

**CENTRE FOR DISTANCE AND ONLINE  
EDUCATION  
MANGALAYATAN UNIVERSITY, ALIGARH**



**PROGRAMME PROJECT REPORT  
NEP-2020  
FYUP BACHELOR OF COMMERCE  
B.Com. (Hons.)  
2024-25**

Director  
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## Introduction:

The **4-Year Bachelor of Commerce (Honours) Degree Programme (FYUP)** through ODL mode is one of the most sought bachelor degree the programs after 12<sup>th</sup>. It includes complete knowledge of finance and management. The B.Com.(Hons.) degree has been started to provide sound knowledge for producing the sound financial and management professionals. B.Com.(Hons.) is one of the most job provider educational degree course in India and abroad, there are various multinational industries, which are offering jobs to various commerce graduates.

The best part of the program is that the student of all stream" in 12<sup>th</sup> standard can get admission in the B.Com.(Hons.) .The program. B.Com.(Hons.) degree allows the candidates to enter in the field of Banking, Finance and Management. This degree enable the students with various aspects that are necessary for effective financial management and essential for entrepreneurs and business analyst. Bachelor in Commerce also gives students a platform for pursuing courses like MBA, M.Com. To do well in this field, students must possess leadership qualities, decision making skills, good oral and written communication skills. Partial ICT supported teaching learning practices shall be adopted to ensure parity in terms of academic rigor and quality of instructions.

### A. Programme's Mission and Objectives

#### Mission

The mission of the program is to provide a nurtured knowledge that will lead to fulfil the aspirations of Trade, Industry, Commerce and the Individual. To create an atmosphere of effective learning in commerce, generate a spirit of questioning, enquiry, induce healthy challenges and competitiveness, feel of complete accomplishment and instill self-confidence.

#### Objectives

1. To impart knowledge in advanced concepts and applications in various fields of commerce.
2. To provide the students the avenues of studies in parallel professional courses in commerce discipline.
3. To equip the students to occupy the important positions in business, industries and related organizations.
4. To make the learners to understand the purpose and use of commerce subjects.

### B. Relevance of the Program with HEI's Mission and Goals

The vision and mission of HEI, Mangalayatan University, Aligarh are:

#### Vision

To be an institution where the most formative years of a young mind are spent in the guided pursuit of excellence while developing a spirit of inquisitive questioning, an ability to excel in the pressure of a fast-changing professional world and desire to grow into a personality than a person in an environment that fosters strong moral and ethical values, teamwork, community service and environment consciousness.

#### Mission

- To be the enablers of the confluence of academic rigor and professional practicality.
- To bring global best practices to students through widespread use of technology.
- To empower our faculty to constantly develop new skills and excel professionally.
- To provide the best campus environment to the students and faculty with all facilities to nurture their interest.

**4-Year Bachelor of Commerce (Hons.) Degree Programme** of the University strives to realize its vision and mission by rectifying student centric issues on priority and also to empower local community with the help of various social clubs running in University like

NSS, Kadam and Alumni association. The University Promotes Multidisciplinary and Allied research in various fields that supports and harnesses joyful learning environment. The goals of ODL program is to provide educational facilities to all qualified and willing persons who are unable to join regular courses due to personal or professional reasons. There are many potential learners who cannot afford to join regular courses due to professional responsibilities and personal commitments. For such cases distance B.Com.(Hons.) can be helpful in increasing knowledge base and skill up gradation.

The program aims to provide alternative path to wider potential learners who are in need of refresher courses to update their skills.

### **C. Nature of Prospective Target Group of Learners**

Distance Education at Mangalayatan University, Aligarh shall target the working professional's executives as well as those who cannot attend a full-time program due to constraints. The candidates desirous of taking admission in B.Com.(Hons.) program shall have to meet the eligibility norms as follows-

- 1. To obtain admission in B.Com.(Hons.) program offered through ODL mode, the learner must have completed 10+2 in any stream.*
- 2. The learner must have pass at 10+2 examination.*

The ODL- B.Com.(Hons.) program offered by Mangalayatan University, Aligarh caters the needs of diverse groups of undergraduate learners from all disciplines located in diverse regions and social structures such as learners from a low level of disposable income, rural dwellers, women and minorities who have little access to formal institutions of higher learning.

### **D. Appropriateness of Programme to be conducted in ODL mode to acquire specific skills and competence**

The University has identified the following program outcomes and program specific outcomes as acquisition of specific skills and competence for B.Com. (Hons.)Program.

#### **1. Programme Outcomes ( PO's)**

**PO1.Knowledge:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

**PO2.Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

**PO3.Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

**PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

**PO5. Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

**PO6. Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

**PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

## 2. Programme Specific Outcomes

PSO 1. To understand the basic concepts of the commerce, management, accounting & economics.

PSO 2. To analyse relationship among commerce, trade industry, services, management and administration.

PSO 3. To understand rules and regulations of taxation, banking and insurance sector.

The University has managed care to introduce B.Com. (Hons.) Program taking into consideration, 1, and 2, to maintain the quality and to face the competition at the National/International level.

## E. Instructional Design

The 4-Year B.Com. (Hons.) Programme is divided into eight semesters and minimum credit requirement is 160 to get B.Com.(Hons.) degree through ODL mode from Mangalayatan University, Aligarh. Minimum time period for acquiring B.Com.(Hons.) degree will be four years and maximum time (extended) period is eight years.

The minimum credits required for the award of 3-Year and 4-Year UG programme degree are given in **Table-1**.

**Table 1: Credit Requirement for the Award of Degree in Each Category in UGC-NEP, 2020-**

S. No.	Type of Courses	Credits (3-Year UG)	Credits (4-Year UG)
1.	Major (Core)	60	92
2.	Minor Stream	24	32
3.	Interdisciplinary	09	09
4.	Ability Enhancement Courses (AECs)	08	08
5.	Skill Enhancement Courses (SECs)	10	10
6.	Value Added Courses (VACs)	06	06
7.	Summer Internship	03	03
<b>Total</b>		<b>120</b>	<b>160</b>

### **Curricular Components of 4-Year B.Com. (Hons.) Programme:**

The curriculum consists of major stream courses (Core Courses), minor stream courses and Interdisciplinary Courses, language courses, skill enhancement courses, and a set of courses on Environmental Education, Understanding India, Digital and Technological Solutions, Health & Wellness, Yoga Education, and Sports and Fitness ( Value Added Courses).

At the end of the second semester, students can decide either to continue with the chosen major or

request a change of major course. The minor stream courses include vocational courses which will help the students to equip with job-oriented skills. The details regarding the components are as follows –

**Major Stream (80 credits)** – The discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits) through core courses in the major discipline.

**Minor Stream (32 credits)** – It helps a student to gain a broader understanding beyond the major discipline.

**Interdisciplinary (9 credits)** – All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12<sup>th</sup> class or equivalent) in the proposed major and minor stream under this category.

**Ability Enhancement Courses (AEC; 08 credits)** - Students are required to achieve competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills.

**Skill Enhancement Courses (SEC; 10 credits)** – These courses are aimed at imparting practical skills, hands-on training, soft skills etc. to enhance the employability of the students.

**Value-Added Courses (VAC) (Common to all UG students; 06 credits)** – The Centre for Distance and Online Education (CDOE) offers two VAC courses as follows:

1. Environmental Education
2. Understanding India

**Note:**

1. The major subject would provide the opportunity for a student to pursue in-depth study of a particular subject or discipline. Students may only be allowed to change major within the broad discipline at the end of the second semester. So, at the end of the second semester, students can decide either to continue with the chosen major or request a change of major.
2. Beyond the major discipline, student would have to choose a minor stream subject for the award of the degree.

**Table 2: The Broad Course Structure of the Undergraduate Programmes-**

Semester	Discipline Specific Courses	Minor	Inter-disciplinary courses	Ability Enhancement courses (language)	Skill Enhancement courses/Inter nship	Value-Added Courses	Total Credits
I	2 courses (8C)	2 courses (8C)		1 course (2C)	1 course (2C)		20
II	2 courses (8C)	2 courses (8C)		1 course (2C)	1 course (2C)		20
Students exiting the programme after securing <b>40 credits</b> will be awarded <b>UG Certificate</b> in the relevant Discipline /Subject.							<b>40</b>
III	2 courses (8C)	1 course (4C)		1 course (2C)	1 course (3C)	1 course (3C)	20
IV	2 courses (8C)	1 course (4C)	-	1 course (2C)	1 course (3C)	1 course (3C)	20
Students exiting the programme after securing <b>80 credits</b> will be awarded <b>UG Diploma</b> in the relevant Discipline /Subject.							<b>80</b>
V	4 courses (14 C)		2 courses (6C)	-			20

VI	4 courses (14 C)		1 course (3C)	-	Internship (3C)		20
	Students who want to undertake 3-year UG programme will be awarded B.Com. Degree in the relevant Discipline / Subject upon securing 120 credits.						<b>120</b>
<b>Total</b>	<b>60</b>	<b>24</b>	<b>09</b>	<b>08</b>	<b>10+03</b>	<b>06</b>	<b>120</b>
VII	4 courses (16 C)	1 course (4C)	-				20
VIII	4 courses (16 C)	1 course (4C)	-				20
<b>Total</b>	<b>92</b>	<b>32</b>	<b>09</b>	<b>08</b>	<b>10+03</b>	<b>06</b>	<b>160</b>
	Students will be awarded <b>B.Com. (Honours) Degree</b> in the relevant Discipline /Subject provided they secure 160 credits.						<b>160</b>

\*DSC: Discipline Specific Courses

\*IDC: Interdisciplinary Courses

\*AEC: Ability Enhancement Course

\*SEC: Skill Enhancement Courses

\*VAC: Value Added Courses

**Note-**

1. Students who opt to exit after completion of the first year and have secured 40 credits will be awarded a **UG certificate**.
2. Students who opt to exit after completion of the second year and have secured 80 credits will be awarded the **UG diploma**.
3. **Students can exit** after completion of six semesters with **120 credits** and will be awarded a **Bachelor's Degree**. For B.Com. (Hons.) Programme, a student has to earn minimum 60 credits of core courses (**Major discipline**), 24 credits in **Minor discipline**, 09 credits in **Interdisciplinary** area, 08 credits in **Ability Enhancement Area (AEC)**, 10 credits in **Skill Enhancement Area (SEC)** and 6 credits in two **Value-Added Courses** (3 credits each) and 3 credits in one **internship** course as per the course structure (Table 2).
4. **If the student wants to continue in FYUP** then he/she may have to earn 20 more credits in **Core Courses** and 8 credits in **Minor discipline** as per the UGC curriculum. So, after completion of 8 semesters with **160 credits**, the student will be awarded a **Bachelor's Degree (Hons.)** in the selected major subject.

**Table 3: Evaluation Scheme, NEP, 2020 (Session: 2024-25)**  
**Bachelor of Commerce (Honours)**  
**B.Com.(Hons.)**

<b>I – Year : Certificate in Commerce</b>							
<b>Semester-I</b>							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	CMB-1111	Business Organization and Management	DSC	4	30	70	100
2	CMB-1112	Financial Accounting	DSC	4	30	70	100
3	MGB-1112	Principles of Marketing	Minor	4	30	70	100
4	CMB-1113	Principles of Micro Economics	Minor	4	30	70	100
5		Opt one of the language courses (English/Hindi)-I	AEC	2	30	70	100
6	CSB-1101	Fundamentals of Computer System and Office Automation	SEC	2	30	70	100
Total				20	180	420	600

<b>Semester-II</b>							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-1211	Human Resource Management	DSC	4	30	70	100
2	CMB-1211	Cost Accounting	DSC	4	30	70	100
3	CMB-1212	Business Law	Minor	4	30	70	100
4	CMB-1213	Indian Economy	Minor	4	30	70	100
5		Opt one of the language courses (English/Hindi)-II	AEC	2	30	70	100
6	MMB-1101	Reasoning	SEC	2	30	70	100
Total				20	180	420	600

Students exiting the programme after securing 40 credits will be awarded UG Certificate in Commerce

Semester-III							
S.No	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	CMB-2111	Business Statistics	DSC	4	30	70	100
2	CMB-2112	Company Law	DSC	4	30	70	100
3	MGB-1213	Business Environment	Minor	4	30	70	100
4		Opt one of the language courses (English/Hindi)-III	AEC	2	30	70	100
5	MGB-2101	Business Communication	SEC	3	30	70	100
7	VAC-2101	Environmental Education	VAC	3	30	70	100
Total				20	180	420	600

Semester-IV							
S.No	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	CMB-2211	Income Tax Law and Accounts	DSC	4	30	70	100
2	CMB-2212	Research Methodology	DSC	4	30	70	100
3	CMB-2213	Public Finance	Minor	4	30	70	100
4		Opt one of the language courses (English/Hindi)-IV	AEC	2	30	70	100
5	MGB-2201	Personal Selling	SEC	3	30	70	100
6	VAC-2201	Understanding India	VAC	3	30	70	100
Total				20	180	420	600
Students exiting the programme after securing 80 credits will be awarded UG Diploma in Commerce							

Semester-V							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	CMB-3111	Fundamentals of Investment	DSC	4	30	70	100
2	CMB-3112	Corporate Accounting	DSC	4	30	70	100
3	CMB-3113	Goods & Services Tax (GST) and Customs Law	DSC	4	30	70	100
4	MGB-3114	Entrepreneurship for Small Business Management	DSC	2	30	70	100
5	CMB-3114	Business Finance	ID	3	30	70	100
6	CMB-3115	Financial Markets, Institutions & Financial Services	ID	3	30	70	100
Total				20	180	420	600



Semester-VI							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	CMB-3211	Monetary Theory and Banking in India	DSC	4	30	70	100
2	CMB-3212	Accounting for Managers	DSC	4	30	70	100
3	CMB-3213	Auditing	DSC	4	30	70	100
4	MGB-3214	Business Ethics and Corporate Governance	DSC	2	30	70	100
5	CMB-3214	Industrial Relations and Labour Laws	IDC	3	30	70	100
6	CMB-3291	Internship	SEC	3	30	70	100
Total				20	180	420	600
Students who want to undertake 3-year UG programme will be awarded B.Com. Degree in the relevant Discipline / Subject upon securing 120 credits.							

Semester-VII							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-4212	Customer Relationship Management	DSC	4	30	70	100
2	MGB-4214	Compensation Management	DSC	4	30	70	100
3	CMB-4111	Financial Derivatives	DSC	4	30	70	100
4	CMB-4112	Working Capital Management	DSC	4	30	70	100
5	CMB-4113	Advertising and Brand Management	Minor	4	30	70	100
Total				20	150	350	500

Semester-VIII							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	CMB-4211	E-Commerce	DSC	4	30	70	100
2	CMB-4212	Security Analysis and Portfolio Management	DSC	4	30	70	100
3	CMB-4213	Investing in stock markets	DSC	4	30	70	100
4	CMB-4214	International Financial Management	DSC	4	30	70	100
5	MGB-4111	International Trade	Minor	4	30	70	100
Total				20	150	350	500
Students will be awarded B.Com. (Honours) Degree in the relevant Discipline /Subject provided they secure 160 credits.							

**Table 4: Skill Enhancement Courses (SECs):**

S. No.	Name of the Course	Sem.	Course Code
1	Fundamentals of Computer System and Office Automation	I	CSB-1101
2	Reasoning	II	MMB-1101
3	Business Communication	III	MGB-2101
4	Personal Selling	IV	MGB-2201

\* First two courses are of two credits and rest are of three credits subject specific

**Table 5: Ability Enhancement Courses (AECs):**

S. No.	Sem	Course Name	Course Code	Credits	Language	Remarks
1.	I	English Communication	ENB-1101	2	English	Students are advised to opt one of the language courses
2.	II	Creative Writing	ENB-1201	2		
3.	III	Personality Development	ENB-2101	2		
4.	IV	Basic Knowledge of English Grammar	ENB-2201	2		
5.	I	रचनात्मक और समाचार लेखन	HNB-1101	2	Hindi	
6.	II	फ़िल्म और मीडिया लेखन	HNB-1201	2		
7.	III	पटकथा लेखन	HNB-2101	2		
8.	IV	कार्यालयी लेखन	HNB 2201	2		

**Table 6: Interdisciplinary Courses (IDCs):**

S. No.	Name of the Course	Course Code	Offered by Department
1	Business Finance	CMB-3114	Commerce
2	Financial Markets, Institutions & Financial Services	CMB-3115	
3	Industrial Relations and Labour Laws	CMB-3214	

**Table 7: Value-Added Courses (VACs):**

S. No.	Name of the Course	Semester	Course Code
1.	Environmental Education	III	VAC-2101
2.	Understanding India	IV	VAC-2201

**MOOCS (Massive Online Open Courses):**

The University shall give flexibility in opting for MOOC by the students pertaining to the prescribed curriculum and also the Credits earned in the MOOC courses may be dealt as part of the evaluation scheme as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

**Syllabi and Course Materials:**

The Syllabi, PPR and Self Learning Material (SLM) are developed mostly by experienced faculty members of Mangalayatan University, Aligarh in consultation with content experts and the same will be forwarded to CIQA (Centre for Quality Assurance) and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

**Table 8: List of Major and Minor courses**

<b>YEA R</b>	<b>SE M</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>CREDIT S</b>	<b>CATEGOR Y</b>
I	I	CMB-1111	Business Organization and Management	4	Major
	I	CMB-1112	Financial Accounting	4	Major
	I	MGB-1112	Principles of Marketing	4	Minor
	I	CMB-1113	Principles of Micro Economics	4	Minor
	II	MGB-1211	Human Resource Management	4	Major
	II	CMB-1211	Cost Accounting	4	Major
	II	CMB-1212	Business Law	4	Minor
	II	CMB-1213	Indian Economy	4	Minor
II	III	CMB-2111	Business Statistics	4	Major
	III	CMB-2112	Company Law	4	Major
	III	MGB-1213	Business Environment	4	Minor
	IV	CMB-2211	Income Tax Law and Accounts	4	Major
	IV	CMB-2212	Research Methodology	4	Major
	IV	CMB-2213	Public Finance	4	Minor
III	V	CMB-3111	Fundamentals of Investment	4	Major
	V	CMB-3112	Corporate Accounting	4	Major
	V	CMB-3113	Goods & Services Tax (GST) and Customs Law	4	Major
	V	MGB-3114	Entrepreneurship for Small Business	2	Major
	VI	CMB-3211	Monetary Theory and Banking in India	4	Major
	VI	CMB-3212	Accounting for Managers	4	Major
	VI	CMB-3213	Auditing	4	Major
	VI	MGB-3214	Business Ethics and Corporate Governance	2	Major
IV	VII	MGB-4212	Customer Relationship Management	4	Major
	VII	MGB-4214	Compensation Management	4	Major
	VII	CMB-4111	Financial Derivatives	4	Major
	VII	CMB-4112	Working Capital Management	4	Major
	VII	CMB-4113	Advertising and Brand Management	4	Minor
	VIII	CMB-4211	E-Commerce	4	Major
	VIII	CMB-4212	Security Analysis and Portfolio Management	4	Major
	VIII	CMB-4213	Investing in stock markets	4	Major
	VIII	CMB-4214	International Financial Management	4	Major
	VIII	MGB-4111	International Trade	4	Minor

## Semester I

**Course Code:** CMB-1111

**L T P C**

**Course Title:** Business Organization and Management

**4 0 0 4**

### Course Objective:

The course aims at providing a basic knowledge to the student about the organization and management of a business enterprise.

