

# Study & Evaluation Scheme

## of

### Bachelor of Commerce

[Applicable for Batch 2018-21]

Version-2018

[As per CBCS guidelines given by UGC]



Approved in BOS	Approved in BOF	Approved in Academic Council
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Quantum University, Roorkee  
*Study & Evaluation Scheme*

*Study Summary*

Name of the Faculty	Faculty of Commerce and Finance
Name of the School	Quantum School of Graduate Studies
Name of the Department	Department of Commerce and Finance
Program Name	B.Com
Duration	3 Years
Medium	English

***Evaluation Scheme***

<b>Type of Papers</b>	<b>Internal Evaluation (%)</b>	<b>End Semester Evaluation (%)</b>	<b>Total (%)</b>
Theory	40	60	100
Practical/ Dissertations/Project Report/ Viva-Voce	40	60	100
<i>Internal Evaluation Components (Theory Papers)</i>			
Sessional Examination I	50 Marks		
Sessional Examination II	50 Marks		
Assignment –I	25 Marks		
Assignment-II	25 Marks		
Attendance	50 Marks		
<i>Internal Evaluation Components (Practical Papers)</i>			
<i>End Semester Evaluation (Practical Papers)</i>			
ESE Quiz	30 Marks		
ESE Practical Examination	50 Marks		
Viva- Voce	20 Marks		

**Structure of Question Paper (ESE Theory Paper)**

The question paper will consist of 5 questions, one from each unit. Student has to Attempt all questions. All questions carry 20 marks each. Parts a) and b) of question Q1 to Q5 will be compulsory and each part carries 2 marks. Parts c), d) and e) of Q1 to Q5 Carry 8 marks each and the student may attempt any 2 parts.

**Important Note:**

1. *The purpose of examination should be to assess the Course Outcomes (CO) that will ultimately lead to attainment of Programme Outcomes (PO). A question paper must assess the following aspects of learning as planned for a specific course i.e Remember, Understand, Apply, Analyze, Evaluate & Create (reference to Bloom's Taxonomy). The standard of question paper will be based on mapped BL level complexity of the unit of the syllabus, which is the basis of CO attainment model adopted in the university.*

2. *Case Study / Case-let is essential in every question paper (wherever it is being taught as a part of pedagogy) for evaluating higher-order learning. Not all the courses might have case teaching method used as pedagogy.*

3. *There shall be continuous evaluation of the student and there will be a provision of real time reporting on QUMS. All the assignments will be evaluated through module available on ERP for time and access management of the class.*

## *Program Structure – Bachelor of Commerce*

### ***Introduction***

The 3-year Full-time Bachelor of Commerce Course offered two additional specialization B.Com(Honors) and B.Com(Honors) in Banking and Insurance by the University aims to educate and prepare young graduates with the knowledge, analytical abilities, skills and aptitudes needed to provide business leadership in the rapidly changing and competitive global marketplace. The rigorous program aims in achieving the stated learning objectives through a series of standardized core courses, open electives, program electives and choice-based electives, this has been standardized as per UGC guidelines. The program provides a comprehensive foundation in the fundamentals of business management.

The Bachelor of Commerce Program subjects are designed in such a way that students grasp maximum knowledge related to Management, Environmental oriented programs and domain Specializations. It will help students towards enhancing employability and entrepreneurial ability of the graduates. In order to harness regional specialties and to meet region-specific needs the Quantum University modify the content of syllabus as per the regional demands and needs The Quantum university offering the specializations Accounting and Finance, Marketing, Human Resource, Supply Chain and Operations, International Business, E-Commerce and Insurance and Banking

### **Experiential Learning Programme (ELP)/ Hands on Training (HOT)**

This program will be undertaken by the students in all the semesters and will be done through Projects. All these Projects will be compulsory. Semester I and II Projects will be subject specific. Summer Internship will be largely specialization domain specific and Semester IV Project will be assigned by the Academic Guide as mentioned below:

- Summer Internship 6 to 8 Weeks (End of Sem IV)
- Internship Project Report (Semester VI)

**Curriculum (Session: 2018-2021) Version 2018**  
**Quantum School of Graduate Studies**  
**Department of Commerce and Finance**  
**Bachelor of Commerce-PC 03-3-01**  
**Scheme & Syllabus**

**BREAKUP OF COURSES**

Sr. No	CATEGORY	CREDITS
1	Foundation Core (FC)	6
2	Program Core (PC)	81
3	Program Electives (PE)	16
4	Open Electives (OE)	09
5	Project	
6	Internship	02
7	Value Added Programs (VAP)	13
8	General Proficiency (GP)	05
9	Disaster Management*	2*
	<b>TOTAL NO. OF CREDITS</b>	<b>132</b>

\*Non-CGPA Audit Course

**SEMESTER-WISE BREAKUP OF CREDITS**

Sr. No.	CATEGORY	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6	TOTAL
1	Foundation Core	4	2	-	-	-	-	6
2	Program Core	17	13	14	14	11	12	81
3	Program Electives					8	8	16
4	Open Electives		3	3	3			09
5	Projects	-	-	-	-	-		
6	Internships	-	-	-	-	-	2	02
7	VAPs	3	2	1	2	3	2	13
8	GP	1	1	1	1	1		05
9	Disaster Management*		2*					2*
	<b>TOTAL CREDITS</b>	<b>25</b>	<b>21</b>	<b>19</b>	<b>20</b>	<b>23</b>	<b>24</b>	<b>132</b>

\*Non-CGPA Audit Course

Minimum Credit Requirements:

<b>B.Com</b>	<b>: 132 credits</b>
<b>B.Com with Honors Specialization</b>	<b>: 132+11= 143 credits</b>
<b>B.Com Honors with Banking and Insurance Specialization</b>	<b>: 132+11 =143 credits</b>

**SEMESTER 1**

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BC3101	FC	Principles of Management	4	0	0	4	1.0	Nil
BC3102	PC	Financial Accounting	5	0	0	5	1.0	Nil
BC3103	PC	Business Economics	4	0	0	4	1.0	Nil
BC3104	PC	Computer Applications in Business	3	0	2	4	1.0	Nil
BC3105	PC	Business Mathematics	4	0	0	4	1.0	Nil
VP3112	VP	NSE Certification in Financial Market-I	3	0	0	3	1.0	Nil
GP3101	GP	General Proficiency	0	0	0	1	1.0	Nil
<b>TOTAL</b>			<b>23</b>	<b>0</b>	<b>2</b>	<b>25</b>		

**SEMESTER 2**

Course Code	Category	Course Title	L	T	P	C	Version	Course Prerequisite
BC3201	FC	Environmental Science	2	0	0	2	1.0	Nil
BC3202	PC	Business Statistics	4	0	0	4	1.0	Nil
BC3203	PC	Business Laws	4	0	0	4	1.0	Nil
BC3204	PC	Financial Management – 1	5	0	0	5	1.0	Nil
CE3201		Disaster Management*	2	0	0	0	1.0	Nil
	OE	Open Elective-I	3	0	0	3	1.0	Nil
VP3201	VP	PDP for Professional Growth	2	0	0	2	1.0	Nil
GP3201	GP	General Proficiency	0	0	0	1	1.0	Nil
<b>TOTAL</b>			<b>20</b>	<b>0</b>	<b>0</b>	<b>21</b>		

\*Non-CGPA Audit Course

**OPEN ELECTIVE I**

S.No.	Code	Name	Department (Offering)
1.	CE3011	Carbon Emission & Control	Civil Engineering
2.	CS3011	HTML5	Computer Science and Engineering
3.	CS3021	Mining and Analysis of Big data	Management + CSE
4.	AG3011	Ornamental Horticulture	Agriculture
5.	BB3011	Entrepreneurial	Business & Management

		Environment in India	
6.	JM3011	Media Concept and Process (Print and Electronic)	Journalism
7.	HM3011	Indian Cuisine	Hospitality & Tourism
8.	MB3011	SAP 1	Management
9.	EG3011	French Beginner A1	English
10.	CS3031	Microsoft Office Specialist (MSO-Word )	Computer Science and Engineering

**SEMESTER III**

Course Code	Category	COURSE TITLE	L	T	P	C	Version	Course Prerequisite
BC3301	PC	Money Banking & Financial Institution	5	0	0	5	1.0	Nil
BC3302	PC	Cost Accounting	5	0	0	5	1.0	Nil
BC3303	PC	Auditing	4	0	0	4	1.0	Nil
BC3304	PC	Financial Management II*	4	0	0	4	1.0	<b>Honors</b>
BC3305	PC	Principles and Practices of Banking \$	4	0	0	4	1.0	<b>Banking &amp; Insurance</b>
	OE	Open Elective II	3	0	0	3	1.0	Nil
VP3301	VP	Communication & Professional Skills -III	0	0	2	1	1.0	Nil
GP3301	GP	General Proficiency	0	0	0	1	1.0	Nil
<b>Total</b>			<b>17</b>	<b>0</b>	<b>2</b>	<b>19 23 *\$</b>		

\*Honors

\$ Honors (Banking & Insurance)

**OPEN ELECTIVE II**

S.No.	Code	Name	Department (Offering)
1.	CE3013	Environment Pollution and Waste Management	Civil Engineering
2.	CS3013	Java Script	Computer Science and Engineering
3.	CS3023	Big Data Analytics: HDOOP Framework	Management + CSE
4.	AG3013	Organic farming	Agriculture
5.	BB3013	Establishing a New Business	Business & Management
6.	JM3013	Photo Journalism	Journalism
7.	HM3013	Chinese Cuisine	Hospitality & Tourism
8.	MB3013	SAP 3	Management
9.	EG3013	French Intermediate B1	English
10.	CS3033	MS -Excel (Advanced ) MSO Certification	Computer Science and Engineering

SEMESTER IV

Course Code	Category	COURSE TITLE	L	T	P	C	Version	Course Prerequisite
BC3401	PC	Income Tax	5	0	0	5	1.0	Nil
BC3402	PC	Management Accounting	5	0	0	5	1.0	Nil
BC3403	PC	Company Law	4	0	0	4	1.0	Nil
BC3404	PC	Corporate Tax Planning *	4	0	0	4	1.0	<b>Honors</b>
BC3405	PC	Indian Banking System \$	4	0	0	4	1.0	<b>Banking &amp; Insurance</b>
	OE	Open Elective III	3	0	0	3	1.0	Nil
VP3411	VP	NSE Certification in Financial Market-II	2	0	0	2	1.0	Nil
GP3401	GP	General Proficiency	0	0	0	1	1.0	Nil
<b>Total</b>			<b>19</b>	<b>0</b>	<b>0</b>	<b>20 24*\$</b>		

\*Honors

\$Honors (Banking & Insurance)

**OPEN ELECTIVE III**

S.No.	Code	Name	Department (Offering)
1.	CS3015	Environment Pollution and Waste Management	Civil Engineering
2.	CS3025	Java Script	Computer Science and Engineering
3.	AG3015	Big Data Analytics: HDOOP Framework	Management + CSE
4.	BB3015	Organic farming	Agriculture
5.	JM3015	Establishing a New Business	Business & Management
6.	HM3015	Photo Journalism	Journalism
7.	MB3015	Chinese Cuisine	Hospitality & Tourism
8.	EG3015	SAP 3	Management
9.	CS3035	French Intermediate B1	English
10.	CS3015	MS -Excel (Advanced) MSO Certification	Computer Science and Engineering

**SEMESTER V**

Course Code	Category	COURSE TITLE	L	T	P	C	Version	Course Prerequisite
BC3501	PC	Corporate Accounting	4	0	0	4	1.0	None
BC3502	PC	Goods & Service Tax	4	0	0	4	1.0	None
BC3503	PC	Project Planning & Management	3	0	0	3	1.0	None
BC3504	PE-I	Business Environment	4	0	0	4	1.0	<b>General</b>
BC3505	PE-II	Marketing Management	4	0	0	4	1.0	<b>General</b>
VP3512	VP	Training on CRM Software	2	0	1	3	1.0	None
GP3501	GP	General Proficiency	0	0	0	1	1.0	None
<b>Total</b>			<b>21</b>	<b>0</b>	<b>1</b>	<b>23</b>		

**Honors Specialization**

BH3504	PE-V	International Financial Management	4	0	0	4	1.0	<b>Honors</b>
BH3505	PE-VI	Digital Marketing	4	0	0	4	1.0	<b>Honors</b>
BH3506	PE-VII	International Business and Foreign Exchange	3	0	0	3	1.0	<b>Honors, Banking &amp; Insurance</b>

**Banking & Insurance Specialization**

BI3504	PE-III	International Banking	4	0	0	4	1.0	<b>Banking and Insurance</b>
BI3505	PE-IV	Retail Banking	4	0	0	4	1.0	<b>Banking and Insurance</b>
BH3506	PE-VII	International Business and Foreign Exchange	3	0	0	3	1.0	<b>Honor, Banking and Insurance</b>



**SEMESTER VI**

Course Code	Category	COURSE TITLE	L	T	P	C	Version	Course Prerequisite
<b>BC3601</b>	PC	Working Capital Management	4	0	0	4	1.0	NA
<b>BC3602</b>	PC	Business Ethics & CSR	4	0	0	4	1.0	NA
<b>BC3603</b>	PC	Research Methodology & Internship	4	0	0	4	1.0	NA
<b>BB3602</b>	PE-I	Entrepreneurship Development	4	0	0	4	1.0	General, Honors
<b>BC3605</b>	PE-II	Human Resource Management	4	0	0	4	1.0	General
<b>VP3612</b>	VP	Group Discussion & Personal Interview	2	0	0	2	1.0	NA
<b>BC3671</b>	PR	Internship Project and Viva Voce	0	0	0	2	1.0	NA
<b>Total</b>			<b>22</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>1.0</b>	

**Honors Specialization**

<b>BB3602</b>	PE-I	Entrepreneurship Development	4	0	0	4	1.0	General, Honors
<b>BH3607</b>	PE-V	Security Analysis and Portfolio Management	4	0	0	4	1.0	Honors

**Banking & Insurance Specialization**

<b>BI3608</b>	PE-III	Banking Operation Management	4	0	0	4	1.0	Banking and Insurance
<b>BI3609</b>	PE-IV	Fundamentals of General and Medical Insurance	4	0	0	4	1.0	Banking and Insurance

## B. Choice Based Credit System (CBCS)

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve his target number of credits as specified by the UGC and adopted by our university.

The following is the course module designed for the B..Com program with specialization Honors and Banking and Insurance.

**Core competency:** Students will acquire core competency in Commerce and Finance and its allied areas.

### Program/Discipline Specific Elective Course (DSEC):

**Skilled communicator:** The course curriculum incorporates basics and advanced training in order to make a graduate student capable of expressing the subject through technical writing as well as through oral presentation.

**Critical thinker and problem solver:** The course curriculum also includes components that can be helpful to graduate students to develop critical thinking ability by way of solving problems/numerical using basic & advance knowledge and concepts of Commerce and Finance

**Sense of inquiry:** It is expected that the course curriculum will develop an inquisitive characteristic among the students through appropriate questions, planning and reporting experimental investigation.

**Skilled project manager:** The course curriculum has been designed in such a manner as to enabling a graduate student to become a skilled project manager by acquiring knowledge about mathematical project management, writing, planning, study of ethical standards and rules and regulations pertaining to business and trade related projects operation.

**Ethical awareness/reasoning:** A graduate student requires understanding and developing ethical awareness/reasoning which the course curriculums adequately provide.

**Lifelong learner:** The course curriculum is designed to inculcate a habit of learning continuously through use of advanced ICT technique and other available techniques/books/journals for personal academic growth as well as for increasing employability opportunity.

**Value Added Course (VAC):** A value added audit course is a non-credit course which is basically meant to enhance general ability of students in areas like soft skills, quantitative aptitude and reasoning ability - required for the overall development of a student and at the same time crucial for industry/corporate demands and requirements. The student possessing these skills will definitely develop acumen to perform well during the recruitment process of any premier organization and will have the desired confidence to face the interview. Moreover, these skills are also essential in day-to-day life of the corporate world. The aim is to nurture every student for making effective communication, developing aptitude and a general reasoning ability for a better performance, as desired in corporate world. There shall be four courses of Aptitude in Semester I, II, III & IV semesters and two courses of Soft Skills in III & IV Semesters and will carry no credit, however, it will be compulsory for every student to pass these courses with minimum 50% marks to be eligible for the certificate. These marks will not be included in the calculation of CGPI. Students have to specifically be registered in the specific course of the respective semesters.

**Skill Enhancement Course:** This course may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

**Generic/Open Elective Course (OE):** Open Elective is an interdisciplinary additional subject that is compulsory in a program. The score of Open Elective is counted in the overall aggregate marks under Choice Based Credit System (CBCS). Each Open Elective paper will be of 3 Credits in II, III and IV semesters. Each student has to take Open/Generic Electives from department other than the parent department. Core / Discipline Specific Electives will not be offered as Open Electives.

**Non-Credit CGPA :** This is a compulsory non credit CGPA course that does not have any choice and will be of 3 credits. Each student of B.Com Program has to compulsorily pass the Environmental Studies and Disaster Management.

**C. Program Outcomes of Bachelor of Commerce (B.Com)**

The course has been structured and designed in such a way that contemporary and best possible knowledge coupled with industry oriented practical training, live projects, case analysis, IT enabled assignments and certificate courses ensure that our graduates add value to the organization they work with and to the society they live in. These graduates are employable across India. The Syllabus and curriculum of commerce will prepare the students aspiring to become chartered accountants, CFA, CS, CMA and will be able to compete in national level examinations like NET, SLET, SET. It transforms the students into quality finance professionals with a strong accounting and finance knowledge. These graduates will be ready to be absorbed anywhere in India and abroad.

<b>PO-01</b>	The curriculum planning of B.Com provides the students with the thorough and inclusive knowledge of the areas related to Finance, Human Resource Management, Marketing, International Business, Corporate and Business Laws, Accounting and Taxation etc.
<b>PO-02</b>	The graduates of this programme will be trained to develop skills and attitudes needed for critical thinking and adopting a comprehensive problem-solving approach. They shall be exposed to the pedagogy that helps them understand real life situations through case-studies.
<b>PO-03</b>	The courses aim at instituting entrepreneurial skills in the students by instilling in them competencies needed to become an Entrepreneur. The course will also help in developing analytical, leadership and decision-making skills among the students thereby making them better managers.
<b>PO-04</b>	The students are exposed to multiple functional areas of business. They will learn to integrate tools and concept from the various areas in solving business problems and are empowered to demonstrate the ability to innovate, ability to execute the most daunting of challenges in the real business scenarios.
<b>PO-05</b>	This programme enables the students to think of a given pragmatic scenario and situation from different perspectives like Economic, Financial, Social, National, Global etc. and broadens the horizon of their thought processes. It will not only help the students to add dimensions to their decision making skills but also in reaching to inclusive conclusions for their holistic growth.
<b>PO-06</b>	The students pursuing graduation in commerce will not just master the art of doing business but also abreast with the corporate culture and prepares them for their professional life.
<b>PO-07</b>	The courses of this programme give a global perspective to the students such that they will be able to integrate national values and beliefs with international culture and competence.
<b>PO-08</b>	Through the curriculum, the students will acquire practical skills to work as tax consultant, audit assistant and other Financial Services. The course will also prepare them for competitive exams like CA, CS, ICWA, CMA, and CFA. In addition to this the course also aims to cultivate entrepreneurial skills and mindset among the student through the subjects like entrepreneurship, marketing, finance, and advertising.

**D. Program Specific Outcomes:**

After successful completion of the program, the graduates:

<b>PSO1</b>	Will inculcate entrepreneurship and managerial skills in students so as to enable them to establish and manage their business effectively and to integrate knowledge, skill and attitude that will help in sustaining an environment of learning and creativity within the business world. Thus assuring the society & nation building and catering to the manpower needs of companies in Accounting, Taxation, and Business Laws, Auditing, Financial analysis and Management.
<b>PSO2</b>	Will provide Exposure in research orientation, written & oral communication, publishing skill and understand the concepts of commerce & computer based application in operations. Able to demonstrate professional expertise in financial planning, Financial analysis, control, Decision support system and professional ethics in employees.

**E. Program Educational Objectives (PEOs)**

After successful completion of the program, the graduates will be:

<b>PEO1</b>	Able to enrich communication, ethical values, team work, professional and leadership skill sets of students and exercising Professional skills, values, team spirit, and high leadership and to accept the challenges in the Industry and academics and accounting, taxation, reporting and compliance knowledge in accounting firms, Taxation, Banking, Insurance and E-Commerce.
<b>PEO2</b>	Able to excel in contemporary knowledge of business and developing inclination towards lifelong learning and able to appear in Integrated Professional Competence Course (IPCC) and subsequently complete article ship, so as to enable to go for final CA.

**F. Pedagogy & Unique practices adopted:**

“Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept”. In addition to conventional time-tested lecture method, the institute will emphasize on experiential learning:

*Role Play & Simulation:* Role-play and simulation are forms of experiential learning. Learners take on different roles, assuming a profile of a character or personality, and interact and participate in diverse and complex learning settings. Role-play and simulation function as learning tools for teams and groups or individuals as they "play" online or face-to-face. They alter the power ratios in teaching and learning relationships between students and educators, as students learn through their explorations and the viewpoints of the character or personality they are articulating in the environment. This student-centered space can enable learner-oriented assessment, where the design of the task is created for active student learning. Therefore, role-play & simulation exercises such as virtual share trading, marketing simulation etc. are being promoted for the practical-based experiential learning of our students.

