

**FACULTY OF COMMERCE & MANAGEMENT**  
**SRIDEV SUMAN UTTARAKHAND VISHWAVIDHYALAYA,**  
**BADSHAHITHAUL, TEHRI-GARHWAL**



**Syllabus**

**For**

**Bachelor of Commerce**

**in accordance with**

**New Education Policy-2020**

**(Effective from 2022-23 and onwards)**

**B.O.S. held on 10.08.2022**

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**Board of Studies in Faculty of Commerce & Management**

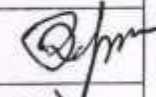

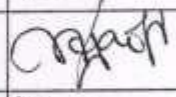
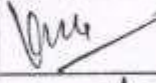
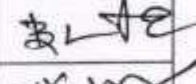

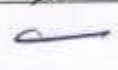
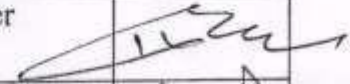
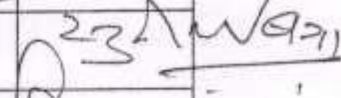
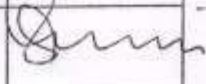
**Sridev Suman Uttarakhand Vishwavidhyalaya, Badshahithaul, Tehri-Garhwal**

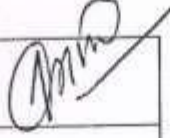
**(Pt. Lalit Mohan Sharma Campus Rishikesh)**

Proceedings of First Annual Meeting of Board of Studies  
in accordance with


**National Education Policy 2020**

Following the provisions specified in National Education Policy 2020 for the new academic curriculum (Syllabii), for the modifications and additions in the Syllabii as per section of 13(7) and section of 35 (1) University Statutes, the constitution of the Board of Studies in Commerce & Management, Sridev Suman Uttarakhand Vishwavidhyalaya, Badshahithaul, Tehri-Garhwal (Pt. Lalit Mohan Sharma Campus Rishikesh) is hereby notified by Honorable Vice- Chancellor as follows vide notification 06/SDSUV/Administration / 2022 dated 6<sup>th</sup> August 2022.

SR. No	Person and Affiliation	Designation	Signature
1	Prof. R.M. Patel (Dean)	Chairperson	
2	Prof. Kanchan Lata Sinha	Faculty Member	
3	Dr. Vijay Prakash Srivastava	Faculty Member	
4	Dr. V.N. Gupta	Faculty Member	
5	Dr. Bharat Singh	Faculty Member	
6	Dr. V.K. Gupta	Faculty Member	
7	Dr. Dharmendra Kumar	Faculty Member	
8	Dr. C.S. Negi	Faculty Member	
9	Dr. S.K. Batra	Invited Member	
10	Prof. Satpal Singh Sahni	P.G. Principal	
11	Prof. V.N. Sharma	P.G. Principal	—

12	Prof. A.K. Tiwari	P.G. Principal	
13	Prof. R.P. Singh	Director IIRS	—
14	Prof. H.C. Purohit	V.C. Nominee	—
15	Prof. R.C. Dangwal	V.C. Nominee	—
16	Prof. N.P. Maheshwari	V.C. Nominee	

Registrar

  
Dean

(Faculty of Commerce & Management)

## **The Programme Outcomes of Bachelor of Commerce (B.Com) course includes-**

1. Fundamental Knowledge of Commerce, Accounting and business principles.
2. Understanding of business operations management and economics.
3. Basic, Advanced Financial accounting skills.
4. Familiarity with business laws, company laws, taxation and auditing.
5. Understanding of marketing, finance and human resource management.
6. Development of communication, team work and problem-solving skills.
7. Ability to analyse and interpret financial data and business structure.
8. Perception of entry-level rolls in business, accounting or related fields.
9. Foundation of further study in business, accounting or related fields.
10. Development of critical thinking ethical awareness and global perspective.
11. To understand the fundamental concepts of Digital Marketing including channels of digital marketing, Content Development Framework, SEO Strategies for a business, Blogging, Video Marketing, Social Media Promotion and E-Mail Marketing.
12. To learn about Content Marketing and producing effective content, developing and repurposing content, Cluster Topic, Pillar pages, Video Marketing, guest blogging and effective Content Promotion and Performance.
13. To develop an engaging and effective Social Media Marketing strategy for a business, Influencer Marketing, Social Media Advertising and Measuring Social ROI.
14. To develop understanding of Digital Advertising Strategy, build digital ad campaigns, understanding target audience, Ad writing Strategies and art of copywriting.

Some possible course paths after completing B.Com course includes.

- Junior Accountant
- Financial analysis
- Marketing Coordinator
- H R Assistant
- Operation Management
- Management Trainees
- Business development officer
- Sales representative
- Banking and finance roles

Student after completing B.Com may also go for Govt. jobs, may appear State level and Central level of competitive exams as class-2 officer as an subordinate senior of state and central govt. departments.

**Programme Specific Outcomes (PSOs)**  
**(Bachelor of Commerce)**

After completing the Programme, following learning will be drawn:

- Learner will develop an understanding of various commerce specializations such as human resource management, project evaluation, marketing, fundamentals of investment, business environment/rural marketing/retail management, new venture planning/collective bargaining, consumer behavior, training and development and strategic management.
- Learner will be able to develop an understanding of the basic concepts of law in the field of Commerce.
- Learner will be able to create awareness about retail sector, outsourcing, E-commerce activities.
- Learner will be able to develop awareness of the complexity of the communication process and to demonstrate effective use of communication technology.
- Learner will be able to understand the basic concepts of Production Management, Inventory Management & Quality Management.
- Learner will be able to understand the role of digital marketing and advertising for the success of brands and its importance within the marketing function of a company.
- Understanding the role of skills in career competition on the basis of previous knowledge encouragement to the students to solve practical problems.
- Learner will be able to understand the concept of working capital its estimation and projection.
- Understanding of the topics covered under the above course covers all that students needs to know when they join corporate sector.
- Learner will develop awareness and concern about some crucial issues like sustainable development, social infrastructure and foreign capital flows.
- Learner will be provided with inability to work as a tax consultant by mastering the subject and thus can be self-employed.
- Learner will understand the basic principles of operating costing with respect to transport, entertainment and hotels.
- Learner will develop functional and general management skills and inculcate a global mindset.
- Learner will develop ability to build and demonstrate leadership, teamwork, and social skills and communicate effectively in different contexts.
- Learner will develop evaluating ability regarding different business problems using analytical, creative and integrative abilities

## Question Paper Pattern

Time: 3 hrs

Marks: 100 (End Semester: 75 & Sessional : 25)

This question paper consists of two sections, 'A', & 'B'. Section 'A' consists of eight short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'A' is of 6 marks. Section 'B' consists of six long answer type questions, students have to attempt **any three** questions. Each question of section 'B' is of 15 marks.

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**DEPARTMENT OF COMMERCE**  
**Program Structure B.Com.(CBCS)**

Year	Semester	Major# (Own faculty)		Major* (Own/Other Faculty)		Minor Electives* (Own/Other Faculty)		Minor Vocational Course (Elective)		Minor Co-curricular (Qualifying)		Industrial Training/ Survey/ Project/ Viva-voce		Total Credits
		No. of Papers	Credits	No. of Papers	Credits	No. of Papers	Credits	No. of Papers	Credits	Minor	Credits	No. of Papers	Credits	
1	I	2	6	1	6	1	4	1	3	1	-	-	-	46
	II	2	6	1	6			1	3	1	-	-	-	
2	III	2	6	1	6	1	4	1	3	1	-	-	-	46
	IV	2	6	1	6			1	3	1	-	-	-	
3	V	4	5	-	-	-	-	-	-	1	-	1	4	48
	VI	4	5	-	-	-	-	-	-	1	-	1	4	
<b>Total</b>		16	88	4	24	2	8	4	12	-	-	2	8	140

# **Major**- These can be taken by the students of Commerce Faculty only.

\***Major & Minor Electives** - These can be taken by the students of any Faculty including the students of Commerce but on the condition that any one of these must be chosen from other faculty. Credit of such course/paper can also be cover from any online platform i.e., MOOC/NPTEL etc.

\***Minor Electives**- Credit for this paper can be obtain by the student in any semester (once in a year i.e., either in I or II semester in First year and III or IV semester in second year) as per his/her convenience.

<b>Major Course/Paper</b>				
Code	Paper/Course Title	Paper/Course	Availability/Type	Credit
BC-101	Financial Accounting	Major- 1	For Own Faculty	6
BC-102	Business Regulatory Framework	Major- 2	For Own Faculty	6
BC-103(A)	Business Organization and Management	Major- 3	For Own/Other Faculty	6
BC-103(B)	Business Communication			
BC-201	Basic Business Finance	Major- 1	For Own Faculty	6
BC-202	Business Statistics	Major- 2	For Own Faculty	6
BC-203(A)	Entrepreneurship & Small Business	Major- 3	For Own/Other Faculty	6
BC-203(B)	Economy of Uttarakhand			
BC-301	Cost Accounting	Major- 1	For Own Faculty	6
BC-302	Company Law	Major- 2	For Own Faculty	6
BC-303(A)	Business Economics	Major- 3	For Own/Other Faculty	6
BC-303(B)	Business Environment			
BC-401	Income Tax Law and Accounts	Major- 1	For Own Faculty	6
BC-402	Public Finance	Major- 2	For Own Faculty	6
BC-403(A)	Tourism and Travel Management	Major- 3	For Own/Other Faculty	6
BC-403(B)	Fundamentals of Marketing			
BC-501	Corporate Accounting	Major- 1	For Own Faculty	5
BC-502	Auditing	Major- 2	For Own Faculty	5
BC-503	<b>Any two of the following-</b> Business ethics and Corporate Governance	Major-3	For Own/Other Faculty	5
BC-504	Principles and Practices of Insurance	Major-4		5
BC-505	Monetary Theory and Banking in India			
BC-601	Goods and Services Tax	Major- 1	For Own Faculty	5
BC-602	Accounting for Managerial Decision	Major- 2	For Own Faculty	5
BC-603	<b>Any two of the following-</b> Financial Institutions & Markets	Major-3	For Own/Other Faculty	5
BC-604	Human Resource Management	Major-4		5
BC-605	Advertising & Sales Management			

Minor Elective Course/Paper						
BC-104	Inventory Management	Minor-1	For Own/Other Faculty	4		
BC-204	Rural Marketing					
BC-304	E-Banking	Minor-2	For Own/Other Faculty	4		
BC-404	Indian Economy					

**Semester Wise Detail of the Course/Papers**

SEMESTER-I			Credits	Maximum Marks		
				Internal	External	Total
BC-101	Financial Accounting	Major (For Own Faculty)	6	25	75	100
BC-102	Business Regulatory Framework	Major (For Own Faculty)	6	25	75	100
BC-103(A)	Business Organization and Management Or Business Communication	Major (For Own/Other Faculty)	6	25	75	100
BC-103(B)						
BC-104	Inventory Management	Minor (For Own/Other Faculty)	4*	-	-	-
BC-105	Vocational Course	Minor Elective	3	-	-	-
BC-106	Co-curricular	Minor Elective	(Qualifying)	-	-	-
<b>Total of Semester-I</b>			<b>21+4*</b>			
SEMESTER-II			Credits	Maximum Marks		
				Internal	External	Total
BC-201	Basic Business Finance	Major (For Own Faculty)	6	25	75	100
BC-202	Business Statistics	Major (For Own Faculty)	6	25	75	100
BC-203(A)	Entrepreneurship & Small Business Or Economy of Uttarakhand	Major (For Own/Other Faculty)	6	25	75	100
BC-203(B)						
BC-204	Rural Marketing	Minor (For Own/Other Faculty)	4*	-	-	-
BC-205	Vocational Course	Minor Elective	3	-	-	-
BC-206	Co-curricular	Minor Elective	(Qualifying)	-	-	-
<b>Total of Semester-II</b>			<b>21+4*</b>			
<b>Note:</b>						
1. *4 Credits of Minor elective can be obtained only once in a year.						
2. Minimum requirement for getting Certificate in Commerce (After Sem I and II) is 46Credit						
SEMESTER-III			Credits	Maximum Marks		
				Internal	External	Total
BC-301	Cost Accounting	Major (For Own Faculty)	6	25	75	
BC-302	Company Law	Major (For Own Faculty)	6	25	75	
BC-303(A)	Business Economic s Or Business Environment	Major (For Own/Other Faculty)	6	25	75	
BC-303(B)						
BC-304	E-Banking	Minor (For Own/Other Faculty)	4*	-	-	-
BC-305	Vocational Course	Minor Elective	3	-	-	-
BC-306	Co-curricular	Minor Elective	(Qualifying)	-	-	-
<b>Total of Semester-II</b>			<b>21+4*</b>			
SEMESTER-IV			Credits	Maximum Marks		
				Internal	External	Total
BC-401	Income Tax Law and Accounts	Major (For Own Faculty)	6	25	75	100
BC-402	Public Finance	Major (For Own Faculty)	6	25	75	100
BC-403(A)	Tourism and Travel Management Or Fundamentals of Marketing	Major (For Own/Other Faculty)	6	25	75	100
BC-403(B)						
BC-404	Indian Economy	Minor (For Own/Other Faculty)	4*	-	-	-
BC-405	Vocational Course	Minor Elective	3	-	-	-
BC-406	Co-curricular	Minor Elective	(Qualifying)	-	-	-
<b>Total of Semester-II</b>			<b>21+4*</b>			



**Note:**

1. \*4 Credits of Minor elective can be obtained only once in a year.
2. Minimum requirement for getting Diploma in Commerce (After Sem I, II, III and IV) is 46+46=92Credit.

SEMESTER-V			Credits	Maximum Marks			
				Internal	External	Total	
BC-501	Corporate Accounting	Major (For Own Faculty)	5	25	75	100	
BC-502	Auditing	Major (For Own Faculty)	5	25	75	100	
BC-503	<b>Any two of the following-</b> Business ethics and Corporate Governance	Major (For Own Faculty)	5	25	75	100	
BC-504			Principles and Practices of Insurance	5	25	75	100
BC-505			Monetary Theory and Banking in India				
BC-506	Industrial Training/ Survey/ Project/viva-voce	Major	4	-	-	-	
BC- 507	Co-curricular	Minor	(Qualifying)	-	-	-	
<b>Total of Semester-V</b>			<b>24</b>				
SEMESTER-VI			Credits	Maximum Marks			
				Internal	External	Total	
BC-601	Goods and Services Tax	Major (For Own Faculty)	5	25	75	100	
BC-602	Accounting for Managerial Decision	Major (For Own Faculty)	5	25	75	100	
BC-603	<b>Any two of the following-</b> Financial Institutions & Markets	Major (For Own Faculty)	5	25	75	100	
BC-604			Human Resource Management	5	25	75	100
BC-605			Advertising & Sales Management				
BC-606	Industrial Training/ Survey/ Project/Viva-voce	Major	4	-	-	-	
BC- 607	Co-curricular	Minor	(Qualifying)	-	-	-	
<b>Total of Semester-VI</b>			<b>24</b>				
<b>Note:</b>							
Minimum requirement for getting Bachelor's Degree in Commerce (After Sem I, II, III, IV, V and VI) is 46+46+48=140 Credit.							

<b>Programme: B.Com.</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Subject: Commerce</b>		
<b>Course Code: BC-101</b>	<b>Course Title: Financial Accounting</b>	
<b>Course objective:</b> The objective of this paper is to help students to acquire conceptual knowledge of fundamentals of accounting and to impart skills for recording various kinds of business transactions.		
<b>Course outcomes:</b> On successful completion of the course, the students will be able to:		
1. Understand the theoretical framework of accounting as well accounting standards.		
2. Understand the accounting treatment for Depreciation and Inventory valuation.		
3. Demonstrate the preparation of financial statements of sole proprietors.		
4. Exercise the accounting treatments for consignment transactions & joint venture accounts.		
5. Understand the accounting treatment of Single Entry System and preparation of statement of affairs and various ledgers used.		
<b>Credits: 6</b>		<b>Core Compulsory / Elective: Compulsory</b>
<b>Max. Marks: 25+75</b>		<b>Min. Passing Marks: 10+30</b>
<b>Total No. of Lectures: 90</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Shri KalyanSubramaniAiyar (K.S. Aiyar) 1859-1940 known as father of Accountancy in India. Nature and scope of Accounting, Generally Accepted Accounting Principles: Concepts and Conventions, Indian and International Accounting Standards. Accounting Mechanics	<b>8</b>
<b>II</b>	Double Entry System, Preparation of Journal, Ledger and Trial Balance, Profit and Loss A/c, Balance Sheet, Concept of Income and its Measurement.	<b>12</b>
<b>III</b>	<b>Royalty Accounts</b> - Accounting Records for Royalty in the books of Landlords and Lessee, Recoupment of Short working, Sub - lease, Short working Reserve Account, Nazarana.	<b>8</b>
<b>IV</b>	<b>Hire Purchase Account</b> - Accounting Records in the Books of Hire Purchaser and Vendor, Different Methods of Calculation of Interest and Cash Price, Maintenance of Suspense Account ,Payment of Premium, Default in Payment and Partial Returns of Goods. <b>Installment Payment System</b> - Difference between Hire Purchase and Installment Payment System. Accounting Records in the book of Purchaser & Vendor, Interest suspense account.	<b>20</b>
<b>V</b>	<b>Departmental Accounts</b> - Meaning, Objects and Importance, Advantage, Methods of Departmental Accounts, Final Accounts of Non-Corporate Departmental Business, Allocation of Indirect Expenses.	<b>9</b>
<b>VI</b>	<b>Branch Accounts</b> - Meaning and Objectives of Branch Account, Importance and Advantages, Classification of Branches, Accounting of Branch Accounts under various Methods.	<b>10</b>
<b>VII</b>	<b>Insolvency Accounts</b> - (For individuals/Sole Trade only), Main provision of IBC-2016 Preparation of Accounts under latest provisions Insolvency and Bankruptcy Code 2016(New Insolvency Act)	<b>15</b>
<b>VIII</b>	Accounts from Incomplete Records- Receipts & Payments, Income & Expenditure Account.	<b>8</b>

**Suggested Readings:**

1. Jain&Naranag,“AdvancedAccounts”,JainBookAgency,18thEdition,Reprint(2014)
2. Jaisawal, K.S., Financial Accounting, (Both in Hindi & English Version), VaibhavLaxmiPrakashan.(2010)
3. Gupta,R.L.&Radhaswamy,M.,FinancialAccounting:SultanChandandsons.
4. Shukla,M.C.,GrewalT.S.&Gupta,S.C.,AdvancedAccounts:S.Chand&Co.
5. Maheshwari S.N. &Maheshwari S. K, “A text book of Accounting forManagement”, Vikas Publication, 10th Edition(2013)
6. Shukla,S.M.,FinancialAccounting,Edition:51st,SahityaBhawanPublications,2017
7. Gupta.R.LandShukla,M.C.,“PrinciplesofAccountancy”,S.Chand&CompanyLtd., (2011)
8. Arulanandam, M.A. & Raman, K.S., “Advanced Accounting”, VikasPublishers,(2010).
9. Shukla,M.C.,“AdvancedAccounting”,SultanChand&Sons,(2010)
10. Babu,Deepak,Financialaccounting,NavyugSahityaSadan,Agra

Note- **Latest edition of the text books should be used.**

<b>Programme: B.Com.</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Subject: Commerce</b>		
<b>Course Code: BC-102</b>	<b>Course Title: Business Regulatory Framework</b>	
<p><b>Course objective:</b> The objective of this course is to provide a brief idea about the framework of Indian Contract Act,1872,NegotiableInstrumentAct 1881,CompetitionAct,2002andSaleofGoods Act,1930.</p> <p><b>Course Outcomes:</b> After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.</li> <li>2. Recognize and differentiate between the special contracts.</li> <li>3. Understand the rights and obligations under the Sale of Goods Act.</li> <li>4. Attain skills to form and manage entrepreneurial ventures as Partnership and LLP.</li> <li>5. Understand the various types of Negotiable Instruments and their utility in real life.</li> </ol>		
<b>Credits: 6</b>	<b>Core Compulsory / Elective: Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing Marks: 10+30</b>	
Total No. of Lectures: 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Indian Contract Act, 1872: Definition & Nature of Contract Classification; Offer & Acceptance; Capacity of Parties; Free Consent; Consideration; Legality of Objects	20
<b>II</b>	Types of Agreements; Performance of Contracts; Discharge of Contract; Contingent Contracts; Quasi Contracts; Remedies for Breach of Contract, Special Contracts: Indemnity & Guarantee; Bailment & Pledge; Contract of Agency.	20
<b>III</b>	Sale of Goods Act, 1930: Contract of Sale of Goods, Conditions & Warranties; Transfer of Ownership; Performance of the Contract: Remedial Measures; Auctionable Claims.	20
<b>IV</b>	Negotiable Instrument Act, 1881: Cheque, Promissory Note, Bill of Exchange, Crossing of Cheque, Dishonour of Cheque, Holder in due course and Payment in due course.	12
<b>V</b>	CompetitionAct,2002:History and Development of Competition Law, Salient features of the Competition Act 2002, Basic Concepts, Major Provisions of the Competition Act, Basic features of LLP 2008: Main Features	18
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Kuchal M.C: Business Law; Vikas Publishing House, NewDelhi.</li> <li>2. Chandha P.R: Business Law; Galgotia, NewDelhi.</li> <li>3. Kapoor N.D: Business Law; Sultan Chand &amp; Sons, New Delhi. (Hindi andEnglish)</li> <li>4. DesaiT.R.:IndianContract Act, SaleofGoodsActandPartnershipAct;S.C.Sarkar&amp; Sons Pvt. Ltd.,Kolkata.</li> <li>5. Tulsian, P.C., Business Law, New Delhi, Tata McGrawHill.</li> <li>6. Sharma,Sanjeev,BusinessRegulatoryFramework,JawaharPublication,Agra</li> </ol> <p><b>Note:- Latest edition of the text books should be used.</b></p>		

<b>Programme: B.Com.</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Subject: Commerce</b>		
<b>Course Code: BC-103 (A)</b>	<b>Course Title: Business Organization and Management</b>	
<p><b>Course objectives:</b> Objective of this course is ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization. Develop an understanding about legal formality related to business.</p> <p><b>Course outcomes:</b> After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. The student will be able to understand different forms of business organizations.</li> <li>2. Comprehend the nature of Joint Stock Company and formalities to promote a Company.</li> <li>3. Describe the Social Responsibility of Business towards the society.</li> </ol>		
<b>Credits: 6</b>		<b>Core Compulsory / Elective: Elective</b>
<b>Max. Marks: 25+75</b>		<b>Min. Passing Marks: 10+30</b>
<b>Total No. of Lectures: 90</b>		
Unit	Topics	No. of Lectures
<b>I</b>	Introduction: Business Concept & Objects, Social Responsibility of Business Establishment of New Business Meaning, Objectives Meaning, Objectives & Principles of Organization, Size of Business Unit, Factors determining Size, Measurement of Size, Concept of Optimum Size.	<b>14</b>
<b>II</b>	Forms of Business Organization: Sole Tradership, Partnership Firm, Business (Public and Private), Formation & Choice of Business Organization, Definition of Management, Its nature of purpose, Fayol's Principles & Elements of Management, Recent Developments of Management Thought.	<b>8</b>
<b>III</b>	Planning & Organising: Its nature & purpose, types of plans, Planning steps & process Management by objectives (MBO), Decision-Making, Forecasting, Organisational Design & Organisational Structure, Power & Distribution of Authority.	<b>10</b>
<b>IV</b>	Motivation, Leadership & Direction: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Job Enlargement, Special Motivation Techniques, Definition & Approaches to Leadership, The Principal Tasks of Leadership Role & Principles of Direction.	<b>14</b>
<b>V</b>	Controlling: meaning, definition & techniques of control, Principle of Controlling, Process of Control & Types of Controls, Human Aspect of Controls.	<b>8</b>
<b>VI</b>	Plant Location: Concept, Meaning, Importance, Factors Affecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location. Plant Layout -: Meaning, Objectives, Importance Types and Principles of Layout. Factors Affecting Layout.	<b>16</b>
<b>VII</b>	Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination.	<b>10</b>
<b>VIII</b>	Rationalisation: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalisation and Nationalisation	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).</li> <li>2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation &amp; Management", Kitab Mahal, (2014).</li> <li>3. Srivastava, V.P. "Principle of Management Theory &amp; Practice", Kumud Publications (2020)</li> <li>4. Sherlekar, S.A. &amp; Sherlekar, V.S, "Modern Business Organization &amp; Management Systems Approach Mumbai", Himalaya Publishing House, (2000).</li> <li>5. Bhusan Y.K., "Business Organization", Sultan Chand &amp; Sons.</li> <li>6. Prakash, Jagdish, "Business Organization and Management", Kitab Mahal Publishers (Hindi and English)</li> <li>7. Koontz and Weirich, Essentials of Management, Tata McGraw Hill, New Delhi.</li> <li>8. Drucker, P F, Management Challenges for the 21st Century, Butterworth, Oxford.</li> <li>9. Stoner and Freeman, Management, PHI, New Delhi.</li> </ol> <p><b>Note: Latest edition of the text books should be used.</b></p>		

