KURUKSHETRA UNIVERSITY, KURUKSHETRA

B.Com. Vocational (Advertising, Sales Promotion & Sales Management) (Scheme- D) Scheme of Examination for Undergraduate Programme (Interdisciplinary)

as per NEP-2020 Curriculum Framework

(Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the session 2023-2024 (in phased manner)

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B23-COM-401		B23-COM-402	B23-COM-403	B23-VOC-227			In		B23-COM-501	B23-COM-502	R23-COM-503		B23-VOC-126		B23-COM-601		B23-COM-602	B23-COM-603	B23-COM-604			B23-VOC-327	
CC-10		CC-11	CC-12	CC-M4(V)	AEC-4	VAC-3			CC-13	CC-14	CC-15		CC-M5(V)		CC-16		CC-17	CC-18	CC-M6			CC-M7(V)	
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\*Practical Course

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	B23-COM-807	B23-COM-806	B23-COM-805		B23-COM-804		B23-COM-803			B23-COM-802		B23-COM-801	B23-COM-707	B23-COM-706		B23-COM-705	B23-COM-704		B23-COM-703		B23-COM-702		R23-COM-701	FOURTI
Management	Supply Chain	Stock Market Operations*	Advertising & Personal Selling	Sustainability	Corporate	Business	International	Accounting	and Forensic	Fraud Investigation	Management	Human Resource	Retailing	Business Research Methods *	Management	Strategic	<b>Business Valuation</b>	Environment	Indian Business	Management	Financial	Behaviour	Organizational	FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE
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FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (HONOURS WITH RESEARCH)	B23-COM-701 Organizational Behaviour	Financial Management		Environment	Business Valuation	Strategic Management	Business Research	Methods *	Retailing	Human Resource	Management	Fraud Investigation	and Forensic	Accounting	Supply Chain	Management	Project/Dissertation	Report
OURTH YEAR	B23-COM-701	B23-COM-702	B23-COM-703		B23-COM-704	B23-COM-705	B23-COM-706		B23-COM-707	B23-COM-801		B23-COM-802			CC-HM2 B23-COM-807		B23-COM-808	
	VII CC-H1	CC-H2	CC-H3		DSE-H1	(any one)	PC-H1		CC-HM1	VIII CC-H4		CC-H5			CC-HM2		7	
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\*Practical Course

SCHEME AND SYLLABI OF B.COM. AND B.COM. (VOCATIONAL)-ADVERTISING, SALES PROMOTION & SALES MANAGEMENT ARE SAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SEMESTER. NOTE:



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	<b>Session 2023-24</b>		
	Part-A Introduction		
Subject	B.Com. Vocational Management)	(Advertising, Sales Pr	omotion & Sales
Semester	IV		
Name of the Course	Marketing Commun	nication	
Course Code	B23-VOC-227		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/VAC	VOC		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	1. Understand marketing constant for marketing constant for marketing 3. Know the communicat 4. Learn about of marketing 5*. Students will communication destudies and project results.	ion.  It contemporary digit communication.  I be able to ha cision-making through	framework of s, and budgeting for marketing al technologies and marketing a solving case
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	
Part-B	Contents of the Cou	rse	

**Instructions for Paper Setters** 

Note: 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		Contact Hours
	Marketing communication: Concept, nature, importance and types of communication; Barriers in communication; Communication process and models; Applications of the communication process in marketing.	12 ^



II	Planning for marketing communication: Concept of marketing Determinants and strategies for effective marketing communication objectives; DAGM Budgeting for marketing communication: Factors affecting	ommunication; IAR approach;	11	
×1	of marketing communication budget.			
Ш	Marketing communication tools: Concept of personal sell and process; Advertising: types, media, and media selections approximate advertising approximately selection and its alexanders.	ction; Role of	11	
VT:	advertising agencies; Sales promotion and its elements; public relations.	Publicity and		
IV	Recent trends in marketing communications; Event spon emergence of digital communication, use of digital media		11	20
A Coult	Online and social media platforms; Influencer market			
1 2 1 1 1 1	marketing program; Creating and handling digital word buzz monitoring.			
V*	Practical:		30	
- Denne	Conduct a business case study or prepare a project report	on any of the		
22	following and submit a report file:			
	<ul> <li>Marketing communication budgeting.</li> </ul>			
. 41	• Selection process of digital/online/social media.			
	• Sponsorship programs.		×	
at.	Suggested Evaluation Methods			
-	al Assessment:		End Te	erm
>	Theory 20		Exam	s:
40	Class Participation	5	Theory	:50
1 H	Seminars/Presentations/Assignments/Quiz/Class Test etc.	5	Practicum	
L	Mid-Term Exams	10	- 10011041	
<b>&gt;</b>	Practicum 10			
Apple	Class Participation	NA		
	Seminars/Presentations/Assignments/Quiz/Class Test etc. Mid-Term Exams	10 NA		
		INA		

# Part-C Learning Resources

# Recommended Books/E-Resources/LMS:

- Andrews, J. Craig and Shimp, Terence A. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. Cengage.
- Egan, John. Marketing Communication. Sage Publications.
- Jethwaney, Jaishri and Jain, Shruti. Advertising Management. Oxford University Press.
- Kotler, Philip; Keller, Kevin Lane. Marketing Management. Pearson Publications.
- Ramaswamy, V. S. and Namakumari, S. Marketing Management: Indian Context-Global Perspective. Sage Publications.
- Shah, Kruti and D'Sourza, Alan. Advertising and Promotions: An IMC Perspective. Tata McGraw Hill.
- Varey, Richard. Marketing Communication: A Critical Introduction. Taylor and Francis.

<sup>\*</sup> Applicable for courses having practical components.

	<b>Session 2023-24</b>		
	art-A Introduction		
Subject	B.Com. Vocationa Management)	al (Advertising, Sales Pr	omotion & Sales
Semester	V		N. P. Committee
Name of the Course	Creativity and Ad	vertising -	
Course Code	B23-VOC-126	/	-
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/VAC	VOC		
Level of the course (As per Annexure-I);	300-399		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	Understand advertising     Comprehe creative acts     Know about messages     Learn about creative acts      Think creative grasping and works study	end the strategies for independent the strategies for independent of the strategies for independent of the strategies for independent of the strategies for independent for independent of the strategies for independent for	rity and creative inplementation of creative briefs. In advertisement in strategies for impany setting by
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	-	3 Hrs.

### Part-B Contents of the Course

### **Instructions for Paper Setters**

**Note:** Note: 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	<b>Contact Hours</b>
I	Creativity in advertising: Concept, creativity as a cognitive process;	12
	Indicators and elements of creativity in advertising: Concept, features, and	
	importance of creative advertising; Principles, essentials, and strategies for	A 21
	effective creative advertising; Advertising standards; Legal, and ethical	
	aspects of creative advertising; Creative advertising and budgeting.	



II	Creative advertising solutions: Research and foundational thinking for designing creative strategic campaigns; Concept of creative teams and	
	their formation, cultural diversity and creative advertising; Creative	
	strategies and alternate creative strategies development; Writing creative	
***	briefs; Designing slogans and logos; Creative advertising design process.	
III	Creative message and ad-creation: Creative advertising inspiration and	
	sources, story/script writing; Creative message structuring; Message	
	formats: Message appeal and source; Creative ad-copy development:	
	Designing print ad copy, broadcast ad copy, internet ad copy, and creative	
TX 7	web commercials.	
IV	Media strategies for creative advertising: New-age media for creative	11
	advertising; Media and media mix; Media planning and scheduling for	
	creative advertising; Media buying and media testing; Determinants of	
	media decisions; Measuring effectiveness of creative advertising	
	campaigns.	
V*	Practical:	30
	<ul> <li>Form creative teams and create slogans and/or logos.</li> </ul>	
	<ul> <li>Prepare a creative brief or script/story for advertisement and present in the Class.</li> </ul>	al d
	• Find out how a business allocates and determines the budget for	
	creative advertising through a case study or project report.	
	Suggested Evaluation Methods	
	al Assessment:	<b>End Term</b>
	Theory 20	Exams:
	Class Participation 05	Theory: 50
	Seminars/Presentations/Assignments/Quiz/Class Test etc. 05	Practicum: 20
	Mid-Term Exams 10	1 facticulli. 20
	Practicum 10	
	Class Participation NA	
	Camina - /D	

### **Part-C Learning Resources**

Seminars/Presentations/Assignments/Quiz/Class Test etc.

### Recommended Books/E-Resources/LMS:

Mid-Term Exams

- Aaker, David A. and Myers, John G. Advertising Management. Advertising Management. Prentice Hall.
- Altstiel, Thomas B. and Grow, Jean M. Advertising Creative: Strategy, Copy, and Design. Sage Publications, Inc.
- Landa, Robin. Advertising by Design: Generating and Designing Creative Ideas across Media. Wiley.
- Landa, Robin. Strategic Creativity: A Business Field Guide to Advertising, Branding, and Design. Taylor & Francis Ltd.
- McStary, Andrew. Creativity and Advertising: Affect, Events and Process. Routledge.
- Sissors, Jack and Bumba, Lincoln. Advertising Media Planning. McGraw-Hill Education.
- Sorrentino, Miriam. Creative Advertising: An Introduction. Laurence King Publishing.

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NA

<sup>\*</sup> Applicable for courses having practical component.

The second second	<b>Session 2023-24</b>		
P	art-A Introduction		
Subject	B.Com. Vocational Management)	l (Advertising, Sales Prom	notion & Sale
Semester	VI		
Name of the Course	Managing Sales Fo	orce	
Course Code .	B23-VOC-327		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/VAC	VOC		,
Level of the course (As per Annexure-I);	300-399		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	After completing t	this course, the learner <b>v</b>	vill be able to
		the basics of sales force	
	and the qua	lities to be a successful sa	lesperson.
	2. Apprehend	sales force planning and	how to creat
	sales teams.		
	3. Understand	organizing and structuri	ng sales forc
	by learning	sales territories and sales	quota.
	4. Learn abou	at sales force managem	ent function
	from recruit	tment to controlling.	
	5*. By comprehend	d the case study, students	will be able t
	work effectively as	a sales force manager and	by practicall
	performing selling a	activities, a student gets to l	know the art of
	successful sales pers	sonnel.	· · · · · · · · · · · · · · · · · · ·
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	

# Instructions for Paper Setters

**Note:** 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	<b>Contact Hours</b>
I	Sales force management: Concept, characteristics, objectives, functions	12
	and importance; Sales manager: Qualities, types and duties; Sales jobs:	
, 1	Concept and classification, determinants and factors for successful	
	selling, selling as a career; Theories of selling; social, ethical, and legal	
	aspects of selling; Salesmanship and personal selling: Types, duties and	
	role of the sales force, determinants, qualities of successful sales force.	
II	Sales force planning: Concept, sales force forecasting and its methods;	11
	Planning the sales force requirement: Characteristics, importance,	
	limitations, and process of sales force planning; Determining size of sales	
	force: Formation of sales teams.	
III	Sales force organization: Setting up sales territories - need, objectives,	11
	prerequisites, principles, basis and process of establishing sales territories;	
	Routing of sales territory and designing route charts; Sales quotas:	
	Concept, types, administration, purpose, methods, and difficulties in	
	setting sales quota; Sales meetings and contests; Assigning sales territory	
	and sales quota.	:
IV	Handling the Sales Force: Recruitment, selection, placement, induction,	11
	training, compensation, internal mobility of sales force; Motivating and	
	leading the sales force; Sales force performance appraisal and	10
	measuring their effectiveness; Controlling the sales force.	
V*	Practical:	30
	Conduct a case study on sales force planning and ascertain how	
	sales force requirements are met or how a business determines the	
	compensation for its sales team.	
	Determine the basis on which a company declares its salespeople	
	as the best employees and present in the form of a report.	
	<ul> <li>Perform a selling activity in a class by forming a sales team of 4-5</li> </ul>	
	students.	



	Suggested Evaluation Methods		a s
Interr	nal Assessment:		End Term
	Theory 20		Exams:
	Class Participation	05	Theory: 50
	Seminars/Presentations/Assignments/Quiz/Class Test etc.	05	Practicum
	Mid-Term Exams	10	20
	Practicum 10	,	20
	Class Participation	NA	
	Seminars/Presentations/Assignments/Quiz/Class Test etc.	10	
	Mid-Term Exams	NA	
	Part-C Learning Resources		

### Recommended Books/E-Resources/LMS:

- Bhatia, Mukesh. Sales Force Management. Regal Publications.
- Blokdyk, Gerardus. Sales Force Management System: A Complete Guide. 5STARCooks.
- Carter, Tony and Winston, William. Contemporary Sales Force Management. Routledge Taylor and Francis Group.
- Crane, Adele. Building the Most Effective Sales Force in the World: The Era Post the Global Financial Crisis, Kindle Edition.
- Darmon, René Y. Leading the Sales Force. Cambridge University Press.
- Johnston, Mark W. and Marshall, Greg W. Sales Force Management: Leadership, Innovation, Technology. Routledge.
- Spiro, Rosann; Stanton, William and Rich, Gregory. Management of a Sales Force. McGraw-Hill Companies.
- Venugopal, Pingali. Managing your Sales Force. Sage Response.
- Zoltners, Andris; Sinha, Prabhakant and Lorimer, Sally E. Sales Force Design for Strategic Advantage. Palgrave Macmillan.
- \* Applicable for courses having practical components.

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### 11

# KURUKSHETRA UNIVERSITY, KURUKSHETRA Scheme of Examination for Undergraduate Programme (Interdisciplinary) B.Com. Vocational (Computer Applications) (Scheme- D)

(Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the session 2023-2024 (in phased manner) as per NEP-2020 Curriculum Framework

Examination Hours	<u> </u>		1		1	1							
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or Of Course	Nomenclatu	FI	Financial	Accounting	Business Laws	Business	Management	Business	Mathematics-I	Personal Finance	Select one course from the pool of Ability Enhancement Courses ( AEC)	Select one course from the pool of Skill Enhancement Courses (SEC)	
e Code	e Cours		B23-COM-101		B23-COM-102	B23-COM-103		B23-COM-104		B23-COM-105			
e Lype	eruo D		CC-1		CC-2	CC-3		CC-M1		MDC-1	AEC-1	SEC-1	111011
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SEC-3	AEC-3		MDC-3	CC-M3		CC-9	CC-8		CC-7			VAC-2	SEC-2	AEC-2			MDC-2		CC-M2		CC-6	CC-5		CC-4
			B23-COM-303	B23-COM-304		B23-COM-303	B2:-COM-302		B23-COM-301								B23-COM-205		B23-COM-204		B23-COM-203	B23-COM-202		B23-COM-201
Select one course from the need of SI:II Enhancement Courses (SEC)	Select one course from the pool of Ability Enhancement	Markets	Indian Capital	Business Economics	Insurance	Banking and	Income Tax Law-I	Accounting-I	Corporate	SECOND YEAR SCHEME	Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester	Select one course from the pool of Value Added Courses	Select one course from the pool of Skill Enhancement	Select one course from the pool of Ability Enhancement	Insurance	Banking and	Fundamentals of	Mathematics-II	Business	Marketing	Principles of	Company Law	* *	Computerized
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AEC-4   Select one course from the pool of Ability Enhancement Courses ( VAC.)		CC-M4(V)			4	n	0	_						-		100	3	3
AEC-4   Select one course from the pool of Ability Enhancement Courses ( AEC)				Problem Solving														
NAC-3   Internship of 4 credits of 4-6 weeks duration after 4th semester		AEC-4		Select one course fi	om t	he po	olo	f Ab	lity	Enh	ncem	ent Co	nrses	(AE	(1)			
THIRD YEAR SCHEME		VAC-3		Select one cour	se fro	om th	e po	ol of	Valu	le A	dded (	Course	S ( V	AC)				
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B23-COM-604 Business 4 3 1 0 3 1 0 4 30 - 70 - 100 3 Environment of Haryana B23-VOC-329 Networking and ERP 4 3 0 1 3 0 2 5 20 10 50 20 100 3		CC-18	B23-COM-603	Business Statistics	4	3	_	0	3	1		30		70		100	3	,
Environment of Haryana B23-VOC-329 Networking and ERP / 4 3 0 1 3 0 2 5 20 10 50 20 100 3		CC-M6	B23-COM-604	Business	4	3	_	0	3	0		30		70	1	100	3	
Haryana Haryana B23-VOC-329 Networking and ERP 4 3 0 1 3 0 2 5 20 10 50 20 100 3				Environment of									· V					
B23-VOC-329 Networking and ERP / 4 3 0 1 3 0 2 5 20 10 50 20 100 3				Haryana														
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	CC-HM2	PC-H2		(any one)	DSE-H2		CC-H5	CC-H4	CC-HM1	PC-H1	(any one)	DSE-H1	СС-Н3	CC-H2	CC-HI	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	B23-COM-807	B23-COM-806	B23-COM-805		B23-COM-804		B23-COM-802	B23-COM-801	B23-COM-707	B23-COM-706	B23-COM-705	B23-COM-704	B23-COM-703	B23-COM-/02	B23-COM-701	FOURTH
	Supply Chain Management	Stock Market Operations*	Advertising & Personal Selling	Governance & Sustainability	Business	Accounting	Fraud Investigation and Forensic	Human Resource Management	Retailing	Business Research Methods *	Strategic Management	<b>Business Valuation</b>	Indian Business Environment	Management Management	Organizational Behaviour	FOURTH YEAR SCHEME D -
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FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (HONOURS WITH RESEARCH	Organizational	Behaviour	Financial Management	Indian Business	Environment	Business Valuation	Strategic Management	Business Research	Methods *	Retailing	Human Resource	Management	Fraud Investigation	and Forensic	Accounting	Supply Chain	Management	B23-COM-808 Project/Dissertation	Report
OURTH YEAR	B23-COM-701 Organizational		B23-COM-702	B23-COM-703		B23-COM-704	B23-COM-705	B23-COM-706		CC-HM1 B23-COM-707	B23-COM-801		B23-COM-802			B23-COM-807		B23-COM-808	
F	VII CC-H1		CC-H2	СС-Н3		DSE-H1	(any one)	PC-H1		CC-HM1	VIII CC-H4		CC-H5			CC-HIM2			
	III										VIII								

