Sanjay Ghodawat University, Kolhapur

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

Curriculum for Second Year Bachelor of Commerce (B.Com.) Program (Batch 2023-26 | 27)

Second Year Bachelor of Commerce Program Semester III: Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/ week)			Credits Assigned			
		Th	Pr	Tu	Th	Pr	Tu	Total Credits
U27PC301	Financial Management	3	-	-	3	-	-	3
U27PC302	Company Law	3	-	-	3	-	-	3
U27PC303	Banking and Insurance	2	-	-	2	-	-	2
UXXMM0XX	Minor Course II	3	-	1	3	-	1	4
U27VS301	Personality Development &Soft Skill Lab-I	-	4	-	-	2	-	2
U02AE301 OR U02AE302	Foreign Language(German) OR Foreign Language(French)	2	-	-	2	-	-	2
UXXOE03X	Open Elective Course III	2	-	-	2		-	2
U27FP301	Field Project	-	4	-	-	2	-	2
U04CC0XX	Co-curricular Course III	-	4	-	-	2	-	2
	Total	**15**	**12**	**1**	**15**	**6**	**1**	**22**

Open Elective -III offeredbyDepartmentofCommerce–U27OE031-Personal Financial Planning

1Credit= 25 Marks, Weekly1 hour(60 min.)for Theory &2 hours(120 min.)for practical. Th: Theory ,Pr: Practical, Tu: Tutorial

Second Year Bachelor of Commerce Program Semester III: Evaluation Scheme

Course Code	Course Name	Theory Marks					Practical/Tutorial Marks		Total
		Internal Assessment				ESE	Term work /Tutorial	Practical/ Oral/ P&OE	
		FET-1	FET-2	FET-3	Total				
U27PC301	Financial Management	10	10	5	25	50		-	75
U27PC302	Company Law	10	10	5	25	50		-	75
U27PC303	Banking and Insurance	10	5	-	15	35		-	50
UXXMM0XX	Minor Course II	10	10	5	25	50	25	-	100
U27VS301	Personality Development &Soft Skill Lab –I	-	-	-	-	-	50	-	50
U02AE301 OR U02AE302	Foreign Language(German) OR Foreign Language(French)	10	5	-	15	35	-	-	50
UXXOE03X	Open Elective Course III	10	5	-	15	35	-	-	50
U27FP301	Field Project	-	-	-	-	-	50	-	50
U04CC0XX	Co-curricular Course III	-	-	-	-	-	50	-	50

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Department of Commerce

B.Com. II SEMESTER III

COURSE CODE: U27PC301
COURSE TITLE: Financial Management
(Program Core Course)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
3	-	-	3	-	-	**3**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	10	5	25	-	-	40%	50	40%	75

Course Description: The objective of this course is to equip the students with skills to evaluate organization financial performance through various tools & techniques of financial management and also provide the
Insights for improvement and opportunity with better decision making at managerial level.

Course Prerequisites: NA

Course Objectives:
1. To provide students a comprehensive understanding of the basic concepts and practices of financial management
2. To develop essential financial management skills and competencies to lead teams, make informed decisions, and achieve organizational financial goals.

Course Outcomes: Upon completion of this course students will be able to –

CO 1 **Explain2**the functions of Chief Financial Manager of an organization

CO 2 **Apply3** ‘ the techniques of Calculating Time Value of Money’ and ‘Risk & Return Model’

CO 3 **Calculate**4 the time required to recoup the cost of an investment

CO 4 **Calculate4**cost of various sources of finance and Compute4 various leverages using simple information

Module No.	Unit No.	Topic / Contents	Teaching Hours
1.0		**Introduction to Financial Management Management:**	9
	1.1	Nature, scope and objective of Financial Management Agency Problem	
	1.2	Basic Concepts in Financial Management	
	1.3	Emerging Role of Finance Managers in India	
	1.4	Basic Financial Decisions: Investment, Financing and Dividend Decisions.	
2.0		**Time value of money :**	9
	2.1	Rationale and Techniques of Calculating Present Value and Future Value	

	2.2	Practical Applications of Compounding	
	2.3	Risk and return: Conceptual Framework of Risk and Return	
	2.4	Type of Risks; Risk and Return of a Single Asset;	
	2.5	Risk and Return of Portfolio (only two asset portfolio); Portfolio Selection Capital Asset Pricing Model (CAPM).	
3.0		**Investment Decision:**	9
	3.1	The Capital Budgeting Process Cash Flow Estimation	
	3.2	Payback Period Method, Accounting Rate of Return	
	3.3	Concept and Computation of Net Present Value (NPV) Net Terminal Value	
	3.4	Internal Rate of Return (IRR) Profitability Index of Financial Project	
4.0		**Cost of Capital and Financing Decision:**	9
	4.1	Sources of long-term financing,	
	4.2	Estimation of Components of cost of capital Methods for Calculating cost of equity capital	
	4.3	Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital	
	4.4	Weighted Average cost of capital (WACC) and Marginal cost of capital.	
5.0		**Leverage:**	9
	5.1	Developing the Concept of Leverage in Finance.	
	5.2	Computation and inferences of Degree of Operating Leverage,	
	5.3	Leverage Operating Leverage Financial Leverage Combined Leverage.	
Use relevant cases and applications for discussions.			

Reference/Text Books:

1. Khan and Jain, Basic Financial Management, McGraw Hill Education
2. Chandra, P .fundamentals of Financial Management McGraw Hill Education.
3 Singh, J.K. Financial Management- text and Problems. 2nd Ed. Dhanpat Rai and Company, Delhi
4 James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education
5. Levy H. and M. Sarnat . Principles of Financial Management. Pearson Education
6. Joy, O.M. Introduction to Financial Management. McGraw Hill Education.

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Two assignments must be conducted which should cover entire syllabus.

1. FET 1 shall be based on first two modules for 5 marks each and
2. FET 2 shall be based on third and fourth modules for 5 marks each.
3. FET 3 shall be based on fifth modules for 5 marks.

The marks of the three assignments will be considered for final Internal Assessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all questions.
5. The duration of end semester examination shall be two hours.

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Department of Commerce

COURSE CODE: U27PC302
COURSE TITLE:COMPANY LAW
(Program Core Course)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
3	-	-	3	-	-	**3**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	10	5	25	-	-	40%	50	40%	75

Course Description: To develop knowledge and to gain ability to explain legal theories and concepts related to Indian Law with reference to overall legal framework.

Course Prerequisites: Basics knowledge of Company Laws

Course Objectives:
1. To understand the basic concepts and principles of Law in the context of business organizations
2. To enable the students to understand the Company law and its application.

Course Outcomes: Upon completion of this course students will be able to –

CO 1 **Describe2** The Partnership Act and Limited Liability Act.
CO 2 **Illustrate3** The Concept of a Company with its features
CO 3 **Discuss2** The term Formation of a Company.
CO 4 **Analyze4** The term Memorandum of Association.

Module No.	Unit No.	Topic / Contents	Teaching Hours
1.0		**Partnership Act and Limited Liability Act**	9
	1.1	Meaning and Nature of Partnership	
	1.2	Legal Characteristics of Partnership Form of Organization	
	1.3	Formation of Partnerships,	
	1.4	Partnership and Joint Hindu Family (JHF) Business	
2.0		**Concept of a Company**	9
	2.1	Incorporated Association, Artificial Person	
	2.2	Separate Legal Entity, Limited Liability	
	2.3	Separate Property, Transferability of Shares	
	2.4	Perpetual Existence, Common Seal	
3.0		**Formation of a Company:**	9
	3.1	Promoter, Duties and Liabilities of Promoters	
	3.2	Registration (Ss.12, 33), Availability of Name	
	3.3	Certificate of Incorporation/Consequences of Incorporation,	
	3.4	Floatation 8.4 Commencement of Business	
4.0		**Memorandum of Association :**	9

	4.1	Form and Contents, The Name Clause	
	4.2	Two Similar Names, Use of Certain Keywords as Part of the Name	
	4.3	Publication of Name, Alteration of Memorandum	
5.0		**Winding up of company**	9
	5.1	Modes of winding up – winding up by the court	
	5.2	Voluntary winding up – Types – Members' voluntary winding up	
	5.3	Creditors' voluntary winding up. National company Law	
	5.4	Appellate Tribunal.	
Use relevant cases and applications for discussions. *Course coordinator should prepare a plan for numerical problems to achieve course learning outcome(s) and execute it.*			

Reference/Text Books:

1. Company Law – Avtar Singh
2. Company Law N.D. Kapoor
3. M.C.Shukla and S.S. Gulshan – Principles of Company Law
4 S.M.Shah – Lectures on Company Law
5. S.BadriAlam and Saravanavel - Company Law- Himalaya Publications
6. P.P.S. Gogna – Text Book of Company Law – S.Chand

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Three assignments must be conducted which should cover entire syllabus.

1. FET 1 shall be based on first two modules for 10 marks
2. FET 2 shall be based on module 3 and 4 for 10 marks
3. FET 3 shall be based on module 5 for 5 marks

The marks of the three assignments will be considered for final Internal Assessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all questions.
5. The duration of end semester examination shall be two hours.

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Department of Commerce

COURSE CODE: U27PC303

COURSE TITLE: Banking and Insurance

(Program Core Course)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
2	-	-	2	-	-	**2**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	5	-	15	-	-	40%	35	40%	50

Course Description: The main objective of this subject is to learn how to build an organic and optimal interaction system between the elements of banking mechanisms with a view to profit. Every successful banker has to perform managerial responsibilities along with technical banking activities.

Course Prerequisites: Basics knowledge of Banking and Insurance

Course Objectives:

1. To provide students a comprehensive understanding of the basic concepts of Banking and Insurance
2. To provide insights into Banking and Insurance with its practical applications.

Course Outcomes: Upon completion of this course students will be able to –

CO 1 **Classify 2** the management aspects of banking business and sources of bank funds.
CO 2 **Demonstrate 2** the Credit generation process followed by Banking organization.
CO 3 **Describe 2** Liquidity Management by Banking Organizations.
CO 4 **Analyse4** the significance of Indian Insurance Industry in detail.

Module No.	Unit No.	Topic / Contents	Teaching Hours
1.0		**Introduction to Business Economics and Environment:**	6
	1.1	Basic Concepts, Deposits: Types of Deposits,	
	1.2	Pricing Deposit Services	
	1.3	Illustrations of Deposit Schemes	
	1.4	Non-Deposit Sources	
2.0		**Uses of Bank Funds :**	6
	2.1	Lending Function: Basic Concepts	
	2.2	Features and Types of Bank Lending,	
	2.3	Credit Process, Financial Appraisal for Credit Decisions	
	2.4	Loan Pricing and Customer Profitability Analysis	
3.0		**Management of Liquidity:**	6
	3.1	Theories of Liquidity Management	

	3.2	Nature of Primary reserves	
	3.3	Nature of secondary reserves	
	3.4	Factors influencing, estimating liquidity needs.	
4.0		**Insurance:**	6
	4.1	Definition & nature, its scope and significance	
	4.2	Indian Insurance Industry, Salient features of IRDA,	
	4.3	Life insurance: Annuities, Measurement of risk and Morality Table	
	4.4	Features of Life Insurance, Types of Life Insurance Policies	
5.0			
	5.1	General Insurance – Meaning, Importance of General Insurance	
	5.2	Types of General Insurance Policies	
	5.3	Fire Insurance, . Marine Insurance	
	5.4	Motor Vehicle Insurance, Health Insurance, Theft & Burglary Insurance	
Use relevant cases and applications for discussions. *Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s) and execute it.*			

Reference Books:

1.Paul Justin, Padmalata Suresh, Management of Banking and Financial Services, 4th Edition, Pearson Publication, 2017
2.Maheshwari S.N., Maheshwari S K, Advanced Accountancy Volume II, 11th Edition, Vikas Publishing House
3.VC Joshi & V V Joshi, Managing Indian, Banks, Response, New Delhi
4.Halen Woodruffe, Services Marketing, Macmillan, New Delhi
5.Rajeev K. Seth, Marketing of Banking Services, Macmillan, New Delhi
6.R.M.Srivastava, Management of Indian Financial Institutions, Himalaya, Bombay
7.P. Subba Rao, Principles and Practice of Bank Management Himalaya, Bombay

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Two assignments must be conducted which should cover entire syllabus.

