



SNDT Women's University, Mumbai

**Bachelor of Commerce In
Advertising and Sales Promotion
*as per NEP-2020***

Syllabus

(w.e.f. 2024-25)

**Under graduate Programme
Effective from 2024-25**

Terminologies

Abbreviation	Full-form	Remarks	Related to Major and Minor Courses
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/ Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/ Generic		Not Related to the Major and Minor
VSEC	Vocational and Skill Enhancement Courses		
VSC	Vocational Skill Courses		Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor

VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor
IKS	Indian Knowledge System	<p>I. Generic IKS Course: basic knowledge of the IKS</p> <p>II. Subject Specific IKS Courses: advanced information pertaining to the subject: part of the major credit.</p>	Subject Specific IKS related to Major
VAC	Value-Added Courses		Not Related to the Major and Minor
OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major
CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/	Not Related to the Major and Minor

		Applied/Visual/ Performing Arts	
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major

Programme Template:

Programme Degree e.g. B.A./B.Com./B.Sc./ B.M.S., etc.		Bachelor in Commerce (B.Com)
Parenthesis if any (Specialization)e.g. History, Human Development, English, etc.		Advertising and Sales Promotion
Preamble (Brief Introduction to the programme)		<p>A Four- Year Bachelor in Commerce (B.Com with Honors) degree programs that include research components. A Bachelor of Commerce (B.Com) degree is an undergraduate degree program. B.Com is the foundation upon which subsequent studies can be constructed. The Four-Year B.COM course will allow students to get an opportunity to experience the full range of holistic and multidisciplinary education. Candidates can pursue B.com with Honours who wish to have in-depth knowledge in the Commerce stream. The honours course is designed to offer knowledge in specialised subjects under the umbrella of commerce stream. This degree Program is divided into 8 semesters. Students will also have wide variety of elective subjects from the baskets created in some of the semesters. It is a flexible degree that builds skills and expertise in one or more areas of business, such as commerce, economics, business law, accountancy, taxation, financing along with research, Specializations and skilled based papers/ subjects offered. This program, B.Com in Advertising and Sales Promotion is designed</p> <ul style="list-style-type: none">- to provide students with a wide range of Sales promotion and Advertising skills which would help stake holders to develop a

		<p>comprehensive advertising campaign for a real or imaginary product.</p> <ul style="list-style-type: none"> - to use promotional tools to sell products and services. <p>It will also provide a platform for students to earn while they learn through Influencer Marketing & Social Media Marketing.</p>
<p>Programme Specific Outcomes (PSOs)</p> <p><i>Action Verbs demonstrating (Major) discipline-related knowledge acquisition, mastery over cognitive and professional, vocational skills are to be used</i></p> <p><i>e.g. demonstrate sound understanding of.., analyse, compare, create, design, etc...</i></p> <p><i>(minimum 5)</i></p>		After completing this programme, Learner will
	1.	Avail broad over view of various Mass Media, social media & its implications, Personal Selling, Market Segmentation, Media Planning & Scheduling, Sales Promotion & Public Relations.
	2.	Eligible to appear for different Professional Entrance Examinations like Banking, MPSC, UPSC etc.
	3.	Further move towards research in the field of Advertising.
	4.	Demonstrate Progressive learning of various skills related to social media marketing, creation of sales promotion material and setting up their own business startup.
	5.	Pursue higher studies in Masters in Commerce (M.COM) & Masters in Business Administration (MBA).
	6.	Augmented with the opportunities to explore many career options in various fields like Advertising, Media Planning & Scheduling, Social Media Marketing, PR Agencies, Marketing Departments of various companies.
Eligibility Criteria for Programme		XII or equivalent from any stream with required bridge course (if any) to be conducted at college level.
Intake		As per University guidelines

(For SNTD WU Departments and Conducted Colleges)		
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Structure with Course Title – B.Com in Advertising and Sales Promotion

(Options related to our area of study to be provided with "OR" for baskets of different types)

First Year

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester I					
10120611	Marketing Communication	Subject 1	4	100	50	50
10120612	Mass Media	Subject 2	2	50	-	50
10420111/ 10420112/ 10420113/ 10420114/ 10420115/ 10420116	Business Environment/ Business Mathematics/ Basics of Trade and Commerce / Fundamentals of Accounting Paper I / Overview of Travel Industry / NGO Management – I / From any other faculty	OEC	4	100	50	50
10620101	Principles of Management	VSC	2	50	50	-
10720101	Financial Planning / Financial Accounting - I	SEC	2	50	50	-
10820111/ 10820112/ 10820113/ 10820114	Business English - I / Hindi / Marathi / Gujarati	AEC	2	50	-	50
	To be provided by SNDT Women's University	IKS (Generic)	2	50	-	50
10920101/ 10920102/ respective codes	English for Soft Skill Development / Fundamentals of Computers/ Introduction to Indian Constitution (SNDTWU Syllabus) / Courses from SWAYAM / CHETNA	VEC	2	50	50	-
	Sports / Yoga / NSS / NCC / Performing Arts / Cultural Activities (As per SNDTWU syllabus)	CC	2	50	50	-
			22	550	300	250

	Semester II	Type of Course	Credits	Marks	Int	Ext
20120611	Social Media & its implications	Subject 1	4	100	50	50
20120612	E-Commerce & Advertising	Subject 2	2	50	-	50
20620111	Micro Economics - I	VSC	2	50	-	50
20420111/ 20420112/ 20420113/ 20420114/ 20420115/ 20420116	Environmental Studies/ Business Statistics / Principles of Marketing / Fundamentals of Accounting Paper-II / Island Destinations in India / NGO Governance / From any other faculty	OEC	4	100	50	50
20620111	Human Resource Management	VSC	2	50	-	50
20720101/ 20720102/ 20720103/ respective codes	Investment Planning / Financial Accounting - II / Advance Excel / Courses from SWAYAM / CHETNA	SEC	2	50	50	-
20820101/ 20820102/ 20820103/ 20820104/ 20820105/ 20820106	Business English - II / Hindi / Marathi/ Gujarati / Digital Skills / Emotional Intelligence at Workplace	AEC	2	50	50	-
20920111/ 20920112	Fundamentals of Corporate Social Responsibility in India / Introduction to Environmental Economics	VEC	2	50	-	50
	Sports / Yoga / NSS / NCC / Performing Arts / Cultural Activities (as per SNDTWU syllabus)	CC	2	50	50	-
			22	550	250	300

Exit with UG Certificate with 04 extra credits of OJT (44 + 04 credits)

Second Year

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester III					
3.1	Personal Selling & Negotiation	Major (Core)	4	100	50	50
3.2	Media Planning & Scheduling	Major (Core)	4	100	50	50
3.3	Macro Economics / Business Law I / Financial Accounting – Paper III	Minor Stream	4	100	50	50
3.4	Customer Relationship Management / Introduction to Advertising/ Export Marketing-I/ Industrial Psychology-I/ Marketing Management-I/ Industrial Statistics - I/ Co-operative Management-I / Treasury & Risk Management-I/ Economic System-I/ Additional Accounting I	OEC	2	50	-	50
3.5	Production Planning and Management	VSC	2	50	50	-
3.6	Business English III / Hindi / Marathi / Gujarati	AEC	2	50	-	50
3.7	Project related to specialization course and major core	FP	2	50	50	-
3.8	Sports / Yoga / NSS / NCC / Performing Arts / Cultural Activities (As per SNDTWU syllabus)	CC	2	50	50	-
			22	550	300	250

	Semester IV	Type of Course	Credits	Marks	Int	Ext
4.1	Brand Identity & Marketing	Major (Core)	4	100	50	50
4.2	Endorsements in Advertising	Major (Core)	4	100	50	50
4.3	International Economics / Business Law II / Fundamentals of Investment in Stock Markets	Minor Stream	4	100	50	50
4.4	Business Compliances / Techniques of Advertising/ Export Marketing-II / Industrial Psychology-II/ Marketing Management-II/ Industrial Statistics - II/ Co-operative Management-II/ Treasury & Risk Management-II/ Economic System -II/ Additional Accounting II	OEC	2	50	-	50
4.5	Fundamentals of Insurance	VSC	2	50	-	50
4.6	Business English- IV / Hindi / Marathi / Gujarati	AEC	2	50	-	50
4.7	Extension Activities / Institutional Social Responsibility towards community engagement	CEP	2	50	50	-
4.8	Sports / Yoga / NSS / NCC / Performing Arts / Cultural Activities (As per SNTDWU syllabus)	CC	2	50	50	-
			22	550	250	300

Exit with UG Diploma with 04 extra credits of OJT (44 + 04 credits)

Third Year

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester V					
5.1	Sales Promotion	Major (Core)	4	100	50	50
5.2	Public Relations	Major (Core)	4	100	50	50
5.3	Business Ethics in India / History of Indian Economic Thought / Entrepreneurship Development/ History of Indian Accounting System	IKS (Major Specific)	2	50	-	50
5.4	Modern Finance	Major (Elective)	4	100	50	50
5.5	Economics- Public Finance/ Business Law III/ Information Technology in Accountancy/ Direct Tax Paper I	Minor Stream	4	100	50	50
5.6	Influencer Marketing	VSC	2	50	50	-
5.7	Extension Activities/ Institutional Social Responsibility towards community engagement	FP / CEP	2	50	50	-
			22	550	300	250
	Semester VI					
6.1	Psychology in Advertising	Major (Core)	4	100	50	50
6.2	Research in Advertising	Major (Core)	4	100	50	50
6.3	Ethics in Advertising	Major (Core)	2	50	-	50
6.4	Publicity	Major (Elective)	4	100	50	50
6.5	Indian Economy/ Business Law IV / Indirect Tax Paper-I	Minor Stream	4	100	50	50

6.6	Internship/live Project/ Project Assignment-Industry based project (Major Core)	OJT	4	100	50	50
			22	550	250	300

Exit with UG Degree (3-year)

4-Year Degree with Honors

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester VII					
7.H.1	Marketing Management – an overview	Major (Core)	4	100	50	50
7.H.2	Integrated Marketing Communication	Major (Core)	4	100	50	50
7.H.3	Emerging Marketing Trends	Major (Core)	4	100	50	50
7.H.4	Organizational Behaviour/ Business Ethics/ Application of Statistical tools in Research/ Digital Marketing/ Economics and Business Environment/ Direct Tax Paper II	Major (Core)	2	50	50	-
7.H.5	Consumer Behaviour	Major (Elective)	4	100	50	50
7.H.6	Research Methodology	Minor Stream (RM)	4	100	50	50
			22	550	300	250
	Semester VIII					

8.H.1	Use of Artificial Intelligence in Marketing	Major (Core)	4	100	50	50
8.H.2	Services Marketing	Major (Core)	4	100	50	50
8.H.3	Customer Relationship Management	Major (Core)	4	100	50	50
8.H.4	Retail Management/ Digitalization of Business / Economics and Business Policy/ Corporate Auditing	Major (Core)	2	50	-	50
8.H.5	Marketing of Financial Services	Major (Elective)	4	100	50	50
8.H.6	Internship	OJT	4	100	50	50
			22	550	250	300

4-Year Degree with Research

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester VII					
7.R.1	Marketing Management – an overview	Major (Core)	4	100	50	50
7.R.2	Emerging Marketing Trends	Major (Core)	4	100	50	50
7.R.3	Organizational Behaviour/ Business Ethics/ Application of Statistical tools in Research/ Digital Marketing/ Economics and Business Environment/ Direct Tax Paper II	Major (Core)	2	50	-	50
7.R.4	Consumer Behaviour	Major (Elective)	4	100	50	50
7.R.5	Research Methodology	Minor Stream (RM)	4	100	50	50

