



**SNDT Women's University, Mumbai**

**Bachelor of Commerce in Accountancy, Finance and Insurance (BAFI)**  
**(Apprenticeship Embedded with CRISP)**  
as per NEP-2020

**Syllabus**

**(w.e.f. 2025-26)**

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

**Undergraduate 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:

<p>Programme Degree e.g. B. A./B.Com./B.Sc./ B.M.S., etc.</p>		<p><b>Bachelor's in Commerce (B. Com) in Banking Financial Services &amp; Insurance (with CRISP)</b></p>
<p>Parenthesis if any (Specialization)e.g. History, Human Development, English, etc.</p>		<p><b>Banking Financial Services &amp; Insurance</b></p>
<p>Preamble (Brief Introduction to the programme)</p>		<p>The National Credit Framework (NCrF) has expanded the definition of learning to include curricular, co-curricular and extracurricular activities with no hard separation between different areas of learning, i.e. vocational and academic streams. The components of learning may include lecture courses, tutorial courses, practicum or laboratory work, seminar, internship, apprenticeship, on the job training, studio activities, field practice, projects, social/community work, vocational education/training/skilling/industry attachment by institutions.</p> <p>This degree Program is divided into 6 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>B.Com in Banking Financial Services and Insurance</b> is designed to helps students to understand about adequate basic knowledge of accounting and finance. Also to give adequate exposure to the operational environment of in the field of accounting and finance.</p>
<p>Programme Specific Outcomes (PSOs)</p>		<p>After completing this programme, Learner will <b>Practical Application:</b> Learners will be prepared to apply their knowledge and skills in real-world settings,</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>		<p>including internships and job placements within the BFSI sector.</p> <p><b>Career Opportunities:</b> They will be well-prepared for various roles such as financial analysts, bank managers, insurance consultants, investment advisors, and other positions within the BFSI industry.</p> <p>Career Opportunities</p> <ul style="list-style-type: none"> <li>• Banking Sector</li> <li>• Financial Services</li> <li>• Insurance Industry</li> <li>• Financial Planning and Risk Management sector</li> <li>• Corporate Finance sector</li> </ul> <p>Pursue Further Education and Professional Development in</p> <ul style="list-style-type: none"> <li>• Advanced Degrees: <ul style="list-style-type: none"> <li>• Master of Business Administration (MBA)</li> <li>• Master's in Finance/ Financial Engineering</li> </ul> </li> <li>• Professional Certifications: <ul style="list-style-type: none"> <li>• Chartered Financial Analyst (CFA)</li> <li>• Certified Financial Planner (CFP)</li> <li>• Certified Risk Manager (CRM)</li> <li>• Certified Insurance Counsellor (CIC)</li> </ul> </li> </ul>
Eligibility Criteria for Programme		XII or equivalent from any stream with required bridge course (if any) to be conducted at college level.
Intake		Decided by University

Structure with Course Title – B.Com in Accountancy Finance and Insurance (*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					
	Account Assistant Skills- Paper 1	Subject 1	4	100	50	50
	Account Assistant Skills- Paper 2	Subject 2	2	50	50	-
10420111 OR 10420112 OR 10420113 OR 10420114 OR 10420115 OR 10420116	Business Environment OR Business Mathematics OR Basics of Trade and Commerce OR Fundamentals of Accounting Paper I OR Overview of Travel Industry OR/ NGO Management – I OR From any other faculty	OEC	4	100	50	50
10620101	Principles of Management	VSC	2	50	50	-
10720111 OR 10720112 OR 10720113 OR 10720114 OR	Financial Planning OR Financial Accounting – I OR English for Soft Skill Development OR Fundamentals of Computers OR	SEC	2	50		50

CHETNA1 OR SWAYAM 1	Courses from CHETNA OR SWAYAM					
10820111 OR 10820112	English for Academic Writing-I (For Students of English medium) OR English Language and Literature-I (For Students of English medium)  <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf</a>	AEC	2	50	-	50
11051111	Indian Knowledge System/ Generic	IKS (Generic)	2	50	-	50
10952111	Introduction to Indian Constitution (SNDTWU Syllabus) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/introduction-to-indian-constitution.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/introduction-to-indian-constitution.pdf</a>	VEC	2	50	-	50
114501211 OR 11450221 OR 11450322 OR 11450421	Basics of national service scheme OR National Cadets Corps (NCC) OR Health and Wellness OR Performing arts exploration	CC	2	50	50	-
			22	550	250	300



	Semester II					
20120511	GST Assistant Skills- Paper 1	Subject 1	4	100	50	50
20120512	GST Assistant Skills- Paper 2	Subject 2	2	50	-	50
20620111	Micro Economics - I	VSC	2	100	50	50
20420111 OR 20420112 OR 20420113 OR 20420114 OR 20420115 OR 20420116 OR 20420117 OR 20420118 OR 20420119	Environmental Studies OR Business Statistics OR Principles of Marketing OR Fundamentals of Accounting Paper-II OR Island Destinations in India OR NGO Governance OR Fundamentals of Corporate Social Responsibility in India OR Digital Skills OR Emotional Intelligence at Workplace	OEC	4	100	50	50
20620102	Human Resource Management	VSC	2	50	-	50
20720101 OR 20720102 OR 20720103 OR CHETNA2 OR SWAYAM2	Investment Planning OR Financial Accounting - II OR Advance Excel OR Courses from CHETNA OR SWAYAM	SEC	2	50	50	-

20810111 OR 20810112	English for Academic Writing-II (For Students of English medium)  OR English Language and Literature-II (For Students of English medium)  <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf</a>	AEC	2	50		50
20920111 OR 20920112	Introduction to Environmental Economics  OR Environmental Awareness  <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/environment-awareness.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/environment-awareness.pdf</a>	VEC	2	50	-	50
21450121 21450221 21450323 ¶ 21450421	Volunteerism And National Service Scheme or National Cadet Corps.(NCC) Or YOGA EDUCATION or FINE ARTS  <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	-
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>

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

## Second Year

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	<b>Semester III</b>					
30121211	<b>Principles and Practices of Banking and Insurance</b>	<b>Major (Core)</b>	<b>4</b>	<b>100</b>	<b>50</b>	<b>50</b>
30121212	<b>Insurance Sales, Services, and Employability Skills</b>	<b>Major (Core)</b>	<b>4</b>	<b>100</b>	<b>50</b>	<b>50</b>
30121213	Basic Training for Insurance Agents	<b>Major</b>	<b>2</b>	<b>50</b>	<b>-</b>	<b>50</b>
30320111/ 30320112/ 30320113/ 30320114	Macro Economics / Business Law I / Business Accounting -I Introduction to Entrepreneurship	<b>Minor Stream</b>	<b>4</b>	<b>100</b>	<b>50</b>	<b>50</b>
30420111/ 30420112/ 30420113/ 30420114/ 30420115/ 30420116/ 30420117/ 30420118/ 30420119/ 30420161/ 30420162	Customer Relationship Management OR Introduction to Advertising OR Introduction to Export Marketing OR Industrial Psychology–Organisational Behaviour OR Marketing Management OR Industrial Statistics OR Basics of Co-operative Management OR Introduction to Treasury & Risk Management OR Principles of Economic Systems and Freedom OR Financial Accounting Insights OR Business Communication	<b>OEC</b>	<b>2</b>	<b>50</b>	<b>-</b>	<b>50</b>
	Modern Indian Languages - Hindi OR	<b>AEC</b>	<b>2</b>	<b>50</b>	<b>50</b>	<b>-</b>

	Marathi OR Gujarati (As per SNDTWU syllabus)					
<b>31321201</b>	Field Project in Accountancy , Finance and Insurance	FP	2	50	50	-
	Sports OR Yoga OR NSS OR NCC OR Performing Arts OR Cultural Activities (as per SNDTWU syllabus)  Traditional Sports and Fitness (Sports) OR National Cadets Corps (NCC) OR Cultural Activities OR National Service Scheme (NSS) (As per SNDTWU syllabus)  <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	-
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>

	<b>Semester IV</b>					
40121211	<b>Professional Skills in Mutual Fund Distribution – Paper 1</b>	<b>Major (Core)</b>	<b>4</b>	<b>100</b>	<b>50</b>	<b>50</b>
40121212	<b>Mutual Fund Business Skills and Digital Advisory Practices – Paper 2</b>	<b>Major (Core)</b>	<b>4</b>	<b>100</b>	<b>50</b>	<b>50</b>
40320111/ 40320112/ 40320113/ 40320114	International Economics / Business Law II/ Business Accounting- II/Business Entrepreneurship	<b>Minor Stream</b>	<b>4</b>	<b>100</b>	<b>50</b>	<b>50</b>

40420111/ 40420112/ 40420113/ 40420114/ 40420115/ 40420116/ 40420117/ 40420118/ 40420119/ 40420161/ 40420162	Business Compliances OR Techniques of Advertising OR Export Marketing Strategies and Procedures OR Industrial Psychology-Workplace Behaviour OR Marketing Research OR Techniques of Sampling and Hypothesis Testing OR Co-operative Management Mechanism OR Investment & Risk Management OR Foundations of Capitalism, Socialism, and Mixed Economies OR Budgetary Control and Recent Trends in Business Accounting OR Business Communication Skills	OEC	2	50	-	50
40720111/ 40720112/ 40720113	Fundamentals of Insurance OR Advertising Skills OR Fundamentals of Investment in Stock Markets	SEC	2	50	-	50
	Modern Indian Languages – Hindi OR Marathi OR Gujarati (As per SNDTWU syllabus)	AEC	2	50	-	50
41521201	Community Engagement in Accountancy , Finance and Insurance	CE	2	50	50	-

	Sports OR Yoga OR NSS OR NCC OR Performing Arts OR Cultural Activities (As per SNDTWU syllabus)	CC	2	50	50	-
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>

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

**B.Com In Accountancy, Finance & Insurance**

**Semester III**

**Academic Year 2025-26**

**Course Syllabus**

**Semester: III**

**3.1 Major Core**

<b>Course Title</b>	<b>Principles and Practices of Banking and Insurance</b>
<b>Course Credits</b>	<b>4 Credits</b>
<b>Course Outcomes</b>	<b>After going through the course, learners will be able to understand -</b>
	<ul style="list-style-type: none"><li>• <b>Explain the structure and functions of the Indian banking system.</b></li><li>• <b>Analyze the role of technology and innovation in modern banking.</b></li><li>• <b>Evaluate the evolution and importance of insurance in economic development.</b></li><li>• <b>Differentiate between various types of insurance and understand their practical applications.</b></li></ul>
<b>Module 1: Introduction to Banking</b>	
<b>Learning Outcomes</b>	<b>After learning the module, learners will be able to</b>
	<ul style="list-style-type: none"><li>• <b>Define the concepts related to banking and its evolution in India.</b></li><li>• <b>Describe the classification and structure of Indian banks.</b></li><li>• <b>Explain the role of the Reserve Bank of India in the banking system. Analyze the strengths and weaknesses of Indian commercial banks.</b></li><li>• <b>Interpret the norms and importance of KYC.</b></li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• <b>Introduction to Bank, Evolution of Banking in India, Classification of Banks, Structure of</b></li><li>• <b>Indian Banking System, Functions RBI: role in Indian</b></li></ul>

	<b>Banking System, Types of Account;</b> <ul style="list-style-type: none"> <li>• <b>Know Your Customer (KYC) - Needs and Norms, Opportunities for Indian commercial banks</b></li> <li>• <b>Strengths and weaknesses of Indian commercial banks</b></li> </ul>
<b>Module 2: Modern Banking</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• <b>Explain the concept and advantages of Core Banking Solutions.</b></li> <li>• <b>Illustrate the use of AI and modern technologies in banking.</b></li> <li>• <b>Differentiate between various forms of e-banking.</b></li> <li>• <b>Evaluate the impact of digital transactions (RTGS, NEFT, IMPS) on banking services.</b></li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>Core Banking Solution, Artificial Intelligence in Banking</b></li> <li>• <b>E-Banking: ATM, Cards, Tele Banking, Mobile Banking, Net Banking</b></li> <li>• <b>RTGS, NEFT, IMPS – Concepts and Benefits</b></li> <li>• <b>Methods of Remittances</b></li> </ul>
<b>Module 3: Introduction to Insurance</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• <b>Define the concepts and principles of insurance.</b></li> <li>• <b>Trace the evolution and structure of the insurance sector in India.</b></li> <li>• <b>Classify various types of life insurance policies.</b></li> <li>• <b>Compute premiums using basic insurance formulas.</b></li> <li>• <b>Assess the performance and privatization of LIC.</b></li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>Meaning, Definition, Nature and Functions of Insurance</b></li> <li>• <b>Principles and Types of Insurance</b></li> <li>• <b>Role of IRDA</b></li> </ul>



	<ul style="list-style-type: none"> <li>• <b>Life Insurance: History, Formation of LIC, Nature of Contract</b></li> <li>• <b>Classification of Policies, Premium Calculation</b></li> <li>• <b>Privatization of Insurance Industry, Progress of LIC</b></li> </ul>
<b>Module 4: General (Non-Life) Insurance</b>	
<b>Learning Outcomes</b>	<b>After learning the module, learners will be able to</b>
	<ul style="list-style-type: none"> <li>• <b>Describe various forms of general insurance.</b></li> <li>• <b>Differentiate between fire, health, and motor insurance policies.</b></li> <li>• <b>Apply knowledge of policy terms and conditions in practical scenarios.</b></li> <li>• <b>Evaluate the progress and role of non-life insurance in India.</b></li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>General Insurance: Introduction, Kinds of General Insurance</b></li> <li>• <b>Fire Insurance: Nature and Use of Fire Insurance, Types of Fire Insurance, Policy Conditions, Progress of Fire Insurance</b></li> <li>• <b>Health Insurance and Motor Insurance: Meaning, Various types of Policies and Procedure</b></li> </ul>

**External – 50 Marks**

**Internal-50 Marks**

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

<b>Sr. No</b>	<b>Assignments/Activities</b>
<b>1</b>	<b>"Banking System Evolution Timeline"</b> <b>Marks: 20</b> <b>Mode: Digital Timeline (e.g., Canva, PowerPoint)</b> <b>Create a timeline that highlights the key milestones in the evolution of the Indian banking system, including the establishment of RBI, nationalization of banks, the advent of digital banking, and more.</b>
<b>2</b>	<b>"Case Study – Banking Fraud Prevention"</b> <b>Marks: 20</b>

	<b>Mode: Case Study Report (500-700 words)</b> <b>Research and write a case study about a major banking fraud in India or globally. Analyze how the fraud occurred and suggest strategies and technologies that could have prevented it.</b>
<b>3</b>	<b>"Create an Insurance Awareness Campaign"</b> <b>Marks: 10</b> <b>Mode: Campaign Design (Poster/Ad + Short Presentation)/PowerPoint Presentation (3-4 slides)</b> <b>Design an awareness campaign to educate people about the importance of health insurance. Create a poster or social media ad and briefly present it.</b>
	<b>Total – 50 Marks</b>

#### References:

- **Indian Institute of Banking & Finance. (2021). *Principles and Practices of Banking* (3rd ed.). Macmillan Education.**
- **Mishra, M. N. & Mishra, S. B. (2019). *Insurance: Principles and Practice* (23rd ed.). S. Chand Publishing.**
- **Khan, M. Y. (2020). *Indian Financial System* (10th ed.). McGraw Hill Education.**
- **Srivastava, R. M., & Nigam, D. (2022). *Management of Indian Financial Institutions* (5th ed.). Himalaya Publishing House.**
- **Reserve Bank of India. (n.d.). [www.rbi.org.in](http://www.rbi.org.in)**
- **Insurance Regulatory and Development Authority of India. (n.d.). [www.irdai.gov.in](http://www.irdai.gov.in)**
- **Gordon, E., & Natarajan, K. (2021). *Banking Theory Law and Practice* (25th ed.). Himalaya Publishing House.**

#### Course Syllabus

**Semester: III**

**3.2 Major Core**

**3.2**

<b>Course Title</b>	<b>"Insurance Sales, Services, and Employability Skills"</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	<ol style="list-style-type: none"><li><b>1. Describe the roles, responsibilities, and ethical obligations of insurance agents.</b></li><li><b>2. Apply sales techniques and customer service practices in the insurance domain.</b></li><li><b>3. Analyze the importance of ethics and professional conduct in the insurance industry.</b></li><li><b>4. Demonstrate employability and soft skills essential for a successful career in insurance sales and services.</b></li></ol>
<b>Module 1 (Credit 1): Fundamentals of Insurance and Sales</b>	
<b>Learning Outcomes</b>	<b>After learning the module, learners will be able to</b>
	<ul style="list-style-type: none"><li><b>• Identify different types of insurance products.</b></li><li><b>• Explain the legal responsibilities and functions of an insurance agent under IRDAI guidelines.</b></li><li><b>• Apply techniques for prospecting, lead generation, and client communication.</b></li><li><b>• Use sales strategies such as consultative selling and objection handling.</b></li><li><b>• Consultative Selling and Relationship Management</b></li></ul>
<b>Content Outline</b>	<p><b>Role and Responsibilities of an Insurance Agent:</b></p> <ul style="list-style-type: none"><li><b>• Functions such as prospecting, client advising, policy issuance, and after-sales support.</b></li><li><b>• Legal obligations and ethical conduct as per IRDAI Regulations</b></li></ul> <p><b>Types of Insurance Policies:</b></p> <ul style="list-style-type: none"><li><b>• Life Insurance: Term, Whole Life, Endowment, ULIPs.</b></li></ul>

	<ul style="list-style-type: none"> <li>• <b>General Insurance: Health, Motor, Fire, Travel, Property.</b></li> </ul> <p><b>Prospecting and Lead Generation:</b></p> <ul style="list-style-type: none"> <li>• <b>Techniques to identify potential customers.</b></li> <li>• <b>Use of digital tools, referrals, and networking.</b></li> </ul> <p><b>Sales Cycle and Techniques:</b></p> <ul style="list-style-type: none"> <li>• <b>Need assessment, presentation, objection handling, and closing the sale.</b></li> <li>• <b>Relationship-building and consultative selling approach.</b></li> </ul>
<b>Module 2 (Credit 1) Insurance Service and Customer Handling</b>	
<b>Learning Outcomes</b>	<b>After learning the module, learners will be able to</b>
	<ul style="list-style-type: none"> <li>• <b>Explain the significance of customer service in insurance.</b></li> <li>• <b>Utilize CRM tools for improving customer interactions and data management.</b></li> <li>• <b>Handle customer complaints using appropriate soft skills and empathy.</b></li> <li>• <b>Outline procedures related to policy servicing and claim processing.</b></li> <li>• <b>Evaluate digital tools for providing efficient customer service.</b></li> </ul>
<b>Content Outline</b>	<p><b>Importance of Customer Service:</b></p> <ul style="list-style-type: none"> <li>• <b>Building long-term customer loyalty.</b></li> <li>• <b>Role of service in reducing lapses and improving renewal rates.</b></li> </ul> <p><b>Customer Relationship Management (CRM):</b></p> <ul style="list-style-type: none"> <li>• <b>Use of CRM systems to manage client data and communications.</b></li> <li>• <b>Techniques for customer retention and cross-selling.</b></li> </ul> <p><b>Handling Customer Queries and Complaints:</b></p> <ul style="list-style-type: none"> <li>• <b>Common types of customer issues.</b></li> <li>• <b>Soft skills and empathy in dealing with difficult</b></li> </ul>

