

B.Com. (I YEAR-I SEM)

Introduction to Accounting

(PAPER) : Group A Paper 1

Course Objective :

To impart basic accounting knowledge as applicable to business.

Course Outcomes :

1. Knowledge about different concepts of accounting
2. Recording of business transaction
3. Identifying and rectifying errors
4. Preparation of final accounts
5. Preparation of accounts for NPOS
6. Knowledge regarding accounting of consignments and joint ventures

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Cross Question Numerical

Text Book :

1. Jain & Maheshwari : Principal of Accounting
2. S.M.Sukla : Advance Accounting

Reference Book :

1. Kareem Khanuja : Principal of Accounting

Business Organisation

Group A Paper II

Course Objective :

This course familiarizes the student with the basic principles & setup an organization

Course Outcomes :

1. Factors determining the optimum size of business
2. Concepts of different forms of business
3. Concepts and use of scientific management
4. Concept of business combinations
5. Knowledge about selection of proper business location
6. Knowledge about produce and stock exchange

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

Text Book :

1. Vyavasayik Sangathan: R.C.Agrawal
2. Vyavasayik Sangathan: B.Jha

Reference Book :

- 1.
- 2.
- 3.
- 4..

Business Environment

Group B Paper I

Course Objective :

This course aims at acquiring the students with the emerging issues in business at the national and international level in the light of the policies of liberalisation and globalisation.

Course Outcomes:

1. internal & External Environment
2. Government Policies
3. FEMA & Industrial Policies
4. Consumer Protection Act & its Application
5. Foreign Policy
6. International Economics Institute (like-IFM,WTO)

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Oral Question/Cross Question

Text Book :

1. **Business Environment : V.C . Sinha,Sangam Kapoor**
2. **Economic reforms in India: S. Chand**

Reference Book :

1. **Hanif Mukherji : Indian Economy**
2. **J.P. Mishra : Indian Economy**

Business Regulatory Framework

Group B Paper II

Course Objective :

The objective of this course is to provide a brief about the framework of Indian Business Laws

Course Outcomes :

1. Legal Awareness for Business
2. Knowledge about framework of Indian Business Laws
3. Knowledge about specific Laws for Business.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

Text Book :

1. **R.C. Agrawal : Business Regulatory Framework**
2. **M.C. Kuchhal : Business Regulatory Framework**

Reference Book :

1. **Garga & Chawla: Business Regulatory Framework**
2. **B. L. Gupta : Vavsayik Sanniuam**
3. **N.D. Kapoor: Business Regulatory Framework**

Business Communication

Group C Paper I

Course Objective :

The objective of this course is to develop effective business communication skills among the students.

Course Outcomess :

- 1) Role of communication in self development.
- 2) Role of communication in business development.
- 3) Writing skill.
- 4) Presentation skill.
- 5) Skill of facing interview.
- 6) Method of Preparing reports.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Group Discussions
- class Presentations.

Text Book :

1. Bodh Raj: Business Communication
2. Anil Pratap Singh: Vaivsayik Sanchar

Reference Book :

1. Anjani Srivasvata: Business Communication

Fundamentals of Business Mathematics

Group C Paper II

Course Objective :

The objective of this course is to enable the students to have such minimum knowledge of mathematics as applicable to business and economic situations.

Course Outcomes :

Knowledge About-

1. Knowledge about calculation of Simple and compound interest
2. Knowledge of Matrices
3. Knowledge of algebraic Arithmetic Progression and Geometric Progression
4. Knowledge about present value

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Cross question
- Class test

Text Book :

1. **Business Mathematics : V.K.Kapoor**
2. **Business Mathematics : Aseem Verma**

Reference Book :

1. **R.S. Agrawal : Fundamentals of Business Mathematics**

B.Com YEAR I SEMESTER II

Financial Accounting

Group A Paper I

Course Objective :

This paper provides the students an understanding of the application of accounting techniques for management.