7.R.6	Research I	Research Project	4	100	100	-
			22	550	300	250
	Semester VIII					
8.R.1	Use of Artificial Intelligence in Marketing	Major (Core)	4	100	50	50
8.R.2	Customer Relationship Management	Major (Core)	4	100	50	50
8.R.3	Retail Management/ Digitalization of Business / Economics and Business Policy/ Corporate Auditing	Major (Core)	2	50	-	50
8.R.4	Marketing of Financial Services	Major (Elective)	4	100	50	50
8.R.5	Research II	Research Project	8	200	100	100
			22	550	250	300

B.COM In Advertising and Sales Promotion

Semester I

Academic Year: 2024-25

Course Syllabus

Semester I

1.1 Subject 1

Course Title	Marketing Communication
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the basics of Marketing Communication.• Analyse that effective Communication can make or break a product.• Emphasize on application of Communication in Marketing.• Explain the various elements of Marketing Communication.
Module 1 (Credit 1) Marketing Communication	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand the significance of Communication in Marketing.• Identify the barriers to Marketing Communication.• Overcome the barriers to Marketing Communication.
Content Outline	Marketing Communication: <ul style="list-style-type: none">• Importance of Communication in Marketing.• Principles of Communication• Barriers to Marketing Communication• Overcoming the Barriers Types of Communication:

	<ul style="list-style-type: none"> • Verbal Communication • Non-verbal Communication • Written Communication • Listening • Visual Communication <p>Levels of Communication:</p> <ul style="list-style-type: none"> • Intrapersonal Communication • Interpersonal Communication • Group Communication • Cultural Communication
Module 2 (Credit 1) Communication Mix	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the Communication Process. • Use Communication effectively in Marketing. • Understand various elements of Marketing & its significance related to communication.
Content Outline	<p>Communication Mix:</p> <ul style="list-style-type: none"> • Communication Process • Application of Communication in Marketing • Factors affecting Communication in Marketing. <p>Marketing Communication/ Promotion Mix: (Meaning & Significance)</p> <ul style="list-style-type: none"> • Advertising • Personal Selling • Public Relations • Sales Promotion • Publicity
Module 3 (Credit 1) Factors Influencing Promotion Mix	
	After learning the module, learners will be able to

Learning Outcomes	<ul style="list-style-type: none"> • Understand the various factors affecting Promotion Mix. • Use these factors to create an impressive Promotion Mix.
Content Outline	Factors influencing Promotion Mix: <ul style="list-style-type: none"> • Budget available • Type of product • Target Market • Consumer preference for Media • Availability of Media • Stages in Product Lifecycle
Module 4 (Credit 1) Key Elements of successful Marketing Communication	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Identify the Key elements of successful Marketing Communication. • Understand the key elements in right perspective. • Use key elements in preparing the right Marketing Communication Strategy.
Content Outline	Key Elements of Marketing Communication <ul style="list-style-type: none"> • Clarity & Focus • Audience Understanding • Consistent Brand Image • Effective Resource Allocation • Innovation • Building Customer Relationships

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
1	Written Test/ Assignment on process of Communication, Communication Mix, Effective marketing Communication etc. / Project Report/ Quiz/Debate
2	Group Discussion / Case Study related to specific product/brand/company being effective in marketing due to proper communication
3	Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Internal – 50 Marks

External – 50 Marks

References :

1. Kenneth Clown & Donald Bach, Integrated Marketing Communication, McGrawHill, 2019.
2. Clow Back, Integrated Advertising, Promotion & Marketing Communications, Pearson Education, 2017.
3. Duncan, Integrated Marketing Communication, Tata McGrawHill, 2022.
4. S.N.Murthy, U. Bhojanna, Advertising-an IMC Perspective, Excel Books, 2017.
5. Belch & Belch, Advertising & Promotions-IMC Perspectives, TataMcGrawHills, 2023.

Course Syllabus

Semester I

2.1 Subject 2

Course Title	Mass Media
Course Credits	2 credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the significance of different Mass Media
	<ul style="list-style-type: none">• Identify the basic concepts of Mass Media & its uses
	<ul style="list-style-type: none">• Examine the Mass Media scene in India
Module 1 (Credit 1) Different Mass Media	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Familiarize with Mass Media tools available in the market
	<ul style="list-style-type: none">• Study the merits & demerits of Mass Media
Content Outline	<ul style="list-style-type: none">• Definition and meaning of Mass Media, Characteristics of Mass Media• Various types of Mass Media- Print Media Broadcast Media (Radio, Television, Film) Internet Media (Social Media) Advantages & disadvantages of the above Media
Module 2 (Credit 1) Emerging Mass Media	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Acquaint with evolution of Mass Media.
	<ul style="list-style-type: none">• Learn about the significance of emerging Mass Media.

Content Outline	<ul style="list-style-type: none"> • New Media Technologies like Web 2.0 include communication tools such as blogs, online social networking, virtual worlds & other social media platforms. • 5 C's of New Media include- Child Content Crowding Out Communication • Six dimensions of Media- Why, What, Who, Where, When & How
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External Assessment: 50 Marks

REFERENCES:

1. <https://www.socialpilot.co/social-media-marketing-tools>
2. <https://biteable.com/blog/social-media-marketing-tools/>
3. <https://en.wikipedia.org/wiki/Canva>
4. <https://en.wikipedia.org/wiki/Sprinklr>
5. <https://en.wikipedia.org/wiki/Brandwatch>
6. <https://en.wikipedia.org/wiki/Tailwind>

Course Syllabus

Semester I

1.3 OEC

Course Title	Business Environment
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Identify internal and external factors that influence business.
	<ul style="list-style-type: none">• Understand organizational culture, organizational structure and management structure.
	<ul style="list-style-type: none">• Create awareness about values, norms and customs of organization
Module 1 (Credit 1) Fundamentals of Business Environment	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Develop deep insight into constituents of the business environment
	<ul style="list-style-type: none">• Understand the interrelationship between Business and Environment
Content Outline	<ul style="list-style-type: none">• Business Environment: Concept, Importance, Interrelationship between Business and environment• Constituents of the business environment: Internal and External environment, Educational environment and its impact, International environment (Current trends in world, International trading environment, WTO and Trade blocks and their impact)
Module 2 (Credit 1) Project Planning and Business Promotion.	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand the Procedure for setting up a business unit
	<ul style="list-style-type: none">• Know business promotion and government procedure

Content Outline	<ul style="list-style-type: none"> • Project Planning: (concept, importance and Planning process, steps i setting business objective, Feaibility study, Project report, Business size and location decision, Factors considered for new business. • Business Promotion: Concept, Stages, Government role, statutory requirement (Licensing, Registration, procedure, document requirement and legal provision.
Module 3 (Credit 1) Basics of Tourism	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Gain knowledge of the tourism industry
	<ul style="list-style-type: none"> • Analyze contemporary issues in tourism
Content Outline	<ul style="list-style-type: none"> • Tourism: Meaning, concept, Importance, Geographical factors influence, Types and Forms • Trends and Contemporary issues in tourism: Tourist transport, Travel agency and tourism business
Module 4 (Credit 1) Entrepreneurship	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Have awareness about entrepreneurial opportunities
	<ul style="list-style-type: none"> • Understand and evaluate various entrepreneurial programs
Content Outline	<ul style="list-style-type: none"> • Entrepreneurship: Concept, Importance, Growth factors, Entrepreneur and Manager, Entrepreneur and Intrapreneur • Entrepreneur: Types, Competencies, Entrepreneurship Development program, Incentives to Entrepreneurs in India. • Women Entrepreneurs: Problems and Promotion

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
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1	Written Test/ Assignment on any of the module/ Project on Preparation of Business plan, sample promotion of a product etc./ Quiz/Debate
2	Group Discussion on Tactics of Business promotion, Current trends in Tourism etc./ Case Study on Successful Indian Entrepreneurs
3	Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Internal – 50 Marks

External – 50 Marks

References

1. Cherunilam F., (2014), Business Environment, Text and Cases, Himalaya Publication House
2. Cherunilam F., (2011), Business Environment and Sustainable Development, Himalaya, Publishing House, New Delhi
3. Aswathappa K., (2016), Essentials of Business Environment, (13th Edition), Himalaya, Publishing House, New Delhi.

Course Syllabus

Semester I

1.3 OEC

Course Title	Business Mathematics
Course Credits	4
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none">• Practice mathematical expressions, formulas, equations, and relationships in a range of situations.• Demonstrate mathematical skills required in mathematically intensive areas in Economics and business.• Analyze the role of LPP in formulating the problems and graphical solutions to LPP• Calculate nominal and effective rates of interest• Solve the problems relating to permutations and combinations
Module 1 (Credit 1) Matrices and Determinants	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none">• Comprehend various business mathematics concepts• Apply the knowledge of Matrix Algebra and Inverse of Matrix to solve the business problems
Content Outline	<ul style="list-style-type: none">• Algebra of matrices. The inverse of a matrix, Matrix Operation – Business Application• Solution of system of linear equations (having a unique solution and involving not more than three variables) using matrix inversion Method• Crammer's Rule.
Module 2 (Credit 1) Commercial Mathematics and Finance	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none">• Compute Ratio, Profit, and Loss etc.• Estimate simple and compound interest, annuities, etc

Content Outline	Commercial Mathematics and Finance <ul style="list-style-type: none"> Ratio and percentages, commission, brokerage, trade, and cash discount, cost price, selling price, profit or loss on cost price/ selling price. Rates of interest-nominal, effective- and their inter-relationships in different compounding situations. Compounding and discounting of a sum using different types of rates.
Module 3 (Credit 1) Linear Programming	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> Interpret linear programming problem and its formulation Solve the LPP of maximization and minimization types graphically
Content Outline	Linear Programming Problem <ul style="list-style-type: none"> Formulation of Linear programming Problem (LPP) Graphical solution to LPP (For both maximization and minimization types) Unbounded solution and infeasibility in LPP Cases of unique and multiple solution
Module 4 (Credit 1) Mathematics of finance and permutations and combinations	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> Calculate nominal and effective rates of interest Explain problems relating to permutation and combination
Content Outline	<ul style="list-style-type: none"> Rate of interest: nominal, effective, and their interrelationship in different compounding situations Compounding and discounting of a sum using different types of rates Permutations and combinations: meaning and formulae of permutation and combination of simple

	problems
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External – 50 Marks

References-

- 1) Mizrahi and Sullivan (1983) Mathematics for Business and Social Sciences, Published by Wiley and Sons.
- 2) Budnick,P (1988) .Applied Mathematics. McGraw Hill Education.
- 3) R.G.D. Allen, Mathematical Analysis for Economists
- 4) Dr. S.M. Shukla | (2022)| Business Mathematics Kindle publication
- 5) Dr. J.K.Sharma (2021) Business Mathematics Dreamtech Press
- 6) Dr. J.K.Sharma and Dr. Gurmeet Kaur (2019) Business Mathematics, Sultan Chand & Sons (P) Ltd.
- 7) Prof. A. V. RAYARIKAR ,Dr. P. G. DIXIT (2019)Business Mathematics, NiraliPrakashan
- 8) A. V. Deshpande & M. L. Vaidya, "Elementary Business Mathematics" Vipul prakashan

Course Syllabus

Semester I

1.3 OEC

Course Title	Basics of Trade and Commerce
Course Credits	4 credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the concept of Trade and Types Of Trade
	<ul style="list-style-type: none">• Have knowledge about different forms of Business organization
	<ul style="list-style-type: none">• Familiarize themselves with basics of Imports & Exports
	<ul style="list-style-type: none">• Gain understanding on Aids to Trade which facilitates smooth exchange of goods and services.
Module 1 (Credit 1) Trade, Commerce and Industry	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Differentiate between Small scale & Large-scale Industries
	<ul style="list-style-type: none">• Learn about Types of Business Organization
Content Outline	Trade, Commerce and Industry <ul style="list-style-type: none">• Meaning, Nature, Importance• Nature of Industries: a) Small scale b) Medium Scale c) Large Scale Industries• Forms of Business Organisation: a) Sole Trading Concern b) Partnership firm c) Joint Stock Companies d) Co-operative Stores (Meaning, Advantages & Disadvantages)
Module 2 (Credit 1) Internal and External Trade	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand about Wholesale trade & Retail trade
	<ul style="list-style-type: none">• Have Awareness about types of Retailers

