

SHRI VISHWAKARMA SKILL UNIVERSITY
(Enacted by the Act 25 of 2016, State of Haryana)
DUDHOLA, PALWAL



Bachelor of Commerce (Honours/Honours with Research)

NCrF Level 6

Batch 2023-24

Prepared by

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Skill Department of Banking and Finance

(Skill Faculty of Management Studies & Research)

Scheme and Syllabus - Bachelor of Commerce (Honours/ Honours with Research)

1.1 Introduction

The National Education Policy (NEP) 2020 (hereafter referred to as NEP or the policy) envisages a new and forward-looking vision for India's higher education system. It recognizes that higher education plays an extremely important role in promoting human as well as societal well-being and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all. The NEP 2020 notes that "higher education significantly contributes towards sustainable livelihoods and economic development of the nation" and "as India moves towards becoming a knowledge economy and society, more and more young Indians are likely to aspire for higher education."

The National Higher Education Qualifications Framework (NHEQF) envisages increased flexibility and choice of courses of study by students, particularly at the undergraduate level. A wide choice of subjects and courses, from year to year, will be the new distinguishing feature of undergraduate education. Students who wish to change one or more of the opted courses within the programme(s) of study that they are pursuing may do so at the beginning of each year, as long as they are able to demonstrate the required prerequisites and the capability to attain the defined learning outcomes after going through the chosen programme and course(s) of study.

The structure and duration of undergraduate programmes of study proposed by the NEP 2020 include:

- Undergraduate programmes of either 3 or 4-year duration, with multiple entry and exit options, with appropriate certifications:
- A certificate after completing 1 year (2 semesters) of study in the chosen discipline or field, including vocational and professional areas;
- A diploma after 2 years (4 semesters) of study;
- A Bachelor's degree after a 3-year (6 semesters) programme of study;
- A Bachelor's degree with honours after a 4-year (eight semesters) programme of study;
- A Bachelor's degree 'Honours with research' after a 4-year (eight semesters) programme of study if the student completes a rigorous research project in her/his major area(s) of study as specified by the HEI.

2.0 Levels of Awards

Award	Duration	Corresponding NCRF Level
UG Certificate	1 Year	4.5
Diploma	2 Year	5
B.Com	3 Years	5.5
B.Com (Hons/Hons with Research)	4 Years	6

3.0 About the Programme

The Bachelor of Commerce (B.Com)- Honours/ Honours with research programme is a 4 year undergraduate degree programme that divided into 8 semesters focusing on various aspects of business and commerce. It is designed to provide students with a strong foundation in business principles and practices, equipping them with the knowledge and skills needed to pursue a wide range of career opportunities in the business world.

The programme aims to develop students' analytical, problem-solving, and critical thinking skills, as well as their ability to communicate effectively and work in teams. Students also gain practical skills through case studies, projects, internships, and experiential learning opportunities.

The programme opens up a wide range of career opportunities in various sectors, including finance, banking, consulting, marketing, sales, human resources, supply chain management, and entrepreneurship. Graduates can pursue entry-level positions in companies or go on to pursue further education such as a Master of Business Administration (MBA) or specialized master's programmes.

The programme has multiple entry and exit options as per NEP. In 1st year student will be awarded a Certificate. In 2nd year student will be awarded a Diploma. In 3rd year student will be awarded a B.Com Degree and IN 4th year student will be awarded B.Com (Hons / Hons with Research).

4.0 Programme Outcomes

The Programme outcomes are as follows:

Student will be able to:

PO1: Demonstrate extensive and coherent knowledge of commerce and its applications in real business world

PO2: Understand various concepts and theories in business and accounting providing strong academic foundation.

PO3: Acquire various soft skills required to manage complete business situation.

PO4: Formulate business problems and provide innovative solutions thus, molding them into future visionaries, management leaders & entrepreneurs with values.

PO5: Conduct research and allied business administrations.

Programme Educational Objectives (PEOs):

PEO 1: To train the students in contemporary skills in accounting/finance /management and proactive thinking to ensure effective performance in the dynamic socioeconomic and business ecosystem

PEO 2: To groom the students to work effectively and efficiently in multicultural and multidisciplinary teams

PEO 3: To encourage and train the students to pursue entrepreneurship and be leaders of change with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society.

Programme Specific Objectives (PSOs):

PSO – 1: Learners will learn relevant financial and managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

PSO – 2: Learners will acquire practical skills to work as accountant, e-Commerce manager, financial analyst and other financial and business development services

PSO -3: Learners will be able to do higher education and advance research in the field of commerce and finance

