Syllabus BCom 2nd Year

B.Com. III Semester

Type of Paper	Sub. Code	Title of the paper	Max Marks			Credits Allotted				Teaching Hours per week	Cumulative Minimum Credits Require d for the Award of Certificate/ Diploma /Degree
			Int.	Ex	Total	L	T	P	Total		
Major-7 (own faculty)	C010301T	Company Law	25	75	100	5	1	0	6	6	
Major-8 (own faculty)	C010302T	Cost Accounting	25	75	100	5	1	0	6	6	
Major-9 Any/Own Faculty)	**Any one of the following**										
	C010303T	1. Business Regulatory Framework	25	75	100	5	1	0	6	6	
	C010304T	2. Inventory Management									
Minor/Generic Elective-2 (other Faculty)	**Any one of the following**										
	C010305T	1.Office Automation	25	75	100	3	1	0	4	4	
	C010306T	2. Economics of Global Trade & Finance									
Vocational (SEC)	**Any one of the following**										
	C010307T	1.Leadership & Team Development	25	75	100	3	0	0	3	3	
	C010308T	2. Personal Finance & Planning									
Co-Curricular (AECC)	Z030301	Human Values and Environmental Studies	25	75	100	2 (Qualifying)	0	0	2	2	**Diploma in Commerce**
Total					**600**				**27**	**27**	

B.Com. IV Semester

Type of Courses	Sub. Code	Title of the paper	Max Marks			Credits Allotted				Teaching Hours per week	
			Int	Ex	Total	L	T	P	Total		
Major-10 (own faculty)	C010401T	Income Tax law & Accounts	25	75	100	5	1	0	6	6	
Major-11 (own faculty)	C010402T	Fundamentals of Marketing	25	75	100	4	0	0	4	4	
Major-11 (own faculty)	C010403P	Digital Marketing	-	-	100 (P)	2	0	0	2	2	
	Any one of the following										
Major-12 Any/Own	C010404T	1. Fundamentals of Entrepreneurship	25	75	100	5	1	**0**	6	6	
	C010405T	2. Tourism & Travel Management									
Vocational (SEC)	**Any one of the following**										
	C010408T	1. E-filing of Returns	25	75	100	3	-	0	3	3	
	C010409T	2. Startup Management									
Co-Curricular (AECC)	Z040401	Physical Education and Yoga	25	75	100	2 (Qualifying)	-		2	2	
Total					**600**				**23**	**23**	

L-Lecture; T-Tutorial; P-Practical; 1L=1Hour; 1T=1Hour; 2P=1Hour.

B.Com. III Semester

Course Name: Company Law
Course Code: C010301T

L	T	P	C.U.
5	1	0	6

Course outcomes: The objective of this course is to provide basic knowledge of the provisions of the Companies Act 2013 along with relevant cases.

Unit – 1:
Indian Companies Act 2013: Nature And Types Of Companies, Conversion Of Public Companies Into Private Company's And Vice Versa. Formation, Promotion And Incorporation Of Companies, Memorandum Of Association; Article Of Association; Prospectus.

Unit – 2:
Shares: Types, Share Capital-Kinds; Allotment Of Shares; Members – Categories, Modes Of Acquiring Membership, Rights And Liabilities; Transfer And Transmission- Difference, Methods Of Borrowing, Debentures, Mortgages And Charges - Fixed And Floating.

Unit – 3:
Management: Directors, Types And Number Of Directors, Managing Director, Whole Time Director – Appointment, Qualifications And Disqualification, Duties, Vacation, Resignation And Removal, Company Meetings- Kinds, Quorum, Voting, Resolution, Minutes.

Unit – 4:
Majority Powers And Minority Rights: Protection Of Minority Rights; Prevention Of Oppression And Management. Mismanagement, Winding Up-Kinds And Conduct-Petition For Winding Up, Appointment Of Official Liquidator And Duties.

Suggested Readings:

1. Kapoor GK A Dhamija Sanjay Company Law Comprehensive Textbook On Companies Act 2013 Taxmann Publication
2. Singh Avtar Company Law Delhi India Eastern Book Company Bharat Law House
3. Gupta Company Adhiniyam Sahitya Bhawan Publication (Hindi and English)
4. Maheshwari SN And SK Maheshwari A Manual Of Business Law 2nd Edition Himalaya Publishing House

Course Name: CostAccounting
Course Code: C010302T

L	T	P	C.U.
5	1	0	6

Course outcomes: This course exposes the students to the basic concepts and the toolsusedincostaccounting.

Unit – 1:
Introduction: Nature, Scope and Advantages of Cost Accounting, Installation of Costing System, Difference between Cost and Financial Accounting, Classification of Costs. Material: Purchase, Storage and Control of Material, Stock Levels, Inventory, Control Techniques. Methods of Pricing Material Issues.

Unit – 2:
Labour: Meaning and Components of Labour Cost. Concept, Accounting and Control of Idle time and Overtime. Methods of Wage Payment and Incentive Plans, Labour Turnover. Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate.