<b>Programme: B.Com.</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Subject: Commerce</b>		
<b>Course Code: BC-103 (B)</b>	<b>Course Title: Business Communication</b>	
<p><b>Course objective:</b> To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.</p> <p><b>Course outcomes:</b> After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the need for communication in management.</li> <li>2. Appreciate the need of effective writing for communication.</li> <li>3. Demonstrate the skill of effective report writing and summarizing annual reports.</li> <li>4. Analyse business correspondence and e-correspondence.</li> <li>5. Appreciate oral presentations.</li> </ol>		
<b>Credits: 6</b>		<b>Core Compulsory / Elective: Elective</b>
<b>Max. Marks: 25+75</b>		<b>Min. Passing Marks: 10+30</b>
Total No. of Lectures: 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Introduction Process and Importance of Communication, Types of Communication (verbal & Nonverbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Role effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication, Principles of Effective Communication.	<b>22</b>
<b>II</b>	NON-Verbal Aspects of Communicating: Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions,	<b>16</b>
<b>III</b>	Business language and presentation Writing skills: Planning business messages, Rewriting and editing, the first draft and Reconstructing the final draft. Office Correspondence: Official Letter, Semi Official Letter and Memorandum.	<b>18</b>
<b>IV</b>	Conducting Meetings: Procedure; Preparing agenda; Minutes and Resolutions; Conducting Seminars & Conferences; Procedure of Regulating Speech; Evaluating Oral Presentation; Group Discussion; Drafting Speech.	<b>16</b>
<b>V</b>	Report Writing Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports	<b>18</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Lesikar, R. V. &amp; Flatley, M. E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.</li> <li>2. Bovee, and Thill, Business Communication Today, Pearson Education</li> <li>3. Shirley, Taylor, Communication for Business, Pearson Education</li> <li>4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH</li> <li>5. Misra, A. K., Business Communication (Hindi), Sahitya Bhawan Publications Agra</li> </ol> <p>Note- Latest edition of the text books should be used.</p>		

<b>Programme:</b> B.Com.	<b>Year:</b> First	<b>Semester:</b> First
<b>Subject:</b> Commerce		
<b>BC-104</b>	<b>Course Title: Inventory Management</b>	
<p><b>Course objectives:</b> To enable delegates understand Key concepts in <i>Inventory Management</i> System · To impart/enhance practical skills to become expert in <i>Inventory ...</i></p> <p><b>Course outcomes:</b> After completion of the course, learners will be able to: After completing this course a student will have:</p> <ol style="list-style-type: none"> <li>1. Ability to understand the concept of Inventory Management along with the basic laws and axioms of Inventory Management.</li> <li>2. Ability to understand the terminologies associated with the field of Inventory management and control along with their relevance.</li> <li>3. Ability to identify the appropriate method and techniques of Inventory management for solving different problems.</li> <li>4. Ability to apply basic Inventory management principles to solve business and industry related problems.</li> <li>5. Ability to understand the concept of Working Capital Management, Demand Analysis and Obsolescence.</li> </ol>		
<b>Credits:</b> 4		<b>Core Compulsory / Elective:</b> Compulsory
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
<b>Total No. of Lectures:</b> 60		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Inventory Management:</b> Concept, meaning, Inventory Management Process, Importance of Inventory Management, Principles of Inventory Management, How to improve inventory management, perpetual inventory system, what are inventory costs, Role of Inventory Management, Methods of Inventory Management, Benefits of good Inventory Management.	<b>14</b>
<b>II</b>	<b>Concept and Valuation of Inventory:</b> Concept and Objectives of Inventory, Need for holding Inventory, Planning and controlling Inventory levels, Effects of excess inventory on business, Product Classification Product Coding, Lead Time, Replenishment Methods.	<b>16</b>
<b>III</b>	<b>Management of Working Capital: Concept,</b> Meaning, Classification Factors determining Working Capital requirements, Sources of Working Capital, Need of Working Capital, Working Capital Ratio- current ratio, quick ratio, absolute liquid ratio, cash ratio and working capital turnover ratio.	<b>16</b>
<b>IV</b>	<b>Inventory Control:</b> Concept and Meaning of Inventory Control, Objectives and Importance and Essentials of Inventory Control, Types of Inventory Techniques of Inventory Control ,EOQ, ABC, VED, JIT Determination of Inventory levels, Impact of Inventory Inaccuracy, Disposal of Obsolete and Scrap items, Reasons for Obsolescence, Control of Obsolescence, Control of Scrap.	<b>14</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Muller M. (2011), Essentials of Inventory Management, AMA CON.</li> <li>2. Narayan P. (2008), Inventory Management, Excel Books.</li> <li>3. Gopal Krishnan P. (1977), Materials Management, PHI Learning Pvt. Ltd.</li> <li>4. Chitale A.K. &amp; Gupta R.C. (2014), Materials Management, PHI Learning Pvt. Ltd.</li> <li>5. Chapman Stephen (2017), Introduction to Materials Management, Pearson Publishing.</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme: B.Com.</b>	<b>Year: First</b>	<b>Semester: Second</b>
<b>Subject: Commerce</b>		
<b>Course Code: BC-201</b>	<b>Course Title: Basic Business Finance</b>	
<p><b>Course objective:</b> objective of this course is to help students understand the conceptual framework of Business Finance.</p> <p><b>Course outcomes:</b> After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe the effects of decision making of finance manager on shareholders wealth maximization.</li> <li>2. Analyze the role of time value of money and its use for valuing asset and have a thorough understanding of financial statements be able to evaluate and analyze cash flows statements.</li> <li>3. Interpret and illustrate the investment, financing and dividend policy decision making in an organization.</li> <li>4. Examine the working capital needs and financing of the firm and apply methods to measure the operating efficiency of business.</li> </ol>		
<b>Credits: 6</b>	<b>Core Compulsory / Elective: Compulsory</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing Marks: 10+30</b>	
<b>Total No. of Lectures :90</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Business Finance:</b> Meaning, Nature and Scope, Finance Function, Investment Function, Financing and Dividend Decisions, Financial Planning	<b>10</b>
<b>II</b>	Capitalization- Meaning, Over capitalization & Under Capitalization, Theories of Capitalization. Capital Structure: Concept and Planning, Theories and Determinants, Capitalization VS Capital Structure, Leverages- types of leverages, Effects of new financing.	<b>16</b>
<b>III</b>	<b>Cost of Capital:</b> Meaning, Importance, Calculation of Cost Of Debt, Preference Shares, Equity Shares and Retained Earnings, Combined (Weighted) Cost of Capital	<b>16</b>
<b>IV</b>	Capital Budgeting: Meaning Nature and Importance of Investment Decisions, Evaluation Methods.	<b>14</b>
<b>V</b>	<b>Dividend Policies:</b> Meaning, Importance & forms of dividend Dividend Policies, Essentials of sound dividend policies. formulation of dividend policies. Walter, Gordon & M.M. Theory of dividend, Provisions of Indian Companies Act, 2013 in respect of Dividend Payment.	<b>16</b>
<b>VI</b>	<b>Time</b> value of Money, Uses of simple and Compound interest in business finance. <b>Capital Market:</b> (A) New Issue Market (B) Secondary Market Functions And Role Of Stock Exchange (BSE, NSE,) Money Market: Indian Money Markets- Composition and Structure.	<b>18</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Avadhani V A Financial System</li> <li>2. Bhalla VK Modern Working Capital Management</li> <li>3. Chandra Prasanna Financial Management Theory And Practices</li> <li>4. Khan NY And Jain PK Financial Management Tax And Problems</li> <li>5. Pandey I M Financial Management</li> <li>6. S.P. Gupta, Sahitya Bhawan, Agra</li> <li>7. Srivastava, V.P., Basic Business Finance, Navyug Books International, Delhi (2020)</li> <li>8. Srivastava, V.P., Working Capital Management, Kumud Publications, Delhi (2020)</li> <li>9. Batra, S.K. Business Finance, Sahitya Bhawan Publications, Agra. (Hindi)</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		



<b>Programme:</b> B.Com.	<b>Year:</b> First	<b>Semester:</b> Second
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-202	<b>Course Title:</b> Business Statistics	
<p><b>Course objective:</b> The course aims to develop amongst the learners the ability to summarise, analyse and interpret quantitative information for business decision making.</p> <p><b>Course outcomes:</b> After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Examine and understand the various descriptive properties of statistical data.</li> <li>2. Analyse the various measures of dispersion and skewness.</li> <li>3. Analyse the underlying relationships between the variables to use simple regression models.</li> <li>4. Analyse the trends and tendencies over a period of time through time series analysis.</li> <li>5. Identify and apply index numbers to real life situations.</li> </ol>		
<b>Credits:</b> 6		<b>Core Compulsory / Elective:</b> Compulsory
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
Total No. of Lectures: 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Indian Statistics: Meaning, About father of Indian Statistics (Prof. Prasanta Chandra Mahalanobis). Introduction to Statistics: Meaning, Scope, Importance and Limitations & Distrust. Indian Statistical Organization.	<b>08</b>
<b>II</b>	Statistical Investigation- Planning and organization, Methods of Investigation, Census and Sampling. Collection of Data- Primary and Secondary Data, Editing of Data Classification of data, Frequency Distribution and Statistical Series, Tabulation of Data Diagrammatical and Graphical Presentation of Data.	<b>12</b>
<b>III</b>	Measures of Central Tendency – Mean, Median, Mode, Geometric and Harmonic Mean; Dispersion – Range, Quartile, Percentile, Quartile Deviation,	<b>10</b>
<b>IV</b>	Mean Deviation, Standard Deviation and its Co-efficient, Co-efficient of Variation and Variance, Test of Skewness and Dispersion, Its Importance, Co-efficient of Skewness.	<b>15</b>
<b>V</b>	Correlation- Meaning, application, types and degree of correlation, Methods- Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Coefficient of Correlation.	<b>25</b>
<b>VI</b>	Index Number: -Meaning, Types and Uses, Methods of constructing Price Index Number, Fixed – Base Method, Chain-Base Method, Base conversion, Base shifting deflating and splicing. Consumer Price Index Number, Fisher's Ideal Index Number, Reversibility Test- Time and Factor;	<b>10</b>
<b>VII</b>	Analysis of Time Series: -Meaning, Importance and Components of a Time Series. Decomposition of Time Series: -Moving Average Method and Method of Least Square & Graphical Representation.	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Heinz, Kohler: Statistics for Business &amp; Economics, Harper Collins;</li> <li>2. Gupta, S.C. Fundamental of Statistics, Himalaya Publication.</li> <li>3. Sharma J.K., Business Statistics, Pearson Education.</li> <li>4. Gupta S.P. &amp; Gupta Archana, Elementary Statistics, (English and Hindi) Sultan Chand &amp; Sons, New Delhi.</li> <li>5. Garg, A.K. &amp; Batra, S.K. Business Statistics, Swati Publications, Meerut. (Hindi &amp; English)</li> </ol> <p><b>Note: Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.	<b>Year:</b> First	<b>Semester:</b> Second
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-203 (A)	<b>Course Title:</b> Entrepreneurship & Small Business	
<p><b>Course objective:</b> To provide exposure and develop the skills of the students regarding entrepreneurial culture so that they can set and manage their own business.</p> <p><b>Course outcome</b> After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify and explain distinct entrepreneurial traits and characteristics.</li> <li>2. Evaluate and assess various parameters that determine opportunities and constraints for new business ideas.</li> <li>3. Develop and refine a business idea by utilizing a systematic process. Create and design effective strategies to successfully implement business ideas.</li> <li>4. Construct a comprehensive and professional business plan that effectively communicates the idea, strategies, and implementation details</li> </ol>		
<b>Credits:</b> 6	<b>Core Compulsory / Elective:</b> Elective	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Entrepreneur, Concept, Characteristics, Functions and Types of an Entrepreneur, Entrepreneurship, Concept, Characteristics and Importance of Entrepreneurship, Entrepreneurial Process, Entrepreneurship Development Programme (EDPS), Need, Characteristics, Phases and Evaluation of EDPS, National Level training institutes of Entrepreneurship Development. EDI, NIESBUD, IIE, NSIC etc.	<b>20</b>
<b>II</b>	Entrepreneurship: Entrepreneur, Entrepreneurship, Enterprise Entrepreneurial personality qualities, Entrepreneurship as a career option, Types of Entrepreneurs. Entrepreneurial Environment, Role of Government and Institutional Support Development of Women Entrepreneurs, Problems of women entrepreneurs, Institutional support for women entrepreneurs.	<b>24</b>
<b>III</b>	Creativity, Innovation and Entrepreneurship: Creative thinking Techniques of developing creative thinking. Setting up of New Business Venture: Planning for Establishing Small Scale Enterprises, Opportunity Scanning and Identification Assessment of Markets, Selection of a business idea, Preparation of Business Plan, Government Rules and Regulations	<b>24</b>
<b>IV</b>	Small Business Management: Management of Small Enterprises; Marketing concepts for Entrepreneurs; Issues in Financial Management, Operations Management and Human Resource Management.	<b>22</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Management and Entrepreneurship, Veer bhadra Havinal, New Age International Publishers</li> <li>2. Entrepreneurship: New Venture Creation, David H. Holt</li> <li>3. Entrepreneurship Development, Satish Taneja, Himalaya Publishing House</li> <li>4. Entrepreneurship: Strategies and Resources, Marc J. Dollinger, Pearson Education</li> <li>5. Entrepreneurship Theory and Practice, Raj Shankar, Tata McGraw-Hill Education</li> <li>6. Entrepreneurship Development, C. B. Gupta, Srinivasan, Sultan Chand &amp; son</li> <li>7. Entrepreneurship Development, Dr. V.P. Srivastava, Navyug Publications, Delhi (2020)</li> </ol>		

<b>Programme:</b> B.Com.	<b>Year:</b> First	<b>Semester:</b> Second
<b>Subject:</b> Commerce		
<b>Course Code:</b> : BC-203 (B)	<b>Course Title:</b> Economy of Uttarakhand	
<p><b>Course objective:</b> To provide the understanding of the economy of Uttarakhand State and to help students in identifying feasible entrepreneurial opportunities in Uttarakhand and surrounding areas with the help of brains storming and creativity learning.</p> <p><b>Course outcomes:</b> After the completion of the course, the learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the background and the economic condition of the Uttarakhand state.</li> <li>2. Examine the challenges and problems that are faced in the economic development of Uttarakhand state.</li> <li>3. Understand the role of MSMEs in promoting entrepreneurship in Uttarakhand.</li> <li>4. Analyse the growth opportunities under various sectors in Uttarakhand.</li> <li>5. Interpret the role of Government and Other Promotional Agencies in the Economic Development of Uttarakhand.</li> </ol>		
<b>Credits:</b> 6	<b>Core Compulsory / Elective:</b> Elective	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Economy of Uttarakhand: Salient features- Geographical features, Land types, Land use, Forest resources and Energy resources; Agriculture and Industrial sectors in Uttarakhand; Role of different sectors in the development of Economy of Uttarakhand.	<b>18</b>
<b>II</b>	Human resource in Uttarakhand: Demographic profile; Education, Health and other infrastructural facilities; Role of women in the Economy of Uttarakhand; Panchyati Raj and people's participation	<b>18</b>
<b>III</b>	Economic development and regional disparities in Uttarakhand; Backwardness and Indicators of regional disparities in Uttarakhand.	<b>18</b>
<b>IV</b>	Problems and Remedies of Economic Development in Uttarakhand; Difficult & inaccessible Geography; Unemployment, Migration, Poverty and Natural Calamities etc. in Uttarakhand.	<b>18</b>
<b>V</b>	Role of Government in the Economic Development of Uttarakhand: Agriculture, Industrial, Education, Health, Infrastructure, Environment, Role of MSME sector, Agriculture and Forest, Water resources and Tourism based Entrepreneurship in sustainable development of Uttarakhand & Skill Development.	<b>18</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Bisht N.S: Regional Economics(Hindi)</li> <li>2. Dewan M.L and Jagdish Bahadur: Uttaranchal vision and Action programme</li> <li>3. G.P Mishra: Regional Dimensions of development</li> <li>4. Tolia, R.S: Uttarakhand Today Winsar publication: Uttarakhand year book (Hindi and English)</li> <li>5. Bhatt, K.N; Uttarakhand: Ecology, Economy &amp; Society;</li> <li>6. Kafaltia, Himanshu &amp; Kafaltia, Gunjan; A Comprehensive Study of Uttarakhand; Notion Press Media Pvt.Ltd</li> </ol>		

<b>Programme:</b> B.Com.	<b>Year:</b> First	<b>Semester:</b> Second
<b>Subject:</b> Commerce		
BC-204	<b>Course Title: Rural Marketing</b>	
<p><b>Course objective:</b> The other <i>objectives</i> of this <i>course</i> are to acquire knowledge on the rural economic environment, rural consumer behaviour which might be useful to devise <i>rural marketing</i></p> <p><b>Course outcomes:</b></p> <ol style="list-style-type: none"> <li>1. After completing this course a student will have:</li> <li>2. Ability to understand the concept of Rural Marketing.</li> <li>3. Ability to understand the terminologies associated with the field of Rural Marketing</li> <li>4. Ability to identify the appropriate method and techniques of Rural Marketing</li> </ol>		
<b>Credits:</b> 4		<b>Core Compulsory / Elective:</b> Compulsor
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
<b>Total No. of Lectures:</b> 60		
Unit	Topics	No. of Lectures
<b>I</b>	Conceptual Framework, Nature & Characteristics of Rural Market; An Overview of Indian Rural Market; Challenges & Opportunities in Rural Market; Rural Marketing Models and Environment.	<b>12</b>
<b>II</b>	Rural Consumer Behaviour, Characteristics of Rural Consumer, Consumer Behaviour Roles, Factors influencing Purchase of Products in Rural Market; Role of Government & NGOs in Rural Marketing; Similarities and Differences in Consumer Behaviour in Rural & Urban Markets.	<b>12</b>
<b>III</b>	Rural Marketing Research, Process of Research in Rural Markets, Sources and Methods of Data Collection, Data Collection Approaches in Rural Markets; Principles of Innovation for Rural Market, Need for Innovation in Rural Market,	<b>12</b>
<b>IV</b>	Rural Market Segmentation; Targeting and Positioning, Conditions for Effective Market Segmentation, Approaches for Segmenting the Rural Market, Rural Market Segmentation Tools; Promotion & Distribution Strategies for Rural Markets; A Comparative Analysis of Rural and Urban Markets.	<b>12</b>
<b>V</b>	Marketing of Agricultural Produce and Inputs, Regulated markets Cooperative Marketing & Processing Societies, Corporate Sector in Agri-Business: Cultivation, Processing & Retailing, Rural Marketing of FMCGs Durables & Financial Services	<b>12</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. S.S. Acharaya, N.L. Agrawal Agriculture Marketing in India Oxford IBH. New Delhi-1992</li> <li>2. L. P. Singh Cooperative marketing in India and Abroad; Himalaya 2005</li> <li>3. Sukpal Singh Rural Marketing Management; Sage 2002</li> <li>4. H.C. Purohit Rural Marketing - Challenges and Opportunities; Shale Publications, New Delhi- 2006</li> <li>5. Anil Saxena, Samiuddin, Harsh Rural Marketing opportunities and challenges; National Publishing House, New Delhi 2004</li> <li>6. Mishra and Puri Development Issues of Indian Economy; Himalaya Publishing House</li> <li>7. Acharya S.S. and Agrawal N.L; Agricultural Marketing in India</li> <li>8. Beri, G.C, 'Marketing Research: Tata McGraw Hill Publishing Company, Ltd., 2000. Cooper Schindler, 'Marketing Research, Concept &amp; Cases'</li> </ol>		
<p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Second	<b>Semester:</b> Third
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-301	<b>Course Title:</b> Cost Accounting	
<p><b>Course Objective:</b> The course aims to develop understanding among learners about various cost concepts and rational approach towards cost systems and cost ascertainment.</p> <p><b>Course outcomes:</b> After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and analyse the different cost concepts.</li> <li>2. Identify the items to be included and excluded in the cost system.</li> <li>3. Determine various components of cost of production as per revised guidelines of ICMAI.</li> <li>4. Compute unit cost and total cost by preparing a cost statement as per revised CAS.</li> <li>5. Determine cost for different industries using job costing, process costing, contract costing and service costing.</li> </ol>		
<b>Credits:</b> 6		<b>Core Compulsory / Elective:</b> Compulsory
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
<b>Total No. of Lectures:</b> 90		
Unit	Topics	No. of Lectures
<b>I</b>	Introduction: Nature, Scope and Advantages of Cost Accounting, Installation of Costing System, Difference between Cost and Financial Accounting,	<b>8</b>
<b>II</b>	Classification of Costs. Material: Purchase, Storage and Control of Material, Stock Levels, Inventory, Control Techniques. Methods of Pricing Material Issues.	<b>12</b>
<b>III</b>	Labour: Meaning and Components of Labour Cost. Concept, Accounting and Control of Idle time and Overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover.	<b>10</b>
<b>IV</b>	Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate.	<b>10</b>
<b>V</b>	Unit Output Costing: Concept of and Need for Unit Output Costing; Preparation of Cost Sheet and Tender Price; Preparation of Reconciliation Statement.	<b>20</b>
<b>VI</b>	Process Costing: Preparation of Process Accounts; Treatment of Normal and Abnormal Wastage; Treatment of Joint Product and By-product;	<b>10</b>
<b>VII</b>	Contract Costing: Preparation of Contract Account, Determination of Profit on Completed and Uncompleted Contracts; Operating Costing.	<b>10</b>
<b>VIII</b>	Marginal Costing: Cost – Volume Profit Analysis.	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Jain S.P. and Narang K.L.: Cost Accounting; Kalyani New Delhi.</li> <li>2. Maheshwari S.N.: Advanced Problems and Solutions in Cost Accounting; Sultan Chand, New Delhi. (Hindi and English)</li> <li>3. Tulsian P.C.; Practical Costing: Vikas, New Delhi.</li> <li>4. Garg A.K.; Cost Accounting: An Analytical Study, Swati Publication, Meerut.</li> <li>5. Horngren, Charles, Foster and Datar: Cost Accounting - A Managerial Emphasis; Prentice-Hall of India, New Delhi.</li> <li>6. M.L. Agarwal, Sahitya Bhawan Agra</li> </ol> <p>Note- Latest edition of the text books should be used.</p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Second	<b>Semester:</b> Third
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-302	<b>Course Title:</b> Company Law	
<p><b>Course objective:</b> The objective of this course is to provide basic knowledge of the provisions of the Companies Act 2013 along with relevant cases.</p> <p><b>Course Outcomes:</b> After completion of the course, students shall be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the basic concepts of companies law;</li> <li>2. Recognize the basic legal documents and their usage essential for formation of company.</li> <li>3. Analyse the process and documents required for raising capital for the company.</li> <li>4. Evaluate the process of company meetings and corporate decision making..</li> </ol>		
<b>Credits:</b> 6		<b>Core Compulsory / Elective:</b> Compulsory
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
Total No. of Lectures: 90		
Unit	Topics	No. of Lectures
<b>I</b>	<b>Indian Companies Act 2013:</b> Nature And Types Of Companies, Conversion Of Public Companies Into Private Company's And Vice Versa.	<b>10</b>
<b>II</b>	Formation, Promotion And Incorporation Of Companies, Memorandum Of Association; Article Of Association; Prospectus.	<b>12</b>
<b>III</b>	<b>Shares:</b> Types, Share Capital-Kinds; Allotment Of Shares; Members Categories, Modes Of Acquiring Membership, Rights And Liabilities Transfer And Transmission- Difference,	<b>13</b>
<b>IV</b>	Methods Of Borrowing, Debentures, Mortgages And Charges - Fixed And Floating.	<b>09</b>
<b>V</b>	<b>Management:</b> Directors, Types And Number Of Directors, Managing Director, Whole Time Director – Appointment, Qualifications And Disqualification, Duties, Vacation, Resignation And Removal,	<b>15</b>
<b>VI</b>	Company Meetings- Kinds, Quorum, Voting, Resolution, Minutes.	<b>10</b>
<b>VII</b>	<b>Majority Powers And Minority Rights:</b> Protection Of Minority Rights; Prevention Of Oppression And Management. Mismanagement.	<b>12</b>
<b>VIII</b>	Winding Up-Kinds And Conduct-Petition For Winding Up, Appointment Of Official Liquidator And Duties.	<b>09</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Kapoor GK A Dhamija Sanjay Company Law Comprehensive Textbook On Companies Act 2013 Taxmann Publication</li> <li>2. Singh Avtar Company Law Delhi India Eastern Book Company Bharat Law House</li> <li>3. Gupta Company Adhinyam Sahitya Bhawan Publication (Hindi and English)</li> <li>4. Maheshwari SN And SK Maheshwari A Manual Of Business Law 2<sup>nd</sup> Edition Himalaya Publishing House</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Second	<b>Semester:</b> Third
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-303 (A)	<b>Course Title:</b> Business Economics	
<p><b>Course objective:</b> The objective of this paper is to introduce students with broad range of economic concepts, theories and analytical techniques which help the management in decision making.</p> <p><b>Course Outcomes:</b> After the completion of the course, the learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand how different economic systems function and evaluate implications of various economic decisions.</li> <li>2. Understand how consumers try to maximize their satisfaction by spending on different goods.</li> <li>3. Analyze the relationship between inputs used in production and the resulting outputs and costs.</li> <li>4. Analyze and interpret market mechanism and behaviour of firms and response of firms to different market situations.</li> </ol>		
<b>Credits:</b> 06	<b>Core Compulsory / Elective:</b> Elective	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
Total No. of Lectures: 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Introduction: Definition and nature of economics, Scope and methodology of economics, Micro and macro economics	<b>10</b>
<b>II</b>	Consumption: Measurements of Utility, Law of Diminishing Marginal Utility, Law of Equi-marginal Utility.	<b>10</b>
<b>III</b>	Law of Demand: Demand Schedules and Curves, Elasticity of Demand, methods of measurement of elasticity of demand, measurement of cross elasticity, Law of Supply, Measurement of Elasticity of Supply	<b>15</b>
<b>IV</b>	Consumer's surplus, Study of Consumer Behaviour through indifference curve technique.	<b>10</b>
<b>V</b>	Production: The Factors of Production and their characteristics, Factors affecting productivity of labour and capital, Theories of Population. Law of variable proportion, The laws of return, economy of scale, law of return to scale, different concepts of cost of production. SAC curve, LAC curve.	<b>18</b>
<b>VI</b>	Exchange: The theory of exchange, Definition and extent of market. Determination of price under conditions of perfect competition, imperfect competition and monopoly. Effect of monopoly in economic life, monopolistic competition, oligopoly	<b>17</b>
<b>VII</b>	Concept and theories of profit and wages	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. D.N. Dwivedi, Managerial Economics, 7th Edition, Vikas Publishing House.</li> <li>2. D. Salvatore, Managerial Economics in a Global Economy, 6th Edition, Oxford University Press.</li> <li>3. L. Peterson and Jain Managerial Eco., 4th Edition, Pearson Education.</li> <li>4. Kontsoyianis, Modern Micro-Economics.</li> <li>5. M. Adhikary, Business Economics.</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Second	<b>Semester:</b> Third
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-303 (B)	<b>Course Title:</b> Business Environment	
<b>Course objective:</b> The objective of this paper is to introduce students with broad range of economic concepts, theories and analytical techniques which help the management in decision making.		
<b>Course Outcomes:</b> After completion of this course, the student will be able to:		
<ol style="list-style-type: none"> <li>1. learn the basics of business environment;</li> <li>2. understand the economic environment in which business prevails;</li> <li>3. analyse political and legal environment pertaining to business;</li> <li>4. Develop the ability to understand the effect of environment on business.</li> </ol>		
<b>Credits:</b> 06	<b>Core Compulsory / Elective:</b> Elective	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
Total No. of Lectures: 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Business Environment: Meaning, Nature and Dimensions of Business Environment, Analysis of Business Environment- Framework of Analysis, Scanning, Monitoring, Forecasting & Assessment of Business Environment.	<b>14</b>
<b>II</b>	Economic Environment with Reference to India's Economy: Growth Strategy, Economic Planning, Analysis of Economic Environment- Scanning, Monitoring, Forecasting and Assessing Economic Environment; Economic Markets, Economic Reforms & their Consequences.	<b>18</b>
<b>III</b>	Technological Environment: Nature of Technology, Interface Between Technology and Business, Management of Technology Transfers; Analysis, Forecasting and Assessment of Technological Environment.	<b>18</b>
<b>IV</b>	Global Environment: Why Firms go Global, Routes of Globalization, Active Players in Global Business. FDI- India's Experience, WTO- Benefits and Problems for India. Analysis of Global Environment- Scanning, Monitoring, Forecasting and Assessing Global Environment.	<b>22</b>
<b>V</b>	Political and Legal Environment of Business: Monopoly and Restrictive Trade Practices (MRTP) Act, Foreign Exchange Management Act(FEMA).	<b>18</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Sinha, V.C. and Sinha Ritika, Business Environment, SahityaBhawanAgra</li> <li>2. Cherunilam, Francis, Business Environment, Himalaya Publishing House, NewDelhi</li> <li>3. Aswathappa, K. Essentials of Business Environment, Himalaya Publishing House, NewDelhi</li> <li>4. Aswathappa, K. Business Environment for Strategic Management, HPH.</li> </ol>		
<b>Note- Latest edition of the text books should be used.</b>		