5.0 Qualifications targeted:

Year 1- Business Development Representative

Year 2- Accounts/Finance Executive

Year 3- Financial Analyst/ E- Commerce Manager

6.0 Details:

Scheme of the Programme

Semester 1: 22 Credits

Semester 2: 22 Credits

Semester 3: 22 Credits

Semester 4: 22 Credits

Semester 5: 22 Credits

Semester 6: 22 Credits

Semester 7: 22 Credits

Semester 8: 22 Credits

**Details of B. Com (Hons.) Programme
SEMESTER- I**

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH-501	Fundamentals of Management & Organisational Behaviour	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -502	Managerial Economics	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -503	Marketing Management	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
IDE-501	Entrepreneurship	IDE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
AEC-501	Business Communication	AEC	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
SEC-501	Fundamentals of Computer	SEC	0	0	2	2	0	0	60	0	60	-	-	-	70	30	100	100
VAC-501	Business Mathematics	VAC	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
Total			16	4	2	22	240	60	60	300	660	180	420	600	70	30	100	700

SEMESTER- II

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH -504	Financial Accounting	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -505	Business Statistics	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -506	E-Commerce	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
IDE-502	Professional Ethics and Values	IDE	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
AEC-502	Employment Readiness	AEC	0	0	2	2	0	0	60	0	60	-	-	-	70	30	100	100
SEC-502	Basics of Digital Marketing	SEC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
VAC-502	Industry Project	VAC	0	0	2	2	0	0	60	0	60	-	-	-	70	30	100	100
Total			14	4	4	22	210	60	120	270	660	150	350	500	140	60	200	700

**Tentative Scheme for Remaining Semesters
SEMESTER- III (Tentative)**

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH-551	Cost Accounting	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -552	Income Tax	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -553	Consumer Behaviour	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
IDE-551	Business Law	IDE	3	0	0	3	45	0	0	45	90	30	70	100	-	-	-	100
AEC-551	Organisational Etiquettes	AEC	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
SEC-551	Tally	SEC	0	0	3	3	0	0	90	0	90	-	-	-	70	30	100	100
VAC-551	Environmental Studies	VAC	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
Total			16	3	3	22	240	45	90	285	660	180	420	600	70	30	100	700

SEMESTER- IV (Tentative)

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH-554	Corporate Accounting	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -555	Business Research	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -556	Goods & Service Tax	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -557	Applied Personal Finance	DSC	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
BCH -558	Sales and Distribution Management	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -559	Supply Chain Management	DSE	2	0	0	2	30	0	0	30	60	30	70	100	-	-	-	100
AEC-552	Excel	AEC	0	0	2	2	0	0	60	0	60	-	-	-	70	30	100	100
Total			16	4	2	22	240	60	60	300	660	180	420	600	70	30	100	700

SEMESTER- V (Tentative)

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH-601	Security Analysis and Portfolio Management	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -602	Financial Management	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -603	Financial Modelling	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -604	Financial Institutions and Markets	DSC	3	0	0	3	45	0	0	45	90	30	70	100	-	-	-	100
BCH -605	Insurance and Risk Management	DSC	3	0	0	3	45	0	0	45	90	30	70	100	-	-	-	100
BCH -606	Customer Relationship Management	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
Total			18	4	0	22	270	60	0	330	660	180	420	600	-	-	-	600

SEMESTER- VI (Tentative)

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH-607	Auditing and Corporate Governance	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -608	Advanced Digital Marketing	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
SEC -601	Internship	SEC	0	0	14	14	0	0	420	0	420	-	-	-	245	105	350	350
Total			6	2	14	22	90	30	420	120	660	60	140	200	245	105	350	550

SEMESTER- VII (Tentative)

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH-651	Advanced Statistical Analysis	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -652	Advanced Excel and Spreadsheet Modelling	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -653	Report Writing	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -654	Research Ethics	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -655	Data Analytics with SPSS	DSC	0	0	2	2	0	0	60	0	60	-	-	-	70	30	100	100
BCH -656	Service Marketing	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
Total			15	5	2	22	225	75	60	300	660	150	350	500	70	30	100	600

SEMESTER- VIII (Honours with Research) (Tentative)

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH-657	Data Visualisation	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -658	Basic Econometrics	DSC	0	0	2	2	0	0	60	0	60	-	-	-	70	30	100	100
BCH -659	Advertising and Personal Selling	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
SEC-651	Research Project/Dissertation	SEC	0	0	12	12	0	0	360	0	360	-	-	-	210	90	300	300
Total			6	2	14	22	90	30	420	120	660	60	140	200	280	120	400	600

SEMESTER- VIII (Honours without Research) (Tentative)

Course Code	Subject	Category	Credit				Notional Hours					Marks (Theory)			Marks (Practical)			Marks Total
			T	Tu	P	To	T	Tu	P	O/A*	To	I	E	To	I	E	To	
BCH-657	Data Visualisation	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -658	Basic Econometrics	DSC	0	0	2	2	0	0	60	0	60	-	-	-	70	30	100	100
BCH -659	Advertising and Personal Selling	DSE	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -660	Python for Financial Analytics	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
BCH -661	Social Entrepreneurship	DSC	3	1	0	4	45	15	0	60	120	30	70	100	-	-	-	100
SEC-652	Project	SEC	0	0	4	4	0	0	120	0	120	-	-	-	70	30	100	100
Total			12	4	6	22	180	60	180	240	660	120	280	400	140	60	200	600

*O/A- Other Learning Activities includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

SEMESTER-I

Course Title: Fundamentals of Management & Organisational Behaviour

Course Credit: 4(3-1-0)

Course No. BCH-501

Max. Marks: 100(30I+70E)

Course Objective:

The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It equips students to understand individual and group behaviour at work place.

