



**ROYAL SCHOOL OF COMMERCE
(RSC)**

**COURSE STRUCTURE & SYLLABUS
(BASED ON NATIONAL EDUCATION POLICY 2020)**

FOR

**B.Com Finance
(4 YEARS SINGLE MAJOR)**

**W.E.F
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PREAMBLE

The National Education Policy (NEP) 2020 conceives a new vision for India's higher education system. It recognizes that higher education plays an extremely important role in promoting equity, human as well as societal well-being and in developing India as envisioned in its Constitution. It is desired that higher education will significantly contribute towards sustainable livelihoods and economic development of the nation as India moves towards becoming a knowledge economy and society.

If we focus on the 21st century requirements, the higher education framework of the nation must aim to develop good, thoughtful, well-rounded, and creative individuals and must enable an individual to study one or more specialized areas of interest at a deep level, and also develop character, ethical and Constitutional values, intellectual curiosity, scientific temper, creativity, spirit of service, and twenty-first-century capabilities across a range of disciplines including sciences, social sciences, arts, humanities, languages, as well as professional, technical, and vocational subjects. A quality higher education should be capable enough to enable personal accomplishment and enlightenment, constructive public engagement, and productive contribution to society. Overall, it should focus on preparing students for more meaningful and satisfying lives and work roles and enable economic independence.

Towards the attainment of holistic and multidisciplinary education, the flexible curricula of the University will include credit-based courses, projects in the areas of community engagement and service, environmental education, and value-based education. As part of holistic education, students will also be provided with opportunities for internships with local industries, businesses, artists, crafts persons, and so on, as well as research internships with faculty and researchers at the University, so that students may actively engage with the practical aspects of their learning and thereby improve their employability.

The undergraduate curriculums are diverse and have varied subjects to be covered to meet the needs of the programs. As per the recommendations from the UGC, introduction of courses related to Indian Knowledge System (IKS) is being incorporated in the curriculum structure which encompasses all of the systematized disciplines of Knowledge which were developed to a high degree of sophistication in India from ancient times and all of the traditions and practices that the various communities of India—including the tribal communities—have evolved, refined and preserved over generations, like for example Vedic Mathematics, Vedangas, Indian Astronomy, Fine Arts, Metallurgy, etc.

At RGU, we are committed that at the societal level, higher education will enable each student to develop themselves to be an enlightened, socially conscious, knowledgeable, and skilled citizen who can find and implement robust solutions to its own problems. For the students at the University, Higher education is expected to form the basis for knowledge creation and innovation thereby contributing to a more vibrant, socially engaged, cooperative community leading towards a happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation.”

INTRODUCTION

The National Education Policy (NEP) 2020 clearly indicates that higher education plays an extremely important role in promoting human as well as societal well-being in India. As envisioned in the 21st-century requirements, quality higher education must aim to develop good, thoughtful, well-rounded, and creative individuals. According to the new education policy, assessments of educational approaches in undergraduate education will integrate the humanities and arts with Science, Technology, Engineering and Mathematics (STEM) that will lead to positive learning outcomes. This will lead to develop creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning, and mastery of curricula across fields, increases in social and moral awareness, etc., besides general engagement and enjoyment of learning, and more in-depth learning.

The NEP highlights that the following fundamental principles that have a direct bearing on the curricula would guide the education system at large, viz.

- i. Recognizing, identifying, and fostering the unique capabilities of each student to promote her/his holistic development.
- ii. Flexibility, so that learners can select their learning trajectories and programmes, and thereby choose their own paths in life according to their talents and interests.
- iii. Multidisciplinary and holistic education across the sciences, social sciences, arts, humanities, and sports for a multidisciplinary world.
- iv. Emphasis on conceptual understanding rather than rote learning, critical thinking to encourage logical decision-making and innovation; ethics and human & constitutional values, and life skills such as communication, teamwork, leadership, and resilience.
- v. Extensive use of technology in teaching and learning, removing language barriers, increasing access for Divyang students, and educational planning and management.
- vi. Respect for diversity and respect for the local context in all curricula, pedagogy, and policy.
- vii. Equity and inclusion as the cornerstone of all educational decisions to ensure that all students can thrive in the education system and the institutional environment are responsive to differences to ensure that high-quality education is available for all.
- viii. Rootedness and pride in India, and its rich, diverse, ancient, and modern culture, languages, knowledge systems, and traditions.

B. Com Finance and Accounts of The Assam Royal Global University in collaboration with ICA Edu Skills pvt ltd is designed to enable and empower students to acquire knowledge, skills and competencies so as to inculcate the students with necessary skills which will help them to blend themselves with the contemporary business environment. This programme inculcates students with skills of Tally, filing of Income Tax & GST returns which will make them ready to face the practical world and groom the students to deal with the business realities of today.

Aims of the Programme

1. To bring out entrepreneurial skills within the students. This practice also helps the students to become future entrepreneurs.
2. The programme also aims at making the students earn while they learn through the one year paid Internship program.
3. To develop ready to be employed by experienced professionals.
4. To inculcate entrepreneurial skills among the students.
5. The ultimate objective of the students is to make the students ready for a future career path in the job arena.

Approach to Curriculum Planning

Credits in Indian Context:

Choice Based Credit System (CBCS) By UGC

Under the CBCS system, the requirement for awarding a degree or diploma or certificate is prescribed in terms of the number of credits to be earned by the students. This framework is being implemented in several universities across States in India. The main highlights of CBCS are as below:

The CBCS provides flexibility in designing curriculum and assigning credits based on the course content and learning hours. The CBCS provides for a system wherein students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning. CBCS also provides opportunity for vertical mobility to students from a bachelor's degree programme to masters and research degree programmes.

Definitions

Academic Credit:

An academic credit is a unit by which a course is weighted. It is fixed by the number of hours of instructions offered per week. As per the National Credit Framework

Credit = 30 NOTIONAL CREDIT HOURS (NCH)

Yearly Learning Hours = 1200 Notional Hours (@40 Credits x 30 NCH)

30 Notional Credit Hours		
Lecture/Tutorial	Practicum	Experiential Learning
1 Credit = 15 -22 Lecture Hours	10-15Practicum Hours	0-8 Experiential Learning Hours.

Course of Study:

Course of study indicates pursuance of study in a particular discipline/programme. Discipline/Programmes shall offer Major Courses (Core), Minor Courses, Skill Enhancement Courses (SEC), Value Added Courses (VAC), Ability Enhancement Compulsory Courses (AECCs) and Interdisciplinary courses.

Disciplinary Major:

The major would provide the opportunity for a student to pursue in-depth study of a particular subject or discipline. Students may be allowed to change majors within the broad discipline at the end of the second semester by giving her/him sufficient time to explore interdisciplinary courses during the first year. Advanced-level disciplinary/interdisciplinary courses, a course in research methodology, and a project/dissertation will be conducted in the seventh semester. The final semester will be devoted to seminar presentation, preparation, and submission of project report/dissertation. The project work/dissertation will be on a topic in the disciplinary programme of study or an interdisciplinary topic.

Disciplinary/interdisciplinary minors:

Students will have the option to choose courses from disciplinary/interdisciplinary minors and skill-based courses. Students who take a sufficient number of courses in a discipline or an interdisciplinary area of study other than the chosen major will qualify for a minor in that discipline or in the chosen interdisciplinary area of study. A student may declare the choice of the minor at the end of the second semester, after exploring various courses.

Courses from Other Disciplines (Interdisciplinary):

All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines given below. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) in the proposed major and minor stream under this category.

Natural and Physical Sciences: Students can choose basic courses from disciplines such as Natural Science, for example, Biology, Botany, Zoology, Biotechnology, Biochemistry, Chemistry, Physics, Biophysics, Astronomy and Astrophysics, Earth and Environmental Sciences, etc.

ii. Mathematics, Statistics, and Computer Applications: Courses under this category will facilitate the students to use and apply tools and techniques in their major and minor disciplines. The course may include training in programming software like Python among others and applications software like STATA, SPSS, Tally, etc. Basic courses under this category will be helpful for science and social science in data analysis and the application of quantitative tools.

iii. Library, Information, and Media Sciences: Courses from this category will help the students to understand the recent developments in information and media science (journalism, mass media, and communication)

iv. **Commerce and Management:** Courses include business management, accountancy, finance, financial institutions, fintech, etc.,

v. **Humanities and Social Sciences:** The courses relating to Social Sciences, for example, Anthropology, Communication and Media, Economics, History, Linguistics, Political Science, Psychology, Social Work, Sociology, etc. will enable students to understand the individuals and their social behavior, society, and nation. Students are introduced to survey methodology and available large-scale databases for India. The courses under humanities include, for example, Archaeology, History, Comparative Literature, Arts & Creative expressions, Creative Writing and Literature, language(s), Philosophy, etc., and interdisciplinary courses relating to humanities. The list of Courses can include interdisciplinary subjects such as Cognitive Science, Environmental Science, Gender Studies, Global Environment & Health, International Relations, Political Economy and Development, Sustainable Development, Women's, and Gender Studies, etc. will be useful to understand society.

Ability Enhancement Courses (AEC): Modern Indian Language (MIL) & English language focused on language and communication skills. Students are required to achieve competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills. The courses aim at enabling the students to acquire and demonstrate the core linguistic skills, including critical reading and expository and academic writing skills, that help students articulate their arguments and present their thinking clearly and coherently and recognize the importance of language as a mediator of knowledge and identity. They would also enable students to acquaint themselves with the cultural and intellectual heritage of the chosen MIL and English language, as well as to provide a reflective understanding of the structure and complexity of the language/literature related to both the MIL and English language. The courses will also emphasize the development and enhancement of skills such as communication, and the ability to participate/conduct discussion and debate.

Skill Enhancement Course (SEC): These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students and should be related to Major Discipline. They will aim at providing hands-on training, competencies, proficiency, and skill to students. SEC course will be a basket course to provide skill-based instruction. For example, SEC of English Discipline may include Public Speaking, Translation & Editing and Content writing. A student shall have the choice to choose from a list, a defined track of courses offered from 1st to 3rd semester.

Value-Added Courses (VAC):

- (i) ***Understanding India:*** The course aims at enabling the students to acquire and demonstrate the knowledge and understanding of contemporary India with its historical perspective, the basic framework of the goals and policies of national development, and the constitutional obligations with special emphasis on constitutional values and fundamental rights and duties. The course would also focus on developing an understanding among student-teachers of the Indian knowledge systems, the Indian education system, and the roles and obligations of teachers to the nation in general and to the school/community/society. The course will attempt to deepen knowledge about and understanding of India's freedom struggle and of the values and ideals that it represented to develop an appreciation of the contributions made by people of all sections and regions of the country, and help learners understand and cherish the values enshrined in the Indian Constitution and to prepare them for their roles and responsibilities as effective citizens of a democratic society.
- (ii) ***Environmental science/education:*** The course seeks to equip students with the ability to apply the acquired knowledge, skills, attitudes, and values required to take appropriate actions for mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biological diversity, management of biological resources, forest and wildlife conservation, and sustainable development and living. The course will also deepen the knowledge and understanding of India's environment in its totality, its interactive processes, and its effects on the future quality of people's lives.
- (iii) ***Digital and technological solutions:*** Courses in cutting-edge areas that are fast gaining prominences, such as Artificial Intelligence (AI), 3-D machining, big data analysis, machine learning, drone technologies, and Deep learning with important applications to health, environment, and sustainable living that will be woven into undergraduate education for enhancing the employability of the youth.
- (iv) ***Health & Wellness, Yoga education, sports, and fitness:*** Course components relating to health and wellness seek to promote an optimal state of physical, emotional, intellectual, social, spiritual, and environmental well-being of a person. Sports and fitness activities will be organized outside the regular institutional working hours. Yoga education would focus on preparing the students physically and mentally for the integration of their physical, mental, and spiritual faculties, and equipping them with basic knowledge about one's personality, maintaining self-discipline and self-control, to learn to handle oneself well in all life situations. The focus of sports and

fitness components of the courses will be on the improvement of physical fitness including the improvement of various components of physical and skills-related fitness like strength, speed, coordination, endurance, and flexibility; acquisition of sports skills including motor skills as well as basic movement skills relevant to a particular sport; improvement of tactical abilities; and improvement of mental abilities. These are a common pool of courses offered by different disciplines and aimed towards embedding ethical, cultural and constitutional values; promote critical thinking. Indian knowledge systems; scientific temperament of students.

Summer Internship /Apprenticeship:

The intention is induction into actual work situations. All students must undergo internships / Apprenticeships in a firm, industry, or organization or Training in labs with faculty and researchers in their own or other HEIs/research institutions during the *summer term*. Students should take up opportunities for internships with local industry, business organizations, health and allied areas, local governments (such as panchayats, municipalities), Parliament or elected representatives, media organizations, artists, crafts persons, and a wide variety of organizations so that students may actively engage with the practical side of their learning and, as a by-product, further improve their employability. Students who wish to exit after the first two semesters will undergo a 4-credit work-based learning/internship during the summer term to get a UG Certificate.

- (i) ***Community engagement and service:*** The curricular component of ‘community engagement and service’ seeks to expose students to the socio- economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems. This can be part of summer term activity or part of a major or minor course depending upon the major discipline.
- (ii) ***Field-based learning/minor project:*** The field-based learning/minor project will attempt to provide opportunities for students to understand the different socio-economic contexts. It will aim at giving students exposure to development-related issues in rural and urban settings. It will provide opportunities for students to observe situations in rural and urban contexts, and to observe and study actual field situations regarding issues related to socioeconomic development. Students will be given opportunities to gain a first- hand understanding of the policies, regulations, organizational structures, processes, and programmes that guide the development process. They would have the opportunity to gain an understanding

of the complex socio-economic problems in the community, and innovative practices required to generate solutions to the identified problems. This may be a summer term project or part of a major or minor course depending on the subject of study.

Indian Knowledge System:

In view of the importance accorded in the NEP 2020 to rooting our curricula and pedagogy in the Indian context all the students who are enrolled in the four-year UG programmes should be encouraged to take an adequate number of courses in IKS so that the *total credits of the courses taken in IKS amount to at least five per cent of the total mandated credits (i.e., min. 8 credits for a 4 yr. UGP & 6 credits for a 3 yr. UGP)*. The students may be encouraged to take these courses, preferably *during the first four semesters of the UG programme*. At least half of these mandated credits should be in courses in disciplines which are part of IKS and are related to the major field of specialization that the student is pursuing in the UG programme. They will be included as a part of the total mandated credits that the student is expected to take in the major field of specialization. The rest of the mandated credits in IKS can be included as a part of the mandated Multidisciplinary courses that are to be taken by every student. All the students should take a Foundational Course in Indian Knowledge System, which is designed to present an overall introduction to all the streams of IKS relevant to the UG programme. The foundational IKS course should be broad-based and cover introductory material on all aspects.

Wherever possible, the students may be encouraged to choose a suitable topic related to IKS for their project work in the 7/8th semesters of the UG programme.

Experiential Learning:

One of the most unique, practical & beneficial features of the National Credit Framework is assignment of credits/credit points/ weightage to the experiential learning including relevant experience and professional levels acquired/ proficiency/ professional levels of a learner/student. Experiential learning is of two types:

- a. ***Experiential learning as part of the curricular structure*** of academic or vocational program. E.g., projects/OJT/internship/industrial attachments etc. This could be either within the Program- internship/ summer project undertaken relevant to the program being studied or as a part time employment (not relevant to the program being studied- up to certain NSQF level only). In case where experiential learning is a part of the curricular structure the credits would be calculated and assigned as per basic principles of NCrF

i.e., 40 credits for 1200 hours of notional learning.

b. Experiential learning as active employment(both wage and self) post completion of an academic or vocational program. This means that the experience attained by a person after undergoing a particular educational program shall be considered for assignment of credits. This could be either Full or Part time employment after undertaking an academic/ Vocation program. In case where experiential learning is as a part of employment the learner would earn credits as weightage. The maximum credit points earned in this case shall be double of the credit points earned with respect to the qualification/ course completed. The credit earned and assigned by virtue of relevant experience would enable learners to progress in their career through the work hours put in during a job/employment.

Award of Degree

The structure and duration of undergraduate programmes of study offered by the University as per NEP 2020 include:

2.1. Undergraduate programmes of either 3 or 4-year duration with Single Major, with multiple entry and exit options, with appropriate certifications:

2.1.1. UG Certificate: Students who opt to exit after completion of the first year and have secured 40 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

2.1.2. UG Diploma: Students who opt to exit after completion of the second year and have secured 80 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

2.1.3. 3-year UG Degree: Students who will undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 120 credits and satisfying the minimum credit requirement.

2.1.4. 4-year UG Degree (Honours): A four-year UG Honours degree in the major discipline will be awarded to those who complete a four-year degree programme with 160 credits and have satisfied the credit requirements as given in Table 6 in Section 5.

2.1.5. 4-year UG Degree (Honours with Research): Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a Faculty Member of the University. The research project/dissertation will be in the major discipline. The students who secure 160 credits, including 12 credits from a research project/dissertation, will be awarded UG Degree. (Honors with Research).

Note: **UG Degree Programmes with Single Major:** A student must secure a minimum of 50% credits from the major discipline for the 3-year/4-year UG degree to be awarded a single major. For example, in a 3-year UG programme, if the total number of credits to be earned is 120, a student of Mathematics with a minimum of 60 credits will be awarded a B.Sc. in Mathematics with a single major. Similarly, in a 4-year UG programme, if the total number of credits to be earned is 160, a student of Chemistry with a minimum of 80 credits will be awarded a B.Sc. (Hons. /Hon. With Research) in Chemistry in a 4-year UG programme with a single major. Also, the **4-year Bachelor's degree programme with Single Major** is considered as the preferred option since it would allow the opportunity to experience the full range of holistic and multidisciplinary education in addition to a focus on the chosen major and minors as per the choices of the student.)

Award of Degree and Credit Structure with ME - ME

Award	Year	Credits to earn	Additional Credits	Re-entry allowed within (yrs.)	Years to Complete
UG Certificate	1	40	4	3	7
UG Diploma	2	80	4	3	7
3 Year Degree (Major)	3	120	x	x	x
4-year UG Degree (Honours)	4	160	x	x	x

Award	Year	Credits to earn	Additional Credits	Re-entry allowed within (yrs.)	Years to Complete
4-year UG Degree (Honours with Research):	4	160	Students who secure cumulative 75% marks and above in the first six semesters.		

Graduate Attributes

After completing this programme, the students will be able to prepare a progressive mindset by developing following attributes, qualities and skills.

GA 1: Disciplinary Knowledge: The curriculum planning of B. Com Finance & Accounts programme envisages the students demonstrating comprehensive knowledge and understanding of the areas related to finance, human resource management, marketing, international business, corporate and business laws, accounting and taxation etc. This will enable the students to put into practice the modern ways and means of dealing with the rapidly changing aspects in the dynamic business world to overcome the resistances.

GA 2: Critical Thinking: The graduates of this programme will be trained to develop skills and attitudes needed for critical thinking and adopting a comprehensive problem-solving approach. Exposure to contemporary pedagogy will enhance their understanding of real-life situations by means of case-studies. This will polish their ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business and critically evaluate and solve complex problems. The content is organized in such a way that the students would be able to examine and evaluate from diverse perspectives and recommend personalized solutions based on their own sensibilities.

GA 3: Communication Skills: The pedagogy used in the programme will enable the students to communicate long standing unsolved problems in commerce and also show the importance of commerce as precursor to various market developments since the beginning of the civilization.