*Video Based Learning (VBL) & Learning through Movies (LTM):* These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. In fact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL & LTM, wherever possible.

*Field/Live Projects:* The students, who take up experiential projects in companies, where senior executives with a stake in teaching guide them, drive the learning. All students are encouraged to do some live project other their regular classes.

*Industrial Visits:* Industrial visit are essential to give students hand-on exposure and experience of how things and processes work in industries. Our institute organizes such visits to enhance students’ exposure to practical learning and work out for a report of such a visit relating to their specific topic, course or even domain.

**MOOCs:** Students may earn credits by passing MOOCs as decided by the college. Graduate level programs may award Honors degree provided students earn pre-requisite credits through MOOCs. University allows students to undertake additional subjects/course(s) (In-house offered by the university through collaborative efforts or courses in the open domain by various internationally recognized universities) and to earn additional credits on successful completion of the same. Each course will be approved in advance by the University following the standard procedure of approval and will be granted credits as per the approval. Keeping this in mind, University proposed and allowed a maximum of two credits to be allocated for each MOOC courses. In the pilot phase it is proposed that a student undertaking and successfully completing a MOOC course through only NPTEL could be given 2 credits for each MOOC course.

For smooth functioning and monitoring of the scheme the following shall be the guidelines for MOOC courses, Add-on courses carried out by the College from time to time.

- a) It will necessary for every student to take at least one MOOC Course throughout the programme.
- b) There shall be a MOOC co-ordination committee in the College with a faculty at the level of Professor heading the committee and all Heads of the Department being members of the Committee.
- c) The Committee will list out courses to be offered during the semester, which could be requested by the department or the students and after deliberating on all courses finalize a list of courses to be offered with 2 credits defined for each course and the mode of credit consideration of the student. The complete process shall be obtained by the College before end of June and end of December for Odd and Even semester respectively of the year in which the course is being offered. In case of MOOC course, the approval will be valid only for the semester on offer.
- d) Students will register for the course and the details of the students enrolling under the course along with the approval of the Vice Chancellor will be forwarded to the Examination department within fifteen days of start of the semester by the Coordinator MOOC through the Principal of the College.
- e) After completion of MOOC course, Student will submit the photo copy of Completion certificate of MOOC Course to the Examination cell as proof.
- f) Marks will be considered which is mentioned on Completion certificate of MOOC Course.
- g) College will consider the credits only in case a student fails to secure minimum required credits then the additional subject(s) shall be counted for calculating the minimum credits required for the award of degree.

**Special Guest Lectures (SGL) & Extra Mural Lectures (EML):** Some topics/concepts need extra attention and efforts as they either may be high in difficulty level or requires experts from specific industry/domain to make things/concepts clear for a better understanding from the perspective of the industry. Hence, to cater to the present needs of industry we organize such lectures, as part of lecture-series and invite prominent personalities from academia and industry from time to time to deliver their vital inputs and insights.

**Student Development Programs (SDP):** Harnessing and developing the right talent for the right industry an overall development of a student is required. Apart from the curriculum teaching various student development programs (training programs) relating to soft skills, interview skills, Tally, Advanced excel training etc. that may be required as per the need of the student and industry trends, are conducted a cross the whole program. Participation in such programs is solicited through volunteering and consensus.

**Industry Focused programmes:** Establishing collaborations with various industry partners to deliver the programme on sharing basis. The specific courses are to be delivered by industry experts to provide practice-based insight to the students.

**Special assistance program for slow learners & fast learners:** The program has provision to identify slow and fast



learners. Syllabus adhere the University Policy for slow and fast learners. Fast learners are given research problems and higher order learning assignments whereas slow learners are given additional resources and peer group learning across the subjects.

**Induction program:** Every year 3 weeks induction program is organized for 1st year students and senior students to make them familiarize with the entire academic environment of university including Curriculum, Classrooms, Labs, Faculty/ Staff members, Academic calendar and various activities.

**Mentoring scheme:** There is Mentor-Mentee system. One mentor lecture is provided per week in a class. Students can discuss their problems with mentor who is necessarily a teaching faculty. In this way, student's problems or issues can be identified and resolved.

**Competitive exam preparation:** Students are provided with one class in every week for Competitive exams preparation.

**Extra-curricular Activities:** organizing & participation in extracurricular activities will be mandatory to help students develop confidence & face audience boldly. It brings out their leadership qualities along with planning & organizing skills. Students undertake various cultural, sports and other competitive activities within and outside then campus. This helps them build their wholesome personality

**Career & Personal Counseling:** - Identifies the problem of student as early as possible and gives time to discuss their problems individually as well as with the parents. Counseling enables the students to focus on behavior and feelings with a goal to facilitate positive change. Its major role lies in giving: Advice, Help, Support, Tips, Assistance, and Guidance.

**Participation in Flip Classes, Project based Learning(A2 Assignment), Workshops, Seminars & writing & Presenting Papers:** Departments plan to organize the Flip Classes, Project based Learning(A2 Assignment), workshops, Seminars & Guest lecturers time to time on their respective topics as per academic calendar. Students must have to attend these programs. This participation would be count in the marks of general Discipline & General Proficiency which is the part of course scheme as non-credit course.

**Formation of Student Clubs, Membership & Organizing & Participating events:** Every department has the departmental clubs with the specific club's name. The entire student's activity would be performed by the club. One faculty would be the coordinator of the student clubs & students would be the members with different responsibility.

**Capability Enhancement & Development Schemes:** The Institute has these schemes to enhance the capability and holistic development of the students. Following measures/ initiatives are taken up from time to time for the same: Career Counseling, Soft skill development, Remedial Coaching, Bridge Course, Language Lab, Yoga and Meditation, Personal Counseling.

**Library Visit & Utilization of QLRC:** Students may visit the library from morning 10 AM to evening 8 PM. Library created its resources Database and provided Online Public Access Catalogue (OPAC) through which users can be accessed from any of the computer connected in the LAN can know the status of the book. Now we are in process to move from OPAC to KOHA.

FIRST YEAR

SEMESTER 1

<b>BC3101</b>	<b>Title: Principles of Management</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The purpose of this paper is to impart to the student an understanding of state of the art of the management with the developments in the concept, theories and practices in the field of commerce.	
<b>Expected Outcome</b>	Students will be able to know the <i>management</i> evolution and how it will affect future <i>managers</i> . Acquire familiarity and a working knowledge of the management practices.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Management and Planning</b>	14
Introduction : Concept, Nature, Functions and Significance of Management. Levels of Management. Development of management thought: Classical ,Neo Classical , Contingency and contemporary approach to management. Contributions of F.W. Taylor and Henri Fayol to Modern Management Thoughts. Conceptual Framework of Planning, Decision-making and Management by Objectives. Planning Corporate strategy –environmental analysis, formulation of strategic plan and growth strategies		
<b>Unit II</b>	<b>Organising and Organisation Structure</b>	9
Organizing : Concept, Process and Significance of Organisation. Types of Organisation Structure. Delegation of Authority. Centralization and Decentralization of Authority. Span of Management. Accountability, Delegation, Formal and informal organization Group, Formation and Role of Groups in organization. Role of Positive Thinking in Organisations.		
<b>Unit III</b>	<b>Staffing</b>	8
Staffing : Concept, Scope and Process of Staffing. Recruitment – Meaning and Sources. Selection – Process of Selection. Types of Interviews and Essentials of Successful Interview. Training – Concept, Significance and Methods.		
<b>Unit IV</b>	<b>Motivation and Coordination</b>	10
Theories of Motivation – Abraham Maslow, Fredric Herzberg, Douglas McGregor and William Ouchi. Leadership: Concept, Significance and Types of Leaders. Style of Leadership. Coordination – Concept and Techniques. Communication – Concept, Process and Barriers to Communication.		
<b>Unit V</b>	<b>Directing and Controlling</b>	7
Directing: Meaning, Elements and Significance of Directing. Principles of Directing. Adaptability to Change, Resistance to Change. Emerging Challenges for the Managers. Controlling: Meaning and Process of Controlling. Techniques of Controlling.		
<b>Text Books</b>	1. L.M. Prasad, Principles and Practices of Management, S. Chand and Publishers Educational Publishers, New Delhi. 2. Neeru Vashisht, Principles of Management, Taxman Publication, New Delhi.	
<b>Reference Books</b>	1. Singh, B.P. and T.N. Chabara. Business Organisation and Management. Dhanpat Rai and Company, Delhi.	
<b>Mode of Evaluation</b>	Internal and external examinations	
<b>Recommendation by Board of Studies</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	Description	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will come to know about the basic concept of Management, Theories, Approaches used in Management.	2	S
<b>CO 2</b>	The student will be able to understand the Organizing and Organization Structure.	3	S
<b>CO 3</b>	The student will be able to learn about the Concept and Process of Staffing, Recruitment and Selection Process in an organization.	2	S
<b>CO 4</b>	The student will be able to understand the meaning and concept of Motivation and Coordination in an organization.	3	S
<b>CO 5</b>	The student will be able to learn about concept of Directing and Controlling process in an organization.	4	S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	3	3	2	2	2	3	3	1
CO2	3	3	3	3	2	3	3	2	3	1
CO3	2	3	3	3	2	3	2	2	3	2
CO4	2	2	3	3	2	3	2	3	2	3
CO5	3	3	2	3	2	3	3	1	2	2
<b>Average</b>	<b>2.6</b>	<b>2.4</b>	<b>2.8</b>	<b>3</b>	<b>2</b>	<b>2.8</b>	<b>2.4</b>	<b>2.2</b>	<b>2.6</b>	<b>1.8</b>



<b>BC3102</b>	<b>Title: Financial Accounting</b>	<b>L T P C 5 0 0 5</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	To enable the students to be proficient for applying the accounting knowledge in special business activities.	
<b>Expected Outcome</b>	Student will be able to develop the skills of recording of transactions relating to issues of branches and departments, Hire-purchase system, royalty system and partnership account.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Accounting Concepts and Practices</b>	8
Basics of Accounting: Introduction of accounting, features and Objectives of preparing accounting. Functions of accounting, Limitations of accounting, Users of accounting, Accounting principles, concepts and conventions. Introduction to Journal, Ledger, cash book and Trial Balance with real business case handling.		
<b>Unit II</b>	<b>Financial Compatibilities with Balance sheet</b>	12
Final accounts: Introduction to component of final account including, trading account and profit and loss account. Differentiate between gross profit and net profit, and utility of balance sheet for firms. Prepare final accounts by incorporating both simple and advanced adjustment generally prevails in cut-throat competitive business scenario.		
<b>Unit III</b>	<b>Diverse accounts in Business</b>	14
Branch and departmental accounts: Meaning of branch accounting, objectives of branch accounts, types of branches, dependent branches, independent branch, numerical ability to handling branch accounting system. Accounting procedure, allocating procedure for allocating the common expenses and interdepartmental transfer.		
<b>Unit IV</b>	<b>Cases in Partnership businesses</b>	12
Partnership accounts: Revaluation accounts, Partnership deed, Calculation of goodwill, admission of new partner, retirement of partner. Realization accounts, Methods of dissolution, Problems solving through dissolution accounts.		
<b>Unit V</b>	<b>Hire purchase and BRS</b>	9
Hire purchase and Royalty accounts: Hire purchase trading account, stock and debtor system, installment system. Introduction and objectives of royalty accounting, Numerical ability to solve simple and complex Introduction to bank Reconciliation statement.		
<b>Text Books</b>	1. S.N. Maheshwari, Financial Accounting, Vikas Publishing House Pvt. Ltd, New delhi. 2. K.G. Gupta, Financial Accounting, K.G. Publication, Meerut.	
<b>Reference Books</b>	1. Charles T. Horngren and Donna Philbrick, Introduction to Financial Accounting, Pearson Education, New delhi. 2. Tulsian, P.C. Financial Accounting, Pearson Education, New delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3102	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The students will understand the concepts related to financial accounting.	2	Emp/S/Ent
<b>CO 2</b>	The students will Identify the profit and loss account and balance sheet	2	Emp/S/Ent
<b>CO 3</b>	The students will understand the complexities associated with departmental account and the branch accounting	3	Emp/S/Ent
<b>CO 4</b>	The students will demonstrate the role of partnership, revaluation, goodwill, retirement.	2	Emp/S/Ent
<b>CO 5</b>	The students will analyze the royalty accounts and the hire purchase.	3	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	2	3	3	2	2	3	1	2
CO2	3	3	2	3	3	3	2	3	2	3
CO3	3	2	2	3	3	2	2	3	1	2
CO4	3	2	1	3	3	3	2	3	3	1
CO5	3	2	2	3	3	3	2	3	2	1
<b>Average</b>	<b>3</b>	<b>2</b>	<b>1.8</b>	<b>3</b>	<b>3</b>	<b>2.6</b>	<b>2</b>	<b>3</b>	<b>1.8</b>	<b>1.8</b>

<b>BC3103</b>	<b>Title: Business Economics</b>	<b>L T P C 4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Nil</b>	
<b>Objectives</b>	To provide exposure to the commerce students about Micro Economic concepts and inculcate an analytical approach to the subject matter.	
<b>Expected Outcome</b>	The student would be able to apply economic reasoning to the real problems of Business.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	6
Meaning and Scope of Business Economics, Tools for Analysis-Functional Relationships, Schedules, Graphs, Equations. Difference between Economics & Business Economics; Relationship of Business Economics with other branches of Knowledge, Basic problems of an economy, difference between Micro and Macro Economics.		
<b>Unit II</b>	<b>Consumer Behavior and Demand Analysis</b>	10
Consumption Function Indifference Curve- Meaning, Properties and determination of Consumer's Equilibrium; Consumer's Surplus. Demand: Law of Demand; Elasticity of Demand- Concept and Measurement; Price, Income, Cross and Advertising Elasticity; Significance of Elasticity of Demand. Methods of Demand Forecasting, Supply - Law of Supply and Elasticity of supply.		
<b>Unit III</b>	<b>Production and Cost analysis</b>	8
Production Function- Law of Variable Proportions - Law of Returns to Scale, Economies and Diseconomies of Scale – Internal and External, Concept of Costs- Short run and long run, short run cost curve and long run cost curve.		
<b>Unit IV</b>	<b>Pricing under various Market conditions</b>	8
Introduction to different Markets, Pricing Theory (short-run and long run) under conditions of –perfect competition, Monopoly, Monopolistic competition, Features of oligopoly, Market equilibrium, Concepts of Revenue –TR, AR and MR with relationship.		
<b>Unit V</b>	<b>Factor Pricing</b>	8
Marginal Productivity theory of Distribution, Rent: Concept of Economic Rent, Theories of Rent – Ricardian Theory of Rent, Modern Theory of Rent, Quasi Rent, concept of Minimum wages, Theories of profit, Liquidity Preference Theory of interest.		
<b>Text Books</b>	1. M. Adhikari, Business Economics, Excel book Publisher, New Delhi. 2. Ahuja H.L, Business Economics, S. Chand & Co., New Delhi.	
<b>Reference Books</b>	1. V. G. Mankar, Business Economics, Macmillan India Ltd. New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3103	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The students will understand the role of business economics in decision making.	2	Emp/S
<b>CO 2</b>	The students will understand and Analyze the demand determinants and measuring price elasticity of demand.	2	Emp/S
<b>CO 3</b>	The students will understand and Analyze the peculiarities of factors of production.	3	Emp/S
<b>CO 4</b>	The students will identify the supply and cost analysis of Total, Average and marginal curves	3	Emp/S
<b>CO 5</b>	The students will identify Equilibrium, price and output decisions in various market forms	3	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	2	3	3	2	3	3	3	3
CO2	1	3	2	3	3	3	2	3	1	2
CO3	1	3	2	3	3	2	3	1	1	3
CO4	1	3	3	3	3	2	3	3	2	2
CO5	3	3	1	3	3	2	3	3	1	1
<b>Average</b>	<b>1.8</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2.2</b>	<b>2.8</b>	<b>2.6</b>	<b>1.6</b>	<b>2.2</b>

<b>BC3104</b>	<b>Title: Computer Applications in Business</b>	<b>L T P C 3 0 2 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The basic objective of this course is to provide fundamental knowledge to develop computer skills among students.	
<b>Expected Outcome</b>	This subject will be helpful to understand how to use different computer applications of in business operations.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Computers</b>	8
Introduction, characteristics , Advantages, Types and Applications of computers, Input/output Devices, Computer Memories, Binary number System.		
<b>Unit II</b>	<b>Introduction to Windows</b>	7
Components of Application Windows, Concept of window, Types of Windows, Windows as an Operating System, Basic Features and functioning and User interfaces- CUI and GUI..		
<b>Unit III</b>	<b>Internet &amp; Its Usage</b>	6
Applications of Internet, Introduction to Internet, Growth of Internet, ISP, Anatomy of Internet, World Wide Web, Internet Protocols, Usage of Internet to Society and Search Engines.		
<b>Unit IV</b>	<b>Introduction to essential tools: MS Word &amp; Power Point</b>	13
Introduction to Word Processing and power point: Concept, features, mail merge, header and footers, Practical working on Word document. Introduction to power point and its feature, preparation of power point presentation, Role of effects in slides.		
<b>Unit V</b>	<b>Spread Sheet &amp; its Business Application</b>	10
Concept of M. S. Excel: Introduction to Spreadsheet Concepts and its feature, Editing, Inserting, Deleting Work Sheets. Using of Formulae bar, Preparing chart.		
<b>Text Books</b>	1. B. Balagurusamy, Fundamentals of Computers, Tata Mc Graw Hill, Golgotia. 2. Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, BPB, Publication.	
<b>Reference Books</b>	1. R.K. Taxali, PC Software for Windows, Tata Mc Graw Hill, Golgotia.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3104	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<b>Upon successful completion of the course, students would be able to:</b>		
<b>CO 1</b>	The students will understand the types and application of computers	2	Emp/S/Ent
<b>CO 2</b>	The students will understand and Analyse the application of windows	2	Emp/S/Ent
<b>CO 3</b>	The students will understand and Analyse the internet and its usage	3	Emp/S/Ent
<b>CO 4</b>	The students will understand and Analyse and use the MS-Word and the power-point.	3	Emp/S/Ent
<b>CO 5</b>	The students will identify the spread sheets and its application	3	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	3	2	2	1	2	2	1	3	1
CO2	3	2	2	3	2	2	2	1	1	2
CO3	3	1	2	3	3	2	3	3	3	1
CO4	2	2	1	2	2	2	2	3	3	2
CO5	1	2	1	3	3	3	2	3	3	2
<b>Average</b>	<b>2.2</b>	<b>2</b>	<b>1.6</b>	<b>2.6</b>	<b>2.2</b>	<b>2.2</b>	<b>2.2</b>	<b>2.2</b>	<b>2.6</b>	<b>1.8</b>

<b>BC3105</b>	<b>Title: Business Mathematics</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Nil</b>	
<b>Objectives</b>	To provide understanding of mathematical tools and their applications in real business life.	
<b>Expected Outcome</b>	Student will be able to apply mathematical techniques and knowledge in business and economic situations.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	Unitary Method and Number system	7
Unitary method meaning, problems on Time and work, Problems on Speed, distance and time. Concept of Integers, Exponential system, squares and square roots, cubes and cube roots.		
<b>Unit II</b>	<b>Profit and Loss &amp; percentage</b>	5
Concept of Profit & Loss, Problems on selling price and Cost price, Concept of percentages, Problems on Percentages & Average and Data interpretation using Percentage.		
<b>Unit III</b>	<b>Mathematics of Finance</b>	8
Simple and compound interest, annuity, sinking fund, present value of an annuity/ amortization, present value concept in capital expenditure, leasing and bonds.		
<b>Unit IV</b>	<b>Ratio and Proportion and Basic Algebra</b>	8
Overview of Ratios, Types of Ratios, Inverse and duplicate ratios, Cross product rule , Invertendo, Altertendo, Componendo, Dividendo, Compodendo and Dividendo Addendo, overview of Logarithms, Algebraic expression and Linear Equation with one and two variables.		
<b>Unit V</b>	<b>Quantitative Aptitude</b>	10
Logical Reasoning: Number Series, Coding and Decoding and Odd Man Out, Direction Tests, Seating Arrangements, Blood Relations and Syllogism.		
<b>Text Books</b>	1. Quantitative Aptitude , RS Aggarwal, S. Chand publications, 2. Fundamentals of Business Mathematics – 1 Jan 2009 by <u>M. K. Bhowal</u> (Author)	
<b>Reference Books</b>	1. PK Gupta, Business Mathematics and Business Statistics, Sultan Chand & sons. 2. Dr J.K. Thukral, Business Mathematics and Statistics ,maximax publications. 3. The Art of Problem Solving, Volume 1: The Basics Sandor Lehoczky, Richard Rusczyk.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3105	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Students will solve the problem based on the unitary method. (Time and work, speed and time etc)	2	Emp/S
<b>CO 2</b>	Students will be able to apply the concept of percentage Commercial and Mathematical problems.	2	Emp/S
<b>CO 3</b>	To learn the methods of solving problems on simple interest, compound interest, annuities etc, related to business finance	2	Emp/S
<b>CO 4</b>	To understand the basic concepts of Ratio and Proportion and to use them to solve the problems in business	2	Emp/S
<b>CO 5</b>	Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business	3	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	1	3	1	0	2	1	1	2	3	1
CO2	3	3	1	2	3	0	2	3	1	3
CO3	2	3	2	3	3	2	1	3	3	2
CO4	1	3	2	2	2	1	2	2	1	1
CO5	2	3	2	3	3	3	2	3	3	3
<b>Average</b>	<b>1.8</b>	<b>3</b>	<b>1.6</b>	<b>2</b>	<b>2.6</b>	<b>1.4</b>	<b>1.6</b>	<b>2.6</b>	<b>2.2</b>	<b>2</b>



