical structures.</div><div>4. To evaluate Understand the principles of normalization, Codd’s 12 rules, Backup and Recovery.</div></div>			
Learning Outcome: After learning this course, students will be able to – <div><div>1. Understand the functions and benefits of different database environments and DBMS components to effectively manage and process data.</div><div>2. Analyze to understand their impact on efficient database management and organization.</div><div>3. Apply the concepts of the E-R model and transform logical database structures into relational and hierarchical models.</div><div>4. Evaluate the impact of normalization, Codd’s 12 rules, and database languages on improving database efficiency, data integrity, and management in RDBMS environments</div></div>			
Unit	Content		
I	Database environment, Data processing, Traditional and DBMS environment, Database system, Types of databases - Centralize, distributed, Database management system, Components of DBMS, DBMS elements, Database Approach - Objectives, benefits, characteristics, Advantages of DBMS		
II	Terminology of File- Field, Record, File, key field, Non key field, Association between fields, The three tire architecture, Three level architecture, Database administration – Roles, Functions and responsibilities of DBA.		
III	The E-R Model – Data models, Entities, attributes and relationship, Logical and Physical database design, Mapping Cardinalities, Database development process, Database development life cycle. Integrity constrains. Transforming ERR diagrams into relations, tree structure and hierarchical.		
IV	Normalization, Codd’s 12 rules, hierarchical database structure, Network database structure, Relational database structure RDBMS. Database Languages – DDL, DML, DCL, Concurrency control, Backup and Recovery.		
Books Recommended: <div><div>1. Database System Concept, Korth and Sudarshan, McGraw Hill, New Delhi</div><div>2. An Introduction to Database System, Bipin C. Desai, Galgotia Publications Ltd, New Delhi</div><div>3. Database Management System, R. Panneerselvam, PHI, New Delhi</div></div>			

Name of Course: B.Com. (Major in Management)

Semester – V

Industrial Relations & Labour Law (BCM 5.4.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: After completing this course students will be able to: 1. Understand and explain key concepts of industrial relations and labour legislations in India. 2. Interpret legal terminology and core concepts such as industrial dispute, lay-off, retrenchment, closure, strike, and lockout. 3. Describe the roles and functions of institutional mechanisms like Works Committees, Grievance Redressal Committees, Conciliation Officers, and Industrial Tribunals. 4. Discuss legal protections and benefits available to women employees under the Maternity Benefit Act and other provisions regarding equality and empowerment.			
Learning Outcome: After successful completion of this course, students will be able to: 1. Define and appropriately use key legal terms related to industrial relations and labour law. 2. Evaluate the effectiveness of statutory mechanisms for dispute resolution and worker representation. 3. Identify rights and obligations under labour laws relating to working conditions, employee safety, and welfare measures. 4. Demonstrate understanding of gender-specific labour protections and assess the impact of laws aimed at the empowerment of women in the workplace.			
Unit	Content		
I	Industrial relations -Introduction, objectives and importance of industrial relations, maintenance of industrial peace, industrial democracy, factors affecting industrial relations. Approaches to industrial relations- Psychological Approach, Sociological Approach, Gandhian Approach, and Human Relations Approach.		
II	Industrial disputes and settlement machinery -Meaning of industry, industrial dispute, lay-off and retrenchment. Closure- basic rules. Strikes and lockouts- basic rules. Works committee, Grievance Redressal Committee, conciliation officer, industrial tribunal, national industrial tribunal		
III	Laws relating to working hours and work conditions - Meaning of factory, industry, manufacturing process. Provisions regarding workers health and safety, welfare provisions, rules relating to working hours of adult, working hours for adolescents. Laws relating to compensation - concept of minimum wages, time for wage payment, authorized deductions from wages, fines, concept of bonus, minimum and maximum bonus, allocable surplus, set on and set off of allocable surplus, disqualification for bonus		
IV	Social security measures - Meaning of occupational disease, permanent partial disablement, permanent total disablements. Social security schemes for gig workers. Special provisions relating to women - Rules for working hours of women, safety of women, Maternity Benefit- Prohibition on employment of women during certain periods, right to payment of maternity benefit.		
Books Recommended:			
1. Industrial Relations & Labour laws for Managers , Parul Gupta; 2 nd edition, Taxmann's 2. Business & Industrial Law , Prof P. Saravanel; Himalaya Publishing House 3. Industrial Relation & Labour Law , P.C. Tripathi, C.B Gupta & N. D. Kapoor, S. Chand & Sons. 4. Dynamics of Industrial Relations , C.B.Mamoria, Satish Mamoria, P.Subba Rao; Himalaya Publishing House			