	<p>situations.</p> <p><b>Policy Servicing:</b></p> <ul style="list-style-type: none"> <li>• Procedures related to renewals, nominee changes, surrenders, and claims.</li> <li>• Documentation and timelines for claim processing.</li> </ul> <p><b>Digital Platforms and Tools:</b></p> <ul style="list-style-type: none"> <li>• Use of online portals, mobile apps, and chatbots.</li> <li>• Paperless services and e-KYC</li> </ul>
<b>Module 3 (Credit 1): Work Ethics and Professional Conduct</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Define core professional values like integrity and accountability.</li> <li>• Demonstrate time management and professional behavior.</li> <li>• Analyze ethical dilemmas using real-life case studies.</li> <li>• Interpret the IRDAI code of conduct and its implications.</li> </ul>
<b>Content Outline</b>	<p><b>Introduction to Work Ethics:</b></p> <ul style="list-style-type: none"> <li>• Understanding integrity, accountability, and commitment in the workplace.</li> </ul> <p><b>Time Management and Professionalism:</b></p> <ul style="list-style-type: none"> <li>• Prioritizing work, meeting deadlines, and punctuality.</li> </ul> <p><b>Ethical Issues in Insurance:</b></p> <ul style="list-style-type: none"> <li>• Challenges like mis-selling, data privacy, and customer manipulation.</li> <li>• Case studies of ethical dilemmas.</li> </ul> <p><b>Workplace Etiquette:</b></p> <ul style="list-style-type: none"> <li>• Professional communication, dressing, and behavior.</li> <li>• Respecting workplace diversity and hierarchy.</li> </ul> <p><b>IRDAI Code of Conduct:</b></p> <ul style="list-style-type: none"> <li>• Legal guidelines and ethical standards for insurance</li> </ul>

	<p>agents.</p> <ul style="list-style-type: none"> <li>• Consequences of violations and disciplinary actions.</li> </ul>
<b>Module 4 (Credit 1): Employability and Soft Skills for Insurance Agents</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Demonstrate effective communication, both verbal and written.</li> <li>• Collaborate effectively in teams and manage interpersonal relationships.</li> <li>• Use problem-solving skills in insurance-related scenarios. Adapt to professional challenges and build resilience.</li> <li>• Prepare for job interviews and write resumes effectively.</li> </ul>
<b>Content Outline</b>	<p><b>Communication Skills:</b></p> <ul style="list-style-type: none"> <li>• Public speaking, presentation skills, active listening, and written communication.</li> <li>• Drafting emails, policy proposals, and reports.</li> </ul> <p><b>Teamwork and Interpersonal Skills:</b></p> <ul style="list-style-type: none"> <li>• Importance of collaboration in sales teams and service teams.</li> <li>• Conflict resolution and team dynamics.</li> </ul> <p><b>Problem-Solving and Critical Thinking:</b></p> <ul style="list-style-type: none"> <li>• Analyzing customer needs and suggesting appropriate solutions.</li> <li>• Decision-making in sales scenarios.</li> </ul> <p><b>Adaptability and Resilience:</b></p> <ul style="list-style-type: none"> <li>• Dealing with rejections and customer objections.</li> <li>• Staying motivated and managing stress.</li> </ul> <p><b>Job Interview Preparation:</b></p> <ul style="list-style-type: none"> <li>• Resume writing, group discussion techniques, mock interviews.</li> </ul>

	<ul style="list-style-type: none"> <li>• Industry expectations and key interview questions.</li> </ul>
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**External – 50 Marks**

**Internal-50 Marks**

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

<b>Sr. No</b>	<b>Assignments/Activities</b>
<b>1</b>	<b>Group Task: Design a Customer Onboarding Kit</b> <b>Marks: 20</b> <b>Group Activity (3-4 members)</b> <b>Create a welcome kit for new insurance policyholders – include FAQs, process charts, support contact sheet, and a welcome message.</b>
<b>2.</b>	<b>Complaint Escalation Ladder</b> <b>Marks: 10</b> <b>Description: Students create a flowchart or infographic showing how a customer complaint moves through escalation levels (from agent to ombudsman). Can be done on Canva or chart paper.</b>
<b>3.</b>	<b>Personal Branding Portfolio</b> <b>Marks: 20</b> <b>Digital Submission</b> <b>Students create a personal portfolio (resume, LinkedIn profile, elevator pitch video, mock interview reflection).</b>
	<b>Total – 50 Marks</b>

**References:**

- Indian Institute of Banking & Finance. (2021). *Insurance Products (Including Pension Products)*. Macmillan Education.
- Mishra, M. N., & Mishra, S. B. (2016). *Insurance: Principles and Practice*. S. Chand Publishing.

- Tripathy, N. P., & Pal, P. (2020). *Insurance: Theory and Practice*. PHI Learning.
- IRDAI. (n.d.). *Regulations and Code of Conduct for Insurance Agents*. Retrieved from <https://irdai.gov.in>
- Goleman, D. (2006). *Emotional Intelligence*. Bantam Books.
- Covey, S. R. (2004). *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. Free Press.
- Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior* (18th ed.). Pearson Education.
- Carnegie, D. (2009). *How to Win Friends and Influence People*. Simon & Schuster.

Sharma, R. (2015). *Customer Relationship Management: Concepts and Cases*. McGraw-Hill Education



## Course Syllabus

Semester: III

### 3.3 Major

Course Title	Basic Training for Insurance Agents
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the various types of insurance products and their features to effectively meet client needs.</li><li>• Develop essential sales and communication skills to build strong client relationships and close sales.</li><li>• Navigate ethical, legal, and regulatory frameworks to ensure compliance and professionalism in insurance practices.</li></ul>
<b>Module 1 (Credit 1) Introduction to the Insurance Industry</b>	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the role of insurance in managing risk and its impact on the economy.</li><li>• Identify the key players and structure within the insurance industry.</li><li>• Recognize the different types of insurance products and their purpose for individuals and businesses.</li></ul>
Content Outline	<ul style="list-style-type: none"><li>• Overview of the insurance industry and its role in the economy</li><li>• Importance of insurance agents and their role in the distribution process</li><li>• Overview of different Types of insurance: Life, Health, and General</li><li>• Introduction to regulatory bodies (e.g., IRDA, NAIC) and their role</li></ul>

**Module 2 (Credit 1) Customer Needs Assessment and Sales Techniques**

<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Learn how to effectively assess client needs through targeted questions and active listening.</li><li>• Master the art of tailoring insurance solutions to meet individual customer requirements.</li><li>• Develop key sales techniques to build trust, overcome objections, and successfully close insurance sales.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Identifying customer needs through consultations</li><li>• How to ask the right questions and listen effectively?</li><li>• Building rapport and trust with clients</li><li>• Sales techniques: Needs-based selling and solution selling</li><li>• Introduction to the sales process: Prospecting, qualifying leads, making the sale</li><li>• Building a sales pitch: Communicating benefits and features</li><li>• Overcoming objections and handling rejections Closing the sale effectively</li></ul>

**Activities towards Comprehensive Continuous Evaluation (CCE)-****Internal Assessment: NIL****External Assessment: 50 Marks****References:**

- Mishra M.N and Mishra S.B (2016) Insurance: Principles and Practice, S.Chand
- P.K. Gupta(2024)Insurance and Risk Management, Himalaya Publishing House
- Dr. P.K. Gupta(2017), Fundamentals of Insurance, Himalaya Publishing Hous

## Course Syllabus

### Semester: III

#### 3.4 Minor stream

<b>Course Title</b>	<b>Macro Economics</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to <ul style="list-style-type: none"><li>• Identify the various concepts of national income and their measurement.</li><li>• Discuss the Keynesian approach to effective demand</li><li>• Explain the post-Keynesian approach toward income determination and consumption function</li><li>• Summarize the different aspects of supply and demand of money</li></ul>
<b>Module 1 (Credit 1) National Income</b>	
<b>Learning Outcomes</b> (Specific related to the module.. e.g. Define, Differentiate, Carryout, Design, etc. ... )	After learning the module, learners will be able to <ul style="list-style-type: none"><li>• Learn different concepts of national income</li><li>• Illustrate the circular flow of national income in closed and open economies.</li><li>• Appraise the different methods of national income</li><li>• Study the meaning and phases of trade cycles.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Concepts of National Income - GNP, GDP, NNP, NDP, National Income - at Factor Cost and market price, Personal Income, Disposable Income. Per capita Income (PCI), Gross Value Added (GVA)</li><li>• Measurement of National Income-Value Added Method, Income Method, Expenditure Method, Green Accounting Method</li><li>• Circular flow of National Income in a closed economy and open economy</li><li>• Meaning, characteristics, and Phases of Trade Cycles</li></ul>
<b>Module 2(Credit 1) Keynesian Economics Analysis</b>	

<b>Learning Outcomes</b> <i>(Specific related to the module..  e.g. Define, Differentiate, Carryout, Design, etc. ... )</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Grasp the principle of effective demand, aggregate demand, and supply.</li> <li>• Analyze the Keynesian consumption function</li> <li>• Explain the factors influencing the marginal efficiency of capital</li> <li>• Learn the principle of the investment multiplier</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Determination of income and employment with the help of effective demand</li> <li>• Consumption Function: Average and Marginal Propensities to Consume and Save, subjective and objective factors determining propensity to consume,</li> <li>• Investment Demand – Marginal efficiency of capital- Meaning, Formula, Diagram &amp; Factors affecting MEC, Relation between MEC &amp; Rate of Interest</li> <li>• Principle of Investment Multiplier-assumption, leakages, and importance</li> </ul>
<b>Module 3(Credit 1) Post- Keynesian Economics</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module..  e.g. Define, Differentiate, Carryout, Design, etc. ... )</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Explore the IS-LM model integrating commodity and money markets.</li> <li>• Analyze the principle of the accelerator and its interaction with the multiplier.</li> <li>• Review the post-Keynesian theories of consumption,</li> <li>• Evaluate the short-run and long-run Philips curve</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Principle of Accelerator-Interaction between Multiplier and Accelerator</li> <li>• Derivation of IS curve and LM curve and determination of rate of interest and national income within the framework of IS-LM Model</li> <li>• Post-Keynesian Theories of Consumption – Dusenberry's Relative Income Hypothesis of Consumption, Modigliani Life Cycle Hypothesis</li> <li>• Philips Curve – meaning of Philips curve, short run, and long-run Philips curve</li> </ul>

<b>Module 4 (Credit 1)      Supply of and Demand for Money</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module...e.g. Define, Differentiate, Carry out, Design, etc. )</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand the determinants of money supply</li> <li>• Study the demand for money and its determinants.</li> <li>• Evaluate the theories of the value of money</li> <li>• Analyze the various aspects of inflation</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Supply of money –determinants of money supply, velocity of circulation of money, RBI measures of money supply– M1, M2, M3 &amp; M4.</li> <li>• Concept of Demand for money, Keynes's theory of liquidity preference</li> <li>• Value of money – Fisher’s Cash transactions approach, Cambridge's Cash Balance approach</li> <li>• Inflation – Definition and Types of inflation, Cost-Push and Demand-Pull Inflation, Causes, Effects &amp; Measures to control inflation, Concept of Deflation and Stagflation.</li> </ul>

#### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

##### **Internal – 50 Marks**

<b>Sr. No</b>	<b>Activities</b>	<b>Marks</b>
<b>1</b>	National Income-Practical Assignment- Estimate India’s national income using hypothetical or real data by applying any one method: Value Added, Income, Expenditure.	15
<b>2</b>	Keynesian Economics-Case Study Discussion-Analyze a real-world example of changes in aggregate demand and their impact on employment.	15
<b>3</b>	Post-Keynesian Economics-Debate- <b>Topic:</b> “The Philips Curve is no longer relevant in modern macroeconomics.”	10

<b>4</b>	Supply & Demand for Money-Real-world Analysis -Analyze any recent <b>monetary policy</b> announced by the RBI and relate it to theories discussed.	<b>10</b>
	<b>Total 50 Marks</b>	<b>50</b>

### External – 50 Marks

#### References:

- Ahuja, H.L. (2019); Macro Economics, Theory and Policy, S. Chand and Co. Ltd.
- Sheth, M.L (2020)., Monetary Economics, MONETARY ECONOMICS -(TEXT)-For Graduate Honours and Post-Graduate Classes of Indian Universities and the I.A.S., I.E.S., I.S.S., C.A. & C.A. L.L.B. Examinations Paperback – , Lakshmi Narain Agarwal,
- Samuelson, P. A., & Nordhaus, W. D. (2020). Economics (20th ed.). McGraw-Hill Education.
- Mankiw, N. G. (2021). Macroeconomics (10th ed.). Worth Publishers.
- Dornbusch, R., Fischer, S., & Startz, R. (2018). Macroeconomics (13th ed.). McGraw-Hill Education.
- Kuznets, S. (1934). National Income, 1929-1932. National Bureau of Economic Research.
- Schumpeter, J. A. (1939). Business Cycles: A Theoretical, Historical, and Statistical Analysis of the Capitalist Process. McGraw-Hill.
- Keynes, J. M. (1936). The General Theory of Employment, Interest, and Money. Macmillan.
- Hicks, J. R. (1937). Mr. Keynes and the "Classics": A Suggested Interpretation. Econometrica, 5(2), 147-159.
- Harrod, R. F. (1939). An Essay in Dynamic Theory. The Economic Journal, 49(193), 14-33.
- Modigliani, F. (1944). Liquidity Preference and the Theory of Interest and Money. Econometrica, 12(1), 45-88.
- Tobin, J. (1958). Liquidity Preference as Behavior Towards Risk. The Review of Economic Studies, 25(2), 65-86.
- Duesenberry, J. S. (1949). Income, Saving, and the Theory of Consumer Behavior. Harvard University Press.
- Modigliani, F., & Brumberg, R. H. (1954). Utility Analysis and the Consumption Function: An Interpretation of Cross-Section Data. Post-Keynesian Economics, 1(1), 388-436.
- Phillips, A. W. (1958). The Relation Between Unemployment and the Rate of Change of Money Wages in the United Kingdom, 1861-1957. Economica, 25(100), 283-299.
- Fisher, I. (1911). The Purchasing Power of Money: Its Determination and Relation to Credit, Interest, and Crises. Macmillan.

- Marshall, A. (1923). Money, Credit, and Commerce. Macmillan.
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- Friedman, M. (1956). The Quantity Theory of Money: A Restatement. In Studies in the Quantity Theory of Money. University of Chicago Press.
- Mishkin, F. S. (2019). The Economics of Money, Banking, and Financial Markets (12th ed.).

## Course Syllabus

Semester: III

### 3.4 Minor stream

<b>Course Title</b>	<b>Business Law I</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to-
	<ul style="list-style-type: none"><li>• Understand the core principles of major Indian business laws including the Indian Contract Act, Sale of Goods Act, Indian Partnership Act, and the Negotiable Instruments Act.</li><li>• Analyze and apply legal provisions related to contracts, sales transactions, partnerships, and negotiable instruments in practical business scenarios.</li><li>• Develop the ability to resolve legal disputes and ensure compliance with relevant business laws in commercial settings.</li><li>• Enhance critical thinking and problem-solving skills in the context of business law, promoting ethical decision-making and risk management.</li></ul>
<b>Module 1 (Credit 1) Indian Contract Act, 1872 – I</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to



	<ul style="list-style-type: none"> <li>• Understand key concepts related to agreements and contracts, including the distinction between valid, void, voidable, contingent, quasi contracts, and e-contracts, as well as the differences between an agreement and a contract.</li> <li>• Analyze the essentials of an offer and acceptance, including the definition, types of offers (counter offer, standing/open offer), and conditions for valid proposal, acceptance, and revocation.</li> <li>• Evaluate the principles of capacity to contract, consent, and free consent, understanding the legal requirements for a contract to be binding, along with the significance of consideration and void agreements.</li> <li>• Apply the laws of contract termination and remedies for breach, including understanding agreements in restraint of trade, wagering agreements, quasi contracts, and the legal consequences of contract discharge.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Definitions, Agreement, kinds of Agreements,</li> <li>• Contract- kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract, distinguish between Agreement and Contract.</li> <li>• Offer or Proposal- Definition, Essentials of Valid proposal or offer, counter offer, Standing or open offer, distinguish between offer and invitation to offer,</li> <li>• Acceptance- Definition, Essentials of a valid acceptance, Promise.</li> <li>• Communication of Offer and acceptance and Revocation.</li> <li>• Capacity to contract (Sec 10-12), Consent and Free Consent (Sec 13-22)</li> <li>• Consideration (Sec 2 and 25) and Void Agreements (Sec 24-30)</li> <li>• Agreement in restraint of trade, Wagering Agreements, Quasi Contracts</li> <li>• Discharge/Termination of Contracts, Remedies of Breach</li> </ul>

<b>Module 2 (Credit 1) Indian Contract Act, 1872 - II</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the key principles of indemnity, guarantee, bailment, pledge, and agency as outlined in the relevant sections of Indian law.</li> <li>• Analyse the rights, duties, and liabilities of parties involved in indemnity, guarantee, bailment, pledge, and agency relationships.</li> <li>• Apply the provisions of these laws to real-world business scenarios, ensuring compliance and resolving disputes effectively.</li> <li>• Evaluate the legal consequences of breaches or disputes in indemnity, guarantee, bailment, pledge, and agency agreements.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Law of Indemnity and Guarantee (Sec 124-132, 147)</li> <li>• Law of Bailment and pledge (Sec 148,152-154,162, 172,178-179)</li> <li>• Law of Agency (Sec 182-185 &amp; 201-209)</li> </ul>
<b>Module 3 (Credit 1) The Sale of Goods Act, 1930</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Identify the distinction between a sale and an agreement to sell, including the concepts of goods, contract of sale, and ownership.</li> <li>• Understand the formation of a sale contract, and its conditions and warranties under the Sale of Goods Act.</li> <li>• Apply legal provisions regarding the transfer of property in goods, risk, and delivery of goods.</li> <li>• Analyze the remedies available for breach of contract in the sale of goods, such as damages, rejection, and specific performance.</li> <li>• Understand and differentiate between the rights of an unpaid seller and the remedies for the same.</li> </ul>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Contract of sale,</li> <li>• Meaning and difference between sale and agreement to sell,</li> <li>• Conditions and warranties,</li> <li>• Transfer of ownership in goods including sale by a non-owner,</li> <li>• Unpaid seller – meaning,</li> <li>• Rights of an unpaid seller against the goods and the buyer</li> </ul>
<b>Module 4 (Credit 1) The Negotiable Instruments Act 1881</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand the concept of negotiable instruments and their types (e.g., promissory notes, bills of exchange, and cheques).</li> <li>• Analyse the essential elements of negotiable instruments, including the roles and responsibilities of the parties involved.</li> <li>• Interpret the provisions related to the transfer and negotiation of negotiable instruments, including endorsements and holder in due course.</li> <li>• Examine the legal consequences of dishonour of negotiable instruments, including penalties for dishonour due to insufficient funds.</li> <li>• Demonstrate practical knowledge regarding the legal procedures in cases involving the dishonour of instruments and remedies such as filing a case under Section 138 of the Negotiable Instruments Act.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Definition, Features, Types, Parties of Negotiable Instruments: Promissory Note, bill of exchange, Cheque (Definition and Types)</li> <li>• Endorsement: Types of Endorsement</li> <li>• Holder and Holder in Due Course, Privileges of Holder in Due Course</li> <li>• Dishonour of Negotiable Instruments: Modes, Consequences, Notice of Dishonour; Noting and Protesting</li> <li>• Discharge of Negotiable Instruments: Meaning and Modes</li> </ul>

## Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

### Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Indian Contract Act	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Sale of Goods Act	15
3	Presentations/ Case Study/ Role Play: Indian Contract Act, 1872 – II	10
4	Quiz/ Debate: Negotiable Instruments Act	10
	<b>Total 50 Marks</b>	<b>50</b>

### External – 50 Marks

#### References:

- Bangia, R. K. (2021). *Law of contract – Part I & II*. Allahabad Law Agency.
- Bangia, R. K. (2021). *Negotiable Instruments Act*. Allahabad Law Agency.
- Bhashyam, & Adiga. (2020). *The Negotiable Instruments Act* (20th ed.). LexisNexis.
- Kuchhal, M. C. (2022). *Business law* (7th ed.). Vikas Publishing House.
- Pollock, & Mulla. (2019). *The Sale of Goods Act & The Indian Partnership Act* (12th ed.). LexisNexis.
- Singh, A. (2022). *Law of contract & specific relief* (13th ed.). Eastern Book Company.
- N.D. Kapoor (2020), *Business Law*, Sultan Chand & Sons, 31<sup>st</sup> Edition
- Chatterjee, S. *Business Law for Entrepreneurs*, Taxmann Publication Pvt. Ltd.
- K.R. Bulchandani (2018), *Business Law*, Himalaya Publishing House
- Sushma Arora (2021), *Business Law*, Taxmann

## Course Syllabus

### Semester: III

#### 3.4 Minor Stream

Course Title	<b>Business Accounting-I</b>
Course Credits	4
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand the basic concept of consignment and its accounting treatment.</li><li>• Analyze the accounting treatments for the admission and retirement or death of a partner.</li><li>• Examine the procedure of conversion of partnership firm into a Ltd company.</li><li>• Examine the procedure of issue of shares.</li></ul>
<b>Module 1 (Credit 1) Consignment Accounting</b>	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand the impact of globalization where business is carried out on a large scale across various geographies with the help of agents.</li><li>• Learn how to expand the business and maximize profits by increasing sales through agents.</li><li>• Know the students to make use of agents to capture the market and minimize overhead costs.</li></ul>

Content Outline	<ul style="list-style-type: none"> <li>• <b>Theory on:</b></li> <li>• Meaning of various terms such as- consignment sale, consignor, consignee, account sale, proforma invoice etc.</li> <li>• Difference between sale and consignment</li> <li>• Concept of normal and abnormal loss, commission on sales and valuation of closing stock.</li> <li>• Advantages and other features of consignment sale.</li> <li>• <b>Problems on:</b></li> <li>• Accounting treatment and accounting entries in the books of consignor and consignee</li> <li>• Preparation of ledger accounts in the books of consignor and consignee including valuation of normal and abnormal losses and recording the valuation of closing stock.</li> </ul>
<b>Module 2 (Credit 1) Partnership Final Accounts based on Adjustment of Admission of Partner and Retirement/Death of Partner</b>	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand Partnership as a form of business organisation</li> <li>• Learn the legal aspects of partnership</li> <li>• Understand the adjustments and journal entries and effects of the adjustments to Final Accounts</li> <li>• Understand the adjustments related to Goodwill and Reserves on admission of a partner</li> <li>• Know the accounting treatments after Admission of a partner into the firm</li> </ul>
Content Outline	<p><b>Theory on :</b></p> <ul style="list-style-type: none"> <li>• Introduction to partnership as a form of business organisation. Concept of Partnership deed. Main provisions in the Indian Partnership Act., Rights &amp; duties of partners, Provisions governing admission of a partner. Provisions governing retirement or death of a partner. Effect on Profit sharing ratio. Legal representative of the dead partner.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Problems on:</b></li> <li>• Revaluation of Assets and Liabilities on Admission/Retirement</li> <li>• Adjustments related to Goodwill and Reserves</li> <li>• Preparation of Ledger Accounts and final accounts after admission of a partner/ Retirement/Death of a Partner</li> </ul>
<b>Module 3 (Credit 1) Conversion / Sale of a Partnership Firm into a Ltd. Company</b>	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Compute of Purchase Consideration.</li> <li>• Prepare of Ledger Accounts and Balance Sheet of New Firms after amalgamation.</li> </ul>
Content Outline	<p><b>Theory on :</b></p> <ul style="list-style-type: none"> <li>• Legal Provisions for Conversion</li> <li>• Procedure for Conversion</li> <li>• Accounting Treatment of Conversion</li> </ul> <p><b>Problems on:</b></p> <ul style="list-style-type: none"> <li>• Realisation method only</li> <li>• Calculation of New Purchase consideration,</li> <li>• Preparation of Journal / Ledger Accounts of firms.</li> </ul>
<b>Module 4 (Credit 1) Issue of Shares</b>	
Learning Outcomes	<ul style="list-style-type: none"> <li>• Understand the procedure of issue of shares;</li> <li>• Compute the share money in lump sum or in two or more instalments;</li> <li>• Calculations of issue of shares at par, at premium, or at discount</li> <li>• Pass journal entries to record the issue of shares</li> <li>• Explain the terms calls in arrears and calls in advance.</li> </ul>

Content Outline	<p><b>Theory on:</b></p> <ul style="list-style-type: none"> <li>Issue of Shares. Theory: Introduction, Definition, Company Finance, Kinds of Shares, Different modes of raising capital, Public issue, allotment of shares.</li> </ul> <p><b>Problems on:</b></p> <ul style="list-style-type: none"> <li>Calculations of issue of shares at par, at premium, or at discount, Accounting Treatment, Journal, Ledger and Preparation of Balance sheet with treatment of calls in advance, calls in arrears.</li> </ul>
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### Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

#### Internal – 50 Marks

Sr. No	Activities	Marks
1	Project Report on Consignment Accounting	15
2	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Partnership Final Accounts	15
3	Presentations/ Case Study: Conversion / Sale of a Partnership Firm into a Ltd Company	10
4	Quiz/ Debate: Issue of Shares	10
	<b>Total 50 Marks</b>	<b>50</b>

#### External – 50 Marks

#### References:

- Agarwal, S.P.(2017) Advanced Financial Accounting, Taxmann Publications.
- Hanif, M., and Mukherjee, S(2016). Advanced Accounting (Volume II). Tata McGraw-Hill Education.
- Jain, S.P., and Narang, K.L.(2017) Advanced Financial Accounting. Kalyani Publishers
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- Reddy, A. K. (2017)Advanced Financial Accounting. Himalaya Publishing House.
- Shukla and Grewal (2018), Advanced Accountancy-Vol. 1 & 2, S. Chand Publication, New Delhi.



- Gupta, R.L., and Radhaswamy, M.(2018) Advanced Accountancy (Volume II). Sultan Chand & Sons.
- Maheshwari, S.N., and Maheshwari, S.K.(2019) Advanced Accountancy (Volume II). Vikas Publishing House Pvt Ltd.
- Shukla, M.C., and Grewal, T.S.(2019),Advanced Accounts (Volume II). S. Chand & Company Ltd.

## Course Syllabus

### Semester: III

#### 3.4-Minor Stream

<b>Course Title</b>	<b>Introduction to Entrepreneurship</b>
<b>Course Credits</b>	4
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the fundamental concepts of entrepreneurship.</li><li>• Develop an entrepreneurial mind set and problem-solving skills.</li><li>• Learn how to create and manage a business plan.</li><li>• Analyze the role of innovation in business success.</li><li>• Explore financing options and risk management strategies.</li></ul>
<b>Module 1 (Credit 1)</b>	<b>Entrepreneurship</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the concept of entrepreneurship and its impact on economic and social development.</li><li>• Recognize the role of entrepreneurs in driving innovation and economic growth.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Definition and importance of entrepreneurship</li><li>• Characteristics of successful entrepreneurs</li><li>• Role of Entrepreneur in economic development</li><li>• Types of Entrepreneurs</li></ul>
<b>Module 2 (Credit 1)</b>	<b>Introduction to Project</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define,</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the meaning and classification of projects.</li><li>• Gain knowledge of the project lifecycle and key stages.</li></ul>

<i>Differentiate, Carry out, Design, etc. )</i>	
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Project Classification</li> <li>• Project Lifecycle</li> <li>• Steps in project formulation</li> <li>• Contents of Project Report</li> </ul>
<b>Module 3 (Credit 1)</b>	<b>Women Entrepreneurs</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand the concept of women entrepreneurship and its significance.</li> <li>• Identify the key factors that motivate women to start businesses.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Factors inducing women Entrepreneurs</li> <li>• Problems and Solutions</li> <li>• Various schemes and assistance given to women Entrepreneurs.</li> </ul>
<b>Module 4 (Credit 1)</b>	<b>Support and Assistance for Entrepreneur</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand the role of commercial banks and financial institutions in supporting entrepreneurs.</li> <li>• Gain knowledge about various government agencies providing institutional support.</li> </ul>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Commercial Banks SIDBI, SFC, RBI</li> <li>• Institutional Support- DIC, NSIC, SIDCO, NABARD, SSIC, TCO,</li> <li>• Concept of Micro Finance</li> <li>• SKS Microfinance (India)</li> <li>• Bandhan Bank (India)</li> </ul>
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**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal – 50 Marks**

<b>Sr. No</b>	<b>Activities</b>	<b>Marks</b>
<b>1</b>	Project Report on Introduction to Project	15
<b>2</b>	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: History and Growth of Entrepreneurship	15
<b>3</b>	Presentations/ Case Study: Women Entrepreneurs	10
<b>4</b>	Quiz/ Debate: Support and Assistance for Entrepreneur	10
	<b>Total 50 Marks</b>	<b>50</b>

**References:**

- S.S. Khanka – *Entrepreneurial Development* (S. Chand & Co.)2016
- C.B.Gupta & N P Srinivasan, *Entrepreneurship Development*, Sultanchand & Sons 2015.
- Michael Vaz, *enthrapreneurship Development*, Manan Prakashan 2014
- E Gordon & K Natrajan, *enthrapreneurship Development*, Himalaya Publishing house 2005.

## Course Syllabus

Semester: III

### 3.5 OEC

<b>Course Title</b>	<b>Customer Relationship Management (CRM)</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b> <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand the fundamentals of Customer Relationship Management (CRM), explaining its concept and recognizing its significance in driving business success.</li><li>• Analyze CRM systems by differentiating between various types, including Operational, Analytical, and Collaborative, and understanding their applications in business</li><li>• Build and maintain customer relationships by identifying effective strategies for acquiring and retaining customers while fostering loyalty and trust.</li><li>• Understand customer needs by analyzing their expectations and delivering personalized and effective CRM solutions.</li><li>• Evaluate the benefits of effective CRM by assessing the advantages of implementing strong practices that enhance customer satisfaction and drive business growth.</li></ul>
<b>Module 1 (Credit 1) Introduction to Customer Relationship Management</b>	
	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand the definition and importance of CRM in business.</li><li>• Learn the different types of CRM systems.</li><li>• Recognize the benefits of implementing CRM strategies.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Meaning of Customer Relationship Management (CRM)</li><li>• Importance of CRM in business</li><li>• Key concepts in CRM</li></ul>

	<ul style="list-style-type: none"> <li>• Types of CRM systems (Operational, Analytical, Collaborative)</li> <li>• Benefits of effective CRM</li> </ul>
<b>Module 2 (Credit 1) Building Customer Relationships</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Learn the difference between customer acquisition and retention.</li> <li>• Understand the importance of customer loyalty and trust.</li> <li>• Identify techniques to personalize customer interactions and build lasting relationships.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Customer acquisition vs. Customer retention</li> <li>• Customer loyalty and trust</li> <li>• Understanding customer needs and expectations</li> <li>• Personalization in CRM</li> <li>• Techniques for building strong relationships with customers</li> </ul>

**Internal-Nil**

**External – 50-Marks**

**References:**

- V. Kumar and Werner Reinartz(2018) ,Customer Relationship Management, Pearson Education
- Francis Buttle(2004), Customer Relationship Management: Concepts and Tools, Wiley India
- Sunil Soni, Customer Relationship Management: A Strategic Approach, Jaico Publishing House.
- Shajahan,(2013) Essentials of Customer Relationship Management ,Wiley India.

**Course Syllabus****Semester: III****3.5 OEC**

<b>Course Title</b>	<b>Introduction to Advertising</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the fundamentals of advertising, including its role and key principles.</li><li>• Develop strategies for designing and implementing impactful advertising campaigns.</li><li>• Analyze the process of brand building and learn techniques to create and sustain strong brands.</li><li>• Explore special-purpose advertising units and their applications in various industries.</li><li>• Evaluate the effectiveness of advertising initiatives and optimize campaigns for better results.</li></ul>
<b>Module 1 (Credit 1) Introduction to Advertising</b>	
<b>Learning Outcomes</b>  <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the fundamentals of advertising, including its principles, mediums, and role in influencing consumer behavior and market trends.</li></ul>
	<ul style="list-style-type: none"><li>• Gain foundational knowledge of brand building and learn to create effective, audience-tailored advertisements using various advertising strategies and special-purpose units.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.</li><li>• Classification of advertising: Geographic, Media, Target audience and Functions.</li></ul>

	<ul style="list-style-type: none"> <li>• Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC</li> <li>• Economic Aspect – Effect of advertising on consumer demand, competition and price. Waste in advertising.</li> <li>• Social Aspect – Advertising and Cultural values, Ethical and Social issues in advertising, Advertising and Standard of living.</li> </ul>
<b>Module 2 (Credit 1) Advertising Brand Building and Special Purpose Advertising</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the principles and techniques of advertising, including its role in brand building and consumer engagement.</li> <li>• Develop effective brand-building strategies and create impactful advertisements tailored to specific purposes and audiences.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.</li> <li>• Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.</li> <li>• Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements.</li> </ul>

**Internal-Nil**

**External – 50-Marks**

**References:**

- George Belch and Michael Belch(2015), Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition, McGraw Hill Education
- William Arens, Michael Weigold and Christian Arens(2017), Contemporary Advertising, Hill Higher Education
- Kevin Lane Keller(2013), Strategic Brand Management, Pearson Education Limited
- Raghuvir Singh, Sangeeta Sharma(2006),Advertising: Planning and Implementation



## Course Syllabus

Semester: III

3.5 OEC

<b>Course Title</b>	<b>Introduction To Export Marketing</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• To understand the fundamentals and Importance of Export Marketing.</li><li>• To acquaint the students with the knowledge of composition and direction of India's Export trade</li><li>• To gain knowledge of various trade barriers and trading blocs in the International market</li><li>• To Develop understanding about India's Foreign Trade Policy &amp; Export Promotion Organizations.</li><li>• To equip students about the knowledge of role of logistic in the International trade &amp; Role of technology in emerging export marketing.</li></ul>
<b>Module 1 (Credit 1) Fundamentals of Export Marketing</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand fundamentals of export marketing and its significance.</li><li>• Acquaint knowledge of composition and direction of India's Export Trade</li><li>• Learn about trade barriers and trading blocs in the International Market</li><li>• Learn about Foreign Market Selection Process</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Concept and Significance of Export Marketing</li><li>• Composition and Direction of India's Export trade</li><li>• Trade barriers and Trading Blocs in the International Markets</li><li>• World Trade Organisation and – Objectives &amp; Functions</li><li>• Foreign Market Selection Process</li></ul>
<b>Module 2 (Credit 1): India's Foreign Trade Policy &amp; Export Promotion Organisations</b>	

<b>Learning Outcomes</b>  <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to <ul style="list-style-type: none"> <li>• Understand India's Foreign Trade Policy and Trade Facilitations.</li> <li>• Gain knowledge of various export promotions organization and export marketing organizations.</li> <li>• Learn students about knowledge of role of logistic in International trade its challenges and solutions</li> <li>• Understand role of technology in emerging trends</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• India's foreign Trade policy 2015-20 -Highlights &amp; Implications</li> <li>• Objectives of India's foreign trade policy</li> <li>• Benefits to the status holders</li> <li>• Export Promotions organisations &amp; Export Marketing organisations</li> <li>• Role of logistic in International trade its challenges and solutions</li> <li>• Role of technology in emerging trends</li> </ul>

**Internal-Nil**

**External – 50-Marks**

**References:**

- T.A.S. Balagopal, 2016, Export management, Himalaya publishing house
- N.G. Kale, Export Import Procedure & Documentation, Vipul Prakashan
- Vaz, Michael., 2024, Export Marketing, Manan Prakashan,
- Robertson, David, International Trade Policy, McMillan publication
- P.N. Roy, International Trade theory & Practice, Wiley Eastern Lt.
- Cherunilam Frances, International Trade & export management, Himalaya publishing House
- Rathar, Export Marketing, Himalaya Publishing House
- Ramnaresh Pandey , Aarthvyavastha, Atlantic Publisher & Distributors

**Course Syllabus:****Semester: III****3.5 OEC**

<b>Course Title</b>	<b>Industrial Psychology - Organizational Behavior</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the foundations of Organizational Behavior</li><li>• Link managerial roles to organizational demands</li><li>• Map attitudes that influence work behavior</li><li>• Outline factors affecting work behavior</li></ul>
<b>Module 1 (Credit 1) Organisational Behaviour</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Appraise the contributions of various disciplines to Organizational behavior</li><li>• Analyze the roles and challenges of managing organizational behavior</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• What is Organizational behavior Importance of interpersonal skills</li><li>• Disciplines contributing to the field of OB</li><li>• Management and Organizational Behavior</li><li>• Challenges and Opportunities in OB</li></ul>
<b>Module 2 (Credit 1) Attitudes at Workplace</b>	

<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Infer attitudes underlying patterns of work behavior</li> <li>• Utilize understanding of job attitudes to increase job satisfaction</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Introduction to the concept of attitudes</li> <li>• Attitudes and behavior</li> <li>• Job Attitudes</li> <li>• Job Satisfaction</li> </ul>

