

**Four Year Bachelor of Commerce (Business Management)
Programme Structure and Syllabus**

Semester III			
Course Type	Course Code	Course Title	Credits
Major	COM-200	Public Economics	4
	CBM-201	Marketing Management	4
Minor (Any 1)	CBM-211	Business Finance	4
	COM-212	Business Law	4
	COM-213	Business Statistics I	4
Multidisciplinary (Any 1)	COM-231	Fundamentals of Event Management	3
	COM-232	Fundamentals of Digital Marketing	3
	COM-233	Business Ethics and Governance	3
	COM-234	Personal Investment and Tax Planning	3
	COM-235	Intellectual Property Rights	3
Ability Enhancement	To be opted from the available ability enhancement courses approved by the respective Board of Studies.		2
Skill Enhancement (Any 1)	COM-241	Accounting Software Application	3 (1T+2P)
	COM-242	Business Data Analysis	3 (1T+2P)
	COM-243	Personal Financial Planning	3 (1T+2P)
	COM-244	Introduction to Auditing	3 (1T+2P)
	COM-245	Business Database Management and Analysis	3 (1T+2P)
		Total Credits	20
Semester IV			
Course Type	Course Code	Course Title	Credits
Major	COM-202	Fundamentals of Macroeconomics for Business	4
	CBM-203	Services Marketing	4
	CBM-204	Event Management	4
	CBM-205	Brand Management	2
Minor (Any 1)	CBM-221	Digital Marketing (VET)	4
	COM-222	Corporate Law (VET)	4
	COM-223	Business Statistics II (VET)	4
Ability Enhancement	To be opted from the available ability enhancement courses approved by the respective Board of Studies.		2
		Total Credits	20
Semester V			
Course Type	Course Code	Course Title	Credits
Major	COM-300	Indian Economy	4
	CBM-301	Human Resource Management	4
	CBM-302	Retail Management	4
	COM-303	Research Process	2
Minor	CBM-321	Supply Chain and Logistic Management (VET)	4

Internship	COM-361	Internship	2
		Total Credits	20
Semester VI			
Course Type	Course Code	Course Title	Credits
Major	COM-304	International Economics	4
	CBM-305	Entrepreneurship Development	4
	CBM-306	International Marketing	4
	CBM-307	Project	4
Minor	CBM-322	Tourism and Travel Management (VET)	4
		Total Credits	20
Semester VII			
Course Type	Course Code	Course Title	Credits
Major	COM-400	Management Accounting	4
	CBM-401	Organisational Behaviour	4
	COM-402	Financial Management	4
	COM-403	Research Methodology	4
Minor	CBM-411	Total Quality Management	4
		Total Credits	20
Semester VIII			
Course Type	Course Code	Course Title	Credits
Major	CBM-404	Business Ethics and Corporate Social Responsibility	4
	CBM-405	Consumer Behaviour and Marketing Research	4
	CBM-406	Strategic Management	4
	CBM-407	Customer Relationship Management	4
Minor (Any 1)	COM-412	Basic Econometrics	4
	CBM-413	AI and ML for Business Management	4
		Total Credits	20
		Grand Total	160



Bachelor of Commerce Programme with Double Major

In case of Bachelor of Commerce with Double Major, the students need to opt for 60% of courses from one discipline (36 Credits) and 40% courses from another discipline (24 Credits) from the available disciplines under Commerce (Financial Accounting, Cost Accounting, Banking and Financial Services, and Business Management).

In case of Bachelor of Commerce (Honours) with Double Major, the students need to opt for 60% of courses from one discipline (52 Credits) and 40% courses from another discipline (40 Credits) from the available disciplines under Commerce (Financial Accounting, Cost Accounting, Banking and Financial Services, and Business Management).

The Minor courses in Semester I and Semester II to be considered as Major courses for the purpose of computation of Total Major Courses in the case of Double Major programmes.

The 60% and 40% courses to be offered from Business Management in respective semesters are as follows:

A. Business Management (60%)

Semester I		
Course Code	Course Title	Credits
COM-111	Principles and Practice of Management	4
Semester II		
Course Code	Course Title	Credits
NIL		
Semester III		
Course Code	Course Title	Credits
CBM-201	Marketing Management	4
Semester IV		
Course Code	Course Title	Credits
COM-202	Fundamentals of Macroeconomics for Business	4
CBM-203	Services Marketing	4
CBM-205	Brand Management	2
Semester V		
Course Code	Course Title	Credits
COM-300	Indian Economy	4
CBM-301	Human Resource Management	4
COM-303	Research Process	2
Semester VI		
Course Code	Course Title	Credits
CBM-305	Entrepreneurship Development	4
CBM-307	Project	4
Semester VII		
Course Code	Course Title	Credits
CBM-401	Organisational Behaviour	4
COM-403	Research Methodology	4

Semester VIII		
Course Code	Course Title	Credits
CBM-404	Business Ethics and Corporate Social Responsibility	4
CBM-405	Consumer Behaviour and Marketing Research	4

B. Business Management (40%)

Semester I		
Course Code	Course Title	Credits
COM-111	Principles and Practice of Management	4
Semester II		
	NIL	
Semester III		
Course Code	Course Title	Credits
COM-200	Public Economics	4
Semester IV		
Course Code	Course Title	Credits
CBM-203	Services Marketing	4
Semester V		
Course Code	Course Title	Credits
CBM-301	Human Resource Management	4
Semester VI		
Course Code	Course Title	Credits
COM-304	International Economics	4
CBM-306	Entrepreneurship Development	4
Semester VII		
Course Code	Course Title	Credits
CBM-401	Organisational Behaviour	4
COM-402	Financial Management	4
Semester VIII		
Course Code	Course Title	Credits
CBM-404	Business Ethics and Corporate Social Responsibility	4
CBM-405	Consumer Behaviour and Marketing Research	4

Following Double Major combinations are permitted:

Bachelor of Commerce with Double Major (Three Years)									
Disciplines	CFA		CCA		CBF		CBM		Double Major
Combination	A	B	A	B	A	B	A	B	Combinations
Credits	36	24	36	24	36	24	36	24	36/24
1 Option	A			B					CFA/CCA
2 Option	A					B			CFA/CBF
3 Option	A							B	CFA/CBM
4 Option			A			B			CCA/CBF
5 Option			A					B	CCA/CBM
6 Option		B	A						CCA/CFA
7 Option					A			B	CBF/CBM
8 Option		B			A				CBF/CFA
9 Option				B	A				CBF/CCA
10 Option		B					A		CBM/CFA
11 Option				B			A		CBM/CCA
12 Option						B	A		CBM/CBF

Bachelor of Commerce (Honours) with Double Major (Four Years)									
Disciplines	CFA		CCA		CBF		CBM		Double Major
Combination	A	B	A	B	A	B	A	B	Combinations
Credits	52	40	52	40	52	40	52	40	52/40
1 Option	A			B					CFA/CCA
2 Option	A					B			CFA/CBF
3 Option	A							B	CFA/CBM
4 Option			A			B			CCA/CBF
5 Option			A					B	CCA/CBM
6 Option		B	A						CCA/CFA

7 Option					A			B	CBF/CBM
8 Option		B			A				CBF/CFA
9 Option				B	A				CBF/CCA
10 Option		B					A		CBM/CFA
11 Option				B			A		CBM/CCA
12 Option						B	A		CBM/CBF

Bachelor of Commerce Program with Interdisciplinary Subjects

In case of Bachelor of Commerce with Interdisciplinary Subjects, the students need to opt for Total 60 Credits of Major Courses which include 20 Credits from Subject A, 20 Credits from Subject B, and 20 Credits from Subject C from the available disciplines under Commerce (Financial Accounting, Cost Accounting, Banking and Financial Services, and Business Management).

In case of Bachelor of Commerce (Honours) with Interdisciplinary Subjects, the students need to opt for Total 92 Credits of Major Courses which include 32 Credits from Subject A, 28 Credits from Subject B, and 32 Credits from Subject C from the available disciplines under Commerce (Financial Accounting, Cost Accounting, Banking and Financial Services, and Business Management).

The Minor courses in Semester I and Semester II to be considered as Major courses for the purpose of computation of Total Major Courses in the case of Bachelor of Commerce/ Bachelor of Commerce (Honours) with Interdisciplinary Subjects.

The list of the courses are as follows:

A. Business Management (32 Credits)

	Course Code	Course Title	Credits
A1	COM-100	Financial Accounting	4
A2	CBM-201	Marketing Management	4
A3	COM-202	Fundamentals of Macroeconomics for Business	4
A4	COM-300	Indian Economy	4
A5	CBM-307	Project	4
A6	COM-400	Management Accounting	4
A7	CBM-404	Business Ethics and Corporate Social Responsibility	4
A8	CBM-405	Consumer Behaviour and Marketing Research	4

B. Business Management (28 Credits)

	Course Code	Course Title	Credits
B1	COM-101	Elements of Cost	4
B2	CBM-203	Services Marketing	4
B3	CBM-205	Brand Management	2
B4	COM-303	Research Process	2
B5	COM-304	International Economics	4
B6	CBM-305	Entrepreneurship Development	4

B7	CBM-401	Organisational Behaviour	4
B8	CBM-406	Strategic Management	4

C. Business Management (32 Credits)

	Course Code	Course Title	Credits
C1	COM-200	Public Economics	4
C2	CBM-204	Event Management	4
C3	CBM-301	Human Resource Management	4
C4	CBM-302	Retail Management	4
C5	CBM-306	International Marketing	4
C6	COM-402	Financial Management	4
C7	COM-403	Research Methodology	4
C8	CBM-407	Customer Relationship Management	4

Following Interdisciplinary combinations are permitted:

Bachelor of Commerce with Interdisciplinary (Three Years)													
Disciplines	CFA			CCA			CBF			CBM			Interdisciplinary
Combination	A	B	C	A	B	C	A	B	C	A	B	C	Combinations
Credits	20	20	20	20	20	20	20	20	20	20	20	20	20/20/20
1 Option	A				B				C				CFA/CCA/CBF
2 Option				A				B				C	CCA/CBF/CBM
3 Option			C				A				B		CBF/CBM/CFA
4 Option		B				C				A			CBM/CFA/CCA

Bachelor of Commerce (Honours) with Interdisciplinary (Four Years)													
Disciplines	CFA			CCA			CBF			CBM			Interdisciplinary
Combination	A	B	C	A	B	C	A	B	C	A	B	C	Combinations
Credits	32	28	32	32	28	32	32	28	32	32	28	32	32/28/32
1 Option	A				B				C				CFA/CCA/CBF
2 Option				A				B				C	CCA/CBF/CBM
3 Option			C				A				B		CBF/CBM/CFA
4 Option		B				C				A			CBM/CFA/CCA

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-200

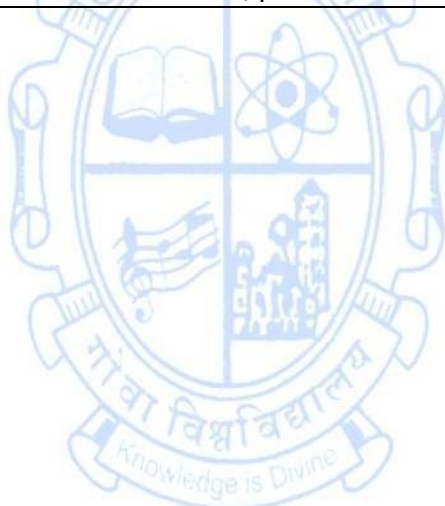
Title of the Course: Public Economics

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with fundamental concepts in Public Economics. 2. To impart knowledge of public expenditure and public revenue 3. To familiarize learners with taxation and fiscal policy. 4. To introduce learners to the issues in public debt and fiscal federalism. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Public Economics Nature and Scope of Public Economics, Meaning and Scope of Public Finance, Need for Public Sector, Public Goods - Meaning and Characteristics. Social Goods and Market Failure- free rider problem. Mixed Goods and Merit Want, Efficient Provisions of Public Goods. Budget: Meaning, Types of Budgets-Balanced, Surplus and Deficit. Preparation of Union Budget in India.</p>	15
	<p>Unit 2: Public expenditure and Public Revenue Public Expenditure: Meaning and Nature, Determinants of Public Expenditure, Cannons of Public Expenditure, Composition of Public Expenditure with Special Reference to India. Effects of Public Expenditure. Broad trends in Public Expenditure in India (Union and State of Goa), Reforms in Public Expenditure with Reference to India (Post 1991). Sources of Public Revenue (India and State of Goa).</p>	15
	<p>Unit 3: Taxation and Fiscal policy Nature of Taxation and Type of Taxes, Basic Principles of Taxation Equality and Efficiency Issues in Taxation, Issues of Tax Burden, Shifting of Tax Burden, Tax Policy and Tax Administration in India, Tax Reforms in India since 1991. Fiscal Policy: meaning and objectives, Role of Fiscal Policy in Economic Development.</p>	15
	<p>Unit 4: Public Debt and Fiscal Federalism Public Debt: Meaning of Public Debt, Classification of Public Debt (with reference to India). Broad trends in Public Debt in India (Union and State of Goa). Causes of Increase in Public Debt, Burden of Public Debt, Redemption of Public Debt, Contribution of Public Debt in the Development Finance of India. Indian Federal Finance: Principle of Federalism. Finance Commission of India and its Functioning.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	

<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Bhatia, H. L. (2017). <i>Public finance</i> (28th ed.). Vikas Publishing House Pvt. Ltd. 2. Datt, R., & Sundaram, K. P. M. (2024). <i>Indian economy</i>. (73rd ed) S. Chand and Co. New Delhi. 3. Directorate of Planning, Statistics and Evaluation, Government of Goa. (Latest). <i>Economic Survey of Goa</i>. 4. Finance Commission, India (Latest) <i>Report of the Finance Commission</i> 5. Government of India. (Latest). <i>Economic Survey of India</i>. 6. Gupta, J. R. (2014). <i>Public economics in India: Theory and Practice</i>. (2nd revised ed.) Atlantic Publishers. 7. Musgrave, R. A., & Musgrave, P. B. (2015). <i>Public finance in theory and practice</i> (16th Reprint ed.). Tata Mc-Graw Hill. 8. Tyagi, B. P. (2015). <i>Public Finance</i>, (56th ed.) Jai Prakash Nath & Co. Meerut, India
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Develop understanding of core concepts of public Economics. 2. Describe development in public revenue and expenditure policy. 3. Analyse tax structure, taxation policy and fiscal policy. 4. Evaluate fiscal federalism, public debt and its management.



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-201

Title of the Course: Marketing Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint the students with various concepts of marketing management. 2. To familiarise the students with elements marketing mix. 3. To enable students to understand buyer behaviour and market intelligence. 4. To develop the basic skills required to make career in marketing. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Marketing Management Concept of market, marketing and marketing management; marketing process- scope, functions and importance; Basics of Marketing mix (7P's and 7C's); Concept of Market segmentation, marketing v/s selling; Recent trends in marketing; Methods of marketing - viral marketing, W-o-M marketing, digital marketing, social media marketing, experiential marketing, omnichannel marketing.</p>	15
	<p>Unit 2: Product and Pricing Decisions Product: meaning, classification of products – consumer and industrial products; Product Life Cycle; New Product Development process; Branding - concept and strategies; Product Positioning strategies; Packaging - Meaning and essentials; Labelling - Meaning and importance. Pricing: Meaning, objectives and factors influencing pricing decisions; pricing strategies - premium, skimming, economy, penetration, psychological</p>	15
	<p>Unit 3: Place and Promotion Decisions Physical distribution: Meaning and process of distribution; Channels of distribution: Meaning, channel levels and factors influencing choice of channels. Promotion: Meaning, Tools of promotion - advertising, sales promotion, public relations, personal selling, direct marketing</p>	15

	<p>Unit 4: Buyer Behaviour</p> <p>Buyer behaviour: Meaning, factors influencing buyer behaviour. Meaning of Consumer; Consumer centric marketing management framework - Four A's of marketing; Consumer markets (B2C) V/S Business markets (B2B); Meaning of Customer Lifetime Value (CLV); Market intelligence – Meaning and use of Market Information System; Marketing research - meaning, Process of marketing research (in brief), Areas of Marketing research (in brief).</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Chandrasekar, K. S. (2012). <i>Marketing Management: Text and Cases</i> (First ed.). Tata McGraw Hill Education. 2. Gupta, S. (2022). <i>Digital Marketing</i> (Third ed.). McGraw Hill. 3. Karunakaran, K. (2011). <i>Marketing Management</i> (First ed.). Himalaya Publishing House. 4. Kotler, P. T., & Armstrong, G. (2023). <i>Principles of Marketing</i> (Nineteenth ed.). Pearson Education. 5. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2009). <i>Marketing Management: South Asian Perspective</i> (Thirteenth ed.). Pearson Education. 6. Malhotra, N. K., & Das, S. (2019). <i>Marketing Research</i>. Pearson Education. 7. Prachi, G., & Aggarwal, A. (2017). <i>Marketing Management: Indian Cases</i> (First ed.). Pearson Education. 8. Ramaswamy, V. S., & Namakumari, S. (2010). <i>Marketing Management: Global Perspective, Indian Context</i> (First ed.). Om Books. 9. Ramaswamy, V. S., & Namakumari, S. (2017). <i>Marketing Management</i> (First ed.). Sage Publications India. 10. Saxena, R. (2019). <i>Marketing Management</i> (Sixth ed.). McGraw-Hill. 11. Sherlekar, S. A. (2014). <i>Marketing Management: concepts and cases</i> (First ed.). Himalaya Publishing House. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand and explain the key concepts of marketing. 2. Identify the different components of marketing mix. 3. Analyse and identify factors influencing buyer behaviour. 4. Develop basic knowledge and skills required for marketing 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-211

Title of the Course: Business Finance

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To help students to acquire conceptual and practical knowledge of managing finance for a business. 2. To impart skills for analyzing various kinds of financial transactions in a business setup. 3. To make students aware about the practical aspects of capitalization, its type and specific uses for business growth and sustainability. 4. To enable students to evaluate the relevance and implications of different capital structure theories 	
		No. of Hours
Content:	<p>Unit 1: Introduction To Business Finance: Meaning and nature of Business Finance, Principles of Business Finance, Business Finance Vs. Corporate Finance, Role of Business Finance in an organization, Meaning of Financial Planning, Steps in Financial Planning, Significance of Financial Planning, Meaning and Types of Financial Plan, Essentials of a good financial plan.</p>	15
	<p>Unit 2: Classification of Capital Meaning of Capital, Classification of capital, Factors influencing capital requirements. Fixed Capital: Meaning and Characteristics of fixed capital, Factors affecting fixed capital requirements, Significance of having adequate fixed capital, Sources of fixed capital. Working Capital: Meaning, Characteristics and types of working capital, Factors determining working capital requirements, Advantages of having adequate working capital and Sources of working capital.</p>	15
	<p>Unit 3: Sources and Methods of Raising Finance Meaning and Features of Corporate Securities, Types of Securities: Equity Shares, Preference Shares, Debentures, Warrants and International Equities. Lease Financing- Concept, Classification, advantages and limitations, Venture Capital Financing: Concept, Features, Stages of Financing and Types of Venture Capitalists.</p>	15

	<p>Unit 4: Capitalisation and Capital Structure</p> <p>Capitalisation: Meaning, Theories – Cost Theory V/S Earnings theory, Types – Overcapitalization, Undercapitalization and Balanced Capitalization. Capital Structure: Meaning and importance, Factors affecting Capital structure. Different Approaches to Capital Structure, Relevance theories (Net income approach, Traditional approach) and Irrelevance Theories (Net operating income approach, Modigliani-Miller (MM) Theory), Concepts of capital gearing and trading on equity. (For relevance and Irrelevance Theories only theory to be covered)</p>	<p>15</p>
<p>Pedagogy:</p>	<p>Lectures, Group discussions, Seminars, Case studies, Field work</p>	
<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Brealey R. A, Myers S. C., Allen F., Mohanty P., (2007). <i>Principles of Corporate Finance</i>. (8th Ed), Tata McGraw-Hill Publishing Company Limited, New Delhi. 2. Gupta S. K., Sharma R.K. (2014). <i>Financial Management: Theory and Practice</i>. (8th Ed.), Kalyani Publishers. 3. Khan M.Y., Jain P.K., (2022). <i>Financial Management: Text, Problems and Cases</i>. (8th Ed.) McGraw Hill Education (India) Private Limited. 4. Pandey I.M., (2015). <i>Financial Management: (11th Ed)</i>. Vikas Publishing House PVT LTD. 5. Reddy G.S., (2015). <i>Financial Management: Principles and Practice (3rd Ed.)</i>, Himalaya Publishing House. 6. Ross S.A., Westerfield R.W., Jordan B.D., (2008). <i>Fundamentals of Corporate Finance (8th Ed)</i>, Tata McGraw-Hill Publishing Company Limited, New Delhi. 7. Sharan V., (2005).). <i>Fundamentals of Financial Management: (2nd ed.)</i>. Pearson Education 	
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basics of Business Finance so as to take adequate financial decisions at corporate level. 2. Understand the different types of capital structures and their implications for business growth and sustainability 3. Analyse the concepts of capitalization and capital structure and understand different theories related to capitalization. 4. Develop and evaluate alternative solutions to financial challenges 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-212