GA 4: Cooperation/ Teamwork: The curriculum also inculcates in the young minds the qualities of teamwork, cooperation and solidarity which can be seen as a vision of the current business world full of competition. The courses included in the programme teach the students to cultivate such characteristics keeping the larger societal goal in mind.

GA 5: Research Related Skills: The curriculum of this programme will infuse the skill set and capability for providing an insight of research in Commerce and interdisciplinary areas and to facilitate those who aspire for pursuing research. They will further be able to identify the developments in various branches of Commerce and Business. The courses make them understand the needs of the current business world and make them capable of looking at various aspects from a global perspective.

GA 6: Moral and Ethical Awareness: This programme will involve training the students to screen for unethical behavior, falsification, and manipulation of information which is a bottleneck for character building. It will also enable them to manage self and various social systems making them responsible

citizens in their conduct and business practices.

GA 7: Lifelong Learning: The curriculum helps the students to strive for developing an attitude of life-long learning and instill the ability to understand the complexities of the business world by broadening their horizons and making them inquisitive to raise concern and act accordingly. It will also equip them with a better understanding of the dynamic world through practices of banking and investment management for personal development and professional development.

GA 8: Information and Communication Technology (ICT) digital literacy: This course will equip the students with the use of technological aids for learning like computerized accounting systems, computer applications etc. which is a necessity in this era of digitization. They will be capable of using various technical ICT tools (like spreadsheets) for exploring, analysis, and using the information for business purposes. Components related to technological changes are incorporated at the slightest opportunity which will foster digital literacy.

GA 9: Problem solving: The programme inculcates the ability of the students to solve problems associated with the various business situations and real-life situations like opening a bank account or operations involving internet banking. It harnesses their capabilities to prepare the documents of insurance claims and make a comparative analysis of the claim settlement procedure of select insurance companies and assess their efficiency. The approach to problem solving will enhance their analytical skills and enable them to comprehend solutions to sustain problems originating in the diverse areas such as Finance, Accounting, Business and Corporate Laws, Economics and Taxation.

GA 10: Self-directed Learning: This programme enables the students to think of a given problem or situation from different perspectives like economic, financial, social, national, global etc. and broadens the horizon of their thought processes. It helps them to gain perspective from various dimensions and build the capability to work independently in diverse projects and ensure detailed study of various facets of Commerce and Business.

Programme Learning Outcomes

The outcomes and attributes described in qualification descriptors are attained by students through learning acquired on completion of a programme of study. The term 'programme' refers to the entire scheme of study followed by students leading to B. Com Finance & Accounts qualification.

Programme learning outcomes for B. Com Finance & Accounts includes various subject specific skills, generic skills, ability enhancement skills, value addition for lifelong learning etc. The programme aims to instill creativity, critical thinking, power of scientific reasoning, ethical and constitutional values while imparting class room and field-based teaching. The programme learning outcomes of B. Com Finance & Accounts also enables a student to prepare for further study, employment, and good citizenship. Further, the difference in the level of achievement of programme outreach provides for comparing learning levels and standards across different colleges/institutions.

B.Com Finance & Accounts Degree results in giving comprehensive knowledge of Accounting, Finance, Business and Corporate Law, Economics, Tax including various practical based courses enhancing skill in accounting software, digital marketing etc.

PO 1: Knowledge of Commerce

- Ability to attain knowledge and understanding of the areas related to finance, human resource management, marketing, international business, corporate and business laws, accounting and taxation etc.

PO 2: Critical Thinking

- Ability to attain exposure to contemporary pedagogy which will enhance their understanding of real-life situations by means of case-studies.
- Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business and critically evaluate and solve complex problems.

PO 3: Communication skills

- Ability to communicate long standing unsolved problems in commerce.
- Ability to listen to and read carefully various viewpoints and engage with them.
- Ability to use critical concepts and categories with clarity.
- Ability to lead group discussions.
- Ability to retain, build and transfer critical reading skills

PO 4: Cooperation/ Teamwork

- Ability to inculcate teamwork, cooperation and solidarity which can be seen as a vision of the current business world full of competition.
- Ability to successfully complete projects within stipulated time.

PO 5: Research-Related Skills

- Ability to identify research gaps, formulate research questions and ascertain relevant sources to find substantive explanations.
- Ability to identify the developments in various branches of Commerce and Business

PO 6: Moral and Ethical Awareness

- Ability to interrogate one's own ethical values, and to be aware of ethical issues.
- Ability to manage self and various social systems making them responsible citizens in their conduct and business practices.

PO 7: Lifelong Learning

- Ability to understand the complexities of the business world by broadening their horizons and making them inquisitive to raise concern and act accordingly
- Ability to attain a better understanding of the dynamic world through practices of banking and investment management for personal and professional development.

PO 8: Information and Communication Technology (ICT) digital Literacy

- Ability to use various technical ICT tools (like spreadsheet) for exploring, analysis, and using the information for business purposes
- Ability to use technological aids for learning like computerized accounting systems, computer applications etc.
- Ability to perform primary accounting software like Tally Prime, Advanced Excel

PO 9: Problem Solving

- Ability to solve problems associated with the various business situations and real-life situations like opening a bank account or operations involving internet banking.
- Ability to enhance analytical skills and enable to comprehend solutions to sustain problems

originating in diverse management areas.

PO 10: Self- directed learning

- Ability to gain perspective from various dimensions and build the capability to work independently in diverse projects of Commerce and Business.
- Students will get a hands-on experience of working in a corporate sector during their one-year internship programme

Assessment Methods

Methods	Weightage
Semester End Examination	50%
Internal Assessment	50%
Total	100%

Internal assessment is based on – Mid-semester Examination, Class test, Assignment, Project, Viva-voce, attendance the student, seminar, group discussion, field work, display etc.

THEORY

	Component of Evaluation	Marks	Frequency	Code	Weightage (%)
A	Continuous Evaluation				
i	Analysis/Class test	Combination of any three from (i) to (v) with 5 marks each	1-3	C	45%
ii	Home Assignment		1-3	H	
iii	Project		1	P	
iv	Seminar		1-2	S	
v	Viva-Voce/Presentation		1-2	V	
vi	MSE	MSE shall be of 10 marks	1-3	Q/CT	
vii	Attendance	Attendance shall be of 5 marks	100%	A	5%
B	Semester End Examination		1	SEE	50%
	Internship				100%

Programme Structure for B. Com Finance & Accounts based on NEP 2020

1st Semester					
Component	Course Code	Course Title	Level	Credit	L-T-P
Major	CFA042M101	Financial Accounting	100	3	2-1-0
Major	CFA042M102	Legal Aspects of Business	100	3	2-1-0
Minor	CFA042N101	Business Organization	100	3	2-1-0
Indian Knowledge System	IKS992K101	Introduction to Indian Knowledge System – I	100	3	3-0-0
Ability Enhancement Course (AEC)	CEN982A101	Communicative English I	100	1	1-0-0
	BHS982A102	Behavioral Science- I	100	1	1-0-0
SEC	CFA042S111	Computer Fundamentals in Business	100	3	0-0-6
VAC	VAC-1	VAC (to be selected from a pool of subjects)	100	3	2-1-0
		SWAYAM/MOOCs/NPTEL	100	2	
TOTAL CREDIT FOR 1st SEMESTER				22	
2nd Semester					
Component	Course Code	Course Title	Level	Credit	L-T-P
Major	CFA042M201	Corporate Accounting	100	3	2-1-0
Major	CFA042M202	Fundamentals of Financial Management	100	3	2-1-0
Minor	CFA042N201	Indian Financial System	100	3	2-1-0
Indian Knowledge System	IKS992K201	Indian Knowledge System- II	100	3	3-0-0
AEC	CEN982A201	Communicative English I	100	1	1-0-0
	BHS982A202	Behavioral Science- II	100	1	1-0-0

SEC	CFA042S211	Tally	100	3	0-0-6
VAC	VAC-2	VAC (to be selected from a pool of subjects)	100	3	2-1-0
		SWAYAM/MOOCs/NPTEL	100	2	
TOTAL CREDIT FOR 2nd SEMESTER				22	

3rd Semester					
Component	Course Code	Course Title	Level	Credit	L-T-P
Major	CFA042M301	Business Mathematics and Statistics	200	4	3-1-0
Major	CFA042M302	Income Tax Law and Practice	200	4	3-1-0
Minor	CFA042N301	Business Economics	200	4	3-1-0
Interdisciplinary Course	COM042I301	Basics of Accounting	200	3	2-1-0
AEC	CEN982A301	Communicative English	200	1	1-0-0
AEC	BHS982A302	Behavioural Science III	200	1	1-0-0
SEC	CFA042S301	Foreign Language	200	3	2-1-0
		SWAYAM/MOOCs/NPTEL	200	2	
TOTAL CREDIT FOR 3rd SEMESTER				22	
4th Semester					
Component	Course Code	Course Title	Level	Credit	L-T-P
Major	CFA042M401	Cost & Management Accounting	200	4	3-1-0
Major	CFA042M402	Goods and Services Tax	200	4	3-1-0
Major	CFA042M403	Trade and Commerce in Ancient India	200	4	3-1-0
Minor	CFA042N401	Portfolio Management	200	3	2-1-0
Minor	CFA042N411	Computer Application in Business	200	3	0-0-6
AEC	CEN982A401	Communicative English	200	1	1-0-0
AEC	BHS982A402	Behavioural Science-IV	200	1	1-0-0
		SWAYAM/MOOCs/NPTEL	200	2	
TOTAL CREDIT FOR 4th SEMESTER				22	

5 th Semester					
Component	Course Code	Course Title	Level	Credit	L-T-P
Major	CFA042M501	International Finance	300	4	3-1-0
Minor	CFA042N501	Principles of Marketing	300	4	3-1-0
Internship	CFA042I521	Internship	300	12	0-0-0
TOTAL CREDIT FOR 5th SEMESTER				20	
6 th Semester					
Component	Course Code	Course Title	Level	Credit	L-T-P
Major	CFA042M601	Management Principles and Application	300	4	3-1-0
Major	CFA042M622	Internship	300	12	0-0-0
Minor	CFA042N601	Microfinance and Rural Development	300	4	3-1-0
TOTAL CREDIT FOR 6th SEMESTER				20	

7 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	CFA042M701	Sustainability Reporting	400	4	3-1-0
Major (Core)	CFA042M702	Strategic Performance Management	400	4	3-1-0
Major (Core)	CFA042M703	Marketing Research	400	4	3-1-0
Major (Core)	CFA042M704	Forensic Accounting	400	4	3-1-0
Minor	CFA042N701	Rural Development	400	4	3-1-0
TOTAL CREDIT FOR 7th SEMESTER				20	
8 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	CFA042M801	International Financial Management	400	4	3-1-0
Major (Core)	CFA042M802	Research Methodology	400	4	3-1-0
Major (Core)	CFA042M823	Dissertation/Research	400	12	0-0-0

		Project			
In lieu of Project					
Major (Core)	CFA042M804	Product and Brand Management	400	4	3-1-0
Major (Core)	CFA042M805	Corporate Tax Planning	400	4	3-1-0
Major (Core)	CFA042M806	Behavioural Finance	400	4	3-1-0
TOTAL CREDIT FOR 8th SEMESTER				20	

SYLLABUS 1ST SEMESTER

Name of the Subject: Financial Accounting
Type of Course: Major
Paper Code: CFA042M101
Course Level: 100
Credit Assigned to the Course: 3 credits
Scheme of Evaluation: Theory
L-T-P-C: 2-1-0-3

Course Objective: The course aims to help learners to acquire conceptual knowledge on financial accounting, to impart skills statements recording various kinds of business transactions and to prepare accounts in relation to hire purchase and insurance claims.

Course Learning Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define the basics of accounting concepts like GAAP, inventory valuation, depreciation, hire purchase	BT 1
CO 2	Interpret the process of depreciation accounts, LIFO, FIFO, Hire Purchase Accounts and Insurance claim	BT 2
CO 3	Prepare depreciation accounts, LIFO, FIFO, Hire Purchase Accounts and Insurance claim	BT 3
CO 4	Analyze the importance various accounting concepts like depreciation, hire purchase, installment system, GAAP	BT 4

COURSE OUTLINE:

	Topics & Course Contents	Periods
I.	Accounting Framework: Meaning and Need of Accounting; Financial Accounting as an information system; the users of financial accounting information and their needs; Qualitative characteristics of financial accounting information; Accounting Principles and GAAP; Financial accounting standards: Concept, benefits and procedure for issuing accounting standards in India. Accounting Standard (AS) and Indian Accounting Standard (Ind-AS) issued by the ICAI and Ministry of Company Affairs. Accounting Process: Recording of business transactions: Journal and Ledger; Preparation of trial balance, including adjustments. Application of Generally Accepted Accounting Principles in recording financial transactions.	15
II.	Depreciation and Inventory Valuation: Accounting Treatment, Methods of providing depreciation, Straight line Method & Diminishing Balance Method; Change in method of Depreciation and its impact of on measurement of business income Meaning of Inventory; Valuation of Inventories (FIFO, LIFO, Average); Impact of inventory valuation on measurement of business income.	15
III	Final Accounts and Rectification of Errors: Preparation of Trading Account, Profit and Loss Account, Balance Sheet with adjustments (for sole proprietors and partnership firms); Meaning, need and procedure for Rectification of Errors; Rectification of Errors - Before preparation of Trial Balance, After preparation of	15

	Trial Balance but before preparation of Final Accounts, After preparation of Final Accounts	
IV	Accounting for Hire Purchase and Installment Systems Meaning, features, advantages and disadvantages of Hire Purchase and Installment Systems; Accounting for hire purchase and installment transactions. Insurance claim: Insurance policy for a business firm – Procedure for taking up Insurance Policy for loss stock and loss of profit; Meaning of Insurance claims, procedure to lodge insurance claim; Average clause and indemnity period. Procedure of ascertaining loss of stock and loss of profit; Ascertainment of claims against loss of stock and loss of profit.	15
	TOTAL	60

Text Book:

1. Financial Accounting 1 – To be delivered by ICA Eduskills Pvt. Ltd

Reference Books:

1. Goldwin, N., Alderman, W., & Sanyal, D. (2016). *Financial Accounting*. Boston: Cengage Learning.
2. Goyal, V. (2019). *Financial Accounting*. Excel Books India.
3. Hanif, & Mukherjee. (2020). *Financial Accounting*. Mc Graw.
4. Tulsian, P. (2020). *Financial accounting*. Pearson Education India.

Note: Latest edition readings shall be used

Teaching Learning Process: The teaching learning process would include classroom lectures supported by theory, numerical, analytical and theoretical cases.

Notional Credit Hours		
Lecture / Tutorial	Practicum	Experiential learning
60 Hours		30 Hours 1. Industry Visit 2. Group Discussion 3. Case Studies

Name of the Subject:	Legal Aspects of Business
Type of Course:	Major
Paper Code:	CFA042M102
Course Level:	100
Credit Assigned to the Course:	3 credits
Scheme of Evaluation:	Theory
L-T-P-C:	2-1-0-3

Course Objective: The course aims to provide an understanding of basic concepts of business law and process of applying business law in solving real life accounts problems.

Course Learning Outcome: On successful completion of the course the students will be able to:

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define the basics of Indian Contract Act, 1872, Indian Partnership Act, 1932 and LLP Act, 2008, formation of company and share capital and loans	BT 1
CO 2	Interpret the provisions of Indian Contract Act, 1872, Indian Partnership Act, 1932 and LLP Act, 2008, formation of company and share capital and loans	BT 2
CO 3	Apply the concepts of Indian Contract Act, 1872, Indian Partnership Act, 1932 and LLP Act, 2008 with case studies	BT 3
CO4	Illustrate the process of company incorporation, issue of share capital, application of clauses of Indian Contract Act, Indian Partnership Act 1932	BT 4

COURSE OUTLINES:

Modules	Topics & Course Contents	Periods
I.	Indian Contract Act, 1872 Agreement, Contract, Offer, Acceptance, Consideration, Void agreements, Voidable agreement, Essentials of a contract, Kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract, Communication, Acceptance and Revocation of contract, Capacity to Contract, Consideration, Free Consent, Void Agreements, Indemnity, Guarantee, Bailment and Pledge, Agency	15
II.	Indian Partnership Act, 1932 and Limited Liability Partnership Act, 2008 a) Indian Partnership Act: Definition, Essentials, Types, Test of partnership, sharing of profits is not the real test of partnership, Partnership deed, property of the firm, Dissolution of the firm b) Limited Liability Partnership, 2008 - Definitions, Body corporate, Business, Partner, Nature of LLP, Extent and limitation of liability of LLP, Winding up and dissolution	15
III.	Formation, Promotion and Incorporation of Companies Promoters and their legal position, Procedure for incorporation, Certificate of registration, Commencement of Business, Contents of MOA and AOA. Prospectus, types of prospectuses, misstatement in prospectus and its consequences; minimum subscription; Dematerialized shares	15

IV	Share Capital and Loans and Advances Equity and preference shares; stock; sweat equity shares; share certificate and share warrants - distinction; transfer and transmission of shares; Provisions regarding Loans to Directors, Provisions of Loans and Investments by a Company, Provisions of Deposits	15
TOTAL		60

Text Book:

1. Business Law- Provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. D, K. N. (2002). *Elements of mercantile law*, Sultan Chand and Sons
2. Bhandari M.C., (2013). *Guide to Company Law Procedures- Procedures, Rules, Compliances and Governance Under the Companies Act*. Lexis Nexis
3. Kannal, S., & Kapoor V.S. Sowrirajan, (2016), *Company Law Procedure*. Taxman's Allied Services (P) Ltd., New Delhi.
4. Kapoor, G.K., (2018), *Corporate Laws & Secretarial Practice*. Premier Book Company, New Delhi

Note: Latest edition readings shall be used

Teaching Learning Process: The teaching learning process would include classroom lectures supported by theory, analytical and theoretical cases

Notional Credit Hours		
Lecture / Tutorial	Practicum	Experiential learning
60 Hours		30 Hours. 1. Interaction with experts 2. Group Discussion 3. Case Studies

Name of the Subject:	Business Organization
Type of Course:	Minor
Paper Code:	CFA042N101
Course Level:	100
Credit Assigned to the Course:	3 credits
Scheme of Evaluation:	Theory
L-T-P-C:	2-1-0-3

Course Objective: The course aims to provide an understanding of the basic concepts of business organization and business unit and the fundamental concept of Business Finance.

Course Learning Outcome: On successful completion of the course the students are expected to:

COs	Course Outcome	Bloom's Taxonomy Level
CO 1	Define the various forms of Business Organization, Business finance and contemporary issues in business	BT 1
CO 2	Understand the stages of setting up of an enterprise and contemporary issues in business	BT 2
CO 3	Examine the various types of business combinations and issues and challenges faced by the business organization.	BT 3

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Business and Business Organization Concepts of Business, Trade, Industry and Commerce; Objectives and functions of Business; Business & Profession; Evolution of Business Organization Forms of Business Organization Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship – Meaning, Characteristics, Advantages and Disadvantages of Partnership - Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family – Meaning, Advantages and Disadvantages of Cooperative Organization.	15
II.	Setting Up a Business Enterprise Entrepreneurship – Concept and nature; entrepreneurial opportunities in a contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization; feasibility and preparation of a business plan.	15
III.	Business Combinations and Business Finance Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions Financial need of Business methods & sources of finance, Security Market, Money Market, Study of Stock Exchange & SEBI.	15

IV	Contemporary Issues: Micro, Small and Medium Enterprises; Government Policies on MSME; Emerging opportunities in Business - 'Make in India', 'Skill India', movement, 'Start up India'. Franchising, Outsourcing and E-commerce; Social Responsibility of business.	15
TOTAL		60

Text Book:

1. *Business Organization* – Will be provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Satyaprasad, B. G., K. Nirmala, S., D. S. Gopalakrishna, S., & Vedananda Murthy, S. (2012). *Business organization and environment*. I K International Publishing House Pvt. Ltd.
2. ASWATHAPPA, K. (2017). *Essentials of the business environment*. Himalaya Publishing House.