<b>VP3112</b>	<b>Title: VAP-1 (NCFM) NSE Certification in Financial Market-I</b>	<b>L T P C 2 0 0 2</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Nil</b>	
<b>Objectives</b>	To provide knowledge about the international financial environment and different issues and concepts of foreign exchange market globally.	
<b>Expected Outcome</b>	Students will be able to deal in international financial transactions which consequently help them to expand their business throughout the world.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 30</b>
<b>Unit I</b>	<b>Financial Market</b>	6
Meaning of financial market, Types of financial (Primary Market, Secondary market), Importance of financial market in India		
<b>Unit II</b>	<b>Financial Market Instruments</b>	6
Meaning of financial market instruments, Types of financial instruments – Equity, Preference, Debt, Derivatives, and Sweat equity shares.		
<b>Unit III</b>	<b>Primary Market</b>	6
Meaning of new issue market, functions, types of primary market (Public issue, Private placement, Preferential issue, Qualified institutional placement, Right Issue, Bonus issue)		
<b>Unit IV</b>	<b>Stock Market</b>	6
Meaning of stock market and its functions, listing of securities, operators of stock exchange, and Stock exchanges in India.		
<b>Unit V</b>	<b>Money Market</b>	6
Money market instruments (Commercial bill, Treasury bill, call and short notice money, CDs, commercial bill, ADRs and GDRs).		
<b>Text Books</b>	Aptepg- international financial management Keithpilbeam - international finance	
<b>Reference Books</b>	Llevimd- international finance Singhp- investment management	
<b>Mode of Evaluation</b>	Internal and external examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	VP3112	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Understand the basic concepts relating to different avenues of investment.	2	Emp/S
<b>CO 2</b>	To get a basic knowledge of the products, players and functioning of the financial markets.	2	Emp/S
<b>CO 3</b>	To understand the various concepts of primary market and secondary market	2	Emp/S
<b>CO 4</b>	To understand the basic concepts of the financial statement for investment purpose.	2	Emp/S
<b>CO 5</b>	To get the basic knowledge of money market instruments.	2	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	2	2	3	2	1	1
CO2	1	1	1	3	3	1	2	3	1	2
CO3	2	3	1	2	1	2	3	3	3	3
CO4	1	2	2	1	2	2	3	1	3	1
CO5	1	3	3	1	2	1	1	2	2	1
<b>Average</b>	<b>1.6</b>	<b>2.2</b>	<b>2</b>	<b>1.6</b>	<b>2</b>	<b>1.6</b>	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>1.6</b>

SEMESTER 2

<b>CY3205</b>	<b>Title: Environmental Science</b>	<b>L T P C 2 0 0 2</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The aim is develop inquiring minds and curiosity about science and the natural world and to make the students aware how to protect the Environment.	
<b>Expected Outcome</b>	Safeguarding the Environment and also develop awareness to the Society not to further deteriorate it and also safeguard it.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	3
Introduction to Environmental Studies, Scope and Importance, Need for public awareness. What is an ecosystem? Structure and Function of Ecosystem.		
<b>Unit II</b>	<b>Natural Resources</b>	5
Renewable and Non-renewable Resources, Land resources and land-use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts. Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs.		
<b>Unit III</b>	<b>Biodiversity and Conservation</b>	5
Levels of biological diversity: genetic, species and ecosystem diversity; Bio- geographic zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity, Ecosystem and biodiversity.		
<b>Unit IV</b>	<b>Environmental Pollution</b>	4
Types, causes, effects and controls; Air, water, soil and noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste.		
<b>Unit V</b>	<b>Environment Policies, Practices and Human Health</b>	5
Sustainability and sustainable development. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.		
<b>Text Books</b>	I. A. Kaushik & C.P. Kaushik Environmental Studies, New Age international Publishers, New delhi.	
<b>Reference Books</b>	. Sengupta, R. Ecology and Economics (OUP): An Approach to Sustainable Development; OUP Catalogue. . Gleeson, B. and Low, N. (eds.). Global Ethics and Environment, London, Routledge.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	CY3205	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<b>Upon successful completion of the course, students would be able to:</b>		
<b>CO 1</b>	To Understand the definition, scope and importance of natural resources and associated problems	2	S
<b>CO 2</b>	To Understand the concept of ecosystem and different types of ecosystem	2	S
<b>CO 3</b>	To Understand biodiversity and its conservation	2	S
<b>CO 4</b>	To Understand causes, effects and control measures of environmental pollution	2	S
<b>CO 5</b>	To Understand the social issues and the various law to protect environment	2	S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	0	1	0	0	2	0	2	0	1	2
CO2	0	2	0	0	2	0	2	0	1	2
CO3	0	1	0	0	1	0	3	0	2	3
CO4	0	2	0	0	2	1	3	0	2	2
CO5	2	1	1	0	3	2	2	0	3	1
<b>Average</b>	<b>0.4</b>	<b>1.4</b>	<b>0.2</b>	<b>0</b>	<b>2</b>	<b>0.6</b>	<b>2.4</b>	<b>0</b>	<b>1.8</b>	<b>2</b>

<b>BC3202</b>	<b>Title: Business Statistics</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The objective of this course is to familiarize students with the basic statistical tools to apply on quantitative & qualitative data to summarize and analyze information for decision making.	
<b>Expected Outcome</b>	The student is expected to be equipped with the tools of processing and description of statistical data manually and learn the situations where to apply the specific tools.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Statistics</b>	5
Nature, Scope and limitations of statistics, uses of statistics to business and industrial activities ,Primary and secondary data, Collection of data, Classification and tabulation of data, Diagrammatic and graphic representation of data, Questionnaire – Its characteristics and drafting.		
<b>Unit II</b>	<b>Statistical Data and Descriptive Statistics</b>	10
Measures of Central Tendency: Mathematical Averages Including Arithmetic Mean, Geometric Mean and Harmonic Mean. Properties and Applications. Positional Averages Mode, Median (and Other Partition Values Including Quartiles, Deciles, and Percentiles). Measures of Variation: Absolute and Relative. Range, Quartile Deviation, Mean Deviation, Standard Deviation, and their Co-efficient, Properties of Standard Deviation/Variance. Concept of Skewness.		
<b>Unit III</b>	<b>Probability</b>	10
Concepts of Probability, Addition and Multiplication rule, Conditional Probability and Baye’s Theorem, Random Variable, Expectation and Variance of a Random Variable , Probability Distribution , Binomial, Poisson and Normal Distributions and their Importance.		
<b>Unit IV</b>	<b>Simple Correlation and Regression Analysis</b>	12
Correlation Analysis: Meaning of Simple Correlation; Linear and non-Linear, Causation and Correlation, Scatter Diagram, Pearson’s Co-efficient of Correlation; Calculation and Properties (Proofs not required). Probable and Standard Errors, Rank Correlation. Simple Regression Analysis: Principle of Least Squares and Regression Lines. Regression Equations and Estimation, Standard Error of Estimates.		
<b>Unit V</b>	<b>Index Numbers and Time Series</b>	7
Index Numbers: Utility of Index Numbers. Problems in the Construction of Index Numbers, Simple and Weighted Index Number, Base Shifting, Fisher’s Ideal Index Number and Reversibility Tests, Application of Index Numbers. Analysis of Economic Time Series: Component of Time Series, Calculation of Secular Trend, Moving Average method and Method of Least squares.		
<b>Text Books</b>	1. S.P. Gupta, Business Statistics, S. Chand & Sons, New delhi. 2. J.K. Thukral, Business Statistics, Taxman publication Ltd, New delhi.	
<b>Reference Books</b>	1. D.N. Elhance, Fundamentals of Statistics, Kitab Mahal Publishers. 2. S.C. Sharma, Business Statistics, Arya Publishing Company.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3202	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course Outcomes</b>	<b>Upon successful completion of the course, students would be able to:</b>		
<b>CO 1</b>	Students will able to understand about the statistics and gain the knowledge of data representation through graphs and tables.	2	Emp/S
<b>CO 2</b>	Students gain the knowledge of data analysis through different methods.	2	Emp/S
<b>CO 3</b>	Students learn the concept of probability.	3	Emp/S
<b>CO 4</b>	Student understand about the correlation and regression concept and also different methods (Scatter diagram, Karl Pearson's and Spearman's method) of finding correlation coefficient.	3	Emp/S
<b>CO 5</b>	Students gain the knowledge of time series analysis and index numbers.	2	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	2	2	3	2	2	2	3	2	1
CO2	1	3	3	3	2	3	2	2	1	1
CO3	2	3	2	3	2	2	1	2	2	2
CO4	1	2	2	2	2	1	1	2	2	1
CO5	2	2	2	3	3	3	1	2	1	3
<b>Average</b>	1.6	2.4	2.2	2.8	2.2	2.2	1.4	2.2	1.6	1.6

<b>BC3203</b>	<b>Title: Business Law</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Nil</b>	
<b>Objectives</b>	The purpose of this paper is to familiarize the students with the meaning, scope and the sources of business law in India. Enhancing the level of students with reference to understanding of regulation in business	
<b>Expected Outcome</b>	Demonstrate an advanced and integrated understanding of business law and understand the impact of these laws on business practice.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>The Indian Contract Act, 1872</b>	12
Contract- Meaning, Characteristics and kind. Essential of valid contract- Offer and Acceptance, Consideration and Capacity, Free Consent, Legality of Object. Discharge of Contract, Breach of Contract and its remedies. Contract of Indemnity and Guarantee, Contract of Bailment and Pledge and Contract of Agency.		
<b>Unit II</b>	<b>The Sale of Goods Act, 1930</b>	6
Contract of Sale, Essential element of contract of sale, Sale and Agreement to Sell/Hire purchase agreement, Condition and Warranties Transfer of Property, Breach of contract of Sale and Auction sale. Unpaid seller – Meaning and right of unpaid seller against the goods and the buyer.		
<b>Unit III</b>	<b>The Partnership Act, 1932 and The Limited Liability Partnership Act, 2008</b>	10
Indian Partnership Act, 1932: The Nature of Partnership ,Relations of Partners to one another and to third party, Incoming and Outgoing Partner, Registration of Partnership Firm, Dissolution of Partnership Firm. LLP Act 2008- Meaning and features of LLP, Difference between LLP and partnership, LLP and company. LLP agreement, partner and designated partner. Incorporation document. Rules regarding change of registered office and name of LLP. Partner and their relation, Liability of LLP and partner.		
<b>Unit IV</b>	<b>The Negotiable Instrument Act, 1881 and The Information Technology Act, 2000</b>	10
Definition and essential features of Negotiable Instruments, Promissory Notes, bill of exchange, & Cheques, Endorsement and types of endorsement, Holder and holder in due course, Dishonor of Instrument. Information Technology Act,2000- Definition, Digital Signature, Electronic Governance , Digital signature Certificates, Duties of subscribers, Penalties and adjudication , Appellate tribunal, Offences.		
<b>Unit V</b>	<b>The Consumer Protection Act, 1986</b>	5
Definitions under Consumer Protection Act, Objectives and Establishment of Consumer Protection Councils and Redressal of Consumer Grievances (District Forum, State Commission & National Commission).		
<b>Text Books</b>	1. Pillai & Bagavathi, Business Law, S Chand & Sons, New delhi. 2. MC Kuchhal, Business law, Vikas Publishing House Pvt. Ltd, New delhi.	
<b>Reference Books</b>	1. Dr G K Kapoor, Business Law and Practices, Taxman Publishers. 2. A. Ramaiya, Business Law, Wadhwa Publishers.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3203	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<b>Upon successful completion of the course, students would be able to:</b>		
<b>CO 1</b>	Understand and apply the concepts of Indian Contract Act in business dealings	2	Emp/S/Ent
<b>CO 2</b>	Understand and apply the concepts of Indian special Contract Act related to indemnity and Bailment	2	Emp/S/Ent
<b>CO 3</b>	Understand the need of sale of goods act, apply its laws for conduction of smooth business and analyze the legal issues to solve disputes	3	Emp/S/Ent
<b>CO 4</b>	Understand the basic principles of laws related with the IT sector and analyze the issues for dispute solving machinery	3	Emp/S/Ent
<b>CO 5</b>	Understand the rule of partnership as per the Partnership Act, analyze the problems of partnership firm and evaluate the method for registration of a partnership firm	3	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	2	2	3	3	3	1	3	3	2
CO2	3	2	2	3	2	2	2	3	3	2
CO3	3	1	3	3	2	3	2	3	3	1
CO4	3	2	2	3	3	1	3	2	2	1
CO5	2	1	2	2	3	2	1	2	1	2
<b>Average</b>	<b>2.2</b>	<b>1.6</b>	<b>2.2</b>	<b>2.8</b>	<b>3</b>	<b>2.8</b>	<b>1.8</b>	<b>2.6</b>	<b>2.4</b>	<b>1.6</b>



<b>BC3204</b>	<b>Title: Financial Management-I</b>	<b>L T P C</b> <b>5 0 0 5</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	To familiarize the students with the principles and practices of financial management and to acquire the knowledge to meet financial goals.	
<b>Expected Outcome</b>	Acquire and exhibit an understanding of finance and the role that finance plays within an organization.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Financial Management</b>	7
Nature, Objectives and Scope, Functions of Financial Management- Traditional Concept of Finance & Modern Concept of Finance, Financial Decision- Types of Financial Decisions, Role of Finance Manager and Time Value of Money.		
<b>Unit II</b>	<b>Capital Budgeting</b>	15
Capital Budgeting process, Project Selection. Estimation of project cash flows, Capital Budgeting Techniques: Payback Period Methods, Average Rate of Return, Net Present Value Methods, IRR and Capital Rationing.		
<b>Unit III</b>	<b>Capital Structure &amp; Cost of Capital</b>	15
Determinants of Capital Structure, Capital Structure Theories, Cost of Capital, Operating Leverage, Financial Leverage and combined leverage, Cost of Capital: Significance of Cost of Capital, Calculating Cost of Debt; Preference Shares, Equity Capital and Retained Earnings and Combined (weighted) Cost of Capital.		
<b>Unit IV</b>	<b>Dividend Policy</b>	10
Dividend Policies: Issues in Dividend Policies; Forms of Dividends and Stability in Dividends, Determinants, Dividend Models: Walter's Model; Gordon's Model and M.M. Hypothesis,		
<b>Unit V</b>	<b>Management of Working Capital</b>	8
Management of Working Capital: Nature of Working Capital, Significance of Working Capital, Operating cycle and Factors Determining of Working Capital Requirements and Estimation of Working Capital		
<b>Text Books</b>	1. I. M. Panday, Financial Management, Vikas Publishing House Pvt. Ltd, New delhi. 2. Khan M.Y.and Jain P.K: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi.	
<b>Reference Books</b>	1. Van Home J.C: Financial Management and Policy; Prentice Hall of India, New Delhi. 2. Prasanna Chandra: Financial Management Theory and Practice; Tata McGraw Hill, New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3204	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>		
CO 1	The student will remember the overview of financial management	2	Emp/S
CO 2	The student will explain the capital budgeting techniques.	2	Emp/S
CO 3	The student will illustrate and explain the cost of capital and capital structure	3	Emp/S
CO 4	The student will illustrate and explain the different dividend policy	4	Emp/S
CO 5	The student will evaluate the management of working capital	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	2	3	3	1	3	3	1	3
CO2	3	2	3	3	2	3	2	3	3	2
CO3	3	2	2	3	3	3	2	3	1	2
CO4	3	2	1	1	3	2	3	3	1	1
CO5	3	2	1	3	3	1	2	3	2	3
<b>Average</b>	<b>3</b>	<b>1.8</b>	<b>1.8</b>	<b>2.6</b>	<b>2.8</b>	<b>2</b>	<b>2.4</b>	<b>3</b>	<b>1.6</b>	<b>2.2</b>

<b>CE3201</b>	<b>Title: Disaster Management</b>	<b>L T P C 2 0 0 0</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The course is intended to provide a general concept in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human activities with emphasis on disaster preparedness, response and recovery.	
<b>Expected Outcome</b>	Enhance the knowledge by providing existing models in risk reduction strategies to prevent major causalities during disaster.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit: 1</b>	<b>Introduction on Disaster</b>	<b>5</b>
Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. Causes, effects and practical examples for all disasters.		
<b>Unit II</b>	<b>Risk and Vulnerability Analysis</b>	<b>4</b>
Risk : Its concept and analysis 2. Risk Reduction 3. Vulnerability: Its concept and analysis 4. Strategic Development for Vulnerability Reduction.		
<b>Unit III</b>	<b>Disaster Preparedness</b>	<b>5</b>
Disaster Preparedness: Concept and Nature . Disaster Preparedness Plan Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, and Training, . Role of Government, International and NGO Bodies. . Role of IT in Disaster Preparedness and Role of Engineers on Disaster Management.		
<b>Unit IV</b>	<b>Disaster Response</b>	<b>5</b>
Introduction Disaster Response Plan Communication, Participation, and Activation of Emergency Preparedness Plan Search, Rescue, Evacuation and Logistic Management Role of Government, International and NGO Bodies Psychological Response and Management (Trauma, Stress, Rumor and Panic). Relief and Recovery Medical Health Response to Different Disasters.		
<b>Unit V</b>	<b>Rehabilitation, Reconstruction and Recovery</b>	<b>5</b>
Reconstruction and Rehabilitation as a Means of Development. Damage assessment, Post Disaster effects and Remedial Measures. Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction Sanitation and Hygiene Education and Awareness, Dealing with Victims' Psychology, Long-term Counter Disaster Planning and Role of Educational Institute.		
<b>Text Books</b>	1.Disaster Science and Management by Bhattacharya published in McGraw Hill Education (India) Pvt. Ltd.	
<b>Reference Books</b>	. Disaster Management by Dr. Mrinalini Pandey published in Wiley India Pvt. Ltd. Tushar. 2. Disaster Management : Future Challenges and Opportunities by Jagbir Singh published in K W Publishers Pvt.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	CE3201	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Students should be able to understand the basic concepts of disasters and its relationships with development	2	Emp/S/Ent
<b>CO 2</b>	Students should be able to understand the approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction	2	Emp/S/Ent
<b>CO 3</b>	Students should be able to understand the Medical and Psycho-Social Response to Disasters.	2	Emp/S/Ent
<b>CO 4</b>	To understand and gain the detailed knowledge of disaster responses	2	Emp/S/Ent
<b>CO 5</b>	Students should have awareness of Disaster Risk Management institutional processes in India.	2	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	0	0	0	0	1	0	3	1	0	2
CO2	0	1	2	0	1	0	3	2	0	2
CO3	0	0	0	0	2	1	3	1	0	1
CO4	0	0	1	0	3	0	2	3	0	1
CO5	1	1	2	0	3	1	2	3	0	2
<b>Average</b>	<b>0.2</b>	<b>0.4</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0.4</b>	<b>2.6</b>	<b>2</b>	<b>0</b>	<b>1.6</b>



<b>Code:</b> VP3201	<b>Title:</b> Personality Development Program for Professional Growth	<b>L T P C</b> 2 0 0 2
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>To develop the English communication skills of our students.</li> <li>To enable them to communicate effectively and nurture their speaking skills in English.</li> <li>To inculcate in our students the ability to develop soft skills and professional etiquettes which will make them more suitable for jobs in the corporate sector.</li> <li>To overcome interaction phobia as English is not their mother tongue.</li> </ul>	
<b>Expected Outcome</b>	<ul style="list-style-type: none"> <li>After the Course the students will be able to write/understand and create sentences in English of all tenses.</li> <li>They will be able to take part in daily routine conversations in English.</li> <li>Students will be able to understand and be partially groomed in corporate etiquettes and culture</li> </ul>	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Functional Grammar</b>	8
<ul style="list-style-type: none"> <li>How to use- noun, pronoun, verb, adjective, adverb, preposition, conjunction</li> <li>How to use Tenses-past, present, future</li> <li>Modal verbs- can/could, shall/should, will/would, may/might, must, ought to</li> <li>Articles- a, an, the, no article</li> </ul>		
<b>Unit II</b>	<b>Speaking Skills</b>	12
<b>Introduction</b> <ul style="list-style-type: none"> <li>Describe yourself, your educational background, family, hobbies, strengths</li> <li>Let's talk- making conversation, meeting and greeting people</li> <li>Opinions, likes and dislikes</li> </ul> <b>World Around Me</b> <ul style="list-style-type: none"> <li>Life at college, hostel etc.</li> <li>Market place, bus stop, bank, post Office</li> <li>Village, town and city</li> <li>Eating out in a Restaurant</li> </ul>		
<b>Unit III</b>	<b>Professional Skills Enhancement</b>	8
<ul style="list-style-type: none"> <li>First impression: Dressing sense, good manners, speaking well and respectfully</li> <li>Positive Attitude: Being happy and alert, a good listener</li> <li>Goal setting, confidence building and handling rejection</li> <li>Problem solving and decision making</li> <li>Self motivation</li> <li>leadership skills</li> </ul>		
<b>Unit IV</b>	<b>Vocabulary Development</b>	6
<ul style="list-style-type: none"> <li>Word Formation: Prefix, suffix, conversion and compound words</li> <li>Homophones and one-word substitution</li> <li>Words often confused and misused</li> <li>Idiomatic phrases</li> <li>Antonyms and synonyms</li> </ul>		
<b>Unit V</b>	<b>Listening</b>	6
<ul style="list-style-type: none"> <li>Main point in short simple conversations and messages</li> <li>Essential information in short recorded passages on diverse matters</li> </ul>		
<b>Unit VI</b>	<b>Reading and Writing</b>	8