**Internal-Nil**

**External -50 Marks**

**References:**

Robbins, S.P, and Judge, T.A. (2016). Organizational Behavior, 17th Edition. Pearson Prentice Hall, New Delhi. India

**Additional Texts:**

- Butler, M and Rose, E (2011) Introduction to Organizational Behavior. Jaico Publishing House, Mumbai. Clegg, S., Korberger, M and Pitsis, T (2012) Managing and Organizations: An Introduction to Theory and Practice. Sage Publications, New Delhi.
- Cooper, C.L (2011) Organizational Health and Wellbeing. Vol 1, 2, 3. Sage Publications, New Delhi
- Muchinsky, P. (8th Edition). Psychology Applied to Work.
- Robbins, S., Judge, T. & Sanghi, S. (2009). Organizational Behavior (13th Ed). Pearson Prentice Hall.
- Luthans, F. (2008). Organizational Behavior (11th Ed). Mc Graw Hill International Edition. ISBN: 978-007-125930-9. Singapore.
- Singh, K. (2015). Organizational Behavior. Texts and Cases (3rd Ed). Vikas Publishing House Pvt. Ltd. New Delhi

## Course Syllabus

Semester: III

3.5 OEC

<b>Course Title</b>	<b>Marketing Management</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand and analyse the Concept and Significance of Marketing Management.</li><li>• Understand Marketing System mechanism and role of International Marketing Management</li><li>• Strategic Marketing Management, &amp; Difference between Marketing Management &amp; Strategic Marketing Management.</li><li>• Understand, know and analyse Changing Marketing Scenario</li></ul>
<b>Module 1 (Credit-1) Introduction to Marketing Management</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to:</p> <ul style="list-style-type: none"><li>• Understand the Nature, Concepts of Marketing</li><li>• Know the Functions and Importance of Marketing Management</li><li>• Understand the Strategic Marketing Management &amp; difference Between Traditional Marketing Management</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Marketing Management-Meaning and Nature of Marketing Management.</li><li>• Functions and Importance of Marketing Management,</li><li>• Concepts of Marketing,</li><li>• Strategic Marketing Management, Difference between Marketing Management &amp; Strategic Marketing Management</li></ul>
<b>Module 2 (Credit 1)Marketing Planning &amp; Changing Marketing Environment:</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define,</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"><li>• Learn the Marketing Planning &amp; it's process.</li><li>• Understand Marketing Mix.</li><li>• Identify &amp; Analyze Sales forecasting.</li><li>• Know the factors Basis of segmentation.</li></ul>

<i>Differentiate, Carry out, Design, etc.)</i>	
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Marketing Planning-Concept, Significance &amp; Process of Marketing Planning.</li> <li>• Marketing Mix- Meaning and Elements of Marketing Mix.</li> <li>• Sales forecasting-Concept, Methods and Importance.</li> <li>• Market Segmentation-Meaning, features, and Basis of segmentation.</li> </ul>

**Internal-Nil**

**External – 50-Marks**

**References:**

- Philip Kotler, (2015). *Marketing Management*. Pearson Education Asia, Prentice Hall, 12<sup>th</sup> edition.
- Philip Kotler & Kevin Keller, (2016). *Marketing Management*, 4<sup>th</sup> edition.
- Rajan Saxena, (2015). *Marketing Management*, Tata McGraw Hill Education Private Limited New Delhi, 4<sup>th</sup> Edition.
- Pride William M. & Ferrell O.C. (2015). *Marketing Concepts and Strategies*, Biztantra, New Delhi, Twelfth edition.
- Peter Drucker, (2014). *Management Challenges for the 21<sup>st</sup> Century*, Harper Collins Publishers, New York,
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2022). *Marketing Management*. Pearson.
- Dr. S. L. Gupta & Sumitra Pal, (2020) *Consumer Behavior- An Indian Perspective* (4<sup>nd</sup> Edition), Sultan Chand & Sons.
- Philip Kotler, *Principles of Marketing Management* (19<sup>th</sup> Edition), Pearson.

## Course Syllabus

Semester: III

### 3.5 OEC

<b>Course Title</b>	<b>Industrial Statistics</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Apply concepts of probability and solve the problems</li><li>• Apply concepts of binomial, Poisson and normal distribution for problems.</li><li>• Application of decision theory.</li><li>• Solve the problems using expected monetary value .</li></ul>
<b>Module 1 (Credit 1) Theory of Probability:</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the concept of Probability .</li><li>• Solve simple Probability Questions</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Approaches to the calculation of probability.</li><li>• Calculation of event probabilities. Addition and</li><li>• multiplication laws of probability (Proof not required).</li><li>• Conditional probability and Bayes' Theorem (Proof not required).</li><li>• Expectation and variance of a random variable.</li></ul>
<b>Module 2 (Credit 1) Probability Distributions</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module..</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand different probability distributions and their properties</li><li>• Solve problems of different probability distributions</li></ul>

<i>e.g. Define, Differentiate, Carry out, Design, etc )</i>	
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution</li> <li>• Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of</li> <li>• Poisson distribution</li> <li>• Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities</li> </ul>

**Internal-Nil**

**External – 50-Marks**

**References:**

- S.P Gupta(2014), Statical Method, Sultan Chand and sons
- Introduction to Probability(2014), Joseph K. Blitzstein, Jessica Hwang
- E.T. Jaynes,(2012),Probability theory The logic of Science



## Course Syllabus

Semester: III

3.5 OEC

<b>Course Title</b>	<b>Basic of Co-operative Management</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the fundamental concepts and principles of co-operation.</li><li>• Analyze the types of co-operative institutions and their functions.</li><li>• Evaluate the significance of agriculture co-operatives and their role in rural development.</li><li>• Differentiate between various forms of co-operatives and understand relevant legal frameworks.</li></ul>
<b>Module 1 (Credit 1) Introduction to Co-operation</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module., e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Define the meaning, definition, and features of co-operation.</li><li>• Differentiate between the principles of co-operation and other economic principles.</li><li>• Analyze the role of co-operation in economic development in India.</li><li>• Evaluate the functions and importance of each type of co-operative institution.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Meaning and definition of co-operation.</li><li>• Features of co-operation.</li><li>• Historical development and principles of co-operation.</li><li>• Contribution of co-operatives to economic growth in India.</li><li>• Overview of co-operative institutions: as Co-operative Credit Societies, Consumer's Co-operative Societies, Housing Co-operative Societies</li></ul>

<b>Module 2 (Credit 1) Co-operative Marketing &amp; Co-operative Farming</b>	
<b>Learning Outcomes</b> (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Explain the structure and functions of agricultural co-operatives.</li> <li>• Assess challenges faced by co-operatives like NAFED and suggest remedies.</li> <li>• Analyze the significance of co-operative farming and its limitations.</li> <li>• Evaluate the relevance of single-purpose and multi-purpose co-operatives in the modern economy.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Structure and functions of agricultural co-operatives.</li> <li>• NAFED: Functions, problems, and remedies.</li> <li>• Types and issues in co-operative farming.</li> <li>• Single-purpose vs multi-purpose co-operatives</li> <li>• Summary of key co-operative laws in India.</li> </ul>

**Internal-Nil**

**External – 50-Marks**

#### **References**

- K.K. Taimni, Cooperative Management: Principles and Practices
- M.S. Sundaram, Cooperative Banking in India .  
B.S. Mathur, Principles of Cooperative Management
- N. Sivagnanasothy ,Cooperatives in India: Issues and Trends.
- D.K. Shekhawat "The Evolution of Cooperative Thought"
- Acharya S. S. K, Agriculture Marketing In India.
- Desai Basant, Rural Development Issues And Problems, Himalaya Publishing House Bombay
- Mathur G. R., Co-operatives In India
- Kulkarni K. R., Theory & Practice of Co-operation in India, Volume I&II.
- Hajela T. N.,Principles & Problems of Co-operation.
- Sharada V.,The Theory of Co-operation

## Course Syllabus

Semester: III

3.5 OEC

<b>Course Title</b>	<b>Introduction To Treasury &amp; Risk Management</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"><li>• Demonstrate a thorough understanding of treasury management principles and practices.</li><li>• Define treasury management, explain its scope, and describe its key functions, including cash management, liquidity management, financing, and risk management</li><li>• Assess the various types of financial risks (interest rate, currency, and commodity risk) and develop hedging strategies.</li><li>• Identify financial risks in treasury operations and implement appropriate hedging strategies using derivatives to mitigate interest rate, currency, and commodity risks</li><li>• Assess the organizational structure of a treasury function, understand the role of Treasury Management Systems (TMS), and apply best practices in corporate governance and strategic financial decision-making</li></ul>
<b>Module 1 (Credit 1) Introduction to Treasury Management</b>	
<b>Learning Outcomes</b>  <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"><li>• Define treasury management, outline its key functions and describe its role in corporate governance and strategy.</li><li>• Evaluate the organizational structure of a treasury function and understand the role of Treasury Management Systems in enhancing efficiency and control.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Definition and scope of treasury management.</li><li>• Key functions of a treasury department (cash management, liquidity</li></ul>

	<p>management, financing, and risk management).</p> <ul style="list-style-type: none"> <li>• Role of the treasury in corporate governance and strategy.</li> <li>• Overview of Treasury Management Systems (TMS).</li> <li>• Organizational structure of a treasury function.</li> </ul>
<b>Module 2 (Credit 1) Risk Management in Treasury</b>	
<p><b>Learning Outcomes</b></p> <p><i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i></p>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Recognize key financial risks, including interest rate risk, currency risk, and commodity risk, and apply appropriate measurement techniques to evaluate their impact.</li> <li>• Implement hedging strategies using derivatives and apply effective risk management techniques to mitigate market and operational risks in treasury operations</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Financial risk identification and measurement (interest rate risk, currency risk, commodity risk).</li> <li>• Hedging strategies using derivatives (forward contracts, options, swaps).</li> <li>• The role of treasury in managing market risk and operational risk.</li> <li>• Interest rate and currency risk management techniques.</li> <li>• Case studies on risk management in treasury operations.</li> </ul>

**Internal-Nil**

**External – 50-Marks**

**References:**

1. Steven M. Bragg., Treasury Management: The Practitioner's Guide.
2. Hong Kong Institute of Bankers (HKIB), Corporate Treasury Management.
3. Stanley Myint and Fabrice Famery, The Handbook of Corporate Financial Risk Management.
4. P. V. Viswanath, Treasury Management: A Practitioner's Guide.
5. Aaron Brown, Financial Risk Management for Dummies.

## Course Syllabus

Semester: III

3.5-OEC

<b>Course Title</b>	<b>Economic System</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the evolution and classification of economic systems and their impact on economic activities.</li><li>• Analyze the role of incentives in various economic systems and their effect on economic decision-making.</li><li>• Evaluate the efficiency criteria of different economic systems and their importance in economic growth.</li><li>• Assess the significance of economic freedom and its role in the smooth functioning of an economy.</li><li>• Develop a comparative understanding of different economic systems concerning social justice and development</li></ul>
<b>Module 1(Credit 1) : Introduction to Economic System</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Define and explain the concept of an economic system.</li><li>• Classify different types of economic systems (Capitalism, Socialism, and Mixed Economy).</li><li>• Understand the functions and importance of economic systems in resource allocation.</li><li>• Analyze the relationship between economic systems and social justice.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Economic System- meaning &amp; Definition, Evolution of Economic System</li><li>• Classification of Economics System</li><li>• Functions and importance of various economic systems</li><li>• Economic Systems and Social Justice</li></ul>
<b>Module 2(Credit 1) : Incentive</b>	
<b>Learning</b>	After learning the module, learners will be able to

<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• Define incentives and classify them into different types (monetary, non-monetary, moral, etc.).</li> <li>• Examine the role of incentives in motivating economic agents.</li> <li>• Compare how incentives work in different economic systems.</li> <li>• Assess the importance of incentives in driving economic growth and efficiency.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Incentive-Meaning, Types of Incentives</li> <li>• Important Incentives under Various Economics Systems</li> <li>• Role of incentives in motivating economic agents.</li> <li>• Compare how incentives work in different economic systems.</li> <li>• Meaning, types of Economic freedom under various economic Systems.</li> </ul>

#### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

#### **References:**

- Samuelson, P. A., & Nordhaus, W. D. (2020). Economics (20th ed.). McGraw-Hill Education.
- Mankiw, N. G. (2021). Principles of Economics (9th ed.). Cengage Learning.
- Stiglitz, J. E. (2015). The Price of Inequality: How Today's Divided Society Endangers Our Future. W.W. Norton & Company.
- Friedman, M. (1962). Capitalism and Freedom. University of Chicago Press.
- Sen, A. (1999). Development as Freedom. Oxford University Press.
- North, D. C. (1990). Institutions, Institutional Change, and Economic Performance. Cambridge University Press.
- Keynes, J. M. (1936). The General Theory of Employment, Interest, and Money. Macmillan.
- Schumpeter, J. A. (1942). Capitalism, Socialism, and Democracy. Harper & Brothers.
- Hayek, F. A. (1944). The Road to Serfdom. University of Chicago Press.
- Dornbusch, R., Fischer, S., & Startz, R. (2018). Macroeconomics (13th ed.). McGraw-Hill Education.

## Course Syllabus

Semester: III

3.50EC

<b>Course Title</b>	<b>Financial Accounting Insight</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand the various types of Calculating Depreciation and its effects on the business</li><li>• Familiarize with the basics of foreign exchange transactions and its terminologies.</li></ul>
<b>Module 1 (Credit 1) Depreciation Accounting</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand the basic fundamentals of need and method of providing depreciation.</li><li>• Analyze the life span of the asset with yearly extinguishment as expenditure.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Depreciation Accounting:</li><li>• Theory: Introduction, Definition, Identify Factors affecting depreciation, Explain the purpose of depreciation, Methods of calculating depreciation.</li><li>• Problems on: Accounting Treatment, Calculation of depreciation by Fixed Instalment Method, Reducing Balance Method, Change in the Method of Depreciation. Preparation of Assets Account and Depreciation Account.</li></ul>

<b>Module 2 (Credit 1) Accounting for Foreign Currency Transactions</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the basics of foreign exchange transactions</li> <li>• Understand characteristics of foreign exchange markets</li> <li>• Comprehend the terminologies used in FOREX markets</li> <li>• Understand the accounting aspects of the transactions</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>Theory on:</b></li> <li>• Participants of Foreign Exchange Markets, Characteristics of Foreign Exchange Market, Major Foreign Currencies that Trade Worldwide, Meaning of Important Terms, Requirements of Accounting Standard 11, Accounting Procedure for Foreign Currency Transactions</li> <li>• <b>Problems on:</b></li> <li>• Journal Entries for foreign Exchange transactions – Import and Export, receipts and payments, purchase of fixed assets in foreign currency. Accounting for year-end adjustments</li> </ul>

**Internal-Nil**

**External – 50-Marks**

**References:**

- Ainapure(2023), Advance Accounting, Manan Prakashan -Mumbai
- Choudhary(2023), Corporate Accounting, Sheth Publishers, - Mumbai
- Kishnadwala(2022), Financial Accountancy & Management, Vipul Prakashan, Mumbai.
- R.L. Gupta(2023), Advance Accountancy, Sultan Chand & Sons - Delhi
- Shukla & Grewal(2023), Advance Accountancy, S. Chand & Co – Delhi



**Course Syllabus****Semester: III****3.5-OEC**

<b>Course Title</b>	<b>Business Communication</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	<b>After going through the course, learners will be able to</b>
	<ul style="list-style-type: none"><li>• Acquire essential skills for effective business communication.</li><li>• Interpret visual data from verbal data and vice-versa.</li><li>• Know about the types of meetings, and draft minutes of meetings, circulars, representations, and memos.</li><li>• Draft Credit and Collection letters.</li></ul>
<b>Module 1 (Credit 1) Essential of Routine Business Communication</b>	
<b>Learning Outcomes</b>	<b>After learning the module, learners will be able to</b>
	<ul style="list-style-type: none"><li>• Interpret data from visual to verbal and verbal to visual.</li><li>• Know about various types of meetings, roles and responsibilities of the Chairperson, members and participants.</li><li>• Draft notices, agenda and minutes of meetings, and draft representations, circulars memos</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Interpreting Data: Visual to Verbal and Verbal to Visual</li><li>• Business Meetings: Types of Meetings; Preparing for a Meeting; Role and Responsibilities of Chairperson, Members and Participants, and Etiquettes.</li><li>• Notices, agenda and minutes of meetings, and representations, circulars and memos.</li></ul>
<b>Module 2 (Credit 1)</b>	<b>Business Letters &amp; Emails- Credit and Collection</b>
<b>Learning</b>	<b>After learning this module, learners will be able to</b>

<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• Learn the theory of Credit and Collection Letters.</li> <li>• Draft Credit and Collection letters.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Theory: Credit and Collection Letters</li> <li>• Writing Credit Letters.</li> <li>• Writing Collection Letters.</li> </ul>

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

**Internal-Nil**

**External –50 Marks**

**References:**

- Bovee, Courtland L., and John V. Thill. Business Communication Today. 14th ed., Pearson, 2018.
- Doctor, Anjali, and Aspi Doctor. Business Communication. Sheth Publishers, 2019.
- Guffey, Mary Ellen, and Dana Loewy. Essentials of Business Communication. 10th ed., Cengage Learning, 2016.
- Knaflic, Cole Nussbaumer. Storytelling with Data: A Data Visualization Guide for Business Professionals. Wiley, 2015.
- Jain, Piyanka, and Puneet Sharma. Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight. AMACOM, 2014.
- Locker, Kitty O., and Stephen Kyo Kaczmarek. Business Communication: Building Critical Skills. 6th ed., McGraw-Hill Education, 2013.
- Locker, Kitty O., and Donna S. Kienzler. Business and Administrative Communication. 11th ed., McGraw-Hill Education, 2015.
- Rai, Urmila. Business Communication. Himalaya Publishing House, 2014.
- Williams, Venecia. "Chapter 6: Emails, Memos and Letters." Fundamentals of Business Communication. BCcampus Open Textbooks, 2020.