<b>Programme:</b> B.Com.	<b>Year:</b> Second	<b>Semester:</b> Third
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-304	<b>Course Title:</b> E-Banking	
<b>Course objective:</b> The Objective of this paper is to acquaint the students with the understanding of E- banking system with the risks, evaluation and concepts of E-payment involved therein.		
<b>Course outcomes:</b>		
1.The student will know the banking and monetary activities		
2.They will know the factors affecting demand for money and supply of money		
3. The student will know about the E- Banking system, its advantages and future		
<b>Credits: 4</b>		<b>Core Compulsory / Elective:</b> Elective
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
<b>Total No. of Lectures:</b> 60		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Introduction:</b> Concept and definition of E- Banking, nature and scope of E- Banking, E-Banking components, E-Banking: Indian perspectives, traditional banking internet banking portals, challenges in E-Banking, Online banking and its benefits.	<b>10</b>
<b>II</b>	<b>E-Banking System:</b> Mobile Banking Internet Banking, Secure Hypertext, Transfer Protocol (SHTTP). Online delivery of financial products: Secure electronic Transaction (SET); Indian Payment Models.	<b>15</b>
<b>III</b>	<b>E-Banking Risks:</b> Infrastructure problem; Lack of Skilled Manpower; Legal Framework, Socio Cultural Aspects; Money Laundering; Banking Frauds.	<b>15</b>
<b>IV</b>	<b>Electronic Payment System:</b> RTGS, Electronic Fund Transfer, Electronic Money; ATM; Credit Card; Smart Cards. Electronic Payment Systems: E-Banking and digital signatures.	<b>10</b>
<b>V</b>	<b>Evaluation of E-Banking System:</b> Advantages of E-Banking system, Limitations of E-Banking, Pre-requisites of E-Banking Future of E-Banking	<b>10</b>
<b>Suggested Reading:</b>		
<ol style="list-style-type: none"> <li>1. Agrawal Kamlesh, N.: Internet Banking, Mac-Millan India Ltd. New Delhi.</li> <li>2. Armor, Daniel.: E-Business Evolution, The Living and Working in an Interconnected World; Prentice Hall, US.</li> <li>3. E-Banking : Indian Banking Association, India.</li> <li>4. Kenneth C. Laudon and Carlo Guercio Traver, <i>E-Commerce</i>, Pearson Education.</li> <li>5. Bhaskar Bharat, <i>Electronic Commerce: Framework, Technology and Application</i>, McGraw Hill Education</li> <li>6. Joseph PT, <i>E-Commerce: An Indian Perspective</i>, PHI Learning</li> <li>7. Bajaj KK and Debjani Nag, <i>E-commerce</i>, McGraw Hill Education</li> <li>8. Chhabra TN, <i>E-Commerce</i>, Dhanpat Rai &amp; Co.</li> <li>9. Madan Sushila, <i>E-Commerce</i>, Taxmann</li> <li>10. Chhabra TN, Hem Chand Jain, and Aruna Jain, <i>An Introduction to HTML</i>, Dhanpat Rai &amp; Co.</li> </ol>		

<b>Programme:</b> B.Com.		<b>Year:</b> Second	<b>Semester:</b> Fourth
<b>Subject:</b> Commerce			
<b>Course Code:</b> BC-401		<b>Course Title:</b> Income Tax Law and Accounts	
<p><b>Course outcomes:</b> After completion of this course students will be able to</p> <ol style="list-style-type: none"> <li>1. Understand the basic concept of income tax, functions of taxation and their rules and regulations.</li> <li>2. Develop knowledge and skills relating to the Indian tax system as applicable to individuals, single companies and group of companies.</li> <li>3. Explain and compute the total income of individuals under five heads of income.</li> <li>4. Calculate Income tax using various deductions and exemptions.</li> </ol>			
<b>Credits:</b> 6		<b>Core Compulsory / Elective:</b> Compulsory	
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 90			
Unit	Topics	No. of Lectures	
<b>I</b>	Taxation Policy of Raja Todarmal. Introduction, Important Definitions: Assessee, Person, Income, Total Income, Assessment Year & Previous Year. Agricultural Income & its assessment.	<b>10</b>	
<b>II</b>	Residence & Tax Liability (Basis of Charge). Capital & Revenue. Exempted Incomes.	<b>10</b>	
<b>III</b>	Income from Salaries	<b>15</b>	
<b>IV</b>	Income from House Property.	<b>10</b>	
<b>V</b>	Profits and Gains of Business and Profession, Depreciation.	<b>15</b>	
<b>VI</b>	Capital gains, Income from Other Sources,	<b>12</b>	
<b>VII</b>	Set off and carry forward of losses and Clubbing of Income Deductions from Gross Total Income, Computation of Tax Liability of an Individual.	<b>12</b>	
<b>VIII</b>	Procedure of Assessment and Income Tax Authorities, Advance Payment of Tax and Deduction of Tax at Source.	<b>6</b>	
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Singhanai V.K: Students' Guide to Income Tax; Taxmann, Delhi.</li> <li>2. Mehrotra H.C: Income Tax Law &amp; Accounts; Sahitya Bhawan, Agra. (Hindi and English)</li> <li>3. Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan Publications, New Delhi. (Hindi and English)</li> <li>4. H.C. Mehrotra; C.S. Joshi, Income Tax Law and Accounts (Hindi/English), Sahitya Bhawan Agra</li> <li>5. Jain, R.K., Income Tax Law and Accounts (Hindi and English), SBPD Publications, Agra</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>			

<b>Programme:</b> B.Com.	<b>Year:</b> Second	<b>Semester:</b> Fourth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-402	<b>Course Title:</b> Public Finance	
<p><b>Course Objective:</b> To provide students with a comprehensive understanding of the principles and practices of public finance, including the role of government in the economy, the sources and uses of public revenue, and the allocation of public resources to achieve economic and social objectives.</p> <p><b>Course outcomes:</b> After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Gain the knowledge on the various concepts relating to public finance</li> <li>2. Analyse the various sources of public revenue and items where public expenditure is incurred.</li> <li>3. Understand the concept of preparation of union budget by the ministry of finance.</li> <li>4. Understand the recent scenario of Indian public finance relating to tax reforms in the field of direct and indirect taxation.</li> <li>5. Know the main features of the latest budget presented by the Ministry of Finance.</li> </ol>		
<b>Credits:</b> 6	<b>Core Compulsory / Elective:</b> Compulsory	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Introduction: Definition, Nature and Scope, Importance and Role of Public Finance in National Economy, Principle of Maximum Social Advantage	<b>16</b>
<b>II</b>	Public Revenue; Meaning of tax, Cannons of taxation, types of taxation (Direct and Indirect), incidence of taxation.	<b>18</b>
<b>III</b>	Public Debt: Meaning, types, effect of debt on production and distribution and public debts in India.	<b>18</b>
<b>IV</b>	Public Expenditure: Meaning, aims, classification, principles of public expenditure, economic stability, effects of public expenditure, The Public Budget.	<b>20</b>
<b>V</b>	Fiscal Policy: Meaning, objectives, tools and limitations of fiscal policy, Finance Commission in India, Indian Tax Systems. Federal Finance in India; Central Finance, State finance, local finance, Deficit financing in India.	<b>18</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Mithani, D.M., Money Banking. International Trade &amp; Public Finance Himalaya Publishing House, Pvt. Led. New Delhi</li> <li>2. Bhatia, H.L. Public Finance, Vikash Publishing House, Pvt. Ltd., New Delhi</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Second	<b>Semester:</b> Fourth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-403 (A)	<b>Course Title:</b> Tourism and Travel Management	
<p><b>Course objective:</b> The objective of this course is to understand the fundamental concept of Tourism and to familiarize with the significance and emerging trends in tourism.</p> <p><b>Course outcomes:</b> the completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.</li> <li>2. Apply the knowledge pertaining to planning, decision making process and forecasting.</li> </ol>		
<b>Credits:</b> 6	<b>Core Compulsory / Elective:</b> Elective	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 90		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Introduction to Travel:</b> Meaning and definitions of tourism, traveler, excursionist, tourists-objectives, nature and classification of tourism and tourists, Growth and Development of Tourism, Forms of Tourism: Inbound Outbound, Domestic and International.	15
<b>II</b>	<b>The Modern Tour Industry:</b> Package Tours- Custom Tours- Tour wholesalers- Types of Package tours: Independent Package, Hosted Tour, Escorted Tour, Sightseeing Tour Group, Incentive and Convention Tour- Man Market Package Holidays- Types of Tour Operations: Specialist Tour Operators: Specialist Tour Operators, Tour Operators reliance on other organization.	25
<b>III</b>	<b>Tour Operations and Documentation:</b> Functions-Sources of Income, How to set up a Travel Agency: Procedures for approval of a Travel Agency and Tour Operator, Travel Documentation: Passports- various types and requirements- Procedure to apply for Passports: VISA- various types and requirements- Documents required for Foreigners to visit India, Health Check Documents and Process for Encashment of Foreign Currency.	30
<b>IV</b>	<b>Impact of Tourism and Tourism Organizations:</b> Tourism Impacts: Economic impact, Social Impact, Cultural Impact and Environmental Impact- Strategies to overcome or reduce the negative Impact of Tourism. Objectives, Functions of- United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTC), Pacific Asia Travel Association (PATA), International Air Transport Association (IATA), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel and Restaurant Associations of India (FHRAI).	20
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt Ltd, New Delhi.</li> <li>2. Pran Nath Seth (1997), Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,</li> <li>3. Ghosh Bishwanth (2000), Tourism &amp; Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Second	<b>Semester:</b> Fourth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-403 (B)	<b>Course Title:</b> Fundamentals of Marketing	
<p><b>Course objective:</b> The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.</p> <p><b>Course outcomes:</b> By the end of this course students should be able to:</p> <ol style="list-style-type: none"> <li>1. View marketing as a co-ordinated and integrated effort of an organisation to satisfy relevant customer's needs and at the same time meet organisational goals;</li> <li>2. Identify opportunities and challenges presented to organisations and subsequently develop marketing objectives and strategies based on integrating the key elements of marketing;</li> <li>3. Apply a range of theories to analyse opportunities in complex marketing contexts;</li> <li>4. Evaluate data, information, and evidence within a complex context to arrive at marketing decisions;</li> <li>5. Develop an appreciation of ethical issues within the marketing function;</li> </ol>		
<b>Credits:</b> 6	<b>Core Compulsory / Elective:</b> Electiv	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 90		
Unit	Topics	No. of Lectures
<b>I</b>	<b>Introduction:</b> Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment. Micro and Macro environmental factors.	<b>10</b>
<b>II</b>	<b>Consumer Behaviour – An Overview:</b> Consumer buying process; Factors influencing consumer buying decisions.	<b>10</b>
<b>III</b>	<b>Market Selection:</b> Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.	<b>15</b>
<b>IV</b>	<b>Product:</b> Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labelling; After-sales services; Product life-cycle; New Product Development.	<b>8</b>
<b>V</b>	<b>Pricing:</b> Significance; Factors affecting price of a product; Major pricing methods; Pricing policies and strategies.	<b>7</b>
<b>VI</b>	<b>Promotion:</b> Nature and importance of promotion; Promotion Tools: advertising, personal selling, public relations; sales promotion and publicity – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; and Integrated Marketing Communication Approach.	<b>15</b>
<b>VII</b>	<b>Distribution:</b> Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Distribution Logistics; Meaning, importance and decisions.	<b>10</b>
<b>VIII</b>	<b>Retailing:</b> Types of retailing – store based and non- store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario.	<b>10</b>
<b>IX</b>	<b>Recent developments in marketing:</b> Social Marketing, Online Marketing, Direct Marketing, Services Marketing, Green Marketing, Relationship Marketing, Rural marketing.	<b>10</b>

**Suggested Readings:**

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Education.
2. Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK
3. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio
4. Chhabra, T.N., Principles of Marketing, Sun India Publication.
5. Kumar, Arun & N. Meenakshi, Marketing Management, Vikas Publications. (Hindi and English)
6. McCarthy, E. Jerome., and William D. Perreault, Basic Marketing, Richard D. Irwin.
7. Pride, William M., and D.C. Ferrell, Marketing: Planning, Implementation & Control, Cengage Learning.
8. Majaro, Simon, The Essence of Marketing, Prentice Hall, New Delhi.
9. Zikmund, William G. and Michael D'Amico, Marketing: Creating and Keeping Customers in an E-Commerce World, Thomson Learning.

Note- **Latest edition of the text books should be used.**

<b>Programme:</b> B.Com.		<b>Year:</b> Second	<b>Semester:</b> Fourth
<b>Subject:</b> Commerce			
<b>Course Code:</b> BC-404		<b>Course Title:</b> Indian Economy	
<b>Course objective:</b> Objective of this paper is to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro-economic analysis and policy framework.			
<b>Course outcomes:</b>			
1. Identifying economic problems: Students learn to identify the current economic problems in India and the challenges faced by important economic sectors.			
2. Understanding policy regimes: Students learn about the major policy regimes of the government and how the policy focus has changed from central planning to market integration.			
3. Understanding the role of economics policies: Students learn how economics policies impact different sectors of the economy, such as agriculture, industry, and services.			
4. Assessing situations: Students learn to assess situations and identify economic problems, and then offer solutions.			
<b>Credits:</b> 4		<b>Core Compulsory / Elective:</b> Compulsory	
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 60			
Unit	Topics		No. of Lectures
<b>I</b>	<b>Basic Issues and features of Indian Economy</b> Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure		<b>11</b>
<b>II</b>	<b>Policy Regimes</b> a) The evolution of planning and import substituting industrialization. b) Economic Reforms since 1991. c) Monetary and Fiscal policies with their implications on economy		<b>10</b>
<b>III</b>	<b>Growth, Development and Structural Change</b> a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions. b) The Institutional Framework: Patterns of asset ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power; c) Changes in policy perspectives on the role of institutional framework after 1991. d) Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns. e) Demographic Constraints: Interaction between population change and economic development.		<b>13</b>
<b>IV</b>	<b>Sectoral Trends and Issues</b> <i>Agriculture Sector:</i> Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security. <i>Industry and Services Sector:</i> Phases of Industrialization – the rate and pattern of industrial growth across alternative policy regimes; Public sector – its role, performance and reforms; the small scale sector; Role of Foreign capital. <i>Financial Sector:</i> Structure, Performance and Reforms. <i>Foreign Trade and Balance of Payments:</i> Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilization and Structural Adjustment; India and the WTO, Role of FDI, Capital account convertibility		<b>13</b>
<b>V</b>	<b>Inflation, Unemployment and Labour market</b> Inflation: Causes of rising and falling inflation, inflation and interest rates, social costs of inflation; Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and its interaction with production system; Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.		<b>13</b>

**Suggested Readings:**

1. Mishra and Puri, *Indian Economy*, Himalaya Publishing House.
2. IC Dhingra, *Indian Economy*, Sultan Chand & Sons.
3. Gaurav Dutt and KPM Sundarum, *Indian Economy*, S. Chand & Company.
4. Uma Kapila (ed), "*Indian Economy since Independence*", Relevant articles.
5. Bhagwati, J. and Desai, P. *India: Planning for industrialization*, OUP, Ch2.
6. Mankiw, N. Gregory. *Principles of Macroeconomics*. Cengage Learning.
7. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*. McGraw-Hill Education.
8. G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education.

**Note:** Latest edition of text books may be used.



<b>Programme:</b> B.Com.	<b>Year:</b> Third	<b>Semester:</b> Fifth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-501	<b>Course Title:</b> Corporate Accounting	
<p><b>Course Objective:</b> To enable the students to acquire the basic knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.</p> <p><b>Course Outcome:</b> After completion of this course students will be able to</p> <ol style="list-style-type: none"> <li>1. Apply the provisions of Companies Act for issue, forfeiture and reissue of shares.</li> <li>2. Prepare final accounts of corporate entities.</li> <li>3. Construct consolidated balance sheet of amalgamated company (merger and purchase method).</li> <li>4. Construct consolidated balance sheet of holding company.</li> <li>5. Make use of relevant schedules (New Format) to prepare final statement of accounts of banking company.</li> </ol>		
<b>Credits:</b> 5		<b>Core Compulsory / Elective:</b> Compulsory
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
<b>Total No. of Lectures:</b> 75		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Shares: Features, Types of Shares, Difference Between Preference Shares And Equity Shares, Share Capital And Its Types. Issues Forfeiture And Re Issue Of Shares, Redemption Of Preference Shares. Debentures: Features & Types, Issue And Redemption o Debentures	<b>15</b>
<b>II</b>	Final Accounts, General Instruction For Preparation Of Balance Sheet And Statement Of Profit And Loss.	<b>15</b>
<b>III</b>	Valuation Of Goodwill: Meaning And Nature Of Goodwill, Needs and Methods Of Valuation Of Goodwill,	<b>15</b>
<b>IV</b>	Valuation Of Shares, Need And Methods Of Valuation Of Shares Profit Prior To Incorporation, Use Of Profit And Loss Prior To Incorporation, Methods Of Computing Profit And Loss Prior To Incorporation.	<b>15</b>
<b>V</b>	Accounting For Amalgamation Of Companies As Per Indian Accounting Standard 14. Meaning, Characteristics And Objectives Of Amalgamation, Kinds Of Amalgamation Accounting For Internal Reconstruction Internal And External	<b>15</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Gupta RL Radhaswami M, Company Accounts Sultan Chand and company (Hindi and English)</li> <li>2. Maheshwari SN And Maheshwari SK Corporate Accounting Vikas Publishing (Hindi/English)</li> <li>3. Shukla SM And Gupta SP Advanced Accountancy Sahitya Bhawan Publication (Hindi and English)</li> <li>4. Jaiswal K S Corporate Accounting Both English And Hindi Shukla MC Grewal</li> <li>5. PS And Gupta SC Advanced Accounts S Chand And Company</li> <li>6. Shukla MB Corporate Accounting Kitab Mahal</li> <li>7. Babu, Deepak: Corporate Accounting, Navyug Publications, Agra (English and Hindi)</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Third	<b>Semester:</b> Fifth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-502	<b>Course Title:</b> Auditing	
<p><b>Course Objective</b> To enable the students to acquire the basic knowledge of auditing to check the financial statements of a company. Auditors verify whether these statements accurately present the company's financial status and its transactions.</p> <p><b>Course Outcome:</b> After completion of this course students will be able to</p> <ol style="list-style-type: none"> <li>1. Describe the audit and other assurance engagements, corporate governance, internal and statutory audit, types of audit and objectives of audit.</li> <li>2. Recognize risk assessment, audit planning, documentation and audit evidence and describe internal control, internal check, test of control and other audit procedures.</li> <li>3. Discuss the finalization of audit report and types of audit report and explain vouching of trading transaction, verification and valuation of assets &amp; liabilities.</li> <li>4. Summarize audit report and latest trends in Auditing Information System.</li> </ol>		
<b>Credits:</b> 5	<b>Core Compulsory / Elective:</b> Compulsory	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 75		
Unit	Topics	No. of Lectures
I	Methodology of Accounting, Auditing and Fraud risk management in <b>Kautilya's Arthshastra</b> . <b>Audit and Audit Process:</b> Meaning, Nature, Objectives and Various Classes of Auditing, Standard of Auditing, Pronouncements on accepted Auditing practices, Internal Control and the need for its evaluation by the Auditor.	15
II	<b>Audit Procedures:</b> Verification programme-selective verification, Audit in depth, test checking, Auditor's Approach to statistical sampling Routine checking, vouchers, verification and valuation of assets and liabilities, Auditor's Report on Profit and Loss Account and Balance Sheet.	15
III	<b>Audit of Limited Companies:</b> Qualifications and Appointment of Company Auditors, their powers, duties and liabilities as per Company Act 1956, Enquiries under Section 227 (IA), Audit of share capital, share transfer and managerial remuneration, Additional matters in the Auditor's Report (Manufacturing and other companies), Auditor's Report Order 1988.	17
IV	<b>Audit of Public Sector Undertaking and Banks:</b> Special features concerning Audit of departmental undertakings, Statutory Corporations and Government Companies, Procedure of appointment of Auditors, Special features relating to the audit of Banks, Audit of Insurance Companies and audit of non-profit companies. <b>Cost Audit:</b> Importance of cost audit Provisions regarding cost audit, Cost Audit report, Tax and Social Audit. <b>Internal Audit:</b> Objective and scope of Internal Audit, Responsibilities and Authority of Internal Auditors, Relationship between internal auditor and statutory auditor.	18
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Gupta Kamal : Contemporary Auditing, TATA Mc Graw, New Delhi.</li> <li>2. Tandon, B.N.: Principles of Auditing, S. Chand &amp; Company, New Delhi.</li> <li>3. Pargare Dinkar: Principles and practices of Auditing, Sultan Chand, New Delhi.</li> <li>4. Sharma, T.R.: Auditing Principles and Problems, Sahitya Bhawan, Agra. (Hindi and English)</li> <li>5. Yadav, Pankaj, Auditing, Neel Kamal Prakashan, Delhi (Hindi and English)</li> <li>6. Sharma, Sanjeev, Auditing: MK Publications, Agra (Hindi and English)</li> </ol> <p>Note- Latest edition of the text books should be used.</p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Third	<b>Semester:</b> Fifth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-503	<b>Course Title:</b> <b>Business Ethics and Corporate Governance</b>	
<p><b>Course objective:</b> The objectives of this course help students understand the importance of ethics and corporate governance in business, and to learn how to apply ethical principles in business contexts.</p> <p><b>Course Outcomes:</b> After completion of this course students will be able to</p> <ol style="list-style-type: none"> <li>1. Students will be able to understand the business ethics.</li> <li>2. The student will be able to Analyze corporate social Responsibility.</li> <li>3. The student will be able to analyze various ethical codes in corporate governance</li> <li>4. Student will be able to Analyze the Employees conditions and Business Ethics</li> </ol>		
<b>Credits:</b> 5		<b>Core Compulsory / Elective:</b> Elective
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
<b>Total No. of Lectures:</b> 75		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Values–Importance,SourcesofValueSystems,Types,Values, LoyaltyandEthicalBehaviour,ValuesacrossCultures;Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management.	<b>17</b>
<b>II</b>	The Ethical Value System – Universalism, Utilitarianism Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes; Culture and Ethics – Ethical Values indifferent Cultures, Culture and Individual Ethics.	<b>26</b>
<b>III</b>	Law and Ethics – Relationship between Law and Ethics, Other BodiesinenforcingEthicalBusinessBehaviour,ImpactofLaws on Business Ethics; Social Responsibilities of Business – Environmental Protection, Fair Trade Practices, Fulfilling all Nationalobligations under various Laws, Safeguarding Health and well- being ofCustomers.	<b>16</b>
<b>IV</b>	Corporate Governance: Issues, need, corporate governance code transparency & disclosure, role of auditors, board of directorsand shareholders; Global issues of governance, accounting and regulatory framework, corporate scams, committees in India and abroad, corporate socialresponsibility.	<b>16</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Kitson Alan- Ethical Organisation,Palgrave</li> <li>2. L. T. Hosmer : The Ethics of Management, UniversalBook.</li> <li>3. D. Murray : Ethics in Organizational, KoganPage.</li> <li>4. S.K.Chakraborty: ValuesandEthicsinOrganisation,OUP</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.		<b>Year:</b> Third	<b>Semester:</b> Fifth
<b>Subject:</b> Commerce			
<b>Course Code:</b> BC-504		<b>Course Title:</b> Principles and Practices of Insurance	
<p><b>Course Objectives:</b> To provide an overview of insurance and its policies, to build awareness and Acquaint knowledge on Insurance policies and insurance practices.</p> <p><b>Course outcomes:</b> After completion of this course students will be able to</p> <ol style="list-style-type: none"> <li>1. Acquire knowledge on Evolution of insurance and role of IRDA</li> <li>2. Examine the various types of insurance policies</li> <li>3. Acquaint knowledge on health insurance</li> </ol>			
<b>Credits:</b> 5		<b>Core Compulsory / Elective:</b> Elective	
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 75			
Unit	Topics	No. of Lectures	
<b>I</b>	Risk: Meaning, Types, Causes, Methods of Handling Risks Insurance: Meaning, Origin & Development, Functions, Types Principles, Advantages, Reinsurance, Double-Insurance.	<b>17</b>	
<b>II</b>	Life Insurance: Meaning, Importance, Essentials of Life Insurance Contract, Procedure of Life Insurance. Life Insurance Policies, Nomination & Assignment, Surrender Value. Life Insurance Corporation: Functions & Organization.	<b>20</b>	
<b>III</b>	Marine Insurance: Meaning, Significance, Scope and Insurable Risk, Characteristics of Marine Insurance, Contract, Types of Marine Policies, Main Clauses in Marine Policies and Marine Losses.	<b>18</b>	
<b>IV</b>	Fire Insurance: Meaning, Hazards in Fire Insurance, Scope importance, Fire Insurance Contract, Conditions of Fire Insurance Policy & Procedure. Miscellaneous Insurance: Motor Insurance Burglary, Live-stock, Crop and Health Insurance	<b>20</b>	
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1- Mishra M.N., Insurance- Principles &amp; Practice.</li> <li>2- Gupta O.S., Life Insurance.</li> <li>3- Vinayakam, M. Radhaswami &amp; Vasudevam, Insurance- Principles &amp; Practice.</li> <li>4- Kothari &amp; Bhall, Principles &amp; Practice of Insurance.</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>			