	<ul style="list-style-type: none"> <li>• Reading and writing of short, simple notes and messages</li> <li>• Basic descriptions about everyday life in simple sentences</li> <li>• Short basic descriptions of events and reporting what happened when and where</li> <li>• Simple e-mail or letter including expressions for greeting, addressing, asking or thanking</li> <li>• Completing a questionnaire giving information about background, interests, skills</li> </ul>
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. High School Grammar by Wren &amp; Martin revised by Dr. N.D.V.Prasada Rao (S.Chand)</li> <li>2. Personality development by Harold R. Wallace (Cengage Learning)</li> </ol>
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Essential English Grammar by Raymond Murphy (Cambridge Univ. Press)</li> <li>2. Practical English Usage by Michael Swan (Oxford)</li> <li>3. Personality Development &amp; Soft skills by Barun K. Mitra 2nd edition(Oxford Univ.Press)</li> <li>4. <b>Online Resources:</b> Youtube, TEDx, Flipboard</li> </ol>
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	05-04-2018
<b>Date of approval by the Academic Council</b>	11-06-2018

Unit Wise Course Outcome	VP3201	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Student(s) should be able to write/understand and create sentences in English of all tenses, Student(s) will heighten their awareness of correct usage of English grammar in writing and speaking and will be able to improve their speaking ability in English both in terms of fluency and comprehensibility.	2	Emp/S/Ent
<b>CO 2</b>	Student(s) should be able to take part in daily routine conversation in English language.	2	Emp/S/Ent
<b>CO 3</b>	Student(s) should be able to understand and partially be groomed in corporate etiquettes and culture.	2	Emp/S/Ent
<b>CO 4</b>	Student(s) will learn new vocabulary words, use them correctly in a sentence while speaking and writing, , and understand their meaning in the text.	2	Emp/S/Ent
<b>CO 5</b>	Student(s) should learn to use strategies to listen actively, will be able to distinguish more important ideas from less important ones and will participate in the discussions. It will help the students to improve their reading and writing skills.	2	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	1	2	2	3	2	1	1
CO2	1	1	1	3	3	1	2	3	1	2
CO3	2	3	1	2	1	2	3	3	3	3
CO4	1	2	2	1	2	2	3	1	3	1
CO5	1	3	3	1	2	1	1	2	2	1
<b>Average</b>	<b>1.6</b>	<b>2.2</b>	<b>2</b>	<b>1.6</b>	<b>2</b>	<b>1.6</b>	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>1.6</b>

**SECOND YEAR**

**SEMESTER 3**

<b>BC3301</b>	<b>Title: Money Banking and Financial Institution</b>	<b>L T P C</b> <b>5 0 0 5</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	To enrich students with the knowledge of the functioning of banks and other financial institutions in the world today.	
<b>Expected Outcome</b>	This would be helpful to familiarize with internet banking and financial system in order to maintain better customer relationship in present global scenario.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Money and Market</b>	7
	Introduction to money market, Its constituents and its limitations, Banking operations, sources of funds, Principles of investment, Uses of Banks fund. Banker and customer Relationship, types of a banker their duties and responsibilities.	
<b>Unit II</b>	<b>Banking Operations</b>	12
	Banker and customer definition and their relationship, types of customers and modes of operations, procedure and precaution for opening an account, different banking services, different financial instruments used in banking.	
<b>Unit III</b>	<b>Commercial Banks and their Activities</b>	12
	Introduction to Commercial Banks, Functions of Commercial Banks, Teller System, ATM System, Home Banking, Mutual Funds, Electronic Clearing System, Electronic Fund Transfer, Gold Banking, Role of commercial Banks In Economic Development.	
<b>Unit IV</b>	<b>Working Procedure of RBI</b>	11
	Introduction of Central Banking, Features of Central Bank, difference between Central Bank and Commercial Bank, Management of Central Bank Of India, Functions of Central Bank i.e Traditional Functions, Promotional Functions, Supervisory Function. Monetary Policy and fiscal policy of Reserve Bank of India.	
<b>Unit V</b>	<b>Internet Banking and Financial Institution</b>	12
	E-Banking: Introduction and Meaning of E- Banking, Benefits of E- Banking, Various Activities Under E-Banking, Types of Credit Cards And Their Uses, ATM, Internet Banking, Tele Banking, E- Banking In India. Major financial institution: IDBI, IFCI, SIDBI and SFCs, NBFC, PAYMENT BANKS.	
<b>Text Books</b>	1. Sundharam and Varshini, "Banking Law, Theory and Practices", Sultan Chand & Sons.	

	2. N.R Mohan, “Banking Risk and Insurance”, Vikas Publication.
<b>Reference Books</b>	1. Nirmala Prasad, “Banking And Financial System”, Himalaya Publishing House, Mumbai 2. Radhaswamy, “Text Book of Banking”, S. Chand & Co. New Delhi 3. Agarwal, O.P., Banking and Insurance, Himalaya Publishing House.
<b>Mode of Evaluation</b>	Internal and External Examinations
<b>Recommendation by Board of Studies on</b>	05-04-2018
<b>Date of approval by the Academic Council</b>	11-06-2018

Unit Wise Course Outcome	BC3301	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Assess the components of a financial system with respect to real economy linkages and .financial market participants.	2	Emp/S
<b>CO 2</b>	Analyze the impact of central bank monetary policy on financial systems and the entire economy, and to appraise the role of financial intermediaries as both brokers and asset transformers	2	Emp/S
<b>CO 3</b>	To evaluate the different financial intermediaries and risk management services and need for government regulations.	3	Emp/S
<b>CO 4</b>	To illustrate the detailed knowledge of risk management in financial institution & to assess the development of financial markets and securities in response to market participants requirements.	3	Emp/S
<b>CO 5</b>	To illustrate the detailed knowledge managemnt of NBFCs and depositories	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	1	2	3	2	2	2	3	1	2
CO2	3	2	2	3	2	2	2	3	1	3
CO3	3	1	2	3	3	3	2	3	2	1
CO4	3	1	3	3	2	3	2	3	2	2
CO5	3	1	3	3	2	2	2	3	1	3
<b>Average</b>	<b>3</b>	<b>1.2</b>	<b>2.4</b>	<b>3</b>	<b>2.2</b>	<b>2.4</b>	<b>2</b>	<b>3</b>	<b>1.4</b>	<b>2.2</b>



<b>BC3302</b>	<b>Title: Cost Accounting</b>	<b>L T P C</b> <b>5 0 0 5</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	The objective of this paper is to acquaint the students with conceptual knowledge of Cost accounting and its elements and to familiarize them with costing techniques used in a firm.	
<b>Expected Outcome</b>	The Students will be able to apply the costing techniques in decision making process and controlling costs of the firm.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Cost Accounting</b>	8
Introduction to costing: Nature, Scope, Advantages and limitations of Cost Accounting, elements of cost, Installation of Costing System, Difference between Cost Accounting and Financial accounting, cost control, concept of cost Audit.		
<b>Unit II</b>	<b>Accounting for Material and Labour</b>	8
Material: Inventory control- concept and techniques, Methods of inventory valuation – FIFO, LIFO, Simple Average, Weighted Average. Labour: Accounting and Control of labour cost, wage rate system, concept and treatment of idle time, over time, Methods of labour turnover and fringe benefits.		
<b>Unit III</b>	<b>Accounting for overheads</b>	14
Concept of overhead: Introduction, Classification, allocation, apportionment and absorption of overhead. Machine hourrate.		
<b>Unit IV</b>	<b>Methods of Costing: I</b>	18
Unit costing: Introduction, Method of unit costing, Cost sheet. Normal losses, abnormal losses, joint unit costing.		
<b>Unit V</b>	<b>Methods of Costing: II</b>	6
Process, costing and contract costing: Cost Ledger Accounting, introduction to process cost accounting and Contract Costing, Job Costing, Absorption costing. Introduction to operating costing.		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting: Text and Problems. Chand &amp; Co. Ltd., New Delhi.</li> <li>Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>Thukaram Rao ,Methods and techniques of costing, New Age publications</li> <li>Ravi M Kishore, Cost Accounting, Taxmann Publications.</li> </ol>	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3302	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Paper Title</b>	<b>Cost Accounting</b>		
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Students would be able to get a clear picture of cost concept; role of management accounting in the business, students will be able to take a decision while solving the problems of Business.	2	Emp/S/Ent
<b>CO 2</b>	To explain the detailed knowledge of material and labour in cost accounting, and Solve problems relevant to cost accounting systems using ideas and techniques some of which are at the forefront of the discipline.	2	Emp/S/Ent
<b>CO 3</b>	To illustrate the classification, allocation and absorption of overhead, and Use organization skills (including task and time management) relevant to cost accounting systems both individually and in a group situation.	3	Emp/S/Ent
<b>CO 4</b>	Students would analyse the motive behind preparing the various budgets, establishing a budgetary control system and its administration, Evaluating the real problems while preparing the budget in Business.	3	Emp/S/Ent
<b>CO 5</b>	The student will evaluate the application of computer in cost accounting, and understand the application of computer in cost accounting, and Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	3	3	2	1	3	2	3
CO2	3	2	3	3	3	3	2	3	3	3
CO3	3	2	3	3	3	3	2	3	3	2
CO4	3	2	3	3	3	3	2	3	2	1
CO5	3	1	3	3	3	3	2	3	2	2
<b>Average</b>	<b>3</b>	<b>1.8</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>2.8</b>	<b>1.8</b>	<b>3</b>	<b>2.4</b>	<b>2.2</b>

<b>BC3303</b>	<b>Title: Auditing</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	To provide knowledge of auditing principles and procedures and to familiarize the students with issues of auditing.	
<b>Expected Outcome</b>	Student will be able to apply techniques and knowledge of auditing current legal environment and enhance the ability to use professional standards in auditing.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Auditing</b>	9
	Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.	
<b>Unit II</b>	<b>Audit Areas</b>	8
	Cost audit, Tax audit and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Relevant Auditing and Assurance Standards (AASs).	
<b>Unit III</b>	<b>The company Auditor</b>	10
	Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties. Auditor's Report- Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013	
<b>Unit IV</b>	<b>The Audit Report</b>	7
	Auditor's Report- Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013	
<b>Unit V</b>	<b>Investigation and auditing</b>	8
	Investigation: Objectives, Difference between audit and investigations, Process of Investigation. Special audit of Banking Companies, Educational, Non Profit Institutions and Insurance Companies.	
<b>Text Books</b>	1. M. C. Kuchhal, Business Law, Vikas Publication. 2. N. D. Kapoor, Elements of Mercantile Law , Sultan Chand & Sons.	
<b>Reference Books</b>	1. Ghatalia, S.V., Practical Auditing, Allied Publishers Private Ltd., New Delhi. 2. Singh, A. K. and Gupta Lovleen, Auditing Theory and Practice, Galgotia Publishing Company.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3303	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will remember the basic principles and techniques of Auditing	2	Emp/S/Ent
<b>CO 2</b>	The student will explain the cost audit, tax audit and AASs	2	Emp/S/Ent
<b>CO 3</b>	The student will explain the detailed knowledge of appointment and the qualification, Dis-qualification of the auditor	3	Emp/S/Ent
<b>CO 4</b>	The student will illustrate and analyse the various Auditors reports	3	Emp/S/Ent
<b>CO 5</b>	The student will evaluate the investigation process of auditing in banks and corporate houses	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
<b>CO1</b>	3	2	2	3	3	3	3	2	1	2
<b>CO2</b>	3	2	2	3	3	3	2	3	1	3
<b>CO3</b>	3	1	1	2	2	2	2	3	1	3
<b>CO4</b>	3	3	2	3	2	3	3	3	2	2
<b>CO5</b>	3	3	2	3	3	3	2	2	1	1
<b>Average</b>	<b>3</b>	<b>2.2</b>	<b>1.8</b>	<b>2.8</b>	<b>2.6</b>	<b>2.8</b>	<b>2.4</b>	<b>2.6</b>	<b>1.2</b>	<b>2.2</b>

<b>BC3304</b>	<b>Title: Financial Management II</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	BC3204	
<b>Objectives</b>	The basic objective of this paper is to provide the knowledge of managing the working capital in an organization.	
<b>Expected Outcome</b>	The student is expected to be able to estimate the requirement of working capital and taking decisions on its financing with the help of different models.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>
<b>Unit I</b>	<b>Introduction to Working capital Management</b>	7
Overview of Working Capital Management, Nature, Scope, Need and Definition of Working Capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement, Profitability–Liquidity Trade-Off, Working Capital Policy - Aggressive & Defensive.		
<b>Unit II</b>	<b>Management of cash</b>	10
Meaning of Cash, Motives for Holding Cash, Objectives of Cash Management, Factors determining Cash Needs, Management of Cash Collection, Strategies for Managing Surplus Fund, Cash Management Models, Cash Budget. Marketable Securities: Concept, Types, Reasons for Holding Marketable Securities, Alternative Strategies and Choice of Securities.		
<b>Unit III</b>	<b>Management of Receivables</b>	10
Nature & Cost of Maintaining Receivables, Objectives of Receivables Management, Factors Affecting Size of Receivables, Policies for Managing Accounts Receivables, Determination of Potential Credit Policy Including Credit Analysis, Credit Standards, Credit Period, Credit Terms, etc; Collection Policies.		
<b>Unit IV</b>	<b>Inventory management</b>	10
Need for Monitoring & control of Inventories, Objectives of Inventory Management, Benefits of Holding Inventory, Risks and Costs Associated with Inventories, Techniques of Inventory Management.		
<b>Unit V</b>	<b>Sources of Financing</b>	7
Need and Objectives of Financing of Working Capital, Mechanism and Cost-Benefit Analysis of Alternative Strategies for Financing Working Capital: Accrued Wages and Taxes, Accounts Payable, Trade Credit, Bank Loans, Overdrafts, Bill Discounting, Commercial Papers, Certificates of Deposit, Factoring, Secured Term Loans, Short Term Credit etc. Sources of Finance, Pattern and Sources of Working Capital Financing in India.		
<b>Text Books</b>	1. I. M. Panday, Financial Management, Vikas Publishing House Pvt. Ltd, New Delhi. 2. Khan M.Y.and Jain P.K: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi.	
<b>Reference Books</b>	1. Van Home J.C: Financial Management and Policy; Prentice Hall of India, New Delhi. 2. Prasanna Chandra: Financial Management Theory and Practice; Tata McGraw Hill, New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3304	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will remember the broad aspects of working capital management	2	Emp/S
<b>CO 2</b>	The student will explain the management of cash.	2	Emp/S
<b>CO 3</b>	The student will illustrate and explain the management of Recievable.	3	Emp/S
<b>CO 4</b>	The student will illustrate and explain the inventory management	3	Emp/S
<b>CO 5</b>	The student will evaluate the sources of financing the working capital	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	1	1	3	3	3	2	1	2	1	3
CO2	2	1	1	3	3	3	3	3	3	3
CO3	2	3	2	3	3	2	1	2	1	3
CO4	3	1	2	3	3	3	3	2	2	2
CO5	3	2	1	3	2	3	2	3	3	2
<b>Average</b>	<b>2.2</b>	<b>1.6</b>	<b>1.8</b>	<b>3</b>	<b>2.8</b>	<b>2.6</b>	<b>2</b>	<b>2.4</b>	<b>2</b>	<b>2.6</b>

<b>BI3303</b>	<b>Title: Principles and Practices of Banking</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	To give the exposure to the students of banking principles and concepts.	
<b>Expected Outcome</b>	This would be helpful to understand the banking procedures and smoothening in online money transactions.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours</b>
<b>Unit I</b>	<b>Introduction to Banking</b>	8
Basic Concepts: Origin, Need, Types, Scope and Functions of Banking, Need for Regulation and Supervision, Rights of a Banker, Duties of a Banker, Paying Banker, Duties and Responsibility of a Paying Banker, Collecting Banker, Duties of a Collecting banker.		
<b>Unit II</b>	<b>Banking Services and Regulation Act</b>	8
Banking Operations, Types of accounts, Banking Services, Current Scenario, Financial Inclusion and Banking Regulations. Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.		
<b>Unit III</b>	<b>Commercial Banks and their Activities</b>	9
Introduction to Commercial Banks, Primary Function , Function of Modern Commercial Banks , Teller System , ATM System, Home Banking , Mutual Funds , Electronic Clearing System, Electronic Fund Transfer, Gold Banking , Role of commercial Banks In Economic Development.		
<b>Unit IV</b>	<b>RBI and its Functionalities</b>	9
Introduction of Central Banking, Features of Central Bank, difference between Central Bank and Commercial Bank, Management of Central Bank Of India, Functions of Central Bank i.e Traditional Functions, Promotional Functions, Supervisory Function. Monetary Policy and fiscal policy of Reserve Bank of India.		
<b>Unit V</b>	<b>E- Banking Facilities</b>	10
E-Banking: Introduction to E- Banking, Benefits of E- Banking, Various Activities Under E-Banking, Types of Credit Cards And Their Uses, ATM, Internet Banking, Tele Banking, reforms in E- Banking In India.		
<b>Text Books</b>	1. Sundharam and Varshini, "Banking Law, Theory AndPracticies", Sultan Chand & Sons 2. N.R. Mohan, "Banking Risk and Insurance". Vikas Publication.	
<b>Reference Books</b>	1. Nirmala Prasad, "Banking And Financial System", Himalaya Publishing House, Mumbai 2. Radhaswamy, "Text Book of Banking", S. Chand & Co. New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BI3303	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To understand the basic concept of Banking system. To understand about Indian Banking, Bank Nationalization in India, Banking Regulation Act.	2	Emp/S/Ent
<b>CO 2</b>	To understand the basic concept of Commercial Banking. To Extend the knowledge about various functions of commercial banks (Primary, Secondary and General utility functions).	2	Emp/S/Ent
<b>CO 3</b>	To know about the concept of Cooperative Banking. To understand the various functions of cooperative banks, Structure of cooperative banking, advantages and disadvantages of cooperatives banking.	3	Emp/S/Ent
<b>CO 4</b>	To provide a learning about the Central Bank. To know about the various types of functions of central bank- (Currency Authority, Banker, Agent and Advisor to the Government).	3	Emp/S/Ent
<b>CO 5</b>	To extend the knowledge about E- Banking. To provide the knowledge related to Benefits of E- Banking, Various Activities Under E-Banking.	3	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	1	1	1	2	3	2	3	3	1	3
CO2	3	2	3	3	2	2	3	2	2	2
CO3	1	3	1	3	2	2	3	3	1	3
CO4	1	2	2	2	3	2	1	3	2	2
CO5	2	3	1	3	3	3	3	3	3	1
<b>Average</b>	<b>1.6</b>	<b>2.2</b>	<b>1.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.2</b>	<b>2.6</b>	<b>2.8</b>	<b>1.8</b>	<b>2.2</b>



