

M.E.S GARWARE COLLEGE OF COMMERCE (AUTONOMOUS)

S.Y.B.COM (NEP PATTERN 2024-25) SEMESTER – III

COURSE CURRICULUM

Sr. No	Course Title	Course Code	Credits	Page No
1	MAJOR CORE (Optional)			
	Cost & Works Accounting - III	24BC3-A203	4	01
	Business Administration - III	24BC3-A204	4	03
	Banking & Finance - III	24BC3-A205	4	05
	Marketing Management - III	24BC3-A207	4	07
	Business Entrepreneurship - III	24BC3-A206	4	09
	Business Laws & Practice - III	24BC3-A208	4	11
2	MAJOR CORE (Compulsory)			
	Corporate Accounting - III	24BC3-A201	2	13
3	VSC - VOCATIONAL SKILL COURSE (Optional)			
	Business Management	24BC3-C211	2	14
	Business Communication	24BC3-C212	2	15
4	IKS - INDIAN KNOWLEDGE SYSTEMS (Optional-Based on Major Core)			
	Cost & Works Accounting - IKS	24BC3-D203	2	16
	Business Administration - IKS	24BC3-D204	2	17
	Banking & Finance - IKS	24BC3-D205	2	18
	Marketing Management - IKS	24BC3-D207	2	20
	Business Entrepreneurship - IKS	24BC3-D206	2	21
	Business Laws & Practice - IKS	24BC3-D208	2	22
4	FP - FIELD PROJECT (Optional-Based on Major Core)			
	Cost & Works Accounting (FP) - I	24BC3-E203	2	
	Business Administration (FP) - I	24BC3-E204	2	
	Banking & Finance (FP) - I	24BC3-E205	2	
	Marketing Management (FP) - I	24BC3-E207	2	
	Business Entrepreneurship (FP) - I	24BC3-E206	2	
	Business Laws & Practice (FP) - I	24BC3-E208	2	
5	MINOR (Optional)			
	Business Economics (MI) – I (Macro)	24BC3-F202	4	23
	Cost & Works Accounting (MI) - I	24BC3-F203	4	25
	Business Administration (MI) - I	24BC3-F204	4	27
	Marketing Management (MI) - I	24BC3-F207	4	29
6	GE/OE- GENERIC/OPEN ELECTIVE (Optional)			
	Business Mathematics and Statistics - III	24BC3-G209	2	31
	Business Regulatory Framework - III	24BC3-G210	2	32
7	AEC - ABILITY ENHANCEMENT COURSE (Optional)			
	Marathi - I	24BC3-I216	2	34
	Hindi - I	24BC3-I217	2	35
8	CC - CO-CURRICULAR (Optional)			
	Yoga for Health and Well-being	24BC3-K224	2	36
	National Service Scheme- I	24BC3-K220	2	38
	National Cadet Corps- I	24BC3-K221	2	39
	Youth Red Cross- I	24BC3-K222	2	40
	Cultural and Dramatics Association (Performing Arts) - I	24BC3-K223	2	41
Total Credits			22	

Note: Click on the Course Title or Course Code to access the link to course details.

S.Y.B.COM SEMESTER-III (NEP PATTERN 2024-25) COURSE GROUP (Grant-in-Aid)

DIV.	COURSE GROUP	Course & Credits									Total Credits
		MAJOR CORE		VSC	IKS	FP	MINOR	GE/OE	AEC	CC	
A	A	CWA (4)	C/A (2)	BM (2)	CWA (2)	FP (2)	ECO (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	B	CWA (4)	C/A (2)	BM (2)	CWA (2)	FP (2)	ECO (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	C	BA (4)	C/A (2)	BM (2)	BA (2)	FP (2)	Mktg (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	D	BA (4)	C/A (2)	BM (2)	BA (2)	FP (2)	Mktg (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
B	E	B&F (4)	C/A (2)	BM (2)	B&F (2)	FP (2)	ECO (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	F	B&F (4)	C/A (2)	BM (2)	B&F (2)	FP (2)	ECO (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
C	G	BE (4)	C/A (2)	BM (2)	BE (2)	FP (2)	ECO (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	H	BE (4)	C/A (2)	BM (2)	BE (2)	FP (2)	ECO (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	I	Mktg (4)	C/A (2)	BC (2)	Mktg (2)	FP (2)	BA (4)	BRF (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	J	Mktg (4)	C/A (2)	BC (2)	Mktg (2)	FP (2)	BA (4)	BRF (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
D	K	CWA (4)	C/A (2)	BC (2)	CWA (2)	FP (2)	ECO (4)	BRF (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	L	CWA (4)	C/A (2)	BC (2)	CWA (2)	FP (2)	ECO (4)	BRF (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
E	M	B&F (4)	C/A (2)	BC (2)	B&F (2)	FP (2)	ECO (4)	BRF (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	N	B&F (4)	C/A (2)	BC (2)	B&F (2)	FP (2)	ECO (4)	BRF (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	O	BLP (4)	C/A (2)	BC (2)	BLP (2)	FP (2)	CWA (4)	BRF (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	P	BLP (4)	C/A (2)	BC (2)	BLP (2)	FP (2)	CWA (4)	BRF (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22

S.Y.B.COM SEMESTER-III (NEP PATTERN 2024-25) COURSE GROUP (Non-Grant)

DIV.	COURSE GROUP	Course & Credits									Total Credits
		MAJOR CORE		VSC	IKS	FP	MINOR	GE/OE	AEC	CC	
F	<i>Q</i>	B&F (4)	C/A (2)	BM (2)	B&F (2)	FP (2)	ECO (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22
	<i>R</i>	CWA (4)	C/A (2)	BM (2)	B&F (2)	FP (2)	ECO (4)	Maths (2)	Marathi/ Hindi (2)	Sports/NSS/NCC/YRC/Cultural (2)	22

MAJOR CORE (Optional)

Course Code: 24BC3-A203	Course: Cost & Works Accounting - III	Marks: 100 Credits: 4
Course Objectives: 1. To introduce the students with the concept of Overheads and Accounting of Overheads. 2. To enable the students to understand the accounting treatment for under and over absorption of overheads. 3. To acquaint the students with the application of Activity Based Costing. 4. To introduce the students to Job and Batch costing.		
Course Outcomes: After completing the Course, the students shall be able to: CO1: Understand the concept of overheads and accounting of overheads. CO2: Understand the accounting treatment for under and over absorption of overheads. CO3: Get acquainted with the application of Activity Based Costing. CO4: Get acquainted with the basics of Job and Batch Costing.		

Unit	Unit Title	Contents	No of lectures
I	Overheads & Accounting of Overheads (Part-I)	1.1 Basic Concepts- Overheads 1.2 Classification of Overheads- Functional, Element-wise, Behaviour-wise, Control-wise, Normality-wise 1.3 Collection and Allocation of Overheads 1.4 Apportionment and Reapportionment of Overheads 1.5 Problems on Primary & Secondary Distribution of Overheads (Repeated Distribution and Simultaneous Equation Methods Only) 1.3 Introduction to Cost Accounting Standards, Cost Accounting Standard Board	15
II	Accounting of Overheads (Part-II)	2.1 Meaning of Absorption of Overhead 2.2 Types of Overhead Rates 2.3 Essentials of Good Absorption Rate 2.4 Methods of Absorbing Overheads 2.5 Under and Over Absorption of Overheads- Meaning, Reasons and Accounting Treatment (Problems) 2.6 Concepts related to Capacity	15
III	Activity Based Costing	3.1 Meaning & Definition 3.2 Purpose and Benefits of Activity Based Costing 3.3 Classification of Activities 3.4 Stages in Activity Based Costing 3.5 Cost Pools and Cost Drivers 3.6 Traditional Approach vs. Activity Based Approach 3.7 Practical Problems on Activity Based Costing	15
IV	Job and Batch Costing	4.1 Introduction to Methods of Costing- Need & Classification, Difference between Job and Batch Costing. 4.2 Job Costing 4.2.1 Meaning, Features, Applicability 4.2.2 Advantages, Disadvantages 4.2.3 Preparation of Job Cost Sheet 4.3 Batch Costing 4.3.1 Meaning, Features, Applicability 4.3.2 Advantages, Disadvantages 4.3.3 Calculation of Batch Cost and Unit Cost 4.3.4 Economic Batch Quantity	15
Total			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Advanced Cost Accounting and Cost Systems	Ravi Kishor	Taxman's Allied Service Pvt. Ltd., New Delhi
2	Students Guide to Cost Accounting	Ravi Kishor	Taxman's, New Delhi.
3	Cost Accounting Principles and Practice	M.N. Arora	Vikas Publishing House Pvt. Ltd., New Delhi.
4	Cost Accounting, Theory and Problems	S.N. Maheshwari and S.N. Mittal	Mahavir book Depot, New Delhi
5	Cost Accounting Principles and Practice	Jain and Narang	Kalyani Publishers, Kolkata
6	Principles and Practice of Cost Accounting	N.K. Prasad	Book Syndicate Pvt. Ltd., Kolkata
7	Generally Accepted Cost Accounting Standards	The Institute of Cost Accountants of India, Kolkata	The Institute of Cost Accountants of India, Kolkata

E – Learning Resources:

Sr No	Topic	Journals/ Articles/ Case Studies
1	Overheads & Accounting of Overheads (Part-I)	The Management Accountant
2	Accounting of Overheads (Part-II)	The Management Accountant
3	Activity Based Costing	The Management Accountant
4	Job Costing & Batch Costing	The Management Accountant

Course Code: 24BC3-A204	Course: Business Administration - III (Human Resource Management)	Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. To acquaint students with the knowledge of Human Resource Function of Management 2. To develop understanding among the students regarding the process and functioning of Recruitment and Selection. 3. To educate students on the importance of Training and Development and its impact on Career Planning and Development. 4. To acquaint the students with the concept of Performance Appraisal, and its effectiveness. 		
Course Outcome: After completing the course, the student shall be able to - CO1: Interpret the concept of Human Resource Function of Management CO2: Know the Recruitment and Selection Process. CO3: Comprehend the concept of Training and Development and understand its impact on Career Planning and Development. CO4: Understand the concept of Performance Appraisal Management, and its effectiveness.		