Course Outcomes :

- 1-Knowledge about Double Entry System
- 2-Knowledge about Partnership
- 3-Preparation of Revenue A/C Preparation of Balance Sheet
- 4-Knowledge about Settlement of Account
- 5-Preparation of Voyage A/C
- 6-Role of Insolvency of Partners

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Written class test
- Oral test

Text Book :

- 1. Financial Accounting: S.M. Shukla**
- 2. Financial Accounting: Jain and Narang**

Reference Book :

- 1. FINANCIAL ACCOUNTING : S. K. SINGH & BANARASI MISHRA**

Indian Economy

Group A Paper II

Course Objective :

This paper aims at acquainting the students with the emerging issues in business at the national level in the light of the policies and problems of Indian economy.

Course Outcomes :

1. Components of Indian
2. Problems of Unemployment, Poverty & Social Injustice
3. Parallel Economy (Black Money)
4. Role & importance of small & cottage Industries in India
5. Issue of privatization in India
6. Need of Foreign capital in India & origin and growth of MNCs

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class Presentation & Cross Question

Text Book :

1. Indian Economy :Sangam Kapoor
2. Indian Economy : A.N. Agrawal

Reference Book :

1. SINHA V. C. - VYAVSAIK PERYAVARAN
2. DUTT & SUNDARAM - INDIAN ECONOMIC

Money Banking And International Trade

Group B Paper I

Course Objective :

This paper exposes the students to the working of money, banking functional and international trade prevailing in India.

Course Outcomes :

- 1) Origin of Money.
- 2) Role of money in economy.
- 3) Measurement of value of money.
- 4) Role of Banks.
- 5) International trade.
- 6) Balance of Trade & Balance of Payment.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class test.

Text Book :

1. M.N.Jhingan & M. L. Seth : Money banking and International Trade
2. S.B.Gupta : Monetary planning of India

Reference Book :

1. H. L. AHUJA - MONEY BANKING & INTERNATIONAL TRADE

Business Economics

Group B Paper II

Course Objective :

This paper is meant to acquaint the students with the principles of business economics as are applicable in business.

Course Outcomes :

- 1) Use of economics in business.
- 2) Effect of price on demand.
- 3) Deciding price of product in different type of market.
- 4) Determination of cost in different situations.
- 5) Effects of large scale and small scale production.
- 6) Implication of factors of production.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class presentation and case studies.

Text Book :

1. H.L.Ahuja: **Business Economics**
2. V.C.Singha & H.K.Singh :**Business Economics**

Reference Book :

1. R. K. LEKHI - BUSINESS ECONOMICS

Principles of Management

Group C Paper 1

Course Objective :

This paper familiarizes the students with the basics of principles of management.

Course Outcomes :

- 1) Process of Management .
- 2) Decision making process.
- 3) Motivation & enrolling techniques.
- 4) Leadership concept.
- 5) Communication in organization type.
- 6) Qualities in good leader.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Queries in the end of classes.

Text Book :

1. B. Jha : Principles Of Management

Reference Book :

1. R. C. AGRAWAL - PRINCIPLES OF MANAGEMENT
2. MOTIHAR - PRINCIPLES OF MANAGEMENT

Business Mathematics

Group C Paper II

Course Objective :

The objective of this course is to enable the students to have such minimum knowledge of mathematics as applicable to business and economic situations.

Course Outcomes :

1. Linear programming problem
2. Differential Calculus – Product, Quotient and chain rule
3. Integration – Process and standard forms of integration
4. Permutation- Theories
5. Multiplication and addition
6. Combination different things taking at a time

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Group discussion & guess question

Text Book :

1. **Jain Praveen : Business Mathematics**
2. **Verma & Tripathi : Business Mathematics**

Reference Book :

1. **V.K.Kapoor: Business Mathematics**

B.Com II year III Semester

Business Statistics

Group A Paper II

Course Objective :

The objective of this course is to enable the students to gain understanding of statistical techniques as are applicable to business.

Course Outcomes :

1. The importance of statistics can hardly be over emphasised over lives and habits
2. Learn collection and uses of data
3. To know the stage of economic development
4. Evaluation of the success of plan is also at one with statistics
5. Preparation of graphic and tabulation system
6. Explanation of data

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

7. Class oral and group discussion

Text Book :

1. SHUKLA S. M. - BUSINESS STATISTICS
2. GUPTA K. L. - BUSINESS STATISTICS

Reference Book :

1. GUPTA B. N. - BUSINESS STATISTICS

B.Com II year III Semester

Public Finance

Group A Paper II

Course Objective :

This course exposes the students to the various concepts of Indian Public finance system and an in depth study tax collection and expenditure management.