<b>VP3301</b>	<b>Title: Communication &amp; Professional Skills-III</b>	<b>L T P C</b> <b>0 0 2 1</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Nil</b>	
<b>Objectives</b>	This module is prescribed to appraise students about uses of English communication in hotels.	
<b>Expected Outcome</b>	Students will be able to familiarize with the use of English in Hotels.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Communication - Introduction, Meaning &amp; Definition</b>	7
Communication: Meaning and Concept, Historical Background of Communication- Fayol's Contribution, Barnard's Contribution, Definitions of Communication, Models of Communication- Shannon's Model of the Communication Process, Intermediary Models of the Communication Process, The Communication Process, Functions of Communication, Importance of Communication, Types of Communication.		
<b>Unit II</b>	<b>Communication Networks, Directions of Communication, Types Of Communication</b>	6
Definition of Communication, Characteristics of Communication, Communication Networks- Formal Communication Network, Informal Communication Network, Directions of Communication- Downward Communication, Upward Communication, Horizontal Communication, Diagonal Communication, Types of Communication Verbal Communication, Non-Verbal Communication		
<b>Unit III</b>	<b>Differences Between Oral and Written Communication, Directions Of Communication, Barriers and Gateways to Communication</b>	7
Oral Communication-Meaning of Oral Communication, Advantages of Oral Communication, Limitations of Oral Communication, Written Communication- Meaning of Oral Communication, Advantages of Oral Communication, Limitations of Oral Communication, Difference between Oral Communication and Written Communication, Directions of Communication- Downward Communication, Upward Communication, Horizontal Communication, Diagonal Communication, Barrier and Gateway to Communication		
<b>Unit IV</b>	<b>Stages of Writing, Purpose of Written Communication in Professional Environment</b>	5
Stages of Writing, Purpose of Written Communication in Professional Environment, The Importance of Communicating in the Tourism Industry-Computers in Airlines, Computers in Hotels, Application Areas, Written Complaints.		
<b>Unit V</b>	<b>Types of Written Communication, Report Writing, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting</b>	6
Types of Written Communication, Report Writing-Categories of Reports, Understanding the Sections of Your Report, Reviewing the Draft, Memos-Memoranda: Important Purposes, Format of a Memo, Memos vis à vis E-mails, Making the Memos readable, Good Qualities, Unwelcome Qualities, Procter & Gamble: Memo, Note, Minutes, Proposal, Circulars, Agenda, Drafting.		
<b>Text Books</b>	1. Fluency in English - Part II, Oxford University Press, 2006. Business English, Pearson, 2008. 2. Lesikar & Flatley, Basic Business Communication, Publisher Tata Mc Graw Hills K.K.Sinha Business Communication	
<b>Reference Books</b>	1. Language, Literature and Creativity, Orient Blackswan, 2013. 2. 2. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	

<b>Date of approval by the Academic Council</b>	11-06-2018
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<b>Unit Wise Course Outcome</b>	<b>VP3301</b>	<b>BL Level</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b>
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Understand some basic concepts of Stock market and its working.	2	Emp/S
<b>CO 2</b>	Identify Nifty and Sensex, and compare both tradings	2	Emp/S
<b>CO 3</b>	To illustrate the trading in stock market, to understand the NSDL, CSDL and compare the BSE and NSE	3	Emp/S
<b>CO 4</b>	To Understand the stock market and analysing the trends of the market.	3	Emp/S
<b>CO 5</b>	Create the Demat Account transactions, IPOs, and plan for future tradings, in stock markets.	4	Emp/S

<b>Course Outcomes</b>	<b>Programme Outcomes</b> (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								<b>Programme Specific Outcomes</b>	
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	3	1	3	2	3	2	2	2	1
CO2	1	2	3	1	3	2	3	2	1	1
CO3	2	1	1	1	1	1	2	3	2	2
CO4	2	2	1	3	1	1	2	2	3	1
CO5	2	1	1	3	2	2	1	2	2	3
<b>Average</b>	<b>2</b>	<b>1.8</b>	<b>1.4</b>	<b>2.2</b>	<b>1.8</b>	<b>1.8</b>	<b>2</b>	<b>2.2</b>	<b>2</b>	<b>1.6</b>

SEMESTER 4

<b>BC3401</b>	<b>Title: Income Tax</b>	<b>L T P C</b> <b>5 0 0 5</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961.	
<b>Expected Outcome</b>	Students will be able to know the Rules of Income Tax and Assess the Tax Liabilities.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours(per Unit)</b>
<b>Unit I</b>	<b>An Introduction and Basic Definitions</b>	8
Introduction to Income Tax; Historical Background; Residence and Tax Liability; Agricultural Income, Important Definitions i.e., Causal Income, Assessment Year, Previous Year, Gross Total Income; Total Income. Concept of Tax Evasion, Tax Avoidance & Tax Planning. Scope of Total Income; Incomes which do not form part of total income		
<b>Unit II</b>	<b>Heads of Incomes: Salaries &amp; House Property</b>	20
Income from Salaries; Income from House Property;		
<b>Unit III</b>	<b>Heads of Incomes: Business Incomes, Capital Gains and Other Sources</b>	16
Profits and Gains of Business & Profession; Capital Gains and Income from Other Sources.		
<b>Unit IV</b>	<b>Set-off &amp; Carry Forward of Losses and General Deductions</b>	6
Clubbing of Incomes, Set-off and Carry Forward of Losses; Deductions to be Made in Computation of Total Income; Rebates and Reliefs		
<b>Unit V</b>	<b>Tax Liability &amp; Tax Management</b>	5
Assessment of Individuals; HUF; Firms and Association of Persons, Tax Deduction at Source; Advance Payment of Tax; Assessment Procedures, Penalties, Income Tax Authorities & Their Powers.		
<b>Text Books</b>	1. Agarwal, B.K. and Rajeev Agarwal: Income Tax: Law & Accounts: Nirupam Publications, Agra. 2. Mehrotra, H.C.: Income Tax Law & Accounts; Sahitya Bhawan, Agra.	
<b>Reference Books</b>	1. Chandra, Mahesh and D.C. Shukla: Income Tax Law and Practice; Pragati Publications, New Delhi. 2. Singhania, V.K. : Students' Guide to Income Tax; Taxmann, New Delhi. Ahuja, Girish and Ravi Gupta: Systematic Approach to Income Tax: Bharat Law House, New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Evaluations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3401	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will remember the taxation law definitions and basic concepts of personal and business taxation system.	2	Emp/S
<b>CO 2</b>	The student will remember and understand the approaches used in computation of salary income and income from house property.	2	Emp/S
<b>CO 3</b>	The student will remember, understand and apply concept in computation of income from business and profession, capital Gain and IFOS.	3	Emp/S
<b>CO 4</b>	The student will remember and apply about the carry out and clubbing provisions.	3	Emp/S
<b>CO 5</b>	The student will remember, analyze and evaluate the deductions, rebate and relief.	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	1	2	3	3	3	3	3	2	2
CO2	3	2	2	3	2	3	1	3	3	3
CO3	3	2	3	3	3	3	3	2	3	1
CO4	3	1	2	3	2	3	3	3	2	3
CO5	3	2	2	3	3	3	1	2	2	2
<b>Average</b>	<b>3</b>	<b>1.6</b>	<b>2.2</b>	<b>3</b>	<b>2.6</b>	<b>3</b>	<b>2.2</b>	<b>2.6</b>	<b>2.4</b>	<b>2.2</b>

<b>BC3402</b>	<b>Title: Management Accounting</b>	<b>L T P C 5 0 0 5</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Nil	
<b>Objectives</b>	The objectives of this paper are to familiarize the student with the tools and skills of decision making in management accounting	
<b>Expected Outcome</b>	The students will be able to develop the decision making skill and analytical skills to sort out the complexities in managing the Organizations.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction to Management Accounting</b>	4
Management Accounting: Nature, scope and functions of management accounting, Role of management Accounting in decision making, Limitations, Tools and techniques of Management accounting, Management Accounting Vs. financial accounting.		
<b>Unit II</b>	<b>Budgetary Control and Process</b>	1 0
Budgeting for Profit Planning and control: Meaning of budget and budgetary control, Objectives, Merits and limitations. Types of budgets; Cash budget, Fixed and flexible budgeting, production budget, Zero base budgeting, Performance budgeting		
<b>Unit III</b>	<b>Marginal Costing and Break Even Analysis Process</b>	1 0
Marginal Costing & Break Even Analysis: Concept of Marginal costing, variable & absorption costing, Benefits and limitation. Cost-volume-profit analysis, Break even analysis. Margin of safety. Make or buy decision.		
<b>Unit IV</b>	<b>Analysis of Variances</b>	1 2
Standard Costing & Variance Analysis: Standard costing and Historical costing. Establishment of cost standards. Variance analysis- Material variance, Labour variance, overheads variance.		
<b>Unit V</b>	<b>Management of Cash and Ratio Analysis</b>	1 5
Ratio analysis, Cash flow and Fund flow: Classification of ratios –profitability ratios, turnover ratios, solvency and liquidity ratios, ratios for investors, Advantages of ratio analysis; Limitations of accounting ratios. Cash flow statement, fund flow statement.		
<b>Text Books</b>	1. Maheshwari, S.N. and S.N. Mittal. Management Accounting. Shree Mahavir Book Depot, New Delhi. 2. Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education.	
<b>Reference Books</b>	1. Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. 2. Management Accounting. Dorling Kindersley (India) Pvt. Ltd. Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3402	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To enlighten the students thought and knowledge on management Accounting, differentiate the Financial and management accounting.	2	Emp/S/Ent
<b>CO 2</b>	To give proper idea on financial statement analysis in practical point of view for the Business purpose.	2	Emp/S/Ent
<b>CO 3</b>	To provide knowledge about budgetary control keeping in mind the scope of the concept of the Business, analyse and apply the budgetary tool in business.	3	Emp/S/Ent
<b>CO 4</b>	To develop the know-how and concept of marginal costing and absorption costing with practical problem of the companies and manufacturing units, and apply & evaluate the BEP, CVP and other tools.	3	Emp/S/Ent
<b>CO 5</b>	Outline and apply management tools and techniques such as the variance analysis, operational performance measures, quality, and environmental cost management, and create management report to the management on the basis of evaluation and analysis of data.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	1	3	3	3	3	3	3	2	1
CO2	3	2	3	3	2	3	1	3	3	2
CO3	3	2	3	3	2	3	3	3	2	1
CO4	3	2	3	3	3	3	3	3	2	2
CO5	3	3	3	3	2	3	3	3	2	1
<b>Average</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2.4</b>	<b>3</b>	<b>2.6</b>	<b>3</b>	<b>2.2</b>	<b>1.4</b>

<b>BC3403</b>	<b>Title: Company Law</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	The purpose of this paper is to familiarize the students with provisions of company law in order to understanding of regulation of companies Act, 2013.	
<b>Expected Outcome</b>	This would be helpful to students in understanding of company law and about the impact of these laws on company policies framework.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours</b>
<b>Unit I</b>	<b>Introduction of Company</b>	6
Introduction of company, Characteristics of a company, Types of companies, concept of lifting of corporate veil..		
<b>Unit II</b>	<b>Formation of Company (Company Act 2013)</b>	11
Promoters, their legal position, pre-incorporation contract and provisional contracts, Incorporation of Companies- requirements of pre-incorporation, Doctrine of Constructive Notice and Indoor Management. Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company and other related issues. Conversion of a Private Company into a Public Company.		
<b>Unit III</b>	<b>Prospectus, Memorandum and Articles</b>	10
Prospectus- Meaning and Contents. Untrue and Mis-statements in Prospectus and their consequences, Memorandum of Association, Articles of Association.		
<b>Unit IV</b>	<b>Management of the Company</b>	10
Membership- Nature of Member. Methods of Acquisition and Termination of Membership. Directors- Meaning, Appointments, Legal Position, Qualifications and Disqualifications, Remuneration, Powers, Duties and Liabilities of Directors, removal of directors. Managing Director and Manager. Rules regarding Annual General Meetings, Board meetings.		
<b>Unit V</b>	<b>Share Capital and Winding up of the Company</b>	7
Share Capital – issue, allotment and forfeiture of share, shareholder – their rights and duties. Winding Up- Meaning of Winding Up and Modes of Winding Up. Compulsory winding, Voluntary winding Up and Winding Up under the supervision of court.		
<b>Text Books</b>	1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons. 2. Garg K.C. and Vijay Gupta, Company Law, Sultan Chand & Sons.	
<b>Reference Books</b>	1. A Ramaiya, Guide to Companies Act, Nagpur Wadhwa and Company,	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3403	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will remember the meaning and the type of companies.	2	Emp/S/Ent
<b>CO 2</b>	The student will remember and understand the formation of the companies under the companies act, 2013.	2	Emp/S/Ent
<b>CO 3</b>	The student will remember, understand prospectus, memorandum and the article of association	3	Emp/S/Ent
<b>CO 4</b>	The student will remember and analyse the management of the companies under companies act, 2013.	3	Emp/S/Ent
<b>CO 5</b>	The student will remember, analyze the share capital and winding up of the company concepts	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	2	1	2	2	3	3	2	1	3
CO2	3	1	2	3	2	3	3	3	3	3
CO3	3	1	2	2	2	3	1	2	2	2
CO4	3	2	3	3	2	3	2	3	3	3
CO5	3	1	1	3	3	3	3	1	1	1
<b>Average</b>	<b>3</b>	<b>0.8</b>	<b>1.8</b>	<b>2.6</b>	<b>2.2</b>	<b>3</b>	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>2.4</b>



<b>BC3404</b>	<b>Title: Corporate Tax Planning</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	To provide basic knowledge of corporate tax planning. To emphasize the role of tax factors in the use of management accounting techniques along with tax laws and their impact on management decisions.	
<b>Expected Outcome</b>	After completion of the paper Student will be able to reduce tax of organization with help of tax planning tools.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>An Introduction</b>	10
Tax Planning, Tax management, Tax evasion and Tax Avoidance. Residential Status of Companies and Tax Incidence; Minimum Alternate Tax (MAT); Carry Forward and Set-off of Losses in Case of Companies; Deductions to Corporate Assesses.		
<b>Unit II</b>	<b>Tax Planning with Business Structures</b>	10
Tax Planning with Reference to Setting up of a New Business: Location of Business, Nature of Business, Form of Organizations. Tax Planning with Reference to Financial Management Decisions i.e., Capital Structure, Dividend and Bonus Shares. Tax Planning with Reference to Sale of Scientific Research Assets.		
<b>Unit III</b>	<b>Tax Planning with Management Decisions</b>	10
Tax Planning with Reference to Specific Management Decisions - Make or buy; Own or lease; Repair or replace.		
<b>Unit IV</b>	<b>Double Taxation and Transfer Pricing Provisions</b>	7
Double Taxation Relief Provisions Regulating Transfer Pricing; Computation of Arm's Length Pricing; Advance Rulings; Advance Pricing Agreement. Double Taxation Avoidance Agreements, New Reforms in DTAA.		
<b>Unit V</b>	<b>Tax Planning in Business Restructuring</b>	7
Tax Planning with Reference to Business Restructuring; Amalgamation, Merger, Demerger, Slump Sale. Conversion of Company into LLP; Transfer of Assets between Holding and Subsidiary Companies.		
<b>Text Books</b>	1. Singhania, Vinod K. and Monica Singhania: Corporate Tax Planning; Taxmann Publications Pvt. Ltd., New Delhi. 2. Ahuja, Girish. and Ravi Gupta: Corporate Tax Planning and Management; Bharat Law House, Delhi.	
<b>Reference Books</b>	1. Mehrotra R.C. & S.P.Goyal: Corporate Tax Planning and Management; Sahitya Bhawan Publications, Agra. 2. Ahuja Girish and Ravi Gupta: Simplified Approach to Corporate Tax Planning and Management, Wolters Kluwer, New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3404	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will remember the tax planning, avoidance concept.	2	Emp/S
<b>CO 2</b>	The student will remember and understand the approaches in setting up new business with several tax planning structures.	2	Emp/S
<b>CO 3</b>	The student will remember, understand and apply the tax planning in the management decisions such as lease or buy.	3	Emp/S
<b>CO 4</b>	The student will remember and apply about double taxation and transfer pricing provisions	3	Emp/S
<b>CO 5</b>	The student will remember, analyze and apply tax planning in business restructuring	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	1	3	1	3	3	3	2	3	2	3
CO2	2	3	2	3	3	2	2	3	1	1
CO3	1	2	3	1	2	2	2	3	1	3
CO4	2	1	1	3	2	2	2	3	1	2
CO5	3	2	3	3	3	3	3	1	3	3
<b>Average</b>	<b>1.8</b>	<b>2.2</b>	<b>2</b>	<b>2.6</b>	<b>2.4</b>	<b>2</b>	<b>2.2</b>	<b>2.6</b>	<b>1.6</b>	<b>2.4</b>

<b>BC3405</b>	<b>Title: Indian Banking system</b>	<b>L T P C 4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	To enrich students with the knowledge of the functioning of central, commercial, rural and cooperative banks in India.	
<b>Expected Outcome</b>	This would be helpful to grab the knowledge about the financial system in India.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (Per Unit)</b>
<b>Unit I</b>	<b>Introduction to Indian Banking System</b>	8
Introduction to Indian banking system, Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; co-operative banks; Development banks. Banker and customer Relationship, Rights of a Banker, Duties of a Banker, Paying Banker, Duties and Responsibility of a Paying Banker, Collecting Banker, Duties of a Collecting banker.		
<b>Unit II</b>	<b>Regional Rural and Co-operative Banks in India</b>	9
Introduction, Functions, Role of regional rural and co-operative bank in rural India, Progress and performance.		
<b>Unit III</b>	<b>Commercial Banks and their Activities</b>	8
Commercial Banks, Primary Function , Function of Modern Commercial Banks , Teller System , ATM System, Home Banking , Mutual Funds , Electronic Clearing System, Electronic Fund Transfer, Gold Banking , Role of commercial Banks In Economic Development, Commercial banking reforms		
<b>Unit IV</b>	<b>Working Procedure of Central Bank</b>	9
Introduction of Central Banking, Features of Central Bank, difference between Central Bank and Commercial Bank, Management of Central Bank of India, Functions of Central Bank i.e Traditional Functions, Promotional Functions, Supervisory Function. Introduction to Monetary Policy.		
<b>Unit V</b>	<b>Internet Banking and Banking Regulation Act</b>	10
E-Banking : Introduction to E- Banking , Benefits of E- Banking, Various Activities Under E-Banking , Types of Credit Cards And Their Uses , ATM , Internet Banking, Tele Banking , E- Banking In India. Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.		
<b>Text Books</b>	1. Sundharam and Varshini, "Banking Law, Theory And Practices", Sultan Chand & Sons. 2. N.R. Mohan, "Banking Risk and Insurance". Vikas Publication.	
<b>Reference Books</b>	1. Basu A.K. : Fundamentals of banking -Theory and Practice; A. Mukherjee and Co., Calcutta 2. Tennan M.L: Banking Law and Practice in India; Indian Law House, New Delhi.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3405	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will remember the structure and organisation of the banking sector	2	Emp/S
<b>CO 2</b>	The student will remember and understand the role and functions of RRBs and the co-operative banks	2	Emp/S
<b>CO 3</b>	The student will remember, understand the meaning and functions of the the commercial banks	3	Emp/S
<b>CO 4</b>	The student will remember and apply the working procedure of the central banks	3	Emp/S
<b>CO 5</b>	The student will remember, analyze internet banking and the banking regulation act, 1949.	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	2	1	2	3	2	2	3	1	3
CO2	1	2	1	3	2	2	2	1	2	3
CO3	1	2	1	3	2	2	2	2	2	2
CO4	2	3	3	3	2	3	3	3	2	3
CO5	3	1	3	2	2	1	3	2	2	1
<b>Average</b>	<b>1.8</b>	<b>2</b>	<b>1.8</b>	<b>2.6</b>	<b>2.2</b>	<b>2</b>	<b>2.4</b>	<b>2.2</b>	<b>1.8</b>	<b>2.4</b>

VP3412	Title: Value Aided Program NCFM-II	L T P C 2 0 0 2
Version No.	1.0	
Course Prerequisites	None	
Objectives	To enhance the knowledge of the students about the security analysis of the funds and its working	
Expected Outcome	After studying the Security analysis, the students are expected to be equipped with handling of the of the investment in the Different Securities	
Unit No.	Unit Title	No. of hours (per Unit) 26
Unit I	Securities Market in India - An Overview	6
An Overview of the Indian Securities Market, Market segments, Key indicators of securities market, Products and participants, Market segments and their products, Reforms in Indian securities markets		
Unit II	Trading Membership	5
Stock brokers, NSE membership, Surrender of trading membership, Suspension & expulsion of membership, Declaration of defaulter, Authorized person, Sub-brokers, Broker-clients relations, Sub-broker-clients relations, Investor service cell and arbitration, Code of Advertisement		
Unit III	Trading	5
Introduction, NEAT system, Market types, Trading system users hierarchy, Local database, Market phases, Logging on, Log off/exit from the application, Neat screen, Invoking an inquiry screen, Order management, Trade management, Limited physical market, Block trading session, Retail debt market (RDM)		
Unit IV	Clearing Settlement	5
Introduction, Key terminologies used in clearing and settlement process, Transaction cycle, Settlement agencies, Clearing and settlement process.		
Unit V	Legal Framework	5
SEBI (intermediaries) regulations, 2008, SEBI (prohibition of insider trading) regulations, 1992, SEBI (prohibition of fraudulent and unfair trade practices relating to, Securities market) regulations, 2003 the depositories act, 1996,		
Text Books	V.K Bhalla, Investment Mangement, S. Chand Publications. Haygen and Robert A, Modern Investment Theory”, Cencage Publications.	
Reference Books	<a href="#">Frank Reilly</a> and <a href="#">Keith Brown</a> , Investment Analysis and Portfolio Mangement, PHI Publications.	
Mode of Evaluation	Internal and External Examinations	
Recommendation by Board of Studies on	05.04.2018	
Date of approval by the Academic Council	11-06-2018	