Learning Outcomes:

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

CO1: Understand the processes of management and appreciate theories of management.

CO2: Discuss managerial skills and functions.

CO3: Understand individual and group behaviour at work place along with different motivational theories.

CO4: Apply conflict organisational resolution strategies in the organization

CO5: Discuss leadership styles and the process of personality.

Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo
Unit-II (CO2)	Functions of Management; Centralization – decentralization Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques
Unit-III (CO3)	Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; Motivation- Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg Learning- Meaning & Theories
Unit-IV (CO4)	Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational
Unit-V (CO5)	Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window

* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2021). Fundamentals of Management (11th ed.). Pearson.
2. Chabra, T.N. (2019). Principles and Practices of Management (Latest edition). Dhanpat Rai & Co. (P) Limited.
3. Robbins, S. P. (2019). Organizational Behavior (18th ed.). Pearson Education.

4. Robbins, S. P., Judge, T. A., & Campbell, T. T. (2021). *Organizational Behavior: Concepts, Controversies, Applications* (10th ed.). Pearson.
5. *Essentials of Management*, Koontz Kleihrich, Tata McGraw Hill (Lt.Ed.)
6. *Organisational behaviour* by K. Ashwathapa. Himalaya Publication House. (Lt.Ed.)
7. Griffin, R. W., & Moorhead, G. (2021). *Organizational Behavior: Managing People and Organizations* (13th ed.). Cengage Learning.
8. Daft, R. L. (2021). *The Leadership Experience* (8th ed.). Cengage Learning.

Course Title: MANAGERIAL ECONOMICS

Course Credit: 4(3-1-0)

Course No. BCH-502

Max. Marks: 100(30I+70E)

Course Objective:

The objective of this course is to familiarize the students with the concepts and techniques used in micro-economic theory.

Course Outcomes:

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

CO1: Comprehend Micro-Economics and its impact on Business decision.

CO2: Understand the concept of Demand and its Forecasting.

CO3: Apply various demand concepts and theories in managerial applications.

CO4: Understand production and cost function

CO5: Appreciate various market structures.

Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Introduction to Microeconomics; Marginal Analysis and its uses in the Business Decision; Opportunity Cost Principle, Law of Demand and Supply.
Unit-II (CO2)	Demand Function; Determinants of Demand; Elasticity; Demand Forecasting.
Unit-III (CO3)	Theories of Demand: Preference, Utility Function, Law of Diminishing Marginal Utility. Indifference Curve, Income and Substitution effects; Managerial Applications.
Unit-IV (CO4)	Production and Cost: The Production Function, Law of Variable Proportion, Returns to Scale: Economies & Diseconomies of Scale, Profit Maximization Constrained Optimization Approach to Developing Optimal Input Combination, Relationships, Input Demand Function, Optimal combination of Input; Isoquant; Break Even Point.
Unit-V (CO5)	Market Structure: Profit Maximization under Different Market Structures, Perfect Competition, Monopoly, Price Discrimination, Other Pricing Strategies of Firms, Monopolistic Competition, Models of oligopoly.

* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Allen, W. B., Doherty N. A., Weigelt, K., & Mansfield E. *Managerial Economics: Theory, Applications and Cases* (latest ed.). W. W. Norton & Company.
2. Bernheim, B. D., Winston, M., & Sen, A. . *Microeconomics*. McGraw Hill Education.
3. Geetika, Ghosh P.,& Roy Chowdhury, P. (2017). *Managerial Economics* (latest ed.). McGraw Hill Education.
4. Hirschey, M. . *Managerial Economics: An Integrative Approach*. Cengage Learning.
5. Koutsoyiannis, A. *Modern Microeconomics* (latest ed.). Palgrave, McMillan.

6. Mark, H. (2009). *Fundamentals of Managerial Economics* (latest ed.). Cengage Learning.
7. "Managerial Economics: Foundations of Business Analysis and Strategy" by Christopher R. Thomas and S. Charles Maurice
8. "Managerial Economics: Theory, Applications, and Cases" by Edwin Mansfield, Bruce Allen, and Norton M. Bedford
9. "Managerial Economics in a Global Economy" by Dominick Salvatore and John V. Diulio Jr.

Course Title: Marketing Management

Course Credit: 04(3-1-0)

Course No. BCH-503

Max. Marks: 100 (30I+70E)

Course Objective:

To introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.

Learning Outcomes:

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

CO1: Analyse marketing environment in which an organization operates.

CO2: Conduct consumer research and develop market strategies.

CO3: Apply the conceptual knowledge of product and pricing to handle Product and pricing decisions.

CO4: To apply conceptual knowledge of distribution and promotion mix to create distribution system and promotional campaigns for organisations.

CO5: Discuss Emerging Trends in Marketing.

Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Introduction to Marketing: Nature and Scope of Marketing, Marketing Philosophies, Marketing Mix, Customer Value, Holistic Marketing, Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Micro environment on Marketing.
Unit-II (CO2)	Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information, Strategic Marketing Planning Process: Competitor analysis, Marketing Warfare Strategies, Marketing Planning Process
Unit-III (CO3)	Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product development, Brands, Packaging and Labelling, Developing Pricing Strategies: Setting Price, Factors influencing Price Determination
Unit-IV (CO4)	Channels of Distribution: Designing Distribution Channels, Managing Channel Conflicts, Selecting Channel Members, Promotional Mix, Advertising, Sales Promotion Public Relations, Personal Selling, Integrated Marketing Communication.
Unit-V (CO5)	Trends in Marketing: Social Media Marketing, Green Marketing, Rural marketing, Digital Marketing, other emerging trends.

* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Etzel, M. J., Bruce, J. W., Stanton, W. J., & Pandit, A. *Marketing* (latest ed.). New Delhi: Tata McGraw-Hill.
2. Kotler, P. & Armstrong, G. *Principles of Marketing* (latest ed.). Pearson.
3. Kotler, P., Keller, K., Koshy, L., & Jha, M. *Marketing Management: A South Asian*

- Perspective* (latest ed.). New Delhi: Pearson.
- Perrault, W.D (Jr.), Cannon, J.P., & McCarthy, E.J. *Basic Marketing*. New Delhi: Tata McGraw-Hill.
 - Ramaswamy, V. S. & Namakumari, S. *Marketing Management: Global perspective Indian context* (latest ed). New Delhi: Macmillan.
 - Saxena, R. *Marketing Management* (latest ed.). New Delhi: Tata McGraw Hill.

Course Title: Entrepreneurship

Course Credit: 04(3-1-0)

Course No. IDE-501

Max. Marks: 100 (30I+70E)

Course Objective:

The objective of this course is to expose the learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

Learning Outcomes:

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

- CO1: Understand Entrepreneurial Ecosystem.
- CO2: Conduct feasibility studies.
- CO3: Develop a business plan.
- CO4: Appraise various initiatives and supporting startups.
- CO5: Understand registration process for launching startups.

Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Concept of Entrepreneur and Entrepreneurship, Entrepreneur vs. Manager, Significance of Entrepreneurship in Economic Development; Characteristics/Qualities of Entrepreneurs, Social Entrepreneurship, Entrepreneurial Ecosystem.
Unit-II (CO2)	Start-up Idea generations and evaluation, Criteria to select a product, Types of feasibility studies.
Unit-III (CO3)	Minimum Viable Product, Business plan, Business Model Canvas, Sources of Finance for Entrepreneurship
Unit-IV (CO4)	Government initiatives for start-up support, Role of support bodies like NIESBUD, SIDBI, Incubators.
Unit-V (CO5)	Introduction to various forms of business organization (sole proprietorship, partnership, corporations, Limited Liability company), Registration formalities for startups.

* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

- Barringer, B. R., & Ireland, R. D. (2019). *Entrepreneurship: Successfully Launching New Ventures*. Pearson.
- Burns, P. (2020). *Entrepreneurship and Small Business: Start-Up, Growth and*

- Maturity. Palgrave Macmillan.
3. Gupta, V. K., & Dutta, D. K. (2019). Entrepreneurship: Concepts, Theory, and Perspective. Springer.
 4. Forbat John, "Entrepreneurship" 1st Edition, New Age International, 2008.
 5. Havinal, Veerbhadrapa, "Management and Entrepreneurship", 1st Edition, New Age International Publishers, 2008.
 6. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Ist Edition; Dorling Kindersley Ltd, 2006.

Course Title: Business Communication

Course Credit: 02(2-0-0)

Course No. AEC-501

Max. Marks: 100(30I+70E)

Course Objective:

This course will make students conversant with the basic forms, formats and techniques of business writing so that they would be thoroughly prepared to communicate effectively in all contexts.

Learning Outcomes:

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

- CO1: Understand the role of communication in the organizational and Global Context.
- CO2: Understand the basics of effective written communication
- CO3: Understand the interpersonal communication skills.
- CO4: Analyze one’s own communication style in different contexts and mediums.
- CO5: Understand technical writing, responsibilities of a communicator, ethical issues and legal issues.

Course Content:

Unit/ CO	Course Content
Unit-I (CO1)	Concepts of Communication in Business: Introduction to Business Communication, Components of Communication (7Cs), Listening Skills, Verbal and Non-Verbal Skills, Effective Presentation Skills.
Unit-II (CO2)	Formal Communication: Writing effective formal Emails, Reports and proposal writing; Social Media Writing.
Unit-III (CO3)	Interpersonal Communication Skills: Communicating in teams, Negotiation Skills, Communication skills during a conflict.
Unit-IV (CO4)	Presentation and Public Speaking: Planning & Preparation, Audience Analysis & Needs, Using Visuals, Body Language & Other Non-verbal Communication, Techniques for Capturing Audience Attention & Interests, Structuring Business Presentation, 3 T’s Presentation, Slide Rules & Visualization, Handling Questions, Aristotle Model for Effective Public Speaking.
Unit-V (CO5)	Communication for career: Resume writing and cover letters, Group Discussions and Interviews, Ethics and Communication.