\*Practical Course

SCHEME AND SYLLABI OF B.COM. AND B.COM. (VOCATIONAL)-COMPUTER APPLICATIONS ARE SAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SEMESTER. NOTE:



Se	ssion:2023-24		
Part	A-Introduction		
Subject	B.Com. Vocationa	al (Computer App	lications)
Semester	IV		
Name of the Course	Programming for	Problem Solving	
Course Code	B23-VOC-230		
Course Type:(CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC		
Level of the course (As per annexure -I	200 - 299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO):	data types at 2. Understand their hier statements 3. Implement strings. 4. Get familia structures,	d the basics of and input/output so different types of archies and a of C.  programs using ar with advanced ounion etc. in C larthe programs based on the programs based of the programs based output the programs based on	C program, statements. of operators, lso control arrays and concepts like nguage.
Credits	Theory	Practical	Total
Courte of H	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	

### Part B-Contents of the Course

### **Instructions for Paper-Setter**

Note: 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	Overview of C: Concept, history, importance; Structure of C program: Character set, constants and variables; Identifiers and Keywords; Data types; Assignment Statement; Symbolic Constant; Input/output: Formatted I/O Function- Input Functions viz. scanf(), getch(),getche(),getchar(),gets(),output functions viz. printf(),putch(), putchar(), puts()	12
II	Operators & Expression: Arithmetic, relational, logical, bitwise, unary, assignment, conditional operators and special operators; Operator hierarchy; Arithmetic expressions, evaluation of arithmetic expression, type Casting and Conversion: Decision making with if statement, if- else statement, nested if statement, else-if ladder, switch and break statement, go to statement; Looping Statements: for, while, and do- while loop, jumps in loops.	11
III	Arrays: One dimensional arrays - Declaration, initialization and memory representation; Two dimensional arrays-declaration, Initialization and memory representation; Functions: definition, prototype, function call; Passing arguments to a Function: Call by value; Call by reference, recursive functions; Strings: Declaration and Initialization, string I/O, array of strings; String Manipulation Functions: String length, copy, compare, concatenate etc., search for a substring.	11
IV	Pointers in C: Declaring and initializing pointers, accessing address and value of variables using pointers; Pointers and Arrays; User defined data types: Structures - definition, advantages of structure, declaring structure variables, accessing structure members; Structure members initialization, Array of Structures; Unions – Union Definition; Difference between structure and union.	11
V*	Practicum: Students are advised to do laboratory/practical practice not limited to, but including the following types of problems:  • To read radius of a circle and to find area and circumference.  • To read three numbers and find the biggest of three.  • To check whether the number is prime or not.  • To read a number, find the sum of the digits, reverse the number and check it for palindrome.  • To read numbers from keyboard continuously till the user presses 999 and to find the sum of only positive numbers.  • To read percentage of marks and to display appropriate message (Demonstration of else-if ladder).  • To find the roots of quadratic equation.  • To read marks scored by n students and find the average of marks (Demonstration of single dimensional array).	30

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- To remove Duplicate Element in a single dimensional Array.
- To perform addition and subtraction of Matrices.
- To find factorial of a number.
- To generate Fibonacci series.
- To remove Duplicate Element in a single dimensional Array.
- To find the length of a string without using built in function.
- To demonstrate string functions.
- To read, display and add two m x n matrices using functions.
- To read a string and to find the number of alphabets, digits, vowels, consonants, spaces and special characters.
- To swap Two Numbers using Pointers.
- To demonstrate student structure to read & display records of students.
- To demonstrate the difference between structure & union.

### **Suggested Evaluation Methods**

<ul> <li>Internal Assessment:</li> <li>➤ Theory 20</li> <li>• Class Participation:</li> <li>• Seminar/presentation/assignment/quiz/class test etc.:</li> <li>• Mid-Term Exam:</li> </ul>	05 05 10	End Term Exam: Theory: 50 Practicum: 20
<ul> <li>Practicum 10</li> <li>Class Participation:</li> <li>Seminar/Demonstration/Viva-voce/Lab records etc.:</li> <li>Mid-Term Exam:</li> </ul>	NA 10 NA	

### **Part C-Learning Resources**

### Recommended Books/e-resources/LMS:

- Balagurusamy, E., Programming in ANSI C, Tata McGraw-Hill.
- Gottfried, Byron S., Programming with C, Tata McGraw Hill.
- Jeri R. Hanly & Elliot P. Koffman, Problem Solving and Program Design in C, Addison Wesley
- Rajaraman, V., Computer Programming in C, PHI.
- Yashwant Kanetker, Let us C, BPB.
- Yashwant Kanetker, Working with C, BPB.

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<sup>\*</sup>Applicable for courses having practical component.

Se	ession:2023-24		
	t A-Introduction		
Subject	B.Com. Vocatio	nal (Computer Ap	oplications)
Semester	V	1	1
Name of the Course	Database Manag	gement System	
Course Code	B23-VOC-129		
Course Type:(CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC		
Level of the course (As per Annexure-I	300-399		,
Pre-requisite for the course(if any)	Nil		
Course Learning Outcomes(CLO):	able to:  1. Learn bas 2. Learn a diagrams. 3. Learn qu system. 4. Learn rela	ics of database system to data model and no data storage	stems. lels and ER base management
Credits	Theory	Practical	Total
·	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	
Part B-C	Contents of the Cou	irse	

# **Instructions for Paper-Setter**

**Note:** 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



The state of the s		
I	Database Management System (DBMS): Concept, data, information, records, files, schema and instance etc; Limitations of File-based approach; Characteristics of database approach; DBMS: Components, functions, database interfaces, advantages and disadvantages; Database Users: Data; Database administrator: Role and responsibilities; Database Designers, application developers etc.; Database System Architecture — 1-Tier, 2-Tier & three levels of architecture; External, conceptual and internal levels, schemas, mappings and instances, data independence — logical and physical data independence.	12
II	Data Models: Hierarchical, network; Relational data models: Entity-Relationship Model: entity, entity sets, entity type; Attributes: Type of attributes, keys; Integrity constraints; Designing of ER Diagram; Symbolic notations for designing; ER Diagram.	11
III	SQL: Meaning, purpose and need of SQL; Data Types; SQL Components: DDL, DML, DCL and DQL, basic queries, join operations and sub-queries; Views; Specifying Indexes; Constraints and its implementation in SQL; Relational Algebra: Basic operations: select, project, join, union, intersection, difference and Cartesian product etc; Relational Calculus: Tuple Relational and Domain Relational Calculus. Relational Algebra v/s Relational Calculus.	11
IV	Relational Model: Functional dependency- characteristics, inference rules and types; Normalization: benefits and need, normal forms; Based on Primary Keys - (1NF, 2NF, 3NF, BCNF), Multi-valued Dependencies, 4NF, join dependencies, 5NF, domain key normal form.	11
V*	Practicum: Students are advised to do laboratory/practical practice not limited to, but including the following types of problems:  • Performing various SQL statement. Creating various tables. and performing all possible queries based on syllabus.  • Understanding relational model concepts.  • Understanding normalization.  • Understanding various concepts of databases.	30



Suggested Evaluation Methods		
<ul> <li>Internal Assessment:</li> <li>➤ Theory 20</li> <li>• Class Participation:</li> <li>• Seminar/presentation/assignment/quiz/class test etc.:</li> <li>• Mid-Term Exam:</li> </ul>	05 05 10	End Term Exam. Theory: 50 Practicum: 20
<ul> <li>Practicum 10</li> <li>Class Participation:</li> <li>Seminar/Demonstration/Viva-voce/Lab records etc.:</li> <li>Mid-Term Exam:</li> </ul>	NA 10 NA	

# **Part C-Learning Resources**

# Recommended Books/e-resources/LMS:

- Date, C. J., An Introduction to Database Systems, Addison Wesley.
- Elmasri & Navathe, Fundamentals of Database Systems, Pearson Education.
- Silberschatz ,A., H Korth, S Sudarshan, Database System and Concepts, McGraw-Hill.
- Thomas Connolly Carolyn Begg, Database Systems, Pearson Education.

<sup>\*</sup>Applicable for courses having practical components.



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Sess	ion:2023-24		
Part A	-Introduction		
Subject	B.Com. Vocational (	Computer Applic	ations)
Semester	VI		
Name of the Course	Networking and ERP	THE STATE OF THE S	
Course Code	B23-VOC-329		
Course Type:(CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC	100	
Level of the course (As per Annexure-I	300-399		
Pre-requisite for the course(if any)	Nil		
Course Learning Outcomes (CLO):	After completing this able to:  1. Understand of basic terminology components.  2. Understand and of computer networds.  3. Conceptualize the related to Networds.  4. Understand the component and algorithms	networking congy along with its characterize various designs rk Architecture.	acepts and s hardware ous types on issues
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	

### Part B-Contents of the Course

### **Instructions for Paper-Setter**

**Note:** 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.

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Unit	Topics	Contact Hours
I	Computer Networks: Concept, goals applications, types of computer networks and their topologies; Network Design: Issues and protocols; Computer communications and networking models; Communication service methods and data transmission modes; OSI reference model, OSI service types, functions of layers of OSI model.	12
II	Physical layer: Analog and digital communication concepts; Copper media; Fiber-optic media; Wireless communications; Satellite communication: Speed and capacity of a communication channel; Multiplexing; Switching; Data link layer: The IEEE and the data link layer, framing techniques; Flow control; MAC.	
III	Network H/W: Connectors, transceiver, repeater, Hub bridge, Switches, Routers gateway; Network hardware components; Network layer: Overview, internetworking concepts; Routers and switches; Routing protocol concepts; Routing algorithms: Flooding, shortest path routing; Encryption method; Network security issue, Security threats.	
IV	Enterprise: Concept and functions; Process approach to business; Types of information in business; Systems approach to information management; Integrated data model; ERP: Concept, origin, need, reasons of growth, ERP technologies- Management information system; Decision support system; Executive information system; Supply chain management system; ERP modules, implementing ERP solutions.	11
V*	Practicum: Students are advised to do laboratory/practical practice not limited to, but including the following types of problems:  • Performing various network commands based on syllabus.  • Understanding network models concepts.  • Understanding routing.  • Understanding various concepts of network topologies.	30
7 /	Suggested Evaluation Methods	
	nal Assessment: Sheory 20	End Term Exam:
•	Class Participation: 05	Theory: 50
•	Seminar/presentation/assignment/quiz/class test etc. 05 Mid-Term Exam: 10	Practicum: 20
> P	Practicum 10	
•	Class Participation NA	
•	Seminar/Demonstration/Viva-voce/Lab records etc. 10	
•	Mid-Term Exam NA	



# **Part C-Learning Resources**

# Recommended Books/e-resources/LMS:

- Andrew S. Tanenbaum, Computer Networks, PHI.
- Behrouz A Forouzan, Data Communications and Networking, Mc-Graw Hill.
- Bret Wagner, Ellen Monk Enterprise Resource Planning, Cengage Learning.
- Michael A. Gallo, William M. Hancock, Computer Communications and Networking Technologies, CENGAGE learning.
- Vinod Kumar Garg, N.K. Venkitakrishnan, Enterprise Resource Planning: Concepts and Practice, Prentice Hall of India Pvt. Ltd.
- William Stallings, Data and Computer Communications, PHI.

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<sup>\*</sup>Applicable for courses having practical component.

# KURUKSHETRA UNIVERSITY, KURUKSHETRA

Scheme of Examination for Undergraduate Programme (Interdisciplinary) B. Com. Vocational (Foreign Trade-Practices & Procedure) (Scheme-D)

as per NEP-2020 Curriculum Framework (Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the session 2023-2024 (in phased manner)

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ire of Course	FI	Financial	Accounting	Business Laws	Business	Management	Business	Mathematics-I	Personal Finance	Select one course from the pool of Ability Enhancement Courses ( AEC	Select one course from the pool of Skill Enhancement Courses (SEC)	Select one course from the nool of Value Added Courses (VAC)	
se Code		B23-COM-101		B23-COM-102	B23-COM-103		B23-COM-104		B23-COM-105				
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Select one course from the pool of Skill Enhancement Courses	Select one course from the pool of Ability Enhancement	Indian Capital Markets	Fundamentals of	<b>Business Economics</b>	Insurance	Income Tax Law-I	Corporate Accounting-I	SECOND YEAR SCHEME	Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester	Select one course from the pool of Value Added Courses (VAC	Select one course from the pool of Skill Enhancement	Select one course from the pool of Ability Enhancement	Insurance	Banking and	Mathematics-II	Business	Marketing	Principles of	Company Law	Accounting System *	Computerized
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7 2 5	Entrepreneurship Development	Export Procedures and Documentation	Select one course from the pool of Ability Enhancement Courses (	Select one course from the pool of Value Added Courses (VAC)	Internship of 4 credits of 4-6 weeks duration after 4th semester	THIRD YEAR SCHEME	Cost Accounting	Goods & Services Tax*	Industrial & Labour Laws	Foreign Trade Policy	Management Accounting	Auditing	Business Statistics	Business Environment of Haryana	International Logistics	1
B23-COM-401 B23-COM-402 B23-COM-403		B23-VOC-232			In		B23-COM-501	B23-COM-502	B23-COM-503	B23-VOC-131	B23-COM-601	B23-COM-602	B23-COM-603	B23-COM-604	B23-VOC-331	a
CC-10 CC-11 CC-12	CC-12	CC-M4(V)	AEC-4	VAC-3			CC-13	CC-14	CC-15	CC-M5(V)	CC-16	CC-17	CC-18	CC-M6	CC-M7(V)	*Practical Course
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	CC-HM2		PC-H2				(any one)	DSE-H2		СС-Н6			CC-H5		CC-H4	CC-HM1		PC-H1		(any one)	DSE-H1		CC-H3		CC-H2		CC-H1	
	B23-COM-807		B23-COM-806		B23-COM-805			B23-COM-804		B23-COM-803			B23-COM-802		B23-COM-801	B23-COM-707		B23-COM-706		B23-COM-705	B23-COM-704		B23-COM-703		B23-COM-702	×	B23-COM-701	FOURT
Management	Supply Chain	Operations*	Stock Market	Personal Selling	Advertising &	Sustainability	Governance &	Corporate	Business	International	Accounting	and Forensic	Fraud Investigation	Management	Human Resource	Retailing	Methods *	Business Research	Management	Strategic	Business Valuation	Environment	Indian Business	Management	Financial	Behaviour	Organizational	FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (H
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FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (HONOURS WITH RESEARCH)	Organizational	Behaviour	Financial Management	Indian Business	Environment	Business Valuation	Strategic Management	Business Research	Methods *	Retailing	Human Resource	Management	Fraud Investigation	and Forensic	Accounting	Supply Chain	Management	Project/Dissertation	Report
OURTH YEAR	B23-COM-701		B23-COM-702	B23-COM-703		B23-COM-704	B23-COM-705	B23-COM-706		B23-COM-707	B23-COM-801		B23-COM-802			CC-HM2 B23-COM-807		B23-COM-808	
	VII CC-H1		CC-H2	CC-H3		DSE-H1	(any one)	PC-H1		CC-HM1	CC-H4		CC-H5			CC-HM2			
N X	III						*******				VIII								

\*Practical Course

ARE SAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SCHEME AND SYLLABI OF B.COM. AND B.COM. (VOCATIONAL)- FOREIGN TRADE-PRACTICES & PROCEDURE SEMESTER. NOTE:



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	<b>Session 2023-24</b>									
Pa	art-A Introduction									
Subject	B. Com. Vocation Procedure)	nal (Foreign Trade	-Practices &							
Semester	IV									
Name of the Course	Export Procedure	es and Documenta	ntion							
Course Code	B23-VOC-232	and Bocamena	ILIOIL							
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	VOC									
Level of the course (As per Annexure-I)	200-299	4								
Pre-requisite for the course (if any)	Nil									
Course Learning Outcomes (CLO)	After completing this course, the learner will be									
	2. Learn about in export of export of export of 4. Be familia	out various payme transactions. end various steps	ent methods used in processing of umentation.							
Credits	Theory	Practical	Total							
	3	1	4							
Contact Hours	3	2	5							
Internal Assessment Marks	20	10	30							
D 1 D D D	50	20 70								
End-Term Exam Marks Exam Time	30	20	/()							

# Part-B Contents of the Course Instructions for Paper Setters

Unit	Topics								
	Export: Concept and importance for firms and nation; Starting export business; Choosing products and services for export; Preexport registrations: DGFT, RBI, Export Promotion Councils, etc. getting export order, setting price for export orders, negotiation, preparation of export contract; Introduction to HS Code, INCOTERMS.	12							
II	Methods of payment in exports: Open account, documents against payment/ acceptance; Letter of Credit: Operation and types;	11							