1. FET 1 shall be based on first three modules for 10 marks and
2. FET 2 shall be based on module 4 and 5 for 5 marks.

The marks of the two assignments will be considered for final Internal Assessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 7 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all questions.
5. The duration of end semester examination shall be two hours.

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COURSE CODE: UXXMM012

COURSE TITLE: Minor Course –II- Product and Brand Management

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
3	-	1	3	-	1	**4**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	10	5	25	25	-	40%	50	40%	100

Student can opt any one Minor discipline from the list offered by the University.Thiscoursewillbeoffered byConcern School/Departmentof the University.

Course Description: To understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up.

Course Prerequisites: Basics knowledge of Start Up and New Venture Management

Course Objectives: To provide students a comprehensive understanding of the basic concepts of Start Up and New Venture Management, the role and its importance in Market.

Course Outcomes: Upon completion of this course students will be able to

CO 1 **Develop** a start-up Enterprise with Big Idea Generation
CO 2 **Analyze** start-up capital requirement by analyzing legal factors.
CO 3 **Interpret** feasibility Analysis towards funding issues..
CO 4 **Access** growth stages in new venture and reasons for scaling ventures
CO 5 **Evaluate** financial stability and decide on expansion possibilities

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Basics of Product Management:**	**9**
	1.1	Introduction, Product Planning and Development	
	1.2	PLC Theory- Product vs Brand,	
	1.3	Mapping - Understanding Company Product/Brands	
	1.4	Competitive Brand Market Position	
	1.5	Product Market Orientation	
	1.6	Product Portfolio Analysis	
2.0		**Introduction to Brand:**	9

	2.1	Meaning and concept of Brand	
	2.2	Definition, Importance and Advantages and Disadvantages of Branding	
	2.3	Functions of Brand, Significance of Brand	
	2.4	Types of Brand.	
	2.5	Creating brands in a competitive market	
3.0		**Brand Strategies:**	9
	3.1	Strategic Brand Management Process	
	3.2	Building A Strong Brand	
	3.3	Brand Knowledge, Brand awareness	
	3.4	Brand Portfolio, Brand Positioning	
	3.5	Establishing Brand Value	
	3.6	Brand Vision Brand Elements	
4.0		**Brand Communication& Adoption :**	9
	4.1	Need and Importance of Brand Communication	
	4.2	Brand Image Building, Brand Loyalty	
	4.3	Brand Promotion Methods	
	4.4	Brand Adoption Process	
	4.5	Factor Influencing Brand Extension, Types of Brand Extension	
5.0		**Brand Performance :**	9
	5.1	Measuring Brand Performance	
	5.2	Brand Equity Meaning And Brand Equity Management	
	5.3	Measuring Brand Equity	
	5.4	Role of Brand Manager Branding For Global Market	
	5.5	Branding challenges and opportunities	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

Reference Books:

1. Kevin Land Keller, Strategic Brand Management, Pearson 4th edition, 2013.
2. Kepferer J.N., Strategic Brand Management,4th edition Kogen press, 2008.
3. Moorthi YLR, Brand Management, Vikas Publishing, 2001.
4. Product Management, Donald R. Lehmann and Russell S. Winer, Fourth Edition, TMH.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

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Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U02MM022	R Programming	3	-	1	3	-	-	4

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02MM022	R Programming	10	10	5	25	25	40%	-	50	40%	100

Course Description: This course provides an introduction to the fundamentals of R programming language tailored for Second Year BBA students specializing in Business Analytics as a Minor. Through a combination of theoretical concepts and hands-on practice, students will gain proficiency in data manipulation, visualization, and analysis using R. The course aims to equip students with the foundational skills necessary for leveraging R in real-world business analytics scenarios.

Course Prerequisites: NA

ɹurse Objectives:

1. To provide students a comprehensive understanding of the basic concepts and practices of R Programming and its use to develop the problem solving abilities.
2. To develop essential analytical skills and competencies to lead organizations, make informed decisions, and achieve organizational goals through structured approach to identify and solve problems

Course Outcomes: On completion of this Course students will be Able to

CO 1 Develop basic proficiency in R programming language to perform data manipulation and analysis.

CO 2 Demonstrate the ability to visualize data effectively using R, enabling better interpretation and communication of insights.

CO 3 Apply statistical techniques in R to analyze business data and draw meaningful conclusions for decision-making.

CO 4 Collaborate effectively in teams to solve business problems using R programming language.

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Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to R Programming:**	**9**
	1.1	Introduction to R and RStudio	
	1.2	Basic data types and data structures in R	
	1.3	R programming fundamentals: variables, functions, and loops	
	1.4	Introduction to data import and export in R	
	1.5	Hands-on exercise: Writing and executing basic R scripts	
	1.6	Introduction to R packages for data manipulation and analysis	
	1.7	Case study: Analyzing a small dataset using R	
2.0		**Data Manipulation in R:**	9
	2.1	Data manipulation using dplyr package	
	2.2	Handling missing data and data cleaning techniques	
	2.3	Introduction to data transformation and summarization	
	2.4	Reshaping data frames using tidyr package	
	2.5	Advanced data manipulation techniques: Joins and merges	
	2.6	Hands-on exercise: Performing data manipulation tasks on real-world datasets	
	2.7	Case study: Cleaning and transforming messy data for analysis	
3.0		**Data Visualization in R:**	9
	3.1	Principles of effective data visualization	
	3.2	Introduction to ggplot2 package for data visualization	
	3.3	Creating basic plots: scatter plots, bar plots, and histograms	
	3.4	Customizing plots with ggplot2: colors, themes, and labels	
	3.5	Visualizing relationships between variables	
	3.6	Hands-on exercise: Creating and customizing plots for different types of data	
	3.7	Case study: Visualizing sales data to identify trends and patterns	
4.0		**Statistical Analysis in R:**	9
	4.1	Introduction to statistical analysis in R	
	4.2	Descriptive statistics: measures of central tendency and dispersion	
	4.3	Inferential statistics: hypothesis testing and p-values	
5.0		**ANOVA:**	9
	5.1	Correlation and regression analysis in R	
	5.2	Introduction to ANOVA and chi-square tests	
	5.3	Hands-on exercise: Conducting statistical analysis on business datasets	
	5.4	Case study: Analyzing customer survey data to derive actionable insights	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s) and execute it.

Reference Books:

1. Grolemund, G., & Wickham, H. (2017). R for Data Science. O'Reilly Media.
2. Kabacoff, R. I. (2015). R in Action: Data Analysis and Graphics with R. Manning Publications.
3. Matloff, N. (2011). The Art of R Programming: A Tour of Statistical Software Design. No Starch Press.
4. Dalgaard, P. (2008). Introductory Statistics with R. Springer Science & Business Media.
5. Peng, R. D. (2016). Exploratory Data Analysis with R. Springer.
6. Jaynal, A. (2019). Business Analytics: Concepts, Theories, Applications and Trends – A Simplified Version. Springer.

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Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

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Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U02MM032	Social Entrepreneurship	3	-	1	3	-	-	4

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02MM032	Social Entrepreneurship	10	10	5	25	25	40%	-	50	40%	100

Course Description: To stimulate knowledge and critical thinking in Social Entrepreneurship. Develop insights into the different social issues and how systemic solutions enable to bridge the gaps.

Course Prerequisites: NA

ırse Objectives:

3. To provide *knowledge and understanding of the principles of social entrepreneurship.*
4. To give students a comprehensive overview of the social entrepreneurship ecosystem.

Course Outcomes: Oncompletionof this coursestudentswill be ableto,

CO1 **Understand**[1]the concept of entrepreurship, types and phases..
CO2 **Understand**[1] the dynamics of entrepreneurial dimensions..
CO3 Ability to **apply**3 tools and techniques in entrepreneurial venture.
CO4 **Summarize**[2] the standards of entrepreneurial growth & development

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Fundamentals of Social Entrepreneurship:**	**9**
	1.1	Concept of Social entrepreneur & entrepreneurship – Evolution,	
	1.2	Need, Major Functions of Social entrepreneur	
	1.3	Difference between Social and Commercial entrepreneurs,	
	1.4	Social Entrepreneurial Role Models	
	1.5	Areas of Social Entrepreneurship.	
	1.6	Development of women Entrepreneurs and rural Entrepreneurs	
2.0		**Women Entrepreneurship:**	9
	2.1	Concept, Functions	
	2.2	Problems	
	2.3	Development of women entrepreneurship in India	
	2.4	Role of women Associations.	
	2.5	Opportunities	
3.0		**Rural Entrepreneurship:**	9

	3.1	Concept, Need, Problems,	
	3.2	NGO & Rural entrepreneurship	
	3.3	Development of rural entrepreneurship in India	
	3.4	The Indian innovations and opportunities	
	3.5	Rural Development	
4.0		**Tools for Social Entrepreneurship:**	9
	4.1	Fund Development and building a donor constituency	
	4.2	Building a volunteer Constituency	
	4.3	CSR	
	4.4	Venture Philanthropy	
	4.5	Social Audits	
5.0		**Trends in Social Entrepreneurship:**	9
	5.1	Major challenges, Major opportunities	
	5.2	Role of Government for growth of social entrepreneurship	
	5.3	Global trends in social entrepreneurship	
	5.4	Contribution of Successful Social entrepreneurs of India in India	
	5.5	Contribution of Successful Social entrepreneurs of India in Abroad	
Use relevant cases and applications for discussions. *Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.*			

Reference Books:

1. Social Entrepreneurship Management, AnantVerma, Global India Publications Pvt Ltd;First edition.2013
2. Innovation and Entrepreneurship, Drucker, Peter F. (1995) New York: Harper Business..
3. Philips, Bonefiel and Sharma (2011), Social Entrepreneurship, Global vision publishinghouse, New Delhi.
4. Social Accountability for the Public Sector: A Conceptual Discussion. Paper prepared forthe World Bank, Ackerman, John (2004.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U02MM042	Digital Marketing	3	-	1	3	-	-	4

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02MM042	Digital Marketing	10	10	5	25	25	40%	-	50	40%	100

Course Description: The Comprehensive Digital Marketing Course offers a practical and in-depth exploration of the dynamic field of digital marketing. This course is designed to equip individuals with the knowledge and skills necessary to excel in the digital marketing landscape and effectively promote products, services, and brands in the online business-world.

Course Prerequisites: NA

ɹurse Objectives:

1. To familiarize students with an understanding of how the digital media works.
2. To acquaint students with the concept of digital marketing and its current and future.