* Other Learning Activities (for 30 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments

- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Lehman, C. M., Dufrene D. D., & Sinha, M. BCOM: The South Asian Perspective on Business Communication (latest ed.). New Delhi: Cengage Learning.
2. Murphy, H. A., Hildebrandt, H.W., & Thomas, J.P. Effective Business Communication (latest ed.). Boston: McGraw-Hill Companies.
3. Bovee, C., & Thill, J.V., & Raina, R.L. . Business Communication Today (latest ed.). Pearson
4. Sandra, M. O. Handbook of Corporate Communication and Strategic Public Relations: Pure and Applied. Routledge.
5. Business Communication (Principles, Methods and Techniques) by Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
6. Business Communication by Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade , Diamond Publications, Pune.
7. Business Correspondence and Report Writing by R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.

Course Title: Fundamentals of Computers

Course Credit: 02(0-0-2)

Course No. SEC-501

Max. Marks: 100(70I+30E)

Course Objective:

The syllabus introduces students to basic information and communication technology and proper paradigms that need to be implemented to develop any kind of computer applications. The course will help in developing the basic technical skills by hands on experience.

Learning Outcomes:

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

CO1: State the applications of Computers and understand the basic components of computer.

CO2: Identify & describe various parts of computers like CPU, keyboard, monitor, etc.; View files, work with files and customize window.

CO3: Understand various office applications.

CO4: Understand various network technologies.

CO5: Outline the basics of Networking.

Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Basic concepts of Computer; Computer Memory, Concepts of Hardware and Software, Data and Information; Applications of IECT; Computer Virus: Definition, Types of viruses, Anti-virus software.
Unit-II (CO2)	Overview of operating system: Definition, Functions of operating system, Types of operating system, Spooling, Multiprocessing, Multiprogramming, Time-Sharing, On-Line Processing, Real-Time Processing, Basics of window operating system, Comparison between Unix and Windows.

Unit-III (CO3)	Introduction to MS Word, Introduction to MS Excel and its applications, Introduction to MS PowerPoint, Working with Spreadsheets, Different templates, Macros, Mail merge.
Unit-IV (CO4)	Network Technologies, Introduction to Internet and protocols: TCP/ IP, Network connecting devices, Topologies, HTTP, HTTPS DNS, Hub, Switches, Router, Repeater, Firewalls, Digital Signature
Unit-V (CO5)	WWW and Web Browsers Introduction, Objectives, Concept of internet, Search engines, Planning and Developing the websites, Hosting your websites, Internet service provider.

Suggested Readings:

1. Computers and Beginners by Jain, V.K, Pustak Mahal Publications.
2. Computer Fundamentals by Anita Goel, Pearson, Pearson Education India.
3. Introduction to Information Technology by Alexis Leon, Mathews Leon, and Leena Leon, Vijay Nicole Imprints Pvt. Ltd.
4. Foundations of Computing by Sinha, Kr. Pradeep and Preeti Sinha. BPB Publication

Course Title: Business Mathematics

Course Credit: 02 (2-0-0)

Course No. VAC-501

Max. Marks: 100 (30I+70E)

Course Objective:

The objective of this paper is to develop fundamental mathematical skills relevant to business applications.

Learning Outcomes:

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

CO1: Perform basic arithmetic operations, including addition, subtraction, multiplication, and division, with speed and accuracy.

CO2: Apply algebraic operations to solve business-related problems.

CO3: Calculate percentages and interpret their applications in business contexts.

CO4: Apply interest calculations and financial mathematics to solve problems related to loans, investments, and savings.

CO5: Analyze and interpret Probability Distributions.

Course Content:

Unit/ CO	Course Content
Unit-I (CO1)	Basic Arithmetic: Place value, rounding, and significant figures; Fractions, decimals, and percentages; Order of operations; Ratio and proportion
Unit-II (CO2)	Algebraic Operations: Variables, constants, and expressions; Exponents and powers; Factoring and simplification
Unit-III (CO3)	Percentages and Applications: Calculating percentages; Markup and markdown; Profit and loss; Simple and compound interest

Unit-IV (CO4)	Financial Mathematics: Time value of money; Present value and future value; Annuities and perpetuities; Amortization and sinking funds
Unit-V (CO5)	Probability, Types of Probability: Conditional Probability, Discrete Probability Distributions, Continuous Probability Distributions, Joint Probability Distributions.