Unit	Unit Title	Contents	No of lectures
I	Introduction to Human Resource Function of Management	1.1 Meaning, Objectives and Functions of Human Resource, Difference between Human Resource Management and Human Resource Development 1.2 Role of HR Manager and Functions 1.3 Human Resource Planning – Nature and Scope, Role of Human Resource Planning, Steps in Human Resource Planning, Factors influencing Human Resource Planning, Essentials of a Good Human Resource Planning, 1.4 Job Analysis – Process, Tools and Techniques, Job Description & Job Specification – Meaning and Difference between Job Description & Job Specification. 1.5 Emerging Concepts of H.R.D. - Quality Circles, Kaizen Theory, Talent Management and Leadership Development.	15
II	Recruitment and Selection	2.1 Recruitment – Meaning, Purpose/ Importance, Sources of Recruitment, and Factors Governing Recruitment Process 2.2 Selection – Meaning, Importance and Selection procedure, Tools of Selection and Selection Process 2.3 Difference between Recruitment and Selection 2.4 Types of Employment Tests, Types of Interviews.	15
III	Training and Development	3.1 Meaning, Need and Objectives of Training and Development, Benefits/ Importance of Training to the organization and employees. 3.2 Types of Training, Methods of Training and Development, Process/ Procedure for effective Training. 3.3 Career Development, Steps in Career Development, Stages of Career Development, Succession Planning, Advantages and Limitations of Career Development, Career Development Cycle, Career Counseling and Self Development	15
IV	Performance Appraisal Management	4.1 Introduction, Meaning, Need and Importance of Performance Appraisal 4.2 Process of Performance Appraisal 4.3 Methods, Techniques and Merits & Limitations of Performance Appraisal 4.4 Ethical Performance Appraisal	15
Total			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Human Resource Management	K. Ashwathappa	McGraw Hill Education
2	Personnel and Human Resource Management	A. M. Sharma	Himalaya Publishing House
3	Personnel Management and Industrial Relations	R. S. Davar	Vikas Publishing House
4	Human Resource Development and Management	Biswanath Ghosh	Vikas Publishing House
5	Personnel Management	C. B. Mamaria, S. V. Gankar	Himalaya Publishing House
6	Human Resource Management	Gary Dessler	Pearson Publications
7	The HR Scorecard	Brian Becker, Mark Huselid, Dave Ulrich	Harvard Business Review Press
8	Victory Through Organization	Dave Ulrich, David Kryscynski, Wayne Brockbank, Mike Ulrich	McGraw Hill Education
9	The Practical Guide to HR Analytics	Shonna D. Waters, Valerie N. Streets, Lindsay McFarlane, Rachael Johnson-Murray	Society for Human Resource Management

Course Code: 24BC3-A205	Course: Banking & Finance - III (Indian Banking System - I)	Total Marks: 100 Credits: 4
Course Objectives : 1. To Familiarize about Recent Trends in the Indian Banking System. 2. To Understand functioning of the central bank and currency system in India 3. To Examine the role of Public Sector Banks in the Indian Banking System. 4. To compare Indian Private Banks & Foreign Banks.		
Course Outcome :Student shall able to CO1: Explain the Indian Banking System and recent trends. CO2: Describe the importance of the central bank in India and the prevailing currency system in India. CO3: Compare the place of Public Sector Banks in Economic Development. CO4: Justify complementarity of Private Sector Banks, Public Sector Banks and Foreign Banks.		

Unit	Unit Title	Contents	No of lectures
I	Indian Banking System	1.1 Evolution and Structure of Banking in India 1.1.1 Organized and unorganized Financial Sector 1.2 Bank and Non-Bank Finance Companies (NBFCs) 1.3 Scheduled Banks and Non-Scheduled Banks 1.4 Role of Banking in Economic Development 1.5 Recent trends and challenges faced by banks in India	15
II	The Central Bank	2.1 Definition of 'Central Banking' 2.2 Evolution of Reserve Bank of India (RBI) 2.3 Functions of Reserve Bank of India 2.4 Present Currency System in India 2.5 Understanding Concepts : Bank Rate, Cash Reserve Ratio (C.R.R.), Statutory Liquidity Ratio (S.L.R.), Repo Rate, Reverse Repo Rate, Variable Reverse Repo Rate (VRRR).	15
III	Public Sector Banks	3.1 Definition and ownership pattern of Public Sector Banks 3.2 Classification of Public Sector Banks 3.2.1 State Bank of India –Evolution , Functions and Performance 3.2.2 Nationalized Banks: Social control , Meaning of Nationalization, Arguments for and against Nationalization with reference to current Indian scenario. 3.2.3 Introduction to Regional Rural Banks 3.2.4 Introduction to Lead Bank Scheme 3.3 Mergers of the Banks	15
IV	Private Sector Banks	4.1 Meaning and features of Private Banking 4.2 Classification of Private Banks : i) Indian Private Banks – Old and New (Small Finance Banks) ii) Foreign Banks 4.3 Performance and role of Private Banks in India 4.4 Future of Private Sector Banks in India.	15
Total			60

References:**Mandatory Readings:**

1. Innovations in Banking Services, Suneja H. R., Himalaya Publishing House, Mumbai, 1994.
2. Banking and Finance, Indian Banking System paper, Edition 1st, Joshi, Shrikant
3. Banking in India, Khan Ahmed Masoor Khan.
4. Bhole L.M., Financial Market and Institutions, Tata McGraw Hills.

Suggested References:

1. Deb Joyeeta (2019), 'Indian Banking System', Evince Publishing.
2. Desai Vasant (2007), 'Indian Banking-Nature and Problems', Himalaya Publishing House.
3. Gopinath M.N. (2017), 'Banking Principles and Operations', Snow White Publisher.
4. Joshi, Vasant and other (2002), Managing Indian Banks – The Challenges Ahead, Response Books, New Delhi.
5. Mallik, Chaudhury and Sarkar (2018), 'Indian Banking System- Growth, Challenges and Government Initiatives', Kalpaz Publications.
6. Nararajan and Parameswaran (2007), 'Indian Banking', S. Chand Company Ltd. New Delhi.
7. ShahiUjjwala (2013), 'Banking in India: Past, Present and Future', New Century Publications
8. Trivedi, Chaudhary and other (2015), 'Indian Banking System', RBD Publication, Jaipur.
9. Trivedi I.V. and JatanaRenu (2010), 'Indian Banking System', RBSA Publisher.
10. 'Report on Trend and Progress of Banking in India' 2017-18, 2018-19, 2019-20- Reserve Bank of India

Web references:

1. www.rbi.org
2. www.sbi.org

Course Code: 24BC3-A207	Course: Marketing Management - III	Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. To understand the concept of Marketing Management, and to get the basic knowledge of Marketing Management. 2. To acquaint the students with the various marketing management strategies and the concept of Consumer Behavior theories. 3. To understand the concept of marketing planning, its process, and relevance. 4. To know the importance of marketing research. 		
Course Outcome: After completing the course, the student shall be able to- CO1: Analyze and use the Marketing Management strategies and theories. CO2: Understand the concept and effectiveness of Marketing Planning CO3: Explore and apply the knowledge of Marketing Research and practices in the field. CO4: Get the knowledge of marketing research.		

Unit	Unit Title	Contents	No of lectures
I	Elements of Marketing Management	1.1 Introduction and Meaning of Marketing Management. 1.2 Nature & Scope of Marketing Management 1.3 Features of Marketing Management 1.4 Functions of Marketing Management 1.5 Components of Marketing Management 1.6 Problems of Marketing Management 1.7 Marketing Management Philosophy 1.8 Marketing Characteristics in the Indian Context 1.9 Marketing Management Process	15
II	Marketing Strategy and Consumer Behaviour	2.1 Marketing Strategy 2.1.1 Introduction 2.1.2 Concept of Strategy 2.1.3 Meaning of Marketing Strategy 2.1.4 Significance of Marketing Strategy 2.1.5 Aim of Marketing Strategy 2.1.6 Marketing Strategy Formulation 2.1.7 Bases of Formulating Marketing Strategy 2.1.8 Types of Marketing Strategy 2.2 Consumer Behaviour 2.2.1 Introduction 2.2.2 Meaning of Consumer Behaviour 2.2.3 Definition of Consumer 2.2.4 Scope of Consumer Behaviour 2.2.5 Determinants of Consumer Behaviour 2.2.6 Concept of Motivation 2.2.7 Theories of Motivation 2.2.8 Multivariable Models of Consumer Behaviour 2.2.9 Buying Motives & Consumer Importance of Buying Motives 2.2.10 Monadic Models of Consumer Behavior	15

III	Marketing Planning	3.1 Introduction and Meaning of Marketing Planning 3.2 Definition 3.3 Nature 3.4 Scope 3.5 Elements 3.6 Importance 3.7 Types of Marketing Planning 3.8 Principles behind Successful Planning 3.9 Steps in Marketing Planning Process 3.10 Relevance in Marketing Planning 3.11 Structure of Marketing Plan 3.12 Constraints to Effective Marketing Planning	15
IV	Marketing Research	4.1 Introduction and Meaning of Marketing Research 4.2 Definition of Marketing Research 4.3 Scope of Marketing Research 4.4 Role of Marketing Research 4.5 Marketing Research Agencies 4.6 Marketing Information Vs. Marketing Research 4.7 Objectives of Marketing Research 4.8 Marketing Research Procedure 4.8 Problem Definition 4.9 Research Design	15
Total			60

Suggested Readings:

Sr. No	Title of the book	Author/s	Publication
1	Marketing Management	Philip Kotler	Pearson Publication
2	Marketing Management	Rajan Saxena	McGraw Hill Education
3	Principles of Marketing	Philip Kotler	Pearson Publication
4	Marketing Planning and strategy	Subhash Jain & George Haley	Cengage Learning India Pvt. Ltd
5	Marketing Strategy	Anil Mishra & Amit Kumar Mishra	Excel Books
6	Consumer Behaviour: Insight from Indian Market	Ramanuj Muzumdar	McGraw Hill Publication
7	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
9	Marketing Research	S. L. Gupta	Excel Books India, 2004
10	Marketing Research	Naresh K. Malhotra	Pearson Publication

Course Code: 24BC3-A206	Course: Business Entrepreneurship - III	Marks: 100 Credits: 04
Course Objectives: 1. To explore the categories of new-age entrepreneurs and their entrepreneurial qualities. 2. To get familiar with the concept of Group Entrepreneurship and its various business models. 3. To develop an understanding about the Group and Group Dynamics for Entrepreneurship. 4. To get an insight of Business Ethics and Social Responsibility of Entrepreneurs.		
Course Outcome: After completing the course, the student shall be able to - CO1: Identify the different types of new age entrepreneurs and their traits. CO2: Get acquainted with the concept of Group Entrepreneurship and various business models. CO3: Know the aspects of Group and Group Dynamics for Entrepreneurship. CO4: Understand the concepts of Business Ethics and Social Responsibility of Entrepreneurs.		

