

Syllabus BCom 1st Year

B.Com. I Semester											
Type of Paper	Subject Code	Title of the paper	Max Marks			Credits Allotted				Teachin g Hours per week	Cumulative Minimum Credits Require d for the Award of Certificate/ Diploma /Degree
			Inter nal	Ext ernal	Total	L	T	P	Total		
Major-1 (Own faculty)	C010101T	Business Organization	25	75	100	5	1	0	6	6	
Major-2 (Own faculty)	C010102T	Business Statistics	25	75	100	5	1	0	6	6	
Major-3 Any/Own Faculty)	Any one of the following		25	75	100	5	1	0	6	6	
	C010103T	1.Business Communication									
	C010104T	2.Introduction to Computer Application									
Minor/Generic Elective-1 (Other Faculty)	Any one of the following		25	75	100	3	1	0	4	4	
	C010105T	1. Indian Economy									
	C010106T	2. Fundamentals of Journalism									
Vocational SEC-1	Any one of the following		25	75	100	2	1	0	3	3	
	C010107T	1. Office Management									
	C010108T	2. Presentation and Public Speaking									
Co-Curricular AECC-1	Z010101T	Food Nutrition and Hygiene	25	75	(100)*	2 (Qualif ying)	0	0	2	2	
Total					600				27	27	
B.Com. II Semester											
Type of Paper	Subject Code	Title of the paper	Max Marks			Credits Allotted				Teachin g Hours per week	Certificate in Commerce
			Inter nal	Ext ernal	Total	L	T	P	Total		
Major-3 (Own faculty)	C010201T	Business Management	25	75	100	5	1	0	6	6	
Major-4 (Own faculty)	C010202T	Financial Accounting	25	75	100	3	1	0	4	4	
Major-5 (Own faculty)	C010203P	Computerised Accounting (Practical)	-	-	100 (P)	0	0	4	2	2	
Major-3 Any/Own Faculty)	Any one of the following		25	75	100	5	1	0	6	6	
	C010204T	Essentials of E-Commerce									
	C010205T	Business Economics									
Vocational SEC-2	Any one of the following		25	75	100	3	0	0	3	3	
	C010208T	Advertising and Sales Promotion									
	C010209T	Training and Development									
Co-Curricular AECC-2	Z020201	First Aid and Health	25	75	(100)*	2 (Qua lifyi ng)	-	-	2	2	
Total					600				23	23	

L-Lecture; T-Tutorial; P-Practical; 1L=1Hour; 1T=1Hour; 2P=1Hour.

B.Com. I Semester

L	T	P	C.U.
5	1	0	6

Course Name: Business Organization

Course Code: C010101T

Course Outcomes: After completing this course a student will have-

1. Ability to understand the concept of Business Organisation along with the basic laws and norms of Business Organisation.
2. Ability to understand the terminologies associated with the field of Business Organisation along with their relevance.
3. Ability to identify the appropriate types and functioning of Business Organisation for solving different problems.
4. Ability to apply basic Business Organisation principles to solve business and industry related problems.
5. Ability to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Unit – 1:

Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization, Evolution of Business Organisation. Difference between Industry and Commerce and Business and Profession, Modern Business and their Characteristics.

Unit – 2:

Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organisation: Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

Unit – 3:

Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location. Plant Layout: Meaning, Objectives, Importance, Types and Principles of Layout. Factors Affecting Layout. Size of Business Unit: Criteria for Measuring the Size and Factors Affecting the Size. Optimum Size and factors determining the Optimum Size.

Unit – 4:

Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kind of Business Combination. Rationalisation: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalisation and Nationalisation.

Suggested Readings:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S., "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organisation and Management", Kitab Mahal Publishers (Hindi and English)

Course Name: BusinessStatistics

Course Code: C010102T

L	T	P	C.U.
5	1	0	6

Course Outcomes: After completing this course a student will be able to understand and apply the basic methods/approaches/tools being followed in statistics field. Also, they will understand use of Statistics in Business.

Unit – 1:

Indian Statistics: Meaning, About father of Indian Statistics (Prof. Prasanta Chandra Mahalanobis). Introduction to Statistics: Meaning, Scope, Importance and Limitation, Statistical Investigation- Planning and organization, Statistical units, Methods of Investigation, Census and Sampling. Collection of Data- Primary and Secondary Data, Editing of Data Classification of data, Frequency Distribution and Statistical Series, Tabulation of Data Diagrammatical and Graphical Presentation of Data.