* Other Learning Activities (for 30 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Clendenen, G., & Salzman, S. A. (2018). Business Mathematics (10th ed.). Pearson.
2. Barnett, R. A., Ziegler, M. R., & Byleen, K. E. (2016). Finite Mathematics for Business, Economics, Life Sciences, and Social Sciences (13th ed.). Pearson.
3. Mayers, J. (2017). Mathematics for Business and Finance: An Introduction to Financial Mathematics with Applications (2nd ed.). Cambridge University Press.
4. Miller, G., & Salzman, S. A. (2016). Essentials of Business Mathematics (8th ed.). Pearson.
5. Cleaves, H., Hobbs, M., & Noble, V. (2015). Business Mathematics (13th ed.). Pearson.
6. Brown, J., & Senn, J. (2015). Mathematics of Finance (8th ed.). McGraw-Hill Education.

SEMESTER-II

Course Title: Financial Accounting

Course Credit: 4(3-1-0)

Course No. BCH-504

Max. Marks: 100(30I+70E)

Course Objective:

This course provides conceptual knowledge of financial accounting and the techniques for preparing accounts in different types of business organisations.

Learning Outcomes:

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

CO1: Understand the theoretical framework of accounting and to prepare financial statements

CO2: Explain and determine depreciation and value of inventory

CO3: Learn accounting for hire purchase transactions, leases, branches and departments

CO4: Understand the concepts of partnership firm and prepare accounts for dissolution of a partnership firm

CO5: Develop the skill of preparation of trading and profit and loss account and balance sheet using computerized accounting.

Course Content:

Unit / CO	Course Content
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Unit-I (CO1)	Conceptual Framework: Accounting principle, Concepts and Conventions Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind AS), Accounting Process: Journal, ledger, Trial Balance, Financial Statements (overview) Capital Expenditure (and Receipts), Revenue Expenditure (and Receipts) and Deferred Revenue Expenditure. Preparation of Financial Statements of a profit-making sole proprietorship trading firm with additional information, Preparation of Financial Statements of a not-for-profit organisations.
Unit-II (CO2)	Accounting for Plant Property and Equipment & Depreciation: Meaning of Depreciation, Depletion and amortization, Objective and Methods of depreciation (Straight line, Diminishing Balance), Change of Method, Inventory Valuation: Meaning, Significance of Inventory Valuation, Inventory Record System-Periodic and Perpetual, Methods of Inventory Valuation FIFO, LIFO and Weighted Average (Relevant accounting Standards as applicable)
Unit-III (CO3)	Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, profit Computation (Stock & Debtors System only), Accounting for Leases: Concept, Classification of leases (Simple practical problems), Accounting for Branches (excluding foreign branches): Dependent branches ('Debtors system' and 'Stock & debtors System') and overview of independent branches. Departmental Accounting: Concept, Type of departments, Basis of allocation of departmental expenses, Methods of departmental accounting (excluding memorandum stock and memorandum mark-up account method) (Relevant accounting Standards as applicable)
Unit-IV (CO4)	Partnership accounts: Fundamentals, Admission, Retirement and Death of a partner (only an overview), Accounting for Dissolution of Partnership Firm: Dissolution of Partnership Firm including Insolvency of partners (excluding sale to a limited company), Gradual realization of assets and piecemeal payment of liabilities.
Unit-V (CO5)	Computerized Accounting System: Computerized accounts by using any popular accounting software: Creating a company; Configure and Features settings; Creating Accounting Ledgers and Groups, Creating Stock Items and Groups; Vouchers Entry; Generating Reports – Cash Book, Ledger Accounts, Trail Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement, Selecting and Shutting a Company; Backup and Restore of Data of a Company.

* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Goyal, Bhushan Kumar and H.N. Tiwari, Financial Accounting, Taxmann
2. Kumar, Alok. Financial Accounting, Singhal Publication.
3. Lt Bhupinder. Financial Accounting – Concepts and Applications, Cengage
4. Monga, J R. Financial Accounting: concept and Applications. Mayur paper Backs, New Delhi

5. Sehgal, Ashok & Deepak Sehgal. Fundamentals of Financial Accounting, Taxmann
6. Tulsian, P C. Financial Accounting, Tata McGraw Hill New Delhi
7. Lal, Jawahar, Seema Srivastava & Abrol, Shivani. Financial Accounting Text and problems, Himalaya Publishing House, New Delhi.
8. Charles, T Horngren, Gart L. Sundem, John A Elliot and Donna R. Philbrick. Introduction to Financial Accounting, Pearson.
9. Leonardo, A. Robinson, James R. Qanis, C. Wayne Alderman, Accounting Information Systems: A cycle Approach. Publisher Wiley.
10. Marshall, B Romney and Paul, John Steinbart, Accounting Information Systems, Pearson Education Limited.
11. Robert, L. Hurt, Accounting Information Systems: Basic Concepts and Current Issues, McGraw Hill.

Course Title: Business Statistics

Course Credit: 04 (3-1-0)

Course No. BCH-505

Max. Marks: 100 (30I+70E)

Course Objective:

To acquaint the students with important statistical techniques for managerial decision-making.