Unit	Unit Title	Contents	No of lectures
I	New Age Entrepreneur	1.1 Introduction to New Age Entrepreneurs (Concept, Entrepreneurial traits, Opportunities, Case Studies) 1.2 Conventional Vs. New Age Entrepreneurs 1.3 Innovative Entrepreneurs 1.4 Imitative Entrepreneurs 1.5 Social Entrepreneurs 1.6 Tech Entrepreneurs 1.7 Knowledge Entrepreneurs 1.8 Scalable Start-up Entrepreneurs 1.9 Small Business Entrepreneurs 1.10 Corporate Entrepreneurs (Intrapreneurs) 1.11 Lifestyle Entrepreneurs	17
II	Group Entrepreneurship	2.1 Introduction 2.2 Key Features of Group Entrepreneurship 2.3 Need and Relevance of Group Entrepreneurship 2.4 Challenges in Group Entrepreneurship 2.5 Individual Vs. Group Entrepreneurship 2.6 Business Models under Group Entrepreneurship 2.6.1 Family-Owned Firms 2.6.2 Cooperatives 2.6.3 Clusters and Industrial Districts 2.6.4 Franchise Agreements 2.6.5 Self Help Groups 2.7 Self Help Groups Definition, Meaning and Evolution, Nature- Scope of SHG, Administration Functions, and Operation of SHG's. Role of Self-Help Groups in Rural Development and Women Empowerment. Challenges and Opportunities. (Case Studies)	13

III	Group and Group Dynamics for Entrepreneurship	3.1 Group: Meaning, Definition, Classification, Group Task, Group Size, Group formation process, Group Structure 3.2 Group Dynamics for Entrepreneurship: Influence i Group, Types, Principles and Functions of Group Dynamics in Entrepreneurship 3.3 Group Cohesion- Helping Behaviour, Cooperation and Competition, Improved Work Group, Role of Entrepreneur	15
IV	Business Ethics and Social Responsibility of Entrepreneur	4.1 Business goals and Social Responsibility 4.2 Social Responsibility towards their Stakeholders: Investors, Owners, Employees, Government and Society at Large. (Case studies) 4.3 Leadership (through examples & case studies) 4.4 Introduction to Business Ethics 4.5 Social Audit. 4.6 Brief Introduction to Corporate Governance.	15
Total			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Dynamics of Entrepreneurship	Desai Vasant	Himalaya Publishing House, New Delhi Business Environment
2	Business Environment	Francis Cherunilam	Himalaya Publishing House
3	Entrepreneurship Development	Khanna S. S.	S. Chand Publishing, New Delhi
4	Entrepreneurship Development	Gupta, Shrinivasan	S. Chand Publishing, New Delhi
5	Indian Economy	Ruddar Datt, K.P.M. Sundharam	S. Chand Publishing, New Delhi
6	Vyawasaya Udyojagata	Dr. S. L. Shiragave	Success Publication, Pune

Course Code: 24BC3-A208	Course: Business Laws and Practices - III	Marks: 100 Credits: 04
Course Objectives: 1. To know the basic framework of Labour Laws in India 2. To understand the provisions related to The Factories Act, 1948 3. To understand the various Laws related to Social Security 4. To get acquainted with the nature, causes, and consequences of Industrial Dispute and the resolution mechanism		
Course Outcome: After completing the course, the student shall be able to CO1: Understand the basic framework of Labour Laws in India. CO2: Assess the provisions related to The Factories Act, 1948. CO3: Identify the Benefits & Claims under the ESI, EPF & Gratuity Acts. CO4: Understand the concept of Industrial Dispute and dispute resolution mechanism under the Industrial Disputes Act, 1947		

Unit	Unit Title	Contents	No of lectures
I	An Introduction to Labour Laws in India	1.1 History and Evolution of Labour Laws in India 1.2 Labour Policy of India 1.3 Classification of Labour Laws 1.4 Unfair Labour Practices 1.5 Labour Laws in the unorganized sector 1.6 Authorities under the Labour Laws in India 1.6.1 Ministry of Labour & Employment- Government of India 1.6.2 Chief Labour Commissioner 1.6.3 Labour Courts / Industrial Tribunals, (Appointment, Qualification, Disqualification, Rights & duties)	15
II	The Factories Act, 1948	2.1 Introduction, Objectives & Key Definitions 2.2 Approval, Licensing and Registration of Factories 2.3 The Inspecting Staff 2.4 Provisions Regarding Health, Safety and Welfare of Workers. (Sections 1-50)	15
III	Laws related to Social Security	3.1 Significance of Social Security in India 3.2 The Employees' State Insurance (ESI) 3.2.1 Introduction, Objectives Applicability & 3.2.2 Contributions & Benefits Covered (Sickness benefit, maternity benefit, disablement benefit and comprehensive medical care for the insured person and their family members) 3.3 Employees' Provident Funds Introduction, Objectives Applicability & Contributions 3.4 Payment of Gratuity 3.4.1 Applicability & Eligibility 3.4.2 Calculation of Gratuity 3.4.3 Rights and obligations of employees & Employer	18
IV	The Industrial Disputes Act, 1947	4.1 Introduction, Scope, Objectives 4.2 Important Definitions- Industry, Industrial Disputes, Strikes, Lock-out, lay-off, Retrenchment and Closure 4.3 Causes and Consequences of industrial disputes 4.4 Settlement and Adjudication of Industrial Disputes	12
Total			60

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Labour Laws	Taxmann	Taxmann
2	Labour & Industrial Laws	S N Misra	Central Law Publication
3	Business & Commercial Laws	Sen & Mitra	The World Press Pvt. Ltd.
4	Industrial Disputes Act, 1947	Lawmann's	Kamal Publishers
5	Labour and Industrial Laws	M.N. Mishra	Central Publications

Web References:

Sr. No.	Website Address	Institution
1	https://www.mca.gov.in	Ministry of Corporate Affairs
2	https://www.icaai.org	ICAI - The Institute of Chartered Accountants of India
3	https://www.icsi.edu	ICSI - Institute of Company Secretaries of India
4	https://clc.gov.in/clc/sites/default/files/PaymentofGratuityAct.pdf	Government of India
5	https://labour.gov.in/sites/default/files/theemployeesact1948_0.pdf	Government of India
6	https://mahakamgar.maharashtra.gov.in/images/pdf/industrial-disputes-act-1947.pdf	Government of Maharashtra
7	Home Ministry of Labour & Employment GoI India	Government of India
8	https://www.indiacode.nic.in/	India Code for all Bare Acts

MAJOR CORE (Compulsory)

Course Code: 24BC3-A201	Course: Corporate Accounting – I	Marks: 50 Credits: 02
Course Objectives: 1. To acquaint with the process and accounting treatment of Profit Prior to Incorporation. 2. To understand the provisions relating to final accounts of a company as per Schedule III of the Companies Act 2013.		
Course Outcome: After completing the course, the student shall be able to CO1: Understand the process and the application of accounting treatment of Profit Prior to Incorporation. CO2: Prepare the Final Accounts of a Company as per Schedule III of the Companies Act 2013.		

Unit	Unit Title	Contents	No of lectures
I	Profit Prior to Incorporation	1.1 Introduction to the process on Incorporation of a Company. 1.2 Stages for company formation 1.3 Accounting of income and expenses during pre and post incorporation period 1.4 Basis of allocation and apportionment of income (theory and numerical problems)	12
II	Company Final Account	2.1 Preparation of Company Final Accounts – Forms and contents as per provisions of Schedule III of the Companies Act 2013. 2.2 Related Adjustments and their treatments (theory and numerical problems)	18
Total			30

Suggested Readings:

Sr.	Title of the Book	Author/s	Publication
1	Advanced Accounting	Shukla & Grewal	S. Chand & Co. Ltd., New Delhi
2	Advanced Accountancy	S. P. Jain & K.N. Narang	Kalyani Publishers
3	Instructed Guide to Indian Accounting Standards (Ind AS)	Chatterjee B.D. & Jain Jinender	Taxmann
4	Students Guide to Accounting Standards (AS)	Rawat D. S., Shroff, Nozer	Taxmann
5	Corporate Accounting	CA (Dr.) P.C. Tulsian, Bharat Tulsian	S. Chand

E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures Available on Youtube / Swayam	Journals / Articles / Case studies
1	Profit Prior to Incorporation	https://youtu.be/26csH5ZVAds https://onlinecourses.nptel.ac.in/	https://www.bdu.ac.in/
2	Company Final Account	https://youtu.be/rat2_9Mrr4I?feature=shared	https://ca2013.com/schedule/7501/

VSC - VOCATIONAL SKILL COURSE (Optional)

Course Code: 24BC3-C211	Course: Business Management	Marks: 50 Credits: 2
Course Objectives: 1. To provide basic knowledge and understanding about concepts of business management. 2. To help the students to get an idea about the steps of planning, basics of decision-making skills and forecasting.		
Course Outcome: After completing the course, the student shall be able to - CO1: Develop a basic understanding of the term business management. CO2: Understand the steps in planning, decision-making and forecasting.		

