

Kurukshetra University, Kurukshetra

(Established by the State Legislature Act-XII of 1956)

("A++" Grade, NAAC Accredited)



Scheme of Examination for Post Graduate Programme

M.COM. (IT)

as per NEP 2020


Curriculum and Credit Framework for Postgraduate Programme

With Internship and CBCS-LOCF

With effect from the session 2024-25 (in phased manner)

**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE & MANAGEMENT
KURUKSHETRA UNIVERSITY, KURUKSHETRA -136119
HARYANA, INDIA**

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Chairperson
Department of Commerce
Kurukshetra University
Kurukshetra-136119

Kurukshetra University, Kurukshetra

Scheme of Examination for Postgraduate Programme (Commerce) –IT

as per NEP 2020 Curriculum and Credit Framework for Postgraduate Programmes
(CBCS LOCF) with effect from the session 2024-25 (in phased manner)

Framework-2 Scheme-S

Semester	Course Type	Course Code	Nomenclature of course	Theory (Th)/ Practical (P)	Credits		Contact hours per week L: Lecture P: Practical T: Tutorial				Internal Assessment Marks	End Term Examination Marks	Total Marks	Examination hours
						Total	L	T	P	Total				
1	CC-1	M24-COM-101	Organisational Behaviour	Th	4	26	3	1	0	4	30	70	100	3
	CC-2	M24-COM-102	Financial Management	Th	4		3	1	0	4	30	70	100	3
	CC-3	M24-COM-103	Indian Business Environment	Th	4		3	1	0	4	30	70	100	3
	CC-4	M24-COM-104	Business Research Methods	Th+P (3+1)	4		3	0	2	5	30	70	100	3 (T) 3 (P)
	CC-5	M24-COM-105	Retailing	Th	4		3	1	0	4	30	70	100	3

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	DEC-1	M24-MCI-109	Fundamentals of Information Technology	Th	4
	SEMINAR	M24-COM-108	Seminar	S	2
2	CC-6	M24-COM-201	Human Resource Management	Th	4
	CC-7	M24-MCI-208	Data Base Management System	Th	4
	CC-8	M24-COM-203	International Business	Th	4
	CC-9	M24-COM-204	Stock Market Operations	Th+P (3+1)	4
	CC-10	M24-MCI-209	Web Designing for Business Applications	Th+P (3+1)	4
	DEC-2	M24-COM-207	Advertising & Personal Selling	Th	4

3	1	0	4	30	70	100	3
0	0	0	2	0	50	50	1
3	1	0	4	30	70	100	3
3	1	0	4	30	70	100	3
3	1	0	4	30	70	100	3
3	0	2	5	30	70	100	3 (T) 3 (P)
3	0	2	5	30	70	100	3 (T) 3 (P)
3	1	0	4	30	70	100	3

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	CHM	M24-CHM-201	Constitutional, Human and Moral values, and IPR	Th	2		2	0	0	2	15	35	50	3
	Internship	M24-INT-200	An internship course of 4 Credits of 4-6 weeks duration during summer vacation after IInd semester is to be completed by every student. Internship can be either for enhancing the employability or for developing the research aptitude.								50	50	100	
3	CC-11	M24-COM-301	Financial Institutions & Markets	Th	4	26	3	1	0	4	30	70	100	3
	CC-12	M24-COM-302	Financial Analysis and Reporting	Th+P (3+1)	4		3	0	2	5	30	70	100	3 (T) 3 (P)
	DEC-3	M24-COM-304	Project Planning & Control	Th	4		3	1	0	4	30	70	100	3
	DEC-4	M24-MCI-312	Internet and MIS	Th	4		3	1	0	4	30	70	100	3
	DEC-5	M24-COM-307	Human Resource Development	Th	4		3	1	0	4	30	70	100	3
	DEC-6	M24-MCI-313	Advanced Excel for Data Management and Analysis	Th+P (3+1)	4		3	0	2	5	30	70	100	3 (T) 3 (P)
	OEC	M24-OEC-306	Sustainable Business	Th	2		2	0	0	2	15	35	50	3

4	CC-13	M24-COM-401	IT Applications in Business	Th+P (3+1)	4	26	3	0	2	5	30	70	100	3 (T) 3 (P)
	CC-14	M24-COM-402	Multinational Financial Management	Th	4		3	1	0	4	30	70	100	3
	DEC-7	M24-MCI-413	Python Programming for Business Applications	Th+P (3+1)	4		3	0	2	5	30	70	100	3 (T) 3 (P)
	DEC-8	M24-COM-405	Sales Management	Th	4		3	1	0	4	30	70	100	3
	DEC-9	M24-COM-407	International Human Resource Management	Th	4		3	1	0	4	30	70	100	3
	DEC-10	M24-COM-409	Event Management	Th	4		3	1	0	4	30	70	100	3
	EEC	M24-COM-411	Employability and Entrepreneurship Skills	Th	2		2	0	0	2	15	35	50	3


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Scheme of Semester IV when a student opts for Dissertation Work or Project Work

CC-13	M24-COM-401	IT Applications in Business	Th+P (3+1)	4	26	3	0	2	5	30	70	100	3 (T) 3 (P)
DEC-7	M24-MCI-413	Python Programming for Business Applications	Th+P (3+1)	4		3	0	2	5	30	70	100	3 (T) 3 (P)
DEC-8	M24-COM-405	Sales Management	Th	4		3	1	0	4	30	70	100	3
EEC	M24-COM-411	Employability and Entrepreneurship Skills	Th	2		2	0	0	2	15	35	50	3
Dissertation/Project work	M24-COM-412	Dissertation work	D	12		0	0	0	12	0	300	300	



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Table-1

Course composition- Theory/ Theory +Tutorial			
Course Credit	Internal Assessment marks	End term exam marks	Total marks
2	15	35	50
4	30	70	100

Table-2: Course composition- Theory + Practical

Course Credit	Theory		Practical		Total marks
Theory +Practical	Internal Assessment marks	End term exam marks	Internal Assessment marks	End term exam marks	
1+1	10	20	5	15	50
2+0	15	35	-	-	50
3+1	20	50	10	20	100
4+0	30	70	-	-	100
0+4	NA	NA	30	70	100

Table- 3

Total Internal Assessment Marks (Theory)	Class Participation	Seminar/Presentation/Assignment/Quiz/class test, etc.	Mid-Term Exam
10	4	0	6
15	4	4	7
20	5	5	10
30	5	10	15

Table -4

Total Internal Assessment Marks (Practicum)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab record, etc.	Mid-Term Exam
5	0	5	0
10	5	5	0
30	5	10	15

Annexure-II

Programme Learning Outcomes (PLOs) for M.Com. (IT) as per NEP-2020

PLOs	Master Degree in M.Com. (IT)
	After the completion of M.Com. (IT) the student will be able to:
PLO-1: Knowledge and Understanding	Demonstrate the fundamental and advanced knowledge of the subject and understanding of recent developments and issues, including methods and techniques, related to the Commerce (IT).
PLO-2: General Skills	Acquire the general skills required for performing and accomplishing the tasks as expected to be done by a skilled professional in the fields of Commerce (IT).
PLO-3: Technical/ Professional Skills	Demonstrate the learning of advanced cognitive technical/professional skills required for completing the specialized tasks related to the profession and for conducting and analyzing the relevant research tasks indifferent domains of the Commerce (IT).
PLO-4: Communication Skills	Effectively communicate the attained skills of the Commerce (IT) in well-structured and productive manner to the society at large.
PLO-5: Application of Knowledge and Skills	Apply the acquired knowledge and skills to the problems in the subject area, and to identify and analyze the issues where the attained knowledge and skills can be applied by carrying out research investigations to formulate evidence-based solutions to complex and unpredictable problems associated with the field of Commerce (IT) or otherwise.
PLO-6: Critical thinking and Research Aptitude	Attain the capability of critical thinking in intra/inter-disciplinary areas of the Commerce (IT) enabling to formulate, synthesize, and articulate issues for designing of research proposals, testing hypotheses, and drawing inferences based on the analysis.
PLO-7: Constitutional, Humanistic, Moral Values and Ethics	Know constitutional, humanistic, moral and ethical values, and intellectual property rights to become a scholar/professional with ingrained values in expanding knowledge for the society, and to avoid unethical practices such as fabrication, falsification or misrepresentation of data or committing plagiarism.
PLO-8: Capabilities/qualities and mindset	To exercise personal responsibility for the outputs of own work as well as of group/team and for managing complex and challenging work(s) that requires new/strategic approaches.
PLO-9: Employability and job-ready skills	Attain the knowledge and skills required for increasing employment potential, adapting to the future work and responding to the rapidly changing demands of the employers/industry/society with time.

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**Syllabus of the Programme
for
Post Graduate Programme
M.COM. (IT)**

**as per NEP 2020
Curriculum and Credit Framework for Postgraduate Programme**


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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Organizational Behaviour		
Course Code	M24-COM-101		
Course Type	CC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 101.1: Understand conceptual framework of OB and apply the knowledge of personality in the context of organizations. CLO 101.2: Understand the behavior of individuals in organizations in terms of learning, attitude and perception. CLO 101.3: Interpret and make use of the key concepts with regard to group behaviour and transactional analysis. CLO 101.4: Handle conflicts and change management in organizational context.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Organizational behaviour: Concept, significance, relationship with other disciplines; Approaches to organizational behaviour; challenges and opportunities for organizational behaviour; Personality: Concept, determinants and theories; Big five personality traits, The Myers Briggs type indicators, self-theory, personality traits influencing OB; Psycho-analytical, Social learning, situation strength, traits activation; other personality traits influencing OB; Implication of personality for managers.	16	


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II	Learning: Concept, process, principles; Theories of Learning: classical, operant conditioning, social, cognitive; Learning through reinforcement; Organizational behavior in learning organization; Attitude: Concept, components, formation, changing of attitude, work related attitude; Perception: Concept, process perceptual selection, factors influencing perception, perceptual organization and interpretation, perceptual distortion, attribution process; Implication of perception for managers.	14
III	Foundations of group behavior: Group dynamics- Concept, functions, type of groups, group dynamics norms, role, status, size of leadership, composition proxemics, stages of group development; Group cohesiveness; Group decision making; Transactional analysis: Concept, scope, components and benefits of transactional analysis.	15
IV	Organizational conflicts: Concept, types and sources of conflict, conflict process, functional and dysfunctional aspects of conflicts, levels of conflict, conflict management and negotiations; Management of change: Concept, causes of change, types of planned and unplanned change, resistance to change, models of managing planned change; organizational development: Concept, benefits, process, effectiveness and limitations, techniques, Action research organization development and change model.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Aswathappa, K.: Organizational Behaviour, Himalaya Publishing House, New Delhi.• Griffin R. W and Moorhead, G. Organizations Behavior: Managing people and organizations, Cengage Learning (South- Western).• Luthans, Fred: Organizational Behaviour, McGraw-Hill, New York.• Nahar, A., Rao PCK, Kumar, N.R.: Organizational Behaviour, Sultan Chand & Sons, New Delhi.• Prasad, L.M.: Organizational Behaviour, Sultan Chand & Sons, New Delhi.• Robbins & Stephen, Judge Timothy and Vohra Neharika: Organizational Behavior, Pearson India Education, New Delhi.• Subba Rao, P.: Organizational Behaviour (Text, Cases, Games), Himalaya Publishing House, New Delhi.		



