

B. Com (NEP) (2024-25)

Yr.	Sem.	Major A (Subject 1)		Major B (Subject 2)		Minor (Subject 3)		CC/VC		Total Credits	Degree
		Courses	Credits	Courses	Credits	Courses	Credits	Courses	Credits		
1	Sem. 1	P-1 : Financial Accounting	4	P-1: Business Organisation	4	Q1: Currency Banking & Exchange	2	CC-1: Investing in Securities Market / Personality Development / Manpower Economics	2	20	Certificate
		P-2 : Micro Economics	4	P-2: Essentials of Management	4						
	Sem .2	P-3: Business Regulatory Framework	4	P-3: Principles& Practice of Marketing	4	Q2: Business Communication	2	VC- VC-1: Regulations of Insurance Business / Personal Selling / Credit Management	2	20	
		P-4: Public Finance	4	P-4: Selling& Advertising	4						

Note:

1. Students will have to pass the Rashtra Gaurav for obtaining certificate, diploma, undergraduate degree or graduation honours with research, only once.
2. CC- Co-curricular course, select any one out of three.
3. VC- Vocational Course, select any one out of three.

B.Com. – Semester I

Major A - P-1: Financial Accounting

Credit: 4

T: 4 Lectures per week

Course Outcomes: The students will be able to:-

- Acquire knowledge of the basic concepts and conventions of accounting.
- Prepare accounts of a partnership firm.
- Prepare accounts of special kinds such as Royalty accounts, Voyage accounts and Branch accounts.
- Prepare accounts of Hire-Purchase & Installment Purchase as well as Insolvency of the business units.
- Gain insight into the Indian accounting standards as well as IFRS.

Unit I: Introduction

Definition, Nature and Scope of Accounting, Concepts and Conventions, Introduction to Financial Statements, Capital and Revenue Items, Indian Accounting Standards & IFRS, Basics of Computerized Accounts.

Unit II: Partnership Accounts

Advanced problems, Admission, Retirement and Death of partners, Dissolution of Partnership Firm.

Unit III: Hire-Purchase System& Royalty Accounts

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

Installment Accounts – Difference between Hire Purchase and Instalment Payment System, Accounting Records in the Book of Purchaser and Vendor, Interest Suspense Account.

Royalty Accounts – Accounting records for Royalty in the Books of Landlord and Lessee, Recoupment of Short working, Sub-lease, short working Reserve Account.

Unit IV: Special Accounting

Meaning, Circumstances of Insolvency, Procedure of Declaring Insolvency, Preparation of Statement of Affairs and Deficiency Account.

Insurance Claim for Loss of Stock and Loss of Profit, Branch Accounts.

Voyage Accounts – Meaning & Preparation of Voyage Accounts.

References:

Text Books

1. Shukla, S.M. – Financial Accounting
2. Kumar, Audhesh –Vittiya Lekhankan(Hindi)
3. Mishra, A.K. - Financial Accounting
4. Gupta, S.P. - Financial Accounting

Suggested Readings

1. Kumar, Arvind & Saxena, Vishal – Financial and Advanced Accounting
2. Gupta, R.L. and Radhawamy, M. - Financial Accounting
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C. – Advanced Accounting
4. Anthony, R.N. and Reece, J.S. - Accounting Principles

Web References:

1. Compendium of Indian Accounting Standards - The Institute of Chartered Accountants of India, New Delhi

P 2 - MICRO ECONOMICS

Credit : 04

T: 4 Lectures per week

Course Outcome : After studying all materials and resources presented in the course, the student will be able to:

- Explain the role of scarcity, specialization, opportunity cost and cost/benefit analysis in economic decision-making.
- Identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.
- Summarize the law of diminishing marginal utility; describe the process of utility maximization.
- Calculate supply and demand elasticities, identify the determinants of price elasticity of demand and supply, and demonstrate the relationship between elasticity and total revenue.
- Describe the production function and the Law of Diminishing Marginal Productivity; calculate and graph short-run and long-run costs of production.
- Relate to real world business scenario through study of various market forms.
- Study the factors affecting distribution of income through an analysis of various factor payments.
- Gain in-depth insight and equip them to analyze the real economic situations more effectively with the help of practical problems using elementary mathematics.

Unit –I

Definition and Concepts of Economics: Wealth, Welfare, Scarcity and Growth Oriented definitions, Concept of Scarcity, Optimum utilization, Equilibrium, and various forms of equilibrium.

Nature and Scope of Economics, Micro and Macro Economics. Inductive and Deductive methods of Economics

Unit –II

Consumer Behaviour and Utility Analysis; Cardinal Approach: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer's equilibrium, and consumer's surplus. Demand Analysis: Types, Determinants and change in demand, Law of Demand, and its exception. Elasticity of Demand: its types and measurements. Ordinal Approach: Indifference curve Analysis, price, income, and substitution effects.

Unit –III

Producer's Behaviour: Production and Factors of Production. Laws of Production: Law of Variable Proportions and Return to Scale. Isoquant: Meaning, Assumptions and Properties. Producer's Equilibrium through Isoquants. Cost Curves Analysis: short run and long run cost. Law of Supply and its Elasticity.