Course Outcomes: Oncompletionof this coursestudentswill be ableto,

CO1 **Develop**1 an understanding of digital marketing concepts, strategies, and techniques.
CO2 **Explain**2 practical experience with industry-standard tools and platforms for a case-based scenario.
CO3 **Analyse**4 the SEO techniques for the better visibility/reach/revenue.
CO4 **Develop**6 a strategic plan for digital marketing campaigns across various channels.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Digital Marketing Foundations:**	9
	1.1	Digital Marketing, Meaning & Role of Internet	
	1.2	Emergence of Digital Marketing as a Tool, Aligning Internet with Business Objectives, Differences Digital from Traditional Marketing	
	1.3	Return on Investments on Digital Marketing Vs. Traditional Marketing	
	1.4	Tools Used for Successful Marketing - SWOT Analysis of Business for Digital Marketing	
	1.5	Blogs, Websites, Portal and Their Differences	
	1.6	Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation.	
2.0		**Digital Marketing Tools:**	9

	2.1	Meaning, Importance and Purpose of Social Media Marketing; Types of Social Media Websites	
	2.2	Blogging: Types of Blogs, Blogging Platforms; Social Media Engagement, Target Audience.	
	2.3	Social Media Contents, Do's and Don'ts on Social Media	
	2.4	Search Engine Optimization: Meaning, Common SEO Techniques, Understanding Search Engines.	
	2.5	Basics of Email Marketing: Types of Emails, Mailing List, Email Marketing Tools, Email Structure.	
3.0		**Content Marketing & Digital Advertising** :	9
	3.1	Basics of Content Marketing: Introduction, Content Marketing Statistics	
	3.2	Types of Content, Types of Blog Posts	
	3.3	Content Creation, Content optimization	
	3.4	Content Management & Distribution, Content Marketing Strategy	
	3.5	Content Creation Tools and Apps	
	3.6	Challenges of Content Marketing.	
4.0		**Web Analytics:**	9
	4.1	Meaning and need of Search Engine Optimization	
	4.2	Search Engine and Its Working Pattern,	
	4.3	On-Page and Off-Page Optimization, SEO Tactics - SEM Web Analytics: Keyword Selection.	
	4.4	Foundations of Analytics- Google Analytics and Google AdWords	
	4.5	Traffic Behaviour, Data Collection for Web Analytics.	
5.0		**Digital Marketing Strategies :**	9
	5.1	Digital Marketing Strategies	
	5.2	Exploring Digital Marketing	
	5.3	Digital Landscape	
	5.4	Digital Marketing Plan	
	5.5	Digital Marketing Models	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

1. Ahuja, Vandana. Digital Marketing. India, Oxford University Press, 2015.
2. Das, Abhishek. Application of Digital Marketing for Life Success in Business. India, BPB Publications, 2018.
3. Draper, Stuart, and Larson, Jeff. Digital Marketing Essentials. United States, Edify, 2017.
4. Mathur, Vibha, Arora, Saloni. Digital Marketing. N.P., PHI Learning Pvt. Ltd., 2020.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

COURSE CODE: U27VS301

COURSE TITLE: Personality Development & Soft Skill Lab-I

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
-	4	-	-	2	-	2

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
-	-	-	-	50	-	40%	-	-	50

Course Description: The course is aimed at equipping the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.

Course Prerequisites: NA

Course Objectives: To provide students a comprehensive understanding of Soft Skills and Personality Development.

Course Outcomes: Upon completion of this course students will be able to

CO 1 **Understand1**the concept of goal setting.
CO 2 **Apply3** creativity and problem solving techniques in real life situations.
CO 3 **Learn3**The importance of Time management
CO 4 **Practice3**Stress management

Module No.	Unit No.	Topic / Contents	Teaching Hours
1.0		**Know Yourself and Concept of Goal Setting**	6
	1.1	Self Awareness through Johari Window • Process of knowing yourself	
	1.2	SWOT Analysis, Importance of SWOT Analysis	
	1.3	Goal setting to overcome weakness, SMART Goals	
2.0		**Creativity & Problem Solving**	6
	2.1	Creativity, Lateral thinking, Creative thinking	
	2.2	Critical Reading, Multiple Intelligence	
	2.3	Problem Solving Techniques (Six Thinking Hats, Mind Mapping, Analytical Thinking)	
3.0		**Time Management**	6
	3.1	Importance of Time Management	
	3.2	80:20 Rule	
	3.3	Effective Time Management	
4.0		**Stress Management**	6
	4.1	Meaning & Importance of Stress Management	
	4.2	Sources of Stress	

	4.3	Managing Stress	
5.0		Presentation skills	6
	5.1	Introduction to Presentation skills	
	5.2	Process of effective Presentation	
	5.3	Examples of presentation language	
Use relevant cases and applications for discussions. *Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s) and execute it.*			

Reference Books:

1. Soft Skills & Professional Communication-Francis Peter S.J.–Tata McGraw Hill
2. Soft Skills – Dr. K .Alex – S. Chand Publication
3. Life Skills - Veera Thakur, Santosh Sharma, Pravesh Kumar Singh – Thakur Publishers

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Term work 50 Marks

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COURSE CODE: U02AE301 or U02AE302

COURSE TITLE: Foreign Language (German) or Foreign Language (French)

(Ability Enhancement)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
2	-	-	2	-	-	**2**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	5	-	15	-	-	40%	35	40%	50

Course Description: This course is designed to introduce students to the fundamental skills and concepts necessary for effective communication in a foreign language. This course aims to develop students' language proficiency, cultural understanding, and intercultural communication skills. Throughout the course, students will focus on the acquisition of listening, speaking, reading, and writing skills in the target language.

Course Prerequisites: NA

ɹurse Objectives:

1. To familiarize students with an understanding of Basics of German Language.
2. To acquaint students apart from their national language to become ready for international requirements.

Course Outcomes: On completion of this course students will be able to,

CO1 **Understand**1 and use basic vocabulary, phrases, and grammatical structures in the target language.

CO2 **Communicate**3 in oral and written forms, demonstrating comprehension and fluency.

CO3 **Engage**3 in simple conversations and exchange information in everyday situations.

CO4 **Recognize**2 and Read basic texts, including articles and write simple texts, such as emails, letters, and short compositions, demonstrating grammatical accuracy and coherence in the target language.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Theory Part-I**	**6**
	1.1	Managing conversation	
	1.2	Months and days of week	
	1.3	Numbers	
	1.4	Time	
2.0		**Theory Part-II**	6
	2.1	Asking for Telephone number	

	2.2	Directions	
	2.3	Everyday life	
	2.4	Map of Germany	
3.0		**Grammar Part-I**	6
	3.1	Countries and Nationalities	
	3.2	Family	
	3.3	Alphabets	
	3.4	German nouns	
4.0		**Grammar Part-II**	6
	4.1	Nominative case	
	4.2	Negation	
	4.3	Pronouns - nominative case	
	4.4	Regular verb and their conjugation	
5.0		**Grammar Part-III**	6
	5.1	Irregular verbs	
	5.2	Possessive pronouns	
	5.3	Interrogative pronouns	
	5.4	Demonstrative pronouns	
Use relevant cases and applications for discussions. *Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.*			

Reference Books:

1. Lingo Mastery, German Made Easy Level 1, Lingo Mastery, 2022.
2. Edward Swick, The Everything Learning German Book, Fw Media,2019.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET-1should be based on first three modules for10 marks.
2. FET-2willbeassessedon module4and5for5 marks separately.

Themarksofthetwo assignments willbeconsideredforfinalInternalAssessment.

End Semester Examination:

1. Question paper will be of 35 marks comprise of 5 questions, each carrying 7 marks.
2. QuestionNo.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be 2 hours.

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COURSE CODE: U27OE031

COURSE TITLE: Personal Financial Planning

(Open Elective)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
2	-	-	2	-	-	**2**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	5	-	15	-	-	40%	35	40%	**50**

Course Description: This course will help students organize their financial lives by learning and implementing selected principles of accounting, finance, and management. The course will address value and risk determination by dealing specifically with the analysis of one's financial status, goal setting and planning, and decision making.

Course Prerequisites: NA

Course Objectives:

1. To learn how to set short-term and long-term financial goals and develop personalized financial plans to achieve them..
2. To gain insights into different investment options.
3. To familiarize students with basic tax concepts, tax-saving strategies, and the importance of tax planning in personal finance.

Course Outcomes: Upon completion of this course students will be able to –

CO 1 **Develop**[3] a comprehensive personal financial plan tailored to their individual goals, financial situation, and risk tolerance..

CO 2 **Analyze**[4] and evaluate various investment options and strategies to make informed investment decisions.

CO 3 **Demonstrate**[2]an understanding of basic tax principles and implement tax-saving strategies to optimize their tax situation.

CO 4 **Assess**[3]their retirement needs, choose appropriate retirement accounts, and create a plan to achieve retirement goals

Module No.	UnitNo.	Topic / Contents	TeachingHours
1.0		**Introduction to Financial Planning:**	**6**
	1.1	Financial Goals and Steps in Financial Planning.	
	1.2	Budgeting Incomes and Payment, Time Value of Money.	
	1.3	Introduction to Savings and Its Benefits.	
	1.4	Management of Spending and Financial Discipline.	
	1.5	Maintaining Sufficient Funds for Regular/Fixed Financial Commitments.	
	1.6	Security and Precautions against Ponzi Schemes and Online Frauds.	

2.0		**Planning of Investments:**	6
	2.1	Meaning, Objective, Importance and Process of Investment.	
	2.2	Concept of Measurement of Return and Risk for Various Asset Categories.	
	2.3	Risk and Return Portfolio Measurement, Diversification and Portfolio Formation.	
	2.4	Gold Bond, Real Estate; Investment in Greenfield and Brownfield Projects.	
	2.5	Investment in Fixed Instruments, Financial Derivatives and Commodity Markets in India.	
	2.6	Mutual Fund Schemes including SIP.	
	2.7	International Investment Avenues, Currency Derivatives and Digital Currency.	
3.0		**Personal Tax Planning:**	6
	3.1	Tax Structure in India for Personal Taxation; Scope of Personal Tax Planning.	
	3.2	Exemption and Deduction Available to Individual under Different Income Heads and Gross Total Income.	
	3.3	Comparison of Benefits – Special Provisions and General Provisions of the Income Tax Act, 1961.	
	3.4	Tax Avoidance Versus Tax Evasion. Reforms under Taxations	
4.0		**Insurance Planning:**	6
	4.1	Meaning and Need for Insurance; Need for Protection Planning. Risk of Mortality. Types of Insurance.	
	4.2	Life Insurance and Health Insurance – Meaning, Importance and Procedure.	
	4.3	Property Insurance – Meaning, Importance and Procedure.	
	4.4	Credit Life Insurance – Meaning, Importance and Procedure.	
	4.5	Professional Liability Insurance – Meaning, Importance and Procedure.	
	4.6	Deductions Available under the Income-tax Act for Premium Paid for Different Policies.	
5.0		**Retirement Planning:**	6
	5.1	Retirement Planning Goals.	
	5.2	Process of Retirement Planning.	
	5.3	Pension Plans Available in India; New Pension Scheme.	
	5.4	Reverse Mortgage.	
	5.5	Estate Planning.	
Real-world case studies can be discussed in the class.Guest speakers to deliver a session can be invited from the corporate world./Group discussions and presentations on the practical application of Financial Plans.			

Reference/Text Books:

1. GargShalu (Dr).Personal Financial Planning, Sultan Chand & Sons, 2024.
2. Murali. &Subbakrishna, Personal Financial Planning (Wealth Management), Himalaya Publishing House. 2018.
3. Siegel, Rachel S.. Personal Finance. United States, Flatworld., 2021.
4. Swart, Nico. Personal Financial Management. South Africa, Juta, 2004.
5. Tillery, Susan M., and Tillery, Thomas N. Essentials of Personal Financial Planning. Wiley, 2018.

Continuous Assessment (CA)/ Internal Assessment (FET and/or Term Work):

1. FET 1 shall be based on first two modules for 10 marks and
2. FET 2 shall be based on module 3 and 4 for 5 marks.

The marks of the two assignments will be considered for final Internal Assessment.

Semester EndExamination (SEE):

1. Question paper will be of 35 marks comprise of 5 questions, each carrying 7 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

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COURSE CODE: U27FP301
COURSE TITLE: Field Project
(Field Project)

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hr/week)			Credits Assigned		
		Theory	Practical	Tutorial	Theory	Practical	Tutorial
U27FP301	Field Project	-	04	-	-	02	-

Evaluation Scheme

Course Code	Course Name	In Semester Evaluation		End Semester Exam(OE/POE)		
		Term Work	Min. pass	Marks	Min. pass	Total (Marks)
U27FP301	Field Project	50	40%	-	-	50

Course Description: The purpose is to take students from a point at which they have general ideas about their Field project through the development of a solid structure, research strategy and drafting of report. The main objective course The development of both written and verbal presentation skills is an essential element of the course.

Course Prerequisites: Research Methodology

Course Objectives:
Develop among them a sense of social and civic responsibility.
Utilize their knowledge in finding practical solutions to individual and community problems.
Develop competence required for group-living and sharing of responsibilities.