Unit – 3:
Unit Output Costing: Concept of and Need for Unit Output Costing; Preparation of Cost Sheet and Tender Price; Preparation of Reconciliation Statement.

Unit – 4:
Process Costing: Preparation of Process Accounts; Treatment of Normal and Abnormal Wastage; Treatment of Joint Product and By-product; Contract Costing: Preparation of Contract Account,

Determination of Profit on Completed and Uncompleted Contracts; Operating Costing.

SuggestedReadings:

1. JainS.P.andNarangK.L:CostAccounting;KalyaniNewDelhi.
2. MaheshwariS.N:AdvancedProblemsandSolutionsinCostAccounting;SultanChand,NewDelhi.(Hindiand English)
3. TulsianP.C;PracticalCosting:Vikas,NewDelhi.
4. GargA.K.;CostAccounting:AnAnalyticalStudy,SwatiPublication,Meerut.
5. Horngren, Charles, Foster and Datar: Cost Accounting - A Managerial Emphasis;Prentice-Hall of India,NewDelhi.

Course Name: Business Regulatory Framework
Course Code: C010303T

L	T	P	C.U.
5	1	0	6

Course outcomes: Theobjectiveofthiscourseistoprovideabriefideaaboutthe frameworkofIndianContractAct, 1872andSaleofGoodsAct, 1930.

Unit – 1:
IndianContractAct, 1872: Definition& Nature ofContract,Classification;Offer&Acceptance;Capacityof Parties; Free Consent; Consideration; Legality ofObjects

Unit – 2:
VoidAgreements;PerformanceofContracts;Discharge of Contract; Contingent Contracts; QuasiContracts; Remedies for Breach of Contract, SpecialContracts:Indemnity&Guarantee;Bailment&Pledge; ContractofAgency.

Unit – 3:
Sale of Goods Act, 1930: Contract of Sale of Goods,Conditions&Warranties;TransferofOwnership;PerformanceoftheContract:RemedialMeasures; AuctionableClaims.

Unit – 4:
NegotiableInstrumentAct:Cheque,PromissoryNote,BillofExchange,CrossingofCheque,Dishonourof Cheque,PaymentindueCourse.

SuggestedReadings:

1. KuchalM.C:BusinessLaw;VikasPublishingHouse,NewDelhi.
2. ChandhaP.R:BusinessLaw;Galgotia, NewDelhi.
3. KapoorN.D:BusinessLaw;SultanChand&Sons,NewDelhi.(HindiandEnglish)
4. DesaiT.R.:IndianContractAct,SaleofGoodsActandPartnershipAct;S.C.Sarkar& SonsPvt.Ltd.,Kolkata.
5. Tulsian,P.C.,Business Law,NewDelhi,TataMcGrawHill.
6. Sharma,Sanjeev,BusinessRegulatoryFramework,JawaharPublication,Agra

Course Name: Inventory Management
Course Code: C010304T

L	T	P	C.U.
5	1	0	6

Course outcomes: Aftercompletingthiscourseastudentwillhave:

1. Ability to understand the concept of Inventory Management along with the basiclaws andaxiomsof InventoryManagement.
2. Abilitytounderstandtheterminologiesassociatedwiththefieldof Inventorymanagement and controlalong withtheirrelevance.
3. Abilitytoidentifytheappropriatemethodandtechniquesof Inventorymanagement for solvingdifferent problems.
4. AbilitytoapplybasicInventorymanagementprinciplestosolvebusinessandindustryrelatedproblems.
5. Ability to understand the concept of Working Capital Management, Demand Analysisand Obsolescence.

Unit – 1:
Inventory Management: Concept, meaning, Inventory Management Process, Why inventory management is important? Principles of Inventory Management, How to improve inventory management, perpetual inventory system, what are inventory costs, Role of Inventory Management, Methods of Inventory Management, Benefits of good Inventory Management.

Unit – 2:
Concept and Valuation of Inventory: Concept and Objectives of Inventory, Need for holding Inventory, Planning and controlling Inventory levels, Effects of excess inventory on business, Product Classification, Product Coding, Lead Time, Replenishment Methods.

Unit – 3:
Management of Working Capital: Concept, Meaning, Classification, Factors determining Working Capital requirements, Sources of Working Capital, Need of Working Capital, Working Capital Ratio-current ratio, quick ratio, absolute liquid ratio, cash ratio and working capital turnover ratio.

Unit – 4:
Inventory Control: Concept and Meaning of Inventory Control, Objectives and Importance and Essentials of Inventory Control, Types of Inventory, Techniques of Inventory Control – EOQ, ROP, ABC, VED, JIT, Determination of Inventory levels, Impact of Inventory Inaccuracy, Disposal of Obsolete and Scrap items, Reasons for Obsolescence, Control of Obsolescence, Control of Scrap.

