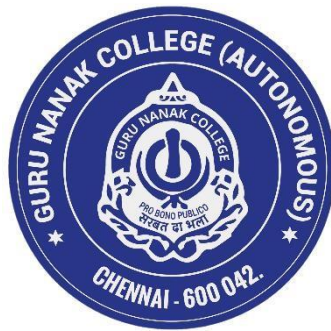


GURU NANAK COLLEGE (AUTONOMOUS)

VELACHERY ROAD, CHENNAI – 600042
(Re-accredited at 'A-Grade' by NAAC) Affiliated to University of Madras



Bachelor of Business Administration - BBA
(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

SYLLABUS
(For the candidates admitted for the Academic year 2022-23 and thereafter)

PREAMBLE

Bachelor of Business Administration (BBA) is an under graduate programme which equips the students with professional management qualification leading to acquire business leadership roles. With the growing challenges in businesses, BBA education is growing too. This programme provides a good head start for students who wish to develop their managerial and entrepreneurial skills. This programme takes students through the core areas of management including marketing, financial management, human resource management, etc.

BBA Programmes focusses on business related courses. The programme offers knowledge through training in management and leadership skills. This programme helps the students learn various aspects of business administration through classroom lectures, internships and projects.

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

From the Academic Year (2022- 23) and there after

Vision

- To achieve excellence in management education with a commitment towards economy and society.

Mission

- To keep pace with the dynamic industry requirements and management practices.
- To enhance knowledge through Workshops, Seminars, Guest Lectures.
- To ensure corporate expectations.

Programme Outcomes

BACHELOR OF BUSINESS ADMINISTRATION

PO 1: Application of knowledge of management theories and practice to solve business Problems.

PO 2: Fostering analytical and critical thinking abilities for data-based decision making

PO 3: Making students abreast with the E business solutions in the current environment.

PO 4: Improvement in ability to develop ethical and value-based leadership ability

PO 5: Building the ability to understand the business environment.

Programme Specific Outcomes

BACHELOR OF BUSINESS ADMINISTRATION

PSO 1: Providing knowledge in event management

PSO 2: Fostering analytical abilities to E-Business

BACHELOR OF BUSINESS ADMINISTRATION - BBA
COURSE STRUCTURE 2022-25 Batch

Semeste	Part	Course Components	Subject Code	Subject Name	Credits	Hours	Internal	External	Total
Semester - I	I	Language		Language	3	6	50	50	100
	II	English		English	3	4	50	50	100
	III	Core Paper- I		Financial Accounting (Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)	4	6	50	50	100
		Core Paper- II		Principles of Management (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	4	5	50	50	100
		Allied- I		Managerial Economics	5	5	50	50	100
	IV	NME -I		Analytical and Logical Reasoning	2	2	-	100	100
		Soft Skills -I		Introduction to Study Skills	3	2	-	100	100
Total Credits: 24 / Total Hours per week: 30									
Semester - II	I	Language		Language-II	3	6	50	50	100
	II	English		English-II	3	4	50	50	100
	III	Core Paper- III		E-Business	4	6	50	50	100
		Core Paper- IV		Marketing Management (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	4	5	50	50	100
		Allied- II		International Economics	5	5	50	50	100
	IV	NME - II		Business Etiquette and Corporate Culture	2	2	-	100	100
		Soft Skills - II		Life Skills	3	2	-	100	100
Total Credits: 24 / Total Hours per week: 30									
Semester - III	III	Core Paper- V		Business Environment	4	6	50	50	100
		Core Paper- VI		Management Accounting (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)	4	6	50	50	100
		Core Paper- VII		Business Communication (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (MM), B.Com (BM), B.Com (ISM), BBA)	4	5	50	50	100
		Core Paper- VIII		Legal Aspects of Business (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), BBA)	4	5	50	50	100
		Allied- III		Business Statistics-I (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	5	6	50	50	100
	IV	Soft Skills - III		Job-Oriented Skills	3	2	-	100	100
	IV	EVS		Environmental Studies	*	*	*	*	*
Total Credits: 24 / Total Hours per week: 30									

BACHELOR OF BUSINESS ADMINISTRATION - BBA
COURSE STRUCTURE 2022-25 Batch

Semeste	Part	Course Components	Subject Code	Subject Name	Credits	Hours	Internal	External	Total
Semester - IV	III	Core Paper- IX		Organizational Behavior	4	6	50	50	100
		Core Paper- X		Financial Management (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	4	5	50	50	100
		Core Paper- XI		Goods and Service Tax and Customs Law (Common to B.Com (GEN), B.Com (CS), B.Com (AF), BBA)	4	5	50	50	100
		Core Paper- XII		Financial Services (Common B.Com (AF), B.Com (BM), BBA)	4	5	50	50	100
		Allied- IV		Business Statistics-II (Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	5	5	50	50	100
	IV	Soft Skills - IV		Computing Skills	3	2	-	100	100
		EVS		Environmental Studies	2	2	-	100	100
Total Credits: 26 / Total Hours per week: 30									
Semester - V	III	Core Paper-XIII		Business Research	4	6	50	50	100
		Core Paper- XIV		Entrepreneurial Development (Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA)	4	6	50	50	100
		Core Paper- XV		Management Information System (Common to B.Com (ISM), BBA)	4	6	50	50	100
		Core Paper- XVI		Operations Management	4	6	50	50	100
		Elective – I (IDE)		a. Managerial Skill Development b. Event Management	5	5	50	50	100
	IV	Value Education		Value Education	2	1	-	100	100
V	Internship		Internship	2	-	-	-	-	
Total Credits: 25 / Total Hours per week: 30									
Semester - VI	III	Core Paper- XVII		Fundamentals of Business Analytics	4	6	50	50	100
		Core Paper- XVIII		Advertising Management & Sales Promotion (Common to B.Com (MM) & BBA)	4	6	50	50	100
		Core Paper- XIX		Services Marketing Common to (BBA & B.Com. MM)	4	6	50	50	100
		Elective – II		Human Resource Management (Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (ISM), BBA)	5	6	50	50	100
		Elective – III		Project Work (Group)	5	6	20	80	100
	V			Community Service	1	-	-	-	-
Total Credits: 23 / Total Hours per week: 30									
Grand Total Credits: 146 / Total Hours : 180									