Course Outcomes: Upon completion of this course students will be able to –

CO 1 **Develop**[6] analytical & presentation skills.
CO 2 **Write6** synopsis &field project report.

In this course student shall work under the supervision of the Faculty and carry out a field work on any social or ethical issue and submit a structured report in TWO hard copies & one soft copy (CD). In the interest of environmental considerations, students are encouraged to print their dissertation reports on both faces of the paper.

The student is required to conduct advanced research on a topic related to one (or more) of social or ethical issues in Commerce. The topic is chosen in consultation with the student's supervisor. The student will prepare and present a detailed research proposal prior to starting the work. It is mandatory for the student to seek advance written approval from the faculty guide and the Dean of the School about the topic before

commencing the dissertation work. A fieldwork outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed fieldwork report and make an oral presentation of the same. Through the fieldwork, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area. The completion of the fieldwork project shall be certified by the Faculty Guide & approved by the Dean of the School. The student can undergo desk research or field research or both and can follow the guidelines mentioned in the SIP for preparation of their final hard copy.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. Term Work shall be based on submission and presentation of field work report for 50 marks.

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COURSE CODE: U04CC002

COURSE TITLE: National Service Scheme (NSS)

(Co-curricular Course III)

Teaching Scheme

Course code	Course Name	Teaching Scheme(Hr/week)			Credits Assigned		
		Theory	Practical	Tutorial	Theory	Practical	Tutorial
U04CC002	National Service Scheme(NSS)	-	04	-	-	02	-

Evaluation Scheme

Course Code	Course Name	In Semester Evaluation		End Semester Exam(OE/POE)		
		Term Work	Min. pass	Marks	Min. pass	Total (Marks)
U04CC002	National Service Scheme(NSS)	50	40%	-	-	50

Course Description: This course provides an extension dimension to the higher education system to or in the student youth community service while they are studying in educational institutions.

Pre-requisites:

- To study this course, a student must be medically fit.
- It is open for all.

Course Objectives

- Develop among them a sense of social and civic responsibility.
- Utilizetheirknowledgeinfindingpracticalsolutionstoindividualandcommunityproblems.
- Developcompetencerequiredforgroup-livingandsharingofresponsibilities.

Course Outcomes: After the successful completion of the course students will be able to:

CO1 : **Identify**[1]and solve the major social and environmental issues/challenge sand equips the classroom earning to face those challenges.

CO2 : **Develop**[2]teachercompetence, sensitivity and teacher motivation.

CO3 **Perform**[1]NSSregularactivities

List of Activities

- Introduction to National Service Scheme
- Introduction to National Integration
- Special Programme
  - Legal awareness
  - Health awareness
  - First-aid
  - Career guidance
  - Leadership training-cum-Cultural Programme
  - Globalization and its Economic Social Political and Cultural impacts.

- Special Camping programme
- Nature and its objectives

- Selection of campsite and physical arrangement
  - OrganizationofN.S.S.campthroughvariouscommitteesanddisciplineinthecamp.
  - Activities to be undertaken during the N.S.S. camp.
  - Use of the mass media in the N.S.S. activities.
  - N.S.S. Regular Activities
  - Traffic regulation
  - Working with Police Commissioner's Office
  - Working with Corporation of Kolhapur
  - Working with Health Department
  - Blind assistance
  - Garments collection
  - Non-formal education
  - 'Environmental Education ,Awareness and Training(EEAT)9
  - Blood donation

Text Books

1. Nirmalya Kumar Sinha and Dr.Surajit Majumder ,Text Book of National Service Scheme(Volume3I),VidyaKutirPublications2021.
2. Nirmalya Kumar Sinha and Dr. Surajit Majumder , Text Book of National Service Scheme (Volume 3II), VidyaKutirPublications2021.

References

1. Gurmeet Hans,Casematerial as Training Aid for fieldworkers.
2. Kapil K.Krishan, Social service opportunities in Hospitals.
3. Ram Ahuja,SocialProblemsin India,..
4. Government of India, Nationa lService Scheme Manual.
5. TISS Training Programme on National Programme scheme,.
6. TISS, Orientation Courses for N.S.S. Programme officers,.

Evaluation Scheme

1. ParticipationinRegularActivities40Marksout of50.

$$\frac{\text{Number of Activites Attended x Total Attendance Points}}{\text{Total number of Activities}} = \text{Attendance Marks}$$

$$Example: \frac{5 \text{ x } 40}{5} = 40$$

2. Participation in various Activities 10Marks out of 50.
   - Participation in RD,SRD, NIC or any National Level Camp -10Marks out of 10.

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- Participation in State Level Camp(Avhan, Utkartsh,Prearana Etc.)08marksout of10.
- Participation in Regional , University ,district Level Camp/Workshop07Marksoutof10.
- ParticipationinAnnualSpecialcamp06Marksoutof10.

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Course code	Course Name	Teaching Scheme(Hr/week)			Credits Assigned		
		Theory	Practical	Tutorial	Theory	Practical	Tutorial
U04CC003	Yoga and Meditation	-	04	-	-	02	-

Evaluation Scheme

Course Code	Course Name	In Semester Evaluation		End Semester Exam(OE/POE)		
		Term Work	Min. pass	Marks	Min. pass	Total (Marks)
U04CC003	Yoga and Meditation	50	40%	-	-	50

Course Description

This course provides a form of exercise that use specific body postures to achieve physical and mental health benefits, while meditation is a practice that can be done with or without movement in order to focus and calm the mind

Course Objectives

- Stillingthemindandgaininginsight,restingindetachedawareness,andliberation(Moksha)from saṃsāra and duḥkha
- Sense of calm, peace and balance

Course Outcomes : After the successful completion of the course students will be able to:

- **CO1:Demonstrate**[2]basic skills associated with yoga activities including strength and flexibility,balance and coordination.
- **CO2:Demonstrate**[2]the ability to perform yoga movements in various combination and forms.
- **CO3:Identify**[1]a new perspective on stressful situations NSS regular activities

List of Activities

- Suryanamaskar
- StandingAsanas
  - Tadasana
  - Trikonasan
  - Padhamasan
  - Ardhachakrasan
  - Vrukashsan
- SittingAsanas
  - Bhadrasan
  - Vajrasan

- Supine Asanas
  - Pawanmuktasan
  - Setubandhasana
  - Ardhahalasan
  - Shavasan
- Prone Asanas
  - Navakasana
  - Bhujangasan
  - Dhanurasana
  - Makrasana
  - Shalbhasana
- Pranayama
  - Bhastrika
  - Kapal Bharti
  - Ujjai
  - Anulom-Vilom
  - Sheetali
  - Bhramari
- Meditation

TextBooks

1. Iyengar,B.K.(2008).Light onYoga.OrientLongmanPvt.Ltd.Mumbai.
2. Iyengar,B.K.(2008).LightonPranayama. OrientLongmanPvt.Ltd.Mumbai.
3. Iyengar,B.K.(2008).Light onAstanga Yoga.AlchemyPublishers.NewDelhi.

References

1. Iyengar,B.K. (2008).YogathePathtoHolisticHealth. DorlingKindersley. London.
2. Gharote,M.L.(2013). GuidelinesforYogicPractices.TheLonavlaYogaInstitute.India.

EvaluationScheme

1.The50markswould be evaluatebasedonthescheme:

Sr. No.	Activity	Marks
1.	Practice and Performance	10
2.	Regularity	10
3.	Discipline	05
4.	Suryanamskar: **Compulsory**	05
5.	Standing& Siting asanas: **Any two**	05
6.	Supine &Proneasanas: **Any two**	05
7.	Pranayama :**Any two**	05
8.	Mediation	05
	Total	**50**

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Course Code	Course Name	Teaching Scheme(Hr/week)			Credits Assigned		
		Theory	Practical	Tutorial	Theory	Practical	Tutorial
U04CC004	Physical Fitness	-	04	-	-	02	-

Evaluation Scheme

Course Code	Course Name	In Semester Evaluation		End Semester Exam(OE/POE)		
		Term Work	Min. pass	Marks	Min. pass	Total (Marks)
U04CC004	Physical Fitness	50	40%	-	-	50

Course Description

Thiscourseprovidesaexecutedailyactivitieswithoptimalperformance,endurance,andstrengthwiththe management of disease, fatigue, andstressandreducedsedentarybehaviour.

Pre-requisites:

Course Objectives

- The main objectives of physical education are to: develop motor abilities like strength, speed, endurance, coordination, flexibility, agility and balance, as they are important aspects for good performance in different games and sports.

Course Outcomes: After the successful completion the course students will able to:

- **CO1:Reduce**[1]your risk of a heart attacks.
- **CO2:Manage**[1]yourweightbetter.
- **CO3:Manage**[1]alower blood cholesterol level and lower the risk of type 2diabetesand some cancers.

List of Activities

- Endurance
  - 5 Minuterun
  - 12Min.RunWalk
- Speed
  - 40MetreSprintTest
  - Shuttle Run Test
  - Flying30MetreTest
  - Rope Skipping
- Agility
  - Zig-Zag Run
  - 8T9DrillTest
  - Burpee Test
- Strength
  - Sit-ups
  - Push-up
  - Standing Long
  - JumpTest
  - Bench PressTest

- Modified Sit&ReachTest
- StaticFlexibilityTest3 Shoulder

TextBooks

1. Kansal,D.K.Textbook of Applied Measurement Evaluation & Sports Selection ,Sports and Spiritual Science Publication, NewDelhi 2008.
2. Lipman ,H.A.,Measurement and Evaluation in PhysicalEducation,FriendsPublication,NewDelhi2009.
3. Miller,T.NSCA9sGuidetoTestandAssessment,HumanKinetics,USA2012.

References

1. Morrow,J.,Jackson,A.,Disch,J.,&Mood,D.MeasurementandEvaluationInhumanPerformance,HumanKinetics.USA 2005.
2. Scott,M.G.&French, E.(2009).MeasurementandEvaluationinPhysicalEducation,SportsEducationalTechnologies, NewDelhi 2009.
3. Yobu,A.,TestMeasurementandEvaluationinPhysicalEducationandSports.FriendsPublication.NewDelhi2010.

EvaluationScheme

1.The50markswould be evaluate based on the scheme:

Sr. No.	Activity	Marks
1.	Practice and Performance	10
2.	Regularity	10
3.	Discipline	05
4.	Endurance: **Anyone activity**	05
5.	Speed: **Any two activity**	05
6.	Agility: **Any two activity**	05
7.	Strength: **Any two activity**	05
8.	Flexibility: **Any two activity**	05
	Total	**50**

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hr/week)			Credits Assigned		
		Theory	Practical	Tutorial	Theory	Practical	Tutorial
U04CC005	Performing Arts-Music	-	04	-	-	02	-

Evaluation Scheme

Course Code	Course Name	InSemester Evaluation		End Semester Exam(OE/POE)		
		Term Work	Min. pass	Marks	Min. pass	Total (Marks)
U04CC005	Performing Arts-Music	50	40%	-	-	50

Course Description

This course is designed to develop musical skills that will lead to a thorough understanding of musical Instruments. Students are prepared to take the Music Theory Final when they have completed the course.

Pre-requisites:

Course Objectives

- This is a generic course and provides an opportunity to the students of other disciplines to have an introduction to the nuances of music and its appreciation. Basic voice culture, learning simple compositions in the prescribed ragas and will understand the basics of Guitar and Keyboard.

Course Outcomes: After the successful completion of the course students will be able to:

- **CO1:Demonstrate**[3]agroundinginmusicalinstrumentstudies
- **CO2:Apply**[2]theoreticalconceptsandapproachesderivedfromconsideringmusicalinstrumentsfromvariedperspectives
- **CO3:Understand**[2]and learn using the Notes and Octave.
- **CO4:Demonstrate**[3]toperformonthenotes.