Title of the Course: Business Law

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with general legal principles to enter into agreements 2. To familiarise learners with the legalities involved in sale of goods 3. To impart knowledge regarding resolution of disputes without approaching court 4. To impart knowledge regarding validity and enforceability of Negotiable Instruments 	
		No. of Hours
Content:	<p>Unit 1: Indian Contract Act, 1872</p> <p>Offer and acceptance, Consideration, Contractual Capacity, Free Consent, Legality of Objects, Void agreements, Discharge of a contract, Contingent contracts, Quasi – contracts, Contract of Indemnity, Guarantee, Contract of Bailment and Pledge – meaning, rights and duties of Bailor, Bailee, Contract of Agency, Modes of creation of Agency, Drafting of Agreement of Leave and Licence of a flat, Drafting of Notice of Breach of Contract, Drafting of Indemnity Bond, Drafting of Agreement of Bailment</p>	15
	<p>Unit 2: The Sale of Goods Act, 1930</p> <p>Contract of Sale, Agreement to sell, Difference between Contract of Sale and Agreement to Sell, Conditions and warranties, Transfer of ownership in goods including Sale by a Non-owner, Performance of Contract of Sale, Unpaid Seller – meaning, rights of an unpaid seller, Drafting of Sale of Goods Agreement, Drafting of Notice of Delivery of Defective Goods</p>	15
	<p>Unit 3: Arbitration and Conciliation Act, 1996</p> <p>Meaning of Arbitration, Arbitration agreement, Conduct of Arbitral Proceedings, Making of arbitral award, Termination of Arbitral Proceedings, Meaning of Conciliation, Procedure for Commencement of Conciliation Proceedings, Appointment of Conciliator, Conciliation Procedure, Termination of conciliation proceedings, Drafting of Arbitration Agreement, Drafting of Conciliation Agreement</p>	15

	Unit 4: Negotiable Instruments Act 1881 Characteristics and different types of Negotiable Instruments including Promissory Note, Bill of Exchange, Cheque, Cheque in the electronic form, Holder and Holder in Due Course, Privileges of Holder in Due Course, Negotiation and different types of Endorsements, Crossing of a Cheque, Bouncing of a Cheque, Drafting of notice in case of Bouncing of a Cheque	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Aggarwal, Rohini, (2022) <i>Taxmann's Mercantile & Commercial Laws</i>, Taxmann Publications Private Limited 2. Bulchandani, K.R. (2017) <i>Business Law for Management</i> (8th ed), Himalaya Publishing House 3. Kapoor N.D, Abbi Rajni, Bhushan Bharat, (2019) <i>Elements of Mercantile Law</i>, Sultan Chand & Sons (P) Ltd. 4. Kucchal, M. C., & Kucchal, V. (2012). <i>Business Law</i> (6th ed.). Vikas Publishing House. 5. Pillai R.S.N.V. Bagavathi (2007) <i>Business Law</i> (4th ed). S Chand & Company 6. Rab Ajar, (2022). <i>Drafting Contracts: Basic Principles</i> (1st ed), Eastern Book Company 7. Raychaudhari Priyanka, (2021) <i>Business Law: Complete Understanding of Commercial Law, Corporate law, Industrial Law</i>, (1st ed). Notion Press 8. Saharay Madhusudan, (2017) <i>Textbook on Arbitration & Conciliation with Alternative Dispute Resolution</i> (4th ed), Universal Law Publishing 9. Sheth Tejpal (2017) <i>Business Law</i> (3rd ed). Pearson Education 10. Singh Avtar, (2017). <i>Law of Arbitration & Conciliation</i>, Eastern Book Company 11. Singh Avtar. (2023). <i>Business Law</i> (12th ed). Eastern Book Company 12. Singhanian Ravi (2020), <i>Drafting of Contracts-Templates with Drafting Notes</i>, (2nd ed) Bloomsbury Publisher. 13. Tulsian, P.C, (2017) <i>Business Law</i> (3rd ed). McGraw Hill Education 	
Course Outcomes:	After completion of this course, the learners will be able to: <ol style="list-style-type: none"> 1. Understand the terminology and validity of agreements 2. Describe the rights and duties of buyers and sellers 3. Analyse the process of Arbitration and Conciliation 4. Apply the rights and liabilities of holders of negotiable instruments 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-213

Title of the Course: Business Statistics I

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. Provide common statistical literacy and demonstrate the relevance of statistical findings for business problem solving and decision making. 2. Develop statistical thinking and practical computational skills for a systematic problem-solving capability to analyse and interpret data for various business problems and managerial decisions. 3. Apply technology to statistical analysis and problem solving 4. Provide business analysts a toolkit of descriptive and inferential analysis. 	
		No. of Hours
Content:	<p>Unit 1: Introduction and Data Organization Introduction: Definition and meaning, Basic statistical concepts: Population, sample, variate, attribute, parameter and statistic. Types of data-Primary and Secondary data, Sources and methods of collecting data. Data Measurement Scales: Nominal, Ordinal, Interval/Ratio. Data Organization: Frequency distribution table, Cumulative frequency, Percentage frequency. Representation: Graphs and diagrams- Histogram, frequency curve, Frequency polygon and Ogives, Simple, multiple, subdivided bar diagram, pie chart.</p>	15
	<p>Unit 2: Sampling Theory and Questionnaire Design Sampling Theory: Methods of sampling- Census and Sample enumeration, Methods of Sampling: Simple Random, Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling, Purposive Sampling, Quota and multi stage sampling. Questionnaire Design: Basic principles of questionnaire design, Role of questionnaire, Types of questions, Framing the questions, layout.</p>	10
	<p>Unit 3: Descriptive Data Analysis Measures of Central Tendency: Arithmetic Mean, Median, Mode (ungrouped and grouped), Harmonic Mean and Geometric Mean (ungrouped data), Quartiles, Deciles and percentiles. Measures of Dispersion: Range, Quartile deviation, Mean deviation, Standard deviation, Variance. Absolute and Relative measures, Coefficient of range, Coefficient of quartile deviation, Coefficient of mean deviation, Coefficient of variation, Skewness- Karl Pearson's and Bowley's coefficient of Skewness. Kurtosis (definition, meaning and interpretation).</p>	15

	<p>Unit 4: Correlation and Regression Analysis Coefficient of Correlation, Spearman's Rank Coefficient of Correlation, Properties of Coefficient of correlation. Regression: Lines of regression and regression coefficients. Relation between Correlation and regression coefficient, Multiple Regression. Analysis of Time Series: Time series, Models of time series, Measurement of trend- Moving averages, Least Square Method (linear and non-linear)</p>	20
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Anderson David R., Sweeney Dennis J., Williams Thomas A., Camm Jeffrey D., Cochran James J., Fry Michael J. and Ohlmann Jeffrey W. (2021), <i>Statistics for Business and Economics</i>, Cengage Learning. 2. Cooper Donald R. and Schindler Pamela S. (2013), <i>Business Research Methods</i> (12th Edition), McGraw Hill. 3. George Argyrous (2011), <i>Statistics for Research: With a Guide to SPSS</i>, SAGE Publications. 4. Gupta S. C. (2018), <i>Fundamentals of Statistics</i>, Himalaya Publishing House. 5. Harris Jenine K. (2020), <i>Statistics with R: Solving Problems Using Real-World Data</i>, SAGE Publications Inc. 6. Holmes Lex, Illowsky Barbara and Dean Susan (2018), <i>Introductory Business Statistics</i>, OpenStax. 7. Levine David, Stephan David and Szabat Kathryn (2016), <i>Statistics for Managers using Microsoft Excel (8th Edition)</i>, Pearson Education. 8. Thulin, M. (2021), <i>Modern Statistics with R</i>. Eos Chasma Press. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Carry out a basic data analysis using descriptive statistics and appropriate statistical graphics. 2. Understand the concept of sampling distributions and identify appropriate way of collecting samples based on population 3. Construct a reliable questionnaire based on objectives of a research study 4. Measure and establish association between business variables using correlation analysis and regression analysis for business decision making and forecasting. 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-231

Title of the Course: Fundamentals of Event Management

Number of Credits: 03

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with the fundamental concepts of event management and planning. 2. To provide learners with an understanding of event planning tools and event production process. 3. To create learner awareness on key areas in marketing of events 4. To enable learners with tools for effective event budgeting and event financing. 	
		No. of Hours
Content:	<p>Unit 1: Event Management and Planning Event management: Concept, Industry, Careers. Principles of event management. Size of Events- Mega events, Regional events, Major events, Minor events. Types of Events- Sporting events, Entertainment, art and culture events, Commercial events, Marketing and promotion events, Meetings, Exhibitions, Festivals, Family/Special events and Fundraising events. Issues/challenges in event management. Event evaluation. Event risks and laws. Event Planning: Concept and designing of events. Preparing event proposal. Critical path and function sheets. Event pricing and management fees. Client meetings and event contracts. Planning and management of event team and crew. Event protocol.</p>	15
	<p>Unit 2: Event Production Planning event resources. Event itinerary. Event planning tools and emerging technology. Event production concepts and requirements (technical and non-technical). Identifying event vendors, Negotiations and contracts with vendors. Scheduling and Checklists. Venue management- Selection, Staging, Lights and sound, Audio-Visual. Event safety and security.</p>	15
	<p>Unit 3: Event Marketing and Financing Event marketing mix-7 P's. Event branding. Event publicity. Public relations and communication, Event sponsorship. Event budgets and cost sheet. Financial control in events. Profit analysis of events. Computer applications in event financing and control.</p>	15

Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work
Reference/ Readings:	<ol style="list-style-type: none"> 1. Allen, J. (2009). <i>Event Planning</i> (Second ed.). Ontario: John Wiley & Sons. 2. Bowdin, G., Allen, J., O'Toole, W., & McDonnell, I. (2011). <i>Events Management</i> (Third ed.). New York: Routledge. 3. Chaturvedi, A. (2009). <i>Event Management: A Professional and Developmental Approach</i>. New Delhi: Global India Publications. 4. Gaur, S. S., & Saggere, S. V. (2003). <i>Event Marketing and Management</i>. Noida: Vikas Publishing House. 5. Shone, A., & Perry, B. (2004). <i>Successful Event Management: A Practical Handbook</i>. London: Thomson Learning. 6. Wagen, L. V., & Carlos, B. R. (2009). <i>Event Management for Tourism, Cultural, Business, and Sporting Events</i>. New Delhi: Pearson Education, Inc.
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain basic concepts of management, planning, production, marketing and financing of events. 2. Make use of appropriate tools to design, plan and execute events. 3. Identify key elements of event budget and event financing for varied types of events 4. Develop skills for planning and managing entrepreneurial ventures



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-232

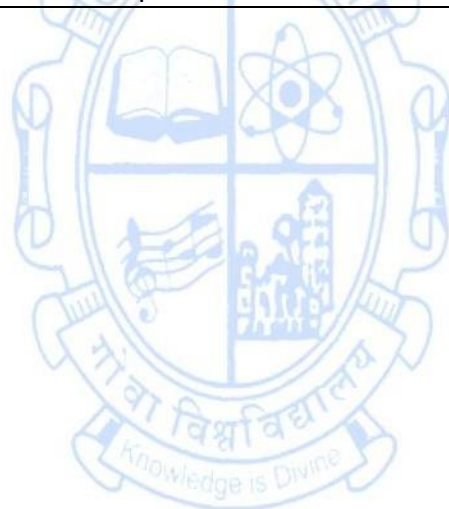
Title of the Course: Fundamentals of Digital Marketing

Number of Credits: 03

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	Objectives of the Course are: 1. To familiarise students with the basic knowledge of Digital Marketing. 2. To acquaint students with Website Design and Digital Campaigning. 3. To acquaint students with Social Media Marketing.	
		No. of Hours
Content:	Unit 1: Introduction to Digital Marketing Meaning, features and importance of Digital Marketing; Digital Marketing vs Traditional Marketing; Channels of Digital Marketing; Meaning of Influencer Marketing; Concept of Content Marketing; Concept of Search Engine Optimization (SEO).	15
	Unit 2: Website Design and Digital Campaigning Basics of website design and development; Elements of a good website; Digital Campaigning – Meaning, Types, Paid, Owned, and Earned Media (POEM) Framework; Campaign planning and creative communications for social media platforms.	15
	Unit 3: Social Media Marketing Fundamentals of Social Media Marketing and its significance; Platforms for Social Media Marketing: YouTube Marketing: Basics of creating a video on YouTube; building a content strategy; gaining a subscriber and expanding the reach. Facebook Marketing: Introduction to Facebook; creating an account in Facebook; creating a Facebook Business Page; Facebook Page Optimization; How to develop business through Facebook. LinkedIn Marketing: Introduction to LinkedIn and its interface; creating personal LinkedIn profile; creating a Business Page on LinkedIn, Learn paid advertising with LinkedIn. Instagram: How to create an account on Instagram; Instagram marketing for Brands; Importance of Instagram marketing. X (Formerly Twitter): How to create an account on X; X marketing for Brands; X marketing best practices.	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	1. Ahuja, V. (2015). <i>Digital Marketing</i> (First ed.). Oxford University Press. 2. Cecilia, F. (2019). <i>Introduction to Digital Marketing</i> (First ed.). BPB Publications. 3. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing</i> (Eighth ed.).	

	<p>Pearson Education Limited.</p> <ol style="list-style-type: none"> 4. Deiss, R., & Henneberry, R. (2020). <i>Digital Marketing for Dummies</i> (Second ed.). Wiley India. 5. Dodson, I. (2019). <i>Art of Digital Marketing</i> (First ed.). Wiley India. 6. Gupta, S. (2022). <i>Digital Marketing</i> (Third ed.). McGraw Hill. 7. Kamat, N., & Kamat, C. N. (2017). <i>Digital Marketing</i> (First ed.). Himalaya Publishing House. 8. Krishna, V. V. (2023). <i>Digital Marketing for Beginners: A Road Map to Successful Career in Digital Marketing</i> (First ed.). Notion Press. 9. Kumar, S., & Kaur, S. (2023). <i>Taxmann's Digital Marketing – Thorough, up-to-date book on digital marketing principles, analytics, etc., including AI, AR, and VR presented via case studies, visual presentations, etc.</i> (First ed.). Taxmann Publications. 10. <i>Quick Win Digital Marketing</i> (First ed.). (2009). Oak Tree Press.
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the basic concepts of Digital Marketing 2. Identify various elements of Website Design 3. Identify various elements of Digital Campaigning 4. Evaluate various platforms for social media marketing.



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-233

Title of the Course: Business Ethics and Governance

Number of Credits: 03

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with concepts of business ethics and governance 2. To impart knowledge of ethical issues in different areas of business 3. To familiarize learners with Corporate Governance 4. To familiarize learners about ethics involved in global scenario 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Business Ethics Definition, Meaning, Nature of Ethics, Meaning of Moral & Ethics. Types of Ethics, Importance of Ethics, Business Ethics -Meaning and Nature. Importance of Ethics in Business, Areas of Business Ethics, Meaning of Functional Ethics, Types of Ethics According to Functions of Business- Marketing Ethics, Foreign Trade Ethics and Ethics Relating to Copyright. Ethics relating to Free and Perfect Competitive Market.</p>	15
	<p>Unit 2: Ethical Issues in functional areas of Business Ethical issues in Marketing- understanding positive and negative roles in marketing, Exploring exploitative role of advertising. Ethical issues in human resources-examining HR related ethical issues, discrimination in workplace: its causes and Remedies, Ensuring safety and health in the workplace, ethical considerations in performance appraisal. Ethical issues in finance-Maintenance of proper books of accounts-promoting transparency and accountability-understanding ethical responsibility in financial decision making</p>	15
	<p>Unit 3: Business Ethics in Global Economy Ethics in the Context of Global Economy, Relationship Between Business Ethics & Business Development, Role of Business Ethics in Building a Civilized Society. Corporate Governance and Issues Related to Scams: Corruption- Meaning, Causes, Effects. Frauds and Scams in Banks, Insurance Companies, Financial Institutions, Measures to Overcome Fraud and Corruption, Zero Tolerance of Corruption.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Achrekar, D. (2009). <i>Corporate Governance (with Case Studies)</i>. Surendra Publications, New Delhi. 2. Bhatia, S. K. (2002). <i>Business Ethics and Managerial Values</i>. Deep & Deep Publications Pvt. Ltd. 	

	<ol style="list-style-type: none"> 3. Darryl, R. (2006). <i>Corporate Governance, Economic Reforms & Development</i>. Oxford. 4. Fernando, A. C. (2021). <i>Business Ethics and Corporate Governance</i> (3rd edition) Pearson Publication. 5. Machiraju, H. R. (2004). <i>Corporate Governance</i>. Himalaya Publication House. 6. Mathur, U. C. (2005). <i>Corporate Governance & Business Ethics</i>. McMillan. 7. Murthy, C. S. V. (2010). <i>Business Ethics: Text & Cases</i>. Himalaya Publication. 8. Murthy, C. S. V. (Reprint 2013). <i>Business Ethics and Corporate Governance</i>. Himalaya Publication. 9. Pogge, T., & Horton, K. (2008). <i>Global Ethics: Seminal Essays</i>. St. Paul, MN: Paragon House Publishers. 10. Tripathi, A. N. (2019). <i>Human Values</i>. (3rd edition) New Age International. 11. Velasquez, M. (2006). <i>Business Ethics: Concepts and Cases</i> (6th ed.). Prentice Hall.
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Define and differentiate between different aspects related to business ethics & governance 2. Discuss the ethics involved in the global economy. 3. Analyse the ethical issues involved in different functional areas of business. 4. Apply the learnt knowledge when-ever required

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-234

Title of the Course: Personal Investment and Tax Planning

Number of Credits: 03

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with basic aspects of personal investment planning. 2. To familiarize learners with basics of taxation. 3. To impart knowledge and develop skills for effective personal tax planning. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Personal Investment Planning Introduction to investment, importance of investment planning, risk and return on investment, savings v/s investments, power of compounding, inflation effect on investment. setting financial goals, steps to achieve financial goals, investment process, investment vehicles, investment strategies.</p>	15
	<p>Unit 2: Basics of Taxation Meaning of tax, types of taxes, concepts of Person, Previous Year, Assessment Year, Assessee, Assessment, Income, Gross Total Income, Permanent Account Number (PAN), Residential status, scope of income, heads of income, effect of taxes on investment. Deductions under Chapter VI-A - 80C, 80CCC, 80CCD, 80D, 80TTA, 80TTB, Computation of total income of individuals, tax rates, old & new tax regime, tax liability, tax calculation, types of Income Tax Returns for Individuals.</p>	20
	<p>Unit 3: Personal Tax Planning Introduction and meaning of tax planning, objectives of tax planning, factors on which tax planning is done, tax saving schemes, tax evasion, tax avoidance, difference between tax planning, tax evasion and tax avoidance, apportionment of income between spouses governed by Portuguese Civil Code u/s 5A.</p>	10
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Agarwal O.P. (2014), <i>Security Analysis & Investment Managements</i>, Himalaya Publishing House, Delhi. 2. Ahuja, Girish and Ravi Gupta, <i>Systematic Approach to Income Tax</i>, Bharat Law House, Delhi. 3. Bhalla V.K., (2018), <i>Fundamentals of Investment Management</i>, Sultan Chand, New Delhi. 4. Devi. K., <i>Tax Planning Management</i>, Bookscape 5. Dubey B.S., <i>Tax Planning</i>, Bookscape 	

	<ol style="list-style-type: none"> 6. Gaur V.P., & Narang. D.B., <i>Income Tax Law Practice</i>, Kalyani Publications. 7. Hariharan. N., <i>Income Tax Law & Practice</i> Vijay Nicole Imprints Pvt.Ltd. 8. Lakhota R.N. & Lakhota S, <i>A Guide to Tax Planning</i>, Diamond Pocket Books Pvt Ltd, New Delhi. 9. Malik S., <i>Plan your investments</i>, Taxmann Publications, New Delhi. 10. Manoharan T.N., <i>Direct Tax Laws</i>, Snow White Publications, 11. Mehrotra H.C., <i>Income Tax Law & Practice</i>, Sahitya Bhavan, Agra 12. Pagare D., <i>Income Tax Law & Practice</i>, Sultan Chand Sons, New Delhi 13. Palat R, <i>Tax Planning for Salaried Employees</i>, Jaico Publishing House, Mumbai. 14. Prasad B., <i>Income Tax Law & Practice</i>, Wishwa Prakashan 15. Rajaratnam S, <i>Tax Planning</i>, Bharat Law Publication 16. Singhania V.K. <i>Students' guide to Income Tax</i>, Taxmann Publications 17. Singhania V.K., & Singhania K., <i>Direct Taxes Law & Practice</i>, Taxmann Publications. 18. Singhania, Vinod K., <i>Monica Singhania, Student's Guide to Income Tax</i>, University edition, Taxmann Publications Pvt. Ltd, New Delhi. <p>Note: Latest Editions relevant to the Assessment year.</p>
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand personal investment planning. 2. Acquire knowledge and understanding the concepts of taxation. 3. Develop skills for effective personal tax planning. 4. Understand apportionment of income between spouses governed by Portuguese Civil Code u/s 5A.