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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Financial Management		
Course Code	M24-COM-102		
Course Type	CC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 102.1: Know the scope and recent developments of financial management. CLO 102.2: Develop financial plans for businesses. CLO 102.3: Know long term and short term investment decisions methods. CLO 102.4: Learn dividend decisions and models of dividend.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Financial Management: Nature, significance, objectives and scope; Functions of finance executive in an organization; Time value of money.	15	
II	Financial forecasting; Concept, benefits and techniques; Sources of finance; Financial planning: Need, importance, process and drafting a financial plan; Cost of Capital: Concept, Significance, computation of cost of capital- simple and weighted; Recent developments in financial management.	15	
III	Capital structure: Concept, determinants and theories; Capital Budgeting Decisions: Nature, importance, factors influencing capital	15	



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	expenditure decisions, Evaluation criteria and risk analysis; Capital rationing.	
IV	Working Capital Management and Control: Need, types & determinants, assessment of working capital requirements; Management of cash; Marketable securities; Receivables; Dividend decisions: Concept, types of dividend, dividend policies, determinants of dividend decisions, theories of dividend, dividend practices in India.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Hampton: Financial Decision Making, Prentice Hall of India, New Delhi.• Khan, M. Y. and Jain ,P.K.: Financial Management, Tata McGraw Hill, New Delhi.• Pandey, I.M. Financial Management, Vikas Publishing House, Delhi.• Prasanna, Chandra: Financial Management, Tata McGraw Hill, New Delhi.• Kishore, Ravi M.: Financial Management Taxmann Publications Pvt. Ltd., New Delhi.• Sinha, Pradip Kumar: Financial Management, Excel Books, New Delhi.• Van, Horne: Financial Management and Policy, Prentice Hall of India, New Delhi.		


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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Indian Business Environment		
Course Code	M24-COM-103		
Course Type	CC-3		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 103.1: Understand concept and nature of Business Environment. CLO 103.2: Acquaint environmental scanning and economic planning. CLO 103.3: Develop an understanding of various economic and technological policies pertaining to business environment. CLO 103.4: Familiarize with legal aspects of Indian Business Environment.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Business environment: Concept, nature, importance and types of environments; Changing dimensions of business environment; Interaction matrix of different environment factors; Organisational and Environmental scanning: Concept, objectives, process and techniques; Economic planning in India: Success and failure.	15	



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II	Economic system; Salient feature of Indian economy; Liberalisation; Privatization; Globalization; Disinvestment in public sector units; NITI Ayog- concept, significance, objectives and machinery; Business ethics; Corporate governance; Social responsibility of business; Social audit.	15
III	Fiscal policy; Monetary policy; Industrial policy; Industrial licensing policy; EXIM policy; Industrial sickness; Development and protection of small-scale industry; Technology transfer.	15
IV	The environment (Protection) Act; Consumer Protection Act; Competition Act; Foreign Exchange Management Act; Intellectual Property Law in India.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Akhileshwar Pathak: Legal Aspects of Business. New Delhi: Mc Graw Hill Education.• Arya, P. P. and Tandon, B. B.: Economic Reforms in India, Deep and Deep Publishers, New Delhi.• Aswathappa, K: Essentials of Business Environment, Himalaya Publishing House, New Delhi.• Cherunilam Francis: Business Environment, Himalaya Publishing House, New Delhi.• Economic Survey – Various Issues, Govt. of India, Ministry of Finance.• Justin Paul: Business Environment, Tata McGraw Hill, New Delhi.• Mishra and Puri: Economic Environment of Business, Himalaya Publishing House, New Delhi.• Rosy Joshi and Sangam Kapoor: Business Environment, Kalyani Publishers, New Delhi.• Saleem Saikh: Business Environment, Himalaya Publishing House, New Delhi.• Sengupta, N.K: Government and Business in India, Vikas Publication, New Delhi.		


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Session: 2024-25			
Part A – Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Business Research Methods		
Course Code	M24-COM-104		
Course Type	CC-4		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 104.1: Formulate research problem and identify variables. CLO 104.2: Develop an understanding of various research designs. CLO 104.3: Demonstrate knowledge of research process by undertaking a literature review. CLO 104.4: Interpret results generated from data analysis and report the findings. CLO 5*: Applications of statistical techniques using statistical softwares.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Business research: Concept, significance, categories-basic, applied; Types of research: Analytical, applied, conceptual, empirical, experimental, casual; Approaches to research: Quantitative, qualitative, longitudinal, cross sectional; Methods vs methodology; Research Problem: Concept, selection, defining research questions, formulation of research problem, framing of research hypothesis, developing research plan.	12	
II	Research process: Concept, steps; Research design: Concept, significance, types – Descriptive, exploratory, conclusive, experimental; Variables: Meaning, need, types; Measurement: Scales of measurement; Likert's scale: Concept, types; Reliability; Validity:	11	


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	concept, types; Literature Review: Concept, process, types-traditional, conceptual, narrative, systematic, critical, Meta- analysis; Citation; Referencing (APA style).	
III	Sampling: Concept, need, types, characteristics of a good sample; population vs sample; types of errors; Data collection and analysis: Types, tabulation, approaches; Questionnaire, interview, observation, experimentation, survey methods, case study method; Hypothesis Testing: Concept, process, types, t- test, z-test (single, two populations and paired sample); Test of Association: Chi Square test; ANOVA; Multiple Regression Analysis; Factor analysis.	11
IV	Interpretation of data: Concept and techniques; Report writing: Significance, types of reports, Layout of a good report, Precautions in report writing; Writing a research proposal: Purpose, nature, evaluation, content, format, considerations, presentation; Research ethics: concept; need, principles, ethical issues in research.	11
Total Contact Hours		45
Practical		Contact Hours
V*	Applications of questionnaire analysis, hypothesis testing: T-test, Z-test, chi square test, ANOVA (one factor and two factors) using statistical softwares, report writing.	30
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	20	➤ Theory: 50
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	5	
• Mid-Term Exam:	10	
➤ Practicum	10	➤ Practicum 20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5	
• Mid-Term Exam:	-	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Adhikari, D. & Pandey, D. L., Business Research Methods, Asmita Publications.• Bajpai, N., Business Research Methods, Pearson Education, India.• Cooper, Donald & Schindler, S., Business Research Methods, McGraw Hill, Indian Edition.• Kale, N.G., & Ahmed, M., Business Research Methods, Vipul Prakshan.• Karunakarna, K., Business Research Methods –Text and Cases, Himalaya Publishing House.• Malhorta, K. Naresh, Marketing Research, Pearson.• Nargundkar, R., Marketing Research: Text and Cases, McGraw Hill Publication.• Sekran, Uma, Research Methods in Business, Goodreads.		


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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Retailing		
Course Code	M24-COM-105		
Course Type	CC-5		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 105.1: Understand the conceptual framework and organisational structure in retailing. CLO 105.2: Understand various decisions involved in store location and planning. CLO 105.3: Comprehend the ways retailers use marketing tools and techniques to interact with their customers. CLO 105.4: Recognize and understand the retail pricing, operations-oriented policies, methods, and procedures.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Retailing: Concept, characteristics, importance, functions, theories, emerging trends in retailing; Evolution of retailing in India; History of retail institution; Contribution of retailing to Indian economy; Globalization of retailing; Indian retailing scenario; Organizational environment in retail sector, factors behind the change of Indian retail industry; Retail formats: Retail institutions by ownership, retail institutions by store-based strategy mix, web, non-store based, e-		16


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	retailing and other forms of non-traditional retailing; e-retailing strategies.	
II	Retail market segmentation; Store location: Trading-area analysis, characteristics of trading areas, site selection, types of locations, location and site evaluation; Store planning: Design & layout, retail image mix, Effective retail space management, atmospheric, human resource management.	14
III	Retail marketing: Retail marketing mix, advertising & sales promotion, and store positioning; Customers services; Retail merchandising: Buying organization formats and processes, devising merchandise plans, shrinkage in retail merchandise management.	16
IV	Merchandise pricing: Concept, pricing objectives, determinants, types of pricing, pricing strategies; Retail operation: Elements, store administration, store manager responsibilities, management of retail outlet/store, store maintenance, store security; Application of IT to retail marketing; Retail market segmentation; Consumerism and ethics in retailing; Retail market segmentation; FDI in retail international retailing.	14
Total Contact Hours		60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Berman Berry and Evans J.R., Retail Management- A Strategic Management Approach, Pearson Education, New York.
- Bush Robert, G.H., and Gresham Larry, Retailing, Houghton Mifflin Company, Boston.
- Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava, Retail Management, Oxford University Press.
- Cullen & Newman: Retailing Environment & Operations, Cengage Learning
- Harjit Singh: Retail Management, S. Chand Publication
- Levy Michael, Weitz Barton, Retailing Management, V Edition, Tata McGraw Hill, New York.
- Michael Levy, Borton & Lauren Skinner Beitelspacher- McGraw Hill Education, New Delhi
- Pradhan Swapna, Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India

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Session: 2024-25			
Part A - Introduction			
Name of Programme	M.Com IT		
Semester	I		
Name of the Course	Fundamentals of Information Technology		
Course Code	M24-MCI-109		
Course Type	DEC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 109.1: Understand the applications of IT, including IT outsourcing, computer components, memory types, and software applications.</p> <p>CLO 109.2: Identify and differentiate between hardware and software components of a computer</p> <p>CLO 109.3: Understand the evolution, functions, and types of operating systems & computer networks,</p> <p>CLO 109.4: Work in computing, including distributed computing and cloud computing, and identify different types of cloud architectures (Public, Private, Community, Hybrid, Inter Cloud).</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Information Technology: Concept, scope, characteristics & applications, advantage and disadvantage of IT outsourcing; Computer: Meaning, block diagram, benefits, limitations, applications.		15
II	Computer Devices: H/W and S/W components of a computer, Recent developments in hardware and software, peripherals devices, memory –		15


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	ROM / RAM, storage devices, machine language, assembly language, high level language, types of software; Use of computer for business; Information storage; Retrieval & processing.	
III	Operating System: Concept, evolution, functions and types of operating systems; Networks: Meaning, use and components of networks, telecommunication concepts, data transmission and OSI layers, local area network (ethernet, token bus, token ring), wide area network.	15
IV	Cloud Computing: Trends of computing, introduction to distributed computing, cloud computing, types of clouds and their architecture/design, public cloud, private cloud, community cloud, hybrid cloud, inter cloud.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Andrew S. Tanenbaum, Computer Networks, Pearson Education.• Anita Goel, Computer Fundamentals, Pearson Education India.• Barrie Sosinsky, Cloud Computing Bible, Wiley Publishing Inc.• Behrouz A. Forouzan, Data Communication & Networking, Tata McGraw Hill Education.• Dinesh Maidasani, Jai Narayan Yadav, Fundamentals of Information Technology, Laxmi Publications, New Delhi.• Sinha, P.K., Computer Fundamentals, BPB Publications, New Delhi.		



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Session: 2024-25	
Name of the Programme	Commerce
Semester	I
Name of the Course	Seminar
Course Code	M24-COM-108
Course Type: (CC/DEC/PC/Seminar/CHM/OEC/EEC)	Seminar
Level of the course	400-499
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 108.1: Develop higher intellectual and analytical skills required for understanding a key issue in detail.</p> <p>CLO 108.2: Develop the effective presentation, communication and observation skills.</p>
Credits	Seminar
	2
Teaching Hours per week	2
Max. Marks	50
Internal Assessment Marks	0
End Term Exam Marks	50
Examination Time	1 hour
Instructions for Examiner: Evaluation of the seminar will be done by the internal examiner(s) on the parameters as decided by staff council of the department. There will be no external examination/viva-voce examination.	