List of Activities

- UnderstandingofMusic3GuitarandKeyboard.
- Differentiating blowing, String, lite, String Instruments
- Holding Of Guitar, Care of Guitar. Holding Of Keyboard ,Care of Keyboard.
- Pick and Its Holding.
- Tuningof6strings of guitar.
- Playing on all notes on Keyboard.
- Playing of odd notes on Keyboard.
- Playing of even notes on Keyboard.
- Up down strokes of Guitar.
- Spiralupdownstrokesonguitaron12frets.
- Cscaleform5th string.(Ascending, Descending)
- Playing of Lno.1 (Birthday Song)
- Playing of Lno.2(Jana Gana Mana)

Text Books

1. Kansal, D.K. Textbook of Applied Measurement Evaluation & Sports Selection, Sports and Spiritual Science Publication,NewDelhi 2008.
2. Lipman ,H.A., Measurement and Evaluationin Physical Education ,Friends Publication, NewDelhi2009.
3. Miller,T.NSCA9 Guide to Test and Assessment,HumanKinetics,USA2012.

References

1. Morrow,J.,Jackson,A.,Disch,J.,&Mood,D. Measurement and Evaluation Inhuman Performance Human Kinetics.USA2005.
2. Scott, M.G.& French, E.(2009).MeasurementandEvaluationinPhysicalEducation,SportsEducationalTechnologies, NewDelhi 2009.
3. Yobu ,A.,Test Measurement and Evaluation in Physical Education and Sports. Friends Publication. New Delhi2010. Evaluation Scheme

1.The 50 marks would be evaluated based on the scheme:

Sr. No.	Activity	Marks
1.	Practice and Performance	10
2.	Regularity	10
3.	Discipline	10
4.	Playing on all notes on Keyboard.	10
5.	Playing on all notes on Guitar.	10
	Total	**50**

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Course Code	Course Name	Teaching Scheme(Hr/week)			Credits Assigned		
		Theory	Practical	Tutorial	Theory	Practical	Tutorial
U04CC006	Fine Arts	-	04	-	-	02	-

Evaluation Scheme

Course Code	Course Name	In Semester Evaluation		End Semester Exam(OE/POE)		
		Term Work	Min. pass	Marks	Min. pass	Total (Marks)
U04CC006	Fine Arts	50	40%	-	-	50

Course Description:

This course aims at providing students with basic understanding off arts and skills and knowledge. The main purpose of the subject is to help the students in understanding the basic concept of Art, origin, history, drawing & painting, etc. And how creativity fosters professionally can result in beautiful designs for today's scenario.

Pre-requisites: Basic Drawing & Coloring

Course Objectives

- The knowledge gained with this course will help students to foster creativity and self-expression (basic understanding of color concept and application in relation to different use cases)
- Techniques studied from Visual arts should be used by the students in their respective fieldtomakeamoreimpactfulpresentationoverall.Studentswilllearntoappreciateartinamorecriticallyartisticway.

Course Outcomes: After the successful completion of the course students will able to:

- **CO1: Appreciate**[1]Traditional Indian Art
- **CO2: Understand**[1]fundamentals of Visual Arts.
- **CO3: Implement**[2]creative skills in Drawing & Painting
- **CO4: Create**[3]Various day today articles in a creative format.

List of Activities

- Performing Secondary Research on Indian Art forms
- Performing Secondary Research on Traditional Painting Techniques of India
- Assignment on Elements of Design
- Assignment on Principles of Design
- Assignment on Basics of Drawing
- Assignment on Basics of Painting
- Prepare Commercial Art article

Text Books

1. NCERT,An Introduction To Indian Fine Arts Part1, National Council of Education Research and Training,2019.
2. NCERT, An Introduction To Indian Fine Arts Part2, National Council of Education Research and Training,2021.

References

1. Dasgupta,S.N.:Fundamentals of Indian Art
2. Dr.KurtHerbert,Artists Technique,

Evaluation Scheme

1. The 50 marks would be evaluate based on the scheme:

Sr. No	Developing Skills at Grade Level	Excellent	Very Good	Good	Satisfactory	Developing
1.	Understanding of Art	10	8	6	4	2
2.	Creativity	10	8	6	4	2
3.	Understanding of Elements	10	8	6	4	2
4.	Understanding of Principles	10	8	6	4	2
5.	The Hand	10	8	6	4	2

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

Second Year Bachelor of Commerce Program Semester IV: Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/ week)			Credits Assigned			
		Th	Pr	Tu	Th	Pr	Tu	Total Credits
U27PC401	Corporate Accounting	3	-	-	3	-	-	3
U27PC402	Income Tax	3	-	-	3	-	-	3
UXXMM0XX	Minor Course III	3	-	1	3	-	1	4
U27SE401	Business Research Methods	2	-	-	2	-	-	2
U27VS401	Business Research Methods Lab	-	4	-	-	4	-	2
U27AE401	Personality Development & Soft Skill Lab-II	2	-	-	2	-	-	2
UXXOE04X	Open Elective Course IV	2	-	-	2	-	-	2
U03VE003	Universal Human Values-II	2	-	-	2	-	-	2
U27CE401	Community Engagement Project	-	4	-	-	2	-	2
	Total	**17**	**8**	**1**	**17**	**4**	**1**	**22**

Open Elective-IV offered by Department of Commerce–U27OE041-Culture and Entertainment

1 Credit=25 Marks, Weekly 1 hour(60min.)forTheory&2 hours(120 min.) for practical. Th:Theory, Pr:Practical,Tu:Tutorial

Second Year Bachelor of Commerce Program Semester IV: Evaluation Scheme

Course Code	Course Name	Theory Marks					Practical /Tutorial Marks		Total
		Internal Assessment				ESE	Term work/ Tutorial	Practical/ Oral/ P&OE	
		FET-1	FET-2	FET-3	Total				
U27PC401	Corporate Accounting	10	10	5	25	50	-	-	75
U27PC402	Income Tax	10	10	5	25	50	-	-	75
UXXMM0XX	Minor Course III	10	10	5	25	50	25	-	100
U27SE401	Business Research Methods	10	5	-	15	35	-	-	50
U27VS401	Business Research Methods Lab	-	-	-	-	-	50	-	50
U27AE401	Personality Development &Soft Skill Lab-II	10	5	-	15	35	-	-	50
UXXOE04X	Open Elective Course IV	10	5	-	15	35	-	-	50
U03VE003	Universal Human Values-II	10	5	-	15	35	-	-	50
U27CE401	Community Engagement Project	-	-	-	-	-	50	-	50

Open Elective-IV offered by Department of Commerce–U27OE041-Culture and Entertainment.

** Minimumpassingis40%forallcoursesandevaluationheadmentionedabove.FET–FacultyEvaluationforTheory,Term Work, ESE-End Semester Examination, P/F–Pass/Fail Course ,AU– Audit Course.*

Focus Learning

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

B.Com. II SEMESTER IV

COURSE CODE:U27PC401
COURSE TITLE: Corporate Accounting
(Program Core Course)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
3	-	-	3	-	-	**3**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	10	5	25	-	-		**50**		**75**

Course Description: This course focuses on various aspects of corporate accounting as a special branch of accounting which deals with preparation of financial accounts and cash flow statement with the purpose of analysis & interpretation for companies.

Course Prerequisites: NA

Course Objectives: Construct the financial statements of company within the frame work of India and Develop a process for redemption of Preference share.

Course Learning Outcome(s) At the end of the course the students should be able to:.

CO1: **Discuss**[2] basic concepts of Cash Flow Statements.
CO2: **Discuss**[2] basic concepts of Fund Flow Statements.
CO3: **Report**[2] accounting policies of Mutual Fund.
CO4: **Prepare**[3] accounting Reports of NBFCs.

Module No.	Unit No.	Topic / Contents	Teaching Hours
I	**1**	**Cash Flow Statements**	9
	1.1	Concepts of funds.	
	1.2	Preparation of cash flow statement as per Indian Accounting Standard. (Ind- AS): 7	
II	**2**	**Fund Flow Statement**	9
	2.1	Preparation of Fund Flow Statement as per norms	
	2.2	Preparation of Statement of Working Capital Changes.	
III	**3**	**Financial Reporting of Mutual Funds Companies**	9
	3.1	Organization of Mutual Fund& Net Asset Value of Schemes	

	3.2	Types of Mutual Fund Companies& Restriction of Funds	
	3.3	Cost of Investments & Pricing of Units	
	3.4	Accounting Policies of Mutual Fund & Evaluation of Mutual Funds	
IV	**4**	**Financial Reporting of Non-Banking Financial Companies**	9
	4.1	Introduction, Definition. Registration, Classification of NBFCs	
	4.2	Prudential Accounting Norms, Income from Investment &Asset Classification	
	4.3	NPA, Provision Requirement for Reserves & Annual Reports of Different NBF Companies.	
V	**5**	**Special Aspects of Company Accounts**	9
	5.1	Accounting for employee stock option plan	
	5.2	Buy back of securities	
	5.3	Underwriting of shares and debentures	

Reference/Text Books:

1. J.R. Monga, Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi. 2016
2. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi. 2014
3. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.2018
4. Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, New Delhi. 2017
5. V.K. Goyal and RuchiGoyal, Corporate Accounting. PHI Learning.2017

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Two assignments must be conducted which should cover entire syllabus.

FET 1 shall be based on first module for 10 marks and

FET 2 shall be based on module 2 and 3 for 10 marks.

FET 3 shall be based on module 4 for 5 marks

The marks of the three assignments will be considered for final Internal Assessment.

End Semester Examination:

Question paper will comprise of 5 questions, each carrying 10 marks.
Question No.1 will be compulsory and based on any module of entire syllabus.
Remaining question (Q.2 to Q.5) will be selected from all the modules.
The students need to solve all questions.
The duration of end semester examination shall be two hours.

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COURSE CODE: U27PC402

COURSE TITLE: INCOME TAX

(Program Core Course)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	**Practical**	**Tutorial**	**Theory**	**Practical**	**Tutorial**	
3	-	-	3	-	-	**3**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	10	5	25	-	-		**50**		**75**

Course Description: This subject deals with conceptual and practical application of income tax of individual with respect to different heads of taxation and various deductions in it.

Course Prerequisites: Basic knowledge about the taxes which are applicable in our country.

Course Outcomes: At the end of this course students will be able to

CO 1 **Describe2** the basic concepts in Income Tax.

CO 2 **Evaluate5** the taxable income from different heads.

CO 3 **Describe2** the basic concepts of deductions in Income Tax.

CO 4 **Prepare3** the Tax records for Sole Trading and Partnership Business.

Module No.	Unit No.	Topic / Contents	Teaching Hours
I	**1**	**INTRODUCTION**	9
	1.1	Basic concepts: Income, agricultural income, person, assesses, assessment year, previous year, gross total income, total income.	
	1.2	Maximum marginal rate of tax & Permanent Account Number(PAN)	
	1.3	Residential status & Scope of total income on the basis of residential status.	
	1.4	Exempted income under section.	
II	**2**	**COMPUTATION OF INCOME UNDER DIFFERENT HEADS: 1**	9
	2.1	Income from Salaries	
	2.2	Income from house property	
	2.3	Profits and gains of business or profession	
III	**3**	**COMPUTATION OF INCOME UNDER DIFFERENT HEADS: 2**	9
	3.1	Income from Capital Gains Income from Other Sources	
	3.2	Income from Capital Gains Income from Other Sources	

IV	**4**	**DEDUCTIONS FROM GROSS TOTAL INCOME AND MISCELLANEOUS**	9
	4.1	Income of other persons included in assesses total income Aggregation of income and set-off and carry forward of losses.	
	4.2	Deductions from gross total income; Rebates and reliefs	
V	**5**	**COMPUTATION OF TOTAL INCOME OF INDIVIDUALS AND FIRMS**	9
	5.1	Computation of total income of individuals and firms.	
	5.2	Tax liability of an individual and a firm, Filing of return.	

Reference/Text Books:

1. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
2. Singhania, VinodK.and Monica Singhania. Students'Guide to Income Tax, University Edition.Taxmann Publications Pvt.Ltd.,New Delhi.
3. Hariharan, Income Tax: Lawand Practice, Tata McGraw-Hill Education
4. SinghaniaV.K.,SinghaniaKapil, Direct Taxes: Law & Practice, Tacmann Publications.