Name of Course: B.Com. (Major in Management)

Semester – V

Industrial Relations & Labour Law (BCM 5.4.3)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: After completing this course students will be able to: <div>1. Understand and explain key concepts of industrial relations and labour legislations in India.</div> <div>2. Interpret legal terminology and core concepts such as industrial dispute, lay-off, retrenchment, closure, strike, and lockout.</div> <div>3. Describe the roles and functions of institutional mechanisms like Works Committees, Grievance Redressal Committees, Conciliation Officers, and Industrial Tribunals.</div> <div>4. Discuss legal protections and benefits available to women employees under the Maternity Benefit Act and other provisions regarding equality and empowerment.</div>			
Learning Outcome: After successful completion of this course, students will be able to: <div>1. Define and appropriately use key legal terms related to industrial relations and labour law.</div> <div>2. Evaluate the effectiveness of statutory mechanisms for dispute resolution and worker representation.</div> <div>3. Identify rights and obligations under labour laws relating to working conditions, employee safety, and welfare measures.</div> <div>4. Demonstrate understanding of gender-specific labour protections and assess the impact of laws aimed at the empowerment of women in the workplace.</div>			
Unit	Content		
I	Industrial relations -Introduction, objectives and importance of industrial relations, aspects of industrial relation, maintenance of industrial peace, industrial democracy, factors affecting industrial relations. Approaches to industrial relations- Psychological Approach, Sociological Approach, Gandhian Approach, and Human Relations Approach. Labour Legislation in India - Objectives, principles of labour legislation in India		
II	Labour reforms - Highlights of Code on Wages, 2019, Code on Social Security, 2020, Industrial Relations Codes, 2020, Occupational, Safety, Health and Working Conditions Code 2020. Industrial disputes and settlement machinery -Meaning of industry, industrial dispute, lay-off and retrenchment. Closure- basic rules. Strikes and lockouts- basic rules. Works committee, Grievance Redressal Committee, conciliation officer, industrial tribunal, national industrial tribunal		
III	Laws relating to working hours and work conditions - Meaning of factory, industry, manufacturing process. Duties of employer, duties of employee. Provisions regarding workers health and safety, welfare provisions, rules relating to working hours of adult, working hours for adolescents. Laws relating to compensation - concept of minimum wages, time for wage payment, authorized deductions from wages, fines, concept of bonus, minimum and maximum bonus, allocable surplus, set on and set off of allocable surplus, disqualification for bonus		
IV	Social security measures - Meaning of occupational disease, permanent partial disablement, permanent total disablement, social security organisation. Social security schemes for gig workers Employees compensation- employers liability for compensation, amount of compensation Special provisions relating to women - Rules for working hours of women, safety of women, Maternity Benefit- Prohibition on employment of women during certain periods, right to payment of maternity benefit, Dismissal during pregnancy. Equal remuneration Act-overview		
Books Recommended: <div>1. Industrial Relations & Labour laws for Managers, Parul Gupta; 2nd edition, Taxmann's</div> <div>2. Business & Industrial Law, Prof P. Saravanel; Himalaya Publishing House</div> <div>3. Industrial Relation & Labour Law, P.C. Tripathi, C.B Gupta & N. D. Kapoor, S. Chand & Sons.</div> <div>4. Dynamics of Industrial Relations, C.B.Mamoria, Satish Mamoria, P.Subba Rao; Himalaya Publishing House</div>			