Market: Revenue Analysis, Concept and Classification of Market. Equilibrium and Price Determination of Firm and industry under Perfect competition, Monopolistic competition and Monopoly, Price discrimination in monopoly.

Unit-IV

Distribution: Factor Pricing, Theory of Marginal Productivity. **Rent:** Ricardian Theory, Modern Theory, Quasi Rent. **Wages:** Subsistence Theory of Wages, Wage Fund Theory, Residual Claimant Theory and Marginal Productivity Theory. **Interest:** Gross and Net Interest, Classical Theory of Interest, Loanable Funds Theory, Liquidity Preference Theory. **Profit:** Accounting and Economic Profit. Dynamic Theory of Profit: Risk-bearing Theory, Uncertainty Bearing Theory, and Innovation Theory.

References:

Text Books :

1. Maheshwari K. L, Maheshwari R. K. & Singh, A. K. - Micro Economics
2. Maheshwari K. L, Maheshwari R. K. & Madhu Bhatia- Micro Economics (Hindi)
3. Vaishampayan, J. V.- Micro Economic Theory (Hindi)
4. Vaishampayan, J. V.- Micro Economic Theory
5. Lall M. - Micro Economics
6. Jhingan, M. L.- Micro-Economic Theory
7. Pant J.C.-Micro Economics (Hindi)

Suggested Readings :

1. Samuelson, P. A. - Economics
2. Varian, H. - Intermediate Micro Economics
3. Stonier & Hague- A Textbook of Economic Theory

Web References :

1. https://onlinecourses.nptel.ac.in/noc21_hs52/preview
2. <https://nptel.ac.in/courses/109/104/109104125/>
3. https://onlinecourses.swayam2.ac.in/cec21_hs04/preview
4. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/>
5. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/unit-2-consumer-theory/>
6. <https://ocw.mit.edu/courses/economics/14-01sc-principles-of-microeconomics-fall-2011/unit-4-welfare-economics/>
7. <https://openstax.org/details/books/principles-microeconomics-2e>
8. <https://journals.sagepub.com/home/mic>

Major B - P-1: Business Organisation

Credit: 4

T: 4 Lectures per week

Course Outcomes: The students will be able to:

- Understand basics about a business organization and its various forms.
- Understand the social responsibility of business towards the various stakeholders.
- Gain knowledge of the new forms of business operations and organisations i.e., E-Commerce, LLP, OPC.
- Get knowledge about computation and fixation of remuneration of labour and incentive plans.
- Gain insight of stock exchanges and commodity exchanges and their working as well as regulation.
- Understand organisational process and different types of organisation structure.

Unit-I: Introduction

Nature and scope of business, Social Responsibility of Business, Size of a business unit, Business Environment, Government and Business.

Unit-II: Forms of Business Organisation

Forms of business organisations and comparative study - Sole Proprietorship, Partnership, Joint stock company, Co-operative organisation, Limited Liability Partnership, One Person company, E-Commerce.

Unit –III: Combinations and Markets

Business combination and its types, Rationalisation and Automation, Methods of Remunerating Labour, Stock Market, Commodity Market,

Unit-IV: Organisation

Organization process – Importance, Principles, Types of Organization Structure, Centralisation and Decentralisation, Committees, Departmentation, Delegation of authority.

References:

Text Books

1. Kapoor, Geetika T.- Business Organisation
2. Maheshwari, K.L., Maheshwari, R.K. & Milan Ram - Business Organisation
3. Kapoor, Geetika T.- Vyavsayik Sanghtan Prarupevam Siddhant (Hindi)
4. Maheshwari, K.L., Maheshwari, R.K. & Bhatia, M. – Vyavsayik Sanghtan (Hindi)
5. Padmakar, Asthana – Business Organisation (Hindi)

Suggested Readings

1. Bhushan, Y.K. –Fundamentals of Business Organisation and Management
2. Vasishth, Neeru - Principles of Business Organisation
3. Tulsian, P C. - Business Organisation and Management

Web References:

1. Kaul,V.K. -Business Organisation and Management, Text and Cases

P 2 – Essentials of Management

Credit:04

T:4Lectures per week

Course Outcomes

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

- Map the evolution of 'Management' as a discipline and as a process that helps in the analysis of internal and external environment.
- Understand of the various aspects of Planning and decision making, and of Authority and Responsibility in a formal organization
- Organise, motivate and lead in an organization
- Understand Control functions and make simple applications

Course Objectives

The course 'Essentials of Management' aims to equip students with the knowledge of concept of 'management' focusing on its various functional dimensions and their use in managing the activities of modern Businesses and Organizations

Unit I: Introduction, Nature of Management, Evolution of Management Thought, Management Process & Co-ordination, Managers need for understanding Internal and external environment

Unit II: Planning, Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Departmentation, Delegation, Centralization and Decentralization.

Unit III: Staffing, Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication.

Unit IV: Controlling, Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques-Traditional and Modern.