Course Outcomes:

- 1) Allocation of resource.
- 2) Public expenditure.
- 3) Tax & non Tax revenue.
- 4) Economic effects of taxes.
- 5) Indian tax structure.
- 6) Ability to pay.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

Text Book :

1. R.K.Lekhi & G.S.Varsanay: Public Budgeting

Reference Book :

- | | | |
|-------------------|---|---------------|
| 1. PUBLIC FINANCE | - | R. C. AGRAWAL |
| 2. LEKH VITYA | - | J. P. MISHRA |

B.Com II year III Semester

INFORMATION TECHNOLOGY AND E-COMMERCE

Group B Paper 1

Course Objective :

The objective of this course is to provide an understanding of computer operating system and application of relevant in managerial decision making and e-business.

Course Outcomes: :

- 1) Application of information technology in business.
- 2) Type of computer and its generation.
- 3) Editing of documents (MS.WORD).
- 4) Computerized Accounting software (Tally).
- 5) Introduction of various types of networks.
- 6) Application of E-Banking & digital payment.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Cross Questioner.

Text Book :

1. UTTAM CHAND - INFORMATION TECHNOLOGY AND E-COMMERCE

Reference Book :

1. SINGH RATTAN PAL SINGH - INFORMATION TECHNOLOGY AND E-COMMERCE

B.Com II year III Semester

Business Finance

Group B Paper II

Course Objective :

This course helps students understanding the conceptual framework of business finance and use thereof in making financial decisions.

Course Outcomes: :

- 1) Role of financial planning in business.
- 2) Preparation of optimum capital structure.
- 3) Assessment of fixed and working capital.
- 4) Modes of obtaining funds for business.
- 5) Cost involved in owned and debt funds.
- 6) Impact of capitalization

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

Class presentation and case studies

Text Book :

3. **Business Finance: H.K.Singh**

Reference Book :

1. PANDEY Y. K. - BUSINESS FINANCE

B.Com II year III Semester

Auditing

Group C Paper 1

Course Objective :

This course is meant to acquaint the students with the principles of auditing as are applicable in overall checkout financial records and systems.

Course Outcomes:

- 1) Audit Process.
- 2) Government Audit & Private Audit.
- 3) Internal control & internal check.
- 4) Internal Audit ways.
- 5) Management of cost Audit.
- 6) Audit report making.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Group discussion and queries.

Text Book :

1. **B.K. Mehta: Auditing**
2. **T.N Sharma : Auditing**

Reference Book :

1. **B.N. Tondon : Auditing**

B.Com II year III Semester

Corporate Accounting

Group C Paper II

Course Objective :

The course enables the students to develop awareness about corporate accounting in conformity with the provisions of companies act.

Course Outcomes:

- 1) Accounting method of share capital and debentures.
- 2) Methods of valuation of G/W & share.
- 3) Accounting for amalgamation of company.
- 4) Accounting of liquidation of company.
- 5) Preparation of consolidated B/S of holding companies.
- 6) Accounting of redemption of debenture.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Numerical Questions.

Text Book :

1. **S.N.Maheshwari: Corporate Accounting**
2. **T.S.Grewal & S.M. Shukla : Advance Accounting**
3. **KAREEM & KHANUJA: Corporate Accounting**

Reference Book :

1. ADVANCE ACCOUNTING - HANIF & MUKHARJEE
2. CORPORATE ACCOUNTING - JAIN & NARANG

B.COM II YEAR SEMESTER IV
GROUP A PAPER I
STATISTICAL TECHNIQUES

Course Objective :

The objective of this course is to make the students learn the application of statistical tools and techniques for decision making.