Name of Course: B.Com. (Major in Management)

Semester – V

Tourism Management (BCM 5.5)			
Teaching Hours: 45 (Theory + Practical)	Total Credits: 4	Total Marks: 70+30=100	Group: Vocational Skill Courses
Objective: 1. To understand the fundamental concepts in Tourism Management within broader cultural environmental, political and economic dimensions of the society 2. To Analysis and recognise the impact of Tourism on economy and society.			
Learning Outcome: After successful completion of this course, students will be able to: 1. Understand the Concept Tourism Management, Recognizing the components and Exploring its significance. 2. Analyze the govt policy for tourism and can study the impact of Tourism.			
Unit	Content		
I	Unit I: Introduction to Tourism Management: Definition of Tourism & its meaning, nature, scope, and importance, Tourism Products – Meaning & Classification, Components and elements of tourism, Types and typologies of tourism, push and pull factors in Tourism, Economic, social, and cultural significance of Tourism, Role of Travel Agencies in Tourism, Objectives and Role of Tourism Organizations- ITDC, TFCI, IRCTC		
II	Unit II: Tourism motivations: Growth and development of national and international Tourism-concerns and problems, Linkages in Tourism industry, Technological Advancements on tourism industry, Tourism policy of Government of India. Impacts of Tourism on ecology, economy and environment, need for ‘Sustainable’ and ‘Responsible’ Tourism and its development, World Tourism Organization and IATA- International Air Transport Association.		
Books Recommended:			
1. Basics of Tourism, Theory Operation and Practice , Kamra& Chand (2002), Kanishka Publishers, New Delhi - 02. 2. Introduction to Tourism and Hospitality Management – Saurabh Dixit, APH Publishing House, New Delhi. 3. Travel Agency and Tour Operation, Concepts and Principals – J.M.S. Negi			

Logistics and Supply Chain Management (BCM 6.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Major Core
Objective: <ul style="list-style-type: none">1. Logistics and supply chain management equip individuals with the skills to understand and manage the complex systems involved in moving goods and services from origin to consumer.2. To gain deeper insights into logistics and supply chain management.3. To highlight the integrated nature of working in logistics and supply chain industry.4. This knowledge allows for improved efficiency, cost reduction, and enhanced customer satisfaction.			
Learning Outcome: After successful completion of this course, students will be able to: <ul style="list-style-type: none">1. Understand the basic concepts of logistics and supply chain management.2. Understand tools of Supply Chain Performance Measurement.3. Apply Knowledge of IT in managing global issues & challenges in Logistics & Supply Chain Management.4. Prepare students to work in logistics and allied industries.			
Unit	Content		
I	Logistics Management - Meaning, Evolution, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In process Logistics, Outbound Logistics, Objectives of Logistics, Importance of Logistics, Scope of Logistics.		
II	Supply Chain Management: - Meaning, Objectives, Functions, Participants of Supply Chain, Role of Logistics in Supply Chain, Role of distribution in supply chain, E- Supply Chain.		
III	Elements of Logistics Mix - Transportation, Warehousing: - Introduction, Principles and Participants in Transportation, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Types of Warehouses, Warehousing Strategies.		
IV	Information Technology in Logistics and Supply Chain: - Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Principles of Logistical Information System, Emerging technologies in Logistics and Supply chain management.		
Books Recommended: <ul style="list-style-type: none">1. Logistics and Supply Chain Management, MacMillan 2003, 1st Edition2. Supply Chain Management Concepts and Cases, Rahul V Altekar, PHI, NewDelhi.3. Supply Chain Management, Robert B Handfield and Ernest L Nichols, PHI, New Delhi.4. Logistics and Supply Chain Management - Cases and Concepts, G Raghuram & N Rangaraj, McMillan5. Supply Chain Management – K.Shridhara Bhat, Himalaya Publishing House.6. Logistics & Supply Chain Management – Text & Cases by Anurag Saxena & Lt. Col. Kaaushik Sircar, Jaico Publishing House.			