<b>Programme:</b> B.Com.		<b>Year:</b> Third	<b>Semester:</b> Sixth
<b>Subject:</b> Commerce			
<b>Course Code:</b> BC-505		<b>Course Title:</b> Monetary Theory and Banking in India	
<p><b>Course objective:</b> To provide the students with an introduction to understand the concept of money, theories of money supply and money demand and working of monetary policy.</p> <p><b>Course outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Understand the working of the Indian financial system.</li> <li>2. Describe the working of commercial banks</li> <li>3. Understand the role and functioning of RBI</li> </ol>			
<b>Credits:</b> 5		<b>Core Compulsory / Elective:</b> Elective	
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 75			
Unit	Topics	No. of Lectures	
<b>I</b>	<b>Money:</b> Functions, Alternative Measures To Money Supply In India And Their Different Components, Meaning And Changing Relative Importance Of Each Component, High Powered Money- Meaning And Uses, Sources Of Changes In High Powered Money. <b>Financial System:</b> Components, Financial Intermediaries.	<b>17</b>	
<b>II</b>	<b>Indian Banking System:</b> Definition Of Bank, Commercial Banks, Importance And Functions, Structure Of Commercial Banking System In India. Regional Rural Banks, Cooperative Bank In India. Process Of Credit Creation By Banks Determination of Money Supply And Total Bank Credit.	<b>17</b>	
<b>III</b>	<b>Development Banks And Other Non-Banking Financial Institution:</b> Main Features, Problems And Policies For Allocation Of Institutional Credit, Problem Between The Government And The Commercial Sector, Inter-Sectoral And Inter-Regional Problems, Problem Between Large And Small Borrowers.	<b>25</b>	
<b>IV</b>	<b>The Reserve Bank of India:</b> Functions, Instruments Of Monetary And Credit Control; Main Features Of Monetary Policy Since Independence, Interest Rates; Various Rates In India (As Bond Rate, Bill Rate, Deposit Rate, etc.) Impact Of Inflation And Inflationary Expectations.	<b>16</b>	
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Saha SK Indian Banking System SBPD Publication (Hindi and English)</li> <li>2. Deshmukh And Indian Banking System Chandralok Prakashan (Hindi and English)</li> <li>3. Gupta SB Monetary Planning Of India</li> <li>4. Khan M Y Indian Financial System Theory And Practice</li> <li>5. Sengupta A K &amp; Agarwal K Money Market Operations In India</li> </ol> <p style="text-align: center;">Note- Latest edition of the text books should be used.</p>			

<b>Programme:</b> B.Com.	<b>Year:</b> Third	<b>Semester:</b> Sixth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-601	<b>Course Title:</b> Goods and Services Tax	
<p><b>Course objectives:</b> To provide students with the working knowledge of principles and provisions of GST to understand the relevance of GST in the present Indian tax in scenario and its contribution for economic development.</p> <p><b>Course outcomes:</b> The learning outcomes of this course are:</p> <ol style="list-style-type: none"> <li>1. Student will be equipped with the knowledge of basic concepts of goods and service tax, CGST, SGCT, IGST, classification of goods and valuation rules.</li> <li>2. Student will learn the basic procedures under GST incorporating the registration, filing of returns and payment of tax.</li> <li>3. Student will be equipped with the knowledge of composition scheme under GST, Exemptions under GST, concept of supply of goods, nature of supply.</li> </ol>		
Credits: 5		Core Compulsory / Elective: Compulsory
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
Total No. of Lectures: 75		
Unit	Topics	No. of Lectures
<b>I</b>	<b>Indirect Tax:</b> Meaning, Features, Difference Between Direct And Indirect Tax, Types Of Indirect Tax Before GST, Shortcoming Of Indirect Tax System During Pre GST Era. GST Meaning Advantages, Disadvantages Of Evaluation Of GST, Structure Of GST, CGST, SGST, IGST UTGST, And Important Definition Under GST Act.	<b>12</b>
<b>II</b>	<b>Time Of Supply:</b> Meaning Of Goods And Services, TOS Under Reverse Charge Mechanism, Invoicing Provisions, Provisions Related With Change Changes In GST Rate.	<b>8</b>
<b>III</b>	<b>Place Of Supply:</b> POS Meaning, POS Of Goods And Services, Intra state And Interstate Supply. <b>Value Of Supply:</b> Meaning, Provisions Related With Determination Of Value Of Supply Of Goods And Services, Determination Of GST Liability.	<b>12</b>
<b>IV</b>	<b>Input Tax Credit ITC:</b> Meaning Of Utilization Of ITC, Block Credit, Supply Not Eligible For ITC, Matching, Reversal And Reclaim Of ITC. <b>Payment Under GST:</b> Manner Of Payment Of GST Liability, Concept Of Electronic, Cash Credit And Liability Ledger, Refund Of Excess GST.	<b>10</b>
<b>V</b>	<b>Return:</b> Meaning, Purpose And Importance, Different Types Of Return, Due Date Of Filing Return, <b>Assessment Under GST</b> Meaning, Types Sales Assessment, Provisional Assessment, Summary Assessment, Best Judgment Assessment.	<b>10</b>
<b>VI</b>	<b>Registration:</b> Meaning Of Final Registration, Compulsory Registration, and Procedure For New Registration, Amendment And Cancellation Of Registration.	<b>17</b>
<b>VII</b>	<b>Accounts And Records:</b> Manner Of Maintenance Of Accounts, Period Of Retention Of Relevant Records. <b>Invoice:</b> Format, Types Debit And Credit Note, Voucher <b>Audit:</b> Meaning, Types Mandatory, Departmental And Specific Audit, Penalty And Under GST, E -Way Bill.	<b>6</b>

**Suggested Readings:**

1. Malhotra XE and Agarwal goods and services tax Agra India Sahib BhawanPublication English andHindi
2. AgarwalRajkeadvancedhandbookonGSTbackgroundmaterialonmodelGSTlawSahityaBhawan Publications.
3. Bansal K. M. GST Customer law taxman Publication private limitedUniversityedition
4. RK Singh PK a bird's eye view of GST Asia lawhouse
5. Singhanian VKstudent'sguidetoGSTandcustomslawtaxmanPublicationprivatelimitedUniversity edition
6. Gupta&Maheshwari,TyagiGoodsandServicesTax,SBPDPUBLISHINGHOUSE,AGRA
7. Babu,Deepak:GST:AREvolutiononIndianTaxSystem,ISARASolutions,NewDelhi

Note- **Latest edition of the text books should be used.**

<b>Programme:</b> B.Com.		<b>Year:</b> Third	<b>Semester:</b> Sixth
<b>Subject:</b> Commerce			
<b>Course Code:</b> BC-602		<b>Course Title:</b> Accounting for Managerial Decision	
<p><b>Course objective:</b> The subject of Accounting for Managerial Decisions aims to teach students how to use accounting information to make business decisions.</p> <p><b>Course Outcomes:</b> After going through the subject Accounting for Managerial Decisions, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basics of management accounting and its role in the overall field of accounting and understand the position, role, and responsibilities of a management accountant.</li> <li>2. Understand standard costing as a control technique in cost accounting. Explain the method of cost control and the objectives of standard costing. Analyze the relationship between standard costing and budgetary control. Learn the process of setting and revising standards.</li> <li>3. Define variance and its importance in cost analysis. Identify and calculate material variance and labor variance. Analyze the relevance of variances in budgeting and standard costing.</li> <li>4. Differentiate between marginal costing and absorption costing. Understand cost-volume-profit analysis in marginal costing.</li> </ol>			
<b>Credits:</b> 5		<b>Core Compulsory / Elective:</b> Compulsory	
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 75			
Unit	Topics	No. of Lectures	
<b>I</b>	Management Accounting- Concept, Meaning, Characteristics, Difference between Financial Accounting Management Accounting, Difference between Cost Accounting and Management Accounting, Techniques Objectives and Importance. Management Accountant- Duties, Statu Functions and Responsibility. Financial Statement Analysis and Interpretation - Meaning, Objectives, Characteristics ofan Ideal Financia Statement, Parties Interested in Financial Statement, Types of Financia Analysis - Horizontal, Vertical and Trend Analysis.	17	
<b>II</b>	Ratio Analysis: meaning, Utility, Classification of Ratios Profitability Ratio, Activity Ratio and Financial Position Ratios. Fund Flow and Cash Flow Statement-Concept, Meaning of the term Fund and Preparation ofFund Flow Statement and Cash Flow Statement(As 3).	16	
<b>III</b>	Business Budgeting: Meaning of Budget and Budgeting, Objectives Limitations and importance, Essentials of effective Budgeting Classification of Budgets- Flexible budget and Zero Based Budget Marginal Costing: Meaning, Determination of Profit under Marginal Costing, Pricing of Product, make or by Decision, Selection of most profitable channel. Break Even Analysis: Concept and Practical Applications of Break even Analysis.	22	
<b>IV</b>	Standard Costing and Variance Analysis: Meaning and Objectives of Standard Costing Setting of Standard, Variance Analysis: Material and Labour Variance. Reporting to Management: Meaning, Objectives, PrinciplesofReporting, ImportanceofReports, ClassificationofReports, Reporting at different Levels ofManagement.	20	
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Homgren, C.T., Gary L. Sundem and William O. Stratton: Introduction toManagement Accounting, Prentice Hall of India, Delhi.</li> <li>2. Homgren, Charles T., George Foster and Srikant M. Dailiar; Cost Accounting; A Managerial Emphasis, Prentice Hall of India, Delhi.</li> <li>3. Lall, B.M. and I.C. Jain: Cost Accounting: Principles and Practice, Prentice Hall of India, Delhi.</li> <li>4. Welsch Glenn A., Ronald W. Hilton and Paul N. Gordon Budgeting, Profit Planning and Control, Prentice hall of India, Delhi.</li> <li>5. Baig Nafees: Cost Accounting, Rajat Publications, New Delhi. Baig Nafees: Management Accounting &amp; Control, Ashish Publishing Home, New Delhi.</li> <li>6. Sharma R.K. and Gupta S.K.; Management Accounting, Kalyani Publishers, Ludhiyana. (Hindi and English)</li> <li>7. Lal Jawahar; Managerial Accounting, Himalya Publishing House, New Delhi.</li> <li>8. Misra, A.K., Management Accounting, (Hindi and English) Navneet Prakashan, Nazibabad.</li> </ol> <p>Note- Latest edition of the text books should be used.</p>			



<b>Programme:</b> B.Com.	<b>Year:</b> Third	<b>Semester:</b> Sixth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-603	<b>Course Title:</b> Financial Institutions & Markets	
<p><b>Course objective:</b> The subject of Financial Institutions &amp; Markets to teach students Evaluate empirical evidence of market performance. and contrast it with theories of market performance. Research and analyze specific problems or issues related to financial markets and institutions.</p> <p><b>Course outcomes:</b></p> <ol style="list-style-type: none"> <li>1. To familiarize with the Indian financial system through knowing the types of various financial institutions, instruments and financial markets.</li> <li>2. To understand the various constituents of capital markets, functioning of capital markets and regulatory mechanisms associated with capital markets.</li> <li>3. To understand the various types of Non-Banking Financial Companies (NBFCs) and to appreciate the role of financial services in economic development.</li> </ol>		
<b>Credits:</b> 5		<b>Core Compulsory / Elective:</b> Elective
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
Total No. of Lectures: 75		
Unit	Topics	No. of Lectures
<b>I</b>	<b>Financial Markets an Overview:</b> Meaning of Financial Market and its Significance in the Financial System. Financial Markets in the Organized Sector - Industrial Securities Market Government Securities Market, Long-term Loans Market Mortgages Market, Financial Guarantee Market, Meaning and Structure of Money Market in India, Characteristics of a Developed Money Market, Significance and Defects of Indian	<b>17</b>
<b>II</b>	<b>Capital Market:</b> New issue market - Meaning and Functions of New Issue Market, Instruments of New Issues, Players and their role in the New Issue Market, issue-pricing and marketing Defects and Remedies of New Issue Market.	<b>26</b>
<b>III</b>	<b>Secondary market:</b> Functions and role of stock exchange Listing procedure and legal requirements; Public Stock Exchanges-NSE, BSE and OTCEI. Functionaries on Stock Exchanges: Brokers, Sub brokers, market makers, jobbers portfolio consultants, institutional investors.	<b>16</b>
<b>IV</b>	<b>Investor Protection:</b> Grievances concerning stock exchange dealings and their removal, Demat Trading. SEBI Guidelines - Primary Market, Secondary Market and the Protection of investor's interest, NCLT & NCLAT.	<b>16</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Machiraju, 'Indian Financial System' – Vikas Publishing House.</li> <li>2. Varshney P.N., &amp; Mittal D.K., 'Indian Financial System', Sultan Chand &amp; Sons New Delhi.</li> <li>3. Avadhani V. A. Capital Market, Himalaya Publishing House, New Delhi</li> <li>4. Mulay, M. A., "New Issues Capital Market in India"</li> <li>5. Gordon &amp; Natarajan, "Indian Financial System" Himalaya Publishing House.</li> <li>6. Avdhani, V. A., "Investment Management" Himalaya Publishing House.</li> <li>7. Gupta, O. P., "Indian Securities Market".</li> <li>6. Tiwari, D., Financial Markets &amp; Institutions, Jagdamba Publications, New Delhi.</li> <li>7. Tiwari, D., Financial Markets &amp; Investment Management, Himalaya Publishing House, New Delhi.</li> </ol> <p style="text-align: center;">Note- Latest edition of the text books should be used.</p>		

<b>Programme:</b> B.Com.	<b>Year:</b> Third	<b>Semester:</b> Sixth
<b>Subject:</b> Commerce		
<b>Course Code:</b> BC-604	<b>Course Title:</b> Human Resource Management	
<p><b>Course objective:</b> The objectives of this course are to make student to be able to understand the functions, systems, policies and applications of Human Resource Management in organizations.</p> <p><b>Course outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design</li> <li>2. Competency to recruit, train, and appraise the performance of employees</li> <li>3. Ability to handle employee issues and evaluate the new trends in HRM</li> </ol>		
<b>Credits:</b> 5		<b>Core Compulsory / Elective:</b> Elective
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
Total No. of Lectures: 75		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Human Resource Management</b> concept and function, role o competencies of HR manager at our policies evolution of HRM emerging challenges of Human Resource Management workforce diversity empowerment VRS work life balance downsizing	<b>15</b>
<b>II</b>	<b>Recruitment &amp; Selection:</b> Recruitment, factors affecting recruitment,sourcesofrecruitment,Selection – Process, selection test, Interview, Orientation, Placement. <b>Training &amp; Development:</b> Training- Objectives & Importance of training, Training Methods-On job training and off- the job training.	<b>20</b>
<b>III</b>	<b>Employee Compensation:</b> Compensation & Welfare, Job Evaluation <b>Performance Appraisal:</b> Techniques, Job Enlargement & Job Enrichment, Quality of Work Life, Worker’s Participation in Management.	<b>25</b>
<b>IV</b>	<b>EMPLOYEE WELFARE:</b> Various welfare schemes & Safety Measures. Employee Benefits – Meaning and its types, Fringe Benefits Remuneration – Salary, Bonus, Commission, Long Term Incentives Perquisites. Grievance Handling & Discipline– Meaning, Importance. Collective Bargaining–Meaning and Importance ,Process.	<b>15</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Aswathappa K Maine resource management Tata McGrawHill</li> <li>2. VermaPramodSaviBagiyaprabandhan Rao VSPhuman resource managementExcel books</li> <li>3. Tripathi PC personnel management and Industrial Relations Sultan Chandandsons</li> <li>4. Agarwal&amp;Fauzdar,HumanResourceManagement-SBPDPublishingHouse,Agra(English/Hindi)</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>		

<b>Programme:</b> B.Com.		<b>Year:</b> Third	<b>Semester:</b> Sixth
<b>Subject:</b> Commerce			
<b>Course Code:</b> 605		<b>Course Title:</b> Advertising & Sales Management	
<b>Course objective:</b> The objectives of this course to understand concept and features of advertising and sales management.			
<b>Course outcomes:</b>			
1. understand the place and contribution of marketing to the business enterprise			
2. understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions			
3. understand the role of marketing as a fundamental organizational policy process			
<b>Credits:</b> 5		<b>Core Compulsory / Elective:</b> Compulsory	
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 75			
Unit	Topics		No. of Lectures
I	<b>Introduction</b> Advertising- meaning, nature and importance of advertising types and objectives. Audience selection; Setting of advertising budget determinants and major methods.		15
II	<b>Media Decisions</b> Major media types- their merits and demerits; Advertising through internet and interactive media- Issues and considerations; factors influencing media choice; media selection, media scheduling.		15
III	<b>Organisational Arrangements</b> a) Advertising agency: Role, types and selection of advertising agency; Reasons for evaluating advertising agencies. b) Social, ethical and legal aspects of advertising in India; recent developments and issues in advertising.		15
IV	<b>Sales Management:</b> Definition & Objective, Theories of Selling, Personal Selling Process the Sales Organization: Purpose & types, Techniques for setting up a Sales Organization, Role & Responsibilities of a Sales Manager		15
V	<b>Sales Force Management:</b> Recruitment, Selection & Training Controlling using Territories & Quotas, Sales Meetings & Contests, Evaluation & Supervision of Salesperson		15
<b>Suggested Readings:</b>			
1. Belch and Belch. <i>Advertising and Promotion</i> . Tata McGraw HillCo.			
2. Sharma, kavita. <i>Advertising: Planning and Decision Making</i> . Taxmann publication Pvt.Ltd.			
3. Mahajan, J.P. and Ramki. <i>Advertising and Brand management</i> . New Delhi: Ane Books PvtLtd.			
4. Burnett, Wells and Moriatty. <i>Advertising: Principles and Practice</i> . PearsonEducation			
5. Shimp, Terence A. <i>Advertising and Promotion: An IMC Approach</i> . South Western, CengageLearning.			
6. O'Guinn. <i>Advertising and Promotion: An Integrated Brand approach</i> , CengageLearning.			
Belch, MA & Belch GE – Advertising and Promotion, An Integrated Marketing Communications Perspective, Sixth Edition, Tata McGraw Hill			
6. Manendra Mohan, Advertising Management, Concept and Cases, Tata McGraw HillPublication.			
7. Rajeev Batra, John G. Myers & David A. Aaker, Advertising Management, PearsonPublication			
<b>Note: Latest edition of text books may be used.</b>			

**SYLLABUS**  
**OF**  
**B. Com**  
**Vocational Course**  
**w.e.f Session 2022-2023**

<b>Programme: B.Com (Vocational Course)</b>		
<b>Subject: Commerce</b>		
<b>Course Code: VoC-1</b>	<b>Course Title: E- Commerce</b>	
<b>Course Objectives:</b> To familiarize the concept of electronic commerce, and to understand how electronic commerce is touching business enterprises, governments, consumers and people in general.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Fundamental principles of e-Business and E-Commerce and the role of Management.</li> <li>• Online Business models and strategy.</li> <li>• Identify the key security threats in the E-commerce environment.</li> <li>• Underlying used technologies with emphasis on Internet Technologies.</li> <li>• Application of tools and services to the development of small-scale e-Commerce applications.</li> <li>• Opportunities to get benefits of selling online.</li> <li>• Optimizing safe selling online.</li> </ul>		
<b>Credits: 3</b>	<b>Core Compulsory / Elective: Skill Enhancement Course (SEC)/ Vocational Courses</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing Marks: 10+30</b>	
<b>Total No. of Lectures: 45</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Introduction</b> Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, E-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind E-Commerce.  <b>Infrastructure of E-Commerce</b> (internet, intranet, extranet, introduction to broadband technology and World Wide Web)	<b>15</b>
<b>II</b>	<b>Security and Encryption</b> Need and concepts, the E-Commerce security environment: (dimension, definition and scope of e security) security threats in the E-Commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients)	<b>15</b>
<b>III</b>	<b>E-payment System.</b> Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money) digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting) risks involved in e-payments.	<b>15</b>

**Suggested Readings:**

1. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
2. David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education.
3. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4<sup>th</sup> Ed., McGraw Hill Education.
4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
5. KK Bajaj and Debjanin Nag, E-commerce, McGraw Hill Education
6. TN Chhabra, E-Commerce, Dhanpat Rai & Co.
7. Sushila Madan, E-Commerce, Taxmann
8. TN Chhebra, Hem Chand Jain and Aruna Jain, An Introduction to HTML, Dhanpat Rai & Co.