Unit – 2:

Measures of Central Tendency – Mean, Median, Mode, Geometric and Harmonic Mean; Dispersion – Range, Quartile, Percentile, Quartile Deviation, Mean Deviation, Standard Deviation and its Co-efficient, Co-efficient of Variation and Variance, Test of Skewness and Dispersion, Its Importance, Co-efficient of Skewness.

Unit – 3:

Correlation- Meaning, application, types and degree of correlation, Methods- Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Coefficient of Correlation.

Unit – 4:

Index Number: - Meaning, Types and Uses, Methods of constructing Price Index Number, Fixed-Base Method, Chain-Base Method, Base conversion, Base shifting deflating and splicing. Consumer Price Index Number, Fisher's Ideal Index Number, Reversibility Test-Time and Factor; Analysis of Time Series:- Meaning, Importance and Components of a Time Series. Decomposition of Time Series:- Moving Average Method and Method of Least square.

Suggested Readings:

1. Heinz, Kohler: Statistics for Business & Economics, Harper Collins;
2. Gupta, S.C. Fundamental of Statistics, Himalaya Publication.
3. Sharma J.K., Business Statistics, Pearson Education.
4. Gupta S.P. & Gupta Archana, Elementary Statistics, (English and Hindi) Sultan Chand & Sons, New Delhi.

Course Name: Business Communication
Course Code: C010103T

L	T	P	C.U.
5	1	0	6

Course Outcomes: After completing this course a student will be able to understand, to disseminate knowledge and develop skills and attitudes which will benefit them while working in organizations. They will also get familiarize with the systems, procedures and processes.

Unit – 1:

Introduction - Process and Importance of Communication, Types of Communication (verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication.

Unit – 2:

Non-Verbal Aspects of Communicating: Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions, Interviewing skills: Appearing in interviews, Writing resume and letter of application. Modern forms of communicating: E-Mail, Video Conferencing etc.

Unit – 3:

Business language and presentation - Importance of Business language, Vocabulary Words often confused Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids; Writing skills: Planning business messages, Rewriting and editing, The first draft and Reconstructing the final draft; Office Correspondence: Official Letter, Semi Official Letter And Memorandum.

Unit – 4:

Report Writing - Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visual such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley, Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Misra, A.K., Business Communication (Hindi), Sahitya Bhawan Publications Agra

Course Name: Introduction to Computer Application

Course Code: C010104T

L	T	P	C.U.
5	1	0	6

Course Outcomes: After completing this course a student will be able to understand, to disseminate knowledge and develop skills and attitudes which will benefit them while working in organizations. They will also get familiarize with the systems, procedures and processes.

Unit – 1:

Computer: An Introduction- Computer in Business, Elements of Computer System Set-up; Indian computing Environment, components of a computer system, Generations of computer and computer languages; Software PC- Software packages-An introduction, Disk Operating system and windows: Number systems and codes.

Unit – 2:

Relevance of Data Base Management Systems and Interpretations of Applications; DBMS system Network, Hierarchical and relational database, application of DBMS systems.

Unit – 3:

Data Base Language, dbase package, Basics of data processing; Data Hierarchy and Data file structure, Data files organizations; Master and Transaction file. Programme development cycle, Management of data, processing systems in Business organization.

Unit – 4:

Word processing: Meaning and role of word processing in creating of document, Editing, formatting and printing document using tools such as spelling checks, Data Communication Networking-LAN & WANS.

Suggested Readings:

1. Gill, N. S, “Handbook of Computer Fundamentals”, Khanna Publishing House, Delhi
2. Shrivastava” Fundamental of Computer & Information Systems” (Wiley Dreamtech)
3. Leon A and Leon M ., “ Introduction to Computers” (Vikas, 1st Edition).
4. R.S. Salaria, “Computer Fundamentals”, Khanna Publishing House, Delhi.
5. Norton P., “Introduction to Computers”, (TATA McGraw Hill)
6. Leon “Fundamentals of Information Technology”, (Vikas)
7. Ravichandran, A., “Computers Today”, Khanna Publishing House, Delhi.
8. Sinha, P.K., “Computer Fundamental”, BPB Publications (Hindi and English)
9. Laudon & Laudon, “Management Information System”

Course Name: Indian Economy
Course Code: C010105T

L	T	P	C.U.
3	1	0	4

Course Outcomes: After the completion of the course, the students will be able to understand the various tools being used in economy planning and also how the government involvement in maintaining economy structure of country.

Unit – 1:

Economic Growth & Development: Definition, Importance, National Income Determination, Economic Development Measurement; Economic, Social Sustainable Development goals in India.

Unit – 2:

Economic Planning: History, Importance, Bombay Plan, People's Plan, Mahalanobis Model, Wage-Good Model, Gandhian Plan, Resource Mobilization; Industrial Development: Industrial Policies, PSUs, LPG in India.