Note: Latest edition readings shall be used

Teaching Learning Process: The teaching learning process would include classroom lectures supported by theory, analytical and theoretical cases.

Notional Credit Hours		
Lecture / Tutorial	Practicum	Experiential learning
60 Hours		30 Hours 1. Industry visits 2. Group Discussion 3. Case Studies

Name of the Subject:	Computer Fundamentals in Business
Type of Course:	SEC
Paper Code:	CFA042S111
Course Level:	100
Credit Assigned to the Course:	3 credits
Scheme of Evaluation:	Practical
L-T-P-C:	0-0-6-3

Course Objective: The objective of this course is to provide students an introduction of basic building blocks of a computer and its working principle and familiarize them with MS Office utilities, to learn the usage of MS Word and spreadsheets.

Course Learning Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes	Bloom's Taxonomy Level
CO 1	Define the various concepts and components of Computer Applications	BT 1
CO 2	Understand the functions of MS Word	BT 2
CO 3	Implement the functions of MS Excel	BT 2
CO 4	Apply the functions of Power point and Internet	BT 3

Pre requisites: Concepts of +2 levels and basic Knowledge of computer and internet

COURSE OUTLINES:

Modules	Topics & Course Contents	Periods
I.	Basic Concepts & Essential components of Computer Introduction to Computer, Hardware & Software, Working with Windows 7, Start Menu, Taskbar, Display & Mouse Properties, Regional and Language and Date & Time Setting, File & Folder Management, Shortcut, Searching Files & Folder, Zip Folder, Wild Cards, Recycle Bin and Working with Notepad & Calculator.	15
II.	Word Processing (MS-Word) Introduction to Word 2013, Page Setup, Formatting, Paragraph Formatting, Bullets & Numbering, Border & Shading, Open and Edit PDF inside word, Resume Reading, Change Case, Drop Capital, Page, Section & Column Break and Header & Footer, Tables, Caption, Tab, Footnote & Endnote, Symbol, Date & Time and Bookmark, Building Block, Cover page, Auto-correct, Find & Replace, Spelling and Grammar, Equation, Hyperlink and Template, Macro, TOC, Graphics, Smart Art, Screenshot, Word Art, Watermarks, Track Change, Protect Document, Mail Merge, Envelops and Levels	15
III.	Spreadsheet (MS-Excel) Introduction to Excel 2013, Entering Data, Simple Calculations, Working with Rows & Columns, Table Style, Cell References, Fill Series, Flash Fill, Custom List, Advanced Number Formatting, Conditional Formatting, Understanding Formula Basis, Functions- Math & Trigonometry, Statistical, Date, Logical, Statistical & Math Functions, Validation, Paste Special, Format Painter, Engineering, Lookup, Text Functions, Financial Functions, MROUND(), Scenario, Goal Seek, Solver, Database Functions, Filtering, Chart, Pivot Table & Chart, Sorting, Subtotal, Auditing, Macro, Consolidating, Data Form, ISBLANK(), IFERROR(), Template, Importing Data, Sparklines and Quick Analysis, Split, Freeze, Tracking, Protection, Views, Page Setup, Flash Fill, Advance Number Formatting, Advance Conditional Formatting, Data Validation – Advanced Application	15

	Quick Analysis, Lookup Functions, Match & Index, V lookup from Multiple Table, Dynamic V Lookup, SUMPRODUCT Function DATA Table, Solver, Depreciation Functions, Financial Functions [NPV, IRR, MIRR] PowerPivot, Creating Dashboard, Power View, Power Map, Power Query Common Error Messages in Excel, Advanced uses of Macro, Array Functions, Apps for Office, Other Functions	
IV	PowerPoint and Internet Introduction to Open PowerPoint 2013, Creating a Presentation, Applying Theme, Effect, Quick Styles, Transition to Slides, Insert Blank Slide and Creating Text Box, Custom Animation, Sound and Applying Sound, Set Advance Slide and Recording a Narration, Inserting a Picture, Word Text, Content Slide Layout, Adding a Background Style, Creating Presentation Using Templates, Slide Master, Inserting Slide Numbers, Different Views, Adding Header and Footer, Protecting Presentation, Delete Slide, Create Word Handouts from PowerPoint 2013 Internet & Emailing, Overview of Microsoft Outlook 2013 & its advantage and Configuring Outlook 2013, Sending & Receiving Mails from Outlook 2013, Setting Password for Mail Folders, Task Scheduling, Rule in Outlook 2013, Importing Contact from Online Account, How to Add Signature, Google Drive: Files in Google Drive, Form Creation, Sending and receiving response	15
	TOTAL	60

Text Book:

1.Computer Fundamentals – Will be provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Leon, A and Leon, M (2009) *Fundamentals of information technology*, Vikas Publishing.
2. Saxena, S. (2007), *A First Course in Computers* 2003 Edition, Vikas Publication House Pvt Ltd.

Note: Latest edition readings shall be used

Teaching Learning Process: The teaching learning process would include classroom lectures supported by practical classes in the laboratory

Notional Credit Hours		
Lecture / Tutorial	Practicum	Experiential learning
	60 Hours	30 Hours 1.Workshops 2.Case Studies 3.Project Work

Name of the Subject:	CEN I: Introduction to Effective Communication
Type of Course:	AEC
Paper Code:	CEN982A101
Course Level:	100
Credit Assigned to the Course:	1 credit
Scheme of Evaluation:	Theory and Practical
L-T-P-C:	1-0-0-1

Course Objective: To understand the four major aspects of communication by closely examining the processes and figuring the most effective ways to communicate with interactive activities.

Course Outcomes: On successful completion of the course the students will be able to

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Identify the elements and processes that make for successful communication and recognise everyday activities that deserve closer attention in order to improve communication skills	BT 1
CO 2	Contrast situations that create barriers to effective communication and relate them to methods that are consciously devised to overcome such hindrance	BT 2
CO 3	Use language, gestures, and para-language effectively to avoid miscommunication and articulate one's thoughts and build arguments more effectively	BT 3

Detailed Syllabus		
Units	Course Contents	Periods
I	Introduction to Effective Communication <ul style="list-style-type: none"> Listening Skills <ul style="list-style-type: none"> The Art of Listening Factors that affect Listening Characteristics of Effective Listening Guidelines for improving Listening skills 	5
II	<ul style="list-style-type: none"> Speaking Skills <ul style="list-style-type: none"> The Art of Speaking Styles of Speaking Guidelines for improving Speaking skills Oral Communication: importance, guidelines, and 	5
III	<ul style="list-style-type: none"> Reading Skills <ul style="list-style-type: none"> The Art of Reading Styles of Reading: skimming, surveying, scanning Guidelines for developing Reading skills 	5
IV	<ul style="list-style-type: none"> Writing Skills <ul style="list-style-type: none"> The Art of Writing Purpose and Clarity in Writing Principles of Effective Writing 	5

Keywords: Communication, Listening, Speaking, Reading, Writing

Text:

1. *Business Communication* by Shalini Verma

References:

1. *Business Communication* by P.D. Chaturvedi and Mukesh Chaturvedi
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
15 hours	-	10 hours <ul style="list-style-type: none">- Movie/ Documentary screening- Peer teaching- Seminars- Field Visit

Programme Semester: 1st
Course Code: BHS982A102
Course Title: CEN I: Behavioural Sciences I
Course level: 100
L-T-P-C: 1-0-0-1
Scheme of Evaluation: Theory and Practical

Course objectives: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course Outcomes: On completion of the course the students will be able to:

CO1: Understand self & process of self exploration

CO2: Learn about strategies for development of a healthy self esteem

CO3: Apply the concepts to build emotional competencies.

Detailed Syllabus:

Modules	Course Contents	Periods
I	Introduction to Behavioral Science Definition and need of Behavioral Science, Self: Definition components, Importance of knowing self, Identity Crisis, Gender and Identity, Peer Pressure, Self image: Self Esteem, Johari Window, Erikson's model.	4
II	Foundations of individual behavior Personality- structure, determinants, types of personalities. Perception: Attribution, Errors in perception. Learning- Theories of learning: Classical, Operant and Social	4
III	Behaviour and communication. Defining Communication, types of communication, barriers to communication, ways to overcome barriers to Communication, Importance of Non-Verbal Communication/Kinesics, Understanding Kinesics, Relation between behaviour and communication.	4
IV	Time and Stress Management Time management: Introduction-the 80:20, sense of time management, Secrets of time management, Effective scheduling. Stress management: effects of stress, kinds of stress-sources of stress, Coping Mechanisms. Relation between Time and Stress.	4
Total		16

Text books

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc

K.Alex, Soft skills; S.Chand.

Paper I/Subject Name: Introduction to Indian Knowledge System - I
Subject Code: IKS992K101
L-T-P-C – 3-0-0-3
Credit Units: 3
Course Level: 100
Scheme of Evaluation: Theory

Course objectives:

This Foundation course is designed to present an overall introduction to all the streams of IKS relevant to the UG programme. It would enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions over the centuries.

Course Outcomes:

On completion of this course students will be expected to –

COs	Contents	BT Level
CO ₁	Recall about the natural endowments	BT level 1
CO ₂	Illustrate literature of Indian civilization-the Vedic – Itihasas, languages, mathematics, and Ayurveda.	BT level 2
CO ₃	Explain observation of the motion of celestial bodies in the Vedic corpus	BT level 2

Module	Course Contents	Periods
I	<p><u>Bharatavarsha—A Land of Rare Natural Endowments</u> Demographical features of the ancient Bharatvarsha, Largest cultivable area in the world. Protected and nurtured by Himalayas. The Sindhu-Ganga plain and the great coastal plains. The great rivers of India. Climatic changes: Abundant rains, sunshine and warmth, vegetation, animals and mineral wealth. Most populous country in the world. India's prosperity held the world in thrall. Splendid geographical isolation of India and the uniqueness of Indian culture.</p>	10
II	<p><u>Foundational Literature of Indian Civilization:</u> The Vedic Corpus. The Itihasas— Ramayana and Mahabharata, and their important regional versions. The Puranas. Foundational Texts of Indian Philosophies, including the Jaina and Bauddha. Foundational Texts of Indian Religious Sampradayas, from the Vedic period to the Bhakti traditions of different regions.</p> <p>i. The Vedangas and Other Streams of Indian Knowledge System: The Vedic Corpus: Introduction to Vedas and synopsis of the four Vedas and Sub-classification of Vedas; Messages in Vedas; Introduction to Vedāṅgas : Siksha, Vyakarana, Chandas, Nirukta, Jyotisha and Kalpa ; Vedic Life: Distinctive Features. Other streams of Indian Knowledge System such as Ayurveda, Sthapatya, Natyasastra, Dharmasastra, Arthasastra, etc. The Indian way of continuing the evolution of knowledge through commentaries, interpretations and revisions of the foundational texts. The large corpus of literature in Indian languages.</p> <p>ii. Indian Language Sciences: Language Sciences and the preservation of the Vedic corpus. Varnamala of Indian languages</p>	20

	<p>based on classification of sounds on the basis of their origin and effort involved. The special feature of the scripts of most Indian languages, that each symbol is associated with a unique sound. Word formation in Sanskrit and Indian languages. Major insights in the Science of Vyakarana as established by Panini. Important texts of Indian Language Sciences —Siksha or phonetics, Nirukta or etymology, Vyakarana or Grammar, Chandas or Prosody. Navyanyaya and Navya-vyakarana in Navadvipa, Varanasi and West and South India.</p> <p>iii. Indian Mathematics: Numbers, fractions and geometry in the Vedas. Decimal nomenclature of numbers in the Vedas. Zero and Infinity. Simple constructions from Sulba-sutras. The development of the decimal place value system which resulted in a simplification of all arithmetical operations. Linguistic representation of numbers. Important texts of Indian mathematics. Brief introduction to the development of algebra, trigonometry and calculus. How Indian mathematics continued to flourish in the 18/19/20th centuries. Kerala School. Ramanujan.</p>	
III	<p><u>Indian Astronomy:</u> Ancient records of the observation of the motion of celestial bodies in the Vedic corpus. Sun, Moon, Nakshatra & Graha. Astronomy as the science of determination of time, place and direction by observing the motion of the celestial bodies. The motion of the Sun and Moon. Motion of equinoxes and solstices. Elements of Indian calendar systems as followed in different regions of India. Important texts of Indian Astronomy. Basic ideas of the planetary model of Aryabhata and its revision by Nilakantha. Astronomical instruments. How Indian astronomy continued to flourish in the 18/19th centuries. Astronomical endeavours of Jaisingh, Sankaravarman, Chandrasekhara Samanta.</p>	15
IV	<p>Indian Health Sciences: Vedic foundations of Ayurveda. Ayurveda is concerned both with maintenance of good health and treatment of diseases. Basic concepts of Ayurveda. The three Gunas and Three Doshas, Pancha-mahabhuta and Sapta-dhatu. The importance of Agni (digestion). Six Rasas and their relation to Doshas. Ayurvedic view of the cause of diseases. Dinacharya or daily regimen for the maintenance of good health. Ritucharya or seasonal regimen. Important Texts of Ayurveda. Selected extracts from Astāngahrdaya (selections from Sūtrasthāna) and Suśruta-Samhitā (sections on plastic surgery, cataract surgery and anal fistula). The large pharmacopeia of Ayurveda. Charaka and Sushruta on the qualities of a Vaidya. The whole world is a teacher of the good Vaidya. Charaka's description of a hospital. Hospitals in ancient and medieval India. How Ayurveda continued to flourish till 18/19th centuries. Surgical practices, inoculation. Current revival of Ayurveda and Yoga.</p>	15
	Total	60

Textbooks/Reference Books:

1. Baladev Upadhyaya, Samskrta Śāstrom ka Itihās, Chowkhambha, Varanasi, 2010.
2. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., A Concise History of Science in India, 2nd Ed., Universities Press, Hyderabad, 2010.
3. Astāngahrdaya, Vol. I, Sūtrasthāna and Śarīrasthāna, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991.
4. Dharampal, Some Aspects of Earlier Indian Society and Polity and Their Relevance Today, New Quest Publications, Pune, 1987.
5. Dharampal, Indian Science and Technology in the Eighteenth Century: Some Contemporary European Accounts, Dharampal Classics Series, Rashtrarthana Sahitya, Bengaluru, 2021
6. Dharampal, The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century, Dharampal Classics Series, Rashtrarthana Sahitya, Bengaluru, 2021.
7. J. K. Bajaj and M. D. Srinivas, Indian Economy and Polity in Eighteenth century Chengalpattu, in J. K. Bajaj ed., Indian Economy and Polity, Centre for Policy Studies, Chennai, 1995, pp. 63-84.
8. J. K. Bajaj and M. D. Srinivas, Annam Bahu Kurvita Recollecting the Indian Discipline of Growing and Sharing Food in Plenty, Centre for Policy Studies, Chennai, 1996.
9. J. K. Bajaj and M. D. Srinivas, Timeless India Resurgent India, Centre for Policy Studies, Chennai, 2001.
10. M. D. Srinivas, The methodology of Indian sciences as expounded in the disciplines of Nyāya, Vyākaraṇa, Ganita and Jyotiṣa, in K. Gopinath and Shailaja D. Sharma (eds.), The Computation Meme: Explorations in Indic Computational Thinking, Indian Institute of Science, Bengaluru, 2022 (in press)

SYLLABUS (2nd SEMESTER)**Name of the Subject: Corporate Accounting****Type of Course: Major****Paper Code: CFA042M201****Course Level: 100****Credit Assigned to the Course: 3 credits****Scheme of Evaluation: Theory****L-T-P-C: 2-1-0-3**

Course Objective: The objective of the course is to provide an understanding of basic concepts of corporate accounting with the knowledge and application of corporate accounting in solving real life accounts problem.

Course Learning Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes	Bloom's Taxonomy Level
CO 1	Define the various concepts of corporate accounting, and learn the process of accounting for share capital and debentures, holding companies, amalgamation of companies	BT 1
CO 2	Interpret solutions to numerous accounting problems in relation to the preparation of financial statements of a company.	BT 2
CO 3	Determine solutions to problems relating to holding companies and amalgamation, categorizing them into methods like pooling of interest method, purchase method etc.,	BT 3
CO 4	Execute the process of preparing consolidated Balance Sheet of holding & subsidiary co. and understanding various terms relating to it like minority interest, cost of control etc.	BT 4

COURSE OUTLINES:

Modules	Topics & Course Contents	Periods
I.	Accounting for Share Capital & Debentures Issue and Pro-rata allotment of shares; concept & process of book building; forfeiture and reissue of forfeited shares; Issue of rights and bonus shares; ESOPs and Buy Back of shares; Issue and Redemption of preference shares and Debentures.	15
II.	Preparation of Financial Statements Preparation of financial statements of corporate entities, excluding calculation of managerial remuneration as per Schedule III of the Companies Act 2013. <i>(In reference to Relevant Accounting Standards as applicable.)</i>	15
III	Amalgamation of Companies Concepts Amalgamation and Combination of companies; Consideration/purchase price for amalgamation; accounting entries for amalgamation; preparation of amalgamated balance sheet (excluding inter-company holdings) and application of relevant accounting standard.	15

IV	Holding Company Meaning of Holding Company & Subsidiary Company; relevant standard; Consolidation of Balance Sheets of Parent & Subsidiary (only one); Minority Interest – Basic principles and preparation of CBS; CBS with loss balance of Subsidiary Corporate Annual Report Meaning, usefulness, statutory provisions, contents and disclosure of corporate information – mandatory and voluntary; Analysis with Case Study. E-filing of annual reports of companies and XBRL Filing with specific practical exercises. (<i>In reference to Relevant Accounting Standards as applicable.</i>)	15
TOTAL		60

Text Book:

1. Corporate Accounting- Provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. A K. (2017). *Essentials of Corporate accounting*. PHI Learning Pvt.
2. Hanif, M. & Hanif, A. M. (2005).
3. *Corporate accounting*. Tata McGraw-Hill Education.

Note: Latest edition readings shall be used

Teaching Learning Process: The teaching learning process would include classroom lectures supported by theory, analytical and theoretical cases.

Notional Credit Hours		
Lecture / Tutorial	Practicum	Experiential learning
60 Hours		30 Hours 1. Interaction with Industry Experts 2. Group Discussion 3. Project Work

Name of the Subject:	Fundamentals of Financial Management
Type of Course:	Major
Paper Code:	CFA042M202
Course Level:	100
Credit Assigned to the Course:	3 credits
Scheme of Evaluation:	Theory
L-T-P-C:	2-1-0-3

Course Objective:

The objectives of the course are to provide a basic understanding of the basic concept of Financial Management. The course also aims at inculcating the students with the various tools and techniques of Financial Management which are helpful in decision making.