**Note:** Latest edition of text books may be used.

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-2	<b>Course Title:</b> <b>ENTREPRENEURSHIP</b>	
<b>Course Objectives:</b> To generate eligibility of students to analyse the various aspects, scope and challenges under an entrepreneurial venture and to discuss the steps in venture development and new trends in entrepreneurship.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Identifying the type of entrepreneur and the steps involved in an entrepreneurial venture.</li> <li>• Exploring entrepreneurial skills and management function of a company with special reference to SME sector.</li> <li>• Understanding various steps involved in starting a venture and to explore marketing methods &amp; new trends in entrepreneurship.</li> <li>• Creating foundation of Entrepreneurship Development and its theories in students.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Unit 1: Foundation of Entrepreneurship</b> Concept and need of entrepreneurship, Characteristics and types of entrepreneurships, charm of becoming an entrepreneur, Entrepreneurship as a career, Entrepreneurship as a style of management, changing role of the entrepreneur, Entrepreneurial traits, Factors affecting entrepreneur.	<b>9</b>
<b>II</b>	<b>Unit 2: Theories of Entrepreneurship</b> Influences on entrepreneurship development, External influences on entrepreneurship development: socio-cultural, political and economical, Personal entrepreneurial success and failure, Reasons and remedies, Women entrepreneurs, Challenges and achievements of women entrepreneurs.	<b>9</b>
<b>III</b>	<b>Unit 3: Entrepreneurial Motivation and Competencies</b> Meaning of entrepreneurial motivation, Motivation cycle of process, Entrepreneurial motivating factors, Changes in entrepreneurial motivation, Entrepreneurial motivation behaviour.	<b>9</b>
<b>IV</b>	<b>Unit 4: Opportunities Identification and Selection</b> Need for opportunities identification and selection, Environmental dynamics and changes, Business Opportunities in various sectors, Identification of business opportunities, opportunity selection.	<b>9</b>
<b>V</b>	<b>Unit 5: Business Planning Process</b> The business plan as an entrepreneurial tool, Elements of business planning, Objectives, Market analysis, Development of product/idea, Marketing, Finance, Organization and management, Ownership Critical risk contingencies of the proposal, Scheduling and milestones.	<b>9</b>

**Suggested Readings:**

1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
2. Hisrich Robert, Michael Peters, Shepherd Dean, Entrepreneurship, McGraw-Hill Education
3. Desai Vasant, Dynamic of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
4. Dollinger Mare J., Entrepreneurship: Strategies and Resources. Illinois, Irwin.
5. Holt David H., Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
6. Desai Vasant; Dynamics of Entrepreneurship: New Venture Creation; Prentice Hall of India.
7. MathurAbha, Entrepreneurship Taxmann Publication Pvt. Ltd.



<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-3	<b>Course Title:</b> <b>ADVERTISING AND PERSONAL SELLING</b>	
<b>Course Objectives:</b> To provide knowledge concerning advertising and personal selling and to equip them with the skill to use these promotion tools.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Understand the communication objectives behind advertising and promotions.</li> <li>• Understand the various message and media elements in the advertising decisions.</li> <li>• Analyse the effectiveness of advertising.</li> <li>• Comprehend the importance and role of personal selling.</li> <li>• Understand the process of personal selling.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Advertising</b> Introduction: meaning, nature and importance of advertising. Types of advertising, Advertising objectives and audience selection	<b>10</b>
<b>II</b>	<b>Message Development</b> Message development, Advertising appeals, Advertising copy and elements. Measuring advertising effectiveness, Evaluating communication and sales effects. Ethical and legal aspects of advertising.	<b>10</b>
<b>III</b>	<b>Personal Selling</b> Nature and importance of personal selling. Types of personal selling: situations and selling jobs, Personal selling and salesmanship, Characteristics of a successful salesman, Customer knowledge, buying motives and selling appeals, Product and market knowledge, Process of effective selling, prospecting, pre-approach, and approach, Presentation and demonstration, handling objectives, closing and sales, Customer follow-up.	<b>15</b>
<b>IV</b>	<b>Management of Sales Force</b> Recruitment and Selection, Training and development, Direction and supervision, Sales force motivation and compensation.	<b>10</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Belch George E., Belch Michael A., PuraniKeyoor, Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education.</li> <li>2. Dunn S. Wats, and Barban Arnold M., Advertising: Its Role in Marketing Dryden Press.</li> <li>3. Burnett, Wells, and Moriatty, Advertising: Principles and Practice. 5<sup>th</sup> ed. Prentice Hall of India, New Delhi.</li> <li>4. Batra, Myers and Aakers, Advertising Management. PHI Learning.</li> <li>5. Shimp Terence A., Advertising and Promotion. An IMC Approach, Cengage Learning.</li> </ol>		

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-4	<b>Course Title:</b> <b>FINANCIAL MARKETS AND INSTITUTIONS</b>	
<b>Course Objectives:</b> To introduce students to the different aspects and components of financial Institutions and financial markets and enabling them to take the rational decision in financial environment.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Understand the role and function of the financial system in reference to the macro economy.</li> <li>• Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.</li> <li>• Evaluate and create strategies to promote financial products and services.</li> <li>• Financial architecture of an economy and its key players. ·</li> <li>• Functioning of different players in the financial market including Regulators like RBI and SEBI</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Introduction</b> <b>Financial System and its Components</b> – Financial markets and institutions financial intermediation; Financial system and economic development; An overview of Indian financial system.	<b>10</b>
<b>II</b>	<b>: Financial Markets</b> Money Market – functions, organisation and instruments, Role of central bank in money market; Indian money market-An overview. Capital Market – functions, organisation and instruments, Indian debt market; Indian equity market-primary and secondary markets; Role of stock exchanges in India.	<b>15</b>
<b>III</b>	<b>Financial Institutions</b> Commercial banking – introduction, its role in project finance and working capital finance; Development Financial institutions (DFIs) – An overview and role in Indian economy. Non-banking financial companies (NBFCs)	<b>10</b>
<b>IV</b>	<b>Financial Services</b> Overview of financial services industry: Merchant banking – pre and post issue management, undersriting, Regulatory framework relating to merchant banking in India.	<b>10</b>

**Suggested Readings:**

1. Bhole L. M., and Mahakud Jitendra., Financial Institution and Markets, McGraw-Hill Education.
2. Khan M.Y., Indian Financial System, McGraw-Hill Education.
3. Dhanekar., Pricing of Securities, New Delhi: Bharat Publishing House.
4. Chandra Prasanna., Financial Management: Theory and Practice. McGraw-Hill Education.
5. Gomex Clifford, Financial Markets, Institutions and Financial Services, PHI Learning.
6. Khan M.Y. and Jain P.K., Financial Services, McGraw Hill Education.

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-5	<b>Course Title:</b> E-BANKING AND INSURANCE	
<b>Course Objectives:</b> To impart knowledge of banking, insurance and accounting fundamentals in a cohesive and logical pattern to solve structured and unstructured problems in Banking and Insurance.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Developing a foundation in Banking and Insurance related areas.</li> <li>• Acquire practical knowledge, training in professional skills and ethics to build competencies in the area of banking and insurance.</li> <li>• Develop their personalities along with commercial, communication, research, analytical and managerial skills in various theoretical and operational aspects and reforms in banking and insurance sector.</li> <li>• Exposed to newer avenues in the banking, insurance, and financial sector.</li> <li>• Trained in leadership skills and social responsibilities with sensitivity towards environment and sustainability.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Bank's Lending and Internet Banking</b> Principles of sound lending, secured vs. unsecured advances, Types of advances, Advances against various securities.	<b>15</b>
<b>II</b>	<b>Basic Concept of Insurance</b> Basic concept of risk, Types of business risk, Assessment and transfer, Basic principles of Insurance utmost good faith, Indemnity, Proximate cause, Subrogation contribution, warranty and insurable interest etc. Types of Insurance: Life and Non-life, Re-insurance, double insurance and Role of IRDA, Online Insurance.	<b>15</b>
<b>III</b>	<b>Life Insurance</b> Life Insurance: Features, Importance, Advantages, contract of life insurance, Hazards: Procedure of effecting life insurance (from proposal to policy); Selection, Substandard Lives; Kinds of policies, Annuities, Policy conditions; Computation of premium, Mortality table kinds methods of construction of mortality table, Organization and working of the Life Insurance Corporation of India.	<b>15</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Agarwal O.P., Banking and Insurance, Himalaya Publishing House.</li> <li>2. Satyadevi C., Financial Services Banking and Insurance, S. Chand.</li> <li>3. Suneja H.R., Practical and Law of Banking, Himalya Publishing House.</li> <li>4. Chabra T.N., Elements of Banking Law, Dhanpat Rai and Sons.</li> <li>5. Arthur C. and C. William Jr., Risk Management and Insurance, McGraw Hill.</li> <li>6. Saxena G.S; Legal Aspects of Banking Operations, Sultan Chand and Sons.</li> <li>7. Varshney P.N., Banking Law and Practice, Sultan Chand and Sons.</li> <li>8. Sethi Jyotsna and Bhatia Nishwan, Elements of Banking and Insurance PHI Learning.</li> </ol>		

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-6	<b>Course Title:</b> <b>BASICS OF MARKETING</b>	
<b>Course Objectives:</b> To examine the marketing concepts, advantages, scope and evolution of marketing.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Evaluate 4P's and 4C's of marketing, Concepts of Marketing Production Concept, Product concept, selling concept and marketing concept, social relationship, Holistic marketing.</li> <li>• Classify elements of Marketing Mix, Product mix, Lifecycle, Branding – Packaging, Promotion.</li> <li>• Identify segmentation, marketing, internet marketing and marketing using social network and social marketing.</li> </ul>		
<b>Credits:</b> 3		<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<p><b>Introduction:</b> Nature and scope of marketing; importance of marketing, Marketing concepts-traditional and modern, Selling Vs marketing, Marketing mix, Marketing environment.</p> <p><b>Consumer Behaviour &amp; Market Segmentation:</b> Nature, Scope and significance of consumer behaviour; marketing segmentation-concept and importance, Basic for market segmentation.</p>	<b>15</b>
<b>II</b>	<p><b>Product:</b> Concept of product, consumer and industrial goods product planning and development; packing-role and functions. Brand name and trade mark; After sales service, product life concept.</p> <p><b>Price:</b> Importance of price in the marketing mix, factors affect price of a product/service, Discounts and rebates.</p>	<b>10</b>
<b>III</b>	<p><b>Distributions Channels and Physical Distribution:</b> Distribution Channels-concept and role: Types of distribution channels: Factor affecting choice of a distribution channel; Retailer and wholesaler Physical distribution of goods, Transportation; warehousing inventory control; Order processing.</p>	<b>10</b>
<b>IV</b>	<p><b>Promotion:</b> Methods of promotion, optimum promotion mail Advertising media-their relative merits and limitations; characteristics of an effective advertisement; personal, selling, Selling a career, Classification of a successful sales; Functions of salesman.</p>	<b>10</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. <b>Kolter, Philip and Gary Armstrong:</b> Principal of Marketing, prentice Hall, New Delhi.</li> <li>2. <b>Kotler, Philip:</b> Marketing Management-Analysis, planning implementation and control, prentice Hall, New Delhi.</li> <li>3. <b>Majumdar, Ramanuj:</b> Product Management in Insprentice Hall, New Delhi.</li> <li>4. <b>Mc Carthy, E. Jenome and William D., parreault JR:</b> Marketing management approach, Richard D, Homewood, lilinois.</li> <li>5. <b>Ramaswamy, V.S and Namakumari, S.</b> Marketing Management, Macmillan India, New Delhi</li> </ol>		

<b>Programme: B.Com (Vocational Course)</b>		
<b>Subject: Commerce</b>		
<b>Course Code: VoC-7</b>	<b>Course Title: FUNDAMENTALS OF COMPUTER</b>	
<b>Course Objectives:</b> This course provides an overview of introductory concepts about computers, number systems and components of computer system. It builds the foundation of the computer application courses that follow.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Handling of a computer system for day-to-day use.</li> <li>• Enumerate different types of input/ output devices and types of memory.</li> <li>• Perform basic arithmetic operations using different number systems including binary arithmetic.</li> <li>• Differentiate between system and application software.</li> <li>• Prepare documents / spreadsheets.</li> </ul>		
<b>Credits: 3</b>	<b>Core Compulsory / Elective: Skill Enhancement Course (SEC)/ Vocational Courses</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing Marks: 10+30</b>	
<b>Total No. of Lectures: 45</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Word Processing</b> Introduction to word Processing. Word processing concepts, Use of Templates, Working with word document; Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, tables; Inserting, filling and formatting a table; Inserting Pictures and Video, Mail Merge, including linking with Database; Printing documents.	<b>15</b>
<b>II</b>	<b>Preparing Presentations</b> Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media, Design, Transition, Animation, and Slideshow.	<b>10</b>
<b>III</b>	<b>Spreadsheet and its Business Applications</b> <b>Spreadsheet concepts</b> , Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs.	<b>10</b>
<b>IV</b>	<b>Creating Business Spreadsheet</b> <b>Creating spreadsheet in the area of:</b> Loan and lease statement; Ratio Analysis, Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters.	<b>10</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Bharihoka Deepak, Fundamentals of Information Technology, Excel Book.</li> <li>2. Saxena Sanjay. A First Course in Computers, Vikas Publishing House.</li> <li>3. Fitzgerald &amp; Dennis – Business Data Communication and Networking, Wiley</li> <li>4. Rajaraman V., Analysis and design of information Systems. PHI.</li> </ol>		

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-8	<b>Course Title:</b> <b>BASICS OF COST ACCOUNTING</b>	
<b>Course Objectives:</b> To enable students to explain the objectives and scope of Cost Accounting, evaluate the material procurement procedure, inventory control and inventory accounting, analysis of overheads, allocation, absorption and apportionment of overheads.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Students would be able to explain the objectives and scope of Cost Accounting.</li> <li>• Classify costs and prepare cost sheet.</li> <li>• Material procurement procedure, inventory control and prepare stock ledger.</li> <li>• Attendance, payroll procedure and calculate the remuneration and incentive plans in preparation of labour cost statement.</li> <li>• Evaluate, account for overheads apportionment, absorption and computation of overhead rates.</li> </ul>		
<b>Credits:</b> 3		<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+30
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Introduction</b> Meaning, objectives and advantages of cost accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Role of a cost accountant in an organization.	<b>15</b>
<b>II</b>	<b>Elements of Cost: Material and Labour</b> <b>a. Materials:</b> Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues- FIFO, LIFO, Simple Average, Weighted Average. <b>b. Labour:</b> Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.	<b>15</b>
<b>III</b>	<b>Elements of Cost : Overheads</b> Classification, allocation, apportionment and absorption of overheads; Under-and over absorption; Capacity Levels and Costs, Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses; Activity based, cost allocation.	<b>15</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Horngren Charles T., Datar Srikant M., Rajan Madhav V., Cost Accounting: A Managerial Emphasis, Pearson Education.</li> <li>2. Drury, Colin. Management and Cost Accounting, Cengage Learning.</li> <li>3. Lal Jawahar, Cost Accounting. McGraw Hill Education.</li> <li>4. Nigam, B.M. Lall and I.C. Jain, Cost Accounting: Principles and Practice. PHI Learning</li> <li>5. Singh Surender. Cost Accounting Scholar Tech Press New Delhi.</li> </ol>		

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-9	<b>Course Title: HUMAN RESOURCES MANAGEMENT H.R.M. CONCET AND FOUNDATION</b>	
<b>Course Objectives:</b> Explain the importance of human resources and their effective management in organizations.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• A basic understanding of different tools used in forecasting and planning human resource needs.</li> <li>• Understanding meanings of terminology and tools used in managing employees effectively.</li> <li>• Understanding key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Personal Management:</b> Meaning, importance and scope, Organization and functions of personal department personal process. <b>Manpower Planning:</b> Meaning, Importance and process, Recruitment & selection; Job description and Job specification, selection procedure.	<b>15</b>
<b>II</b>	<b>Training:</b> Needs, methods induction of new employees, Promotion, demotion, transfer, discipline and dismissal and related problems and procedures. Motivation concept and theories. (Maslow, McGregor, Herzberg)	<b>15</b>
<b>III</b>	<b>Performance Appraisal :</b> Need, method & techniques.	<b>15</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. <b>Dr. S. C. Saxena:</b> Personnel Management, Sahitya Bhawan publication Agra,</li> <li>2. <b>E. B. Philipo:</b> Personnel Management.</li> </ol> <p style="margin-left: 40px;">Note latest edition book</p>		



<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-10	<b>Course Title:</b> <b>BUSINESS STATISTICS</b>	
<b>Course Objectives:</b> To make the students capable of interpreting and evaluating numerical and quantitative issues in business, statistical applications of Time Series and Index Numbers.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• The learners will apprehend the basics of data science and data analysis like Averages and forecasting techniques.</li> <li>• The learners will comprehend the basics of data science and data analysis like Averages and forecasting techniques.</li> <li>• The learners will understand use of Time series and Index numbers in management decisions.</li> <li>• The learners will be able to understand the business implications and probabilities of every decision being made.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Introduction</b> Nature, Scope, Importance and Limitations of Statistics, Statistics Investigation: Planning and Statistical Investigation, Methods of Collecting Primary and Secondary Data, Principles and Methods of Sampling.	<b>15</b>
<b>II</b>	<b>Data Classification and Representation</b> Methods of Classification and Tabulation, Graphical presentation of data and its interpretation, Location of Median, Quartiles and Mode Graphically, One- and Two-Dimensional Diagrams.	<b>15</b>
<b>III</b>	<b>Statistical Average</b> Uses, Limitation and Calculations of various Averages, Mean, Median, Mode, Partition Values, Geometrical and Harmonic Mean, Dispersion and Skewness: Various Measures.	<b>15</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Levin, Richard and David S, Rubin, Statistics for Management, Pearson Education.</li> <li>2. N D Vohra, Business Statistics, McGraw Hill Education.</li> <li>3. Berenson and Levine, Basic Business Statistics, Concepts and Applications, Pearson Education.</li> <li>4. Spiegel M.D., Theory and Problems of Statistics, Schaum Outlines Series, McGraw-Hill</li> <li>5. Beri, G.C., Business Statistics, McGraw-Hill</li> <li>6. J.K. Sharma, Business Statistics Pearson Education.</li> <li>7. S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.</li> </ol>		

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-11	<b>Course Title:</b> BUSINESS COMMUNICATION	
<b>Course Objectives:</b> To apprehend the importance of specifying audience and purpose and to select appropriate communication choices.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• The students will penetrate the communication skills used in business world.</li> <li>• To perceive and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.</li> <li>• To penetrate and appropriately apply modes of expression in written, visual, and oral communication.</li> <li>• It will enable them to enhance their verbal communication using modern technology.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Introduction</b> Nature of Communication, Process of Communication, Types of Communication (verbal & Non-Verbal), Importance of Communication. Different forms of Communication, Barriers to Communication, Causes, Linguistic.	<b>15</b>
<b>II</b>	<b>Business Correspondence</b> Letter Writing, presentation, inviting quotations, sending quotations, Placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence.	<b>15</b>
<b>III</b>	<b>Report Writing</b> Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing the final draft, check lists for reports.	<b>15</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Bovee and Thill, Business Communication Essentials, Pearson Education.</li> <li>2. Shirley Taylor, Communication for Business, Pearson Education.</li> <li>3. Locker and Kaczmarek, Business Communication; Building Critical Skills, McGraw Hill Education.</li> <li>4. Murphy Herta A., Hildebrandt Herbert W., Thomas Jane P., Effective Business Communication (SIE), McGraw Hill Education.</li> <li>5. Yound Dona, Foundations of Business Communication; An Integrative Approach, McGraw Hill Education.</li> <li>6. Lesikar Raymond V., Flatley Marie E., Rentz Kathryn, Lentz Paula and PandeNeerja, Business Communication Connecting in a Digital World (SIE) McGraw Hill Education.</li> </ol>		

<b>Programme: B.Com (Vocational Course)</b>		
<b>Subject: Commerce</b>		
<b>Course Code: VoC-12</b>	<b>Course Title: FUNDAMENTALS OF BUSINESS ECONOMICS</b>	
<b>Course Objectives:</b> To introduce students to the basic elements of commerce and economics, to identify various market structures relevant for commercial transactions and their impact on business decisions.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Ability to understand and identify the economic variables in general business atmosphere.</li> <li>• Perception of the knowledge about Economics at Micro level and various economic concepts such as Opportunity cost, Marginal Concepts, Demand Function and Law of Variable Proportion.</li> <li>• Comprehend the relationship between various policies of business.</li> <li>• Gaining knowledge of identical Short Run and Long Run Equilibrium of a firm and industry and also about different market structure and various pricing technique.</li> </ul>		
<b>Credits: 3</b>	<b>Core Compulsory / Elective: Skill Enhancement Course (SEC)/ Vocational Courses</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing Marks: 10+30</b>	
<b>Total No. of Lectures: 45</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Nature and Scope of Business Economics, Micro and Macro Economics.	<b>9</b>
<b>II</b>	Price Mechanism: Demand, Supply and Equilibrium Analysis, Elasticity of Demand. Production function and Law of Return, Theory of Cost.	<b>18</b>
<b>III</b>	Market: Price Determinations under Perfect completion & Equilibrium of the firm, Price Determination under Equilibrium under monopoly and monopolistic compilation.	<b>18</b>
<b>Suggested Readings:</b>		
1. Dr. B.C. Sinha and Dr. Puspa Sinha 'Business Economics'.		

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-13	<b>Course Title:</b> <b>FUNDAMENTALS OF ACCOUNTING</b>	
<b>Course Objectives:</b> It acts as a foundation for students which enable them to learn from the basics of accounting in an organised and systematic way and acquaints students with the accounting concepts, tools and techniques influencing business organizations.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Understanding the theoretical framework of accounting and to prepare financial statements.</li> <li>• Develop the skill of preparation of trading and profit and loss account and balance sheet using computerized accounting.</li> <li>• Understanding of bank reconciliation statement and rectification of errors.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	The principles of Double entry system: Journal, Subsidiary books. The Ledger. The Trial Balance	<b>15</b>
<b>II</b>	Final Account with adjustment, Reclplication of errors, Capital & Revenue.	<b>15</b>
<b>III</b>	Bank Reconciliation statement, Rectification of Errors.	<b>15</b>
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Dr. T. S. Grewal: Book keeping and Accountancy, S. Chand &amp; Co. Delhi</li> <li>2. Dr. S. K. Singh: Book keeping and Accountancy. SDPD Agra.</li> <li>3. Dr. K. G. Gupta: Financial Accounting &amp; Book keeping, K. G. Publications. M. Modinayar U.P.</li> </ol>		

<b>Programme:</b> B.Com (Vocational Course)		
<b>Subject:</b> Commerce		
<b>Course Code:</b> VoC-14	<b>Course Title: OFFICE MANAGEMENT AND SECRETERIAL PRACTICE</b>	
<b>Course Objectives:</b> Understand and acquire the skills for secretarial functions and proceedings of official meetings and understanding of Office Management, Office Automation, space management, workplace environment.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Industry visit to the select offices adopting modern office practices, through meaningful interaction with managerial staff, discussion on their objectives, processes for achieving business targets also make a part on the spot discussions and development of knowledge in the field of office management.</li> <li>• Lectures and demonstration of office systems through power point, demonstration of office equipment used in offices supported by tutorials, tests and assignments.</li> <li>• Assessment is done through project management systems, and final written examination.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Skill Enhancement Course (SEC)/ Vocational Courses	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+30	
<b>Total No. of Lectures:</b> 45		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	Office Management, Meaning of office, Function of office, Primary and administrative management functions, Importance of office, duties of the office manager, his qualities and essential qualification.  Filing and Industry – Its meaning and importance essentials of good filing, Centralized and decentralized filing, systems of classification method of filing and filing equipment weeding of old records, meaning and need for indexing, various types of indexing.	<b>15</b>
<b>II</b>	Budget - Annual, revised and estimated, Recurring and non-recurring heads of expenditure.  Audit: Audit process - Voucher, Verification and Valuation (in brief) consumables/stock registers and asset register. Procedure for disposal of records and assets.	<b>15</b>
<b>III</b>	Nature of secretarial functions, rights, duties and liabilities company secretary. Issue of shares and debentures, applications and allotment, share certificates, calls and forfeiture, bonus share transfers and transmission of shares.	<b>10</b>
<b>IV</b>	Company Meeting: Notice of meetings, agenda, proxies and pol resolution, minutes & their drafting.	<b>5</b>

**Suggested Readings:**

1. Dr. O. P. Gupta: Company Law and secretarial practices Sahit Bhawan publisher & Distribution, Agra.
2. Professor R.C. Aggarwal: India Company Law, Sahitya Bhawan publisher & Distributer, Agra.
3. Dr. S, M, Shukla: Company Law and secretarial practice, Sahit Bhawan publication Agra
4. Duggal, B: office Management and commercial correspondence Kitab Mahal
5. Biatia R.G., Principles of office management Lotus Press, New Delhi.