Unit – 3:

Inflation: Definition, Types, Cost of Inflation; Monetary Policy: Meaning, Importance, Barter System, Inflation, deflation, Recessionary and Inflationary Scenarios, Monetary Policy tools and Money Supply in India.

Unit – 4:

Taxation & Budgeting: Meaning, Classification, Types of Taxation, Tax Reforms, GST, Tax Incidence, Tax Evasion, Laffer Curve, CESS and Surcharge; Government Budgeting: Revenue budget, Capital Budget, Types of Budget and Budgetary Procedure in India.

Suggested Readings:

1. Puri, V. K., & Misra, S. K. (2017). Indian economy (pp. 236-238). Mumbai: Himalaya Publishing House.
2. Kapila, U. (Ed.). (2008). Indian Economy since independence. Academic Foundation.
3. Ray, S. K. (2007). The Indian Economy. PHI Learning Pvt. Ltd..
4. Dhingra, I. C. (1998). The Indian Economy. Chand & Sons New Delhi-2006.
5. Prasad, K. N. (2003). Indian Economy. Atlantic Publishers & Distri.
6. Jalan, B. (2004). Indian Economy. Penguin UK.
7. Chakrabarti, A., Dhar, A. K., & Dasgupta, B. (2015). The Indian economy in transition: Globalization, capitalism and development. Cambridge University Press.
8. Bagchi, A. K. (2015). On Colonialism and the Indian Economy. Review of Agrarian Studies, 5(2369-2021-035).

Course Name: Fundamentals of Journalism
Course Code: C010106T

L	T	P	C.U.
3	1	0	4

Course Outcomes: After the completion of this course, students will be able to understand the role of journalism in the society and information sharing.

Unit – 1:

Principles of journalism: Nature and scope (including types of Journals); Guiding principles of journalism; Professional ethics; standards and canons of journals; Duties and responsibilities of the journalist; Freedom of the press and its limitations.

Unit – 2:

Brief historical survey: Major trends In Indian Journalism before and after Independence; Struggle for freedom of the Press; Establishment of Press Councils and News Agencies.

Unit – 3:

Journalism as Profession; Relationship between Press and Society; Press and Government; Code of Ethics of the press; understanding public taste; Press as a tool of social service; Newspaper Organization; The role of press as an agency of communication

Unit – 4:

Freedom of Press: its basic principles and constraints - Responsibilities and Criticism; Relationship between press and other mass media; Press and Democracy; Print Media in India: An overview.

Suggested Readings:

1. Fleming, C. (Ed.). (2006). Introduction to journalism. Sage.
2. Lamble, S. G. (2011). News as it happens: An introduction to journalism. Oxford University Press Australia.
3. Keeble, R. (2007). Introduction: On journalism, creativity and the imagination. In The journalistic imagination (pp. 11-24). Routledge.
4. Greer, G. (1998). A new introduction to journalism. Juta and Company Ltd.
5. Hussain, S. (2013). Journalism Studies: The Basics. Journalism and Mass Communication Quarterly, 90(4), 828.

Course Name: Office Management
Course Code: C010107T

L	T	P	C.U.
3	0	0	3

Course Outcomes: After completion of the course, the student will be able to work in any type of office culture and manage their daily working life smoothly.

Unit – 1:

Introduction: Meaning, Functions and Importance of Office management; Office management and organization; Principles of office management and organization; Principal departments of modern office; Centralization vs. decentralization of office services.

Unit – 2:

Office Records: Filing and Indexing; Retention and Weeding out of papers; Correspondence: Routine of handling mail. Importance of correspondence in business and Govt. offices. Essentials of good business and official correspondence. Various forms of correspondence.

Unit – 3:

Office Manager: Qualifications and qualities of office manager; The status of office manager in total organization. The authorities and responsibilities of an office manager; Office accommodation: Selection of site. Office layout. Environment and working conditions.

Unit – 4:

HRM for office Management: Recruitment, Selection and Training of office staff; Office supervision- duties and responsibilities of supervisory staff; Motivation- Financial and non-financial incentives to subordinates.

Selected Readings:

1. Chopra, R. K., & Gauri, P. (2015). Office Management.
2. Arora, S. P. (2009). Office organisation and management. Vikas Publishing House.
3. Bhatia, R. C. (2005). Principles of office management. Lotus Press.
4. Pillai, R. S. N. (2008). Office management. S. Chand Publishing.
5. Bhatnagar, S. K. (2011). Front office management. Frank Brothers.
6. Quible, Z. K. (2002). Administrative office management: An introduction. International Journal of Commerce and Management, 12(1), 97-99.
7. Dubey, N. B. (2009). Office management: Developing skills for smooth functioning. Global India Publications.