Course Learning Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes	Bloom's Taxonomy Level
CO 1	Discuss the various concepts of Financial Management	BT 1
CO 2	Interpret various capital budgeting scenarios using financial analysis tools.	BT 2
CO 3	Evaluate the cost of capital and capital structure by using various techniques of calculating cost	BT 3
CO 4	Determine the cost of capital, capital budgeting process and working capital management of a company	BT 4

COURSE OUTLINES:

Modules	Topics & Course Contents	Periods
I.	Introduction to Financial Management Basic overview of how the financial system works role and functions of a Finance manager, role of various regulators, Financial Instruments, structure of Financial Market	15
II.	Capital Budgeting Meaning, purpose, Types of investment decision, Capital budgeting techniques, Capital Rationing.	15
III	Capital Structure & Cost of Capital Meaning of capital structure, Choice of capital structure, Major consideration in capital structure planning, general concept of opportunity cost of capital, Difference between debt and equity, Methods of calculating component cost of capital, Calculation of overall cost of capital, Significance of cost of capital, Leverage: Operating, Financial and Combined Leverage.	15
IV	Working Capital Management Meaning and objective, Concept of operating cycle, Factors determining need of working capital, Introduction to Cash Management and Receivables management Dividend Policies: Issues in dividend policies; Walter's, Gordon model; M.M. Hypothesis, forms of dividends, SEBI Guidelines	15
TOTAL		60

Text Book:

1.Fundamentals of Financial Management - Provided by ICA Edu skills Pvt. Ltd.

Reference Books:

- 1.Horne, V. (1974). *Financial Management and policy*, 12e. Pearson Education India
- 2.Brigham, E. F., & Houston, J.F. (2015). *Fundamentals of Financial Management*. Cengage Learning.
- 3.Khan, M. Y., & Jain, P.K. (2018). *Financial Management: Text, problems and cases*, 8e. McGraw-Hill Ed

Note: Latest edition readings shall be used

Teaching Learning Process: The teaching learning process would include classroom lectures supported by theory, analytical and theoretical cases.

Notional Credit Hours		
Lecture/ Tutorial	Practicum	Experiential learning
60 Hours		30 Hours 1. Case Studies 2. Group Discussion 3. Project Work

Name of the Subject:	Indian Financial System
Type of Course:	Minor
Paper Code:	CFA042N201
Course Level:	100
Credit Assigned to the Course:	3 credits
Scheme of Evaluation:	Theory
L-T-P-C:	2-1-0-3

Course Objective: The objective of the course is to provide students an understanding of basic concepts of Personal Finance and an elaborate understanding about the concept of investment.

Course Learning Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes	Bloom's Taxonomy Level
CO 1	Define the fundamentals of the Indian financial system	BT 1
CO 2	Understand the concepts of various markets and financial institutions operating in India	BT 2
CO 3	Identify the significance of financial regulators in the Indian financial system	BT 3
CO 4	Analyze and select the financial services as per requirement	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I	Introduction to Indian Financial System Meaning and types of finance, Rudimentary Finance; Direct Finance; Indirect Finance; Financial System: meaning, definitions, and Significance, Features and components of Indian Financial System, functions of Indian financial system; to understand role of financial system in Economic development Structure of Indian Financial System Phase 1: Pre-1951 or Pre-planning Era; Phase 2: 1951 to Late 1980s Phase 3: Post-1990 or Post liberalization Era Organizational Structure of the Indian Financial System	15
II.	Financial Market: Introduction of financial market; Features of the Indian Financial Market; Classification of Financial Markets in India Money Market: Concept and Significance, Features or Characteristics of Indian Money Market, Importance/Functions of the Money Market; Indian Money Market; Participants in the Money Market ; Conditions for Developed Money Market; Money Market Instruments; Treasury Bill Market ; Commercial Bill Market; Certificate of Deposit(CD); Commercial Paper Market; Repo and Reverse Repo; Call Money Market; Acceptance House; Importance/Functions of Acceptance House; Discount House; Features of Discount House ; Importance and Functions of Discount House in India, Financial Instruments of Indian Money Market, Risk Exposure in Money Market Capital Market: Features, classification; Broad Structure in the Indian Capital Markets, Functions and Role of Indian Capital	15

	Market, Capital market instruments- Shares, debentures, Government bonds, Gold Bonds derivatives. GDR, ADR, IDR; Primary market meaning and functions, Structure of Primary Market in India Secondary market: Meaning, Objectives and Functions of Secondary Market, Importance of Secondary Market, Stock Market, Functions of a Stock Exchange, Listing of Securities, Listing Agreement, Trading System in Stock Market, Role of NSCCL	
III	Financial Institutions and Services: Financial Institutions: Classification- Banking and Non-Banking Institutions. Banking structure in India. Commercial, Rural and Cooperative Banks – meaning, features and functions; Non-Banking Institutions- Meaning, features and classifications, Role of Non-Banking Financial Institutions; Financial Services: Meaning and features of financial services. Classification of financial services-Fund based/ asset-based and fee-based services, Importance of financial services, concept of emerging financial services-leasing, hire purchase, merchant banking, depository, credit rating, mutual funds, venture capital	15
IV	Regulators: Regulators of Indian Financial Market; Central Government; Reserve Bank of India; Company Law Board; Security and Exchange Board of India (SEBI); SEBI and Investors' protection measures IRDA: Its functions and role, Pension Fund Regulatory and Development Authority (PFRDA)Its functions and role.	15
	TOTAL	60

Text Book:

1. Indian Financial System- Provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Bhole L.M, (2009), *Financial Market & Instruments*, Tata McGraw Hill, New Delhi
2. Khan, MY; (2016), *Indian Financial System*, Tata McGraw Hill, New Delhi.
3. Pathak, B (2007). *The Indian financial system: Markets, institutions and services*, 2/E. Pearson Education India.
4. Gurusamy. (2009). *Indian financial System*, 2E. Tata McGraw-Hill Education.

Note: Latest edition readings shall be used

Teaching Learning Process: The teaching learning process would include classroom lectures supported by theory, analytical and theoretical cases.

Notional Credit Hours		
Lecture / Tutorial	Practicum	Experiential learning
60 Hours		30 Hours 1. Presentation 2. Group Discussion 3. Case Studies

Name of the Subject:	Tally
Type of Course:	SEC
Paper Code:	CFA042S211
Course Level:	100
Credit Assigned to the Course:	3 credits
Scheme of Evaluation:	Practical
L-T-P-C:	0-0-6-3

Course Objective:

The objective of the course is to provide an understanding of basic concepts and definitions of Tally ERP with the knowledge and application of Tally in solving real life accounts problems.

Course Learning Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes	Bloom's Taxonomy Level
CO 1	Operate the various applications of Tally in ensuring smooth flow of business operations	BT 1
CO 2	Examine the level of efficiency of a business in the context of maintaining proper records of transactions, stock records, and vouchers and taxation records.	BT 2
CO 3	Develop solutions to complex business problems using various applications of Tally	BT 3

COURSE OUTLINES:

Modules	Topics & Course Contents	Periods
I.	Tally Accounting Introduction to Tally and Company Creation, Company Info, Account Info, Cash & Bank Voucher, Cost Centre & Cost Categories and B.R.S, Stock Info and Goods Transfer, Purchase Order, Challan, Bill and Return, Sales Order, Challan, Bill, Return, Batch, Stock Behaviour and Additional Features	15
II.	Company creation & passing of entries Voucher Class and Interest Calculation, Manufacturing, Price List and Stock Adjustment, Unconventional Voucher, Scenario and Budget, Account Confirmation and Export, Import, User Maintenance, Tally Audit	15
III.	TDS using Tally Concept of TDS & Enabling TDS in Tally, Master, Deduction, Payment & Challan, TDS on Rent & Commission, TDS on Commission, TDS on Advance Payment	15
IV	Payroll using Tally 1.Basic Concepts of PF & ESI, Employee Category, Group & Employee Creation, Payroll Unit, Attendance & Production type and Earning Pay Head Creation, Employees PF & ESI Deduction Pay head, Employer's PF & ESI Contribution Pay Heads and PF Admin Charges 2.Attendance & Production Entry, Salary, PF, PF Admin Charges & ESI Processing and Salary, PF & ESI Payment 3.Reports - Payment Advice, PF & ESI Challan, Generation of Pay Slip	15
TOTAL		60

Text Book:

1.TALLY – Will be provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Nadhani, A. K. (2018). *GST accounting with tally. ERP 9*. Bpb Publication.
2. Nadhani. (2009). *Tally. ERP 9 training guide*.

Note: Latest edition readings shall be used

Teaching Learning Process: The teaching learning process would include classroom lectures supported by practical classes in the laboratory.

Notional Credit Hours		
Lecture / Tutorial	Practicum	Experiential learning
	60 Hours	30 Hours 1. Workshop 2. Group Discussion 3. Project Work

Name of the Subject:	CEN II: Approaches to Verbal and Non-Verbal Communication
Type of Course:	AEC
Paper Code:	CEN982A201
Course Level:	100
Credit Assigned to the Course:	1 credit
Scheme of Evaluation:	Theory and Practical
L-T-P-C:	1-0-0-1

Course Objectives

To introduce the students to the various forms of technical communication and enhance their knowledge in the application of both verbal and non-verbal skills in communicative processes.

Course Outcomes

On successful completion of the course the students will be able to:		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	Identify the different types of technical communication, their characteristics, their advantages and disadvantages.	BT 1
CO 2	Explain the barriers to communication and ways to overcome them.	BT 2
CO 3	Discover the means to enhance conversation skills.	BT 3
CO 4	Determine the different types of non-verbal communication and their significance.	BT4

Detailed Syllabus

Modules	Topics (if applicable) & Course Contents	Periods
I	Technology Enabled Communication Communicating about technical or specialized topics, Different forms of technology-enabled communication tools used in organisations Telephone, Teleconferencing, Fax, Email, Instant messaging , Blog, podcast, Videos, videoconferencing, social media	4
II	Communication Barriers Types of barriers: Semantic, Psychological, Organisational, Cultural, Physical, and Physiological. Methods to overcome barriers to communication.	4
III	Conversation skills/Verbal Communication Conversation – Types of Conversation, Strategies for Effectiveness, Conversation Practice, Persuasive Functions in Conversation, Telephonic Conversation and Etiquette Dialogue Writing, Conversation Control.	4
IV	Non-verbal Communication Introduction; Body language- Personal Appearance, Postures, Gestures, Eye Contact, Facial expressions Paralinguistic Features-Rate, Pause, Volume, Pitch/Intonation/ Voice/ modulation Proxemics , Haptics, Artifacts, Chronemics	4
	Total	16

Texts:

1. Rizvi, M. Ashraf. (2017). *Effective Technical Communication*. McGraw-Hill.

2. Chaturvedi, P. D. and Chaturvedi, Mukesh. (2014). *Business Communication*. Pearson.
3. Raman, Meenakshi and Sharma, Sangeeta. (2011). *Technical Communication: Principles and Practice* (2nd Edition): Oxford University Press.

References:

1. Hair, Dan O., Rubenstein, Hannah and Stewart, Rob. (2015). *A Pocket Guide to Public Speaking*. (5th edition). St. Martin's. ISBN-13:978-1457670404
2. Koneru, Aruna.(2017) *Professional Communication*. New Delhi: Tata McGraw Hill ISBN-13: 978-0070660021
3. Raman, Meenakshi and Singh, Prakash.(2012). *Business Communication* (2nd Edition): Oxford University Press
4. Sengupta, Sailesh.(2011) *Business and Managerial Communication*. New Delhi : PHI Learning Pvt. Ltd.

Name of the Subject:	Behavioral Sciences II
Type of Course:	AEC
Paper Code:	BHS982A202
Course Level:	100
Credit Assigned to the Course:	1 credit
Scheme of Evaluation:	Theory and Practical
L-T-P-C:	1-0-0-1

Course objective: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course outcomes: On completion of the course the students will be able to:

CO 1: Develop an elementary level of understanding of culture and its implications on personality of people.

CO2: Understand the concept of leadership spirit and to know its impact on performance of employees.

CO3: Understand and apply the concept of Motivation in real life.

Modules	Course Contents	Periods
I	Culture and Personality Culture: Definition, Effect, relation with Personality, Cultural Iceberg, Overview of Hofstede's Framework, Discussion of the four dimensions of Hofstede's Framework.	4
II	Attitudes and Values Attitude's definition: changing our own attitudes, Process of cognitive dissonance Types of Values, Value conflicts, Merging personal and Organisational values	4
III	Motivation Definition of motivation with example, Theories of Motivation (Maslow, McClelland's theory & Theory X and Y)	4
IV	Leadership Definition of leadership, Leadership continuum, types of leadership, Importance of Leadership, New age leaderships: Transformational & transactional Leadership, Leaders as role models.	4
Total		16

Text books:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.
- Organizational Behaviour by Kavita Singh (Vikas publishers, 3rd Edition).

Semester – II
Paper II/Subject Name: Introduction to Indian Knowledge System - II Subject Code: IKS992K201 L-T-P-C – 3-0-0-3 Credit Units: 3 Course Level: 100 Scheme of Evaluation: Theory

Course objective:

This Foundation course is designed to present an overall introduction to all the streams of IKS relevant to the UG programme. It would enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions over the centuries.

Course Outcomes:

On completion of this course students will be expected to –

CO	Contents	BT Level
CO ₁	Recall about classical literature in Sanskrit and other languages	BT level 1
CO ₂	Recall traditional Indian knowledge system and Indian education	BT level 1
CO ₃	Summarize the Indian Art, Architecture, Agriculture, Polity and Economy	BT level 2

Module	Course Contents	Periods
I	<p><u>Classical Literature in Sanskrit and Other Indian Languages:</u> The nature and purpose of Kavya. Drisya and Sravya Kavyas. The ideas of Indian aestheticians on what constitutes the soul of Kavya. Important examples of classical literature in Sanskrit and other Indian languages</p> <p><u>Indian Education:</u> Preservation of culture, tradition and Dharma through education. Svadhyaya, Pravachana. Also continuity of the family and the vamsha, who are the carriers of knowledge, tradition and Dharma. The extent, inclusiveness and the sophistication of indigenous education in early 19th century India.</p> <p><u>The Purpose of Knowledge in India:</u> Para Vidya and Aparā Vidya. The corpus connected with Para Vidya. Learning and formalization of concepts associated with Para Vidya also form part of Aparā Vidya. Nature and purpose of sciences, technologies, and all human knowledge concerning the world and the society. The concept of Rita, Dharma. The cycle of mutual dependence of humans and all aspect of creation. Yajna and the inviolable discipline of sharing and caring.</p>	10
II	<p><u>Methodology of Indian Knowledge System:</u> Systematization of knowledge fields as Sastra. Each Sastra has a clearly defined purpose in Vyavahara. The means of valid knowledge (Pramanas). Perception (Pratyaksha), Inference (Anumana) and Textual Tradition (Agama), as discussed in the canonical texts of all the disciplines. The importance of Pratyaksha and Agama in relation to Anumana.</p> <p><u>Indian Architecture and Town Planning:</u> The importance of Sthapatya-veda. The ancient cities of the Indus Saraswati region. Town planning and drainage systems. Examples of the</p>	20

	<p>significance of architecture and materials in Ramayana and Mahabharata. Public opulence and private austerity in Indian architecture. Why there are many more of Temples than Palaces. Important texts of Architecture and Sculpture. The prevalence of high Indian architecture in almost all parts of India except the Ganga plains. Examples of high Indian architecture from ancient and medieval periods from different parts of India. The building of Jaipur in the 18th century. How temple art and architecture continue to flourish in modern India.</p> <p><u>Indian Fine Arts:</u></p> <p>The importance of Gandharva-veda. Natyasastra on the nature and purpose of fine arts. Basic concepts of Indian music and dance. Important texts of Indian music, dance and painting. Indian musical instruments. Different schools of music, dance and painting in different regions of India. Important examples of Indian painting in various part of India. Musicology as a science. Harmonising Lakshya and Lakshana (practise and theory). Major developments in the science and practice of music the 17/18/19th centuries. The current revival of music and dance in India.</p>	
III	<p><u>Indian Agriculture:</u></p> <p>The significance of agriculture and irrigation as emphasised in the Ramayana, Mahabharata and other texts. Mention of Indian agriculture by the Greek historians and later travellers. Significance of agriculture and irrigation for the kings of Indian tradition. Major water-bodies of the ancient times. The Ery system of south India. Excellence of Indian agricultural technologies as observed by more recent European observers. Productivity of Indian agriculture in medieval Thanjavur and eighteenth century Allahabad, Chengalpattu, etc. Indian attitude towards agriculture, based on Walker and later reports.</p> <p><u>Indian Textiles:</u> India as the ancient home of cotton and silk fabrics. Weaving formed the most significant part of Indian economy after agriculture. Varieties of textiles and dyes developed in different regions of India. India as a leading exporter of textiles in the world in the 17/18/19th centuries.</p> <p><u>Indian Metallurgy:</u></p> <p>Vedic references to metals and metal working. Mining and manufacture in India of Zinc, Iron, Copper, Gold, etc., from ancient times. Indian texts which refer to metallurgy. Important specimens of metal workmanship preserved/found in different parts of India. The significance and wide prevalence of ironsmith and other metal workers in the pre-modern era. European observers on the high quality and quantity of Indian iron and steel in the 18/19th centuries.</p>	15
IV	<p><u>Indian Polity and Economy:</u></p> <p>Indian conception of well-organised Polity and flourishing Economy as expounded in the foundational texts. The notion of Bharatavarsha as a Chakravarti-Kshetra and important attributes of Chakravartin. King as the protector of Dharma. King as the strength and support of the weak. King as the protector of Varta. King as the protector of the times. Meaning of Varta: Krishi, Gopalana and Vanijya forming the basis of Varta and the core of economic activity in society. The importance of sharing. Grama as the centre of the polity.</p> <p><u>The Outreach of Indian Knowledge System:</u></p>	15

	The outreach of Indian Knowledge System beyond Indian boundaries forms the ancient times. Outreach to East, Southeast, Central and Southeast Asia of Indian phonetic script, decimal value place system-based arithmetic, algebra, astronomy and calendar, medical pharmacopeia, architecture, methods of making iron and steel, cotton textiles, etc. The transmission of Indian linguistics, knowledge of plants, iron and steel metallurgy, textiles and dyeing, shipbuilding etc., to Europe in 17/18/19th centuries. Current global outreach of Ayurveda, Yoga and Indian Fine Arts.	
	Total	60

Textbooks/Reference Books:

1. Baladev Upadhyaya, Samskrta Śāstrom ka Itihās, Chowkhambha, Varanasi, 2010.
2. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., A Concise History of Science in India, 2nd Ed., Universities Press, Hyderabad, 2010.
3. Astāngahrdaya, Vol. I, Sūtrasthāna and Śārīrasthāna, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991.
4. Dharampal, Some Aspects of Earlier Indian Society and Polity and Their Relevance Today, New Quest Publications, Pune, 1987.
5. Dharampal, Indian Science and Technology in the Eighteenth Century: Some Contemporary European Accounts, Dharampal Classics Series, Rashtrarthana Sahitya, Bengaluru, 2021
6. Dharampal, The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century, Dharampal Classics Series, Rashtrarthana Sahitya, Bengaluru, 2021.
7. J. K. Bajaj and M. D. Srinivas, Indian Economy and Polity in Eighteenth century Chengalpattu, in J. K. Bajaj ed., Indian Economy and Polity, Centre for Policy Studies, Chennai, 1995, pp. 63-84.
8. J. K. Bajaj and M. D. Srinivas, Annam Bahu Kurvita Recollecting the Indian Discipline of Growing and Sharing Food in Plenty, Centre for Policy Studies, Chennai, 1996.
9. J. K. Bajaj and M. D. Srinivas, Timeless India Resurgent India, Centre for Policy Studies, Chennai, 2001.
10. M. D. Srinivas, The methodology of Indian sciences as expounded in the disciplines of Nyāya, Vyākaraṇa, Ganita and Jyotisa, in K. Gopinath and Shailaja D. Sharma (eds.), The Computation Meme: Explorations in Indic Computational Thinking, Indian Institute of Science, Bengaluru, 2022 (in press).