Content Outline	<p>Internal Trade: I</p> <ul style="list-style-type: none"> • Itinerant - Retailers - Meaning & Importance • Wholesale Trade - Meaning, Functions & Importance • Retail Trade - Meaning, Functions, Importance & Types <p>Internal Trade – II</p> <ul style="list-style-type: none"> • Non-Itinerant retailers <p>i) Multiple Shops, ii) Departmental Stores, iii) One-price Shops, iv) Consumer co-operative stores, v) Super Bazaar</p> <p>External Trade -III</p> <ul style="list-style-type: none"> • External Trade - Meaning & Importance • Imports - Meaning, Importance & Procedure • Exports - Meaning, Importance & Procedure
Module 3 (Credit 1) AIDS To Trade-I	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Create awareness about the applicability of the concepts related to Banking
	<ul style="list-style-type: none"> • Acquaint students to the fundamentals of Insurance
Content Outline	<p>AIDS To Trade-I</p> <ul style="list-style-type: none"> • Banking –Functions of Banks, Types of Banks, Types of Deposits and Advances, A.T.M., Debit Card, Credit cards and E-banking. • Insurance - Features, Principles of Insurance, Types of Insurance – Life, Marine and Fire Insurance- Miscellaneous Insurance, Importance of Insurance to Society, Individuals, Business and Government.
Module 4 (Credit 1) AIDS To Trade-II	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the importance and the relevance of Marketing in today's Business world

	<ul style="list-style-type: none"> Comprehend the role of Advertising in the field of Business
Content Outline	AIDS To Trade-II <ul style="list-style-type: none"> Marketing –Functions, Significance, Market Segmentation, Distribution Channels, Marketing mix, Marketing Research, Digital Marketing Advertising- Functions, Importance, Types of Advertising Media, Advertising Agency, Media Planning, Ethics in Advertising

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
1	Written Test/ Assignment on any of the modules/ Project on sample plan related to small trade, study and report on marketing mix related to specific product etc./ Quiz/Debate
2	Group Discussion / Case Study
3	Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Internal – 50 Marks

External – 50 Marks

REFERENCES:

1. Tulsian P.C. & Pandey Vishal (2008) Business Organization and Management, Pearson Education, New Delhi.
2. Dr. Vasant Desai (2014) Management of Small Scale Industries, Himalaya Publishing House.
3. Deb Ranabijoy(1993), Small Scale Industries in India, Mittal Publication.

4. O.P.Agarwal and K.M.Bhattacharya (2018), 'Basics of Banking and Finance' (3rd Edition), Himalaya Publishing House, Mumbai.
5. Gupta,Ruchi (2012) Advertising Principles and Practice, S.Chand Publishing.
6. Subroto,Sengupta (2005) Brand Positioning – Strategies for Competitive Advantage, Tata McGraw Hill Publication.
7. Chandrasekar,K.S. (2010) 'Marketing Management Text And Cases', Tata McGraw-Hill Publication, New Delhi.
8. Govindarajan,(2009) 'Marketing Management Concepts, Cases,Challenges And Trends' Prentice Hall of India, New Delhi.

Course Syllabus
Semester I
1.3 OEC

Course Title	Fundamentals of Accounting Paper I
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • To create awareness about meaning, features and the importance of accounting. • To understand the necessity and importance of Bills of Exchange. • To understand Books of Original Entry and prepare different ledger accounts.
Module 1 (Credit 1)	
Introduction to Book- Keeping and Accountancy	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the meaning, features and the importance of accounting. • Understand basic accounting concepts & terminologies. • Analyze the role and benefits of book- keeping and accountancy. • Understand the fundamental principles of the Double Entry System. • Identify the classification and types of Accounts. • Apply the golden rules to prepare classification tables. • Prepare a statement of analysis of the transaction and accounting equations system.
Content Outline	<p>Theory:</p> <p>Book-keeping, Accountancy, Golden rules of Accounts. Fundamental principles of Double Entry System, Classification and types of accounts.</p> <p>Problems on:</p> <p>Analysis of transaction and accounting equations system.</p>

Module 2 (Credit 1)	
Bills of Exchange and Promissory Note	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the necessity and importance of Bills of Exchange and Promissory Note. • Understand the working of Bills of Exchange, the importance of grace days and honoring/dishonoring the bill of exchange.
Content Outline	Theory: Definition of Bills of Exchange and Promissory Note, different concepts used in bills of exchange, Preparing a draft of bill of exchange & know the various types of bills of exchange, retaining, sending bill for collection, discounting, endorsing, honour, renewal & retiring of the bill.
Module 3 (Credit 1)	
Journal	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • To enable students to become familiar with the standard form and arrangement of Journal entries. • To understand and calculate GST on purchase of goods. • To understand and calculate GST on sale of goods. • To pass Journal Entries correctly.
Content Outline	Theory: GST on Purchase & Sale of Goods and Format of a Journal. Problems on: Journal Entries.
Module 4 (Credit 1)	
Ledger	
	After learning the module, learners will be able to

Learning Outcomes	<ul style="list-style-type: none"> • To enable students to learn the balancing of various ledger accounts. • To be able to post recording from Books of original entry to the ledger. • To get introduced to the concepts of subsidiary books.
Content Outline	<p>Theory: Concept of Ledger Accounts and Subsidiary Books.</p> <p>Problems on: Post recording from Books of original entry to Ledger.</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate/Test
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshops

External – 50 Marks

References :

Ainapure, 2011, Advance Accounting, Manan Prakashan -Mumbai

Choudhary, 2011, Corporate Accounting, Sheth Publishers, - Mumbai

Kishnadwala, 2008, Financial Accountancy & Management, Vipul Prakashan, Mumbai.

R.L.Gupta, 2014, Advance Accountancy, Sultan Chand & Sons - Delhi

Shukla & Grewal, 2018, Advance Accountancy, S. Chand & Co – Delhi

Course Syllabus

Semester I

1.3 OEC

Course Title	Overview of Travel Industry
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to : <ul style="list-style-type: none">• Recognize the role of Tourism industry at National and Global levels• Contribution of the Travel World towards the Indian economy.• As future Tourism experts, this course will give them a comprehensive understanding of the Tourism industry
Module 1(Credit 1) Tourist Organizations and IATA Areas	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Identify the role of major tourist Organizations
	<ul style="list-style-type: none">• Gain Knowledge on Importance and relevance of IATA Areas
Content Outline	<ul style="list-style-type: none">• Major Tourist Organizations : (National) M.O.T, TAAI, MTDC, ITDC.• (International) : IATA, WTO, IUOTO, PATA & ASTA.• IATA Areas – I, II and III
Module 2(Credit 1) Major Sight-Seeing and Cultural Aspects	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Explore various tourist attractions like UNESCO Heritage sites, Landmarks, City Icons, Monuments, Sanctuaries .
	<ul style="list-style-type: none">• Gain knowledge about various Cultural Glimpses prevalent in the world.
Content Outline	<ul style="list-style-type: none">• World UNESCO Heritage Sites• Popular Tourist Attractions in Major Cities in the World.

	<ul style="list-style-type: none"> • Cultural Glimpses – Festivals, Cuisine, Dances, Painting
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Module 3 (Credit 1) Documentation and Transportation	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Identify documents required for travel and respective procedures.
	<ul style="list-style-type: none"> • Study various aspects of Transportation and its increasing demand among tourists
Content Outline	<ul style="list-style-type: none"> • Travel Documentation – Passport, Visa, Health Requirements and Travel Insurance • Popular Modes of Transportation – Surface Transport, Airlines and Waterways - Importance & Popularity • Surface transport: Indian Railways – Origin, Luxurious trains, Special trains and Toy trains • Airlines: Scheduled and Discounted carriers , Charter Flights, • Water Transport: Ships, Cruise Travel, Adventure Boats, Ferries and Hovercraft.

Module 4 (Credit 1) Accommodation	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand Accommodation opportunities available for the tourists • Gain knowledge about the Travel Agency Profession
	<ul style="list-style-type: none"> • Types of Accommodation – Commercial – Star-rated Categories • Adventurous Accommodation • Supplementary Accommodation • Role of Tour Operators

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate/Test
2	Group Discussion / Case Study
3	Presentations/Seminars/Workshops

External – 50 Marks**References :**

Bhatia , A.K,(2003)International Tourism Management, Sterling Publishers Pvt. Ltd. New Delhi

Bindloss Joe/Cannon Teresa, (2006)India , Lonely Planet Publications, South Carolina, USA

Dalal, R / Datta, P/ Koshy, A (2014) Eyewitness Travel Guide – India, Dorling Kindersley Ltd. London

Negi, K.S, (2011) Travel Agency Management, Wisdom Press, New Delhi

Course Syllabus

Semester I

1.3 OEC

Course Title	NGO Management I
Course Credits	4
Course Outcomes	After going through the course, learners will be able
	<ul style="list-style-type: none">• To provide managerial training and skills to work as NGO Managers.• To impart the latest and most relevant skills set for a career in this field.• To enable students with Leadership and Human Resources Development.• To undergo practical training in the NGO.
Module 1(Credit 1). Introduction of NGO Management	
Learning Outcomes	After learning the module, learners will be able
	<ul style="list-style-type: none">• To understand the basics and acts inculcated to help and support NGO.
	<ul style="list-style-type: none">• To explore the various tax reliefs available for NGO's
Content Outline	Concept, Functions and Organization of NGO, Legal procedure of establishment of NGO, Overview of Societies Registration Act, India's Companies Act, Charitable Endowment Act, FCRA, Memorandum of Association, Bye Laws, Tax relief under various acts.
Module 2 (Credit 1). Result based Management and Project Cycle Management	
Learning Outcomes	After learning the module, learners will be able
	<ul style="list-style-type: none">• To make and study how the projects are undertaken by NGO.• To learn the other essentials required for NGO.
Content Outline	Designing and planning a project, Project Monitoring and Evaluation, Fund raising and Grant proposals, Principles of good communication and successful negotiations.

Module 3 (Credit 1) Learning Outcomes <i>Carry out, Design, etc. ...)</i>	Leadership and HR Development After learning the module, learners will be able to <ul style="list-style-type: none"> To enhance team building skills in an NGO. To understand what is Conflict Resolution.
Content Outline	Building and Leading a team, Conflict Resolution
Module 4 (Credit 1) Learning Outcomes	Practical Work After learning the module, learners will be able to <ul style="list-style-type: none"> Incorporate practical training and learn how management of an. NGO works. To develop the sense of responsibility and help the society at large.
Content Outline	Getting associated with an NGO and work for 20 hours.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report related to working area of specific NGO student got associated with/ Quiz/Debate/Test
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshops

External – 50 Marks

References :

1. Lewis, D. (2014). NGO Management: The Earthscan Companion. Routledge.
2. Gudorf, P. L., & Dohan, M. J. (2019). Strategic Planning in Nonprofit Organizations: A Content Analysis of the Literature. Administration & Society, 51(8), 1246–1276.
3. Ministry of Corporate Affairs, Government of India. (2020). Guidelines for Registration of NGOs in India. Retrieved from [URL]
4. International Center for Not-for-Profit Law (ICNL). (2021). Global Trends in NGO Law. Retrieved from [URL]

Course Syllabus

Semester I

1.4 VSC

Course Title	Principles of Management
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Get acquainted with managerial concepts and developments.
	<ul style="list-style-type: none">• Gain insights on role, importance and functions of management.
Module 1 (Credit 1) Nature, Evolution and Function of Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Analyze the role, functions and principles of Management
	<ul style="list-style-type: none">• Understand the contributions made by management thinkers.
Content Outline	Nature, Evolution and Function of Management <ul style="list-style-type: none">• Management - Concept, Nature, Significance, Role and Skill.• Evolution of Management Thoughts - Scientific, Administrative, Human Relations, Quantitative, Behavioural and Contingency Approach.• Planning: Meaning, Importance, Process, Management by Objectives.
Module 2 (Credit 1) Functions of Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Examine the importance of various functions of management.
	<ul style="list-style-type: none">• Analyze the applicability of management functions.
Content Outline	Functions of Management <ul style="list-style-type: none">• Organizing: Concept, Principles, Types of Organizational Structure, Span of Control, Centralization and Decentralization, Delegation.