Text Books:

- Rudani, R.B., Principles of management. McGraw-Hill Education.
- Gupta, R. N., Principles of management. S. Chand Publishing.
- Bose, D.C., Principles of management and administration. PHI.
- Tripathi, P.C. Principles of management. McGraw - Hill Education

Reference Books:

- Daft, R. L., & Daft, R. L., Principles of management. South - Western, Cengage Learning
- Koontz, H., Essentials of management. Tata McGraw – Hill Education.
- Du Brin, A.J., Essentials of management. South -Western College.
- Morden, T., Principles of management. Routledge Parkinson, C.N., Rustomji,

- M.K., & Sapre, S. A., Great ideas in management. Child, Henry and Page.
- Mandal, S. K., Management: Principles and practice. Jaico Publishing House.

Web References

- <https://online.hbs.edu/courses/management-essentials/>
- <https://www.edx.org/course/management-communication?index=product&queryID=5a379435c1c3a375529ba884611cac4b&position=2>

Minor - Q1: Currency Banking and Exchange

Credit : 02

T: 2 Lectures per week

Course Outcome : After studying all materials and resources presented in the course, the student will be able to:

- Have a sound theoretical base in various areas of banking and exchange.
- Understand the channel for flow of money in the economy.
- Analyse the role and importance of credit in the economy.
- Get insight knowledge about exchange rate and exchange control.

Unit –I

Functions, Significance & Various Forms of Money, E- Money. Quantity Theory of money (Fisher's): Assumptions and Criticism, Monetary Standard – Gold Standard, Bi-metalism and Managed Currency Standard. Principles & Methods of Note issues, Indian Money Market.

Unit –II

Meaning and Significance of credit, Factors Influencing the Volume of Credit in the Country, Credit Creation by Bank, Credit Control by RBI. Inflation: Causes & Remedies.

Unit –III

Types of Banks, Central Bank and Commercial Banks: Meaning and Functions, Regional Rural Banks. E- Banking & Postal Banking,

Unit –IV

Concept of Foreign Exchange and Exchange Rate, Factors Causing Fluctuations in Exchange Rate, Exchange Control: Meaning, Objective and Methods.

References:

Text Books :

1. Maheshwari R.K. & Chaturvedi Kavita– Currency, Banking and Exchange
2. Singh Archana- Currency, Banking and Exchange
3. Jaiswal Bimal – Currency, Banking and Exchange
4. Seth M.L. - Banking and International Trade
5. Maheshwari R.K. & Bhatia Madhu– Currency, Banking and Exchange (Hindi)

Suggested Readings :

1. Current Annual RBI Bulletin
2. Current Economic Survey

Web References :

1. https://onlinecourses.swayam2.ac.in/cec21_ge04/preview
2. https://onlinecourses.swayam2.ac.in/imb20_mg39/preview
3. https://onlinecourses.swayam2.ac.in/cec20_mg08/preview
4. https://onlinecourses.swayam2.ac.in/imb21_mg18/preview
5. <http://web.gjuonline.ac.in/distance/book/bcom/BCOM%20203%20Money%20and%20Banking.pdf>
6. https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/module%204.pdf
7. <https://resources.saylor.org/wwwresources/archived/site/TextBooks/Money%20and%20Banking.pdf>
8. <http://egyankosh.ac.in/handle/123456789/14307>
9. <http://www.universityofcalicut.info/SDE/BA%20Economics%20-%20VI%20Sem.%20Additional%20Course%20course%20-Banking%20and%20Finance.pdf>
10. <https://www.msuniv.ac.in/Download/Pdf/0870c0a90f8b48b>
11. <http://egyankosh.ac.in/handle/123456789/13641>

Co-Curricular Course

CC-1: Investing in Securities Market**Credit : 02****T: 2 Lectures per week****Course Outcomes:** The students will be able to:

- Explain the basics of investing in the stock market.
- Differentiate between Primary and Secondary Market.
- Understand different methods of issuing shares.
- Understand the operation of Demat A/c and Depository Participants.

Unit I: Indian Stock Market

Introduction, History, Organization, Governing body, Functions of stock Exchange, Players in Stock Market, SEBI – Objectives, Role and Powers

Unit II: Primary and Secondary Markets

Meaning, Objectives, Scope, and Functions of Primary and Secondary Markets-Difference between Primary and Secondary Market, Methods of issue of shares in primary market, Concept of derivatives and Debt Market in India, Mutual Funds

Unit III: Trading in Stock Market

Intermediaries- Meaning, Role and Responsibilities, Trading & Settlement Procedure-Procedure for Trading–Buying Order, Sell Order, Long and Short Positions, Bid and Ask Price, Volume, Stop Loss, Types of Trading.

Unit IV: Depository in India

Demat Account- Meaning and Need for Demat Account, Steps in Opening Demat Account and

related documentations, Depositories in India: National Securities Depository Ltd. (NSDL), Central Depository Services Ltd. (CDSL).