Course Outcomes:

1-Knowledge about proper uses of data

2- Use of statistical tools

3-Preparation and uses of index number in Indian Era

4-Uses and Application of time series

5-Profit estimation from business forecasting

6-Interpolation is used for calculating past missing data where as extrapolation is made for estimating for the future

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class text and quiz

Text Book :

- | | | |
|-----------------------|---|----------------------|
| 1. NAGAR KAILASH NATH | - | SANKHYIKI KE SIDHANT |
| 2. VARSHNAY S. K. | - | BUSINESS STATISTICS |
| 3. GUPTA K. L. | - | BUSINESS STATISTICS |
| 4. SHUKLA S. M. | - | BUSINESS STATISTICS |

Reference Book :

- | | | |
|----------------|---|---------------------|
| 1. GUPTA B. N. | - | BUSINESS STATISTICS |
| 2. SINGH A. K. | - | BUSINESS STATISTICS |

B.COM II YEAR SEMESTER IV
GROUP A PAPER II
FUNDAMENTALS OF INSURANCE

Course Objective :

This paper provides an understanding of the fundamentals of insurance and their relevance.

Course Outcomes:

- 1-Knowledge about different types of Insurance
- 2-Calculation mortality table
- 3-Calculation of risk
- 4-Development of risk bearing capacity from various type of insurance
- 5-Knowledge about various insurance policy and their condition
- 6-Importance of reinsurance

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class seminar

Text Book :

1. MISHRA M. N. - PRINCIPLE OF INSURANCE
2. MOTIHAR M. - PRINCIPLE OF INSURANCE

Reference Book :

1. O.S.Gupta : Life Insurance

B.COM II YEAR SEMESTER IV
GROUP B PAPER I
CORPORATE FINANCIAL ANALYSIS

Course Objective :

This paper aims at making students conversant with the concept of corporate financial analysis as also their implications for corporate management.

Course Outcomes:

1. Calculation of managerial remuneration of company
2. Analysis of Financial statement with the help of various tools
3. Preparation of cash flow & fund flow statement for analysis of statement
4. Preparation of Various Budgeting (like flexible of production)
5. Concept of corporate reporting

Scope of Budgeting **Assessment Method** : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

Class test & Cross Question

Text Book :

CORPORATE ACCOUNTING	-	S. M. SHUKLA
CORPORATE ACCOUNTING	-	KAREEM & KHANUJA

Reference Book :

1. CORPORATE ACCOUNTING - S. N. MAHESHWARI

B.COM II YEAR SEMESTER IV
GROUP B PAPER II
COMPANY LAW

Course Objective :

The objective of this course is to provide basic knowledge of provisions of the Companies Act 2013, along with relevant case law.

Course Outcomes:

Knowledge About-

1-Company, kind of company

2-Company registration

3-Memorandum and Article of Association

4-types of share

5-Company Marketing

6-Models of winding up

7-Company director

Assessment Method: (Ex. Quiz, Debate, Essay, Class Test, Project, Exams ...)

Cross Question

Text Book :

KAPOOR N.D. - COMPANY LAW

KUCHHAL M. C. - COMPANY LAW

Reference Book :

1. GURG & CHAWLA - COMPANY LAW

B.COM II YEAR SEMESTER IV

GROUP C PAPER I

PUBLIC BUDGETING AND FISCAL ADMINISTRATION

Course Objective :

The objective of this course is to provide basic knowledge of the provision of the Indian financial administration and allocation of public revenue.

Course Outcomes:

1. Knowledge About Private And Public Debt
2. Role Of Financing Deficit In Budget In India
3. Knowledge About Different Types Of Budget In Indian Era
4. Knowledge About Finance Commission
5. Knowledge About Indian Executive Legislature
6. Student Preparing Economic Budget

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Written class test

Text Book :

- | | | |
|-------------------|---|-------------------------------------|
| 1. PUBLIC FINANCE | - | R. K. LEKHI |
| 2. PUBLIC FINANCE | - | J. C. VARSHANEY |
| 3. PUBLIC FINANCE | - | PROF. A. K. MISHRA, PROF. S. N. JHA |

Reference Book :

- | | | |
|-------------------|---|---------------|
| 1. PUBLIC FINANCE | - | R. C. AGRAWAL |
| 2. लेख वित्त | - | जे० पी० मिश्र |

B.COM II YEAR SEMESTER IV

GROUP C PAPER II

INCOME TAX

Course Objective :

It enables the students to know the basics of income tax and its implications.