	<ul style="list-style-type: none"> • Decision Making: Concept, Importance, Steps of rational decision making, Techniques of decision making. • Directing: Concept, Elements and Principles. • Controlling: Concept, Characteristics, Process, Techniques of effective control system.
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Assignment / Project Report related to working area of specific NGO student got associated with/ Quiz/Debate/Test
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshops

External: There will be no external assessment for this course

References:

1. Robbins, Stephen P.& Coulter Mary A. (2017). Management, Pearson Education.
2. Koontz, H. & Weihrich, H. (2020). Essentials of Management, Tata McGraw-Hill Education Pvt. Ltd.
3. Prasad, L. M. (2020). Principles and Practice of Management, Sultan Chand and Sons, New Delhi.
4. Gupta, C. B. (2021). Management Theory and Practice, Sultan Chand and Sons, New Delhi.
5. Tripathi, P.C. & Reddy P.N. (2021). "Principles of Management", Tata McGraw-Hill Education Pvt. Ltd.
6. Drucker Peter F (2014). Management Challenges for 21st Century; Butterworth Heinmann, Oxford.
7. Hampton, David R (2007). Modern Management; McGraw Hill, New York.
8. Fred Luthans (2010). Organizational Behaviour, McGraw Hill, New York.

Course Syllabus

Semester I

1.5 SEC (Skill Enhancement Courses)

Course Title	Financial Planning
Course Credits	2
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Familiar with different aspects of financial literacy such as savings, investment, taxation, and insurance• Understand the relevance and process of financial planning• Promote financial well-being
Module 1 (Credit 1) Financial Planning and Financial Products	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Develop proficiency for personal and family financial planning• Apply the concept of investment planning
Content Outline	<ul style="list-style-type: none">• Introduction to Saving• Time value of money• Management of spending and financial discipline
Module 2 (Credit 1) Banking and Digital Solutions	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Understand the relevance and process of financial planning.• Apply the concept of investment planning
Content Outline	<ul style="list-style-type: none">• Banking products and services.• Digitization of financial transactions: Debit Cards {ATM Cards} and Credit Cards., Net banking and UPI, digital wallets.• Security and precautions against Ponzi schemes and online frauds.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – 50 Marks

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Only Internal – 50 marks

External Assessment: There will be no external assessment for this course

Reference Books:

1. Introduction to Financial Planning (4th Edition 2017)- Indian Institute of Banking & Finance.
2. Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill.
3. Halan, Monika, Lets Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018 Harper Business.
4. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd.

Course Syllabus

Semester I

1.5 SEC (Skill Enhancement Courses)

Course Title	Financial Accounting - I
Course Credits	2
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">To enable the students to learn the concept of issue of shares.To enlighten the students about the importance of Reading of Ledger Accounts.
Module 1 (Credit 1)	
Issue of shares	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">To improve the understanding of students regarding different classes of shares.To comprehend students with the accounting treatment relating to issue of shares.To enhance understanding about the modes of issue of shares.
Content Outline	Theory: Meaning, Classes of Shares, Share Capital, Mode of Issue, Pricing of Issues, Accounting treatment relating to issue of shares, forfeiture of shares and Re-issue of shares. Problems on : Journal Entries for Issue of shares for Cash (Private placement, Public issue and Right issue), Issue of shares for consideration other than cash (issued to vendors, issued to employees) and issue of Bonus shares and disclosure in the Balance Sheet as per revised schedule VI.
Module 2 (Credit 1)	
Reading of Ledger Accounts	
	After learning the module, learners will be able to

Learning Outcomes	<ul style="list-style-type: none"> To understand the concept of Ledger Accounts. To enable the students to get insight into the importance and interpretation of reading of ledger accounts.
Content Outline	Theory: Importance, Broad Principles of Reading of Ledger Accounts. Problems on: Reading of Ledger Accounts.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal Examination – 50 Marks

Internal testing will be continuous & spread over the semester. The pattern of internal exam would be as follows-

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External Assessment: There will be no external assessment for this course

REFERENCES:

1. Bhalla Kapilehwar (2020), Advanced Accounting, Tata McGraw Hill Publication, New Delhi.
2. Shukla and Grewal (2018), Advanced Accountancy-Vol. 1 & 2, S. Chand Publication, New Delhi.
3. Gupta R. L. (2018), Advanced Accountancy, S. Chand, New Delhi
4. Haniff and Mukherjee (2019), Modern Accountancy (II), MC Graw Hills, New Delhi.
5. Jawahar Lal (2018), Financial Accounting, S. Chand & Co., New Delhi.

Course Syllabus

Semester I

1.6 Ability Enhancement Skills

Course Title	Business English -I
Course Credits	2
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Have a fair idea of communication and its various elements• Will be able to understand English language communication patterns for business and professional settings.
Module 1(Credit 1) Theory of Business Communication	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Understand the principles of communication and have clarity about its various functions.• Understand the role of Communication in Business.
Content Outline	Theory of communication The models, process, objectives, channels, barriers, and methods of communication
Module 2(Credit 1) Effective Principles of Letter Writing	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none">• Be clear about the essential elements while writing a formal business letter.• Use language effectively in a business letter.
Content Outline	<ul style="list-style-type: none">• C's of Effective Letter Writing.• Business Vocabulary.• Language Of Business letters. (Business Jargon, Reader's point of view)• Writing Business letters tactfully. (Structure of a letter, tactful use of language)

External – 50 Marks

References

1. Business Communication-Urmila Rai and S.M Rai, Himalaya Publishing House
2. Principles and practices of Business Communication, Aspi Doctor and Rhoda Doctor. Sheth Publishers.
3. Basic Communication Skills. P. Kiranmai and Geetha Rajeevan. Foundation Books
4. Business Communication by Meenakshi Raman and Prakash Singh. Oxford University Press.
5. Developing Communication Skills. Mohan Krishna, Meera Banerji. Macmillan India.
6. *Glossary of Business Terms- A to Z*. www.theguardian.com

Course Syllabus

Semester I

1.8 VEC

Course Title	English for Soft Skill Development- Paper I
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to:</p> <ul style="list-style-type: none">• Acquire soft skills for employability purposes by using English.• Develop effective communicative skills, presentation skills and various other skills for personality development.• Learn the arts of dressing, appearance, etiquettes, using and understanding non-verbal forms of communication• Develop the skill of negotiations, assertiveness, time management, leadership qualities, importance and essential of team work.• Use soft skills as lifelong transferable skills.
Module 1(Credit 1) English and Soft Skills by S.P. Dhanaval.	
Learning Outcomes	<p>After learning the module, learners will be able to:</p> <ul style="list-style-type: none">• Acquire various soft skills such as the art of listening, showing assertion, enhancing emotional intelligence, solving problems using critical abilities and handling conflicts to lead them to resolution.• Learn to use these skills in day-to-day practical life at place of work, social set-ups and other places.• Learn the art of dressing, etiquettes, appearance etc. and carry themselves with an air of confidence.

Content Outline	<ul style="list-style-type: none"> • Listening Skills • Teamwork Skills • Emotional Intelligence Skills • Assertive Skills • Problem-Solving Skills
Module 2(Credit 1) Application of Skills Learnt in Module 1	
Learning Outcomes	<p>After learning the module, learners will be able to:</p> <ul style="list-style-type: none"> • Apply the skills acquired by way of performance, role-plays and given hypothetical situations. • Develop self-confidence and high self-esteem so that they find themselves easily adaptable to the work place environment.
Content Outline	<ul style="list-style-type: none"> • Role Play • Mock situations and settings • Case studies • Enactments • Group discussions • Mock-Trials of Attires and Appearances • Visits and Tours

Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE): 50 marks

- Assignment 1– 15 marks -Enactments and Role plays
- Assignment 2 – 15 marks
- Reporting about Visits and Tours
- Assignment 3 - 10 marks
- Group and Panel Discussions
- Assignment 4- Project on a Corporate or Business organisation- 10 marks

External Assessment: There will be no external assessment for this course

References:

1. *English and Soft Skills*. S.P. Dhanavel. Orient Blackswan
- Effective Communication and Soft Skills: Strategies for Success*. .Nitin Bhatnagar and Mamta Bhatnagar.Pearson- ICFAI University Series, Delhi.

Course Syllabus

Semester I

1.8 VEC

Course Title	Fundamentals of Computers
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to:</p> <ul style="list-style-type: none">• Understand the importance and requirement of computers in day to day life.• Understand latest Computer technology• Emphasis the use of computer in the modern world• Understand about Operating Systems• Work on Word Processor and Spreadsheet• Prepare and present PowerPoint presentations
Module 1 (Credit 1) Fundamentals of Computers and Windows	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Identify the different types of computers and their organization• Understand latest Computer technology• Perform common Windows functions, use Windows Search, Help, and Automatic Updates
Content Outline	<p>FUNDAMENTALS OF COMPUTERS</p> <ul style="list-style-type: none">• The Definition and Characteristics of Computer• History and Generation of Computers• Classifications of Computers• Number System (Decimal, Binary, Octal, Hexa)• Bit, Byte & Word• Block Diagram of Computer System• Input, Output & Storage Devices• Computer Virus & Precautions against Virus attack. <p>WINDOWS</p> <ul style="list-style-type: none">• Historical Evaluation of windows (till XP)• Functions of Mouse• Choosing a Desktop Theme• Selecting Wallpaper

	<ul style="list-style-type: none"> • Using Window Explorer • Managing Files and Folders • Painting Pictures • Using Notepad • Zip and Extract (Unzip)
Module 2 (Credit 1) : Word Processor, Spreadsheet and PowerPoint	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Create, edit, save, and print documents to include documents with lists and tables • Work with spreadsheets, Construct formulas, including the use of built-in functions, and relative and absolute references • Create, edit, save, add graphics, sound and print presentations
Content Outline	<p>WORD PROCESSOR</p> <ul style="list-style-type: none"> • Introduction to Word Processor • Uses of Word • Document Concept (Creating, Saving, Opening, Closing Document) • Formatting Document (Bold, Italic, Underline, Justification, fonts, Colors of Fonts, Format Painter) • Three Methods of Copy, Cut & Paste • Working with Margins and Page Setup • Inserting and Formatting Clipart and WordArt • Tables • Uses of Drawing Toolbar • Columns • Goto, Find & Replace • Header & Footers • Printing Procedure • AutoCorrect and AutoText • Spell Check & Thesaurus • Adding a Chart to the Report

	<ul style="list-style-type: none"> • Mail Merging <p>SPREADSHEET</p> <ul style="list-style-type: none"> • Introduction to Spreadsheet • Role of Excel in Day to Day Life • Understanding Excel Sheet • Inserting, Deleting and Hiding Columns / Rows • Manipulating Formulas and Mathematical, Statistical and String Functions • Statistical Data Analysis (Goal seek, Scenario & Pivot table) • Working with Charts • Printing a Sheet • Sort & Filter <p>POWERPOINT</p> <ul style="list-style-type: none"> • What is Presentation? Explain its Need. • Uses of PowerPoint • Making Presentation • Different Types of Slide layouts • Slide View, Slide Sorter View & Slide Show Buttons • Setup Show • Applying Design Templates and Backgrounds • Transition & Custom Animation Effects • Recording Voice in Presentation • Electronic Presentations
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Internal – 50 Marks

Comprehensive Continuous Evaluation (CCE):

- The internal Assignment and Lab Manuals testing should be continual and spread over the semester of 25 Marks

- Practical Exam of 25 Marks (Answer any 2 question out of 4, each question will be of 10 marks + Viva of 5 Marks)

External Assessment: There will be no external assessment for this course

References:

A. Essential Reading

- "Computer fundamental" P k Sinha
- "Inside the IBM PC", Peter Norton, Prentice Hall, 1989.
- "PC Softwarefor Windows": R.K. Taxali, Tata Mcgraw hill
- "Computer and Common use": Roer hunt and John Sheely
- "Understanding Computers": R. Rajgopalan
- "Computer Studies": Mitchell, Beaglay
- "Inside the personal Computer": (A pop –up guide)
- "Transparency Masters to Computers": Larry Long and Nancy long
- "Computer for beginners": V.K. Jain
- "Basic of Computer Systems": Jiwani and Copper
- "Introduction to Computers": Subramanian

B. Additional Reading

- "Computer Science": Satish Jain
- "Introduction to Computer Science": Francis Scheid
- "Computer Today": Sanders
- "Mastering windows 2000, the window bible": Robertcowart, BPB Publisher
- "Fundamentals of Informational Technology" : S.K. Bansal, APH Publishing Corporation.
- "Microsoft Office 2000 Complete" : Amy Romanoff and Sherry bonelli, BPB Publisher
- "Advanced Microsoft Office 2000"; Meredith Flynn, Nita Rutkosky, BPB Publication.
- "PC Softwarefor Windows": R.K. Taxali, Tata Mcgraw hill
- "Mastering windows 2000, the window bible": Robertcowart, BPB Publisher
- "Fundamentals of Informational Technology" : S.K. Bansal, APH Publishing Corporation.