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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Organizational Behaviour		
Course Code	M24-COM-101		
Course Type	CC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 101.1: Understand conceptual framework of OB and apply the knowledge of personality in the context of organizations.</p> <p>CLO 101.2: Understand the behavior of individuals in organizations in terms of learning, attitude and perception.</p> <p>CLO 101.3: Interpret and make use of the key concepts with regard to group behaviour and transactional analysis.</p> <p>CLO 101.4: Handle conflicts and change management in organizational context.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Organizational behaviour: Concept, significance, relationship with other disciplines; Approaches to organizational behaviour; challenges and opportunities for organizational behaviour; Personality: Concept, determinants and theories; Big five personality traits, The Myers Briggs type indicators, self-theory, personality traits influencing OB; Psycho-analytical, Social learning, situation strength, traits activation; other personality traits influencing OB; Implication of personality for managers.		16

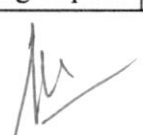
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II	Learning: Concept, process, principles; Theories of Learning: classical, operant conditioning, social, cognitive; Learning through reinforcement; Organizational behavior in learning organization; Attitude: Concept, components, formation, changing of attitude, work related attitude; Perception: Concept, process perceptual selection, factors influencing perception, perceptual organization and interpretation, perceptual distortion, attribution process; Implication of perception for managers.	14
III	Foundations of group behavior: Group dynamics- Concept, functions, type of groups, group dynamics norms, role, status, size of leadership, composition proxemics, stages of group development; Group cohesiveness; Group decision making; Transactional analysis: Concept, scope, components and benefits of transactional analysis.	15
IV	Organizational conflicts: Concept, types and sources of conflict, conflict process, functional and dysfunctional aspects of conflicts, levels of conflict, conflict management and negotiations; Management of change: Concept, causes of change, types of planned and unplanned change, resistance to change, models of managing planned change; organizational development: Concept, benefits, process, effectiveness and limitations, techniques, Action research organization development and change model.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Aswathappa, K.: Organizational Behaviour, Himalaya Publishing House, New Delhi.• Griffin R. W and Moorhead, G. Organizations Behavior: Managing people and organizations, Cengage Learning (South- Western).• Luthans, Fred: Organizational Behaviour, McGraw-Hill, New York.• Nahar, A., Rao PCK, Kumar, N.R.: Organizational Behaviour, Sultan Chand & Sons, New Delhi.• Prasad, L.M.: Organizational Behaviour, Sultan Chand & Sons, New Delhi.• Robbins & Stephen, Judge Timothy and Vohra Neharika: Organizational Behavior, Pearson India Education, New Delhi.• Subba Rao, P.: Organizational Behaviour (Text, Cases, Games), Himalaya Publishing House, New Delhi.		


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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Financial Management		
Course Code	M24-COM-102		
Course Type	CC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 102.1: Know the scope and recent developments of financial management. CLO 102.2: Develop financial plans for businesses. CLO 102.3: Know long term and short term investment decisions methods. CLO 102.4: Learn dividend decisions and models of dividend.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Financial Management: Nature, significance, objectives and scope; Functions of finance executive in an organization; Time value of money.	15	
II	Financial forecasting; Concept, benefits and techniques; Sources of finance; Financial planning: Need, importance, process and drafting a financial plan; Cost of Capital: Concept, Significance, computation of cost of capital- simple and weighted; Recent developments in financial management.	15	
III	Capital structure: Concept, determinants and theories; Capital Budgeting Decisions: Nature, importance, factors influencing capital	15	



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	expenditure decisions, Evaluation criteria and risk analysis; Capital rationing.	
IV	Working Capital Management and Control: Need, types & determinants, assessment of working capital requirements; Management of cash; Marketable securities; Receivables; Dividend decisions: Concept, types of dividend, dividend policies, determinants of dividend decisions, theories of dividend, dividend practices in India.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Hampton: Financial Decision Making, Prentice Hall of India, New Delhi.• Khan, M. Y. and Jain ,P.K.: Financial Management, Tata McGraw Hill, New Delhi.• Pandey, I.M. Financial Management, Vikas Publishing House, Delhi.• Prasanna, Chandra: Financial Management, Tata McGraw Hill, New Delhi.• Kishore, Ravi M.: Financial Management Taxmann Publications Pvt. Ltd., New Delhi.• Sinha, Pradip Kumar: Financial Management, Excel Books, New Delhi.• Van, Horne: Financial Management and Policy, Prentice Hall of India, New Delhi.		


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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Indian Business Environment		
Course Code	M24-COM-103		
Course Type	CC-3		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 103.1: Understand concept and nature of Business Environment. CLO 103.2: Acquaint environmental scanning and economic planning. CLO 103.3: Develop an understanding of various economic and technological policies pertaining to business environment. CLO 103.4: Familiarize with legal aspects of Indian Business Environment.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Business environment: Concept, nature, importance and types of environments; Changing dimensions of business environment; Interaction matrix of different environment factors; Organisational and Environmental scanning: Concept, objectives, process and techniques; Economic planning in India: Success and failure.		15


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II	Economic system; Salient feature of Indian economy; Liberalisation; Privatization; Globalization; Disinvestment in public sector units; NITI Ayog- concept, significance, objectives and machinery; Business ethics; Corporate governance; Social responsibility of business; Social audit.	15
III	Fiscal policy; Monetary policy; Industrial policy; Industrial licensing policy; EXIM policy; Industrial sickness; Development and protection of small-scale industry; Technology transfer.	15
IV	The environment (Protection) Act; Consumer Protection Act; Competition Act; Foreign Exchange Management Act; Intellectual Property Law in India.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Akhileshwar Pathak: Legal Aspects of Business. New Delhi: Mc Graw Hill Education.• Arya, P. P. and Tandon, B. B.: Economic Reforms in India, Deep and Deep Publishers, New Delhi.• Aswathappa, K: Essentials of Business Environment, Himalaya Publishing House, New Delhi.• Cherunilam Francis: Business Environment, Himalaya Publishing House, New Delhi.• Economic Survey – Various Issues, Govt. of India, Ministry of Finance.• Justin Paul: Business Environment, Tata McGraw Hill, New Delhi.• Mishra and Puri: Economic Environment of Business, Himalaya Publishing House, New Delhi.• Rosy Joshi and Sangam Kapoor: Business Environment, Kalyani Publishers, New Delhi.• Saleem Saikh: Business Environment, Himalaya Publishing House, New Delhi.• Sengupta, N.K: Government and Business in India, Vikas Publication, New Delhi.		


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Session: 2024-25

Part A – Introduction


Name of Programme	Commerce		
Semester	I		
Name of the Course	Business Research Methods		
Course Code	M24-COM-104		
Course Type	CC-4		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 104.1: Formulate research problem and identify variables. CLO 104.2: Develop an understanding of various research designs. CLO 104.3: Demonstrate knowledge of research process by undertaking a literature review. CLO 104.4: Interpret results generated from data analysis and report the findings. CLO 5*: Applications of statistical techniques using statistical softwares.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	-

Part B- Contents of the Course


Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Business research: Concept, significance, categories-basic, applied; Types of research: Analytical, applied, conceptual, empirical, experimental, casual; Approaches to research: Quantitative, qualitative, longitudinal, cross sectional; Methods vs methodology; Research Problem: Concept, selection, defining research questions, formulation of research problem, framing of research hypothesis, developing research plan.	12
II	Research process: Concept, steps; Research design: Concept, significance, types – Descriptive, exploratory, conclusive, experimental; Variables: Meaning, need, types; Measurement: Scales of measurement; Likert's scale: Concept, types; Reliability; Validity:	11

	concept, types; Literature Review: Concept, process, types-traditional, conceptual, narrative, systematic, critical, Meta- analysis; Citation; Referencing (APA style).	
III	Sampling: Concept, need, types, characteristics of a good sample; population vs sample; types of errors; Data collection and analysis: Types, tabulation, approaches; Questionnaire, interview, observation, experimentation, survey methods, case study method; Hypothesis Testing: Concept, process, types, t- test, z-test (single, two populations and paired sample); Test of Association: Chi Square test; ANOVA; Multiple Regression Analysis; Factor analysis.	11
IV	Interpretation of data: Concept and techniques; Report writing: Significance, types of reports, Layout of a good report, Precautions in report writing; Writing a research proposal: Purpose, nature, evaluation, content, format, considerations, presentation; Research ethics: concept; need, principles, ethical issues in research.	11
Total Contact Hours		45
Practical		Contact Hours
V*	Applications of questionnaire analysis, hypothesis testing: T-test, Z-test, chi square test, ANOVA (one factor and two factors) using statistical softwares, report writing.	30
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	20	➤ Theory: 50
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	5	
• Mid-Term Exam:	10	
➤ Practicum	10	➤ Practicum 20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5	
• Mid-Term Exam:	-	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Adhikari, D. & Pandey, D. L., Business Research Methods, Asmita Publications.• Bajpai, N., Business Research Methods, Pearson Education, India.• Cooper, Donald & Schindler, S., Business Research Methods, McGraw Hill, Indian Edition.• Kale, N.G., & Ahmed, M., Business Research Methods, Vipul Prakshan.• Karunakarna, K., Business Research Methods –Text and Cases, Himalaya Publishing House.• Malhotra, K. Naresh, Marketing Research, Pearson.• Nargundkar, R., Marketing Research: Text and Cases, McGraw Hill Publication.• Sekran, Uma, Research Methods in Business, Goodreads.		

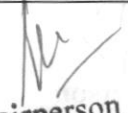

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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	I		
Name of the Course	Retailing		
Course Code	M24-COM-105		
Course Type	CC-5		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 105.1: Understand the conceptual framework and organisational structure in retailing. CLO 105.2: Understand various decisions involved in store location and planning. CLO 105.3: Comprehend the ways retailers use marketing tools and techniques to interact with their customers. CLO 105.4: Recognize and understand the retail pricing, operations-oriented policies, methods, and procedures.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Retailing: Concept, characteristics, importance, functions, theories, emerging trends in retailing; Evolution of retailing in India; History of retail institution; Contribution of retailing to Indian economy; Globalization of retailing; Indian retailing scenario; Organizational environment in retail sector, factors behind the change of Indian retail industry; Retail formats: Retail institutions by ownership, retail institutions by store-based strategy mix, web, non-store based, e-	16	



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	retailing and other forms of non-traditional retailing; e-retailing strategies.	
II	Retail market segmentation; Store location: Trading-area analysis, characteristics of trading areas, site selection, types of locations, location and site evaluation; Store planning: Design & layout, retail image mix, Effective retail space management, atmospheric, human resource management.	14
III	Retail marketing: Retail marketing mix, advertising & sales promotion, and store positioning; Customers services; Retail merchandising: Buying organization formats and processes, devising merchandise plans, shrinkage in retail merchandise management.	16
IV	Merchandise pricing: Concept, pricing objectives, determinants, types of pricing, pricing strategies; Retail operation: Elements, store administration, store manager responsibilities, management of retail outlet/store, store maintenance, store security; Application of IT to retail marketing; Retail market segmentation; Consumerism and ethics in retailing; Retail market segmentation; FDI in retail international retailing.	14
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Berman Berry and Evans J.R., Retail Management- A Strategic Management Approach, Pearson Education, New York.• Bush Robert, G.H., and Gresham Larry, Retailing, Houghton Mifflin Company, Boston.• Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava, Retail Management, Oxford University Press.• Cullen & Newman: Retailing Environment & Operations, Cengage Learning• Harjit Singh: Retail Management, S. Chand Publication• Levy Michael, Weitz Barton, Retailing Management, V Edition, Tata McGraw Hill, New York.• Michael Levy, Borton & Lauren Skinner Beitelspacher- McGraw Hill Education, New Delhi• Pradhan Swapna, Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India		



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Session: 2024-25			
Part A - Introduction			
Name of Programme	M.Com IT		
Semester	I		
Name of the Course	Fundamentals of Information Technology		
Course Code	M24-MCI-109		
Course Type	DEC-1		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 109.1: Understand the applications of IT, including IT outsourcing, computer components, memory types, and software applications.</p> <p>CLO 109.2: Identify and differentiate between hardware and software components of a computer</p> <p>CLO 109.3: Understand the evolution, functions, and types of operating systems & computer networks,</p> <p>CLO 109.4: Work in computing, including distributed computing and cloud computing, and identify different types of cloud architectures (Public, Private, Community, Hybrid, Inter Cloud).</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Information Technology: Concept, scope, characteristics & applications, advantage and disadvantage of IT outsourcing; Computer: Meaning, block diagram, benefits, limitations, applications.		15
II	Computer Devices: H/W and S/W components of a computer, Recent developments in hardware and software, peripherals devices, memory –		15



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	ROM / RAM, storage devices, machine language, assembly language, high level language, types of software; Use of computer for business; Information storage; Retrieval & processing.	
III	Operating System: Concept, evolution, functions and types of operating systems; Networks: Meaning, use and components of networks, telecommunication concepts, data transmission and OSI layers, local area network (ethernet, token bus, token ring), wide area network.	15
IV	Cloud Computing: Trends of computing, introduction to distributed computing, cloud computing, types of clouds and their architecture/design, public cloud, private cloud, community cloud, hybrid cloud, inter cloud.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Andrew S. Tanenbaum, Computer Networks, Pearson Education.• Anita Goel, Computer Fundamentals, Pearson Education India.• Barrie Sosinsky, Cloud Computing Bible, Wiley Publishing Inc.• Behrouz A. Forouzan, Data Communication & Networking, Tata McGraw Hill Education.• Dinesh Maidasani, Jai Narayan Yadav, Fundamentals of Information Technology, Laxmi Publications, New Delhi.• Sinha, P.K, Computer Fundamentals, BPB Publications, New Delhi.		