SYLLABUS (3rd Semester)

Name of the Subject: Business Mathematics and Statistics

Type of Course: Major

Paper Code: CFA042M301

Course Level: 200

Credit Assigned to the Course: 4

Scheme of Evaluation: Theory

L-T-P-C: 3-1-0-4

Course Objective:

The goal of this course is to acquaint the students with fundamental mathematical concepts with a focus on how they apply to business and economic problems.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define the concepts related to Business mathematics and statistics	BT 1
CO 2	Illustrate the techniques of Business Mathematics and Statistics	BT 2
CO 3	Apply the functions of statistics to solve real life problems	BT 3
CO 4	Analyse the relationship between two or more variables	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Theory of Equations Meaning, types of equations – Simple linear and simultaneous equations, quadratic equation factorization and formula method, problems on commercial application. Set Theory Set Theory: Definition, Presentation of sets, Different types of sets, Set Operations, Laws of algebra of sets.	20
II.	Matrix and Determinants Meaning and types of matrices –operations of addition, subtraction, multiplication of two matrixes – problems transpose and determinant of a square matrix- minor of an element co-factor of an element of determinants. Application of determinants in business problems. Mathematics of Finance Simple and Compound Interest, Concept of present value. Types of annuities, Present values and accumulated values of these annuities. Applications to Investment decisions, Valuations of simple loans and debentures, Problems relating to sinking funds.	20

III	Measures of Central Tendency and Measures of Dispersion and Moments, Skewness and Kurtosis Common measures of central tendency – mean median and mode; Partition values – quartiles, deciles, percentiles Common measures of dispersion – range, quartile deviation, mean deviation and standard deviation; Measures of relative dispersion Different types of moments and their relationships, Meaning of skewness and kurtosis, Different measures of Skewness and Kurtosis	20
IV	Correlation and Regression and Probability Theory Scatter diagram, Simple correlation coefficient, Simple regression lines; Spearman's rank correlation; Measures of association of attributes Meaning of probability; Different definitions of probability, Conditional probability; Compound probability; Independent events; (excluding Bayes' Theorem)	20
TOTAL		80

Text Book:

1. Business Mathematics and Statistics - Provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Levin, R. I., & Rubin, D. *Statistics for management*. Pearson Education India.
2. DAS. (n.d.). *Business mathematics and statistics*. Tata McGraw-Hill Education.
3. Raghavachari, M. (1980). *Mathematics for management: An Introduction*. Tata McGraw-Hill Education.
4. Baruah, S. (2000). *Basic Mathematics and its Application in Economics*. Laxmi Publications
5. Bhardwaj, R. S. (2007). *Mathematics for Economics and Business*. Excel Books India.

NOTE: Latest edition of the readings shall be used.

Notional Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Project 2. Group Discussion 3. Case studies

Name of the Subject: Income Tax Law and Practice Type of Course: Major Paper Code: CFA042M302 Course Level: 200 Credit Assigned to the Course: 4 Scheme of Evaluation: Theory L-T-P-C: 3-1-0-4

Course Objective:

This course seeks to teach students the legal principles governing the collection of income taxes in India. It also attempts to give the students the ability to put the same theory into practice.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define the fundamental principles of income tax legislation.	BT 1
CO 2	Classify the categories of income and calculate the income under the different heads	BT 2
CO 3	Apply the provisions of the Act to determine taxable income	BT 3
CO 4	Analyse and file the income tax return	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Basic Concepts and Definitions Assessee, Previous year, Assessment year, Sources of income, Heads of income, Agriculture Income, Gross total income, Total income, Tax Evasion, Tax avoidance, Tax planning, Tax Planning for Individuals (Salaried Persons, Business Persons) Residential Status and Incidence of Tax Incomes which do not form part of Total Income	20
II.	Heads of Income and Provisions governing Head of Income Income from Salaries, Income from House property, Profits and Gains of Business or Profession, Capital Gains. Income from Other Sources,	20
III	Income of other Persons included in Assessee's Total Income Remuneration of spouse, income from assets transferred to spouse and Son's wife, income of minor Set off and Carry Forward of Losses Mode of set off and carry forward, inter source and inter head set off, carry forward and set off of losses Deductions from Gross Total Income Computation of Total Income and Tax Payable Rate of tax applicable to different assesses, Computation of tax liability of an individual, firm and company	20
IV	Provision for Filing of Return Date of filing of return, relevant forms of return, different types of returns, return by whom to be signed, PAN, TAN, Online application of PAN, E-filing of ITR Assessment of Return Self-assessment, summary assessment u/s 143(1), scrutiny assessment u/s 143(3) and best judgment assessment u/s 144 Advance Tax When liable to pay, due dates and computation of advance tax	20

	Interest Interest u/s 234A, 234B, 234C TDS Provisions, Rate of TDS, Rates of TDS, Accounting treatments, e-TDS, Payment of TDS, Generation and filing of TDS Return	
	TOTAL	80

Text Book:

1. Income Tax Laws and Practice: – To be delivered by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Singhania, V. K. (2009). *Direct taxes - Law & practice*. Taxmann Publications Private Limited
2. Lal, B. B. (1983). *Income tax law and practice*. Taxmann Publications Private Limited

NOTE: Latest edition of the readings shall be used

Notional Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Project 2. Group Discussion 3. Case studies

Name of the Subject: Business Economics Type of Course: Minor Paper Code: CFA042N301 Course Level: 200 Credit Assigned to the Course: 4 Scheme of Evaluation: Theory L-T-P-C: 3-1-0-4
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Course Objective:

The objective of the course is to impart students with a comprehensive understanding of the principles and concepts of economics as applied to business decision-making and equip them with analytical skills to evaluate and optimize economic outcomes in various business scenarios.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Understand the functioning of different economic systems	BT 1
CO 2	Illustrate the concepts of equilibrium, inflation, pricing and market demand	BT2
CO 3	Develop the charts associated in the area of Business Economics.	BT3
CO 4	Analyse and interpret market mechanism and behaviour of firm	BT4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Introduction: - Basic Problems in an economy, meaning, nature and scope, characteristics of business economics, National Income and its importance in Business Economics. Money and Banking in an Economy.	18
II.	Consumer Equilibrium and Elasticity of Demand Demand and supply analysis; Elasticity of demand- price, income, cross elasticity and arc elasticity; Marginal revenue, Average revenue and elasticity of demand. Demand forecasting. Ordinal utility analysis of consumer behavior: budget line and indifference curve, consumer equilibrium. Income consumption curve and Engle curve, Price Consumption curve and derivation of demand curve, Income and Substitution; Effect of a price change; Consumer Surplus; Revealed Preference theory.	22
III.	Inflation, Unemployment and Labor Market: - Inflation - causes and effects, types of inflation, Demand pull and cost push inflation. Measures to control inflation. Social Costs of inflation. Unemployment – Natural rate of unemployment, Frictional and wait unemployment. Labor Market and its interaction with the production system. Tradeoff between Inflation and Unemployment.	20

IV	Pricing & Market Theory of pricing- cost plus pricing, target pricing, marginal cost pricing, going rate pricing; Objective of business firm, Concept of Market, classification of market-perfect competition, monopoly, monopolistic competition and oligopoly. Price determination and equilibrium of firm in different market situations; Factor pricing.	20
TOTAL		80

Text Book:

1. Business Economics - Provided by ICA Edu skills Pvt. Ltd.

Reference Books:

1. Sampat Mukherjee, Managerial Economics, New Central Book Agency, Kolkata – 9
2. Ahuja H.L., Business Economics, S. Chand & Co. New Delhi
3. Micro Economics Theory: John P. Gould, Gr. and Edward P. Lazear – All India Traveller, Delhi
4. G.S Gupta: Managerial Economics Mc Hill Education.

NOTE: Latest edition of the readings shall be used.

Notional Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Project 2. Group Discussion 3. Case studies 4. Debate 5. Role Play

Course: IDC

Title of the Paper: BASICS OF ACCOUNTING Subject Code:COM042I301

L-T-P-C – 2-1-0-3

Credit Units: 03

Scheme of Evaluation: THEORY

Course Objective: The course aims to help learners coming from non-commerce background to acquire basic knowledge on financial accounting and to impart preliminary skills for recording various kinds of financial transactions.

On successful completion of the course the students will be able to:		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	State the introduction to basics of accounting and basic accounting terms	BT 1
CO 2	Recognize the preparation of journalizing, vouchers, double entry system, classification of accounts	BT 2
CO 3	Discuss the accounting for subsidiary books, bank reconciliation statement and preparation of cash book	BT 2
CO 4	Demonstrate ledger; debtors ledger, creditors ledger and general ledger.	BT 3

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Introduction to accounting: Accounting- Meaning, objectives, accounting as a source of information, internal and external users, qualitative characteristics of accounting information, basic accounting terms, accounting principles	15
II.	Recording of Transaction I: Accounting cycle, source documents, vouchers, meaning and classification of account, concept and rules for debit and credit, concept of double entry system. Concept and classes of books of accounts. Journal - Meaning, features, functions, advantages. Journalising, steps for journalising, types of journal entries, preparation of journal. Capital and revenue items-meaning and features	15
III	Recording of transaction II: Subsidiary books -Meaning, necessity, types-purchase books, sales book, purchase return book, sales return book. Cash book- Meaning, importance, features, types-single column, double column, petty cash book. Preparation of cash book. Preparation of Bank reconciliation Statement.	15
IV	Ledger Accounts: Ledger - meaning, importance, objectives, features of ledger accounts; ledger posting and preparation of ledger accounts; sub-division– Debtors' Ledger, Creditors' Ledger and General Ledger.	15
TOTAL		60

Text Book:

1. Hanif. M & Mukherjee, (2017), *Financial Accounting*, Tata Mc Graw Hill. New Delhi
2. Bhattacharya Ashish, (2017), *Essentials of Financial Accounting*, PHI Learning, Delhi

Reference Books:

1. Goyal Kumar Bhushan (2017); *Fundamentals of Financial Accounting*, Taxmann, New Delhi.

2. Lal Jawahar and Srivastava Seema; *Financial Accounting Principles and Practices*; S.Chand Publication, New Delhi
3. Monga, J. R. (2017). *Financial Accounting: Concepts and Applications*. New Delhi: Mayur
4. Dam. B. B, Gautam H C and et.al; (Recent Edition), *Theory and Practice of Accountancy*, Gayatri Publication, Guwahati.

NOTE: Latest edition of the readings may be used.

Notional Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
60 hours		30 hours <ol style="list-style-type: none"> 1. Project 2. Group Discussion 3. Case studies

Name of the Subject: Foreign Language
Type of Course: SEC
Paper Code: CFA042S301
Course Level: 200
Credit Assigned to the Course: 3
Scheme of Evaluation: Theory
L-T-P-C: 2-1-0-3

Course Objective: The objective of the course is to provide the basics of functional French Language and to enable the recipients to read and understand French and to speak basic French in everyday situations.

On successful completion of the course the students will be able to:		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	Demonstrate understanding and correct use of the alphabet, phonology of French	BT 1
CO 2	Describe persons, things and places with simple sentences	BT 2
CO 3	Communicate orally with simple sentences in day-to-day situations.	BT 3
CO 4	Create short communicative and descriptive texts.	BT 4

MODULES	TOPICS & COURSE CONTENTS	PERIODS
I.	Introduction to French Pronunciation French Alphabets, Consonants, Vowels, Semi-vowels, Nasal Vowels, Silent letters, Elision, Liaison, Exceptions in Pronunciation, Gender in French	15
II.	French Adjectives Common Adjectives, Masculine Adjective ending with silent 'e' 'eux' 'f' 'er' , Masculine Adjective that ends with Consonants, Masculine Irregular Adjectives, Position of Adjectives.	15
III.	French Verb Conjugation Regular Verbs, Irregular Verbs, Conjugation in Present, Conjugation in Future, Conjugation in Imperfect, Conjugation in Subjunctive, Conjugation in Conditional, Conjugation in Passe Simple, Conjugation in Imperative, Common verbs (Acheter, Aimer, Aller, Apprendre, Avoir, Boire, Chercher, Connaitre, Demander, Devoir, Dire, Ecouter, Etre, Faire, Falloir, Mettre, Oublier, Partir, Pouvoir, Savoir, Venir, Voir, vouloir)	15
IV.	French Conversation for Beginners Introducing Yourself, Talking About Weather, Talking about Plans, Talking about what you are doing, Asking about learning French, More Introduction Information, Talking about likes, Talking about Dislikes, Ordering Food, Shopping, Asking about Hobbies, Asking how someone is doing, Asking about Classes, Booking a hotel, Asking Directions	15
	Total	60

Text Book:

1. Kizirian, V., M., Daill, E., Berthet, A., Hugot, C., Waendendries, M. (2012). Alter Ego + 1. Paris : Hachette.

Reference Books:

- Berthet, A., Daill, E., Hugot, C., Waendendries, M. (2012). Alter Ego+ 1 , Cahier d'activités. Paris : Hachette.
- Loiseau, Y., Mérieux, R. (2008). Latitudes 1, (Livre de l'élève & Cahier d'exercices). Paris : Didier.
- Cocton, M-N., Dupleix, D., Heu, E., Kasazian, E., Ripaud, D. (2015). Saison 1, (Livre de l'élève & Cahier d'exercices). Paris : Didier.

NOTE: Latest edition of the readings may be used.

Notional Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
60 hours		30 hours 1. Project 2. Group Discussion 3. Case studies

Name of the Subject:	CEN III: Fundamentals of Business Communication
Type of Course:	AEC
Paper Code:	CEN982A301
Course Level:	200
Credit Assigned to the Course:	1 credit
Scheme of Evaluation:	Theory and Practical
L-T-P-C:	1-0-0-1

Course Objective: The aim if the course is to develop essential business communication skills, including effective writing, speaking, and interpersonal communication, to enhance professional interactions, collaboration, and successful communication strategies within diverse corporate environments.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define and list business documents using appropriate formats and styles, demonstrating proficiency in written communication for various business contexts.	BT 1
CO 2	Demonstrate confident verbal communication skills through persuasive presentations, active listening, and clear articulation to engage and influence diverse stakeholders.	BT 2
CO 3	Apply effective interpersonal communication strategies, including conflict resolution and active teamwork, to foster positive relationships and contribute to successful organizational communication dynamics	BT 3

Detailed Syllabus

UNIT	Course Content	Period
I	Business Communication: Spoken and Written <ul style="list-style-type: none"> The Role of Business Communication Classification and Purpose of Business Communication The Importance of Communication in Management Communication Training for Managers Communication Structures in Organizations Information to be Communicated at the Workplace Writing Business Letters, Notice, Agenda and Minutes 	5
II	Negotiation Skills in Business Communication <ul style="list-style-type: none"> The Nature and Need for Negotiation <ul style="list-style-type: none"> Situations requiring and not requiring negotiations Factors Affecting Negotiation <ul style="list-style-type: none"> Location, Timing, Subjective Factors Stages in the Negotiation Process <ul style="list-style-type: none"> Preparation, Negotiation, Implementation Negotiation Strategies 	5
III	Ethics in Business Communication <ul style="list-style-type: none"> Ethical Communication Values, Ethics and Communication 	5

	<ul style="list-style-type: none"> • Ethical Dilemmas Facing Managers • A Strategic Approach to Business Ethics • Ethical Communication on Internet • Ethics in Advertising 	
IV	Business Etiquettes and Professionalism <ul style="list-style-type: none"> • Introduction to Business Etiquette • Interview Etiquette • Social Etiquette • Workplace Etiquette • Netiquette 	5

Text:

1. *Business Communication* by Shalini Verma

References:

1. *Business Communication* by PD Chaturvedi and Mukesh Chaturvedi
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
15 hours	-	10 hours <ul style="list-style-type: none"> - Group Discussion - Presentation - Quiz - Case Study

Name of the Subject:	Behavioural Sciences III
Type of Course:	AEC
Paper Code:	BHS982A302
Course Level:	200
Credit Assigned to the Course:	1 credit
Scheme of Evaluation:	Theory and Practical
L-T-P-C:	1-0-0-1

Course objective: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations. To enable the students to understand the process of problem solving and creative thinking.

Course outcomes: On completion of the course the students will be able to:

CO1: Understand the process of problem solving and creative thinking.

CO2: Develop and enhance of skills required for decision-making.

Modules	Course Contents	Periods
I	Problem Solving Process Defining problem, the process of problem solving, Barriers to problem solving (Perception, Expression, Emotions, Intellect, surrounding environment)	4
II	Thinking as a tool for Problem Solving What is thinking: The Mind/Brain/Behaviour Critical Thinking and Learning: - Making Predictions and Reasoning. - Memory and Critical Thinking. - Emotions and Critical Thinking.	4
III	Creative Thinking - Definition and meaning of creativity, - The nature of creative thinking :Convergent and Divergent thinking, - Idea generation and evaluation (Brain Storming) - Image generation and evaluation. - The six-phase model of Creative Thinking: ICEDIP model	4
IV	Building Emotional Competence Emotional Intelligence – Meaning, components, Importance and Relevance Positive and Negative emotions Healthy and Unhealthy expression of emotions	4
Total		16

Text books:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.

Syllabus 4th Semester

Name of the Subject: Cost & Management Accounting

Type of Course: Major

Paper Code: CFA042M401

Course Level: 200

Credit Assigned to the Course: 4

Scheme of Evaluation: Theory

L-T-P-C: 3-1-0-4

Course Objective:

The objectives of the course are to impart knowledge of the cost accounting principles for cost determination in various industries using different costing approaches and also to provide the opportunity to learn about management accounting's theories, practices, and methodologies in order to aid in managerial planning, control, and decision-making.

COURSE OUTCOME: On successful completion of the course the students will be able to learn:

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define various cost and management accounting terms.	BT 1
CO 2	Illustrate the process of preparing cost and management accounts	BT2
CO 3	Apply the concepts of management accounting for taking important managerial decisions	BT3
CO 4	Analyse the financial statements to select the best company for investment	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Introduction to Cost Accounting Objectives and scope of Cost Accounting, Cost centers and Cost units, Profit measurement, Elements of Cost, Separating the components of semi-variable costs, Installation of a Costing system, Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management. Cost Ascertainment Material Cost, Labour Cost & Overheads	20
II.	Job Costing, Contract Costing and Process Costing Job Costing - Ascertainment of Job based Cost Contract Costing – Job vs Contract costing, Progress payments, Retention money, Escalation clause, Contract accounts Process Costing - Meaning, Features, Process vs Job Costing, Principles of cost ascertainment for Materials, Labour & Overhead; Normal loss, Abnormal loss and gain and preparation of process accounts, Need for Valuation of WIP	20
III	Introduction to Management Accounting Marginal Costing Marginal Cost, Contribution, P/V ratio, Break Even Point, Production or Buy decision	20

	Budgetary Control Budget and Budgetary Control, preparation of functional budgets (Production, Sales, Materials), cash budget, (idea of master budget), flexible budget Standard Costing & Variance Analysis Material and Labour Variances	
IV	Introduction to Financial Statements Analysis Nature and Component of Financial Statement; Meaning and Need for FSA, Traditional & Modern approaches to FSA, Parties interested in FSA. Tools and techniques of Financial Statements Analysis Basic concepts of Comparative and Common size Income Statement and Balance Sheet; Accounting Ratios (Liquidity, Solvency, Activity, Profitability); Preparation of Cash Flow Statement and Fund Flow Statement	20
TOTAL		80

Text Book:

1. Cost and Management Accounting- Provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Banerjee, B. (2014). *Cost accounting theory and practice*. PHI Learning Pvt.
2. Lal, J., Srivastav, S., & Singh, M. (2019). *Cost accounting: Text, problems and cases*. McGraw-Hill Education.
3. Khan. (2014). *Cost accounting*. McGraw Hill Education (India) Pvt.Ltd

NOTE: Latest edition of the readings shall be used.

Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Project 2. Group Discussion

Name of the Subject: Goods and Services Tax
Type of Course: Major
Paper Code: CFA042M402
Course Level: 200
Credit Assigned to the Course: 4
Scheme of Evaluation: Theory
L-T-P-C: 3-1-0-4

Course Objective:

The objective of the course is to impart knowledge of principles and provisions of GST, Customs Law and excise laws, the important legislation dealing with indirect tax system in India; and to enable the students to apply the same practically.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes	Blooms Taxonomy Level
CO 1	Define various concepts and terminologies of goods and services tax (GST),	BT 1
CO 2	Understand the meaning of terms associated with GST	BT2
CO 3	Apply the functions of GST	BT 3
CO4	Analyse the procedure for claiming refund under GST law	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Introduction Basic concepts of GST, Central Excise, Customs duty Evaluation of GST, Objectives of implementation of GST, Benefits of GST, Components of GST, Person liable to pay GST, Difference between present tax structure and GST structure.	20
II.	Levy & Collection of Tax Meaning and Scope of supply, Supplies neither a supply of goods nor a supply of services, Tax liability on Composite Supply, Tax liability on Mixed Supply, Levy and collection of tax, Composition Scheme, Exemption from Tax Time and Place of Supply Time of Supply, Place of Supply Value of Supply Value of Supply, Discount	20
III	Input Tax Credit Eligibility and conditions, Utilization of ITC, ITC not available, Apportionment of credit, Input Tax Credit on advance payment, Input Tax credit on supplies for which payment is not made within 180 days, ITC on Capital Goods, ITC on stock held as on the date of registration, ITC in case of goods sent for Job Work	20
IV	General Procedures Registration, Tax Invoice, Accounts & Records, Payment of Tax, Returns, ITC Matching and Auto-Reversal, Refund of Tax, E-Way Bill, Transitional Provisions GST Accounting Accounting treatment of GST, GST using Tally, GSTN	20
	TOTAL	80

Text Book:

1. Goods and Service Tax - Provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Garg, R., & Garg, S. (2020). *GST laws manual: Acts, rules and forms*. Bloomsbury Publishing.

Note: Latest edition readings shall be used.

Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Project 2. Group Discussion 3. Case studies

Name of the Subject: Trade and Commerce in Ancient India Type of Course: Major Paper Code: CFA042M403 Course Level: 200 Credit Assigned to the Course: 4 Scheme of Evaluation: Theory L-T-P-C: 3-1-0-4

Course Objective: The objective of this course is to understand the economic system and explore the accounting practices and techniques used in ancient India.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes:	Blooms Taxonomy Level
CO1	Define the legal and regulatory frameworks governing commerce in ancient Indian society.	BT1
CO2	Discuss the accounting, auditing, taxation practices and techniques employed in ancient India.	BT2
CO3	Identify the evolution of banking and financial systems in ancient India	BT3
CO4	Discover the impact of geographical, cultural, and technological factors on trade and commerce in ancient India.	BT4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Economic System, Trade and Commerce in Ancient India Ancient trade routes and their significance, Commodities traded in ancient India, Ancient Indian trade relations with other civilizations - Roman Empire, Southeast Asia, China, Silk Route and India's trade with the Roman Empire and other regions, Portcities and maritime trade, Barter system and the evolution of currency, Coinage and monetary systems in ancient India	20
II	Accounting, Auditing and Taxation in Ancient India Record-keeping methods in ancient India (e.g., clay tablets, inscriptions), Role of accountants and auditors in ensuring financial transparency, Examples of audits mentioned in ancient texts (such as the Arthashastra), Taxation systems in ancient Indian kingdoms (e.g., land revenue, customs duties), Administrative structures for tax collection and revenue management, Useoftax revenue for public works and welfare	20
III.	Banking and Financial System in Ancient India Overview of the role of banking in ancient Indian trade and commerce, Development of indigenous banking systems, Definition and role of moneylenders (sahukars) in ancient banking, Barter system and the evolution of currency, Coinage and monetary systems in ancient India	20

IV	Governance and Administration in Ancient India Economic policies during the Mauryan Empire, Dhamma policy and its impact on economy and governance., Welfare measures, trade, and religious patronage under Ashoka's rule , Vidur's advice on decision-making, diplomacy, and justice , Chanakya's strategies for military campaigns, diplomatic negotiations, and efficient administration , Application of Vidur and Chanakya's principles in real-world governance scenarios	20
TOTAL		80

Text Books:

1. Trade and Traders in Early Indian Society, Ranabir Chakravarti, Manohar Publishers
2. "Trade and Commerce in Ancient India" by R.K. Pruthi- Published by Abhinav Publications, 2004.

References:

1. The Economic History of Ancient India" by R. C. Dutt- Published by Atlantic Publishers and Distributors Ltd, 2004.
2. "Ancient Indian Accounting and Auditing Practices: A Comparative Study" by R.P. Singh- Published by Deep & Deep Publications Pvt. Ltd, 2007.
3. "History of Indian Accounting" by P.R. Chaudhary- Published by New Saraswati House (India) Pvt. Ltd, 2011.
4. "Taxation in Ancient India" by R.S. Sharma- Published by Motilal Banarsi dass, 2001.
5. "Banking in Ancient India" by D.R. Gadgil- Published by Abhinav Publications, 2004.
6. "The State in Ancient India" by R.C. Majumdar- Published by Firma KLM Private Limited, 1977.

NOTE: Latest edition of the readings may be used

Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Project 2. Group Discussion 3. Case studies

Name of the Subject: Portfolio Management
Type of Course: Minor
Paper Code: CFA042N401
Course Level: 200
Credit Assigned to the Course: 3
Scheme of Evaluation: Theory
L-T-P-C: 2-1-0-3

Course Objective: The objective of the course is to impart knowledge of portfolio management and also to facilitate students to know the technique of portfolio management in making investment decisions.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define the terms associated with Portfolio Management.	BT 1
CO 2	Demonstrate the process of development of a portfolio.	BT 2
CO 3	Apply the concept of risks and return to develop a portfolio	BT 3
CO 4	Analyse the process of formulating portfolio structures	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Introduction Portfolio – Meaning, Objectives, Terms relating to Portfolio; Investment- meaning, principles, objectives, Investment distinguished from Speculation and Gambling, Investment options- financial and non-financial assets; Introduction to Portfolio Management – Phases of Portfolio Management – Role of Portfolio Managers, Securities analysis- fundamental and technical analysis	15
II.	Risk & Return Risk & Return: Meaning and Concept of Risk & Return, Elements of Risk, Systematic & Unsystematic Risk, Measurement of risk in terms of Standard Deviation and variance, the relationship between risk and return.	15
III.	Portfolio Analysis and selection Portfolio Analysis: Meaning and significance; calculation of expected return and risk of a portfolio; Portfolio risk and diversification of investment Portfolio selection: Concept of optimal portfolio, meaning of portfolio selection, Portfolio opportunity set, Markowitz model, Single Index model, measuring return and risk under single index model, CAPM- Pricing of securities with CAPM	15
IV	Portfolio Review and evaluation Portfolio Review- Meaning and need of Portfolio revision, constraints in Portfolio revision, portfolio revision strategies, formula plans Portfolio Evaluation: meaning and need, evaluation perspective, measuring risk adjusted returns- Sharpe Ratio, Treynor Ratio, Jensen Ratio	15
TOTAL		60

Text Book:

1. Portfolio Management – Will be provided by ICA Edu skills Pvt. Ltd.

Reference Books:

1. Security Analysis and Portfolio Management. Kevin., S. PHI Learning Private Limited 2020
2. V.K Bhalla – Investment Management, S Chand & Co.

NOTE: Latest edition of the readings shall be used.

Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Project 2. Group Discussion 3. Case studies

Name of the Subject: Computer Application in Business
Type of Course: Minor
Paper Code: CFA042N411
Course Level: 200
Credit Assigned to the Course: 3
Scheme of Evaluation: Practical
L-T-P-C: 0-0-6-3

Course Objective:

The objectives of the course are to provide basic ideas of Advance Excel functions and applications and also to develop an understanding of Excel in Finance and Accounts.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes	Blooms Taxonomy Level
CO 1	Define various computer related terms	BT 1
CO 2	Explain the various programs and functions of Computer	BT 2
CO 3	Solve various business problems using computer applications.	BT 3
CO 4	Analyse the effectiveness and efficiency of work using computer software.	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Advanced Excel Applications Flash Fill, Advance Number Formatting, Advance Conditional Formatting, Data Validation – Advanced Application Quick Analysis, Lookup Functions, Match & Index, V lookup from Multiple Table, Dynamic V Lookup, SUMPRODUCT Function DATA Table, Solver, Depreciation Functions, Financial Functions [NPV, IRR, MIRR] Power Pivot, Creating Dashboard, Power View, Power Map, Power Query Common Error Messages in Excel, Advanced uses of Macro, Array Functions, Apps for Office, Other Functions	15
II.	ASAP Utilities Introduction to ASAP Utilities, Select cells with the smallest & largest number, Insert multiple sheets (uses the cell values as sheet names), Create an index page with links to all sheets (clickable), Print Multiple sheets at once, Set print area on selected worksheets, Protect & Unprotect multiple sheets at once, Count and/or color duplicates in selection, Quick numbering of selected cells, Insert before and/or after current value, Merge column data (join cells), Insert multiple empty rows at once, Remove all empty columns & Rows, Put together rows or column from several sheets, Change Case, Delete all after a given number of characters, Spell/write out numbers or amounts, Some useful formulae of ASAP, Store files in One Drive, Introduction to Google Drive, Managing files in Google Drive	15
III.	Google Drive Files in Google Drive, Form Creation, Sending and receiving response	15

IV	Dashboard Using Interactive Control in Excel Dashboards (Scroll bar, Check Box, Radio Button, Drop Down list, etc.)	15
TOTAL		60

Text Book:

1. Computer Applications in Business – Will be provided by ICA Edu Skills Pvt. Ltd.

Reference Books:

1. Leon, A. L. (2009). *Fundamentals of information technology*, 2E. Vijay Nicole
2. Saxena, S. (2009). *Introduction to information technology*. Vikas Publishing House

Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
	80 hours	40 hours <ol style="list-style-type: none"> 1. Project 2. Group Discussion 3. Case studies

Name of the Subject:	CEN IV: Employability and Communication
Type of Course:	AEC
Paper Code:	CEN982A401
Course Level:	200
Credit Assigned to the Course:	1 credit
Scheme of Evaluation:	Theory and Practical
L-T-P-C:	1-0-0-1

Course Objectives: This course is designed to enhance employability and maximize the students' potential by introducing them to the principles that determine personal and professional success, thereby helping them acquire the skills needed to apply these principles in their lives and careers.

Course Outcomes: After the successful completion of the course, the students will be able to

COs	Course Outcome	Blooms Taxonomy Level
CO 1	Demonstrate understanding the importance of verbal and non-verbal skills while delivering an effective presentation.	BT 2
CO 2	Develop professional documents to meet the objectives of the workplace	BT 3
CO 3	Define and identify different life skills and internet competencies required in personal and professional life.	BT 3

Detailed Syllabus		
Units	Course Contents	Periods
I	Presentation Skills Importance of presentation skills, Essential characteristics of a good presentation, Stages of a presentation, Visual aids in presentation, Effective delivery of a presentation	5
II	Business Writing Report writing: Importance of reports, Types of reports, Format of reports, Structure of formal reports Proposal writing: Importance of proposal, Types of proposal, structure of formal proposals Technical articles: Types and structure	5
III	Preparing for jobs Employment Communication and its Importance, Knowing the four-step employment process, writing resumes, Guidelines for a good resume, Writing cover letters Interviews: Types of interviews, what does a job interview assess, strategies of success at interviews, participating in group discussions.	5

IV	<p>Digital Literacy and Life Skills</p> <p>Digital literacy: Digital skills for the '21st century', College students and technology, information management using Webspaces, Dropbox, directory, and folder renaming conventions. Social Media Technology and Safety, Web 2.0.</p> <p>Life Skills: Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, problem-solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion.</p> <p>Application of life skills: opening and operating bank accounts, applying for pan, passport, online bill payments, ticket booking, gas booking</p>	5
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Keywords: Employability, business writing, presentation skills, life skills

Text:

1. *Business Communication* by PD Chaturvedi and Mukesh Chaturvedi

References:

1. *Business Communication* by Shalini Verma
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
15 hours	-	10 hours <ul style="list-style-type: none"> - Movie/ Documentary screening - Field visits - Peer teaching - Seminars - Library visits

Name of the Subject:	Behavioural Sciences IV
Type of Course:	AEC
Paper Code:	BHS982A402
Course Level:	200
Credit Assigned to the Course:	1 credit
Scheme of Evaluation:	Theory and Practical
L-T-P-C:	1-0-0-1

Course objectives: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course outcomes: On completion of the course the students will be able to:

CO1: Understand the importance of individual differences

CO2: Develop a better understanding of self in relation to society and nation

CO3: Facilitation for a meaningful existence and adjustment in society

Modules	Course Contents	Periods
I	Managing Personal Effectiveness Setting goals to maintain focus, Dimensions of personal effectiveness (self disclosure, openness to feedback and perceptiveness), Integration of personal and organizational vision for effectiveness, A healthy balance of work and play, Defining Criticism: Types of Criticism, Destructive vs Constructive Criticism, Handling criticism and interruptions.	4
II	Positive Personal Growth Understanding & Developing positive emotions, Positive approach towards future, Impact of positive thinking, Importance of discipline and hard work, Integrity and accountability, Importance of ethics in achieving personal growth.	4
III	Handling Diversity Defining Diversity, Affirmation Action and Managing Diversity, Increasing Diversity in Work Force, Barriers and Challenges in Managing Diversity.	4
IV	Developing Negotiation Skills Meaning and Negotiation approaches (Traditional and Contemporary) Process and strategies of negotiations. Negotiation and interpersonal communication. Rapport Building – NLP.	4
Total		16

Text books:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.

Syllabus 5th Semester

Course Name: International Finance	Course Code: CFA042M501
L-T-P-C – 3-1-0-4	Credit Units: 04
	Scheme of Evaluation: (THEORY)

Course Objective:

The objectives of the course are to provide a basic understanding of International Finance and the working of the International Financial Institutions. The course also aims at providing the students with an insight to International Trade and the various factors which have an effect on International Trade

Course Outcome: On successful completion of the course the students will be able to learn:

Cos	Course Outcome	Bloom's Taxonomy Level
CO 1	Define and state the various terms of International Finance	BT 1
CO 2	Explain the various concepts of international trade and business.	BT 2
CO 3	Interpret the working of various International Financial Institutions.	BT 3
CO 4	Evaluate the working of the foreign exchange market and appraise the various methods of exchange rate determination.	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Introduction Meaning – Scope of International Finance – Forms of international business – exports, joint venture, licensing, franchise and other contracts, Factors contributing to growth in International Finance– Recent Changes in Global Financial Markets.	20
II.	International Business International trade – Meaning and importance; Theories of international trade- absolute advantage, comparative cost advantage, Heckscher-Ohlin Theory; Free Trade VS Protection- Barrier to Foreign trade, Tariff and Non-Tariff Barriers, factor properties, terms of trade, Balance of Trade & Payment- Meaning of BOP, Deficit and Surplus, Equilibrium and disequilibrium, Methods of correcting disequilibrium.	20
III.	International Monetary System and Financial institutions International Monetary System- History; Bretton woods system and the period after 1971; International Financial institutions: IMF, World Bank GATT and WTO	20

IV	Foreign Exchange Market and Exchange rate determination Foreign exchange market: Defining foreign exchange market, its structure, settlement system, exchange rate determination and its mechanism, understanding SPOT and Forward rates, foreign exchange quotations, Cross rates, inverse rate and arbitrage. Exchange rate determination: Determination under Gold Standard and paper standard, Fixed VS Fluctuating exchange rate system, Demand and Supply theory, Purchasing power parity Theory, Trading in Indian Rupee.	20
TOTAL		80

Text Book:

1. International Finance – Provided by ICA Edu skills Pvt Ltd.

Reference books:

1. Srivastava R (2014). *International Finance*. Oxford University Press.

2. Indian Institute of Banking and Finance (2021). *International Trade Finance*. Taxmann Publications Pvt. Ltd.

Note: Students should refer to the latest editions

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
80 Hours		40 hours 1. Assignment 2. Group Projects. 3. Individual/Group Presentation

Course Name: Principles of Marketing	Course Code: CFA042N501
L-T-P-C – 3-1-0-4	Credit Units: 04
	Scheme of Evaluation: (THEORY)

Course Objective:

The objectives of the course are to provide an understanding of the basic concepts of marketing, understanding of the various stages of the Product Life Cycle and the strategies adopted in the various stages of PLC. The course also aims at providing an insight into service marketing and the evolution of services in the country.

Course Outcome: On successful completion of the course the students will be able to learn:

COs	Course Outcome	Bloom's Taxonomy Level
CO 1	Define and state the various terms of marketing.	BT 1
CO 2	Explain the stages of PLC and the strategies used in PLC	BT 2
CO 3	Choose the most appropriate method of pricing	BT 3
CO 4	Analyze the various concepts of service marketing and appraise the service marketing industry in India.	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Introduction Evolution of marketing concepts, marketing environment, Nature and scope of marketing; Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; distribution logistics, Emerging distribution trends Market Segmentation Concepts and importance, Factors influencing market segmentation	20
II.	Product Concept of product, Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales service; Product life cycle concept. Strategies used in various stages of PLC, Product positioning and differentiation. Product Promotion- Advertising, Personal selling, Sales promotion, Public Relations, Direct Marketing.	20
III.	Pricing decisions Determinants of Price, Factors affecting price of a product/service; strategies used in pricing of a product, methods of pricing, ethical issues in pricing. Promotion Decisions: Factors determining promotion mix, Promotional Tools –Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers.	20

IV	Introduction to Service Marketing and Consumer Behaviour Nature & definition of services, Difference between goods and services marketing; Classification of services, Evolution of services in the economy; marketing strategies in service industry- 7Ps Consumer and organizational behavior in services, Service failure, Nature of complaint- Complaint Resolution	20
TOTAL		80

Text Book:

1. Marketing Management- Provided by ICA Eduskills Pvt. Ltd.

Reference Books:

1. Kotler, P., & Keller, K. L. (2016). *Marketing management*. Prentice Hall.
2. Saxena, R. (2005). *Marketing management*. Tata McGraw-Hill Education.