References:

Text Books

1. Tripathi, V. - Investing in Stock Markets
2. Jaiswal, B. – Fundamental of Stock Market
3. Mynemi, S.R. – Law of Investments and Securities

Suggested Readings:

1. Chandra, P. - Investment Analysis and Portfolio Management
2. Kevin, S. - Security Analysis and Portfolio Management.
3. Pandian, P. - Security Analysis and Portfolio Management.
4. Central Depository Services Ltd.(CDSL)-Features and Functions.

Web Reference

1. Tripathi, V. & Panwar, N. – Investing in Stock Market
2. M., & Madhumathi, R. -Security Analysis and Portfolio Management

CC-1: Personality Development

Credit : 02

T: 2 Lectures per week

Course Objectives: This course aims to provide students with a comprehensive understanding of the foundational principles essential for personal growth and professional success. Through an exploration of personality theories, assessment tools, communication strategies, and self-development techniques, students will develop a deep insight into their own personalities and acquire the necessary skills to thrive in various interpersonal and professional settings.

Course Outcome:

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

1. Understand personality theories, assessment tools, and various personality types.
2. improve communication, empathy, and conflict resolution skills.
3. Develop self-esteem, time management, stress management, and emotional intelligence.
4. Master business etiquette, interview preparation, leadership, and personal branding for career readiness.

Unit 1: Foundations of Personality Development Understanding Personality: Meaning, Significance, and Factors Influencing Personality Development. Overview of Personality Theories, Personality Assessment Tools: Introduction to MBTI (Myers-Briggs Type Indicator) and other Personality Assessment Tests. Exploring Types of Personality: Introvert, Extrovert, Type A, Type B, and their Characteristics.

Unit 2: Communication and Interpersonal Skills Importance of Effective Communication in Personal and Professional Life. Developing Interpersonal Communication Skills: Active Listening, Empathy, and Conflict Resolution. Verbal and Nonverbal Communication: Understanding Body Language and its Impact. Enhancing Presentation Skills: Public Speaking, Presentation Techniques, and Overcoming Stage Fear.

Unit 3: Self-Development and Personal Growth Building Self-esteem and Self-confidence: Strategies for Self-assessment and Self-improvement. Time Management and Goal Setting: Prioritising Tasks, Managing Deadlines, and Setting SMART Goals. Stress Management Techniques: Identifying Stressors, Coping Mechanisms. Enhancing Emotional Intelligence: Understanding Emotions, Empathy, and Interpersonal Relationships.

Unit 4: Professional Etiquette and Career Readiness Business Etiquette and Professional Conduct: Workplace Ethics, Dress Code, and Professional Decorum. Interview Preparation and Job Search Skills: Resume Writing, Interview Techniques, and Networking. Personal Branding and Career Development: Building a Professional Online Presence and Continuous Learning.

Reference:

1. Bhatia, M., & Garg, A. (2024). Management Concepts and Organisational Behaviour. Book Rivers. ISBN-10: 9358423293, ISBN-13: 978-9358423297
2. Ghosh, S. (2024). Organisational Behaviour. String Production
3. Larson, R. M., & Buss, D. M. (2021). Personality Psychology: Foundations and Findings. McGraw-Hill Education.
4. Hill Education.
5. Adler, R. B., & Elmhorst, J. M. (2018). Communicating at Work: Principles and Practices for Business and the Professions, McGraw-Hill Education.
6. Robbins, A. (2007). Awaken the Giant Within: How to Take Immediate Control of Your Mental, Emotional, Physical and Financial Destiny! Free Press.

CC1- Manpower Economics

Credit : 02

T: 2 Lectures per week

Course Objective: The objective of this paper is to equip students with a comprehensive understanding of the key principles and practices in Human Capital Management and Labour Economics.

Course Outcome:

- Provide an in-depth knowledge of manpower planning and human resource forecasting, enabling students to understand and apply various statistical and mathematical models in real-world scenarios.
- Analyse labour market dynamics, including the concepts of labour supply and demand, market equilibrium, and the factors influencing unemployment and manpower migration.
- Explore the theoretical frameworks and practical approaches to wage determination, emphasizing the relationship between labour productivity and wages.
- Examine the role of labour unions, industrial relations, and the state in managing manpower, ensuring social security, and implementing labour welfare measures.
- Foster critical thinking on important labour legislations in India, their implications for the workforce, and the broader aspects of human capital formation and labour market discrimination.

Unit 1: Labour Market Dynamics

Meaning and concept of manpower economics. Demand and Supply of Labour; The Short- and Long-run Labour Supply and Labour Demand Curves and their Elasticities; Labour Market

Equilibrium. Unemployment: Meaning and Definition; Measures of Unemployment in India; Types of Unemployment; Causes of Unemployment; Rural Unemployment. Manpower Migration. Human Development Index.

Unit 2: Manpower Planning and Forecasting

Manpower Planning: Objectives (Micro and Macro Levels) – Benefits, Advantages, Limitations and Problems. HR Forecasting: Process, Determining HR Demand, Ascertaining HR Supply. Statistical and Mathematical Models in Manpower Planning - Cohort Analysis, Census Analysis, Markov Models. National (Macro Level) Manpower Planning: Various Approaches. Recent Trends in HR Planning.