SuggestedReadings:

1. MullerM.(2011),EssentialsofInventoryManagement,AMACON.
2. NarayanP.(2008),InventoryManagement,ExcelBooks.
3. GopalkrishnanP.(1977),MaterialsManagement,PHILearningPvt.Ltd.
4. ChitaleA.K.&GuptaR.C.(2014),MaterialsManagement,PHILearningPvt.Ltd.
5. ChapmanStephen(2017),IntroductiontoMaterialsManagement,PearsonPublishing.

Course Name: Office Automation
Course Code: C010305T

L	T	P	C.U.
3	1	0	4

Course outcomes: Aftercompletingthiscourseastudentwillhave:

1. Working with the user interface.
2. Student will able to understand basics of computer operations.
3. To know the various components and peripherals of computer.
4. To Representation of Data / Information in the Computer.
5. Prepare documents, letters and do necessary formatting of the document.

Unit – 1:
Computer System : Basics of Computer; Windows : Definition, Functions & Types of Operating System; Desktop Icons & Functions; Recycle Bin, Quick launch tool bar, Notepad & Wordpad; Opening & Saving files, Formatting, Printing, Finding & replacing text, Creating & Editing Images with paint.

Unit – 2:
MS Office: Introduction, Working with documents; Editing text documents, Deleting, Cut, Copy, Paste, Setting Margins, Converting files to different formats, Importing & Exporting documents, Using Tool bars, Ruler, Font styles, Bold, Italic, Underline, Symbols, Alignments; **MS Excel**: Spread Sheet, Formula Editing, Formatting, Toolbars, Using Icons, Shortcuts, opening, Saving files, setting Margins, Converting files to different formats (importing, exporting, sending files to others), Spread sheet addressing - Rows, Columns & Cells, Referring Cells & Selecting Cells

Unit – 3:
MS Power point: Introduction, presentation templates, Setting backgrounds, Selecting presentation layouts. Creating a presentation - Setting Presentation style, Adding text to the Presentation. Formatting a Presentation - Adding style, Colour, gradient fills, Arranging objects, Adding Header & Footer, Slide Background, Slide layout. Adding Graphics to the Presentation- Inserting pictures, movies, tables etc into presentation,

Unit – 4:
Internet and Web Browsers: Definition & History of Internet - Uses of Internet - Definition of Web Addressing-URL-Different types of Internet Connections; Broad band, Wireless (Wi-Fi, Wi Max, Satellite, Mobile), browsers and its types, internet browsing, searching - Search Engines - Portals - Social Networking sites- Blogs - Creating an email-ID, e-mail reading, saving, printing, forwarding and deleting the mails.

Suggested Readings -

1. Tsichritzis, D. (Ed.). (2012). Office automation: concepts and tools. Springer Science & Business Media.
2. Hirschheim, R. A. (1986). Office automation: A social and organizational perspective. John Wiley & Sons, Inc..
3. Barcomb, D. (1988). Office automation: a survey of tools and technology. Digital Press.
4. Tapscott, D. (2012). Office automation: A user-driven method. Springer.
5. Pritchard, J. A. T., & Wilson, P. A. (1982). Planning office automation (p. 53). NCC Publications, Manchester.
6. Walkenbach, J. (2007). Ms Office Excel 2007 Formulas (With Cd). John Wiley & Sons.

Course Name: Economics of Global Trade and Finance
Course Code: C010306T

L	T	P	C.U.
3	1	0	4

Course Outcome: After completion of this course, students will be able to apply the basic theories, approaches, and polices of international trade and finance.

Unit – 1:
International Trade : Introduction, Advantages, Types of trade – Local, Regional and Foreign; Free Trade vs Protection; Trade Barriers : Tariff & Non-tariff barriers; Export Promotion in India; India's Foreign Trade Policies and Challenges.

Unit – 2:
Trade Theories : Origins, Debate and Importance; Absolute Advantage trade theory, Comparative Advantage trade theory; Opportunity Cost theory; Heckscher-Ohlin trade theory.

Unit – 3:
Regional Economic Integration: Meaning; significance, impact on global trade; Institutions and association i.e. European Union, ASEAN, BRICS, SAARC, RCEP, BIMSTEC, Act East Policy & India-Central Asia Trade relation.

Unit – 4:
Global Trade: Regulatory bodies; Importance; Global trade Scenario; Trade agreements – Bilateral and Multilateral Trade Agreements; GATT to WTO establishment; World Trade Organization and its importance; International institution i.e. World Bank, UNCTAD, IMF, ILO.

Suggested Readings:

1. James C. and Robert, M. (2004). International Economics, John Wiley & Sons. Inc.
2. Bhagwati, J. N. (1998). International Trade: Selected Readings. London: McMillan University Press.
1. Francis, C.(2008), International Economics, McGraw-Hill Education
2. Kofman, E., and Youngs, G. (2001). Globalisation: Theory and Practice (2nd Ed.). London: Pinter.
3. Krugman, P. R. and Obstfeld, M. (2000). International Economics: Theory and Policy, Dorling Kindersley (India) Pvt. Ltd.
4. Sakamoto, Y. (1994). Global Transformation: Challenges to the State System. Tokyo: United Nations University Press
5. Scholtze, J.A. (2000). Globalisation: A Critical Introduction. Basingstoke: Palgrave.