Course Outcomes:

1. Basic knowledge of source of income
2. knowledge about assessment
3. Knowledge about calculation of Income tax
4. Filling to return assessment
5. Self income Tax
6. Evaluation of exempted Income

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class test and quiz

Text Book :

- | | | |
|---------------|---|------------------|
| 1. INCOME TAX | - | H. C. MEHROTRA |
| 2. INCOME TAX | - | M. C. SHUKLA |
| 3. INCOME TAX | - | S. N. MAHESHWARI |

Reference Book :

- | | |
|-------------------------------|-----------------|
| 1. INCOME TAX LAW & ACCOUNTS- | BHAGWATI PRASAD |
|-------------------------------|-----------------|

**B.COM III YEAR SEMESTER V
GROUP A PAPER I**

Specialised Accounts

Course Objective : (2 or 3 lines)

The objective of this course is to enable the students to understand accounting concepts, tools and techniques to business and industry.

Course Outcome : (Minimum 5 points)

1-knowledge about Royalty system

2-knowledge about patent and copyright

3-preparation branch A/C

4-Knowledge about bank account system

5-preparation HRA

6-Knowledge about machine accounting

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class written Test and Group Quiz.

Text Book :

1. S. M. Shukla & T.S. Grewal: Advance Accounting
2. R.L.Gupta: Advance Accounting

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER V
GROUP A PAPER II**

Cost Accounting

Name of the Department : Commerce

Name of the Course (PAPER) : Group A Paper 2 (Cost Accounting)

Course Objective : (2 or 3 lines)

The objective of this course is to enable students to understand and learn cost concepts, cost control and cost minimisation techniques used for taking managerial decisions.

Course Outcome : (Minimum 5 points)

1-Knowledge about Cost Element And Cost Sheet

2-Control On Material

3-Control On Labour

4 -Control On Overhead

5-Role Of Overhead In Cost Accounting

6-Determination Of Profit On Of Each Product

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class test
- group discussion

Text Book :

1. M.N.Singh & B.K.Agrawal: Cost Accounting
2. B.K Agrawal & B.K Mehta : Cost Accounting

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER V
GROUP A PAPER III**

Business Entrepreneurship

Course Objective : (2 or 3 lines)

It provides exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

Course Outcome : (Minimum 5 points)

- 1) Role of entrepreneur in economic development.
- 2) How to identify feasible business projects.
- 3) How to finance new ventures projects.
- 4) Methods of environment analysis.
- 5) Different programmer helpful in entrepreneurial development.
- 6) Different theories of entrepreneurship.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Group discussions.

Text Book :

- 1.
- 2.

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER V
GROUP B PAPER I**

Financial Management

Course Objective : (2 or 3 lines)

The objective of this course is to help students to understand the conceptual framework of financial management and its applications under various environmental constraints.

Course Outcome : (Minimum 5 points)

- 1) Wealth maximization.
- 2) Capital structure type.
- 3) Capital Budgeting nature.
- 4) Cost of capital.
- 5) Profitability Index.
- 6) Pay bank period.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Queries in class.

Text Book :

1. P.K.Jain,M.Y. Khan And I.M.Pandey :Financial Management

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

B.COM III YEAR SEMESTER V

GROUP B PAPER II

Financial Market

Name of the Department : Commerce

Name of the Course (PAPER) : Group B Paper 2 (Financial Market)

Course Objective : (2 or 3 lines)

This paper aims at providing students with an understanding of the structure, organisation and working of financial markets and institutions in India.