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-235

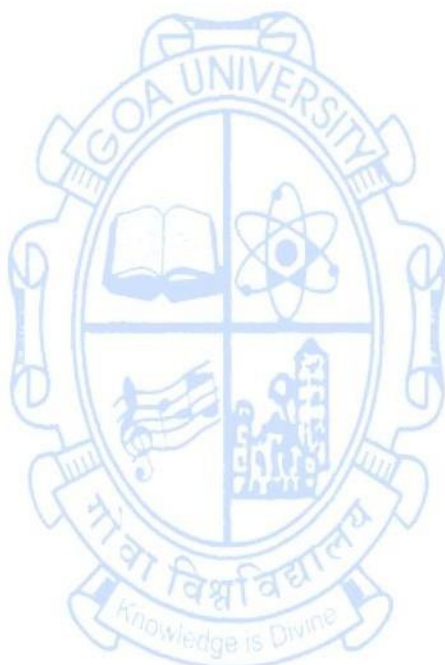
Title of the Course: Intellectual Property Rights

Number of Credits: 03

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint the learners with the basic concepts of Intellectual Property Rights. 2. To acquaint the learners with innovative Intellectual Property Rights. 3. To familiarise learners with the process of obtaining Intellectual Property rights. 4. To impart knowledge of legal protection of Intellectual Property Rights. 	
		No. of Hours
Content:	<p>Unit 1: Overview of Intellectual Property Rights Introduction, Nature and the need for Intellectual Property Rights, Different types of Intellectual Property Rights including meaning of Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design, Genetic Resources, Traditional Knowledge and Trade Secret</p>	15
	<p>Unit 2: Law of Patents and Industrial Designs (The Patent Act, 1970 and The Designs Act, 2000) Patentable Invention, Non- Patentable Inventions, Registration of Patent, Product Patents for Medicine and Drug, Rights and obligations of Patentee, Compulsory Licensing, Infringement of Patent and reliefs, Registration of Design, Rights of Design Holder, Piracy of registered Design and reliefs, Different kinds of innovative Patents and Designs that are in vogue</p>	15
	<p>Unit 3: Law of Copyright and Trade Marks (The Copyright Act, 1957 and The Trade Marks Act, 1999) Deceptively Similar Mark, Collective Mark, False Trade Description, Passing Off, Registration of Trademark, Infringement of Trademark and reliefs, Subject matter and Term of Copyright, Author and ownership of Copyright, Rights of Broadcasting Organizations and Performers Rights, Infringement of Copyright and reliefs, Different kinds of Innovative Trademarks and Copyright that are in vogue</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Ahuja, V.K. (2017). <i>Law relating to Intellectual Property Rights</i>. Lexis Nexis. 2. Narayanan, P. (2015). <i>Intellectual Property Law</i>, 11th ed. Anderson Printing House Private Ltd. 3. Puri Singh, Rachna. (2013). <i>Practical Approach to Intellectual Property</i> 	

	<p><i>Rights</i>. International Publishing House Pvt Ltd.</p> <p>4. Wadhera, B.L. (2017). <i>Law relating to Intellectual Property</i>, 5th ed. Universal Law Publishing.</p>
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand the origin and meaning of different Intellectual Property Rights 2. Explain different kinds of innovative Intellectual Property Rights. 3. Apply the procedure to register Patents and Designs, and remedies available in case of its violation 4. Apply the procedure to register Copyrights and Trade Marks, and remedies available in case of its violation



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-241

Title of the Course: Accounting Software Application

Number of Credits: 03(1T + 2P)

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To enable learners to understand Financial Accounting fundamentals through accounting software packages. 2. To familiarize learners with accounting software packages. 3. To enable learners to know the purpose and scope of Accounting Software Packages in business. 4. To enable learners to apply knowledge of accounting software packages in Real-world Scenarios. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Accounting Software Application Understanding Financial Accounting fundamentals and Principles, Introduction to Accounting Software Package, Company Creation and Company Configuration in Accounting Software Package - Short Cut keys for Software Packages.</p>	15
	<p>Unit 2: Preparations of Financial Statements Reports (Lab Practicals)</p> <ol style="list-style-type: none"> A) Ledger and Voucher Entry: Create, modify, and delete ledgers in Accounting Software Package, Record various transactions using vouchers. Understand the impact of transactions on ledgers. B) Inventory Management: Define and manage stock groups and categories. Create and manage stock items and units of measure. Implement basic inventory transactions in Accounting Software Package. C) Financial Statements Reports-Cash / Bank Books-Journal Book -Ledger Books <ol style="list-style-type: none"> i) Trial Balance: Generate and interpret a trial balance. Identify errors in the trial balance. ii) Profit and Loss Account: Understand the structure of the profit and loss account. Generate and analyze profit and loss reports. iii) Balance Sheet: Learn to create a balance sheet. Interpret and analyze balance sheet components Data Maintenance-backup and restore data of company. 	30

	<p>Unit 3: Goods and Services Tax (GST) in Tally Prime (Lab Practical)</p> <p>Understanding GST, Configuring GST in Accounting Software Package -- Configure GST details in Accounting Software Package, Set up GST rates and tax slabs, Understand GST compliance requirements. GST Transactions in Accounting Software Package: Record GST transactions in sales and purchases, Generate GST reports and returns in Accounting Software Package</p>	<p>30</p>
<p>Pedagogy:</p>	<p>Lectures, Group discussions, Seminars, Case studies, Field work</p>	
<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Goel, D. (2020). Advanced Tally: Accounting and Inventory Management. McGraw-Hill Education. 2. Goyal, S. (2017). Tally ERP 9: Training Guide. Taxmann Publications Pvt. Ltd. 3. Gupta, R. (2019). Tally ERP 9 (Vol. 1): Basic Accounting Features. Firewall Media. 4. Mehta, P. (2018). Practical Approach to Tally ERP 9 with GST. Dreamtech Press. 5. Nadhani, A. K., & Nadhani, K. K. (2021). Tally ERP 9: Comprehensive Guide for Accounting. BPB Publications. 6. Singh, A. (2016). Mastering Tally ERP 9: The Complete Guide to Financial Accounting. Vikas Publishing House. 	
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the basic concepts of accounting and inventory management in accounting software package. 2. Record various kinds of business transactions, vouchers and generate financial statements reports in accounting software package 3. Record Accounting transactions, vouchers with GST and generate reports in Accounting Software Package. 4. Apply knowledge of accounting software packages in Real-world Scenarios. 	



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-242

Title of the Course: Business Data Analysis

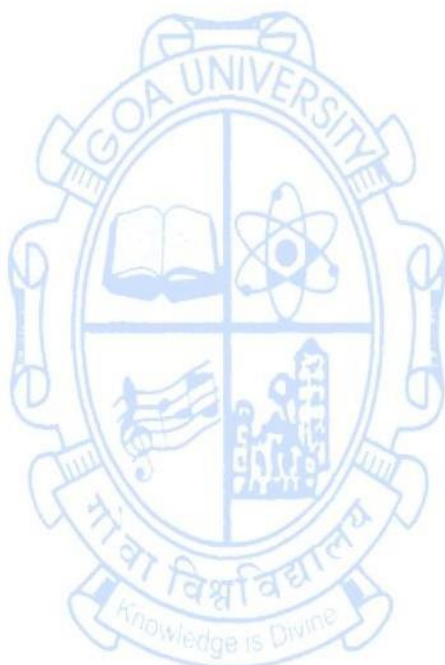
Number of Credits: 03(1T + 2P)

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To provide an understanding of applications of Data Analytics to solve Business problems 2. To provide an understanding of basic concepts in Statistics. 3. To provide an understanding of importance of Data Visualization 4. To provide skills and knowledge in basic and advanced business data analytics. 	
		No. of Hours
Content:	<p>Unit 1: Data Analytics in Business Solving the business problem using Analytics - Data analysis process: data collection, data cleaning, data analysis, and data interpretation-Understand Business Analytics - Roles and Responsibilities, Business Analytics categories- Descriptive, Predictive, Prescriptive, Data Mining, Data Visualization</p>	5
	<p>Unit 2: Basic Statistical concepts Population, sample, variable, data measurement levels- nominal, ordinal, interval, ratio, Measures of central tendency- mean, median, mode, percentiles, quartiles, skewness, Measures of variability-range, interquartile range, mean, absolute deviation, variance, standard deviation</p>	8
	<p>Unit 3: Visualizing data Data visualization, Importance and Types of Charts t</p>	2
	<p>Practicals Lab 1: Introduction to Spreadsheets Working with worksheets -Entering data, Formatting, Editing, and Printing a worksheet - Formulas and Functions in Excel, operators in formula -Generally used Spreadsheet functions - Mathematical, Statistical, Financial, Logical, Date and Time, Database and Text functions - Introduction to functions such as the IF, nested IF, VLOOKUP and HLOOKUP - Data Sorting and Filtering - Result representation of data using spreadsheet - Filtering, advanced filters, sorting and conditional formatting data - Data validation techniques, Hyperlinks - Summing through the sheets</p>	16

	<ul style="list-style-type: none"> - Getting external data files into Excel - Macros - creation, editing and deletion of macros 	
	<p>Lab 2: Searching and Combining Data with Power Query</p> <p>Getting started with Power Query</p> <p>Access new or existing reports - Importing and combining data from databases, web, files - Splitting and aggregating data - Query data from SQL</p>	8
	<p>Lab 3: Performing computations and aggregations using Excel</p> <p>Managing formulas in Excel- Create a Formula that Refers to Another Worksheet - Understanding Relative and Absolute Cell Addresses - Edit Formulas, Name Cells and Ranges - Define and Display Constants - Create Formulas That Include Names - Check Formulae for Errors, What-if analysis, Logical tests, Goal seek, What-if, Loan and Lease statement; Ratio Analysis, Capital Budgeting; Depreciation Accounting; Using Solver to maximize profitability, Capital budgeting</p>	18
	<p>Lab 4: Working with pivot tables and charts</p> <p>Creating and Formatting Charts-Working with types of Charts, Trend line, Histograms, Line, Column, Bar and Pie Charts, Scatter, Bubble, Stock, Surface, Radar, Combo, Treemap, 3D maps - frequency polygons, ogives, dot plots, stem and leaf plots, pareto charts, charts and graphs for two variables, cross tabulation, Gantt chart, Milestone chart</p> <p>Formatting data in table- Using Pivot Tables - Using Slicer</p> <p>Designing Pivot Table reports - Filtering data - Creating Custom functions and formulas - Formatting Pivot Tables - Managing Power Pivot Data - Setting Connection properties - Managing Data sources - Configuring Pivot Table Options</p> <p>Creating Pivot chart, Database concepts - Loading Data into Power Pivot - Using Power Query and Power map add-ins – Interactive dashboard with Pivot tables</p>	12
	<p>Lab 5: Using Analysis Toolpak</p> <p>Descriptive Statistics, Moving Average, Random Number Generator, Rank and Percentile, Sampling, Correlation, Regression</p>	6
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Joseph Schmuller(2020), <i>Statistical Analysis with Excel for dummies</i>(Fourth ed.), Wiley India Pvt. Ltd. 2. Ken Black (2012), <i>Applied Business Statistics</i> (Seventh ed.), Wiley India Edition 3. Manisha Nigam (2023), <i>Data Analysis with Excel</i>, BPB Publications, India 4. Michael Alexander (2023), <i>Microsoft Excel Power Pivot and Power Query for dummies</i>, Wiley India Pvt. Ltd. 5. S.K. Shinde, U. Chandrashekar (2016), <i>Data mining and Business Intelligence</i>, Dreamtech Press, India 6. Winston Wayne L. (2012), <i>Microsoft Excel 2019 Data Analysis and</i> 	

	<i>Business Modeling</i> (Sixth ed.), PHI Learning Pvt. Ltd., India
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Develop a foundational understanding of business data analysis and its relevance in decision-making. 2. Develop skills of data analysis using relevant Application software. 3. Apply the Spreadsheet tools to solve business problems. 4. Interpret and communicate insights through data visualization.



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-243

Title of the Course: Personal Financial Planning

Number of Credits: 03(1T + 2P)

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil
Course Objectives:	Objectives of the Course are: 1. To provide learners with an understanding of Personal Financial Planning and Time Value Money Concepts. 2. To equip learners with practical knowledge of Investment Risks, Returns, Vehicles and Strategies. 3. To impart practical knowledge of various Insurance, Retirement, Taxation and Estate Planning Investments. 4. To familiarize learners with practical knowledge of Personal Financial Planning
	No. of Hours
Content:	Unit 1: Basics of Personal Financial Planning and Time Value of Money Personal Financial Planning: Meaning, Definition, Benefits, Importance, Process- old and new personal Financial Planning, Features and scope of Personal Financial Planning, Financial Planner- Reasons for hiring a financial planner and Functions of a Financial Planner. Time Value of Money: Meaning, Valuation Concepts or Techniques, Compound Value Concept, Discounting or Present Value Concept, Valuation of Bonds or Debentures, Practical Implications of Compounding and Discounting Value Concepts, Doubling Period, Effective Rate of Interest in Case of Doubling Period, Present Value, Sinking Fund Factor, Loan Amortisation.
	15(5T+10P)

	<p>Unit 2: Investment Risks, Return, Vehicles and Strategies (Practical)</p> <p>Managing Investment Risks: Meaning and Definitions of Risk, Types of Investment Risk, Pure Risk- Types of Pure Risks, Measurement of Risk, Methods of Handling Risk, Assessing Risk, investing to Minimize Risk, Modern Portfolio Theory.</p> <p>Measuring Investment Return: Risk and Return Trade-off, Types of Investment, Expected Return of an Asset, Risk-Free and Risky Assets, Long-term and Short-term Capital Gains, Sources of Credit and Credit Alternatives, Credit Information Bureaus.</p> <p>Investment Vehicles: Introduction, Investment Concerns, Small Savings Scheme, Fixed Income Instruments, Mutual Funds, Other Types of Investment Vehicles.</p> <p>Investment Strategies: Introduction, Asset Allocation- Asset Classes, Diversification: The Basis of Asset Allocation, Asset Allocation Strategy, Evaluating Investment in various Stocks, Steps of Investing in Stocks, Various Loans and their Usage- Meaning of Loan, Types of Loan.</p> <p>Meaning of Investment Strategy, Types of Investment Strategies, Investment Strategy Considerations, Investment in Bonds, Investment in Stocks, Investment in Mutual Funds, Investment in Commodities, Future and Options</p>	<p>30(5T+25P)</p>
	<p>Unit 3: Insurance, Retirement, Taxation and Estate Planning</p> <p>Insurance Planning: Introduction, Characteristics of Insurance, Risk and Insurance, Role of Insurance, Rights of the Insurer, Rights of the Insured, Classification of Insurance, Insurance Products- Life Insurance, General Insurance, Fire Insurance, Motor Insurance, Marine Insurance, Medical and Health Insurance, Personal Risk Management</p> <p>Retirement Planning: Meaning, Retirement Planning Money source- Employment Income, Social Security, Employer-Sponsored Retirement Plan, Current Savings and Investments, Other Sources of Funds. Types of retirement products. Taxation</p> <p>Planning: Introduction, Types of Taxes, Tax Planning and Tax Evasion, Tax Avoidance, Objectives of Tax Planning, Income and Various Heads of Income, Deductions, Tax Exemption and Computation.</p> <p>Estate Planning: Meaning, Need, Objectives, Steps, and Tools of Estate Planning</p>	<p>30 hours (5T+25P)</p>
<p>Pedagogy:</p>	<p>Lectures, Group discussions, Seminars, Case studies, Field work</p>	
<p>Reference/ Readings:</p>	<p>1. Amar Pandit., (2012). <i>The only Financial Planning Book that You Will Ever Need</i>. Mumbai: Network 18 Publications.</p>	

	<ol style="list-style-type: none"> 2. Arthur J, Keown., (2018). <i>Personal Finance: Turning Money into Wealth</i>. New York: Pearson 3. Gitman Joehnk Billingsley. (2014). <i>Personal Financial Planning (13th Ed.)</i> Cengage 4. Indian Institute of Banking & Finance, (2007). <i>Home Loan Counselling</i>. Mumbai: Taxmann Publications (P.) Ltd. 5. Indian Institute of Banking & Finance, (2015). <i>Accounting & Finance for Banking</i>. (3rd Ed). Mumbai: Macmillan Publishers India Private Limited. 6. Indian Institute of Banking and Finance., (2017). <i>Introduction to Financial Planning</i>. Mumbai: Taxman 7. Jeff Madura, (2020). <i>Personal Finance (7th Ed)</i> Pearson 8. Jyotsna Sethi & Nishwan Bhatia, (2015). <i>Elements of Banking and Insurance</i>. 2nd Ed. Delhi: Phi Learning Private Limited. 9. Madhu Sinha (2017)., <i>Financial Planning a Ready Reckoner (2nd Ed.)</i>. New York: MC Graw Hill Education 10. Vanita Tripathi., (2023) <i>Fundamental of Investments</i>. (6th Ed.). Mumbai: Taxman Publications Pvt. Ltd. 11. Vivek, & Asthana, P. (2015). <i>Financial Risk Management</i>. Mumbai: (2nd Ed). Himalaya Publishing House.
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Personal Financial Planning and the Time Value of Money 2. Asses the Return and Risk Associated with various Investment Vehicles. 3. Comprehend with various Personal Financial Planning Options. 4. Formulate a Personal Financial Plan.

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-244

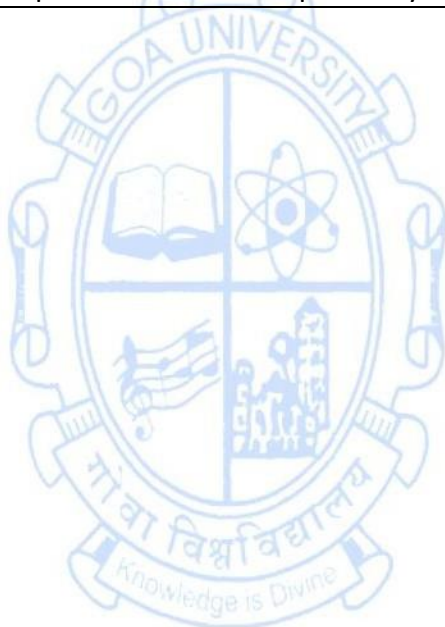
Title of the Course: Introduction to Auditing

Number of Credits: 03(1T + 2P)

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with the basics of auditing 2. To impart knowledge of audit planning 3. To familiarize learners with the process of vouching & verification 4. To familiarize learners with the procedure for conduct of an audit. 	
		No. of Hours
Content:	<p>Unit 1: Introduction Evolution of audit, Meaning and Definition, Scope of Auditing, Auditing v/s Accounting, Objectives of Auditing – Primary & Secondary, Various classes of audit (Based on authority & time), Qualities of an Auditor, Basic Principles governing an audit, Benefits of Auditing, Internal Control System: Meaning & evaluation; Internal Check, Internal Audit</p>	15(5T+10P)
	<p>Unit 2: Audit Process Audit Planning - Basics of Audit Planning, Steps involved in Audit Planning, Drafting Audit plan, Preparation of Audit Programme, Audit evidence, Working Papers, Audit Note Book. Vouching and Verification - Vouching – Meaning and objectives. General procedure for vouching, General Considerations in vouching of Nominal Accounts, Verification v/s Vouching, Verification – meaning and objectives, General Procedure for Verification, General Considerations in verification of Personal and Real Accounts</p>	30(5T+25P)
	<p>Unit 3: Audit Report Meaning, Steps to be followed in preparation of Audit Report, Types of Audit Reports, Format of Audit Report, Case Studies of Listed Companies for preparing Audit Report</p>	30(5T+25P)
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Gupta, K. (2004). <i>Contemporary Auditing</i>. Tata McGraw-Hill. 2. Jha, A. (2013). <i>Students Guide to Auditing & Assurance</i>. Taxmann's Publications Pvt. Ltd. 3. Kumar, R., & Sharma, V. (2015). <i>Auditing Principles and Practice</i>. PHI Learning. 4. Pagare (2004) D. <i>Principles & Practice of Auditing</i>. Sultan Chand and Sons. 5. Saxena, R.G. (2022). <i>Principles and Practice of Auditing</i>. Himalaya 	

	<p>Publishers.</p> <p>6. Sharma, S.D. (2006). <i>Auditing Principles and Practice</i>. Taxmann's Publications Pvt. Ltd.</p> <p>7. Sharma, T.R. (2015). <i>Auditing Principles & Problems</i>. Sahitya Bhavan Publications.</p> <p>8. Shekhar, K.C., & Shekhar, L. (2012). <i>Auditing</i>. Vikas Publishing House Pvt. Ltd.</p> <p>9. Tandon, B. N., Sudharsanam, & Sundharabahu, S. (2007). <i>A Handbook of Practical Auditing</i>. S. Chand & Co.</p>
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basics of auditing and internal control systems of organisations 2. Prepare audit programme, audit note book and collect audit evidence 3. Practically vouch nominal accounts and verify real and personal accounts 4. Evaluate performance of companies by analysing audit reports



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-245

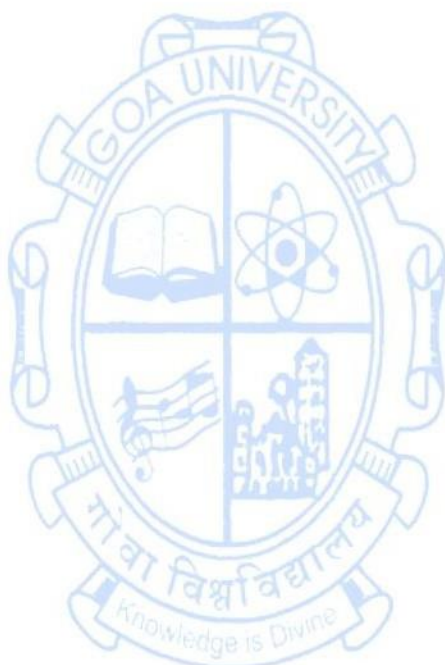
Title of the Course: Business Database Management and Analysis

Number of Credits: 03(1T + 2P)

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with principles of database management system. 2. To impart knowledge of database planning and skills in database design. 3. To develop skills in learners in data retrieval and analysis using SQL 4. To equip learners with knowledge and skills of database administration and security. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Database Management System Data as organizational asset, Data versus Information, Meaning of database and database management system, Purpose of database system, Benefits and challenges of database system, Elements of database system, Database users, Business applications of database system, Database administration system, Security threats to database.</p>	15
	<p>Unit 2: Database Planning and Design (Practical) Need for planning database, Database system master plan, Organizational goals, organizational structure, and entities and implications on database, Database development process, Database structure, Conceptual database design, ER diagrams, Types of databases, Logical database design with relationships, RDBMS, Normalization.</p>	30
	<p>Unit 3: Data Retrieval and Database Security (Practical) SQL basics, Inserting, deleting and updating data, Query with SQL, Using SQL aggregate functions, Grouping data and subqueries, Relational queries, Tables and views, Database backup and recovery, Evaluating database performance, Database optimization, Managing database security, Creating users and granting privileges, Avoiding data leaks</p>	30
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Chopra, R. (2016), <i>Database Management Systems</i>, S Chand. 2. Courtney, J., Paradise, D., Brewer, K. and Graham, J. (2010), <i>Database Systems for Management.</i>, Global Text. 3. Morris, S. and Coronel, C. (2016), <i>Database Systems: Design, Implementation and Management</i>, (12e), Course Technology Inc. 4. Ramez, E and Shamkant, N. (2017), <i>Fundamentals of Database System</i>, (7e), Pearson Education. 	