	Factoring and forfeiting; Sources of finance for exports.	Maria de Caralle, de Caralle de Caralle	
III	Processing of export order Sourcing for exports, many	ufacturing/	11
	purchasing and packing for exports; Pre-shipment transp		
	and customs clearance for exports, Shipment of		
TX /	Containerization, break bulk shipment; Role of CHAs in	Exports.	
IV	Export Documentation: Need, importance and types- c	ommercial	11
	documents (Invoice, packing list, etc.), regulatory	documents	
	(Certificate of Origin, Shipping Certificate, etc.),	transport	
	documents (B/L, AWB, etc.), special documentary requi		
	importing country; Contents and importance of the of Submission of documents for receipt of payment.	iocuments;	
V*	Practical:		30
	Student is required to study the documents used in	a armanta	30
	Letter of Credit, Invoice, Packing List, Certificate		
	Bill of Lading, Shipping Bill, etc.	of Origin,	
ē.	<ul> <li>Visit export house.</li> </ul>		
	Suggested Evaluation Methods		
Interi	nal Assessment:		End Term
<b>&gt;</b>	TI		Exams:
	Theory 20	0.7	Theory:
	Class Participation	05	50
	Seminars/Presentations/Assignments/Quiz/Class Test etc. Mid-Term Exams	05	Practicum:
	Wild-Term Exams	10	20
<b>A</b>	Practical 10		
,	Class Participation	NIA	
		NA	
	Seminars/Presentations/Assignments/Quiz/Class Test etc.	10	
	Mid-Term Exams	NA	
	Part-C Learning Resources		

# Recommended Books/E-Resources/LMS:

- Govt. of India: Export-Import Policy and Procedures.
- Jitender, M.D: Export Procedures and Documentation, Raj Publications, New Delhi
- Mahajan, M. I., "Export Procedures and Documentation", Snowwhite Publications, New Delhi.
- Nabhi's Export Manual and Documentation



	<b>Session 2023-24</b>									
P	art-A Introduction	n								
Subject	B. Com. Vocatio Procedure)	nal (Foreign Trade-l	Practices &							
Semester	V	MERCHANICA CONT.								
Name of the Course	Foreign Trade Policy									
Course Code	B23-VOC-131	SCHOOL STATE OF THE SCHOOL								
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	VOC	×								
Level of the course (As per Annexure-I)	300-399									
Pre-requisite for the course (if any) Course Learning Outcomes (CLO)										
	able to:  1. Understate trade and 2. Have an Trade Po 3. Compreh Trade Po 4. Be familie institution	nd the trends in instruments of fore overview of the hidicies of India. end the salient featurity 2023-28. ar with the sectoral nal framework to prohe provisions of currents.	India's foreign trade policy storical Foreign tres of Foreign policies and tomote exports.							
Credits	Theory	Practical	Total							
Control	3	1	4							
Contact Hours	3	2	5							
Internal Assessment Marks	20	10								
End-Term Exam Marks	50	20 70								
Exam Time	3 Hrs.	3 Hrs.								

#### Part-B Contents of the Course

# **Instructions for Paper Setters**

Unit	Topics	<b>Contact Hours</b>
I	Trends in India's foreign trade: Direction and composition; Instruments of trade policy: Tariffs, quotas, duties including anti-dumping/countervailing duties; Technical standards; Exchange controls and other non-tariff measures.	12
П	Foreign Trade Policy 1991: Import liberalization, export orientation; Salient features of Foreign Trade Policy 2015-20: MEIS & SEIS Schemes, Make in India, Digital India, Duty Exemption/ Remission Schemes, Special Economic Zones.	11



T 1 D 1: 2022 22 C 1: C	T							
emerging areas; Incentives for exporters: Duty EPCG, advance authorization, FTAs, towns excellence, E-single window, SEZs.	business, drawback, of export	11 -						
mining; Trade in services, IPRs, etc. Institutional framework to promote exports: Export Promotion Councils, Commodity Boards, APEDA, DGFT, etc.								
Practical:		30						
<ul> <li>provisions of Foreign Trade Policy 20 promote the exports and prepare a project r</li> <li>Case studies pertaining to export.</li> </ul>	023-28 to eport.							
	S							
ticipation /Presentations/Assignments/Quiz/Class Test etc. n Exams m 10 ticipation /Presentations/Assignments/Quiz/Class Test etc.	05 05 10 NA 10	End Term Exams: Theory: 50 Practicum: 20						
	to remission, collaboration, ease of doing emerging areas; Incentives for exporters: Duty EPCG, advance authorization, FTAs, towns excellence, E-single window, SEZs.  Sectoral Policies to promote exports – agriculture mining; Trade in services, IPRs, etc. Institutional for to promote exports: Export Promotion Councils, Compared and Sectoral Policies and Defense of Practical:  • Student should study any scheme of provisions of Foreign Trade Policy 20 promote the exports and prepare a project results of the exports and prepare a project results of Exams and Defense of Exams and Defense of Exams and Defense of Exams and Defense of the Exams	to remission, collaboration, ease of doing business, emerging areas; Incentives for exporters: Duty drawback, EPCG, advance authorization, FTAs, towns of export excellence, E-single window, SEZs.  Sectoral Policies to promote exports – agriculture, industry, mining; Trade in services, IPRs, etc. Institutional framework to promote exports: Export Promotion Councils, Commodity Boards, APEDA, DGFT, etc.  Practical:  • Student should study any scheme under the provisions of Foreign Trade Policy 2023-28 to promote the exports and prepare a project report.  • Case studies pertaining to export.  Suggested Evaluation Methods  Assessment:  0 ticipation 05 Presentations/Assignments/Quiz/Class Test etc. 05 In Exams 10 In 10 Iticipation NA Presentations/Assignments/Quiz/Class Test etc. 10						

# **Part-C Learning Resources**

# Recommended Books/E-Resources/LMS:

- Feenstra, Robert C., "Advanced International Trade: Theory and Evidence", Princeton University Press
- Jain, Khushpat S and Jain, Apexa V. "Foreign Trade Theory, Procedures, Practices and Documentation", Himalaya Publishing House.
- Mathur, Vibha, "Foreign Trade Policy and Trends in India", New Century Publications, New Delhi



	<b>Session 2023-24</b>									
I I	Part-A Introduction	n								
Subject	B. Com. Vocatio Procedure)	nal (Foreign Trade	-Practices &							
Semester	VI	1								
Name of the Course	International log	istics								
Course Code	B23-VOC-331									
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	VOC									
Level of the course (As per Annexure-I)	300-399									
Pre-requisite for the course (if any)	Nil									
Course Learning Outcomes (CLO)	able to:  1. Under logist busine 2. Have contai logist: 3. Have indust in inte 4. Be far intern  5* Have a process of the state of the	knowledge of priners, etc. as used ics. an overview of try and various typernational logistics, miliar with the use ational logistics. ractical view of	al framework of of international ports, dry ports, in international of the shipping pes of ships used to of ICT tools in							
Credits	International Log	gistics.								
Credits	Theory	Practical	Total							
	3	1	4							
Contact Hours	3	1	4							
Internal Assessment Marks	20	. 10	30							
End-Term Exam Marks	50	20	70							
Exam Time	3 Hrs.	3 Hrs								

#### Part-B Contents of the Course

# **Instructions for Paper Setters**

Unit	Topics	Contact Hours
I	Conceptual framework of international logistics; Difference	12
	between domestic and international logistics; International	
	supply chain management and logistics; Inter-state goods	
	movement; Various modes of transport in international	

	logistical Factors influencing at a configuration		
	logistics; Factors influencing choice of transport modinternational logistics; Total cost concept; Rol	ies in	
	intermediaries in logistics: Freight brokers, shipping as		
	C&F agents, ship owner and ship consultation arranged	gents,	
II	C&F agents, ship owner and ship consultation arrangem	ients.	
11	Containerization: Concept, advantages and types; Container for air transport. Container foriely station (CES).	ainers	- 11
	for air transport; Container freight station (CFS); I container depots (ICDs); Container Corporation of	niand	
	Limited (CONCOR); Dry ports; Multi-Modal transport.	India	
	Port System and Sub- System; Port organization	ation;	
	management; Responsibilities of port trust: Growth	and	
	status of ports in India	and	
III	General structure of shipping: Characteristics, Linea	r and	11
	tramp operations, Code of conduct for linear confer	ence:	11
	Major sea routes for international trade; Freight stru	icture	
	and practices; Chartering principles and practices		
	Developments in ocean transportation; International		
المحارجين	transport – an overview.		
IV	Information technology & logistics: Concept, electronic	data	11
	interchange, personal computers; Artificial intellig	ence:	
77-8	Barcoding & scanning; Reverse logistics; Block	chain	
T Tab	technology in logistics.		
V*	Students are required to visit an export house/ CFS/	ICD/	30
* . ** **	Dry Port/ Seaport/ Airport and see various type	es of	
	containers and various operations of international logist	ics.	
Intownal	Suggested Evaluation Methods		
Internal	Assessment:		<b>End Term</b>
	heory 20		Exams:
	lass Participation	05	Theory: 50
Se	eminars/Presentations/Assignments/Quiz/Class Test etc.	05	Practicum: 20
	id-Term Exams	10	
	racticum 10		
	lass Participation	NA	
Se	eminars/Presentations/Assignments/Quiz/Class Test etc.	10	
IVI	id-Term Exams	NA	
	Part C I couning D		
Dagomm	Part-C Learning Resources		×

# Recommended Books/E-Resources/LMS:

- Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi
- Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi
- Vinod V. Sople: Logistic Management (2nd Edition) Pearson Limited.



# 11

# Scheme of Examination for Undergraduate Programme (Interdisciplinary) KURUKSHETRA UNIVERSITY, KURUKSHETRA

B. Com. Vocational (Office Management & Secretarial practices) (Scheme- D)

as per NEP-2020 Curriculum Framework (Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the session 2023-2024 (in phased manner)

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asyno D fo anse	FI	Financial	Accounting	Business Laws	Business	Management	Business	Mathematics-I	Personal Finance	Select one course from the pool of Ability Enhancement Courses (AEC)	Select one cour	Select one co	
se Code		B23-COM-101		B23-COM-102	B23-COM-103		B23-COM-104		B23-COM-105				
se Type	Cour		CC-1		CC-2	CC-3		CC-M1		MDC-1	AEC-1	SEC-1	VAC-1
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SEC-3	AEC-3		MDC-3	CC-M3	CC-9	CC-8		CC-7			VAC-2	SEC-2	AEC-2			MDC-2		CC-M2		CC-6	CC-5		CC-4
			B23-COM-305	B23-COM-304	B23-COM-303	B23-COM-302		B23-COM-301		I						B23-COM-205		B23-COM-204		B23-COM-203	B23-COM-202	7	B23-COM-201
Select one course from the pool of Skill Enhancement C	Select one course from the pool of Ability Enhancement	Indian Capital Markets	Fundamentals of	<b>Business Economics</b>	Banking and Insurance	Income Tax Law-I	Accounting-I	Corporate	SECOND YEAR SCHEME	Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester	Select one course from the pool of Value Added Courses (VAC)	Select one course from the pool of Skill Enhancement Courses (SEC)	Select one course from the pool of Ability Enhancement	Insurance	Banking and	Fundamentals of	Mathematics-II	Business	Marketing	Principles of	Company Law	Accounting System*	Computerized
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B23-COM-401 Corporate Accounting-II	B23-COM-402	CC-12   B23-COM-403   Entrepreneurship   Development	CC-M4(V) B23-VOC-233 Principles of Office Management	AEC-4 Select or	VAC-3 Sel	Internship of 4 credits of 4-6 weeks duration after 4th semester		CC-13 B23-COM-501 Cost Accounting	CC-14 B23-COM-502 Goods & Services Tax*	CC-15 B23-COM-503 Industrial & Labour		<u>S</u>	CC-16 B23-COM-601 Management	CC-17 B23-COM-602 Auditing	CC-18 B23-COM-603 Business Statistics	CC-M6 B23-COM-604 Business	Environment of	Haryana	CC-M7(V) B23-VOC-332 Corporate Practice
Corporate Accounting-II	+		B23-VOC-233	Select or	Sel	Internship of								-			Environmen	Haryana	
	Income	Entreprener Developme	Principles o Managemer	Select or	Sel	iternship of		Cost Accoun	Goods & Se Tax*	Industrial &	Laws	Office Auto	Managemer Accounting	Auditing	Business St	Business	Environmer	Haryana	Corporate Practice
4	Income Tax Law-II	urship nt	f Office	Select one course from the pool of Ability Enhancement Courses (AEC)	Select one course from the pool of Value Added Courses (VAC)	4 credits of	THIRD YEAR SCHEME	nting	ervices	Labour		omation	ıt		atistics		it of		Corporate Secretarial
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\*Practical Course



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CC-HM2	PC-H2			(any one)	DS€-H2	CCIIO	CC-HK		CC-H5		CC-H4	CC-HM1		PC-H1		(any one)	DSE-H1	CC-H3		CC-H2	×	CC-H1		
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Supply Chain Management	Stock Market Operations*	Advertising & Personal Selling	Sustainability	Governance &	Corporate	Business	International	Accounting	Fraud Investigation	Management	Human Resource	Retailing	Methods *	<b>Business Research</b>	Management	Strategic	<b>Business Valuation</b>	Environment	Management	Financial	Behaviour	Organizational	FOURTH YEAR SCHEME D -	
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		FOURTH YEAR	FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (HONOURS WITH RESEARCH)	)R(	JF C	OM	MF	RC	3 (H	ION	OUR	S WIT	TH R	ESEA	RCF	0		
M	CC-H1	VII   CC-H1   B23-COM-701	Organizational	4	04 -3 10.0 3 1 0	Section 1	0	3	-	0	4	30	1	70	1	100	3	1
			Behaviour															
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1	CC-H3	B23-COM-703	Indian Business	4	3	-	0	3	_	0	4	30	1	70	1	100	3	1
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	(any one)	B23-COM-705	Strategic Management	4	3	-	0	3	-	0	4	30	ı	70	ı	100	3	1
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	CC-HM1	B23-COM-707	Retailing	4	3	-	0	3	-	0	4	30		70	1	100	3	,
VIII	CC-H4	B23-COM-801	Human Resource	4	3		0	3	_	0	4	30	1	70	1	100	3	1
			Management															
	CC-H5	B23-COM-802	Fraud Investigation	4	3	-	0	3	_	0	4	30	1	70	1	100	3	ı
			and Forensic							***************************************			II				Th.	
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	CC-HM2	B23-COM-807	Supply Chain	4	E,	-	0	3	_	0	4	30	,	70	1	100	3	1
			Management					+ =									05.	
		B23-COM-808	Project/Dissertation	12	ı	1	1	ī	1	1.	1	1	ï	300	,	300	1	1
			Report														I.	

\*Practical Course

SCHEME AND SYLLABI OF B.COM. AND B.COM. (VOCATIONAL)- OFFICE MANAGEMENT & SECRETARIAL PRACTICES ARE SAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SEMESTER. NOTE:



	n 2023-2024		min ,
Subject Part-	B. Com. Vocation Secretarial practices	nal (Office Mar	nagement &
Semester	IV	5)	
Name of the Course	Principles of Office	Management	
Course Code	B23-VOC-233	Bennent	
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC	VOC		
Level of the course	200-299		
Pre-requisite for the course (if any)	Nil		
Cradita	After completing to be able to:  1. Understand to management.  2. Comprehend the routine.  3. Manage the file  4. Supervise the office staff.  5.* Learn typing as in improving focus	he concept e planning office records in the of office and mo a skill which wi on computer bas	of office system and fice. tivating the
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	
Dowt	R Contents of the Cour		

### Part- B Contents of the Course

# **Instructions for the Paper Setters**

Unit	Topics	Contact Hours
I	Office management: Concept, functions importance and Elements; Environment of office; Office Manager: Role, functions and qualities; Office organization: Concept, principles; Relationship of office with other departments; Centralized vs decentralized office services.	10
II	Planning office system and routine; Difference between office system and routine; System analysis and work flow; Office standards, manuals and rules; Office accommodation: Selection	12



5	of site; Office layout: Arrangement and adjustment allotment of seats, chambers, cabins, etc.; Physic		2
	Office safety and security.	ai facilities,	
III	Records management: Concept and important		12
	classification and arrangement of files; Indexing of fi and advantages; Retention and preservation of reco and practices.		
IV	Office Maintenance; Managing office station supervision and control: Need, functions and Motivation, training, stress management and conflict offices: An overview.	importance;	11
V*	Practicum:		30
*	Students are advised to do laboratory/practical plimited to, but including the following:	practice not	9
Recount	• To become familiar with keyboard; Home	e Row key	
* - 1	Practice; Upper Row key Practice; Botton Practice; Using of Shift key + Home/Upper/B		,
19 (	Paragraph Practice; Application/Letters Writing		
	Resume, etc.		
	Suggested Evaluation Metho	ds	
	mal Assessment: 30 marks		End Term Exam
	Theory: 20		Theory: 50
*Applie	Class Participation:	5	Practicum: 20
	Seminar/presentation/assignment/quiz/class test etc.: Mid-Term Exam:	5	
	Wild-Term Exam:	10	
	Practicum: 10		
	Class Participation:	NA	
•	Seminar/Demonstration/Viva-voce/Lab records etc.:	10	
•	Mid-Term Exam:	NA	

# Part-C Learning Resources Recommended Books/E-Resources/LMS:

- Bhatnagar S.K., Front Office Management, Frank Bros and Co. (Publishers) Ltd.
- Chopra R.K., Office Management, Tata McGraw Hill
- Jain J.N. and Singh P.P., Modern Office Management, Deep and Deep Publications
- Pillai R.S.N., Office Management, S. Chand & Sons
- Sahai I.M., Office Management, Sahitya Bhawan Publication, Agra
- Swayam-NPTEL

\*Applicable for Courses having practical component.