<b>Programme: B.Com (Vocational Course)</b>		
<b>Subject: Commerce</b>		
<b>Course Code: VoC-15</b>	<b>Course Title: Digital Marketing</b>	
<b>Course Objectives:</b> To deliver an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in business and to identify Latest Trends and Practices in Digital Marketing, along with its Challenges and Opportunities for an Organisation.		
<b>Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>• Learning to comprehend the increasing significance of E-Commerce and its applications in business and various sectors.</li> <li>• Learning to recognize the latest trends and practices of Digital Marketing, along with its challenges and opportunities for an organization.</li> <li>• Learning to identify the current payment, security, privacy and legal issues in digital marketing.</li> <li>• Learners will competent with digital marketing activities on various social media platforms and its emerging significance in business.</li> </ul>		
<b>Credits: 3</b>	<b>Core Compulsory / Elective: Skill Enhancement Course (SEC)/ Vocational Courses</b>	
<b>Max. Marks: 25+75</b>	<b>Min. Passing Marks: 10+30</b>	
<b>Total No. of Lectures: 45</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>I</b>	<ul style="list-style-type: none"> <li>• Introduction to the Course and Work plant</li> <li>• Introduction of the digital marketing</li> <li>• Digital vs. Real Marketing</li> <li>• Digital Marketing Channels</li> </ul>	<b>15</b>
<b>II</b>	<ul style="list-style-type: none"> <li>• Creating initial digital marketing plan</li> <li>• Content management</li> <li>• SWOT analysis</li> <li>• Target group analysis</li> <li>• EXERCISE: Define a target group (working in groups)</li> </ul>	
<b>III</b>	<ul style="list-style-type: none"> <li>• Web design</li> <li>• Optimization of Web sites</li> <li>• MS Expression Web</li> <li>• EXERCISE: Creating web sites, MS Expression (working in groups)</li> </ul>	
<b>IV</b>	<ul style="list-style-type: none"> <li>• SEO Optimization</li> <li>• Writing the SEO content</li> <li>• EXERCISE: Writing the SEO content (working in groups)</li> </ul>	
<b>V</b>	<ul style="list-style-type: none"> <li>• Google AdWords – creating accounts</li> <li>• Google AdWords-types</li> <li>• Exercise : Google AdWords (working in groups)</li> </ul>	
<b>VI</b>	<ul style="list-style-type: none"> <li>• Introduction to CRM</li> <li>• CRM platform</li> <li>• CRM models</li> <li>• Exercise : CRM strategy (working in groups)</li> </ul>	<b>15</b>
<b>VII</b>	<ul style="list-style-type: none"> <li>• Introduction to Web analytics</li> <li>• Web analytics – levels</li> <li>• Introduction of Social Media Marketing</li> <li>• Exercise : Social Media Marketing plan (working in groups)</li> </ul>	

<b>VIII</b>	<ul style="list-style-type: none"> <li>• Creating a Facebook page</li> <li>• Visual identity of a Facebook page</li> <li>• Types of publications</li> <li>• Exercise : Making a Facebook page (working in groups)</li> </ul>	
<b>IX</b>	<ul style="list-style-type: none"> <li>• Business opportunities and Instagram options</li> <li>• Optimization of Instagram profiles</li> <li>• Integrating Instagram with a Web Site and other social networks</li> <li>• Keeping up with posts</li> </ul>	
<b>X</b>	<ul style="list-style-type: none"> <li>• Business tools on LinkedIn</li> <li>• Creating campaigns on LinkedIn</li> <li>• Analyzing visitation on LinkedIn</li> </ul>	<b>15</b>
<b>XI</b>	<ul style="list-style-type: none"> <li>• Creating business accounts on YouTube</li> <li>• YouTube Advertising</li> <li>• YouTube Analytics</li> <li>•</li> </ul>	
<b>XII</b>	<ul style="list-style-type: none"> <li>• Facebook Ads</li> <li>• Creating Facebook Ads</li> <li>• Ads Visibility</li> </ul>	
<b>XIII</b>	<ul style="list-style-type: none"> <li>• E-mail marketing</li> <li>• E-mail marketing plan</li> <li>• E-mail marketing campaign analysis</li> <li>• Keeping up with conversions</li> </ul>	
<b>XIV</b>	<p>Digital Marketing Budgeting</p> <ul style="list-style-type: none"> <li>• Resource planning</li> <li>• Cost estimating</li> <li>• Cost budgeting</li> <li>• Cost control</li> </ul>	
<b>XV</b>	<p>Recapitulation</p> <ul style="list-style-type: none"> <li>• Lessons learned</li> <li>• Student satisfaction survey</li> <li>• Closing</li> </ul>	



# **FACULTY OF COMMERCE & MANAGEMENT**

**SRIDEV SUMAN UTTARAKHAND VISHWAVIDHYALAYA  
BADSHAHITHAUL, (TEHRI GARHWAL), UTTARAKHAND**



**Syllabus**

**For**

**Vocational/ Skill Enhancement Course (कौशल विकास)**

**Digital Marketing Management**

in accordance with

**National Education Policy-2020**

**(Effective From 2023-24 & onwards)**

## Board of Studies in Faculty of Commerce & Management

Sridev Suman Uttarakhand Vishwavidhyalaya, Badshahithaul, (Tehri-Garhwal)

(Pt. Lalit Mohan Sharma Campus, Rishikesh)


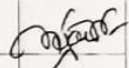

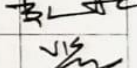

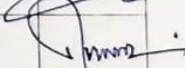
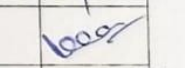
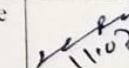
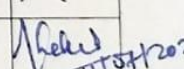




Proceedings of Second Annual Meeting of Board of Studies held on 11<sup>th</sup> July, 2023

In accordance with

National Education Policy 2020

Following the provisions specified in National Education Policy 2020 for the new academic curriculum (Syllabi), for the modifications and additions in the Syllabi as per section of 13 (7) and section of 35(1) University Statutes, the constitution of the Board of Studies in Commerce & Management, Sridev Suman Uttarakhand Vishwavidhyalaya, Badshahithaul, Tehri- Garhwal (Pt. Lalit Mohan Sharma Campus, Rishikesh) is hereby notified by Honorable Vice- Chancellor as follows vide notification 2865/SDSUV/Administration/2023 dated 6<sup>th</sup> July, 2023.

### List of Members of Board of Studies 2023-24

S.N.	Name	Designation	Nominated As	Signature
1.	Prof. Kanchan Lata Sinha	Head & Dean	Chairperson	
2.	Prof. Vijay Prakash	Professor (Subject Expert)	Member	
3.	Prof. V.N. Gupta	Professor	Member	
4.	Prof. Bharat Singh	Professor	Member	
5.	Prof. V.K. Gupta	Professor	Member	
6.	Prof. C.S. Negi	Professor	Member	
7.	Prof. Dharmendra Tiwari	Professor	Member	
8.	Prof. K.K. Verma	Professor S.R.T. Campus, Badshahithaul	Member	
9.	Prof. H.C. Purohit	Head & Dean Faculty of Commerce & Management Doon University, Dehradun	V.C. Nominee	 11/07/2023
10.	Prof. V. N. Sharma	Principal Govt P.G. College, Laksar	Principal	 11/07/2023
11.	Prof. A.K. Tiwari	Principal Govt. P.G. College, Purola	Principal	 11/7/23
12.	Prof. Rajesh Kumar Ubhan	Principal Govt. College, Narendra Nagar	Principal	
13.	Mrs. Rashmi Halder	Deputy Director Directorate of Economics & Statistics (DES), Uttarakhand	V.C. Nominee	 11/07/23

## **Question Paper Pattern**

**Time: 3 hrs**

**(Marks: 100; End Semester: 75 & Sessional: 25)**

### **End Semester**

This question paper consists of two sections, 'A' & 'B'. Section 'A' consists of eight short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'A' is of 6 marks. Section 'B' consists of six long answer type questions, students have to attempt **any three** questions. Each question of section 'B' is of 15 marks.

### **Sessional**

The Board of Studies held on 11<sup>th</sup> July, 2023 in Faculty of Commerce & Management, Sri Dev Suman Uttarakhand University provided all the rights regarding Internal Assessment (Sessional) of all the classes to Head & Dean of the faculty.

# INDEX

## DIGITAL MARKETING MANAGEMENT

S. No	Paper Course Title
<b>Year I Sem I (Level -1)</b>	<b>Course Title:</b> <u><b>Fundamentals of Digital Marketing</b></u>  I. Course Objective II. Course Outcome III. Suggested Readings IV. Suggested Online Readings
<b>Year I Sem II (Level -2)</b>	<b>Course Title:</b> <u><b>Content Marketing</b></u>  I. Course Objective II. Course Outcome III. Suggested Readings IV. Suggested Online Readings
<b>Year II Sem III (Level -3)</b>	<b>Course Title:</b> <u><b>Social Media Marketing</b></u>  I. Course Objective II. Course Outcome III. Suggested Readings IV. Suggested Online Readings
<b>Year II Sem IV (Level -4)</b>	<b>Course Title:</b> <u><b>Digital Advertising</b></u>  I. Course Objective II. Course Outcome III. Suggested Readings IV. Suggested Online Readings

## Year I

### Semester I

(Level -1)

#### 1. FUNDAMENTALS OF DIGITAL MARKETING

**Course Objective:** This comprehensive course will give students the skills to succeed in today's online world. From developing a human-centered and inbound-first digital marketing strategy to creating compelling content that appeals to both users and search engines, the students will learn everything they need to excel in this digital era.

**Course Outcome:** Upon successful completion of this course, the student will be able to

- ❖ Optimize websites for search engines.
- ❖ Create a non-paid strategy to build and grow a following.
- ❖ Create an ad strategy to amplify a business' message to a targeted audience.

**Semester: I**

**Year: I**

**Course Title:** Fundamentals of Digital Marketing

**Course Code:** VOC-101

**Credit:** 03

**Course Type:** Elective

**Total number of Lectures:** 45

**Max Marks:** 25+75

Unit	Topic	No. of Lectures
1	<b>Introduction to Digital Marketing</b>  Concepts of Digital Marketing, Digital Marketing Channels, Building a Digital Marketing Strategy, Buyer Persona, Identifying your goals and the digital marketing tools, Evaluating your existing digital channels and assets, Planning of campaigns.	10
2	<b>Content Development Framework</b>  Content Development Framework, Importance of Content Development Framework, Building a Framework, Resources required for creating a Content Development Framework	05

<b>3</b>	<p><b>SEO Strategies for a Business</b></p> <p>Ranking Content by Search Engines, SEO strategy for a business, Measurement of website's SEO authority, Importance of Website Performance, Page Size, and Page Speed, Optimization of Web pages</p>	<b>10</b>
<b>4</b>	<p><b>Blogging and Video Marketing</b></p> <p>Creating Quality Content, Importance of structuring a Blog Post, Selection of a topic and title for a Blog post, Developing a Roadmap for a Blog post, Optimization of a Blog, Effective tips for writing a Blog, Video Marketing, and successful video marketing strategy</p>	<b>10</b>
<b>5</b>	<p><b>Social Media Promotion and Email Marketing</b></p> <p>Social Media Strategy, Social Media Channels, Paid Search Advertising, Keyword Research and Match Type, Digital Ads For Paid Search, Organizing Account Structure ( Ad Groups &amp; Campaigns), Email Marketing</p>	<b>10</b>

**Suggested Readings:**

Seema Gupta, Digital Marketing Management, Mc-Graw Hill Publication  
 Damian Ryan, Calvin Jones · 2012. *Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation*

Simon Kingsnorth · 2016. *Digital Marketing Strategy -An Integrated Approach to Online Marketing*

Ryan Deiss, Russ Henneberry · 2020. *Digital Marketing For Dummies*

Stephanie Diamond · 2019. *Digital Marketing All-in-One For Dummies*

Marjolein Visser, Berend Sikkenga, Mike Berry · 2019. *Digital Marketing Fundamentals From Strategy to ROI*

Melissa Byers · 2019. *Digital Marketing That Actually Works The Ultimate Guide*

Cecilia Figueroa · 2019. *Introduction to Digital Marketing 101- Easy to Learn and Implement Hands on Guide for Digital Marketing*

Dan Kerns. *The Complete Digital Marketing Blueprint - A Comprehensive Crash Course Covering: Branding, SEO, Social Media Marketing, Facebook Ads, Google Ads, Web Design, Analytics, Affiliate Marketing, & More!*

Dave Chaffey, Fiona Ellis-Chadwick · 2019. *Digital Marketing Strategy, Implementation & Practice*

Ian Dodson · 2016. *The Art of Digital Marketing - The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*

### **Suggested Online Readings:**

<https://databox.com/content-development-framework>

<https://mailchimp.com/marketing-glossary/email-marketing/>

<https://www.sprinklr.com/cxm/paid-search/#:~:text=Paid%20search%20advertising%20is%20a,common%20form%20of%20paid%20search.>

[https://www.google.com/intl/en\\_in/search/howsearchworks/how-search-works/ranking-results/#:~:text=To%20give%20you%20the%20most,the%20nature%20of%20your%20query.](https://www.google.com/intl/en_in/search/howsearchworks/how-search-works/ranking-results/#:~:text=To%20give%20you%20the%20most,the%20nature%20of%20your%20query.)

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## Year I

### Semester II

(Level -2)

### 2. CONTENT MARKETING

**Course Objective:** This comprehensive course will give students an overview of becoming an effective content marketer.

**Course Outcome:** Upon successful completion of this course, the student will

- ❖ Learn about content development framework for producing effective content on a consistent basis
- ❖ Develop and repurpose content that search engines will rank
- ❖ Become a strategic content marketer
- ❖

**Semester: II**

**Year: I**

**Course Title:** Content Marketing

**Course Code:** VOC-102

**Credit:** 03

**Course Type:** Elective

**Total number of Lectures:** 45

**Max Marks:** 25+75

Unit	Topic	No. of Lectures
1	<b>The Power of Storytelling in a Business</b> Power of Storytelling, Significance of Storytelling in a Business, Business Storytelling in Action, Importance of Long-term Content Planning, Planning a Long-Term Content Strategy	05
2	<b>Generating Ideas and Repurposing Content</b> Need of a process to generate content ideas, seeding of an idea, Generating of ideas for Content Creation, Repurposing Content, Benefits of Repurposing, Ways of Repurposing Content	05



<b>3</b>	<b>Cluster Topic and Pillar Pages</b>  Topic Clusters and Pillar Pages, Importance of Topic Clusters, Creating an Effective Topic Cluster, Pillar Page Types, Creating an Effective Pillar Page, Optimizing and Growing Pillar Pages over time	<b>10</b>
<b>4</b>	<b>Video Marketing and Guest Blogging</b>  Video Marketing Strategy, Importance of Engaging Videos, Use of Videos throughout Inbound Methodology, Tips for Video Marketing, Guest Blogging and its significance in Blogging Strategy, creating a Guest Blogging Strategy, Finding Guest Blogging Opportunities, Securing a Guest Blogging Spot	<b>10</b>
<b>5</b>	<b>Content Promotion and Performance</b>  Effective Promotion of Content, Building a Promotional Plan, Organic Promotion, Supplementing Organic efforts with Paid Promotion, Measurement & Analysis of Content, Organic Metrics to Track Content, Paid Metrics to Track Content, Tracking Conversions with Attribution models, Communicating Content Performance	<b>15</b>

### **Suggested Readings:**

Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson Education

Joe Pulizzi · 2013. *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*

Gary Vaynerchuk · 2013. *Jab, Jab, Jab, Right Hook - How to Tell Your Story in a Noisy Social World*

Pam Didner · 2014. *Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy that Works*

Rebecca Lieb · 2012. *Content Marketing -Think Like a Publisher - How to Use Content to Market Online and in Social Media*

Sonja Jefferson, Sharon Tanton · 2015. *Valuable Content Marketing - How to Make Quality Content Your Key to Success*

Andreas Ramos · 2013. *The Big Book of Content Marketing*

Robert Rose, Joe Pulizzi · 2011. *Managing Content Marketing - The Real-world Guide for Creating Passionate Subscribers to Your Brand*

Lazar Dzamic, Justin Kirby · 2018. *The Definitive Guide to Strategic Content Marketing Perspectives, Issues, Challenges and Solutions*

Pamela Wilson · 2016. *Master Content Marketing - A Simple Strategy to Cure the Blank Page Blues and Attract a Profitable Audience*

Wendy Covey · 2020. *Content Marketing, Engineered - Build Trust and Convert Buyers with Technical Content*

### **Suggested Online Readings**

<https://hbr.org/2003/06/storytelling-that-moves-people>

[https://backlinko.com/hub/content/repurposing#:~:text=Repurposing%20content%20\(also%20known%20as,blog%20post%20into%20an%20infographic\).](https://backlinko.com/hub/content/repurposing#:~:text=Repurposing%20content%20(also%20known%20as,blog%20post%20into%20an%20infographic).)

<https://www.bigcommerce.com/ecommerce-answers/what-is-guest-blogging/#:~:text=Guest%20blogging%20is%20when%20you,to%20do%20with%20that%20organization.>

<https://contentmarketinginstitute.com/articles/content-pillar-pages/>

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## Year II

### Semester III

(Level -3)

### 3. SOCIAL MEDIA MARKETING

**Course Objective:** This course covers everything a student needs to know to build a successful social media strategy. From creating engaging content to expanding the reach and measuring ROI, the student will learn how to harness the power of social and digital technologies to increase brand awareness, attract new customers and partners, and develop meaningful relationships.

**Course Outcome:** Upon successful completion of this course, the student will be to

- ❖ Develop an engaging and effective social media strategy for a business
- ❖ Build an inbound social media strategy that attracts customers and grows the bottom line
- ❖ Leverage the power of social media to uplevel a business

**Semester: III**

**Year: II**

**Course Title:** Social Media Marketing

**Course Code:** VOC-103

**Credit:** 03

**Course Type:** Elective

**Total number of Lectures:** 45

**Max Marks:** 25+75

Unit	Topic	No. of Lectures
1	<b>Introduction to Social Media Marketing</b>  Introduction to Social Media Marketing, Social Media Channels, Setting Social Media Goals, Structuring of Social Media Team, Evaluation of Best Social Tools, Developing a Budget & Garnering Executive Buy-In	10

<b>2</b>	<p><b>Content Strategy for Social Media</b></p> <p>Social Media Listening and Monitoring, Power of Social Media Listening, Understanding Brand Conversation, Watching the Competition, Developing Strategic Social Media Content, Importance of Tagging, Timing, and Testing your Content, Social Media Content Calendar</p>	<b>10</b>
<b>3</b>	<p><b>Influencer Marketing</b></p> <p>Influencer Marketing, Working with Influencers, User Generated Content (UGC) and its importance, Social Engagement - Heart of Social Strategy, One-to-One Engagement on Social Media</p>	<b>05</b>
<b>4</b>	<p><b>Social Media Advertising</b></p> <p>Social Selling, Achieving Business Goals Through Social Selling, Social Media Advertising, Advantages of Social Media Advertising, Social Media Advertising Platforms, Creating Digital Ads for Social Media</p>	<b>10</b>
<b>5</b>	<p><b>Measuring Social ROI</b></p> <p>Importance of measuring Social Media ROI, Understanding Goals With Social Media, Measuring Social ROI, Evaluation of metrics</p>	<b>10</b>

**Suggested Readings:**

Swaminathan T.N. & Kartik Kumar, Digital Marketing From Fundamentals to Future, Cengage Publications

Dave Miller · 2020. *Social Media Marketing, 3 Books in One - Excellent Tricks to Grow Your Business, Instagram Marketing to Become a Famous Influencer, Tiktok and YouTube to Make Viral Videos*

Dan Zarrella · 2010. *The Social Media Marketing Book*

Shama Hyder · 2016. *The Zen of Social Media Marketing - An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue*

Neal Schaffer · 2020. *The Age of Influence. The Power of Influencers to Elevate Your Brand*

Eric Butow, Jenn Herman, Stephanie Liu, Amanda Robinson, Mike Allton · 2020. *Ultimate Guide to Social Media Marketing*

Ozuem, Wilson · 2016. *Competitive Social Media Marketing Strategies*

Cherniece J. Plume, Yogesh K. Dwivedi, Emma L. Slade · 2016. *Social Media in the Marketing Context. A State of the Art Analysis and Future Directions*

Katarzyna Sanak-Kosmowska · 2021. *Evaluating Social Media Marketing Social Proof and Online Buyer Behaviour*

Chandler Wright · 2020. *Social Media Marketing - Affiliate Marketing, and Passive Income Ideas 2020: 3 Books in 1 - Build a Brand, Become an Influencer, and Explode Your Business with Facebook, Twitter, YouTube & Instagram*

Jeremy Preace · 2021. *Social Media Marketing 2021 - 4 BOOKS IN 1 - Social Media for Beginners, Instagram Marketing to Become an Influencer, Facebook Advertising, Google AdWords (Analytics, SEO, and ADS for Your Business)*

### **Suggested Online Readings**

<https://www.wordstream.com/social-media-marketing>

<https://www.bigcommerce.com/articles/ecommerce/influencer-marketing/#:~:text=An%20influencer%20is%20a%20celebrity,through%20paid%20endorsements%20and%20recommendations.>

<https://blog.hootsuite.com/user-generated-content-ugc/>

<https://sproutsocial.com/insights/social-media-roi/>

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## Year II

### Semester IV

(Level -4)

#### 4. Digital Advertising

**Course Objective:** This course covers everything about how to create a customer-centric advertising strategy, including journey-based advertising, bidding and targeting strategies, paid search, social media advertising, programmatic, reporting, and more.

**Course Outcome:** Upon successful completion of this course, the student will be to

- ❖ Advertise at every stage of the buyer's journey.
- ❖ Build digital advertising campaigns that convert.
- ❖ Evaluate the performance of your digital advertising strategy.

**Semester: IV**

**Year: II**

**Course Title:** Digital Advertising

**Course Code:** VOC-104

**Credit:** 03

**Course Type:** Elective

**Total number of Lectures:** 45

**Max Marks:** 25+75

Unit	Topic	No. of Lectures
1	<b>Introduction to Digital Advertising</b> Definition of Digital Advertising, Ads are Content, Organic and Paid Ads functioning together, Journey Based Advertising, Adopting Journey Based Advertising for Search and Social	05
2	<b>Targeted Digital Advertising</b> Understanding of Target Audience, Identifying Campaign Objectives, Determining Paid Media Budget, Manual Bidding Vs Automated Bidding, Optimization of Paid Media	10

<b>3</b>	<p><b>Ad Targeting Strategies and The Art of Copywriting</b></p> <p>Targeting Strategies of Ads, Demographic Targeting, Behavioral Targeting, Contextual Targeting, Introduction to Copywriting, Designing Ad Creatives, Optimizing Conversion Path</p>	<b>10</b>
<b>4</b>	<p><b>Paid Search Advertising</b></p> <p>Social Media Advertising, Paid Search Advertising, Digital Ads For Paid Search, Keyword Research and Match Type, Google Ads, Advanced Google Ads Strategies, Ad Extensions, Google Auction</p>	<b>10</b>
<b>5</b>	<p><b>Programmatic Advertising and Performance of Ads</b></p> <p>Programmatic Advertising, Functioning of Programmatic Advertising, Programmatic Advertising Channels, Monitoring Ad Performance, A/B Testing to improve Ad Performance, Attribution Reporting, Calculation of ROAS ( Return on Ad Spend)</p>	<b>10</b>

**Suggested Readings:**

Animesh Sharma, Digital Marketing , Good Writers Publication

Ryan Deiss, Russ Henneberry · 2020. *Digital Marketing For Dummies*

Simon Kingsnorth · 2016. *Digital Marketing Strategy - An Integrated Approach to Online Marketing*

Dawn McGruer · 2020. *Dynamic Digital Marketing - Master the World of Online and Social Media Marketing to Grow Your Business*

Raghavendra Agarwala · 2021. *Hands-on Programmatic In-house Digital Advertising Learn Data Design, AI Implementation, Bidding Strategies, and Strategic Thinking (English Edition)*

Harry J. Gold · 2014. *The Digital Advertising Guide*

Damian Ryan, Calvin Jones · 2011. *The Best Digital Marketing Campaigns in the World Mastering The Art of Customer Engagement*

Melissa Byers · 2019. *Digital Marketing That Actually Works The Ultimate Guide Discover Everything You Need to Build and Implement a Digital Marketing Strategy That Gets Results*

Francisco J. Martínez-López, Steven D'Alessandro · 2020. *Advances in Digital Marketing and ECommerce First International Conference, 2020*

Jerome M. Juska · 2021. *Integrated Marketing Communication - Advertising and Promotion in a Digital World*

DISHEK J. J. MANKAD · 2018. *Understanding Digital Marketing- Strategies for online success*

### **Suggested Online Readings**

<https://www.adroll.com/blog/what-is-targeted-advertising#:~:text=Targeted%20advertising%2C%20or%20ad%20targeting,%2C%20interests%2C%20and%20shopping%20behavior.>

<https://www.searchenginejournal.com/what-is-programmatic-advertising/462655/>

<https://neilpatel.com/blog/ultimate-guide-to-copywriting/>

[https://ads.google.com/intl/en\\_in/home/resources/what-is-paid-search/](https://ads.google.com/intl/en_in/home/resources/what-is-paid-search/)

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**SYLLABUS  
OF  
CO-CURRICULAR COURSES**

*Finalized by Kumaun University  
and as accepted by*  
**SRIDEV SUMAN UTTARAKHAND  
UNIVERSITY,  
BADSHAHITHAUL**



**NATIONAL EDUCATION POLICY  
2020**

**Common Minimum Syllabus for all  
Uttarakhand State Universities and Colleges for  
First Three Years of Higher Education**

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# First Semester COMMUNICATION SKILLS

<b>Programme: Undergraduate Programme</b>	<b>Year:</b> <b>1</b>	<b>Semester</b> <b>: 1</b>
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**Subject: Co-curricular Course**

<b>Course Code: CCS 01</b>	<b>Course Title: Communication Skills</b>
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- Course outcomes:**
- To understand the concept of Personality.
  - To learn what personal grooming pertains.
  - To learn to make good resume and prepare effectively for interview.
  - To learn to perform effectively in group discussions.
  - To explore communication beyond language.
  - To learn to manage oneself while communicating.
  - To acquire good communication skills and develop confidence.