Course Name: Presentation and Public Speaking
Course Code: C010108T

L	T	P	C.U.
2	1	0	3

Course Outcomes: After completion of the course, the student can share their ideas and present themselves on any public platform.

Unit – 1:

Presentation – Introduction, Importance, Types of Presentation; Planning, Setting Objectives, Audience Analysis, Opening and Closing Remarks, Drafting and Purpose of Presentation; Practise, self-rehearsals, and improvising.

Unit – 2:

Confidence and Control; Transforming nervousness to enthusiasm; Breathing exercises and nervousness, Body Language; Tips to cope with nerves; The posture of the body and mind; Eye Contact

Unit – 3:

Presentation Content – Introduction, Body Framework; Exercises and case studies; Video and sound clips; Statistics, Surveys, and Diagrams; Quotations, jokes, stories, and analogies; Stories, Picture and animation illustrations.

Unit – 4:

Introduction to Public Speaking – Prerequisites for Public Speaking, Types of Public Speaking, Speeches: Types and Demonstrations; Interviews; Meetings and Conferences; Oral/Professional Presentation; Etiquettes and Mannerism in Public Speaking

Suggested Readings –

1. Hughes, V., & Weller, D. (1991). Self presentation skills. Macmillan Education.
2. Kahrs, T. (2000). Enhancing your presentation skills. iUniverse.
3. Mandel, S. (1988). Technical presentation skills. Crisp Learning.
4. McCarthy, P., & Hatcher, C. (2002). Presentation skills: The essential guide for students. Sage.
5. Siddons, S. (1999). Presentation skills. CIPD Publishing.
6. Bradbury, A. J. (2006). Successful presentation skills (Vol. 111). Kogan Page Publishers.
7. Van Emden, J., & Becker, L. (2017). Presentation skills for students. Bloomsbury Publishing.

Course Name: Food Nutrition and Hygiene
Course Code: Z010101T

L	T	P	C.U.
2	0	0	2

Course outcomes: After completing this course a student will be able to -

1. To learn the basic concept of the Food and Nutrition
1. To study the nutritive requirement during special conditions like pregnancy and lactation
3. To learn meal planning
4. To learn 100 days Nutrition Concept
5. To study common health issues in the society
6. To learn the special requirement of food during common illness

Unit – 1:

Concept of Food and Nutrition

- (a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet
- (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition
- (c) Meal planning- Concept and factors affecting Meal Planning
- (d) Food groups and functions of food

Unit – 2:

Nutrients: Macro and Micro

RDA, Sources, Functions, Deficiency and excess of

- (a) Carbohydrate
- (b) Fats
- (c) Protein
- (d) Minerals
Major: Calcium, Phosphorus, Sodium, Potassium
Trace: Iron, Iodine, Fluorine, Zinc
- (e) Vitamins
Water soluble vitamins: Vitamin B, C
Fat soluble vitamins: Vitamin A, D, E, K
- (f) Water
- (g) Dietary Fibre

Unit – 3:

1000 days Nutrition

- (a) Concept, Requirement, Factors affecting growth of child
- (b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy
- (c) Breast / Formula Feeding (Birth – 6 months of age)
Complementary and Early Diet (6 months – 2 years of age)

Unit – 4:

Community Health Concept

- (a) Causes of common diseases prevalent in the society and Nutrition requirement in the following:
Diabetes
Hypertension (High Blood Pressure)
Obesity
Constipation
Diarrhea
Typhoid
- (b) National and International Program and Policies for improving Dietary Nutrition
- (c) Immunity Boosting Food

Suggested Readings:

1. Singh, Anita, "Food and Nutrition", Star Publication, Agra, India, 2018.
2. 1000Days-Nutrition_Brief_Brain-Think_Babies_FINAL.pdf
3. <https://pediatrics.aappublications.org/content/141/2/e20173716>
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909/>
5. Sheel Sharma, Nutrition and Diet Therapy, Peepee Publishers Delhi, 2014, First Edition.

B.Com. II Semester

Course Name: Business Management
Course Code: C010201T

L	T	P	C.U.
5	1	0	6

Course outcomes: After completing this course a student will have:

1. Ability to understand the concept of Business Management along with the basic laws and norms of Business Management.
2. Ability to understand the terminologies associated with the field of Business
3. Management and control along with their relevance.
4. Ability to identify the appropriate method and techniques of Business Management for solving different problems.
5. Ability to apply basic Business Management principles to solve business and industry related problems.
6. Ability to understand the concept of Planning, Organising, Direction, Motivation and Control etc.