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Session	on 2023-2024		
Part- A	A Introduction		
Subject:	B. Com. Vocational Secretarial practices)	(Office Ma	nagement &
Semester	V		
Name of the Course	Office Automation		
Course Code	B23-VOC-132		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC	VOC	1 284 - 14	
Level of the course	300-399		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	After completing the be able to:  1. Understand automation 2. Understand the office. 3. Use IT applicate. 4. Work on various 5.*To implement and software	the concept ne roles of of ations in office ous software. understand v	t of office computers in
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	

**Instructions for the Paper Setters** 

Unit	Topics	<b>Contact Hours</b>
I	Office Automation: Concept, benefits, various tools; Different automation software; Various appliances used in modern office.	12
II	MS-Office: Introduction to MS-Word; Paragraph formatting: Header and footer, tables, mail merge, spell check, file operations, cut, copy and paste, drag and drop, dynamic data, find and replace, auto correct; MS-Excel: Introduction work sheet, data types, usage of formula and calculation, different charts, functions, tables and formatting, macros.	11
III	Power-Point: Introduction, creating a presentation, formatting a presentation, adding effects to the presentation, different views of	. 11



	slides, adding graphics, sounds and movies of a slide, effects,	
	animation, multimedia in PPT; Slide show: Transition and	
	timings; Diagrams: Clipart and picture; File management;	
464	PowerPoint presentation on mobiles and desktops; Mobile apps	
	for PPT; E-mail: Introduction, services, how does it works, how	
	to make E-mail ID, advantages and limitations of E-mail,	
	receiving and sending E-mail messages.	
IV	Information Technology in Business: Concept; Local area	11
	network: Media & topologies and wide area network; Electronic	All 100
	data processing; Multimedia technologies; Video conferencing;	
	Cloud based storage of records.	
V*	Practicum:	30
	Students are advised to do laboratory/practical practice not	
	limited to, but including the following types of problems:	
	<ul> <li>Word Processing Basics; Opening &amp; Closing of</li> </ul>	
	Documents; Formatting of Text; Table handling; Spell	
	Check and Printing of documents; Basics of Spreadsheet;	
	Manipulation of Cells; Formulas and functions; Sending	
	and Receiving emails; Documents collaboration.	
	Suggested Evaluation Methods	
Inter	rnal Assessment: 30 marks	End Term Exam
	Theory: 20	Theory: 50
•	Class Participation: 5	Practicum: 20
•	Seminar/presentation/assignment/quiz/class test etc.: 5	
•	Mid-Term Exam: 10	
> ]	Practicum: 10	
	Class Participation: NA	
•	Seminar/Demonstration/Viva-voce/Lab records etc.: 10	
	Mid-Term Exam: NA	÷
	Part-C Learning Resources	

# Recommended Books/E-Resources/LMS:

- Balagurusamy E, Fundamentals of Computers, McGraw Hills
- Sinha P.K., Computer Fundamentals, BPB Publications
- Srivastva Anant Kumar, Information Technology and its applications in Business, Sahitya Bhawan Publication, Agra.
- Swayam-NPTEL

\*Applicable for Courses having practical component

	on 2023-2024		
Part-	A Introduction		
Subject:	B. Com. Vocational Secretarial practices	al (Office Mar	nagement &
Semester	VI		
Name of the Course	Corporate Secretaria	1 Practice	
Course Code	B23-VOC-332	all the second	
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/VAC	VOC	21	
Level of the course	300-399		
Pre-requisite for the course (if any)	Nil		
Condita	After completing the able to:  1. Understand the in a company.  2. Comprehend the 3. Understand the compliance proce 4. Exercise the value and corresponder  5.* Exhibit the comprocedural aspects and	secretarial stan regulatory francedure. arious services nce. nprehensive kn nd compliances	ny secretary dards mework and discharged owledge on
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	
Part	B Contents of the Cours	se	

#### Part- B Contents of the Course

# **Instructions for the Paper Setters**

Unit	Topics	Contact Hours
I	Secretary: Concept, types of secretaries, legal position of company secretary, dismissal of company secretary; Duties of secretary relating to promotion and incorporation, issues of shares, listing; Duties of secretary relating to register of members, meetings; Duties of secretary relating to winding up, appointment of committee of inspection; Position of company secretary in liquidation.	
П	Corporate Secretarial Practice: Advisory services - role of	11



	company secretary to chairman, role as liaison officer between company and stock exchange, company and depository participant, company and registrar of companies; Representation services: National company law tribunal, consumer forum, SEBI, cyber law compliance, arbitration and conciliation services.	= .
III	Secretarial Standards (SS): Concept, scope, need, advantages, procedure, compliance, ss issued by ICSI, SS-1 (meeting of Board of Directors), SS-2 (on General Meetings), SS-3(on Dividends), SS-4(Registers and Records), SS-5(on Minutes); Illustrative items to be disclosed with regard to each standard.	11
IV	Secretarial Correspondence: Correspondence with shareholders, debenture holders, registrar of companies, stock exchanges; Correspondence with SEBI, National Company Law Tribunal; Role of technology in Secretarial correspondence; Secretarial Audit: Concept, need, importance, scope, procedure.	11
V*	<ul> <li>Letter to shareholders – Right Issue, Bonus issue.</li> <li>Letter to Registrar of Companies – Alteration in MoA/AoA.</li> <li>Letter to Stock Exchange – Listing of Shares.</li> <li>Letter to Banks- Overdraft Facility.</li> <li>Drafting of Notice and agenda of Annual General Meeting.</li> <li>Drafting of Notice and agenda of Board Meeting prior to Annual General Meeting.</li> <li>Writing of Minutes of Board Meeting/AGM.</li> <li>Special Resolution for MoA.</li> <li>Working with MCA-21 – Form1 (Application and declaration for incorporation), Form 1A(Application form for availability or change of name), Form 2 (Return of Allotment), Form 22 (Statutory Report), Form 23 (Registration of Resolution and agreement), Form 23AC(Form for fling of balance sheet and other docs with RoC), Form 23ACA(Form for fling of profit &amp; loss statement and other docs with RoC), Form 25C (Form for appointment of Managing Director, Whole Time Director or Manager), Form CSR (Form for voluntary reporting of CSR), Form DIN (Application for allotment of Director</li> </ul>	30



Suggested	Evaluation Methods	
<ul> <li>Internal Assessment:</li> <li>Theory: 20</li> <li>Class Participation:</li> <li>Seminar/presentation/assignment/q</li> <li>Mid-Term Exam:</li> </ul>	5	End Term Exam Theory: 50 Practicum: 20
<ul> <li>Practicum: 10</li> <li>Class Participation:</li> <li>Seminar/Demonstration/Viva-voce</li> <li>Mid-Term Exam:</li> </ul>	NA /Lab records etc.: 10 NA	

#### Part-C Learning Resources

# Recommended Books/E-Resources/LMS:

- Chopra R.K., Office Management. Tata McGraw Hill.
- Jain J.N. and Singh P.P., Modern Office Management, Deep and Deep Publications.
- Kapoor N D, Elements of Company Law, Sultan Chand & Sons.
- Koneru, Arun, Professional Communication, Tata McGraw Hill.
- Pillai R.S.N., Office Management, S. Chand & Sons.
- Ratan Nolakha, Company Law & Practice, Vikas Publications, Delhi.
- Sethi, Anjana & Bhavana Adhikari, Business Communication, Tata McGraw Hill.
- Tandon, B.N. Manual of Secretarial Practice, Sultan Chand, New Delhi

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<sup>\*</sup>Applicable for Courses having practical component.

# Scheme of Examination for Undergraduate Programme (Interdisciplinary) B. Com. Vocational (Principles & Practice of Insurance) (Scheme- D)

as per NEP-2020 Curriculum Framework
(Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the session 2023-2024 (in phased manner)

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ire of Course	มริเราตอmoN	FI	Financial	Accounting	Business Laws	Business	Management	Business	Mathematics-I	Personal Finance	Select one course from the pool of Ability Enhancement Courses ( AEC	Select one course from the pool of Skill Enhancement Courses (SEC)	Select one course from the pool of Value Added Courses (VAC)
ec Code	eruoO		B23-COM-101		B23-COM-102	B23-COM-103		B23-COM-104		B23-COM-105			
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Selectione course from the pool of Skill	Select one course from the pool of Abili	Markets	Indian Capital	Fundamentals of	<b>Business Economics</b>	Insurance	Banking and	Income Tax Law-I	Accounting-I	Corporate	SECO	Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester	Select one course from the pool of V	Select one course from the pool of Ski	Select one course from the pool of Ability Enhancement Courses (AEC)	Insurance	Banking and	Fundamentals of	Mathematics-II	Business	Marketing	Principles of	Company Law	*	Computerized
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\*Practical Course



									VIII												IIV	_
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B23-COM-807	B23-COM-806	B23-COM-805		B23-COM-804	B23-COM-803		B23-COM-802		B23-COM-801	B23-COM-707		B23-COM-706		B23-COM-705	B23-COM-704		B23-COM-703		B23-COM-702		B23-COM-701	FOURT
Supply Chain Management	Stock Market Operations*	Advertising & Personal Selling	Sustainability	Corporate Governance &	International Business	Accounting	Fraud Investigation and Forensic	Management	Human Resource	Retailing	Methods *	<b>Business Research</b>	Management	Strategic	<b>Business Valuation</b>	Environment	Indian Business	Management	Financial	Behaviour	Organizational	FOURTH YEAR SCHEME D -
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BACHELOR FOURTH YEAR SCHEMED - BACHELOR OF COMMERCE (HONOURS WITH RESEARCH	Organizational	Behaviour	Financial Management	Indian Business	Environment	Business Valuation	Strategic Management	Business Research	Methods *	Retailing	Human Resource	Management	Fraud Investigation	and Forensic	Accounting	Supply Chain	Management	Project/Dissertation	Report
OURTH YEAR	B23-COM-701		B23-COM-702	B23-COM-703		B23-COM-704	B23-COM-705	B23-COM-706		CC-HM1   B23-COM-707	B23-COM-801		B23-COM-802	÷		CC-HM2 B23-COM-807		B23-COM-808	
	VII CC-H1	2	CC-H2	СС-Н3	-	DSE-H1	(any one)	PC-H1		CC-HM1	VIII CC-H4		CC-H5	,		CC-HM2			
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\*Practical Course

NOTE: SCHEME AND SYLLABI OF B.COM. AND B.COM. (VOCATIONAL)- PRINCIPLES & PRACTICE OF INSURANCE ARE SAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SEMESTER.



	<b>Session 2023-24</b>	21	
	Part-A Introduction	1	
Subject	B. Com. Vocation	onal (Principles & Pra	actice of Insurance)
Semester	IV		
Name of the Course	General Insuran	ce	
Course Code	B23-VOC-229		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	VOC		
Level of the course (As per Annexure-I);	200-299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	After completing	ng this course, the le	arner will be able to:
	<ol> <li>Understand         Insurance.     </li> <li>Demonstrate         documentate     </li> <li>Gain knowled</li> <li>Analyze van</li> </ol>	the nature and the proficiency in the tion and procedures. Hedge of Risks Mitigation	principles of General negeneral insurance ation.
	Theory	Practical	Total
Credits	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70 11 2 (4)
Exam Time	3 Hrs.	3 Hrs.	

# Part-B Contents of the Course

# **Instructions for Paper Setters**



Unit	Topics	Contact Hours
Va (	General insurance: Concept, nature, significance, scope; Principles of general insurance; Classification of general insurance: Fire insurance, marine insurance social insurance, personal insurance, motor insurance, and miscellaneous insurance; The structure and operation of the insurance business: Insurance contract fundamentals; Insurance marketing; Insurance loss payment Underwriting, rating of risks, non-life insurance pricing, and reinsurance.	12
II	General insurance documentation and procedures: Proposal form, cover note certificate of insurance and the policy; Warranties; Construction of policies Endorsements and duration of contract; Nomination and assignment; Termination of the contract; Refund of premium and renewal notices; General insurance claim settlement procedure; Surrender value of non-life insurance policy.	;
III	General Insurance Corporation (GIC): Working of GIC in India; Types of risks assumed and specific policies issued by general insurance companies; Health insurance: Individual health insurance, group health insurance; Marketing of health insurance; Motor insurance: Need and types of motor insurance policies; Factors for premium rating; Motor insurance claims.	n n S
IV	Fire insurance contract: Concept, origin, nature, risks, hazards and indemnity; Fire insurance contract: features, period of fire insurance policy, principles and kinds of policies; legal issues; Miscellaneous insurance: Liability insurance; Project and	11
V* (	2. Claim settlement simulation: Conduct a role-play scenario where learners act as insurance agents processing and settling general insurance claims, including documentation, assessment, and payment procedures 3. Case studies on GIC: Research and present case studies on the working of GIC in India, highlighting the types of risks assumed and specific policies issued by the corporation.  4. Insurance marketing project: Develop a marketing plan for a new health insurance product targeting a specific demographic group, including strategies for promotion, distribution, and customer acquisition.	
	Suggested Evaluation Methods	
Interna	Assessment:	End Term
	Theory 20	Exam:
	Class Participation 05	Theory: 50
	Seminar/Presentation/Assignment/Quiz/Class Test etc. 05 Mid Term Exam 10	Practicum:20
	Practicum 10	
	N. D. die	
	Class Participation NA eminar/Demonstration/Viva Voce/Lab Records etc. 10	
) )	CIT D	
1	Ald Term Exam NA	

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# Part-C Learning Resources

# Recommended Books/E-Resources/LMS:

- Biakelhaupt and Magee, General Insurance, Richard D. Irwin, Inc., Homewood, Illinois, Irwin Dorsey Limited, George-town, Ontario.
- Karam Pal, Bodla B.S. and Garg M.C., Insurance Management, Deep & Deep Publications, New Delhi.
- Gupta, P.K., Fundamental of Insurance, Himalaya Publishing House.
- Gupta, P.K., Principles and practice of non life insurance, Himalaya Publishing House.
- Study Material: ICAI
- Study Material: Insurance Institute of India.

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<sup>\*</sup> Applicable for courses having practical component.

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	<b>Session 2023-24</b>		
,	Part-A Introduction	on	al Baran
Subject	B. Com. Vocational (	Principles & Practice of	f Insurance)
Semester	V		- mountainec)
Name of the Course	Life Insurance		
Course Code	B23-VOC-128	/	
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	VOC		**************************************
Level of the course (As per Annexure-I);	300-399	=1 =1	
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	After completing thi	is course, the learner	will be able to:
	<ol> <li>Understand the Assurance.</li> <li>Identify and Insurance in terms.</li> <li>Know about the claim settlement.</li> <li>Identify the emerging trend.</li> </ol>	differentiate between the various life insurance of procedure.  Tole of life insurance of the comprehension of Life insurance of the comprehension of Life insurance of the comprehension of Life in comprehension of Life insurance of the comprehension of Life in comprehension of Life insurance of the comprehension of the comprehension of Life insurance of the comprehension of the compre	epts of Insurance & en various types of e products in India and e intermediaries and ensurances industry.
	Theory	Practical	Total
Credits	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	

#### Part-B Contents of the Course

# **Instructions for Paper Setters**

Unit	Topics	<b>Contact Hours</b>
I	Insurance: Concept, nature, need and functions; Evolution of insurance, types	
	of insurance; Growth of insurance in India: Insurance and economic	
	development; Life Insurance: Nature, role, scope and uses of life insurance;	
	Life insurance as a collateral, financing business continuation, protection to	
	property, investment; Principles of life insurance.	
II	Life insurance products in India: Proposal and application form, warranties,	11
	medical examination, policy construction and delivery, policy provision, lapse	
	revival, surrender value, paid-up policies, maturity, nomination and assignment;	
	Suicide and payment of insured amount; Loan to policyholders; Life insurance	
,		

	risk: Factors governing sum assured; Methods of calculating economic risk in	* ,
	life insurance proposal; Measurement of risk and mortality tables; Calculation of	ž.
	premium; Treatment of sub-standard risks.	
III	Life insurance policies: Types, features and applicability; Important life	11
	insurance policies issued by LIC and the private sector life insurance companies;	
	Investment of life insurance fund: Valuation and surplus; Payment of bonus;	
	Life insurance annuities; Important legal provisions and judicial	
	pronouncements in India; Life insurance: Claim settlement procedure.	
IV	Insurance intermediaries: Broker and code of conduct; Insurance agents:	11
	Eligibility, functions and code of conduct; Surveyors and loss assessment,	
	insurance intermediaries in India; Life insurance salesmanship: Rules of	
	agency; Qualities of an insurance salesman; After-sale service to policy-	7
	holders; Trends in insurance: Exploring emerging trends such as digitalization	9
	and Insurtech, addressing regulatory challenges in a dynamically changing	
	landscape, the role of IRDA in fostering global and regional cooperation in	
	insurance regulation.	
V*	Practical:	30
	Prepare a project report on any of the following:	
	1. Review different types of life insurance policies offered by insurance	
	companies in India, compare their features, and evaluate their	
	applicability in various situations.	
	2. Do research and present on the regulatory challenges faced by the	
	insurance sector in India, including the role of IRDA in ensuring	
	compliance and fostering cooperation.	
	<ul> <li>Conduct role-plays to demonstrate the functions and responsibilities of</li> </ul>	
	insurance intermediaries such as brokers, agents, and surveyors in the	
	insurance industry.	
	Suggested Evaluation Methods	
	Assessment: heory 20	End Term
	lass Participation 05	Exam: Theory: 50
Se	eminar/Presentation/Assignment/Quiz/Class Test etc. 05	Practicum: 20
N.	lid Term Exam 10	
	racticum 10	
	lass Participation NA	2
M.	eminar/Demonstration/Viva Voce/Lab Records etc. 10  Iid Term Exam	
14.	nd Term Exam NA	



# **Part-C Learning Resources**

# Recommended Books/E-Resources/LMS:

- Gupta O.S.: Life Insurance- Frank Brothers, New Delhi.
- Huebner S.S. and Kennerth Black Jr.: Life Insurance, Prentice Hall Inc.
- Karam Pal, Bodla B.S. and Garg M.C., Insurance Management, Deep & Deep Publications, New Delhi.
- Maclean: Life Insurance.
- Meher Robert, L.: Life Insurance; Theory and Practice, Business Publications, Texas.
- Mishra, M.N.: Insurance Principles and Practice, Delhi, Vikas Publishing House.
- Study Material: ICAI.
- Study Material: Insurance Institute of India.