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Session: 2024-25	
Name of the Programme	Commerce
Semester	I
Name of the Course	Seminar
Course Code	M24-COM-108
Course Type: (CC/DEC/PC/Seminar/CHM/OEC/EEC)	Seminar
Level of the course	400-499
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 108.1: Develop higher intellectual and analytical skills required for understanding a key issue in detail.</p> <p>CLO 108.2: Develop the effective presentation, communication and observation skills.</p>
Credits	Seminar
	2
Teaching Hours per week	2
Max. Marks	50
Internal Assessment Marks	0
End Term Exam Marks	50
Examination Time	1 hour
Instructions for Examiner: Evaluation of the seminar will be done by the internal examiner(s) on the parameters as decided by staff council of the department. There will be no external examination/viva-voce examination.	


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Session: 2024-25			
Part A – Introduction			
Name of Programme	Commerce		
Semester	II		
Name of the Course	Human Resource Management		
Course Code	M24-COM-201		
Course Type	CC-6		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 201.1: Understand the concept of Human Resource Management in Indian and Global context.</p> <p>CLO 201.2: Learn about manpower planning, recruitment and selection process.</p> <p>CLO 201.3: Gain insights of HR Development and career planning.</p> <p>CLO 201.4: Develop the understanding of performance appraisal and compensation decisions.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours
I	Human resource management: Concept, evolution, scope and importance, objectives and functions; Qualities, role and functions of human resource manager; HRM in dynamic environment; Flexi working hours; Work from home policy; Human resource policies; Human resource planning; Job analysis.		16


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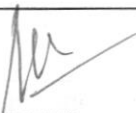
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Session: 2024-25			
Part A – Introduction			
Name of Programme	Commerce		
Semester	II		
Name of the Course	Human Resource Management		
Course Code	M24-COM-201		
Course Type	CC-6		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 201.1: Understand the concept of Human Resource Management in Indian and Global context.</p> <p>CLO 201.2: Learn about manpower planning, recruitment and selection process.</p> <p>CLO 201.3: Gain insights of HR Development and career planning.</p> <p>CLO 201.4: Develop the understanding of performance appraisal and compensation decisions.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours
I	Human resource management: Concept, evolution, scope and importance, objectives and functions; Qualities, role and functions of human resource manager; HRM in dynamic environment; Flexi working hours; Work from home policy; Human resource policies; Human resource planning; Job analysis.		16


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II	Recruitment; Selection; Induction and placement; Work force mobility: Promotion, demotion, transfer and separations.	14
III	Training; Executive development; Career planning and development; Job evaluation; Quality of work life.	16
IV	Performance and potential Appraisal; Compensation management; incentives and employee benefits; Personnel records & HR audit; International human resource management; Job satisfaction.	14
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Armstrong, M. Handbook of HRM Practice. USA: Kogan Page.• Ashwathhapa K.– Human Resource management McGraw hills.• Basak, S. P. Human Resource Management: Text & Cases.: Pearson.• Mamoria, C.B., S.V. Gankar, Personnel Management: Himalaya Publication.• Dessler, G. Human Resource Management. New Delhi: Prentice Hall.• Rao VSP, Human resource management, Excel Publishers.• Rao, P. Subba. Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.		



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Session: 2024-25			
Part A - Introduction			
Name of Programme	M.Com IT		
Semester	II		
Name of the Course	Data Base Management System		
Course Code	M24-MCI-208		
Course Type	CC-7		
Level of the course	400-499		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 208.1: Describe the purpose, characteristics, and advantages of database systems, including database concepts, architecture, data abstraction, instances, and schema.</p> <p>CLO 208.2: Understand data independence, database languages, and the roles of different database users.</p> <p>CLO 208.3: Identify and model entity sets, attributes, keys, and relationships using Entity-Relationship (ER) and Enhanced Entity-Relationship (EER) diagrams, including designing an E-R database schema.</p> <p>CLO 208.4: Work on hierarchical, network, and relational data models.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours		
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	DBMS: Introduction, purpose of database system, characteristics of database approach, advantages of using DBMS, database concept and architecture; Data abstraction: Instances and schema; Data independence: Database languages, database users.	15	
II	Data Modeling: Entity sets attributes and keys, relationships (ER), database modeling using entity, type role and structural constraints, weak and strong	15	



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	entity types; Enhanced entity-relationship (EER): Entity relationship diagram design of an E-R database schema.	
III	Data Models: Hierarchical models- Basic concepts, tree structure, tree-structure diagrams, virtual records, mapping hierarchies to files; The IMS database system: Network model, basic concepts, mapping networks to files, DBTG CODASYL model.	15
IV	Relational model: Basic concepts, enforcing data integrity constraints; Relational algebra: Operations, extended relational algebra operations, relational calculus, Codd's rules.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Bipin C. Desai, An Introduction to Database System, Galgotia Publications• Date, C. J., An Introduction to Database Systems, Addison Wesley N. Delhi.• Elmasri & Navathe: Fundamentals of Database Systems, Pearson Education.• Silberschatz, A., Korth, H.F., Sudarshan, S., Database System Concepts, McGraw Hills		


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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	II		
Name of the Course	International Business		
Course Code	M24-COM-203		
Course Type	CC-8		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 203.1: Develop an understanding of changing dynamics of international business. CLO 203.2: Understand MNCs and theoretical dimensions of international trade CLO 203.3: analyze the significance of different regional economic integration and international economic organizations. CLO 203.4: Familiarize with foreign exchange market.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	International business: Nature, importance and scope; Framework for analyzing international business environment: Geographical, economic, socio-cultural, political and legal environment; Internationalization stages and orientations; International product life cycles; Modes of entry into international businesses; Technology transfers: importance, types and issues.	15	
II	Multinational corporations: nature, types and role; Foreign investment: Nature, types and barriers; Tariff and non-tariff barriers; Theories of international business; Balance of payments (BOP).	15	



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III	Regional economic co-operation: Concept, types and rationale, Structure and functioning of EU, USMCA, ASEAN, SAFTA; International economic institutions: WTO, UNCTAD, IMF, World Bank; Generalized system of preferences; International commodity agreements.	15
IV	Foreign exchange markets: Nature, participants; Foreign exchange rate: Concept, determinants; Exchange rate systems: Fixed and floating, soft peg, crawling peg, free float, managed float; Exchange rates arrangement in India; Foreign exchange risks and exposures: Types and management.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Alan, M. Rugman and Richard, M. Hodgetts: International Business, Pearson Publication, New Delhi.• Arya, P. P. and Tondon, B. B.: Economic Reforms in India; Deep and Deep, New Delhi.• Cherunilam Francis, International Business: Texts and Cases, Himalaya Publishing House, New Delhi.• Daniels Radebaugh Sullivan: International Business Environments and Operations, Pearson Publication, New Delhi.• Griffin, R. W. & Pustay, M. W. (2015). International Business: A Managerial Perspective. Pearson• Menipaz, E., Menipaz A. and Tripathi S.S. International Business: Theory and Practice.• Michael, R. Czinkota; Llkka, A. Ronkainen; and Michael, H. Moffet: International Business Thomason Publication, New Delhi.• New Delhi. Sage Publications India Pvt. Ltd• Robert Grosse and Duane Kujawa: International Business, Irwin Publication, New Delhi.• Saleem Saikh, Business Environment, Himalaya Publishing House, New Delhi.• Sundaram Anant, K. and Black, J. Stewart: The International Business Environment, Prentice Hall of India, New Delhi.• Tayeb Monis H.: The Global Business Environment – An Introduction, Sage Publication, New Delhi• Vyuptakesh Sharan: International Business: Concepts, Environment and Strategy, Pearson Publication, New Delhi.		


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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	II		
Name of the Course	Stock Market Operations		
Course Code	M24-COM-204		
Course Type	CC-9		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 204.1: Understand Investments and securities market. CLO 204.2: Comprehend about the Stock exchanges functioning and indices. CLO 204.3: Gain insights on foreign stock exchanges. CLO 204.4: Know about mutual fund trading and recent developments. CLO 204.5* Develop skills on practical aspects of stock market operations.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Fundamentals of Investment: Concept, investment process, features, types of investors, investment alternatives; Securities market in India: Concept, functions, types, intermediaries; Primary Market: Concept, role, methods of flotation of capital, investor protection, recent trends in primary market, SEBI guidelines for primary market; Secondary Market: Concept, organization regulatory framework for stock exchanges in India, defects in working of Indian stock exchanges, SEBI measures for secondary market.	12	
II	Listing of securities: Merit and demerits, listing requirements, procedure, fee, listing of right issue, bonus shares, further issue,	11	


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	delisting procedure; DEMAT: Concept, opening requirements, type of brokers; Stock market terminologies: Stock split, market trends, crash, types of trading, types of order, correction, dividend, circuit, bad delivery, short delivery, intraday trading, margin trading, rolling statement, clearance statement.	
III	Indian Stock Exchanges: BSE-different trading systems, share groups, BOLT system, types of settlements, pay in and pay out, auction; NSE-market segments, NEAT system, market types, DEMAT settlement, institutional segment, funds settlement, auction, OTSEI-need, features, participants, listing procedure, trading and settlement, factors; Overview of foreign stock exchanges: NYSE & NASDAQ- trading players, role of specialist, trading and technology procedure.	11
IV	Stock market indices: Concept, purpose, considerations in developing index, methods (weighted aggregate value method, weighted average of price relative method), stock market indices in India-BSE SENSEX, NSE indices- S&P, CNX Nifty, scrip selection criteria; Mutual funds: History, organization, types of mutual fund schemes, Net Assets Value (NAV), Role of AMCs in mutual funds, mutual fund companies in India, prospects, recent developments	11
Total Contact Hours		45
Practical		Contact Hours
V*	Discuss the following with live session demonstration, hands on practice session and through case studies <ul style="list-style-type: none"> • DEMAT – opening and trading. • How to apply for IPO. • Intraday trading strategy. • Delivery and settlement procedure. • Virtual Trading. • Visit to NSE/BSE. • Compute NAV of a mutual fund. • Analyse various schemes of Mutual Funds and compute exit load. 	30
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	20	➤ Theory: 50
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	5	
• Mid-Term Exam:	10	
➤ Practicum	10	➤ Practicum 20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5	
• Mid-Term Exam:	-	


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Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Ahuja, N. L., Dawar, V., & Arrawatia, R. Corporate finance, PHI Learning Pvt. Ltd.
- Damodaran, A. Investment Validation: Tools and Technique for Determining value of any assets, John Wiley & Sons.
- Chandra, P.- Investment Analysis and Portfolio Management, Tata McGraw Hill.
- Goel, S. Financial Markets, Institutions and Services, PHI learning.
- Gitman, L.J. and Joehnk, M.D.- Fundamentals of Investing, Pearson.
- Kumar, Vinod and Nangia, Raj Sethi, Investing in Stock Markets, Anne books.
- Madura, Jeff, Personal Finance, Pearson.
- Pandian, P. —Security Analysis and Portfolio Management. Vikas Publishing House, New Delhi.
- Ranganatham, M., & Madhumathi, R. —Security Analysis and Portfolio Management, Pearson Education, India.
- Rustagi, R. P. Investment Management Theory and Practice, Sultan Chand & Sons.
- Singh J.K. and Singh A.K. —Investing in Stock Markets, A K Publications, Delhi.
- Tripath V. & Pawar N. —Investing in Stock Markets, Taxmann Publications.