## Course Syllabus

### Semester : III

#### 3.7 FP

<b>Course Title</b>	<b>Field Project in Accountancy, Finance and Insurance</b>
<b>Course Credits</b>	2
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"><li>• Apply theoretical knowledge of accountancy, finance, and insurance to real-world problems.</li><li>• Develop practical skills in financial analysis, risk management, and insurance planning.</li><li>• Enhance their problem-solving skills by working on a real-world</li></ul>
<b>Module 1: Introduction to Accounting Operations</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"><li>• Analyse financial statements of a company to assess its financial performance and position.</li><li>• Prepare financial reports for a company, including financial statements and notes to the financial statements.</li><li>• Communicate financial information to stakeholders.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Collaborating with accounting firms or banks, small business organization, to gain experience in Accounting, audit planning, internal control evaluation, and financial analysis and reporting.</li><li>• Working with non-profit organizations to analyze financial statements, plan audits, or evaluate internal controls.</li><li>•</li></ul>
<b>Module 2: Fundamentals of Financial Products and Services and Awareness</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p>

	<ul style="list-style-type: none"> <li>• Gain the skills to assess the various financial products such as insurance, mutual funds, and investment plans.</li> <li>• Apply knowledge to analyze customer financial needs and recommend appropriate products and create Awareness</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Mock Investment Planning: Students will create an investment portfolio using real-time data from stock exchanges, mutual funds, and fixed deposits.</li> <li>• Risk Analysis: Students will calculate potential returns on different investment products using tools like stock price data and mutual fund performance reports, simulating an investment advisor's role.</li> <li>• Insurance Product Simulation: Students will assess a customer's financial situation and recommend appropriate insurance products (e.g., life insurance linked with loans or retirement plans).</li> <li>• Case Study: Students will work in groups to assess a real-life example of how a bank/Insurance companies/posts used insurance products to manage risk and offer financial protection to client.</li> </ul>

### Rubrics for Evaluation of Field Project Work

Sr. No	Type of Evaluation	Criteria for Evaluation	Marks Obtained	Total
1.	Field Project Work (25) Internal Assessment (To be filled by Internal Examiner)	<b>A) Field Project Work (15)</b>		
		1) Conceptual Framework (5)		
		2) Relevance (5)		
		3) Methodology (5)		
		<b>B) Skills (10)</b>		
		1) Analytical (3)		
		2) Problem Solving (3)		
		3) Professional Judgement (4)		
2	Project Report Presentation and Viva (25) Internal Assessment (To be filled by Internal Examiner)	<b>Project Report (15)</b>		
		Content (4)		
		Analysis and Interpretation of the data (7)		
		Presentation and Layout of the Report (4)		
		<b>Presentation (5)</b>		
		<b>Project Viva (5)</b>		
		<b>Total</b>		

**B.COM In Accountancy, Finance and Insurance**

**Semester IV**

**Academic Year: 2025-26**

**Course Syllabus**

**Semester: IV**

**4.1 Major (Core)**

<b>Course Title</b>	<b>"Professional Skills in Mutual Fund Distribution – Paper 1"</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	<ul style="list-style-type: none"><li>• Define key concepts and terminology associated with mutual funds and the regulatory structure in India.</li><li>• Explain the classification, functioning, and legal aspects of mutual fund products and services.</li><li>• Apply methods for measuring returns, assessing risks, and evaluating performance of mutual funds.</li><li>• Analyze customer profiles to match suitable mutual fund schemes and selling techniques.</li><li>• Evaluate mutual fund performance using benchmarks, risk-adjusted ratios, and documentation compliance.</li><li>• Develop a basic mutual fund distribution strategy considering customer profiling, taxation, and financial planning.</li></ul>
<b>Module 1 (Credit 1) Introduction to Mutual Funds</b>	
<b>Learning Outline</b>	<ul style="list-style-type: none"><li>• Define key mutual fund concepts and terminologies.</li><li>• Explain the structure of the mutual fund industry in India and its evolution.</li><li>• Identify the roles of industry participants such as AMC, trustees, and RTAs.</li><li>• Analyze the advantages and limitations of mutual</li></ul>

	<b>funds. Interpret the roles of regulators like SEBI, AMFI, and SROs.</b>
<b>Content Outline</b>	<p><b>Meaning of Mutual Funds, Mutual fund industry structure in India, History &amp; Origin</b></p> <p><b>Industry participants - Sponsor, Trust, Trustee, Asset Management Company, Registrar and Transfer Agent (RTA) &amp; Fund Houses in India.</b></p> <p><b>Characteristics/Advantages/Disadvantages/Limitations</b></p> <p><b>Regulators and their role - SEBI, AMFI (Code of Ethics), , SRO, , Department of Company's affairs, Registrar of Companies and its guidelines</b></p>
<b>Module 2 (Credit 1): Classification of funds, transactions</b>	
<b>Learning Outcomes</b>	<p><b>After learning the module, learners will be able to</b></p> <ul style="list-style-type: none"> <li><b>Classify different types of mutual funds based on structure, objective, and geography.</b></li> <li><b>Compare various investment plans (SIP, SWP, STP).</b></li> <li><b>Evaluate the suitability of mutual fund schemes based on investor profile.</b></li> </ul>
<b>Content Outline</b>	<p><b>Categorisation of Mutual Fund- (Introduction/Types/Characteristics)</b></p> <p><b>Functional/Operational – Open ended, close ended, Interval - Portfolio – Income, Growth, Balanced, MMMF - Geographical/ Location – Domestic, Offshore - Miscellaneous - Active/passive funds, Tax Saving Funds(ELSS), ETFs, Balance Funds, Fixed Term Plan, Liquid Funds, Fund of Funds, Debt Funds, International Funds</b></p> <p><b>Systematic Investment Planning, Systematic Transfer Plan, Systematic Withdrawal Plans.</b></p> <p><b>Scheme Selection for Investors</b></p>
<b>Module 3 (Credit 1): Return, Risk &amp; Performance Measurement</b>	
<b>Learning Outcomes</b>	<p><b>After learning the module, learners will be able to</b></p> <ul style="list-style-type: none"> <li><b>Calculate different return metrics (HPR, AR, CAGR,</b></li> </ul>

	<p><b>IRR).</b></p> <ul style="list-style-type: none"> <li>• Differentiate among various risk and performance measurement tools</li> <li>• Evaluate mutual fund performance using risk-adjusted ratios and benchmarks.</li> <li>• Interpret mutual fund documents and investor servicing norms (KYC, FATCA, Cut-offs).</li> <li>• Compare fund ratings and rankings from CRISIL, CARE, and ICRA.</li> </ul>
<b>Content Outline</b>	<p><b>Measuring Returns (HPR, AR, CAGR/IRR)</b></p> <p><b>Types of risk (Beta, Standard Deviation, R-squared) &amp; Risk adjusted returns (Sharpe Ratio, Treynor Ratio, Jensen Alpha, Sortino Ratio, Fama Measure)</b></p> <p><b>Measurement of Fund Performance against Benchmark.</b></p> <p><b>Benchmarking of performance by Market Capitalisation (Large, Midcap &amp; Small Cap) &amp; Style (Equity, Debts &amp; Alternative assets)</b></p> <p><b>Limitations of Performance Measurement</b></p> <p><b>MF documents- Key Information Memorandum, Scheme Information Document, Statement of Additional Information, KYC (KYC, CKYC, E-KYC, Aadhar based KYC), FATCA</b></p> <p><b>Cut off timings, Mode of Transactions</b></p> <p><b>Fund Rating &amp; Ranking- CRISIL, CARE and ICRA</b></p>
<b>Module 4 (Credit 1): Planning, Accounting and Taxation of Mutual Funds</b>	
<b>Learning Outcomes</b>	<p><b>After learning the module, learners will be able to</b></p> <ul style="list-style-type: none"> <li>• Assess investor suitability using risk profiling techniques.</li> <li>• Compute NAV, expense ratio, and plan differences.</li> <li>• Explain taxation rules applicable to mutual funds.</li> <li>• Develop a strategy for mutual fund distribution.</li> </ul>
<b>Content Outline</b>	<p><b>Planning- Risk profiling of Investors &amp; Suitability, review and assessment of portfolio, Role of Mutual Fund in financial planning.</b></p>



	<p><b>Fund Accounting:</b> Net Asset Value-Meaning &amp; Computation, Entry Load, Exit Load. Expense Ratios, Regular vs direct plan, Inter-scheme transaction</p> <p><b>Taxation:</b> Capital Gains &amp; Indexation, Dividend Income and Dividend Income tax, Tax benefit under Section 80C of the Income Tax Act, Tax Deducted at Source (TDS) in mutual funds, taxes on capital gains tax, Securities Transaction Tax, Applicability of GST in mutual funds</p> <p><b>Marketing of Financial Services. - Distribution of mutual fund</b></p>
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**External – 50 Marks**

**Internal-50 Marks**

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

<b>Sr. No</b>	<b>Assignments/Activities</b>
<b>1</b>	<p><b>Mutual Fund Industry Concept Map</b></p> <p><b>Marks: 10</b></p> <p><b>Type: Individual</b></p> <p><b>Task:</b> Prepare a visual <i>concept map</i> showing the ecosystem of mutual funds in India: key participants (AMC, RTA, Trustees), structure, regulatory bodies (SEBI, AMFI), and their interrelations.</p>
<b>2</b>	<p><b>Scheme Analysis Report: Classification &amp; Suitability</b></p> <p><b>Marks: 10</b></p> <p><b>Type: Individual</b></p> <p><b>Task:</b> Select any two mutual fund schemes from different categories (e.g., Equity vs Debt). Compare their characteristics, returns, risk profile, and ideal investor segment. Submit a short report or voice/video explanation.</p>
<b>3</b>	<p><b>Peer Teaching: Risk-Return Tools Demo</b></p> <p><b>Marks: 10</b></p> <p><b>Type: In Pairs/Small Groups</b></p> <p><b>Task:</b> Teach your classmates how to calculate and interpret CAGR, Sharpe Ratio, Treynor Ratio, and Beta using actual mutual fund data in Excel/Google Sheets.</p>
<b>4</b>	<p><b>Role Play: Investor Onboarding Simulation</b></p> <p><b>Marks: 10</b></p>

	<b>Type:</b> In Pairs <b>Task:</b> One student plays a distributor, another a new investor. Go through a realistic onboarding session – including KYC explanation, risk profiling, explaining fund documents (SID/KIM), and cut-off timings.
5	<b>Activity:</b> Mutual Fund Explainer Video (2-3 mins) <b>Marks:</b> 10 <b>Topic:</b> “Why SIP works for new investors” or “Demystifying NAV & Expense Ratio” Can be animated, acted, or presented with slides.
	<b>Total – 50 Marks</b>

#### References:

- Indian Institute of Banking & Finance. (2021). *Mutual funds: Products and services* (2nd ed.). Taxmann Publications.
- Bodie, Z., Kane, A., & Marcus, A. J. (2021). *Investments* (12th ed.). McGraw-Hill Education.
- Chandra, P. (2017). *Investment analysis and portfolio management* (5th ed.). McGraw-Hill Education.
- Reilly, F. K., & Brown, K. C. (2012). *Investment analysis and portfolio management* (10th ed.). Cengage Learning.
- Securities and Exchange Board of India (SEBI). (n.d.). *Mutual Fund Regulations & Guidelines*. Retrieved from <https://www.sebi.gov.in>
- Association of Mutual Funds in India (AMFI). (n.d.). *AMFI Guidelines and Code of Ethics*. Retrieved from <https://www.amfiindia.com>
- Morningstar India. (n.d.). *Fund Performance Metrics and Ratings*. Retrieved from <https://www.morningstar.in>
- CRISIL. (n.d.). *Mutual Fund Rankings*. Retrieved from <https://www.crisil.com>
- Income Tax Department, Government of India. (n.d.). *Taxation on Mutual Fund Investments*. Retrieved from <https://www.incometax.gov.in>

#### 4.2 (Major)

<b>Course Title</b>	<b>"Mutual Fund Business Skills and Digital Advisory Practices – Paper 2"</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to –</p> <ul style="list-style-type: none"><li>• Define key mutual fund concepts, regulatory terms, and sales processes.</li><li>• Explain the functioning of mutual funds, client profiling, and financial planning tools.</li><li>• Apply appropriate distribution and advisory strategies based on customer needs and regulatory frameworks.</li><li>• Analyze risk-return profiles and suitability matrices for different types of investors.</li><li>• Evaluate mutual fund schemes using asset allocation strategies and planning tools.</li><li>• Create investment proposals and apply digital tools to effectively present and sell mutual fund products.</li></ul>
<b>Module 1 (Credit 1) : Unit 1: Fundamentals of Mutual Funds and Market Operations</b>	

<b>Learning Outline</b>	<p>After learning the module, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Recall the history, types, and structure of mutual funds in India.</li> <li>• Describe regulatory guidelines and explain key terminologies (e.g., NAV, AUM).</li> <li>• Match fund types with investor profiles based on risk-return suitability.</li> <li>• Compare and contrast various fund types based on operational structures.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Concept and History of Mutual Funds in India</li> <li>• Types of Mutual Funds: Open-ended, Close-ended, ETFs</li> <li>• Regulatory Environment: SEBI Guidelines, AMFI</li> <li>• Key Terminologies: NAV, Expense Ratio, AUM, Entry/Exit Load</li> <li>• Risk-Return Profile and Suitability Matching</li> </ul>
<b>Module 2 (Credit 1): Mutual Fund Sales &amp; Distribution Skills</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Identify the roles and responsibilities of a mutual fund distributor.</li> <li>• Explain the importance of client profiling and fund selection.</li> <li>• Apply the sales process from prospecting to retention.</li> <li>• Assess ethical practices and code of conduct in mutual fund sales.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Role of a Mutual Fund Distributor</li> <li>• Client Profiling: Risk Appetite, Goals, Time Horizon</li> <li>• Suitability Matrix and Fund Selection Strategy</li> <li>• Sales Process: Prospecting, Pitching, Converting, Retaining</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Code of Conduct &amp; Ethics for Distributor</b></li> </ul>
<b>Module 3 (Credit 1): Financial Planning and Goal-based Investing</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• <b>Define concepts such as SIP, SWP, and STP.</b></li> <li>• <b>Explain the significance of financial planning across life stages.</b></li> <li>• <b>Use tools to compute investments and rebalancing needs.</b></li> <li>• <b>Prepare investment proposals based on investor goals and timelines.</b></li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>Basics of Financial Planning and Life-stage Planning</b></li> <li>• <b>Systematic Investment Plan (SIP), SWP, STP – Concepts and Calculations</b></li> <li>• <b>Asset Allocation and Portfolio Rebalancing</b></li> <li>• <b>Tools and Calculators for Financial Planning (AMFI, Fund Houses)</b></li> <li>• <b>Preparing an Investment Proposal</b></li> </ul>
<b>Module 4 (Credit 1): Professional Readiness for Mutual Fund Distribution Careers</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• <b>Recognize the importance of communication and digital tools.</b></li> <li>• <b>Demonstrate skills for handling objections and investor queries.</b></li> <li>• <b>Draft resumes and prepare for interviews in the BFSI sector.</b></li> <li>• <b>Utilize CRM tools for digital distribution and client management</b></li> </ul>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>Communication &amp; Presentation for Financial Advisors</b></li> <li>• <b>Handling Investor Queries and Objections</b></li> <li>• <b>Resume Writing &amp; Interview Techniques for BFSI Sector</b></li> <li>• <b>Digital Selling and Using CRM Tools in Distribution</b></li> </ul>
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**External – 50 Marks**

**Internal-50 Marks**

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

<b>Sr. No</b>	<b>Assignments/Activities</b>
<b>1</b>	<b>1. Group Presentation on Mutual Fund Types &amp; Suitability</b> <ul style="list-style-type: none"> <li>• <b>Weight: 20 Marks</b>  <b>Mode: Small group (3–5 students)</b>  <b>Description: Each group presents different types of mutual funds (Open-ended, Close-ended, ETFs, etc.) matched with investor profiles using the suitability matrix.</b> </li> </ul>
<b>2</b>	<b>Role Play: Sales Pitch &amp; Objection Handling</b> <b>Weight: 20 Marks</b> <b>Mode: Pairs (advisor + client)</b> <b>Description: Simulate a client meeting. One student plays the advisor; the other, the client. Includes pitching a mutual fund product and handling objections.</b>
<b>5.</b>	<b>BFSI Career Readiness Portfolio</b> <b>Weight: 10 Marks</b> <b>Mode: Individual submission</b> <b>Description: Students prepare a career portfolio including:</b> <ul style="list-style-type: none"> <li>• <b>Resume tailored for BFSI</b></li> <li>• <b>1-page cover letter</b></li> <li>• <b>Interview Q&amp;A preparation</b></li> </ul>

	<b>Total – 50 Marks</b>
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**References:**

- **AMFI. (2024). *Mutual fund distributors handbook* (latest ed.). Association of Mutual Funds in India.**
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- **Chandra, P. (2021). *Investment analysis and portfolio management* (5th ed.). McGraw Hill Education.**
- **Indian Institute of Banking & Finance. (2022). *Mutual funds: Products and services*. Taxmann Publications.**
- **SEBI. (2023). *SEBI Mutual Funds Regulations*. Securities and Exchange Board of India. <https://www.sebi.gov.in>**
- **Srivastava, R. M., & Nigam, D. (2020). *Management of Indian financial institutions* (10th ed.). Himalaya Publishing House.**

**Course Syllabus**  
**Semester: IV**  
**4.3 Minor Stream**

<b>Course Title</b>	<b>International Economics</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand issues related to international business.</li> <li>• Illustrate the theories associated with international trade and exchange rate</li> <li>• Analyze the functioning world trade organization and regional economic integrations</li> <li>• Explain the structure and various aspects of disequilibrium in the BOP</li> </ul>
<b>Module 1 (Credit 1)</b>	<b>Introduction to International Business</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Discuss the various aspects of International Business</li> <li>• Differentiate between international and domestic business and learn various modes of entry into international business.</li> <li>• Comprehend the economic, cultural, and political environments affecting international business.</li> <li>• Understand the concept of globalization, its merits and demerits.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Meaning of International Business, the difference between Domestic Business and International Business</li> <li>• International Business Environment –PESTEL Analysis</li> <li>• Modes of Entry into International Business</li> <li>• Meaning, Merits and Demerits of Globalization</li> </ul>
<b>Module 2(Credit 1)</b>	<b>Theories of Trade and Commercial Policy</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Explain David Ricardo's theory of Comparative Cost Advantages.</li> <li>• Analyze Heckscher-Ohlin's Modern Theory of International Trade.</li> <li>• Review free trade and protective trade policies</li> <li>• Interpret the protective measures.</li> </ul>



<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• David Ricardo's Comparative Cost Advantages</li> <li>• Heckscher- Ohlin's Modern Theory of International Trade</li> <li>• Free trade and policy of Protection- Merits and demerits</li> <li>• Tariffs and non-tariff barriers- anti-dumping duties, countervailing duties, voluntary export restraint, Sanitary and Phytosanitary measures</li> </ul>
<b>Module 3(Credit 1)      International Organization and Regional Economic Integration</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand the objectives functions and principles of the World Trade Organization (WTO).</li> <li>• Discuss the key WTO agreements and Dispute Settlement Mechanism</li> <li>• Analyze the different stages of regional economic groupings</li> <li>• Review the functioning of the European Union, BRICS</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Objectives, Functions, and Principles of WTO</li> <li>• Agreements of WTO-TRIPS, TRIMS, GATS, Agreement on Agriculture,</li> <li>• Dispute Settlement Mechanism under WTO</li> <li>• Stages of Regional Economic Integration - Preferential Trade Arrangement, Free Trade Area, Customs Union, Common Market, Economic Union, Regional Economic Integration-European Union, BRICS</li> </ul>
<b>Module 4 (Credit 1)      Balance of Payments and Foreign Exchange Market</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand the structure and components of the Balance of Payments (BOP), including current and capital accounts.</li> <li>• Learn about the causes of disequilibrium in the BOP and correction methods.</li> <li>• Comprehend the functions of the foreign exchange market and the determination of exchange rates using theories like Balance of Payment and Purchasing Power Parity.</li> </ul>