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<sup>\*</sup> Applicable for courses having practical component.

Α	<b>Session 2023-24</b>		
	Part-A Introductio	n	
Subject	B. Com. Vocational (l	Banking & Insurance)	
Semester	VI		
Name of the Course	Regulatory Framewor	rk of Insurance	
Course Code	B23-VOC-328		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	VOC		
Level of the course (As per Annexure-I);	300-399		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<ol> <li>Understand the industry.</li> <li>Analyze the market and evaluate practices.</li> </ol>	operations and struct valuate the role of inter the importance of pact of technology on sustainability and ESC	nent of the insurance rure of the insurance mediaries in insurance ethics in insurance insurance regulations if factors in insurance
	Theory	Practical	Total
Credits	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	

# **Instructions for Paper Setters**

Unit	Topics	Contact Hours
I	Regulation of insurance business: An overview of Indian Insurance Act, 1938; Insurance Regulatory and Development Act (IRDA): Powers and functions of IRDA, relevant regulations and guidelines issued by IRDA, licensing, registration, compliance, key provisions and amendments, grievance redressal, rural and social sector obligations; Micro insurance, financial inclusion, product approval mechanism.	12

II	Life Insurance Composition of India And 1056 Fig. 11: 1	
	Life Insurance Corporation of India Act, 1956: Establishment of LIC, functions, powers, management and administration, policyholder rights, regulatory	11-
	compliance, amendments and updates; General Insurance Corporation of India Act:	
	Introduction to general insurance, licensing and registration requirements for	
	general insurance companies, compliance with IRDAI regulations and guidelines,	
	documentation and legislation; Motor Vehicles Act: Classification of motor	
	vehicles, compulsory third-party insurance, hit and run accidents and the solatium	
	fund, motor accident claims tribunals, types of motor insurance policies,	
	underwriting and rating, claims procedures, role and functions of IRDA in	
III	regulating the motor insurance sector.	
111	Other Relevant Legislations: Marine Insurance Act: Definition, insurable interest, policy provisions, warranties and representations, the voyage, loss and	11
	abandonment, assignment of policy, premium and loss settlement; Employees	
e de v	State Insurance Act: establishment of ESIC, applicability of the Act, contributions	
	and funding, benefits provided, regulatory framework, enforcement and	
	compliance; Healthcare Insurance: Concept, significance, key features, Rashtriya	
	Swasthya Bima Yojana (RSBY), Pradhan Mantri Jan Arogya Yojana (PM-JAY),	
	framework and operations of healthcare insurance, regulations and compliance	
	requirements for healthcare insurance providers.	
IV	Fire insurance: Concept, insurable interest and indemnity, underwriting and risk	11
	assessment, policy provisions and conditions, claims management, technological	
	advancements; Consumer protection, courts, tribunals, insurance ombudsmen,	
	arbitration; Insurance Industry and Market: Overview of the Indian insurance industry, market trends and developments, role of insurance in the economy.	
V*	Practical: Prepare a project report on any one of the following Indian insurance	30
	regulations:	30
	1. Life insurance 2. General Insurance 3. Health Insurance	
	4. Motor Vehicle	
	Suggested Evaluation Methods	
	al Assessment:	<b>End Term</b>
	Theory 20	Exam:
	Class Participation 5	Theory: 50
	Seminar/Presentation/Assignment/Quiz/Class Test etc. 5	Practicum: 20
	Mid Term Exam 10	
	Practicum 10	
	Class Participation NA	
	Seminar/Demonstration/Viva Voce/Lab records etc. 10	
UET.	Mid Term Exam NA	
	Part-C Learning Resources	
Recom	mended Books/E-Resources/LMS:	
	Govt of India Consul I	

- Govt. of India: General Insurance Corporation of India Act, 1956.
- Govt. of India: Life Insurance Corporation of India Act, 1956.
- Gupta, P.K., Legal aspects of insurance, Himalaya publishing.
- Srivastava, S.S.: Insurance Administration and Legislation in India (Allahabad, Asia Book, Depot).
- Study Material by Insurance Institute of India.
- Study Material: ICAI
- Web Reference: irda.gov.in



KURUKSHETRA UNIVERSITY, KURUKSHETRA

Scheme of Examination for Undergraduate Programme (Interdisciplinary) B.Com. Vocational (Tax Procedure and Practices) (Scheme- D)

as per NEP-2020 Curriculum Framework (Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the session 2023-2024 (in phased manner)

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SEC-3 on the pool of Skill Enhancer Selectione course from the pool of Skill Enhancement	pass of Ability Enhancement Select one course from the pool of Ability Enhancement	Markets	Fundamentals of	Business Economics	Insurance	Banking and	Income Tax Law-I	Accounting-I		SECOND YEAR SCHEME	Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester	Select one course from the pool of Value Added Courses (VAC)	Select one course from the pool of Skill Enhancement	Select one course from the pool of Ability Enhancement Courses (AEC)	Insurance	Banking and	Fundamentals of	Mathematics-II	Business	Marketing	Principles of	Company Law	* *	Computerized
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Corporate	Accounting-II	Income Tax Law-II	Entrepreneurship	Development	Customs Laws	Select one course from the pool of Ability Enhancement Courses ( AEC)	Select one course from the pool of Value Added Courses (VAC)	Internship of 4 credits of 4-6 weeks duration after 4th semester	THIRD YEAR SCHEME	Cost Accounting	Goods & Services	Tax*	Industrial & Labour	Laws	Direct Tax Laws &	International	Taxation	Management	Accounting	Auditing	Business Statistics	Business	Environment of	Haryana	Taxation of Corporation
B23-COM-401		B23-COM-402	B23-COM-403		B23-VOC-234			II		B23-COM-501	B23-COM-502		B23-COM-503		B23-VOC-133			B23-COM-601		B23-COM-602	B23-COM-603	B23-COM-604			CC-M7(V) B23-VOC-333
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\*Practical Course

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B23-COM-807	B23-COM-806	B23-COM-805	-41	B23-COM-804	B23-COM-803			B23-COM-802		B23-COM-801	B23-COM-707		B23-COM-706		B23-COM-705	B23-COM-704		B23-COM-703		B23-COM-702		B23-COM-701	FOURT
Supply Chain Management	Stock Market Operations*	Advertising & Personal Selling	Governance & Sustainability	Corporate	International Business	Accounting	and Forensic	Fraud Investigation	Management	Human Resource	Retailing	Methods *	Business Research	Management	Strategic	<b>Business Valuation</b>	Environment	Indian Business	Management	Financial	Behaviour	Organizational	FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (HONOURS)
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FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (HONOURS WITH RESEARCH)	Organizational	Behaviour	Financial Management	Indian Business	Environment	Business Valuation	Strategic Management	<b>Business Research</b>	Methods *	Retailing	Human Resource	Management	Fraud Investigation	and Forensic	Accounting	Supply Chain	Management	Project/Dissertation	Report
OURTH YEAR	B23-COM-701		B23-COM-702	B23-COM-703		B23-COM-704	B23-COM-705	B23-COM-706		B23-COM-707	B23-COM-801		B23-COM-802			B23-COM-807		B23-COM-808	
F	VII CC-H1		CC-H2	CC-H3		DSE-H1	(any one)	PC-H1		CC-HM1	VIII CC-H4		CC-H5			CC-HM2			
	VII										VIII								

\*Practical Course

SCHEME AND SYLLABI OF B.COM. AND B.COM. (VOCATIONAL)- TAX PROCEDURE AND PRACTICES ARE SAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SEMESTER. NOTE:



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	Session2023-2	024	
	Part-A Introdu	ction	
Name of the Course	B.Com. Vocational Practices)	(Tax Procedure and	We have
Semester	IV		//
Subject	Customs Laws		
Course Code	B23-VOC-234		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/ DSE/PC/AEC/VAC	VOC		
Level of the course	200-299		
Pre-requisite for the course(if any)	Nil	*	
Course Learning Outcomes(CLO)	<ol> <li>Understa determin</li> <li>Have kn schemes</li> <li>Identify</li> </ol>	and the basic provisions the the assessable value and clearance of bagga different types of impo	s of Custom Act and and custom duty. Port promotion age.
	4. Understa documer	e documents required.  and different types of exportion  and timport and export do  and export do	ng.
	Theory	Practical	Total
Credits	3	1	4
Contact Hours	3	2	5
nternal Assessment Marks	20	10	30
nd-Term Exam Marks	50	20	70
Exam Time			

## **Instructions for Paper-Setter**

Unit	Topics	Contact Hours
I	Customs Act, 1962: An overview and important definitions- Assessable value, baggage, bill of export, suitable goods, duty, export, exporter, foreign going vessel, air craft goods, import, importer, DOB, FAS, CIF, GATT; Organisation of customs in India; Customs Tariff Act, 1975; Harmonised system and general rules of its interpretation (GRI's), kinds of custom duties and exemptions from custom duty; Assessable value: Inclusions, exclusions and determination under the Customs Act, 1962.	12

II	Export promotion schemes with special reference to duty of exportation and importation of goods; Notified and sp Baggage: Concept, importance and kinds, Import of bag	pecified goods;	11
	baggage. Concept, importance and kinds, import of bag	gage, Clearance of	
III	Import of goods: Free import and restricted import; Type Types of import: import of cargo, personal baggage and by land, sea, air route and by post; Clearance procedure filed.	stores; Import of cargo	11 -
IV	Export of goods: Free and restricted exports; Types of re of exporters; Types of exports: export of cargo and bagg land, sea, air route and by post; Clearance procedure and	gage; Export of cargo by	11
V*com * Alaga * Babba	Practical exposure to preparation of documents for clain promotion schemes, preparation of import documents, p documents and submit a project report.	ning benefits of export reparation of export	30
Rehal	Suggested Evaluation Met	hods	
	nal Assessment: heory 20		End Term Exam:
e Ma	Class Participation:	05	Theory: 50
a Martal	Seminar/presentation/assignment/quiz/class test etc.:	05	Practicum: 20
	Mid-Term Exam:	10	
➤ P	racticum 10		* 1 AV 15.
4.4	Class Participation:	NA	
	Seminar/Demonstration/Viva-voce/Lab records etc.:	10	
	Mid-Term Exam:	NA	

## **Part-C Learning Resources**

# Recommended Books/E-Resources/LMS:

- Ahuja, Girish and Gupta, Ravi, GST & Customs Law. Flair Publications Pvt. Ltd., Delhi.
- Babbar, Sonal, Kaur, Rasleen and Khurana, Kritika. Goods and Service Tax (GST) and Customs Law. Scholar Tech Press, New Delhi.
- Bansal, K. M., GST & Customs Law. Taxmann Publication, Delhi.
- Mehrotra H.C, Indirect Taxes, Sahitya Bhavan Publications, New Delhi
- Mittal, Naveen, Goods & Services Tax and Customs Law. Cengage Learning India Pvt. Ltd., Delhi.
- Singhania, V. K and Singhania, Monica, Students guide to GST and Customs Law Taxmann Publication, Delhi.

\*Applicable for courses having practical component.

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	Session: 202	23-24	and the second second
	Part - A Intro	duction	
Name of the Course	B.Com. Vocation	nal (Tax Procedure	& Practice)
Semester	V		
Subject	Direct Tax Laws	& International Ta	axation
Course Code	B23-VOC-133		
Course Type: (CC/MCC/MDC/	VOC		
CCM/ DSEC/VOC/DSE/PC/AEC/			
VAC)	1		
Level of the course (As per	300-399		
Annexure-I)			
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	After completin	g the course, the	learner will be able to:
	1. Familiari	se students with	assessment of Societies and
	Trusts.		and societies and
*	2. Develop	an insight of inte	rnational taxation and model
	tax conve	entions.	
	3. Examine	the income aris	sing in the hands of non-
			ie or arise in India.
	4. Knowled	ge of Anti avoidan	ce rules.
	*		
	procedure and in	ternational transac	understanding on compliance
Credits			
ording.	Theory 3	Practical	Total
Contact Hours	3	2	4
Internal Assessment Marks	20	10	5
End-Term Exam Marks	50		30
Exam Time	3 Hrs.	20	70
	art-B Contents of	3 Hrs.	61

# **Instructions for Paper Setters**

Unit	Topics	Contact Hours
I	Assessment of Association of Persons: Concept of AOP,	12
	provisions, computation of total income, computation of tax	
	liability, computation of total income of members, relief,	
	alternate tax regime; Assessment of co-operative societies:	
	Concept, types, income of cooperative societies, deductions	
	allowed, computation of total income, computation of tax	

4	liability, alternate tax regime.	_	· · · · · · · · · · · · · · · · · · ·
II	Assessment of charitable/religious Trusts: Concept purpose of charitable/religious trust, exemptions available conditions for exemption, forfeiture of exemption, accur of income, computation of total income, computation liability (public and private trusts); Political trusts.	le u/s 11, mulation	11
III	International taxation: Concept, significance, Contrast international taxation and Indian income tax; Overview tax conventions; Application and interpretation of tax Double Taxation Avoidance Agreement (DTAA); Ove General Anti Avoidance Rules (GAAR); Equalisation Le	of model treaties; rview of	11
IV	Provisions of non resident taxation; Transfer pricing: significance and difficulties in Arm's length price, inte	Concept, rnational rnational	11
V*	Collect data of a cooperative society and make a recompliance procedure of Cooperative Societies (computation of tax returns of cooperative society).  Collect data of a Charitable/Religious trust and Make a compliance procedure of Cooperative Societies trust (correceived, anonymous donations, registration procedure computation of total income, computation of tax liability of trust).  Collect the data of a MNC and analyse the provisions reported the procedure procedure in the light of International taxation laws are scenario.	report on donations u/s 80G, y, returns elating to sions and	30
	Suggested Evaluation Met	hods	
In	<ul> <li>Class Participation:</li> <li>Seminar/presentation/assignment/quiz/class test etc.:</li> <li>Mid-Term Exam:</li> </ul>	05 05 10 NA 10	End Term Exam: Theory: 50 Practicum: 20
	• Mid-Term Exam:	NA	



# Part-C Learning Resource

## Recommended Books/E-Resources/LMS:

- Aggrawal, D.C., Basics of International Taxation, Taxmann Publications Pvt. Ltd.
- Ahuja, G. & Gupta, R., Professional Approach to Direct Taxes, Bharat Law House
- Singhania Vinod, K., & Singhania, Monica, Direct Tax Laws, Taxmann Publications Pvt. Ltd.
- Tiwari, A., International Taxation, Satyam Law International
- Vijayasarthy, D., Fundamentals of International Taxation, Bharat Law House

## Other Material

• International Taxation Ready Reckoner, Taxmann Publications Pvt. Ltd.