Course Outcome : (Minimum 5 points)

1. Components of Indian money market
2. Characteristics of a developed money market
3. Various instrument in Indian money market
4. Functions and role of stock Exchange
5. Listing Procedure in stock Exchange
6. Various types of stock Exchange in India (NSC&BSE,OTCE)

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

Class Presentation & Cross Questions

Text Book :

3. L.M.Bhole: Financial Markets And Institutions
4. M.Y.Khan: Indian Financial System

Reference Book:

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

B.COM III YEAR SEMESTER V
GROUP B PAPER III

Financial Services

Name of the Department : Commerce

Name of the Course (PAPER) : Group B Paper 3 (Financial Services)

Course Objective : (2 or 3 lines)

The objective of this course is to help students to understand various issues in Indian financial services and security analysis.

Course Outcome : (Minimum 5 points)

Knowledge About

- 1- Merchant Bank
- 2- SEBI rules and regulation
- 3- Mutual Funds & their Type
- 4- Venture Capital for risky Business
- 5- Company Ratings
- 6- Financial Services

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

Cross Questioning

Text Book :

- 4.
- 5.

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

B.COM III YEAR SEMESTER V
GROUP C PAPER I

Principles of Marketing

Course Objective : (2 or 3 lines)

The purpose of this paper is to enable students to learn the process ,tools and techniques, and principles of marketing system.

Course Outcome : (Minimum 5 points)

1-Marketing Importance

2-Consumer Behaviour

3-Market Segmentation

4-Product Life-Cycle

5-Price Determination

6-Discounts & Rebate Types

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Group discussion & class test

Text Book :

3. S.N.Jha &Pooja : Vipran Ke Tatva
4. Dr. Kumar Amita: Principles Of Marketing

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER V
GROUP C PAPER II**

International of Marketing

Name of the Department : Commerce

Name of the Course (PAPER) : Group C Paper 2 (International Marketing)

Course Objective : (2 or 3 lines)

The objective of this course is to expose students to the conceptual framework of international marketing management.

Course Outcome: (Minimum 5 points)

1. Marketing
2. Domestic marketing and international marketing
3. Branding and packaging
4. Pricing control
5. Quotation and payment terms

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Cross querying

Text Book :

1. S.C. Jain & P.K. Vasudeva : International Marketing

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER V
GROUP C PAPER III**

Agricultural and Rural Marketing

Course Objective : (2 or 3 lines)

This paper appraises students with the issues in rural and agricultural marketing.

Course Outcome: (Minimum 5 points)

- 1) Rural marketing Importance.
- 2) Product & Pricing strategies.
- 3) Behavior of rural consumer.
- 4) Promotion and distribution in rural market.
- 5) Role of government in Agricultural products.
- 6) Distribution channels & logistics in rural markets.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Queries in class & class test

Text Book :

1. C.B.Mamoria: Agriculture Marketing
2. T.P.Gopalswamy: Rural Marketing

Reference Book:

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER VI
GROUP A PAPER I**

Higher Accounting

Course Objective : (2 or 3 lines)

To impart higher accounting knowledge as applicable to the business.

Course Outcome : (Minimum 5 points)

1. Knowledge about accounting of insolvency of individual and firms
2. Accounting related with insurance company
3. Knowledge about double account
4. Knowledge about government account
5. CAG Power and duties
6. System of financial administration in India

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Text through numerical question

Text Book :

1. S.M.Shukla : Advance Accounting

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if required.

**B.COM III YEAR SEMESTER VI
GROUP A PAPER II**

GST and Customs Duty

Name of the Department : Commerce

Name of the Course (PAPER) : Group A Paper 2 (GST and Customs Duty)

Course Objective : (2 or 3 lines)

This paper exposes the students to the goods and service tax & customs duty and also completed one nation and country of the indirect tax system.

Course Outcome : (Minimum 5 points)

1-Knowledge About Goods And Service Tax

2-Knowledge About Various Taxes

3-Preparation Of Tax Liabilities

4-Knowledge About Filling Return

5-Valuation Custom Duty

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class writing test

Text Book :

1.

2.

Reference Book :

1.

2.

3.

4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER VI
GROUP A PAPER III**

Business Ethics and Corporate Governance

Name of the Department : Commerce

Name of the Course (PAPER) : Group A Paper 3 (Business Ethics And Corporate Governance)

Course Objective : (2 or 3 lines)

This course exposes the students to the basic business ethics and corporate governance.