B.COM In Advertising & Sales Promotion

Semester II

Academic Year: 2024-25

Course Syllabus

Semester II

2.1 Subject 1

Course Title	Social media & its implications
Course Credits	4 credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the basics of social media.• Grasp the significance of social media to Marketing.• Emphasize on social media as the emerging tool of Communication in Marketing.
Module 1 (Credit 1) Social Media Platforms:	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand various social media platforms.• Analyse the significance of social media platform.
Content Outline	Social Media Platforms: <ul style="list-style-type: none">• Facebook• Whatsapp• Instagram• Twitter• LinkedIn• Youtube• Pinterest Merits & Demerits of above-mentioned platforms
Module 2 (Credit 1) Social Media Management Tools	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Different paid & free social media Management tools.

	<ul style="list-style-type: none"> • Key features of all social media mgt tools.
Content Outline	Social media & its key features: <ul style="list-style-type: none"> • Social Pilot • Buffer • Planable • Loomly • Brandwatch • Rebrandly • Content Studio • Sprout Social • Hootsuite • Canva
Module 3 (Credit 1) Social Media Marketing	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the significance of social media marketing. • Understand the 5 pillars of social media marketing.
Content Outline	Social Media Marketing: <ul style="list-style-type: none"> • What is social media marketing? • Five fundamental elements of social media marketing- <ul style="list-style-type: none"> Strategy Preparation & Publication Participation & Listening Analytics & Reporting Advertising • Significance of social media marketing
Module 4 (Credit 1) Social Media Marketing Tools	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Identify the Key elements of successful social media marketing. • Understand the key elements in right perspective. • Use key elements in preparing the right social media campaign.

Content Outline	<p>Social media marketing tools:</p> <ul style="list-style-type: none"> • Outgrow • Bit.ly • Sendible • Audiense • Canva • Crowdfire • Sprinklr • Brandwatch • Tailwind • khoros

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal Assessment: 50 marks

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External Assessment: 50 marks

REFERENCES:

1. <https://www.socialpilot.co/social-media-marketing-tools>
2. <https://biteable.com/blog/social-media-marketing-tools/>
3. <https://en.wikipedia.org/wiki/Canva>
6. <https://en.wikipedia.org/wiki/Sprinklr>
7. <https://en.wikipedia.org/wiki/Brandwatch>
8. <https://en.wikipedia.org/wiki/Tailwind>

Course Syllabus

Semester II

2.2 Subject 2

Course Title	E-Commerce & Advertising
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none">• Understand the increase in popularity of E-Commerce platforms.• Weigh the pros & cons of available E-Commerce platforms.• Will be able to choose the best option available for different products.
Module 1 (Credit 1) E-Commerce & its implications	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none">• Explain the concept, types and importance of E-Commerce.• Understand the E-Commerce, its merits & demerits.• Understand the Features of E-Commerce.
Content Outline	<p>E-Commerce & its implications:</p> <ul style="list-style-type: none">• What is E-Commerce?• Types of E-Commerce• Advantages & Disadvantages• Features of E-Commerce
Module 2 (Credit 1) E-Commerce Platforms & Advertising	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none">• Analyze various E-Commerce options.• Understand the Key Features & Opportunities of Advertising E-Commerce Platforms on social media.

Content Outline	<ul style="list-style-type: none"> • E-Commerce Platforms & Advertising: <ul style="list-style-type: none"> • Amazon • Flipkart • Myntra • Quikr • Olx • Tatacliq • Meesho • Any other • Key Features & Opportunities of Advertising E-Commerce Platforms through: <ul style="list-style-type: none"> • Google Ads • Youtube Ads • Snapchat Ads • Instagram Ads • Twitter Ads • Pinterest Ads • Amazon Ads • Any Other
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External – 50 Marks

References :

1. [https://en.wikipedia.org/wiki/Amazon_\(company\)](https://en.wikipedia.org/wiki/Amazon_(company))
2. <https://en.wikipedia.org/wiki/Instagram>
3. <https://en.wikipedia.org/wiki/Flipkart>
4. <https://en.wikipedia.org/wiki/Myntra>
5. <https://en.wikipedia.org/wiki/Quikr>
6. <https://en.wikipedia.org/wiki/OLX>
7. https://en.wikipedia.org/wiki/Tata_Cliq
8. <https://en.wikipedia.org/wiki/Meesho>

6. https://en.wikipedia.org/wiki/Google_Ads
7. <https://en.wikipedia.org/wiki/Youtube>
8. <https://en.wikipedia.org/wiki/Snapchat>

Course Syllabus

Semester II

2.3 VSC

Course Title	Micro Economics I
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Interpret the theories of Production functions and discuss the concept of Economies of Scale.• Distinguish the different concepts of Cost and Revenue• Understand the applied value of Break -Even Analysis and cost-revenue calculation through case study
Module 1 (Credit 1) Theory of Production Function	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Explain the concept of production function and the theories of Production Function• Describe the different types of Economies and Diseconomies of scale
Content Outline	<ul style="list-style-type: none">• Meaning of production function, meaning of short and long-run production function• Law of Variable Proportions• Laws of Returns to Scale• Economies and Diseconomies of scale.
Module 2 (Credit 1) Cost And Revenue Analysis	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Identify the different concepts of Cost and Revenue• Calculate the Break Even point• Recognize the real-world utility of Break-even analysis through case study

Content Outline	<ul style="list-style-type: none"> • Concept of Total, Average and Marginal Cost; Social and Private Costs, Economic and Accounting Costs, Fixed and Variable Costs, Opportunity Cost, Implicit and Explicit Cost (only concepts); • Calculation of Costs with hypothetical numerical illustrations; • Concept of revenue, Total Revenue, Average revenue; TR, AR and MR under Perfect competition and Imperfect competition; • Break-even analysis (with the help of graph and formulae), Case study based on calculation of Break Even Point & calculation of TC, AC, MC.
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External – 50 Marks

Reference Books:

- 1) Ahuja H. L. (2001), Advanced Economic Theory, S. Chand & Co. Mumbai.
- 2) Amartya Sen 1990), Micro-Economics Theory Applications -Oxford University Press
- 3) Dorbush Rudiger & Fisher Stanley, (2003), Micro-Economics-, TATA Mcgraw hill, Meerat
- 4) Koustsavannis A. (1990), Modern Micro-Economic Macmillan Delhi.
- 5) Mukherjee, Sampat, (2009) ,Principles of Micro-Economics-. New Central Book Agerey Kolkata
- 6) Micro-Economics- Sharma N.K, Jaypur Mangal Deep Publication, 1995
- 7) Mukherjee, Mukarjee, & Ghosh (2003), Micro- Economics, Prentice-Hall of India Pvt. Ltd. New Delhi.
- 8) Sudhorama K.P.M. & Sudharama (2007) ,Micro-Economics, Sultan Chand & Sons, E.N. New Delhi.
- 9) Varian H. R. (2000). Intermediate Micro economics A Modern Approach. East-West Press. New Delhi

Course Syllabus

Semester II

1.4 OEC (Open Elective Courses/ Generic)

Course Title	Environmental Studies
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the scope of environmental studies.
	<ul style="list-style-type: none">• Analyze the factors affecting population explosion and human health.
	<ul style="list-style-type: none">• Create awareness about the over exploitation of forest, water, food and energy resources.
	<ul style="list-style-type: none">• Evaluate the causes for different types of pollutions and remedies to control pollution.
Module 1 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand environment studies
	<ul style="list-style-type: none">• Know the effect of population explosion
Content Outline	<ul style="list-style-type: none">• Environment studies: Meaning, Definition, Scope and Importance.• Population explosion: Population growth, Factors affecting density of population, population explosion, family welfare programme, Environment and human health.
Module 2 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand various natural resources on earth
	<ul style="list-style-type: none">• Develop awareness in conservation of natural resources
Content Outline	<ul style="list-style-type: none">• Natural Resource: Types- Renewable and Non-Renewable.• Forest resource: Use and over-exploitation, Deforestation – Causes and effects, Timber extraction, Mining, Dams and their effects on forest and Tribal people.

	<ul style="list-style-type: none"> • Water resource: use and exploitation of surface and groundwater, Floods and Droughts, Dams- benefits and problems, water conservation, Water management. • Food resource: World food problem, overgrazing, Effects of modern agriculture, Fertilizer- pesticide problem, water -logging, Salinity. • Energy resources: Growing need for energy, Renewable and Non-Renewable energy sources, hydroelectricity, Role of individual in conservation of natural resources, Equitable use of resources for a sustainable lifestyle.
Module 3 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the concept of ecosystem
	<ul style="list-style-type: none"> • Develop awareness towards forest ecosystems, grassland ecosystems and aquatic ecosystems
Content Outline	<ul style="list-style-type: none"> • Ecosystem: Meaning, concept, structure, function, producers, consumers, decomposers, food chain, food webs and ecological pyramids. • Introduction, types, characteristic features, structure and function of the Forest ecosystem. • Introduction, types, characteristic features, structure and function of the Grassland ecosystem • Introduction, types, characteristic features, structure and function of the Aquatic ecosystem (ponds, streams, lakes, rivers, ocean estuaries).
Module 4 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand different types of pollution
	<ul style="list-style-type: none"> • Develop awareness prevention of various pollution

Content Outline	<ul style="list-style-type: none"> • Air pollution: Meaning, Definition, types, causes, effects and control measures. • Water pollution: Meaning, Definition, types, causes, effects and control measures. • Soil pollution: Meaning, Definition, types, causes, effects and control measures. • Noise pollution: Meaning, Definition, types, causes, effects and control measures. • Marine pollution: Meaning, Definition, types, causes, effects and control measures. • Disaster Management: Floods, earthquake cyclone and landslides. • Role of individual in prevention of pollution.
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Internal – 50 Marks

External – 50 Marks

References:

1. Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.
4. Agarwal, K.C., 2008, Environmental Biology, Nidhi Publishers, Bikaner
5. Bharucha Erach, 2006, The Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad.

6. Brunner R.C., Hazardous waste incineration, McGraw Hill Inc
7. Clark R., 2001, Marine Pollution, Oxford University Press
8. Jadhav H.&Bhosale, V.M, 2015, Environment Protection and Laws, Himalaya Publishing House, Pvt. Ltd., New Delhi
9. Odum E. P., 2004, Fundamentals of Ecology, (5th Revised Edition), Brooks/Cole
10. Mhaskar A.K, Matter Hazardous, Techno-Science Publications (Text Book).
11. Survey of the Environment, The Hindu (Magazine)
12. Trivedi R.K, Goel P.K, Introduction to Air Pollution, Techno-Science Publications (Text Book).