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Two assignments must be conducted which should cover entire syllabus.

1. FET 1 shall be based on module 1 and 2 for 10 marks and
2. FET 2 shall be based on module 3 and 4 for 10 marks.
3. FET 3 shall be based on module 5 for 5 marks

The marks of the three assignments will be considered for final Internal Assessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all questions.
5. The duration of end semester examination shall be two hours.

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Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U02MM013	Integrated Marketing Communication	3	-	1	3	-	-	3

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02MM013	Integrated Marketing Communication	10	10	5	25	25	40%	-	50	40%	75

Student can opt any one Minor discipline from the list offered by the University.Thiscoursewillbeoffered byConcern School/Departmentof the University.

Course Description: The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme.

Course Prerequisites: NA

ırse Objectives:

1. To help students understand the principles and practices of marketing communications.
2. To familiarize the students with concepts and practices in marketing communications.

Course Outcomes: On completion of this course students will be able to,

CO1 **Explain**[2]various elements of Marketing communication.

CO2 **Select**[3] appropriate advertisement tool for promotion of product or services.

CO3 **Select**[3]appropriate advertisement tool for promotion of product or services.

CO4 **Measure**[4]sales promotion technique & public relation strategies and its impact on sales.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Elements Of Marketing Communication:**	9
	1.1	Role of Marketing Communication in Marketing	
	1.2	Communication Process & Communication Objectives	
	1.3	Elements of Marketing Communication	
	1.4	Advertising, Sales Promotion, Personal Selling	
	1.5	Direct Marketing, Publicity, Public Relations	
	1.6	Social Media Marketing; Consumer driven communication strategy, Types of Communication sources.	
2.0		**Introduction To Advertisement:**	9
	2.1	Source, Message and channel factors	
	2.2	Communication response hierarchy- AIDA model	
	2.3	Objective, Principles and Function of Advertisement	
	2.4	Setting Advertisement Objective	
	2.5	Advertisement Agency- Selection, and Remuneration, Advertisement Campaigns	
3.0		**Advertisement Media:**	9
	3.1	Media Plan, Type and Choice	
	3.2	Reach and Frequency of Advertisement	
	3.3	Cost of Advertisement, Message Development	
	3.4	Different Types of Advertisement, Advertisement Production	
	3.5	Measuring the Impact of Advertisement	
	3.6	Digital Media, Web Advertisement, Social Media, Mobile Adverting. Advertising & Ethics	
4.0		**Sales Promotion:**	9
	4.1	Objectives of Sales Promotion	
	4.2	Sales Promotion Techniques	
	4.3	Developing Sales Promotion Campaigns	
	4.4	Direct Marketing, Direct Marketing Process	
	4.5	Common Channels for Direct Marketing	
5.0		**Public Relations:**	9
	5.1	Objectives and Scope of Public Relation	
	5.2	Process of Maintaining Public Relation	
	5.3	Publicity: Objective and Importance of Publicity	
	5.4	Types of Publicity, Publicity Tools	
	5.5	Public Relation and Publicity	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

1. Belch, G. E., Belch, G. E., Belch, M. A. Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill/Irwin, 2004..

2. Kruti Shah and Alan D'Souza: Advertising & Promotions: An IMC perspective, Tata McGraw Hill..
3. S.H. Kazmi and SatishBatra , Advertising and Sales Promotion, New Delhi, 2001
4. Kenneth Clow Integrated Advertisement Promotion and Marketing communication, Prentice hall,New Delhi, 2003

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

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Department of Commerce

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U02MM023	Big Data Analytics	3	-	1	3	-	-	4

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02MM023	Big Data Analytics	10	10	5	25	25	40%	-	50	40%	100

Course Description: This course introduces students to the fundamentals of Big Data Analytics within the context of business operations. Through theoretical concepts and practical applications, students will learn how to collect, process, analyze, and interpret large datasets to extract meaningful insights for strategic decision-making in various business settings.

Course Prerequisites: NA

ırse Objectives:

1. To provide students a comprehensive understanding of the basic concepts andpracticesof data analytics and its use inorganizations.
2. To develop essential analytical skills and competencies to lead organizations, makeinformed decisions, and achieve organizationalgoals.

Course Outcomes: On completion of this Course students will be Able to

CO 1 **Analyze**[4]the significance of big data in business operations, employing appropriate techniques for data collection and preprocessing.

CO 2 **Apply**[3]various data analytics tools and techniques to extract actionable insights from large datasets for optimizing business performance.

CO 3 **Evaluate**[5]the ethical implications and challenges associated with big data analytics, and propose responsible strategies for data management and privacy protection.

CO 4 **Develop**[6]data-driven business strategies by integrating big data analytics with traditional business intelligence methods to gain a competitive advantage in the marketplace.

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Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Big Data Analytics:**	9
	1.1	Overview of Big Data and its significance in business analytics.	
	1.2	Characteristics and challenges of Big Data: volume, velocity, variety, veracity, and value.	
	1.3	Tools and technologies for Big Data Analytics: Hadoop, Spark, and NoSQL databases.	
	1.4	Data preprocessing techniques: cleaning, integration, transformation, and reduction.	
	1.5	Introduction to data visualization and exploratory data analysis.	
	1.6	Case studies demonstrating the application of Big Data Analytics in real-world business scenarios.	
	1.7	Ethical considerations in Big Data Analytics: privacy, security, and transparency.	
2.0		**Data Mining and Machine Learning:**	9
	2.1	Introduction to data mining techniques: classification, clustering, association rule mining, and anomaly detection.	
	2.2	Supervised and unsupervised learning algorithms: decision trees, k-nearest neighbors, k-means clustering, and association rule learning.	
	2.3	Feature selection and dimensionality reduction techniques.	
	2.4	Evaluation metrics for assessing the performance of predictive models.	
	2.5	Introduction to machine learning frameworks: scikit-learn, TensorFlow, and PyTorch.	
	2.6	Case studies on predictive modeling and pattern recognition using machine learning algorithms.	
	2.7	Application of data mining and machine learning techniques in business forecasting and customer segmentation.	
3.0		**Text and Social Media Analytics:**	9
	3.1	Introduction to text mining and natural language processing (NLP).	
	3.2	Preprocessing text data: tokenization, stemming, and stop-word removal.	
	3.3	Sentiment analysis and opinion mining from textual data.	
	3.4	Social network analysis: centrality measures, community detection, and influence analysis.	
	3.5	Extracting insights from social media data: Twitter, Facebook, and LinkedIn.	
	3.6	Case studies on sentiment analysis and social media monitoring for brand management.	
	3.7	Ethical considerations in text and social media analytics: bias, misinformation, and data privacy.	
4.0		**Business Intelligence:**	9
	4.1	Introduction to business intelligence (BI) concepts and architecture.	
	4.2	Data warehousing and online analytical processing (OLAP) techniques.	
	4.3	Data visualization tools and dashboards for executive decision-making.	

5.0		**Decision Support Systems:**	9
	5.1	Introduction to prescriptive analytics: optimization and simulation techniques.	
	5.2	Integration of BI with big data analytics for strategic decision support.	
	5.3	Case studies on the implementation of BI systems in diverse industry sectors.	
	5.4	Ethical considerations in BI and decision support systems: data governance and regulatory compliance.	
Use relevant cases and applications for discussions. *Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s) and execute it.*			

Reference Books:

1. Gupta, S., & Gupta, A. (2018). Big Data Analytics. McGraw-Hill Education.
2. Khandelwal, R. K. (2019). Big Data Analytics: Tools and Techniques. Pearson Education India.
3. Vaidya, K. (2020). Business Analytics: The Science of Data-Driven Decision Making. Wiley.
4. Jain, L. C., &Kadam, P. V. (Eds.). (2019). Big Data Analytics for Business Intelligence. Springer.
5. Das, D., &Mohanty, S. P. (2021). Business Analytics: Concepts, Methodologies, Tools, and Applications. CRC Press.
6. Agarwal, P. K., &Agarwal, S. K. (2017). Business Analytics: Integrating Business Process, Big Data, and Advanced Analytics. CRC Press.
7. Mittal, M., & Gupta, R. (2020). Text Analytics: Approaches and Applications. Springer.
8. Dey, L. (2018). Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media. Springer.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U02MM033	Business Planning	3	-	1	3	-	-	4

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02MM033	Business Planning	10	10	5	25	-	40%	-	50	40%	100

Course Description: This course will assist students in learning the fundamentals of effective business planning. It teaches students the concepts they need to understand in order to properly assess a new business idea and make it yield results. Several skill-building exercises help to put the theory into practice.

Course Prerequisites: NA

ɹurse Objectives:

1. To foster the theoretical and methodological knowledge of students for enterprise planning and its subsequent development.
2. To explore strategy formulation, implementation, and evaluation to ensure error free planning.

Course Outcomes: On completion of this course students will be able to,

CO1 **Able**[3]to draw independent conclusions, prepare forecasts and proposals.

CO2 **Apply**[3]the feasibility study of the company's business options as a basis for making management decisions.

CO3 **Understand**[1] the content of the business planning process, the conditions for its effectiveness and role in the enterprise management system.

CO4 **Anslyze4**the methodology for developing the main sections of business plans

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Fundamentals of Business Panning:**	9
	1.1	Business plan as the main component of an investment business project.	

	1.2	Purpose of the business plan.	
	1.3	Goals, tasks and functions of developing a business plan.	
	1.4	The process of business plan's developing	
	1.5	The essence of business planning.	
2.0		**Classification of Business Plans:**	9
	2.1	The main stages of developing a business plan.	
	2.2	Main elements of the business plan	
	2.3	Description of the project initiator: general data, founders, types and volumes of activities, financial conditions	
	2.4	Classification of business plans	
	2.5	Basic methods of business planning.	
3.0		**Marketing of Business Plan:**	9
	3.1	Marketing aspects of business planning	
	3.2	Structure of the marketing plan.	
	3.3	Analysis of the market and competitors	
	3.4	Selection of Marketing strategy	
	3.5	Preparation of Marketing strategy	
4.0		**Resource Evaluation:**	9
	4.1	Description of the product manufacturer and its location.	
	4.2	Calculation of cash and required capacity of the enterprise	
	4.3	Calculation of working capital requirements	
	4.4	Description of the production process	
	4.5	Calculation of the cost.	
5.0		**Risk Management:**	9
	5.1	Evaluating the effectiveness of business planning	
	5.2	Risk assessment and insurance	
	5.3	Classification of investments.	
	5.4	Main indicators of economic efficiency of a business project	
	5.5	Economic assessment of investments.	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

1. Abrams R. the Business plan is 100% Successful Business Plan: Secret & Strategies: thestrategy and tactics of effective business. - Moscow: Alpina publisher 2016.
2. Romanenko. G. Analysis and optimization of business processes. - - Stavropol : NorthCaucasus Federal University (KFU), 2016.
3. Business planning at the enterprise: textbook / A.V. Bashkirtsev, L. sh. Salikhova, V. V. Avilova, E. N. porfiryeva. - Kazan: Kazan scientific research technological University (KNITU), 2017.
4. Pidoimo, L. P. Business planning: guidelines, examples of implementation of theoreticalprovisions, practical tasks. - Voronezh: VSU Publishing house, 2015

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U02MM043	Neuro marketing	3	-	1	3	-	-	4

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02MM043	Neuro marketing	10	10	5	25	25	40%	-	50	40%	100

Course Description: The course offers in-depth knowledge, expert instructor, and practical tools in consumer neuroscience and neuromarketing. Course enhances career prospects, with demand for specialized skills.

Course Prerequisites: NA

ɹurse Objectives:

1. To familiarize the students with different tools and practices of Neuromarketing.
2. To impart knowledge from latest neuroscience and Neuro marketing.