	<p>5. Reddy, P. and Reddy, A. (2020), <i>Foundations of Database Management System</i>, Lambert Academic Publishing.</p> <p>6. Zygiaris, S. (2020), <i>Database Management Systems: A Business-Oriented Approach Using Oracle, MySQL and MS Access</i>, Emerald Publishing.</p>
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Identify applications and elements of database management system. 2. Develop database design as per organizational requirements. 3. Implement SQL for data retrieval and analysis. 4. Evaluate database administration system and security in an organization.



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-202

Title of the Course: Fundamentals of Macroeconomics for Business

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint the students with various macroeconomic variables and enable them to derive the macroeconomic equilibrium analysis. 2. To provide a broad understanding of the concepts of inflation and unemployment and the interlinkage between the two concepts. 3. To analyze the theoretical approaches related to money and consumption and evaluate the implications of economic policies on investment. 4. To analyze the working of a small open economy and understand the impact of macroeconomic policies on an open economy. 	
		No. of Hours
Content:	<p>Unit 1: Introduction, Concepts and National Income Accounting Macroeconomics -Meaning and Scope, National Income – concepts (GNP, GDP, NNP, GVA at basic price and factor cost, Personal Income, Disposable Personal Income), Trends in GDP of India (2014 onwards), Trends in GSDP with reference to Goa (2014 onwards), Green Accounting-meaning and objectives. Components of Aggregate Expenditure, Circular Flow of National Income -Models of Circular Flow (Two, Three and Four Sector), Determinants of Aggregate Demand, Determinants of Aggregate Supply, AS-AD Equilibrium Analysis.</p>	15
	<p>Unit 2: Inflation and Unemployment Inflation: Concept and Causes, Consumer Price Index, Wholesale Price Index (Concepts), Inflation and Interest Rates, Sacrifice Ratio, Costs of Inflation (Social Costs, Costs of anticipated and unanticipated inflation); Rational and Adaptive Expectations. Unemployment: Types of Unemployment (Frictional, Cyclical, Seasonal, Disguised, Structural -meaning of each), Natural rate of unemployment, Costs of Cyclical Unemployment. Measurement of Unemployment -NSSO Classification Methods (Usual Principal Status, Weekly Status, Current Daily Status). Rural-Urban and Male-Female unemployment rate variations. Trends in unemployment rates in India (2014 onwards). Trade-off between Inflation and Unemployment-Phillips Curve analysis in the short run</p>	15

	<p>Unit 3: Money, Consumption and Investment Monetary Policy - Meaning, RBI's Monetary Policy -Objectives and Tools of Monetary Policy (General and Selective), Impact of Monetary Policy on Money Supply. RBI's Monetary Aggregates (M0, M1, M2, M3, M4). The Consumption Function and its determinants, Business Fixed Investment and Inventory Investment (Concept and Determinants), Impact of Monetary Policy on Consumption and Investment</p>	<p>15</p>
	<p>Unit 4: Open Economy and Macroeconomic Policies Open and Closed Economy -Meaning and features, flows of goods and capital, saving and investment in a small and a large open economy, Exchange rates - Fixed, Flexible and Managed Floating (Meaning), International Linkages and Mundel -Fleming model, Demonetization in India, 2016 - Meaning and objectives.</p>	<p>15</p>
<p>Pedagogy:</p>	<p>Lectures, Group discussions, Seminars, Case studies, Field work</p>	
<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Ahuja, H. L. (2016). <i>Macroeconomics: Theory and Practice</i> (20th ed.). S. Chand Publications. 2. Blanchard, O., & Johnson, D. R. (2018). <i>Macroeconomics</i> (6th ed.). Pearson. 3. Branson, W. H. (1997). <i>Macroeconomic Theory and Policy</i>. Harper Collins India Pvt. Ltd. 4. D'Souza, E. (2008). <i>Macroeconomics</i>. Pearson Education. 5. Directorate of Planning, Statistics and Evaluation, Government of Goa. (Latest). <i>Economic Survey of Goa</i>. 6. Dornbusch, R., & Fischer, S. (1994). <i>Macroeconomics</i>. McGraw-Hill Education. 7. Dwivedi, D. N. (2018). <i>Macroeconomics: Theory and Policy</i> (5th ed.). Mc Graw Hill Education. 8. Gordon, R. J. (2013). <i>Macroeconomics</i>. Pearson Education. 9. Government of India. (Latest). <i>Economic Survey of India</i>. 10. Gupta, G. S. (2017). <i>Macroeconomics: Theory and Applications</i>. McGraw-Hill Education. 11. Mankiw, N. Gregory. (2015). <i>Principles of Macroeconomics</i>. Cengage Learning India Pvt. Ltd. 12. Puri, V. K., Misra, S. K., & Garg, B. (2023). <i>Indian Economy</i>. Himalaya Publishing House. 13. Samuelson, P. A., Nordhaus, W. D., & Chaudhuri, S. (2021). <i>Macroeconomics</i>. McGraw-Hill Education. 	
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Gain knowledge of various macroeconomic principles and the macroeconomic equilibrium analysis. 2. Understand the economic dimensions of inflation, unemployment and the trade-off between the two macroeconomic variables. 3. Analyze the theoretical approaches to money, consumption and the impact of economic policies on investment 4. Acquire a better understanding of the working of an open economy 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-203

Title of the Course: Services Marketing

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with the fundamental concepts of services marketing. 2. To provide learners with an understanding of the services marketing mix. 3. To create learner awareness on the practical aspects of marketing services in multiple sectors. 4. To enable learners with skills required for marketing of services. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Services and Key Concepts The concept of Service; Role of the service sector in an economy; Factors responsible for growth of the service sector; Classification of services; Characteristics of services and their marketing implications (including Four I's of services - Intangibility, Inconsistency, Inseparability and Inventory). Customer Satisfaction and Service Delivery: Meaning and types of customer expectations- Zone of Tolerance; Customer satisfaction- concept, states of customer satisfaction. Service Quality: Concept, Service quality dimensions, Service quality gaps. Career opportunities in services marketing.</p>	15
	<p>Unit 2: Traditional Marketing Mix in the context of Services Product Mix: The concept of the Service Product; Product Level Framework - core level, expected level, augmented level and potential level. Price Mix: The concept of service price; Challenges in pricing of services. Promotion Mix: The concept of service promotion, Guidelines for managing service promotion. Place Mix: The concept of place in the context of services, Challenges in distribution of services, Choice of channels of distribution.</p>	15
	<p>Unit 3: The Extended 3Ps in the Services Marketing Mix Process Mix: The service process; types of service processes; Service blueprint- developing a service blue print - application of service blue print. People Mix: People in services; Types of service personnel – Customer contact employees, Support personnel; The Service Triangle. Physical evidence: Physical evidence in services; Components of physical evidence - Physical</p>	15

	facilities, Physical setting/ Servicescape, Social setting; Role of physical evidence.	
	<p>Unit 4: A Multi-sector Approach to Services Marketing</p> <p>Tourism and Hospitality services: Travel and tourism services; Hotels. Financial services: Banking services, Insurance services, Mutual funds. Health care services. Telecommunication services.</p> <p>(Learners to undertake field work in any services sector to learn about the marketing aspects of that service).</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Apte, G. (2016). <i>Services Marketing</i> (Second ed.). Oxford University Press. 2. Avadhani, V. A. (2008). <i>Marketing Of Financial Services</i> (Third ed.). Himalaya Publishing House. 3. Bapat, D. (2013). <i>Marketing of Financial Services</i>. Dreamtech Press. 4. Das, D. K., Ray, N., & Kumar, R. (2021). <i>Tourism Marketing: A Strategic Approach</i> (First ed.). Apple Academic Press Inc. 5. Hoffman, K. D., & Bateson, J. E. (2017). <i>Services Marketing : Concepts, Strategies & Cases</i> (Fifth ed.). Cengage learning Ltd. 6. Jauhari, V., & Dutta , K. (2017). <i>Services Marketing: Text And Cases 2E</i> (Second ed.). Oxford University Press. 7. Khan, M. Y. (2019). <i>Financial Services</i> (Tenth ed.). McGraw Hill. 8. Kotler, P. T., & Bowen, J. T., et. al. (2017). <i>Marketing for Hospitality and Tourism</i>. 9. Kumar, P. (2017). <i>Marketing for Hospitality and Tourism</i>. McGraw Hill 10. Nargundkar, R. (2010). <i>Services Marketing: Text & Cases</i> (Third ed.). McGraw Hill. 11. Shankar, R. (2002). <i>Services Marketing: The Indian Perspective : Text and Readings</i>. Excel Books,. 12. Srinivasan, y. R. (2014). <i>Services Marketing: The Indian Context</i> (Fourth ed.). Prentice Hall India. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand and explain the key concepts of service marketing. 2. Identify the different components of the service marketing mix. 3. Identify and analyse service marketing challenges. 4. Develop skills required for marketing of services. 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-204

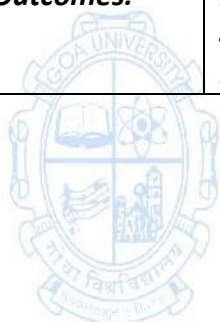
Title of the Course: Event Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with the fundamental concepts of event management and planning. 2. To provide learners with an understanding of event planning tools and event production process. 3. To create learner awareness on key areas in marketing of events 4. To enable learners with tools for effective event budgeting and event financing. 	
		No. of Hours
Content:	<p>Unit 1: Event Management Event management: Concept, Industry, Careers. Principles of event management. Size of Events- Mega events, Regional events, Major events, Minor events. Types of Events- Sporting events, Entertainment, art and culture events, Commercial events, Marketing and promotion events, Meetings, Exhibitions, Festivals, Family/Special events and Fundraising events. Issues/challenges in event management. Event evaluation. Event risks and laws.</p>	15
	<p>Unit 2: Event Planning Event Planning: Concept and designing of events. Preparing event proposal. Critical path and function sheets. Event pricing and management fees. Client meetings and event contracts. Planning and management of event team and crew. Event protocol. Planning event resources. Event itinerary. Event planning tools and emerging technology.</p>	15
	<p>Unit 3: Event Production Event production concepts and requirements (technical and non-technical)-executing the event design and technical aspects. Identifying event vendors, Negotiations and contracts with vendors. Scheduling and Checklists. Venue management- Selection, Staging, Lights and sound, Audio-Visual. Event safety and security.</p>	15
	<p>Unit 4: Event Marketing and Financing 7 Ps of the service marketing mix applied to Event marketing. Event branding. Event publicity. Public relations and communication, Event sponsorship. Event budgets and cost sheet. Financial control in events. Profit analysis of events. Computer applications in event</p>	15

	financing and control.
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work
Reference/ Readings:	<ol style="list-style-type: none"> 1. Allen, J. (2009). Event Planning (Second ed.). Ontario: John Wiley & Sons. 2. Bowdin, G., Allen, J., O'Toole, W., & McDonnell, I. (2011). Events Management (Third ed.). New York: Routledge. 3. Chaturvedi, A. (2009). Event Management: A Professional and Developmental Approach. New Delhi: Global India Publications. 4. Gaur, S. S., & Saggere, S. V. (2003). Event Marketing and Management. Noida: Vikas Publishing House. 5. Shone, A., & Perry, B. (2004). Successful Event Management: A Practical Handbook. London: Thomson Learning. 6. Wagen, L. V., & Carlos, B. R. (2009). Event Management for Tourism, Cultural, Business, and Sporting Events. New Delhi: Pearson Education, Inc.
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain basic concepts of management, planning, production, 2. marketing and financing of events. 3. Make use of appropriate tools to design, plan and execute events. 4. Identify key elements of event budget and event financing. 5. Develop entrepreneurial skills in organizing events.



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-205

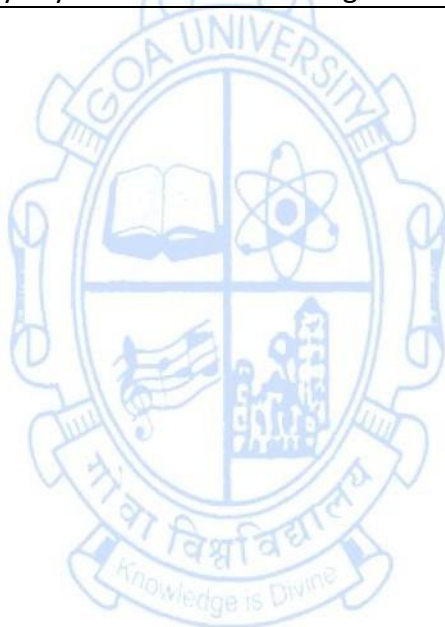
Title of the Course: Brand Management

Number of Credits: 02

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To provide students with a comprehensive understanding of Brand management. 2. To enable learners to understand the methods of managing brands and strategies for brand Management. 3. To provide learners with an understanding of methods of brand promotion. 4. To create awareness among learners about key areas of branding strategy. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Brand</p> <p>Meaning and Definitions of Brand – Branding- Concepts – Brand Evolution – Features of good brand name-Functions of Brand - Significance of Brands – Different Types of Brands – Co-Branding – Store brands- Digital branding, Corporate Branding, Service branding, B2B branding, Global Branding, Luxury Brand Management, Branding Challenges and Opportunities, Competing with foreign brands, -Brand Promotion Methods – Role of Advertising and Public relation in building brands, Celebrity Endorsements, On line Brand Promotions, Social Media strategies, Branding through Sponsorship and Event marketing</p>	15
	<p>Unit 2: Developing a Brand Strategy</p> <p>Strategic Brand Management process, brand positioning and differentiation, Brand Architecture, Brand extensions, types of Brand extensions, Pros and Cons of Brand extensions, Brand Portfolio management, Brand equity, sources of brand equity, measuring sources of Brand equity, Measuring Outcome of Brand equity, benefits of brand equity, choosing brand elements to build brand equity, Brand element choice criteria, Option and Tactics for Brand elements, Customer based brand equity. Ethical considerations in branding.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Aaker, D. A. (2012). <i>Building Strong Brands</i>. Free Press. 2. Batey, L. (2002). <i>Asian Branding – A Great way to fly</i>. PHI. 3. Kapferer, J. N. (2011). <i>Strategic Brand Management</i>. Kogan Page 4. Kapoor, J. (2005). <i>Brandex</i>. Biztranza. 5. Keller, K. L. (2012). <i>Strategic Brand Management: Building, Measuring</i> 	

	<p><i>and Managing</i>. Prentice Hall.</p> <p>6. Kumar, R. (2002). <i>Managing Indian Brands</i>. Vikas Publication.</p> <p>7. Moorthi, Y. L. R. (2012). <i>Brand Management</i>. Vikas Publishing House.</p> <p>8. Sagar, M., Singh, D., Agarwal, D. P., Gupta, A. (2009). <i>Brand Management</i>. Ane Books Pvt. Ltd.</p> <p>9. Sharma, G., & Khundia, K. S. (2012). <i>Brand Management</i>. Himalaya Publishing House.</p> <p>10. Temporal, P. (2000). <i>Branding in Asia</i>. John Willy.</p>
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Trace the historical development of branding, classify the types of brands, assess the challenges and opportunities. 2. Develop a comprehensive understanding about the different strategies in brand management. 3. Explain basic methods of promoting a brand 4. Identify key areas of brand strategies.



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-221

Title of the Course: Digital Marketing (VET)

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To familiarise students with the basic knowledge of Digital Marketing. 2. To acquaint students with Website Design and Digital Campaigning. 3. To acquaint students with Social Media Marketing. 4. To provide students the understanding of various aspects of social media management. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Digital Marketing Meaning, features and importance of Digital Marketing; Digital Marketing vs Traditional Marketing; Channels of Digital Marketing; Meaning of Influencer Marketing; Concept of Content Marketing; Concept of Search Engine Optimization (SEO).</p>	15
	<p>Unit 2: Website Design and Digital Campaigning Basics of website design and development; Elements of a good website; Digital Campaigning – Meaning, Types, Paid, Owned, and Earned Media (POEM) Framework; Campaign planning and creative communications for social media platforms.</p>	15
	<p>Unit 3: Social Media Marketing Fundamentals of Social Media Marketing and its significance; Platforms for Social Media Marketing: YouTube Marketing: Basics of creating a video on YouTube; building a content strategy; gaining a subscriber and expanding the reach. Facebook Marketing: Introduction to Facebook; creating an account in Facebook; creating a Facebook Business Page; Facebook Page Optimization; How to develop business through Facebook. LinkedIn Marketing: Introduction to LinkedIn and its interface; creating personal LinkedIn profile; creating a Business Page on LinkedIn, Learn paid advertising with LinkedIn. Instagram: How to create an account on Instagram; Instagram marketing for Brands; Importance of Instagram marketing. X (Formerly Twitter): How to create an account on X; X marketing for Brands; X marketing best practices.</p>	15

	<p>Unit 4: Social Media Management</p> <p>Meaning, importance and challenges of Social Media Management; The relationship between Social Media Management and Organizational Performance; Essential skills required for a Social Media Manager; Steps in social media Management – understanding business brand, knowing the target audience, setting organisational goals, creating accounts on multiple platforms, creating quality content, monitoring and reporting on social content performance</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Ahuja, V. (2015). <i>Digital Marketing</i> (First ed.). Oxford University Press. 2. Cecilia, F. (2019). <i>Introduction to Digital Marketing</i> (First ed.). BPB Publications. 3. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital Marketing</i> (Eighth ed.). Pearson Education Limited. 4. Deiss, R., & Henneberry, R. (2020). <i>Digital Marketing for Dummies</i> (Second ed.). Wiley India. 5. Dodson, I. (2019). <i>Art of Digital Marketing</i> (First ed.). Wiley India. 6. Gupta, S. (2022). <i>Digital Marketing</i> (Third ed.). McGraw Hill. 7. Kamat, N., & Kamat, C. N. (2017). <i>Digital Marketing</i> (First ed.). Himalaya Publishing House. 8. Krishna, V. V. (2023). <i>Digital Marketing for Beginners: A Road Map to Successful Career in Digital Marketing</i> (First ed.). Notion Press. 9. Kumar, S., & Kaur, S. (2023). <i>Taxmann's Digital Marketing – Thorough, up-to-date book on digital marketing principles, analytics, etc., including AI, AR, and VR presented via case studies, visual presentations, etc.</i> (First ed.). Taxmann Publications. 10. <i>Quick Win Digital Marketing</i> (First ed.). (2009). Oak Tree Press. 11. Shields, B. (2016). <i>Social Media Management: Persuasion in Networked Culture</i> (First ed.). Oxford University Press. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the basic concepts of Digital Marketing 2. Identify various elements of Website Design and types of Digital Campaigning 3. Evaluate various platforms for social media marketing. 4. Interpret the process and tools used for Social Media Management 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-222

Title of the Course: Corporate Law (VET)

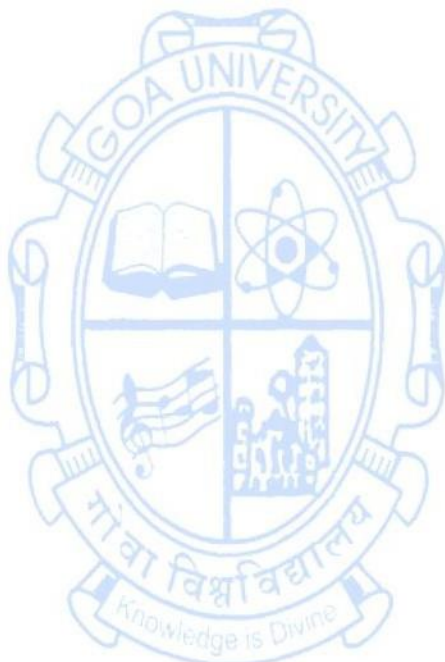
Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint the learners with regulatory framework under Companies Act, 2013 2. To familiarise the learners with management of companies under Companies Act, 2013 3. To impart knowledge regarding registration and protection of Intellectual Property Rights 4. To impart skills to the learners to draft legal documents pertaining to Companies Act, 2013 and Intellectual Property Rights 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Regulatory Framework of Companies Characteristics of a company, Types of companies, Association not for Profit, Illegal Association, Registration of company, Promoters, legal position, Pre-incorporation contract, Memorandum of Association, Articles of Association, Constructive notice, Indoor management, Lifting Corporate Veil, Prospectus and different types of Prospectus, Mis-statement in Prospectus, GDR, Transmission of shares, Buy-back and provisions regarding Buyback of shares, Administration of Company Law including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal</p>	15
	<p>Unit 2: Management of Companies Classification of Directors, Meetings of Shareholders and Board of Directors, Convening and conduct of meetings, Requisites of a valid meeting, Postal ballot, Meeting through video conferencing, e-voting, Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee, Provisions relating to Books of Accounts, Modes of Winding Up. Insider Trading and Whistle Blower mechanism</p>	15
	<p>Unit 3: Intellectual Property Rights Meaning of Intellectual Property, Meaning and registration of Patent, Patentable invention, Compulsory Licensing, Remedies in case of violation of Patent, Meaning of Design, Registration procedure of Design, Piracy of Registered Design, Remedies for violation of Design, Meaning of Copyright, Registration and infringement of Copyright, Broadcasting Right, Performers'</p>	15

	Right, Meaning of Trademark, Deceptively Similar Mark, Collective Mark, Procedure for registration of Trademark, Remedies in case of violation of Trademark and Copyright	
	<p>Unit 4: Drafting of Corporate Legal Documents</p> <p>1. Demonstration of services provided on Ministry of Corporate Affairs portal regarding DIN service, DSC, Master Data, Company e- filing, fees and payments</p> <p>a. Drafting Memorandum of Association</p> <p>b. Drafting resolution of Alteration of Memorandum of Association</p> <p>c. Drafting resolution of Approval of Prospectus</p> <p>d. Drafting resolution of Issue of Sweat Equity/ Shares under Employee Stock Option Scheme.</p> <p>e. Drafting resolution of Purchase of Company's Own Securities (Buy- Back of Securities)</p> <p>f. Drafting minutes of CSR Committee</p> <p>g. Drafting notice of EGM for Winding up of Company</p> <p>h. Drafting E-voting notice of AGM</p> <p>i. Declaration by Director to Company under section 164(2)</p> <p>2. Demonstration of e filing services regarding Patent, Copyright, Trademarks and Design on http://ipindia.gov.in</p> <p>a. Drafting of Patent License Agreement</p> <p>b. Drafting of notice of Patent Infringement</p> <p>c. Drafting of notice regarding Copyright Infringement</p> <p>d. Drafting of notices in case of infringement of Trade mark and Design</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> Datta, R., & Das, M. N. (2018). <i>De Souza's Conveyancing</i> (13th Ed). Eastern Law House. Gower, L. C. B., & Davies, P. L. (2012). <i>Principles of Modern Company Law</i> (9th Ed). Sweet and Maxwell. Jena, K. N. (2005). <i>Intellectual Property Rights, Globalisation and Global Relations</i> (1st Ed). Abhijeet Publications, Delhi. Kapoor, G., & Dhamija, S. (2018). <i>Company Law</i> (21st Ed). Taxmann's University Edition. Kuchhal, M.C. (2013). <i>Modern Indian Company Law</i>(28th Ed). Shri Mahavir Book Depot. Kumar, A. (2022). <i>Corporate Laws</i> (11th Ed.). Taxmann's. Narayanan, P. (2020). <i>Intellectual Property Law</i> (3rd Ed). Eastern Law House, Kolkata, New Delhi. NarsimhaRao, A. V. (2005). <i>Law of Patents Concepts and Cases</i>. ICFAI University Press. Ramayi,A.(2020). <i>A Guide to Companies Act</i> (19th Ed). LexisNexis, Wadhwa and Buttersworth. Shanbhogue, K. V. (2018). <i>Company Resolutions, Notices, Meetings and Minutes</i> (14th Ed). Bharat Law House, New Delhi. 	