	<ul style="list-style-type: none"> <li>• Differentiate between fixed and floating exchange rates, and understand spot and forward rates.</li> </ul>
a) <b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Structure of BOP, Balance of Trade, and Balance of Payment,</li> <li>• Meaning and causes of disequilibrium in the BOP, Autonomous &amp; Accommodating transactions, Monetary &amp; non-monetary methods for correcting disequilibrium in the BOP</li> <li>• Meaning and Functions of Foreign Exchange, Concept of spot and Forward Exchange Rate, Fixed &amp; floating Exchange Rate</li> <li>• Theories of Determination of exchange rates- Balance of payment theory, Purchasing Power Parity theory</li> </ul>

#### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

##### **Internal – 50 Marks**

<b>Sr. No</b>	<b>Activities</b>	<b>Marks</b>
<b>1</b>	Introduction to International Business <b>Poster Presentation</b> -Visual poster comparing <b>domestic vs international business</b> with Indian company examples	15
<b>2</b>	Theories of Trade and Commercial Policy Group Debate: " Protectionism is necessary for developing economies."	15
<b>3</b>	International Organizations and Regional Integration Case Study Review-Select a WTO dispute or a regional bloc issue (e.g., ASEAN, European Union)	10
<b>4</b>	Balance of Payments and Foreign Exchange- Crossword or Concept Puzzle-Based on BOP components, exchange rate terms, and key theories (PPP, BoP theory)	10
	<b>Total 50 Marks</b>	<b>50</b>

##### **External – 50 Marks**

**Reference:**

- Banik, N. (2015). Indian economy: A macroeconomic perspective. Sage Publications India.
- Salvatore, D. (2020). International economics: An Indian adaptation (13th ed.). McGraw-Hill Education.
- Thomas, A. M. (2021). Macroeconomics: An introduction. Cambridge University
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2018). International Business: Environments and Operations (16th ed.). Pearson.
- Hill, C. W. L., & Hult, G. T. M. (2021). International Business: Competing in the Global Marketplace (13th ed.). McGraw-Hill Education.
- Rugman, A. M., & Collinson, S. (2016). International Business (6th ed.). Pearson.
- Ghemawat, P. (2017). The Laws of Globalization and Business Applications. Cambridge University Press.
- Ricardo, D. (1817). On the Principles of Political Economy and Taxation. John Murray.
- Heckscher, E., & Ohlin, B. (1933). Interregional and International Trade. Harvard University Press.
- Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2018). International Economics: Theory and Policy (11th ed.). Pearson.
- Bhagwati, J. N. (2002). Free Trade Today. Princeton University Press.
- Rodrik, D. (2011). The Globalization Paradox: Democracy and the Future of the World Economy. W. W. Norton & Company.
- World Trade Organization (WTO). (2015). The WTO Agreements: The Marrakesh Agreement Establishing the World Trade Organization and its Annexes. Cambridge University Press.
- Hoekman, B. M., & Kostecki, M. M. (2009). The Political Economy of the World Trading System: The WTO and Beyond (3rd ed.). Oxford University Press.
- Baldwin, R. E. (2016). The Great Convergence: Information Technology and the New Globalization. Harvard University Press.
- Ethier, W. J. (1998). The New Regionalism. The Economic Journal, 108(449), 1149-1161.
- Krugman, P. R., & Obstfeld, M. (2022). International Finance: Theory and Policy (12th ed.). Pearson.
- Salvatore, D. (2019). International Economics (13th ed.). Wiley.
- Frenkel, J. A., & Johnson, H. G. (1976). The Monetary Approach to the Balance of Payments. Allen & Unwin.
- Dornbusch, R. (1986). Exchange Rate Economics: Where Do We Stand? Brookings Papers on Economic Activity, 1(1986), 143-185.
- Cassel, G. (1918). Abnormal Deviations in International Exchanges. The Economic Journal, 28(112), 413-415.
- Mundell, R. A. (1961). A Theory of Optimum Currency Areas. The American Economic Review, 51(4)

## Course Syllabus

Semester: IV

### 4.3 Minor Stream

<b>Course Title</b>	<b>Business Law II</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand key business laws including the Companies Act, 2013, Intellectual Property Rights (IPR) Acts, the Indian Partnership Act, 1932, LLP Act, 2008, and the Consumer Protection Act, 1986.</li><li>• Analyze the legal frameworks for company formation, governance, partnership structures, intellectual property protection, and consumer rights.</li><li>• Apply knowledge of corporate, intellectual property, and consumer protection laws to resolve real-world business challenges and ensure compliance.</li><li>• Develop the ability to make informed legal decisions in business transactions, enhancing ethical practices and risk management strategies.</li></ul>
<b>Module 1 (Credit 1)Partnership Acts</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand the Indian Partnership Act, 1932, including the definition, essentials, types of partnerships, partnership deed, and the process of reconstitution and dissolution of a firm.</li><li>• Analyze the test of partnership and the significance of profit-sharing, as well as the management and ownership of partnership property.</li><li>• Comprehend the concept and features of Limited Liability Partnerships (LLP), distinguishing it from partnerships and companies, and understanding the liability of LLPs and partners.</li><li>• Apply knowledge of LLP formation, conversion, and dissolution to real-world business situations, ensuring legal compliance and informed decision-making.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• <b>Indian Partnership Act, 1932</b></li></ul>

	<p>Definition, Essentials, Types of Partnerships and types of Partners Test of partnership, and Sharing of profits is not the real test of partnership (Sec 6), Partnership deed, and property of the firm, Reconstitution of Partnership firms, Dissolution of the firm.</p> <ul style="list-style-type: none"> <li>• <b>Limited Liability Partnership, 2008</b></li> </ul> <p>Definitions, Concept, Salient features, Nature of LLP, Distinction between LLP, Partnership and Company, Liability of LLP and liability of its partners, Conversion to LLP, Winding up and Dissolution of the LLP</p>
<b>Module 2 (Credit 1)</b> <b>Title of Module: The Companies Act, 2013</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the key concepts of company formation, features, and types including public, private, holding, and subsidiary companies, along with their legal distinctions.</li> <li>• Comprehend the legal documents required for a company, such as the Memorandum of Association, Articles of Association, and the requirements for a prospectus.</li> </ul>
	<ul style="list-style-type: none"> <li>• Comprehend the legal documents required for a company, such as the Memorandum of Association, Articles of Association, and the requirements for a prospectus.</li> <li>• Analyze important doctrines in company law, such as the Doctrine of Ultra Vires and the Doctrine of Indoor Management, and their impact on company operations.</li> <li>• Learn the procedures for company membership, acquisition and cessation of membership, and the basic concept of company meetings like AGMs and EGMs.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Definition and Features of a Company, Kinds of Companies</li> <li>• Public Companies, Private Company and Privileges of Private Company. Distinction between Public Company and Private Company,</li> </ul>

	<p>Holding Company and Subsidiary Company.</p> <ul style="list-style-type: none"> <li>• Memorandum of Association and Articles of Association of a Company.</li> <li>• Doctrine of Ultra Virus, Doctrine of Indoor Management.</li> <li>• Membership: Who can be member of a Company? Acquisition and cessation of membership</li> <li>• Definition of a Prospectus and its legal Requirement, Contents of a Prospectus, A Statement in Lien of a prospectus</li> <li>• Meetings of a Company – AGM &amp; EGM (Sec 96, 100)</li> </ul>
<b>Module 3 (Credit 1) Intellectual Property Right (IPR) Acts</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the fundamentals of Intellectual Property Rights (IPR) in India, including the various types of intellectual property and their importance in protecting creativity and innovation.</li> <li>• Comprehend the patent process, including what is patentable, how to obtain a patent, the opposition process, patent term and expiry, and remedies for patent infringement.</li> <li>• Gain knowledge of copyrights, including registration, term, protected works, ownership rights, fair use principles, and the legal remedies for copyright infringement.</li> <li>• Understand the fundamentals of Intellectual Property Rights (IPR) in India, including the various types of intellectual property and their importance in protecting creativity and innovation.</li> </ul>
<b>Content Outline</b>	<p>a) Intellectual Property rights in India Introduction and Types.</p> <p>b) <b>Patents:</b> Meaning, Salient features of Patent, Conditions for an invention to be patented, What is Patentable, What is not patentable, Procedure for Obtaining a Patent, Opposition to Grant of Patent, Term, Expiry, Infringement and remedies.</p> <p>c) <b>Copyrights:</b> Meaning, Copy right Board and registration of Copy right, Term of Copy right, What works are protected, rights and ownership, Fair use, Infringement of Copy rights and remedies</p> <p>d) <b>Trademarks:</b> Meaning Concept, Functions, Types, Trademarks that cannot be registered, and Procedure for Registration, Infringement and</p>

	remedies, passing off, service marks.
<b>Module 4 (Credit 1) The Consumers Protection Act, 1986</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Understand the objectives and features of consumer protection laws, including definitions of unfair trade practices and their impact on consumers and businesses.</li> <li>• Analyze the role and functions of the Consumer Protection Council, including its constitution, objectives, and the framework for protecting consumer rights.</li> <li>• Analyze the role and functions of the Consumer Protection Council, including its constitution, objectives, and the framework for protecting consumer rights.</li> <li>• Comprehend the composition and jurisdiction of consumer dispute redressal bodies, such as the District Forum.</li> <li>• Apply knowledge of consumer protection mechanisms to identify and resolve issues related to unfair trade practices and ensure the protection of consumer rights.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Objectives, features, Definitions, Unfair trade practices</li> <li>• Consumer Protection Council – their constitutions and objectives</li> <li>• Composition and jurisdiction of District forum, State Commission and National Commission</li> </ul>

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal – 50 Marks**

<b>Sr. No</b>	<b>Activities</b>	<b>Marks</b>
<b>1</b>	Project Report on Consumers Protection Act	15
<b>2</b>	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Partnership Acts	15
<b>3</b>	Presentations/ Case Study: Intellectual Property Right (IPR) Acts	10
<b>4</b>	Quiz/ Debate: The Companies Act, 2013	10
	<b>Total 50 Marks</b>	<b>50</b>

**External – 50 Marks**

**Reference :**

- N.D. Kapoor(2020) *Business Law*, Sultan Chand & Sons
- Chatterjee, S. *Business Law for Entrepreneurs*. Taxmann Publication Pvt. Ltd.
- K.R. Bulchandani(2018), *Business Law*, Himalaya Publishing House
- Sushma Arora(2021) , *Business Law*, Taxmann.



## Course Syllabus

Semester: IV

### 4.3 Minor Stream

<b>Course Title</b>	<b>Business Accounting -II</b>
<b>Course Credit</b>	<b>4</b>
<b>Course Outcomes</b>	After going through the course, learner will be able to
	<ul style="list-style-type: none"><li>• Understand the concepts and importance of valuation of shares in business and financial decision-making.</li><li>• Understand the structure and purpose of final accounts for co- operative societies.</li><li>• Prepare Financial Statements and Analyze Financial Data.</li><li>• Develop Ethical and Professional Conduct in Accounting.</li><li>• Understand the Role of Financial Accounting in Business Decision- Making.</li></ul>
<b>Module 1 (Credit 1) Valuation of Shares</b>	
Learning outcomes Course Outcomes	After going through the course, learner will be able to
	<ul style="list-style-type: none"><li>• Understand the concepts and importance of share valuation in business and financial decision-making.</li><li>• Identify the factors influencing share valuation and their implications.</li><li>• Apply different methods of share valuation (NAV, Yield, and Fair Value).</li><li>• Develop the ability to solve practical problems related to share valuation.</li><li>• Analyze the results to assist in investment, mergers, or legal proceedings.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Theory: Importance of Share Valuation and Factors Affecting Share Valuation.</li><li>• Problems on Methods of Share Valuation:</li><li>• Net Asset Value Method (NAV)</li><li>• Yield Method</li><li>• Fair Value Method</li></ul>
<b>Module 2 (Credit 1)Final Accounts Co-operative Societies</b>	

<b>Learning outcomes</b>	After going through the course, learner will be able to
	<ul style="list-style-type: none"> <li>• Understand the structure and purpose of final accounts for co-operative societies.</li> <li>• Gain proficiency in preparing Receipts and Payments Accounts, Income and Expenditure Accounts, and Balance Sheets.</li> <li>• Learn the significance of reserves, surplus allocation, and statutory compliance in co-operative accounting.</li> <li>• Develop analytical skills to interpret financial data specific to co-operative societies.</li> <li>• Apply legal and regulatory requirements in the preparation of final accounts for co-operative organizations.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>Theory on:</b> Introduction to Co-operative Societies, Legal Framework and Key Features of Co-operative Accounting.</li> <li>• <b>Problems on:</b> Final Accounts of Co-operative Societies.</li> </ul>
<b>Module 3 (Credit 1) Analysis of financial statements -common size trend comparative</b>	
<b>Learning outcomes</b>	After going through the course, learner will be able to
	<ul style="list-style-type: none"> <li>• Understand the concepts and techniques of financial statement analysis.</li> <li>• Apply common-size analysis to compare financial statements and identify structural changes.</li> <li>• Use trend analysis to evaluate performance over time and predict future trends.</li> <li>• Perform comparative analysis to identify changes and growth between periods.</li> <li>• Interpret the results of these analyses to support decision-making in areas like investments and performance evaluation.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Theory: Meaning and purpose of Common-Size Analysis, Trend Analysis and Comparative Analysis.</li> <li>• Problems on Common-Size Analysis, Trend Analysis and Comparative Analysis.</li> </ul>
<b>Module 4(Credit 1) Financial Reporting and Disclosures</b>	

<b>Learning outcomes</b>	After going through the course, learner will be able to
	<ul style="list-style-type: none"> <li>• Comprehend the Framework of Financial Reporting.</li> <li>• Prepare, Analyze and Interpret Financial Statements.</li> <li>• Apply Accounting Standards to Real-World Scenarios.</li> <li>• Understand Emerging Trends and Ethical Practices in Reporting.</li> </ul>
<b>Content Outline</b>	Overview, Components of Financial Reporting, Mandatory Disclosures under Corporate Governance and Integrated Reporting.

#### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

##### **Internal – 50 Marks**

<b>Sr. No</b>	<b>Activities</b>	<b>Marks</b>
<b>1</b>	Project Report on Valuation of Shares	15
<b>2</b>	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Final Accounts Co-operative Societies	15
<b>3</b>	Presentations/ Case Study: Analysis of financial statements	10
<b>4</b>	Quiz/ Debate: Financial Reporting and Disclosures	10
	<b>Total 50 Marks</b>	<b>50</b>

##### **External – 50 Marks**

##### **Reference :**

- P.C. Tulsian, Pearson India(2019), Financial Accounting
- R.K. Sharma & Shashi K. Gupta(2020), Financial Accounting and Analysis
- T.S. Grewal, S. Chand & Company (2018), Principles and Practice of Accounting"
- Dr. S.N. Maheshwari & Dr. S.K. Maheshwari(2021) , Financial Accounting for Management Vikas Publishing House.
- J.R. Monga(2019), Mayur Paperbacks, Financial Accounting
- S.K. Singh(2019), Advanced Accountancy, Himalaya Publishing House.
- S.N. Maheshwari & S.K. Maheshwari(2020), Financial Accounting Vikas Publishing House.

## **Course Syllabus**

**Semester: IV**

**4.3 -Minor Stream**

<b>Course Title</b>	<b>Business Entrepreneurship</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"> <li>• Identify sources of inspiration for entrepreneurial ventures</li> <li>• Recognize the significance of a well-prepared business plan in securing investments.</li> <li>• Develop strategies for building and managing high-performing teams.</li> <li>• Analyze how group dynamics impact decision-making, motivation, and team effectiveness.</li> <li>• Prepare budgeting and financial planning strategies for a start-up.</li> </ul>
<b>Module 1 (Credit 1)</b>	<b>Idea Generation</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Assess potential business opportunities using feasibility analysis.</li> <li>• Understand the importance of market research in business planning.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Techniques of generating Business idea</li> <li>• Identifying and evaluating opportunities</li> <li>• Market Research</li> <li>• Components of Business Plan</li> <li>• Vision, Mission, Goal setting</li> <li>• SWOT Analysis</li> </ul>
<b>Module 2 (Credit 1)</b>	<b>Leadership and Team Management</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Assess the advantages and challenges of different team types in start-ups.</li> <li>• Identify the most effective leadership styles for different business situations.</li> </ul>

<i>out, Design, etc. )</i>	
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Types of teams</li> <li>• Leadership styles</li> <li>• Leadership and Team building in start-ups</li> <li>• Conflict resolution in start-ups</li> <li>• Group Dynamics. Stages</li> </ul>
<b>Module 3 (Credit 1) Project Feasibility</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Interpret and analyze financial statements to assess business performance.</li> <li>• Conduct break-even analysis to determine cost and revenue projections.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Developing Business Plan</li> <li>• Financial Analysis</li> <li>• Market Analysis</li> <li>• Techno-Economical Analysis</li> <li>• Network Analysis</li> <li>• Break-Even Analysis</li> </ul>
<b>Module 4 (Credit 1) Marketing Strategies for Start-Up</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Apply market segmentation techniques to position a start-up effectively.</li> <li>• Build a strong brand identity and establish brand loyalty.</li> </ul>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Understanding target audience and market segmentation</li> <li>• Digital marketing and branding strategies</li> <li>• Pricing strategies and customer acquisition</li> <li>• Sales techniques and networking</li> </ul>
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### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

#### **Internal – 50 Marks**

<b>Sr. No</b>	<b>Activities</b>	<b>Marks</b>
<b>1</b>	Project Report on Project Feasibility	15
<b>2</b>	Group Discussion/ Seminars/ Workshops/ Any other innovative methods: Marketing Strategies for Start-Up	15
<b>3</b>	Presentations/ Case Study: Leadership and Team Management	10
<b>4</b>	Quiz/ Debate: Idea Generation	10
	<b>Total 50 Marks</b>	<b>50</b>

#### **External – 50 Marks**

#### **Reference :**

- Entrepreneurship Development, 2015,,C.B.Gupta & N P Srinivasan, , Sultan Chand & Sons 2010.
- Entrepreneurship Development, 2010,Aric Ries , Penguin Boks
- "Introduction to Entrepreneurship, 2009, McGraw-Hill
- .Entrepreneurship, 2015, Hirsch, R. D., Peters, M. P., & Shepherd, D. A (McGraw-Hill)
- Entrepreneurial Development .2016, S.S. Khanka (S. Chand & Co.)
- Kotler, P., & Keller, K. L.,2015, Marketing Management, (Pearson)