Course Syllabus

Semester II

2.4 OEC (Open Elective Courses/ Generic)

Course Title	Business Statistics
Course Credits	4
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none">• Describe the key terminology, concepts, tools, and techniques used in business statistical analysis• Interpret and evaluate numerical and quantitative issues in business.• Analyze the relationship between two variables• Analyze the tabulation and classification of data• Represent different types of data through graphs
Module 1 (Credit 1) Introduction to Statistics, Measures of Central Tendency and Dispersion	
Learning Outcomes (Specific related to the module)	After learning the module, learners will be able to <ul style="list-style-type: none">• Comprehend the basic concepts of Business Statistics and its Significance• Solve problems associated with different measures of central tendency and dispersion
Content Outline	<ul style="list-style-type: none">• Definition of Business Statistics, Importance of business statistics, Needs of Data Collection and Analysis• Mean, Median, Mode and its merits and demerits with practical example• Measures of dispersion- Range, Mean Deviation, Standard Deviation, 1.4 Variance, Quartile Deviation with merits and demerits
Module 2 (Credit 1) Correlation and Regression	
Learning Outcome	After learning the module, learners will be able to <ul style="list-style-type: none">• Imbibe skills needed for quantitative application in business situations.• Estimate correlation and regression in two variable analysis

Content Outline	<ul style="list-style-type: none"> Correlation merits and demerits, Types of Correlation –(simple correlation, coefficients of Correlation- Karl Pearson and Simple rank Correlation) Regression Analysis –Estimation of regression line, interpretation of regression coefficients with practical example
Module 3 (Credit 1) Introduction to different types of data	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> Describe the relevance of data Evaluate the merits of different methods of data collection
Content Outline	<ul style="list-style-type: none"> Relevance of data in the current scenario Types of data : primary and secondary data Methods of data collection: Questionnaire method, Interview method, case study method in brief Sources of secondary data collection with merits and limitations
Module 4 (Credit 1) Presentation and tabulation of data	
Learning Outcome	After learning the module, learners will be able to <ul style="list-style-type: none"> Recognize the data classification and tabulation. Represent the data using different types of graphs
Content Outline	<ul style="list-style-type: none"> Classification of data Frequency distribution: Discrete and continuous series Tabulation of data Graphical representation of data: Bar diagram, pie diagram, histogram, frequency polygon

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study

3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Internal – 50 Marks

External – 50 Marks

References:

1. S. C. Gupta (2016) Fundamentals of Statics by Himalaya Publishing House
2. Field, Andy (2013). IBM SPSS Statistics UK: Sage Publication Pvt.
3. Gupta, S.P. (2012). Statistical Methods New Delhi: Sultan Chand and Son.
4. Patri, Digambar and Patri, D. N. (2011). Statistical Methods, New Delhi: Kalayani publisher.
5. Graham, Alan (2010). Statistics: A Complete Introduction ,UK: Teach Yourself
6. Arora, PN, Arora, Sumeet and Arora, Amit:(2009) "Managerial Statistics", S. Chand, Ist Ed., 2009.
7. Bharadwaj, RS: (2008) "Business Statistics" , Excel books, 2nd Ed,
8. Gupta, .S.C & V.K. Kapoor (2007) Fundamentals of Applied Statistics, Delhi: S. Chand & Sons.
9. Gupta, .S.C & V K. Kapoor (1993) Fundamentals of Applied Statistics, Delhi: S. Chand & Sons.

Course Syllabus

Semester II

2.4 OEC (Open Elective Courses/ Generic)

Course Title	Principles of Marketing
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Get acquainted with the Marketing Concepts
	<ul style="list-style-type: none">• Gain knowledge about Market Segmentation
	<ul style="list-style-type: none">• Examine the principles of Marketing Mix
	<ul style="list-style-type: none">• Evaluate the strategies of Marketing Research.
Module 1 (Credit 1) Introduction to Marketing	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Define the concepts of marketing and understand the role and functions of marketing
	<ul style="list-style-type: none">• Gain insights on social media and digital marketing.
Content Outline	Introduction to Marketing <ul style="list-style-type: none">• Marketing Concept, Scope of Marketing, Evolution of Marketing,• Role and Importance of Marketing, Objectives and Functions of Marketing.• Social Media Marketing and Digital Marketing.
Module 2 (Credit 1) Market Segmentation	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Analyse the process of market segmentation.
	<ul style="list-style-type: none">• Develop acumen on bases for market segmentation.
Content Outline	Market Segmentation <ul style="list-style-type: none">• Market Segmentation: Introduction, Scope and need• Importance and Process of Market segmentation• Bases for Market Segmentation – Geographic, Demographic, Economic, Psychographic, Socio-cultural

Module 3 (Credit 1) Marketing Mix	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Examine the importance of marketing mix.
	<ul style="list-style-type: none"> Gain insights and applicability of marketing mix
Content Outline	Marketing Mix <ul style="list-style-type: none"> Marketing Mix – Concept, Role and importance of Marketing Mix Product - Price - Place - Promotion - Packaging - Positioning - People - Process - Physical evidence
Module 4 (Credit 1) Marketing Research	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Get acquainted with the scenario of Marketing Research.
	<ul style="list-style-type: none"> Analyze the process of Marketing Research.
Content Outline	Marketing Research <ul style="list-style-type: none"> Meaning and definition, scope and objectives of Marketing Research Sources of collecting marketing data, Procedure of Marketing Research Scientific methods of Marketing Research

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Internal – 50 Marks

External – 50 Marks

References

1. Philip Kotler, Principles of Marketing, Prentice Hall of India Pvt. Ltd, New Delhi
2. Dr. N Rajan Nair & Sujith R Nair, Marketing, Sultan Chand & Sons, New Delhi.
3. Dr. P. C Pardeshi, Marketing Management, Nirali Publication, Pune
4. Dr. P. C Pardeshi, Principles of Marketing Management, Nirali Publication, Pune.
5. Gandhi J.V., Marketing, Tata McGraw Hill, New Delhi.

Course Syllabus

Semester II

.4 OEC (Open Elective Courses/ Generic)

Course Title	Fundamentals of Accountancy Paper II
Course Credits	4
Course Outcomes	<p>After going through the course, learners will be able</p> <ul style="list-style-type: none">• To create awareness about basic accounting concepts, principles, and conventions.• To understand the classification of expenditure into Capital, Revenue and Deferred Revenue Expenditure.• To understand the purpose of a Trial Balance.• To understand the purpose of preparing the Final Accounts of Sole Proprietary Concerns.
Module 1 (Credit 1) Concepts & Conventions	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none">• Understand the meaning of Basic accounting concepts, principles and conventions.• Understand implications while recording transactions and events.
Content Outline	<p>Theory:</p> <p>Identify three fundamental accounting assumptions: Going Concern, Consistency and Accrual.</p>
Module 2 (Credit 1) Concepts of Capital and Revenue	
	After learning the module, learners will be able to

Learning Outcomes	<ul style="list-style-type: none"> • Understand classification of expenditure into Capital, Revenue and Deferred Revenue Expenditure • Understand Concept for classification of expenditure and receipts. • Understand the distinction between Capital and Revenue Receipts/Expenditure. • Understand the linkage of such distinction with the preparation of Final accounts.
Content Outline	<p>Theory: Meaning of Receipts & Expenditures and Capital & Revenue, Types of Receipts and Expenditures.</p> <p>Problems on: Classification of Items of Receipts, and Expenditure.</p>
Module 3 (Credit 1) Trial Balance	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand what is a trial balance and what purpose it can serve. • learn the technique of taking balances from ledger accounts to prepare trial balance. • Technique of preparation of Trial Balance.
Content Outline	<p>Theory: Concept and Format of a Trial Balance.</p> <p>Problems on: Preparation of Trial Balance.</p>
Module 4 (Credit 1) Final Accounts of Sole Proprietary Concerns	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the purpose of preparing the Final Accounts of Sole Proprietary Concerns. • Learn the items to be included in Final Accounts of Sole Proprietary Concerns. • Draw Final Accounts of Sole Proprietary Concerns.
Content Outline	<p>Theory: Introduction, purpose of preparing the Final Accounts of Sole Proprietary Concerns.</p>

	Problems on: Preparing the Final Accounts of Sole Proprietary Concerns.
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
1	Assignment / Project Report/ Quiz/Debate/Test
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshops

Internal – 50 Marks

External – 50 Marks

References :

- Ainapure, 2011, Advance Accounting, Manan Prakashan -Mumbai
- Choudhary, 2011, Corporate Accounting, Sheth Publishers, - Mumbai
- Kishnadwala, 2008, Financial Accountancy & Management, Vipul Prakashan, Mumbai.
- R.L.Gupta, 2014, Advance Accountancy, Sultan Chand & Sons - Delhi
- Shukla & Grewal, 2018, Advance Accountancy, S. Chand & Co – Delhi

Course Syllabus

Semester II

.4 OEC (Open Elective Courses/ Generic)

Course Title	Island Destinations in India
Course Credits	4 Credits
Course Outcomes	After going through the course, learners will be able to:
	<ul style="list-style-type: none">• Explore Island destinations in India• Study the concept of Island Tourism• Identify the documents required for Island travel• Determine the growing popularity of Adventure sports at various Island destinations in India.
Module 1(Credit 1) Island Tourism	
Learning Outcome	After learning the module, learners will be able to:
	<ul style="list-style-type: none">• Explore the concept of Island Tourism and upcoming Island destinations in India.
Content Outline	<ul style="list-style-type: none">• Island Tourism in India• Adventure Tourism in India• Reasons for the growing popularity of Island Destinations
Module 2(Credit 1) Island Destinations in West and North-East India	
Learning Outcome	After learning the module, learners will be able to :
	<ul style="list-style-type: none">• Identify and explore the Island destinations - Chorao and Divar Islands (Goa) and Majuli Island (Assam)
Content Outline	<ul style="list-style-type: none">• How to reach• Best season to visit• Places of tourist interest• Adventure activities

	<ul style="list-style-type: none"> • Island Cuisine and shopping • Island Documentation Required
Module 3 (Credit 1) Island Destinations in South India	
Learning Outcome	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Identify and explore the Island destinations – Munroe Island (Kerala) and Rameshwaram Island and Pamban Island(Tamil Nadu)
Content Outline	<ul style="list-style-type: none"> • How to reach • Best season to visit • Places of tourist interest • Adventure activities • Island Cuisine and shopping • Island Documentation Required

Module 4 (Credit 1) Islands in Arabian Sea and Bay of Bengal	
Learning Outcome	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Identify and explore the Island destinations : • Agatti Islands (Lakshadweep) • Havelock Island, Port Blair, Ross and Neil Islands (Andaman) • Great Nicobar Island (Nicobar)
Content Outline	<ul style="list-style-type: none"> • How to reach • Best season to visit • Places of tourist interest • Adventure activities • Island Cuisine and shopping

	<ul style="list-style-type: none"> Island Documentation Required
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal Assessment: 50 marks

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External Assessment: 50 marks

REFERENCES

- Bharadwaj, D.S / Kandari O.P, (1998) Domestic Tourism In India, Indus Publishing Co.
New Delhi
- Bindloss Joe/Cannon Teresa, (2006) India, Lonely Planet Publications, South Carolina, USA
- Choudhary Vikash, (2010) Island Tourism, Centrum Press, New Delhi
- Dalal, R / Datta, P/ Koshy, A (2014) Eyewitness Travel Guide – India, Dorling Kindersley Ltd. London
- Mukerji Sarit Kumar, (2016) Islands of India, Publications Division, Government of India,
New Delhi