	Session: 202	23-24	
	Part - A Introd	luction	
Name of the Course	B.Com. Vocatio	nal (Tax Procedure	& Practice)
Semester	VI		
Subject	Taxation of Cor	poration	
Course Code	B23-VOC-333		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	VOC		
Level of the course (As per	300-399	al	
Annexure-I)			
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<ol> <li>Understatax avoid</li> <li>Learn amanager</li> <li>Apply th</li> <li>Develop restructu</li> <li>Demonstata</li> <li>Demonstata</li> </ol>	and the concepts of dance and tax mana areas of tax plantial decision making e provisions in assetting in tax planting.  The comprehense a comprehense a comprehense area a comprehense and assessment areas a comprehense and assessment areas are a comprehense areas are a comprehense and assessment areas are a comprehense and assessment areas are a comprehense and assessment areas areas are a comprehense and assessment areas areas areas and a comprehense areas areas and a comprehense areas areas areas and a comprehense areas areas areas and a comprehense areas areas are a comprehense and a comprehense areas areas and a comprehense areas areas and a comprehense areas are a comprehense areas areas are a comprehense areas are a comprehense areas and a comprehense areas are a comprehense areas and a comprehense areas are a comprehense areas areas are a comprehense areas are a comprehense areas and a comprehense areas are a comprehense areas areas are a comprehense areas areas areas areas areas areas and a comprehense areas area	essment of various entities.  nning in context of business ensive understanding on
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	

# **Instructions for Paper Setters**

Unit	Topics	Contact Hours
I	Tax Planning: Concept, need, objectives, types, areas of tax planning; Tax	12
	avoidance; Tax Evasion: Concept, reasons; Tax management; Relation	
	between tax planning and tax management; Difference among tax	
	planning, tax avoidance and tax evasion; Tax planning for Businesses:	
	Form of business organization, nature of business, location of business;	
	Tax planning for Start-ups.	
II	Tax Planning and Managerial Decisions: Own or Lease; Make or Buy;	11
	, and the second of	

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	Sale of assets used in scientific research; Shut down or continue; Tax	
	planning and financial management decisions: Tax Planning relating to	
	capital structure, dividend decisions, Inter-Corporate dividend, Bonus	
	Shares.	
III	Assessment of Companies: Concept, types, residential status of a	11
	company, deductions, computation of total income, computation of tax	
.00	liability; Minimum Alternate Tax (MAT) on companies: Provisions,	
	computation of book profits, computation of tax under MAT;	
	Computation of Final Tax Liability; Tonnage scheme for shipping	
	companies.	
IV	Tax planning and business restructuring: Tax planning in relation to	11
1 4		11
	amalgamation; Tax on income from transfer of carbon credits; Tax on	
	royalty income; Miscellaneous Provisions: Tax planning with reference to	
	employee's remuneration, receipt of insurance compensation, distribution	
	of asses on liquidation; Alternative tax regime.	
V*	Practical:	30
	a. Collect the data of a company's financial statements and compute	
	the total income of the company, deductions allowed and	
	computation of tax liability. Also compute of book profits of a	
	company as per MAT provisions and compute final tax liability.	
Terri	b. Collect the salary, allowances, perquisites and other incentives	
	data of a company's employees. Advise how an employee can	
	plan his/her tax.	
	c. Make the assessment of a firm and a company's financial	
	statements. Analyse the data in the light of tax planning	
	provisions and Advise which business organization is best and why?	
	d. A firm wants to start a manufacturing business. In the beginning	
	or in gestation period, expenditures are quite high. Suggest the	
	tax incentives available under Income Tax Act in terms of nature	
	and location of business.	
34	e. Collect the data of a banking company which has been	
	amalgamated/merged in recent years. Make a project report the	
	tax incentives available to all the stakeholders (amalgamating co,	
	shareholders, amalgamated co.)	
	Suggested Evaluation Methods	
Ir	nternal Assessment:	End Term
>	Theory 20	Exam:
	• Class Participation: 05	Theory: 50
	• Seminar/presentation/assignment/quiz/class test etc.: 05	Practicum: 20
	• Mid-Term Exam: 10	
. >	> Practicum 10	
	• Seminar/Demonstration/Viva-voce/Lab records etc.: 10	
	Mid-Term Exam:     NA	

M

# **Part-C Learning Resource**

# Recommended Books/E-Resources/LMS:

- Ahuja, G. & Gupta, R., Corporate Tax Planning and Management, Bharat Law House.
- Lal, B.B., Direct Taxes, Konark Publishing House.
- Singhania Vinod, K., & Singhania, Monica, Corporate Tax Planning, Taxmann Publications Pvt. Ltd.

## Other Material

- Current Tax Reporter, Current Tax Reporter, Jodhpur
- Income tax Reports, Company Law Institute of India Pvt. Ltd.
- www.incometaxindia.gov.in

W

# KURUKSHETRA UNIVERSITY, KURUKSHETRA Scheme of Examination for Undergraduate Programme (Interdisciplinary) B. Com. Vocational (Tourism & Travel Management) (Scheme- D)

(Multiple Entry-Exit, Internships and Choice Based Credi System LOCF) w.e.f. the session 2023-2024 (in phased manner) as per NEP-2020 Curriculum Framework

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Select one course from the pool of Skill Enhancement	Select one course from the pool of Ability Enhancement	Markets	Indian Capital	Fundamentals of	<b>Business Economics</b>	Insurance	Banking and	Income Tax Law-I	Accounting-I	Corporate	SECOND YEAR SCHEME	Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester	Select one course from the pool of Value Added Courses (VAC)	Select one course from the pool of Skill Enhancement	Select one course from the pool of Ability Enhancement Courses (AEC)	Insurance	Banking and	Fundamentals of	Mathematics-II	Business	Marketing	Principles of	Company Law	Accounting System *	Computerized
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Corporate	Accounting-II	Income Tax Law-II	Entrepreneurship	Development	Tourism in India	Select one course from the pool of Ability Enhancement Courses (AEC)	Select one course from the pool of Value Added Courses (VAC)	Internship of 4 credits of 4-6 weeks duration after 4th semester	THIRD YEAR SCHEME	Cost Accounting	Goods & Services	Tax*	Industrial & Labour	Laws	Tourism Business	Management	Accounting	Auditing	Business Statistics	Business	Environment of	Haryana	Tour & Travel	Operations
B23-COM-401		B23-COM-402	B23-COM-403		B23-VOC-235		٠	I		B23-COM-501	B23-COM-502		B23-COM-503		B23-VOC-134	B23-COM-601		B23-COM-602	B23-COM-603	B23-COM-604			CC-M7(V) B23-VOC-334	
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\*Practical Course



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CC-HMZ		PC-H2				(any one)	DS <b>E</b> -H2	*	CC-H6			CC-H5		CC-H4	CC-HM1		PC-H1		(any one)	DSE-H1		CC-H3		CC-H2		CC-H1	
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Supply Chain Management	Operations*	Stock Market	Personal Selling	Advertising &	Sustainability	Governance &	Corporate	Business	International	Accounting	and Forensic	Fraud Investigation	Management	Human Resource	Retailing	Methods *	Business Research	Management	Strategic	Business Valuation	Environment	Indian Business	Management	Financial	Behaviour	Organizational	FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (H
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Financial Management Indian Business Environment Business Valuation Strategic Management Business Research Methods ** Retailing Human Resource Management	B23-COM-701         Organizational         4         3         1         0         4         30         -         70         -           B23-COM-702         Financial Management         4         3         1         0         4         30         -         70         -           B23-COM-703         Indian Business         4         3         1         0         4         30         -         70         -           B23-COM-704         Business Valuation         4         3         1         0         3         1         0         4         30         -         70         -           B23-COM-705         Strategic Management         4         3         1         0         3         1         0         4         30         -         70         -           B23-COM-706         Business Research         4         3         0         1         3         0         2         5         20         10         50         20           B23-COM-707         Retailing         4         3         1         0         4         30         -         70         -           B23-COM-801         Human Resource         4 </th
tioi	CC-H5 B23-COM-802 Fraud Investigation and Forensic Accounting CC-HM2 B23-COM-807 Supply Chain Management
tion	B23-COM-808 Project/Dissertation Report

\*Practical Course

SCHEME AND SYLLABI OF B.COM. AND B.COM. (VOCATIONAL)- TOURISM & TRAVEL MANAGEMENT ARE SAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SEMESTER. NOTE:



	<b>Session 2023-24</b>		
	Part-A Introduction	on	
Subject	B. Com. Vocation	nal (Tourism & Travel Ma	nagement)
Semester	IV		
Name of the Course	Tourism in India	V	
Course Code	B23-VOC-235	1	
Course Type: (CC/MCC/MDC/ CCM/DSEC/VOC/DSE/PC/AEC/VAC)	VOC		
Level of the course (Asper Annexure-I);	200-299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<ol> <li>Understand reference t</li> <li>Have known respect to Indo-Gang</li> <li>Comprehe Peninsular</li> <li>In-depth grasp</li> </ol>	this course, the learner d prevailing tourism products architecture, arts and he to tourism products. The end of tourism products are precific physiographic ga-Brahmaputra plain. The india and Coastal plains a cof tour operations.	eritage of India with rist resources with units of India and ces with respect to and islands.
Credits	Theory	Practicum	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	

# **Instructions for Paper Setters**

Unit	Topics	Contact Hours
I	Tourism policy: Framework and objectives; Tourism products:	12
	Concept and types; Socio-cultural resources: Indian culture through the ages; major religions of India pilgrimage tourism places associated with different religions of India.	



II	Architecture and famous monuments related to Hindu, Islamic and	11
	Buddhist architecture in India; Arts & heritage: Famous music and	
	dances of India, famous fair & festivals of India, famous handicrafts	
	of India.	
III	Natural resources for Tourism: Major physiographic units of India; Tourist	11
	resources in mountains with special reference to Srinagar Valley, Shimla,	
	Nainital, Darjeeling and Gangtok; Indo-Ganga-Brahmaputra plain: Main	
	tourist resources and main destinations with special reference to Amritsar,	
	Delhi, Allahabad, Lucknow, Kolkata.	
IV	Natural tourist resources: Peninsular India and its main tourist resources	11
	with special reference to Khajuraho, Ajanta, Ellora and Mysore; Coastal	
	plains and islands with special reference to Mumbai, Goa, Kerala and	
	Andaman & Nicobar.	
V*	Practical:	30
	<ul> <li>Create tourism brochures, posters, or marketing campaigns for</li> </ul>	
	destinations, attractions, or tourism services.	
	<ul> <li>Organize cultural shows, festivals, or other tourism-related events to</li> </ul>	
	gain practical experience in event planning, marketing, and delivering	
	tourism information to the community.	
- X	Suggested Evaluation Methods	

**Suggested Evaluation Methods** 

Intern	nal Assessment:	1	<b>End Term Exam</b>
>	Theory 20		Theory: 50
, di	Class Participation	05	Practicum:20
ı M	Seminar/Presentation/Assignment/Quiz/Class Test etc.	05	
	Mid-Term Exam:	10	
>	Practicum 10		
	Class Participation	NA	2
Ψį	Seminar/Demonstration/Viva Voce/Lab Records etc.	10	ë .
	Mid-Term Exam:	NA	

## Part-C Learning Resources

## Recommended Books/E-Resources/LMS:

- Acharya Ram- Tourism & Culture Heritage of India: Rosa Publication (Jaipur).
- Basham A.L.: The Wonder That Was India: Rupa and Co: Delhi.
- Basham A.L.- The Gazette of India: History and Culture, Publication Division, Ministry of Information and Broadcasting, Government of India.
- Harle J.C.-The Art and Architecture of Indian Subcontinent.
- Hussain, A.A.-The National Culture of India, National Book Trust, New Delhi.
- Mukerjee, R.K.-The Culture and Art of India: George Allen and Unwin Ltd., London.
- Mukerjee, R.K.-The Culture and Art of India: George Allen and Unwin Ltd., London.
- MulkRaj Anand- The Treasure of Indian Museums-Marg Publication, Bombay.
- PreBrawan- Indian Architecture-Hindu and Buddhist Perio.

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<sup>\*</sup>Applicable for courses having practical component.

	Session2023-24										
	Part-A Introduction	on									
Subject	B. Com. Vocationa	al (Tourism & Travel Ma	nagement)								
Semester	V	/	5								
Name of the Course	Tourism Business	V									
Course Code	B23-VOC-134										
Course Type: (CC/MCC/MDC/	VOC										
CCM/DSEC/VOC/DSE/PC/AEC/VAC											
Level of the course (As per	300-399										
Annexure-I);											
Pre-requisite for the course (if any)	Nil										
Course Learning Outcomes (CLO)	After completing	After completing this course, the learner will be able									
		characteristics of tourism									
		2. Understand the roles of different tourism organizations.									
		factors responsible for th									
	developmen										
	4. Classify diff	ferent types of tourism.									
	5*. Develop in-dep	th understanding of touris	sm studies.								
	Theory	Practicum	Total								
Credits	3	1	4								
Contact Hours	3	2	5								
Internal Assessment Marks	20	10	30								
End-Term Exam Marks	50	20	70								
Exam Time	3 Hrs.	3 Hrs.									
Don	t-R Contents of the	Convers									

# **Instructions for Paper Setters**

Unit	Topics	<b>Contact Hours</b>
I	Tourism terminology: -Tourism, tourist, visitors, traveler, excursionist as per UNWTO classification; Characteristics of tourism services; Components of tourism: Types and significance; domestic tourism development in India; domestic vs. international tourism.	12
II	Tourism as an industry; Performance and prospects of tourism in India over the years; Role of different tourism organizations: UNWTO, PATA, IATA, TAAI, IATO.	11



Internal	Assessment.	E-1T- B
L W	<b>Suggested Evaluation Methods</b>	
	discussions and interact with tourism professionals employed at these institutions.	
	Tourism Development Companies where students can engage in	
	Arrange visits from local Ministries of Tourism, Tourist Boards on  Tourism Development Committee of Tourism Devel	
	industry can be shared, discussed and analyzed.	_
	Create a blog through which current advancements in the tourism industry can be shared discussed and analysis decisions.	1
	information on the ways in which tourism affects countries.	
*	• Search and share newspaper, magazine and website articles that give	
V*	Practical: Submit a Project on:	30
	tourism, MICE tourism, wellness tourism.	
	and cultural tourism, senior citizen tourism, village tourism, sustainable	
	pilgrimage tourism, adventure tourism, eco-tourism, green tourism, heritage	
IV	Tourism types: International and domestic tourism, hard and soft tourism,	11
: 	and privatization on tourism industry.	
	Security and safety issues in tourism; Impact of liberalization, globalization	1
	level; Impacts of tourism: Economic, socio-cultural and environmental	
III	Factors responsible for growth and development of tourism at the global	1 11

Internal Assessment:		End Term Exam
> Theory 20		Theory: 50
Class Participation	05	Practicum: 20
Seminar/Presentation/Assignment/Quiz/Class Test etc.	05	The contraction and an incident the contraction of
Mid-Term Exam:	10	
> Practicum 10		
Class Participation	Nil	
Seminar/Demonstration/Viva Voce/Lab Records etc.	10	
Mid-Term Exam:	Nil	

## **Part-C Learning Resources**

# Recommended Books/E-Resources/LMS:

- Bhatia A. K. -Tourism Development Principles and Practices Sterling Publishers, New Delhi.
- Anand M.M.-Tourism and Hotel Industry in India: Sterling Publisher, New Delhi.
- Brymer, RobertA-Introduction of Hotel and Restaurant Management: HUB Publication Co., Lowa.
- Burhat & Madlik-Tourism-Past, Present and Future, Heiner mann, London.
- Christopher J. Holloway-The Business of Tourism Macdonald and Evans.
- Dutta, Bholanath, "International Tourism Management", Himalaya Publishing House.
- IITTM-Growth of Modern Tourism Manograph: IITTM, New Delhi.
- Jah,S.M., "Tourism Marketing", Himalaya Publishing House
- Jethwaney, Jaishri and Jain, Shruti. Advertising Management. Oxford University Press.
- Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, NewDelhi.
- Singh, Manpal, "Tourism Management and Marketing", Himalaya Publishing House.
- Wahab, S.E.-Tourism Management: tourism International Press, London.

\*Applicable for courses having practical component

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	<b>Session 2023-24</b>		
	Part-A Introductio	n	
Subject	B. Com. Vocational (	Tourism & Travel Mana	gement)
Semester	VI	/	8
Name of the Course	Tour & Travel Opera	tions 🗸	
Course Code	B23-VOC-334	/	
Course Type: (CC/MCC/MDC/	VOC	,	
CCM/DSEC/VOC/DSE/PC/AEC/ VAC		1	
Level of the course (As per Annexure-I);	300-399		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<ol> <li>Understand</li> <li>Understand         <ul> <li>the tourism</li> </ul> </li> <li>Develop a tourism pol</li> <li>Develop a tourism con</li> </ol>	rich understanding of	re of a travel agency.  Sm and automation in  tour itineraries and  ant provisions for
Credits	3	1 ractical	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	
P	art-B Contents of the (	Course	7.

# **Instructions for Paper Setters**

Unit	Topics	<b>Contact Hours</b>
I	Travel agency/ tour operations: Concept, functions, types, significance and	12
	growth; Link ages and integrations in tour operation business; Travel	
	agency organization structure: Concept and significances; Procedure for	
	recognitions of travel agency and tour operations from Ministry of Tourism	
	Government of India.	
II	E-tourism: Concept, trends, challenges, and opportunities for travel	11
	agencies; Automation in the tourism industry: Use of information	
	development of tour business technology and computers; central	
	reservation system in different sectors.	. **
III	Tour Itinerary: types and importance; Tour packaging: Concept, meaning,	11

	types, role, and contribution of airways and railways ir	promotion of tour	
	package business; National Development Council (1982)	2) Report; National	
	Action Plan (1992); National Tourism Policy, 2002.		
IV	National Civil Aviation Policy, 2016: Tourism legislati	on guidelines from	11
	Government of India concerning approval of too		
	agencies; Approval of hotels; Business ethics and		
	tourism; Consumer's Protection Act 1986 (Releva		
	tourism).		
V*	Practical:		30
	<ul> <li>Field trips to tourism attraction centers, hotels,</li> </ul>	and other industry	
	sites.		,
	<ul> <li>Incorporating case studies based on real touring</li> </ul>	sm businesses and	
	scenarios.		
	Suggested Evaluation Metho	ods	
Interna	al Assessment:		End Term Exam
	Theory 20		Theory: 50
	Class Participation	05	Practicum: 20
	Seminar/Presentation/Assignment/Quiz/Class Test etc.	05	
	Mid-Term Exam:	10	
	Practicum 10	*	
	Class Participation	NA	
	Seminar/Demonstration/Viva Voce/Lab Records etc.	10	
,	Mid-Term Exam:	NA	ž.