Unit Wise Course Outcome	BC3405	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To understand the fundamentals of the currency market and to understand the concept of derivative	2	Emp/S
<b>CO 2</b>	To understand the currency futures as a risk management tool.	2	Emp/S
<b>CO 3</b>	To learn about the trading platform of the currency derivatives segment of a stock exchange.	2	Emp/S
<b>CO 4</b>	To learn the types of derivative products and their application.	3	Emp/S
<b>CO 5</b>	To learn about the trading of derivatives on the stock exchanges.	3	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	3	1	3	3	3	2	3	3	2
CO2	3	3	3	3	1	2	1	3	2	2
CO3	2	3	1	3	2	1	2	2	3	1
CO4	2	1	3	2	3	1	1	2	1	2
CO5	3	3	2	3	1	3	2	1	2	2
<b>Average</b>	<b>2.2</b>	<b>2.6</b>	<b>2</b>	<b>2.8</b>	<b>2</b>	<b>2</b>	<b>1.6</b>	<b>2.2</b>	<b>2.2</b>	<b>1.8</b>

**THIRD YEAR**

**SEMESTER 5**

<b>BC3501</b>	<b>Title: Corporate Accounting</b>	<b>L T P C 4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	This course introduces the students to enable them to acquire the basic knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.	
<b>Expected Outcome</b>	On completion of the syllabi the student will gain an insight to the emerging perspectives in Corporate accounts.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 48</b>
<b>Unit I</b>	<b>Accounting for Share Capital &amp; Debentures</b>	<b>10</b>
Issue, forfeiture and reissue of forfeited shares: concept & process of book building; Issue of rights and bonus shares; Buy back of shares; Redemption of preference shares; Issue and Redemption of Debentures		
<b>Unit II</b>	<b>Final Accounts</b>	<b>8</b>
Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration, Disposal of company profits		
<b>Unit III</b>	<b>Valuation of Goodwill, Shares and Accounts of Banking Companies</b>	<b>10</b>
Concepts and calculation: simple problem only, Difference between balance sheet of banking and non-banking companies; Prudential norms; Asset structure of a commercial bank; Non-performing assets (NPA)		
<b>Unit IV</b>	<b>Amalgamation of Companies</b>	<b>10</b>
Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding intercompany holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction.		
<b>Unit V</b>	<b>Accounts of Holding Companies/Parent Companies</b>	<b>10</b>
Preparation of consolidated balance sheet with one subsidiary company; Relevant provisions of Accounting Standard: 21 (ICAI)		
<b>Text Books</b>	1. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi 2. S.. N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi	
<b>Reference Books</b>	1. P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand 2. Amitabha Mukherjee, Mohammed Hanif, Corporate Accounting, McGraw Hill Education	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3501	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To understand and apply the concepts of share and debenture procurement accounting	2	Emp/S
<b>CO 2</b>	To apply the policies of preparation of financial statement	2	Emp/S
<b>CO 3</b>	To understand and apply the rules of valuation of goodwill and shares	3	Emp/S
<b>CO 4</b>	To understand and apply about the amalgamation accounting of corporates	3	Emp/S
<b>CO 5</b>	To understand the accounting of holding company.	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	0	2	3	2	3	1	3	3	2
CO2	3	2	3	3	3	3	3	3	3	2
CO3	1	2	2	3	2	3	3	2	3	1
CO4	2	2	2	3	3	3	3	2	1	3
CO5	1	2	2	3	3	3	3	2	1	1
<b>Average</b>	<b>1.6</b>	<b>1.6</b>	<b>2.2</b>	<b>3</b>	<b>2.6</b>	<b>3</b>	<b>2.6</b>	<b>2.4</b>	<b>2.2</b>	<b>1.8</b>



<b>BC3502</b>	<b>Title: Goods and Service Tax</b>	<b>L T P C  4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	To provide knowledge of Indirect Tax laws in India with respect to GST Act and Norms.	
<b>Expected Outcome</b>	The students will be able to apply GST knowledge in filling GST returns of a firm.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 50</b>
<b>Unit I</b>	<b>Overview of GST</b>	8
	Indirect taxes before GST: Concept of VAT; Meaning and Methods; Major shortcomings in the structure of Indirect taxes prior to the GST; Need of GST in India; Meaning and features of GST; Taxes subsumed in GST; Advantages and challenges of GST; Innovation and best practices; GST Network ,GST Council, Levy and exemption from GST	
<b>Unit II</b>	<b>Structure and Registration</b>	9
	Structure of GST including SGST, CGST, UTGST and IGST, Process of Registration; types of Registration, Liability for Registration, Exemption from Registration. GST Unique Identity Number (GSTIN), Deemed Registration, Amendments, cancellation and revocation of registration, Migration of existing taxpayers to GST.	
<b>Unit III</b>	<b>Levy and collection under GST</b>	10
	Taxable event; Supply of Goods and Services; Place of Supply: Within State, Interstate, Import and Export; Time of supply; Meaning, Provisions to determine time of supply of Goods and Services, Harmonized System of Goods (HSN), Tariff classifications	
<b>Unit IV</b>	<b>Input Tax Credit(ITC)</b>	12
	Eligible and Ineligible Input Tax Credit; Apportionment of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payments of Taxes; Refund; Doctrine of unjust enrichment; Tax Deducted at Source(TDS), Tax Collected at Source(TCS). Reverse Charge Mechanism, Job work	
<b>Unit V</b>	<b>Payment of GST</b>	11
	Maintenance of Records, Mode of payment, Process of payment, Maintenance of e- ledgers, ITC utilization rules. Types and periodicity of Returns: Monthly Returns, Quarterly Return for Taxpayers under Composition Scheme, Types of Assessments, Audit by Tax Authorities, penalty against nonpayment of GST.	
<b>Text Books</b>	Professional guide to GST, Abhishek Rastogi, Lexis Nexis(followed by shri Arun Jaitley) Basics of GST, Nitiya Tax Associates	
<b>Reference Books</b>	GST ready Reckoner, VS datey, Taxman publications	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3502	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To aware about the definitions and conceptual idea of goods and service tax	2	Emp/S/Ent
<b>CO 2</b>	To understand about the structure of GST organization and procedure of registration	2	Emp/S/Ent
<b>CO 3</b>	To aware and understand about levy and collection mechanism.	3	Emp/S/Ent
<b>CO 4</b>	To understand and analysis about input tax credit system	3	Emp/S/Ent
<b>CO 5</b>	To understand, explain and evaluating the payment of goods and service tax.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	1	3	3	3	3	2	2	2	2
CO2	3	1	2	3	3	3	2	2	1	2
CO3	3	1	3	3	3	3	2	3	1	1
CO4	3	2	3	3	3	3	2	3	3	1
CO5	3	2	3	3	3	3	2	2	3	2
<b>Average</b>	<b>3</b>	<b>1.4</b>	<b>2.8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2.4</b>	<b>2</b>	<b>1.6</b>

<b>BC3503</b>	<b>Title: Project planning &amp; Management</b>	<b>L T P C</b> <b>3 0 0 3</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	Developing the student's project management skills through greater theoretical understanding and practical application of the project management principles.	
<b>Expected Outcome</b>	Students will be able to initiate a project and their expertise in Project Management will help them execute the project successfully.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 42</b>
<b>Unit I</b>	<b>Project Management Overview</b>	8
Introduction, Need for Project Management, Project Management , Knowledge Areas and Processes, The Project Life Cycle, The Project Manager (PM), Phases of Project Management Life Cycle, Project Management Processes, Impact of Delays in Project Completions, Essentials of Project Management Philosophy, Project Management Principles		
<b>Unit II</b>	<b>Planning a Project</b>	7
Project Identification and Selection- Introduction, Project Identification Process, Project Initiation, project planning, Pre-Feasibility Study, Feasibility Studies, Project Break-even point		
<b>Unit III</b>	<b>Project Selection</b>	8
Macro Parameters in project selection, Different consideration for project under private, public and joint sectors. Project formulation preparation of project profile, project report and detailed project report. Board criteria for pre- investment decisions.		
<b>Unit IV</b>	<b>Project Appraisal</b>	12
Project appraisal – different types of appraisal – technical, economic, organizational and managerial, commercial and financial – Financial techniques for project appraisal and feasibility, discounted cash flow and non-discounted cash flow methods, social cost benefit analysis and economic rate of return, introduction to PERT and CPM models		
<b>Unit V</b>	<b>Project financing</b>	7
Project financing, pattern of financing. Sources of finance, impact of taxation, Public loans, small savings surplus of public enterprises, deficit financing, foreign aid, public sector project financing. Role of tax planning in project financing.		
<b>Text Books</b>	C.B. Gupta, "Project management", A.P.H Publishing Corporation, New Delhi, 2000 Chandra. Prasanna, <i>Project Preparation Appraisal and Implementation</i> . Tata McGraw Hill	
<b>Reference Books</b>	Gray, Clifford .F. <i>Project Management</i> . McGraw Hill.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3503	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To understand the overview of project management.	2	Emp/S/Ent
<b>CO 2</b>	To understand the planning concept of project.	2	Emp/S/Ent
<b>CO 3</b>	To aware and understand about project selection techniques	3	Emp/S/Ent
<b>CO 4</b>	To aware and understand the project appraisal with financial viability	3	Emp/S/Ent
<b>CO 5</b>	To understand the various types of project financing.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	1	3	3	3	3	2	2	2	2
CO2	2	2	3	3	1	2	2	3	2	1
CO3	2	1	3	1	3	3	3	1	2	3
CO4	3	2	2	3	2	2	3	2	1	2
CO5	3	2	3	2	3	3	1	1	1	2
<b>Average</b>	<b>2.4</b>	<b>1.6</b>	<b>2.8</b>	<b>2.4</b>	<b>2.4</b>	<b>2.6</b>	<b>2.2</b>	<b>1.8</b>	<b>1.6</b>	<b>2</b>

<b>BC3504</b>	<b>Title: Business Environment</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>General</b>	
<b>Objectives</b>	This paper helps the students for environmental analysis which is an extremely important tool in understanding and decision making in all situation of the business.	
<b>Expected Outcome</b>	Students will be able to: Identify the main features of the business environment and its main institutions; analyze the political, social, economic, technological and other configurations that support trade.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 43</b>
<b>Unit I</b>	<b>Introduction of Business Environment</b>	7
Introduction: Concept, Components and Significance of Business Environment. Economic. A Brief Profile of Indian Financial System. Components of Business Environment and elements of PESTLE analysis.		
<b>Unit II</b>	<b>Economic Environment</b>	10
Components of Economic Environment , Planned Economic Development in India, NITI Aayog, New economic policy 1991 Liberalization, Privatization, Globalization, Disinvestment of PSU, Regional Imbalance . Introduction and briefs on concepts of National Income. Trade Agreements – Bilateral and Multilateral Agreement.		
<b>Unit III</b>	<b>Industrial Environment</b>	10
Industrial Environment: Role of Government in Business-Profile of Public Sector, Private Sector, Joint Sector and Co-operative Sector in India, Pattern of Industrial Development in India. Monetary & Fiscal Policy.		
<b>Unit IV</b>	<b>Socio-Cultural Environment</b>	6
Nature of Indian Society and Ethos, Social Interest, Institutions and Values vis-à-vis Industrial Development. Social Responsibility of Business.		
<b>Unit V</b>	<b>International Environment</b>	10
International Environment: Concept and Rationale of Globalisation of Indian Business, Foreign Direct Investment. Choice and Transfer of Technology and Problems of Debt Servicing in India. Important Provisions of FEMA, Multinationals and Indian Business. International Economic Institution – WTO, UNCTAD, MOUs.		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Aswathappa, K., <i>Business Environment and Strategic Management</i>, HPH</li> <li>2. Cherunilam, Francis – <i>Business Environment</i>, Himalaya Publishing House.</li> <li>3. Paul, Justin – <i>Business Environment</i>, Tata McGraw Hill Company.</li> <li>4. Adhikari, M., <i>Economic Environment of Business</i>, Sultan Chand.</li> </ol>	
<b>Reference Books</b>	V. Neelamegam, <i>Business Environment</i> , Vrinda Publications(P) LTD.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3504	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Develop understanding of importance of business environment studies.	2	S
<b>CO 2</b>	Skill of analyzing business environment.	2	S
<b>CO 3</b>	Based on the available data students will be able to predict and forecast emerging business opportunities and threats.	3	S
<b>CO 4</b>	Acquire knowledge of components of Economic, Political, Legal, Technological, Social, International Environment and their importance.	3	S
<b>CO 5</b>	Skill of designing business strategy after analyzing business environment.	4	S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	1	2	2	3	3	2	1	2	2
CO2	2	1	2	1	2	2	2	2	1	2
CO3	1	2	3	3	2	3	2	3	1	1
CO4	2	1	1	2	3	1	2	3	3	2
CO5	1	2	2	3	2	3	2	1	3	2
<b>Average</b>	<b>1.6</b>	<b>1.4</b>	<b>2</b>	<b>2.2</b>	<b>2.4</b>	<b>2.4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1.8</b>

<b>BC3505</b>	<b>Title: Marketing Management</b>	<b>L T P C</b> 4 0 0 4
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>General</b>	
<b>Objectives</b>	The basic objective of this paper is to understand the fundamentals and contribution of marketing to the business enterprise.	
<b>Expected Outcome</b>	Identify core concepts of marketing and the role of marketing in business and society. Knowledge of social, legal, ethical and technological forces on marketing decision-making.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 44</b>
<b>Unit I</b>	<b>Introduction of Marketing</b>	7
Introduction: Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix, marketing environment. Consumer Behavior – An Overview: Consumer buying process; Factors influencing consumer buying decisions		
<b>Unit II</b>	<b>Market and Product Management</b>	10
Market Selection: Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation. Product: Meaning and importance and Product classifications; Concept of product mix; Branding, packaging and labeling; After-sales services; Product life-cycle; New Product Development.		
<b>Unit III</b>	<b>Pricing and Promotion Management</b>	10
Pricing: -Significance, Factors affecting price of a product and Pricing policies and strategies. Promotion: Nature and importance of promotion; Communication process, Brand Equity, Promotion Mix: factor affecting promotion Mix Decisions, Personal selling, direct selling, sales promotion, e-advertising.		
<b>Unit IV</b>	<b>Distribution and Retailing</b>	9
Channels of distribution - meaning and importance and Types, Wholesaling and retailing; Factors affecting choice of distribution channel; Physical distribution. Retailing: Types of Retailing, Store based and non store based retailing, Chain stores, Specialty stores, Supermarkets.		
<b>Unit V</b>	<b>Rural marketing and current trends in marketing</b>	8
Rural marketing: Growing Importance; distinguishing characteristics of rural markets; Understanding rural consumers and rural markets; Marketing mix planning for rural markets. Recent issues and developments in marketing: Marketing ethics; recent developments in marketing – online marketing, green and sustainable marketing.		
<b>Text Books</b>	1. Kotler, Philip and Gary Armstrong. <i>Principles of Marketing</i> . Prentice- Hall of India, New Delhi. 2. Chabra, T.N. and S.K. Grover. <i>Marketing Management</i> . Dhanpat Rai & Company.	
<b>Reference Books</b>	McCarthy, E. Jerome., & William D. Perreault. <i>Basic Marketing</i> . Richard D. Irwin.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BC3505	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Know basic concept of marketing and its application towards the development of organizational goal.	2	Emp/S/Ent
<b>CO 2</b>	Illustrate different ways to elevate the sales of your organization practically.	2	Emp/S/Ent
<b>CO 3</b>	Understand fundamental marketing concepts, theories, and principles in areas of marketing.	3	Emp/S/Ent
<b>CO 4</b>	Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape	3	Emp/S/Ent
<b>CO 5</b>	Develop creative solutions to marketing problems	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	2	3	3	2	2	2	1	1	2
CO2	3	2	3	3	3	1	2	3	3	1
CO3	3	1	3	2	1	3	3	1	2	2
CO4	2	1	3	3	2	3	1	1	1	3
CO5	3	2	3	1	3	3	2	1	2	2
<b>Average</b>	<b>2.4</b>	<b>1.6</b>	<b>3</b>	<b>2.4</b>	<b>2.2</b>	<b>2.4</b>	<b>2</b>	<b>1.4</b>	<b>1.8</b>	<b>2</b>



<b>BI3504</b>	<b>Title: International Banking</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Banking &amp; Insurance</b>	
<b>Objectives</b>	This course will provide the students the theoretical understanding and functioning of the monetary and financial sectors of the economy. It highlights the organization, structure, and role of financial markets and institutions. It also discusses interest rates, monetary management, and instruments of monetary control. Financial and banking sector reforms and monetary policy with special reference to India are also covered.	
<b>Expected Outcome</b>	After studying this subject contents, the students will be able to understand the current international banking policies and financial market outcomes. It also enables them to critically evaluate policies.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 44</b>
<b>Unit I</b>	<b>Introduction</b>	08
	Meaning of international banking, history of international banking, forms of international banking, reason for growth	
<b>Unit II</b>	<b>International Financial Institution</b>	12
	World bank functions and scope, International development association, International financial corporations, Multilateral investment guarantee agency, Asian development bank, international monetary funds	
<b>Unit III</b>	<b>International Banking operations</b>	06
	International whole sale banking-product category, International retail banking-product category, International Inter-bank business, International private banking services.	
<b>Unit IV</b>	<b>Offshore financial centers</b>	10
	Meaning and characteristics and benefits of Offshore financial centers, types of Offshore financial centers, International banking facilities of USA	
<b>Unit V</b>	<b>Regulation of International banking</b>	08
	Need for regulation international banking, Basel committees on banking supervision, legal issues in international banking. Financial Aspect of Crypto currency, initial coin offer (ICO).	
<b>Text Books</b>	1. Rupnarayan Bose, Fundamental of International Banking, McMillan Publishing House 2. O.P Aggarwal, Fundamental of International Banking and Finance, Himalaya Publishing House	
<b>Reference Books</b>	1. IIBF, Fundamental of International Banking-Legal Regulatory Aspect, McMillan Publishing House	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BI3504	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Role and structure of international banks.	2	Emp
<b>CO 2</b>	Various types of banks and functions.	2	Emp
<b>CO 3</b>	The reforms and developments in banking system.	3	Emp
<b>CO 4</b>	A new approach to study of global banks.	3	Emp
<b>CO 5</b>	Impact of globalization on banking system.	4	Emp

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	2	1	3	3	2	3	3	2	3
CO2	2	3	3	2	2	2	1	1	3	2
CO3	1	1	1	2	2	2	1	3	1	3
CO4	2	1	2	3	3	2	2	3	3	3
CO5	3	3	2	2	2	2	3	3	1	2
<b>Average</b>	<b>2</b>	<b>2</b>	<b>1.8</b>	<b>2.4</b>	<b>2.4</b>	<b>2</b>	<b>2</b>	<b>2.6</b>	<b>2</b>	<b>2.6</b>

<b>BI3505</b>	<b>Title: Retail Banking</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	<b>Banking &amp; Insurance</b>	
<b>Objectives</b>	To make the students understand the Retail banking systems which aim to provide banking services like checking accounts, opening accounts, savings accounts, loans, debit cards, and more to the citizens. This system targets members of the general public and their personal needs of handling money.	
<b>Expected Outcome</b>	This retail banking courses will provide to students with a comprehensive understanding of the ever-changing retail banking landscape so they can make better investment decisions and effectively minimize risk.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 42</b>
<b>Unit I</b>	<b>Introduction</b>	<b>8</b>
History and definition, Distinction between Retail and Corporate / Wholesale Banking		
<b>Unit II</b>	<b>Retail Products</b>	<b>8</b>
Retail Products Overview, Approval process for retail loans, Credit scoring, Important Asset Products, Cards, Other Products / Remittances / Funds Transfer.		Credit / Debit
<b>Unit III</b>	<b>Marketing of retail products</b>	<b>10</b>
Retail Strategies, Delivery Channels, Selling Process in retail products-Direct Selling Agents, Management, Technology for Retail Banking, Accounting entries, Loan process and the relevant accounting including EMI Computation.		Customer Relationship
<b>Unit IV</b>	<b>Other issues related to Retail Banking</b>	<b>8</b>
Securitization, Trends in retailing, Recovery of Retail Loans, SARAFAESI Act, DRT Act, use of Lok Adalat forum. Recovery Agents: RBI guidelines.		
<b>Unit V</b>	<b>Supervisory and Regulatory aspects</b>	<b>8</b>
Banking Regulation Act, Role of R.B.I., R.B.I. guidelines on Deposits, Management Information System.		
<b>Text Books</b>	<i>Macmillan: CAIIB Retail Banking</i> <i>Huge croxford: The Art of Better Retail Banking: Supportable Predictions on the Future of Retail Banking</i>	
<b>Reference Books</b>	Keith Pond: Retail Banking <i>Thomas Herold: Banks &amp; Banking Terms - Financial Education Is Your Best Investment</i>	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BI3505	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The students will be able to learn about the different concepts of Retail Banking.	2	Emp/S/Ent
<b>CO 2</b>	The students will be able to learn about different retail banking products that are offered to customers in the market.	2	Emp/S/Ent
<b>CO 3</b>	The student will be able to learn about the marketing techniques of promoting retail banking products in the market.	3	Emp/S/Ent
<b>CO 4</b>	The students will be able to learn about the different guidelines or measures issued by RBI in case of default on part of the retail banks or customers available in the market	3	Emp/S/Ent
<b>CO 5</b>	The students will be able to gain knowledge of different types of meetings and minutes of the meeting. Moreover students will be able to winding up procedure of the company.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	2	1	2	2	3	3	3	1	3
CO2	2	1	1	3	1	2	2	2	2	1
CO3	2	2	3	2	2	3	2	2	3	2
CO4	1	1	1	1	2	3	1	1	3	2
CO5	3	2	3	3	3	1	3	1	2	1
<b>Average</b>	<b>2</b>	<b>1.6</b>	<b>1.8</b>	<b>2.2</b>	<b>2</b>	<b>2.4</b>	<b>2.2</b>	<b>1.8</b>	<b>2.2</b>	<b>1.8</b>