Unit	Unit Title	Contents	No of lectures
I	Introduction of Management	1.1 Meaning, definition of Management 1.2 Need for Management study 1.3 Process and Levels of Management 1.4 Functions of Management 1.5 Contribution of F.W. Taylor, Henry Fayol, Peter Drucker. 1.6 Case studies	14
II	Planning and Decision-Making	2.1 Meaning, Definition and Nature of Planning 2.2 Forms and Types of Planning 2.3 Steps in Planning 2.4 Limitations of Planning 2.5 Various Ways to Overcome the Limitations in Planning 2.6 Meaning and Techniques of Forecasting 2.7 Meaning, Types and Steps in Decision- Making process. 2.8 Case studies	16
Total			30

Suggested Readings:

Sr. No.	Title of the book	Author/s	Publication
1	Essentials of Management	Horol Koontz and Itenz Weibrich	McGrawhills International
2	Management Theory & Practice	J.N.Chandan	N/A
3	Principles & Practice of Management	Dr. L.M.Prasad	Sultan Chand & Sons
4	Business Organization & Management	Dr. Y.K. Bhushan	N/A
5	Business Environment and Policy– A Book on Strategic Management	Francis Cherunilam	Himalaya Publishing House
6	Principles of Management	Tripathi, Reddy	Tata McGraw Hill

Course Code: 24BC3-C212	Course: Business Communication	Marks: 50 Credits: 2
Course Objectives: 1. To understand the basics of Business Communication 2. To acquaint with the methods and channels of Communication used in an organization.		
Course Outcomes: After completing the course, the student shall be able to: CO1: Gain knowledge about the basics of Business Communication CO2: Get familiar with the different methods, forms and channels of communication used in an organization.		

Unit	Unit Title	Contents	No of lectures
I	Introduction of Business Communication	1.1 Meaning of Communication and Business Communication. 1.2 Characteristics and Importance of Communication 1.3 Process of Communication 1.4 Principles of Effective Communication 1.5 Barriers to Effective Communication and remedies to overcome them.	15
II	Methods and Channels of Communication	2.1 Methods of Communication – 2.1.1 Internal Communication 2.1.2 External Communication 2.2 Forms of Communication – 2.2.1 Verbal Communication: Meaning and types 2.2.2 Non-Verbal Communication: Meaning and types 2.3.1 Channels of Communication: Formal & Informal Communication - Merits, Demerits & Types.	15
Total			30

Suggested Readings:

Sr. No.	Title of the book	Author/s	Publication
1	Business Communication	Sehgal, M. K. Khetarpal, Vandana	Excel Books, New Delhi
2	Business Communication	Dr.AshaKaul	PHI Learning Pvt. Ltd.
3	Modern Business Communication (Principles And Techniques)	Jain, J. N.,Singh, Tia, S. K.	New Delhi: Regal Publications
4	Basic Business Communication Skills For Empowering The Internet Generation	Lesikar, Raymond V. Flatley, Marie E	Tata Mc Hill Publishing Company Limited
5	Business Communication	Alurkar,SudhirJoshi,V.A.	Narendra Publication
6	Business Communication	Dr.,Rhoda.A&Dr.Aspi.H	Seth Publishers

E-Learning Resources:

Sr. No.	Topic	Lectures (available on YouTube/Swayam/MOOCs, etc.)	Films	Journals/Articles/ Case Studies
1	Introduction of Business Communication	https://onlinecourses.swayam2.ac.in/imb22_mg12/preview https://www.udemy.com/course/business-communication-course-irina-ketkin/ https://ndl.iitkgp.ac.in/ndl_he	http://eclm.unipune.ac.in/View.aspx?vid=212 http://eclm.unipune.ac.in/View.aspx?vid=215	https://www.managementstudyguide.com/business-communication-articles.htm https://hbr.org/2022/01/communicating-authentically-in-a-virtual-world
2	Methods and Channels of Communication	https://ndl.iitkgp.ac.in/ndl_he	http://eclm.unipune.ac.in/View.aspx?vid=213 http://eclm.unipune.ac.in/View.aspx?vid=214	https://www.jstor.org/stable/2088276

IKS - INDIAN KNOWLEDGE SYSTEMS (Optional-Based on Major Core)

Course Code: 24BC3-D203	Course: Cost & Works Accounting - IKS	Marks: 50 Credits: 02
Course Objectives: 1. To study the Origin of Cost Accounting 2. To acquaint the students with the preparation of Cost Sheet 3. To create awareness about traditional storage systems		
Course Outcome: After completing the Course, the students will be able to: CO1: Understand the Origin of Cost Accounting CO2: Acquaint themselves with the preparation of Cost Sheet CO3: Understand traditional storage systems		

Unit	Unit Title	Contents	No of lectures
I	Origin and Basics of Cost Accounting	1.1 Limitations of Financial Accounting System 1.2 Evolution and Development of Cost Accounting 1.3 Relationship Between Cost, Price and Value	8
II	Classification of Costs	2.1 Classification of Costs 2.2 Preparation of Basic Cost Statements	15
III	Traditional Material Storage Systems	3.1 Traditional Purchasing and Storage Systems and Documentation Bin Card, Stores Ledger 3.2 Periodic and Perpetual Inventory systems 3.3 Types of Material Losses	7
Total			30

Suggested Readings:

Sr. No	Title of the Book	Author/s	Publication
1	Cost Accounting- Principles & Practices	Jawahar Lal & Seema Shrivastava	Tata Mcgraw Hill, New Delhi
2	Advanced Cost Accounting and Cost Systems	Ravi M. Kishor	Taxmann, New Delhi
3	Advanced Cost Accounting	Jain and Narang	Kalyani Publication, New Delhi
4	Purchasing and Inventory Control	K. S. Manon	Shroff Publications
5	Cost Accounting- Principles & Practices	Dr. M. N. Arora	Vikas Publishing House, New Delhi
6	Principles and Practice of Cost Accounting	N.K. Prasad	Book syndicate Private Ltd, Kolkata

E – Learning Resources:

Sr. No	Topic	Lectures (YouTube/ Swayam/ MOOCs/ etc.)	Study Material/ Journals/ Articles/ Case Studies
1	All topics	https://onlinecourses.nptel.ac.in/noc20_mg53/preview	https://icmai.in/upload/Students/Syllabus2016/Inter/Part-8-January-2021.pdf https://www.icsi.edu/media/webmodules/publications/2.%20CMA-Executive.pdf

Course Code: 24BC3-D204	Course: Business Administration - IKS (Business Ethics)	Marks: 50 Credits: 2
Course Objectives: 1. To know the concept of ethical philosophies in Ancient India 2. To Understand the concepts of Business Ethics in Ancient India		
Course Outcome: After completing the course, the student shall be able to - CO1: Understand the concept of ethical philosophies in Ancient India CO2: Acknowledge the concepts of Business Ethics in Ancient India		

Unit	Unit Title	Contents	No of lectures
I	Ethical Philosophies in Ancient India	1.1 Introduction to Indian Philosophy and concept of Ethical philosophies. 1.2 Ethics in Vedas 1.3 Ethics in Upanishads 1.4 Ethics in Jainism 1.5 Ethics in Buddhism	15
II	Business Ethics in Ancient India	2.1 Introduction: Concept of Vaisha Ethics (Business Ethics) 2.2 Business Ethics in Ramayana 2.3 Business Ethics in Bhagavad Gita 2.4 Business Ethics in Arthashastra 2.5 Ethical issues in modern day world and its solutions in Ancient text	15
Total			30

Suggested Readings:

Sr. No.	Title of the book	Author/s	Publication
1	A Study in Business Ethics	Ritupurana Raj	Himalaya Publication House
2	Concepts & Realities in Business Ethics	S. Parthasarathy, P. Rengarajan	Sadagopan Publishers
3	Business Ethics & Miles to go	Dr. P.C. Shejwalkar, Dr. S. G. Bapat, Dr. Rashmi Hebalkar	Chinmay Enterprises

Course Code: 24BC3-D205	Course: Banking & Finance - IKS (Indigenous Banking in Ancient and Mediaeval India)	Total Marks: 50 Credits: 2
Course Objectives: 1. To understand the historical evolution of indigenous banking systems in India. 2. To know the role of state and private banking, including the influence of guilds and the partnership system (Sambhagyasmuthan). 3. To explore the financial principles from ancient Arthashastra and Manusmruti and its current relevance		
Course Outcomes: After completion of this course, students will be able to: CO1: Explain the evolution of indigenous banking in India, particularly during the medieval period. CO2: Analyse the role of guilds in economic activities and their impact on trade, commerce, and banking. CO3: Evaluate the role of ancient financial models in modern banking.		

Unit	Unit Title	Contents	No of lectures
I	State Banking and Private Banking	1.1 State as a Banker - Ancient and Medieval Period 1.2 Private Banking in ancient India 1.2.1 Origin and formation of guilds 1.2.1 Influence of guilds 1.2.2 Functions of Guilds -Deposit acceptance, Granting loans, Collecting agents, Estate managers 1.2.3 Partnership (Sambhagyasmuthan)	10
II	Working of Banks	2.1 Deposits – Ancient and Medieval Period 2.1.1 Wealth accumulation and savings 2.1.2 Deposits for safe custody 2.1.3 Concepts of Nyasa, Nikshep, unvahit, Yachit, shi Yachit, shilpnyasa, Pratinayasa 2.1.4 Bailments. 2.2 Credit and Credit Instruments 2.2.1 Credit system. 2.2.2 Bills of Exchange (Hundis) 2.2.3 Rate of Exchange 2.2.4 Darshani Hundis (Demand Bills) 2.2.5 Muddati Hundis	10
III	Historical Development of Financial Institutions in India	3.1 Influence of Ancient taxes on Modern Banking & Finance 3.2 Economic Principles in Arthashastra and Manusmruti 3.3 Role of Dharma and Ethics in Finance	10
Total			30

References:

Mandatory References-

- 1) Indigenous Banking: Ancient and Medieval India by Bhargava Beijkishore
- 2) Indigenous Banking in India by L. C. Jain
- 3) Evolution of Banking in India by P.K. Srivastava
- 4) Medieval Indian Economy" by Irfan Habib
- 5) The Role of Indigenous Banking in the Economic Development of Medieval India" by R. Kumar
- 6) Integration of Ancient Indian Classical Texts in Contemporary Banking Practices by Dr. Kumar Aditya and Akash Dahire

Suggested Reading-

- 7) Guilds and Private Banking in Ancient India" by S. Sharma
- 8) Banking Practices in Medieval India: A Historical Perspective" by A. Gupta
- 9) Kumar Thaplyal, K. (N.D.). Guilds In Ancient India (Antiquity and Various Stages in the Development of Guilds upto AD 300).
- 10) Mali, P. (N.D.). Banking In Ancient India.
- 11) Kautilya, Arthashastra. Translated by L. N. Rangarajan. Penguin Books India, 1992.
- 12) "Guilds, Merchants and Bankers: An Introduction to Italian Economic History" by Richard A. Goldthwaite, published by Routledge in 2008.