Course Outcomes: On completion of this course students will be able to,

CO1 **Exploring**[6] the relationship between neuroscience and marketing.
CO2 **Understanding**[1] the role of emotions in consumer decision-making.
CO3 **Analyze**[4]and integrate key concepts from neuroscience into marketing strategies.
CO4 **Create**[6] effective marketing campaigns that leverage Neuro-marketing insights.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Neuromarketing:**	9
	1.1	Basics of neuroscience and how it relates to marketing	
	1.2	Inside the consumers brain, attention and consciousness	
	1.3	Biometric and history of lie detection	
	1.4	Neuroscience to better understand the consumer	
	1.5	Emotional advertising works to build brands	
2.0		**Tools of Neuromarketing:**	9

	2.1	Learning and memory, eye tracking	
	2.2	monitoring the consumer's needs	
	2.3	decoding facial micro expressions	
	2.4	emotions & feelings, wanting and liking,	
	2.5	Electroencephalogram, Functional magnetic resonance imaging (fMRI)., sensory marketing	
3.0		**Neuro Insights for Marketing Strategies**:	9
	3.1	Neuroscience findings to optimize marketing campaigns	
	3.2	Incorporating sensory marketing and multisensory experiences	
	3.3	Decision-making biases and how to counteract them.	
	3.4	Consumer role of color &typography.	
	3.5	Design in influencing consumer choices	
4.0		**Neuro marketing in Advertising:**	9
	4.1	Neuro aesthetics	
	4.2	Impact of visuals on ad effectiveness	
	4.3	Neuro linguistics	
	4.4	Psychology of persuasive language in advertising	
	4.5	Language Strategy in advertising	
5.0		**Neuro ethics and applications:**	9
	5.1	Neuro ethics and consumer aberrations	
	5.2	Applying neuro-insights into communication	
	5.3	Neuroscience in the workplace	
	5.4	Barriers of neuroscience in marketing	
	5.5	Research areas are most likely to be disrupted by neuroscience	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

1. Genco, S., Pohlmann, A., &Steidlmeier, Neuromarketing and Big DataAnalytics for Strategic Consumer Engagement, 2018.
2. Lee, N., & Chamberlain, Neuromarketing: Exploring the Brain of the Consumer, Kogan Page, 2007.
3. Draper, Stuart, and Larson, Jeff. Digital Marketing Essentials. United States, Edify, 2017.
4. Dooley, Brainfluence: 100 Ways to Persuade and Convince Consumers withNeuromarketing. Wiley 2014.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

COURSE CODE: U27SE401

COURSE TITLE: Business Research Methods

(Skill Enhancement)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
2	-	-	2	-	-	**2**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	5	-	15	-	-		**35**		**50**

Course Description:

This course is relevant to the students who are studying commerce and management, further they can take up research projects. All Business Management students require the ability to deal with quantitative material, including the collection, collation and analysis of such data. This course introduces students to the business research methods in business mainly centered on statistical aspects. It also provides them with experience in designing questionnaires and report writing. In order to effectively carry out statistical analysis, the students are required to have experience of computing.

Course Objectives:

Potential of research and equip students to undertake research. To learn and understand the basic statistics involved in data presentation. To identify the influencing factor or determinants of research parameters.

Course Outcomes:

Upon completion of this course students will be able to –

CLO1 Describe[2] the basic framework of research process.

CLO2 Identify[4] various sources of information for literature review and data collection based on type of research.

CLO3 Analyse[4]and present data and write interpretations.

CLO4 Write[5] a research report.

Module No.	Unit No.	Topic / Contents	Teaching Hours
I	**1**	**Research & Research Process & Types**	**6**
	1.1	Meaning, Purpose and Nature of Research; Objectives & Motivations for Research.	
	1.2	Scientific Method &Types of Research, Qualitative Research, Quantitative Research.	
	1.3	Conceptualization - Business Problem- Problem Formulation- Techniques involved in defining a problem.	
	1.4	Introduction to Research Process- Steps	

		in Research Process. Types of Research Scope of Business Research; Review of literature: need, purpose, notes taking.	
II	**2**	**Data Collection & Coding**	6
	2.1	Data, Sources of data, Methods of Data Collection Tools and Techniques for data collection.	
	2.2	Measurement & Scaling Technique, Scales of Measurement: General Issues in scaling.	
	2.3	Questionnaire Designing - Types of questions, rating scale, check list; Criterion for a good questionnaire Pretesting of tools, pilot study.	
	2.4	Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.	
III	**3**	**Data Analysis**	6
	3.1	Classification and Tabulation of data - Data Preparation-Data aggregation, Data accuracy, Data structure, Data transformation.	
	3.2	Tools and Techniques of data analysis, Descriptive Statistics – Univariate analysis, Correlation, Inferential Statistics; Hypothesis Testing Process.	
	3.3	Large sample test, Small sample, Parametric and Non Parametric Test.	
IV	**4**	**Report Writing-I**	6
	4.1	Planning report writing work-target audience,	
	4.2	Types of Research output, Types of Report.	
	4.3	Key Elements of Report Writing style of writing synoptically outline of chapters	
	4.4	Steps in drafting the report.	
V	**5**	**Report Writing-II**	6
	5.1	Formatting Documentation, Citation	
	5.2	Footnotes, Endnote, References, Bibliography	
	5.3	Various Formats in writing references and bibliography	
	5.4	APA and MLA format.	

Reference/Text Books:

1. Kothari ,C. R.(2016), Research Methodology- Methods & Techniques, New Age International Publishers.
2. Gupta, S L & Gupta, H (2012), Business Research Methods, TMHE Pvt. Ltd.
3. Pannerselvam,R (2016), Research Methodology, PHI Pvt. Ltd., New Delhi
4. Krishnaswamy K N, Sivakumar A I and Mathirajan,M (2011),Research Methodology, Pearson.

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

1. FET 1 shall be based on first three modules for 10 marks and
2. FET 2 shall be based on module 4 and 5 for 5 marks.

The marks of the two assignments will be considered for final Internal Assessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 7 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all questions.
5. The duration of end semester examination shall be two hours.

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

COURSE CODE: U27VS401
COURSE TITLE: Business Research Methods Lab
(vocational skill)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
-	2	-	-	2	-	**2**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
-	-	-	-	50	-		-		**50**

Course Description: This course is relevant to the students who are studying commerce and management, further they can take up research projects. All Business Management students require the ability to deal with quantitative material, including the collection, collation and analysis of such data. This course introduces students to the business research methods in business mainly centred on statistical aspects. It also provides them with experience in designing questionnaires and report writing. In order to effectively carry out statistical analysis, the students are required to have experience of computing.

Course Prerequisites: NA

Course Objectives: Potential of research and equip students to undertake research. To learn and understand the basic statistics involved in data presentation. To identify the influencing factor or determinants of research parameters.

Course Outcomes: Upon completion of this course students will be able to –

CLO1 **Describe**[2] the basic framework of research process.
CLO2 **Identify**[4] various sources of information for literature review and data collection based on type of research.
CLO3 **Analyse**[4] and present data and write interpretations.
CLO4 **Write**[5] a research report

Module No.	UnitNo.	Topic / Contents	TeachingHours
I	**1**	**Research & Research Process & Types**	6
		Practical activity on Research & Research Process	

II	**2**	**Data Collection & Coding**	6
		Practical activity on Data Collection & Coding	
III	**3**	**Data Analysis**	6
		Practical activity on using Excel or tubule or google tools	
IV	**4**	**Report Writing-I**	6
		Practical activity on Report Writing	
V	**5**	**Report Writing-II**	6
		Practical activity on Report Writing	

Reference/Text Books:

1. Kothari ,C. R.(2016), Research Methodology- Methods & Techniques, New Age International Publishers.
2. Gupta, S L & Gupta, H (2012), Business Research Methods, TMHE Pvt. Ltd.
3. Pannerselvam,R (2016), Research Methodology, PHI Pvt. Ltd., New Delhi
4. Krishnaswamy K N, Sivakumar A I and Mathirajan,M (2011),Research Methodology, Pearson.

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Term work 50 Marks

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

COURSE CODE: U27AE401

COURSE TITLE: Personality Development &Soft Skill Lab-II

(Ability Enhancement)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
2	-	-	2	-	-	**2**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	5	-	15	-	-		**35**		**50**

Course Description: Soft skills are required to maintain interpersonal relationships with your colleagues and move upward in the hierarchy in your department and the organization. The best soft skills include critical thinking ability, problem-solving strategies, creativity, emotional quotient, and attitude toward other employees.

Course Prerequisites: NA

Course Objectives: The importance of soft skills in the workplace is often underestimated. But are essential to sharpen hard skills. Many organizations provide soft skills training to their employees. It creates an inspirational environment and encourages employees to improve their interpersonal skills.

Course Outcomes: Upon completion of this course students will be able to –

CO 1 **Understand**[1] the concept of goal setting.

CO 2 **Apply3** creativity and problem solving techniques in real life situations.

CO 3 **Learn3**The importance of Time management

CO 4 **Practice3**Stress management

Module No.	Unit No.	Topic / Contents	Teaching Hours
I	**1**	**Personality Development &Soft Skills**	6
	1.1	Introduction : What Is personality ? ; What are soft skills?	
	1.2	Needs for soft skills ; Types of personality ;Personality development; Elements of personality development	
	1.3	SWOT analysis ;Goal setting ;Creativity ;Human values	
	1.4		
II	**2**	**BASIC GRAMMAR**	6
	2.1	Tenses (past, present and future) ; Usage in daily life	
	2.2	Prepositions ; Use of prepositions to enhance the vocabulary.	

	2.3	Pronunciation ; Daily conversations	
	2.4	Letter Writing : Formal and Informal letters	
	2.5	Other writing skills : Mail ; notices , etc	
III	**3**	**Communication skills and Time management**	6
	3.1	How do you manage time?	
	3.2	Meaning of communication; Purpose and Process of communication; Key elements of communication	
	3.3	Characteristics of effective communication ;Tools of communication Verbal communication : Listening skills & Speaking skills.	
	3.4	Non-verbal communication ;Dealing with conflict ; Barriers to communication & Overcoming barriers	
IV	**4**	**Interpersonal relationships & Managing stress**	
	4.1	Introduction ; Importance of interpersonal relationship skills ; Types of interpersonal relationships	6
	4.2	Uses of interpersonal relationship skills ; Factors affecting interpersonal relationships	
	4.3	How to accommodate different styles ; Consequences of interpersonal relationships	
	4.4	What is stress ; Recognizing stress ; Acknowledging stress; Common signs of stress & Tackling the problem	
V	**5**	**Leadership & team building**	6
	5.1	LEADERSHIP : Introduction ;Meaning & Importance of leadership ; Leadership relationship ; Approaches to leadership	
	5.2	Task, team and individual functions ;Functions and responsibilities of leadership & Styles of leadership	
	5.3	TEAM BUILDING :Introduction ; Importance of human relations What is a team ;Understanding behaviour ; Comfort zones: Stepping stones to assertiveness.	
	5.4	Getting to win/win; Assertiveness building blocks; Characteristics of high performance teams; Self-questionnaire	

Reference/Text Books:

1.Soft Skills & Professional Communication-Francis Peter S.J.–Tata McGraw Hill
2. Soft Skills – Dr. K .Alex – S. Chand Publication
3.Life Skills - Veera Thakur, Santosh Sharma, Pravesh Kumar Singh – Thakur Publishers

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Two assignments must be conducted which should cover entire syllabus.

1. FET 1 shall be based on first three modules for 10 marks and
2. FET 2 shall be based on module 4 and 5 for 5 marks.

The marks of the two assignments will be considered for final Internal Assessment.

End Semester Examination:

1) Question paper will comprise of 5 questions, each carrying 7 marks.
2) Question No.1 will be compulsory and based on any module of entire syllabus.
3) Remaining question (Q.2 to Q.5) will be selected from all the modules.
4) The students need to solve all questions.
5) The duration of end semester examination shall be two hours.