<b>BH3504</b>	<b>Title: International Financial Management</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Honors</b>	
<b>Objectives</b>	To provide knowledge about the international financial environment and different issues and concepts of foreign exchange market globally.	
<b>Expected Outcome</b>	Students will be able to deal in international and financial transaction which consequently helps them to expand their business throughout the world.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 42</b>
<b>Unit I</b>	<b>Introduction to International Financial Management</b>	8
Introduction- objective, functions of international financial management, decision variables- currency exchange rates, balance of payments, international restructuring and political risk, international monetary system, the foreign exchange market.		
<b>Unit II</b>	<b>Long term Investment Decisions</b>	8
Long term international investment decisions- motives strategies and behavioral consideration for long term investment decision. Justification of direct foreign investment, phases of investing in foreign markets, product cycle theory, international diversification.		
<b>Unit III</b>	<b>Issues in foreign investment analysis</b>	10
Issues in foreign investment analysis, choice of framework for analysis, evaluation of international investment proposals- discounted cash flow analysis, the adjusted present value approach, political risk analysis. External investment decision- measuring total return from foreign investment, benefits of foreign equity, bond investment, optimal international asset allocation.		
<b>Unit IV</b>	<b>Short term Investment Decisions</b>	8
Short term investment decisions- domestic vs international working capital management, international cash management, cash positioning, cash mobilization, hedging strategy, intra corporate transfer of funds, transfer pricing, management, international receivables management, international inventory management.		
<b>Unit V</b>	<b>International Financing Decisions</b>	8
International financing decisions, euro money and euro bond markets. Growth of the Eurodollar market, instruments in international markets, international equity markets, new financial instruments.		
<b>Text Books</b>	Aptepg- international financial management Keithpilbeam- international finance	
<b>Reference Books</b>	Llevimd- international finance Sing hp- investment management	
<b>Mode of Evaluation</b>	Internal and external examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BH3504	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To provide introduction and understanding about International Financial Management, regarding business and finance.	2	Emp/S/Ent
<b>CO 2</b>	To create awareness about capital structure and theories of capital structure, apply and analyse the capital structure for the company and business purpose.	2	Emp/S/Ent
<b>CO 3</b>	To make them understand the cost of capital in wide aspects, and analyse & evaluate all the concept of cost of capital	3	Emp/S/Ent
<b>CO 4</b>	To provide knowledge about dividend policies and various dividend models, analyse and evaluate the policies for dividend distribution	3	Emp/S/Ent
<b>CO 5</b>	To enable them to understand working capital management, evaluate, apply and analyse the WCM for business management.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	2	3	3	1	2	2	1	3	2
CO2	3	3	1	1	2	1	3	2	2	1
CO3	3	1	3	2	3	1	2	1	1	1
CO4	1	2	3	1	3	2	2	2	2	3
CO5	2	1	3	2	2	1	2	3	2	2
Average	<b>2</b>	<b>1.8</b>	<b>2.6</b>	<b>1.8</b>	<b>2.2</b>	<b>1.4</b>	<b>2.2</b>	<b>1.8</b>	<b>2</b>	<b>1.8</b>

<b>BH3506</b>	<b>Title: International Business and Foreign Exchange</b>	<b>L T P C</b> <b>3 0 0 3</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	Honors & BI	
<b>Objectives</b>	To provide an overview of different factors that impact business at international level.	
<b>Expected Outcome</b>	The student will be able to analyze factors impacting international business.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 38</b>
<b>Unit I</b>	<b>Introduction</b>	8
Introduction of International Business, Driving and Restraining Forces, Domestic to Transnational Business, Modes of Entry, Globalization – Forces, Meaning, dimensions and stages in Globalization, Characteristics and role of MNCs. International Business Environment		
<b>Unit II</b>	<b>Theories of international trade</b>	8
International Trade Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Factor endowment theory, International Product life Cycles Theory, Theory of Capital Movements, Market Imperfections theory; Internationalization Theory; Location Specific Advantage Theory; Free Trade.		
<b>Unit III</b>	<b>Trade Blocks</b>	8
WTO and Trade blocks - WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks, LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.		
<b>Unit IV</b>	<b>Tariffs</b>	6
Tariff Concept, types of tariff, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy and Anti-dumping Policy.		
<b>Unit V</b>	<b>Foreign Exchange</b>	8
Meaning of foreign exchange, foreign exchange rates, Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), spot-future forward and option market, cross rates in foreign exchange		
<b>Text Books</b>	1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons. 2. T.S. Balagopal, Export Management, Himalaya Publishing House. 3. K P M Sundaram&Rudradatta, Indian Economy ,S. Chand & Co., New Delhi.	
<b>Reference Books</b>	1. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	BH3506	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will remember the basic concepts and the overview of the international business	2	Emp/S/Ent
<b>CO 2</b>	The student will remember and understand the different theories of the international trade prevailing in the international market	2	Emp/S/Ent
<b>CO 3</b>	The student will remember, understand the international trade and international financial institution	3	Emp/S/Ent
<b>CO 4</b>	The student will remember and analyse the tariffs and its different types	3	Emp/S/Ent
<b>CO 5</b>	The student will remember, analyze the different foreign exchange concepts and the processes	3	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	2	1	3	1
CO2	2	1	2	2	2	3	3	1	2	3
CO3	1	1	2	1	1	3	1	2	3	1
CO4	1	3	3	2	3	1	3	1	2	2
CO5	1	1	2	1	3	2	1	3	1	1
<b>Average</b>	<b>1.6</b>	<b>1.8</b>	<b>2.4</b>	<b>1.4</b>	<b>2.2</b>	<b>2.4</b>	<b>2</b>	<b>1.6</b>	<b>2.2</b>	<b>1.6</b>



<b>BH3505</b>	<b>Title: Digital Marketing</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Honors</b>	
<b>Objectives</b>	The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success and to get introduced to various digital channels, their advantages and ways of integration.	
<b>Expected Outcome</b>	Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 40</b>
<b>Unit I</b>	<b>Introduction to Digital Marketing</b>	4
Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.		
<b>Unit II</b>	<b>Traditional Marketing V/S Digital Marketing</b>	8
Difference between Traditional Marketing and Digital Marketing, Digital marketing Strategies and policies, SWOT Analysis, Budget Analysis of Digital Marketing.		
<b>Unit III</b>	<b>Mobile Marketing</b>	8
Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps.		
<b>Unit IV</b>	<b>Search Engine Marketing</b>	10
Introduction to Search Engine Marketing, Tools used for Search engine Marketing, PPC /Google Ad words Tool, Display advertising techniques, Report generation, Creating a Face book page, Visual identity of a Face book page, Types of publications.		
<b>Unit V</b>	<b>E-mail Marketing</b>	10
Introduction, email marketing process, design and content, delivery, discovery, E-mail marketing plan, E-mail marketing campaign analysis, Keeping up with conversions, Digital Marketing Budgeting-resource planning, cost estimating, cost budgeting and cost control.		
<b>Text Books</b>	1. Ian Dodson. The art of Digital Marketing. Wiley	
<b>Reference Books</b>	1. Philip Kotler. Marketing 4.0: Moving from Traditional to Digital	
<b>Mode of Evaluation</b>	External and Internal Examination	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	Description	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	The student will remember the basic concepts and the overview of the Digital Marketing	2	Emp/S/Ent
<b>CO 2</b>	The student will remember and understand the different theories of traditional vs modern marketing and the strategies of the current era in marketing	2	Emp/S/Ent
<b>CO 3</b>	The student will remember, analyse the mobile marketing process	3	Emp/S/Ent
<b>CO 4</b>	The student will remember and analyse and use the search engine marketing	3	Emp/S/Ent
<b>CO 5</b>	The student will remember, analyze the different e-mail marketing and budget resource planning	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	1	2	2	0	1	3	3	1	3
CO2	3	1	2	2	0	2	3	3	2	3
CO3	3	1	3	2	0	3	3	3	2	3
CO4	3	1	2	2	3	1	3	3	3	2
CO5	2	1	2	1	0	2	3	2	1	2
Average	2.8	1	2.2	1.8	0.6	1.8	3	2.8	1.8	2.6

<b>VP3512</b>	<b>Title: VAP (Training on CRM Software)</b>	<b>L T P C 2 0 1 3</b>
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>		
<b>Objectives</b>	This course is focused on the holistic understanding of customer relationship management. It is important that such a course gives students a real world understanding of CRM.	
<b>Expected Outcome</b>	After completion this course students will able to learn CRM is allowed for decision making, evolved relationships to a higher level of understanding and more meaningful interactions.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 32</b>
<b>Unit I</b>	<b>CRM Theory &amp; Development</b>	<b>8</b>
Introduction to Customer Relationship Management, History and Development of CRM, and Relationship Marketing. This module also explores the issues related to Organizational structure and CRM.		
<b>Unit II</b>	<b>Data, Information &amp; Technology</b>	<b>6</b>
CRM Technology and Data Platforms, Database and Data Management, and the role of Business Intelligence (BI) in CRM.		
<b>Unit III</b>	<b>CRM: Impact on Sales &amp; Marketing Strategy</b>	<b>6</b>
Impact of Customer Relationship management on Sales & Marketing Strategy.		
<b>Unit IV</b>	<b>CRM Evaluation</b>	<b>6</b>
Several categories of measurement of CRM effectiveness including CRM's impact on company efficiency, effectiveness, and employee behavior.		
<b>Unit V</b>	<b>Privacy, Ethics and Future of CRM</b>	<b>6</b>
Consumer privacy concerns, privacy and ethical compliance,		
<b>Text Books</b>	Principles of Customer Relationship Management by Baran, Galka, Strunk, SOUTHWESTERN [CENGAGE Learning]	
<b>Reference Books</b>	Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd.	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Unit Wise Course Outcome	VP3512	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Train the students in building the right attitude of entering data in the CRM	2	Emp/S/Ent
<b>CO 2</b>	Know the benefits of the CRM and learn how to use it and create a strategy to implement the CRM process in the organization	2	Emp/S/Ent
<b>CO 3</b>	Learn the best practices in Customer Relationship Management administration	3	Emp/S/Ent
<b>CO 4</b>	Explain the value generated by using the customer relationship management tool	3	Emp/S/Ent
<b>CO 5</b>	Support teams and individuals to strategize and set key milestones for using the CRM	3	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	1	3	2	2	3	3	3	2
CO2	3	3	1	1	3	2	2	1	3	2
CO3	3	1	2	1	2	2	3	3	3	1
CO4	3	2	2	3	1	3	3	3	2	2
CO5	2	2	2	2	1	2	1	3	3	3
Average	<b>2.6</b>	<b>2.2</b>	<b>1.6</b>	<b>2</b>	<b>1.8</b>	<b>2.2</b>	<b>2.4</b>	<b>2.6</b>	<b>2.8</b>	<b>2</b>

SEMESTER 6

<b>BC3601</b>	<b>Title: Working Capital Management</b>	<b>LTPC 4004</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>Nil</b>	
<b>Objectives</b>	The objective of the course is to develop the understanding about challenges about managing working capital.	
<b>Expected Outcome</b>	After studying the subject students will be able to handle the working capital issues in organization.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 44</b>
<b>Unit I</b>	<b>Introduction to Working Capital</b>	<b>8</b>
Nature, Scope and Definition of Working Capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement, Working Capital Policy - Aggressive & Defensive.		
<b>Unit II</b>	<b>Management of Cash</b>	<b>8</b>
Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs, Cash Management Models, Cash Budget, Cash Management: basic strategies, techniques and processes, compensating balances, concept of Marketable Securities, Cash Management Practices in India.		
<b>Unit III</b>	<b>Management of Receivables</b>	<b>10</b>
Nature & cost of maintaining receivables, objectives of receivables management, factors affecting size of receivables, policies for managing accounts receivables, credit standards, credit period, credit terms, etc; Collection Policies; Credit Management in India.		
<b>Unit IV</b>	<b>Inventory Management</b>	<b>10</b>
Need for monitoring & control of inventories, objectives of inventory management, Benefits of holding inventory, risks and costs associated with inventories, Inventory Management: Minimizing cost in inventory, Techniques of Inventory Management.		
<b>Unit V</b>	<b>Sources of Financing Working Capital</b>	<b>8</b>
Need and objectives of financing of working capital, short term credit, accrued wages and taxes, accounts payable, trade credit, bank loans, overdrafts, bill discounting, commercial papers, certificates of deposit, factoring, secured term loans, etc; Pattern and sources of Working Capital Financing in India.		
<b>Text Books</b>	1. Pandey, I.M. - Financial Management (Vikas, 9th Ed.) 2. Khan & Jain - Financial Management (TMH, 5th Ed.)	
<b>Reference Books</b>	1. Dheeraj Sharma - Working Capital Management, Himalaya publication.	
<b>Mode of Evaluation</b>	Internal (40), External Evaluation (60)	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

<b>Paper Code</b>	<b>BC3601</b>	<b>BL</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b>
<b>Paper Title</b>	Working Capital Management		
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Students will Acquire basic knowledge of Inventory Management, Receivables Management, Cash Management and Payables.	2	Emp/S/Ent
<b>CO 2</b>	Students will be able to understand how to use the technology in Inventory Management in a cost-effective way.	2	Emp/S/Ent
<b>CO 3</b>	Students will be able to apply Skills of liquidity risk Management of any enterprise.	3	Emp/S/Ent
<b>CO 4</b>	To understand the models Cash Management of any enterprise.	3	Emp/S/Ent
<b>CO 5</b>	To calculate requirements Working Capital Management in different strategy.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	2	1	1	3	3	1	3
CO2	3	1	2	2	1	2	3	3	2	3
CO3	3	2	3	2	1	3	3	3	2	3
CO4	3	1	2	2	2	1	3	3	3	2
CO5	2	2	2	1	1	2	3	2	1	2
Average	2.8	1.6	2.2	1.8	1.2	1.8	3	2.8	1.8	2.6

<b>BC3602</b>	<b>Title: Business Ethics &amp; CSR</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>None</b>	
<b>Objectives</b>	This course introduces Business ethics as the modern managerial approach to ethical questions in business environment.	
<b>Expected Outcome</b>	It gives understanding of main theoretical concepts and also developing skills of identification, analysis and permission of ethical dilemmas on a workplace and managing ethics in organizations.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	<b>08</b>
Ethics: Development of Ethics, Ethical decision making and Decision making process, Relevance of Ethics and Values in business. Business Ethics: Introduction, Business Ethics and Moral Obligations, Business Ethics and Management.		
<b>Unit II</b>	<b>Organization Culture and Ethics</b>	<b>09</b>
Ethical Issues related with Advertisement and Marketing; Secular versus Spiritual Values in Management, Work Ethics, Stress at Workplace.		
<b>Unit III</b>	<b>Ethical Issues in Business</b>	<b>09</b>
Relevance of Values in Management; Gandhian Approach in Management and Trusteeship; Social Values and Political Environment, Ethical Issues in Capitalism and market systems.		
<b>Unit IV</b>	<b>Ethical Values In Business Environment</b>	<b>08</b>
Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture.		
<b>Unit V</b>	<b>Corporate Social Responsibility (CSR)</b>	<b>07</b>
Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business. Social Audit, Corporate Governance, Code of Corporate Governance, Consumerism. Unethical Issues in Sales, Marketing and Technology.		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. C.S.M. Murthy, "Business Ethics", Himalaya Publishing House, latest edition.</li> <li>2. Lara P. Hartman, Perspectives in Business Ethics", Tata McGraw-Hill Publishing Co, Ltd., Second Edition, latest edition.</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Banarjee R.P. "Ethics in Business and Management-Concepts and Cases", Himalaya Publishing, House. latest edition</li> <li>2. S.K. Chakraborty, "Management by Values" Oxford University Press Publication latest edition .</li> </ol>	
<b>Mode of Evaluation</b>	Internal (40 marks), External (60 marks)	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

<b>Paper Code</b>	<b>BC3602</b>	<b>BL</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b>
<b>Paper Title</b>	<b>Business Ethics &amp; CSR</b>		
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To understand the meaning of Ethics and Moral Obligations. To understand the basic concept of Business Ethics and Management and relevance of Ethics and Values in Business world.	2	Emp/S
<b>CO 2</b>	To understand the basic concept of Organization Culture and Ethics. Commercial Banking. To Extend the knowledge about Work Ethics, Stress at Workplace and Secular versus Spiritual Values in Management.	2	Emp/S
<b>CO 3</b>	To know about the Ethical Issues in Business. To understand the concept of Capitalism and market systems and Gandhian Approach in Management and Trusteeship. To know about the Ethical Issues related with Advertisement and Marketing, Relevance of Values in Management.	3	Emp/S
<b>CO 4</b>	To provide a learning about the Ethical Values In Business Environment. To know about the Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture.	3	Emp/S
<b>CO 5</b>	To extend the knowledge about Corporate Social Responsibility. To provide the knowledge related to social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business.	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	1	2	2	2	3	2	2	3	2
CO2	2	1	2	2	2	3	1	2	1	1
CO3	2	1	2	1	2	3	3	2	3	3
CO4	2	2	2	2	2	3	3	3	3	3
CO5	2	1	1	3	3	3	3	3	2	2
<b>Average</b>	<b>2</b>	<b>1.2</b>	<b>1.8</b>	<b>2</b>	<b>2.2</b>	<b>3</b>	<b>2.4</b>	<b>2.4</b>	<b>2.4</b>	<b>2.2</b>



<b>BC3603</b>	<b>Title: Research Methodology</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	<b>None</b>	
<b>Objectives</b>	The Objective is to teach the students basic techniques of the research which is useful for developing analytical ability.	
<b>Expected Outcome</b>	The course aims to make students understand the technicalities involved in a research work	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 42</b>
<b>Unit I</b>	<b>Research Methodology: An Introduction</b>	<b>8</b>
Meaning of Research, Objectives, Types of research, Research approaches, Significance of research, Research methods versus Methodology, Research and Scientific Method, Research Process, Criteria of good research, Problems Encountered by Researchers in India. Defining the Research Problem: What is a Research Problem? Selecting the Problem, Necessity of Defining the Problem, Technique involved in Defining the Problem		
<b>Unit II</b>	<b>Research Design</b>	<b>10</b>
Meaning of Research Design, Need for Research Design, Features of a Good Design, Important concepts relating to Research Design, Different Research Design, Basic Principles of Experimental Designs, and Important Experimental Designs. Design of Sample Surveys: Introduction, Sample Design, Sampling and Non-Sampling Errors, Sample Survey vs. Census Survey, Types of Sampling Design, Non-Probability Sampling, Probability Sampling. Measurement and Scaling: Quantitative and Qualitative Data, Classifications of Measurement Scales, Goodness of Measurement scales, Sources of Error in Measurement, Techniques of Developing Measurement Tools, Scaling and Scaling Techniques, Multidimensional Scaling, deciding scaling.		
<b>Unit III</b>	<b>Data Collection</b>	<b>8</b>
Introduction, Experiments and Surveys, Collection of Primary Data, Collection of Secondary Data, Selection of Appropriate Method for Data Collection. Data Preparation: Data preparation process. Descriptive Statistics, Sampling and Statistical Interference.		
<b>Unit IV</b>	<b>Analysis of Data</b>	<b>10</b>
Testing of Hypotheses, Chi-Square tests, Analysis of Variance, other Non parametric Methods, Factor Analysis, Discriminate Analysis, Cluster Analysis.		
<b>Unit V</b>	<b>Interpretation and Report Writing</b>	<b>6</b>
Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.		
<b>Text Books</b>	1. C.R. Kothari, Research Methodology	
<b>Reference Books</b>	1. Rigby Paul H.(1965), Conceptual Foundation of Business Research , Wiley. 2. Wilkinson & Bhandarkar, Methodology & Techniques of Social Research, Himalaya Publishing House, New Delhi. 3. Tripathi P.C., Research Methodology, Sultan Chand & Co, New Delhi.	
<b>Mode of Evaluation</b>	Internal (40), External Examinations (60)	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

<b>Paper Code</b>	<b>BC3603</b>	<b>BL</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b>
<b>Paper Title</b>	<b>Research Methodology</b>		
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	Understand some basics concepts of research and its methodology.	2	Emp/S
<b>CO 2</b>	Identify appropriate research designs depending upon the objectives of research.	2	Emp/S
<b>CO 3</b>	To develop a detailed research proposal and summer internship projects.	3	Emp/S
<b>CO 4</b>	To know how to collect data and evaluate it using different statistical tests.	3	Emp/S
<b>CO 5</b>	To develop a questionnaire and to identify which test should be applied to which data set.	4	Emp/S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	1	2	2	2	1	2	2	2	1
CO2	1	2	1	2	2	2	3	1	3	2
CO3	2	1	2	2	1	2	1	1	3	3
CO4	2	2	2	3	2	3	3	3	2	1
CO5	1	2	2	2	2	2	3	2	2	2
<b>Average</b>	<b>1.8</b>	<b>1.6</b>	<b>1.8</b>	<b>2.2</b>	<b>2</b>	<b>2</b>	<b>2.4</b>	<b>1.8</b>	<b>2.4</b>	<b>1.8</b>