<b>Credits: Nil</b>	<b>Co-Curricular Compulsory</b>
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<b>Max. Marks: 100</b>	<b>Min. Passing Marks: 40</b>
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**Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0**

Unit	Topic	No. of Lectures
<b>Unit I</b>	<p><b>PERSONALITY AND PERSONAL GROOMING</b>            Understanding Personality, Definition and Meaning of Personality, Types of Personality, Components of Personality, Determinants of Personality, Assessment of Personality            Grooming: Self Dress for success, Make up &amp; skincare, Hair care &amp; styles for formal look Art of accessorizing, Oral Hygiene</p>	<p>7 All topics will include practical learning</p>
<b>Unit II</b>	<p><b>INTERVIEW PREPARATION AND GROUP DISCUSSION</b>            Meaning and Types of Interviews [ Face to Face, Telephonic, Video]            Interview procedure [ Opening, Listening, Closure], Preparation for Interview            Resume Writing LinkedIn Etiquette            Meaning and methods of Group Discussion,            Procedure of Group Discussion.            Group Discussion simulation            Group discussion common error</p>	<p>8 Mock Interviews Included</p>

<b>Unit III</b>	<b>BODY LANGUAGE AND BEHAVIOUR</b> Concept of human behavior Individual and group behavior Developing Self-Awareness Behavior and body language Dimensions of body language: Proxemics Haptics Oculesics Paralanguage Kinesics Sign Language Chromatics Chronemics Olfactics Cultural differences in Body Language Business Etiquette & Body language Body Language in the Post Corona Era Virtual Meeting Etiquette Social Media Etiquette	07
<b>Unit IV</b>	<b>ART OF GOOD COMMUNICATION</b> Communication Process Verbal and Non-verbal communication 7 Cs of effective communication Barriers to communication Paralinguistics Pitch Tone Volume Vocabulary Word stress Pause Types of communication Assertive Aggressive Passive Listening Skills Questioning Skills Art of Small Talk Email Writing	08

**Suggested Reading:**

1. Cloninger, S.C., “Theories of Personality: Understanding Person”, Pearson, New York, 2008, 5<sup>th</sup> edition.
2. Luthans F, “Organizational Behaviour”, McGraw Hill, New York, 2005, 12<sup>th</sup> edition.
3. Barron, R.A. & Brian D, “Social Psychology”, Prentice Hall of India, 1998, 8<sup>th</sup> edition.
4. Adler R.B., Rodman G. & Hutchinson C.C., “Understanding Human Communication”, Oxford University Press : New York, 2011.

**This course can be opted as a co-curricular course by the students of following subjects:**

B.A./B. Com /B.B.A/ B.Sc./ B.F.A/ B. Lib/ B.A.LL.B. (Hons)/L.L.B./ B. Pharm.

## Second Semester

# ENVIRONMENT STUDIES AND VALUE EDUCATION

<b>Programme: Under Graduation</b>	<b>Year: 1</b>	<b>Semester: 2</b>
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<b>Subject: Co-curricular Course</b>
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<b>CourseCode: CCS 02</b>	<b>Course Title: 'Environment studies and Value Education</b>
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**Course outcomes:**  
The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards  
Building fundamental knowledge of the interplay of markets, ethics, and law,  
Look at various challenges faced by individual to counter unethical issues  
Look at core concepts for business ethics  
Look at core concepts of anti-corruption  
Look at core concepts for a morally articulate solution evolver to management issues in general,  
Issues of sustainable development for a better environment.  
To know how environmental degradation has taken place.  
Be aware of negotiations and international efforts to save environment.  
How to develop sustainably?  
Efforts taken up by UN in Sustainable Development.  
Efforts taken by India in Sustainable Development.  
The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices.  
The course integrates various facets of human values and environment.

<b>Credits: Nil</b>	<b>Co-Curricular Compulsory</b>
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<b>Max. Marks: 100</b>	<b>Min. Passing Marks:40</b>
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<b>Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0</b>
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<b>Unit</b>	<b>Topic</b>	<b>No. of Lectures</b>
<b>Unit I</b>	Renewable and Nonrenewable Natural resources. Ecosystem: Concept, structure & functions of ecosystem: producer, consumer, decomposer, food web, food chain, energy flow, Ecological pyramids Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity.	<b>07</b>
<b>Unit II</b>	Environmental pollution, Role of individual in Pollution control, Social Issues and Environment, Human Population & Environment Sustainable Development, Natural Hazards, India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship Environment Protection Act 1986	<b>08</b>

<b>Unit III</b>	International Advancements in Environmental Conservation Role of National Green Tribunal Air Quality Index Importance of Indian Traditional knowledge on environment Bio assessment of Environmental Quality Environmental Management System Environmental Impact Assessment and Environmental Audit	<b>07</b>
<b>Unit IV</b>	<b>Human Values-</b> Introduction- Values, Characteristics, Types, Developing Value system in Indian Organization, Values in Business Management, value based Organization, Trans –cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers. <b>Human Values and Present Practices</b> – Issues: Corruption and Bribe , Privacy Policy in Web and social media, Cyber threats, Online Shopping etc. Remedies <b>Corporate Social Responsibility-</b> Nature, Levels, Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates. <b>Holistic Approach in Decision making-</b> Decision making, the decision making process, The Bhagavad Gita: Techniques in Management, Dharma and Holistic Management. <b>Case Studies</b>	<b>08</b>

### Suggested Reading:

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangalet.al
2. JUSTICE: What's the Right Thing to Do? Michael J.Sandel.
3. Human Values by A. N. Tripathi New AgeInternational
4. Environmental Management by N.K.Oberoi
5. <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
6. <https://www.india.gov.in/my-government/schemes>
7. <https://www.legislation.gov.uk/ukpga/2010/23/contents>
8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane
9. Environment Protection Act 1986; Universal Publications
10. Agarwal, K.C.2001 Environmental Biology, Nidi Pub!. Ltd. Bikaner.
11. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad- 380013, India
12. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hi'll Inc.480p
13. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
14. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.200 I, Environmental Encyclopedia, Jaico Pub!. House. Mumbai. I1 96p
15. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
16. Down to Earth, Centre for Science and Environment(R)
17. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press. 473p
18. Hawkins R.E, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
19. Heywood, Vil & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 11 40p.

20. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws, Himalaya Pub. House, Delhi 284 p.
21. Mckinney, M.L. & Schoel. R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
22. Mhaskar A.K, Matter Hazardous, Techno-Science Publications (TB)
23. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
24. Odum, E.P. 1971. Fundamentals of Ecology. W.B.Saunders Co. USA, 574p
25. Rao MN.& Dalla, A.K. 1987. Waste Water treatment. Oxford & IBH Pub. Co. Pvt.Ltd. 345p.
26. Sharma B.K., 2001. Environmental Chemistry. Goel Publ. House, Meerut
27. Survey of the Environment, The Hindu (M)
28. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, BlackwellScience (TB )
29. Trivedi, R.K., Handbook of Environmental Laws, Rules, Guidelines Compliances and Standards, Vol I and II, Enviro Media ( R)
30. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB )
31. Wagner K.D.,1998. Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p  
(M) Magazine ( R )Reference (TB) Textbook

**This course can be opted as a co-curricular course by the students of following subjects:**

B.A./B. Com /B.B.A/ B.Sc./ B.F.A/ B. Lib/ B.A.LL.B. (Hons)/L.L.B./ B. Pharm.

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## Third Semester

# MANAGEMENT PARADIGMS FROM BHAGAVAD GITA

<b>Programme: Under Graduation</b>	<b>Year:</b> 2	<b>Semester:</b> 3
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**Subject: Co-curricular Course**

<b>CourseCode: CCS 03</b>	<b>Course Title: Management Paradigms from Bhagavad Gita</b>
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Business Management curriculum provides a variety of the oretical inputs that enables an individual to take decisions for effective running of an organization. In the current situation these inputs are characterized by two peculiar aspects. Firstly, these are based mainly on the western paradigm of the “world view”. While this is one aspect of the knowledge, it is worthwhile to understand alternative “world views”. Secondly, the current management theories are by and large prescriptions for the business organizations. Even when issues pertaining to individuals are addressed, they are in the context of organizational performance. For instance, theories on motivation are developed to improve the organizational performance. This overwhelming focus on organizations has over time pushed the “individuals” to the residual in the equations. It is increasingly felt that the current ideas do not adequately cover all the issues of major concern to individuals and organizations. Many feel the need for alternative perspectives on the problems and possible solutions. Ancient Indian wisdom has set off ideas that present a different perspective of the problems that individuals and organizations face and proposes alternative ways of understanding several aspects pertaining to the domain of management. This course is an attempt to bring these perspectives using Bhagavad Gita as the main reference frame for culling out ideas from Ancient Indian wisdom.

The course is designed with the following main objectives:

- To identify some of the commonly felt problems that individuals, organizations and the society faces
- To illustrate the usefulness of Gita in addressing some of these problems
- To demonstrate how alternative world views and paradigms of management could be developed with a knowledge of Ancient Indian wisdom such as Gita
- To provide a good introduction to Ancient Indian wisdom using Gita as a vehicle

<b>Credits: Nil</b>	<b>Co-Curricular Compulsory</b>
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<b>Max. Marks: 100</b>	<b>Min. Passing Marks:40</b>
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**Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0**

Unit	Topic	No. of Lectures
Unit I	<b>Spirituality in Business and Workplace</b> Current Challenges in Business Management & Society Relevance of Ancient Indian Wisdom for contemporary society Spirituality in Business The notion of Spirituality An introduction to Bhagavad Gita & its relevance <b>Assignment:</b> Read five chapters of Bhagwat Gita for Group Discussion. Chapter 1: Visada Yoga Chapter 2: Sankhya Yoga Chapter 3: Karma Yoga Chapter 4: Jnana Yoga Chapter 5: Karma Vairagya Yoga	<b>07</b>

<b>Unit II</b>	<p><b>Perspectives on Leadership and Work</b>  Failed Leadership: Causes &amp; Concerns  Leadership Perspectives in the Gita<sup>1</sup>  Axioms of Work &amp; Performance  The Notion of Meaningful Work  <b>Assignment:</b> Read five chapters of Bhagwat Gita for Group Discussion.  Chapter 6: Abhyasa Yoga  Chapter 7:Paramahansa Vijnana Yoga  Chapter 8: Aksara-Parabrahman Yoga  Chapter 9: Raja-Vidya-Guhya Yoga  Chapter 10: Vibhuti-Vistara- Yoga</p>	<b>08</b>
<b>Unit III</b>	<p><b>Perspectives on Self-Management</b>  Mind as a key player in an individual  Meditation as a tool for self-management  Role of Yoga in addressing stress &amp; burnout of managers  Mind as a key player in an individual  Self-Management by understanding the world within  Values &amp; their role in Self-management  Shaping the personality through Trigunas  <b>Assignment:</b> Read five chapters of Bhagwat Gita for Group Discussion.  Chapter 11: Visvarupa-Darsana Yoga,  Chapter 12: Bhakti Yoga,  Chapter 13: Ksetra-Ksetrajna Vibhaga Yoga  Chapter 14:Gunatraya- Vibhaga Yoga  Chapter 15:Purusottama Yoga</p>	<b>07</b>
<b>Unit IV</b>	<p><b>Perspectives on Life and Society</b>  Perspectives on Sustainability  Death as a creative destruction process  Law of Conservation of Divinity  Conclusions  <b>Assignment:</b> Read five chapters of Bhagwat Gita for Group Discussion.  Chapter 16: Daivasura-Sampad- Vibhaga Yoga  Chapter 17:Sradhdhatraya- Vibhaga Yoga  Chapter 18:Moksa-Opadesa Yoga</p>	<b>08</b>

### Suggested Reading:

This course will have two sets of readings. One set corresponds to the contemporary literature pertaining to the topics discussed in the sessions. These have been identified in the respective sessions. In addition to this, specific sections from the Gita will be used as the second set of material. There are a number of commentaries available for Bhagavad Gita. These provide a good basis to understand Gita. However, a number of short articles on Gita and Management are available in the following source, which will be used in the context of the course:

Mahadevan, B. Writings on Gita & Management.

<http://www.iimb.ernet.in/webpage/b-mahadevan/bhagavad-gita-amp-management>

For the interested readers some (suggested) additional readings pertaining to Bhagavad Gita are given below:

1. Bhagwat Gita from Geeta Press, Gorakhpur, UP.
2. Swami Ranganathananda, (2001), "Universal Message of the Bhagavad Gita", 3



Volumes, Advaita Ashrama, Kolkata.

3. Swami Dayananda Saraswati, (2007), "The value of values", Arsha Vidya Research & Publication Trust, Chennai.
  4. Swami Chinmayananda, (1996), "Holy Geeta", Central Chinmaya Mission Trust, Mumbai.
  5. Geus, A. (1997), "The Life Span of a Company: Chapter 1 in The Living Company", Nicholas Brealey Publishing, London, pp. 7 – 19.
  6. Beer, S. (1994). "May the Whole Earth be Happy: LokaSamastatSukhinoBhavantu", Interfaces, 24 (4), 83 – 93.
  7. Mahadevan, B. (2013). "Spirituality in Management: Sparks from the Anvil", IIM B Management Review, 25 (2).
  8. Houston, D.J. and Cartwright K.E. (2007), "Spirituality and Public Service". Public Administration Review, Jan. – Feb., 2007, 88 – 102.
  9. Payne, S.G. (2010). "Leadership and spirituality: Business in the USA", The International Journal of Leadership in Public Services, 6 (2), 68 – 72.
  10. Poole, E. (2007). "Organizational Spirituality – A literature review", Journal of Business Ethics, 84, pp. 577 – 588.
  11. Bhattathiri, M.P. "Bhagavad Gita and Management"
  12. Mahadevan, B. (2009). "Shrimad Bhagavad Gita – Ideas for Modern Management", One day Seminar on "Towards a New Paradigm of Business management: Alternative Perspectives from Ancient Indian Wisdom", IIM Bangalore, December 12, 2009.
  13. (2012). "Bhagavad Gita and Management", Arsha Vidya News Letter, April 2012, 23 – 30.
  14. Ancona, D., Malone, T.W., Orlikowski, W.J. and Senge, P.M. (2007), "In praise of the incomplete leader", Harvard Business Review, 85 (2), 92 – 100.
  15. Mahadevan, B., (2013). "Inspirational Leadership: Perspectives from Gītā", Chapter 13 in Sanskrit and Development of World Thought, Kutumba Sastry V. (Ed.), D K Print World, New Delhi, pp 199 - 210.
  16. Mehrotra, R. (2010). "Work Builds, Charity Destroys", Chapter 8 in Ennoble, English course book, Second Year Pre-University, The Karnataka Text Book Society, pp. 63 – 70.
  17. Michaelson, C. (2009). "Teaching Meaningful Work: Philosophical Discussions on the Ethics of Career Choice", Journal of Business Ethics Education, 6, pp. 43 – 68.
  18. Corner, P.D. (2008). "Workplace Spirituality and Business Ethics: Insights from an Eastern Spiritual Tradition", Journal of Business Ethics, 85, pp. 377 – 389.
  19. Adhia, H., Nagendra, H.R. and Mahadevan, B. (2010). "Impact of Adoption of Yoga Way of Life on the Emotional Intelligence of Managers". IIMB Management Review. Vol. 22 (1&2), pp. 32 – 41.
  20. Swami Dayananda Saraswati. (2007). "The value of values", Arsha Vidya Research & Publication Trust, Chennai, pp. 1 – 54.
  21. Biswas, M. (2010). "In search of personality inventory for Indian managers: an application of structural equation modelling", Journal of Services Research. 10 (1), pp 101 – 123.
  22. Capra, F. (2004), "Life and Leadership in Organizations: Chapter 4 in Hidden Connections", Anchor Books, New York, pp. 97 – 128.
  23. Amory B. Lovins, A.B., Lovins, L.H. and Hawken, P. (2007). "A Road Map for Natural Capitalism", Harvard Business Review, 85 (4), 172 – 183.
  24. Ehrenfeld, J. R. (2005). "The Roots of Sustainability", MIT Sloan Management Review, 46 (2), pp. 23-25.
  25. David Elrod II, P. and Tippett, D.D. (2002). "The "death valley" of change", Journal
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of Organizational Change Management, 15(3), pp. 273 – 291.  
28. Mahadevan, B, (2014). The Law of Conservation of  
Divinity

**Suggested Online Link:**<https://www.youtube.com/watch?v=8g90E9nBnyE> (English)  
<https://www.youtube.com/watch?v=Tsg3lWHCm0k> (Hindi)  
<https://www.youtube.com/watch?v=ZRr0tmRqGgc> (English)

**This course can be opted as a co-curricular course by the students of following subjects:**

B.A./B. Com /B.B.A/ B.Sc./ B.F.A/ B. Lib/ B.A.LL.B. (Hons)/L.L.B./ B. Pharm.

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## VEDIC STUDIES 'वैदिक अध्ययन'

<b>Programme: Under Graduation</b>		<b>Year: II</b>	<b>Semester: IV</b>
<b>Subject: Co-Curricular Course</b>			
<b>Course Code:</b> CCS04	<b>Course Title: वैदिक अध्ययन</b>		
<b>Course Outcomes:</b> अधिगम उपलब्धि वेद शब्द का अर्थ ज्ञान की राशि या ज्ञान का संग्रह ग्रन्थ है। प्राचीन ऋषियों ने जो ज्ञान अर्जित किया था, उसका संग्रह वेदों में है। वेद अपौरुषेय एवं आप्तवचन हैं। इनमें प्रतिपादित धर्म और ज्ञान शब्द-प्रमाण हैं। प्रत्यक्ष और अनुमान से जिन बातों का ज्ञान नहीं हो सकता, उनका बोध वेदों से ही होता है। विद्यार्थियों को वैदिक अध्ययन के अन्तर्गत वेद परिचय, वैदिक साहित्य, वेदाङ्ग, वैदिक मन्त्र, देवता, सूक्तों एवं कल्पसूत्रों में निहित समग्र-ज्ञान राशि का अवबोध एवं यथार्थ ज्ञान से आत्मगौरव का अनुभव होगा। इसी उद्देश्य से सह-पाठ्यक्रम के अन्तर्गत स्नातक चतुर्थ सत्रार्द्ध में 'वैदिक अध्ययन' पाठ्यक्रम समावेशित किया गया है। विद्यार्थियों के सर्वाङ्गीण विकास के लिए एवं भारतीय ज्ञान परम्परा को अग्रसारित करने हेतु भी वैदिक-अध्ययन का 'पाठ्यक्रम' सहायक होगा।			
<b>Credits: Nil</b>		<b>Co-Curricular Course</b>	
<b>Max. Marks: 100</b>		<b>Min. Passing Marks: 40</b>	
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0</b>			
<b>Unit</b>	<b>Topic</b>	<b>No. of Lectures</b>	
<b>Unit I</b>	वेद परिचय-संहिताएँ- ऋग्वेद, यजुर्वेद, सामवेद, अथर्ववेद- परिचय एवं महत्त्व। ब्राह्मण- परिचय, वेदों से सम्बन्धित बाह्यग्रन्थ, प्रतिपाद्य विषय एवं महत्त्व। आरण्यक- परिचय, वेदों से सम्बन्धित आरण्यक ग्रन्थ, प्रतिपाद्य विषय एवं महत्त्व। उपनिषद्- परिचय, वेदों से सम्बन्धित उपनिषद्, प्रतिपाद्य विषय एवं महत्त्व। वेदाङ्ग- परिचय, प्रतिपाद्य विषय एवं महत्त्व।	05	
<b>Unit II</b>	वैदिक मन्त्र, सूक्त देवता एवं कल्पसूत्र- वैदिक मन्त्र, सूक्त, देवता परिचय एवं विशेषताएँ। कल्पसूत्र परिचय एवं महत्त्व, श्रौत सूत्र एवं वेद के श्रौतसूत्र, गृह्यसूत्र परिचय एवं प्रमुख गृह्यसूत्र, धर्मसूत्र परिचय एवं प्रमुख धर्मसूत्र, शुल्ब सूत्र परिचय, प्रमुख शुल्बसूत्र एवं महत्त्व।	05	
<b>Unit III</b>	वेदों में विज्ञान- वेदों में निहित विज्ञान का परिचय, सम्बन्ध एवं महत्त्व, वेद में निहित विविध रसायन, भौतिक, वनस्पति, जन्तुविज्ञान, कृषि विज्ञान परिचय एवं महत्त्व, वेद में आयुर्विज्ञान परिचय एवं महत्त्व, वेदों में निहित गणितशास्त्र परिचय एवं महत्त्व, वेदों में निहित पर्यावरण परिचय एवं महत्त्व।	05	
<b>Unit IV</b>	वैदिक समाज एवं परिवार- परिचय एवं महत्त्व, वैदिक जनराज्य, वैदिक प्रशासनिक व्यवस्था, वैदिक कालीन भौगोलिक स्थिति, वैदिक कालीन आर्थिक जीवन वैदिक ऋषि एवं ऋषिकाओं का परिचय एवं उनकी महत्त्वपूर्ण भूमिका।	05	
<b>Unit V</b>	वैदिक गुरुकुल परम्परा- गुरुकुल परम्परा परिचय एवं महत्त्व, शिक्षा, शिक्षा के छः घटक तत्त्व- शिक्षक, शिक्षार्थी, शिक्षा के केन्द्र, शिक्षा का विषय, माता-पिता तथा समाज परिचय एवं महत्त्व।	05	
<b>Unit VI</b>	वैदिक यज्ञ परिचय- वैदिक यज्ञ परिचय, महत्त्व, प्रमुख यज्ञ-दर्श, पौर्णमास, सोमयाज्ञ, सर्वमेध, वाजपेय, राजसूय, सौत्रामणी, अश्वमेध परिचय एवं महत्त्व।	05	

Class Room Lectures Tutorial, Assignment, Class Room Seminars, Group Discussion etc	
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**Suggested Reading:**

1. वैदिक साहित्य का इतिहास— डॉ० कर्ण सिंह, चौखम्बा प्रकाशन, वाराणसी ।
2. संस्कृत वाङ्मय का बृहत इतिहास— प्रथम खण्ड वेद— पद्मभूषण आचार्य श्री बलदेव उपाध्याय, उ०प्र०सं०सं० लखनऊ ।
3. वेदों में राजनीति— डॉ० कपिलदेव द्विवेदी, विश्वभारती अनुसन्धान परिषद्, ज्ञानपुर भदौही ।
4. वेदों में विज्ञान—डॉ० कपिलदेव द्विवेदी, विश्वभारती अनुसन्धान परिषद्, ज्ञानपुर भदौही ।
5. वेदों में आयुर्विज्ञान—डॉ० कपिलदेव द्विवेदी, विश्वभारती अनुसन्धान परिषद्, ज्ञानपुर भदौही ।
6. वैदिक गणित— जगद्गुरु स्वामी, भारतीय कृष्ण तीर्थ, मोतीलाल बनारसी दास, नई दिल्ली ।
7. प्राचीनकालीन वैदिक शिक्षाप्रणाली— शिक्षा और भारतीय विरासत, उत्तराखण्ड मुक्त विश्वविद्यालय ।
8. भारतीय शिक्षा का इतिहास, विकास एवं समस्याएँ— डॉ० रमन बिहारी लाल, राज प्रिन्ट्स, मेरठ ।
9. वेद की विचारधारा का वैज्ञानिक आधार— डॉ० सत्यव्रत सिद्धान्ताऽलंकार, चौखम्बा पुस्तक भण्डार, दिल्ली ।
10. वैदिक साहित्य और संस्कृति का स्वरूप— डॉ० ओम प्रकाश पाण्डे, मोतीलाल बनारसी दास, नई दिल्ली ।
11. अथर्ववेदीय चिकित्सा एवं ओषधि—विज्ञान— डॉ० शालिनी शुक्ला, अक्षयवट प्रकाशन 26, बलरामपुर हाउस, इलाहाबाद ।
12. ऋग्वेदीय ओषधियाँ—डॉ० शालिनी शुक्ला, अक्षयवट प्रकाशन 26, बलरामपुर हाउस, इलाहाबाद ।

**Suggested Online Link:**

**Suggested equivalent online courses:**

**This course can be opted as an elective by the students of following subjects:**

# Fourth Semester

## VEDIC MATHEMATICS

<b>Programme: Under Graduation</b>	<b>Year:</b> 2	<b>Semester:</b> 4
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**Subject: Co-curricular Course**

<b>CourseCode: CCS 05</b>	<b>Course Title: Vedic Mathematics</b>
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Vedic Mathematics is a super-fast way of calculation there are just 16 Sutras or Word Formulae which solve all known mathematical problems in the branches of Arithmetic, Algebra, Geometry and Calculus. They are easy to understand, easy to apply and easy to remember.

**Objectives:**

- To enable the learners to explore the power of Vedic Maths.
- To make learners strong in Numerical Maths.
- To enable learners to recognize and understand simple techniques of Arithmetic Calculations.
- To train learners to use the ideas of Vedic Maths in daily calculations and make those calculations with accuracy and speed.

**Course Outcomes:**

1. By successfully completing this course, the learner will be able to:
2. Perform simple arithmetic calculations with speed and accuracy
3. Will be able to generate tables of any number
4. To perform products of large numbers quickly
5. Develop confidence in calculating square roots and cube roots of integers
6. Perform difficult calculations speedily.
7. Face Numerical Aptitude part of any Competitive Examination confidently.