Name of Course: B.Com. (Major in Management)

Semester – V

Operations Management (BCM 6.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Major Core
Objective: 1. To understand the fundamental concepts of Operations Management. 2. To apply the core ideas of Inventory Management. 3. To Analyze Concept and techniques of Quality Control. 4. To Evaluate the trends in operations Management.			
Learning Outcome: After successful completion of this course, students will be able to: 1. Understand the fundamental concept of Operations Management. 2. Apply the core ideas of Inventory Management in business. 3. Analyze the various techniques of quality Control. 4. Evaluate the trends in Operations Management.			
Unit	Content		
I	Introduction to Operations Management: <ul style="list-style-type: none">• Definition, Scope and importance of Operations Management.• Need of Operations Management, Role of Operations Manager.• Strategic Decision in Operations Management.• Difference between Operations Management and Production Management.		
II	Inventory Management: <ul style="list-style-type: none">• Concept of Inventory Management• Importance of Inventory in Operations Management• Types of Inventories: Raw Materials, WIP and Finished Goods, Maintenance, Repair.• Inventory control Techniques: Just in One (JIT) Inventory, Economic order quantity (EOQ), ABC Analysis, FIFO (First in First out), LIFO (Last in First out), Reorder Point (ROP), Safety Stock, Vendor Managed Inventory (VMI), Kanban, Material Requirement Planning (MRP).		
III	Quality Control: <ul style="list-style-type: none">• Objectives of Quality Control in Operations Management• Basic principles of Quality Management• Importance of Quality Control in Operations Management• Tools and Techniques for quality Management• Concept of Total quality Management (TQM)• Concept of Six sigma.		
IV	Trends in Operations Management <ul style="list-style-type: none">• Evolution from manufacturing to operations management - Evolution of the factory system – manufacturing systems –quality – mass customization.• Maintenance Management - Importance and types of maintenance - Maintenance Planning - Spare Parts Management – Concept of Total Productive Maintenance (TPM).• Decision Trees: Concept, Application of Decision Trees in operations management.• Operation Research: Definition, Main phases of operation research, Problem solving and decision making, Application of operation research in Business.		
Books Recommended: 1. Operation Management; Nair; TMH 2. Operation Management; Chary; McGraw Publications. 3. Production and Operation Management, K. Aswathappa & K. Shridhara Bhat; Himalaya Publication 4. Modern Production/Operations Management, Elwood Buffa & Rakesh Sarin; Wiley 5. Operation Management; R. Dan Reid, Nada R. Sanders, Sidhartha S. Padhi; Wiley			