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Session: 2024-25			
Part A – Introduction			
Name of Programme	M.Com IT		
Semester	II		
Name of the Course	Web Designing for Business Applications		
Course Code	M24-MCI-209		
Course Type	CC-10		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 209.1: Create a web page and website using HTML. CLO 209.2: Understand the concepts of web design and development. CLO 209.3: Create web page graphics and put graphics on a web page. CLO 209.4: Develop animated graphics using HTML. CLO 209.5*: Develop static and dynamic web pages and websites using JavaScript and Cascading Style Sheets (CSS) and external style sheets.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	-
Part B-Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Introduction to web designing: Overview of web design; Basic HTML structure: Tags, and attributes; Creating a basic web page; Publishing HTML pages; Introduction to web hosting.	12	
II	HTML graphics and multimedia: Creating web page graphics, adding images to a web page, image formats (JPEG, PNG, GIF), image manipulation; Creating and embedding videos and audio files; Using multimedia to enhance user experience.	11	
III	CSS for styling web pages: Introduction to CSS, inline, internal, and external CSS, CSS selectors and properties, styling text, images, and backgrounds, layout techniques using CSS (flexbox, grid); Responsive web design principles.	11	



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IV	JavaScript for dynamic web pages: Basics of JavaScript, integrating javascript into HTML; DOM manipulation; Event handling; Creating interactive forms; Validating user input; Introduction to JavaScript libraries (e.g., jQuery).	11
Total Contact Hours		45
Practical		Contact Hours
Candidate has to perform following Practicals: 1. Create a web page that includes a title, headings, paragraphs, ordered and unordered lists, and hyperlinks to other web pages. 2. Add images to a web page in different formats (JPEG, PNG, GIF). Adjust their attributes such as width, height, and alignment, and create a photo gallery. 3. Embed a video and an audio file on a web page using the <video> and <audio> tags. Add controls for play, pause, and volume. 4. Create an external CSS file and use it to style text, headings, paragraphs, background colors, images, and fonts on an HTML page. 5. Use CSS flexbox and grid to create a multi-column layout and a responsive web page. Implement a navigation bar with horizontal and vertical menus and apply media queries. 6. Create a form with various input fields (text, email, password) and buttons. Use JavaScript to validate the form inputs and display error messages for invalid entries. 7. Use JavaScript to manipulate the DOM by creating a dynamic web page. Include elements that change or update in response to user interactions such as button clicks or input field changes. 8. Use HTML and CSS to create animated graphics. Implement animations and transitions on various elements of a web page, such as buttons and images, to enhance user experience.		30
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	20	➤ Theory: 50
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	5	
• Mid-Term Exam:	10	
➤ Practicum	10	➤ Practicum 20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5	
• Mid-Term Exam:	-	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Duckett, J., HTML and CSS: Design and Build Websites, John Wiley & Sons.• Duckett, J., JavaScript and J Query: Interactive Front-End Web Development, John Wiley & Sons.• Eric A. Meyer, Estelle Weyl, CSS: The Definitive Guide, O'Reilly.• Online resources like W3Schools, MDN Web Docs, and free Code Camp• Robbins J.N., Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, O'Reilly.		

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Session: 2024-25			
Part A - Introduction			
Name of Programme	Commerce		
Semester	II		
Name of the Course	Advertising and Personal Selling		
Course Code	M24-COM-207		
Course Type	DEC-2		
Level of the course	400-499		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 207.1: Understand the nature and importance of advertising. CLO 207.2: Prepare Ad Copy and media planning. CLO 207.3: Comprehend the conceptual framework of personal selling. CLO 207.4: Learn skills to execute various stages of personal selling.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Advertising: Concept, Nature And Importance; Advertising And Communication; Types Of Advertising; Advertising Management Process; Social And Economic Aspects Of Advertising; Advertising Objectives And Budget; AIDA Model.	16	
II	Copy development and testing: Determining advertising message and copy headlines, body, copy logo, illustration, creative styles and advertising appeals; Media planning: Print, broadcasting and other	14	


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	media; Media selection and scheduling; Advertising agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests.	
III	Personal selling: Concept, nature, objectives, and importance; Salesmanship: Concept, objectives, importance and types; Types of selling situations and salesperson, qualities of an effective salesperson; Career opportunities in personal selling; Differences among personal selling, salesmanship, and sales force management; Theories of selling; Buyer-seller dyad.	16
IV	Buying motives and their uses in personal selling; Personal selling process: Prospecting: Concept and methods, pre-approach, approach, sales presentation, objection handling, closing the sale, follow-up actions/after sale services; Approaches to personal selling; Sales reports and sales manuals; Role of IT in personal selling; Ethical issues in personal selling.	14
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Aaker, D.A. and Myers, J.G.- Advertising Management, Prentice Hall, New Delhi.• Batra, R., Myres, J.G. and Aaker, D.A.- Advertising Management, Prentice Hall, New Delhi.• Chunawala, S. A.- Sales Management with Personal selling and salesmanship, Himalaya Publishing house.• Davis, J.J.-Advertising Research, Prentice Hall, New Delhi.• Johnston, M. and Marshall, G.-Churchill/Ford/Walker's Sales Force Management, McGraw Hill, Singapore.• Gupta, C. B.- Personal selling and salesmanship, Scholar Tech Press, MKM Publishers.• Norris, J. S.- Advertising, Prentice Hall, New Delhi.• Stanton, W.J. and Shapiro, R.- Management of A Sales Force, McGraw Hill, Singapore.		

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Session: 2024-25			
Part A - Introduction			
Name of the Programme	Common to all PG Programmes		
Semester	II		
Name of the Course	Constitutional, Human and Moral Values, and IPR		
Course Code	M24-CHM-201		
Course Type	CHM		
Level of the course	400-499		
Pre-requisite for the course (if any)	-		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO-1: Learn the different Constitutional Values, Fundamental rights and duties enshrined in the India Constitution.</p> <p>CLO-2: Understand humanism, human virtues and values, and ide of International peace.</p> <p>CLO-3: Grasp the basic concepts of Moral Values and Professional Conduct which are required to become a part of the civil society and for developing professionalism.</p> <p>CLO-4: Understand concepts of Intellectual Property Rights, Copyright, Patent, Trademark etc., and about threats of Plagiarism.</p>		
Credits	Theory	Tutorial	Total
	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Time	3 hours		
Part B-Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist at least 4 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Constitutional Values: Historical Perspective of Indian Constitution; Basic Values enshrined in the Preamble of the Indian Constitution; Concept of Constitutional		8

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	Morality; Patriotic Values and Ingredients Nation Building; Fundamental Rights and Duties; Directive Principles of the State Policy.	
II	Humanistic Values: Humanism, Human Virtues and Civic Sense; Social Responsibilities of Human Beings; Ethical ways to deal with human aspirations; Harmony with society and nature; Idea of International Peace and Brotherhood (Vasudhaiv Kutumbkam).	7
III	Moral Values and Professional Conduct Understanding Morality and Moral Values; Moral Education and Character Building; Ethics of Relations: Personal, Social and Professional; Introduction to Gender Sensitization; Affirmative approach towards Weaker Sections (SCs, STs, OBCs, EWS & DAs); Ethical Conduct in Higher Education Institutions; Professional Ethics.	8
IV	Intellectual Property Rights: Meaning, Origins and Nature of Intellectual Property Rights (IPRs); Different Kinds of IPRs – Copyright, Patent, Trademark, Trade Secret/Dress, Design, Traditional Knowledge; Infringement and Offences of IPRs – Remedies and Penalties; Basics of Plagiarism policy of UGC.	7
	Note: Scope of the syllabus shall be restricted to generic and introductory level of mentioned topics.	
Total Contact Hours		30

Suggested Evaluation Methods

Internal Assessment: 15		End Term Examination: 35	
➤ Theory	15	➤ Theory	35
• Class Participation:	4	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	4		
• Mid-Term Exam:	7		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

Ahuja, V K. (2017). *Law relating to Intellectual Property Rights*, India, IN: Lexis Nexis.

Bajpai, B. L., *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow, 2004.

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Value Education Websites, <http://uhv.ac.in>, <http://www.uptu.ac.in>.

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Modern Technology – The Untold Story, IIT, Delhi.

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Session 2025-26 (Scheme w.e.f. 2024-25)


Part A - Introduction

Name of Programme	Commerce		
Semester	III		
Name of the Course	Financial Institutions and Markets		
Course Code	M24-COM-301		
Course Type	CC-11		
Level of the course	500-599		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 301.1: Enable to understand the working of financial Institutions and markets both individually and as an interlinked system.</p> <p>CLO 301.2: Develop an understanding of the organization, role, functioning and need for regulation of different types of financial markets in India.</p> <p>CLO 301.3: Familiarise the students with the role of commercial banks, NBFCs and development banks in India.</p> <p>CLO 301.4: To acquaint the learners with the concept of financial services with special emphasis on merchant banking and mutual funds and the recent developments.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-

Part B- Contents of the Course


Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Financial system: Concept, nature and role; Financial system and financial markets; Banking and non-banking financial institutions; Consolidation & competition among financial institutions; Financial conglomerates; Financial system and economic development; Indian financial system-an overview.	16
II	Financial markets: Organization, economic role, instruments & regulation of money market; Capital Market: Primary and secondary markets and their organization; Government securities market; Recent	14


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	developments in Indian capital and money market; Role of SEBI- an overview.	
III	Financial institutions: Commercial banking-Concept, role, classification, asset liability management, non-performing assets (NPAs); Financial inclusion, recent developments in banking including restructuring, privatisation, MUDRA financing; Insurance: Life and non-life insurance companies in India- public and private; Non-banking financial companies (NBFCs): Role and types; Private equity, venture capital and hedge funds; Development banks: Concept, objectives and functions, Operational and promotional activities of development banks; IFCI, ICICI, IDBI, IRBI, SIDBI, SBI and state financial institutions.	16
IV	Merchant Banking: Concept, functions growth and future of merchant banking in India; Government policy on merchant banking services; SEBI guidelines; Leasing and hire purchase, venture capital finance, factoring services, credit rating; Mutual funds: Concept, performance appraisal and regulation of mutual funds; Types of mutual fund schemes (open ended v/s close ended, equity, debt, hybrid schemes and exchange traded funds (ETFs); Designing and marketing of mutual funds schemes; Mutual fund schemes in India: recent developments.	14
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Bhole L.M.- Financial Markets and Institutions, Tata McGraw Hill, Delhi.• Mishkin, F.- The Economics of Money Banking and Financial Markets. Pearson• Madura, J.- Financial Markets and Institutions. Cengage.• Khan M. Y.-Indian Financial System, Tata McGraw Hill, Delhi.• Kumar, V., Gupta, K., Kaur, M., Financial Markets, Institutions and Financial Services, Taxmann's Publications.• Rose, Peter S.- Financial Institutions. Ontario, Irwin Dorsey.• Srivastava R.M.- Management of Indian Financial Institution; Himalaya Publishing House, Mumbai• Varshney, P.N.-Indian Financial System, Sultan Chand & Sons, New Delhi.• Vij, Madhu- Management of Financial Institutions in India, Amol Publications, New Delhi.		