Unit 3: Wage Concepts and Determination

Concepts of wages - fair, living- minimum wages. Classical, Neo classical and bargaining theories of wage determination; Keynesian theory of wages. Principles of Wage Determination Process; Principles of Wage and Salary Administration; Labour Productivity and Wage Relationships. Wage determination by sectors - Urban and Rural Organised and Unorganised sectors.

Unit 4: Labour Relations and State's Role

Labour Unions; introduction; Growth of Trade Unionism in India; Problems of Trade Unions, Advantages, and problems of Trade Unions in India. Industrial Disputes and Settlement Techniques; Industrial Relations. Role of state in managing manpower; Social security and labour welfare measures. Important Labour legislations in India and their implications. Economics of Education and Human Capital Formation. ILO; Labour Market Discrimination.

Recommended Books

- Human Resource Planning by James W Walker; McGraw Hill Publications
- Human Resource Management by Gary Dessler; Pearson Publications
- Labor Economics by Pierre Cahuc and André Zylberberg; Prentice Hall India Publications
- Labor Economics by S. Chakraborty, Himalaya Publishing House

B.Com. – Semester II

Major A - P-3: Business Regulatory Framework

Credit:04

T: 4 Lectures per week

Course Outcome: The students will be able to: -

- Understand the nature and meaning of contracts, forms of contracts and essentials of a valid contract.
- Gain insight into various kinds of contract.
- Gain in-depth knowledge of Sales of Goods Act and Negotiable Instruments Act
- Have knowledge of the fundamentals of Consumer Protection Act.
- Keep updated about the amendments in these laws and regulations.

Unit 1—Indian Contract Act 1872 - Definition - Kinds of Contracts - Valid – Void - Voidable -Essentials of a Valid Contract - Offer and Acceptance - Communication of Offer - Acceptance and its Revocation - Agreement - Consideration - Capacity to Contract - Free Consent - Legality of Object and Consideration – Agreements expressly declared Void - Performance of Contract -Discharge of Contract-Breach of Contract-Remedies for Breach of Contract, Quasi Contract.

Unit II – Contract of Indemnity and Guarantee- Meaning and Definition of Guarantee, Kinds of Guarantee - Rights and Liabilities of Surety - Discharge of Surety. Bailment and Pledge- Essentials of a valid Bailment, Types of Bailments, Rights and Duties of Bailor and Bailee - Finder of Lost Goods-Pledge-Essentials-Rights and Duties.

Unit III--Law of Agency - Essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency-sub agents and substituted agents. Sale of Goods Act,1930 -Essentials of Contract of Sale Goods - Classification of Goods - Conditions and Warranties -Transfer of Property in Goods - Rights of Unpaid Seller - Buyer’s Right Against Seller - Auction Sale.

Unit IV—Negotiable Instrument Act 188: Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of cheque, types of crossing; Negotiation; Dishonours and discharge of negotiable instrument. Consumer Protection Act 2019: Salient Provisions.

References:

Text Books

1. Srivastava Sunita. Business Law; Vaibhav Lakshmi Prakashan Banaras
2. Kuchal M. C.: Business Law; Vikas Publishing House, New Delhi.
3. Jaiswal B & Manoj S.: Business Regulatory Framework
4. Kapoor N. D.: Business Law; Sultan Chand & Sons, New Delhi.
5. Chandha P. R.: Business Law; Galgotia, New Delhi.

Suggested Readings

1. Maheshwari K. L. and Ram Milan– Business Law
2. Singh Avtar. The Principles of Mercantile Law; Eastern Book Company, Lucknow

Web References

1. Indian Contract Act No. IX1872
2. Indian Sale Goods Act 1930
3. Negotiable Instruments Act, 1881
4. Consumer Protection Act, 2019

P 4- Public Finance

Credit:04

T:4 Lectures per week

Course Outcome:

- To introduce students to the public sector reform agenda with a focus on public finance issues.
- To demonstrate administrative, political, and economic constraints to public

finance reforms.

- To develop analytical skills of the students in three major areas of public finance reforms (performance-based budgeting, mid-term financial planning, budget decentralization);
- To train students how to develop budgeting and performance evaluation systems for public sector institutions;
- To develop students' skills on how to write a public policy paper and make a presentation on public policy issue.

UNIT I

Introduction: Meaning & Scope of Public Finance; Public good vs Private goods; Principle of Maximum Social Advantage; Public Budget, Techniques of Budgeting (ZBB, PBB).

UNIT II

Public Expenditure: Meaning & Nature, Wagner's views on increasing state activities Wiseman-peacock hypothesis, Canons and classification of public expenditure; effects on production, distribution and economic stability.

UNIT III

Public Revenue: Main sources of revenue, Tax revenue, Direct and Indirect Taxes, Progressive, proportional & Regressive Taxes, Value added tax and GST, The Division of tax burden-Impact and Incidence of a tax, effects on production & distribution.

Public Debt: Role and classification of public debt and methods of their redemption. Deficit Financing.

UNIT IV

Indian Public Finance: Different types of Budgetary Deficits; Financial Federalism under constitution, Finance Commission- meaning and current Finance Commission, Budgetary Procedure and Financial Control in India. Fiscal Consolidation and FRBM Act.