# Part-C Learning Resources

## Recommended Books/E-Resources/LMS:

- Aggarwal Surinder, Travel Agency Management, Communication India.
- Chuck, Gee, Professional Travel Agency Management, Prentice Hall, London.
- Foster. D. The Business of Travel Agency.
- Geo. Chack Profession Travel Agency Management, Prentice Hall, London.
- IATA, IATO, TAAI, Mannal.
- Merissen, Jome, W., Travel Agents and Tourism.
- National Development Council Report, Ministry of Tourism, Govt. of India, New Delhi.
- National Publishers, The World of Travel, National Publishers, Delhi.
- Tourist Statistic, Department of Tourism, Ministry of Tourism, Government of India, New Delhi.

# Scheme of Examination for Undergraduate Programme (Interdisciplinary) Bachelor of Commerce (Banking and Insurance) (Scheme- D)

(Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the session 2023-2024 (in phased manner) as per NEP-2020 Curriculum Framework

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					B23-COM-305	B23-COM-304	B23-COM-303	B23-COM-302		B23-COM-301								B23-COM-205		B23-COM-204	DZ3 (OM 203	R21_COM_201	B23-COM-202	B23-COM-201
	Select one course from the pool of Skill Enhancement C	Select one course from the pool of Ability Enhancement	Markets	Indian Capital	Fundamentals of	<b>Business Economics</b>	Banking and Insurance	Income Tax Law-I	Accounting-I	Corporate	SECOND YEAR SCHEME	Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester	Select one course from the pool of Value Added Cou	Select one course from the pool of Skill Enhancement Courses	Select one course from the pool of Ability Enhancement	Insurance	Banking and	Fundamentals of	Mathematics-II	Business	Marketing	Principles of	Company Law	Computerized Accounting System *
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B23-COM-401	B23-COM-402	B23-COM-403	B23-VOC-228			In		B23-COM-501	B23-COM-502		B23-COM-503	3	B23-VOC-127		B23-COM-601		B23-COM-602	B23-COM-603	B23-COM-604			B23-VOC-328		

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Supply Chain Management	Stock Market Operations*	Advertising & Personal Selling	Sustainability	Governance &	Corporate	Business	International	Accounting	and Forensic	Fraud Investigation	Management	Human Resource	Retailing	Methods *	<b>Business Research</b>	Management	Strategic	<b>Business Valuation</b>	Environment	Indian Business	Management	Financial	Behaviour	Organizational	FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (H
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				Methods *	2														
		CC-HM1	B23-COM-707	Retailing	4	3	-	0	3	_	0	4	30	,	70	1	100	3	1
	VIII	VIII CC-H4	B23-COM-801	Human Resource	4	3	_	0	3	_	0	4	30	1	70	1	100	3	1
				Management														v	
		CC-H5	B23-COM-802	Fraud Investigation	4	3	_	0	3	_	0	4	30	,	70	τ	100	3	ť
				and Forensic								12.0						k	
				Accounting														VII	
		CC-HM2	B23-COM-807	Supply Chain	4	3	_	0	3	-	0	4	30	1	70	1	100	3	ι
		+		Management															
			B23-COM-808	Project/Dissertation	12	1	ī	1	-	ī	- (	,	,	ì	300	1	300	i	1
				Report	-													t.	
											-			-					

\*Practical Course

INSURANCE AND SCHEME AND SYLLABI OF B.COM. AND B.COM.-BANKING ARE SAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SEMESTER. NOTE:



4	Session 2023-24	Contact										
. 1	Part-A Introduct	ion										
Subject	Bachelor of Comme	rce (Banking and Insura	nce)									
Semester	IV											
Name of the Course	Banking & Insurance	e Operations	4									
Course Code	B23-VOC-228											
Course Type: (CC/MCC/MDC/	VOC											
CCM/DSEC/VOC/DSE/PC/AEC/												
VAC												
Level of the course (As per	200-299											
Annexure-I)												
Pre-requisite for the course (if any)	Nil											
Course Learning Outcomes(CLO)	After completing th	his course, the learner	will be able to:									
Subject Sen issen Man, e. a. Color Congrect typ CONTROL (Color Vision Level of the cycle Annaction (Color)	banking system lending active.  2. Interpret an operations.  3. Comprehend services and management.  4. Analyze instand evaluate.	the structure and furstem and analyze deposities in banks.  Indicate a poly regulatory go a poly the fundamentals of indicate a poly underwriting a procedures.  For a purance operations and remerging trends in the intervention of Barbara and analyze deposition of the polytopic analyze and analyze deposition of the polytopic analyze and analyze deposition of the polytopic analyze and analyze analyze and analyze	osit mobilization and guidelines in banking insurance products and principles and claims regulatory compliance insurance industry.									
Pro- ecuism so	Theory	Practical	Total									
Credits		1	4									
Contact Hours												
Internal Assessment Marks	20	10	cions of 5the Indian									
End-Term Exam Marks	50	20	70									
Exam Time	3 Hrs.	3 Hrs.	sistence to banking									
Control of the Contro	Part-B Contents of the	Сописо	The second secon									

# **Instructions for Paper Setters**

**Note:** 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	<b>Contact Hours</b>
I	Introduction to Banking: Overview of the Indian banking system, functions, role,	12
	types of banks; Deposit mobilization: Types of deposits- Savings, current, fixed	
	deposits, recurring deposit, deposit account opening procedures, deposit products	
	and services offered by bank; Lending activities: Types of loans- Personal loans,	Table 1
130.00	home loans, business loans etc., Loan appraisal and approval process, loan	Carl Sour Johns
Mile, with	documentation and disbursement procedures.	

11/

of tesurance products and

staff control; Value added services: Online banking, mobile banking, internet	
banking, real time gross settlement, forex risk management, cash management	
services channel financing corporate salary account employees trusts, return	
on cash surplus, tax payment, Other services – treasury, trade & forex;	
Advanced banking operations: Merchant banking, retail banking, corporate banking, investment banking; Risk management in banking; Major problems of	
banking, investment banking; Risk management in banking; Major problems of Indian banking system; Nonperforming assets; Banking frauds.	
III Insurance: Concept, type, and significance; Insurance products and services; Life	11
insurance products: Term, whole life, endowment, ULIPs; General insurance products: Fire, marine, motor, health insurance, features, benefits, and target	
customer segments of insurance products; Insurance intermediaries: Broker and	
code of conduct, Insurance agents- Eligibility, functions and code of conduct,	
Surveyors and loss assessment, insurance intermediaries in India.	
IV Underwriting process: Risk assessment, factors affecting underwriting	11
decisions, claims management: Claims handling process, documentation, fraud detection; Operational functions: Policy issuance, premium collection,	8 2
customer service etc; Emerging trends: Bancassurance, digital insurance	
platforms, Insurtech.	
V* Practical:	30
Case study on loan appraisal and approval.  Visit to a bank branch to observe deposit and lending operations.	
Case study on insurance claims management, Visit to an insurance company for	
practical exposure.	
Preparation of an insurance product brochure.	
Suggested Evaluation Methods	1
Internal Assessment:	End Term.
> Theory 20	Exam:
Class Participation 05	Theory: 50
Applic Seminar/Presentation/Assignment/Quiz/Class Test etc. 05	Practicum: 20
Mid Term Exam 10	
Practicum 10	
Class Participation NA	
Seminar/Demonstration/Viva Voce/Lab Records etc. 10	
Mid Term Exam NA	

### Recommended Books/E-Resources/LMS:

- Bimal Jaiswal, Banking Operations Management, Vikas Publishing House.
- Gopinath, M.N., Banking Principles and Operations, Paperback
- Karam Pal, Bodla B.S. and Garg M.C., Insurance Management, Deep & Deep Publications, New Delhi.
- Khan, M.Y., Financial Services, Tata Mc Graw-Hill.
- Mishra, M.N.: Insurance Principles and Practice, Delhi, Vikas Publishing House
- Sharma, H.C., Banking Law and Practice, Sahitya Bhawan.

<sup>\*</sup>Applicable for courses having practical component.



	<b>Session 2023-24</b>		along the second second								
	Part-A Introduction	on									
Subject	B. Com. Vocational (Banking & Insurance)										
Semester	V										
Name of the Course	Regulatory Framev	vork of Banking	reactings;								
Course Code	B23-VOC-127	in a second for the second	A celement								
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/VAC	VOC	er et egelek weten. Gundam weret									
Level of the course (As per Annexure-I);	300-399	· Van Co. 182									
Pre-requisite for the course (if any)	Nil										
Course Learning Outcomes (CLO)	1. Understand banking sys 2. Explain the banks in Inc. 3. Evaluate co. 4. Evaluate the on the banks 5*. Have comprehe of Banking.	licensing and registra lia. mpliance in banking reg e impact of emerging re ing industry nsive understanding of R	tioning of the Indian tion requirements for ulations. egulations and trends								
Con l'an	Theory	Practical	Total								
Credits	3	1	4								
Contact Hours	3	2	5								
Internal Assessment Marks	20	10	30								
End-Term Exam Marks	50	20 70									
Exam Time	3 Hrs.										

### **Instructions for Paper Setters**

**Note:** 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	<b>Contact Hours</b>
I	Banking regulations: Overview of the Indian banking system; Regulatory	12
	authorities: Reserve bank of India (RBI); Securities and Exchange Board of	
	India (SEBI); Banking Regulation Act, 1949: Key provisions and	
	amendments; SARFAESI Act, 2002: Overview, enforcement of security	
	interest, debt recovery tribunal (DRT) Act.	

W

Regulatory framework for banks: Licensing and re	gistration requirements for	11
banks; Capital adequacy norms: Basel accords; Pr	rudential norms: Liquidity,	
asset classification, and provisioning; Know your	customer (KYC) and anti-	
money laundering (AML) regulations; Payment a	nd settlement systems Act	
2007: Overview, regulation of payment systems,	provisions and settlement	
systems of settlement finality, redressal mechanism	ns.	
Bankruptcy code, 2016: Introduction, insolv	ency resolution process,	11
Liquidation Process; Banking operations and	compliance: Regulations	
governing deposit mobilization and lending activ	vities, regulations on bank	
investments and treasury operations, reporting ar	nd disclosure requirements	
for banks, grievance redressal mechanisms and cus	stomer protection.	v
Emerging regulations and trends: Regulation	ns on digital banking;	11
management; Regulations on priority sector lending	ng and financial inclusion,	* *
Regulations on mergers, acquisitions, and restructu	uring of banks.	
Practical:		30
Case studies on banking regulatory issues and comp	oliance.	-
Preparation of a compliance report for a commercia	l bank.	
Analysis of RBI circulars and notifications on bank	ing regulations.	16
Presentation on emerging trends and challenges in b	panking regulations.	1 a
Suggested Evaluation	Methods	L
Assessment:		End Term Exam:
Theory 20		Theory: 50
Class Participation	05	Practicum:20
Seminar/Presentation/Assignment/Quiz/Class Test etc	e. 05	
Mid Term Exam	10	
Practicum 10	-	
Class Participation	NA	
Seminar/Demonstration/Viva Voce/Lab Records etc.	10	
Mid Term Exam	NA	
	banks; Capital adequacy norms: Basel accords; Prasset classification, and provisioning; Know your money laundering (AML) regulations; Payment at 2007: Overview, regulation of payment systems, systems of settlement finality, redressal mechanism. Bankruptcy code, 2016: Introduction, insolve Liquidation Process; Banking operations and governing deposit mobilization and lending activity investments and treasury operations, reporting art for banks, grievance redressal mechanisms and custom Regulations on Fintech; Regulations on corpor management; Regulations on priority sector lending Regulations on mergers, acquisitions, and restructure Practical:  Case studies on banking regulatory issues and compute Preparation of a compliance report for a commercial Analysis of RBI circulars and notifications on bank Presentation on emerging trends and challenges in the Suggested Evaluation  Assessment:  Theory 20  Class Participation  Geminar/Presentation/Assignment/Quiz/Class Test etc.  Mid Term Exam  Practicum 10  Class Participation  Geminar/Demonstration/Viva Voce/Lab Records etc.	Regulations on Fintech; Regulations on corporate governance and risk management; Regulations on priority sector lending and financial inclusion, Regulations on mergers, acquisitions, and restructuring of banks.  Practical:  Case studies on banking regulatory issues and compliance.  Preparation of a compliance report for a commercial bank.  Analysis of RBI circulars and notifications on banking regulations.  Presentation on emerging trends and challenges in banking regulations.  Suggested Evaluation Methods  Assessment:  Theory 20  Class Participation  O5  Seminar/Presentation/Assignment/Quiz/Class Test etc.  O5  Mid Term Exam  10  Practicum 10  Class Participation  NA  Seminar/Demonstration/Viva Voce/Lab Records etc.  10

# Recommended Books/E-Resources/LMS:

- Banking Law and Practice, ICSI: Study Material
- IIBF, International Banking Legal and Regulatory Aspects, Macmillan Publishers India Pvt. Ltd.
- Tannan M. L., Banking Law and Practice in India, Paperback
- Web References: www.rbi.org.in

\* Applicable for courses having practical component

e e	<b>Session 2023-24</b>											
	Part-A Introduction	on										
Subject	B. Com. Vocational (Banking & Insurance)											
Semester	VI											
Name of the Course	Regulatory Framewo	Regulatory Framework of Insurance										
Course Code	B23-VOC-328											
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/	VOC	9										
VAC												
Level of the course (As per Annexure-I);	300-399											
Pre-requisite for the course (if any)	Nil											
Course Learning Outcomes (CLO)	<ol> <li>Understand to industry.</li> <li>Analyze the market and evidistribution.</li> <li>Appreciate operations.</li> <li>Know the imand evaluate practices.</li> <li>Develop exter Framework.</li> </ol>	the regulatory environment operations and struct valuate the role of intermediate the importance of technology on sustainability and ESC ansive familiarity with Intermediate the importance of technology on sustainability and ESC ansive familiarity with Intermediate the regulatory of technology on sustainability and ESC ansive familiarity with Intermediate the regulatory of the regulatory	ment of the insurance ture of the insurance mediaries in insurance ethics in insurance insurance regulations of factors in insurance insurance Regulatory									
Credits	Theory	Practical	Total									
	3	1	4									
Contact Hours	3	2	5									
Internal Assessment Marks	20	10	30									
End-Term Exam Marks	50	20	70									
Exam Time	3 Hrs.	3 Hrs.	÷нэдЛИ									

### **Instructions for Paper Setters**

**Note:** 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	Regulation of insurance business: An overview of Indian Insurance Act, 1938; Insurance Regulatory and Development Act (IRDA): Powers and functions of IRDA, relevant regulations and guidelines issued by IRDA, licensing, registration, compliance, key provisions and amendments, grievance redressal, rural and social sector obligations; Micro insurance, financial inclusion, product approval mechanism.	12

II Life Insurance Corporation of India Act, 1956: Establishment of LIC, function powers, management and administration, policyholder rights, regulator and administration policyholder rights, regulator and administration policyholder rights.	ory
compliance, amendments and updates; General Insurance Corporation of India A	
Introduction to general insurance, licensing and registration requirements	1
general insurance companies, compliance with IRDAI regulations and guidelin documentation and legislation; Motor Vehicles Act: Classification of mo	
vehicles, compulsory third-party insurance, hit and run accidents and the solation	
fund, motor accident claims tribunals, types of motor insurance polici	
underwriting and rating, claims procedures, role and functions of IRDA	
regulating the motor insurance sector.	
III Other Relevant Legislations: Marine Insurance Act: Definition, insurable interest	
policy provisions, warranties and representations, the voyage, loss a	
abandonment, assignment of policy, premium and loss settlement; Employe	
State Insurance Act: establishment of ESIC, applicability of the Act, contribution	
and funding, benefits provided, regulatory framework, enforcement a	
compliance; Healthcare Insurance: Concept, significance, key features, Rashtri Swasthya Bima Yojana (RSBY), Pradhan Mantri Jan Arogya Yojana (PM-JA)	
framework and operations of healthcare insurance, regulations and complian	
requirements for healthcare insurance providers.	
IV Fire insurance: Concept, insurable interest and indemnity, underwriting and ris	sk 11
assessment, policy provisions and conditions, claims management, technologic	
advancements; Consumer protection, courts, tribunals, insurance ombudsme	
arbitration; Insurance Industry and Market: Overview of the Indian insurance	ce
industry, market trends and developments, role of insurance in the economy.	
V* <b>Practical:</b> Prepare a project report on any one of the following Indian insurar regulations:	nce 30
1. Life insurance 2. General Insurance 3. Health Insurance	,
4. Motor Vehicle	
Suggested Evaluation Methods	
Internal Assessment:	End Term
> Theory 20	Exam:
Class Participation 5	Theory: 50
Seminar/Presentation/Assignment/Quiz/Class Test etc. 5	Practicum: 20
Mid Term Exam	S =
> Practicum 10	
Class Participation NA	
Seminar/Demonstration/Viva Voce/Lab records etc. 10	
Mid Term Exam NA	
Part-C Learning Resources	
Recommended Reals/F Description / MC.	