Unit – 1:

Discuss the Management Practices in Indian “Vedas”. Introduction: Concept, Characteristics, Nature, Process and Significance of Management; Managerial Roles (Mintzberg); An overview of functional areas of Management; Development of Management Thought; Classical and Neo Classical System; Contingency Approach, System Approach.

Unit – 2:

Planning: Concept, Characteristics, Process, Importance and Types, Criteria of effective planning. Decision-Making: Concept, Process, Types and Importance. Management by Objectives. Organisation: Concept, Nature, Process and Significance. Authority and Responsibility Relationships. Centralization and Decentralization. Departmentation. Organizational Structure-Forms.

Unit – 3:

Direction: Concept and Techniques, Coordination as an Essence of Management, Communication- Nature, Process, Importance, Types, Networks and Barriers. Effective Communication. Management of Change: Concept, Nature, Types of Changes and Process of Planned Change, Resistance to Change and methods of reducing resistance to change.

Unit – 4:

Controlling: Meaning, Importance and Process, Effective Control System. Techniques of Control. Motivation -Concept, Types, Importance, Theories- Maslow, Herzberg, McGregor, Ouchi, Financial and Non-Financial Incentives. Leadership: Meaning, Concept, Functions and Leadership styles, Likert's Four System of Leadership.

Suggested Readings:

1. Gupta, C.B., “Business Organisation”, Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014).
3. Sherlekar, S.A. and Sherlekar, V.S., “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).
4. Bhushan Y. K., “Business Organization”, Sultan Chand & Sons, (1970).
5. Jagdish Prakash, “Business Organization and Management”, Kitab Mahal publishers, (1997).
6. Agarwal K.K., “Business Organisation and Management”.
7. Joshi, G.L., “Vyavasayik Sanghathan Evam Prabandha”.
8. Prasad, Jagdish, “Vyavasayik Sanghathan Evam Prabandha”.
9. Shukla, Sudhir, “Vyavasayik Sanghathan Evam Prabandha”.
10. Shukla, Sudhir, “Management Concept & Principles”.
11. Yadav, Pankaj, Business Management, Neel Kamal Prakashan, Delhi.

Course Name: Financial Accounting

Course Code: C010202T

L	T	P	C.U.
3	1	0	4

Course outcomes: The objective of this paper is to help students to acquire conceptual knowledge of fundamental accounting and to impart skills for recording various kinds of business transactions.

Unit – 1:

Shri Kalyan Subramani Aiyar (K.S. Aiyar) 1859-1940 known as father of Accountancy in India; Nature and scope of Accounting, Generally Accepted Accounting Principles: Concepts and Conventions, Indian and International Accounting Standards. Accounting Mechanics: Double Entry System, Preparation of Journal, Ledger and Trial Balance, Profit and Loss A/c, Balance Sheet, Concept of Income and its Measurement.

Unit – 2:

Royalty Accounts - Accounting Records for Royalty in the books of Landlords and Lessee, Recoupment of Short working, Sub-lease, Short working Reserve Account, Nazarana.

Hire Purchase Account - Accounting Records in the Books of Hire Purchaser and Vendor, Different Methods of Calculation of Interest and Cash Price, Maintenance of Suspense Account, Payment of Premium, Default in Payment and Partial Returns of Goods.

Installment Payment System - Difference between Hire Purchase and Installment Payment System. Accounting Records in the book of Purchaser & Vendor, Interest suspense account.

Unit – 3:

Departmental Accounts-

Meaning, Objects and Importance, Advantage, Methods of Departmental Accounts, Final Accounts of Non Corporate Departmental Business, Allocation of Indirect Expenses.

Branch Accounts-

Meaning and Objectives of Branch Account, Importance and Advantages, Classification of Branches, Accounting of Branch Accounts under various Methods.

Unit – 4:

Insolvency Accounts-

Meaning, Circumstances of Insolvency, Procedure of Declaring Insolvency, Preparation of Statement of Affairs and Deficiency Account. Voyage Accounts - Meaning & Preparation of Voyage Accounts.