<b>Credits: Nil</b>	<b>Co-curricular Compulsory</b>
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<b>Max. Marks: 100</b>	<b>Min. Passing Marks:40</b>
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**Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0**

Unit	Topic	No. of Lectures
<b>Unit I</b>	<b>Introduction to Vedas, History of Vedas</b> <b>History and Evolution of Vedic Mathematics</b> Introduction of Basic Vedic Mathematics Techniques in Multiplication (Special Case, Series of 9, Series of 1 etc.), Tables etc.,	<b>08</b>
<b>Unit II</b>	Various techniques to carry out basic operations covering Addition, Subtraction, Multiplication, Division, Complements and Bases, Vinculum number. Comparison of Standard Methods with Vedic Methods.	<b>07</b>
<b>Unit III</b>	General multiplication (Vertically Cross- wise), Multiplications by numbers near base. Verifying answers by use of digital roots, Divisibility tests, Division of numbers near base, Comparison of fractions.	<b>07</b>
<b>Unit IV</b>	Different methods of Squares (General method, Base method, Duplex method etc.)Cubes, Cube roots, Square Roots, General division. Quadratic Equations, Simultaneous Equations, Use of various Vedic Techniques for answering numerical aptitude questions from Competitive Examinations	<b>08</b>

**Suggested Reading:**

1. Bhatiya Dhaval, Vedic Mathematics Made Easy, Jaico Publishing House
2. Thakur Rajesh Kumar, Vedic Mathematics for students taking Competitive Examinations. Unicorn Books 2015 or Later Edition
3. Gupta Atul, Power of Vedic Mathematics with Trigonometry, Jaico Books
4. V. G. Unkalkar, Magical World of Mathematics(Vedic Mathematics), Vandana Publishers,Bangalore
5. Bhatiya Dhaval, Vedic Mathematics Made Easy, Jaico Publishing House
6. Thakur Rajesh Kumar, Vedic Mathematics for students taking Competitive Examinations. Unicorn Books 2015 or Later Edition
7. Gupta Atul, Power of Vedic Mathematics with Trigonometry, Jaico Books
8. V. G. Unkalkar, Magical World of Mathematics(Vedic Mathematics), Vandana Publishers,Bangalore

**This course can be opted as a co-curricular course by the students of following subjects:**

B.A./B. Com /B.B.A/ B.Sc./ B.F.A/ B. Lib/ B.A.LL.B. (Hons)/L.L.B./ B. Pharma

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## Fifth Semester MEDITATION

<b>Programme: Under Graduation</b>		<b>Year:</b> 3	<b>Semester:</b> 5
<b>Subject: Co-curricular Course</b>			
<b>CourseCode:</b> CCS 08	<b>Course Title: Meditation</b>		
<p>Meditation is a practice by which a person achieves a greater sense of awareness, wisdom, introspection, and a deeper sense of relaxation. Practiced for millennia, it is the discipline of concentrating on a single object, thought, sound, movement, or on attention itself. Many people meditate to achieve a greater sense of spiritual awareness and understanding of their professed religion, but it can be practiced by anyone regardless of their religious beliefs and background.</p> <p>In this course, we will explore the various techniques of meditation, such as sitting, standing, and yoga. Becoming aware of your thoughts, surroundings, sounds, smells, bodily movements, and especially your breath are fundamental techniques of meditation. The basic objective is to be present – here and now. It is the act of being precisely in the moment, neither controlling your mind rigidly nor letting it go completely but being aware of who you are and where you are.</p> <p>Meditation is about being comfortable and at peace. As we explore the several techniques of practicing meditation, you can pick and choose those practices that make you most comfortable. It is important to leave your preconceived notions of meditation behind you, keep an open mind, and be willing to learn the art of meditation.</p> <p><b>Learning Outcomes</b></p> <p>By successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>Demonstrate mindfulness of breathing.</li> <li>Demonstrate proper meditation postures.</li> <li>Describe health benefits of meditation.</li> <li>Summarize history of meditation.</li> <li>Summarize meditation and religion.</li> <li>Describe path to enlightenment.</li> <li>Demonstrate meditation techniques.</li> <li>Summarize meditation and yoga.</li> <li>Demonstrate mastery of lesson content at levels of 70% or higher.</li> </ul>			
<b>Credits: Nil</b>		<b>Co-curricular Compulsory</b>	
<b>Max. Marks: 100</b>		<b>Min. Passing Marks:40</b>	
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0</b>			
<b>Unit</b>	<b>Topic</b>	<b>No. of Lectures</b>	
<b>Unit I</b>	<b>Fundamentals of Meditation</b> Introduction to Meditation, Basic principles of meditation, Happiness & Meditation, Benefits of Meditation, Concentration and Meditation, Various forms of Meditation	5	

<b>Unit II</b>	<b>Concentration and Meditation</b> Definitions of concentration The power of concentration Aids of concentration Patience in concentration Objects for concentration Benefits of concentration	<b>5</b>
<b>Unit III</b>	<b>Meditation</b> The Koshes – Our Great Human Heritage The Chakra System – Centres of Unity The Gunas – Steps of Evolvement Obstacles in Meditation	<b>5</b>
<b>Unit IV</b>	<b>Upanishad &amp; Meditation</b> SthoolaDhyana (Gross/physical meditation) JyotirmayaDhyana (dhyana full oflight) Sookshma Dhyana (subtle meditation) SagunaDhayan (Concrete meditation) NirgunDhayan (Abstract meditation) Methods of Meditation – Mandukya Upanishad	<b>5</b>
<b>Unit V</b>	<b>Types of Meditation</b> Tantra: Yantra and Mantra for meditation Japa (chanting) meditation Ajapa Japa Meditation Shoonya Meditation Antar Mouna Yoga Nidra	<b>5</b>
<b>Unit VI</b>	<b>The Chakra Systems – Centers of Unity</b> Seven Chakras – Muladhara (at the anus), Svadhithana, (at the root of organ of generation), Manipura (at the navel), Anahata (in the heart), Visudda (at the neck), Ajna (in the space between two eyebrows) & Sahasrara (at the crown of head) Nadis – Ida, Pingala, Shushumna	<b>5</b>

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**Suggested Reading:**

1. Practical yoga Psychology by Bihar School of Yoga
2. Gheranda Samhita by Swami Niranjananada Saraswati
3. Concentration and Meditation by swami Sivananda Saraswati
4. Yoga & Mental Health by R. S. Bhogal
5. Yoga & Modern Psychology by Kaivalyadham Asharam
6. Yoga for Stress Management by Sri Venkatkrishnan
7. Yoga for Stress Relief by Swami Shivapramananda
8. Yoga Nidra by Swami Styananda Saraswati
9. Yoga and Kriya by Swami Satyananda Saraswati
10. Mandukya Upanishad

**This course can be opted as a co-curricular course by the students of following subjects:**

B.A./B. Com /B.B.A/ B.Sc./ B.F.A/ B. Lib/ B.A.LL.B. (Hons)/L.L.B./ B. Pharma

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# PERSONALITY DEVELOPMENT THROUGH APPLIED PHILOSOPHY OF RAMANAYA AND RAMCHARITRA MANAS

<b>Programme: Under Graduation</b>	<b>Year:3</b>	<b>Semester: 5</b>
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**Subject: Co-curricular Course**

<b>Course Code:</b> CCS 06	<b>Course Title: Personality Development through Applied Philosophy of Ramcharitra Manas</b>
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**Course Outcomes:**

1. After the study of this course the student will be able to develop humanitarian perspective and develop the ability of balanced leadership by focusing on various aspects of personality development.
2. They will become acquainted with life values which are required in the society at present.
3. Student will become motivational speaker and good orator in the field of stress management and personality development.

<b>Credits: Nil</b>	<b>Core Compulsory</b>
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<b>Max. Marks: 100</b>	<b>Min. Passing Marks: 40</b>
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**Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0**

Unit	Topic	No. of Lectures
<b>Unit I</b>	<b>Background of Indian Culture</b> <ol style="list-style-type: none"> <li>1. Spirituality and Dharmas root sources of Indian Culture.</li> <li>2. Description of Four Ages (Yuga) in Vedas, Upanishads and Puranas - Satyug, Tretayug, Dwaparyug and Kali yug.</li> <li>3. In perspective of Prakriti Explanation of Trigunas as Sat, Raj and Tama.</li> <li>4. Difference between Ramayana and Shri Ramcharitmanas</li> </ol> <b>Assignment:</b> Read following chapter(s) of Ramcharitra Manas for Group Discussion. Chapter 1: Bal Kand	<b>07</b>
<b>Unit II</b>	<b>Metaphysics of Manas</b> <ol style="list-style-type: none"> <li>1. Period of Creation of Shri Ramcharitmanas and introduction of Valmiki and Goswami Tulsidas.</li> <li>2. Description of Brahman and Jiva, Incarnation of Divine existence in Manas.</li> <li>3. Different Conditions of Prakriti and Human Mind.</li> <li>4. Capacity to bear the divine qualities and sign of higher personality</li> </ol> <b>Assignment:</b> Read following chapter(s) of Ramcharitra Manas for Group Discussion. Chapter 2: Ayodhya Kand Chapter 3: Arannya Kand	<b>08</b>
<b>Unit III</b>	<b>Highest Qualities of Human Personality</b> <ol style="list-style-type: none"> <li>1. Amenity (Open Mindness), Decency. Patience, Softness. Sanyam-combined practice of Dharna-Dhyan-Samadhi, Discipline.</li> </ol>	<b>07</b>

	<p>2. Fearlessness, Holiness, Bravery. Thoughtfulness. Precious destined insight, Compassion.</p> <p>3. Renunciation, Devotion towards teacher, Duties of Disciple. Importance of Ayodhya and Affection of Raja Dasharatha towards his son.</p> <p>4. Shri Ram's Obedience towards his father and Extreme of Devotion — Mahavir Hanuman</p> <p><b>Assignment:</b> Read following chapter(s) of Ramcahritra Manas for Group Discussion. Chapter 4: Kishkindha Kand Chapter 5: Sundar Kand Chapter 6: Lanka Kand</p>	
<b>Unit IV</b>	<p><b>Ideal Expressions of Different Emotions</b></p> <p>1. Idol of Friendship. Maxims of Socialism, Natural Beauty, and Importance of Environment.</p> <p>2. Battle as the last option in Different Policies. Techniques of Battle's Skill.</p> <p>3. Respect towards existence and presence of different animals and birds.</p> <p>4. Construction of Bridge a Unique example of Engineering and Raja Ram as a Tapaswi</p> <p><b>Assignment:</b> Read following chapter(s) of Ramcahritra Manas for Group Discussion. Chapter 7: Uttar Kand</p>	<b>08</b>

### Suggested Reading:

1. Jivan ka Satya, Swami Ramsukh Das, Geeta Press, Gorakhpur, 1994
2. Shri Ram Charitra Manas Code 82, Tikakar Shri Hanuman Prasad Poddar, Geeta Press, Gorakhpur, 1994
3. Ramayan Parichay, Geeta Press, Gorakhpur

### SUGGESTED READING IN RAMAYAN (रामायण)

4. संस्कृत वाङ्मय का बृहद् इतिहास— आर्षकाव्य (रामायण तथा महाभारत)— पद्मभूषण आचार्य श्री बलदेव उपाध्याय, उत्तर प्रदेश संस्कृत संस्थान, लखनऊ।
5. रामायण (तिलक शिरोमणी, भूषण टीका सहित)— महर्षि वाल्मीकि, परिमल पब्लिकेशन्स, दिल्ली 1991 ई०।
6. रामायण (तिलक शिरोमणी, भूषण टीका सहित)— सम्पादक वासुदेव लक्ष्मण पणशीकर, इण्डोलोजिकल बुक हाउस, दिल्ली 1983 ई०।
7. संक्षिप्त वाल्मीकि रामायण— डॉ० शान्तिकुमार नानूराम व्यास, ओरिएण्टल बुक डिपो, नई दिल्ली।
8. आदिकवि वाल्मीकि — डॉ० राधाबल्लभ त्रिपाठी— सस्ता साहित्य प्रकाशन, नई दिल्ली।
9. रामायण कालीन समाज— डॉ० शान्तिकुमार नानूराम व्यास, ओरिएण्टल बुक डिपो, नई दिल्ली।
10. रामायण कालीन संस्कृति— डॉ० शान्तिकुमार नानूराम व्यास, ओरिएण्टल बुक डिपो, नई दिल्ली।
11. रामायण— महर्षि वाल्मीकि, सम्पादक टी०आर० कृष्णाचार्य, निर्णयसागर प्रेस मुम्बई, 1905 ई०।

### SUGGESTED READING IN RAMACHARIT MANAS (रामचरित मानस)

12. रामचरित मानस— तुलसीदास, गीताप्रेस गोरखपुर।
13. रामचरित मानस— तुलनात्मक अध्ययन— डॉ० नगेन्द्र, मोती लाल बनारसी दास, दिल्ली।
14. रामकथा— विविध आयाम— डॉ० भगीरथ मिश्र।
15. रामचरित्र— अभिन्नद, सम्पादक—के०एस० रामस्वामी।

# INDIAN TRADITIONAL KNOWLEDGE SYSTEM

<b>Programme: Under Graduation</b>		<b>Year: III</b>	<b>Semester: VI</b>
<b>Subject: Co-Curricular Course</b>			
<b>CourseCode:</b> CCS07	<b>Course Title: भारतीय पारम्परिक ज्ञान परम्परा</b>		
<b>Course Outcomes:</b> अधिगम उपलब्धि भारतीय ज्ञान परम्परा ज्ञान-विज्ञान, लौकिक-पारलौकिक, कर्म और धर्म तथा भोग और त्याग का अद्भूत समन्वय है। इसमें निहित शिक्षा नैतिक भौतिक, आध्यात्मिक आधिदैविक और बौद्धिक मूल्यों पर केन्द्रित होकर त्याग, समर्पण, दान, दया, परोपकार, सद्भावना, सह-अस्तित्व, एकता, सौहार्द, सौमनस्य, राष्ट्रप्रेम, वसुधैव कुटुम्बकम्, समष्टि-कल्याण, विश्वशान्ति, अभ्युदय, भ्रातृत्वभाव, मित्रवद्भाव, विनम्रता, सत्यता, अनुशासन, आत्मनिर्भरता और दूसरों के लिए सम्मान जैसे मूल्यों पर जोर देती रही हैं। वर्तमान में भी विद्यार्थी के लिए ऐसी मूल्यपरक शिक्षा की आवश्यकता है। इसी दृष्टि से पारम्परिक ज्ञान को पाठ्यक्रम में समायोजित किया गया है, जिसके अन्तर्गत स्वास्थ्य, शिक्षा, कृषि, राजतन्त्र, वास्तुकला, ज्योतिष, वैदिकगणित एवं विविध शिल्पकलाओं का समावेश किया गया है। इनके अध्ययन, मनन एवं अनुशीलनोपरान्त विद्यार्थी का सर्वाङ्गीण विकास होगा और आत्मनिर्भर भारत अभियान योजना में विद्यार्थी का महत्वपूर्ण योगदान रहेगा।			
<b>Credits: Nil</b>		<b>Co-Curricular Course</b>	
<b>Max. Marks: 100</b>		<b>Min. Passing Marks: 40</b>	
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0</b>			
<b>Unit</b>	<b>Topic</b>	<b>No. of Lectures</b>	
<b>Unit I</b>	स्वास्थ्य के क्षेत्र में पारम्परिक ज्ञान- पारम्परिक ज्ञान परिचय, पारम्परिक ज्ञान की परिभाषा, प्रकृति, क्षेत्र, महत्त्व, भेद (प्रकार)-आयुर्वेद, योग मन्त्र, उपासना, यज्ञ एवं तीर्थ-यात्रा का सामान्य अध्ययन एवं महत्त्व। स्वास्थ्य की दृष्टि उत्तराखण्ड का पारम्परिक ज्ञान, योगदान एवं महत्त्व।	05	
<b>Unit II</b>	शिक्षा के क्षेत्र में पारम्परिक ज्ञान- शिक्षा की परिभाषा, महत्त्व, भेद एवं साधन। पारम्परिक ज्ञान का शिक्षा का योगदान, गुरुकुल व्यवस्था, ऋषि-मुनि, आचार्य की महत्त्वपूर्ण भूमिका, कर्तव्य, गुरु-शिष्य सम्बन्ध, प्राचीन विश्वविद्यालय-तक्षशिला, नालन्दा, विक्रमशिला, बल्लभी, उज्जयिनी, काशी, विश्वप्रसिद्ध शिक्षा एवं शोध के प्रमुख केन्द्रों का महत्त्वपूर्ण योगदान।	05	
<b>Unit III</b>	कृषि के क्षेत्र में पारम्परिक ज्ञान- कृषि की परिभाषा, विशेषताएँ, प्रकार एवं महत्त्व। परम्परागत कृषि विकास योजना, कृषि में सुधार के उपाय, कृषि विकास की अवस्थाएँ, कृषि में तकनीकी परिवर्तन, कृषि द्वारा उत्पन्न अन्न, फल, सब्जियाँ एवं वृक्ष आदि परिचय एवं महत्त्व।	05	
<b>Unit IV</b>	राजतन्त्र के क्षेत्र में पारम्परिक ज्ञान- राजतन्त्र की परिभाषा, महत्त्व, जनराज्य, प्रशासनिक व्यवस्था, राजा, महामात्य, सेनापति, सैनिकों के अधिकार, कर्तव्य, अर्थव्यवस्था- परिभाषा, साधन एवं महत्त्व।	05	
<b>Unit V</b>	वास्तुकला के क्षेत्र में पारम्परिक ज्ञान- वास्तुशास्त्र का परिचय, महत्त्व, वास्तुस्वरूप, गृहयोजना, ग्रामयोजना, शहरयोजना, राजधानी निर्माण- व्यवस्था एवं महत्त्व, जलव्यवस्था, उद्यान, वनक्षेत्र- परिचय एवं महत्त्व।	05	
<b>Unit VI</b>	ज्योतिष के क्षेत्र में पारम्परिक ज्ञान- ज्योतिष का अर्थ, परिचय एवं महत्त्व, ज्योतिष के प्रतिपाद्य विषय- ग्रह, राशि, नक्षत्र, तारे, सौरपरिवार, ब्रह्माण्ड परिचय, खगोलशास्त्र परिचय एवं महत्त्व। वैदिकगणित के क्षेत्र में पारम्परिक ज्ञान- परिचय एवं महत्त्व। शिल्प के क्षेत्र में पारम्परिक ज्ञान- शिल्पकला-मृदाशिल्प, काष्ठशिल्प, लौहशिल्प, कांस्यशिल्प, स्वर्णशिल्प एवं रत्नशिल्प आदि का परिचय एवं	05	

	महत्त्व ।	
	Class Room Lectures Tutorial, Assignment, Class Room Seminars, Group Discussion etc	

**Suggested Reading:**

1. वेदों में विज्ञान— डॉ० कपिलदेव द्विवेदी, विश्वभारती अनुसन्धान परिषद्, ज्ञानपुर भदौही ।
2. संस्कृत वाङ्मय का बृहत इतिहास— राजनीतिशास्त्र, संगीतशास्त्र खण्ड— पद्मभूषण आचार्य श्री बलदेव उपाध्याय, उ०प्र०सं०सं० लखनऊ ।
3. वेदों में राजनीति— डॉ० कपिलदेव द्विवेदी, विश्वभारती अनुसन्धान परिषद्, ज्ञानपुर भदौही ।
4. वेदों में विज्ञान—डॉ० कपिलदेव द्विवेदी, विश्वभारती अनुसन्धान परिषद्, ज्ञानपुर भदौही ।
5. वेदों में आयुर्विज्ञान—डॉ० कपिलदेव द्विवेदी, विश्वभारती अनुसन्धान परिषद्, ज्ञानपुर भदौही ।
6. वैदिक गणित— जगद्गुरु स्वामी, भारतीय कृष्ण तीर्थ, मोतीलाल बनारसी दास, नई दिल्ली ।
7. प्राचीनकालीन वैदिक शिक्षाप्रणाली— शिक्षा और भारतीय विरासत, उत्तराखण्ड मुक्त विश्वविद्यालय ।
8. भारतीय वास्तुशास्त्र— शुकदेव चतुर्वेदी, श्री लाल बहादुरशास्त्रीय, राष्ट्रीय संस्कृत विद्यापीठ, नई दिल्ली ।
9. वास्तुसार— डॉ० देवी प्रसाद त्रिपाठी, ईस्टर्न बुक लिंकर्स, नई दिल्ली ।
10. संस्कृत वाङ्मय का बृहत इतिहास— ज्योतिष खण्ड— पद्मभूषण आचार्य श्री बलदेव उपाध्याय, उ०प्र०सं०सं० लखनऊ ।
11. भारतीय संस्कृति— डॉ० किरण टण्डन, ईस्टर्न बुक लिंकर्स, नई दिल्ली ।
12. अथर्ववेदीय चिकित्सा एवं ओषधि—विज्ञान— डॉ० शालिनी शुक्ला, अक्षयवट प्रकाशन 26, बलरामपुर हाउस, इलाहाबाद ।

**Suggested Online Link:**

**Suggested equivalent online courses:**

**This course can be opted as an elective by the students of following subjects:**

# Sixth Semester

## VIVEKANANDA STUDIES

<b>Programme: Under Graduation</b>	<b>Year:</b> 3	<b>Semester:</b> 6
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**Subject: Co-curricular Course**

<b>CourseCode:</b> CCS 09	<b>Course Title: Vivekananda Studies</b>
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**Learning Outcomes**

1. To acquaint students with the eternal values of Indian culture as lived and propagated by Swami Vivekananda
2. To apprise students with the basic philosophy, path breaking ideas and discussions of human upliftment as envisioned in the writings and works of Swami Vivekananda.
3. To build a strong foundation of Vedantic philosophy, with a special focus on Practical Vedanta of SwamiVivekananda.
4. To highlight the significance of our traditional values for generating peace, universal love, acceptance, tolerance, and harmony in our real life.
5. To sensitize students to the values of service, sacrifice, self-control, selflessness, and moral courage and highlight the significance of character building and spirituality in their self-development.

<b>Credits: Nil</b>	<b>Co-Curricular Compulsory</b>
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<b>Max. Marks: 100</b>	<b>Min. Passing Marks:40</b>
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**Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0**

<b>Unit</b>	<b>Topic</b>	<b>No. of Lectures</b>
<b>Unit I</b>	Life of Swami Vivekananda - as a boy and as a wandering monk Sri Ramakrishna and his impact on SwamiVivekananda	<b>07</b>
<b>Unit II</b>	Parliament of religions; his travels in India and abroad, his return and activities for National regeneration. Vivekananda and ContemporaryIndia	<b>07</b>
<b>Unit III</b>	An introduction to the System of Vedanta, Introduction to Vivekachudamani and Advaita Vedanta, Vivekananda's Practical Vedanta.	<b>06</b>
<b>Unit IV</b>	Vivekananda and Yogic Methods: Raj yoga, Bhakti Yoga, Karma Yoga and JnanaYoga Harmony between Education, Science and differentReligions	<b>04</b>
<b>Unit V</b>	Swami Vivekananda's views on: Caste, Society,Politics , Art , Literature and Man-making Education The Message of Swami Vivekananda for the upliftment of masses, women andyouth. Vivekananda in Uttarakhand	<b>06</b>

**Suggested Reading:**

1. Rolland, R. (2001). Life of Ramakrishna. Kolkata: Advaita Ashrama.
2. Godman, D. (1985). Be as You Are: The teachings of Sri Raman Maharishi. Delhi: Penguin Books.
3. Gambhirananda, S. (2004). Ma Sri Sarada Devi. Calcutta: Advaita Ashrama.
4. Pandit, M. P. (1959). The Teachings of Sri Aurobindo. Kolkata: Sri Aurobindo Study Circle.
5. Further Readings
6. Mukerjee, B. (1997). Life and Teachings of Sri Ma Anandamayi, Sri Satguru Publication, Division of Indian Books Centre, Delhi, 1997.
7. Purnatmananda, S. (Ed.) & Gupta, M. S. (tr.). (2004) Reminiscences of Sri Sarada Devi Compiled in Bengali. Kolkata: Advaita Ashrama.
8. Osborne, A. (2002). The teachings of Raman Maharshi in His own words. Tiruvannamalai : Sri Ramanasram.
9. Berger, Douglas L. (2005). "The Vivekacudamani of Sankaracarya Bhagavatpada: An Introduction and Translation (review)". *Philosophy East and West*. 55 (4): 616–619. doi:10.1353/pew.2005.0032. S2CID 144412379.
10. Sri Sankara's Vivekachudamani, Achyarya Pranipata Chaitanya (Translator) and Satinder Dhiman, Tiruchengode Chinmaya Mission, Tamil Nadu (2011)
11. Govind Chandra Pande (1994). Life and Thought of Śaṅkarācārya. *Motilal Banarsidass*. pp. 117–119. ISBN 978-81-208-1104-1.
12. Sri Chandrashekhara Bharati of Sringeri (1973). Sri Samkara's Vivekacudamani. *Mumbai: Bharatiya Vidya Bhavan*. p. xxi.
13. D. Datta (1888), Moksha, or the Vedāntic Release, *Journal of the Royal Asiatic Society of Great Britain and Ireland*, New Series, Vol. 20, No. 4 (Oct., 1888), pp. 513-539;

**This course can be opted as a co-curricular course by the students of following subjects:**

B.A./B. Com /B.B.A/ B.Sc./ B.F.A/ B. Lib/ B.A.LL.B. (Hons)/L.L.B./ B. Pharma