	<p>11. Sharma, J. P. (2020). <i>An Easy Approach to Corporate Law</i> (4th Ed). Ane Books Pvt. Ltd., New Delhi.</p> <p>12. Singh, A. (2018). <i>Introduction to Company Law</i> (17th Ed). Eastern Book Company.</p> <p>13. Wadhera, B. L. (2016). <i>Intellectual Property Law</i> (5th Ed). Universal Publishing Co. Pvt. Ltd, Delhi.</p>
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand the regulatory framework of companies 2. Describe the procedure of management of companies 3. Analyse the procedure of registration, and remedies in case of infringement of Intellectual Property Rights 4. Draft documents relating to management of companies and protection of Intellectual Property Rights



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-223

Title of the Course: Business Statistics II (VET)

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To enable learners to provide students with the foundations of probabilistic and statistical analysis. 2. To enable learners to understand and demonstrate difference between various discrete and continuous probability distribution of random variables. 3. To enable learners to demonstrate understanding of various parametric/ non-parametric statistical tools and its applications in inferential statistics. 4. To enable learners to apply correlation and regression analysis for predictive modelling in business forecast and examining historical data. 	
		No. of Hours
Content:	<p>Unit 1: Elementary Probability Theory Permutations: Definition, Formula, Permutation with repetition Combinations: Definition, formula, Properties. Probability: Elements of Probability-Random Experiments, events, definition of probability, conditional probability, Baye's theorem.</p>	15
	<p>Unit 2: Probability Distribution functions and Normality Random Variables- Definition, Probability distribution, Mathematical expectation. Theoretical Distribution - Binomial, Poisson and Normal Distribution, Determining sample size Parametric and non-parametric tests.</p>	15
	<p>Unit 3: Estimation and Testing of Hypothesis Estimation- Sampling distribution, Standard error, Sample mean and Sample proportion, confidence limits, population mean and population proportion. Test of Hypothesis: Procedure for testing of hypothesis, Null and Alternate hypothesis, Type I and Type II error, critical region, level of significance, One-tailed and two-tailed test, Determining sample size. Parametric tests- Test of significance for large samples (Population mean and proportion, difference of means and proportion).</p>	15

	<p>Unit 4: Inferential Statistics</p> <p>Test of significance for small samples (t-test for population mean and difference of means). One-way Analysis of Variance (ANOVA)</p> <p>Non-parametric tests: Chi-square test, Mann-Whitney U-test, Kruskal-Wallis test.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Anderson David R., Sweeney Dennis J., Williams Thomas A., Camm Jeffrey D., Cochran James J., Fry Michael J. and Ohlmann Jeffrrey W. (2021), <i>Statistics for Business and Economics</i>, Cengage Learning. 2. Cooper Donald R. and Schindler Pamela S. (2013), <i>Business Research Methods</i> (12th Edition), McGraw Hill. 3. George Argyrous (2011), <i>Statistics for Research: With a Guide to SPSS</i>, SAGE Publications. 4. Gupta S. C. (2018), <i>Fundamentals of Statistics</i>, Himalaya Publishing House. 5. Harris Jenine K. (2020), <i>Statistics with R: Solving Problems Using Real-World Data</i>, SAGE Publications Inc. 6. Holmes Lex, Illowsky Barbara and Dean Susan (2018), <i>Introductory Business Statistics</i>, OpenStax. 7. Levine David, Stephan David and Szabat Kathryn (2016), <i>Statistics for Managers using Microsoft Excel (8th Edition)</i>, Pearson Education. 8. Thulin, M. (2021), <i>Modern Statistics with R</i>. Eos Chasma Press. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate concepts of probability and its applications in a business context using both technical and non-technical language 2. Understand discrete and continuous random variables and be able to use their distributions to compute probabilities 3. Use hypothesis testing as a tool for statistical decision making in a business context. 4. Understand the difference between parametric and non-parametric tests and identify appropriate tool based on a statistical hypothesis. 	



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-300

Title of the Course: Indian Economy

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To introduce students to the fundamental characteristics of the Indian Economy. 2. To analyze different facets of the Indian Agricultural Sector. 3. To identify issues of the Industrial Sector in India. 4. To evaluate the contribution of the Service Sector and understand the process of market integration with world markets. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Indian Economy Meaning of economic growth and economic development. Indicators of economic development. Characteristics of the Indian Economy: India's Population demographics (Population size and growth rate, rural-urban distribution, gender composition, literacy rate, infant mortality rate, age structure, demographic dividend); General Issues – Inflation, Unemployment, Income Inequalities, Poverty, Regional disparities, Migration, Brain drain, Reverse brain drain, informal employment. Human Development Index (HDI) -Concept, Dimensions of HDI, Value and India's rank in the HDI. Sectoral Composition of GDP.</p>	15
	<p>Unit 2: Agricultural Sector in India Significance of Agriculture to the Indian Economy; Agricultural Productivity (Meaning, causes of low agricultural productivity and measures); Agricultural Marketing (Meaning, Problems and corrective measures – e-NAM, regulated markets, co-operative marketing, MSP, PDS); Financial Support to Agriculture – Role of the Central Government, State Government and NABARD, Unorganized sources of agricultural credit; Farmers Suicides-causes; National Food Security Act 2013 (Rationale and features), Green Revolution and Gene Revolution (Concepts).</p>	15
	<p>Unit 3: Industrial Sector in India Significance of the Industrial Sector to the Indian Economy; Industrial Policies – Industrial Policy Resolution of 1956 (in brief) and the Industrial Policy Resolution-1991 (Features and appraisal; Competition Act of India (2002)-features; MSMEs - Definition, Role, Problems and recent corrective measures; Brief evaluation of the Industrial Sector (achievements and challenges); Concept of Industry 4.0 and Industry 5.0; Make in</p>	15

	India, Skill India, Start-Ups (Policies), Index of Industrial Production (IIP).	
	Unit 4: Services and External Sector in India Service Sector: Significance of the Service Sector; Composition of the Service Sector – Health, Education, Financial Services, IT enabled Services, Energy, Tourism, Transport (Role of each); Achievements and challenges of the Services Sector in India. External Sector: Importance of foreign trade to the Indian economy; Composition, Direction and Trends in India’s exports and imports of goods and services.	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	1. Agrawal A N & Agarwal M K (2019) <i>Indian Economy: Problems of Development and Planning</i> , New Age International Publishers, New Delhi. 2. Datt Gaurav & Mahajan Ashwani (2022). <i>Indian Economy</i> . S. Chand & Company, New Delhi. 3. Dhingra, Ishwar C (2019). <i>Indian Economy</i> . Sultan Chand, New Delhi. 4. <i>Economic Survey of India</i> (Latest) 5. Puri, V.K., Misra, S.K. and Bharat Garg (2023). <i>Indian Economy</i> . Himalaya Publishing House, Mumbai. 6. Uma Kapila (2022) <i>Indian Economy: Performance and Policies</i> , Academic Foundation.	
Course Outcomes:	After completion of this course, the learners will be able to: <ol style="list-style-type: none"> Understand the fundamental features of the Indian Economy. Analyze and evaluate different facets of the Agricultural Sector in India in terms of productivity, marketing and finance. Identify the issues affecting the Industrial Sector and assess the implications of Policy changes. Understand and examine the contribution of the Services Sector to the Indian Economy and India’s integration with the world markets respectively. 	



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-301

Title of the Course: Human Resource Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To understand the importance of Human Resource at the work place 2. To familiarize the students to the prevailing environment in the context of human resource management 3. To provide an exposure to the different aspects of managing people in the organisations from the stage of acquisition to development and retention. 4. To create an awareness about modern HRM practices to meet needs of changing business environment. 	
		No. of Hours
Content:	<p>Unit 1: Introduction To Human Resource Management Meaning, scope of HRM, Challenges before the HR Manager in the changing environment. HRP – Meaning, Importance and Process Job Analysis and Design – Concept of job analysis, methods of data collection, concept of job design, factors affecting job design, methods/techniques of job design. Career Planning-concept and process. Recruitment - Meaning, sources, Selection - Meaning, procedure. Placement - An Overview.</p>	15
	<p>Unit 2: Employee-Up Gradation, Appraisal & Compensation. Training & Development Concept, Advantages, Disadvantages-Methods- Apprenticeship, Understudy, Job rotation, vestibule training, Case study, Role Play, E learning, Sensitivity training, In basket Exercise, Management Games, Performance Appraisal-Concept, process, Methods of P.A.- Confidential report, Rating scale method, Critical Incident method, Modern Methods-Management by Objectives (MBO), 360 degree feedback, Assessment Centre method. Employee counselling, Job transfers & Promotion. Compensation- Concept, Fringe benefits, Performance linked compensation, Employee Stock Option</p>	15
	<p>Unit 3: Industrial Relations, Labour Welfare & Trade Unionism Labour Welfare: Concept and objectives. Labour welfare agencies- Government & Employers. Labour Welfare Programmes in Industries (Statutory and Non-Statutory measures). Trade Union: Definition and functions of Trade Union, Challenges faced by Trade Unions – Suggestions for healthy growth of Trade Unionism in India. Labour Absenteeism Meaning, Causes, Effects, Measures to reduce labour</p>	15

	absenteeism. Employee retention meaning, reasons for employee attrition, methods to retain employees.	
	Unit 4: Contemporary Issues in HRM Business Process Outsourcing - Meaning, Need for outsourcing, Employee Engagement - Meaning, Green HRM - Meaning, Quality of Work Life - Meaning, Benefit, Work from Home, Work-life Balance Talent Management - Meaning, Benefits. Moonlighting – Meaning, Advantages & Disadvantages Voluntary Retirement Scheme - Reasons, Advantages, Disadvantages. AI – meaning, Barriers in adopting AI in Human Resources.	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Badi R. (2022), <i>Human Resource Management (Text and Cases)</i>, Himalaya Publishing House Pvt. Ltd., Mumbai. 2. Chitra A. Naik (2018), <i>Human Resource Management - Managing people at Work (with cases)</i>, Ane Books Pvt Ltd New Delhi. 3. Khanka S.S., (2019), <i>Human Resource Management Text and Cases</i>, S. Chand and Company Limited, New Delhi. 4. Lad Chetankumar J., Banerjee 3. 3.R., Shilu V., (2022), <i>Human Resource Management (Text & Cases)</i>, Himalaya Publishing House Pvt. Ltd., Mumbai. 5. R. Wayne Mondy, Joseph J. Martocchio (2022), <i>Human Resource Management</i>, Pearsons New Delhi 6. Shrivastava A., Micheal V.P., (2022), <i>Human Resource Management and Human Relations</i>, Himalaya Publishing House Pvt. Ltd., Mumbai. 7. Verma J., Chand S., (2022), <i>Human Resource Management and Industrial Relations</i>, Himalaya Publishing House, Pvt. Ltd., Mumbai. 	
Course Outcomes:	After completion of this course, the learners will be able to: <ol style="list-style-type: none"> 1. Describe the concept of Human Resource Management and it's relevance. 2. Develop an understanding about basics of compensation management and Performance appraisal 3. Examine the welfare facilities offered to employees. 4. Comprehend the prevailing HR scenario 	

Name of the Programme: Bachelor of Commerce (Business Management)
Course Code: CBM-302 Title of the Course: Retail Management
Number of Credits: 04
Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with the fundamental concepts of retailing. 2. To create learner awareness on the various formats through which retail business is carried out. 3. To provide learners with an understanding on the key elements in retailing. 4. To help learners understand the importance of store design and layout for effective and efficient store management. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Retailing</p> <p>Concept of Retailing. Factors responsible for growth of retail business. Functions/Role of a retailer. Retail Life Cycle- Meaning and stages. Retail scenario in global and Indian context. FDI in retail. Multi-channel retailing.</p>	15
	<p>Unit 2: Retail Formats</p> <p>Retail Formats- Concept.</p> <p>Types of Retail Stores on the basis of:</p> <p>(a) Form of Ownership- Independent retailer, Chain retailer, Franchising, Lease departments, Consumer co-operatives.</p> <p>(b) Merchandise Offered- Convenience stores, Supermarkets, Hypermarkets and Malls, Specialty stores, Department Stores, Off-Price Retailers, Factory Outlets, Catalogue Showrooms.</p> <p>(c) Non-Store Retailing- Direct selling, Mail order, Telemarketing, Automated vending.</p>	15
	<p>Unit 3: Key Elements in Retailing</p> <p>Product: Types of retail merchandise. Retail decisions on the basis of-</p> <ol style="list-style-type: none"> 1. Life cycle of merchandise 2. Quality of merchandise and services. <p>Pricing: Factors affecting retail pricing</p> <p>Promotion: Need for promotion. Forms of promotion.</p> <p>Place: Importance of store location. Types of location – a) Free Standing (b) Part of Business District (c) Part of the shopping centre (d) Other Retail locations</p> <p>Steps involved in choosing a retail location: 1. Market identification 2. Determining the market potential – Elements to be considered 3. Identification of alternate sites 4. Selection of site</p>	15

	<p>Unit 4: Store Design and Layout</p> <p>Importance and Objectives of a Good Store Design. Exterior Store Design- Meaning and components. Interior Store Design- Meaning and components.</p> <p>Store layout- Meaning and types of layouts – a) Grid Layout (b) Racetrack layout (c) Freeform layout.</p> <p>Layout Selection- Factors to be considered.</p> <p>Space Planning- Meaning and concept of Planogram. Visual Merchandising- Meaning and methods of display. Shoplifting- Meaning, measures for detection and prevention of shoplifting.</p> <p>Employee Theft- Meaning and measures to reduce employee theft.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Bajaj, C. (2016). Retail Management. New Delhi, India: Oxford University Press. 10. Vedamani, G. G. (2017). Retail Management (Fifth ed.). India: Pearson Education. 2. Gilbert, D. (2006). Retail Marketing Management (Second ed.). Pearson India. 3. Gopal, V. V. (2005). Retail Management: An Introduction (Management Series). India: ICFAI University Press. 4. Levy, M., Weitz, B., & Pandit, A. (2017). Retailing Management (Eighth ed.). India: McGraw Hill Education. 5. Madan, K. (2009). Fundamentals of Retailing (First ed.). India: Tata McGraw Hill Education Private Limited. 6. Nair, S. (2012). Retail Management (First ed.). India: Himalaya Publishing House. 7. Pradhan, S. (2020). Retailing Management: Text and Cases (Sixth ed.). India: McGraw Hill Education. 8. Singh, H. (2010). Retail Management: A Global Perspective (Text and Cases). India: S Chand. 9. Vedamani, G. G. (2003). Retail Management: Functional Principles & Practices (Fourth ed.). India: Jaico Publishing House. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain basic concepts of retail life cycle, retail formats, store design and layout and the role of retailers. 2. Relate to the key elements in retailing and design strategies for retail stores. 3. Compare different types of retail store formats, store location, store design and layout as well as question the reasoning behind the choice. 4. Assess and compare different retail stores based on conceptual and experiential learning. 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-303

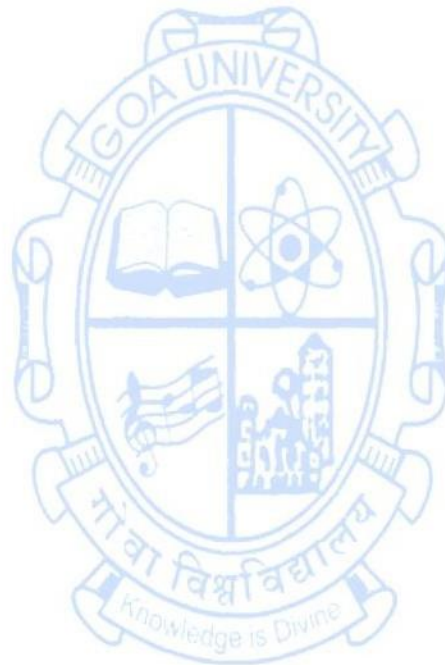
Title of the Course: Research Process

Number of Credits: 02

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To enable learners to understand the significance of research in solving business problems. 2. To acquaint learners with methods of data collection. 3. To familiarize learners with the process of research. 4. To enable learners to understand ethical issues in research. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Research Research: Meaning, Objectives, Types, Approaches, Research Methods Vs. Methodology, Criteria of Good Research, Problems encountered by researchers in India</p>	15
	<p>Unit 2: Research Process Research Problem Identification; Literature Review: Introduction, Steps; Research Gaps; Research Questions; Research Objectives; Research Design: Need, Types; Sampling Design; Data: Meaning, Types, Methods of Data Collection; Introduction to Data Analysis; Introduction to Questionnaire Designing; Introduction to Sampling and Sampling Techniques; Report Writing; Ethical Issues: Plagiarism, Falsification, Fabrication</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Chawla, D., & Sondhi, N. (2020). <i>Research Methodology: Concepts and Cases</i> (2nd Ed). Vikas Publishing House Pvt. Ltd. 2. Cooper, D. R., & Schindler, P. S. (2020). <i>Business Research Methods</i> (11th Ed). Tata McGraw Hill. 3. Gupta, S. C. (2020). <i>Fundamentals of Statistics</i> (7th Ed). Himalaya Publishing House. 4. Jackson, S. L. (2020). <i>Research Methods and Statistics: A Critical Thinking Approach</i> (5th Ed). Cengage. 5. Kothari, C. R., & Garg, G. (2019). <i>Research Methodology: Methods and Techniques</i> (4th Ed). New Age International Publishers. 6. Krishnaswami, O. R., Ranganathan, M., & Harikumar, P. N. (2020). <i>Research Methodology</i>. Himalaya Publishing House. 	