Suggested Readings:

1. Jain & Naranag, "Advanced Accounts", Jain Book Agency, 18th Edition, Reprint (2014)
2. Jaisawal, K.S., Financial Accounting, (Both in Hindi & English Version), Vaibhav Laxmi Prakashan. (2010)
3. Gupta, R.L. & Radhaswamy, M., Financial Accounting: Sultan Chand and sons.
4. Shukla, M.C., Grewal T.S. & Gupta, S.C., Advanced Accounts: S. Chand & Co.
5. Maheshwari S.N. & Maheshwari S.K., "A text book of Accounting for Management", Vikas Publication, 10th Edition (2013)
6. Shukla, S.M., Financial Accounting, Edition: 51st, Sahitya Bhawan Publications, 2017
7. Gupta, R. and Shukla, M.C., "Principles of Accountancy", S. Chand & Company Ltd., (2011)
8. Arulanandam, M.A. & Raman, K.S., "Advanced Accounting", Vikas Publishers, (2010).

Course Name: Computerised Accounting
Course Code: C010203P

L	T	P	C.U.
0	0	4	2

Course outcomes: The purpose of this paper is to provide knowledge of accounting with computer.

Unit – 1:

Accounting-Concept, Objectives, Advantages And Limitations, Types Of Accounting Information; Users Of Accounting Information And Their Needs. Qualitative Characteristics Of Accounting Information. Role Of Accounting In Business.

Unit – 2:

Introduction To Computer And Accounting Information System {AIS}: (A) Introduction To Computers (Elements, Capabilities, Limitations Of Computer System); (B) Introduction To Operating Software, Utility Software And Application Software. Introduction To Accounting Information System (AIS) As A Part Of Management Information System.

Unit – 3:

Computerised Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry.

Unit – 4:

Generating Reports-Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company.

Suggested Readings:

1. Computerized Accounting System For B.Com. by Ajay Sharma and Manoj Bansal
2. Computerized Accounting System by Neeraj Goyal and Rohit Sachdeva
3. Computer Based Accounting by C Mohan Luneja, Sandeep Bansal and Rama Bansal
4. Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13th Ed. 2013.
5. Charles T. Horngren and Donna Philbrick, Introduction to Financial Accounting, Pearson Education.
6. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi.
7. M.C. Shukla, T.S. Grewal and S.C. Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
8. S.N. Maheshwari, and S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
9. Deepak Sehgal. Financial Accounting. Vikas Publishing House, New Delhi.
10. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House
11. Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.
12. Tulsian, P.C. Financial Accounting, Pearson Education.

Course Name: EssentialsofE-commerce

Course Code: C010204T

L	T	P	C.U.
5	1	0	6

Courseoutcomes: Thiscourseistofamiliarizethestudentwiththebasics ofe-commerceandto comprehendits potential.

Unit – 1:

InternetandCommerce:BusinessOperationsinCommercePracticesVsTraditionalBusinessPractices;
Benefits of E-Commerce to Organization,Consumers,AndSociety;LimitationofE-Commerce.

Unit – 2:

Application in B2C: Consumers Shopping Procedureon The Internet; Products in B2C Model; E-Brokers;Broker- Based Service Online; Online Travel TourismServices;BenefitsandImpactofE-CommerceonTravelIndustry,OnlineStockTradingandItsBenefits;
OnlineBankingandItsBenefit;OnlineFinancialServices anditsFuture.

Unit – 3:

ApplicationinB2B:ApplicationsofB2B;KeyTechnologies for B2B, Characteristics of The SupplierOrientedMarketplace,BuyerOrientedMarketplaceandIntermediateOrientedMarketplace;JustinT ime Deliveryin B2B.

Unit – 4:

Applications in Governance: EDI In Governance; E Government; E Governance Applications Of The Internet, Concept Of Government-To-Business, Business-To-Government And Citizen-To-Government; E-Governance Models; Private Sector Interface In E Governance.

SuggestedReadings:

1. PtJosephOfE-CommerceAreIndianPerspectivePhpLearningPrivateLimited
2. Nidhi Dhawan Introduction To E-Commerce International Book House PrivateLimited
3. AgarwalKamleshAndAndAgarwalDikshaBridgeToTheOnlineToAFrontNewDelhi India
Macmillan India (Hindi andEnglish)
Manali-DanielleInternetAndInternetEngineeringTataMcgraw-HillNew Delhi
4. Pandey- Concept Of E-Commerce, S.K. Kataria And Sons(Hindi and English)

Course Name: BusinessEconomics

Course Code: C010205T

L	T	P	C.U.
5	1	0	6

Course outcomes: Business Economics objective this course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

Unit – 1:

Famous Economist of India like- Kautilya, Gopal Krishna Gokhale, D.R. Gadgil, Dr. Ram Manohar Lohia, Jawaharlal Nehru and Dr. B.R. Ambedkar etc. Introduction: Nature And Scope Of Business Economics, Meaning, Kinds, Law Of Demand, Law Of Marginal Diminishing Utility, Elasticity Of Demand, Concept And Measurement Of Elasticity Of Demand Price, Incoming Cross, Elasticity Determinants Of Elasticity Of Demand Importance Of Elasticity Of Demand.