**Course Outcomes:** After completing the course, the student shall be able to:

Course Outcome	cognitive level
<b>CO1:</b> Demonstrate dynamics of business organization and management practices.	Understand
<b>CO2:</b> Explain varied perspectives related to business environment and entrepreneurship.	Understand
<b>CO3:</b> Analyze how organizations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.	Analyze
<b>CO4:</b> Analyze the relationship amongst functions of management.	Analyze
<b>CO5:</b> Compare the change in working pattern of modern organizations.	Understand

### Block I: Business Nature

**Unit 1:** Economic and Non-economic Activities, Spectrum of Business Activities, Features of the Modern Business

**Unit 2:** Scope of business - Industry (Manufacturing Sector), Commerce (Service Sector) and Trade, 'Make in India' Movement, Social responsibility and ethics.

**Unit 3:** Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

### Block II: Management

**Unit 4:** Concept, Nature & Aspects of Management, Taylors Scientific Management Theory,

**Unit 5:** Henri Fayol Classical Organization Theory (management process theory),

**Unit 6:** Weber's Bureaucracy Theory,

### Block III: Fundamentals of Management

**Unit 7:** Planning process and type – Decision Making process and type, Approaches to Decision- Making, Techniques of Decision-Making.

**Unit 8:** Organizing – Basic considerations. Departmentation – functional, project, matrix and network. Centralization and decentralization.

**Unit 9:** Dynamics of groups-Formation.

### Block IV: Leadership and Motivation

**Unit 10:** Leadership: Concept, Managerial Grid, Situational Leadership.

**Unit 11:** Motivation: Concept and Theories

**Unit 12:** Maslow, Herzberg, McGregor and Ouchi theories.

## **Block V: Change Management**

**Unit 13:** Resistance to change and strategies to manage change, Conflict levels, causes and resolution.

**Unit 14:** Functional and Dysfunctional aspects of conflict.

**Unit 15:** Conceptual Framework of Marketing Management, Financial Management, and Human Resource Management.

### **Text Books**

1. TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi, 2018.
2. Gupta R.N - Principles & Practice of Management – S. Chand, 2015.

**Course Code: CMB-1112**

**L T P C**

**Course Title: Financial Accounting**

**4 0 0 4**

**Course Objective:**

The objective of this subject is to acquaint students with the accounting concepts, tools and techniques influencing business organizations.

**Course Outcomes:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>cognitive level</b>
<b>CO1:</b> Define theoretical framework of accounting.	Remember
<b>CO2:</b> Explain accounting process and develop the skill of preparation of final accounts.	Understand
<b>CO3:</b> Develop understanding of accounting for hire purchase transactions and determine depreciation.	Apply
<b>CO4:</b> Illustrate branch and departmental accounting	Understand
<b>CO5:</b> Develop the skill of preparation of Royalty Accounts.	Apply

**Contents:**

**Block I: Introduction**

**Unit 1:** Conceptual Framework: Book keeping, Accounting & Accountancy, objectives, functions, advantage, limitations.

**Unit 2:** Accounting principle, Concepts and Conventions, Accounting Equations.

**Unit 3:** Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind. AS).

**Block II: Accounting Process**

**Unit 4:** Journal, ledger, Cash Book, Trial Balance.

**Unit 5:** Preparation of Financial Statements of a profit making sole proprietorship trading firm with additional information.

**Unit 6:** Preparation of Final Accounts.

**Block III: Depreciation and Hire Purchase Accounting**

**Unit 7:** Accounting for Plant Property and Equipment.

**Unit 8:** Depreciation: Meaning of Depreciation, Objective and Methods of depreciation (Straight line, Diminishing Balance), Change of Method. (Relevant accounting Standards as applicable)

**Unit 9:** Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, profit Computation (Stock & Debtors System only), Accounting for Installment System (Simple practical problems)

**Block IV: Special Types of Accounting**

**Unit 10: Accounting for Branches** (excluding foreign branches): Dependent branches ('Debtors system' and 'Stock & debtors System') and overview of Independent branches.

**Unit 11: Departmental Accounting:** Concept, Type of departments, Basis of allocation of departmental expenses.

**Unit 12:** Methods of departmental accounting (Relevant accounting Standards as applicable)

**Block V: Royalties Accounts**

**Unit 13:** Royalty account, Minimum Rent.

**Unit 14:** Computation and recovery of Short working in the books of Land lord etc.

**Unit 15:** Practical questions

**Books Recommended/Suggested Readings:**

1. Goyal, Bhushan Kumar and H.N. Tiwari, Financial Accounting, Taxmann
2. Kumar, Alok. Financial Accounting, Singhal Publication.
3. Lt Bhupinder. Financial Accounting – Concepts and Applications, Cengage

**Course Code: MGB-1112**

**L T P C**

**Course Title: Principles of Marketing**

**4 0 0 4**

**Course Objective:**

This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.

**Course Learning Outcomes:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>cognitive level</b>
<b>CO1:</b> Learn the basic concepts and principles of marketing and to develop their conceptual skill to be able to manage marketing operations of a business firm.	Understand
<b>CO2:</b> Describe the concept of segmentation and targeting.	Understand
<b>CO3:</b> Demonstrate the complexities involved in various differentiation and positioning decisions	Understand
<b>CO4:</b> Take effective decisions for launching new products and to understand the implications of different pricing strategies.	Apply
<b>CO5:</b> Develop the skills to design the promotion-mix strategies	Apply

**Block I: Introduction of Marketing**

**Unit 1:** Introduction to Marketing: Definition of Marketing, Entities that can be marketed

**Unit 2:** Marketing from an organization's viewpoint

**Unit 3:** Types of markets, Difference between marketing and selling

**Block II: Segmentation and Targeting**

**Unit 4:** Concept of segmentation:

**Unit 5:** Bases for segmentation

**Unit 6:** Targeting, Targeting strategies

**Block III: Differentiation and Positioning**

**Unit 7:** Introduction to Differentiation and Positioning

**Unit 8:** Differentiated, Undifferentiated and Niche marketing

**Unit 9:** Differentiation parameters, Competition, Positioning

**Block IV: Marketing Strategy – I: Product and Price**

**Unit 10:** Meaning and levels of product: Product classification

**Unit 11:** Product mix concept, Brand and brand decisions

**Unit 12:** Introduction to Pricing, Pricing decisions



## **Block V: Marketing Strategy – II: Place and Promotion**

**Unit 13:** Introduction to Distribution: Distribution channels

**Unit 14:** Channel design and management, Introduction to Promotion, Promotional vehicles,

**Unit 15:** Product life cycle

### **Books Recommended/Suggested Readings:**

1. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). McGraw Hill.
2. Kapoor, Neeru. Principles of Marketing PHI.
3. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition.

**Course Code: CMB-1113**

**L T P C**

**Course Title: Principles of Micro Economics**

**4 0 0 4**

**Course Objective:**

- To promote the ability to understand the basic concepts of Economics
- To give students the capacity to make relevance of economics in business decisions
- To help them be equipped with economic tools for consumer decision making and business analysis.

**Course Outcomes:** After completing the course, the student shall be able to

<b>Course Outcome</b>	<b>cognitive level</b>
<b>CO1:</b> Define Basic Concepts and Principles of micro economics.	Remember
<b>CO2:</b> Explain the mechanics of supply and demand in allocating goods and services and resources	Understand
<b>CO3:</b> Compare the choices made by a rational consumer	Understand
<b>CO4:</b> Identify relationships between production and costs	Apply
<b>CO5:</b> Demonstrate key characteristics and consequences of different forms of markets	Understand

**Block I: Introduction to Economics**

**Unit 1:** Nature and Characteristics and Scope

**Unit 2:** Relationship with other disciplines, Concept of Utility

**Unit 3:** Law of Diminishing Marginal Utility. Concept of Consumer Surplus

**Block II: Demand, Supply and Market Equilibrium**

**Unit 4:** Individual demand, market demand, Laws of Demand. Determinants of demand, Elasticity of demand

**Unit 5:** Determinants of Supply.

**Unit 6:** Market equilibrium and price determination.

**Block III: Factors of Production**

**Unit 7:** Law of returns, Law of variable proportions, Law of returnsto scale, Economics and

**Unit 8:** Diseconomies of scale.

**Unit 9:** Types of costs and behavior of costs in short run and long run.

**Block IV: Market Structures**

**Unit 10:** Types, Factors affecting types of market structures, Perfect and imperfect competition.

**Unit 11:** Monopoly, Monopolistic competition and Oligopoly.

**Unit 12:** Priceand Output determination under perfect competition.

## **Block V: National Income**

**Unit 13:** Concepts, Measurement and

**Unit 14:** Difficulties in measurement

**Unit 15:** Inequalities of Income, Causes. Inflation.

### **Text Books:**

1. Ahuja, H.L., Business Economics, S. Chand & Co., New Delhi.
2. Deepa shree, Principles of Micro Economics, Ane Books Pvt Ltd, New Delhi
3. I.C. Dhingra, Microeconomics - Theory & Practice, S. Chand & Co., New Delhi.

### **Reference Books:**

1. Dominick Salvatore (2012). Principles of Microeconomics (5th ed.) Oxford University Press
2. Principles of Economics, Economic Analysis – V. Lokanathan.2017

**Course code: ENB-1101**

**Course title: English Communication**

**Credits-2**

**Course Objectives:**

- To understand the fundamental communication skills in terms of personal, social and professional interactions.
- To develop the ability to share thoughts, emotions and ideas through various means of communication: both verbal and nonverbal.

**Course Outcomes:** After completion the course, students will be able to communicate effectively and with fluency. They will be able to speak in grammatically correct English with good pronunciation and intonation.

**Block I: Self-Introduction**

Unit 1: Introducing Self

Unit 2: Skills and Strengths

Unit 3: Speaking about Achievements and Voicing Future Aspects

Unit 4: Body Language

Unit 5: Paralanguage Skills

**Block II: Public Speaking Skills**

Unit 6: Speeches

Unit 7: Role Play

Unit 8: Debates

Unit 9: Presentation

Unit 10: Story telling or Narration

**References:**

1. Bell, Judith. "Doing Your Research Project: A Guide for First-Time Researchers." Open University Press, 2010.
2. Covey, Stephen R. "The 7 Habits of Highly Effective People." Simon & Schuster, 1989.
3. Lucas, Stephen E. "The Art of Public Speaking." McGraw-Hill Education, 2014.
4. Pease, Allan, and Barbara Pease. "The Definitive Book of Body Language." Bantam, 2006.
5. Rath, Tom. "StrengthsFinder 2.0." Gallup Press, 2007.
6. Reynolds, Garr. "Presentation Zen: Simple Ideas on Presentation Design and Delivery." New Riders, 2008.

### उद्देश्य

हिंदी की प्रमुख गद्य-पद्यविधाओं की लेखन-प्रक्रिया से परिचित करवाते हुए लेखन-अभ्यास द्वारा विद्यार्थियों की लेखन-प्रतिभा को निखारना एवं उन्हें सृजनात्मक लेखन हेतु प्रेरित करना। समाचार लेखन से परिचित कराना।

### अधिगमकी उपलब्धियां

- समाचार के स्वरूप एवं लेखन प्रक्रिया से परिचय होगा।
- विभिन्न विधाओं में लेखन कौशल का विकास होगा।
- विद्यार्थी रचनात्मक भाषा का उपयोग कर पाने में समर्थ होंगे तथा लेखन क्षेत्र में रोज़गार के अवसरों की उपलब्धता।

### खंड-1 रचनात्मक लेखन

- इकाई-1 रचनात्मक लेखन : अर्थ एवं स्वरूप
- इकाई-2 कविता लेखन: स्वरूप एवं अभ्यास
- इकाई-3 लघुकथा लेखन:स्वरूप एवं अभ्यास
- इकाई-4 यात्रा वृत्तान्त-लेखन:स्वरूप एवं अभ्यास
- इकाई-5 रिपोर्टाज-लेखन:स्वरूप एवं अभ्यास

### खंड-2 समाचार लेखन

- इकाई-6 समाचार:अर्थ, परिभाषा एवं तत्त्व
- इकाई-7 समाचार के प्रकार, स्रोत
- इकाई-8 संवाददाता:गुण और प्रकार
- इकाई-9 समाचार लेखन-अभ्यास १
- इकाई-10 समाचार लेखन-अभ्यास २

### सहायक पुस्तकें

- व्यवहारिक निर्देशिका पटकथा लेखन-असगरवजाहत
- रचनात्मक लेखन, स. रमेश गौतम
- समाचार लेखन-पी के आर्य
- सहायक ग्रन्थ

**Course Title: Fundamental of Computer System & Office Automation**

**Course Code: CSB-1101**

**Credits: 02**

**Course Objectives:**

- Gain proficiency in fundamental computer system concepts and their application in office automation environments.
- Develop skills in utilizing office automation tools to enhance workplace efficiency and productivity.
- Understand the principles of data management and analysis to support informed decision-making within office settings.
- Cultivate effective communication strategies using computer systems and office automation tools for seamless collaboration.
- Acquire problem-solving abilities to troubleshoot common issues encountered in computer systems and office automation setups.

**Course Content:**

**Block I: Introduction To Computer & Storage Devices**

**Unit 1:** Brief history of development of computers, computer system concept, characteristics, capabilities and limitations, types of computers.

**Unit 2:** BIOS, Software, Hardware, Firmware, Booting files & Directory system. Data, information and their need, Levels of information, Quality of information, Comparison of manual & electronic storage of data,

**Unit 3:** Organization of data as file, Use of information in data processing systems, various data processing methods.

**Unit 4:** Primary Storage: Storage locations and addresses, storage capacity, RAM, ROM, PROM, EPROM, Cache memory.

**Unit 5:** Secondary Storage: Sequential & Direct Access devices, Punched paper devices Magnetic tape, Magnetic Disk, Floppy Disk, Optical Disk, Magnetic Bubble Memory.

**Block II: Input-Output, Operating System & Office**

**Unit 6:** Input-Output devices: Keyboard, Pointing Devices: Mouse Trackball, Touch pad, Track point, Joystick, Touch Screen, Scanner, Barcode Reader, Optical Mark Reader.

**Unit 7:** Basic Elements, Functions and Types of Operating System, Serial Processing, Multi-Programmed, Batch System.

**Unit 8:** Time Sharing Systems, System Components, Operating System Services, Interrupts, Interrupt Processing,

**Unit 9:** MS-Office, Introduction to MS-Word menus shortcuts, create a word document, opening a file-saving, editing text documents, cut, copy, paste, formatting a document, alignments, font styles, indents. Creating tables – merging, splitting, drawing-shapes, picture tools, mail merge, spell check.

**Unit 10:** MS-Excel, Introduction, working spread sheets, formatting spread sheets, creating charts, formula usage.

**Course Outcomes:**

1. Improved efficiency through streamlined workflows enabled by fundamental computer system knowledge and office automation tools.
2. Enhanced productivity resulting from the effective utilization of office automation, minimizing manual tasks and optimizing resource allocation.
3. Cost reduction achieved by leveraging office automation to minimize errors, reduce manual labor, and optimize resource utilization.
4. Enhanced communication facilitated by understanding computer systems, enabling efficient collaboration through email, instant messaging, and collaborative software tools.
5. Informed decision-making empowered by access to relevant data and analysis through computer systems, leading to strategic choices and better outcomes.

**Books Recommended/Suggested Reading:**

1. Norton Peter, "Introduction to computers", 4th Ed., TMH, 2001.
2. Alex Leon & Mathews Leon, "Fundamentals of Information Technology", Leon Techworld, 1999.
3. Vikas Gupta, "Comdex Computer Kit", Wiley Dreamtech, Delhi, 2004
4. P. K. Sinha & Priti Sinha, "Computer Fundamentals", BPB Publications, 1992.
5. V. Raja Raman, "Introduction to Computers", PHI, 1998.
6. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing House, 1999.
7. Computer Architecture and Organization, Nicholas carter, Scaum Series TMH Adaptation, 2010.

## Semester II

**Course Code: MGB-1211**

**L T P C**

**Course Title: Human Resource Management**

**4 0 0 4**

**Course Objective:**

To enable the students to understand and comprehend the vital issues of HRM in a dynamic environment.

**Course Learning Outcomes:** After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe basic nature and importance of human resource management.	Understand
CO2: Analyze the current theory and practice of recruitment and selection.	Analyze
CO3: Realize the importance of performance management system in enhancing employee performance.	Understand
CO4: Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the workforce, and comply with the legal framework.	Apply
CO5: Discuss the role of modern HRM in meeting challenges of changing business environment.	Analyze

### Block I: Introduction

**Unit 1:** Meaning, importance and scope of HRM;

**Unit 2:** Evolution of HRM; functions, status and competencies of HR manager;

**Unit 3:** Human Resource Planning - quantitative and qualitative dimensions; Job analysis—job description and job specification; HR Policies.

### Block II: Recruitment, Selection & Development

**Unit 4:** Recruitment, selection, placement, induction, and socialization –

**Unit 5:** An overview; Developing Human Resources; Training – need, types, and evaluation;

**Unit 6:** Role specific and competency-based training.

### Block III: Performance Appraisal

**Unit 7:** Performance appraisal- nature and objectives,

**Unit 8:** Methods of performance appraisal, potential appraisal & employee counseling;

**Unit 9:** Job changes—transfers and promotions; HR audit.

### Block IV: Compensation

**Unit 10:** Job evaluation; Compensation—concept and policies,

**Unit 11:** Base and supplementary compensation,

**Unit 12:** Performance linked compensation—individual, group, and organisation level.



## **Block V: Employee Maintenance and Emerging Issues in HRM**

**Unit 13:** Employee health and safety, employee welfare, Social security (excluding legal provisions);

**Unit 14:** Grievance handling and redressal; Industrial disputes and settlement machinery; Emerging issues

**Unit 15:** Challenges of HRM— employee empowerment, downsizing, work- life balance, use of technology in HRM functions.