Course Outcomes:	After completion of this course, the learners will be able to: 1. Comprehend the significance of research in solving business problems. 2. Elaborate the methods of data collection 3. Apply the research process in examining research problems. 4. Discuss the ethical issues in research.
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Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-321

Title of the Course: Supply Chain and Logistic Management (VET)

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To enable learners to understand fundamental supply chain management concepts and supply chain processes. 2. To enable learners to understand the foundational role of logistics as it relates to inventory management, transportation, warehousing and packaging. 3. To enable learners to understand how to align the management of a supply chain with corporate goals and strategies. 4. To enable learners to apply knowledge to evaluate and manage an effective supply chain. 	
		No. of Hours
Content:	<p>Unit 1: Introduction Concept of Logistics management - Concept, Nature-Importance of Logistics Management, Functions of Logistics Management. Supply Chain Management- Concept and Importance and functions- Process of Supply chain management, Factors influencing Supply chain management, Value Chain- concept. Key Drivers in Supply Chain Management, Logistics Management v/s Supply Chain Management</p>	15
	<p>Unit 2: Inventory Management & Transportation Inventory management – Concept- Inbound logistics, Outbound logistics, Reverse Logistics- meaning. Inventory classification models: Pareto Law, FSN, ABC, EOQ, Stock out cost, Lead time, Reorder level, Inventory Turnover Ratio, JIT, Bills of Material (Concepts). Purchasing- Centralized and Decentralized Purchasing cycle- Requisition, Specification, Supplier Selection. Inventory Management and material handling process- Mechanised Systems, Semi-automated Systems, Automated Systems. Demand Management and Demand Forecasting – Concept and Importance, types of forecasting, Forecasting techniques- Qualitative and quantitative techniques.</p>	15
	<p>Unit 3: Transportation, Warehousing and packaging Warehousing Management system, Types of warehouses- primary handling activities- receiving, in storage handling and shipping. Safety and Security measures in Warehouse. Transportation- Position of Transportation in Supply Chain,</p>	15

	<p>Modes of Transport, Multi-Mode Transport, Factors affecting choice of Transportation</p> <p>Packaging – Concept- Importance of Packaging in Logistics and Supply Chain Management, Types of packaging- Consumer and Industrial Packaging, Factors affecting packaging. Alternative Packaging- Meaning and reasons for choosing alternative packaging.</p>	
	<p>Unit 4: Supply Chain Integration and Customer Service</p> <p>Supply Chain Integration- Seamless Supply Chain Management, Supply Chain Uncertainty. Customer- Concept and Nature. Customer Service and Customer Retention. Customer Service elements/components. Value Added Services and customer satisfaction and Success. Recent Trends in Supply Chain Management- Risk and Insurance in Supply Chain, Green Logistics, Cold Chain, Block Chain, Logistics and supply chain management in India.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Agarwal, D. K. (2003). <i>Textbook of Logistics and Supply Chain Management</i>. Macmillan, India. 2. Ballou, R. H. (2003). <i>Business Logistics/Supply Chain Management</i> (5th ed.). Pearson Prentice Hall. 3. Bhat, K. S. (2017). <i>Logistics and Supply Chain Management</i>. Himalaya Publishing House. 4. Bowersox, D. J., Closs, D. M., Cooper, B., & Bixby, M. (2012). <i>Supply Chain Logistics Management</i>. McGraw Hill Education. 5. Lu, D. (2011). <i>Fundamentals of Supply Chain Management</i>. Retrieved from bookboon.com. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Gain a sound understanding of the important role of supply chain management in today's business environment 2. Explain the meaning and importance of all the concepts related to supply chain management 3. Describe the usage of information technologies in supply chain management and recognizes its importance 4. Students will be familiar with the current supply chain management trends 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-361

Title of the Course: Internship

Number of Credits: 02

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	Objectives of the Course are: 1. To provide basic work experience in the industry. 2. To enable learners to identify their areas of interest. 3. To improve self-confidence and develop basic skills required for a job.	
		No. of Hours
Overview:	An internship is a valuable opportunity and a professional learning experience for college students to gain practical, real-world experience in their field of study while still pursuing their education. It serves as a bridge between academic learning and professional practice, offering students a glimpse into their future careers and helping them develop essential skills and competencies. In this 2-Credits Internship of 60 hours, students will be introduced to practical work environment and basic work assignments in related areas of commerce. It will enable the students to contrast theoretical knowledge in practical situations. The internship will also help develop basic skills required for a job, improve self-confidence and interpersonal skills.	60
Pedagogy:	Industrial Internship, Work Assignments, Experiential Learning, Self-Study Report	
Course Outcomes:	After completion of this internship, the learners will be able to: 1. Understand the practical work environment of a firm. 2. Contrast theoretical learning in practical situations by accomplishing the tasks assigned. 3. Assess interest and abilities in their field of study. 4. Develop self-understanding, self-confidence, and interpersonal skills.	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-304

Title of the Course: International Economics

Number of Credits: 04

Effective from AY: 2023-24

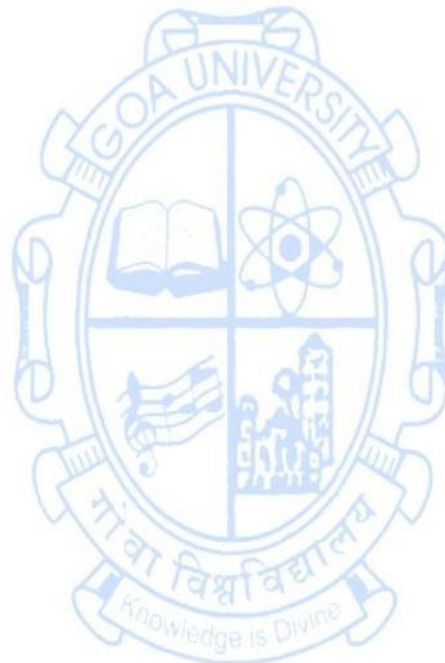
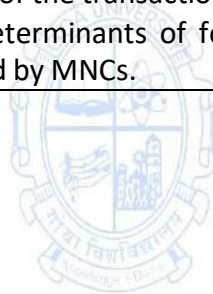
Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To highlight the subject matter of International Economics and help the students to identify the factors influencing international trade. 2. To appreciate the components of BOPs and transactions in the foreign exchange market. 3. To know the various trade barriers, forms of economic integration and WTO agreements. 4. To focus on the determinants of foreign investment and various entry modes adopted by the MNCs. 	
		No. of Hours
Content:	<p>Unit 1: International Economics Meaning and Scope of International Economics, Economic Classification of Countries-Low income, High income and Middle income (World Bank Atlas Method). International trade: meaning and features. Factors influencing international trade-Absolute Cost Advantage, Comparative Cost Advantage, Factor Endowment, Intra-industry, Technological gaps and Product Cycle. Terms of Trade and Gains from international trade.</p>	15
	<p>Unit 2: Balance of Payments and Foreign Exchange Balance of Payments: meaning, structure, disequilibrium in the balance of payments-meaning and causes, measures for correcting disequilibrium -Exchange depreciation, Devaluation, Exchange Control and Trade Measures (Export promotion and Import substitution), India's Balance of Payments-Present Position, Concept of Capital Account Convertibility. Foreign Exchange: Meaning, Meaning and functions of foreign exchange market-Transfer, credit and hedging, foreign exchange rate-meaning, types of transactions in the foreign exchange market-Spot, Forward, Futures, Options, Swap and Arbitrage.</p>	15
	<p>Unit 3: International Trade Policy, Economic Integration and WTO Protectionism and Free trade-meaning, Trade barriers: Tariffs meaning and types (Specific, Ad valorem and Combined) Non-tariff barriers - Voluntary Export Restraints, International Cartels, Anti-dumping duty, Export subsidies, Administered Protection. Economic Integration: meaning, Objectives, Forms of economic integration (Preferential Trade Arrangements, Free Trade Area, Customs Union, Common Market, Economic Union).</p>	15

	European Union (EU), G20. World Trade Organization (WTO)- Objectives, Agreement on Agriculture (AoA), Trade Related Investment Measures (TRIMs), General Agreement on Trade in Services (GATS) and Trade Related Intellectual Property Rights (TRIPs)	
	<p>Unit 4: International Investment and Multinational Corporations</p> <p>Foreign Investment: meaning, types (Foreign Direct Investment and Foreign Portfolio Investment) and determinants. International Financial Instruments: American Depository Receipts (ADRs), Global Depository Receipts (GDRs) and Indian Depository Receipts (IDRs), Multinational Corporations- meaning, Entry modes adopted by Multinational Corporations- Licensing, Franchising, Joint Ventures, Mergers and Acquisitions, Wholly Owned Subsidiaries (meaning, advantages and disadvantages).</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Bharati V. Pathak (2014), <i>Indian Financial System</i>, Pearson Education India. 2. Bharati V. Pathak (2018), <i>Indian Financial System</i>, 5/e Pearson Education India. 3. Carbaugh, R (2018), <i>International Economics</i>, (17th ed), Cengage Learning 4. Cherunilam, Francis (2020), <i>International Economics</i>, (6th ed), McGraw Hill Education (India) Private Ltd., Chennai 5. Dominick Salvatore (2020), <i>International Economics</i>, (13th ed), John Wiley & Sons, Inc. 6. Gaurav Datt & Ashwani Mahajan (2016), <i>Indian Economy</i>, (72nd ed), S. Chand & Company Pvt. Ltd. New Delhi. 7. Government of India. (Latest). <i>Economic Survey of India</i>. 8. K. Aswathappa (2019), <i>Essentials of Business environment</i> (Text, Cases & Exercises), (15th Revised ed), Himalaya Publishing House, Mumbai 9. Krugman, Obstfeld, Melitz (2018), <i>International Economics: Theory and Policy</i>, (11th ed), Pearson 10. P. Subba Rao (2017), <i>International Business</i> (Text and Cases), (4th Revised ed), Himalaya Publishing House, Mumbai 11. Peter I. Hajnal (2019), <i>The G20: Evolution, Interrelationships, Documentation</i>, (2nd Revised ed), Routledge. 12. RBI Bulletins 13. Reserve Bank of India, <i>Balance of Payments Manual for India</i> 14. Sumati Varma (2021), <i>International Business</i>, 2nd Edition, Pearson India Education Services Pvt. Ltd. 15. V.K. Puri and S.K. Misra (2019), <i>Indian Economy</i>, (37th Revised & Updated ed), Himalaya Publishing House, New Delhi 	

**Course
Outcomes:**

After completion of this course, the learners will be able to:

1. Define the subject matter of international economics and spell out the emerging economic and business scenario.
2. Classify various trade restrictions and summarize the integration efforts at the international level.
3. Identify the present position of India's BOPs and develop an understanding of the transactions in foreign exchange market.
4. Analyze the determinants of foreign investment and various entry modes adopted by MNCs.



Name of the Programme: Bachelor of Commerce (Business Management)


Course Code: CBM-305

Title of the Course: Entrepreneurship Development

Number of Credits: 04

Effective from AY: 2023-24

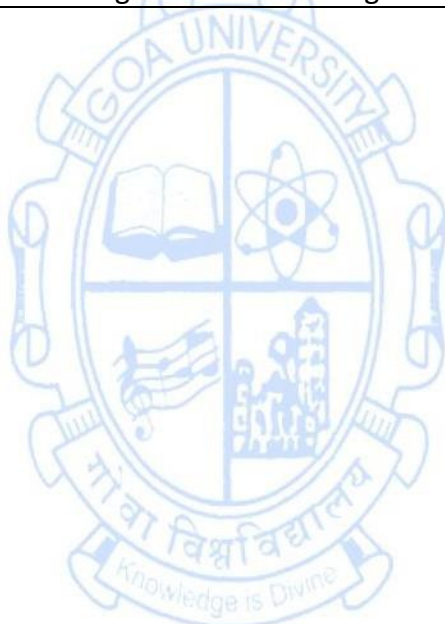
Pre-requisites for the Course:	Nil	
Course Objectives:	Objectives of the Course are: 1. To motivate the students to be self-employed. 2. To provide through the syllabus theoretical knowledge on how to start an enterprise of their own. 3. To provide practical knowledge through assignments like writing a project report to obtain finance from banks/ financial institutions, case studies or interviewing existing entrepreneurs.	
		No. of Hours
Content:	Unit 1: Fundamentals of Entrepreneurship Entrepreneurship: Meaning and Concept, Entrepreneurial values and attitude- Innovativeness, Independence, Outstanding performance, Respect for work, Willingness to assume risk, leadership, Creative thinking, technical knowledge, flexibility, determination courage and perseverance, honesty, drive to achieve and grow, Role of entrepreneur in the economic development of a country-Generation of employment opportunities, Complementing and supplementing economic growth, bringing about social stability, balanced regional development of industries, encouraging capital formation, increasing GNP and per capita income, community development, induces backward and forward linkages, revenue to government and Export promotion, Types of entrepreneurs- Corporate entrepreneur, Family business, sociopreneur, edupreneur, ecopreneur, agropreneur and Tourism entrepreneurship, women Entrepreneurs and Self-help groups. (meaning and features of each type)) Concept of Intrapreneur- Meaning, features and barriers to Intrapreneurship.	15

	<p>Unit 2: Creativity and Innovation</p> <p>Need for creative and innovative thinking for quality, The Creative Process-Task Presentation, Preparation, Incubation, Idea Generation, Idea validation, Outcome Assessment. Innovation in entrepreneurship - Types and barriers to innovation. Principles of Purposeful innovation (Do's, Don'ts and three conditions), SWOT analysis- concept and need, Environment scanning-meaning and benefits, Factors considered for environment scanning- socio-cultural, economic, technical, demographic, legal and political, geographical and international factors, Sources of business idea: From consumer to target market, from existing products and services, from marketing distribution channels, from research and development, Demand and supply condition, project profile, Exports and imports, Technological advancements, Social and economic trends, Success stories, Steps involved in identification of business opportunities-Preliminary evaluation, Conduct detailed investigation, Participate in contractual programmes for more information and Idea selection</p>	<p>15</p>
	<p>Unit 3: Project planning and development</p> <p>Project formulation: Meaning and concept of project formulation, Stages in project formulation, Elements of project formulation-feasibility analysis, techno-economic analysis, project design and network analysis, input analysis, financial analysis, Project Appraisal-concept and features, methods of appraisal-break even analysis, cost benefit analysis, social cost benefit analysis and profitability analysis, Project Selection-meaning and factors to be considered for project selection (Raw materials, credit facilities, market forces, competition, government policy, incentives and subsidies, labour force, capital requirements, infrastructure, profitability) , Project report-meaning importance and contents of project report.</p>	<p>15</p>



	<p>Unit 4: Institutional support to Entrepreneurship and Managing Growth</p> <p>Institutional support to Entrepreneurship Role of Directorate of Industries, District Industries Centres (DIC), Industrial development Corporation (IDC), State financial Corporation (SFC), Commercial banks and Small-Scale Industrial Development Corporations (SSIDC), Khadi and Village Industries Commission (KVIC), National Small industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI), Economic Development Corporation (EDC) objectives and functions), Government policy packages- PMRY, CMRY, Govt Schemes to support Indian Startups (Atal innovation Mission, Dairy entrepreneurship development scheme (DEDS), Startup India initiative and Startup India seed fund scheme. Make in India scheme) concepts in brief, Business Incubators and felicitators: Objectives and functions, Angel Investors: Meaning and Sources</p> <p>Managing Growth: Growth sources- Expanding the growth of products and services, expanding customer profile, snatching competitors customers to increase market share, expanding business to cater to more customers, entering into new markets, mergers and acquisitions with interrelated business or non-related business, Key factors for growth – Control, Responsibility, Tolerance to failure, Change Management, Stumbling Blocks to Growth- lack of education, lack of experience, lack of moral and financial support, lack of managerial competence, Core competencies for managing growth- Leadership, Time management, effective delegation, Scale up, Key steps for growth of a venture – open to continuous learning, focus your energies, establish credit lines that grow, systems and procedures in place, return on investment criteria, Growth strategies for ventures- Franchising, Licensing, Export strategy for growth, Joint ventures, Growth through mergers and acquisitions, Leveraged buyouts, International Opportunities for Entrepreneurship.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Arya Kumar, (2012). <i>Entrepreneurship- Creating and Leading an Entrepreneurial Organisation</i>, Pearson 2. Desai, V. (2011). <i>Dynamics of Entrepreneurship Development (Sixth revised ed.)</i>. Himalaya Publishing House, Mumbai. 3. Drucker, P. (1985) <i>Innovation and Entrepreneurship-Practice and Principles</i>, (First ed.) HarperCollins Publishers Inc., NewYork. 4. Gordon, K., Natarajan, K. (2015). <i>Entrepreneurship Development. (Fifth ed.)</i> Himalaya Publishing House, Mumbai. 5. Gupta, C.B., Srinivasan N.P. (2013). <i>Entrepreneurial Development</i>. Sultan Chand Publication, New Delhi. 6. Khanka, S.S. (1999). <i>Entrepreneurial Development. (First ed.)</i>. Sultan 	

	<p>Chand Publication, New Delhi</p> <p>7. Mascarenhas, R. (2023) <i>Entrepreneurship Management. (Fourth ed.)</i>. Vipul Prakashan, Mumbai.</p> <p>8. Paul, J.; Kumar, A. (1998). <i>Entrepreneurship Development and Management</i>. Himalaya Publishing House, Mumbai.</p> <p>9. Robert D Hierich, Micheal, Micheal P Peter, Dean A Shepherd. (2012). <i>Entrepreneurship</i>, Tata McGraw hill Education Pvt Ltd</p> <p>10. Satish Taneja, (2014). <i>Entrepreneurial Development</i>, Himalaya Publishing house.</p>
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Perceive distinct entrepreneurial traits 2. Create SWOT analysis for new business ideas. 3. Explain the systematic process to select and screen a business idea. 4. Conduct a basic initial feasibility study of the project idea for investment and understand the assistance from Government and Non Government organisations assisting the entrepreneurs.



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-306

Title of the Course: International Marketing

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To enable learners to develop an understanding of the basic concepts of international marketing. 2. To provide basic knowledge to the changing international marketing environment. 3. To enable learners to identify international product, pricing policy, and promotion policies. 4. To provide basic knowledge about international intermediaries. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to International Marketing Management Meaning, Features of International Marketing, Distinction between International and Domestic Marketing, Objectives and Importance of International Marketing, Challenges in International Marketing, Importance of International Marketing Research. International Marketing Environment: Economic, Socio- Cultural, Demographic, Political and Technological.</p>	15
	<p>Unit 2: Developing International Marketing. International market entry strategies - Licensing, Joint Ventures, Direct Investment, Greenfield investments, Turnkey Projects, Franchising, Piggybacking, Exporting, Outsourcing. Export Promotion Organizations- Trade Blocks, Free Trade Zones, Special Economic Zones, Export Processing Zones.</p>	15
	<p>Unit 3: International Product and Pricing Policy Global Branding: Meaning and Benefits, Trademarks, Packaging & Labelling: Meaning, Functions and special considerations in international marketing, International Pricing Strategies: Economy, Penetration, Skimming, Premium, Discount, Competitive, Cost- Based, Dynamic. Factors affecting International Product Pricing, International Product Marketing, Factors influencing product adaption in international markets, International Product life Cycle, Dumping and types of Dumping, Price Quotations.</p>	15

	<p>Unit 4: International Distribution and Promotion Policy</p> <p>International market Intermediaries: Meaning, Importance. Types of International Market Intermediaries: Direct and Indirect. Direct Intermediaries: Importers, Distributors, Wholesalers, Retailers, Government Departments, State Buying Organisations. Indirect Intermediaries: Export Merchants, Agents/ Brokers. Export Marketing Communication Mix. Importance of Export Marketing Communication, International Advertising, Trade Fairs and Exhibitions.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Cherunilam, F. (2013). <i>International Trade and Export Management</i>. Himalaya Publishing House. 2. Kotler, P., Keller, K. L., et al. (2017). <i>Marketing Management- A South Asian Perspective</i>. Pearson Education. 3. Madan, P., et al. (2015). <i>Marketing Management</i>. Global Academic Publishers & Distributors. 4. R, P., & Graham, C. J. (2008). <i>International Marketing</i>. McGraw-Hill Companies. 5. Ramaswamy, V. S., & Namakumari, S. (2018). <i>Marketing Management</i>. MacMillan. 6. Rao, P. S. (2019). <i>International Business - Text and Cases</i>. Himalaya Publishing House. 7. Sherlekar, S. A., & Sherlekar, V. S. (2014). <i>Global Marketing Management</i>. Himalaya Publishing House. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Evaluate the strategies to enter the international market. 2. Elaborate on the concepts of global branding, packaging and labeling 3. Explain the different intermediaries in international marketing. 4. Estimate the challenges in international marketing. 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-307

Title of the Course: Project

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	Objectives of the Course are: 1. To enable learners to analyse business and its environment. 2. To provide opportunity to learners to enhance communication skills, analytical skills impart knowledge of 3. To ensure learners get first hand exposure to societal and industrial issue. 4. To enable individual/team to develop a practical and concrete action plan designed to meet desired outcome.	
		No. of Hours
Content:	As per Project guidelines issued by Goa University from time to time	15
Pedagogy:	Group discussions, Field work	
Course Outcomes:	After completion of this course, the learners will be able to: 1. Understand about the Business and Business Environment in practice. 2. Discourse real time issues/problems relating to their domain specialisation and related areas 3. To enhances and helps improve a person's cognitive abilities and making them sharper and more profound over time 4. Review and reconstruct the contemporary issues in business.	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-322

Title of the Course: Tourism and Travel Management (VET)

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To introduce students to the fundamentals of Tourism and Travel management 2. To develop an understanding of the principles and strategies in marketing and management of Tourism and Travel 3. To analyse emerging industry trends and technologies that are shaping the present and future of the Tourism & Travel Industry 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Tourism and Travel Management Concept of Tourism, nature, importance & characteristics of Tourism. Structure and Components of Tourism and Travel Industry, Tourism industry, Types/Forms of Tourism, Tourism Product: Definition, Elements and components of Tourism product; Travel Motivators and Deterrents for tourism & travel. Sustainable Tourism.</p>	15
	<p>Unit 2: Tourism Marketing & Destination Management Concept, nature and principles of Tourism Marketing, Marketing Mix for tourism, Responsible and Sustainable Tourism Marketing, Destination Planning and Development, Destination Branding and Promotion, Developing Destination Competitiveness, Crisis management in destinations, Sustainable Destination Management.</p>	15
	<p>Unit 3: Components of Tourism and Travel Management Hospitality – concept, importance of hospitality in Tourism, customer service excellence, Managing Guest experiences, Transportation modes & infrastructure, Role of transportation in destination accessibility, Travel Agency-Concept, Role and Functions of a travel agent, Tour Operator – Concept, Role and Functions of Tour Operators, Difference between a travel agent and a tour operator.</p>	15
	<p>Unit 4: Trends in Tourism and Travel Role of Government organizations in promoting & regulating tourism, Role of technology in marketing and distribution of tourism, Innovation in tourism technology and its impact on travel & tourism, Globalization and its impact on tourism, future challenges and opportunities in tourism management, Emerging areas in Tourism – Experiential tourism, Space Tourism, Virtual</p>	15

	Tourism, Digital Nomadism, Strategies for competitiveness in the evolving tourism landscape.
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work
Reference/ Readings:	<ol style="list-style-type: none"> 1. Bhatia, K. (2010). <i>An Introduction to Travel and Tourism</i>, Sterling Publishers Private Limited. 2. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (2008). <i>Tourism: Principles and Practice</i>, Pitman Publishing. 3. Davison, R. (2008). <i>Tourism</i>. Pitman Publishing. 4. Goeldner, C. R. & Brent Ritchie, J. R. (2011). <i>Tourism: Principles, Practices, Philosophies</i>, Wiley India, 5. Seth, P. N., & Bhat, S. S. (2010). <i>An Introduction to Travel and Tourism</i>, Sterling Publishers Private Limited. 6. Singh, T.V., (2012), <i>Tourism Management Dynamics: Trends, Management, and Tool</i>, Sage Publications Pvt. Ltd
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Be familiarized with the contemporary aspects of Tourism and Travel Management. 2. Demonstrate an understand of the concepts and components of Tourism and Travel Management 3. Analyze the trends and developments in Travel and Tourism Industry. 4. Gain a level of proficiency in understanding and implementing Travel and Tourism Operations & sustainable tourism practices.