Course Name: Leadership and Team Development
Course Code: C010307T

L	T	P	C.U.
3	0	0	3

Course outcomes: After completing the course, the student shall be able to:

1. gain theoretical and practical knowledge to evaluate leadership skills, styles and strategies in contemporary world so as to become a successful leader and effective employee in organisation.
2. understand the group dynamics and group decision making so as to develop acumen to utilize the leadership and team building concepts, tools and techniques to handle the complex organizational problems at different levels.
3. recognize the dynamics of group decision making.
4. understand the working of various teams in organisations.
5. evaluate the role of women as leader and using various social media platforms as effective means of communication in contemporary world as a leader.

Unit – 1:
Leadership - Styles and attributes of Leadership; Transactional and transformational leadership; Ethical leadership, culture and leadership (the emerging trends in leadership are to be discussed with case studies and projects).

Unit – 2:
Groups and Group Processes - The nature and types of groups; Group dynamics- group cohesion, group roles and group norms, threat to group effectiveness; Managing group and inter-group dynamics; Managing culturally diverse groups.

Unit – 3:
Leaders and Group Decisions - Group decision making; Power and influence in teams; Leadership and team empowerment; Challenges in team decision making.

Unit – 4:
Team Building and Team Effectiveness - Group vs. team; Evolution of group into teams; Stages of team development (team development case studies); Emotionally intelligent teams; Characteristics of effective team; Collaborative communication in teams; Problem solving and conflict resolution in teams.

SuggestedReadings:

1. Luthans, F. (1997). Organisational Behavior. McGraw-Hill International Editions.
2. Robbins, S. T., Judge, T. A., & Hasham, E. S. (2013). Organisational Behavior. Pearson.
3. Singh, K.(2015).OrganisationalBehavior:Texts&Cases(3rdEditioned.).India:Pearson.
4. Griffin,R.W.,Phillips,J.M.,&Gully,S.M.(2017).OrganisationalBehavior:ManagingPeopleandOrganisations.CengageLearning.
5. Greenberg, J.,&Baron, R.A.Behavior inOrganisations.PrenticeHallofIndiaPvt.Ltd.,NewDelhi.
6. Hersey,P.K.,Blanchard,D.,&Johnson,D.ManagementofOrganisationalBehavior:LeadingHumanResources.PearsonEducation.

Course Name: Personal Finance and Planning
Course Code: C010308T

L	T	P	C.U.
3	0	0	3

Course outcomes: After completing the course, the student shall be able to:

1. Understand the meaning and relevance of Financial Planning.
2. Familiarize with regard to the concept of Investment Planning and its methods.
3. Examine concept of Personal Tax Planning.
4. Analyze Insurance Planning and its relevance
5. Develop insights into Retirement planning and its relevance

Unit – 1:
Introduction to Financial Planning - Financial goals, Time value of money, steps of financial planning, personal finance/loans, education loan, car loan & home loan schemes. Introduction of savings, benefits of savings, management of spending & financial discipline

Unit – 2:
Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming etc.

Unit – 3:
Investment planning- Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Real estate, financial derivatives & Commodity market in India. Mutual fund schemes including SIP.

Unit – 4:
Personal Tax Planning - Tax Structure in India for personal taxation, Steps of Personal tax planning, Exemptions and deductions for individuals, tax avoidance versus tax evasion.

SuggestedReadings:

1. Introductionto FinancialPlanning (4thEdition2017)–IndianInstituteofBanking &Finance
2. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18Publications Ltd (CNBC TV 18)
3. Sinha. Madhu,FinancialPlanning:AReadyReckoner July2017McGrawHill
4. Halan, Monika, LetsTalkMoney:You'veWorkedHardforIt, NowMakeItWorkforYou,July2018,HarperBusiness
5. Tripathi,Vanita,FundamentalsofInvestment,Taxmann.

Course Name: Human Values and Environmental Studies
Course Code: Z030301

L	T	P	C.U.
2	0	0	2

Course Outcomes: The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values.

Unit – 1:
Human Values –Introduction, Types, Characteristics, Developing Valuesystem in Indian Organisation, Values in Business Management, value basedOrganisation, Trans–cultural Human values in Management; Thoughts – Vivekanand on Character building; Gandhi ji on Seven Sins, and Dr. Kalam on parent & Teacher role; Corruption & Bribe, Social Media, Cyber threats policy; Sustainable policies in India; Principles of Ethics - Secular and Spiritual Values in Management – Introduction- Secular and Spiritualvalues, features, Levels of value Implementation. Features of spiritual Values,Corporate Social Responsibility- Nature, Levels ,Phases and Models of CSR,Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premjiand Bill Gates.