### **Books Recommended/Suggested Readings:**

1. Decenzo, D. A., & Robbins, S. P. (2011). Fundamentals of Human Resource Management. India: Wiley.
2. Dessler, G. (2017). Human Resource Management. Pearson.
3. Muller-Camen, M., Croucher, R., & Leigh, S. (2016). Human Resource Management: A Case Study Approach. CIPD. Viva Books.
4. Case Study Approach. CIPD. Viva Books.

**Course Code: CMB-1211**

**L T P C**

**Course Title: Cost Accounting**

**4 0 0 4**

**Course Objective:**

To provide an in-depth study of the cost accounting principles for identification, classification and analysis of cost components and cost ascertainment in different industries using various costing methods.

**Course Outcomes:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>cognitive level</b>
<b>CO1:</b> Demonstrate conceptual framework of Cost Accounting.	Understand
<b>CO2:</b> Explain the accounting and control of material and labour cost.	Understand
<b>CO3:</b> Develop ability to understand classification, allocation, apportionment and absorption of overheads in cost determination; under and over absorption of overheads; various item of overheads treatment of	Understand
<b>CO4:</b> Develop ability to calculate the cost of products, jobs, contracts, processes and services after understanding the basic concepts and processes involved in them.	Analyze
<b>CO5:</b> Explain cost accounting book keeping systems and reconciliation of cost and financial account profits	Apply

**Contents:**

**Block I: Introduction**

**Unit 1:** Meaning, scope, objectives and advantages of cost accounting;

**Unit 2:** Difference between financial and cost accounting. Cost concepts and classifications, Overview of elements of cost and Cost sheet.

**Unit 3:** Role of a cost accountant in an organisation. Introduction to Cost Accounting Standards & Cost Accounting Records and Audit Rules

**Block II: Elements of Cost: Material and Labour**

**Unit 4: (a) Materials:** Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Inventory systems, Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost; Physical Verification, Accounting treatment and control of losses— Wastage, scrap, spoilage and defectives

**Unit 5: (b) Labour:** Accounting and Control of labour cost. Time-keeping and time-booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits.

**Unit 6:** Methods of wage payment and Incentive schemes- Halsey, Rowan, Taylor's differential piece wage.

**Block III: Elements of Cost: Overheads**

**Unit 7:** Classification, allocation, apportionment and absorption of overheads, Under- and

over- absorption;

**Unit 8:** Capacity Levels and Costs; Treatments of certain items in costing like interest on capital,

**Unit 9:** Packing expenses, bad debts, research and development expenses. Activity based costing.

**Block IV: Methods of Costing**

**Unit 10:** Unit costing, Job costing,

**Unit 11:** Contract costing

**Unit 12:** Process costing (including process losses, valuation of work-in-progress, joint and by- products)

**Unit 13:** Service costing (only transport)

**Block V: Cost Accounting Book-Keeping Systems**

**Unit 14:** Integral and non-integral systems;

**Unit 15:** Reconciliation of cost accounting records with financial accounts.

**Books Recommended/Suggested Readings:**

1. Arora, M.N. Cost Accounting-principles and practice. Vikas Publishing House, New Delhi.
2. Jhamb, H. V. Fundamentals of Cost Accounting. Ane Books Pvt Ltd, New Delhi
3. Lal, Jawahar., and Srivastava, Seema. Cost Accounting. McGraw Hill Publishing Co., New Delhi.
4. Singh, Surender. Fundamentals of Cost Accounting. Kitab Mahal, Allahabad/New Delhi.

**Course Code: CMB-1212**

**L T P C**

**Course Title: Business Law**

**4 0 0 4**

Course Objective:

This course aims to acquaint students with general business laws issues to help them become more informed, sensitive and effective business leaders.

**Course Outcomes:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>cognitive level</b>
<b>CO1:</b> Define basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions.	Remember
<b>CO2:</b> Demonstrate legitimate rights and obligations under The Sale of Goods Act.	Understand
<b>CO3:</b> Explain negotiable instruments.	Understand
<b>CO4:</b> Make use of skills to initiate entrepreneurial ventures as LLP.	Apply
<b>CO5:</b> Explain the fundamentals of Internet based activities under the Information and Technology Act.	Understand

**Contents:**

**Block I: The Indian Contract Act, 1872**

**Unit 1:** Contract– meaning, characteristics and kinds.

**Unit 2:** Essentials of valid contract -Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.

**Unit 3:** Void agreements. Discharge of contract – modes of discharge including breach and its remedies. Quasi – contracts.

**Block II: The Sale of Goods Act, 1930**

**Unit 4:** Contract of sale, meaning and difference between sale and agreement to sell.

Conditions and warranties.

**Unit 5:** Transfer of ownership in goods including sale by non-owners.

**Unit 6:** Performance of contract of sale. Unpaid seller – meaning and rights of an unpaid seller against the goods.

**Block III: Negotiable Instrument Act (1981)**

**Unit 7:** Definition of negotiable instruments, features, promissory note,

**Unit 8:** Bill of exchange and cheque, holder and holder in due course, crossing of a cheque.

**Unit 9:** Types of crossings, negotiation dishonor and discharge of negotiable instrument.

**Block IV: The Limited Liability Partnership Act, 2008**

**Unit 10:** Salient Features of LLP, Difference between LLP and Partnership,

**Unit 11:** LLP and Company LLP Agreement. Nature of LLP. Partners and Designated Partners.

Incorporation Document Incorporation by Registration, Registered office of LLP and change therein.

**Unit 12:** Change of name. Partners and their Relations. Extent and limitation of liability of LLP and partners. Whistle blowing. Taxation of LLP. Conversion of LLP.

**Block V: The Information Technology Act 2000**

**Unit 13:** Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement

**Unit 14:** Dispatch of electronic records. Regulation of certifying authorities Digital signatures certificates.

**Unit 15:** Duties of subscribers. Penalties and adjudication. Offences.

**Books Recommended/Suggested Readings:**

1. Singh, Avtar.(2018). The Principles of Mercantile Law. Lucknow. Eastern Book Company.
2. Sharma, J.P. and Kanojia S. (2019). Business Laws. New Delhi. Bharat Law House Pvt.Ltd.
3. Tulsian P.C. (2018). Business Law. New Delhi.Tata McGraw Hill.
4. Jagota R. (2019). Business Laws. MKM Publishers ScholarTech Press.

**Course Code: CMB-1213**

**L T P C**

**Course Name: Indian Economy**

**4 0 0 4**

**Objective:** This course seeks to enable the student to grasp the major economic problems in India and their solution.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe the concept and related terms in Indian Economy.	Understand
CO2 – Describe the Basic Features of the Indian Economy at Independence	Understand
CO3 - Explain the planning and import substituting industrialization	Understand
CO4 - Classify of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions	Understand
CO5 - Determine Sectoral Trends.	Evaluate

**Contents:**

**Block I: Basic Issues in Economic Development**

**Unit 1:** Concept and Measures of Development and

**Unit 2:** Underdevelopment;

**Unit 3:** Human Development

**Block II: Basic Features of the Indian Economy at Independence**

**Unit 4:** Composition of national income and

**Unit 5:** Occupational structure,

**Unit 6:** The agrarian scene and industrial structure

**Block III: Policy Regimes**

**Unit 7:** The evolution of planning and import substituting industrialization.

**Unit 8:** Economic Reforms since 1991.

**Unit 9:** Monetary and Fiscal policies with their implications on economy

**Block IV: Growth, Development and Structural Change**

**Unit 10:** The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.

**Unit 11:** The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;

**Unit 12:** Changes in policy perspectives on the role of institutional framework after 1991. Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns. Demographic Constraints: Interaction between population change and economic development.

**Block V: Sectoral Trends and Issues**

**Unit 13:** Agriculture Sector

**Unit 14:** Industry and Services Sector.

**Unit 15:** Financial Sector

**Books Recommended/Suggested Readings:**

1. Mishra and Puri, Indian Economy, Himalaya Publishing House
2. IC Dhingra, Indian Economics, Sultan Chand & Sons
3. Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company.
4. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2
- 5.

**Course code: ENB-1201**

**Credits-2**

**Course Title: Creative Writing**

**Course Objectives:**

- To develop students' creativity and imagination in writing.
- To improve students' writing skills and techniques.
- To help students express themselves effectively through different writing styles and genres.
- To introduce students to various forms of creative writing, such as poetry, short stories, and plays.
- To foster a supportive and collaborative environment for sharing and critiquing each other's work.

**Course Outcomes:**

- Students will be able to generate original ideas and develop them into well-crafted pieces of writing.
- Students will demonstrate proficiency in different writing styles and techniques.
- Students will be able to effectively communicate their thoughts and emotions through their writing.
- Students will have a solid understanding of various forms of creative writing and their unique characteristics.
- Students will be able to give and receive constructive feedback on their own and others' work.

**Block I: Introduction to Creative Writing**

Unit 1: Understanding the Basics of Creative Writing

Unit 2: Exploring Different Genres of Writing

Unit 3: Developing a Writing Routine

Unit 4: Understanding the Importance of Feedback

Unit 5: Practicing Self-editing Techniques

**Block II: Elements of Creative Writing**

Unit 6: Character Development

Unit 7: Setting and Atmosphere

Unit 8: Plot Development

Unit 9: Dialogue and Voice

Unit 10: Theme and Symbolism

**References:**

1. Creating Characters: How to Build Story People by Dwight V. Swain.
2. "Self-Editing for Fiction Writers: How to Edit Yourself into Print" by Renni Browne and Dave King.
3. "The Creative Writing Coursebook: Forty Authors Share Advice and Exercises for Fiction and Poetry" edited by Julia Bell and Paul Magrs.
4. "The Making of a Story: A Norton Guide to Creative Writing" by Alice LaPlante.
5. "The Power of Point of View: Make Your Story Come to Life" by Alicia Rasley.



### उद्देश्य

फ़िल्म के स्वरूप, प्रकार से परिचित कराना।  
फ़िल्म के तकनीकी पक्ष का ज्ञान कराना।  
मीडिया लेखन के स्वरूप से परिचित कराना।  
मीडिया लेखन के विविध रूपों का ज्ञान कराना।

### अधिगम की उपलब्धियां

विद्यार्थी फ़िल्म लेखन के स्वरूप, फ़िल्म के प्रकार और फ़िल्म के तकनीकी पक्ष से परिचित होंगे।  
मीडिया लेखन के स्वरूप और विविध रूपों का ज्ञान प्राप्त कर सकेंगे।

### खंड-1 फ़िल्म लेखन

इकाई-1 फ़िल्म लेखन: स्वरूप एवं महत्त्व  
इकाई-2 फ़िल्म के प्रकार  
इकाई-3 फ़िल्म का कलापक्ष (पटकथा, संवाद, अभिनय, संगीत)  
इकाई-4 फ़िल्म का तकनीकी पक्ष (ध्वनि, प्रकाश, फिल्मांकन, संपादन)  
इकाई-5 फ़िल्म-समीक्षा:स्वरूप एवं महत्त्व

### खंड-2 मीडिया लेखन

इकाई-6 मीडिया लेखन:अर्थ, परिभाषा एवं अवधारणा  
इकाई-7 प्रिंट मीडिया के विविध रूप (समाचार-पत्र पत्रिकाएँ, पोस्टर, विज्ञापन)  
इकाई-8 इलेक्ट्रॉनिक मीडिया के विविध रूप (रेडियो, टेलीविजन, सोशलमीडिया)  
इकाई-9 मीडिया लेखन में हिंदी की भूमिका  
इकाई-10 मीडिया लेखन की संभावनाएं एवं चुनौतियां

### सहायक ग्रन्थ

रचनात्मक लेखन-स. रमेश गौतम  
मीडिया लेखन:सिद्धांत और व्यवहार-डॉ. चन्द्रप्रकाश मिश्र  
व्यवहारिक निर्देशिका पटकथा लेखन-असगरवजाहत

**Course title: Reasoning**

**Course Code: MMB-1101**

**Credits-2**

**Course Objectives:**

- Equip learners with the ability to critically analyze, interpret, and evaluate arguments and data, enabling them to solve complex problems with accuracy and efficiency.
- Foster the capacity to think clearly and rationally, understanding logical connections between ideas, challenging assumptions, and evaluating evidence.
- Provide learners with the tools to effectively analyze and interpret data presented in various formats, making accurate conclusions and decisions based on this analysis.
- Teach advanced problem-solving techniques, encouraging creative thinking and enabling learners to approach unfamiliar situations and novel problems with confidence.

**Course Outcomes:**

Upon completing the course, learners will be able to:

- **Apply Logical and Analytical Reasoning:** Accurately solve a wide range of logical and analytical reasoning questions, using deductive and inductive reasoning skills effectively in both academic and real-world scenarios.
- **Demonstrate Enhanced Critical Thinking:** Critically assess arguments, identify logical fallacies, make informed decisions, and construct coherent arguments of their own, applying these skills in diverse contexts.
- **Interpret and Analyze Data Competently:** Read and interpret complex data from charts, graphs, and tables, and perform data sufficiency tasks with proficiency, essential for success in the quantitative sections of competitive exams.
- **Solve Complex Problems Efficiently:** Utilize advanced problem-solving strategies to tackle challenging puzzles and problems, demonstrating creativity and lateral thinking in developing solutions.

**Block 1: Foundational Reasoning Skills**

Unit 1: Introduction to Logical Reasoning

Unit 2: Deductive Reasoning

Unit 3: Inductive Reasoning

Unit 4: Analogy based on kinds of relationships

Unit 5: Logical statements- Two premise argument, more than two premise argument using connectives.

**Block 2: Application of Reasoning**

Unit 6: Venn diagrams

Unit 7: Moods and figures

Unit 8: Problem on Cubes and Dices

Unit 9: Syllogism

Unit 10: Logical Fallacies

**References:**

1. "A Modern Approach to Logical Reasoning" by R.S. Aggarwal
2. "Introduction to Logic" by Irving M. Copi, Carl Cohen, and Kenneth McMahon
3. "How to Think Logically" by Gary Seay and Susana Nuccetelli

## Semester III

**Course Code: CMB-2111**

**L T P C**

**Course Title: Business Statistics**

**4 0 0 4**

### Course Objective:

The objective of course is to provide basic knowledge of quantitative methods and their commercial application for decision making in business.

**Course Outcomes:** After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Explain meaning, scope and functions of statistics and data processing.	Understand
CO2: Apply various measurement of central tendency	Apply
CO3: Apply various measurement of dispersion and skewness.	Apply
CO4: Describe relationship between two variables using concepts of correlation and regression and its use in identifying and predicting the variables.	Analyze
CO5: Learn about the Probability and Probability distributions.	Apply

### Contents:

#### Block I: Introduction

**Unit 1:** Meaning, Characteristics, scope and function, limitations & misuse of statistics

**Unit 2:** Primary & secondary data, collection & editing of data

**Unit 3:** Classification, Frequency distribution and statistical series, Tabulation of data.

#### Block II: Measures of Central Tendency

**Unit 4:** Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean.

**Unit 5:** Positional Averages including Mode and Median

**Unit 6:** Partition values - quartiles, deciles, and percentiles with graphic presentation.

#### Block III: Measures of, Dispersion and Skewness

**Unit 7:** Measures of Dispersion: absolute and relative. Range, Quartile deviation, Mean deviation

**Unit 8:** Standard deviation, and their coefficients; Properties of standard deviation/variance.

**Unit 9:** Moments: Calculation and significance; Skewness: Meaning and Measurement (Karl Pearson and Bowley's measures); Kurtosis.

#### Block IV: Correlation and Regression Analysis

**Unit 10:** Simple correlation – Kari Pearson formula in grouped and ungrouped. Data, Ranking method, concurrent deviations method

**Unit 11:** Regression Analysis: Principle of least squares and regression lines; Regression equations and

estimation

**Unit 12:** Properties of regression coefficients; Relationships between Correlation and Regression coefficients.

**Block V: Probability**

**Unit 13:** Sample space and Events, Simple and Compound Events,

**Unit 14:** Probability and Probability distributions: Normal Distribution, Binomial and Poisson Distribution;

**Unit 15:** Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical].

**Books Recommended/Suggested Readings:**

1. Anderson, Sweeney and William. Statistics for Students of Economics and Business. Cengage
2. Gupta, S.P. and Gupta, Archana. Statistical Methods. Sultan Chand and Sons, New Delhi.
3. Levin, Richard, David S. Rubin, Rastogi, and Siddqui . Statistics for management, Pearson Education.
4. Thukral, J.K., Business Statistics, Taxmann Publications
5. Vohra, N.D. Business Statistics, McGraw Hill

Course Code: CMB-2112

L T P C

Course Name: Company Law

4 0 0 4

The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company law are required to be discussed.

**Course Learning Outcomes:** After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Explain the regulatory aspects and the legal documents and their usage essential for registration of company.	Understand
CO2: Describe the contents of prospectus, Share capital and debentures.	Understand
CO3: Explain management of company.	Understand
CO4: Equip the students with framework of dividend distribution and role of auditors in a company.	Apply
CO5: Discuss the procedure of winding up.	Apply

### Block I: Incorporation and its Consequences

**Unit 1:** Formation of a company, Classification of company, Memorandum of association, Articles of association additional documents required for incorporation, certificate of incorporation;

**Unit 2:** commencement of business, alteration of Memorandum and Articles and limitations on power of alteration,

**Unit 3:** Conversion of public Ltd. Company to private Ltd. Company and private Ltd. Company to public Ltd. Company.

### Block II: Prospectus, Share Capital and Debentures

**Unit 4:** Prospectus: Meaning of prospectus, contents of prospectus, Registration of prospectus, penalties for misrepresentation in prospectus. Share capital: Shares,

**Unit 5:** Classification of shares, alteration of capital, reduction of capital, voting rights.

**Unit 6:** Debentures: Kinds of debentures, Remedies for debentures holders, Creations of charges, mortgages and registration charges.

### Block III: Management of Company

**Unit 7:** Directors: Structure of board of directors, Qualifications, remuneration, powers and duties of directors.

**Unit 8:** Appointment of directors, Independent directors, resignation and vacation of office of director.

**Unit 9:** Appointment and remuneration of Managing director.

### Block IV: Meetings, Account and Audit of Company

**Unit 10:** Meetings: Classifications of meetings, General rules for meetings, proxies, quorum, voting rights, special and ordinary resolution.