Unit – 2:

Theory Of Cost: Short Run And Long Run Cost Curve Traditional And Modern Approaches. Production Function: Law Of Variable Proportion; Properties Ride Line, Optimum Factor Combination And Expansion Path; Return To Scale; Internal And External Economics And Diseconomies.

Unit – 3:

Perfect Competition: Meaning, Price And Output Determination. Monopoly: Meaning And Determination Of Price Under Monopoly; Equilibrium Of A Firm/Industry. C. Monopolistic Competition: Meaning And Characteristics; Price And Output Determination Under Monopolistic Competition.

Unit – 4:

Business Cycle: Various Phases And Its Causes; Theory Of Distribution: Marginal Productivity Theory Of Modern Theory, Wage- Meaning, Determination Of Wage Rate Under Perfect Competition And Monopoly, Rent Concept: Modern Theories Of Rent: Interest Concept- And Theories Of Interest Profit- Concept And Theories Of Profit.

SuggestedReadings:

1. Geetika, “Managerial Economics”, McGraw-Hill Education 2nd Ed.
2. Thomas & Maurice, “Managerial Economics: Concepts and Applications” (SIE), , McGraw Hill Education, 9th Ed
3. Ahuja, H.L, “Managerial Economics”, S.Chand, 8th Ed
4. Dwivedi, D.N., “Managerial Economics”, Vikas Publication, 7th Ed

Course Name: Advertising and Sales Promotion

Course Code: C010206T

L	T	P	C.U.
3	0	0	3

Course outcomes:After completion of the course, the student will be able to:

1. Explain use of advertising and sales promotion as a marketing tool.
2. Describe advertising and sales promotional appeals.
3. Explain appropriate selection of media.
4. Discuss means of testing effectiveness of advertising and sales promotion.

Unit – 1:

Advertising: Meaning, Definition, Functions, Approaches to Advertising; Advertising Media: Media Types & its Evolution; Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising.

Unit – 2:

Advertising Industry : Role in Indian Economy, Impact on Indian Economy; Advertising and Indian Society; Social benefits of advertising; Misleading and Deceptive advertisements; Advertising Appeals,

Unit – 3:

Sales Promotion: Introduction, Meaning, Importance; Sales promotion and Marketing; Forms of Sales Promotion; Consumer Oriented, Trade oriented, Sales force oriented sales promotion.

Unit – 4:

Tools and Techniques of Sales promotion, Display & demonstration, Exhibition, Fashion shows, sales contest, free goods, gifts, offers, rebates, rewards etc.; Sales promotion programs; result evaluation and modification in strategy.

Suggested Readings –

1. Kazmi, S. H. H., & Batra, S. K. (2009). Advertising and sales Promotion. Excel Books India.
2. Rossiter, J. R., & Percy, L. (1987). Advertising and promotion management. McGraw-Hill Book Company.
3. Beard, F. K. (2016). A history of advertising and sales promotion. The Routledge Companion to Marketing History, Routledge, London, 203-224.
4. Peattie, S., & Peattie, K. (2012). Sales promotion. In The marketing book (pp. 490-516). Routledge.
5. Tyagi, C. L., & Kumar, A. (2004). Advertising management. Atlantic Publishers & Dist.
6. Gedenk, K., Neslin, S. A., & Ailawadi, K. L. (2010). Sales promotion. Retailing in the 21st century: Current and future trends, 393-407.
7. Khan, M. A. (2007). Consumer behaviour and advertising management. New Age International.

Course Name: Training and Development

Course Code: C010209T

L	T	P	C.U.
3	0	0	3

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

1. Learn the practical applications of training and development theories in recent times.
2. Learn to design training programmes for diverse workforce.
3. Understand the role of development officers.
4. Evaluate training and development programmes.
5. Recognize the mechanism of career development programmes.

Unit – 1:

Nature of Training and Development - Theories of management training and development and practical application of these theories in today's organisations, inputs and gaps in training; Training and development as a source of competitive advantage; Resistance to change.

Unit – 2:

Designing Training Programmes - Training process and practical application of designing programmes in today's environment, methods of training; Human re-engineering, managing change, workmen training, re-training, government initiatives, self-directed work teams, learning curves, managing a diverse workforce.

Unit – 3:

Executive development; Role of development officers, administrators, consultants, designers and instructors; Trends towards performance management and its impact on training professionals.

Unit – 4:

Evaluation of training and development programmes- statistical methods; Use of appropriate training and development software packages; Application of distance learning packages, effective training follow-up.