Course Outcome : (Minimum 5 points)

1. Role of ethics and governance
2. Use of ethics in business management
3. Different ethical issues related with various fields of business
4. Use of ethics in self development
5. Corporate governance and its use
6. Aspect of governance towards different stakeholders

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class presentation
- Group discussions.

Text Book :

- 1.
- 2.

Reference Book :

- 1.
- 2.
- 3.

4..Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER VI
GROUP B PAPER I**

Corporation Finance

Course Objective : (2 or 3 lines)

This course enable the students to develop awareness about corporation financial system.

Course Outcome : (Minimum 5 points)

- 1) Calculation of financial leverage.
- 2) Dividend policies.
- 3) Models of dividend policies.
- 4) Management of working capital.
- 5) Factors determining working capital.
- 6) Significance of working cap.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Cross Questions & numerical.

Text Book :

- 1.
- 2.

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER VI
GROUP B PAPER II**

Securities Market Operations

Course Objective : (2 or 3 lines)

The objective of this course is to acquaint the students with the basics of security market operation analysis.

Course Outcome : (Minimum 5 points)

- 1) Type of corporate securities.
- 2) Provisions related to securities contract and regulation act.
- 3) SEBI guidelines related to stock exchange.
- 4) SEBI guidelines related with bankers, underwriters etc.
- 5) Meaning of investor protection.
- 6) Use of investor protection under different act.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Cross question and group discussions.

Text Book :

- 1.
- 2.

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER VI
GROUP B PAPER III**

Indian Financial System

Course Objective : (2 or 3 lines)

The objective of this course is to appraise students of the structure, organization and working of financial system in India. .

Course Outcome : (Minimum 5 points)

- 1) Role of finance in an economy.
- 2) Knowledge about financial intermediaries.
- 3) Function & establishment of IDBI, IFCI, SIDBI.
- 4) Problem & policies of allocation of institutional credits.
- 5) Bank Nationalization in India.
- 6) Various interest rates in India.

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Class presentation & cross Questions.

Text Book :

- 1.
- 2.

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER VI
GROUP C PAPER I**

Retailing and Distribution Management

Name of the Department : Commerce

Name of the Course (PAPER) : Group C Paper 1 (Retailing and distribution Management)

Course Objective : (2 or 3 lines)

The objective of this course is to help students to understand the concept of retailing and distribution management of marketing system.

Course Outcome: (Minimum 5 points)

1-Retailing types and functions

2-Functions of salesmen

3-Distribution channels

4-physical distribution of goods

5- Modes of warehousing

6- Inventory Control and offer processing

Assessment Method: (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- class test & queries

Text Book :

1.B.Jha & Ajeet Shukla :Marketing Management

2. Ajeet Shukla: Principles Of Marketing

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER VI
GROUP C PAPER II**

International Marketing Management

Course Objective : (2 or 3 lines)

The objective of this course is to expose students to the conceptual framework of international marketing management.

Course Outcome : (Minimum 5 points)

1-Methods of international Promotion

2-Distribution channels

3-Exim Policy in India

4-How to start Export Business

5-Export Procedures

6-Selection of foreign sales agent

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

- Cross Questioning

Text Book :

- 1.
- 2.

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.

**B.COM III YEAR SEMESTER VI
GROUP C PAPER III**

Advertising and Sales Promotion

Name of the Department : Commerce

Name of the Course (PAPER) : Group C Paper 3 (Advertising And Sales Promotion)

Course Objective : (2 or 3 lines)

The objective of the course is to acquaint students with the basics of advertising and sales promotion.

Course Outcome : (Minimum 5 points)

1) Social & Ethical Aspects Of Advertising

2) Selection Of Media In Advertising

3) Creative Advertising

4) Methods Of Promotion

5) Sales Forecasting And Sales Budget

6) Sales Quota & Territories

Assessment Method : (Ex. Quiz, Debate , Essay, Class Test, Project, Exams ...)

Class test & queries

Text Book :

- 1.
- 2.

Reference Book :

- 1.
- 2.
- 3.
- 4..

Revision / Remarks : (Optional , If in last 5 years)

USE Additional sheets if Required.