**Unit 11:** Account and Audit: Accounts, statutory books, filing accounts with registrar.

**Unit 12:** Audit: Appointment of auditor, rights, powers and duties of auditor, special audit.

**Block V: Winding Up**

**Unit 13:** Meaning of winding up, modes of winding up,

**Unit 14:** Procedure of winding up, Liquidator: Rights and liabilities of liquidator,

**Unit 15:** Dissolution of company, consequences of winding up.

**Books Recommended/Suggested Readings:**

1. Hicks, Andrew & Goo S.H., (2017) Cases and Material on Company Law, Oxford University Press.
2. Sharma, J.P. (2018). An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., NewDelhi
3. Kumar, A., (2019) Corporate Laws, Taxmann Pvt Ltd
4. Chadha R. & Chadha, S. (2018). Company Laws. Scholar Tech Press, Delhi.
5. The Depositories Act, 1996. Bare Act.

**Course Code: MGB-1213**

**L T P C**

**Course Title: Business Environment**

**4 0 0 4**

**Course Objective:** To enable the students to gain insights into various concepts which characterize the business environment of a business in every aspect.

### Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe business environment and its importance	Understand
CO2 – Discuss on political and legal issues in business	Understand
CO3 - Elaborate knowledge on social beliefs, customs and cultural heritage.	Create
CO4 - Acquire knowledge on micro and macroeconomic concepts.	Apply
CO5 - Acquire knowledge on various national, international financial service and trade institutions.	Apply

### Block I: Theoretical Framework of Business Environment

**Unit 1:** Concept of Indian Business Environment,

**Unit 2:** Significance, Nature, Elements & Dimensions;

**Unit 3:** Environmental Scanning and Monitoring.

### Block II: Economic Trends (overview): Income

**Unit 4:** Economic Trends (overview)

**Unit 5:** Income; Savings and investment; Industry

**Unit 6:** Trade and balance of Payments, Money; finance; Prices.

### Block III: The Current Five Year Plan: Major Policies; Resource allocation

**Unit 7:** The Current Five Year Plan: Major Policies; Resource allocation,

**Unit 8:** Problems of Growth: Unemployment; Poverty;

**Unit 9:** Regional imbalances; Social injustice; inflation; Parallel economy; Industrial sickness.

### Block IV: Role of Governments

**Unit 10:** Role of Government: Monetary and fiscal policy;

**Unit 11:** Industrial Policy; Industrial licensing,

**Unit 12:** Privatization; Devaluation; EXIM Policy.

### Block V: International Environments & Institutions



**Unit 13:** International Environment: International trading environment (overview);

**Unit 14** Trends in world trade and the problems of developing countries;

**Unit 15:** International economic institutions- GATT, WTO, UNCTAD, World Bank, IMF.

**Books Recommended/Suggested Reading**

1. Sundaram & Black: The International Business Environment; Prentice Hall.
2. Agarwal A.N.: Indian Economy; Vikas Publishing House.
3. Khan Farooq A: Business & Society; S. Chand
4. Dutt R. and Sundaram K.P.M.: Indian Economy; S.Chand
5. Mishra S,K, and Puri V.K.: Indian Economy; Himalaya Publishing House
6. Hedge Ian: Encironmental Economics; Macmillan.

**Course title: Personality Development**

**Course code: ENB-2101**

**Credits-2**

**Course Objectives:**

- This course aims to provide participants with a comprehensive framework for personal growth and development. By the end of the course, participants will:
- Gain a deep understanding of the various components that make up an individual's personality, including temperament, character, and traits.
- Develop heightened self-awareness regarding one's strengths, weaknesses, emotions, thoughts, and values.
- Enhance verbal and non-verbal communication skills to interact more effectively with others in personal and professional settings.
- Improve emotional intelligence by learning to manage and express one's emotions constructively and understand the emotions of others.

**Course Outcomes-**

Upon successful completion of this course, participants will be able to:

- Demonstrate a deeper understanding of their personality, including strengths, limitations, and potential areas for growth.
- Employ improved communication skills, adapting their approach to suit various audiences and contexts.
- Apply emotional intelligence in personal and professional relationships to foster understanding and cooperation.
- Navigate various situations confidently, making decisions assertively and presenting ideas persuasively.

**Block I: Understanding Self and Interpersonal Skills**

Unit 1: Introduction to Personality Development

Unit 2: Communication Skills

Unit 3: Emotional Intelligence

Unit 4: Time Management

Unit 5: Stress Management

**Block II: Enhancing Personal Effectiveness and Building Relationships**

Unit 6: Critical Thinking and Problem Solving

Unit 7: Leadership and Teamwork

Unit 8: Adaptability and Resilience

Unit 9: Personal Branding and Networking

Unit 10: Planning for the Future

**References:**

1. Covey, Stephen R. "The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change." Simon & Schuster, 1989.
2. DeVito, Joseph A. "The Interpersonal Communication Book." Pearson, 2015.
3. Goleman, Daniel. "Emotional Intelligence: Why It Can Matter More Than IQ." Bantam Books, 1995.
4. Kouzes, James M., and Barry Z. Posner. "The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations." Jossey-Bass, 2017.

### उद्देश्य

पटकथा लेखन का परिचय कराना।  
विद्यार्थियों की लेखन क्षमता का विकास  
विद्यार्थियों को लेखन में रोजगार संबंधी क्षेत्रों के लिए तैयार करना।

### अधिगम की उपलब्धियां

पटकथा-लेखन के स्वरूप और तकनीकी शब्दों से परिचित होंगे।  
पटकथा लेखन की जानकारी मिलने के उपरांत विद्यार्थी रोजगार-बाज़ार के लिए तैयार होंगे।  
अभिव्यक्ति कौशल का विकास।  
भाषायी संप्रेषण के महत्त्व से अवगत होंगे।

### खंड-1 पटकथा लेखन

इकाई-1 पटकथा-लेखन:स्वरूप, तत्त्व  
इकाई-2 पटकथा लेखन के प्रकार  
इकाई-3 पटकथा लेखन में शोध का महत्त्व  
इकाई-4 पटकथा की शब्दावली तथा एक अंक (थ्रीएक्ट) और पांच अंक (फ़ाइवएक्ट) को समझना

### खंड-2 पटकथा लेखन-2

इकाई-5 वेबसीरीज़ के लिए पटकथा लेखन  
इकाई-6 लघुफ़िल्म के लिए पटकथा लेखन  
इकाई-7 डॉक्युमेंट्री के लिए पटकथा लेखन  
इकाई-8 विज्ञापन फ़िल्म के लिए पटकथा लेखन

### सहायक पुस्तकें

व्यवहारिक निर्देशिका:पटकथा लेखन:असगरवजाहत  
आइड्यासेपरदेतक- रामकुमार सिंह  
पटकथा कैसे लिखें- राजेन्द्र पांडे  
कथा-पटकथा-मन्नूभंडारी

**Course title: Business Communication**

**Course code: MGB-2101**

**Credits-2**

**Course Objective:**

- To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.
- To enable students analyze communication situations and develop Effective communication strategies
- To develop skills for communicate professionally and persuasively
- To make students learn skills for successful formal and informal presentations

**Block I: Introduction**

**Unit 1:** Definition, importance, features, purpose and process of communication.

**Unit 2:** Dimensions and channels of communication, the 7 c's of communication,

**Unit 3:** Barriers to communication, guidelines for effective communication.

**Block II: Modern techniques and Self Development**

**Unit 4:** Modern techniques like video conferencing, social networking. Strategic importance of e-communication.

**Unit 5:** Self Development and Communication Development of positive personal attitude

**Unit 6:** Communication models and processes; Self Development and Communication Development of positive personal attitude; Corporate

**Block III : Verbal and NON-Verbal Aspects of Communicating**

**Unit 7:** Introduction of Verbal and NON-Verbal communication

**Unit 8 :** Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions.

**Unit 9:** Interviewing skills: Appearing in interviews, Writing resume and letter of application.

**Block IV : Business language and presentation**

**Unit 10:** Importance of Business language, Vocabulary Words often confused Words often misspelt, Common errors in English.

**Unit 11:** Oral Presentation Importance, Purpose, Presentation Plan, Power point presentation, Visual aids.

**Unit 12:** Writing skills: Planning business messages, Rewriting and editing, The first draft and Reconstructing the final draft.

**Block V : Report Writing**

**Unit 13:** Identify the types of reports, define the basic format of a report.

**Unit 14:** Identify the steps of report writing, write a report meeting the format requirements.

**Unit 15:** Determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report.

**Text books:**

1. Shalini Verma, Business Communication: Essential strategies is for 21 centuries manager, Vikas Publication,2014
2. Lesikar, R. V., & Petitt, J. D. Jr. (2005). Business Communication: Skills for Empowering theInternet Generation. 10th Edition. Tata McGraw-Hill Publication.

**Course code: VAC-2101**

**Course Title: Environmental Education**

**Course Objectives:**

- Students will learn about the Earth's natural systems, including ecosystems, biodiversity, and the processes that support life. They will explore the interconnections between these systems and human societies.
- Students will be introduced to global, regional, and local environmental challenges, including pollution, resource depletion, and biodiversity loss, understanding their causes and effects.
- The course aims to equip students with the knowledge and skills to develop and evaluate sustainable solutions to environmental challenges, emphasizing the role of innovation and technology.

Students will be encouraged to reflect on their roles and responsibilities in mitigating environmental issues, promoting a sense of stewardship towards the planet.

**Course Outcomes:**

Upon successful completion of this course, students will be able to:

- Demonstrate a comprehensive understanding of environmental systems and the interdependencies between humans and the natural world.
- Identify key environmental challenges and critically assess their causes, impacts, and the complexities involved in addressing them.
- Apply knowledge of environmental science and sustainable practices to develop, propose, and evaluate solutions to environmental problems.
- Exhibit a commitment to environmental responsibility in personal and professional contexts, including sustainable lifestyle choices and advocacy for environmental causes.

**Block 1: Understanding Natural Resources**

Unit 1: Introduction to Natural Resources

Unit 2: Water Resources

Unit 3: Soil Resources

Unit 4: Forest Resources, Forest management and conservation

Unit 5: Mineral and Energy Resources

**Block 2: Ecosystems and Biodiversity**

Unit 6: Basics of Ecology and Ecosystems

Unit 7: Terrestrial Ecosystems

Unit 8: Aquatic Ecosystems

Unit 9: Urban Ecosystems

Unit 10: Global Biodiversity Hotspots

**Block 3: Pollution and its prevention**

Unit 11: Pollution: Meaning and types

Unit 12: Solid Waste Management

Unit 13: Sustainable Practices in Industries

Unit 14: Energy Conservation and Renewable Energies

Unit 15: Environmental Policies and Legislation

**References:**

Miller, G. Tyler, and Scott Spoolman. "Living in the Environment." Cengage Learning, 18th edition, 2015.

Chiras, Daniel D. "Environmental Science." Jones & Bartlett Learning, 9th edition, 2013.

Chapin III, F. Stuart, Pamela A. Matson, and Peter Vitousek. "Principles of Terrestrial Ecosystem Ecology." Springer, 2011.

Gaston, Kevin J., and John I. Spicer. "Biodiversity: An Introduction." Blackwell Science, 2nd edition, 2004.

Raven, Peter H., Linda R. Berg, and David M. Hassenzahl. "Environment." Wiley, 8th edition, 2011.

McKinney, Michael L., Robert M. Schoch, and Logan Yonavjak. "Environmental Science: Systems and Solutions." Jones & Bartlett Learning, 5th edition,



## Semester IV

<b>Course Code: CMB-2211</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Title: Income Tax Law and Accounts</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### Course Objective:

To provide basic knowledge and equip students with application of principles and provisions in Income- tax Act, 1961.

**Course Learning Outcomes:** After completing the course, the student shall be able to:

Course Outcome	Cognitive level
<b>CO:1:</b> Learn the basic concepts in the law of income tax and determine the residential status of different persons.	Understand
<b>CO2:</b> Identify the five heads in which income is categorised and to compute income under the heads 'Salaries' .	Apply
<b>CO3:</b> Compute income under the head 'Income from House Property' . and Profits and gains of business or profession'.	Apply
<b>CO4:</b> Compute income under the head 'Capital gains' and 'Income from other sources' and discuss the clubbing provisions, aggregate income.	Apply
<b>CO5:</b> Compute tax liability of individuals and discuss about Income Tax Authorities.	Apply

### Contents:

#### Block I: Income Tax Concepts

**Unit 1:** Indian Income Tax Act, 1961: Basic Concepts

**Unit 2:** Residence & Tax Liability

**Unit 3:** Exempted Incomes

#### Block II: Income from Salary

**Unit 4:** Income from Salaries

**Unit 5:** Allowances and Perquisites

**Unit 6:** Computation of Income from Salaries

#### Block III: Income from House property and Profits and gains from Business or Profession

**Unit 7:** Income from House property

**Unit 8:** Computation of Income from House property

**Unit 9:** Computation of Income from Profits and gains from Business or Profession

#### Block IV: Income Capital gain and Income from other sources

**Unit 10:** Income from Capital Gains

**Unit 11:** Income from other sources.

**Unit 12:** Aggregation of Income and Set-off and carry-forward of losses

#### Block V: Computation of Total Income and Tax Liability

**Unit 13:** Deductions from gross total income as applicable to an individual

**Unit 14:** Computation of total income and tax liability of an individual.

**Unit 15:** Income Tax Authorities

Books Recommended/Suggested Readings:

1. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
2. Singhanian, Vinod K. and Monica Singhanian. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.

**Course Code: CMB-2212**

**L T P C**

**Course Name: Research Methodology**

**4 0 0 4**

**Course Objective:**

This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to field of management.

**Course Learning Outcome:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>Cognitive level</b>
<b>CO1:</b> Describe meaning, scope and process of research.	Understand
<b>CO2:</b> Familiarize with research terminologies and various types of research design.	Understand
<b>CO3:</b> Get an insight into various scaling techniques and sources of data collection.	Apply
<b>CO4:</b> Get acquainted with various techniques of data analysis and its implications.	Analyze
<b>CO5:</b> Create enhanced Report writing skills	Apply

**Block I: Research Formulation**

**Unit 1:** Introduction, meaning of research,

**Unit 2:** Types; Role of research in important area and Process of Research;

**Unit 3:** Defining research Problems; Hypothesis Formulation.

**Block II: Research Elaborated**

**Unit 4:** Research Design- Exploratory;

**Unit 5:** Descriptive and Experimental; Research plan;

**Unit 6:** Concept of sample; various types of sampling techniques.

**Block III: Data Collection**

**Unit 7:** Methods of Data Collection:

**Unit 8:** Primary & Secondary,

**Unit 9:** Including Questionnaires & schedule), Scaling Techniques.

**Block IV: Analysis of Data**

**Unit 10:** Processing, editing & coding;

**Unit 11:** Analysis of Data by application of statistical tools and techniques;

**Unit 12:** Various kinds of charts and diagrams used in data analyses; Interpretation.

**Block V: Report Writing**

**Unit 13:** Contents & Types of reports; Characteristics of a good report;

**Unit 14:** Steps involved in report writing, Layout of the research report

**Unit 15:** Mechanics of report writing, Precautions for report writing, Role of computers in Research.

**Books Recommended/Suggested Readings**

1. Kothari CR- Research Methodology, New Age Publication
2. Panneerselvam R- Research Methodology (PHI)
3. Cooper, Donald, Schindler, Pamela- Business Research (TMH)
4. Bill Taylor, GautamSinha, TaposhGhoshal- Research Methodology (PHI)
5. Collis J and Hussey R - Business Research (Palgrave)

**Course Code: CMB-2213**

**L T P C**

**Course Name: Public Finance**

**4 0 0 4**

**Course Objective:** The objective of the course is to look into the efficiency and equity aspects of taxation of the centre, states and the local governments and the issues of fiscal federalism and decentralization.

**Course Outcomes:**

1. Understand the meaning, / Scope, approaches of Public Finance.
2. Analyze the characteristics, free Rider Problems and theories of public expenditures
3. To understand the meaning and types of Externalities and Market Failure, Internationalization of Externalities.
4. Elucidate concept of shifting and Incidence, Forward and Backward Shifting, the Demand and supply theory of Incidence, Incidence of Product taxes.
5. Understand the current Issues of India's Tax System, Analysis of Budget and Deficits and Fiscal Federalism.

**Block I: Foundations of Public Finance**

Unit 1: Public Finance: Concept, Scope, and Objectives

Unit 2: Theory of Maximum Social Advantage

Unit 3: Public and Private Goods: Meaning, Scope, and Characteristics

**Block II: Public Goods and Market Failure**

Unit 4: Public Goods and Market Failure

Unit 5: Public Expenditure: Meaning and Importance

Unit 6: Wagner's Hypothesis and Peacock-Wiseman Hypothesis

**Block III: Structure and Growth of Public Expenditure**

Unit 7: Classification of Public Expenditure

Unit 8: Structure and Reasons for the Growth of Public Expenditure

Unit 9: Concept of Incidence, Impact, and Shifting

**Block IV: Tax Incidence and Market Dynamics**

Unit 10: The Demand and Supply Theory of Incidence

Unit 11: Incidence of Product Taxes under Perfect Competition and Monopoly

Unit 12: Incidence of Factor Taxes under Perfect Competition and Monopoly

**Block V: Public Debt and Deficit Financing**

Unit 13: Sources of Public Debt (Internal and External)

Unit 14: Public Borrowing and Price Level

Unit 15: Principles of Debt Management and Repayment

Unit 16: Deficit Financing

**Books recommended**

1. Dalton, H – Principles of Public Finance
2. Mehta and Agarwal – Public Finance
3. Sarkar and Misra – Rajasva Shastra
4. Bhargava – Public Finance in theory and practice
5. Saxena and mathur – Public Fiance

**Course Title: Basic Knowledge of English Grammar**

**Course Objectives:**

- To develop a fundamental understanding of English grammar rules and concepts.
- To improve students' ability to communicate effectively in both spoken and written English.
- To enhance students' confidence in using correct grammar in various contexts.
- To provide students with the necessary foundation for more advanced studies in English language and literature.