Name of the Programme: Bachelor of Commerce (Business Management)


Course Code: COM-400

Title of the Course: Management Accounting

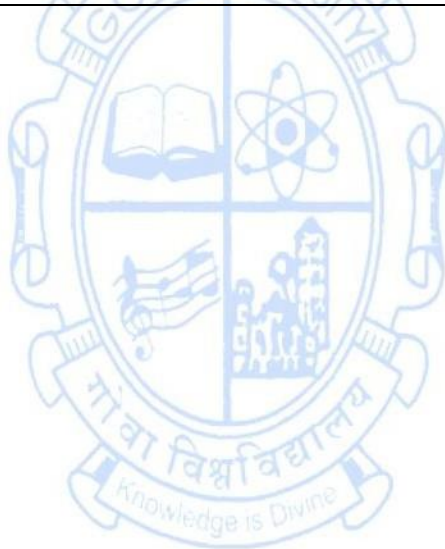
Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint Learners with various fundamental concepts and aspects of Management accounting. 2. To impart knowledge of the various techniques of Management Accounting. 3. To Familiarize learners with various applications of techniques and tools of management Accounting. 4. To enable learners to apply, tools and techniques of MA to facilitate managerial decision making. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Management Accounting Introduction – Meaning and emergence of Management Accounting – Characteristics – Scope – Objectives – Need-Importance-Functions of Management Accounting – Relationship between Management and Financial Accounting Management Accounting conventions- Tools and Techniques of Management Accounting – Limitations of Management Accounting- Management information system – Role of Management Accountant, Installation of Management Accounting System- Emerging issues in Management Accounting - Relationship of Management Accounting with Branches of Accounting.</p>	15
	<p>Unit 2: Marginal Costing and its Application in Managerial Decision Making Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Margin of Safety, Angle of Incidence. Managerial Decision-Making Areas –Profit Planning, Product Decision, Pricing Decisions, Market Decisions. Application of Marginal Costing in Decision Making – Make or Buy – Shut down or Continue – Exploring New Markets, Dropping of product line, Product mix decision- key factors and Export proposal</p>	15

	<p>Unit 3: Budget and Budgetary Control</p> <p>Meaning of Budget, Budgeting, Budgetary Control and its use as a management tool, Functions of Budgeting, Difference between Budgets and Forecasts, Stages in Budget Process, Classification of Budget, Various Types of Budgets- Zero Based Budgeting, Activity Based Budgeting, Performance Budgeting, Master Budget.</p> <p>Preparation of Functional Budgets - Sales Budget, Production Budget, Cost of Production Budget, Flexible Budget, Cash Budget.</p> <p>Capital Budgeting - Meaning of Capital Budget, Nature of Capital Expenditure, Objectives of Capital Budgeting, Factors Affecting Capital Budget, Classification of Capital Budgeting projects - Capital budgeting process, Capital budgeting techniques - Non-Discounting Techniques - Payback Period, Accounting Rate of Return, Discounted Method - Net Present Value, Profitability Index, Discounted Payback Period.</p>	15
	<p>Unit 4: Standard Costing and Variance Analysis</p> <p>Standard Costing; Introduction to Standard Costing, Cost Standards and their types, Standard Costing and Budgetary Control, Operation of Standard Costing System, Merits and Limitations of Standard Costing, Establishing Standard Costs, Standard costs v/s Estimated Cost, variance Analysis, Different types of Variances - Cost Variance - Material cost variances, Labour cost variances and Overheads variances Sales Variances, Interpretation, Presentation and Treatment of variances</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. B.M. Lall Nigam and I.C. Jain, (2000) <i>Cost Accounting, Principles, Methods and Techniques</i>, PHI Pvt. Ltd, New Delhi 2. Bhabator Banerjee, (2021) <i>Cost Accounting –Theory and Practice</i>, PHI Pvt. Ltd, New Delhi. 3. Colin Dury (2018) <i>Cost and Management Accounting</i>, Thomson 4. Gupta S P (2022) <i>Management Accounting</i>, Sahitya Bhavan 5. H. V. Jhamb, H. V. Jhamb, (2011) <i>Fundamentals of Cost Accounting</i>, Ane Books Pvt Ltd, New Delhi 6. Horngren, Sundem, Stratton (2005) <i>Introduction to Management Accounting</i>, Prentice Hall 7. Jain S.P & Narang K.L. (2012) <i>Accounting theory and Management Accounting</i>, Kalyani Publishers 8. Jawahar Lal (2021) <i>Accounting Theory and Practice</i>, Himalaya Book Publisher 9. Jawahar Lal, (2009) <i>Cost Accounting</i>, Tata McGraw Hill New Delhi 10. M. N. Arora, (2021) <i>Cost Accounting – Principles and Practice</i>, Vikas Publishing House, New Delhi. 11. M.C. Shukla, T.S. Grewal and M P. Gupta, (2007) <i>Cost Accounting, Text and Problems</i>, S. Chand & Co. Ltd., New Delhi 	

	<p>12. Michael. L. Werner (2004) <i>Introduction to Management Accounting</i>, Prentice Hall</p> <p>13. Reddy, T.S. & Hariprasad Reddy, Y. (2000) <i>Management Accounting</i>, Margham Publications, Chennai</p> <p>14. S. N. Maheshwari & S.N. Mittal, (2020) <i>Cost Accounting, Theory and Problems</i>, Shri Mahabir Book Depot, New Delhi</p> <p>15. S.P. Jain and K. L. Narang, (2012) <i>Cost Accounting, Principles and Methods</i>, Kalyani Publishers, Jalandhar</p> <p>16. Sharma and Shashi K. Gupta, (2017) <i>Management Accounting</i>, Kalyani Publishers</p> <p>17. Shashi K. Gupta & R.K. Sharma (2017) <i>Management Accounting Principles and Practice</i>, Kalyani Publishers.</p>
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the basic concepts and functions of management accounting. 2. Apply the technique of Marginal Costing for managerial decision-making. 3. Prepare various budgets for cost control. 4. Appraise cost control and cost reduction by using standard costing.




Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-401

Title of the Course: Organisational Behaviour

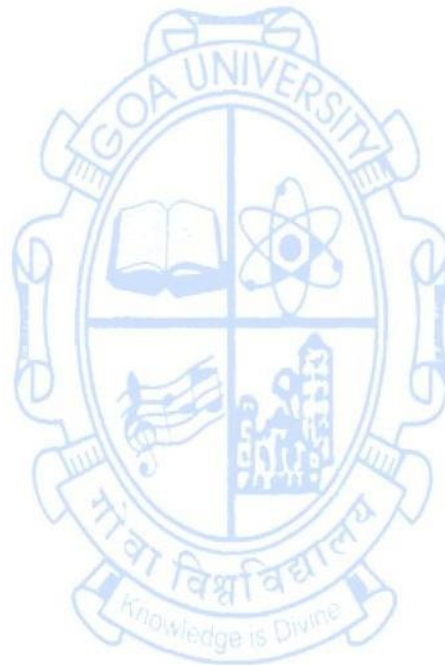
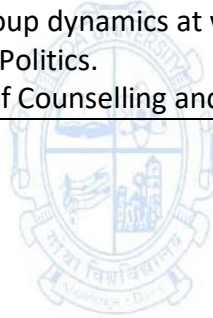
Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with the concept of organisational behavior and analyze complexities of human behavior in an organisation at individual, interpersonal, group and organisational level. 2. To impart knowledge for dealing with different levels of conflict and how to manage it effectively. 3. To understand how people behave under different conditions and why people behave as they do 4. To critically evaluate leadership styles and strategies 	
		No. of Hours
 Content:	<p>Unit 1: Organizational Behaviour Introduction to organisational behaviour - Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB, Personality & Attitudes: Meaning of personality, attitude -Development of personality – Attributes of personality- to Organizational Behaviour Transactional Analysis – Ego states –Johari window</p>	15
	<p>Unit 2: Conflict Management and Stress Management a Conflict Management— Concept, Definition. Traditional Vs Modern view of conflict – Types of conflict – Intrapersonal, Interpersonal, Organizational, Constructive and Destructive conflict, Levels of Conflict – Sources of Conflict – Functional and Dysfunctional Conflict – Effects of Conflict –A Model of Conflict –Assertive Behaviour – Interpersonal Orientation – Facilitating Smooth Relations. Stress Management—Concept of stress, Definition, Causes, Managing stress, Stress as a motivator, Extreme Products of Stress Causes and Symptoms of Stress – Job-Related Causes of Stress – Frustration – Stress and Job Performance – Stress and Employee Health –Stress Vulnerability –Approaches to Stress Management.</p>	15

	<p>Unit 3: Group Behaviour, Power and Organisational Politics Group Behaviour – Group Dynamics, Definition. Properties of Group, Types of Groups, Formal and Informal Groups, Comparison between Formal and Informal Organisation, Nature and Effect of Informal Group, Benefits of Informal Groups – Formation of Informal Leader, Identifying and Rewarding Informal Leaders, Key Roles of Informal Leader. Power and Organisational Politics –Meaning of Power, Dependency in Power Relationship Sources of Power, Legitimate, Reward, Coercive, Expert, Referent – Organisational Politics – Influence and Political Power.</p>	<p>15</p>
	<p>Unit 4: Counselling and Change Management Counselling – Meaning, Characteristics of Counselling, Managers Counselling role, Need for Counselling, Types of Counselling, Directive, Non-Directive, Participative, A Contingent view. Change Management –Nature of Change, Responses to Change, Cost and Benefits of Change, Resistance to Change, Nature and Effect, Reasons for Resistance, Types of Resistance, Possible Benefits of Resistance, Implementing Change, Transformational Leadership and Change, Elements of Transformational Leadership, Three-stage Model of change Process-Building Support for Change.</p>	<p>15</p>
<p>Pedagogy:</p>	<p>Lectures, Group discussions, Seminars, Case studies, Field work</p>	
<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Aswathappa K. (2016) <i>Organisational Behaviour</i>, Himalaya Publishing House, New Delhi, 2. Barbara Senior & Stephen Swailes, <i>Organisational change</i>, 2010, Pearson India Education Services Pvt. Ltd New Delhi 3. Brett F, Luthans and yle W. Luthans (2020); <i>Organizational Behavior: An Evidence-Based Approach</i>, Information Age Publishing, India (14th Edition) 4. Burton G & Thakur M (2002), '<i>Management Today Principles Practice</i>,' Tata McGraw Hill Public Company Ltd., New Delhi, 5. Chandan J (2005) '<i>Organisational Behaviour</i>,' Vikas Publishing House, NewDelhi, (3 rd Edition) 6. James A.F. Stoner, R. Edward Freedom, and Daniel R. Gilbert (2018)- '<i>Management</i>,' Prentice Hill Inc., NewJersey, (6th Edition) 7. Luthans F (2017) <i>Organizational Behavior: An Evidence-Based Approach</i>, McGraw Hill Education, India, 8. Newstrom J (2017) <i>Organisational Behaviour</i>, Tata McGrawHill Publishing Company Limited, (12th Edition). 9. PS James, <i>Organisational Behaviour</i>(2015),Pearson India Education Services Pvt. Ltd New Delhi 10. Singh, A. K., & Singh, B. P. <i>Organisational Behavior</i>.: Excel Books Pvt. Ltd. New Delhi 11. Singh, K. (2015). <i>Organisational Behavior: Texts & Cases</i> (3rd Edition ed.). India: Pearson. 	

	12. Weihrich H and Koontz H (1992), <i>Management - A Global Perspective</i> , Tata McGraw- Hill Publishing Company Limited, (10th Edition.)
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand the different models of organisations and individual behaviours 2. Understand how to overcome conflict and overcome stress. 3. Understand group dynamics at work place and to manage Power & Organisational Politics. 4. Develop skills of Counselling and acceptance of change at workplace



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-402

Title of the Course: Financial Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To provide fundamental knowledge about the company's finances and management. 2. To enable the students to understand the financial decision-making process to enhance shareholders' wealth. 3. To understand the financial management techniques and apply the methods in financial decision-making. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Financial Management Introduction – Meaning and Definition - Goals of Financial Management - Finance Functions - Interface between Finance and Other Business Functions – Time Value for Money- Discounted Time value- Compounded Time value- Effective rate of interest (Including Problems)</p>	10
	<p>Unit 2: Financing and Investment Decisions Cost Of Capital - Meaning of Cost of Capital - Cost of Different Sources of Finance - Weighted Average Cost of Capital (Including Problems). Leverages - Operating Leverage - Application of Operating Leverage - Financial Leverage - Combined Leverage (theory). Capital Structure – Introduction - Factors affecting Capital Structure - Theories of Capital Structure (including problems). Capital Budgeting - Introduction - Capital Budgeting Process - Investment Evaluation - Appraisal Criteria - Capital Budgeting Techniques. (Including problems). Risk Analysis in Capital Budgeting - Risk-adjusted Discount Rate - Certainty Equivalent Approach - Probability Distribution Approach - Sensitivity Analysis – Scenario Analysis- Simulation Analysis - Decision Tree Approach (Including problems).</p>	20

	<p>Unit 3: Working Capital Management Working Capital-Meaning- Operating Cycle - Determinants of Working Capital - Approaches for Working Capital Management - Estimation of Working Capital - Working Capital and Bank Finance. [Includes practical problems]. Cash Management - Motives for Holding Cash - Objectives of Cash Management - Models for determining Optimal Cash Needs - Cash Planning - Cash Forecasting and Budgeting. [Includes practical problems]. Receivables Management: Introduction - Costs associated with maintaining Receivables - Credit Policy Variables – Evaluation of Credit Policy [Includes practical problems]. Inventory Management: Purpose of Inventory - Costs Associated with Inventories - Inventory Management Techniques - Importance of Inventory Management Systems [Includes practical problems].</p>	20
	<p>Unit 4: Dividend Decisions Dividend Decisions –Factors influencing Dividend Decision-Types of Dividend-Stock Split-Reverse Split- Theories of Dividends – Relevance Models – Gordon's Model – Walter's Model – Irrelevance Model - Miller and Modigliani Model - [Includes practical problems].</p>	10
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Brealey and Meyers (2018). <i>Principles of Corporate Finance</i>; Tata McGraw Hill, New Delhi, 12th Edition. 2. Chandra, Prasanna (2019) <i>Financial Management</i>; Tata McGraw Hill, New Delhi, 10th Edition. 3. Gitman, L.J (2017). <i>Principles of Managerial Finance</i>; AddisonWasley, 13th Edition. 4. Keown, Martin, Petty and Scott (Jr) 2009 <i>Financial Management; Principles and Applications</i>; Prentice Hall of India, New Delhi, 10th Edition. 5. Khan, M.Y & Jain, P.K. (2018) <i>Financial Management</i>; Tata McGraw Hill, New Delhi. 8th Edition. 6. Kishore Ravi, M (2020) <i>Financial Management</i>; Taxman, 8th Edition. 7. Pandey, I. M. (2021) <i>Financial Management</i>; Vikas Publishing House, New Delhi, 12th Edition. 8. Vanhorne, James C (2015) <i>Financial Management and Policy</i>; Prentice Hall of India, New Delhi, 13th Edition. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Gain expert knowledge of principles and concepts used in finance; 2. Understand the financing and investment decisions 3. Apply the concept of working capital management, cash management, receivable management in business 4. Learn to manage the short-term resources of a business firm. And understand the dividend decisions. 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: COM-403

Title of the Course: Research Methodology

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To enable learners to understand the significance of research methodology in examining business research problems. 2. To acquaint learners with skills to apply measures of organising and describing the data. 3. To acquaint learners with skills to apply measures of analysing relations, prediction and hypothesis testing 4. To enable learners to prepare research report. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Research Methodology Research Methodology: Meaning, Overview of Research Process, Content Analysis, Meta Analysis, Bibliometric Analysis, Overview of types of data and methods of data collection; Questionnaire Designing, Sampling: Meaning, Techniques, Pilot Study</p>	10
	<p>Unit 2: Measures of Organising and Describing the Data, and Applications of Probability Measures used for organising the data: Tabulation, Graphical Analysis. Measures used for Describing the data: Measures of Central Tendency (Mathematical and Positional Averages), Measures of Dispersion (Absolute Measures and Relative Measures), Measures of Skewness, Measures of Kurtosis (Includes numerical problems). Application of Probability, Mathematical Expectation, and Probability distribution (Includes numerical problems).</p>	20
	<p>Unit 3: Measures of Analysing Relations, Prediction, and Hypothesis Testing Parametric versus Non-Parametric Tests, Measures of Analysing Relationships and Prediction - Correlation Analysis, Regression Analysis: Meaning, Application, Interpretation; T-test, F-test, Z-test, Chi-Square test: Meaning, Application, Interpretation (Includes numerical problems). Exploratory Factor Analysis, Confirmatory Factor Analysis: Meaning, Purpose, Output Interpretation; Introduction to Structural Equation Modelling, (Applications to Primary and Secondary Data)</p>	20

	<p>Unit 4: Research Report Writing and Ethics</p> <p>Report Writing: Significance, Steps, Types, Layout, Precautions in writing Research Reports, Report Formatting Guidelines, Referencing Styles, Use of softwares for Citation and Referencing.</p> <p>Research Misconducts: Plagiarism, Falsification, Fabrication, Consequences of Research Misconducts, Ways to avoid Research Misconducts.</p>	<p>10</p>
<p>Pedagogy:</p>	<p>Lectures, Group discussions, Seminars, Case studies, Field work</p>	
<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Chawla, D., & Sondhi, N. (2020). <i>Research Methodology: Concepts and Cases</i> (2nd Ed). Vikas Publishing House Pvt. Ltd. 2. Cooper, D. R., & Schindler, P. S. (2020). <i>Business Research Methods</i> (11th Ed). Tata McGraw Hill. 3. Gupta, S. C. (2020). <i>Fundamentals of Statistics</i> (7th Ed). Himalaya Publishing House. 4. Jackson, S. L. (2020). <i>Research Methods and Statistics: A Critical Thinking Approach</i> (5th Ed). Cengage. 5. Kothari, C. R., & Garg, G. (2019). <i>Research Methodology: Methods and Techniques</i> (4th Ed). New Age International Publishers. 6. Krishnaswami, O. R., Ranganathan, M., & Harikumar, P. N. (2020). <i>Research Methodology</i>. Himalaya Publishing House. 	
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the significance of research methodology in examining business research problems. 2. Apply measures of organising and describing the data. 3. Apply measures of analysing relations, prediction and hypothesis testing. 4. Prepare Research Report 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-411

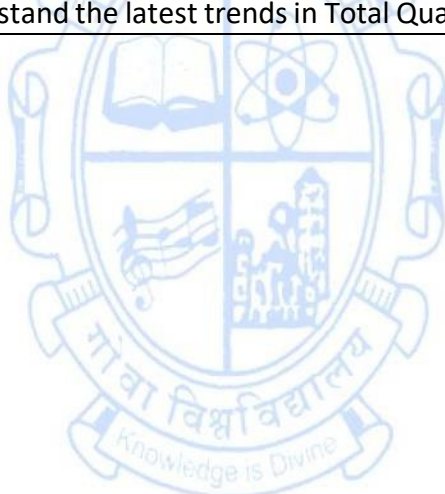
Title of the Course: Total Quality Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To provide students with a comprehensive understanding of Total Quality Management 2. To enable students to understand different methods of TQM. 3. To acquaint the learners with the ISO 9000 and ISO 14000. 4. Create awareness about latest trends in TQM. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Total Quality Management Quality: Concept and importance of Quality, Dimensions of Product Quality, Dimensions of Service quality. Total Quality Management: Concept of TQM, Scope of TQM, Principles of TQM, Benefits of TQM, Elements of TQM, Stages in TQM implementation, Barriers to TQM implementation</p>	10
	<p>Unit 2: Methods of Total Quality Management i) Benchmarking: Meaning, Types and procedure. ii) Deming wheel: Concept and Steps. iii) Quality Circles: Meaning, Features and Process. iv) Six Sigma: Concept, Steps and core elements. v) Kaizen: Meaning and Process. vi) 5s: Meaning, Principles and Benefits.</p>	20
	<p>Unit 3: Building and Sustaining Total Quality Organization Self-Assessment: Process and Benefits, Self-Assessment and TQM, Self-Assessment for Total Quality. Quality Management System: Meaning and purpose. ISO 9000 – 2000: elements, Principles and Benefits of ISO 9000, Steps in implementation of ISO 9000, ISO 9000 Registration process, Environmental Management System (ISO 14000 series): Meaning, elements and Requirements.</p>	15
	<p>Unit 4: Latest Trends in Total Quality Management Employee Empowerment: Meaning and Role of empowerment in quality improvement. 360-degree performance appraisal, meaning, importance, components – self-evaluation, Managers evaluation, evaluation by subordinates and peer evaluation. - Reengineering: Meaning and Process. Five Dimensions of service quality. Quality Audit: Purpose & types of Quality Audit. New challenges faced by Quality Management.</p>	15
Pedagogy:	Lectures, Demonstration, Lab Practicals, Case studies.	