### Recommended Books/E-Resources/LMS:

- Govt. of India: General Insurance Corporation of India Act, 1956.
- Govt. of India: Life Insurance Corporation of India Act, 1956.
- Gupta, P.K., Legal aspects of insurance, Himalaya publishing.
- Srivastava, S.S.: Insurance Administration and Legislation in India (Allahabad, Asia Book, Depot).
- Study Material by Insurance Institute of India.
- Study Material: ICAI
- Web Reference: irda.gov.in

\* Applicable for courses having practical component.



# Scheme of Examination for Undergraduate Programme (Interdisciplinary) Bachelor of Commerce (E-Commerce) (Scheme- D)

as per NEP-2020 Curriculum Framework (Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the session 2023-2024 (in phased manner)

Total T P T Assessment  Examinations  T P P A 30  T A Marks  T 00	Select one course from the pool of Skill Enhancement Courses ( SEC)	Select one course from the pool of Value Added Courses (VAC)
AEC	ement Courses ( SEC)	Courses (VAC)
AEC 50 35 70 70 70 Examinations  Examinations  AEC 70 70 70 10 Examinations	ement Courses ( SEC)	Courses (VAC)
AEC 50 33 70 70 70 Examinations	ement Courses (SEC)	Courses (VAC)
AEC 50 35 70 70 70 Had Term	ement Courses (SEC)	Courses (VAC)
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Semester		



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SEC-3	AEC-3		MDC-3		CC-M3		CC-9		CC-8		CC-7			VAC-2	SEC-2	AEC-2	, .	2)	MDC-2		CC-M2		CC-6		CC-5		CC-4
	K	305	B23-COM-	304	B23-COM-	303	B23-COM-	302	B23-COM-	301	B23-COM-							205	B23-COM-	204	B23-COM-	203	B23-COM-	202	B23-COM-	201	B23-COM-
Select one course from the pool of Skill Enhancemer	Select one course from the pool of Ability Enhancement Courses	Indian Capital Markets	Fundamentals of	Economics	Business	Insurance	Banking and		Income Tax Law-I	Accounting-I	Corporate	SECOND YEAR SCHEME	Internship of 4 credits of 4-6 weeks duration after 2 <sup>nd</sup> semester	Select one course from the pool of Value Added Courses (VAC	Select one course from the pool of Skill Enhancement Courses	Select one course from the pool of Ability Enhancement Courses	Insurance	Banking and	Fundamentals of	Mathematics-II	Business	Marketing	Principles of		Company Law	Accounting System *	Computerized
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Corporate Accounting-II	Income Tax Law-II	Entrepreneurship Development	Fundamentals of E-Commerce	Select one course from the pool of Ability Enhancement Courses ( AEC	Select one course from the pool of Value Added Courses (VAC)	Internship of 4 credits of 4-6 weeks duration after 4th semester	THIRD YEAR SCHEME	Cost Accounting	Goods & Services	Tax*	Industrial & Labour	Laws	M-Commerce	Management	Accounting	Auditing	Business Statistics	Business	Environment of	Haryana	Internet and Web Designing
B23-COM-401	B23-COM-402	B23-COM-403	B23-VOC-231			II		B23-COM-501	B23-COM-502		B23-COM-503		B23-VOC-130	B23-COM-601		B23-COM-602	B23-COM-603	B23-COM-604			B23-VOC-330
CC-10	CC-11	CC-12	CC-M4(V)	AEC-4	VAC-3			CC-13	CC-14		CC-15		CC-M5(V)	CC-16		CC-17	CC-18	CC-M6			CC-M7(V)
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\*Practical Course



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CC-HM2	PC-H2		(any one)	DSE-H2	СС-Н6		CC-H5		CC-H4	CC-HM1	PC-HI		(any one)	DSE-H1		CC-H3		CC-H2	CC-HI	
B23-COM-807	B23-COM-806	B23-COM-805		B23-COM-804	B23-COM-803		B23-COM-802		B23-COM-801	B23-COM-707	B23-COM-706		B23-COM-705	B23-COM-704		B23-COM-703		B23-COM-702	B23-COM-701	FOURTH
Supply Chain Management	Stock Market Operations*	Advertising & Personal Selling	Governance & Sustainability	Corporate	International Business	Accounting	Fraud Investigation and Forensic	Management	Human Resource	Retailing	Business Research Methods *	Management	Strategic	Business Valuation	Environment	Indian Business	Management	Financial	Organizational Behaviour	FOURTH YEAR SCHEME D - BACHELOR OF COMMERCE (HONOURS)
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ORC	4	4	4	4	4	4	4	4	4	4	12
FOURTH YEAR SCHEME D. BACHELOR OF COMMERCE (HONOURS WITH RESEARCH)	Organizational Behaviour	Financial Management	Indian Business Environment	Business Valuation	Strategic Management	Business Research Methods *	Retailing	Human Resource Management	Fraud Investigation and Forensic Accounting	Supply Chain Management	rtation
VR.S	m	æ,	j.P	÷.	1			2 (	N .	ie#ii	,
URTH YEA	B23-COM- 3701	B23-COM- 702	B23-COM- 703	B23-COM- 704	B23-COM- 705	B23-COM- 706	B23-COM- 707	B23-COM- 801	B23-COM- 802	B23-COM- 807	B23-COM- 808
FOI	VII CC-H1	CC-H2	сс-нз	DSE-H1 (any	one)	PC-H1	CC- HM1	VIII CC-H4	CC-H5	CC- HM2	83
N 18 19 3	VII	10°,	24°					VIII	1		

\*Practical Course

NOTE: SCHEME BY AND SYLLABI B COOK B-COB.COM.E AND SYSTAM BY STHESAME EXCEPT VOCATIONAL COURSES IN 4<sup>TH</sup>, 5<sup>TH</sup> & 6<sup>TH</sup> SEMESTER.

B.COM.-E-COMMERCE



	Session 2023-2	24	
	Part-A Introduc	tion	
Subject	Bachelor of Comm	erce (E-Commerce)	
Semester	IV		
Name of the Course	Fundamentals of E-	-Commerce	
Course Code	B23-VOC-231		
Course Type: (CC/MCC/MDC/ CCM/DSEC/VOC/DSE/PC/AEC/V AC	VOC		
Level of the course (As per Annexure-I)	200-299		Later and National Control of the Co
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)  Set est Set est Course Lyan Course	world of E-0  2. Develop the models.  3. Develop an Environment 4. Understand commerce.  5*. Work on W	Alytical framework Commerce. The understanding related and Security issue fundamental principle.  Technologies, and creating web site.	to understand the emerging towards various business ing to Legal and Regulatory es of E-commerce. Eiples of e-business and E-E-Commerce, Web Sites es, Role of web site in B2C
Credits	Theory	Practical	Total
Jan	3	1	4
Contact Hours	3	2	
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70 10:
Exam Time	3 Hrs.	3 Hrs.	anderstand the emerging
Pa	rt-B Contents of the	e Course	Parauls virious business

# **Instructions for Paper Setters**

**Note:** 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	E-commerce: Concept, history, organizing themes; E-commerce business models;	web sii12m Li2C
Conta	The internet: Concept, INTRANET, WWW, TECHNOLOGIES.	
II	Building an e-commerce website: E-Commerce website design; Role of website in	77 11
i's	B2C e-commerce: A systematic approach; e-commerce security environment and	
	security threats, technology solution, management policies, business procedures, and	
Tan a	public laws, website strategies & web-site design principles; Push & pull	
TI ALM	technologies, alternative methods of customer communication.	



	Intellectural property and use the	
$\nabla^y$	Practical	30
III	E-marketing: Scope and techniques, traditional web promotion; Web counters; Web advertisements: Issues and technologies, role of social media; E-commerce custome strategies for purchasing and support activities, planning for e- commerce and its initiates, pros and cons of online shopping; Marketing creating web site, electronic Publishing Issues, approaches and technologies: EP and Web-based EP; Electronic	r S C
A	payment system: Electronic billing and payment, special features required in payment system for e-commerce; e-payment system: Types-E-cash & currency servers, E cheques, credit cards, smart cards, electronic purses & debit cards, UPI payments, e wallets; Master card/visa; Secure electronic transaction: Introduction, business requirements, concepts, payment processing.	Evani Theory 50 k'/.
IV	Issues in e-commerce-: Ethical, social and political issues; Basic ethical concepts	, 11
	analyzing ethical dilemmas, ethical principles, privacy and information rights Information collected at e-commerce websites; Concept of privacy, legal protections Intellectual property rights: Types and governance.	;
V*	Practical:	30
	<ul> <li>Work on internet - Search engines, communication through internet.</li> </ul>	
Rebo	Achieve Research using online sources – surveys, research on social networking sites Achieve Web site design; Creating web site, e-payments system such as maste Archiecard/visa card.	r Kon
费	Kenneth C. Laudon, L. Conson Suggested Evaluation Methods	TOWNS.
Inter	Theory 20	End Term Exam:
Ø)	Class Participation 05 Seminar/Presentation/Assignment/Quiz/Class Test etc. 05	Theory: 50 Practicum:
- >	Mid Term Exam 10  Practicum 10	(Usevier Lt L.)
	Class Participation NA	
	Seminar/Demonstration/Viva Voce/Lab Records etc. 10	, .
	Mid Term Exam NA	

### Recommended Books/E-Resources/LMS:

I Intormation confected "Ce-co

- Achuyut S.Godbole and Atul Kahate, Web Technologies TCP/IP to Internet Application Architectures. Tata McGraw-Hill Publishing Company Limited.
- Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson
- Ravi Kalakota, Andrew Winston, Frontiers of Electronic Commerce", Pearson Education Asia, edition.
- RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
- S. J. Joseph, E-Commerce: An Indian perspective, PHI
- Smith, P.R. and Dave Chaffey, eMarketing eXcellence; The Heart of eBusiness (UK: Elsevier Ltd.)



	art-A Introductio	n				
Subject	B.Com. Vocational (E-Commerce)					
Semester	VI	/				
Name of the Course	Internet and Web	Designing				
Course Code	B23-VOC-330	/				
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC						
Level of the course (As per Annexure-I)	300-399					
Pre-requisites for the course (if any)	Nil					
Course Learning Outcomes (CLO)	1. Analyze attributes 2. Understa 3. Understa maintena 4. Develop used by 5.* Become aw websites, Create Creating HTML Cascading Style	a web page and is. and the concepts of and web page/site ance. an understanding overtual e-commerce are about development at a static web page. Forms, Creating D. Sheet.	ments in web pages and using HTML, XHTML, bynamic Web Page using			
Credits	Theory	Practical	Total			
	3	1	4			
Contact Hours	3	2	5			
Internal Assessment Marks	20	10	30			
End-Term Exam Marks	50	20	70			
Exam Time	3 Hrs.	3 Hrs.				

# **Instructions for Paper Setters**

**Note:** 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	<b>Contact Hours</b>
I	Internet: Concept, computer networks, internet, URL (uniform resource locator), intranet, extranet, URL, ISP, VPN; Application of internet: World wide web, text-HTML, tags-net, surfing, Internet/Web, browsing-browsing-internet addressing-IP address, domain names, search engines, news groups, electronic mail, web portal, chat, video conferencing, FTP, remote login, e-commerce, e-learning, e-governance, e-banking.	



II	HTML: HTML code for a web page- Web page basics a web page in a web browser, start a new paragraph, s spaces, heading, pre-format text, comment, special emphasize superscript and subscript, font style and s spaced font, block quote, lists- ordered list, unordered list; Images: Add an image, background image, border, aligning the image, horizontal rule, use images in list, ipeg.	tart a new line, insert blank l characters, format text, size, color, margins, mono l list, nested list, definition wrap text around an image,	
III	Static web page development: Basics of HTML- V understanding HTML, create a web page, linking to C HTML pages, text alignment and lists, text formatting and link within a page, creating a table, creating htm graphics, putting graphics on a web page, custom creating animated graphics.	other web pages, publishing g, fonts control, email links al forms, creating web page	4 B 9
IV	Dynamic web page development: Cascading style she HTML tags, features of style sheet, style properties style sheet; Javascript: introduction-Writing first java Variables: Rules for variable names, declaring the variable, scope of variable, using operators, control s Javascript functions: Defining a function, returning define function.	, style classes and external a script, external javascript; ariable, assign a value to a tatements, javascript loops:	
V*	Practical: Create a web page and web site using HTML, publi web page graphics and putting graphics on a web page using HTML, develop static and dynamic web page JavaScript and cascading style sheet and external stylenges.	te, create animated graphics bages and web site using te sheet.	
- 1	Suggested Evaluation Me	ethods	
	al Assessment:		<b>End Term</b>
	Theory 20		Exam:
	Class Participation:	5	Theory: 50
	Seminar/Presentation/Assignment/Quiz/Class Test etc.	-	Practicum:
1	Midterm Exam:	10	20
	Practicum 10		
1			I .
>	Class Participation	NA	
>	Seminar/Demonstration/Viva Voce/Lab Records etc. Mid Term Exam:	NA 10 NA	

# Recommended Books/E-Resources/LMS:

- Bartlett, Kynn, CSS, Pearson Education.
- Bhaumik Shroff, Introduction to Internet & HTML Scripting, Books India Publication.
- Dick Oliver and Michael Morrison, HTML and CSS, Pearson Education.
- Ivan Bayross, HTML, DHTML, JavaScript, Perl & CGI.
- Ivan Bayross, HTML, DHTML, JavaScript, Perl CGI.
- Robert W. Sebesta, Programming the World Wide Web.

<sup>\*</sup>Applicable for courses having practical component.



Part-A	A Introduction						
Subject	B.Com. Vocational (E-Commerce)						
Semester	V						
Name of the Course	M-Commerce	-					
Course Code	B23-VOC-130	1					
Course Type:(CC/MCC/MDC/CCM/DSEC/VO C/DSE/PC/AEC/VAC	VOC	13 2					
Level of the course (As per Annexure-I)	300-399						
Pre-requisite for the course (if any)	Nil		1.				
Cradita	1. Acquaint we challenges 2. Understand issues. 3. Understand application 4. Develop an by virtual experience as Applications as Information Experience.	with the concept of & issues in e-commerce the concept of M M-commerce to the e-commerce sites.  We about the development of the commerce sites.  Ware about the development of the commerce sites.	M-commerce and related technologies & their technologies and services used dopments in M-Commerce munications Technology, gy- HTML, XML, WML,				
Credits	Theory	Practical	Total				
	3	1	4				
Contact Hours	3	2	5				
Internal Assessment Marks	20	. 10	30				
End-Term Exam Marks	50	20	70				
Exam Time	3 Hrs.	3 Hrs.					

# **Instructions for Paper Setters**

**Note:** 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.

M

Unit	Topics	<b>Contact Hours</b>
I	M-commerce: Concept, emerging applications, different players in m-commerce, m-commerce life cycle; Difference between m-commerce and e-commerce; Mobile financial services & proactive service management; M-Commerce business models; m-Commerce value chain; m-commerce information system - functional model, case study.	12
II	M-commerce technology: Types of mobile clients (mobile phones, PDAs, laptop computers, vehicle-mounted devices and hybrid devices); Device limitations: Considerations for user interface and application design device location technology- GPS, triangulation; Mobile client software: Mobile device operating systems, micro browsers; Mobile device communication protocols: WAP, i-mode, mobile device page description languages, mobile device application	
III	software.  Transaction database access for m-commerce client: Database access in mobile environment, System architecture, Local database, regional	11
	server, Base station server; Wireless communications technology: Wireless wide area network (WWAN) technology- cellular systems 2G (CDMA, TDMA, GSM), 2.5G (GPRS, EDGE), 3G	
	(WCDMA/UMTS, CDMA2000), 4G; Wireless local area network (WLAN) technology (wi-fi); Wireless metropolitan area network (WMAN) technology (wi-max); Wireless personal area network (WPAN) technology (Bluetooth); Information exchange technology-HTML, XML, WML, SMS.	
IV	M-commerce applications: Mobile financial services, mobile advertising, mobile inventory management, mobile product location and shopping, mobile proactive service management, mobile business services, mobile auction, mobile entertainment, mobile office, mobile distance education, mobile information access, vehicular mobile commerce, telematics location.	11
V*	Practical: Work on mobile commerce technology: GSM, GPRS & EDGE, VMTS, 4GS, 5GS, Bluetooth, WAP; Information exchange technology- HTML, XML, WML, SMS.	30



Suggested Evaluation Method	ds	
Internal Assessment:  ➤ Theory 20		End Term Exam:
Class Participation	05	Theory: 50
Seminar/Presentation/Assignment/Quiz/Class Test etc.	05	Practicum: 20
Mid-Term Exam:	10	
Practicum 10		
Class Participation	NA	
Seminar/Demonstration/Viva Voce/Lab Records etc.	10	
Mid-Term Exam	NA	

# Recommended Books/E-Resources/LMS:

- Harold, Dory, Theories of mobile commerce apps development.
- Irvine Clarke & Theresa B. Flaherty, Mobile Portals: The Development of M-Commerce Gateways, James Madison University.
- Mennecke, E. B., J. Troy Strader, Mobile Commerce: Technology, Theory and Applications, Idea Group Inc., IRM press,
- Nansi shi, Mobile Commerce Application, IGI Global.
- Nidhi Dhawan, E-commerce- Concepts and Applications, International book house
- Paul May, Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business, Cambridge University Press
- Peter Tarasewich, Wireless Devices for Mobile Commerce: User Interface Design and Usability, University of Massachusetts, Boston.

MY

<sup>\*</sup>Applicable for courses having practical component.

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