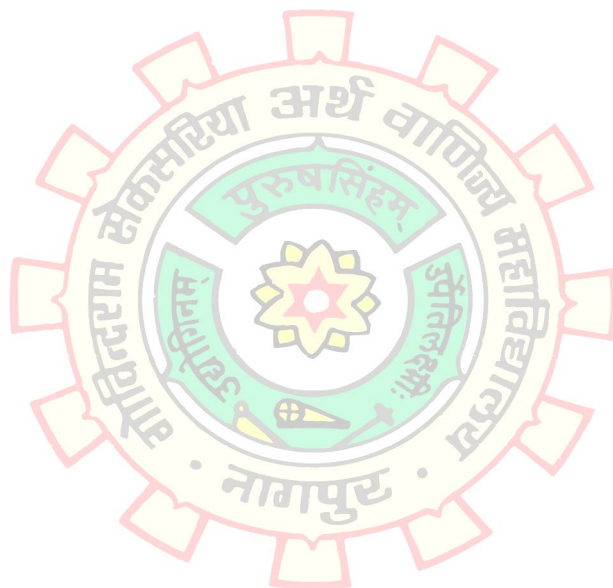
Brand Management (BCM 6.3.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Major Elective
Objective: 1. To provide an understanding of the key issues in building and maintaining brands and brand equity. 2. To learn and apply key elements of crafting and driving brand strategy, evaluating strategic options. 3. Understanding Marketing's role and accountabilities in brand and strategy decision-making. 4. To provide exposure to project brand positioning to UG students.			
Learning Outcome: After successful completion of this course, students will be able to: 1. Understand Building and effectively maintaining brand equity among the top priorities of high performing companies. 2. Evaluate brand-building strategies and brand management effectively which drives superior financial results and consumer loyalty 3. Analyze profitable brand strategies and the implications for brand management professionals. 4. Create global brand strategies in the digital era.			
Unit	Content		
I	Brand and Brand Equity - What is a brand? Historical evolution of brands, why do brands matter? Can everything be branded? Typologies of brands, Branding challenges and opportunities; The brand equity concept; Sources of brand equity; Strategic brand management process; Customer based brand equity.		
II	Making a brand strong: Brand Knowledge; Building a strong brand: The four steps of brand building; What are the strongest brands? Creating customer value; Defining and establishing brand mantras; Internal branding; Brand Audits, Designing marketing programs to build brands.		
III	Choosing brand elements to build brand equity; Developing a brand equity measurement and managing system, the brand value chain; Establishing Brand Positioning, New products brands, Brand Extensions, Managing brands overtime.		
IV	Branding Strategies: Designing brand tracking studies; Designing and implementing branding strategies, Brand Architecture, Brand hierarchy, Designing branding strategy; Global Brand Strategy, Managing brands over geographic boundaries, Branding in the digital era.		
Books Recommended:			
1. Strategic Brand Management (Building, Measuring & Managing brand equity) by Kevin Lane Keller, Pearson Publications. 2. Managing Brand Equity: Capitalizing on the Value of a Brand Name , Aaker, David A., New York: The Free Press (1991). 3. Understanding Brands , Cowley, Don. Kogan Page, London, 1991. 5. Creating Brand Royalty , Czerniawski, Richard D. & Michael W. Maloney, AMACOM, NY, 1999. 6. Strategic Brand Management , Kapferer, J N., New York, Free Press 1992. 7. Brand Strategy , Murphy, John A., Cambridge, The Director Books, 1990. 8. Building Brands Directly , Steward, P. London, MacMillan, 1996. 4. Product and Brand Management by K.Venugopal Rao, Himalaya Publishing House			

Investment & Wealth Management (BCM 6.3.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Major Elective
Objective: <ol style="list-style-type: none"> 1. To describe core investment concepts, compare investment avenues, and analyze the Indian investment environment. 2. To explain financial instruments, apply analysis strategies, and evaluate investment options for optimized returns. 3. To analyze various insurance instruments and strategies to determine their role in risk mitigation and their contribution to individual wealth management and economic development. 4. To define wealth management processes, differentiate it from financial planning, and analyze its link to economic indicators. 			
Learning Outcome: After successful completion of this course, students will be able to: <ol style="list-style-type: none"> 1. Identify investment characteristics, differentiate between investment types, and examine the role of portfolio managers in the Indian context. 2. Interpret risk-return relationships, use fundamental and technical analysis, and assess mutual fund selection models. 3. Examine different types of insurance products and distinguish their effectiveness in achieving specific wealth planning and risk management objectives. 4. Explain wealth management principles, compare it with financial planning, and analyze economic factors affecting investment. 			
Unit	Content		
I	Introduction to Investment Management <ul style="list-style-type: none"> • Investment- Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors • Portfolio Management – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management. • Investment Environment- Investment Environment in India and factors conducive for investment in India with ease of Doing Index. 		
II	Investment planning <ul style="list-style-type: none"> • Understanding Bonds, Equities and other investment markets. • Ways to invest in various Investment Avenues in India. • Concepts of risk and return- Setting up market expectations. • Basics of Fundamental and Technical • Mutual funds and selection models for best risk adjusted returns. • Types of Mutual Funds in India. 		
III	Insurance Planning <ul style="list-style-type: none"> • Insurance market dynamics and instruments • Different types of insurance products – ULIPs, Endowment, Term Plans Whole life products, interest sensitive products, term assurance annuities, endowment, assurance. selection of appropriate plans for wealth planning • Brief idea of Medi-Claim and health insurance products • Brief idea of with profit and without profit policies • How insurance is different from Investment. • Insurance as a tool of Risk Assessment & Risk Management • Significance and Role of Insurance in mobilizing savings, investment, wealth accumulation and economic growth 		
IV	Introduction of Wealth Management		