<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Arasu S.B. & Paul P.J. (2007). <i>Total Quality Management</i> (second ed) Scitech Publications Pvt. Ltd. Hyderabad. 2. Bhat, S.K (2018). <i>Total Quality Management</i> (second edition) Himalaya Publishing House, Mumbai 3. Bhatt, K.D & Raj A. (2013) <i>Quality Management Systems, Concepts, Strategies and Requirements</i> (second edition). Kanishka Publishers, Distributors, New Delhi. 4. Charantimath, P.M. (2003). <i>Total Quality Management</i> (first edition) Pearson Education, New Delhi. 5. Evans, R.J. (2009). <i>Total Quality Management, Organization and strategy</i> (fourth edition). cengage Learning India Pvt. Ltd. New Delhi 6. Suganthi, L. & Samuel, A. A. (2004). <i>Total Quality Management</i>. Prentice Hall of India Pvt. Ltd. New Delhi. 7. Tripathi, D. (2010). <i>Quality Management</i> (first edition). Jaico Publishing House, Mumbai.
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of Total Quality Management. 2. Elucidate different techniques of Total Quality Management. 3. Get familiarized with the ISO 9000 and ISO 14000 standards 4. Understand the latest trends in Total Quality Management



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-404

Title of the Course: Business Ethics and Corporate Social Responsibility

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To understand the principles of business ethics and their application in various functional areas of management, such as HRM, marketing, and accounting. 2. To understand corporate governance and its significance in ensuring accountability and transparency within organizations. 3. To gain knowledge about various aspects of CSR. 4. Analyse the recent trends in CSR and their implications for businesses, with a focus on sustainable development goals and various other global initiative. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Business Ethics Meaning of Ethics, Scope of business ethics, Principles of business ethics, Need, Importance and Benefits for business Ethics. Moral vs Ethics. Issues in ethics, Dilemmas in business ethics. Code of Ethics, Ways of managing ethics. Management Ethics: Ethics in HRM, Marketing and Accounting. Ethics in relationship with suppliers and Competitors.</p>	15
	<p>Unit 2: Corporate Governance Meaning and Definition of Corporate Governance, Features of good Corporate Governance, Significance and Principles of Corporate Governance, Issues in Corporate Governance, Factors influencing Corporate Governance. Role, Responsibilities and Functions of Directors, Chairman, CEO towards Corporate Governance. Theories of Corporate Governance. Overview of Corporate Governance in India.</p>	15
	<p>Unit 3: Corporate Social Responsibility Introduction, Meaning of CSR, Definition, Significance of CSR, Factors influencing CSR (Organizational Factors, Environmental Factors), Argument for CSR, Argument against CSR, Models of CSR, CSR towards stakeholders (Owners, Employees, Shareholder, Customer, Consumer, Government, Supplier, Competitors, Environment, Society) Difficulties in enforcing CSR.</p>	15

	<p>Unit 4: Corporate Social Responsibility and Companies Act, 2013</p> <p>CSR and Sustainable development, Recent Trends in CSR, Global Sullivan Principles, Caux Round Table, United Nations Global Compact, Global Corporate Network in India, Global Reporting Initiative, Social Accountability 8000, ISO 26000, Organisation for economic cooperation and development, Guidelines for multinational Enterprises, AA1000, Sustainable Development Goals.</p>	<p>15</p>
<p>Pedagogy:</p>	<p>Lectures, Group discussions, Seminars, Case studies, Field work</p>	
<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. <i>Business Ethics and Corporate Governance</i>, ICF. 2. H.R. Machiraju (2010). <i>Corporate Governance</i>, Himalaya Publishing House, Fifth Edition. 3. J.P. Sharma (2011). <i>Corporate Governance, Business Ethics and CSR</i>, Ane Books Pvt. Ltd, New Delhi. 4. Jyotsna GB, RC Joshi (2020). <i>Business Ethics and Corporate Governance</i>, MC Graw Hill. 5. K. Aswathappa (2016). <i>Organisational Behaviour</i>, Himalaya Publishing House, Twelfth Revised Edition. 6. P. Subba Rao (2010). <i>Management Theory and Practice (Text and Cases)</i>, Himalaya Publishing House, First Edition. 	
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concepts of business ethics and the significance of ethical behaviour in various aspects of business operations. 2. Understand the principles of good corporate governance and its importance in fostering trust and accountability within organizations. 3. Understand CSR, its importance and challenges in implementing CSR effectively. 4. Understand importance of corporate social responsibility (CSR) in promoting sustainable development and its alignment with various global initiatives. 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-405

Title of the Course: Consumer Behaviour and Marketing Research

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To develop an understanding of factors influencing Consumer behaviour. 2. To develop an understanding of consumer decision making process and models of consumer behaviour. 3. To develop knowledge about conduct of market research. 4. To provide an understanding of the importance of marketing research as a management decision-making tool. 	
		No. of Hours
Content:	<p>Unit 1: Consumer Behaviour Meaning, definition and features of consumer behaviour; Importance of consumer behaviour study; Factors influencing consumer behaviour – situational, economic, sociological and psychological factors; Applications of consumer behaviour – analysing market opportunities, selecting target market, marketing mix decision, use in social and non-profits marketing; Digital revolution and consumer behaviour.</p>	15
	<p>Unit 2: Consumer Decision Making Process Consumer decision making process; Models of consumer behaviour - Traditional behaviour models (Learning Model, Psychoanalytical Model, Sociological Model, Economic Model); Contemporary Models (Engel-Kollat-Blackwell Model, Black Box Model, Hawkins Stern Model, Howard Sheth Model, Nicosia Model).</p>	15
	<p>Unit 3: Marketing Research Meaning, definition, features and importance of marketing research; Process of marketing research – Opportunity/Problem identification, Approach to opportunity/problem, Research design, Fieldwork, Analysis of data, Preparation of report; Marketing Research Ethics - Marketing espionage and the art of competitive intelligence. Areas of consumer research.</p>	15

	<p>Unit 4: Areas of Marketing Research</p> <p>Areas of Marketing research - Consumer Research, Product Research, Market Research, Sales Research, Advertising Research, Distribution Research, Corporate Social Responsibility Research. Problem or Opportunity Identification, Research Questions, Objectives, Hypothesis development, Qualitative and Quantitative Research Techniques to be used in each of the above cases to be covered. Influence of Technology on consumer behaviour -various theories with special emphasis on UTAUT Model.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Kumar, S. R. (2017). <i>Consumer Behaviour: The Indian Context (Concepts and Cases)</i>. Pearson India. 2. Malhotra, N. K., & Das , S. (2019). <i>Marketing Research</i>. Pearson Education. 3. Mothersbaugh, D. L., Hawkins, D. I., Kleiser, S. B., & Mookerji, A. (2022). <i>Consumer Behavior Building Marketing Strategy</i> (14 ed.).McGraw Hill. 4. Nair, S. R. (2015). <i>Consumer Behaviour & Marketing</i> (2 ed.). Himalaya Publishing House Pvt. Ltd. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Evaluate the factors affecting consumer behaviour in detail. 2. Analyze the consumer decision-making process and use theoretical models for analysis of consumer behaviour. 3. Develop skills in defining and analysing marketing problems. 4. Translate a marketing problem into sequence of steps in the research process. 5. Develop marketing strategies based upon analysis of consumer behaviour. 	

Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-406

Title of the Course: Strategic Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To expose students to various perspectives and concepts in the field of Strategic Management. 2. To enable the students to understand the principles of strategy formulation, implementation and control in organizations. 3. To help develop strategic thinking and decision-making abilities of students, in relation to understanding the employability of various strategies in organizational situations. 4. To make the learners understand the application process of Strategic analysis. 	
	No. of Hours	
Content:	<p>Unit 1: Introduction Strategic Management: Meaning, Scope, Significance, Advantages, Limitations. Strategic Management Process: Fred R. David's Model - Stages (i) Formulation (ii) Implementation (iii) Evaluation Strategic Decision Making: Concept, Approaches (Optimising, Satisficing). Strategy: Concept, Elements, Levels of Strategy: Corporate, SBU, Functional. Distinction between Strategic Management & Operational Management.</p>	15
	<p>Unit 2: Strategy Formulation Strategic Intent: Concept, Nature, Purpose. Vision: Meaning, Characteristics; Vision statement- Meaning. Mission: Meaning, Elements, Mission Statement: Meaning, Characteristics, Objectives: Meaning, Significance, Characteristics. Environmental Analysis: Relevance, Techniques. Internal Environment: Meaning- Factors. External Environment: Meaning- Factors.</p>	15
	<p>Unit 3: Models of Strategy Formulation & Analysis Michael E. Porter's Five Force Analysis, Mintzberg Theory, Kenichi Ohmae's Four Routes to Strategic Advantage, SWOC Analysis, Value Chain Analysis, Portfolio Analysis - BCG Analysis GE Nine Cell Matrix (Multi factor Portfolio Matrix).</p>	15

	<p>Unit 4: Strategy Implementation, Evaluation and Control Strategy Implementation- Meaning, Steps, Approaches, Matching Strategy with Structure (7-S Approach), Strategic Evaluation – Meaning, Nature, Criteria for evaluation (Rumelt’s Criteria), Steps in Strategy Evaluation Process, Strategic Control – Meaning, Types of Control, Balanced Scorecard - Meaning, Perspectives (with diagram).</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Cherunilam, Francis (2014). <i>Strategic Management</i>. Himalaya Publishing House Pvt. Ltd. 2. David, Fred, R. (2011). <i>Strategic Management- Concept & Cases: A Competitive Advantage Approach</i>. PHI Learning Pvt. Ltd. 3. Hoti, B.S. (2017). <i>Strategic Management: Text & Cases</i>. Wisdom Publications 4. Jauch, Lawrence R. & Glucose, William. (2009). <i>Business Policy & Strategic Management</i>. McGraw-Hill. 5. Pearce, John, A., Robinson, Richard, B. Mital Amita (2019) <i>Strategic Management: Planning for Domestic & Global Competition</i>; McGraw-Hill Education. 6. Pitt, Martyn. & Koufopoulos, Dimitrios (2012). <i>Essentials of Strategic Management</i>. Sage South Asia Edition. 7. Porter, Michael. (1995). <i>Competitive Advantage</i>, MacMillian. 8. Sudarsana Reddy, G. (2017). <i>Strategic Management</i>. Himalaya Publishing House Pvt. Ltd. 	
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Be familiarized with the contemporary business environment 2. Understand the concepts, components and levels of strategic management. 3. Grasp the competitive strategies employed in different types of Organizations. 4. Gain a level of proficiency in understanding and application of the process of strategic analysis. 	



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-407

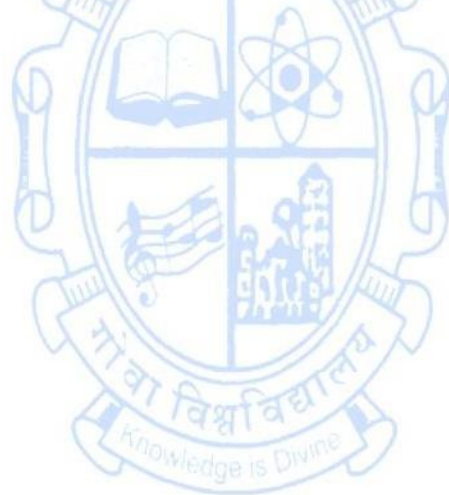
Title of the Course: Customer Relationship Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint students to the analytical and strategic aspects of CRM. 2. To acquaint the students with consumer behaviour and its significance 3. To enable students to understand E-CRM and its types and relevance 4. To help students to develop CRM Programs for organizations 	
		No. of Hours
Content:	<p>Unit 1: CRM and Traditional Marketing CRM – Concept, Meaning, overview of CRM process, benefits to customer and organization. CRM and traditional marketing, strategies of traditional marketing, Relationship Marketing - Relationship Value of customers- factors influencing relationship value., CRM - typical business touch points, CRM capabilities and customer life cycle.</p>	15
	<p>Unit 2: Consumer behaviour, creating Value and Loyalty Consumer behaviour- concept and meaning Customer Lifetime Value - Meaning and measurement concepts, Customer Equity - concepts. Customer Loyalty, Customer Profitability, Customer Pyramid-Concepts. The 4 A's framework and Customer Focus. Customer Complaints-nature of consumer action, types of complainers. Customer Service/Sales Profile-Customer Pyramid, Hourglass, Hexagon drawbacks of Customer Service/ Sales Profile.</p>	15
	<p>Unit 3: E-Customer Relationship Management E-CRM – concept, meaning and, scope, operational CRM (a) Sales Force Automation (SFA), (b) Customer Service and Support (CSS), (c) Enterprise Marketing Automation (EMA), (d) Integrated CRM. E-CRM Technology Dimensions-Utility. CRM software tools. Features and functionality of CRM software, selecting the right CRM software for business.</p>	15
	<p>Unit 4: Developing CRM Programmes Increasing the value of customer base - Strategies. Steps in attracting and retaining customers. Customer Retention - strategies and levels -financial, social, customization and structural bonds. Internal Marketing- concept, Future of CRM using AI.</p>	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	

<p>Reference/ Readings:</p>	<ol style="list-style-type: none"> 1. Judith W. K. (2005). <i>Customer Relationship Management Getting it Right</i>. Pearson education 2. Karunakaran. (1999). <i>Marketing Management-Text and Cases in Indian Context</i>. Himalaya Publishing House. 3. Peeru, H. M., & Sagadevan, A. (2000). <i>Customer Relationship Management, A Step by Step Approach</i>. Vikas Publishing House. 4. Peter F. (2012). <i>Customer Centricity –Focus on right customer for strategic advantage</i>. Wharton Digital Press. 5. Philip, K., Keller; K., & Jha. (1995). <i>Marketing Management-A South Asian Perspective</i>. Pearson Education Delhi. 6. Zeithaml, V., & Bitner, M. Jo. (2005). <i>Services Marketing - Integrating Customer Focus Across the Firm</i>. McGraw Hill. Delhi.
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the fundamentals of CRM. 2. Discover how to create customer value and build customer loyalty. 3. Identify the importance of E- CRM and technology to support CRM strategies. 4. Describe the development of CRM programmes and strategies to attract and retain customers.



Programme: Bachelor of Commerce (Business Management)

Course Code: COM-412

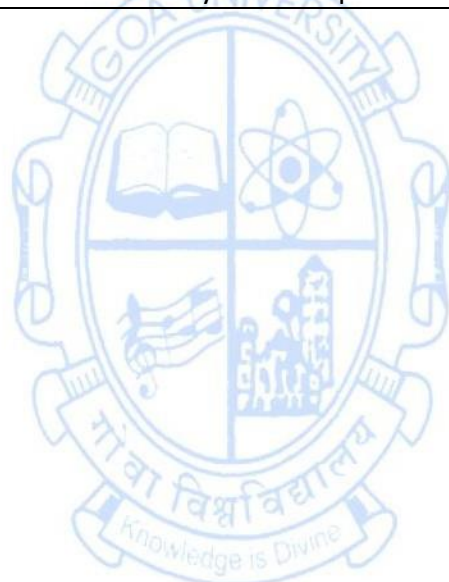
Title of the Course: Basic Econometrics

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	COM-403 Research Methodology	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To enable learners to understand the significance of econometrics in business research. 2. To enable learners to identify violations of Classical Linear Regression Models and suggest remedial measures 3. To acquaint the learners with skills to apply Times Series analysis to the problems in business and economy. 4. To acquaint the learners with skills to apply Panel Data analysis to the problems in business and economy. 	
		No. of Hours
Content:	<p>Unit 1: Introduction to Econometrics Econometrics: Meaning, Methodology, Types, Mathematical and Statistical Prerequisites; Statistical Versus Deterministic Relationships; Regression Versus Correlation Versus Causation; Nature and Sources of Data for Economic Analysis, Classical Linear Regression Model: Meaning, Assumptions underlying the method of Least Squares</p>	10
	<p>Unit 2: Violation of Classical Linear Regression Model Multicollinearity: Meaning, Practical Consequences, Detection, Remedial Measures; Heteroscedasticity: Meaning, Practical Consequences, Detection, Remedial Measures; Autocorrelation: Meaning, Practical Consequences, Detection, Remedial Measures</p>	15
	<p>Unit 3: Times Series Analysis Times Series Data: Meaning, Stochastic Processes, Tests of Stationarity, Transforming Non-Stationary Time Series, Univariate Time Series Analysis: Introduction, Estimation of AR, MA, ARMA, ARIMA processes, Forecasting, Diagnostic Checking; Bivariate and Multivariate Times Series Analysis: Regression – Estimation and Diagnostic Checking; Co-integration Tests, Vector Autoregression, ARCH and GARCH models: Introduction, Estimation and Diagnostic Checking</p>	20
	<p>Unit 4: Panel Data Analysis Panel Data: Meaning, Pooled OLS Regression, Fixed Effect Least-Squares Dummy Variable (LSDV) Model, Fixed Effect Within-Group Estimator, Random Effects Model, Properties of various estimators, Fixed Effect Versus Random Effects Models: Selection</p>	15

Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work
Reference/ Readings:	<ol style="list-style-type: none"> 1. Greene, W. (2004). <i>Econometric Analysis</i>. Prentice Hall, New York. 2. Gujarati, D, N., Porter, D. C., & Gunasekar, S. (2017). <i>Basic Econometrics</i> (5th Ed). Mc Graw Hill Education, New Delhi. 3. Kerry, P. (2000). <i>An Introduction to Applied Econometric: Time Series Approach</i>. Palgrave Macmillan, New York. 4. Ramu, R. (2002). <i>Introductory Econometrics with Applications</i>. Thomson South Western, Singapore. 5. Wooldridge, J. (2012). <i>Introductory Econometrics: A Modern Approach</i> (5th Ed). Thomson South Western, Singapore.
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the significance of econometrics in solving business research problems. 2. Detect violations of Classical Linear Regression Models and suggest remedial measures. 3. Apply Time Series analysis to the problems in business and economy. 4. Apply Panel Data analysis to the problems in business and economy.



Name of the Programme: Bachelor of Commerce (Business Management)

Course Code: CBM-413

Title of the Course: AI and ML for Business Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To acquaint learners with AI and ML applications for business organization. 2. To provide knowledge of processing data for implementing AI strategy in business organizations. 3. To equip learners with knowledge of supervised learning algorithms. 4. To equip learners with knowledge of unsupervised learning algorithms and usage of Natural Language Processing in business management. 	
		No. of Hours
Content:	Unit 1: Introduction to Artificial Intelligence (AI) and Machine Learning (ML) Introduction to AI and ML, Role of AI in business, AI and ML technologies, Concepts and business applications of Supervised learning, Unsupervised learning, Ensemble techniques, Reinforcement learning, Deep learning, Recommendation system, AI as service, AI platforms, Cost benefit analysis of AI, Ethics of AI deployment, AI infrastructure for business.	15
	Unit 2: Preparing Organizational Data for AI Strategy Significance of data for business organizations, Types of data – Structured, Unstructured, Big Data and its characteristics, Data collection, Data pre-processing, Data cleansing, Data classification, Data transformation and feature engineering, Missing data, Data validation.	15
	Unit 3: Supervised Learning Algorithms Decision trees – CHAID, CART, Random Forest, Regression models – Multiple regression, Logistic regression, Support vector machines, Model evaluations. Applications of supervised learning algorithms in marketing, HR and financial analytics.	15
	Unit 4: Unsupervised Learning Algorithms and Natural Language Processing (NLP) Clustering algorithms – K- Means clustering, Hierarchical clustering, Artificial Neural Networks, NLP – Text mining and Sentiment analysis. Applications of unsupervised learning and NLP in marketing, HR and financial analytics.	15
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Abbott, D. (2014). <i>Applied Predictive Analytics</i>, Wiley. 2. Akerkar, R. (2018). <i>Artificial Intelligence for Business</i>. Springer. 	

	<ol style="list-style-type: none"> 3. Borwnlee, J. (2020). <i>Data Preparation for Machine Learning</i>. Machine Learning Mastery. 4. Kang, M. and Choi, E. (2021). <i>Machine Learning: Concepts, Tools and Data Visualization</i>, World Scientific. 5. Kumar, U. (2017). <i>Business Analytics: The Science of data-Driven Decision Making</i>. Wiley. 6. Laursen, G. and Thorlund, J. (2010). <i>Business Analytics for Managers</i>. Wiley. 7. Mitchelle, T. (2017). <i>Machine Learning</i>, McGraw Hill. 8. Rao, P. (2013). <i>Business Analytics: An Application Focus</i>. PHI Learning, Delhi. 9. Unhelkar, B. and Gonsalves, T. (2021). <i>Artificial Intelligence for Business Optimization: Research and Applications</i>. CRC Press (Taylor and Francis). 10. Vajjala, S., Majumder, B., Gupta, A. and Surana, H. (2020). <i>Practical Natural Language Processing: A Comprehensive Guide to Building Real World NLP Systems</i>. O'Reilly.
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the concepts, significance and applications of AI for business organizations. 2. Demonstrate ability to pre-process organizational data for implementing AI strategy. 3. Apply supervised and unsupervised learning algorithms in solving problems in functional areas of management. 4. Perform text mining and sentiment analysis using NLP algorithms.

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