**Course Outcomes:**

- Students will be able to identify and apply key grammar rules, such as subject-verb agreement, tense usage, and sentence structure.
- Students will be able to effectively use parts of speech, including nouns, pronouns, verbs, adjectives, and adverbs.
- Students will be able to recognize and correct common grammatical errors in their own writing.
- Students will be able to demonstrate improved proficiency in grammar through quizzes, exams, and class assignments.
- Students will be able to communicate clearly and confidently in both informal and formal settings using correct grammar.

**Block I: Parts of Speech**

Unit 1: Nouns

Unit 2: Pronouns

Unit 3: Verbs

Unit 4: Adjectives

Unit 5: Adverbs

**Block II: Sentence Structure**

Unit 6: Subject-Verb Agreement

Unit 7: Sentence Fragments

Unit 8: Run-on Sentences

Unit 9: Types of Sentences

Unit 10: Sentence Combining

**References:**

1. Murphy, Raymond. *English Grammar in Use*. Cambridge University Press.
2. O'Conner, Patricia T. *Woe is I: The Grammarphobe's Guide to Better English in Plain English*. Riverhead Books.
3. Strunk Jr., William, and E.B. White. *The Elements of Style*. Pearson.

4. Thurman, Susan. *The Only Grammar Book You'll Ever Need: A One-Stop Source for Every Writing Assignment*. Adams Media.



### उद्देश्य

कार्यालयी लेखन से परिचित कराना।

टिप्पण एवं प्रारूपण लेखन एवं उसकी विशेषताओं से परिचित कराना साथ ही उसका अभ्यास कराना।

### अधिगम की उपलब्धियां

टिप्पण एवं प्रारूपण-लेखन का कौशल विकसित होगा।

औपचारिक पत्र-लेखन का कौशल विकसित होगा।

### खंड-1 कार्यालयी प्रणाली एवं टिप्पण-लेखन

इकाई-1 सरकारी कार्यप्रणाली

इकाई-2 टिप्पण का स्वरूप, अर्थ

इकाई-3 टिप्पण-लेखन की प्रक्रिया और प्रकार

इकाई-4 टिप्पण लेखन का अभ्यास

### खंड-2 प्रारूप-लेखन और सरकारी पत्र-लेखन

इकाई-5 प्रारूपण: स्वरूप, प्रारूप लेखन-प्रक्रिया

इकाई-6 प्रारूप लेखन: विशेषताएं और अभ्यास

इकाई-7 सरकारी पत्रों का स्वरूप एवं प्रकार

इकाई-8 सरकारी पत्र का अभ्यास

### सहायक पुस्तकें

प्रयोजन मूलक हिंदी-विनोद गोदरे

प्रयोजन मूलक प्रशासनिक हिंदी-दिनेश चमोला "शैलेश"

व्यवहारिक हिंदी-ओमप्रकाश सिंघल

प्रयोजन मूलक हिंदी: सिद्धांत और प्रयोग- दंगल झालटे

**Course Code: MGB-2201**

**L T P C**

**Course Name: Personal Selling**

**4 0 0 4**

**Objective:** The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.

**Course Outcome**

The outcome of the course will be as follows –

Course Outcome	Cognitive level
CO1: To provide knowledge about personal selling.	Understand
CO2: Understand theory and modern sales approaches.	Understand
CO3: To give an overview about buying motives and their uses in personal selling.	Understand
CO4: To provide knowledge about selling process.	Understand
CO5: To give an overview about sales planning and control.	Understand

**Course Contents**

**Block: I: Introduction to Personal Selling**

**Unit 1 :** Nature and importance of personal selling, Difference between Personal Selling, Salesmanship and Sales Management, Myths of selling,

**Unit 2 :** Relationship Marketing and Role of Personal Selling.

**Unit 3 :** Characteristics of a good salesman, Types of selling situations, Types of salespersons; Career opportunities in selling, Measures for making selling an attractive career.

**Block: II: Theories of Selling**

**Unit 4 :** Traditional and Modern: AIDAS Model of Selling,

**Unit 5 :** Problem Solving Approach,

**Unit 6 :** Right Set of Circumstances Theory and Modern Sales Approaches.

**Block: III: Buying Motives**

**Unit 7 :** Concept of motivation, Maslow's theory of need hierarchy;

**Unit 8 :** Dynamic nature of motivation;

**Unit 9 :** Buying motives and their uses in personal selling.

**Block: IV: Selling Process**

**Unit 10 :** Prospecting and qualifying; Pre-approach; Approach;

**Unit 11 :** Presentation and demonstration; handling of objections and complaints; Closing the sale; techniques for closing the sale;

**Unit 12 :** Customer Relations, Follow up and Dealing customer concerns and complaints.

**Block: V: Sales Planning and Control**

**Unit 13 :** Sales Forecasting, Sales Budget,

**Unit 14:** Sales Territories, Sales quota,

**Unit 1 5:** Ethical aspects of Selling.

**Suggested Readings:**

1. Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill
3. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,

**Course code: VAC-2201**

**Course Title: Understanding India**

**Course Objectives:**

- To provide students with a foundational understanding of the historical events and philosophies that influenced the formation of the Indian Constitution and shaped the nation's identity.
- To familiarize students with the structure, features, and key components of the Indian Constitution, including its unique blend of federalism, parliamentary governance, and judicial independence.
- To examine the fundamental rights and duties outlined in the Constitution, their implications for Indian citizens, and the balance between individual freedoms and social responsibilities.
- To delve into the intricacies of India's system of governance at both the Union and State levels, including the roles and functions of the executive, legislature, and judiciary.

**Course Outcomes:**

Upon completing this course, students will:

- Have a deep understanding of the Indian Constitution, its historical context, and its current application.
- Be knowledgeable about the fundamental rights and duties of Indian citizens and their significance.
- Understand the roles and functions of various pillars of Indian democracy, including the executive, legislature, and judiciary.
- Be aware of the socio-political challenges facing India and the measures being taken to address them.
- Be able to critically analyze contemporary issues in the Indian socio-political context and their constitutional implications.

**Block 1: The Indian Constitution**

Unit 1: Historical Background of the Constitution

Unit 2: Basic structure of the Constitution

Unit 3: Salient Features of Indian Constitution

Unit 4: Union and its Territory, Citizenship

Unit 5: Fundamental Rights

**Block 2: System of Government**

Unit 6: Fundamental Duties & Directive Principles of State Policy

Unit 7: Parliamentary System & Federal system

Unit 8: Parliament

Unit 9: Prime Minister & President

Unit 10: Chief Minister & Governor

**Block 3: Various Bodies**

Unit 11: Panchayati Raj System

Unit 12: Supreme Court & High Court

Unit 13: Judicial Review, Judicial Activism, Public Interest Litigation

Unit 14: Constitutional Bodies

Unit 15: Non - Constitutional Bodies

**Suggested Readings:**

1. Laxmikanth, M. (2019). Indian Polity: A comprehensive guide to Indian constitutional and political systems. Publisher.
2. Basu, D. D. (2019). Introduction to the Constitution of India. Publisher.
3. Kashyap, S. C. (2019). Our Constitution: An Introduction to India's Constitution and Constitutional Law. Publisher.

## Semester V

**Course Code: CMB-3111**

**L T P C**

**Course Name: Fundamentals of Investment**

**4 0 0 4**

### Course Objective

To familiarize the students with different investment alternatives, introduce them to the framework of their analysis, valuation and investor protection.

### Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe investment environment and concept of return & risk.	Understand
CO2 – Articulate bond valuation & role of credit rating agencies.	Understand
CO3 - Examine equity approaches.	Analyse
CO4 - Analyze two securities portfolio using Harry Markowitz model, Calculating portfolio risk and return, explaining CAPM and evaluating Mutual Funds and Financial derivatives.	Analyse
CO5 - Evaluate investors protection framework	Evaluate

### Contents:

#### **Block 1: The Investment Environment**

**Unit-I:** The investment decision process. Types of Investment-Commodities, Real Estate and Financial Assets.

**Unit-II:** The Indian securities market, the market participants and trading of securities, security market indices, sources of financial information.

**Unit-III:** Return and Risk: Concept, Calculation, Trade off between return and risk, Impact of taxes and inflation on return.

#### **Block 2: Bond Analysis**

**Unit-IV:** Bond Fundamentals, Estimating bond yields,

**Unit-V:** Bond Valuation & Malkiel Theorems,

**Unit-VI:** Bond risks and credit rating.

#### **Block 3: Approaches to Equity Analysis**

**Unit-7:** Fundamental Analysis,

**Unit-8:** Technical Analysis and Efficient Market Hypothesis,

**Unit-9:** Valuation of Equity Shares using Dividend Discount model and P/E ratio model.

#### **Block 4: Portfolio Analysis and Financial Derivatives**

**Unit-10:** Harry Markowitz model of Portfolio Analysis and Diversification, CAPM model.

Unit 11: Portfolio Risk and Return, Mutual Funds,

Unit 12: Financial Derivatives-Forwards, Future & Options.

#### **Block 5: Investor Protection**

**Unit-13:** Role of SEBI and stock exchanges in investor protection;

**Unit-14:** Investor grievances and their redressal system,

**Unit-15:** Insider trading, investors' education and awareness.

**Books Recommended/Suggested Readings:**

1. Jones, C.P., *Investment Analysis and Management*. Wiley.
2. Mayo., *An Introduction to Investment*. Cengage Learning.
3. Rustagi, R.P., *Investment Management*. Sultan Chand, New Delhi.
4. Sharma, S.K. and Kaur, Gurmeet, *Fundamentals of Investments*, Sultan Chand & Sons.
5. Singh, Y.P. "*Fundamentals of Investment Management*". Galgotia Publications
6. Tripathi, Vanita (2019), *Fundamentals of Investments*. Taxmann. Publications.

**Additional Resources:**

1. *Videos of Eugene Fama on the history of Finance*.
2. Vohra, N.D., and Bagri, *Future and Options*. McGraw Hill Publishing

**Course Code: CMB-3112**

**L T P C**

**Course Name: Corporate Accounting**

**4 0 0 4**

**Course Objective:**

This course covers the characteristics of the Indian accounting environment and its financial reporting requirements for companies, and expands on advanced financial accounting issues, such as, accounting for non-current assets, accounting for intangible assets, accounting for liabilities and owners' equity, and provides a comprehensive coverage of consolidation issues and equity investments. The main objective is to Impact Company Accounts to understand and appreciate the Provisions of the companies act 1956 & 2013. To give them an exposure to calculate the value of Goodwill and shares.

**Course Learning Outcome:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>Cognitive level</b>
<b>CO1:</b> Develop an understanding of accounting for share capital and debentures	Understand
<b>CO2:</b> Prepare financial statements of a company	Apply
<b>CO3:</b> Analyze methods of Valuation of goodwill and shares.	Apply
<b>CO4:</b> Discuss the accounting for amalgamation and Internal reconstruction.	Apply
<b>CO5:</b> Prepare consolidated balance sheet for Holding company	Apply

**Contents:**

**Block I: Accounting for Share Capital and Debentures**

**Unit 1: Shares:** Features, Types Of Shares, Difference Between Preference Shares And Equity Shares, Share Capital And Its Types. Issues of shares,

**Unit 2:** Forfeiture And Re Issue Of Shares, Redemption Of Preference Shares.

**Unit 3:** Features & Types, Issue And Redemption Of Debentures

**Block II: Financial Statements of a Company**

**Unit 4:** Company Final Accounts: Provisions of the Companies Act, 2013

**Unit 5:** Preparation of Final Accounts.

**Unit 6:** Profit and Loss Account and Balance Sheet – (including problems with simple adjustments).

**Block III: Valuation of Goodwill and Shares**

**Unit 7:** Meaning And Nature Of Goodwill,

**Unit 8:** Methods Of Valuation Of Goodwill,

**Unit 9:** Valuation Of Shares, Need And Methods Of Valuation Of Shares.

**Block IV: Amalgamation and Reconstruction**

**Unit 10:** Meaning, Characteristics and objectives of Amalgamation, Kinds of Amalgamation.

**Unit 11:** Concept of Purchase Consideration, Accounting for Amalgamation of Companies



(excluding inter-company transactions and holdings) and external reconstruction.

**Unit 12:** Accounting for Internal Reconstruction (excluding preparation of scheme for internal reconstruction).

**Block V: Accounts of Holding Companies/ Parent Companies**

**Unit 13:** Accounts of holding companies (Two concerns only), concept of holding & subsidiary companies, legal requirements for holding companies.

**Unit 14:** Meaning of minority interest, cost of control/ capital reserve, revenue profit and capital profits.

**Unit 15:** Preparation of consolidated balance sheet as per prescribed form including treatment of unrealized profit, revaluation of assets and mutual owing

Books Recommended/Suggested Readings:

1. Goyal, Bhushan Kumar. Corporate Accounting. Taxmann, New Delhi
2. Kumar, Alok. Corporate Accounting. Kitab Mahal
3. Monga, J. R. Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi
4. Sah, Raj Kumar, Concept Building Approach to Corporate Accounting, Cengage
5. Sehgal Ashok & Sehgal Deepak. Corporate Accounting
6. Tulsian P. C. Corporate Accounting. S Chand & Co. New Delhi

**Course Code: CMB-3113**

**L T P C**

**Course Name: Goods & Services Tax (GST) and Customs Law**

**4 0 0 4**

**Course objective:** the main aim of this course is to provide students with the working knowledge of principles and provisions of GST to understand the relevance of GST in the present Indian tax in scenario and its contribution for economic development.

**Course Outcomes**

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Connect with the genesis of goods and services tax (GST), decipher the constitutional amendment carried out to install GST in India.	Understand
CO2: Describe the meaning of supply under GST law, differentiate between intra-state and inter-state supply, comprehend rules related to the place of supply and compute the value of supply.	Understand
CO3: Discuss the utilization of input tax credit, and the reverse charge mechanism of paying GST and to know the procedure for claiming refund under GST law.	Apply
CO4: Explain the provisions for registration under GST along with Maintenance of accounts.	Apply
CO5: Explain the provisions for Valuation of GST.	Apply

**Content:**

**Block1: Introduction to GST**

**Unit 1: Indirect Tax:** Meaning, Features, Difference Between Direct And Indirect Tax, Types Of Indirect Tax Before GST, Shortcoming Of Indirect Tax System During Pre GST Era.

**Unit 2:** GST Meaning Advantages, Disadvantages Of Evaluation of GST,

**Unit 3:** Structure of GST, CGST, SGST, IGST UTGST, and Important Definition under GST Act.

**Block 2: Concept of Supply**

**Unit 4: Time Of Supply:** Meaning of Goods and Services, TOS under Reverse Charge Mechanism, Invoicing Provisions, Provisions Related With Change Changes In GST Rate.

**Unit 5: Place Of Supply:** POS Meaning, POS of Goods and Services, Intra state And Interstate Supply.

**Unit 6: Value Of Supply:** Meaning, Provisions Related With Determination Of Value Of Supply Of Goods And Services, Determination of GST Liability.

**Block 3: Input Tax Credit & Payment of GST**

**Unit 7: Input Tax Credit ITC:** Meaning of Utilization of ITC, Block Credit, Supply Not Eligible For ITC, Matching, Reversal And Reclaim of ITC.

**Unit 8: Payment Under GST:** Manner of Payment Of GST Liability, Concept Of Electronic, Cash Credit And Liability Ledger, Refund of Excess GST.

**Block 4: Registration, Returns and Accounts and Assessment**

**Unit 9: Registration:** Meaning Of Final Registration, Compulsory Registration, and Procedure For

New Registration, Amendment And Cancellation Of Registration.

**Unit 10: Accounts And Records:** Manner Of Maintenance Of Accounts, Period Of Retention Of Relevant Records. **Invoice:** Format, Types Debit And Credit Note, Voucher

**Unit 11: Return:** Meaning, Purpose And Importance, Different Types Of Return, Due Date Of Filing Return,

**Unit 12: Assessment Under GST:**

Meaning, Types Sales Assessment, Provisional Assessment, Summary Assessment, Best Judgment Assessment..

**Block 5: Valuations of Goods and Services Under GST and Audit under GST**

**Unit 13:** Valuation under GST

**Unit 14: Audit** under GST Meaning, Types Mandatory, Departmental And Specific Audit, Penalty Under GST,

**Unit 15:** E -Way Bill, GST portal- Introduction, GST Eco-system, GST Suvidha Provider (GSP), Suggested Readings:

1. Anandaday Mishra, GST Law & Procedure, Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules. Nitya Tax Associates Basics of GST Taxman
4. Publication on GST by the Institute of Chartered Accountants of India ([www.icai.org](http://www.icai.org))
5. Publication on GST by the Central Board of Excise and Customs ([www.cbec.org](http://www.cbec.org)).

**Course Code: MGB-3114**

**L T P C**

**Course Name: Entrepreneurship for Small Business Management**

**2 0 0 2**

**Course objectives:**

The main objectives of the course are to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development. Provide context to those processes in the form of differences between small and large firms, and the economic environment.

**Course Learning Outcomes:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>Cognitive level</b>
<b>CO1</b> - Describe entrepreneurship as volition in context of India.	Understand
<b>CO2</b> -Discuss the existing support system for entrepreneurial orientation.	Understand
<b>CO3</b> -Describe enterprise formation process for gaining ideas as to creation of an enterprise for pursuing a career.	Understand
<b>CO4</b> - Calculate the requirements of post-enterprise creation for effective operation of the business.	Apply
<b>CO5</b> - Acquire on available growth strategies for implementing effective suitable strategy for expansion and growth.	Apply

**Block I: Introduction**

**Unit 1:** Entrepreneurship- meaning and importance, entrepreneurship in Indian context, entrepreneurship as a creative solution provider,

**Unit 2:** Meaning of various terms related to entrepreneurship-

**Unit 3:** Entrepreneurship, social entrepreneurship, net entrepreneurship, technopreneurship.

**Block II: Entrepreneurial Eco System**

**Unit 4:** Socio-economic support system for entrepreneurship; Public and private system of stimulation;

**Unit 5:** Role of development institutes, availability of finance, marketing, technology and project related assistance; Role of trade associations and self-help groups for promotion of entrepreneurship;

**Unit 6:** Types of business entities- micro, small and medium enterprises, role of MSME sector in Indian economy family businesses in India; Conflicts in family business; Startup Action Plan; Make in India initiative.

**Block III: Enterprise Formation Process**

**Unit 7:** Understanding and analyzing business opportunities, market demand analysis, project feasibility study; preparation of business plan;

**Unit 8:** Start ups and basic start ups problems, sources of financing business start ups;

**Unit 9:** Cases of Indian start ups (practical knowledge on preparation of business

plan/project report shall be imparted).