Unit – 2:
Holistic Approach in Decision making- Decision making, the decision makingprocess , The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management; Discussion through Dilemmas – Dilemmas in Marketing and Pharma Organisations, moving from Public to Private –monopoly context, Dilemma of privatisation, Dilemma on liberalization, Dilemma onsocial media and cyber security , Dilemma on Organic food , Dilemma onstandardization ,Dilemma on Quality standards.Case Studies.

Unit – 3:
Ecosystem: Concept, structure & functions of ecosystem : producer, consumer,decomposer, foodweb, food chain, energy flow, Ecological pyramidsConservation of Biodiversity- In-situ & Ex- situ conservation of biodiversityRole of individual in Pollution controlHuman Population & Environment; Sustainable Development, India and UN Sustainable Development Goals, entrepreneurship.

Unit – 4:
Environmental Laws - International Advancements in Environmental Conservation; Role of National Green Tribunal; Air Quality Index; Importance of Indian Traditional knowledge on environment; Bio assessment of Environmental Quality; Environmental Management System; Environmental Impact Assessment and Environmental audit.

Suggested Readings:

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al
2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel.
3. Human Values by A. N. Tripathi New Age International
4. Environmental Management by N.K. Uberoi
5. https://www.un.org/sustainabledevelopment/sustainable-development-goals/
6. https://www.india.gov.in/my-government/schemes
7. https://www.legislation.gov.uk/ukpga/2010/23/contents
8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921

Course Name: Income Tax Law and Accounts
Course Code: C010401T

L	T	P	C.U.
5	1	0	6

Course outcomes: ItenablesthestudentstoknowthebasicsofIncomeTaxActand itsimplications.

Unit – 1:
Taxation Policy of Raja Todarmal. Introduction, Important Definitions: Assessee, Person, Income, Total Income, Assessment Year & Previous Year. Agricultural Income & its assessment. Residence & Tax Liability (Basis of Charge). Capital & Revenue.Exempted Incomes.

Unit – 2:
Income from Salaries, Income from House Property. Profits and Gains of Business and Profession, Depreciation.

Unit – 3:
Capital gains, Income from Other Sources, Deductions from Gross Total Income, Computation of Tax Liability of an Individual.

Unit – 4:
Set off and carry forward of losses and Clubbing of Income, Procedure of Assessment and Income Tax Authorities, Advance Payment of Tax and Deduction of Tax at Source.

SuggestedReadings:

1. SinghanaiV.K:Students'GuidetoIncomeTax;Taxmann,Delhi.
2. MehrotraH.C:IncomeTaxLaw&Accounts;SahityaBhawan,Agra.(HindiandEnglish)
3. GirishAhujaandRaviGupta:Systematicapproachtoincometax;SahityaBhawanPublications,NewDelhi.(Hindi andEnglish)
4. Jain,R.K.,IncomeTaxLawandAccounts(HindiandEnglish),SBPDPublications,Agra

Course Name: Fundamentals of Marketing
Course Code: C010402T

L	T	P	C.U.
4	0	0	4

Course outcomes: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Unit – 1:
Introduction:Nature,scopeandimportanceofmarketing;Evolutionofmarketingconcepts;Marketingmix;Marketing environment. MicroandMacroenvironmentalfactors; ConsumerBehaviour– AnOverview:Consumerbuying process; Factors influencing consumer buyingdecisions.

Unit – 2:
MarketSelection:Marketsegmentation– concept,importanceandbases;Targetmarketselection;Positioningconcept,importanceandbases;Productdifferentiation vs.marketsegmentation.
Product:Meaningandimportance.Productclassifications;Conceptofproductmix;Branding,packaging and labelling; After-sales services; Productlife-cycle; NewProductDevelopment.

Unit – 3:
Pricing:Significance;Factorsaffectingpriceofaproduct; Major pricing methods; Pricing policies andstrategies.
Promotion:Natureandimportanceofpromotion;Promotion Tools: advertising, personal selling, publicrelations; sales promotion and publicity – concept andtheirdistinctivecharacteristics;Promotionmix;Factors affectingpromotionmixdecisions;andIntegratedMarketing Communication Approach.

Unit – 4:
Distribution: Channels of distribution - meaning andimportance;Typesofdistributionchannels;Wholesaling and retailing; Factors affecting choice ofdistribution channel; Distribution Logistics; Meaning,importanceanddecisions.
Retailing: Types of retailing – store based and non-storebasedretailing,chainstores,specialtystores,supermarkets,retailvendingmachines,mailorderhouses, retail cooperatives; Management of retailingoperations: an overview; Retailing in India: changingscenario.
Recent developments in marketing: Social Marketing,OnlineMarketing,DirectMarketing,ServicesMarketing, Green Marketing, Relationship Marketing,Ruralmarketing.