Note: Students should refer to the latest editions

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
81 Hours		40 hours 1. Assignment 2. Group Projects. 3. Individual/Group Presentation

6th Semester**Course Name: Management Principles and Application Course Code: CFA042M601****L-T-P-C – 3-1-0-4****Credit Units: 04****Scheme of Evaluation: (THEORY)****Course Objective:**

The objectives of the course are to acquaint the students with the various theories and principles of Management and the application of such theories in an organization. Students are also imparted knowledge regarding employee motivation and its importance in an organization. The course provides knowledge on the various elements of POSDCORB.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcome	Bloom's Taxonomy Level
CO 1	Define the various terms and concepts of Management Principles	BT 1
CO 2	Explain and classify the various types of plans, organizations. Discuss the concept of organization culture.	BT 2
CO 3	Interpret the various elements of staffing and leadership.	BT 3
CO 3	Examine the concepts of Motivation and Control.	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Management & Principles Management: Meaning, nature and characteristics - Scope and functional areas of management -Management as a science art or profession - Management & Administration; Management Principles, Emerging Trends in management, Challenges in managing 21 st century organization	20
II.	Planning Nature importance and purpose of planning, Planning Process, Objectives, Types of plans. Management by objectives, Management by exceptions. Organizing Organizing: Nature and purpose of organization, Principles of organization – Types of organization – Formal and Informal-- Centralization Vs decentralization of authority and responsibility - Span of Control – Organizational Behavior – nature and significance, Delegation of authority	20
III.	Staffing and Leading a. Staffing: Concept of staffing, staffing process b. Leadership: Concept, Importance, Major theories of Leadership (Likert's scale theory, Blake and Mouton's Managerial Grid theory, House's Path Goal theory, Fred Fielder's situational Leadership), Transactional leadership, Transformational Leadership, Transforming Leadership. c. Communication: Concept, purpose, process; Barriers to communication, Overcoming barriers to communication.	20

IV	Motivation Concept, importance, types of motivation, Motivation theories – McClelland, Theory Z, American vs Japanese management styles	20
	Control Concept, Process, Limitations, Principles of Effective Control	
TOTAL		80

Text Book:

1. *Management Principles and Applications* – Will be provided by ICA Edu skills Pvt. Ltd.

Reference Books:

1. Koontz, H., Weihrich, H., & Cannice, M. V. (2020). *Essentials of management - An international, innovation and leadership perspective* | (11th ed.). McGraw-Hill Education.
2. Robbins. (2009). *Fundamentals of management: Essential concepts and applications*, 6/E. Pearson Education India.

NOTE: Latest edition of the readings shall be used.

Note: Students should refer to the latest editions

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
82 Hours		40 hours 1. Assignment 2. Group Projects. 3. Individual/Group Presentation

Course Name: Microfinance and Rural Development	Course Code: CFA042N601
L-T-P-C – 3-1-0-4	Credit Units: 04
Scheme of Evaluation: (THEORY)	

Course Objective:

The objectives of the course are to provide an understanding of the rural economy and the various issues and challenges surrounding it. The course also aims at imparting knowledge on various schemes and programs of the government for developing the rural economy.

Course Outcomes: On successful completion of the course the students will be able to:

COs	Course Outcomes	Bloom's Taxonomy Level
CO 1	Define the various ideas, concepts and terminologies associated with the Indian Rural Financial System.	BT 1
CO 2	Explain the various methods of Credit Delivery Methodology and the working of SHGs.	BT 2
CO 3	Interpret the various schemes of the government regarding Rural development.	BT 3
CO 4	Analyze the working of the various financial institutions towards rural development.	BT 4

COURSE OUTLINE:

Modules	Topics & Course Contents	Periods
I.	Indian Rural Financial System Indian Rural Financial System, Introduction to Microfinance, concepts, features, significance, products, (savings, credit, insurance, pension, equity, leasing, hire-purchase service, Microfinance in kind, Micro remittances, Micro- Securitization, franchising etc.). Need of Microfinance, Practices of Microfinance in India, Status of Microfinance in India, Emerging Global Microfinance practices. Emerging micro financial institutions and their role in rural development.	20
II.	Credit Delivery Methodology Credit Delivery Methodology: Credit Lending Models; Associations; Bank Guarantees, Community Banking, Cooperatives, Credit Unions, Grameen Model, Self Help Group, Individual Intermediaries, Micro Credit Programs	20
III	Microfinance and Rural Development Rural Development – meaning and need, Trends in Rural Development Programmes in India, Rural development through Financial Inclusion strategy of the government. Different rural development Programmes NREGA, PMRY, REGP and their role in Rural development.	20

IV	Institutional Finance for Rural Development. NABARD – Origin and its role and activities performed in Rural Finance, Role of Commercial Banks in rural finance, Regional Rural Banks – their features and role in rural development, Functions of Gramin Vikas Banks.	20
TOTAL		80

Text Book:

1. Microfinance: - Provided by ICA Edu skills Pvt. Ltd.

Reference Books:

1. Rural Banking in India – S.S.M Desai
2. Banking and Financial System – Vasant Desai, Himalaya Publishing House
3. Microfinance – Perspectives and Operations – Indian Institute of Banking and Finance, MacMillan Publishers

Note: Students should refer to the latest editions

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
80 Hours		40 hours <ol style="list-style-type: none"> 1. Assignment 2. Group Projects. 3. Individual/Group Presentation

Course: Major	Subject Code: CFA042M701
Paper: Sustainability Reporting	
L-T-P-C – 3-1-0-4	Credit Units: 04 Scheme of Evaluation: (T)

Course Objectives: The objective of this course is to provide students with a comprehensive understanding of the principles and practices involved in sustainability reporting. The course aims to equip students with the necessary skills to evaluate and prepare sustainability reports, considering the economic, environmental, and social impacts of business activities.

On successful completion of the course, students will be able to:

COs	Course Outcome	Bloom's Taxonomy Level
CO 1	Recall key sustainability frameworks, guidelines, and standards used in sustainability reporting.	BT 1
CO 2	Understand the significance of sustainability reporting in business, particularly in terms of its role in corporate governance, transparency, and decision-making.	BT 2
CO 3	Demonstrate sustainability reporting principles to assess and evaluate the sustainability performance of an organization based on data and metrics.	BT 3
CO 4	Analyze the differences and similarities between various sustainability reporting standards and frameworks	BT 4
CO 5	Evaluate the credibility and quality of sustainability reports by assessing their transparency, accuracy, and alignment with global standards.	BT 5
CO 6	Develop a comprehensive sustainability report for a business organization, integrating key ESG metrics and aligning with international standards.	BT 6

Detailed Syllabus:

Module	Topics and Course Content	Periods
I	Introduction to Sustainability and Sustainability Reporting: Concept of Environment, Business, and Society; Triple Bottom Line Approach; Financial and Non-financial Disclosures; Need and Benefits of Sustainability Reporting; Risk Assessment and Stakeholder Communication.	20

	<p>Sustainability Reporting in India: Historical evolution of sustainability reporting in India, Key drivers of sustainability reporting, Importance of sustainable practices for businesses in India, Sustainable Development Goals (SDGs) and their relevance to Indian businesses.</p> <p>Regulatory Framework for Sustainability Reporting in India: Role of SEBI and the Ministry of Corporate Affairs in regulating sustainability practices, The Companies Act, 2013 – Corporate Social Responsibility (CSR) and sustainability, Business Responsibility and Sustainability Report (BRSR) as per SEBI's guidelines.</p>	
II	<p>Sustainability Performance Measurement and Standards: Establishing Sustainability Management Frameworks; Developing Indicators; Monitoring and Improving Performance; Overview of GRI Standards, UN Global Compact, OECD Guidelines, CERES Principles, SA8000, ISO Standards (14001, 26000); Major Sustainability Indices (Dow Jones, FTSE4Good, BSE Greenex)</p> <p>Introduction to TCFD Recommendations: Governance, Strategy, Risk Management, Metrics and Targets.</p>	20
III	<p>Environmental, Social, and Governance (ESG) Reporting in India: Environmental reporting on carbon emissions, water usage, waste management, and sustainability practices. Social reporting on labor standards, human rights, diversity, and CSR initiatives. Governance reporting covering transparency, ethical conduct, anti-corruption, and board diversity. Understanding ESG metrics, stakeholder expectations, and the role of ESG in investment decisions. Challenges and opportunities in ESG reporting: addressing greenwashing, ensuring data reliability, and promoting leadership in sustainability.</p>	20
IV	<p>Preparing, Evaluating, and Improving Sustainability Reports in India: Data collection and management for sustainability reporting, focusing on ESG metrics, challenges in data standardization, and verification. Evaluation of sustainability reports, Ethical and legal considerations in reporting, ensuring compliance while avoiding greenwashing. Guidelines for drafting comprehensive sustainability reports, covering ESG performance, carbon footprint, energy efficiency, and CSR activities.</p> <p>Future trends in sustainability reporting: Role of digital transformation,</p>	20

	AI, blockchain, and the growing importance of transparency and accountability in India.	
Total		80

Text Books

1. Laine, M., Tregidga, H., & Unerman, J. (2021). *Sustainability accounting and accountability*. Routledge.
2. Mio, C., Agostini, M., & Scarpa, F. (2024). *Sustainability reporting*. Palgrave Macmillan Cham.

Reference Books

1. **Global Reporting Initiative (GRI)** – *GRI Standards Handbook*, Global Sustainability Standards Board, Latest Edition.
2. **TCFD** – *Final Recommendations Report: Task Force on Climate-related Financial Disclosures*, 2017 (updated online resources 2023).
3. Rogers, Jalal & Boyd – *An Introduction to Sustainable Development*, PHI Learning, 2007.
4. Singh – *Triple Bottom Line Reporting and Corporate Sustainability*, PHI Learning, 2006.
5. J.G. Stead & Edward Stead – *Sustainable Strategic Management*, M.E. Sharpe & Co., 2004.
6. J.G. Stead & Edward Stead – *Management for a Small Planet*, M.E. Sharpe & Co., 2009.

Note: Students should refer to the latest editions

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
81 Hours		40 hours <ol style="list-style-type: none"> 1. Assignment 2. Group Projects. 3. Individual/Group Presentation 4. Practice on practical problems.

Course: Major		
Paper: Strategic Performance Management		Subject Code: CFA042M702
L-T-P-C – 3-1-0-4	Credit Units: 04	Scheme of Evaluation: (T)

Objectives:

The objectives of the course are to help students understand strategy making process that is responsive to rapid changes in an organization's globally oriented environment and to help them understand tasks of implementing strategy in a global market.

On successful completion of the course the students will be able to:		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	Recall and define fundamental concepts of strategic management.	BT 1
CO 2	Explain the foundational concepts of strategic management.	BT 2
CO 3	Apply environmental analysis tools to assess business situations.	BT 3
CO 4	Analyze strategic alternatives at corporate and business levels.	BT 4
CO 5	Evaluate situation-specific strategies for different industry conditions.	BT 5
CO 6	Create strategic implementation plans integrating cross-functional strategies.	BT 6

Detailed Syllabus:

Modules	Topics and Course content	Periods
I.	Introduction Concept and Role of Strategy; The strategic Management Process; Approaches to Strategic Decision Making; Strategic Role of Board of Directors and Top Management. Strategic Intent; Concept of Strategic Fit. Leverage and Stretch; Global Strategy and Global Strategic Management; International entry options; Strategic flexibility and Learning organization; Corporate mission, vision, objectives and goals..	20
II.	Environmental Analysis Analysis of Global Environment- Environmental Profiles; constructing Scenarios; Environmental Scanning techniques-ETOP, PEST and SWOT (TOWS) Matrix; Michael Porter's Diamond Framework; Analysis of Operating Environment - Michael Porter's Model of Industry Analysis ; Strategic Group Analysis ; The International Product Life Cycle (IPLC) ; Organisational Appraisal and Strategic Advantage Analysis and Diagnosis.	20

III.	Strategic Choice Strategic options at corporate level– Growth, Stability and Retrenchment strategies; Corporate Restructuring ; Strategic options at Business Level- Michale Porters’ competitive strategies and Cooperative Strategies. Evaluation of Strategic Alternatives– Product Portfolio Models (BCG matrix. GE Matrix).	20
IV.	Situation Specific Strategies and Implementation Strategies for situation like competing in emerging industries, maturing and declining industries. Fragmented industries. hyper – Competitive industries and turbulent industries; Strategies for industry leaders, runner – up firms and weak businesses, Strategic implementation issues, planning and allocating resources- organization structure and design functional strategies- production, HR, Finance, Marketing, and R&D – Managing strategic change Strategic control.	20
Total		80

Text Books:

1. Sengupta, N. and J.S. Chandan, Strategic Management: Contemporary concepts and Cases, Vikas Publishing.

Reference Books:

1. Davidson, W.H., Global Strategic Management, John Wiley, New Work.
2. Thompson, Arthur A and A.J.Strickland, Strategic Management, McGraw Hill, New York.
3. Hitt, Michael A., Ireland, R.F., Hokisson, Robert E. and S. Manikutty, Strategic Management: A South- Asian Perspective, Cengage Learning, India.
4. Barlett, C.A., Ghoshal, S. and P. Beamish, Transnational Management: Text, Cases, and Readings in Cross- Border Management, McGraw Hill, New York.
5. Porter, Michael E., Competition in Global Industries, Harvard University Press, New York, 1986.
6. Porter, Michael E. The Competitive Advantage of Nations, Macmillan, London, 1990.

NOTE: Latest edition of the readings may be used.

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Assignment 2. Group Discussion 3. Case Studies

Course: Major Paper: Marketing Research Subject Code: CFA042M703	L-T-P-C – 3-1-0-4 Credit Units: 04 Scheme of Evaluation: (T)
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Course Objectives:

This course aims to equip students with essential knowledge and skills in marketing research, including problem definition, research design, data collection methods, and analysis. It covers exploratory, descriptive, and causal research designs, the marketing research process, industry practices, ethics, and international research. Students will learn to apply research insights effectively to support marketing decision-making.

On successful completion of the course the students will be able to:

COs	Course Outcome	Bloom's Taxonomy Level
CO 1	Define the fundamental concepts, processes, and classifications of marketing research.	BT 1
CO 2	Explain the role of marketing research in decision-making.	BT 2
CO 3	Apply appropriate research designs and data collection methods to real-world marketing problems.	BT 3
CO 4	Analyze the advantages and limitations of various survey and observation methods	BT 4
CO 5	Evaluate research proposals, designs, and ethics in domestic and international marketing.	BT 5
CO 6	Develop a marketing research plan with budgeting, scheduling, and methodology for a specific problem.	BT 6

Detailed Syllabus:

Modules	Topics and Course content	Periods
I.	Introduction to Marketing Research Definition and Classification of Marketing Research, Marketing Research Process, The Role of Marketing Research in marketing decision making, The Marketing Research Industry, Selecting a Research Supplier, Career in marketing research, International Marketing research, Ethics in Marketing research Defining the Marketing Research Problem and developing an Approach-Importance and the process of defining the problem and developing an approach	20
II.	Research Design Formulation- Definition and Classification of Research Design, Potential sources of error, Budgeting and Scheduling the project, Marketing research proposal Exploratory Research Design: Primary vs Secondary data, Advantages of using secondary data, Disadvantages of secondary data, Criteria for evaluating secondary data, Methodology used to collect the data.	20

	Qualitative vs quantitative research, Rationale for using Qualitative research, A classification of qualitative research procedures.	
III.	Descriptive Research Design: Survey and Observation Survey methods- Telephone methods, personal methods, mail methods, electronic methods, selection of survey methods, observation methods, classification of observation methods, Structured vs unstructured observation, disguised vs undisguised observation, Natural vs Contrived observation, personal observation, Mechanical observation.	20
IV.	Casual Research Design: Experimentation Concept of casualty, definitions and concepts, Validity in Experimentation- Internal validity and external validity, Classification of Experimental designs- Pre experimental designs, true experimental designs, quasi experimental designs and statistical designs	20
Total		80

Test Books:

1. Marketing Research: An Applied Orientation" by Naresh K. Malhotra, 7th Edition, Pearson Education, ISBN-13:978-1292076114;
2. "Essentials of Marketing Research" by William G. Zikmund and Barry J. Babin, 5th Edition, Cengage Learning, ISBN-13:978-1111826925.

Reference Books

1. "Marketing Research" by Alvin C. Burns and Ronald F. Bush, 8th Edition, Pearson Education, ISBN-13:978-0133074672;
2. "Business Research Methods" by Donald R. Cooper and Pamela S. Schindler, 12th Edition, McGraw-Hill Education, ISBN-13: 978-0073521503.

NOTE: Latest edition of the readings may be used.

Notional Credit Hours		
Lecture Tutorials	Practical	Experiential Learning
80 Hours		40 Hours 1. Assignment 2. Group Discussions 3. Individual /Group Presentation

Course: Major Paper: Forensic Accounting Subject Code: CFA042M704	Credit Units: 04	L-T-P-C – 3-1-0-4 Scheme of Evaluation: (T)
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Course outcomes: This course aims to equip students with essential knowledge and skills in forensic accounting, covering fraud detection, investigative techniques, legal frameworks, and ethical standards. It emphasizes the application of forensic tools, digital forensics, and litigation support through case studies and emerging trends. The course prepares students to analyze financial irregularities, conduct forensic audits, and present findings effectively in professional and legal settings.

COs	Course Outcome	Bloom's Taxonomy Level
CO 1	Understand the core concepts of forensic accounting, forensic audit, fraud fundamentals, and professional standards.	BT 1
CO 2	Explain the processes of forensic audits, fraud detection techniques, and legal frameworks.	BT 2
CO 3	Apply forensic accounting techniques, investigative methods, and analytical tools like CAATs and Benford's Law.	BT 3
CO 4	Analyze fraud cases, forensic audit reports, and red flags using real-world case studies.	BT 4
CO 5	Evaluate forensic evidence, ethical considerations, and litigation support mechanisms.	BT 5
CO 6	Develop forensic accounting reports, expert witness presentations, and independent fraud investigation strategies.	BT 6

Course Content

Module	Topics and Course Content	Periods
I	Introduction to Forensic Accounting: Meaning and Need of Forensic Accounting, Relationship among Forensic Accounting, Traditional Accounting, Auditing and Forensic Audit, Forensic Accounting Techniques, Professional Standards on Forensic Accounting, Fundamentals of Fraud, Elements of Fraud: Pressure, Opportunity, and Rationalization, Types of Fraud: Bank Fraud, Corporate Fraud, Management Fraud, Employee Fraud, Insurance Fraud, Cyber Fraud, Qualification, Disqualification, Appointment of Forensic Accountants, Professional Organizations and Careers in Forensic Accounting (ICAI, ICFIA, ACFE, etc.) Live Case Studies on Application of Forensic Accounting	20
II	Forensic Accounting Services: Meaning, Definition and Need of forensic services, History of Forensic Accounting, Process of Forensic audit, Biggest Forensic Service Providers: Global Status, Forensic Services in Indian Context, Live Case Studies on	20

	Application of Forensic Accounting, Live Case Studies on Forensic Audit Banking Frauds	
III	Fraud Detection Techniques and Investigations: Cyber Risk, Digital Forensics, Discussion on types of red flags, types of fraud situations, Red and Green Flags, Case Studies, Methods of investigations – CAATs, Benford's Law, RSF, Mathematical Quantification Using CAATs and Benford's Law, Financial fraud, interviewing and field investigations, Knowledge of the Legal System (basic understanding relevant to forensic investigations)	20
IV	Communication, Reporting and Litigation Support: Effective Report Writing for Forensic Accountants, Presentation of Evidence and Expert Witness Role, Understanding Litigation Support Services Preparing for Court Testimonies, Emerging Trends in Forensic Accounting such as Data Analytics, AI and Machine Learning in Fraud Detection.	20
Total		80

Text books

1. A Guide to Forensic Accounting Investigation; Skalak, S., Golden, T., Clayton, M., and Pill, J.; John Wiley & Sons, New York, NY; 2nd edition; 2011
2. Essentials of Forensic Accounting (AICPA); Michael A. Crain, William S. Hopwood, Richard S. Gendler, George R. Young, Carl Pacini; Wiley; 2nd edition ; 2019

Reference Books

1. Financial Investigation and Forensic Accounting ; George A. Manning; Routledge; 3rd edition; 2019
2. Forensic Analytics: Methods and Techniques for Forensic Accounting Investigations (Wiley Corporate F&A); Mark J. Nigrini; Wiley; 2nd edition; 2020

Note: Students should refer to the latest editions

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Assignment 2. Group Discussion 3. Case Studies

Course: Minor	Paper Name: RURAL DEVELOPMENT	Subject Code: CFA042N701
L-T-P-C – 3-1-0-4	Credit Units: 04	Scheme of Evaluation: (T)

Course Objectives: The objectives of the course are to provide students with a comprehensive understanding of the theoretical frameworks and key concepts in rural development and to familiarize students with the importance of rural development in the broader context of economic development.