Course Syllabus

Semester II

2.4 OEC (Open Elective Courses/ Generic)

Course Title	NGO Governance
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Study the management of NGOs with respect to its workers.• Enable students to learn about governance and its impact.• Explore various agencies which provide findings to NGOs.• Hands on training.
Module 1(Credit 1). HR Development	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Learn about human resource management and its different aspects.
	<ul style="list-style-type: none">• Study how staff development plays a crucial role in successful running of an NGO.
Content Outline	Human Resource Management, Human Resource Policy, Staffing and salaries, Staff Development.
Module 2(Credit 1). NGO Administration	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Determined the importance of governance.• Study different governance structures.
Content Outline	Governance concepts, challenges, Perspectives and Ethical Concern, Impact of different governance structures, Good Governance: Code and Accountability.
Module 3(Credit 1) Co-ordinating Agencies, Funding Agencies and Schemes	

Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> • Create awareness about various funding agencies. • Study the impact of funding agencies on NGOs.
Content Outline	NABARD and Human Rights Commission, Schemes for NGOs under the Government of India
Module 4 (Credit 1) Practical Work	
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> • Incorporate practical training and learn how management of an NGO works. • Develop the sense of responsibility and help society at large.
Content Outline	Getting associated with an NGO and work for 20 hours.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

Internal Assessment: 50 marks

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

External Assessment: 50 marks

REFERENCES

1. Lewis, D. (2014). NGO Management: The Earthscan Companion. Routledge.
2. Gudorf, P. L., & Dohan, M. J. (2019). Strategic Planning in Nonprofit Organizations: A Content Analysis of the Literature. Administration & Society, 51(8), 1246–1276.
3. Ministry of Corporate Affairs, Government of India. (2020). Guidelines for Registration of NGOs in India. Retrieved from [URL]
4. International Center for Not-for-Profit Law (ICNL). (2021). Global Trends in NGO Law. Retrieved from [URL]

Course Syllabus

Semester II

.5 VSC (Vocational Skill Courses)

Course Title	Human Resource Management
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the role and importance of Human Resource Management in organizations.
	<ul style="list-style-type: none">• Comprehend Job Analysis and procedure of Recruitment and Selection.
	<ul style="list-style-type: none">• Asses the techniques of Performance appraisal, Training and development.
	<ul style="list-style-type: none">• Identify the emerging trends in Human Resource Management.
Module 1 (Credit 1) Introduction to Human Resource Management (HRM) and Human Resource Planning (HRP)	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand the key terms, concepts and evaluate the significance of Human Resource Management.
	<ul style="list-style-type: none">• Comprehend the role of Human Resource Managers in contemporary era.
Content Outline	Introduction to Human Resource Management (HRM) and Human Resource Planning (HRP) <ul style="list-style-type: none">• Human Resource Management (HRM) - Definition, Significance, Functions of HRM, Role of HR Managers.• Human Resource Planning (HRP) – Concept, Importance and HRP Process.
Module 2 (Credit 1) Job Analysis, Recruitment & Selection	
	After learning the module, learners will be able to

Learning Outcomes	<ul style="list-style-type: none"> • Understand the concept of Job Design and Job Analysis and its practical application.
	<ul style="list-style-type: none"> • Develop insights on effective recruitment and selection strategies.
Content Outline	Job Analysis, Recruitment & Selection: <ul style="list-style-type: none"> • Job Analysis - Job Description, Job Specification; Job Design. • Recruitment Sources, Selection Procedure • Placement and Induction

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)-

External Assessment: 50 marks

References

1. Aswathappa K., Human Resource Management: Text and Cases, McGraw Hill Education (India) Pvt. Ltd.
2. Mamoria C.B., Human Resource Management Himalaya Publishing House Pvt. Ltd.
3. Mathis R. L., Jackson J. H. & Valentine S. R., Human Resource Management South Western College Publishing.
4. Dessler G. & Varrkey B., Human Resource Management, Pearson Education.
5. Pattanayak B., Human Resource Management, PHI Learning.
6. D.D. Mukherjee (2014). Credit Appraisal, Risk Analysis & Decision Making. Snow White Publications Pvt. Ltd.
7. D.D. Mukherjee (2015). Credit Monitoring, Legal Aspects and recovery of Bank Loan. Snow White Publications Pvt. Ltd.

Course Syllabus

Semester II

2.6 SEC (Skill Enhancement Courses)

Course Title	Investment Planning
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Familiarity with different aspects of financial literacy such as savings, investment, taxation, and insurance• Understand the relevance and process of financial planning• Promote financial well-being
Module 1 (Credit 1) Investment Planning and Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Analyse banking and insurance products• Personal tax planning
Content Outline	<ul style="list-style-type: none">• Investment opportunity and financial products• Insurance Planning: Life and non-life including medical insurance schemes
Module 2 (Credit 1) Personal Tax	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Analyse banking and insurance products• Personal tax planning
Content Outline	<ul style="list-style-type: none">• Introduction to basic Tax Structure in India for personal taxation• Aspects of Personal tax planning• Exemptions and deductions for individuals• e-filing (<i>Note:</i> Some of the theoretical concepts would be dealt with during practice hours)

Comprehensive Continuous Evaluation (CCE):

Sr. No	Assignments/Activities
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1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Only Internal – 50 marks

External: There will be no external for this subject

Reference Books:

1. Introduction to Financial Planning (4th Edition 2017)- Indian Institute of Banking & Finance.
2. Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill.
3. Halan, Monika, Lets Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018 Harper Business.
4. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd.

Course Syllabus

Semester II

2.6 SEC (Skill Enhancement Courses)

Course Title	Financial Accounting Paper-II
Course Credits	2
Course Outcomes	After going through the course, learners will be able
	<ul style="list-style-type: none">• To create awareness about regular accounting of Not-for-Profit Organizations.• To acquire working knowledge about treatment in respect of accounts to be prepared from incomplete records.
Module 1 (Credit 1) Accounting for Not-for-Profit Organization	
Learning Outcomes	After learning the module, learners will be able
	<ul style="list-style-type: none">• To know the basic accounting terms and concepts relating to Non- Trading Concerns.• To recognize the difference between the accounts of Non-Trading Concern and Commercial Organization.• To enable the students to prepare books of accounts of Non- Trading Concerns.
Content Outline	<p>Theory: Meaning of not for Profit Organization, Procedure of preparation of an Income and Expenditure Account and Balance Sheet from Receipts and Payment Account, Preparation of a Receipts and Payment Account from an Income And Expenditure Account.</p> <p>Problems on: Practical Problems based on preparation of Receipts and Expenditure Accounts and Balance sheet of a Professionals like Doctors, Chartered Accountants, Architects etc.</p>
Module 2 (Credit 1) Accounting from Incomplete Records	
Learning Outcomes	After learning the module, learners will be able
	<ul style="list-style-type: none">• To understand the concept of Single Entry System.• To recognize the difference between Double Entry and Single Entry system of maintenance of accounts

	<ul style="list-style-type: none"> To wise up the students about how to give the accounting treatment in books of accounts under Single Entry System. To enable the students to solve sums on Conversion of Single Entry records into Doubt Entry System of accounting.
Content Outline	<p>Theory: Introduction to Single Entry System and its Limitations</p> <p>Problems on: Ascertainment of Profit, Conversion of Single Entry records into Doubt Entry, Preparation of Final Accounts of Proprietary Trading Concern (Conversion Method).</p>

Comprehensive Continuous Evaluation (CCE):

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Only Internal – 50 marks

External: There will be no external for this subject

Reference Books:

1. Bhalla Kapilehwar (2020), Advanced Accounting, Tata McGraw Hill Publication, New Delhi.
2. Shukla and Grewal (2018), Advanced Accountancy-Vol. 1 & 2, S. Chand Publication, New Delhi.
3. Gupta R. L. (2018), Advanced Accountancy, S. Chand, New Delhi
4. Haniff and Mukherjee (2019), Modern Accountancy (II), MC Graw Hills, New Delhi.
5. Jawahar Lal (2018), Financial Accounting, S. Chand & Co., New Delhi.

Course Syllabus

Semester II

2.6 SEC (Skill Enhancement Courses)

Course Title	Advanced Excel
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Use Microsoft Excel to create personal and/or business spreadsheets following current professional and/or industry standards.• Use critical thinking skills to design and create spreadsheets.• Communicate in a business setting using spreadsheet vocabulary• To create dynamic reports by mastering one of the most popular tools in excels - PivotTables, Pivot chart, If, Vlookup, Index, and Match etc.• Have skills of interpreting the result of data analysis and understanding limitation and relevance of applied methods.
Module 1 (Credit 1) Advanced Excel	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Use advanced functions and productivity tools to assist in developing worksheets• Manipulate data lists using Outline and Autofilter• Use Consolidation to summarise and report results from multiple worksheets• Record repetitive tasks by creating Macros• Use Hyperlinks to move around worksheets• Use goal seeking to determine the values required to reach a desired result• Use the macro recorder to create a variety of macros• learn how to use different functions in Excel to perform data analytics tasks, including sorting and filtering, lookup functions, and conditional formatting

Content Outline	Advanced Excel <ul style="list-style-type: none"> • Conditional Formatting • Data Sorting • Advance Filter • Data Consolidation • Data Validation • Data Table • Go! Seek • Scenario Manager • Text to Column • Sub Total • Paste Special • Protection • Macros • Formula Auditing • Define Name • Insert Slicer • Insert Time Line • Formula Building • MIS Report
Module 2 (Credit 1) Fundamentals of Data Analysis and Powerful Data Analysis	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Apply Excel tools and formulas to transform and structure data. • Create pivot tables to slice and dice your data. • Visualize data with pivot charts and Excel Charts.
Content Outline	Fundamentals of Data Analysis <ul style="list-style-type: none"> • Instant Data Analysis • Sorting Data by Color • Slicers • Flash Fill Powerful Data Analysis-I <ul style="list-style-type: none"> • PivotTable Recommendations • Data Model • Power Pivot • External Data Connection • Pivot Table Tools

	Powerful Data Analysis-II <ul style="list-style-type: none"> • Power View • Visualizations • Pie Charts • Additional Features • Power View in Services • Format Reports • Handling Integers • Templates • Inquire • Workbook Analysis • Manage Passwords • File Formats • Discontinued Features
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Internal – 50 marks

External: There will be no external for this subject

Comprehensive Continuous Evaluation (CCE):

- The internal Assignment and Lab Manuals testing should be continual and spread over the semester of 25 Marks
- Practical Exam of 25 Marks (Answer any 2 question out of 4, each question will be of 10 marks + Viva of 5 Marks)

References:

A. Essential Reading

1. "Microsoft Excel 365 Bible: The Comprehensive Tutorial Resource": M Alexander, Wiley
2. "Excel Macros For Dummies": Michael Alexander, John Wiley & Sons (14 July 2015)

B. Additional Reading

1. "Advanced Excel for Scientific Data Analysis": Robert De Levie, Oxford University Press
2. "Advanced Excel Reporting for Management Accountants": Neale Blackwood, Wiley

Course Syllabus

Semester I

2.7 AEC (Ability Enhancement Courses)

Course Title	Business English -II
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Write letters of inquiry and letters placing orders.
	<ul style="list-style-type: none">• Will have practical knowledge of writing letters of complaint and replying to them.
Module 1(Credit 1) Letters of Enquiry and Order	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand Enquiries, their process, and how to handle them.• Understand the process of placing orders and replying to letters of Orders.
Content Outline	<ul style="list-style-type: none">• Theory of writing letters of Enquiry, letters of Order• Writing letters of Enquiry, replies to Enquiries, letters placing Orders, and replies to Orders.
Module 2(Credit 1) Letters of Complaint and Adjustment	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand letters of complaint during day-to-day business activity.• Write letters of Complaint and Adjustment.
Content Outline	<ul style="list-style-type: none">• Theory of Letters of Complaint and Adjustment.• Writing letters of Complaint and Adjustment

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) :

Internal – 50 Marks

External: There will be no external for this subject

References

- 1) *Business Communication*-Urmila Rai and S.M Rai, Himalaya Publishing House
- 2) *Principles and Practices of Business Communication*. Aspi Doctor and Rhoda Doctor. Sheth Publishers
- 3) *Modern Business Correspondence*. Gartside, L.E., McDonald and Evans Ltd., Plymouth
- 4) *Business Communication*. – Kaul, Prentice Hall, India
- 5) *Communication for Results*. Fruchling, Rosemary T. Joan M. Lacombe Delhi: AITBS Publishers & Distributors.