	<ul style="list-style-type: none"> • Concept of wealth management • Need, features, advantages and limitations of Wealth Management, Scope of Wealth management services, Wealth management Process • Impact of Wealth Management's on the Economy & their elements • Financial planning for better wealth management, Difference between Financial Planning and Wealth management. • Impact of Economic cycles on Investment.
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Books Recommended:

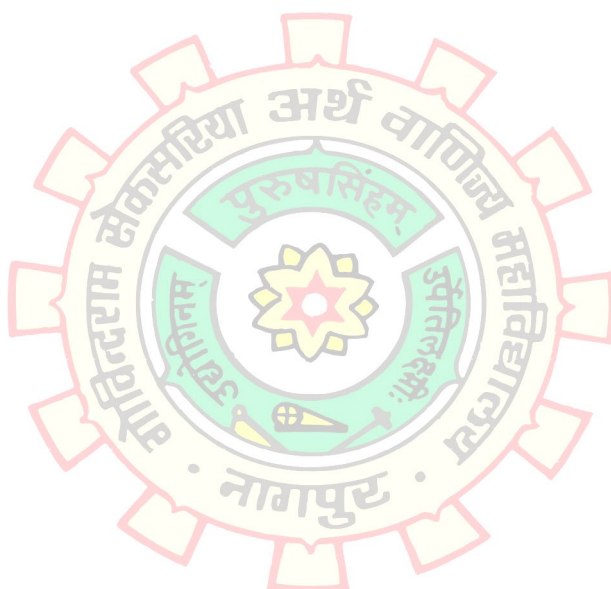
1. **Wealth Management Basic Level**, Shashikant Uma, Abraham Sunita, Centre for Investment Education & Learning Publication
2. **Wealth Management and Financial Planning**, Prof. George S. Mentz, Private Wealth Management Guide
3. **NCFM Module on Wealth Management**
4. **Wealth Management**, Pawan V. Jhabak, Himalaya Publishing House Pvt. Ltd
5. **Indian Financial System**, Bharti V Pathak., Pearson Education, New Delhi.
6. **NCFM module on Wealth Management**, NSE India Ltd.