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Part A – Introduction			
Name of Programme	Commerce		
Semester	III		
Name of the Course	Financial Analysis and Reporting		
Course Code	M24-COM-302		
Course Type	CC-12		
Level of the course	500-599		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 302.1: Analyse and interpret financial statements. CLO 302.2: Understand the concept of mandatory and voluntary disclosures. CLO 302.3: Gain insights on Indian Accounting standards and IFRS. CLO 302.4: Critically evaluate the contemporary issues in financial reporting. CLO 5*: Analyse financial statements of company and reporting for better decision making.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Financial reporting: Purpose, users, conceptual framework of reporting; Financial statements: Structure, general purpose of financial statements as per Ind AS, disclosures (mandatory and voluntary), auditor's report, director's report, corporate governance report, other disclosures; Components of financial statements: Disclosure of Accounting Policies (AS-1), Valuation of Inventories (AS-2), Revenue Recognition (AS-9), Accounting for Fixed Assets [Property, Plant & Equipment (AS-10)], Earning Per Share (AS-20), Accounting for Taxes on Income (AS-22), Accounting for Intangible Assets (AS-26).	12	
II	Analysis and interpretation of financial statements: Vertical and horizontal analysis, expanded analysis, financial ratios in annual reports,	11	


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	graphical financial information, use of financial analysis for management, indexed financial statements, return on assets, ratios to predict financial insolvency; Inter firm Comparison: Concept, return ratios, market ratios, solvency ratios, dividend ratios, Z score; Fair value measurement.	
III	Accounting Standards and IFRS: Concept, nature, objectives, applicability, need and benefits of convergence of Indian accounting standards towards and IFRS; Difference between GAAPs, Accounting Standards & IFRS; Ind AS 101: First time adoption of Ind AS; Ind AS 102: Share based payment; Ind AS 103: Business Combination; Ind AS 110: Consolidated financial statements; Overview of IFRS	11
IV	Contemporary Issue in Financial Reporting and Analysis: Evolution of accounting in technological environment; Accounting for E-Commerce: Concept, business models-P2P, P2A, Aggregator model, B2C, B2B, Mixed models, revenue recognition, website costs; Value Added Statements: Concept, types of value-added, value-added statement, EBITDA, Interim Reporting.	11
Total Contact Hours		45
Practicals		Contact Hours
V*	<ul style="list-style-type: none"> a. Horizontal and vertical analysis of key metrics of a company's financial statements. b. Assess the solvency and leverage position of a business using financial ratios and make a comparative statement of historical, current and industry averages. c. Financial model by linking income statement, balance sheet and cash flow statement of a company using historical data of 3 years. Analyse the accounting principles which leads to cash flow statement. d. Showcase a firm's financial performance without the impact of capital structure and how it can be used in valuation of an enterprise. e. A hotel company knows that the holiday season is approaching and that the hotels will be crowded. The company wants to find out whether an increase in customer traffic at the hotel will raise the total sales revenue, if so, then by how much. Make a sensitivity analysis to solve this issue. f. Check the company's performance using Dupont Analysis. g. Critically evaluate the Director's Report and Auditor's Report. h. Analyse the financial statements of a company and make a report on Company's information, accounting policies, revenue recognition, compliance of accounting standards, Inventories, schedule of PPE, Taxes (current and deferred) and impact on EPS (basic and diluted). i. Analyse a company's disclosure of significant policies. 	30



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Suggested Evaluation Methods			
Internal Assessment: 30		End Term Examination: 70	
➤ Theory	20	➤ Theory:	50
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➤ Practicum	10	➤ Practicum	20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		
Part C-Learning Resources			
Recommended Books/e-resources/LMS:			
<ul style="list-style-type: none">• Ahuja, N. & Dawar, V., Financial Reporting, Taxmann Publications.• Bhattacharya, K. Ashish, Corporate Financial Reporting and Analysis, Prentice Hall of India.• Dunn, J., Financial Reporting and Analysis, Wiley.• Foster, G., Financial Statement Analysis, Pearson Education.• Fridson, M.S. & Alvarez, F.- Financial Statement Analysis- A Practitioner Guide, Wiley Finance.• Jha, N. & Wadhwa, S., Financial Reporting Analysis, Himalaya Publishing House.• Lal, J. & Sucheta, Financial Reporting and Analysis, Himalaya Publishing House.• Murthy, G., Analysis and Interpretation of Financial Statements, Himalaya Publishing House.• Tulsian, P.C. and Tulsian, Bharat, Financial Reporting, S. Chand Publishing.			



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Part A – Introduction			
Name of Programme	Commerce		
Semester	III		
Name of the Course	Project Planning and Control		
Course Code	M24-COM-304		
Course Type	DEC-3		
Level of the course	500-599		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 304.1: Generate project ideas & develop project planning. CLO 304.2: Analyze the projects from market, technical and financial points of view. CLO 304.3: Forecast profitability and apply the project appraisal parameters. CLO 304.4: Carry out a social cost-benefit analysis of projects and understand project network techniques.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Project: Concept, types, features; Project idea generation; Identification of Investment opportunities; project screening; Project feasibility study; Project planning and analysis; Project organizational structure.	14	
II	Market and demand analysis: Sources of information- primary and secondary, Demand forecasting and market planning; Technical Analysis: Materials and inputs, production technology, plant location and	14	


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	layout, selection of plant and equipment; Financial Analysis: Major cost components, means of financing, planning capital structure.	
III	Profitability and financial projections: Cost of production, Break-even analysis, projected profit and loss account, cash flow statement and balance sheet; Project appraisal techniques: Appraisal under uncertainty and risk analysis.	16
IV	Social cost benefit analysis: Concept, indicators of social desirability of project, methodology, L&M and UNIDO approach, SCBA in India; Network techniques for project control: PERT/CPM; Problem of time and cost overrun; Project implementation practices in India.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Bryce, MC: Industrial Development, McGraw Hill (Int. Ed), New York.• Chandra, Prasanna: Projects: Planning Analysis, Financing, Implementation, and Review Tata McGraw Hill, New Delhi.• Chaudhary, S.: Project Management, Tata McGraw Hill, New Delhi.• I.D.B.I: Manual of Industrial Project Analysis in Developing Countries.• O.E.C.D: (i) Manual for Preparation of Industrial Feasibility Studies. (ii) Guide to Practical Project Appraisal.• Patel, Bhavesh M, Project Management, Vikas Publishing House Pvt. Ltd., New Delhi• Pitale, R.L: Project Appraisal Techniques, Oxford and IBH.• Planning Commission: Manual for Preparation of Feasibility Report.• Timothy, D.R. and W.R Sewell: Project Appraisal and Review, Macmillan, India.		


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Part A - Introduction			
Name of Programme	M.Com IT		
Semester	III		
Name of the Course	Internet and MIS		
Course Code	M24-MCI-312		
Course Type	DEC-4		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 312.1: Understand the World Wide Web (WWW), Internet addressing, and tools like Email, FTP, and Google. Grasp basics of Search Engine Optimization (SEO).</p> <p>CLO 312.2: Comprehend Intranet, Extranet, and Web Security Risks. Identify safeguards and understand site hacking and firewall concepts.</p> <p>CLO 312.3: Gain insight into Information System (IS) fundamentals, including MIS and Decision Support Systems.</p> <p>CLO 312.4: Develop skills in conceptual and detailed system design, covering problem definition, objective setting, and system constraints.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Internet concepts: Understanding the World Wide Web (WWW) and its applications; Introduction to internet linking, internet addressing, IP addressing, and domain name system (DNS); Exploring URLs and internet tools, including communication tools (email, FTP, telnet, usenet) and information search tools (Google, Archie, Veronica, WAIS); Basics of search engine optimization (SEO).	15	



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II	Intranet, extranet, and internet security: Introduction to intranet and extranet; Intranet services, covering Web (HTTP), publishing, HTML, Hypertext; Software used in electronic meeting systems, including audio conferencing, video conferencing, groupware; Understanding the concept of extranet; Risks and safeguards of web online; Network and website security risks; Introduction to site hacking and firewall, including concept, components, constituents, and benefits.	15
III	Foundation of information system: Introduction to information system and management information systems (MIS); Understanding decision support and decision-making systems; Systems approach in MIS organization within a company.	15
IV	System design: Conceptual system design, covering defining problems, setting systems objectives, establishing system constraints, determining information needs and sources, and preparing conceptual design reports; Detailed system design, including project management of MIS detailed design, identifying dominant and trade-off criteria, defining sub-systems and sketching detailed operating sub-systems, determining the degree of automation, inputs, outputs, and processing, conducting early System testing, and documenting the detailed design.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Brian, Management Information System, TMH• Douglas Comer, The Internet Book: Everything You Need to Know about Computer Networking and How the Internet Works, Prentice Hall, New Delhi• Gary B., Shelly, H., Albert Napier, Olie Rivers, Discovering the Internet Complete concepts & Techniques, Third Edition, Cengage Learning• Jawadekar, W. S., Management Information System, Tata McGraw Hill.• John R. Vacca, Practical Internet Security, Springer Science + Business Media• Namrata Aggarwal, Financial Accounting on Computers Using Tally, Dream Tech Press India(P) Ltd• Robert G. Murdick, Loel E. Ross & James R. Claggett, Information System for Modern Management, PHI• Tally 9 In Simple Steps, Kogent Inc Solutions, Dream Tech Press India(P) Ltd.		

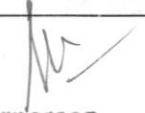

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Session 2025-26 (Scheme w.e.f. 2024-25)			
Part A – Introduction			
Name of Programme	Commerce		
Semester	III		
Name of the Course	Human Resource Development		
Course Code	M24-COM-307		
Course Type	DEC-5		
Level of the course	500-599		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 307.1: Understand the concept and evolution of Human Resource Development.</p> <p>CLO 307.2: Know about strategic interventions in HRD, including designing and implementing training programs.</p> <p>CLO 307.3: Manage knowledge, learning processes, and HRD interventions effectively in an organizational setting.</p> <p>CLO 307.4: Assess the impact of HRD programs on organizational health and climate.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Human resource development: Concept and evolution, relationship between HRD and HRM; HRD process and framework: Assessing HRD needs, designing training and development programme, implementation of programme and evaluation; Strategic interventions in HRD, HRD	16	


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	functions, role and competencies of HRD professionals, emerging trends and challenges in HRD.	
II	HRD activities: Employee development activities, leadership development, action learning, assessment and development centers; HRD culture and climate, elements of HRD climate; Determinant needs and role of trade unions; Employee socialization and orientation: Concept, categories and content of learning in socialization, realistic job review, career management and development; HRD audit.	14
III	Knowledge management: Concept, process, tools and barriers to knowledge management; Learning and HRD: Concept, principles, process and theories of learning, learning styles and strategies; Role analysis, simulations, T-Groups and transactional analysis.	16
IV	HRD in organizations: Organizational health and organizational climate; Management development; Employee counselling and wellness services, assessing the impact of HRD programs and applications, organizational strategies based on human resources.	14
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Dayal, I.- Successful Applications of HRD, New Concepts, New Delhi.• Deb, T.- Human Resource Development – Theory and Practice, Ane Books Pvt. Ltd., New Delhi.• Haldar, U.K., Human Resource Development, Oxford University Press, New Delhi.• Krishnaveni, R., Human Resource Development – A Researcher’s Perspective, Excel Books, New Delhi.• Werner J.M. and Desimone R.L., Human Resource Development – Foundation, Framework and Application, Cengage Learning, New Delhi.		