Course Syllabus

Semester II

2.7 AEC (Ability Enhancement Courses)

Course Title	Digital Skills
Course Credits	2 Credits
Course Outcomes	<p>After going through the course, learners will be able to :</p> <ul style="list-style-type: none">• Build an understanding of the fundamental concepts of computer networking.• Understand basic taxonomy and terminology of the computer networking area.• Understand advanced networking concepts.• Gain expertise in some specific areas of networking such as the design and maintenance of individual networks• equips with various skills including threat detection and analysis, Cyber Security, protect ourselves and digital assets, and risk management
Module 1 (Credit 1) Computer Networking and Cyber Laws and Ethics	
Learning Outcomes	<p>After learning the module, learners will be able to</p>
	<ul style="list-style-type: none">• Build an understanding of the fundamental concepts of computer networking.• Familiarize the student with the basic taxonomy and terminology of the computer networking area.• Introduce the student to advanced networking concepts, preparing the student for entry Advanced courses in computer networking.• Allow the student to gain expertise in some specific areas of networking such as the design and maintenance of individual networks.
Content Outline	<p>COMPUTER NETWORKING</p> <ul style="list-style-type: none">• Networking and its Advantages• How Data is Transmitted• Types of Networking (Client Server, Peer to Peer, Personnel)• Network and its Advantage

	<ul style="list-style-type: none"> • Classification of Networks • Components of Network • Types of Servers • Workstation • Advantages and Disadvantages of Client Server Database • Netware (Dedicated and Non Dedicated NetWare) • Login & Logout • Coaxial Cables, Twisted pair and Fiber Optics • Different ways of Communication Devices used for Communication • LAN, WAN & MAN, SAN, Internet and Intranet • Bus, Ring, Star Topologies • Wireless Networking <p>CYBER LAWS AND ETHICS</p> <ul style="list-style-type: none"> • Moral, Ethics and Law • Ethics Culture and ethics for computer users, professionals and business • Need of Cyber Security • Major Security problems • Information Service • Code and guidelines of ethics • Introduction to cyber laws and IT Act of India 2000 • Digital Signature, Electronic Records • Security, Privacy and Control • Intellectual Property Rights
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Familiarize with internet and how which will help them in their academics • Understand basics of the Internet Programming. • Learn complexity of sending messages over the Internet • Learn surfing, browsing, emailing, attaching document, chatting, downloading attachments and changing passwords

	<ul style="list-style-type: none"> Understand the importance of E-Commerce
Content Outline	<p>INTERNET</p> <ul style="list-style-type: none"> What is Internet ? and its Advantage and Disadvantages Minimum Hardware and Software Requirement for internet Connection Role of Modem in Internet Websites & ISPN Browsing and Surfing Downloading Pictures and Text E-mailing Creating Accounts, Attachments and Changing Passwords Chatting <p>E-COMMERCE</p> <ul style="list-style-type: none"> Introduction to E-Commerce Advantages and Disadvantages of E-Commerce E-Commerce Trade Cycle E-Commerce Future Scope of E-Commerce

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Internal – 50 Marks

External: There will be no external for this subject

References

1. Goleman, D. (2000). Working with Emotional Intelligence, Bantam Books, New York, NY.
2. Goleman, D. (2011). The Brain and Emotional Intelligence: New Insights.
3. Bar-On, R., & Parker, J.D.A. (Eds.) (2010). The Handbook of Emotional Intelligence. Jossey Bass
4. Goleman, D. (2013). Leadership: The Power of Emotional Intelligence.
5. Goleman, D. & Cherniss, C. (2011). The Emotionally Intelligent Workplace. John Wiley & Sons Inc.
6. Goleman, D., Boyatzis, R. & McKee, A. (2002). Primal Leadership: Realizing the Power of Emotional Intelligence. Harvard Business School Pr.
7. Bhattacharya, Mousumi & Sengupta. (2007). Emotional Intelligence – Myth or Reality, Excel Books, New Delhi.

Course Syllabus

Semester II

2.7 AEC (Ability Enhancement Courses)

Course Title	Emotional Intelligence at Workplace
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Have deep understanding of the concept of emotional intelligence and its role in managing organizations effectively.
	<ul style="list-style-type: none">• Develop emotional competencies to enhance managerial skills.
	<ul style="list-style-type: none">• Assess and apply techniques of emotional intelligence at workplace.
Module 1 (Credit 1) Fundamentals of Emotional Intelligence	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Define emotional intelligence and identify the significance of emotional intelligence.
	<ul style="list-style-type: none">• Develop and apply the techniques of emotional intelligence.
Content Outline	Fundamentals of Emotional Intelligence <ul style="list-style-type: none">• Introduction to Emotional Intelligence (EI) – Concept EI, EQ and IQ, Nature and Scope of Emotional Intelligence, Importance of Emotional Intelligence, Emotional Competence Framework - Components of Emotional Intelligence.• Models of Emotional Intelligence – Ability based Model, Trait Model, Mixed Model of Emotional Intelligence.
Module 2 (Credit 1) Measurement and Application of Emotional Intelligence	
	After learning the module, learners will be able to

Learning Outcomes	<ul style="list-style-type: none"> Gain insights on techniques to assess emotional intelligence.
	<ul style="list-style-type: none"> Apply emotional intelligence to foster organizations with effective leaders and teams.
Content Outline	Measurement and Application of Emotional Intelligence <ul style="list-style-type: none"> Measurement of Emotional Intelligence – Measuring Emotional Intelligence, Strategies to develop and enhance Emotional Intelligence. Application of Emotional Intelligence at Workplace - Building EI organization, developing Emotionally Intelligent Leadership, EI for teams

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr. No	Assignments/Activities
1	Written Test/ Assignment / Project Report/ Quiz/Debate
2	Group Discussion / Case Study
3	PPT Presentations/Seminars/Workshop/ Any other innovative methods
	Total – 50 Marks

Internal – 50 Marks

External: There will be no external for this subject

References

1. Goleman, D. (2000). Working with Emotional Intelligence, Bantam Books, New York, NY.
2. Goleman, D. (2011). The Brain and Emotional Intelligence: New Insights.
3. Bar-On, R., & Parker, J.D.A. (Eds.) (2010). The Handbook of Emotional Intelligence. Jossey Bass
4. Goleman, D. (2013). Leadership: The Power of Emotional Intelligence.
5. Goleman, D. & Cherniss, C. (2011). The Emotionally Intelligent Workplace. John Wiley & Sons Inc.

6. Goleman, D., Boyatzis, R. & McKee, A. (2002). Primal Leadership: Realizing the Power of Emotional Intelligence. Harvard Business School Pr.
7. Bhattacharya, Mousumi & Sengupta. (2007). Emotional Intelligence – Myth or Reality, Excel Books, New Delhi.

Course Syllabus

Semester II

2.8 Value Education Courses (VEC)

Course Title	Fundamentals of Corporate Social Responsibility in India
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the concept of Corporate Social Responsibility, its significance and importance in India.
	<ul style="list-style-type: none">• Take part in philanthropic causes and provide positive social values.
Module 1 (Credit 1) Corporate Social Responsibility	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Create a culture built on doing good.
	<ul style="list-style-type: none">• Understand the legalities pertaining to CSR.
Content Outline	<ul style="list-style-type: none">• Corporate Social Responsibility – Concept, Role and Importance, Scope, Relevance of Corporate Social Responsibility (CSR) in India.• Models, Philanthropy, Drivers, Legal Provisions and Future of CSR, NGOs and Agencies Role, Integrating CSR
Module 2 (Credit 1) Challenges and Impact of CSR	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Create a positive impact on society and deliver values, whether social, environmental or economic.
	<ul style="list-style-type: none">• Take decisions related to business which would not only maximize profit, but also serve and protect the rights and interest of other members of society like consumers, workers and community as a whole.

Content Outline	<ul style="list-style-type: none"> • Challenges and Impact of CSR on Stakeholders - Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society • CSR and Environment, CSR and Sustainable Development and Factors influencing CSR Policy -Triple Bottom Line - Role of HR Professionals in CSR
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External – 50 Marks

References

1. Sharma J.P., Corporate Governance, business ethics and CSR, Ane Books Pvt Ltd, New Delhi
2. Blowfield M., and Murray A., Corporate Responsibility, Oxford University Press.
3. Kotler P. and Lee N., CSR: doing the most good for Company and your cause, Wiley.
4. Beeslory, Michel and Evens, CSR , Taylor and Francis.
5. Banerjee S., CSR: the good, the bad and the ugly, Edward Elgar Publishing.
6. Perrini F., Stefano and Tencati A., Developing CSR- A European Perspective, Edward Elgar Publishing.
7. William B. Werther, Jr. David Chandler, Strategic Corporate Social Responsibility, stakeholders' a global environment, Sage Publication.
8. Crane, A. Et al., The Oxford handbook of Corporate Social Responsibility, Oxford University Press Inc., New York.
9. Crane A., Matten D., Spence L., Corporate Social Responsibility: Readings and Cases in a Global Context, Routledge.
10. Chakrabarty B., Corporate Social Responsibility in India, Routledge, New Delhi.

Course Syllabus

Semester II

2.8 Value Education Courses (VEC)

Course Title	Introduction to Environmental Economics
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Recognize the key issues related to Environmental Economics and sustainable development.• Elucidate the causes and varieties of pollution.• Analyze the environmental regulation policies in India.• Comprehend the different issues associated with the environment
Module 1(Credit 1) Environmental Economics and Sustainable Development	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Recognize the fundamentals of environmental economics• Comprehend the principles of Sustainable Economic Development and SDG goals.
Content Outline	Environmental Economics and Sustainable Development <ul style="list-style-type: none">• Definition, scope, and importance of Environmental Economics.• Interrelationship between Environmental economics and economics.• Public Good, Market failures, and externalities• Meaning and Concept of Sustainable Development. Measurement of Sustainable Development, Environment, and Sustainable Development.• Sustainable Development Goals (SDG)of the United Nations with Reference to the Environment.

Module 2 (Credit) Environmental Issues and Environmental Policy	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Clarify the meaning, source, types, causes, and impact of Pollution on economy • Analyze the policies involved in meeting the challenges of climate change. • Discuss the different issues pertaining to the environment.
Content Outline	<ul style="list-style-type: none"> • Climate change and global warming, Green House Effect, ACID rain, Deforestation and Environmental problems, Agricultural Development and Environmental Problems. • Pollution- Meaning, sources of pollution, types of pollution, and their status in India Causes of pollution and its effects on economic decisions. • Environmental Regulation and policies- central, state, and local government in India.

External – 50 Marks

References

- 1) Dodo J. Thampapillai, Matthias Ruth (2019,) Environmental Economics Concepts, Methods and Policies By Routledge publication
- 2) DM Karpagam, Kindle (2019) Environmental Economics: (2019)
- 3) Sengupta, R. (2013): Ecological Limits and Economic Development: Creating Space, Oxford University Press, New Delhi.
- 4) Muthukrishnan, S. (2010): Economics of Environment, PHI Learning Private Ltd, New Delhi
- 5) Arrow, K.J., and P. Dasgupta, I.H. Goulder, K.J. Mumford and K. Oleson (2012): "Sustainability and Measurement of Wealth", Environment and Development Economics, 17(3):317-53.
- 6) Bhattacharya Rabindranath, (2002) Environmental Economics: An Indian Perspective paperback, , Kindle
- 7) J. and A.D. Zeeuw (Ed.) (2002): Recent Advances in Environmental Economics, Edward Elgar, Cheltenham, U.K. 10.