Suggested Readings:

1. Bhattacharyya, D.K. Training and Development: Theories and Applications. New Delhi. Sage Publications India Pvt. Ltd.
2. Lynton, R., & Pareek, U. Training for Development. New Delhi: Vistaar.
3. Phillips, J.J. Handbook of Training Evaluation and Measurement Methods. Houston. Gulf Publishing Co.
4. Prior, J. Handbook of Training and Development. Mumbai: Jaico Publishing House

Course Name: First Aid and Health
Course Code: Z020201

L	T	P	C.U.
2	0	0	2

Course outcomes:

1. Learn the skill needed to assess the ill or injured person.
2. Learn the skills to provide CPR to infants, children and adults.
3. Learn the skills to handle emergency child birth
4. Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.
5. Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful
6. instinct at the core of our survival as a species. Sexual desire is a healthy drive.
7. Help to understand natural changes of adolescence
8. Learn the skill to identify Mental Health status and Psychological First Aid

Unit – 1:

A. Basic First Aid

- Aims of first aid & First aid and the law.
- Dealing with an emergency, Resuscitation (basic CPR).
- Recovery position, Initial top to toe assessment.
- Hand washing and Hygiene
- Types and Content of a First aid Kit

B. First AID Technique

- Dressings and Bandages.
- Fast evacuation techniques (single rescuer).
- Transport techniques.

C. First aid related with respiratory system

- Basics of Respiration.
- No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging,
- Swelling within the throat, Suffocation by smoke or gases and Asthma.

D. First aid related with Heart, Blood and Circulation

- Basics of The heart and the blood circulation.
- Chest discomfort, bleeding.

D. First aid related with Wounds and Injuries

- Type of wounds, Small cuts and abrasions
- Head, Chest, Abdominal injuries
- Amputation, Crush injuries, Shock

E. First aid related with Bones, Joints Muscle related injuries

- Basics of The skeleton, Joints and Muscles.
- Fractures (injuries to bones).

Unit – 2:

F. First aid related with Nervous system and Unconsciousness

- Basics of the nervous system.
- Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy.

G. First aid related with Gastrointestinal Tract

- Basics of The gastrointestinal system.
- Diarrhea, Food poisoning.

H. First aid related with Skin, Burns

- Basics of The skin.
- Burn wounds, Dry burns and scalds (burns from fire, heat and steam).
- Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke.
- Frost bites (cold burns), Prevention of burns, Fever and Hypothermia.

I. First aid related with Poisoning

- Poisoning by swallowing, Gases, Injection, Skin

J. First aid related with Bites and Stings

- Animal bites, Snake bites, Insect stings and bites

K. First aid related with Sense organs

- Basic of Sense organ.
- Foreign objects in the eye, ear, nose or skin.
- Swallowed foreign objects.

L. Specific emergency satiation and disaster management

- Emergencies at educational institutes and work
- Road and traffic accidents.
- Emergencies in rural areas.
- Disasters and multiple casualty accidents.
- Triage.

M. Emergency Child birth

Unit – 3:

Basic Sex Education

- Overview, ground rules, and a pre-test
- Basics of Urinary system and Reproductive system.
- Male puberty — physical and emotional changes
- Female puberty — physical and emotional changes
- Male-female similarities and differences
- Sexual intercourse, pregnancy, and childbirth
- Facts, attitudes, and myths about LGBTQ+ issues and identities
- Birth control and abortion
- Sex without love — harassment, sexual abuse, and rape
- Prevention of sexually transmitted diseases.

Unit – 4:

Mental Health and Psychological First Aid

- What is Mental Health First Aid?
- Mental Health Problems in the India
- The Mental Health First Aid Action Plan
- Understanding Depression and Anxiety Disorders
- Crisis First Aid for Suicidal Behavior & Depressive symptoms
- What is Non-Suicidal Self-Injury?
- Non-crisis First Aid for Depression and Anxiety
- Crisis First Aid for Panic Attacks, Traumatic events
- Understanding Disorders in Which Psychosis may Occur
- Crisis First Aid for Acute Psychosis

Suggested Readings:

1. Indian First Aid Manual-<https://www.indianredcross.org/publications/FA-manual.pdf>
2. Red Cross First Aid/CPR/AED Instructor Manual
3. <https://mhfa.com.au/courses/public/types/youthedition4>
4. Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center.
5. www.unh.edu/ccrc/pdf/CV192.pdf
6. Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250.
7. Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.
8. Schwiegershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html
9. Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD. <https://marshallmemo.com/marshall-publications.php#8>