### **Course Syllabus**

#### **Semester: IV**

#### **4.4.OEC**

<b>Course Title</b>	<b>Business Compliance</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"> <li>• Explain what business compliance is and why it is important for businesses to follow rules and regulations.</li> <li>• Identify the different areas of compliance—legal, financial, and ethical—and understand their significance in business.</li> <li>• Identify the different areas of compliance—legal, financial, and ethical—and understand their significance in business.</li> <li>• Explain the key business laws such as the Companies Act, Indian Contract Act, and Consumer Protection Act, and their role in business operations.</li> <li>• Describe the role of important regulatory bodies like SEBI, RBI, and the Ministry of Corporate Affairs in ensuring business compliance</li> <li>• Recognize the benefits of complying with legal and regulatory requirements for businesses, including risk reduction and growth opportunities.</li> </ul>
<b>Module 1 (Credit 1) Introduction to Business Compliance</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module.e.g. Define, Differentiate, Carry out, Design, etc.)</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the concept of business compliance.</li> <li>• Recognize the importance of compliance in business operations.</li> <li>• Identify key compliance areas in organizations.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Meaning of Business Compliance</li> <li>• Importance of Compliance in Business</li> <li>• Key Areas of Compliance: Legal, Financial, Ethical</li> <li>• Benefits of Compliance for Businesses</li> <li>• Basic Compliance Frameworks</li> </ul>
<b>Module 2 (Credit 1) Legal Framework for Business Compliance</b>	



<b>Learning Outcomes</b> <i>(Specific related to the module.e.g. Define, Differentiate, Carry out, Design, etc)</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand basic business laws and their significance for businesses.</li> <li>• Identify the role of regulatory bodies in enforcing compliance.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Overview of Key Business Laws:</li> <li>• Companies Act, 2013</li> <li>• Indian Contract Act, 1872</li> <li>• Consumer Protection Act, 2019</li> <li>• Role of Regulatory Bodies: SEBI, RBI, Ministry of Corporate Affairs</li> <li>• Importance of Legal Compliance</li> </ul>

**Internal-Nil**

**External – 50-Marks**

#### **References:**

- M. C. Kuchhal and Vivek Kuchhal, Business Law and Business Ethics , Vikas Publishing House.
- N.D. Kapoor, Business Law, Sultan Chand & Sons.
- A. C. Fernando, Corporate Governance and Business Ethics, Pearson Education.
- S. S. K. Gupta , Corporate Compliance and Ethics , Sage Publications.
- Debashis Basu and Prithviraj Kothari ,The Handbook of Corporate Governance in India, Tata McGraw-Hill Education.
- P.K. Goel ,Business Laws for Management, Vikas Publishing House.
- Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education India.
- Avtar Singh, Corporate and Commercial Laws, Eastern Book Company.
- Dr. S. S. Srivastava ,Consumer Protection Law in India", Universal Law Publishing.
- R.K. Bangia, Indian Contract Act, 1872 Allahabad Law Agency.
- N.K. Jain, Companies Act 2013,Bharat Law House.
- M.R. Sivaraman, Securities Laws and Business Compliance ,LexisNexis India.
- S. N. Maheshwari and S. K. Maheshwari, Corporate Laws, Vikas Publishing House.

#### **Course Syllabus**

**Semester: IV**

#### 4.4 OEC

<b>Course Title</b>	<b>Techniques of Advertising</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the key components and frameworks involved in planning successful advertising campaigns.</li> <li>• Develop effective advertising strategies tailored to specific audiences and marketing objectives.</li> <li>• Select appropriate media channels and allocate budgets efficiently for campaign execution.</li> <li>• Implement and manage advertising campaigns to achieve desired outcomes.</li> <li>• Analyze and evaluate the effectiveness of advertising campaigns using performance metrics and apply insights for continuous improvement.</li> </ul>
<b>Module 1 (Credit 1)</b>	<b>Planning Advertising Campaigns</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the principles of planning advertising campaigns, including setting objectives, defining target audiences, and allocating resources effectively.</li> <li>• Develop, execute, and evaluate advertising strategies to achieve campaign goals and optimize performance.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Advertising Campaign: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model</li> <li>• Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs</li> <li>• Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies</li> </ul>

<b>Module 2 (Credit 1)                      Execution and Evaluation of Advertising</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Implement advertising strategies effectively, ensuring alignment with campaign objectives and target audience needs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Analyze and evaluate the performance of advertising campaigns using key metrics to optimize outcomes and inform future strategies.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization</li> <li>• Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)</li> <li>• Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products</li> </ul>

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal – NIL**

**External – 50 Marks**

**References:**

- Advertising Principles and Practice, 2015 - Ruchi Gupta – S.Chand Publishing
- The Advertising Association Handbook ,2020 J. J. D. Bullmore, M. J. Waterson, - Holt Rinehart & Winston
- Advertising, 10th Edition, 2016 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson
- Advertising Management, 5th Edition, 2018 – Batra, Myers and Aaker – Pearson Education

**Course Syllabus**

**Semester: IV**

**4.4 OEC**

<b>Course Title</b>	<b>Export Marketing Strategies and Procedures</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"> <li>• Acquaint the students about the knowledge of export pricing strategies and Export pricing quotations.</li> <li>• Enable to understand various Export incentives available Indian Exporter.</li> <li>• Equip the students about the knowledge of procedure involved in the export marketing.</li> <li>• Identify and understand various documents used in export trade.</li> <li>• Understand export financing Institutions and methods of financing export trade.</li> </ul>
<b>Module 1 (Credit 1)</b>	<b>Export Pricing &amp; Export Finance</b>
<b>Learning Outcomes</b> (Specific related to the module., e.g. Define, Differentiate, Carry out, Design, etc.)	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• learn about various export pricing strategies and export pricing quotations</li> <li>• Understand methods of export financing and various export financing institutions to promote export</li> <li>• Identify and understand factors determining export pricing</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Various Export Pricing Strategies</li> <li>• Factors Determining Export Pricing</li> <li>• Various Export Pricing Quotations</li> <li>• Pre-shipment and Post- Shipment finance</li> <li>• Export financing Institutions and Letter of Credit</li> </ul>
<b>Module 2 (Credit 1):</b>	<b>Export Procedure &amp; Export documents</b>
<b>Learning</b>	After learning the module, learners will be able to

<b>Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	<ul style="list-style-type: none"> <li>• Understand Pre-Shipment &amp; Post-Shipment Procedure involved in Export Marketing</li> <li>• Gain knowledge about various documents used in export trade</li> <li>• Identify and understand financial incentives and schemes available to Indian Exporters</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Pre-Shipment and Post-shipment Export Procedure</li> <li>• Quality control and Pre-Shipment export procedures</li> <li>• Various export documents used in Export Trade</li> <li>• Financial Incentives &amp; assistance available to Indian Exporter.</li> <li>• Institutional assistance to Indians Exporters</li> </ul>

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

**References:**

- Export management, 2015, By Balagopal, T.A.S. (Himalaya publishing house)
- Export Import Procedure & Documentation. 2018, N.G. Kale (Vipul rakashan)
- Export Marketing. Vaz, 2015, Michael. (Madan Prakashan)
- International Trade Policy. 2016, Robertson, David (McMilan publication)
- International Trade theory & practice. 2019, P.N. Roy. (Wiley Eastern Lt.)
- International Trade & export management. 2016, Cherunilam Frances (Himalaya publishing House)
- Export Marketing. 2019, Rathar. (Himalaya Publishing House)

## Course Syllabus

Semester: IV

### 4.4 OEC

<b>Course Title</b>	<b>Industrial Psychology - Workplace Behaviour</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the nature and functions of groups in organizations</li><li>• Compare and contrast groups and teams at workplace</li><li>• Identify various dimensions of organizational communication</li><li>• Examine the conflict process and its resolution within organizations</li></ul>
<b>Module 1 (Credit 1) - Foundations of Group Behaviour</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Define groups and outline stages of group development</li><li>• Develop various types of teams at the workplace</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Defining and classifying groups</li><li>• Stages of Group development</li><li>• Difference between Groups and teams</li><li>• Types of Team</li></ul>
<b>Module 2 (Credit 1) - Communication in Organizations</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define,</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Facilitate the process of communication within organizations</li><li>• Utilize various negotiation strategies to manage organizational conflicts</li></ul>

<i>Differentiate, Carry out, Design, etc. ... )</i>	
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Functions and Direction of communication</li> <li>• Barriers to effective communication</li> <li>• Conflict Process</li> <li>• Negotiation Strategies</li> </ul>

**Internal-Nil**

**External -50 Marks**

**References:**

- Robbins, S.P, and Judge, T.A. (2016). Organizational Behavior, 17th Edition. Pearson Prentice Hall, New Delhi. India

**Additional Texts:**

- Butler, M and Rose, E (2011) Introduction to Organisational Behaviour. Jaico Publishing House, Mumbai. Clegg, S., Korberger, M and Pitsis, T (2012) Managing and Organizations: An Introduction to Theory and Practice. Sage Publications, New Delhi.
- Cooper, C.L (2011) Organizational Health and Wellbeing. Vol 1, 2, 3. Sage Publications, New Delhi
- Muchinsky, P. (8th Edition). Psychology Applied to Work.
- Robbins, S., Judge, T. & Sanghi, S. (2009). Organizational Behavior (13th Ed). Pearson Prentice Hall.
- Luthans, F. (2008). Organizational Behavior (11th Ed). Mc Graw Hill International Edition. ISBN: 978-007-125930-9. Singapore.
- Singh, K. (2015). Organizational Behavior. Texts and Cases (3rd Ed). Vikas Publishing House Pvt. Ltd. New Delhi

## Course Syllabus

Semester: IV

### 4.4- OEC

<b>Course Title</b>	<b>Marketing Research</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	<b>After going through the course, learners will be able to</b>
	<ul style="list-style-type: none"><li>• Understand and analyze the Concept &amp; Process of Marketing Research, types</li><li>• Analyze types of Marketing Research, Methods of Data collections</li><li>• Know the Difference between Marketing Research &amp; Market Research.</li><li>• Familiarize with the Tools &amp; Techniques of Marketing Research</li></ul>
<b>Module 1 (Credit 1)</b>	<b>Overview of Marketing Research</b>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Marketing Research-Meaning &amp; Definition, feature, types and process of Marketing Research,</li><li>• Qualities of a Good Researcher and Ethics in Research.</li><li>• Methods of Data collection- Primary Data &amp; Secondary Data &amp; its sources.</li><li>• Research Design-Concept, Features, process and contents of Research Design</li></ul>
<b>Module 2 (Credit 1)</b>	<b>Techniques of Marketing Research</b>
<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc.)</i>	<b>After learning the module, learners will be able to</b>
	<ul style="list-style-type: none"><li>• Create Sample Design-Methods of sampling, care to be taken while designing sample,</li><li>• Evaluate Hypothesis &amp; its Types.</li><li>• Understand the Analysis and Interpretation of Data.</li><li>• Statistical Tools &amp; Techniques used in Marketing Research.</li><li>• Drafting Research Report-Contents.</li><li>• Understanding Sample Design and its Methods &amp; selecting correct sample.</li></ul>



<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Sample Design-Methods of sampling, care to be taken while designing sample,</li> <li>• Hypothesis-Concept &amp; Types of Hypotheses.</li> <li>• Analysis and Interpretation of Data &amp; Statistical Tools &amp; Techniques used in Marketing Research.</li> <li>• Drafting Research Report-Contents of Research Report.</li> </ul>
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**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

**References:**

- Beri G. C. (2024). Marketing Research, Tata McGraw Hill, New Delhi.
- The Essence of Marketing Research, Prentice Hall, New Delhi.
- Richard D. Irwin, Boston Chisnall, Peter M. (2015). Marketing Research: Text and Cases.
- Ranganatham M. & Krishnaswam O.R. (2016). Marketing Research, Himalaya Publishing House.
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2022). Marketing Management. Pearson.
- Philip Kotler, Principles of Marketing Management,2020 (19th Edition), Pearson.

## Course Syllabus

Semester: IV

### 4.4 - OEC

<b>Course Title</b>	<b>Techniques of Sampling and Hypothesis Testing</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand and recognize sampling methods</li><li>• Estimate population parameters and apply large and small sample test</li><li>• Understand control charts and solve problems using control charts</li></ul>
<b>Module 1 (Credit 1)</b>	<b>Sampling</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the concept of sampling.</li><li>• Understand different types of sampling.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Sampling: Sampling Concepts, Sampling Distributions</li><li>• Estimation Populations and samples, Parameters and Statistics, Sampling methods including Simple Random sampling, Stratified sampling, Systematic sampling, Judgment sampling and Convenience sampling.</li></ul>
<b>Module 2 (Credit 1)</b>	<b>Hypothesis Testing and Estimation</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Estimate population parameters</li><li>• Apply large and small sample tests to analyze the collected data.</li></ul>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Hypothesis Testing and Estimation: Tests concerning means and proportions (one and two samples; t test</li> </ul>
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**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

**References:**

- Statistical techniques by S.P. Gupta

**Course Syllabus****Semester: IV****4.4 - OEC**

<b>Course Title</b>	<b>Co-operative Management Mechanism</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Analyze the functioning and contribution of different types of co-operatives in Maharashtra.</li><li>• Examine the role of institutions like RBI, NABARD, and SBI in promoting co-operation.</li><li>• Evaluate the administrative and auditing frameworks of co-operatives and identify their challenges.</li><li>• Assess the progress of the co-operative movement in India post-independence and suggest measures for improvement.</li></ul>
<b>Module 1 (Credit 1) Special Study of Some Co-operatives in Maharashtra</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Describe the working mechanisms of various co-operatives in Maharashtra.</li><li>• Analyze the socio-economic impact of these co-operatives on rural and urban communities.</li><li>• Identify challenges and suggest solutions for better performance of these co-operatives.</li><li>• Discuss the roles of RBI, NABARD, and SBI in supporting co-operatives.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Cotton Co-operatives.</li><li>• Dairy Co-operatives.</li><li>• Sugar Co-operatives.</li><li>• Role of RBI &amp; NABARD in financing co-operatives.</li></ul>

<b>Module 2 (Credit 1) Co-operative Administration and Audit</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Understand the objectives and types of co-operative audits.</li> <li>• Identify common defects in co-operative administration and suggest remedies.</li> <li>• Explain the roles and responsibilities of the registrar in co-operatives.</li> <li>• Assess the growth of co-operatives in India since independence.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Objectives, types, defects, and remedies of co-operative audits.</li> <li>• Kinds of audits.</li> <li>• Powers, functions, and responsibilities of the registrar.</li> <li>• Supervision, inspection, and guidance of co-operatives.</li> <li>• Progress of the co-operative movement in India post-independence.</li> </ul>

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

**References:**

- Co-op Marketing of Fruits & Vegetables In India: K. V. Subramanyam Principal Scientist, T. M. Gajanan science Bangalore, Concept Publishers, New Delhi - 110059
- Co-op Marketing in India and Abroad: L. P. Singh, Himalaya Publicity House, New Delhi.
- Co-operative Perspective Latest Issues: Vainkunth Mehta Co-op. Management Institute, Pune-7
- Indian Agriculture & Agri-Business Management: Dr. Smita Diwase, Scientific Publishers, India
- Agri. Marketing: Swalia Bihari Verma, Scientific Publishers India, 5A New Pali Road Jodhpur-342001
- Mathur G. R.: Co-operatives In India
- Kulkarni K. R.: Theory & Practice of Co-operation in India, Volume I&II.
- Hajela T. N.: Principles & Problems of Co-operation.
- Sharada V.: The Theory of Co-operation

## Course Syllabus

Semester: IV

### 4.4 - OEC

<b>Course Title</b>	<b>Investment &amp; Risk Management</b>
<b>Course Credits</b>	2
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to -</p> <ul style="list-style-type: none"><li>• Understand and apply key concepts in fixed income securities such as bond pricing, YTM, duration, and convexity for effective investment and risk management.</li><li>• Utilize derivatives (forwards, futures, options, swaps) for managing risks related to interest rates, currency, and market fluctuations.</li></ul>
<b>Module 1 (Credit 1) - Investment in Fixed Income Securities</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"><li>• Understand investment objectives and types of fixed income securities, including government and corporate bonds.</li><li>• Explain key bond concepts such as coupon rate, yield to maturity (YTM), and bond pricing.</li><li>• Calculate clean and dirty prices and perform yield calculations for bonds.</li><li>• Analyze interest rate risk using duration and convexity as risk measures in bond investments.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Objectives of investments,</li><li>• Types of investments,</li><li>• Coupon and YTM concepts,</li><li>• Bond market basics, bond pricing and yield calculation, clean and dirty price, interest rate risk measures like Duration and Convexity</li></ul>
<b>Module 2 (Credit 1) - Risk Management through Derivatives</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to -</p> <ul style="list-style-type: none"><li>• Understand the nature and fundamentals of derivatives, including their types and how they function in financial markets.</li></ul>

	<ul style="list-style-type: none"> <li>• Explain and differentiate between various derivatives, such as forwards, currency futures, options, and interest rate swaps.</li> <li>• Demonstrate an understanding of margin requirements in derivative transactions and their role in managing risk.</li> <li>• Apply interest rate swaps and forward rate agreements (FRAs) for hedging interest rate risks and managing financial exposure.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Derivative: Nature, types, fundamentals, forwards, currency futures and options,</li> <li>• Interest rate swaps and futures,</li> <li>• Concept of margins,</li> <li>• Interest rate swaps and FRAs</li> </ul>

#### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

#### **References:**

- Treasury Management in India by R. K. Gupta
- Treasury Management- IIBF, Mcmilan, New Delhi, 2023 (3rd Edition).
- Kotreshwar G -Risk Management: Insurance & Derivatives- 2/e, Himalaya Publishing,Mumbai.
- Chance -Introduction to Derivatives & Risk Management-, Cengage Learning, New Delhi.
- Steven M. Bragg., Treasury Management: The Practitioner's Guide.
- Hong Kong Institute of Bankers (HKIB), Corporate Treasury Management.
- Stanley Myint and Fabrice Famery, The Handbook of Corporate Financial Risk Management

## Course Syllabus

Semester: IV

### 4.4- OEC

<b>Course Title</b>	<b>Analysis of Economic System</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Understand and analyze different economic systems (Capitalism, Socialism, and Mixed Economy) and their evolution.</li><li>• Evaluate government roles, market mechanisms, and incentives in various economic systems.</li><li>• Assess the efficiency and effectiveness of economic systems in achieving economic growth and social welfare.</li><li>• Analyze the impact of globalization, liberalization, and privatization on economic systems, especially in India.</li><li>• Compare and contrast the advantages and disadvantages of Capitalism, Socialism, and the Mixed Economy.</li></ul>
<b>Module 1(Credit 1)      Capitalism and Socialism</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Explain the meaning, definition, and features of Capitalism and Socialism.</li><li>• Analyze the institutional framework of Capitalism, including the roles of government, competition, profit motive, and consumer sovereignty.</li><li>• Define central planning, discuss its rationale, and evaluate its criticisms, particularly in the USSR and China.</li><li>• Compare the merits and demerits of Capitalism and Socialism in terms of economic growth, efficiency, and social justice.</li></ul>



<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Capitalism-, meaning &amp; definition, Features of Capitalism</li> <li>• Socialism-meaning &amp; definition, Features of Socialism</li> <li>• The institutional framework of capitalism-- the role of government, the role of competition and market mechanism, the role of the profit motive, the role of consumer's sovereignty</li> <li>• Central Planning – definition, the rationale for central planning, and criticism of central planning regarding socialist countries like the USSR and China</li> <li>• Merits and demerits -Capitalism and Socialism</li> </ul>
<b>Module 2(Credit 1)</b>	<b>Mixed Economy</b>
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Identify the key features of the Mixed Economy and how it combines aspects of Capitalism and Socialism.</li> <li>• Examine the role of the public and private sectors, with a focus on India.</li> <li>• Analyze the impact of Liberalization, Privatization, and Globalization, (LPG) on the Indian economy.</li> <li>• Assess the merits and demerits of the Mixed Economy in achieving economic stability and development.</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Mixed Economy-Evolution, meaning &amp; definition,</li> <li>• Features of Mixed Economy</li> <li>• Role of Public Sector and Private Sector with special reference to India, Globalization, Liberalization, and Privatization with special reference to India</li> <li>• Merits and Demerits of Mixed Economy</li> </ul>

#### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

#### **References:**

- Smith, A. (1776). An Inquiry into the Nature and Causes of the Wealth of Nations. W. Strahan and T. Cadell.
- Marx, K., & Engels, F. (1848). The Communist Manifesto.
- Friedman, M. (1962). Capitalism and Freedom. University of Chicago Press.