<b>BB3602</b>	<b>Title: Entrepreneurship Development</b>	<b>L T P C</b> 4 0 0 4
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	Honors	
<b>Objectives</b>	Understanding basic concepts in the area of entrepreneurship, Understanding the role and importance of entrepreneurship for economic development, Developing personal creativity and entrepreneurial initiative, Adopting of the key steps in the elaboration of business idea, Understanding the stages of the entrepreneurial process and the Resources needed for the successful development of entrepreneurial ventures.	
<b>Expected Outcome</b>	After learning the course the students should be able to Develop idea generation, creative and innovative skills, Aware of different opportunities and successful growth stories, Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business. Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship. Run a small enterprise with small capital for a short period and experience the science and art of doing business.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 46</b>
<b>Unit I</b>	<b>Entrepreneur &amp; Entrepreneurship</b>	<b>08</b>
Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Entrepreneur - an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.		
<b>Unit II</b>	<b>Business Planning Process</b>	<b>10</b>
Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture.		
<b>Unit III</b>	<b>Institutions supporting Entrepreneurs</b>	<b>08</b>
Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India		
<b>Unit IV</b>	<b>Family Business</b>	<b>10</b>
Importance of family business - Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.		
<b>Unit V</b>	<b>International Entrepreneurship Opportunities</b>	<b>10</b>
The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development Informal risk capital market - venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists. Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises-.		
<b>Text Books</b>	Tendon ,C: Environment and Entrepreneur; Clugh Publications, Allahabad. Siner A David: Entrepreneurial Megabuks; John Wiley and Sons, New York. Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.	
<b>Reference Books</b>	Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi. Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India. New Delhi	
<b>Mode of Evaluation</b>	Internal (40), External Examinations (60)	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

<b>Paper Code</b>	<b>BB3602</b>	<b>BL</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b>
<b>Paper Title</b>	<b>Entrepreneurship Development</b>		
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To understand basic overview of kind of Entrepreneurship. To analyze the common mistakes made by new entrepreneurs.	2	Emp/S/Ent
<b>CO 2</b>	To recognize and understand the various methods of estimating financial requirements. To understand the different role played by different agencies of government.	2	Emp/S/Ent
<b>CO 3</b>	To understand the assessment of various opportunities in various sectors. To understand the different methods of idea generation. To create solutions how to start business with low investments.	3	Emp/S/Ent
<b>CO 4</b>	To analyze and understand the different aspects of economic, financial, market and technological feasibility.	3	Emp/S/Ent
<b>CO 5</b>	To understand the various forms of business ownership.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	2	1	3	3	3	3	2	3	1	3
CO2	2	1	3	3	3	3	1	2	1	1
CO3	2	1	3	3	2	3	2	1	3	1
CO4	1	3	3	3	3	3	3	2	3	2
CO5	3	3	2	3	2	3	2	3	3	1
<b>Average</b>	<b>2</b>	<b>1.8</b>	<b>2.8</b>	<b>3</b>	<b>2.6</b>	<b>3</b>	<b>2</b>	<b>2.2</b>	<b>2.2</b>	<b>1.6</b>

<b>BC3605</b>	<b>Title: Human Resource Management</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	None	
<b>Objectives</b>	The objective of the course is to familiarize the students about the different aspects of managing people in the organizations.	
<b>Expected Outcome</b>	The students will be able to effectively contribute to organization by development by implementation of employee recruitment, selection and retention plans and processes.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	<b>7</b>
Conceptual foundations; Human aspect of management, Human Relations; Human Resource Management- Concept, Scope and Importance; Competencies of HR Manager: Employer branding and Competency mapping; Changing role of HRM- Workforce diversity, Technological change, Restructuring and rightsizing, Empowerment; TQM, Managing ethical issues.		
<b>Unit II</b>	<b>Human Resource Planning</b>	<b>6</b>
Assessing Human Resource requirements; Human resource forecasting; Work load analysis; Job analysis; Job description and specifications; Job design; Job characteristic approach to job design.		
<b>Unit III</b>	<b>Recruitment and Training</b>	<b>7</b>
Factors affecting recruitment; Sources of recruitment (internal and external); Basic selection model; Psychological tests for selection; Interviewing; Placement and Induction; Job Changes- Transfers, Promotions, and Separations; An overview of Training and Development; Emerging trends in Recruitment, Selection, and development.		
<b>Unit IV</b>	<b>Compensation Management and Appraisal System</b>	<b>8</b>
Compensation Management- Job Evaluation, Base Compensation and Supplementary Compensation; Innovations in Compensation Management- Pay Band System, ESOP, Flexi-time Schedules, Performance Appraisal- Concept, Objectives and Methods; Traditional and Modern Methods- MBO, 360 Degree Appraisal, Behaviorally Anchored Rating Scale, Potential Appraisal, Human Resource Audit.		
<b>Unit V</b>	<b>Emerging Horizons of HRM</b>	<b>8</b>
Concept, importance, and models of International HRM; Challenges of International HR Managers; Global HR practices; E-HRM; HRIS (Human Resource Information System); Measuring intellectual capital; Impact of HRM practices on organizational performance; contemporary issues in Human Resource Management.		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. D'Ceazo, David A., Stephen P. Robbins, and Susan L. Verhulst (2013), Human Resource Management, John Wiley and Sons, New Delhi.</li> <li>2. Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy (2016), Managing Human Resources, Prentice Hall, New Jersey.</li> <li>3. Ian, Beardwell, and Len Holden (1997), Human Resource Management, Prentice Hall.</li> <li>4. Dessler, Garry (2011), Human Resource Management, Prentice Hall of India.</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Bhattacharyya, Dipak Kumar (2012) – Human Resource Management, Text and Cases (Excel Books)</li> <li>2. Aswathappa K (2013), Human Resource and Personnel Management (Tata McGraw Hill, 5th Ed.).</li> <li>3. Ivancevich, John M (2010), Human Resource Management (Tata McGraw Hill, 10th Ed.)</li> </ol>	
<b>Mode of Evaluation</b>	Internal (40), External Assessment (60)	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

<b>Paper Code</b>	<b>BC3605</b>	<b>BL</b>	<b>Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)</b>
<b>Paper Title</b>	<b>Human Resource Management</b>		
<b>Course outcomes</b>	<i>Upon successful completion of the course, students would be able to:</i>		
<b>CO 1</b>	To analyze the competencies of HR Manager.	2	Emp/S/Ent
<b>CO 2</b>	To understand the concept of HRM	2	Emp/S/Ent
<b>CO 3</b>	To recognize and understand the human resource forecasting. To understand the logic of job design and job specification.	3	Emp/S/Ent
<b>CO 4</b>	To create the new methods of recruitment. To understand the interview patterns.	3	Emp/S/Ent
<b>CO 5</b>	To analyze and understand the different methods of pay band systems.	3	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	1	2	2	2	2	2	1	2	2
CO2	2	0	3	3	2	3	3	2	2	1
CO3	1	1	2	3	2	3	2	2	1	2
CO4	3	1	2	3	2	3	3	1	1	2
CO5	3	1	2	2	2	3	2	3	1	1
<b>Average</b>	<b>2.4</b>	<b>0.8</b>	<b>2.2</b>	<b>2.6</b>	<b>2</b>	<b>2.8</b>	<b>2.4</b>	<b>1.8</b>	<b>1.4</b>	<b>1.6</b>

<b>BH3607</b>	<b>Title: Security Analysis and Portfolio Management</b>	<b>L T C P</b> <b>4 0 0 4</b>
<b>Version No.</b>	1.0	
<b>Course Prerequisites</b>	<b>Honors</b>	
<b>Objectives</b>	This course will provide the students the theoretical understanding and functioning of the monetary and financial sectors of the economy. It highlights the organization, structure, and role of financial markets and institutions. It also discusses interest rates, monetary management, and instruments of monetary control.	
<b>Expected Outcome</b>	After studying this subject contents, the students will be able to understand the current international banking policies and financial market outcomes. It also enables them to critically evaluate policies.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 44</b>
<b>Unit I</b>	<b>Introduction of Investment</b>	<b>08</b>
Meaning and Objective of Investment, Investment Decision Process, Categories of Investment, Steps of Security Analysis, Investment Avenues, Types of investors:- Hedger, Speculator and Arbitrageurs.		
<b>Unit II</b>	<b>Investment in Capital Market</b>	<b>12</b>
Time Value Of Money, Meaning and Nature of Capital Market, Types, Functions and limitations of financial instruments of Capital Market, IPO, Book Building and Qualified Institutional Placement, Importance of Technical Analysis, Efficient Market Hypothesis, .		
<b>Unit III</b>	<b>Fundamental Analysis</b>	<b>06</b>
Economic, Industrial and Company Analysis, Understanding Returns Relation With Risk, Valuation and pricing modules of Debt, Preference and Equity.		
<b>Unit IV</b>	<b>Portfolio Analysis</b>	<b>10</b>
Impact of creation of portfolio on returns, Methods of calculation of Standard Deviation as parameter of risk, Portfolio Analysis and Selection, Risk and Return Analysis, Beta, Markowitz and Sharpe Model,		
<b>Unit V</b>	<b>Alternative Investments</b>	<b>08</b>
Hedge Funds, Private Equity, Commodities, Real Estate, Collectibles etc.		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Fischer, Donald, E. and Ronald J. Jordan, Security Analysis and Portfolio Management, Prentice Hall India, New Delhi, 6th ed.</li> <li>2. Chandra, Prasanna, Investment Management, Tata McGraw Hill, New Delhi</li> <li>3. Sharpe, William, F. Alexander, and Bailey, Investment, Prentice Hall Of India, 5th Edition.</li> <li>4. Kevin, S. Portfolio Management, Prentice Hall India, New Delhi.</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Avadhani, V.A, Investment and Security Market in India, Himalaya Publishing House, 3rd Edition.</li> <li>2. Pandey, I.M. Financial Management, Vikas Publications, New Delhi ed., 2012</li> </ol>	
<b>Mode of Evaluation</b>	Internal (40), External Examinations (60)	
<b>Recommendation by Board of Studies on</b>	05-04-2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Paper Code	BH3607	BL	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
Paper Title	Security Analysis and Portfolio Management		
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>		
CO 1	Acquire knowledge of concept of investment in Equity, Preference and Debt instruments.	2	S
CO 2	Acquire knowledge of risk associated with investment into Equity, Preference and Debt.	2	S
CO 3	Skill to apply risk management and portfolio management.	3	S
CO 4	Skill to analyze investment scenario and to identify right time to buy assets for investment and right time to book profit on investment,	3	S
CO 5	Skill to evaluate investment opportunities and risk associated with it.	4	S

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
CO1	3	2	1	3	2	2	3	3	1	3
CO2	1	3	2	3	3	2	2	1	2	1
CO3	2	3	2	3	3	2	1	3	3	2
CO4	3	1	1	3	2	3	2	1	1	2
CO5	2	1	2	3	3	3	3	1	3	3
Average	2.2	2	1.6	3	2.6	2.4	2.2	1.8	2	2.2



<b>BI3608</b>	<b>Title: Banking Operation Management</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>	NIL	
<b>Objectives</b>	This course will provide the students the theoretical understanding and functioning of the monetary and financial sectors of the economy. It highlights the organization, structure, and role of financial markets and institutions. It also discusses interest rates, monetary management, and instruments of monetary control. Financial and banking sector reforms and monetary policy with special reference to India are also covered.	
<b>Expected Outcome</b>	After studying this subject contents, the students will be able to understand the current international banking policies and financial market outcomes. It also enables them to critically evaluate policies.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit)</b>
<b>Unit I</b>	<b>Introduction</b>	<b>08</b>
Introduction of banking operations: the changing nature of banking operations, importance of customer relations, risk management in banks – different types of products and services offered to customers – role of technology in banking operations – the need for Asset-Liability Management.		
<b>Unit II</b>	<b>Deposit products</b>	<b>12</b>
Deposit products: types of bank deposits, computation of interest on deposits, deposit schemes, composition of bank deposits.		
<b>Unit III</b>	<b>Credit policy Operations</b>	<b>06</b>
Credit policy: Need for credit policy, credit policy components of credit policy, credit policy pursued by the government, credit culture.		
<b>Unit IV</b>	<b>Rural banking operations</b>	<b>10</b>
Rural banking sources of rural finance, credit delivery mechanism in rural finance to co-operative, agricultural and rural development banks (CARDDB) - regional rural banks (RRBS), service area approach (SAA)-National Bank for Agriculture and Rural Development (NABARD)		
<b>Unit V</b>	<b>Follow up and recovery</b>	<b>08</b>
Follow up and recovery: NPAs classification, securitization, SARFAESI Act		
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. W. Koch, S.Scott Mac Donald Timothy Bank Management, 8 th Edition, Cengage Learning, 2014.</li> <li>2. John Haslem, Banks Fund Management, Pearson Education</li> </ol>	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. IIBF Advanced Bank Management, 3 rd Edition, MacMillan Education. 2015</li> <li>2. IIBF, Risk Management, 3 rd Edition, MacMillan Education. 2015</li> <li>3. IIBF, Bank Financial Management, 3 rd Edition, MacMillan Education. 2015</li> </ol>	
<b>Mode of Evaluation</b>	Internal and External Examinations	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Paper Code	BI3608	BL	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
Paper Title	Banking Operation Management		
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>		
CO 1	To understand the basic concepts and theory of the Banking operation management.	2	Emp/S/Ent
CO 2	To understand and create the deposit products and schemes and its structure and how it is operated and managed by the banks.	2	Emp/S/Ent
CO 3	To understand of the credit policy, its need and evaluate the culture of credit followed by the banks in its operations.	3	Emp/S/Ent
CO 4	To understand and analyse the rural banking operations in terms of co-operative, agricultural and rural development.	3	Emp/S/Ent
CO 5	To understand and evaluate about various legal aspects of NPAs and SARFAESI Act.	4	Emp/S/Ent

Course & Code	Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
		PO1	PO2	PO3	P04	PO5	P06	PO7	PO8	PSO1	PSO2
Banking Operation Management (BI3608)	CO1	3	1	2	2	0	1	3	3	1	3
	CO2	3	1	2	2	0	2	3	3	2	3
	CO3	3	1	3	2	0	3	3	3	2	3
	CO4	3	1	2	2	3	1	3	3	3	2
	CO5	2	1	2	1	0	2	3	2	1	2
	<b>Average</b>	<b>2.8</b>	<b>1</b>	<b>2.2</b>	<b>1.8</b>	<b>0.6</b>	<b>1.8</b>	<b>3</b>	<b>2.8</b>	<b>1.8</b>	<b>2.6</b>

<b>BI3609</b>	<b>Title: Fundamental of General and Medical Insurance</b>	<b>L T P C</b> <b>4 0 0 4</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	This course aims to familiarize the students with the principles and practices of general and medical Insurance	
<b>Expected Outcome</b>	On completion of the syllabi the student will gain an insight of various health care plans models adopted in general and medical Insurance.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 46</b>
<b>Unit I</b>	<b>Insurance Fundamentals</b>	<b>11</b>
Origin of insurance, concepts, meaning of insurance Definition, nature, functions, history of insurance, Different classifications, comparison of life insurance with other insurances, Key concepts, economic principles of Insurance viz. Utmost good faith, Insurable interest, indemnity, subrogation, Contribution and proximity cause, Insurance Regulatory and Development Authority (IRDA) 2000.		
<b>Unit II</b>	<b>General Insurance</b>	<b>12</b>
Types of general insurance – Fire and Motor Insurance, Marine Insurance, Automobile Insurance – Burglary and personal accident Insurance in India, Urban-non- traditional Insurance		
<b>Unit III</b>	<b>Concept of Insurance Risk Management</b>	<b>8</b>
Concept of Risk Management-Types of Risk, Risk identification, Risk evaluation, Risk Avoidance, Risk Retention and Transfer of Risk, Meaning of Actuary and Actuarial Science.		
<b>Unit IV</b>	<b>Health Insurance-Models and Operating Environment</b>	<b>8</b>
Various types of health insurance models operating in the world-managed care-health insurance in India-Regulations, legal and consumer framework- market ecosystem- Healthcare Industry- Insurance players-TPAs- Service providers-Portability		
<b>Unit V</b>	<b>Health Insurance Underwriting Principles</b>	<b>6</b>
Principles of Health Insurance Underwriting-Underwriting Process- Fundamental of health Insurance pricing- Pricing models and techniques.		
<b>Text Books</b>	1. MN Mishra, Insurance Principles & Practice, S. Chand Publication Delhi 2. “Health Insurance”, study course, IC-27, Insurance Institute of India Publication	
<b>Reference Books</b>	1. Akin, John’s (1989): Economics of health Insurance: Theory and developed country Experience, World Bank, Latin America Technical Department- (Modules 2,3 and 4) 2. Black, Kenneth Jr & Harold Skipper Jr. (2000): Life and Health Insurance, 13 <sup>th</sup> Edition, Prentice Hall (Modules 1,2, and 3)	
<b>Mode of Evaluation</b>	Internal (40), External Examinations (60)	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Paper Code	BI3609	BL	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
Paper Title	Fundamental of General and Medical Insurance		
Course outcomes	Upon successful completion of the course, students would be able to:		
CO 1	To understand the purpose and principles of life insurance.	2	Emp/S/Ent
CO 2	To categories the various types of general insurance.	2	Emp/S/Ent
CO 3	To identify risk management exposure from insurance product perspective	3	Emp/S/Ent
CO 4	To explain the importance of health insurance.	3	Emp/S/Ent
CO 5	To illustrate pricing models & techniques of health insurance.	4	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	1	1	3	3	1	2	2	2	3	3
CO2	1	2	1	3	2	2	1	2	3	1
CO3	2	2	2	2	2	2	2	2	1	2
CO4	3	3	1	1	2	2	2	1	1	2
CO5	3	1	3	3	3	1	2	3	3	3
Average	2	1.8	2	2.4	2	1.8	1.8	2	2.2	2.2

<b>VP3601</b>	<b>Title: Group Discussion and Personal Interview</b>	<b>L T P C</b> <b>0 0 0 2</b>
<b>Version No.</b>	<b>1.0</b>	
<b>Course Prerequisites</b>		
<b>Objectives</b>	This course aims to familiarize the students with the principles and practices of general and medical Insurance	
<b>Expected Outcome</b>	On completion of the syllabi the student will gain an insight of various health care plans models adopted in general and medical Insurance.	
<b>Unit No.</b>	<b>Unit Title</b>	<b>No. of hours (per Unit) 32</b>
<b>Unit I</b>	<b>CV Preparation</b>	<b>8</b>
	Chronological order in a CV. Do's & Don'ts in a CV	
<b>Unit II</b>	<b>Presentation Skills</b>	<b>8</b>
	Newspaper Reading/ News Narration/ Ppt Presentation Article Writing	
<b>Unit III</b>	<b>Public Speaking</b>	<b>8</b>
	<i>Extempore ,Debate</i>	
<b>Unit IV</b>	<b>Group Discussion</b>	<b>8</b>
	Discussions on Social/ Political/ Current affairs/ Economical topics	
<b>Unit V</b>	<b>Professional Grooming &amp; Mock Interviews</b>	<b>7</b>
	Tips on Professional attire for a Group Discussion & Interview Test of student's presentation skills, speaking skills, confidence, knowledge	
<b>Mode of Evaluation</b>	Internal (40), External Examinations (60)	
<b>Recommendation by Board of Studies on</b>	05.04.2018	
<b>Date of approval by the Academic Council</b>	11-06-2018	

Paper Code	VP3601	BL	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>		
CO 1	Students will be able to create their CVs & thus highlighting their achievements & qualifications.	3	Emp/S/Ent
CO 2	Students will be able to present themselves effectively in terms of (Reading, Speaking & Writing).	3	Emp/S/Ent
CO 3	Students will be able to develop their public speaking skills.	3	Emp/S/Ent
CO 4	Students will be able to succeed in a professional group discussion.	3	Emp/S/Ent
CO 5	Students will learn to crack the interviews by enhancing verbal & non-verbal communication.	3	Emp/S/Ent

Course Outcomes	Programme Outcomes (Course Articulation Matrix: Highly Mapped-3, Moderate-2, Low-1, Not related-0)								Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	3	2	3	2	2	2	1
CO2	1	2	3	1	3	2	3	2	1	1
CO3	2	1	1	1	1	1	2	3	2	2
CO4	2	2	1	3	1	1	2	2	3	1
CO5	2	1	1	3	2	2	1	2	2	3
<b>Average</b>	<b>2</b>	<b>1.8</b>	<b>1.4</b>	<b>2.2</b>	<b>1.8</b>	<b>1.8</b>	<b>2</b>	<b>2.2</b>	<b>2</b>	<b>1.6</b>