References:

Text Books:

- R. A. Musgrave and P. B. Musgrave, Public Finance in Theory & Practice
- Maheshwari K. L., R. K. Maheshwari, Public Finance
- Maheshwari K. L., R. K. Maheshwari, Rajasva
- Maheshwari K. L., R. K. Maheshwari, Lok Vitt
- Bhatia, H. L. - Public Finance

Suggested Readings:

- Recent Budget Documents.
- Joseph E. Stiglitz, Economics of the Public Sector
- Kaushik Basu and A. Maertens (ed.),
- Lekhi, R.K. - Public Finance

Web References :

1. <https://nptel.ac.in/courses/109/104/109104071/>
2. <https://ocw.mit.edu/courses/economics/14-471-public-economics-i-fall-2012/>
3. https://ocw.mit.edu/courses/economics/14-471-public-economics-i-fall-2012/lecture-notes/MIT14_471F12_Tax_Analysis.pdf

4.<https://www.rbi.org.in/Scripts/AnnualPublications.aspx?head=State%20Finances%20:%20A%20Study%20of%20Budgets>

5.<https://www.rbi.org.in/Scripts/AnnualPublications.aspx?head=Handbook+of+Statistics+on+Indian+States>

Major B - P-3: Principles and Practice of Marketing

Credit:04

T:4Lectures per week

Course Outcome: The students will be able to: -

- Have knowledge about marketing and its functions.
- Understand what is a product, its classifications and product lifecycle
- Gain knowledge about the mechanism of price determination of a production various markets.
- Understand the need and significance of distribution channels.
- Gain insight of the concept to advertising and how it affects the buying habits of a consumer.
- Understand and trap the psyche of consumer in order to market a product.

UNIT I: Introduction: Meaning, Nature and scope of marketing, Marketing concepts, importance of marketing, Difference between Selling vs. marketing; Marketing mix; Function of Marketing, Marketing environment.

UNIT - II: Market Segmentation Meaning and definition of market segmentation, Strategies opted for market segmentation, Bases for market segmentation, benefit so market segmentation. Consumer Behaviour-Meaning and Importance of consumer behaviour, factors determining consumer behaviour, stages in the buying decision process.

UNIT- III: Concept of Product, classification of products, Product Mix, Product Life Cycle, stages in new product development. Product Branding, Product Packaging, Product labelling, After- sales service. Pricing of product-Meaning Objectives and Importance of pricing, Factors affecting price of a product, Methods of Pricing, Discounts and rebates.

UNIT-IV: Promotion and Advertising- Promotion Meaning and Objectives, Promotion Mix, Methods of promotion, Advertising-Meaning and Objectives of advertising their relative merits and limitations; Characteristics of an effective advertisement, Personal selling. Channels of distribution and Physical Distribution: Distribution channels - concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation Warehousing; Inventory control; Order processing.

References:

Text Books

- Gupta, A. P. – Bharat Mein Viparan Ke Sidhant Thata Vyohar
- Saxena R., Marketing Management,
- Gupta C.B. & Nair N. Rajan – Marketing Management
- Dutta Debray & Dutta Mahua- Marketing Management
- Shukla Ajit Kumar - Marketing Management

Suggested Readings

- Maheshwari K. L., Maheshwari R. K. & Ram Milan– Marketing Management
- Chatterjee A. & Chaturvedi R.K.–Marketing Fundamentals–A Contemporary Insight
- Varshney, R. L. & Gupta, S. P.–International Marketing Management
- Bansal S. P.–Marketing Management

Web References

- Kotler Philip and Armstrong G., Principles of Marketing, Pearson.
- Sherlekar S. A., Marketing Management, Himalaya Publishing House.
- Pillai R.S.N.& Bagarathi– Modern Market

P4-Selling and Advertising

Credit:04

T: 4 Lectures per week

Course Outcomes

Upon successful completion of this course the students will be able to demonstrate strong conceptual knowledge in the selling and advertising, students will be able to demonstrate its application for resolution of problems pertaining selling and advertising.

Course Objectives

The purpose of this course is to aware the student with the concepts which are helpful in understanding selling activities and advertising expose the students to design of various laments of advertising.

Unit I: Selling: Concept, Nature and Role in Marketing. Personal Selling: Evolving face of Personal Selling, Nature and importance of Personal Selling, Characteristics of a successful salesperson, Sales as a career option, Sales training, Consumer psychology and buying motives, Selling of consumer and Industrial Products (goods and services)

Unit II: Selling process: Prospecting, Pre-approach, Approach, Sales presentation and demonstration, handling objections, Closing the sale, After sale service. Effective selling techniques, role of relationship marketing in personal selling, tools of selling, Motivating and Remunerating Salespersons.