- Schumpeter, J. A. (1942). Capitalism, Socialism, and Democracy. Harper & Brothers.
- Sen, A. (1999). Development as Freedom. Oxford University Press.
- Stiglitz, J. E. (2015). The Price of Inequality: How Today's Divided Society Endangers Our Future. W.W. Norton & Company.
- Dornbusch, R., Fischer, S., & Startz, R. (2018). Macroeconomics (13th ed.). McGraw-Hill Education.
- Krueger, A. O. (2002). Economic Policy Reforms and the Indian Economy. University of Chicago Press.
- Stiglitz, J. E. (2002). Globalization and Its Discontents. W.W. Norton & Company.
- Government of India (1991). New Economic Policy (Liberalization, Privatization, and Globalization Reforms). Ministry of Finance.

## Course Syllabus

Semester: IV

### 4.4- OEC

<b>Course Title</b>	<b>Budgetary Control and Recent Trends in Business Accounting</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Familiarize students with the basics of budgetary control- Cash Budget</li><li>• Understand the recent trends in Accounting</li></ul>
<b>Module 1 (Credit 1)</b>	<b>Budgetary Control - Cash Budget</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the Concept of Cash Budget and its importance</li><li>• Develop the Budgeting skills and enhance the financial decision making skills</li></ul>
<b>Content Outline</b>	<b>Theory:</b> <ul style="list-style-type: none"><li>• Objectives of Budgetary Control,</li><li>• Types of Budgetary Control,</li><li>• Objectives, Advantages and limitations of Cash budget</li></ul> <b>Problems on :</b> <ul style="list-style-type: none"><li>• Cash Budget</li></ul>
<b>Module 2 (Credit 1)</b>	<b>Recent Trends in Accounting</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the recent trends in accounting</li><li>• Understand the concept of Brand Accounting and Royalties Accounting and Cloud Accounting</li></ul>
<b>Content Outline</b>	<b>Theory:</b> <ul style="list-style-type: none"><li>• Introduction to Brand Accounting,</li><li>• Methods and Applications in Brand Accounting.</li><li>• Introduction to Royalties Accounting,</li><li>• Meaning and Types of Royalties Accounting.</li><li>• Introduction to Cloud Accounting, Features</li></ul>

	<ul style="list-style-type: none"> <li>• Cloud Accounting vs. Traditional Accounting Software.</li> </ul>
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### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

### **References:**

- Ainapure, Advance Accounting, Manan Prakashan -Mumbai, 2023
- Choudhary, Corporate Accounting, Sheth Publishers, - Mumbai, 2023
- Kishnadwala, Financial Accountancy & Management, Vipul Prakashan, Mumbai, 2022
- R.L. Gupta, Advance Accountancy, Sultan Chand & Sons - Delhi, 2023
- Shukla & Grewal, Advance Accountancy, S. Chand & Co – Delhi, 2023

## Course Syllabus

Semester: IV

### 4.4- OEC

<b>Course Title</b>	<b>Business Communication Skills</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	<b>After going through the course, learners will be able to</b>
	<ul style="list-style-type: none"><li>• Draft sales letters, advertisements, press releases, reports, and covering letters.</li><li>• Draft job applications, CVs (one-page CV and detailed CV)</li><li>• Draft offer letters, acceptance letters, rejections, and resignations.</li><li>• Prepare for job interviews.</li></ul>
<b>Module 1 (Credit 1) Writing Sales Letters, Advertisements, Press Releases and Reports.</b>	
<b>Learning Outcomes</b>	<b>After learning the module, learners will be able to</b>
	<ul style="list-style-type: none"><li>• Draft Sales Letters and Advertisements.</li><li>• Write press releases and covering letters.</li><li>• Learn how to write different kinds of reports.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Preparing Sales Letters and Advertisements- Theory and Practice.</li><li>• Press Release and Covering Letters.</li><li>• Report Writing.</li></ul>
<b>Module 2 (Credit 1) Job Applications, CVs and Job Interviews</b>	
<b>Learning Outcomes</b>	<b>After learning this module, learners will be able to</b>
	<ul style="list-style-type: none"><li>• Draft job applications, CVs (one page as well as a detailed one)</li><li>• Draft letters - offers, acceptance, rejections, and resignations.</li><li>• Appear confidently for job interviews.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Job Application and Curriculum Vitae</li><li>• Offer Letters, Acceptance Letters and Resignation Letters.</li><li>• Preparing for Job Interviews, Do's and Don'ts of job interviews.</li></ul>

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External –50- Marks**

**References:**

- Chaturvedi, P,D and Chaturvedi, Mukesh. Business Communication (For F.Y.B.Com Mumbai University) Dorling Kindersley (India) Pvt. Ltd. 2012
- Doctor, Rhoda,A, and Aspi Doctor. Business Communication. (F.Y.B.Com Sem-2) Sheth Publishers, 2011.
- Mulgaonkar,S,D, and Waradkar, V,G. Business Communication. Manan Prakashan, Mumbai. June 1997.
- Rayudu, C, S. Communication.Himalaya Publishing House, 2010.
- Rai, Urmila. Business Communication. Himalaya Publishing House, 2014.
- Kennedy, Mickie. Beginner's Guide to Writing Powerful Press Releases: Secrets the Pros Use to Command Media Attention. Createspace Independent Pub (12 October 2014)
- Gupta,S,C. A Handbook of Letter Writing. Arihant Publications. 2016.

## Course Syllabus

Semester: IV

4.5 SEC

<b>Course Title</b>	<b>Fundamental of Auditing-I</b>
<b>Course Credit</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to – <ul style="list-style-type: none"><li>• Understand basic knowledge of Auditing.</li><li>• Differentiate between various types of audits</li><li>• Learn about the step-by-step process of auditing, including planning, risk assessment, evidence gathering, and reporting.</li></ul>
<b>Module 1(Credit-1) Introduction to Auditing</b>	
<b>Learning outcomes</b>	<ul style="list-style-type: none"><li>• Understand the Concept of Auditing</li><li>• Learn Audit Process</li><li>• Identify Types of Audits</li></ul>
<b>Content Outline</b>	Meaning, Objectives ,Principles, Scope , Functions , Importance, Advantages and Disadvantages, Types of Auditing, Audit Working paper , Audit Program
<b>Module 2(Credit-1) Audit Techniques and Risk Assessment</b>	
<b>Learning outcomes</b>	<ul style="list-style-type: none"><li>• Understand the Audit Techniques &amp; Risk Assessment</li><li>• Grasp and understand of an Auditor's responses to assessed risks as per SA 330.</li></ul>
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Test Checking-Meaning , features, when Test Checks can be used.</li><li>• Internal Control-.Meaning, objectives, benefits and limitations, Internal Check-Meaning, benefits, Risks that require special audit consideration, Auditor's responses to assessed risks.</li></ul>

**Internal-Nil**

**External – 50-Marks**

### References:

- Biswa Mohana Jena, Dr. Sanjay Kumar Satpathy(2019) Principles and Practices of Auditing,Himalaya Publishing House
- S.K.Basu(2013),Auditing Principles and Techniques,Pearson

- M.N.Arora, Cost accounting Principles and Practice, Vikas Publishers
- Chandra Shekar, An ultimate book of Cost Accounting Text Solve Problem Glossary
- Kamal Rohra, Auditing Introduction and Planning-I ,Tech Max Publication, Pune
- L.N.Chopde, Choudhary, Introduction to Auditing , Sheth Publishers Pvt Ltd
- Dr.B.N.Tondon, Dr.S.Sudarsanam, S.Sundarabahu(2007), A Handbook of Practical Auditing,S.Chand



## Course Syllabus

Semester: IV

4.5 - SEC

<b>Course Title</b>	<b>Advertising Skills</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Identify and explain the elements that constitute an effective advertisement.</li><li>• Create advertisement copy including headlines and body text using professional techniques.</li><li>• Design advertisement layouts and illustrations that enhance visual communication.</li><li>• Develop and produce creative advertising content for print, television, and radio media by applying scriptwriting, layout design, and audio-visual storytelling techniques.</li><li>• Analyze and apply artificial intelligence in the creation of advertising content.</li></ul>
<b>Module 1 (Credit 1)</b>	<b>Elements and Construction of Advertisements</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. )</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Identify the critical elements that make an advertisement impactful.</li><li>• Develop effective headlines and differentiate between various types of headlines.</li><li>• Design advertisement layouts and apply techniques of illustration.</li><li>• Construct visually appealing advertisements.</li></ul>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Role of different elements in advertising</li> <li>• Advertisement Copy: Elements of copy (headline, body, slogan, tagline) and types of copy</li> <li>• Headline: essentials of a good headline, forms of headlines</li> <li>• Advertisement construction: structure and flow</li> <li>• Layout: meaning, features, types of layout, essential qualities of effective layout.</li> <li>• Illustration: functions and techniques of illustration.</li> </ul>
<b>Module 2 (Credit 1)</b>	<b>Creating Media Based Advertising – Print, TV and Radio</b>
<b>Learning Outcomes</b> <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>• Design creative print advertisements for newspapers, magazines, and posters using layout principles.</li> <li>• Write compelling and structured scripts for TV commercials with attention to visual storytelling.</li> <li>• Develop storyboard for a TV advertisement that integrates visuals, dialogue, and direction.</li> <li>• Compose impactful radio advertisement scripts using sound, music, and voice to engage and persuade listeners.</li> <li>• Differentiate between the creative demands of print, TV, and radio media, and design advertisement content accordingly.</li> <li>• Explore and evaluate the use of AI tools in the creation of advertisements across print, TV, and digital platforms</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>Print Advertisements:</b> Characteristics of print media (newspapers and magazines), Planning and designing effective print advertisements, Designing posters: layout, colour schemes, typography, and visual impact.</li> <li>• <b>Television and Radio Advertisements:</b> Television Advertisements: Techniques for creating engaging visual advertisements, Script writing for TV commercials, Developing and organizing a storyboard. Radio Advertisements: Role and impact of audio elements: voice, sound,</li> </ul>

	<p>music, Creative use of words in radio copywriting, Structuring short, engaging, and persuasive radio scripts.</p> <p>• <b>Role of Artificial Intelligence in Creating Advertisements:</b> Introduction to AI tools in advertising, AI in copywriting, visual generation, and scriptwriting.</p>
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#### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

**Internal-Nil**

**External – 50-Marks**

#### **References:**

- Arens, W. F. (2013). *Contemporary Advertising* (13th ed.). McGraw-Hill Education.
- Batra, R., Myers, J. G., & Aaker, D. A. (2018). *Advertising Management* (5th ed.). Pearson Education India.
- Bullmore, J. J. D., & Waterson, M. J. (2020). *The Advertising Association Handbook*. Holt, Rinehart & Winston.
- Chunawalla, S. A. (2021). *Fundamentals of Advertising*. Himalaya Publishing House.
- Gupta, R. (2015). *Advertising: Principles and Practice*. S. Chand Publishing.
- Jethwaney, J., & Jain, S. (2018). *Advertising Management* (2nd ed.). Oxford University Press India.
- Moriarty, S., Mitchell, N. D., & Wells, W. D. (2016). *Advertising* (10th ed.). Pearson.
- Ogilvy, D. (2007). *Ogilvy on advertising*. Prion Books.
- Wells, W., Burnett, J., & Moriarty, S. (2011). *Advertising: Principles and Practice* (7th ed.). Pearson Education

## Course Syllabus

Semester: IV

### 4.5 - SEC

<b>Course Title</b>	<b>Fundamentals of Investment in Stock Markets</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to:
	<ul style="list-style-type: none"><li>• Understand the basic structure and participants of the stock market.</li></ul>
	<ul style="list-style-type: none"><li>• Apply fundamental and technical analysis to evaluate stocks.</li></ul>
	<ul style="list-style-type: none"><li>• Build and manage a diversified investment portfolio.</li></ul>
	<ul style="list-style-type: none"><li>• Analyze mutual funds and choose suitable investment strategies.</li></ul>
<b>Module 1 (Credit 1) Unit 1: Introduction to Securities Market</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to:
	<ul style="list-style-type: none"><li>• Understand primary and secondary stock markets.</li></ul>
	<ul style="list-style-type: none"><li>• Know the requirements to start investing (bank, demat, trading accounts).</li></ul>
	<ul style="list-style-type: none"><li>• Learn the process of opening accounts and required documents (KYC, CKYC, etc.).</li></ul>
	<ul style="list-style-type: none"><li>• Understand the basics of intra-day trading.</li></ul>
<b>Content Outline</b>	Stock Market - Primary market and Secondary market. Pre-requisite to invest in stock Market- Bank Account, Demat Account and Trading account, Demonstration of Opening demat and trading account, Basic Service Demat Account (BSDA), KYC documents, CKYC, Nomination Modes of investment - Mutual fund & Direct equity Trading- Intra-day trading - Online trading
<b>Module 2 (Credit 1) Unit 2: Fundamental and Technical Analysis</b>	
<b>Learning</b>	After learning the module, learners will be able to:

<b>Outcomes</b>	<ul style="list-style-type: none"> <li>Analyze securities using both <b>fundamental</b> and <b>technical analysis</b>, including economic, industry, and company-level evaluation.</li> </ul>
	<ul style="list-style-type: none"> <li>Apply <b>basic tools of technical analysis</b> to interpret market trends and make informed investment decisions.</li> </ul>
	<ul style="list-style-type: none"> <li>Understand and explain the importance of <b>portfolio diversification</b> in managing investment risk.</li> </ul>
	<ul style="list-style-type: none"> <li>Evaluate different <b>types of mutual funds</b>, understand <b>NAV</b>, and compare various investment methods such as <b>Lump Sum, SIP, and NFO</b>.</li> </ul>
<b>Content Outline</b>	<p>Security Analysis, Fundamental Analysis – Economic analysis, Industry analysis and Company analysis</p> <p>Technical analysis, Basic tools of technical analysis, Portfolio diversification</p> <p>Types of mutual fund based on structure, objectives and investment style, NAV, Ways of investing in mutual fund - Lump sum and SIP, NFO</p>

#### Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

**Internal-Nil**

**External – 50 Marks**

#### References

- Preeti Singh, 2017, *Fundamentals of Investment Management*, Himalaya Publishing House, Mumbai.
- Vasant A. Avadhani, 2017, *Fundamentals of Investment*, Himalaya Publishing House, Mumbai.
- Bharati V. Pathak, 2023, *Indian Financial System*, Pearson Education India, New Delhi.
- Jia Makhija, 2022, *Financial Markets*, Vipul Prakashan, Mumbai.

## Course Syllabus

### Semester IV

#### 4.7 CEP

<b>Course Title</b>	<b>Community Engagement in Accountancy, Finance and Insurance</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	<ul style="list-style-type: none"><li>• Apply theoretical knowledge of Accountancy, Finance and Insurance to real world community based projects</li><li>• Understand the concept of community engagement in Accountancy, Finance and Insurance</li><li>• Develop practical skills in financial analysis, risk management, and insurance planning.</li></ul> <p>Analyze the role of financial institutions in promoting financial inclusion and community development.</p> <p>Develop the skills for designing and implementing community engagement initiatives in Accountancy, Finance and Insurance</p>
<b>Module 1 (Credit 1)</b>	<b>Fundamental of Community Engagement and Financial Inclusion</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"><li>• Understand the concept of community engagement.</li><li>• Develop of community engagement in Accountancy, Finance and Insurance</li><li>• Evaluate financial institutions in promoting financial inclusion.</li></ul>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Concept of community engagement</li> <li>• Importance of community engagement in Accountancy, Finance and Insurance</li> <li>• Principles of community engagement</li> <li>• Concept of financial inclusion</li> <li>• Role of financial institutions in promoting financial inclusion</li> <li>• Community development initiatives in Accountancy, Finance and Insurance</li> </ul>
<b>Module 2 (Credit 1)</b>	<b>Community Engagement Initiatives</b>
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> <li>• Conduct risk assessments for community organizations.</li> <li>• Develop plans for community engagement Initiative</li> </ul>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Financial literacy programs</li> <li>• Community outreach initiatives</li> <li>• Partnerships with local organizations</li> <li>• Volunteer work and corporate social responsibility</li> <li>• Needs assessment and stakeholder analysis</li> <li>• Designing community engagement initiatives</li> <li>• Implementing and evaluating community engagement initiatives</li> </ul>

### Rubrics for Evaluation of Community Engagement

Sr. No	Type of Evaluation	Criteria for Evaluation	Marks Obtained	Total
1.	<b>Community Engagement</b> Internal Assessment (25) (To be filled by Internal Examiner)	<b>A) Community Engagement Activity (15)</b>		
		1) Objective/ Purpose of the Activity (5)		
		2) Relevance (5)		
		3) Methodology (5)		
		<b>B) Skills (10)</b>		
		1) Commitment (3)		
		2) Involvement (4)		
		3) Communication (3)		
2	<b>Report, Presentation and Viva</b> Internal Assessment (25) (To be filled by Internal Examiner)	<b>Report Writing (25)</b>		
		Details of the Community Engagement. (7)		
		Objectives and Outcomes/Achievement of the Community Engagement (5)		
		Presentation and Layout of the Report (3)		
		<b>Presentation (5)</b>		
		<b>Project Viva (5)</b>		
		<b>Total</b>		