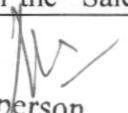

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Part A – Introduction			
Name of Programme	M.Com IT		
Semester	III		
Name of the Course	Advanced Excel for Data Management and Analysis		
Course Code	M24-MCI-313		
Course Type	DEC-6		
Level of the course	500-599		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 313.1: Understand the excel interface and data entry techniques.</p> <p>CLO 313.2: Apply advanced formulas and functions for complex data analysis.</p> <p>CLO 313.3: Develop data management and organization skills.</p> <p>CLO 313.4: Apply data analysis tools for better understanding.</p> <p>CLO 313.5*: Understand and apply data entry techniques, analyze and visualize complex datasets using basic and advanced formulas, conditional formatting, PivotTables, and Pivot Charts, and develop automation solutions through macros and VBA to enhance data management and reporting.</p>		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Introduction to Excel: Overview of excel interface, ribbon, tabs, groups, formula bar, status bar, understanding workbooks and worksheets; Data entry techniques: Autofill, flash fill; Basic formulas and functions: SUM, AVERAGE, MIN, MAX, COUNT, COUNTA; Conditional formatting: Rules, data bars, color scales, icon sets.	12	
II	Data management and organization: Organizing data with tables and structured references; Data validation: Ensuring data integrity with	11	

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	validation rules; Sorting and filtering data: Advanced sorting techniques, custom filters; Advanced formulas and functions: Logical functions: IF, AND, OR, NOT; Lookup functions: VLOOKUP, HLOOKUP, INDEX, MATCH, XLOOKUP; Text functions: CONCATENATE, LEFT, RIGHT, MID, FIND, SUBSTITUTE.	
III	Data analysis tools: Pivotable and pivot charts- Creating, formatting, and analyzing; Creating and customizing charts: Line, bar, column, pie, scatter, using sparklines for data trends; Working with large datasets: Freeze panes, split, grouping, subtotals, data consolidation; Using excel as a database: Importing and exporting data; Database functions: DSUM, DCOUNT, DAVERAGE, DGET.	11
IV	Excel macros and VBA basics- Introduction to macros: Recording, editing, and running macros; Basics of VBA: Understanding the VBA editor, writing simple VBA code, automating data management tasks with VBA.	11
Total Contact Hours		45
Practicals		Contact Hours
	<ol style="list-style-type: none"> 1. Create a new workbook, add three worksheets, and rename them to "Sales Data," "Inventory," and "Summary." Use the Ribbon to apply different styles to each worksheet. In the "Sales Data" sheet, use Autofill to complete a series of dates and Flash Fill to reformat a column of names from "Firstname Lastname" to "Lastname, Firstname." 2. In the "Sales Data" worksheet, enter sales figures for each month. Calculate the total sales using the SUM function, the average sales using the AVERAGE function, and find the highest and lowest sales figures using the MAX and MIN functions. Additionally, use the COUNT and COUNTA functions to count the number of sales entries. 3. In the "Sales Data" worksheet, apply conditional formatting to the sales figures. Use rules to highlight sales above a certain threshold, apply data bars to represent sales visually, use color scales to show relative values, and apply icon sets to categorize the sales data into three groups. 4. Convert a range of product inventory data in the "Inventory" worksheet into a table and use structured references to calculate totals and subtotals within the table. Create data validation rules to restrict entries in the "Quantity" column to positive integers only and provide a custom error message for invalid entries. 5. In the "Sales Data" worksheet, perform advanced sorting by sorting the data by sales figures in descending order and then by date. Apply custom filters to display sales data for a specific region and use logical functions (IF, AND, OR) to categorize the data into high, medium, and low sales. 6. In the "Summary" worksheet, create a summary report that pulls data from the "Sales Data" and "Inventory" sheets. Use VLOOKUP to 	30


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	<p>find and return the sales figures for a specific product, and use text functions (CONCATENATE, LEFT, RIGHT, MID) to format a product description by combining text from different columns and extracting parts of the text.</p> <p>7. Create a PivotTable and PivotChart in the "Summary" worksheet to analyze sales data. Summarize the sales data by region and product category using the PivotTable, generate a PivotChart based on the PivotTable, and customize it by changing chart types, adding titles, and formatting data series.</p> <p>8. Record a macro to automate a repetitive task in the workbook by formatting the "Sales Data" worksheet. The macro should apply bold to the headers, set a specific number format to the sales figures, and apply conditional formatting to highlight high sales. Edit the macro in the VBA editor to include additional formatting changes, and write a simple VBA code to create a button that runs the macro.</p>	
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	20	➤ Theory: 50
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	5	
• Mid-Term Exam:	10	
➤ Practicum	10	➤ Practicum 20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5	
• Mid-Term Exam:	-	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• John Walkenbach, Excel 2019 Bible, Wiley.• Michael Alexander and Richard Kusleika, Excel 2019 All-in-One for Dummies, Wiley.• Wayne L. Winston, Microsoft Excel 2019 Data Analysis and Business Modeling, Microsoft Press.		


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Session 2025-26 (Scheme w.e.f. 2024-25)

Part A - Introduction

Name of Programme	Commerce		
Semester	III		
Name of the Course	Sustainable Business		
Course Code	M24-OEC-306		
Course Type	OEC		
Level of the course	500-599		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 306.1: Acquaint with the concept and importance of sustainable business.</p> <p>CLO 306.2: Develop an understanding of Sustainability Reporting and Sustainability Risk Management.</p> <p>CLO 306.3: Comprehend sustainable marketing mix.</p> <p>CLO 306.4: Familiarise with role of entrepreneurship in sustainable business.</p>		
Credits	Theory	Tutorial	Total
	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Time	3 hours		


Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.

Unit	Topics	Contact Hours
I	Sustainability: Concept, importance and principles; Sustainable business and CSR, business sustainability and corporate accountability framework; Triple bottom line for business sustainability.	8
II	Sustainability Reporting: Concept, need and process; Sustainability reporting standards; Emerging issues in sustainability reporting; Sustainability performance framework; Sustainability risk management.	7

III.	Sustainable business marketing: Green marketing strategy; Sustainable marketing mix; Market barriers to sustainability products; Business risks of sustainability marketing; Keys to marketing a sustainable brand.	8
IV	Entrepreneurship and Sustainable Business: Entrepreneurship: Concept, importance and qualities of a good entrepreneur; Role of entrepreneurship in sustainable business; Social entrepreneurship; Innovation and sustainable business.	7
Total Contact Hours		30
Suggested Evaluation Methods		
Internal Assessment: 15		End Term Examination: 35
➤ Theory	15	➤ Theory: 35
• Class Participation:	4	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	4	
• Mid-Term Exam:	7	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Aagaard, Annabeth. Sustainable business: Integrating CSR in business and functions. River Publishers.• Brockett, Ann, and Zabihollah Rezaee. Corporate sustainability: Integrating performance and reporting. Vol. 630. John Wiley & Sons.• Gittell, Ross, Matt Magnusson, and Michael Merenda. The sustainable business case book. Saylor Foundation.• Scott, Jonathan T. The sustainable business: A practitioner's guide to achieving long-term profitability and competitiveness. Routledge.• Wells, Geoffrey, ed. Sustainable business: Theory and practice of business under sustainability principles. Edward Elgar Publishing.		

Session 2025-26 (Scheme w.e.f. 2024-25)			
Part A - Introduction			
Name of Programme	Commerce		
Semester	IV		
Name of the Course	IT Applications in Business		
Course Code	M24-COM-401		
Course Type	CC-13		
Level of the course	500-599		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 401.1: Use online tools to improve productivity CLO 401.2: Communicate and collaborate using the online and cloud-based tools. CLO 401.3: Manage online resources for marketing communication. CLO 401.4: Comprehend AI tools for students. CLO 5*: Will be able to apply various IT tools in real life situation.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Productivity Applications: Word Processor – MS Word, Google Docs, Libre Office; Spreadsheet – MS Excel, Google Sheets; Presentation Software – Power Point, Google Slides.	12	
II	Communication and Collaboration Tools: Email and Calendar Applications; Online Meetings -Google Meet, Zoom, Microsoft Teams, Slack, etc. Cloud Storage and collaboration – Use of Google Drive, One Drive, etc. for storage and resource sharing	11	
III	Marketing Tools: Youtube, Facebook, Instagram, Snapchat, etc. – resources, making a channel/page, promoting channel/ page. Blogging- Wordpress, Blogger, etc., tools for blogging	11	
IV	AI Tools: Chat GPT, Gemini, Microsoft Copilot; Rephrasing tools; Grammarly; Tools for making websites and apps; Making CV using AI tools.	11	
Total Contact Hours			45


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Practicals	Contact Hours
<p>Suggested Practical (at least 3 per unit)</p> <ol style="list-style-type: none"> Write a letter informing the dealers about the launch of new product (MS Word – formatting and mail merge) Make a sales report (MS Word – graphics, tables and formatting) Prepare a payroll of employees in an organization (MS Excel) Make a table of quarterly sales of products of a firm and make the graphs of sales growth and compute the same with the help of a formula (MS Excel – graphs, formula) Choose any topic of your choice and make a presentation (Power Point) Schedule an online meeting using Calendar, Google Meet & Zoom. Study various settings of controlling the meeting. Make a Google Form to collect data from the students. Store the sheet in Google Drive and share it with your teacher Make a Facebook/ Instagram page to promote a product of your choice Make a Youtube channel to inform about the features about the product and upload at least 2 videos. Make a blog on various features/ news about the product of your choice (Blogger/ Word Press) Choose any topic of your choice and prepare the content on the same using Chat GPT/ Gemini/ Microsoft Copilot. Make a graphic also on the same topic. Make a presentation using AI tool Make your CV using AI tool (Canva/ MS Word/ Resume.io etc.) 	30

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	20	➤ Theory:	50
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	10		
➤ Practicum	10	➤ Practicum	20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical	
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5		
• Mid-Term Exam:	-		

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- Lambert, J., & Frye, C. (2019). Microsoft Office 2019 Step by Step. Microsoft Press.
- Bucki, L. (2021). Microsoft Office 365 All-in-One for Dummies. Wiley.
- Dean, A. (2020). YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer. Lioncrest Publishing.

Online resources to use the apps and other resources:

<https://chat.openai.com/>


<https://gemini.google.com/>

<https://copilot.microsoft.com/>

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Session 2025-26 (Scheme w.e.f. 2024-25)			
Part A - Introduction			
Name of Programme	Commerce		
Semester	IV		
Name of the Course	Multinational Financial Management		
Course Code	M24-COM-402		
Course Type	CC-14		
Level of the course	500-599		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 402.1: Understand the conceptual framework of multinational financial markets and various financial instruments. CLO 402.2: Know the role of multinational financial institutions and understand forex market. CLO 402.3: Acquaint with exposure management. CLO 402.4: Develop the understanding about FDI and international trade finance.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	International financial management: Concept, nature, importance and challenges, Domestic vs. international financial management, international monetary system; International financial markets: Features and role of international capital and money markets; International financial instruments: GDRs, ADRs, IDRs, Euro bonds, Euro loans, Repos, CPs, Floating rate instruments, Loan syndication and Euro deposits.	16	
II	Multilateral financial institutions and foreign exchange market: IMF, World Bank; European monetary system; Importance and functions,	14	

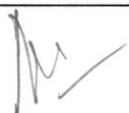

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	Forex market; structure and functions, major participants, factors influencing exchange rates, exchange rate determination theories; Exchange rate quotes, Spot rates, forward exchange rates, forward exchange contracts; Foreign exchange and currency futures.	
III	Exposure management: Transaction exposure, translation exposure and economic exposure; Management of exposures: Internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques.	16
IV	Foreign direct investment and international trade finance; Global trends in FDI, benefits of investing overseas, political risk and FDI, Overview of cross boarder merger and acquisitions, supplier credit, buyers credit, documentary credit, letter of credit mechanism, forfeiting.	14
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Apte, P.G: <i>International Financial Management</i>, Tata McGraw Hill, New Delhi,• Buckley, Adrian: <i>Multinational Finance</i>, Prentice Hall, New Delhi.• Eitman, D.K. and Stenehill, A.I.: <i>Multinational Business Cash Finance</i>, Addison Wesley, New York.• Henning, C.N., Piggot, W. and Scott, W. H.: <i>International Financial Management</i>, McGraw Hill, International Edition.• Levi, M. D,: <i>International Finance</i>, McGraw- Hill, International Edition.• O'Connor D. J., and Bueso, A. T.: <i>International Dimensions of Financial Management</i>; Macmillan, New Delhi.• Keith, Pilbeam: <i>International Finance</i>; MacMillan Press, Hong Kong.• Rodriquefe, R.M. and E.E Carter: <i>International Financial Management</i>, Prentice Hall, International Edition.• Shaprio, Alan. C: <i>Multinational Financial Management</i>, Prentice Hall, New Delhi.• Yadav, Surendras., P. K. Jain and Peyrard, Max: <i>Foreign Exchange Markets</i>, Macmillan, New Delhi.• Zeneff, D. and Zwick, J.: <i>International Financial Management</i>, Prentice Hall, International Edition.		