Unit III: Advertising: Concept, role, functions, scope and types, Economic, Social, Legal and Ethical aspects of Advertising. Advertising Appeals: Meaning, types and methods, Advertising as a persuasive communication process. Advertising Design: Characteristics and basic elements of Advertising copy. Creation, Production and Planning of Advertisements. Advertising Budget: Types, components and process of preparing. Advertising Agency: Functions and selection of agency

Unit IV: Advertising as a component of Integrated Marketing Communication, AIDA and DAGMAR model. Advertising Media: Types (Print, Outdoor, Electronic and other), Characteristics, merits and limitations of each media type. Media planning: Selection of media category; their reach, frequency, impact, cost and other factors influencing media choice. Problems in reaching rural and remote audience. Evaluation of Advertising effectiveness: Importance, difficulties and methods of measuring advertising effectiveness.

Text Books:

Selling and Advertising, Jaiswal Bimal & Manoj Shiva; New Royal Book Company
Advertising, Selling & Promotion, R. Narang, Pearson Education.
Sales and Distribution Management- Panda and Sahdev, Oxford Edition,
Advertising Management -Batra, Aaker, Pearson Edition.

Reference Books:

- Sales Management by Still, Cundiff, Govoni Pearson Education,
- Sales and Distribution Management- Havaladar, Mc GrawHill Edition.
- Integrated Advertising, Promotion and Marketing Communications, K. E. Clow & D. E. Baack, Pearson Education
- Integrated Marketing Communications, David Pickton & Amanda Boderick, PHI
- Integrated Marketing Communications: A Primer, Philips J. Kitchen & Patrick De Pelsmacker
- Advertising and promotion: An integrated marketing communications perspective, Belch, G., & Belch, M., New York: McGraw-Hill.

Web References:

<https://hbr.org/2006/07/ending-the-war-between-sales-and-marketing>

<https://www.hypebot.com/hypebot/2015/01/11-forms-of-promotion-you-may-be-overlooking.html>

<https://www.marketingstudyguide.com/main-types-promotion/>

Minor – Q2: Business Communication

Credit:04

T: 2 Lectures per week

Course Outcomes

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

- Apply principles of effective communication in their verbal and non-verbal communication.
- Write effective - mails, memos, and business correspondence.
- Illustrate presentation skills
- Plan effective business meetings
- Identify communication barriers

Course Objectives

The course helps students to develop an understanding of pre-requisites for Business Communication with focus on professional, oral and written communication skills.

Unit I: Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7C's.

Unit II: Barriers to Communication, Facilitators to Communication, Effective

Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, Malfunctions of communication, Business Etiquettes,

Unit III: Forms of Business Communication, Written Communication, Oral Communication, Non-verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management

Unit IV: Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing - Problems, Organization and techniques of writing. Business Correspondence: Letter Writing, inviting tenders and quotations, designing quotations, Placing orders, Sales letters, Claim & Adjustment Letters and Social correspondence. Memorandum, Inter - office Memo, Notices, Agenda, Minutes of general business meetings. Time management in meetings. Modern communication forms: e-mail, video conferencing, social media communication.

Text Books:

- Business Communication- Bimal Jaiswal, Shiva Manoj & Astha Pathak
- Business Communication- R. K. Madhukar
- Business Communication, Jha & Shekhar

Reference Books

- Business Communication-Techniques & Methods- Juneja & Majumdar-Orient Black swan Pvt Ltd.
- Business Communication- Payal Mehra–Pearson

Web References

- <https://blog.smarp.com/11-reasons-why-business-communication-is-crucial-for-companys-success>
- https://www.managementstudyguide.com/business_communication.htm
- <https://edu.gcfglobal.org/en/business-communication/>
- <https://www.salesforce.com/ca/blog/2015/06/10-communication-skills-for-business-success.html>

VC-1 Vocational

VC-1 Regulations of Insurance business

Credit:02

T:2Lectures per week

Course Outcomes: The students will be able to: -

- Gain knowledge about the concept and purpose of insurance
- Understand Double Insurance, Over Insurance, Under Insurance and Re-insurance.
- Learn about the various Products of Insurance.
- Acquire knowledge of the regulatory aspects of Insurance Business.
- Gain insight about the Insurance Intermediaries.

Unit-I: General Principles of Insurance

Concept of Insurance: Perils, Risk, Mechanism for Transfer of Risk, Hazards, Theories of Insurance, Principles of Insurance contract, Insurance and Assurance, Insurance and Wager, Double Insurance, Re-Insurance, Over Insurance, Under Insurance, Types of Insurance.

Unit-II: Products of Insurance

Life Insurance Products; Procedure for Effecting Life Insurance, Types of Life Insurance Policies, General Insurance Products: Fire Insurance, Marine Insurance, Motor Insurance, Health Insurance, Rural and Agricultural insurance, Micro-Insurance.

Unit-III: Regulation of Insurance Business

Insurance Act 1938, Insurance Regulatory and Development Act, 1999 Powers and Functions of IRDA, Relevant Regulations and Guidelines issued by IRDA, Reforms in Insurance sector.

Unit-IV: Insurance Intermediaries

Agents and Procedure for Becoming an Agent; Types of Insurance Agents, Pre-requisite for obtaining a license; Duration of license; Remuneration, Qualifications and Disqualifications of an Insurance Agents, Training of an Insurance Agent, Cancellation of license, Function of an Insurance Agent, Rights and Duties of Insurance Agents, Termination of Agency, Code of Conduct.