Course Code: 24BC3-D207	Course: Marketing Management - IKS	Marks: 50 Credits: 2
Course Objectives: 1. To provide basic knowledge and understanding About Marketing in Ancient and Medival India. 2. To give knowledge about Marketing in Colonial Period.		
Course Outcome: After completing the course, the student shall be able to - CO1: Develop a basic understanding About Marketing in Ancient and Medival India. CO2: Understand the Marketing in Colonial Period		

Unit	Unit Title	Contents	No of lectures
I	Marketing in Ancient and Medieval India	1.1 History of Marketing 1.2 Trade and Geography 1.3 Urban Trade Centers in Ancient India 1.4 Markets during Chola Period 1.5 Trade Networks and Ports in Medieval India 1.6 Challenges in Market Trade and Growth 1.7 Exchange Systems in India 1.8 Consumption of Goods and Services in Early India 1.9 Role of Cities in Early Marketing	15
II	Marketing in Colonial Period	2.1 Impact of Colonial Rule on Trade and Markets 2.2 Food Supply and Market Manipulation 2.3 Growth of Advertising in Colonial Period 2.4 Decline of Indian Goods and rise of British Goods 2.5 Consumers and Consumption in Colonial India 2.6 Impact of European Goods on Indian Markets 2.7 Resistance to Foreign Goods 2.8 Changes in Consumption Habits 2.9 Cultural tensions and Colonial Influence	15
Total			30

Course Code: 24BC3-D206	Course: Business Entrepreneurship - IKS	Marks: 50 Credits: 02
Course Objectives: 1. To explore the evolution of Indian business practices from ancient to the present times. 2. To study the contributions of pioneering Indian entrepreneurs from ancient to modern times.		
Course Outcome: After completing the course, the student shall be able to CO1: Understand and evaluate the impact of historical, colonial, and modern influences on Indian business models. CO2: Get insights of the entrepreneurial journey of Indian Entrepreneurs		

Unit	Unit Title	Contents	No of lectures
I	Indian Business Traditions: Legacy and Evolution	1.1 Business in Ancient India 1.2 Chhatrapati Shivaji Maharaj's 18 Alutedar and 12 Balutedar methods 1.3 Business during the British Era 1.4 Business in Independent India 1.5 Business Models during the Present Period	15
II	Great Indian Entrepreneurs: Past and Present	2.1 Ancient and medieval Indian Business Pioneers (Jagat Seths, Chettiars, Marwari, and Parsi business communities) 2.2 19th and 20th-century Entrepreneurs (Jamsetji Tata, G.D. Birla, Laxmanrao Kirloskar, Abasaheb Garware) 2.3 Modern Indian Entrepreneurs and their global impact (Dhirubhai Ambani, Narayana Murthy, Dr. Vergis Kurrian)	15
Total			30

Suggested Readings:

Sr. No.	Title of the Book	Author(s)	Publication
1	Indian Models of Economy, Business and Management	Kanagasabapathi P	Prentice Hall India
2	The Marwaris: From Jagat Seth to the Birlas	Thomas A. Timberg	Penguin India
3	Indian Business Culture: An Insider's Guide	Rajiv Desai	Butterworth-Heinemann
4	The Story of Tata: 1868 to 2021	Peter Casey	Penguin India
5	Economic History of India 1857-1947	Tirthankar Roy	Oxford
6	Merchants and Rulers in Gujarat: The Response to the Portuguese in the Sixteenth Century	M. N. Pearson	University of California Press
7	Dhirubhai Ambani: Against All Odds	A.G. Krishnamurthy	Jaico Publishing
8	Oxford History of Indian Business	Dwijendra Tripathi	OUP India
9	Business Legends	Gita Piramal	Penguin India
10	The Man Who Made Machines	Mr. Anand Agashe	-

Web References:

Sr. No.	Title	Web Link
1	Mr. G.D. Birla: A Pioneer, philanthropist and patriot - the Man who shaped India's Industry	https://www.adityabirla.com/en/media/stories/founders-day-gd-birla-2022.html#:~:text=Mr.-,G.D.,in%20supporting%20India's%20freedom%20movement.
2	Dr Abasaheb Garware: Leading industrialist and Founding President of the Garware Group of Industries	https://www.mahabrands.in/en/maha-brands/garware/

Course Code: 24BC3-D208	Course: Business Laws & Practices - IKS	Marks: 50 Credits: 02
Course Objectives: 1. To introduce the students to the ancient legal system of India. 2. To get acquainted with social welfare in ancient India.		
Course Outcome: After completing the course, the student shall be able to- CO1: Relate ancient & contemporary legal system of India. CO2: Understand the social welfare scenario in ancient India.		

Unit	Unit Title	Contents	No of lectures
I	Ancient Indian Legal system	1.1 Rule of Law in ancient India – 1.1.1 Values in Manu smriti 1.1.2 Substantive and procedural Law 1.1.3 Raj dharma and the code of Conduct for the Rulers 1.1.4 Mimansa rules of interpretation 1.1.5 Regulations During and after war 1.2 Judicial Administration in Ancient India Pillars of Law: Sacred Law (Dharma), History (Charitra), Royal Decrees (Rajasasana) 1.3 Grounds for litigation 1.4 Law & Governance as per Chanakya Niti: genesis of modern legal system 1.5 Rule of Law during Chatrapati Shivaji Maharaj's era: Judicial system, Revenue Administration, Taxation system	18
II	Social Welfare in Ancient India	2.1 Corporate Governance in Ancient India 2.2 Social Security in ancient India: Dharma & Rajadharma 2.3 Concept of Insurance in Ancient India: Sources & principles: Manu (Manusmriti), Kautilya (Arthasastra), and Yagnavalkya (Dharmasastra)	12
Total			30

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Introduction to Indian Knowledge System- Concepts & Applications	B.Mahadevan, Vinayak Rajat Bhat, Narendra Pavana R.N.	PHI Learning
2	Ancient Indian Law - Eternal Values in Manu Smriti	Justice M Rama Jois	Universal

Web References:

Sr. No.	Website Address	Description
1	https://iksindia.org/	Ministry of Education-GOI-IKS Division
2	https://www.ijfmr.com/papers/2023/5/6745.pdf	'Kautilyan Law and Indian Law: A Critique' by Dr JVN Mallikarjuna & YVN Suneetha
3	https://egyankosh.ac.in/bitstream/123456789/84766/1/Unit-6.pdf	Unit 6 Manu Social Order & Laws
4	https://www.manupatra.com/roundup/338/Articles/HISTORY%20OF%20INSURANCE%20LEGISLATION.pdf	'History of Insurance legislation in India' by Avinash Singh
5	https://www.ebc-india.com/lawyer/articles/93v1a4.htm	The Mimansa Principles of Interpretation by Justice Markandey Katju, EBC -India.com

MINOR (Optional)

Course Code: 24BC3-F202	Course: Business Economics (MI) - I (Macro)	Total Marks: 100 Credits: 4
Course Objectives 1. To familiarize students with the basic concepts of macroeconomics and its applicability. 2. To understand various concepts of National Income to interpret internal and external economic status of the countries. 3. To develop ability amongst the learners to evaluate Classical and Keynesian Theories of Output and Employment. 4. To assess correlation amongst consumption, saving, investment and Income propagation.		
Course Outcome : After completing the Course, the student shall be able to CO1: Explain basic macroeconomic concepts with applicability for the macroeconomic problems. CO2: Analyse various concepts of national income. CO3: Compare the classical and Keynesian theories to reach the probable solutions to the problems. CO4: Judge the correlation amongst various macroeconomic aggregates.		

Unit	Unit Title	Contents	No of lectures
I	Introduction to Macroeconomics	1.1 Meaning and Definition of Macro Economics. 1.2 Nature, Scope and Significance of Macro Economics. 1.3 Macroeconomic Objectives and Policies 1.4 Limitations of Macro Economics.	15
II	National Income	2.1 Meaning, Definitions and Significance of National Income concepts. 2.2 Concepts: Gross Domestic Product (GDP), Net Domestic Product (NDP), Gross National Product (GNP), Net National Product (NNP), Per Capita Income (PCI), Personal Income (PI), Disposable Income (DI), Real Income and Nominal Income 2.3 Measurement of National Income: Output, Income and Expenditure methods 2.3.1 National Income at Market Price and Factor Cost 2.3.2. Methods and Difficulties in Calculating National Income 2.4 Circular Flow of Income: Four Sector Model. Introduction to Open Economy.	15
III	Theories of Output and Employment	3.1 The Classical Theory of Employment: J. B. Say's Law of Market 3.2 Keynesian Criticism on Classical Theory of Employment. 3.3 Keynesian Theory of Employment and the concept of Effective Demand	15
IV	Consumption, Saving, Investment and Income Propagation	4.1 The Consumption Function: Meaning 4.1.1 Marginal Propensity to Consume (MPC) 4.1.2 Determinants of Consumption. 4.1.3 Keynes' Psychological Law of Consumption. 4.2 The Saving Function: Meaning 4.2.1 Marginal Propensity to Save (MPS) 4.2.2 Determinants of Savings 4.2.3 Relationship between Consumption Function and Saving Function 4.3 The Investment Function: Meaning 4.3.1 Gross Investment and Net Investment 4.3.2 Types of Investment: Induced and Autonomous. 4.4 Marginal Efficiency of Capital and its Determinants. 4.5 Concepts of Investment Multiplier 4.6 Principle of Acceleration.	15
Total			60

References:

Mandatory Readings:

1. Macro- Economic Theory: M L Jhingan, Vrinda Publications (P) Limited.
2. Macroeconomics: N. Gregory Mankiw, Worth Publishers, New York.
3. Macro Economics: Rudiger Dornbusch, Stanley Fisher & Richard Startz Tata McGraw Hill Education Private Limited (Latest Edition), US
4. E-Book Macroeconomics, H. L. Ahuja,

Suggested References:

1. Economics: Paul A Samuelson and William D Nordhaus. McGRAW – HILL international Edition.
2. 3. 4. Samashti Arthshstriy Vishleshan : Shridhar Deshpande, Vinayak Deshpande, Himalaya Publication House.
5. Theories of value: output and employment - John Eatwell, Thames Polytechnic, 1979
6. Business Economics, Dr.J.P.Mishra, Sahitya Bhavan Publications, Agra.
7. Macroeconomics: A Global Text, Sampat Mukherjee, New Central Book Agency Private Limited (Latest Edition), New Delhi
8. Macroeconomics: A Rough Guide, in Macroeconomics: A Reader, (Ed.) Brian Snowdon and Howard Vane, Routledge
9. Business Economics (Macro): Dr. Rasal, Bhadane, Fernandes, Idol Publication, Pune-2
10. 11. Ben Fine & Ourania Dimakou, Macroeconomics: A Critical Companion, Pluto Press (Latest Edition)
12. Michel De Vroey, A History of Macroeconomics: From Keynes to Lucas and Beyond, Cambridge University Press (Latest Edition)
13. Sampat Mukherjee, Analytical Macroeconomics: From Keynes to Mankiw, New Central Book Agency Private Limited
14. Macroeconomics- K R Gupta, R.K.Mandal, Amita Gupta, Atlantic Publishers and distributor's pvt.ltd.
15. Money, Inflation, and Business Cycles the Cantillon Effect and the Economy, Arkadiusz Sieroń. Abingdon, Routledge, 2019. NewYork
16. Macroeconomics: N. Gregory Mankiw Worth Publishersw, New York
17. 18. The General Theory of Employment, Interest, and Money- John Maynard Keynes, General Press
19. An Analysis of John Maynard Keynes's The General Theory of Employment, Interest and Money- John Collins, CRC Press, 2017.
20. Why I am paying more? by Satish Deodhar
21. Day to Day Economics by Satish Deodhar

Course Code: 24BC3-F203	Course: Cost & Works Accounting (MI) - I	Marks: 100 Credits: 4
Course Objectives: 1. To acquaint the students with basic Concepts of Cost, Cost Accounting and its importance. 2. To enable the students to classify the costs and prepare the Cost Sheet. 3. To acquaint the students with the Purchase Procedure and Material Control System. 4. To provide insights on the Inventory Control System.		
Course Outcome: After completing the course, the student shall be able to - CO1: Understand the basic Concepts of Cost, Cost Accounting and its importance. CO2: Classify the costs and prepare the Cost Sheet. CO3: Get knowledge of Purchase Procedure and Material Control System. CO4: Get insights on Inventory Control System.		

Unit	Unit Title	Contents	No of lectures
I	Basics of Cost Accounting	1.1 Concept of Cost, Types of Cost, Items excluded from Cost. 1.2 Costing, Cost Accounting and Cost Accountancy. 1.3 Limitations of Financial Accounting. 1.4 Objectives and Importance of Cost Accounting. 1.5 Relationship between Cost Accounting, Financial Accounting and Management Accounting. 1.6 Cost Objects, Cost Units and Cost Centres. 1.7 Role of a Cost Accountant in an organization.	12
II	Elements of Cost & Preparation of Cost Sheet	2.1 Elements of Cost: Material, Labour and other Expenses. 2.2 Preparation of Cost Sheet, Tender (including E-Tender), Quotation and Estimates.	16
III	Purchase Procedure and Documentation	3.1 Need and Essentials of Material Control 3.2 Functions of the Purchase Department 3.3 Principles of Purchasing and Purchase Procedure 3.4 Purchase Documentation	14
IV	Inventory Control	4.1 Meaning and Importance of Inventory Control 4.2 Methods of Inventory control 4.2.1. Stock Levels 4.2.2 Economic Order Quantity (EOQ) 4.2.3 ABC analysis 4.2.4 Perpetual and Periodic Inventory Control 4.2.5 Physical Verification 4.2.6 Inventory Turnover Ratio	18
Total			60

Note:

1. Weightage to Theory and Problems:

50% of marks for Theory and 50% of marks for practical problems.

2. Area of practical Problems:

Elements of Cost & Preparation of Cost Sheet

Inventory Control

Suggested Readings:

Sr. No.	Title of the book	Author/s	Publication
1	Cost Accounting (Intermediate)	Study Material, ICAI, Kolkata	Institute of Cost Accountants of India, Kolkata
2	Cost and Management Accounting	Study Material, ICAI, New Delhi	Institute of Chartered Accountants of India, New Delhi
3	Cost Accounting Principles & Practices	Jawahar Lal & Seema Shrivastava	Tata Mcgraw Hill, New Delhi
4	Advanced Cost Accounting and Cost Systems	Ravi M. Kishor	Taxmann, New Delhi
5	Purchasing Strategy Text and Cases	P. Gopalkrishnan and M. S. Sandhya	Streling Publications (P) Ltd.
6	Advanced Cost Accounting	Jain and Narang	Kalyani Publication, New Delhi
7	Purchasing and Inventory Control	K. S. Manon	Shroff Publications
8	Cost Accounting Principles & Practices	Dr. M. N. Arora	Vikas Publishing

E-Learning Resources:

Sr. No.	Topic	Lectures (available on YouTube/Swayam/MOOCs, etc.)	Journals/Articles/ Case Studies
1	Basics of Cost Accounting	https://onlinecourses.nptel.ac.in/no_c20_mg53/preview	https://www.icsi.edu/media/webmodules/publications/2. %20CMA-Executive.pdf Articles from the Professional Journals like: The Management Accountant The Chartered Accountant The Chartered Secretary
2	Elements of Cost & Preparation of Cost Sheet	https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf	
3	Purchase Procedure and Documentation	https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf	
4	Inventory Control	https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf	

Course Code: 24BC3-F204	Course: Business Administration (MI) - I (Marketing)	Marks: 100 Credits: 4
Course Objectives: 1. To comprehend the concept of Industrial Marketing. 2. To provide the knowledge of Rural Marketing. 3. To acquaint students with the concept of Service Marketing. 4. To equip students with insights of Retail Marketing.		
Course Outcomes: After completing the course, the student shall be able to - CO1: Understand the concept of Industrial Marketing. CO2: Elaborate the basics of Rural Marketing. CO3: Get insights of Service Marketing. CO4: Grasp the techniques of Retail Marketing.		

Unit	Unit Title	Contents	No of lectures
I	Industrial Marketing	1.1 Meaning, Definition and Characteristics 1.2 Exchange Transactions 1.3 Classification of Industrial Products 1.4 Types of Industrial Customers 1.5 Commonly used Commercial Documents	15
II	Rural Marketing	2.1 Meaning, Definition, Characteristics 2.2 Marketing Strategies for Rural India 2.3 Objectives of Marketing Strategy 2.4 Marketing Mix Strategies (Product, Price, Place, Promotion and Distribution), 2.5 Problems of Rural Marketing 2.6 Measures to strengthen Rural Marketing	15
III	Services Marketing	3.1 Services Sector in India 3.2 Meaning, Characteristics, Importance 3.3 Marketing Mix in Service Marketing 3.4 Marketing of Services a) Educational b) Financial c) Hotel d) Insurance e) Technology	15
IV	Retail Marketing	4.1 Meaning of Retailing 4.2 Importance of Retailing in the Economy 4.3 Functions of Retailers 4.4 Classification of Retailers 4.5 Types of Retailers 4.6 Role of Marketing in Retail 4.7 Retail Marketing Mix	15
Total			60

Suggested Readings:

Sr. No.	Title of the book	Author/s	Publication
1	Marketing Management	Philip Kotler	Pearson Publication
2	Agriculture Marketing,	J.W.Barker	Oxford University Press
3	A framework for marketing management	Philip Kotler	Pearson Publication New Delhi
4	Marketing Management	Rajan Saxena	McGraw Hill Education New Delhi
5	Principles of Marketing	Philip Kotler	Pearson Publication New Delhi
6	Industrial Marketing	Milind Phadtare	Prentice-Hall of India Pvt. Ltd., New Delhi
7	Industrial Marketing Management	Robert W. Hass	Petrocelli/Charter Publishers, USA
8	Rural Marketing	S.L. Kohli & N.K. Resutra	Kalyani Publishers
9	Marketing of Services	Dr. S. L. Gupta & V.V. Ratna	Wisdom Publications, New Delhi
10	Services Marketing	Valarie Zeithaml, Mary Bitner, Dwayne Gremler & Ajay Pandit	Tata McGraw Hill, New Delhi
11	Retail Management	Swapna Pradhan	Tata McGraw Hill Education Pvt. Ltd, New Delhi
12	Retail Management	Arif Sheikh & Kaneez Fatima	Himalaya Publication House, Mumbai

Course Code: 24BC3-F207	Course: Marketing Management (MI) - I	Marks: 100 Credits: 4
Course Objectives: <ol style="list-style-type: none"> 1. To provide the fundamental knowledge about the concept of Market and Marketing 2. To develop the understanding of Market Segmentation and Marketing Mix. 3. To provide the knowledge about Product Mix and Price Mix. 4. To explore various factors of Place Mix and Promotion Mix. 		
Course Outcome: After completing the course, the student shall be able to CO1: Get acquainted with the fundamentals of Marketing. CO2: Analyze the elements of Market Segmentation and Marketing Mix. CO3: Understand different variables of Product Mix & Price Mix. CO4: Explore the various factors of Place and Promotion Mix.		