#### **Block IV: Managerial Aspects of Business**

**Unit 10:** Managing finance- preparation of operating/cost budget, cash budget;

Understanding management of short term and long term capital;

**Unit 11:** Human resource planning; Contract management;

**Unit 12:** Understanding marketing methods; Understanding of GST and other tax compliances.

#### **Block V: Managing Growth**

**Unit 13:** Business growth strategies specific to small enterprises;

**Unit 14:** Enterprise life cycle and various growth strategies; Business collaboration and outsourcing of resources;

**Unit 15:** Network management; Succession planning for sustenance.

#### **Books Recommended/Suggested Readings**

1. Brandt, S. C. Entrepreneurship: The Ten Commandments for Building a Growth
2. Company. MacMillan Business Books.
3. Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.
4. Panda, S. C. Entrepreneurship Development. New Delhi: Anmol Publications.

**Course Code: CMB-3114**

**L T P C**

**Course Name: Business Finance**

**3 0 0 3**

**Course Objective:** This course aims to acquaint students with the techniques of financial management and their applications for business decision making.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>cognitive level</b>
CO1 - Explain the nature and scope of Business finance and financial management as well as time value of money and risk return trade off.	Remember
CO2 – Analyze capital budgeting process and capital budgeting techniques	Analyze
CO3 - Estimate various capital structure theories and factors affecting capital structure decisions in a firm	Understand
CO4 - Critically examine various theories of dividend and factors affecting dividend policy	Understand
CO5 - Evaluate working capital requirement	Evaluate

**Block I: Introduction**

**Unit 1:** Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization.

**Unit 2:** Time value of money

**Unit 3:** Risk and Return.

**Block II: Capital Budgeting**

**Unit 4:** The Capital Budgeting Process, Cash Flow Estimation

**Unit 5:** Payback Period Method, Accounting Rate of Return

**Unit 6:** Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index method.

**Block III: Cost of Capital and Financing Decision**

**Unit 7:** Sources of long-term financing, Estimation of components of cost of capital, Method for Calculating Cost of Equity, Cost of Retained Earnings

**Unit 8:** Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.

**Unit 9:** Capital Structure- Theories of Capital Structure, Operating, Financial and Combined Leverage, EBITEPS, Analysis. Determinants of Capital Structure.

**Block IV: Dividend Decision**

**Unit 10:** Theories for relevance and irrelevance of dividend decision for corporate valuation

**Unit 11:** Walter's Model, Gordon's Model, MM Approach

**Unit 12:** Forms of dividend payment and Determinants of Dividend policy.

**Block V: Working Capital Decision**

**Unit 13:** Concepts of Working Capital, Operating & Cash Cycles,

**Unit 14:** Sources of short-term finance,

**Unit 15:** Working capital estimation, cash management, receivables management, inventory management.

**Books Recommended/Suggested Readings**

1. Pandey, I M. Essentials of Financial Management. Vikas Publications.
2. Rustagi, R.P. Basic Financial Management, Sultan Chand, New delhi
3. Singh, J.K. Financial Management- Theory & Practice, Galgotia Publishing Company.
4. Singh, Surender and Kaur, Rajeev, Basic Financial Management, Scholor Tech Press New Delhi.

**Course Code: CMB-3115**

**L T P C**

**Course Name: Financial Markets, Institutions & Financial Services 3 0 0 3**

**Course Objective**

To provide students an overview of financial markets & institutions in India and familiarize them with important fee and fund based financial services

**Course Learning Outcomes**

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe the meaning and scope of financial markets as well as institutions in India.	Understand
CO2 – Discuss the concepts of Money Market and Capital Market	Understand
CO3 - Detail the Commercial Banking and its Current developments.	Understand
CO4 - Explain concept of Non-Banking Financial Companies (NBFC's)	Understand
CO5 - Examine the Financial Services Industry	Analyze

**Contents:**

**Block 1 : Introduction**

Unit 1: An Introduction to Financial System, Components, Financial System and Economic Development,

Unit 2: Financial Inter-mediation, An overview of Indian Financial System since 1951,

Unit 3: Financial Sector Reforms since liberalization 1990-91.

**Block 2 : Financial Markets & Capital Markets**

Unit 4: Financial Markets: Money Market – functions, organisation and instruments. Role of central bank in money market.

Unit 5: Indian Money Market – Capital Markets –Introduction, role and functions. Components of Capital market. Cash markets- Equity and Debt, Depository (NSDL,CDSL).

Unit 6: Primary and Secondary Markets –NSE, BSE, NIFTY, SENSEX.

Role of Stock Exchanges in India. SEBI and Investor Protection.

**Block 3 : Financial Institutions I**

Unit 7: Financial Institutions: Commercial banking – introduction, classification, its role in financing - commercial and consumer,

Unit 8: Recent developments like MUDRA financing, problem of NPAs,

Unit 9: Bankruptcy and insolvency Act, Financial Inclusion.

**Block 4 : Financial Institutions II**

Unit 10: Life and non-life insurance companies in India: public and private.

Unit 11: Mutual Funds – Introduction and their role in capital market development. Types of mutual



fund schemes (open ended vs close ended, Equity, Debt, Hybrid schemes and ETFs.)

Unit 12: Non-banking financial companies (NBFCs).

**Block 5 : Financial Services Industry**

Unit 13: Overview of financial services industry. Merchant Banking – pre and post issue management, underwriting.

Unit 14: Regulatory framework relating to Merchant Banking in India.

Unit 15: Leasing and Hire Purchase, Consumer and Housing Finance, Venture Capital Finance, Factoring Services, Credit Rating, Financial Advisory and Portfolio Management Services.

**Books Recommended/Suggested Readings:**

1. Bhole, L.M., *Financial Markets and Institutions*. Tata McGraw Hill Publishing Company.
2. Kumar, V., Gupta, K., Kaur, M., *Financial Markets, Institutions and Financial Services*, Taxmann's Publications.
3. Khan M.Y. and Jain, P.K *Financial Services*, Tata McGraw Hill.

## Semester VI

<b>Course Code: CMB-3211</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Title: Monetary Theory and Banking in India</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Course Objective:** This course is to help students understand the conceptual framework of Monetary Theory and Banking in India.

### Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Learn the basics of money and monetary theories.	Understand
CO2: Analyze demand of money.	Analyze
CO3: Examine financial system of India.	Apply
CO4: Discuss theories of banking.	Analyze
CO5: : Examine business monetary policy.	Apply

### Contents:

#### Block I: Introduction to Money

Unit 1: Meaning, Nature and functions of Money,

Unit 2: Quantity Theory of Money - Classical, Keynesian, Monetarists; Theories of Money Supply,

Unit 3: Components of Money Supply: Measures of Money Supply. Determinants of Money Supply, Money Multiplier.

#### Block II: Demand of Money

Unit 4 : Classical Theory. Keynes Theory, Portfolio Balance Theory, Friedman's Theory: Unit 5 : Monetary Policy - Meaning Objectives, and Instruments,

Unit 6 : The structure of interest rate-term structure and yield curve, Theories of term structure of interest rates.

#### Block III: Financial System

Unit 7 : Different theories & Approaches;

Unit 8 : Financial Markets; Functions and Types, Money Market and Capital Market nature, functions and instrument; Structure of Indian money and capital markets,

Unit 9 : National Institutions of Security Market Investment Planning. Theoretical perspectives on financial and real sectors.

#### Block IV: Banking

Unit 10: Theories of Banking Commercial and Central Banking Systems - Functions, Credit Creation and Credit Control; Daring and Non-Banking Financial Intermediaries in India,

Unit 11: RBI - Functions,

Unit 12 : Monetary Policy - Methods and Recent Changes in India, International Monetary policy transmission mechanism.

#### Block V: Business Monetary Policy

Unit 13 : Concept of Monetary Policy. Instrument of Monetary Policy,

Unit 14: Effectiveness of Monetary Policy in Recession; Effectiveness of Monetary Policy in Inflation, Objectives of Monetary Policy,

Unit 15 : Monetary Policy & Economic Growth. Monetary Policies of the Reserve Bank of India.

**Suggested Readings:**

1. Saha SK Indian Banking System SBPD Publication (Hindi and English)
2. Deshmukh And Indian Banking System Chandralok Prakashan(Hindi and English)
3. Gupta SB Monetary Planning Of India
4. Khan M Y Indian Financial System Theory And Practice
5. Sengupta A K & Agarwal K Money Market Operations In India

Note- Latest edition of the text books should be used.

**Course Code: CMB-3212**

**L T P C**

**Course Title: Accounting for Mangers**

**4 0 0 4**

**Course Objective:** To encourage the acquisition of knowledge and skills relating to application of accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas along with budgeting and associated performance measurement practices.

**Course outcomes:**

After completing this course a student will have:

Course Outcome	Cognitive level
CO1: Ability to understand the concept of Managerial Accounting along with the basic forms and norms of Managerial Accounting.	Understand
CO2: Ability to understand financial statement analysis and ratio analysis.	Understand
CO3: Ability to identify the appropriate method and techniques of fund flow and cash flow analysis	Apply
CO4: Ability to understand the concept of Budgetary Control, managerial costing, Break Even Analysis etc.	Apply
CO5. Ability to apply standard costing and variance to solve business and industry related issues and problems.	Apply

**Contents:**

**Block 1: Introduction**

**Unit 1 :** Management Accounting- Concept, Meaning, Characteristics, Difference between Financial Accounting Management Accounting, Difference between Cost Accounting and Management Accounting,

**Unit 2:** Techniques, Objectives and Importance.

**Unit 3:** Management Accountant- Duties, Status, Functions and Responsibility.

**Block 2: Financial statement analysis and Ratio analysis**

**Unit 4:** Financial Statement Analysis and Interpretation - Meaning, Objectives, Characteristics of an Ideal Financial Statement, Parties Interested in Financial Statement,

**Unit 5:** Types of Financial Analysis - Horizontal, Vertical and Trend Analysis.

**Unit 6:** Ratio Analysis: meaning, Utility, Classification of Ratios - Profitability Ratio, Activity Ratio and Financial Position Ratios.

**Block 3: Fund flow and Cash flow Analysis**

**Unit 7:** Fund Flow Statement

**Unit 8:** Cash Flow Statement-

**Unit 9:** Preparation of Fund Flow Statement and Cash Flow Statement (As-3).

**Block: 3 Budgeting and Marginal Costing**

**Unit 10:** Business Budgeting: Meaning of Budget and Budgeting, Objectives, Limitations and importance, Essentials of effective Budgeting,

**Unit 11:** Classification of Budgets- Flexible budget and Zero Based Budget.

**Unit 12:** Marginal Costing: Meaning, Determination of Profit under Marginal Costing, Pricing of Product, make or buy Decision, Selection of most profitable channel. Break Even Analysis: Concept and Practical Applications of Breakeven Analysis.

**Block 5: Standard Costing, Variance Analysis and Reporting**

Standard Costing and Variance Analysis: Meaning and Objectives of Standard Costing Setting of Standard,

Variance Analysis: Material and Labour Variance.

Reporting to Management: Meaning, Objectives, Principles of Reporting, Importance of Reports, Classification of Reports, Reporting at different Levels of Management.

**Suggested Readings:**

1. Homgren, C.T., Gary L. Sundem and William O. Stratton: Introduction to Management Accounting, Prentice Hall of India, Delhi.
2. Homgren, Charles T., George Foster and Srikant M. Dailiar; Cost Accounting; A Managerial Emphasis, Prentice Hall of India, Delhi.
3. Lall, B.M. and I.C. Jain: Cost Accounting: Principles and Practice, Prentice Hall of India, Delhi.
4. Welsch Glenn A., Ronald W. Hilton and Paul N. Gordon Budgeting, Profit Planning and Control, Prentice hall of India, Delhi.
5. Baig Nafees: Cost Accounting, Rajat Publications, New Delhi. Baig Nafees: Management Accounting & Control, Ashish Publishing Home, New Delhi.
6. Sharma R.K. and Gupta S.K.; Management Accounting, Kalyani Publishers, Ludhiyana. (Hindi and English)
7. Lal Jawahar; Managerial Accounting, Himalya Publishing House, New Delhi.

**Course Code: CMB-3213**

**L T P C**

**Course Name: Auditing**

**4 0 0 4**

**Course Objective:**

Discuss the nature of auditing and assurance services including the impact of various statutes and regulations. Identify The stages of an audit from planning to conclusion. Apply Standard audit procedures such as analytical procedures, detail tests, and tests of cotrols.

**Course Learning Outcome:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>Cognitive level</b>
<b>CO1:</b> Differentiate between different aspects of auditing especially for internal check, internal control .	Understand
<b>CO2:</b> Describe auditing process.	Understand
<b>CO3:</b> Explain concept of Vouching and Verification Procedure of assets and liabilities.	Understand
<b>CO4:</b> Comprehend the Audit framework for limited companies.	Apply
<b>CO5:</b> Explain the Recent trends in Auditing.	Analyze

**Block I: Introduction**

**Unit 1:** Introduction: meaning and objective of auditing:

**Unit 2:** Types of audit; internal audit.

**Unit 3:** Internal Check system: Internal control

**Block II: Audit Process**

**Unit 4:** Audit process: Audit programme; Audit and books;

**Unit 5:** Working Subjects and evidences

**Unit 6:** Consideration for commencing an audit; Routine checking and test Checking.

**Block III: Audit Procedure**

**Unit 7:** Audit Procedure:

**Unit 8:** Vouching;

**Unit 9:** Verification of assets and liabilities

**Block IV: Audit of limited companies**

**Unit 10:** Company auditor – Appointment , powers , Duties and liabilities, Divisible profits and dividends

**Unit 11:** Auditor’s report –Standard report and Qualified report, Special audit of banking companies

**Unit 12:** Audit of educational institutions , Audit of insurance companies

**Block V: Recent trends in Auditing**

**Unit 13:** Investigation: Audit of nonprofit companies;

**Unit 14:** Recent trends in Auditing:

**Unit 15:** Nature and significance of cost audit; Tax audit; Management Audit

**Books Recommended/Suggested Reading:**

1. Sharma T.R.: auditing principles and problems, Sahitya Bhawan; Agra
2. Gupta Kamal; Contemporary auditing; Tata McGraw- Hill New Delhi
3. Tandon B.N. ; Principles of Auditing; S. Chand & Company; New Delhi
4. Pagare Dinkar; Principles and Practice of Auditing; Sultan Chand, New Delhi

**Course Code: MGB-3214**

**L T P C**

**Course Name: Business Ethics and Corporate Governance**

**2 0 0 2**

**Course Objective:**

The purpose of this course is to develop the understanding about the role of corporations in society and boards' role in keeping oversight on the functioning of the company, global developments in Governance and Corporate Citizenship.

**Course Outcome:** At the end of the course student would be able to:

S. No.	Course Outcomes	Cognitive level
1	Elaborate various concepts of Ethics, morals and values to Students.	Understand
2	Enumerate basic understanding of various ethical theories and approaches	Understand
3	Identify impact of corporate governance on Business	Apply
4	Examine role of various board committees, their composition and responsibilities.	Analyze
5	Visualize various ethical issues such as conflicts of interest and insider trading	Understand

**Block I: Introduction**

**Unit 1:** Introduction to Ethics, Morals & Values,

**Unit 2:** Ethical Theories and Approaches– Teleological, Deontological,

**Unit 3:** Virtue and system development theories;

**Unit-4:** Conflict between moral demands and interest and Ethics in work.

**Block II: Ethics in Business**

**Unit 5:** Ethical Aspects in Marketing, Finance, HRM; Global Business Ethics.

**Unit 6:** Meaning of corporate philanthropy, CSR-an overlapping concept, corporate sustainability reporting,

**Unit 7:** CSR through triple bottom line, CSR and business ethics,

**Unit-8:** CSR and corporate governance, environmental aspect of CSR, CSR models; drivers of CSR, global reporting initiatives.

**Block III: Corporate Governance**

**Unit 9;** Terminology: Company, corporate governance, promoter, shareholders, directors, managers, chairman, CEO, stakeholders;

**Unit 10:** Type of Directors: Insider and outsider, executive and non-executive, independent, nominee; Ownership and Control;

**Unit-11:** Theories and development of corporate governance; Models: Types and basis of adoption;

**Unit 12:** Principles of corporate governance; Implications of corporate scams; Global corporate governance movement.



#### **Block IV: Role Players**

**Unit 13:** Role of Board of Directors; Board composition, independence, and committees; Board leadership: Splitting chairman and CEO, CEO succession, lead director;

**Unit 14:** Board processes and meetings, Building professional Boards – Directors selection, executive compensation and stock option, directors' training and competence, board diversity, board evaluation;

**Unit 15:** Boards oversight of CEO, Auditors, SEBI and Government; SEBI guidelines and clause 49; Growth of Corporate Governance in India.

#### **Block V: Business Ethics and Corporate Governance**

**Unit 16:** Introduction, Importance and need for Business Ethics in Indian Context,

**Unit 17:** Roots of unethical behaviour and issues,

**Unit 18:** Corporate governance ethics.

#### **Books Recommended/Suggested Reading:**

1. Fernando A.C - Corporate Governance: Principles, Policies and Practices – Pearson
2. Murthy CSV – Business Ethics: Himalaya
3. Velasquez – Business Ethics: Concepts and cases – Pearson/PHI

**Course Code: CMB-3214**

**Course Name: Industrial Relations and Labour Laws**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Objective**

To enable the students to learn the concepts of industrial relations including trade unions, collective bargaining, discipline and various labour enactments.

**Course Outcomes** focused on Employability/Entrepreneurship/Skill Development :

Course Outcome	Mapping
CO1: Understand the fundamental concepts and theories of industrial relations.	Understand
CO2: Analyze the role of trade unions and employer associations.	Analyze
CO3: Apply industrial relations practices to manage workplace conflicts.	Apply
CO4: Evaluate the impact of labor laws on industrial relations.	Evaluate
CO5: Implement strategies for effective negotiation and collective bargaining.	Apply

**Course Contents**

**BLOCK 1: Introduction to Industrial Relations**

UNIT-1-Definition and Scope of Industrial Relations; Importance of Industrial Relations in Modern Organizations;

UNIT-2-Historical Development of Industrial Relations; Key Stakeholders in Industrial Relations: Employers, Employees, and the State ;

UNIT-3- Industrial Relations Systems and Models.