SuggestedReadings:

1. Kotler,Philip;Keller,KevinLane;Koshy,Abraham,andMithileshwarJha,MarketingManagement: ASouthAsian Perspective,PearsonEducation.
2. Palmer,Adrian,IntroductiontoMarketing,OxfordUniversityPress,UK
3. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Principles of Marketing,South WesternPublishing,Ohio
4. Chhabra,T.N.,PrinciplesofMarketing,SunIndiaPublication.
5. Kumar,Arun&N.Meenakshi,MarketingManagement,VikasPublications.
6. (HindiandEnglish)
7. McCarthy,E.Jerome.,andWilliamD.Perreault,BasicMarketing,RichardD.Irwin.
8. Pride,WilliamM.,andD.C.Ferell,Marketing:Planning,Implementation&Control,Cengage Learning.
9. Majaro,Simon,TheEssenceofMarketing,PrenticeHall,NewDelhi.
10. Zikmund,WilliamG.andMichaelD'Amico,Marketing:CreatingandKeepingCustomers inan E-Commerce World,ThomsonLearning.
11. Etzel,MichaelJ.,Walker,BruceJ.,Staton,WilliamJ.,andAjayPandit,MarketingConcepts andCases,TataMcGrawHill (SpecialIndian Edition).
12. McCarthy, E. Jerome; Cannon, Joseph P., and William D. Perrault, Jr., BasicMarketing: AManagerialApproach,McGrawHills.

Course Name: Digital Marketing
Course Code: C010403P

L	T	P	C.U.
2	0	0	2

Course outcomes: Aftercompletingthiscourseastudentwill have:

1. AbilitytounderstandtheconceptofDigitalMarketingalongwiththebasicformsand normsof DigitalMarketing.
2. AbilitytounderstandtheterminologiesassociatedwiththefieldofDigitalMarketing andcontrol alongwith their relevance.
3. AbilitytoidentifytheappropriatemethodandtechniquesofDigitalMarketingforsolvingdifferentpro blems.
4. AbilitytoapplybasicDigitalMarketingprinciplestosolvebusinessandindustryrelated issuesandproblems.
5. Abilityto understandtheconceptofBudgetaryControl,CashFlowStatement, FundFlowStatement,BreakEvenAnalysisetc.

Unit – 1:
Introduction of the digital marketing, Digital vs. RealMarketing,DigitalMarketingChannels,Creatinginitialdigital marketing plan, Content management, SWOTanalysis,Targetgroup analysis.

Unit – 2:
Webdesign,OptimizationofWebsites,MSExpression Web,Creatingwebsites,SEOOptimization,Writing theSEOcontent,WritingtheSEOcontent,GoogleAdWords-creating accounts,GoogleAd Words-types.

Unit – 3:
Introduction to CRM, CRM platform, CRM models,CRMstrategy,IntroductiontoWebanalytics,Webanalytics–levels,IntroductionofSocialMediaMarketing,SocialMediaMarketingplan,FacebookAds, Creating Facebook Ads, Ads Visibility, Businessopportunities and Instagram options, Optimization ofInstagram profiles, Integrating Instagram with a WebSiteandothersocialnetworks,Keepingupwithposts.

Unit – 4:
CreatingbusinessaccountsonYouTube,YouTubeAdvertising, YouTube Analytics, E-mail marketing, E-mailmarketingplan,E-mailmarketingcampaignanalysis,Keepingupwithconversions,DigitalMarketingBudgeting-resourceplanning,costestimating,cost budgeting,costcontrol.

SuggestedReadings:

1. Chaffey,D,F.E.Chadwick,R.Mayer,andK.Johnston(2015).InternetMarketing:Strategy,Impleme ntation,and Practice.Pearson India
2. Frost,RaymondD.,AlexaFox,andJudyStrauss(2018).E-Marketing.Routledge
3. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) PrivateLtd.
4. Kapoor,Neeru.E-Marketing,Pinnaclelearning
5. Kotler,Philip, HermawanKartajaya, andIwanSetiawan(2017). DigitalMarketing: MovingfromTraditionaltoDigital.PearsonIndia
6. Ryan,DamianandJonesCalvin(2016).UnderstandingDigitalMarketing:Marketing Strategiesfor engagingthe Digital Generation.

Course Name: FundamentalsofEntrepreneurship
Course Code: C010404T

L	T	P	C.U.
5	1	0	6

Course outcomes: Aftercompletingthiscourseastudentwillhave:

1. AbilitytounderstandtheconceptofEntrepreneurshipalongwiththebasiclawsand practicesof Entrepreneurship.
2. Abilitytounderstandtheterminologiesassociatedwiththefieldof Entrepreneurship along with their relevance.
3. Abilitytoidentifytheappropriatefunctionsandqualitiesof Entrepreneurforsolvingdifferentproblems.
4. Ability to apply basic Entrepreneurship principles to solve business and industryrelated problems.
5. AbilitytounderstandtheconceptofLifeSmallBusiness,RaisingofFundsand EDP

Unit – 1:
Entrepreneurship: Meaning, Concept, Characteristics,Need,Functions,TheoriesofEntrepreneurship.Entrepreneur: Meaning, Characteristics, Qualities, Functions,Types,DifferencebetweenEntrepreneurship&Entrepreneur.Differencebetween Entrepreneur, Intrapreneur & Manager. Entrepreneurship&Environment.