References:

Text Books:

1. Huebner – Life Insurance
2. Godwin – Principles and Practices of Fire Insurance
3. Taylor and Taylor – From Proposal to Policy
4. Misra M.N. – Insurance Principles & Practice
5. Shukla S.K. – Insurance Law & Accounts (Hindi & English)

Suggested Readings:

1. Handbook on Indian Insurance Statistics - IRDA
2. Insurance Act, 1938
3. IRDA Act, 1999

Web References:

1. Insurance Laws & Practice – Insurance Institute of India
2. IC-38 Corporate Agents Handbook

VC-1 Personal Selling

Credit:02

T:2Lectures per week

Course objectives

1. To familiarise the students with the concept of personal selling emphasising on the selling process.
2. To develop selling skills among students.
3. To understand the Consumer Psychology and buying motives.
4. To understand the sales force management process in selling.

Course Outcomes: After attending this course, the students shall be able to:

1. Understand the role of Personal selling in marketing mix and its importance.
2. Demonstrate good techniques in sales presentations.
3. Learn the Consumer Psychology.
4. Comprehend the importance of sales force management and ethical behaviour in business relationships.

Unit I Selling: Concept, and its role in Marketing; Types of Selling: Direct Sales, Relationship Sales, Transactional sales, Partnership Sales, and Professional Sales Methods; Customer Types; Types of selling positions; Types of Sales persons; Characteristics of a successful salesperson, Sales as a career option. Personal Selling: Nature and significance, Role of personal selling in the marketing mix, Distinction between sales promotion, advertising and personal selling; Role of Personal Selling in CRM.

Unit II Selling Process: Prospecting, Pre-approach, Approach, Presentation and Demonstration, Handling objections, Closing the sale, After sale service; Sales Cycle; Selling of Consumer and Industrial products.

Unit III Theories of selling: Right set of Circumstances Theory, AIDAS Theory, Buying Formula theory, Behavioural Equation theory. Effective selling techniques; Tools of selling. Consumer Psychology and buying motives.

Unit IV Sales force Management: Recruitment, Selection, Training, Motivation and remuneration of salespersons; Evaluation of sales force. Sales Monitoring and Control: Process and methods; Sales Reports; Ethical Issues in Selling.

Reference Books

1. Jain K. and Mahajan P. (2024). Selling and Advertising, Sahitya Bhawan Publications, Agra.
2. Gupta, Dr. Ruchi. (2022). Advertising and Personal Selling, 15 Edition, Scholar Tech Press.
3. Sharma, Bansal, Sisodia. (2022). Sales Management, 15 Edition, SBPD Publishing House.
4. Sharma, Dr. F.C. (2020). Sales Management, eBook, SBPD Publications.
5. Jobber David & Lancaster Geoffrey. (2018). Selling and Sales Management, 10* Edition, Pearson Education.

VC-1 Credit Management

Credit:02

T:2Lectures per week

Course Objective:

Credit management is a vital issue of commercial bank management. It involves the profitability and risk of commercial banks. The course provides basic knowledge of credit management, analysis for credit decisions. It also captures the formulation of credit policies, understanding overall credit risk and foreign management.

Course Outcomes: The students will be able to -

- Understand the basic knowledge of credit and credit management.
- Ability to acquire the knowledge of credit policies and procedures of commercial banks.
- To understand the credit risk and risk management of commercial banks
- Ability to analyze the credit risk for credit decisions of commercial bank and foreign exchange management.

Unit – I

Overview of Credit Management: Credit Definition, Concept of Credit Management, Characteristics of Credit, Types of Credit, Credit Classification, Credit Instruments, Advantages of Credit, Disadvantages of Credit, Role of Credit in Economy.

Unit – II

Formulation of Credit Policy: Meaning, Principles of Sound Lending, Formulation of Loan Policy, Administration of Credit, Influencing Factors of Loan Policy, Evaluation of Application, Credit Monitoring, Organization of Bank Lending (A Flow Chart), Credit Process (A Flow Chart), Loan Pricing, Classification of Securities, Various Credit Committees, Priority Sector Lending.

Unit – III

Credit Risk Management in Commercial Banks: Credit risk management before issuing a new loan: - Lending policy – Credit analysis – Basel II, Credit information analysis-CIB, LRA, Market report. Credit risk management during life cycle of a loan: - Supervising and monitoring activities – Securitizing loan – Resolutions for Non-performing loans, Loan loss provisions.

Unit – IV

Credit Risk Measurement and Foreign Exchange Management: Credit Risk Grading, Credit rating scale, Credit risk management and Basel II framework, financial statement Analysis, Z-score Analysis. Import financing and Export financing, Money Laundering.

References Books:

1. Commercial Bank Management: Peter S. Rose, International Edition, McGraw-Hill Irwin.
2. A Textbook of Banker's Advances: L.R. Chowdhury, 3rd Edition, 2024.
3. Bank Management: A Fund Emphasis, Dr. A.R. Khan, 3rd Edition, Ruby Publications, 2024.