Learning Outcomes:

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

CO1: Understanding of application of statistics in business for effective decision making

CO2: Critically evaluate the underlying assumptions of analysis tools

CO3: Solve a range of problems using the techniques covered

CO4: Conduct basic statistical analysis of data

CO5: Apply concepts of index number to solving problems

Course Content:

Unit/ CO	Course Content
Unit-I (CO1)	Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation, types of classification, Tabulation and Graphs: formation of frequency distribution, types and construction of tables, significance, types and construction of diagrams and graphs.
Unit-II (CO2)	Measures of Central Tendency: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures.
Unit-III (CO3)	Measures of Dispersion: Measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation; Skewness and Kurtosis.
Unit-IV (CO4)	Correlation & Regression: Meaning of correlation, types of correlation, Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance. Regression vs. Correlation. Regression lines.
Unit-V (CO5)	Index Numbers: Meaning and significance. Problems in construction of index numbers. Methods of constructing index numbers - Weighted and Un-weighted (simple aggregative and simple average of price relative methods). Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations., Introduction to testing of Hypothesis.

* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Business Statistics, by Vohra, N. D., Tata McGraw Hill Publishing Company, New Delhi. (Lt. Ed)
2. Statistical Methods, by S.P.Gupta, Sultan Chand & Sons, New Delhi, (Lt. Ed)
3. Statistics for Management, by Levin, R.I. and D.S. Rubin, Prentice-Hall of India. (Lt. Ed)
4. Complete Business Statistics, by Aczel, Amir D., and Sounderpandian, J., Tata McGraw Hill Publishing. (Lt. Ed)

5. Statistics for Business and Economics, by Anderson, Sweeny and Williams, Cengage Learning, New Delhi, (Lt. Ed)
6. Business Statistics, by J.K.Sharma, Pearson Education, New Delhi. (Lt. Ed)
7. Elements of Business Statistics, by S.P. Gupta, Sultan Chand & Sons, New Delhi. (Lt. Ed)
8. Statistics for Management, by Kellar, Cengage Learning. (Lt. Ed)
9. Statistics for Business (Decision making and Analysis). By Stine, R. and Foster. (2014). New Delhi: Pearson. (Lt. Ed)

Course Title: E-Commerce

Course Credit: 04 (3-1-0)

Course No. BCH-506

Max. Marks: 100 (30I+70E)

Course Objective:

The objective of this paper is to provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and can excel in the field of commerce.

Learning Outcomes:

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

CO1: Understand the basics of E-commerce.

CO2: Analyze the current and emerging business models.

CO3: Develop e-commerce strategies based on consumer behaviour.

CO4: Identify the emerging modes of e-payment.

CO5: Understand the importance of security and legal issues of e-commerce.

Course Content:

Unit/ LO	Course Content
Unit-I (CO1)	Concepts and significance of E-commerce, Present Status of E-Commerce in India, Benefits and limitations of E-Commerce, driving forces of E-commerce; Electronic Commerce Framework.
Unit-II (CO2)	E-commerce business models - key elements of a business model and categories: B2B, B2C, C2C and C2B; Regulatory Aspects of E-Commerce.
Unit-III (CO3)	Digital Consumer and e-commerce strategy: Digital Consumer Behaviour, e-commerce Marketing Strategies.
Unit-IV (CO4)	Electronic Payment System: Types of Payment System — E-Cash and Currency Servers, ECheques, Credit Cards, Smart Cards, Electronic Wallets and Debit Cards. Electronic Data Interchange, Digital Signatures. E-payments risks.
Unit-V (CO5)	E-commerce security – meaning and issues. Security threats in the E-commerce. Technology solutions, Information Technology Act 2000.

* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Diwan, Prag and Sushil Sharma: Electronic Commerce, A Manager's Guide to E,Business Vanity Books International,Delhi.

2. Kalakota, Ravi and Shinston Andrew B: Frontiers of Eletronic Commerce, Addison Wesley.
3. Minoli and Minoli: Web Commerce Technology Handbook, Tata McGraw Hill, NewDelhi.
4. Schneider, Gray P.: Electronic Commerce, Course Technology, Delhi.
5. Bajaj KK, Debjani Nag “E-Commerce. Tata McGraw Hill Company” New Delhi
6. Dietel, Harvey M., Dietel, Paul J., and Steinbuhler Kate. E- Business and E- commerce for Managers. Pearson Education.
7. Kosiur, David, “Understanding Electronic Commerce” Prentice Hall of India Private Ltd., New Delhi.
8. Turban, E., et.al. “Electronic commerce: A Managerial perspective” Pearson Education Asia.
9. Whiteley, David, “E-Commerce” McGraw Hill, New York.

Course Title: Professional Ethics and Values

Course Credit: 02(2-0-0)

Course No. IDE-502

Max. Marks: 100 (30I+70E)

Course Objective:

To imbibe the moral values and ethics in students to make them responsible and compassionate global citizens.