Name of Course: B.Com. (Major in Management)**Semester – VI**

Public Finance: Theory and Practices (BCM 6.4.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objectives: <ol style="list-style-type: none"> 1. To provide students with the knowledge and understanding of basic concepts of public finance. 2. To provide the students an in-depth knowledge on various concepts and application regard to public expenditure. 3. To provide knowledge on the various sources of finance and the changing trends with regard to the same in India's journey of Economic reforms. 1. To enable the students to understand and apply the Tools of public finance for optimum allocation of resources through budget. 			
Learning Outcome: <ol style="list-style-type: none"> 1. The knowledge on the basic concepts of public finance with enable the students to understand the role of government in shaping the Socio-Economic growth path of the country. 2. The knowledge gain will provide analytical ability to the students on the principles and guidelines followed by the government in framing and implementation of policies related to public expenditure. 3. Students will be able to evaluate the impact of public revenue in the current scenario and the imperative need of economic reforms towards growth and development. 4. Students will be able to analyze the finer nuances in budget making and the role-playing activity as crucial members in finance ministry will provide them with an opportunity in designing an ideal budget document. 			
Unit	Content		
I	Introduction to Public Finance <ol style="list-style-type: none"> 1. Meaning, Concept, Nature & Scope of Public Finance 2. Importance of Public Finance 3. Tools of Public Finance 4. Principle of Maximum Social Advantage. 5. Finance Commission- Meaning, role, 15th Finance Commission: Allocation of resources between center and States. 		
II	Public Expenditure <ol style="list-style-type: none"> 1. Meaning & Concept of Public expenditure. 2. Principles and classification of Public Expenditure. 3. Causes of Increasing Public Expenditure 4. Effect of Public Expenditure 5. Role of Public Expenditure in a Developing Economy 		
III	Public Revenue <ol style="list-style-type: none"> 1. Meaning & Concept of Public Revenue, Sources of Public Revenue, importance of public revenue. 2. Direct taxes and Indirect Taxes- Meaning, merits, demerits 3. Cannons of Taxation. 4. Taxation System in India – Progressive, Regressive and Proportional- Meaning, merits, demerits 5. Reforms in Tax Structure in India; Goods & Service Tax: - Concept, Characteristics and Need for GST in India. 		
IV	Public Debts & Government Budget <ol style="list-style-type: none"> 1. Meaning & Concept of Public Debt, Characteristics and role of Public Debts, Types of Public Debts, Objectives of Public Debts 2. Effects of Public Debts 3. Meaning, Role & Objectives of the Budget 		

	<p>4. Overview of Recent Budget of India, Case study of India's National Electric Mobility Mission Plan (Budget drafting: Role play/Classroom activity for students)</p> <p>5. Gender Budget: - Meaning, Importance</p>
Books Recommended:	
<ol style="list-style-type: none"> 1. Public Finance, S.N. Chand, Atlantic (2008). 2. Public Finance: Theory & Practice, Kumar & Mittal, Anmol Publishers (2002). 3. Money, Banking & Public Finance, Hajela, Ane Books Pvt. Ltd., (2009). 4. Public Finance, Rajesh Jha, Pearson (2012). 5. Public Finance, Harvey S Rosen & Ted Gayer, McGraw Hill Education, (2012). 6. Public Finance, Tyagi, Jai Prakash Nath Publishers, 55th Revised Edition, 2013. 	



MIS & System Analysis Design (BCM 6.4.2)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30=100	Group: Minor
Objective: <div>1. To understand the purpose, scope, types, and challenges of (MIS) and their role in supporting global business operations.</div> <div>2. To analyze the SDLC, the role of system analysts, and the tools used in structured analysis</div> <div>3. To explore the processes of feasibility study, input/output and form design, and system testing and quality assurance.</div> <div>4. To evaluate the processes of implementation, post-implementation, software maintenance, security, disaster recovery, and ethics.</div>			
Learning Outcome: After learning this course, students will be able to – <div>1. Understand how Management Information Systems (MIS) support decision-making, business operations, and global business strategies through their structure, types, and challenges.</div> <div>2. Analyze to understand the process of system planning and information gathering.</div> <div>3. Apply to ensure the successful development and implementation of information systems.</div> <div>4. Evaluate to ensuring the effectiveness and sustainability of system development.</div>			
Unit	Content		
I	Management Information Systems: An Overview - Introduction, Need for Management Information Systems, Management Information Systems: A Concept, MIS: A definition, Management Information System and Information Technology, Nature and Scope of MIS, MIS Characteristics, Structure of MIS, Types of MIS, Role of MIS in Global Business, Challenges of Managing Information Systems.		
II	System concepts and the information systems environment, System Development Life Cycle, Role of System Analyst, System Planning and the initial investigation, information gathering, The tools of structured analysis.		
III	Feasibility Study, Input/Output and forms design, System Testing and Quality Assurance		
IV	Implementation, Post Implementation and Software maintenance, Security, Disaster recovery and ethics in system development.		
Books Recommended: <div>1. System Analysis & Designs, by Elias M. Awad, McMillan</div> <div>2. System Analysis & Designs, By S.K. Jha, Publisher S.K. Kataria & sons</div> <div>3. Management Information System, by D.P. Nagpal</div>			