**BLOCK 2: The Role of Trade Unions and Employer Associations**

UNIT-4-Definition and Functions of Trade Unions; Structure and Governance of Trade Unions;

UNIT-5- Employer Associations: Role and Functions; Trade Union Strategies and Tactics;

UNIT-6- Case Studies of Trade Union and Employer Association Activities

**BLOCK 3: Labor Legislation and Its Impact**

UNIT-7-Overview of Labor Laws and Regulations; Key Labor Legislation: Employment Standards, Health and Safety, and Employment Equity ;

UNIT-8-The Impact of Labor Laws on Industrial Relations; Legal Rights and Obligations of Employers and Employees;

UNIT-9-Case Studies on the Implementation of Labor Laws.

**BLOCK 4: Industrial Conflict and Dispute Resolution**

UNIT-10-Types and Causes of Industrial Conflicts ; Theories of Industrial Conflict ;

UNIT-11-Mechanisms for Dispute Resolution: Mediation, Arbitration, and Conciliation; The Role

of Government in Industrial Dispute Resolution ;

UNIT-12-Case Studies of Major Industrial Disputes .

**BLOCK 5: Collective Bargaining and Negotiation**

UNIT-13-Definition and Importance of Collective Bargaining; The Collective Bargaining Process;

UNIT-14-Strategies and Tactics in Negotiation; Grievance Handling and Conflict Management;

UNIT-15-Case Studies on Successful Collective Bargaining .

**Books Recommended/Suggested Readings:**

- 1.Katz, Harry., Kochan,Thomas A.,& Colvin,A. J.S.(2007) An Introduction to Collective Bargaining and Industrial Relations, McGraw Hill Companies.
- 2.Padhi, P K, (2017), Industrial Relations, Prentice Hall India
3. Sharma, J.P. (2018), Simplified Approach to Labour Laws. Bharat Law House (P) Ltd.
4. Venkat Ratnam, (2018) C.S. Industrial Relations: Text and Cases, Oxford University Press, Delhi.

## Semester VII

**Course Code: MGB-4212**

**L T P C**

**Course Name: Customer Relationship Management**

**4 0 0 4**

### Course Objective

An understanding of the ways the firm can create and enhance the sources of value to the customer service. To understand strategic frame work of CRM and Impact of CRM on customer experience, satisfaction and loyalty, to understand recent development in usage of CRM.

### Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1. Describe the concept of Customer Relationship Management (CRM) and types and various strategies of Customer viewpoint	Understand
CO2. Measure the customer satisfaction and loyalty in terms of CRM.	Examine
CO3. Identify the path of Marketing services and its technological implementation of CRM	Understand
CO4. Explain the feature of E-CRM and Enterprise Marketing Automation tools for augmentation of business	Understand
CO5. Describe the insights of Customer Relationship Management (CRM) and its implementation.	Understand

### Course content:

#### BLOCK I: Introduction to CRM

**Unit 1:** CRM concepts: Theoretical perspectives of relationship -CRM Definitions –

**Unit 2:** Components of CRM - Stakeholders in CRM -Significance of CRM

**Unit 3:** Types of CRM – strategies of CRM - customer life style and customer interaction.

#### BLOCK II: Customer Satisfaction

**Unit 4:** Customer Satisfaction Significance - Components of Customer Satisfaction

**Unit 5:** Customer Satisfaction Models - Rationale of Customer Satisfaction and measurement

**Unit 6:** Customer Loyalty - Customer Loyalty Ladder - -Benefits of Customer Loyalty -Dimensions of Customer Loyalty - Determinants of Customer Loyalty - Drivers of Customer Loyalty.

#### BLOCK III: CRM in Marketing

**Unit 7:** CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention - Behaviour Prediction

**Unit 8:** Customer Profitability & Value Modeling , Channel Optimization

**Unit 9:** CRM and Customer Service: The Call Centre - customer interaction, the functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice

Response), CTI (Computer Telephony Integration)

#### **BLOCK IV: E-CRM**

**Unit 10:** Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM

**Unit 11:** Sales Force Automation (SFA) – need and barrier of (SFA) - Field Force Automation

**Unit 12:** Enterprise Marketing Automation (EMA) Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

#### **BLOCK V: Implementation of CRM**

**Unit 13:** CRM Implementation – A comprehensive model –

**Unit 14:** Developing CRM vision and strategy Management support -Pre-implementation - kick off meeting - requirements gathering - prototyping and detailed proposal generation –

**Unit 15:** Development of customization - system optimization - follow up.

#### References

1. Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT
5. V. Kumar & Werner J., CUSTOMER RELATIONSHIP MANAGEMENT, Willey India, 2008

**Course Code: MGB-4214**

**L T P C**

**Course Name: Compensation Management**

**4 0 0 4**

This syllabus provides a comprehensive understanding of compensation management, covering key concepts such as job analysis, job evaluation, wage administration, performance management, and employee benefits. It equips BBA students with the knowledge and skills necessary to effectively manage compensation systems in organizations.

**Course Learning Outcomes**

Course Outcome	Cognitive level
CO1: Acquaint with importance of compensation in organizations.	Understand
CO2: Explain methods of job analysis.	Understand
CO3: Describe the various principles involved and premise of the grant of bonus, wages, and minimum wages to workers.	Understand
CO4: Explain performance management and compensation.	Analyze
CO5: know various employee benefits and compensation	Apply

**Course Contents:**

**BLOCK 1: Introduction to Compensation Management**

UNIT-1-Overview of compensation management, Importance of compensation in organizations, Objectives of compensation management

UNIT-2- Historical perspective and evolution of compensation management

UNIT-3- Current trends and challenges in compensation management

**BLOCK 2: Job Analysis and Job Evaluation**

UNIT-4- Concept and importance of job analysis; Methods of job analysis: observation, interviews, questionnaires, and job analysis forms

UNIT-5-- Job description and job specification

UNIT-6- Concept and purpose of job evaluation; Techniques of job evaluation: ranking method, classification method, point method, and factor comparison method

**BLOCK 3: Wage and Salary Administration**

UNIT-7- Principles of wage and salary administration; Factors influencing wage determination

UNIT-8- Wage structure: basic wage, allowances, and benefits

UNIT-9- Wage payment systems: time-based, performance-based, and incentive-based; Laws and regulations governing wage and salary administration.

**BLOCK 4: Performance Management and Compensation**

UNIT-10- Performance management process: goal setting, performance appraisal, feedback, and development planning; Performance appraisal methods: graphic rating scale, behaviorally anchored rating scale (BARS), and management by objectives (MBO)

UNIT-11- Link between performance management and compensation; Designing and implementing performance-based compensation systems

UNIT-12- Ethical considerations in performance management and compensation

**BLOCK 5: Employee Benefits and Compensation**

UNIT-13- Overview of employee benefits; Types of employee benefits: health insurance, retirement plans, paid time off, and other fringe benefits

UNIT-14- Legal and regulatory framework governing employee benefits; Designing and managing employee benefit programs

UNIT-15- Cost-benefit analysis of employee benefits.

**Text Books:**

1. Armstrong, M. And Murlis, H. *Reward Management*. Kogan Page.
2. Chhabra T. N. and Rastogi, S. *Compensation Management*. Sun India
3. Dunn, J. D. and Stephens, E. C. *Management of Personnel*. Mcgraw, NY
4. Dwivedi, R.S. *Managing Human Resources*. Galgotias publishing house.

**Course Code: CMB-4111**

**L T P C**

**Course Name: Financial Derivatives**

**4 0 0 4**

**Course Objective**

To Understand the students about the concept of Derivatives and its types and acquaint the knowledge of Options ,Futures and know about Hedging and the development position of Derivatives in India.

**Course Learning Outcomes:** After completing the course, the student shall be able to:

<b>Course Outcomes</b>	<b>Cognitive level</b>
CO 1 Describe and explain the fundamental features of a range of key financial derivatives instruments..	Understand
CO 2 Describe thoroughly the concept of Options and Swaps.	Understand
CO 3 Explain types of Financial Futures Contract	Explain
CO 4 Discuss about Hedging and Stock Index Futures.	Understand
CO 4 Examine Categories of Derivatives Traded in India	Examine

**Course Contents:**

**Block I: Introduction**

**Unit 1:** Derivatives – Features of a Financial Derivative – Types of Financial Derivatives  
Basic Financial derivatives – History of Derivatives Markets – Uses of Derivatives

**Unit 2:** Forward Market: Pricing and Trading Mechanism – Forward Contract concept

**Unit 3:** Features of Forward Contract – Classification of Forward Contracts – Forward Trading Mechanism – Forward Prices Vs Future Prices.

**Block II: Options and Swaps**

**Unit 4:** Concept of Options – Types of Options – Determinants of Option Prices- Basic Principles of Option Trading

**Unit 5:** Binomial Option Pricing Model – Black-Scholes Option Pricing

**Unit 6:** SWAP: Concept, Evaluation and Features of Swap – Types of Financial Swaps – Interest Rate Swaps – Currency Swap – DebtEquity Swap.

**Block III: Futures**

**Unit 7:** Futures – Financial Futures Contracts – Types of Financial Futures Contract – Evolution of Futures Market in India

**Unit 8:** Traders in Futures Market in India – Functions and Growth of Futures Markets – Futures Market Trading Mechanism - Operation of Margins – Settlement –

**Unit 9:** Theories of Future prices- Future prices and Risk Aversion – Forward Contract Vs. Futures Contracts.



#### **Block IV: Hedging and Stock Index Futures**

**Unit 10:** Concepts – Perfect Hedging Model – Basic Long and Short Hedges – Cross Hedging – Basis Risk and Hedging

**Unit 11:** Basis Risk Vs Price Risk – Hedging Effectiveness – Devising a Hedging Strategy – Hedging Objectives – Management of Hedge

**Unit 12:** Concept of Stock Index – Stock Index Futures – Stock Index

#### **Block V: Financial Derivatives Market in India**

**Unit 13:** Need for Derivatives – Evolution of Derivatives in India

**Unit 14:** Equity Derivatives – Strengthening of Cash Market – Benefits of Derivatives in India

**Unit 15:** Categories of Derivatives Traded in India – Derivatives Trading at NSE/BSE

#### **References**

1. Gupta S.L., FINANCIAL DERIVATIVES THEORY, CONCEPTS AND PROBLEMS PHI, Delhi, Kumar S.S.S. FINANCIAL DERIVATIVES, PHI, New Delhi, 2007
2. Chance, Don M: DERIVATIVES and Risk Management Basics, Cengage Learning, Delhi.
3. Stulz M. Rene, RISK MANAGEMENT & DERIVATIVES, Cengage Learning, New Delhi

**Course Code: CMB-4112**

**L T P C**

**Course Name: Working Capital Management**

**4 0 0 4**

The objective of the course is to acquaint the students with the importance of the working capital and techniques used for effective working capital management.

**Course Learning Outcomes:** After completing the course, the student shall be able to:

<b>Course Outcome</b>	<b>Cognitive level</b>
<b>CO1:</b> Describe the conceptual framework of working capital have an understanding the components of working capital.	Understand
<b>CO2:</b> Define cash management and Optimal Cash Balance	Understand
<b>CO3:</b> Explain objectives of Receivables Management and credit policy.	Understand
<b>CO4:</b> Demonstrate Inventory Management and Inventory Control Systems	Understand
<b>CO5:</b> Identify sources of finance for Working Capital.	Apply

**Block I: Introduction**

**Unit 1:** Concepts of Working Capital, Components of Current Assets,

**Unit 2:** Permanent and Variable Working Capital, Determinants of Working Capital,

**Unit 3:** Estimating Working Capital Needs, Currents Assets Financing Policy, Operating and Cash Conversion Cycle.

**Block II: Cash Management**

**Unit 4:** Facets of Cash Management, Motives for Holding Cash,

**Unit 5:** Factors Determining Cash Needs, Cash Budgeting, Long – term Cash Forecasting, Managing.

**Unit 6:** Cash Collections and Disbursements, Optimal Cash Balance, Investment of Surplus Cash. Case Study.

**Block III: Receivables Management**

**Unit 7:** Objectives, Credit Policy: Nature and Goals,

**Unit 8:** Optimum Credit Policy, Credit Policy Variables,

**Unit 9:** Credit Evaluation, Credit Granting Decisions, Collection Policy, Factoring. Case Study.

**Block IV: Inventory Management**

**Unit 10:** Nature of Inventories, Need to Hold Inventories,

**Unit 11:** Objectives of Inventory Management, Inventory Management Techniques,

**Unit 12:** Analysis of Investment in Inventory, Inventory Control Systems.

**Block V: Working Capital Finance**

**Unit 13:** Accruals, Trade Credit and other current liabilities,

**Unit 14:** Working Capital Advance by Commercial Banks, Regulation of Bank Finance, Public Deposits, Inter-corporate Deposits,

**Unit 15:** Short-term Loans from Financial Institutions, Commercial Paper.

**Books Recommended/Suggested Readings:**

1. V. K. Bhalla, Working Capital Management: Text and Cases, New Delhi: Anmol Publisher, 2008.
2. Y. Khan and P. K. Jain, Financial Management - Text, Problems and Cases, New Delhi: Tata McGraw Hill, 2009
3. Hrishikesh Bhattacharya, Working Capital Management: Strategies and Techniques, New Delhi: Prentice Hall of India Private Ltd, 2009.

**Course Code: CMB-4113**

**L T P C**

**Course Title:** Advertising and Brand Management

**3 0 0 3**

**Course Objective:** To equip the students with the nature, purpose & complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in advertisement and brand management, faced by firms operating in competitive markets.

Course Learning Outcomes After completing the course, the student shall be able to:

<b>Outcome Cognitive Level</b>	<b>Cognitive Level</b>
CO1 - Understand the need, importance and classification of advertising in marketing.	Understand
CO2 – Familiar with how to advertising works.	Understand
CO3 - Understand effective design and implementation of advertising strategies	Understand
CO4 - Understand the concept of brand management.	Understand
CO5 - Develop an understanding about designing and implementing brand strategies.	Apply

**Block I: Advertising Need & Importance**

Unit 1: Advertising need & importance: Definition & growth of modern advertising,

Unit 2: Advertising & the marketing mix, types & classification of advertisement, advertising spiral; Social & economic aspects of advertising;

Unit 3: Marketing communication models: AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy.

**Block II: How Advertising Works: Exposure, Salience, Familiarity**

Unit 4: How advertising works

Unit 5: Developing brand personality

Unit 6: Art & layout of an advertisement.

**Block III: Media Planning & Scheduling**

Unit 7: Media planning & scheduling: Introduction to broadcast & non -broadcast media;

Unit 8: Budgeting decision rule: percentage of sales method, objective to task method, competitive parity, & all you can afford;

Unit 9: Key factors influencing media planning; Media decisions: media class, media vehicle & media option; Scheduling: flighting, pulsing, & continuous, Management of sales promotion.

**Block IV: Introduction to Brands and Brand Management**

Unit 10: Introduction to brands and brand management, Concept of a brand, brand evolution,

Unit 11: Branding challenges and opportunities, Strategic brand management process,

Unit 12: Brand building, brand positioning and values brand repositioning.

**Block V: Designing and Implementing Brand Strategies**

Unit 13: Designing and implementing brand strategies; Brand extension.

Unit 14: Brand hierarchy Kapfrer. Brand equity, brand personality,

Unit 15: Brand image, managing brands overtime. Integrating advertising and brand management

**Books Recommended/Suggested Readings**

1. Aaker, Myers & Batra : Advertising Management , Prentice Hall.
2. Wells, Moriarity & Burnett : Advertising Principles & practices , Prentice Hall.
3. Kleppner's Advertising Procedure: W.Ronald Lane, Kane Whitehill King and J.
4. Thomas Russell, Pearson Education.
5. George E. Belch & Michael A. Balch : Advertising and Promotion, TMH

## Semester VIII

**Course Code: CMB-4211**

**L T P C**

**Course Name: E-Commerce**

**4 0 0 4**

### Course Objective

To enhance skills for effective and contemporary applications of E-commerce.

### Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe the basics of E-commerce, current and emerging business models.	Understand
CO2: Familiarize with basic business operations such as sales, marketing, HR etc. on the web.	Understand
CO3: Enhance the students' skills for designing and developing website.	Apply
CO4: Identify the emerging modes of e-payment.	Analyze
CO5: Discuss the importance of security, privacy, ethical and legal issues of e-commerce.	Apply

### Contents:

#### Block I: Introduction to E-Commerce

**Unit 1:** Electronic commerce: Definitions and Concepts, EC Framework and EC Classification,

**Unit 2:** EC Business Models, Benefits and Limitations of EC E Marketplace, Types of E Marketplace, Intermediation in E-Commerce, EC Market Mechanisms – Electronic Catalog and Auctions,

**Unit 3:** Impact of EC on Business Processes and Organizations

#### Block II: E-Retailing and B2B E-Commerce

**Unit 4:** Internet Marketing and Electronic Retailing, E-Tailing Business Models, Problems and Issues in E-Tailing,

**Unit 5:** Web Advertising, Advertising Methods, Advertising Strategies

**Unit 6:** B2B E-Commerce: Concepts, Characteristics and Models One to Many: Sell Side EMarketplaces, Selling via Intermediaries, Selling via Auctions,

**Unit 7:** One From Many: Buy side Marketplace, Reverse Auctions

#### Block III: E-Commerce Security

**Unit 8:** E-Commerce Security: Need for Security, Security is everyone's business, basic security issues, **Unit 9:** Types of threats and attacks, Managing EC Security

**Unit 10:** Securing EC Communications, , Securing EC Networks

#### Block IV: Electronic Payments Systems

**Unit 11:** Electronic Payments Systems: Payment Revolution, Using Payment Cards Online, Smart Cards, Stored Value Cards,

**Unit 12:** E-Micropayments, E Checking, Electronic Bill Presentment and Payment,

**Unit 13:** B2B Electronic Payments

**Block V: Mobile Commerce**

**Unit 14:** Mobile Commerce: Mobile Computing, Mobile Commerce, Pervasive Computing Legal,

**Unit 15:** Ethical and Social Impacts of EC: Legal Issues versus Ethical Issues, Privacy, Intellectual Property Rights,

**Unit 16:** EC Fraud and Consumer and Seller Protection

**Suggested Readings:**

1. Pt Joseph Of E-Commerce Are Indian Perspective Php Learning Private Limited
2. Nidhi Dhawan Introduction To E-Commerce International Book House Private Limited
3. Agarwal Kamlesh And And Agarwal Diksha Bridge To The Online To A Front New Delhi India Macmillan India (Hindi and English)
4. Manali- Danielle Internet And Internet Engineering Tata Mcgraw-Hill NewDelhi
5. Pandey- Concept Of E-Commerce, S.K. Kataria And Sons(Hindi and English)

**Course Code: CMB-4212**

**L T P C**

**Course Name: Security Analysis and Portfolio Management**    **4    0    0    4**

**Course objectives:** To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors and Portfolio management practices in India. Also to familiarize the students with the fundamental and technical analysis of the diverse investment avenues

**Course Learning Outcomes**

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe the Investment concept.	Understand
CO2: Discuss the Fixed Income Securities	Analyze
CO3: Describe the fundamental analysis	Understand
CO4: Explain the technical analysis.	Evaluate
CO5: Know the basic concepts of Portfolio Analysis and Selection	Understand

**Block 1: Introduction – Portfolio Management**

**Unit 1:** Meaning and Significance of Savings and Investment – Financial and Economic Meaning of Investment

Unit 2: Investment vs. Speculation and Gambling – Hedging – Arbitrage – meaning of Security – Security Analysis

Unit 3: Portfolio Management Process

**Block 2: Introduction - Security Analysis**

Unit 4: Characteristics of Investments – Factors affecting Investment Decisions

Unit 5: Various Investment Avenues , Selection of Securities using Life Cycle and Income Approaches

Unit 6: Construction of Portfolio of Securities, Analysis of Systematic and Unsystematic Risks

**Block 3: Fundamental Analysis and Security Valuation**

**Unit 7:** Fundamental Analysis

**Unit 8:** Return and Risk analysis using Mean, Standard Deviation, Coefficient of Variation and Beta

**Unit 9:** Factors influencing Valuation of Securities – Pricing of Stock

**Block 4: Technical Analysis and Related Theories**

**Unit 10:** Technical Analysis

**Unit 11:** Dow Theory, Elliot Wave Theory – Technical Indicators

**Unit 12:** Efficient Market Hypothesis – Random Walk Theory

**Block 5: Portfolio Construction , Portfolio Evaluation & Revision**

**Unit 13:** Portfolio Construction –CAPM, APT

**Unit 14:** Portfolio Evaluation

**Unit 15:** Portfolio Revision

**Books Recommended/Suggested Reading:**

1. Amling: Fundamentals of Investment Analysis, Prentice Hall



2. Bhalla: Investment Analysis, S. Chand & Co
3. Chandratre, K.R. Capital Issue, SEBI & Listing, Bharat Publishing House
4. Fabozzi, Frank J: Investment Management, Prentice Hall, International Edition
5. MachiRaju, H.R.: Merchant Banking; Wiley Eastern Ltd
6. MachiRaju, H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd

Course Code: CMB-4213

L T P C  
4 0 0 4

Course Name: Investing In Stock Markets

### Course Objective

To equip students with the basic skills required to operate in stock market.

### Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Learn the basics of investing in stock market, the investment environment as well as risk & return	Understand
CO2: Analyze Indian securities market including the derivatives market	Analyze
CO3: Examine EIC framework and conduct fundamental analysis	Apply
CO4: Discuss technical analysis.	Analyze
CO5: Learn investing in mutual funds market	Apply

### Contents:

#### Block 1: Basics of Investing

Unit 1: Basics of Investment, objectives and types on investment.

Unit 2: Investment Environment. Risk and Return,

Unit 3: Instruments of Investment - Equity shares, Preference shares, Bonds and Debentures.

#### Block II: Indian Security Markets

Unit 4: Primary Markets (IPO, FPO, Private placement, Offer for sale),

Unit 5: Secondary Markets (cash market and derivative market)

Unit 6: Components of derivative market, Futures and Options and its types.

#### Block III: Market Participants

Unit 7: Different types of brokers: Stock Broker, Investor, Depositories,

Unit 8: Clearing House, Stock Exchanges. Role of stock exchange,

Unit 9: Stock exchanges in India: BSE, NSE, MCX. Security Market Indices: Nifty & Sensex,

#### Block IV: Financial Informations:

Unit 10: Sources of financial information. Trading in securities: types of orders, using brokerage and analyst recommendations.

Unit 11: Trading mechanism in security market, online trading.

Unit 12: Do's & Don'ts of investing in markets.

#### Block V: Investing in Mutual Funds

Unit 13: Concept and background on Mutual Funds: Advantages, Disadvantages of investing in Mutual Funds,

Unit 14: Types of Mutual funds: Open ended, close ended, equity, debt, hybrid, money market, and entry load vs. exit load funds.

Unit 15: Factors affecting choice of mutual funds. CRISIL mutual fund ranking and its usage, calculation and use of Net Asset Value.

**Books Recommended/Suggested Readings:**

- Kumar, Vinod and Nangia, Raj Sethi, *Investing in Stock Markets*, Ane books
- Singh J K , Singh Amit Kumar, *Investing in Stock Markets*, A K Publications, Delhi.
- Tripathi, Vanita and Pawar, Neeti (2019), *Investing in Stock Market*, Taxmann Publications.

**Additional Resources**

- Aswath, Damodaran, *Investment Validation Tools and Technique for Determining Mutual Funds*, John Wiley & Sons

**Course Code: CMB-4214**

**L T P C**

**Course Name: International Financial Management**

**4 0 0 4**

**Course Objective**

The main object of this course is undertakes an in-depth examination of international financial markets and instruments, foreign exchange regimes and exchange rate determination.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Explain concept of International Financial Management.	Understand
CO2: Explain concept of international monetary and financial System.	Understand
CO3: Identify the processes international flow of funds.	Understand
CO4: Describe the international monetary system and the foreign exchange markets..	Apply
CO5: Explain the exchange rate fluctuations in the market and recognize opportunity of managing exchange risk using the forward markets.	Apply

**Course Contents:**

**BLOCK I : INTRODUCTION**

Unit 1: International Financial Management- Importance, nature, scope

Unit 2: Finance function – emerging challenges in International Financial Management- recent changes in global financial markets

Unit 3: Role of International Financial Manager in Multinational Corporations- Relationship between IFM and other management areas- International Financial environment (theory)

**BLOCK II: INTERNATIONAL MONETARY SYSTEM:**

Unit 4: Introduction- Exchange Rate regimes – overview of gold standard and Bretton Woods system – current scenario- optimal exchange rate regime

Unit 5: International Monetary Fund (IMF)-role-Special Drawing Rights(SDR)-Economic and Monetary Union(EMU)

Unit 6: International Liquidity. IMF Solution for Financial Crisis (theory)

**BLOCK III: INTERNATIONAL FLOW OF FUNDS**

Unit 7: Balance of Payments- methods of Compilation of statistics of Balance of Payments-

Unit 8: Current Account- uses of (Simple Problems)

Unit 9: Capital Account- uses of (Simple Problems)

**BLOCK IV : FOREIGN EXCHANGE MARKET**

Unit 10: Meaning-Features of Foreign Exchange Market, Major Participants- Spot Market- FeaturesCurrency Arbitrage in Spot Market-Speculation in Spot Market

Unit 11: Forward Market features Arbitrage in Forward Market- Forward Market Hedging

Unit 12: Speculation in Forward Market Swapping Forward Contracts (Simple Problems)

**BLOCK V: EXCHANGE RATE MECHANISM**

Unit 13: Exchange Rate quotations- Nominal, Real Effective Rates

Unit 14: Determination of Exchange rate in the Spot Market- Factors

Unit 15: Exchange Rate Determination in Forward Market (Simple Problems)

**Books Recommended/Suggested Readings:**

1. Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi
2. Buckley, Adrian: Multinational Finance, Prentice Hall, New Delhi
3. Eitman, D.K. and A.I Stenehill: Multinational Business Cash Finance, Addison Wesley,
4. Henning, C.N., W Piggot and W.H Scoot: International Financial Management, McGraw Hill
5. Levi, Maurice D: International Finance, McGraw- Hill

**Course Code: MGB-4111**

**L T P C**

**Course Name: International Trade**

**4 0 0 4**

**Course Objective:**

The aim of the course is to build knowledge and understanding about International Trade among the student.

**Course outcomes**

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Understand about different methods of international trade.	Understand
CO2 - Analyze international trade models and its impact.	Analyse
CO3 - Discuss about trade restrictions.	Explain
CO4 - Familiarize students with the international trade and development.	Understand
CO5 - Explain the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations.	Understand

**Course Contents:**

**Block 1: - INTERNATIONAL TRADE AND ITS THEORIES**

**Unit-1-** Overview of International Business: Introduction, Definition of International Business,

**Unit 2-** Difference between international and domestic business, Advantages and Disadvantages of International Business, Benefits and scope of International business,

**Unit-3-** International business trends in modern world and its impact on world economy.

**Unit-4-** Framework for analysing International business environment; Terminologies related to International business.

**Block 2- INTERNATIONAL TRADE MODELS AND ITS IMPACT.**

**Unit 5-**Causes and Consequences of International Trade: Trade Based on Absolute Advantage.

**Unit 6-**Comparative Advantage and Opportunity Costs, The Standard Trade Model, Factor Endowments and the Heckscher-Ohlin Model,

**Unit-7** Intra Industry Trade, Imperfect Competition and Increasing Returns to Scale as determinants of Trade and gains from trade, Effect of changes in tastes, per capita income and technology on Trade and gains from trade.

**Block 3- TRADE RESTRICTIONS**

**Unit-8-**Trade Restrictions: Partial and General Equilibrium Analysis of a Tariff in a Small and a Large Country,

**Unit-9-**The Theory of Tariff Structure Non-Tariff Trade Barriers and Protectionism: Import Quotas, Voluntary Export Restraints, Technical, Administrative, and Other Regulations, International

Cartels,

**Unit-10-**Dumping, Export Subsidies, The Political Economy of Protectionism.

**Block 4- INTERNATIONAL TRADE AND DEVELOPMENT**

**Unit-11-**International Trade and Economic Development: The Importance of Trade to Development, The Terms of Trade and Economic Development,

**Unit-12-**Export Instability and Economic Development, Import Substitution versus Export Orientation, Current Problems Facing Developing Countries.

**Block 5- REGIONAL ECONOMIC INTEGRATION**

**Unit 13-** Economic Integration: Preferential Trade Agreements, Free Trade Agreements, Customs Union (Trade-Creating and Trade-Diverting).

**Unit-14-**Common Market and Economic Union The EU, NAFTA, Mercosur and the FTAA, ASEAN and AFTA,

**Unit-15-** Regionalism and Multilateralism.

**References: -**

1. Markusen, Melvin, Kaempfer and Maskus, International Trade: Theory and Evidence, McGraw Hill.
2. Kenneth A. Reinert, An Introduction to International Economics: New Perspectives On The World Economy, Cambridge University Press, Supplementary Reading.
3. Krugman Paul R. and Obstfeld Maurice, International Economics, Pearson Education Salvatore Dominick, International Economics, Wiley India.

## Faculty and Support Staff

The University has identified the dedicated requisite faculty and support staff as mandated by the UGC and they are allocated the positions exclusively for ODL mode. The course material prepared by the CDOE faculty is at par with the regulations 2020.

List of Faculty associated with B.COM. (Hons.) program is as follows:-

S. No.	Name of Faculty	Designation	Nature of Appointment	Qual	Subject
1	Dr. Shital Rajput	Assistant Professor	Full-Time	Ph.D	Management
2	Dr. Akhilesh Upadhyay	Assistant Professor	Full-Time	Ph.D	Management

## Delivery Mechanism

The ODL of MU follows a modern ICT (Information & Communication Technology) enabled approach for instruction. The methodology of instruction in ODL of MU is different from that of the conventional/regular programs. Our ODL system is more learner-oriented and the learner is an active participant in the teaching-learning process. ODL of MU academic delivery system comprises:

### A. Print Material

The printed material of the programme supplied to the students will be unit wise for every course.

### B. Counselling Sessions

There will be 6 counselling/ contact classes in face to face mode of two hours each for a course of 4 credits. The counselling sessions / face to face contact classes will be held on the campus of the University on Saturdays and Sundays.

### C. Medium of Instruction

Medium of Course Instruction: English

Medium of Examination: English

### D. Student Support Systems

Universities study Centers or Learner Support Centre shall be headed by a coordinator, not below the rank of Assistant professor and shall be augmented with academic and non-academic staff depending on the learner.

The university has made appropriate arrangements for various support services including counselling schedule and resource-oriented-services evaluation methods and dates both on and off line modes for easy and smooth services to the students through distance mode.

At present the university has only one study center in the campus. The institution is not promoting any study centers outside the campus. All student support services will be provided to the student through a single window method/mode onsite and online.

## F. Procedure for Admissions, Curriculum, Transaction and Evaluation Admission Process

Admission to the B.Com. (Hons.) programme will be done on the basis of screening of candidate's eligibility on first come first serve basis. Admission shall not be a right to the students and MU, CDOE shall retain the right to cancel any admission at any point of time if any irregularity is found in the admission process, eligibility etc.



### Maximum Duration-

- A. The maximum duration of the B.Com. (Hons.) Programme is eight years. Thereafter, students seeking completion of the left-over course(s) will be required to seek fresh admission.
- B. The student can complete his programme within a period of 8 years failing which he/she shall seek fresh admission to complete the programme.

### Eligibility

10+2 in any stream from any recognized board.

### Fee Structure

Name of the Program	Degree	Duration	Year	Program Fee/Year	Exam Fee/Year	Total (in Rs.)
Bachelor of Commerce (Honours)	UG	4 to 8 Years	1	9500	2000	11500
B.Com. (Hons.)			2	8000	2000	10000
			3	8000	2000	10000
			4	8000	2000	10000
Total						41500

### Activity Schedule

S.NO.	Name of the Activity	Tentative months schedule(specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practical's. etc.)	Sep	Nov	Mar	May

### Credit System

MU, CDOE proposes to follow the 'Credit System' for most of its programs. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a 8 credit course requires 240 hours, 6 credit course requires 180 hours , 4 credit course requires 120 hours and 2 credit course requires 60 hours of study. This helps the student to understand the academic effort to complete a course. Completion of an academic programme requires successful clearing of both, the assignments and the term-end examination of each course in a programme.

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
4 Yrs.	160	B.Com. (Hons.)	Bachelor's Degree

## Assignments

Distance Education learners have to depend much on self-study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

**Evaluation:** The evaluation system of the programme is based on two components:

- A. Continuous Evaluation in the form of assignments (weightage 30%):** This Component carries a weightage of 30%. There will be at least one graded assignment and test per course. These assignments are to be submitted to the Co-ordinator of the CDOE/Study Centre to which the student is assigned or attached with.
- B. Term-end examination (weightage 70%):** This will be held twice every year in the months of June and December. The students are at liberty to appear in any of the examinations conducted by the University during the year. A student will be allowed to appear in the Term-End Examination only after she/he has registered for that course and submitted the assignment. For appearing in the Examination, every student has to submit an Examination form through online ([www.mangalayatan.in/](http://www.mangalayatan.in/)) or offline before the due dates as given in the schedule of operations. If a student misses any term-end examination of a course for any reason, s/he may appear for any of them or all the courses subject to the maximum of 8 courses in the subsequent term-end examinations. This facility will be available until a student secures the minimum pass grade in the courses but up to a maximum period of four semesters, since the date of registration of the course is valid for four semesters. Beyond this period s/he may continue for another four semesters by getting Re-registration by paying fee again. In that case, the score of qualified assignments and/or term-end examination will be retained and the student will be required to complete the left out requirements of such re-registered courses. Minimum requirement for passing a course will be 40% marks.

## G. Laboratory Support and Library Resources

The library of Mangalayatan University, Aligarh aims to empower the teaching mission and intellectual culture of the community through availability through an organized collection of information as well as instruction in its access, relevance and evaluation.

The University Library enriches advance learning and discovery by providing access to a broad array of resources for education, research and creative work to ensure the rich interchange of ideas in the pursuit of knowledge.

Centre for Distance and Online Education of Mangalayatan University, Aligarh has initiated the process of setting up a dedicated Library for ODL program and acquiring printed books and e-books for this purpose. The required International and National subject journals are also provided. We have a full functioning community radio service on board (90.4 FM). We already have annual journal subscriptions and the capacity can be enlarged at later stages as the University lines up with more online journals.

The collection of the Library is rich and diverse especially in terms of the breadth and depth of coverage. Collection encompasses subjects in Management, Commerce, Information Technology, Computer Applications, and other allied areas. This collection further includes Books, Research Journals, Project Reports/Dissertations and online Journals.

The University has well equipped Computer Laboratories, Lecture Capturing Systems, Audio Videofacilities, ICT enabled class rooms, Wi-Fi facilities etc.

## H. Cost Estimate of the Programme and the Provisions

Initial expenses have been done by the University in terms of provision of infrastructure, manpower, printing of self study material and other. The University intends to allocate expenses out of the total fee collection as per following details:

a) SLM Development and Distribution	:	20%
b) Postal Expense	:	10%
c) Salary and other Administrative expenses	:	60%
d) Future development	:	10%

Once programmes are operational, fee receipt from the programmes budget to be planed as per the guidelines of University Grants Commission.

## I. Quality Assurance

The University has established the Centre for Internal Quality Assurance (CIQA) in the University campus. The CIQA will monitor and maintain the quality of the ODL programmes. It has the following objectives in making the compliances of quality implementations.

### Objectives

The objective of Centre for Internal Quality Assurance is to develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programmes of higher education in the Open and Distance Learning mode and Online mode being implemented by the Higher Educational Institution are of acceptable quality and further improved on continuous basis.

### Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following

- 1) To maintain quality in the services provided to the learners.
- 2) To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
- 3) To contribute in the identification of the key areas in which Higher Educational Institution should maintain quality.
- 4) To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
- 5) To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.
- 6) To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.
- 7) To facilitate the implementation of its recommendations through periodic reviews.
- 8) To organize workshops/ seminars/ symposium on quality related themes, ensure

- participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.
- 9) To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.
  - 10) To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme (s).
  - 11) To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme.
  - 12) To put in place a mechanism to ensure the proper implementation of Programme Project Reports.
  - 13) To maintain a record of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.
  - 14) To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.
  - 15) To facilitate system based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.
  - 16) To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.
  - 17) To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.
  - 18) To coordinate between Higher Educational Institution and the Commission for various quality related initiatives or guidelines.
  - 19) To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.
  - 20) To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.
  - 21) It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.

After enrolling in 4-year B.Com. ( Hons.) Programme of Mangalayatan University, Aligarh in ODL mode, student will Programme at Mangalayatan University, Aligarh, Gomati in ODL mode, student will exhibit understanding in areas such as accountancy, business law, corporate law, finance, marketing which will instill in students the knowledge and capability of understanding the business world and economy. After completion of B.Com.(Hons.) Programme, student will participate in multiple functional areas of business.