Learning Outcomes:

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

CO1: Understand need and importance of ethics and values in doing business

CO2: Analyse the nature of ethical issues

CO3: Develop a capacity for ethical reasoning and to apply them in Organization contexts

CO4: Understand essence of ethics in functional areas if an organization

CO5: Understand the role of corporate governance and corporate social responsibility in promoting ethics and values for a business

Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Ethics: Meaning and nature of Ethics, Meaning and Nature of Moral and values, Types of Ethics, Importance of ethics in business.
Unit-II (CO2)	Factors influencing business ethics, Managing codes of ethics, ethics committees, ethics training programs and laws enforcing ethical conduct.
Unit-III (CO3)	Ethics in marketing, Process relative ethics, product relative ethics, competition relative ethics; Ethics in finance and accounting, investment decisions, disclosure norms, insider trading norms. Ethics in production and operations management.
Unit-IV (CO4)	Ethics in global business, issues relating to negotiations and providing access to less developed countries, avoiding sanctions, protection of intellectual properties.
Unit-V (CO5)	Corporate Governance and business ethics, roots of unethical behaviour, unethical issues; Corporate Social Responsibility (CSR): Meaning, scope, Social responsibility and Indian corporations.

* Other Learning Activities (for 30 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures

- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Agalabatti B.H., Krishna S., Business Ethics: Concepts and Practices (With special emphasis on Indian Ethos and Values), Nirali Prakashan
2. Chakraborty S.K., Ethics in Management: Vedantic Perspective, Oxford University Press
Davies Peter W.F., Current Issues in Business Ethics, Routledge.
3. Fernando A.C., Corporate Governance: Principles, policies and practices, Pearson Education
Gary A. Yukl, Leadership in Organizations, Pearson
4. Hartman Laura P., Perceptiveness in Business Ethics. McGraw Hill International Publications
McDonald Gael, Business Ethics: A Contemporary Approach, Cambridge University Press.

Course Title: Employment Readiness

Course Credit: 02(0-0-2)

Course No. AEC-502

Max. Marks: 100 (70I+30E)

Course objective:

Provide jobseekers with the necessary pre-employment skills; Empower individuals for success; and. Promote job retention and advancement.

Learning Outcomes:

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

CO1: Perform time management and career planning

CO2: Apply strategies for effective Group discussions for selection in organisations

CO3: Understand different type of interviews and perform effectively during interviews

CO4: Manage a positive body language during PI

CO5: Develop profile on job portals and develop networks

Course Content:

Unit / CO	Course Content
Unit-I (CO1)	Time Management, time Management Matrix, Activity Logging, Identify Time wasters, Prioritize, Organize, Daily Planner. Planning and managing career
Unit-II (CO2)	Group Discussion: Types, Do's and Don't of GD, steps to prepare for GD. Professional Resume Writing.
Unit-III (CO3)	Personal Interviews: types of interviews, interview preparation steps and tips Researching Employer, FAQ's, developing effective answers, Understanding Job Descriptions
Unit-IV (CO4)	Body Language; Dress and Appearance, Presenting oneself personally and professionally; Basic Etiquette

Unit-V (CO5)	Using job portals & platforms: Creating a strong profile on job portals, personal brand building, identifying and interaction with connections.
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Suggested readings:

1. Developing Communication Skills BY Mohan Krishna and Banerji , McMillan Publishers India
2. Essentials of Business communication by Pal Rajendra and Korlahalli J S , Sultanchand and Sons
3. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey
4. Time management by Sudhir Dikshit, Manjul publications

Course Title: Basics of Digital Marketing

Course Credit: 04 (3-1-0)

Course No. SEC-502

Max. Marks: 100 (30I+70E)

Course Objective:

This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved.

Learning Outcomes:

By the end of this course, students should be able to:

CO1: Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.

CO2: Understand how marketers think, conceptualize, test continuously to optimise their product search on digital platforms.

CO3: Illustrate how the effectiveness of a digital marketing campaign can be measured

CO4: Demonstrate their skills in digital marketing tools such as SEO, Social-media, and blogging for engaging the digital generation.

CO5: Appreciate the need for regulatory framework for digital marketing in India.

Course Content:

Unit/ CO	Course Content
Unit-I (CO1)	Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing.

Unit-II (CO2)	Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.
Unit-III (CO3)	Search engine optimisation: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.
Unit-IV (CO4)	Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing.
Unit-V (CO5)	Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.

* Other Learning Activities (for 60 hours) includes the following:

- End term Exam/ class tests/ case studies/ simulation/ quiz/ PPTs/ and other assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions/ Workshops/ Expert Lectures
- Life skills-based education
- Social/ community work
- Vocational education/ training/ Value added Courses
- Field visits/ Projects

Suggested Readings:

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India
2. Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge
3. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
4. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India
5. Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. Kogan page
6. Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation.
7. Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.

Course Title: Industry Project

Course Credit: 02 (0-0-2)

Course No. VAC-502

Max. Marks: 100 (70I+30E)

Course Objective:

This course attempts to expose students to real life learning through projects where they can apply conceptual learning in business scenario.

All students will have to undertake projects related to business problems preferably in the area of business development and e-commerce. All the students will submit their Project Reports within a period of 10 days from the last date of completion of their Projects. Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the period.