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Session 2025-26 (Scheme w.e.f. 2024-25)			
Part A – Introduction			
Name of Programme	M.Com IT		
Semester	IV		
Name of the Course	Python Programming for Business Applications		
Course Code	M24-MCI-413		
Course Type	DEC-7		
Level of the course	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 413.1: Understand the basic syntax and semantics of Python programming language. CLO 413.2: Apply Python programming skills to solve business-related problems. CLO 413.3: Utilize Python libraries for data analysis, visualization, and web scraping. CLO 413.4: Develop automation scripts to streamline business processes. CLO 413.5: Develop Awareness of the developments of basic Python program.		
Credits	Theory	Practical	Total
	3	1	4
Teaching Hours per week	3	2	5
Internal Assessment Marks	20	10	30
End Term Exam Marks	50	20	70
Max. Marks	70	30	100
Examination Time	3 hours	3 hours	-
Part B-Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Introduction to Python Programming: Overview of python; Setting up the environment; Basic syntax; Data types; Variables; Operators: Input and output; Basic coding practices.	12	
II	Control structures and functions: Conditional statements (if, elif, else), loops (for, while); Functions (defining, calling, return statement), lambda functions; Exception handling.	11	
III	Data structures and libraries: Lists, tuples, sets, dictionaries, string manipulation; Introduction to libraries: NumPy for numerical computations, pandas for data manipulation, Matplotlib for data visualization.	11	
IV	Advanced python for business applications: File handling (read, write, append); Web scraping with beautiful soup and scrapy; Working with	11	


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APIs, Introduction to data analysis with pandas; Data visualization with Matplotlib		
Total Contact Hours		45
Practical		Contact Hours
Candidates are required to perform these practicals: 1. Setting up the Python environment, writing a simple Python script to demonstrate basic syntax, using data types, variables, operators, and input/output functions. 2. Write a Python program using conditional statements (if, elif, else) and loops (for, while) to control the flow of the program. 3. Define and call functions, use the return statement, create lambda functions, and handle exceptions in Python programs. 4. Work with lists, tuples, sets, and dictionaries. Perform operations such as adding, removing, and accessing elements. Manipulate strings using built-in methods. 5. Utilize NumPy for numerical computations, pandas for data manipulation, and Matplotlib for data visualization. Create arrays, Data Frames, and various plots. 6. Read from and write to files in Python. Handle file operations such as reading, writing, and appending data. Process and analyze data from files. 7. Use Beautiful Soup and Scrapy to scrape data from web pages. Extract specific information and save it in a structured format. 8. Work with APIs to fetch data, use pandas for advanced data analysis, and create complex visualizations using Matplotlib		30
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	20	➤ Theory: 50
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	5	
• Mid-Term Exam:	10	
➤ Practicum	10	➤ Practicum 20
• Class Participation:	5	Lab record, Viva-Voce, write-up and execution of the practical
• Seminar/Demonstration/Viva-voce/Lab records etc.:	5	
• Mid-Term Exam:	-	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Al Sweigart, Automate the Boring Stuff with Python, No Starch Press• Charles Severance, Python for Everybody: Exploring Data in Python 3, Shroff Publishers• Jake Vander Plas, Python Data Science Handbook, Shroff/O'Reilly• Luciano Ramalho, Fluent Python, O'Reilly Media, Inc, USA.• Martin C. Brown, Python: The Complete Reference Paperback, McGraw-Hill/Osborne Media• Online resources like Coursera, edX, and the official Python documentation docs.python.org)		


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Session 2025-26 (Scheme w.e.f. 2024-25)			
Part A - Introduction			
Name of Programme	Commerce		
Semester	IV		
Name of the Course	Sales Management		
Course Code	M24-COM-405		
Course Type	DEC-8		
Level of the course	500-599		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 405.1: Understand the basics of sales management and sales forecasting. CLO 405.2: Acquaint with sales planning, sales quotas, sales territories and sales budgets. CLO 405.3: Know about the recruitment, selection, placement, induction, training and development of the sales force. CLO 405.4: Comprehend the concepts of training, motivation, evaluation and control of sales force.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Sales management: Concept, objectives and functions; Sales manager: Types, qualities and responsibilities; Fundamentals of selling; salesmanship; Selling process; Sales planning: Process, types and limitations; Sales forecasting: Objectives, procedure, methods and limitations.	15	


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II	Sales quotas: Objectives, types, determinants and methods for setting sales quotas; Sales territories: Need, determinants, principles, and procedure for establishing sales territories; Sales budget: Types, essentials, process and approaches to sales budget formulation; Sales organization: Significance and functions, setting up a sales organization, factors affecting and pre requisites of ideal sales organization.	17
III	Sales force management: Recruitment, selection, placement; Compensation: Factors determining remuneration to salesmen, designing compensation plan; Sales meetings and sales contests.	13
IV	Sales training: Objectives, principles, types and methods; Development and induction of sales force; Methods of motivating sales force; Evaluating performance of sales force; Promotion policies; Controlling sales personnel; Sales audit; Sales records and reporting system; Ethical issues in Sales management.	15

Total Contact Hours 60

Suggested Evaluation Methods

Internal Assessment: 30		End Term Examination: 70	
➤ Theory	30	➤ Theory:	70
• Class Participation:	5	Written Examination	
• Seminar/presentation/assignment/quiz/class test etc.:	10		
• Mid-Term Exam:	15		

Part C-Learning Resources


Recommended Books/e-resources/LMS:

- Anderson, R.E., Hair, J.F, Bush, A.J.- Professional Sales Management, McGraw Hill, Singapore.
- Dalrymple, D.J. and Cron, W. J. - Sales Management – Concepts and Cases, John Wiley, New York.
- Johnston, M. and Marshall, G.-Churchill/Ford/Walker's Sales Force Management, McGraw Hill, Singapore.
- Futrell, Charles M.: Sales Management – Teamwork, Leadership and Technology, Thomson Asia, Singapore
- Johnson, E.M., Kurtz, D.L. and Schewing, E.- Sales Management, McGraw Hill, Singapore.
- Stanton, W.J. and R. Sapiro- Management of Sales Force, McGraw Hill, Singapore.
- Still, R.R. and Cundiff, E.W.-Sales Management, Pearson, New Delhi.

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Part A - Introduction			
Name of Programme	Commerce		
Semester	IV		
Name of the Course	International Human Resource Management		
Course Code	M24-COM-407		
Course Type	DEC-9		
Level of the course	500-599		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 407.1: Understand the conceptual framework of international HRM. CLO 407.2: Understand different aspects of comparative management. CLO 407.3: Study how to manage international assignments. CLO 407.4: Know about managing multinational business operations.		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	International management: Concept and trends, relationship between international management and international HRM; Models of international HRM, cultural dimensions and their impact on international HRM; Hofstede's model for studying culture; Globalization and its implications for HRM practices.		15


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II	Comparative management: Concept, importance and scope, models and approaches of comparative management, issues in comparative management; Legal, political, ethical and cultural, national and regional differences in human resource management practices.	15
III	Managing international assignments: Expatriate management, selection, training and repatriation, cross cultural training and development, managing diversity in global workforce; Assessing the challenges and opportunities of internationalization of HRM practices.	15
IV	Managing multinational business operations: Human resource management in MNCs; Motivation, perception, leadership, communication, job satisfaction, attitudes and performance appraisal at global business units; Negotiation across cultures; Management styles and practices in US, Japan, China, Korea, Europe and India; Organisational design in different countries.	15
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">Hodgetts, R.- International Management: Culture-Strategy and Behavior, Tata McGraw Hill, New Delhi.Werner, K., International Business Strategy, Butterworth Heinmann, London.Weihrich, H. and Koontz, H.-Management: A Global Perspective, Tata McGraw Hill New Delhi.		



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Part A - Introduction			
Name of Programme	Commerce		
Semester	IV		
Name of the Course	Event Management		
Course Code	M24-COM-409		
Course Type	DEC-10		
Level of the course	500-599		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	<p>CLO 409.1: Understand the conceptual framework of events, their marketing and the infrastructure requirements for organizing the events.</p> <p>CLO 409.2: Identify the key characteristics of events in order to understand the business of events.</p> <p>CLO 409.3: Comprehend product, pricing and promotion of the events.</p> <p>CLO 409.4: Knowledge of event planning and event marketing techniques.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Teaching Hours per week	3	1	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Time	3 hours	-	-
Part B- Contents of the Course			
<p>Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours
I	Event Management: Concept, significance and opportunities; Key components of EM; Five C's of event designing; Types of events, Events Committee; Event as marketing tool; Designing brand strategy; Event co-ordination, visual and electronic communication, event presentation.		16
II	Event Infrastructure; Target audience and clients., leadership and team management in events; Activities in event management: Pre-event,		14

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	during-event and post-event activities; Event management process; Budgeting in event management; Role of sponsors; Negotiating contracts with event organizers; Event risk management; Promotion in events: Media sources, direct marketing, sales promotions, audience interaction, public relations, Merchandising, in-venue publicity.	
III	Concept of market in events: Revenue generating and non-revenue generating customers; Segmentation and targeting of market events: Segmentation, targeting, positioning; Product in events: Benefit levels, event hierarchy, variations of events, categories of events and their characteristics; Branding in events; Reach: Interaction matrix.	14
IV	Event property, retaining event property; Repositioning of events; Evaluation of event performance: Concept, types- formative evaluation, objective evaluation, summative evaluation; Evaluation process, critical evaluation points from event organizers and clients' point of view.	16
Total Contact Hours		60
Suggested Evaluation Methods		
Internal Assessment: 30		End Term Examination: 70
➤ Theory	30	➤ Theory: 70
• Class Participation:	5	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	10	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Bowdin, G. A. J., Events management, London: Butterworth-Heinemann.• Cummings, Thomas G., Theory of Organisational development and change, South Western.• Davidson, R. and Rogers, T., Marketing destinations and venues for conferences, conventions and business events: a convention and event perspective. Oxford: Butterworth-Heinemann.• Dipak Bhattacharya, Organisational change and development, Oxford University Press, New Delhi.• French, Wendell L. and Lecil H. Bell, Organisational Development; PHI, New Delhi.• Ramnarayan S., T.V.Rao and Kuldeep Singh, Organisational Development Interventions and Strategies, Response Books, New Delhi.		


 Chairperson
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Session 2025-26 (Scheme w.e.f. 2024-25)			
Part A - Introduction			
Name of the Programme	Commerce		
Semester	IV		
Name of the Course	Employability and Entrepreneurship Skills		
Course Code	M24-COM-411		
Course Type	EEC		
Level of the course (As per Annexure-I)	500-599		
Pre-requisite for the course (if any)			
Course Learning Outcomes (CLO) After completing this course, the learner will be able to:	CLO 411.1: Do career planning and improve self-esteem. CLO 411.2: Do time management and improve leadership skills. CLO 411.3: Inculcate listening, speaking and test taking skills. CLO 411.4: Harnessing creative thinking & writing skills and by understanding cultural diversity and relevance of managing relationships.		
Credits	Theory	Tutorial	Total
	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Time	3 hours	-	-
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics		Contact Hours
I	Concept of Entrepreneur & Entrepreneurship; Employment vs entrepreneurship; Role of employment & entrepreneurship in economic development; objectives of employment generation; Career planning; Individual's role, values and motivation; Self-esteem; Goal setting;		8

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	Institutes to promote employment and entrepreneurship; development of entrepreneurial mind set.	
II	Employability skills: Importance, types- Reading and comprehension skills; Listening skills; Speaking skills; Writing skills; Thinking skills- critical thinking, creative thinking; Note taking system, role of IT in note taking; Preparation for test taking; Multiple intelligence; Time management.	7
III	Entrepreneurial skills & Traits: Taking initiative, business management skills, leadership, and team building, technical skills; Ways to improve entrepreneurial skills.	7
IV	Role of IT in Entrepreneurship; Time management; Understanding cultural diversity; Stress management and managing relationships; Entrepreneurship development programme.	8
Total Contact Hours		30
Suggested Evaluation Methods		
Internal Assessment: 15		End Term Examination: 35
➤ Theory	15	➤ Theory 35
• Class Participation:	4	Written Examination
• Seminar/presentation/assignment/quiz/class test etc.:	4	
• Mid-Term Exam:	7	
Part C-Learning Resources		
Recommended Books/e-resources/LMS:		
<ul style="list-style-type: none">• Dixit, S. and Yadav, N.: Employability Skills, BFC Publications, Lucknow.• Janki Ram, B. and Rizwana, M.: Entrepreneurship Development, Excel Books, New Delhi.• Khanka, S.S.: Entrepreneurial Development, S. Chand and Company, New Delhi.		