

## **COURSE DETAILS (III year-V SEM)**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group A Paper 1 (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.**

## **COURSE DETAILS**

**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.**

## **COURSE DETAILS**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group A Paper 3 (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.**

## **COURSE DETAILS**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group B Paper 1 (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.**

## **COURSE DETAILS**

**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 :**

1. L.M.Bhole: Financial Markets And Institutions
2. 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.**

## **COURSE DETAILS**

**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 :**

- 1.
- 2.

**Reference Book :**

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

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

**USE Additional sheets if Required.**

## **COURSE DETAILS**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group C Paper 1 (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 :**

1. S.N.Jha &Pooja : Vipran Ke Tatva
2. 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.**

## **COURSE DETAILS**

**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.**

## **COURSE DETAILS**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group C Paper 3 (Agricultural And Rural Marketing)

**Course Objective :** (2 or 3 lines)

This paper apprises 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.**

## **COURSE DETAILS (III Year-VI SEM)**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group A Paper 1 (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.**

## COURSE DETAILS

**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 Filing 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.**

**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.**

## COURSE DETAILS

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group B Paper 1 (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.**

## **COURSE DETAILS**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group B Paper 2 (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.**

## **COURSE DETAILS**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group B Paper 3 (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.**

## **COURSE DETAILS**

**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.**

## **COURSE DETAILS**

**Name of the Department :** Commerce

**Name of the Course (PAPER) :** Group C Paper 2 (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.**

## **COURSE DETAILS**

**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.**