Unit – 2:
EntrepreneurshipDevelopmentProgramme(EDP):Meaning,Need,Objective,Steps,Outline,Achievements, Government Assistance and Incentives.WomenEntrepreneurship:Meaning,Characteristics,ProblemsandStepstakentopromoteWomenEntrepreneur.QualitiesofWomen Entrepreneur.

Unit – 3:
Promotion of a Venture: Concept of Projects, ProjectIdentification,FormulationandReport,ProjectAppraisal.ProductSelectionandTechniques,RaisingofFunds:Concept,Need,TypesandSources.

Unit – 4:
SmallBusiness:ProcessofEstablishingSmallBusiness, Nature, Objectives and Importance of SmallBusiness. Role of Financial Institutions in Financing ofSmallBusiness,InfrastructuralFacilities.LegalRequirementsforEstablishmentofNewUnit.EntrepreneurialConsultancyProcessandMethods.

SuggestedReadings:

1. Desai,Vasant,"DynamicsofEntrepreneurialDevelopmentandManagement",HimalayaPublishingHouse
2. Desai,Vasant,"ManagementofSmallScaleIndustry",Generic
3. Drucker,Perer,"InnovationandEntrepreneurship",HarperBusiness;Reprintedition
4. Gupta,C.B.&Srinivasan,N.P.,"EntrepreneurshipDevelopment",S.Chand
5. Kenneth,P.Van,"EntrepreneurshipandSmallBusinessManagement"
6. Pareek,Udai&Ven,"DevelopingEntrepreneurshipbookonLearningSystem"
7. Agrawal,R.C.,'UdyamitaVikas"(Hindi)
8. Khanka,S.S."EntrepreneurshipDevelopment",S.Chand&Compan

Course Name: TourismandTravelManagement
Course Code: C010405T

L	T	P	C.U.
5	1	0	6

Course outcomes: The objective of this course is to understand the fundamental concept of Tourism and to familiarize with the significance and emerging trends in tourism.

Unit – 1:
Introduction to Travel: Meaning and definitions of tourism, traveler, excursionist, tourists- objectives, nature and classification of tourism and tourists, Growth and Development of Tourism, Forms of Tourism: Inbound Outbound, Domestic and International.

Unit – 2:
The Modern Tour Industry: Package Tours- Custom Tours- Tour wholesalers- Types of Package tours: Independent Package, Hosted Tour, Escorted Tour, Sightseeing Tour Group, Incentive and Convention Tour- Man Market Package Holidays- Types of Tour Operations: Specialist Tour Operators: Specialist Tour Operators, Tour Operators reliance on other organization.

Unit – 3:
Tour Operations and Documentation: Functions- Sources of Income, How to set up a Travel Agency: Procedures for approval of a Travel Agency and Tour Operator, Travel Documentation: Passports- various types and requirements- Procedure to apply for Passports: VISA- various types and requirements- Documents required for Foreigners to visit India, Health Check Documents and Process for Encashment of Foreign Currency.

Unit – 4:
ImpactofTourismandTourismOrganizations: TourismImpacts:Economicimpact,SocialImpact,CulturalImpactandEnvironmentalImpact-Strategies toovercomeorreducethenegativeImpactofTourism. Objectives,Functionsof-UnitedNationsWorldTourism Organization (UNWTO), World Travel andTourismCouncil(WTC),PacificAsiaTravelAssociation(PATA),InternationalAirTransportAssociation(IATA),TravelAgentsAssociationofIndia(TAAI), Indian Association of Tour Operators (IATO)andFederationofHotelandRestaurantAssociationsof India(FHRAI).

SuggestedReadings:

1. BhatiaA.K(2003)InternationalTourism,SterlingPublishersPvtLtd,NewDelhi.
2. PranNathSeth(1997),SuccessfulTourismManagement,SterlingPublishersPvtLtd,NewDelhi,
3. GhoshBishwanth(2000),Tourism&TravelManagement,SecondRevisedEditionVikas PublishingHousePvtLtd,NewDelhi.

Course Name: E-Filing of Returns
Course Code: C010406T

L	T	P	C.U.
3	0	0	3

Course outcomes: After completion of the course the student will be able to complete the documentation and procedure for tax return filing.

Unit – 1:
Income Tax E-Filing - Introduction of Income Tax, Computation and Filing of ITR01, ITR02 ITR03, ITR04, ITR05, ITR06; Online Registration for PAN.

Unit – 2:
Introduction of Taxation in India, Payment to other than Salary Return 26Q, TDS Return Form 26Q, Interest & Penalty, TAN (Tax deduction & collection).