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

COURSE CODE:U27OE041

COURSE TITLE: Culture and Entertainment

(Open Elective)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
2	-	-	2	-	-	**2**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
10	5	-	15	-	-	40%	**35**	**40%**	**50**

Course Description: This experience-based course focuses on the principles of culture, event and entertainment management. This course will provide students comprehensive insight into the culture and entertainment for event management and facilitation of hands on event management. The course provides an experiential learning opportunity as students will develop, plan and execute an official entertainmentevent at school.

Course Prerequisites: Basic knowledge about the different cultures prevailing in our society.

Course Objectives:

1. To explore the diversity of cultures around the world, including differences in language, religion, customs, traditions, and artistic expressions.
2. To explore the historical development of cultural forms and entertainment practices, tracing their evolution over time and their role in shaping societies and identities.

Course Outcomes:

CO 1 **Explain**[2] the features, sources, components of Indian culture and structure of Indian society.

CO 2 **Design**[5] Indian culture based entertainment program by applying concepts of cultural and entertainment aspects.

CO 3 **Apply**[3]concepts and practices of entertainment management in event planning.

CO 4 **Organize**[5]the designed eventapplying the Culture, Event and Entertainment concepts and.

Module No.	Unit No.	Topic / Contents	Teaching Hours
1.0	**1**	**Indian History and Culture**	**9**
	1.1	Brief Understanding of Indian History and Cultural Heritage.	
	1.2	Understanding of Modern History of India.	
	1.3	Indian Culture: General Features, Sources, Components and Evolution.	
	1.4	Structure of Indian Society and Caste System of India.	
	1.5	Cultural Diversities of India.	

	1.6	Diversity of Cultures around the World, including Differences in Language, Religion, Customs, Traditions, and Artistic Expressions.	
2.0	**2**	**Role of Cultural and Entertainment in Event Development**	9
	2.1	Indian Music & Musical Instruments and Indian Dances.	
	2.2	Indian Handicrafts, Fairs & Festival.	
	2.3	Indian Theatre- Different Theatrical forms.	
	2.4	Evolution of Indian Cinema and Indian Cuisines.	
	2.5	Role of Cultural and Entertainment in Event Development.	
3.0	**3**	**Entertainment Management in Event Planning**	9
	3.1	Entertainment Management in Event Planning.	
	3.2	Event Planning- Agency Negotiations, Liaison with Agents.	
	3.3	Contract and Rider Management, Audiovisual Management.	
	3.4	Staff Management, Health and safety.	
	3.5	Marketing and sponsorship	
4.0	**4**	**Culture, Event and Entertainment:**	9
	4.1	Types of Events, Key Elements of the Event.	
	4.2	Program- Fashion shows, National festivals and high-profile charity events.	
	4.3	Live Performances (e.g, Orchestra, Music Band, Dance, Theatre, etc.)	
	4.4	Aspects of Live Performance Production and the skills needed for success.	
5.0		**Ethical and Social Issues in Culture and Entertainment:**	6
	5.1	Ethical Considerations Related to Production & Consumption of Culture & Entertainment.	
	5.2	Issues of Representation, Cultural Appropriation.	
	5.3	Censorship and Commodification of Culture.	
	5.4	Cultural Policy and Industry- Government Policies, Industry Practices, and Audience Reception.	

Reference/Text Books:

1. Entertainment Management: Successful Event Management Strategies. N.p., NestFame Creations PvtLtd..
2. Basham, A.L., A Cultural History of India. Oxford University Press, USA.
3. Allchin, B., Allchin, F.R. et al. Conservation of Indian Heritage, Cosmo Publishers, New Delhi
4. Ferdinand, Nicole, and Kitchin, Paul. Events Management: An International Approach. SAGE Publications, 2012.

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

1. FET 1 shall be based on first two modules for 10 marks and
2. FET 2 shall be based on module 3 and 4 for 5 marks.

The marks of the two assignments will be considered for final Internal Assessment

End Semester Examination:

1) Question paper will comprise of 5 questions, each carrying 10 marks.
2) Question No.1 and 2 will be compulsory and based on any module of entire syllabus.
3) Remaining question (Q.3 to Q.5) will be selected from all the modules.
4) The students need to solve all questions.
5) The duration of end semester examination shall be two hours.

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FACULTY OF COMMERCE &MANAGEMENT

Department of Commerce

COURSE CODE: U03VE003
COURSE TITLE: UNIVERSAL HUMAN VALUES- II
(Program Core Course)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
2	-	-	2	-	-	**2**

Course Code	Course Name	Evaluation Scheme (In Semester)					End Semester Exam (ESE)		
		T1	T2	FET	Total	Min pass	Marks	Min pass	Total (Marks)
U03VE004	**Universal Human Values- II**		10	5	15	40%	35	40%	50

Course Description:

Human civilization is known for the values that it cherishes and practices. Across various times and places, sages, saints, and seers, drawing on their experience, developed practices that placed central importance on values, though the names used by them differed, as their languages varied the spirit was the same. Universal human values are values that human beings cherish and hold in common consciously and otherwise in most places and times and practice them.

Course Objectives:

- Describe the meaning, purpose, and relevance of universal human values.
- Understand the importance of values in individual, social, career, and national life.
- Learn from the lives of great and successful people who followed and practiced humanvalues and achieved self-actualization.

Course Outcomes: After the successful completion of the course, students will be able to:

CO1 Become conscious practitioners of values.
CO2 Realize their potential as human beings and conduct themselves properly in the ways ofthe world.
CO3 Develop integral life skills with values.
CO4 Inculcate and practice them consciously to be a good human being.
CO5 Realize one's potential as a human being.

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Course Content

Module	Unit	Description	Hours
1.0		**Love & Compassion (Prem and Karuna)**	
1	1.1	What is love and its forms: love for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living.	5
	1.2	Love and compassion and inter-relatedness: The facilitator needs to explain the relationship between love and compassion and other related feelings and emotions like empathy, sympathy and non-violence.	
	1.3	Individuals who are remembered in history or in collective memory for practicing compassion and love: (e.g., Buddha, Christ)	
	1.4	Narratives and Anecdotes from history, literature including local folklore	
2.0		**Truth (Satya)**	
2	2.1	What is truth? Universal truth, truth as value (arth), truth as fact (saty) (veracity, sincerity, honesty among others	5
	2.2	Individuals who are remembered in history for practicing this value (Raja Harishchandra, Dharmaraj Yudhishthara, Mahatma Buddha, Socrates, Mahatma Gandhi	
	2.3	Narratives and Anecdotes from about truth history, collective memory and literature including local folklore	
3.0		**Non-Violence (Ahimsa)**	
3	3.1	What is non-violence? Its need. Love, compassion, empathy and sympathy for others as pre-requisites for non-violence	5
	3.2	Ahimsa as non-violence and non-killing	
	3.3	Individuals and organizations that are known for their commitment to nonviolence	
	3.4	Narratives and Anecdotes about non-violence from history, literature including local folklore	
4.0		**Righteousness (Dharma) , Service (Seva)**	
4	4.1	What is righteousness? Righteousness and dharma, Righteousness and Propriety	8
	4.2	Individuals who are remembered in history for practicing righteousness, Narratives and Anecdotes from history, literature including local folklore	
	4.3	What is service? Forms of service, for self, parents, spouse, family, friend, community, persons in distress or disaster, nation, humanity, and other—living beings and non-living things.	
	4.4	Individuals who are remembered in history for practicing this value. Narratives and Anecdotes dealing with instances of service from history, literature including local folklore.	

5.0		**Peace (Shanti), Renunciation (Sacrifice) Tyag**	
5	5.1	What will learners learn/gain if they practice peace? What will learners lose if they don't practice it? Sharing learner's individual and/or group experience(s) about peace, Simulated Situations, Case studies	7

List of Reference Books :

1. **Radha Kumud Mookerji** (1989). Ancient Indian Education, Motilal Banarasidass.
2. **Swami Satyananda Saraswati** (2008). Asana Pranayama Mudra Bandha, Bihar School ofyoga.
3. **Kireet Joshi** (1997). Education for Character Development, Dharma Hinduja Center ofIndic Studies.
4. **A.L. Basham** (1954). The Wonder That Was India, London: Picador Press.
5. **Rokeach Milton** (1973). The Nature of Human Values. New York: The Free Press.
6 **Ghosh, Sri Aurobindo** (1998). The Foundations of Indian Culture. Pondicherry: SriAurobindo

- **Internal Assessment (T1, T2 and FET):**
  1. T1 should be based on the first two modules for 10 marks
  2. FET shall be assessed for 5 marks separately.

- **End Semester Examination:**
  1. The question paper will comprise 5 questions, each carrying 7 marks.
  2. The duration of the semester-end examination shall be two hours.
  3. The students need to solve all questions.
  4. Question No.1 will be compulsory and based on the entire syllabus.
  5. The remaining questions (Q.2 to Q.5) will be selected from all the modules.

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COURSE CODE:U27CE401

COURSE TITLE: COMMUNITY ENGAGEMENT PROJECT

(Program Core Course)

Teaching Scheme

Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
Theory	Practical	Tutorial	Theory	Practical	Tutorial	
-	4		-	2	-	**2**

Evaluation Scheme

Theory Marks				Practical/ Tutorial Marks			ESE	Min. Passing %	Total
Continuous Assessment				Term-work /Tutorial	Practical/ Oral/ P&OE	Min. Passing %			
FET- 1	FET-2	FET-3	Total						
-	-	-	-	50	-				**50**

Course Description: Provides instruction and hands on experience with community engagement and stakeholder collaboration, especially within an urban and regional planning context and in support of diversity, equity, and inclusion.

Course Prerequisites: NA

Course Objectives:

1. To introduce students to the concept of Community in its complexity.
2. To familiarize students with the need for community engagement and its ethical considerations.
3. To help students identify the ethical considerations that form part of community engagement.

Course Outcomes: Upon completion of this course students will be able to –

CO 1 **Analysis of Knowledge:** Connects and extends knowledge (facts, theories, etc.) from one's own academic study/ field/ discipline to community engagement

CO 2 **Identity/Commitment:** Provides evidence of experience in community-engagement activities

CO 3 **Apply** Students should be able to apply theories, concepts, and methods learned in the classroom to real-world community issues and challenges.

CO 4 **Develop** Through interactions with community members, students should improve their ability to communicate effectively

Module No.	Unit No.	Topic / Contents	Teaching Hours
I	**1**	**Introduction**	6
	1.1	What is Community	
	1.2	Characteristics of Community	
	1.3	Elements of Community	
II	**2**	**Understanding Community Engagement**	6
	2.1	Perspectives of Community	
	2.2	Need for Community Engagement	

	2.3	Ethics of Community Engagement	
III	**3**	**Community Engagement Rationale, Requirements, and Ethics**	6
	3.1	Democratic principles and civic responsibilities	
Activity: Start meeting assignment, Sign up to lead one classroom activity			
IV	**IV**	Diverse communities	6
	4.1	Diverse communities and perspectives in planning	
	4.2	History of community engagement in planning, including institutional requirements and incentives	
Activity: Required Readings, Arnstein (1969). A ladder of citizen participation, JAPA , Planning with Diverse Communities (2019) – Chapter 1			
V	**V**	***Interpersonal, Public, and Cross-Cultural Communications***	6
	5.1	Importance of planning communications and incentives	
	5.2	Principles of effective communications, including perspective-taking, multi-culturalism , partnering, visualization, and experiential learning	
	5.3	Place-making and community-building	
Activity: case profile, Meetings and engagement activities			

Reference/Text Books:

1.Lauria and Slotterback (2020). Introduction. In *Learning from Arnstein's Ladder: From Citizen Participation to Public Engagement*, RTPI Library Series, Mickey Lauria and Carissa Slotterback, editors.
2.Arnstein (1969). A ladder of citizen participation, *JAPA*
3.Dedenbach, Frank, Larsen, and Redden (2020).
4.*Don't Be Such A Scientist: Talking Substance in an Age of Style* (Olson 2009)
5.Fahmi and Chandra-Putra (2020)

Continuous Assessment (CA)/ Internal Assessment (FET & Term Work):

Term Work 50 Marks