Cyber Law (BCM 6.4.3)			
Teaching Hours: 4	Total Credits: 4	Total Marks: 70+30 =100	Group: Minor
Objectives: 1. To introduce learners to the investment environment and structure of financial markets. 2. To develop analytical skills for evaluating securities using fundamental and technical tools. 3. To equip learners with portfolio construction and evaluation techniques. 4. To promote understanding of investment strategies and risk management practices.			
Learning Outcomes: After learning this subject, the learner will be able to – 1. Understand the scope and importance of cyber law in a digital economy. 2. Know various types of cybercrimes and relevant legal provisions. 3. Interpret the key provisions of the IT Act, 2000. 4. Understand the significance of cybersecurity, digital signatures, and privacy laws.			
Unit	Content		
I	Introduction to Cyber Law and the legal framework in India – Meaning, scope, objectives, and evolution of Cyber Law in India and abroad. Understanding legal challenges in cyberspace. Overview of the Information Technology Act, 2000 – its salient features, purpose, and applicability. Key definitions under the Act including computer, data, access, electronic record, and digital signature. Overview of important amendments including the IT Amendment Act of 2008. Role and powers of authorities under the Act – Adjudicating Officers, CERT-In (Indian Computer Emergency Response Team), and the Controller of Certifying Authorities.		
II	Concept of Cybercrime – Meaning, classification, and characteristics. Detailed understanding of different types of cybercrimes including hacking, phishing, email spoofing, identity theft, cyber stalking, cyber bullying, online defamation, cyber terrorism, pornography, child abuse, and financial frauds. Penalties relating to cyber-crime under the IT Act, 2000. Study of notable cybercrime cases in India and their implications.		
III	Legal recognition of electronic commerce and e-governance under the IT Act. Introduction to e-contracts – their nature, types (click-wrap, shrink-wrap, browse-wrap), and enforceability under Indian law. Digital Signatures – meaning, working mechanism, legal validity, and use in authenticating e-records. Role and responsibilities of Certifying Authorities in issuing digital certificates. Introduction to the Public Key Infrastructure (PKI) system. Powers and functioning of the Cyber Appellate Tribunal. Legal provisions and significance of e-governance initiatives in India		
IV	Concept and importance of cybersecurity in the digital age: Understanding common cyber threats like malware, ransomware, spyware, social engineering, and denial-of-service attacks. Best practices and strategies for ensuring cybersecurity. Concept of data privacy and data protection – need and legal framework in India. Digital Personal Data Protection Act, 2023 – Basic Concepts – Data Principal, Data Fiduciary, Data Protection Board of India – Composition, Powers & Functions; Relevant penalties under the Act. Concept of cyber ethics – digital etiquette, responsible online behavior, and ethical dilemmas in cyberspace.		
Books Recommended: 1. Cyber Laws – Dr. R.K. Suri & T.N. Chhabra, <i>Bharat Law House Pvt. Ltd.</i> 2. Cyber Law & Information Technology – Talwant Singh, <i>Himalaya Publishing House</i> 3. Information Technology Law and Practice – Vakul Sharma, <i>Universal Law Publishing</i> 4. Cyber Law: Simplified – Vivek Sood, <i>Tata McGraw-Hill Education</i> 5. Cyber Law and E-Commerce – Prof. P.M. Bakshi, <i>Sultan Chand & Sons</i> 6. The Indian Cyber Law – Suresh T. Vishwanathan, <i>Bharat Law House Pvt. Ltd.</i> 7. IT Act, 2000 with Rules and Amendments – <i>Government of India Publication</i>			