On successful completion of the course the students will be able to:		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	Recall key concepts, definitions, and terminologies related to rural development, such as sustainable development, rural entrepreneurship, microfinance, and rural infrastructure.	BT 1
CO 2	Understand the role of rural industries, small businesses, and agriculture in the economic development of rural areas.	BT 2
CO 3	Demonstrate the application of rural credit systems and microfinance models to foster rural entrepreneurship and development.	BT 3
CO 4	Analyze the impact of various rural development policies on poverty alleviation, employment generation, and quality of life in rural areas.	BT 4
CO 5	Develop comprehensive rural development projects, integrating various factors like infrastructure, finance, gender equality, and sustainability.	BT 5
CO 6	Evaluate the effectiveness of government programs and policies in improving rural livelihoods and sustainable development.	BT 6

Detailed Syllabus:

Modules	Topics and Course content	Periods
I.	<p>Introduction to Rural Development: Meaning and elements of rural development; Role of Agriculture in Indian Economy; New agricultural strategy; Green revolution; Recent trends in agricultural growth in India; Interregional variations in growth of output and productivity; Strategy of agricultural development and technological progress.</p> <p>Sustainable development; Impact of globalization on agriculture. Diversification of Rural Economic Activities: Livestock economies Livestock resources and their productivity; White revolution; Fishery and poultry development; Forestry; Horticulture and floriculture.</p> <p>Rural industries: introduction, growth, comparison with urban industries- Issues and problems in rural industrialization and development of agro-based industries; Rural non-farm sector.</p>	25

II.	Land Reforms, Rural Development Programmes and Rural Credit Land Reforms: Land Reforms; Land ownership structure; Tenancy and crop sharing - Forms; Incidence and effects; Problems of marginal and small farmers; Interlocking of land; Labour and credit markets; Segmentation in labour markets; Rural-urban migration Rural Development Programmes: Bharat Nirman; NREGP; NRHM; ICDS; MDM; SSA; SGSRY; Rural water supply; Sanitation housing programme. Rural Credit; Agricultural prices and Markets: Characteristics and sources of rural credit - Institutional and non-institutional; Reorganization of rural credit - Cooperatives; Commercial banks; Regional rural banks; Role of NABARD; Objectives of agricultural price policy; Food security system in India and public distribution; Agricultural marketing; Agricultural Insurance.	25
III.	Rural Enterprises Introduction to Rural Enterprises: Nature and Scope–characteristics–Advantages– Role of Rural Enterprises in Rural Development. Micro Enterprises in Rural Area: Micro Enterprises in Rural Area– Size and Types – SHGs’ Role- Micro-finance- Relevance- Self Employment. Rural Small Enterprises in Rural Area: Procedures for Setting up of Rural Small Enterprises– Scope for Employment & Sustainable Livelihood Security– Factors of Location – Advantages, Government Support. Rural Medium Enterprises: Rural Medium Enterprises- Scope-Production-NABARD– Role of DIC- Rural Industries- Farm based- Non-farm Sector Development.	20
IV.	MSME and Rural Development Financial Institutions and Rural Enterprises – SIDBI– MSME – SBSGS Subsidy. Sustainable Rural Enterprises: Role of Regional Rural Banks-World Council for Sustainable Business (WCSB).	10
Total		80

Text Books

1. Singh Katar (2009). *Rural Development Principles Policies and Management*. Second edition; Sage Publications.
2. Misra and Puri (2010). *Structure and Problems of Indian Economy*-Himalaya Publishing House.

Reference Books:

3. Kumar Subratha (2013). *Micro Enterprises and Rural Development in India*, Concept Publishers
4. Anil Kumar. S (2015). *Entrepreneurship and Small Business*, J.K International Private Ltd.
5. Paul Brans (2015), *Entrepreneurship and Small Business*, Macmillan

NOTE: Latest edition of the readings may be used.

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning

80 Hours		40 hours 1. Assignment 2. Group Discussions. 3. Individual/Group Presentation 4. Practice on practical problems.
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8th Semester(Syllabus)

Course: Major
Paper: International Financial Management Paper Code: CFA042M801
Credit Units: 04
Scheme of Evaluation: THEORY
L-T-P-C – 3-1-0-4

Course Objective:

The course objective is to provide a clear, conceptual framework for analyzing key financial decisions in multinational firms through an extension of the principles learned in the introductory financial management course. The learners are expected to apply critical thinking skills in identifying and evaluating international financial issues and information.

Course Outcomes:

On successful completion of the course the students will be able to:		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define the nature and scope of International Financial Management	BT 1
CO 2	Explain the of International Monetary System and International Financial Markets	BT 2
CO 3	Demonstrate the structure of foreign exchange market	BT 3
CO 4	Analyze purchasing power parity theory, methods of forecasting, exchange rates	BT 4
CO 5	Measure exchange exposure, transaction exposure, translation exposure, operating exposure	BT 5
CO 6	Elaborate hedging strategies	BT 6

Detailed Syllabus:

Modules	Topics & Course Contents	Periods
I.	International Finance: Importance, Finance Function in Multinational Firm, Trends in International Trade and Cross-border Financial Flows, Gains from international trade and investment, Balance of Payments. Currency convertibility, concept of revenue account and capital account convertibility.	20
II.	International Monetary System and International Finance Markets: Exchange Rate Regimes, International Monetary Fund, European Monetary System, European Monetary Union, World Bank, Euro-markets Institutions.	22
III.	Foreign Exchange Market: Structure of Foreign Exchange Markets and participants, Type of Transactions, Mechanism of Currency Dealing. Exchange Rate Quotations, Arbitrage, Forward Rates. Foreign Exchange Market in India.	16
IV	(a) Exchange Rate Theories: Purchasing Power Parity Theory, Interest Rate Parity, future spot exchange rate, methods of forecasting exchanges rates. (b) Nature and measurement of exposure and risk: Defining foreign exchange exposure, transactions exposure, translation exposure, operating exposure, hedging strategies.	22
TOTAL		80

Text Book:

1. International Financial Management- P.G. Apte, Tata McGraw Hill.
2. International Financial Institutions and Monetary Management - S.Sikidar, D.Bhorali, Kalyani Publishers.

Reference Books: .

1. International Financial Management- P.K. Jain
2. Multinational Financial Management- Shapiro, Prentice Hall India.
3. International Financial Management- V. Sharan, Prentice Hall of India, New Delhi.

NOTE: Latest edition of the readings may be used.

Credit Distribution		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Presentation 2. Group Discussion 3. Case Studies

Course: Major		
Paper: Research Methodology	Subject Code: CFA042M802	
L-T-P-C – 3-1-0-4	Credit Units: 04	Scheme of Evaluation: (T)

Course Objectives: This course aims to familiarize students with the basics and advanced concepts of research methodology. It covers various types of research, research designs, sampling techniques, data collection, hypothesis testing, interpretation, and research report writing. It prepares students to design, conduct, analyze, and present research projects systematically in the field of commerce.

On successful completion of the course, students will be able to:

COs	Course Outcome	Bloom's Taxonomy Level
CO 1	Understand the fundamental concepts of research methodology and problem identification.	BT 1
CO 2	Explain research designs, data collection methods, and sampling techniques.	BT 2
CO 3	Apply measurement scales, sampling methods, and research tools in real-world situations.	BT 3
CO 4	Analyze and interpret research findings using statistical techniques.	BT 4
CO 5	Evaluate research outcomes and prepare structured research reports.	BT 5
CO 6	Develop independent research proposals based on systematic research practices.	BT 6

Detailed Syllabus:

Module	Topics and Course Content	Periods
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I	<p>Introduction to Research Methodology: Meaning, Importance, Objectives, Types of Research, Research Approaches, Research and Scientific Method, Research Process, Criteria of Good Research, Challenges Faced by Researchers.</p> <p>Defining Research Problems: Identification, Techniques, Necessity, Illustration.</p> <p>Review of Literature: Importance, Searching Existing Literature, Developing Theoretical and Conceptual Frameworks, Writing the Literature Review.</p>	20
II	<p>Research Design and Data Collection: Meaning and Types of Research Design, Features of a Good Design, Concepts in Research Design, Experimental and Survey Designs, Case Study Method.</p> <p>Data Collection Methods: Primary and Secondary Data, Selection of Suitable Methods.</p> <p>Understanding Variables: Quantitative and Qualitative Variables, Dependent and Independent Variables.</p>	20
III	<p>Sampling Design and Measurement Techniques: Concepts of Sampling Design, Types of Sampling, Sampling and Non-sampling Errors, Census vs Sample Surveys.</p> <p>Measurement and Scaling Techniques: Types of Data, Levels of Measurement, Scale Development, Goodness of Measurement Scales, Multidimensional Scaling.</p>	20
IV	<p>Hypothesis Testing: Concepts and steps of hypothesis testing, Type I and Type II errors, test statistics, p-value approach, power of a test and parametric and non-parametric tests.</p> <p>Applications of Hypothesis Testing: Tests for mean, proportion, variance, and differences between two means or two proportions; Chi-Square Tests for goodness of fit and independence of attributes.</p> <p>Multivariate Techniques: Introduction to factor analysis, conjoint analysis, cluster analysis, discriminant analysis, and basics of structural equation modelling (SEM).</p> <p>Interpretation and Research Report Writing: Importance of interpretation, steps in report writing, structure of research reports, referencing styles, and preparation of bibliography.</p>	20
Total		80

Text Book:

7. C.R. Kothari & Gaurav Garg – *Research Methodology: Methods and Techniques*, New Age International, 2018.

Reference Books

1. Donald R. Cooper & Pamela S. Schindler – *Business Research Methods*, McGraw-Hill Education.
2. G.C. Beri – *Marketing Research*, Tata McGraw-Hill.
3. Black, Hair et al. – *Multivariate Data Analysis*, Pearson.
4. Ranjit Kumar – *Research Methodology: A Step-by-Step Guide for Beginners*, SAGE Publications.
5. Fink, A. – *Conducting Research Literature Reviews*, SAGE Publications.

Note: Students should refer to the latest editions

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
80hours		40 hours <ol style="list-style-type: none">1. Projects2. Group Discussion3. Assignments

Course: Major

Paper: Product and Brand Management

L-T-P-C – 3-1-0-4 Credit Units: 04

Subject Code: CFA042M804

Scheme of Evaluation: (T)

Objectives:

The objectives of the course are to understand the fundamentals of product and brand management in a dynamic business environment and to explore strategies related to product planning, development, and portfolio management.

On successful completion of the course the students will be able to:		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define the concept of product, trademark, brand, loyalty	BT 1
CO 2	Explain the concepts, principles, and frameworks of product management.	BT 2
CO 3	Apply product development and product life cycle strategies in business contexts.	BT 3
CO 4	Examine brand management processes including brand positioning, brand equity, and brand extension.	BT 4
CO 5	Develop brand-building strategies and evaluate brand performance in competitive markets.	BT 5
CO 6	Discuss the product design process.	BT 6

Detailed Syllabus:

Modules	Topics and Course content	Hours
I.	Fundamentals of Product Management Meaning and Scope of Product Management Types of Products: Consumer Goods, Industrial Goods, and Services Product Classification and Levels of Product Product Line, Product Mix, and Product Portfolio Management Role and Functions of a Product Manager New Product Development (NPD) Process: Idea Generation to	20

	Commercialization Product Life Cycle (PLC) Stages and Marketing Strategies	
II.	Advanced Product Strategies Product Positioning and Repositioning Strategies, Product Differentiation and Competitive Advantage, Product Testing and Market Launch Strategies, Product Portfolio Analysis: BCG Matrix, GE Multi-Factor Matrix, Product Standardization vs. Customization in International Markets, Product Elimination and Product Revitalization Strategies	20
III.	Fundamentals of Brand Management Definition, Importance, and Scope of Brand Management, Difference Between Product and Brand, Brand Identity, Brand Image, and Brand Personality, Elements of a Brand: Name, Logo, Symbol, Tagline, etc., Brand Positioning and Repositioning Strategies, Brand Loyalty and Brand Equity: Concept and Measurement Models (Aaker's Model, Keller's CBBE Model)	20
IV.	Strategic Brand Management Designing and Implementing Brand Strategies, Brand Extension, Brand Licensing, and Co-Branding Strategies, Global Brand Management and Cross-Cultural Branding, Brand Revitalization and Brand Crisis Management, Celebrity Endorsement, Brand Communities, and Digital Branding, Measuring Brand Performance and Brand Audit Process	20
Total		80

Text Book:

1. Keller, K.L. (2012). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson Education.
2. Lehmann, D.R., & Winer, R.S. (2005). *Product Management*. McGraw Hill

Reference Books:

1. Aaker, D.A. (2010). *Managing Brand Equity*. Free Press.
2. Chitale, A.K., & Gupta, R. (2011). *Product Policy and Brand Management: Text and Cases*. PHI Learning.
3. Kapferer, J.N. (2012). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. Kogan Page.

NOTE: Latest edition of the readings may be used.

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Assignment 2. Group Discussion 3. Case Studies

Course: Major Paper : Corporate Tax Planning Subject Code: CFA042M805 L-T-P-C – 3-1-0-4			Credit Units: 04	Scheme of Evaluation: (T)
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Course outcomes: This course aims to equip students with a comprehensive understanding of corporate taxation, tax planning strategies, and compliance mechanisms. It covers the taxation of different types of companies, tax implications in managerial and financial decisions, business restructuring and special tax provisions. Through theoretical knowledge and practical case-based discussions, students will be prepared to make informed tax planning decisions for corporate entities in both domestic and international contexts.

COs	Course Outcome	Bloom's Taxonomy Level
CO 1	Understand the fundamental concepts of company taxation, types of companies, and tax incidence based on residential status.	BT 1
CO 2	Explain the computation of taxable income, tax liabilities, MAT, dividend tax, and other special taxes applicable to companies.	BT 2
CO 3	Apply tax planning principles to managerial decisions such as asset acquisition, financing options, and shutdown or continuation of operations.	BT 3
CO 4	Analyze the tax implications of financial management strategies and business restructuring activities such as amalgamation, demerger, and conversions.	BT 4
CO 5	Evaluate the impact of special tax provisions, incentives for specific sectors, and develop tax-efficient strategies for corporate decision-making.	BT 5
CO 6	Develop the ability to prepare tax returns, comply with statutory obligations, manage TDS processes, and apply procedures for assessments effectively.	BT 6

Course Content

Module	Topics and Course Content	Periods
I	Introduction to taxation of companies: Definition of Company, Indian company, Domestic Company, Foreign Company, Industrial Company, Investment Company, Residential status and Tax incidence; Taxation of Companies – Carry forward of losses in the cases of certain companies, Computation of taxable income, tax liability, Minimum alternate tax, Dividend tax, Tax on income distributed to unit holders, Tax on income received from venture capital companies and venture capital funds.	20

II	Tax Issues relating to Managerial Decisions: Purchase of asset out of own funds or out of borrowed capital, own vs. lease, purchase by installment vs. hire purchase, sale of assets used for scientific research, make or buy decisions, repair, replace, renewal or renovation and shutdown or continue decisions.	20
III	Tax Planning for Financial Management and Business Restructuring: Capital Structure Decisions and Tax Planning, Dividend Policy and its Tax Implications, Issue of Bonus Shares and Tax Aspects, Tax Considerations in Business Restructuring: Amalgamation, Demerger, Conversion of Sole Proprietorship/Firm into Company, Conversion of Company into Limited Liability Partnership (LLP), Transfer of Assets between Holding and Subsidiary Companies, Slump Sale	20
IV	Special Tax Provisions, Assessment and Compliance Procedures: Special Tax Provisions: Tax Benefits for Free Trade Zones, Tax Incentives for Infrastructure Sector and Backward Areas, Tax Incentives for Exporters Return of Income and Payment of Taxes: Filing of Return of Income: Statutory Obligations, Belated Return, Revised Return, Incomplete Return, Self-assessment, Summary Assessment, Scrutiny Assessment, Advance Payment of Tax, Deduction and Collection of Tax at Source (TDS), Filing of E-TDS Returns	20
Total		80

Suggested Readings:

Text Books

1. Singhania, V.K. and Singhania, M.: Corporate Tax Planning and Business Tax Procedures with Case Studies, Taxmann Publications, 20th Edition.
2. Ahuja, G.K. and Gupta, R.: Simplified Approach to Corporate Tax Planning and Management, Bharat Law House, New Delhi, 17th Edition.

Reference books

1. Lakhotia, R.N.: Corporate Tax Planning, Vision Publications, Delhi, 6th Edition.
2. Mehrotra, H. C.: Corporate Tax Planning and Management, Sahitya Bhawan Publication, Agra, 2016.

Note: Students should refer to the latest editions

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours 1. Assignment 2. Group Discussion 3. Case Studies

Course: Major	Subject Code: CFA042M806
Paper : Behavioural Finance	
L-T-P-C – 3-1-0-4	Credit Units: 04
	Scheme of Evaluation: (T)

Course Objective: The objective of the course is to introduce the student to the field of behavioural finance. Students will deal with major implications of human psychology for financial decision-makers and for financial markets and allow students to wisely and effectively make financial decisions.

On successful completion of the course the students will be able to:		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	Define the major concepts and topics of behavioural finance.	BT 1
CO 2	Understand the foundation of rational finance.	BT 2
CO 3	Identify various cognitive factors influencing investments.	BT 3
CO 4	Analyze the theories of financial decisions.	BT 4
CO 5	Compare traditional finance and behavioural finance.	BT 5
CO 6	Develop mental labels for money.	BT 6

Detailed Syllabus:

Modules	Topics and Course content	Periods
I.	Introduction to Behavioral finance – Nature, scope, Characteristics objectives and application; Traditional finance and behavioural finance; Behavioural finance: science or art- Investment Decision Cycle: Judgment under Uncertainty Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception	22
II.	Foundation of Rational Finance- Expected utility theory, Modern portfolio theory, Capital asset pricing model	18

	(CAPM); Efficient markets hypothesis; Agency theory; Investor rationality and market efficiency.	
III.	Foundations of Behavioural Finance: Types of investors- Individual and Institutional - How the human mind works-the two systems; Familiarity and related heuristics; Representativeness and related biases; Anchoring; Irrationality and adaptation; Hyperbolic discounting.	18
IV.	Prospect Theory and Mental Accounting: Error in Bernoulli's theory; Prospect theory; SPA theory, Framing; Mental Accounting; Emotional factors and social forces-substance of emotion, theories of emotion, evolutionary perspective on emotions, types and dimensions of emotions, emotional style, emotions and investing, social influence on investment and consumption.	22
Total		80

Text Books:

1. Singh. S., & Bahl.S . Behavioural Finance. Vikas Publishing House, Noida (India).
2. Kapoor, Sujata and Prosad, Jaya. Mamata, Behavioural Finance, Sage Publishing, New Delhi.

Reference Books:

3. Chandra, P. Behavioural Finance, Tata Mc Graw Hill Education, Chennai (India).
4. Ackert, Lucy, Richard Deaves , Behavioural Finance; Psychology, Decision Making and Markets, Cengage Learning.

NOTE: Latest edition of the readings may be used.

Notional Credit Hours		
Lectures Tutorials	Practical	Experiential Learning
80 hours		40 hours <ol style="list-style-type: none"> 1. Assignments 2. Group Discussion 3. Case Studies