Unit	Unit Title	Contents	No of lectures
I	Introduction to Market and Marketing	1.1 Meaning and Definition of Market, Classification of Markets 1.2 Marketing Concept: Traditional and Modern, Importance of Marketing 1.3 Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information 1.4 Selling vs. Marketing	15
II	Market Segmentation & Marketing Mix	2.1 Market Segmentation – Introduction, Meaning, Definition, Importance, Limitations 2.2 Bases for Segmentation 2.3 Marketing Mix – Introduction, Meaning, Definition, Elements of 7 P's (Product, Price, Place, Promotion, People, Process & Physical Evidence), Importance	15
III	Product Mix & Price Mix	3.1 Product Mix – Meaning and Definition, Product Line and Product Mix. 3.2 Product Classification 3.3 Product Life Cycle 3.4 Factors Considered for Product Management 3.5 Price Mix - Meaning and Definition, Pricing Objectives 3.6 Factors Affecting Pricing Decision 3.7 Pricing Method	15
IV	Place Mix & Promotion Mix	4.1 Place Mix - Meaning and Definition, Importance 4.2 Types of Distribution Channels – consumer goods and Industrial Goods 4.3 Factors Influencing selection of Channels 4.4 Promotion Mix - Meaning of Promotion Mix 4.5 Elements of Promotion Mix- Personal Selling, Public Relation and Sales Promotion 4.6 Factors Affecting Market Promotion Mix 4.7 Promotion Techniques or Methods	15
Total			60

Suggested Readings:

Sr No.	Title of the Book	Author/s	Publication
1	Marketing Management	Philip Kotler	Pearson Publication
2	Marketing Management	Rajan Saxena	McGraw Hill Education
3	Principles of Marketing	Philip Kotler& Gary Armstrong	Pearson Publication
4	Sales & DistributionManagement	Tapan K Panda	Oxford Publication
5	Advertising Management	Rajiv Batra	Pearson Publication
6	Retail Management	Swapna Pradhan	McGraw Hill Publication
7	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
9	Supply Chain Management	Sunil Chopra, Peter Meindl & D. V. Karla	Pearson Publication

GE/OE- GENERIC/OPEN ELECTIVE (Optional)

Course Code: 24BC3-G209	Course: Business Mathematics and Statistics - III	Marks: 50 Credits: 02
Course Objectives: 1. To introduce to the concept of Shares and Mutual funds for Systematic Investment Planning 1. To introduce to Statistics and Sampling methods of data collection		
Course Outcome: After completing the course, the student shall be able to CO1: Identify the contribution of investment in Shares and Mutual funds in Systematic Investment Planning (SIP) and to select best investment options CO2: Scientifically select the sample using suitable methods of Sampling.		

Unit	Unit Title	Contents	No of lectures
I	Shares and Mutual Funds	1.1 Shares: Concept of Share, Face Value, Market Value, Dividend, Brokerage, Equity Shares, Preferential Shares, Bonus Shares. Examples and Problems 1.2 Mutual Funds: Concept of Mutual Funds, Problems on calculation of Net Income after considering entry load, Dividend, Change in Net Asset Value (NAV) and exit load. Averaging of price under the Systematic Investment Plan (S.I.P.). Examples and Problems	15
II	Population and Sample	2.1 Definition of Statistics, Scope of Statistics in Economics, Management Science and Industry. Concept of Population and Sample. 2.2 Methods of data collection: Census and sampling with illustration. Methods of random sampling – Simple Random Sampling with Replacement (SRSWR), Simple Random Sampling without Replacement (SRSWOR), Stratified, Systematic (Description of sampling procedures only).	15
Total			30

Suggested Readings:

Sr No.	Title of book	Author	Publication	Place
1	Business Mathematics with Applications	Dinesh Khattar & S. R. Arora	S. Chand	New Delhi.
2	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das	McGraw Hill	New Delhi.
3	Fundamentals of Business Mathematics	M. K. Bhowal	Asian Books Pvt. Ltd	New Delhi
4	Operations Research	P. K. Gupta & D. S. Hira	S. Chand	New Delhi.
5	Mathematics for Economics and Finance: Methods and Modeling.	Martin Anthony and Norman Biggs	University Press Cambridge	Cambridge
6	Financial Mathematics and Its Applications.	Ahmad Nazri Wahidudin	Ventus Publishing ApS	Denmark
7	Fundamentals of Mathematical Statistics	Gupta S. C. and Kapoor V. K..	Sultan Chand and Sons	New Delhi

E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Journals/Articles/Case studies
1	Shares and Mutual Funds	https://youtube.com/c/IcaiOrgtube SIAM	Journal on Financial Mathematics
2	Population and Sample	Swayam(Business Statistics) https://onlinecourses.swayam2.ac.in/cec21_mg20/preview	Case studies

Course Code: 24BC3-G210	Course: Business Regulatory Framework - III	Marks: 50 Credits: 02
Course Objectives: 1. To understand important provisions of the Negotiable Instruments Act 1881. 2. To know important provisions of the Consumer Protection Act 2019		
Course Outcome: After completing the course, the student shall be able to- CO1 Understand the basic concepts relating to negotiable instruments. CO2: Comprehend the consumer rights & consumer dispute redressal machinery under The Consumer protection Act, 2019.		

Unit	Unit Title	Contents	No of lectures
I	The Negotiable Instruments Act 1881	1.1 Meaning, Characteristics & presumptions of Negotiable Instruments 1.2. Definitions 1.3 Essentials of promissory note, Bill of Exchange and Cheque. Distinction between these instruments 1.4 Crossing of cheques –meaning, type, significance 1.5 Holder and Holder in due course, Privileges of Holder in due course. 1.6 Negotiation 1.7 Endorsement, Kinds of endorsement. 1.8 Dishonour of negotiable instruments	10
II	The Consumer Protection Act, 2019	2.1 History, objectives, features, importance of the Consumer Protection Act 2019 2.2 Various rights of a consumer 2.3 Definitions and meaning of important terms – consumer, complaint, complainant, consumer dispute, defect, deficiency, direct selling, e-commerce, electronic service provider, endorsement, trader, goods, services , unfair contract, restrictive trade practices, unfair trade practices 2.4 Central Consumer Protection Authority – establishment, complaints to authorities, powers and functions of authority 2.5 Consumer Protection Councils- District Council, State Council, National Council -Establishment, Objects, Procedure – 2.6 Consumer Disputes Redressal Commissions - District Commission, State Commission, National Commission - establishment, jurisdiction, Manner in which complaint shall be made, procedure, Procedure on admission of complaint, findings, review, appeal 2.7 Mediation-Reference to mediation, Establishment of consumer mediation cell, Procedure for mediation, Settlement through mediation, Recording settlement and passing of order. 2.8 Product liability action (sections 82-87) 2.9 Offences and penalties	20
Total			30

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Business Law : Principles of Mercantile Law	Singh, Avtar	Eastern Book Company, Lucknow, 11th Edition 2018
2	Business and Commercial Laws	Sen And Mitra	The World Press Pvt. Ltd.(2018)
3	Business Laws	Kuchhal M.C.&KuchhalVivek	Vikas Publishing House (2013)
4	Business Regulatory Law	Chaudhari, Zalte, Bhawari, Dagade	Prashant Publication (2021)
5	Consumer Protection Act	G.B.Reddy & Baglekar Akash Kumar	EBC (2021)
6	Consumer Protection Law	Dr.S.R.Myneni	Asia Law House (2021)

Web References:

Sr. No.	Website Address	Institution
1	https://www.indiacode.nic.in/bitstream/123456789/15327/1/negotiable_instruments_act%2C_1881.pdf	India code- Negotiable Instruments Act, 1881
2	https://financialservices.gov.in/beta/en/related-laws	Government of India-Ministry of Finance- Department of Financial Services
3	https://consumeraffairs.nic.in/	Department of Consumer Affairs-Ministry of Consumer Affairs, Food & Public Distribution
4	https://consumeraffairs.nic.in/more/parliament-questions	Lok Sabha, Rajya Sabha, Consumer Affairs
5	https://consumeraffairs.nic.in/acts-and-rules/consumer-protection	Rules & Regulations made under The Consumer Protection Act, 2019
6	https://consumeraffairs.nic.in/sites/default/files/E%20commerce%20rules.pdf	Consumer protection E Commerce Rules 2020
7	https://www.indiacode.nic.in/	India Code for all Bare Acts

AEC - ABILITY ENHANCEMENT COURSE (Optional)

Course Code: 24BC3-I216	Course: Marathi	Marks: 50 Credits: 2
Course Objective: 1) विविध क्षेत्रातील भाषा व्यवहाराचे स्वरूप समजावून घेणे. 2) वाचन आणि लेखनकौशल्य वापरण्यास सक्षम करणे. 3) विविध क्षेत्रातील कर्तृत्ववान व्यक्तींच्या कार्याची व विचारांची ओळख करून देणे. 4) विद्यार्थ्यांमध्ये उद्योजकतामूल्य वाढीस लावणे.		
Course Outcome: हा अभ्यासक्रम पूर्ण केल्यावर विद्यार्थी खालील गोष्टी करू शकतील - CO1: विद्यार्थी मराठी भाषेच्या माध्यमातून आत्मविश्वासाने व्यक्त होऊ शकतात. CO2: विद्यार्थ्यांमध्ये विविध क्षमता विकसित होतात. CO3: प्रथितयश व्यक्तिमत्त्वाच्या परिचयामुळे प्रेरणा मिळते. CO4: जीवनविषयक कौशल्ये व मूल्ये यांची रुजवण होते.		

Unit	Unit Title	Contents	No of lectures
I	उत्कर्षवाटा	ज्ञानयुगातील नेतृत्व - विवेक सावंत	6
II	उत्कर्षवाटा	बीजमाता राहीबाई पोपरे	4
III	उत्कर्षवाटा	प्रभावशाली कॉर्पोरेट महिला - नैना लाल किदवई	5
IV	उत्कर्षवाटा	बीव्हीजीची यशोगाथा	5
V	व्यवस्थापनाची मूलतत्त्वे	'कार्यमूल्य आणि कार्यसंस्कृती'	5
		लेखक - शरू रांगणेकर	5
Total			30

संदर्भ पुस्तके :

- १) उत्कर्ष वाटा - संपादक, डॉ शिरीष लांडगे, डॉ.तुकाराम रोंगटे आणि डॉ.राजेंद्र सांगळे
- २) व्यवस्थापनाची मूलतत्त्वे - शरू रांगणेकर, मराठी विकीस्त्रोत.