Unit – 3:
Goods & Services Tax (GST) – Introduction, Definition, Importance; • Registration under GST, Structure of GST, Invoicing in GST.

Unit – 4:
Input Tax Credit & Payment in GST, GST Return Filing, Composition Scheme Under GST, Reverse Charge Mechanism (RCM), E-Way Bill under GST.

SuggestedReadings:

1. MalhotraXEandAgarwalgoodsandservicestaxAgraIndiaSahibBhawanPublication EnglishandHindi
2. AgarwalRajkeadvancedhandbookonGSTbackgroundmaterialonmodelGSTlawSahitya BhawanPublications.
3. BansalK.M.GSTCustomerlawtaxmanPublicationprivatelimitedUniversityedition
4. RKSinghPKabird's eye viewofGSTAsialawhouse
5. SinghaniaVKstudent'sguidetoGSTandcustomslawtaxmanPublicationprivatelimited Universityedition
6. Gupta&Maheshwari,TyagiGoodsandServicesTax,SBPDPUBLISHINGHOUSE, AGRA
7. Babu,Deepak:GST:ARevolutiononIndianTaxSystem,ISARASolutions,NewDelhi.

Course Name: Startup Management
Course Code: C010409T

L	T	P	C.U.
3	0	0	3

Course outcomes: After completion of the course the student will be able to -

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

Unit – 1:
Startup Business: Introduction, significance, idea generation; rise of the startup economy; Entrepreneurial Ecosystem – Entrepreneurship in India. Government Initiatives.

Unit – 2:
Startup Capital Requirements and Legal Environment: Identifying Startup capital Resource requirements; Legal Environment- Approval for New Ventures, Taxes or duties payable for new ventures; Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances.

Unit – 3:
Startup Survival and Growth: Stages of growth in a new venture, Growing with the market, Growing within the industry, Venture life patterns, Reasons for new venture failures, Scaling Ventures, preparing for change, Leadership succession; Support for growth and sustainability of the venture.

Unit – 4:
Planning for Harvest and Exit: Dealing with Failure: Bankruptcy, Exit Strategies Selling the business, Cashing out but staying in-being acquired, Going Public (IPO), Liquidation.

Suggested Readings –

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S.R. Bhowmik and M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneurs Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambride, 2009.
7. Bruce R. Barringer, R.Duane Ireland, Entrepreneurship successfully, launching new ventures.Pearson,2019

Course Name: Physical Education and Yoga
Course Code: Z040401

L	T	P	C.U.
2	0	0	2

Course outcomes: Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight managementand lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and valueEducation. In this course student will also learn about the aspects of the Traditional games of India.

Unit – 1:
Physical Education:

- Meaning, Definition, Aim and Objective.
- Misconception About Physical Education.
- Need, Importance and Scope of Physical Education in the Modern Society.
- Physical Education Relationship with General Education.
- Physical Education in India before Independence.
  Physical Education in India after Independence.

Unit – 2:
Concept of Fitness and Wellness:

- Meaning, Definition and Importance of Fitness and Wellness.
- Components of Fitness.
- Factor Affecting Fitness and Wellness.

Weight Management:

- Meaning and Definition of Obesity.
- Causes of Obesity.
- Management of Obesity.
- Health problems due to Obesity.

Lifestyle:

- Meaning, Definition, Importance of Lifestyle.
- Factor affecting Lifestyle.
- Role of Physical activity in the maintains of Healthy Lifestyle.

Unit – 3:
Yoga and Meditation:

- Historical aspect of yoga.
- Definition, types scopes & importance of yoga.
- Yoga relation with mental health and value education.
- Yoga relation with Physical Education and sports.
- Definition of Asana, differences between asana and physical exercise.
- Definition and classification of pranayama.
- Difference between pranayama and deep breathing.
- **Practical**: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasan, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. Pranayam: Anulom, Vilom.

Unit – 4:

Traditional Games of India:

- Meaning.
- Types of Traditional Games-
  - Gilli- Danda
  - Kanche
  - Stapu
  - Gutte, etc.
- Importance/ Benefits of Traditional Games.
- How to Design Traditional Games.

Recreation in Physical Education:

- Meaning, Definition of Recreation.
- Scope and Importance of Recreation.
- General Principles of Recreation.
- Types of Recreational Activities.
- Aerobics and Zumba.(Fir India Movement)

Suggested Readings -

1. Lumpkin, A. (1994). Physical education and sport: a contemporary introduction (No. Ed. 3). Mosby-Year Book, Inc..
2. Ciccomascolo, L. E., & Sullivan, E. C. (2011). The Dimensions of Physical Education-BOOK ONLY. Jones & Bartlett Publishers.
3. Metzler, M. (2017). Instructional models in physical education. Taylor & Francis.
4. Gallahue, D. L., & Donnelly, F. C. (2007). Developmental physical education for all children. Human Kinetics.