Course Code: 24BC3-I217	Course: कौशल, भाषा साहित्य, जनसंचार माध्यम एवं लेखन	Marks: 50 Credits: 2
उद्देश्य: <ol style="list-style-type: none"> छात्रों में हिंदी के भाषिक कौशल का विकास करना। हिंदी साहित्य के प्रति रुचि बढ़ाना। अनुवाद का सामान्य परिचय देना। छात्रों को अनुवाद करने के लिए प्रेरित करना। छात्रों को विज्ञापन का सामान्य परिचय देना। विज्ञापन तैयार करने के लिए प्रेरित करना। व्यावसायिक हिंदी से परिचित कराना। 		

इकाई	इकाई शीर्षक	पाठ्यविषय	तासिकाएँ
I	इकाई-1	हिन्दी वर्णमाला लिपि वर्णों का उच्चारण और वर्गीकरण जामुन का पेड़ (कहानी) कहानीकार - कृष्णचंदर नदी और साबुन (कविता) कवि - ज्ञानेंद्रपति	15
II	इकाई-2	अनुवाद: अर्थ, परिभाषा एवं स्वरूप प्रत्यक्ष अनुवाद कार्य: अंग्रेजी से हिन्दी हिन्दी से अंग्रेजी विज्ञापन: अर्थ, परिभाषा एवं स्वरूप विज्ञापन की भाषा विज्ञापन का नमूना तैयार करना	15
Total			30

अंक विभाजन : कुल 50

आंतरिक मूल्यांकन : 20 अंक

(शोध परियोजना 10 अंक और वस्तुनिष्ठ परीक्षा 10 अंक)

सत्रांत परीक्षा : 30 अंक

सत्रांत परीक्षा के प्रश्नपत्र का स्वरूप एवं अंक विभाजन

प्रश्न-1. इकाई-1 और इकाई-2 पर 5 वस्तुनिष्ठ प्रश्न (05 अंक)

प्रश्न-2. इकाई-1 और इकाई-2 पर 3 लघुउत्तरी प्रश्न (15 अंक)

प्रश्न-3. इकाई-1 और इकाई-2 पर 1 दीर्घउत्तरी प्रश्न (10 अंक)

CC - CO-CURICULAR (Optional)

Course Code: 24BC3-K224	Course: Yoga for Health and Well-being	Marks: 50 Credits: 2
Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the origins, philosophy, and principles of Yoga for holistic well-being. 2. To familiarize students with Sitting Asanas (postures) and their significance in improving flexibility and posture. 3. To educate students on the importance of Standing Asanas (postures) in enhancing balance, strength, and concentration. 4. To teach students the benefits of Supine Asanas (postures) for relaxation, spinal health, and digestion. 5. To introduce students to Prone Asanas that strengthen the back, improve posture, and aid digestion. 		
Course Outcome: After completing the course, the student shall be able to: CO1: Understand the meaning, history, and guiding principles of Yoga and apply basic yogic practices for physical and mental well-being. CO2: Demonstrate and practice various sitting asanas with proper alignment and understand their therapeutic benefits. CO3: Perform different standing asanas effectively and analyze their role in improving stability, strength, and endurance. CO4: Practice and explain the effects of supine asanas on core strength, flexibility, and stress relief. CO5: Execute prone asanas correctly and understand their impact on strengthening the back muscles, flexibility, and energy levels.		

Unit	Unit Title	Contents	No of lectures
I	Introduction of Yoga	1. Yoga : Definitions, Aim, Objectives and Misconceptions. 2. Yoga : Its origin, history and development. 3. Guiding principles to be followed by Yoga practitioners. 4. Introduction to Yoga practices for health and well being. 5. Introduction to Yogic Sukshma Vyayama, Sthula Vyayama 6. Introduction to Yogasana: meaning, principles, and their health benefits.	5
II	Sitting Position Asanas	Dandasana Gomukhasana Parvatasana Padmasana Yog Mudra Vajrasana Yog Mudra	10
III	Standing Position Asanas	Tadasana Vrikshasana Virasana Trikonasana Kati Chakrasana	10
IV	Supine Position Asanas	Naukasana (Boat Pose) Dwipad Uttanasana(Raised Leg Pose) Pawanmuktasana (Wind Relieving Pose) Setubandhasana(Bridge Pose) Ardha Halasan Halasana	10
V	Prone Position Asanas	Bhujangasana(Cobra Pose) Ardha Salabhasana (Half Locust Pose/ Grasshopper Pose) Salabhasana (Locust Pose/ Grasshopper Pose) Dhanurasana (Bow Pose) Makarasan	10
Total			45

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Light on Yoga	Iyengar, B.K.	Orient Longman Pvt. Ltd.	Mumbai
2	Light on Astanga Yoga	Iyengar, B.K.	Alchemy Publishers.	New Delhi
3	Guidelines for Yogic Practices	Gharote, M. L.	The Lonavla Yoga Institute	Pune

Course Code: 23BC3-K323	Course: National Service Scheme - I	Marks: 50 Credits: 02
Course Objectives: 1. To help learners know about NSS in the context of youth, community and voluntary service. 2. To propagate yoga as a way of healthy living.		
Course Outcome: After completing the course, the student shall be able to: CO1: Learners will have the knowledge about NSS and its role in the fields of health, hygiene and sanitation so as to build a strong country. CO2: They will be able to use Yoga for healthy living.		

Unit	Unit Title	Contents	No of lectures
I	Life Competencies & Youth Leadership	Definition and importance of life competencies; communication and soft skills; Youth leadership	6
II	Youth Health	Healthy lifestyles; drugs and substance abuse	8
III	Youth and Yoga	History and philosophy of yoga; Yoga for healthy living	16
Total			30

Suggested Readings:

1. NSS Manual
2. National Youth Policy Document
3. National Service Scheme - A Youth Volunteers Programme For Under Graduate Students as Per UGC Guidelines by J D S Panwar, A K Jain & B K Rathi (Astral)
4. Communication Skills by N Rao & R P Das (HPH)
5. Light on Yoga by B K Iyenger (Thorsons)
6. Guide to Report Writing by Michael Netzley and Craig Snow (Pearson)

Course Code: 24BC3-K221	Course: National Cadet Corps - I	Marks: 50 Credits: 02
Course Objectives: 1. Understand the aims, objectives and organizational structure of the National Cadet Corps (NCC). 2. Recognize the significance and necessity of national integration 3. Comprehend the organizational structure of the Armed Forces. 4. Explore the career opportunities into the Arm Forces.		
Course Outcome: After completing the course, the student shall be able to 1. articulate NCC's mission, objectives, and organizational structure. 2. actively promote national integration and understand its significance. 3. identify and explain the organizational structure of the Armed Forces. 4. explore and assess potential career paths within the Army.		

Unit	Unit Title	Contents	No of lectures
I	The NCC & National Integration and Awareness	The NCC: -Aims and Objectives of NCC. -Organisation & Training and NCC Song. -Incentives. National Integration and Awareness: -Religions, Culture, Traditions and Customs of India. -National Integration: Importance and Necessity. -Freedom Struggle and Nationalist Movement in India. -Urity in Diversity. -National Interests, Objectives. Threats and Opportunities. -Problems / Challenges of National Integration. -National Integration Council -Images/ Slogans for National Integration. -Contribution of Youth in Nation Building.	15
II	Armed Forces	Armed Forces: -Basic organisation of Armed Forces -Organisation of Army -Badges and Ranks -Task & Role of Fighting Arms -Task & Role of Supporting Arms & Services -Modes of Entry to Army -Honours and Awards -Concept of Integrated Defence Staff	15
Total			30

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	NCC: Handbook	R.K. Gupta	Ramesh Publishing House
2	NCC Army Wing	RPH Editorial Board	Ramesh Publishing House
3	MISSION NCC MCQ Book	Nitin Nikode	Ujwala Prakashan
4	NCC Army, Air Force & Navy Wings Guide	Arihant Experts	Arihant Publications

Web References:

Sr. No.	Website Address	Institution
1	https://indiancc.nic.in/	National Cadet Corps

Course Code: 23BB3-K442	Course: Youth Red Cross - I	Marks: 50 Credits: 2
Course Objectives: 1. To create awareness among students regarding the importance of First Aid training & learn CPR (Cardiopulmonary Resuscitation) techniques. 2. To understand the theoretical frameworks of disaster management.		
Course Outcome : After completing the course, the student shall be able to: CO1: Equip with basic first aid training & learn how to handle medical emergencies. CO2: Develop basic skills in disaster preparedness, response, mitigation & recovery.		

Unit	Unit Title	Contents	No of lectures
I	First Aid Training	1.1 Basic principles of first aid 1.2 Assessment of the scene and patient 1.3 CPR (Cardiopulmonary Resuscitation) techniques 1.4 Treatment of wounds, burns, and fractures 1.5 Management of choking and unconsciousness 1.6 Handling medical emergencies such as heart attacks, strokes, and seizures 1.7 Hands-on practice of first aid techniques	15
II	Disaster Management	2.1 Meaning of disaster & importance of disaster 2.2 Understanding different types of disasters (natural, man-made) 2.3 Preparedness measures for disasters 2.4 Search and rescue techniques 2.5 Shelter management 2.6 Psychological first aid for survivors 2.7 Coordination with emergency services and authorities 2.8 Disaster scenarios and response drills 2.9 Risk communication & public awareness	15
Total			30

Suggested Readings:

Sr. No.	Title	Website Name
1	First Aid Training	Indian Red Cross Society :- https://indianredcross.org
2	Disaster Management	Indian Red Cross Society :- https://indianredcross.org

Course Code: 24BC3-K223	Course: Performing Arts (Cultural and Dramatics Association) - I	Marks: 50 Credits: 02
Course Objectives: 1. To introduce students to the significance of performing arts in professional and managerial settings. 2. To develop personality traits such as confidence, leadership, and effective communication through dramatics and performing arts.		
Course Outcome: After completing the course, the student shall be able to 1. Explain the definition, scope, and significance of performing arts in a professional environment. 2. Demonstrate the role of dramatics and cultural arts in personality development, particularly in confidence building and self-expression.		

Unit	Unit Title	Contents	No of lectures
I	Introduction to Performing Arts	1.1 Definition, Scope and Significance of Performing Arts in professional life. 1.2 Role of dramatics and cultural arts in personality development 1.3 Voice modulation, body language, and stage presence 1.4 Management lessons from theatre—team dynamics, conflict resolution, and problem-solving	15
II	Practical Aspect of Performing Arts	2.1 Dramatized presentations of business scenarios 2.2 Building confidence and overcoming stage fear 2.3 Group performances integrating commerce and management themes.	15
Total			30

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Theater: The Lively Art	Edwin Wilson	McGraw Hill
2	The Oxford Handbook of Dance and Theater	Nadine George-Graves	Oxford Handbook
3	The Complete Idiot's Guide to Music Composition	Michael Miller	