SEMESTER - I

CORE PAPER -I
FINANCIAL ACCOUNTING

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: I	CREDITS: 4	TOTAL HOURS: 90

Common to B.Com (GEN), B.Com (A&F), B.Com (MM), B.Com (ISM), BBA

COURSE FRAMEWORK

Financial accounting provides an introduction to core accounting principles and their applications, both internal and external, to a business organization.

COURSE OUTCOME:

On completion of the course the students will be able

1. To identify the basic concepts of accounting.
2. To acquire knowledge about Insurance claims and Bank Reconciliation statements.
3. To understand the preparation of suspense Account
4. To distinguish between depreciation and loss of Stock
5. To differentiate between Single entry and double entry system

UNIT-I

(20 Hours)

Meaning and scope of Accounting- Branches of Accounting – Objectives of Accounting - Brief outline on Indian Accounting Standards - Preparation of Final Accounts - Trading Account- Profit & Loss Account - Balance Sheet – Adjusting Entries – Closing Stock, Outstanding Expenses, Prepaid Expenses, Depreciation, Accrued Income, Income received in Advance, Bad Debts, Provision for Bad and doubtful debts, Interest on Capital and Interest on Drawings.

UNIT-II

(20 Hours)

Accounts from incomplete records (Single Entry System) – Meaning, Features, Defects, Differences between Single entry and Double entry system - Net worth method - Conversion method.

UNIT-III

(18 Hours)

Depreciation - Meaning – Causes – Difference among Depreciation, Amortization and Depletion - Concept of Depreciation – Different Methods of Depreciation-providing Depreciation as per Indian Accounting Standard – Straight Line Method and Written Down Value Method (Change in method excluded)

UNIT-IV

(17 Hours)

Bank Reconciliation Statement-Insurance claims, claim for loss of stock destroyed including average clauses.

UNIT-V

(15 Hours)

Departmental Accounting need, features, Basis of Apportionment of Expenses, treatment of Inter - Departmental Transfers at cost or Selling Price-Treatment of Expenses that cannot be apportioned – Preparation of Departmental profit and loss account.

PRESCRIBED TEXTS:

1. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications –Chennai-17.
2. Shukla & Grewal Advanced Accounting – S Chand - New Delhi.
3. Nirmal Gupta, Financial Accounting-Ane Books India – New Delhi.
4. S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers – New Delhi.

REFERENCE BOOKS:

1. R.L. Gupta &V.K. Gupta, Advanced Accounting – Sultan Chand & Sons - New Delhi.
2. Jain &Narang, Financial Accounting – Kalyani Publishers - New Delhi.
3. Dalston L. Cecil and Jenitra L. Merwin, Financial Accounting, Learn Tech press, Trichy, 1st Edition 2015.
4. Shukla & Grewal Advanced Accounting – S Chand New Delhi 18th Edition.
5. P.C. Tulsian – Financial Accounting Forth Impression, 2009.
6. S. Parthasarathy and A. Jaffarulla, Financial Accounting - Kalyani Publishers –New Delhi.

WEBSITES:

1. <http://www.accountingcoach.com>
2. <http://www.learnaccountingforfree.com>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 2 out of 4 questions	20-23	20	40

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	1	-	1
IV	2	1	1	1	-	-
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A – 12			SECTION B - 7		SECTION C - 4	

CORE PAPER- II

PRINCIPLES OF MANAGEMENT

SUBJECT CODE:	THEORY	MARKS:100
SEMESTER: I	CREDITS:4	TOTAL HOURS : 75

(Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM) BBA

COURSE FRAMEWORK

This paper provides an overview of management and its evolution. It examines management functions of planning, organizing, leading, and controlling and its impact on the business organization.

COURSE OUTCOME:

On completion of the course the students will be able

1. To recognize the importance and the functions of a manager in a business organization.
2. To evaluate planning procedure and decision process.
3. To interpret the types of organization, power and Authority
4. To formulate information about recruitment , selection and control process
5. To develop business ethics and moral responsibility

UNIT I

(20 Hours)

Management- Definition- Importance - Is Management art or science - Functions of Management- Role and Functions of a Manager- Levels of Management- Application of management in various functional areas - Production, Accounting and Finance, Marketing and Human Resource Management.

UNIT II

(15 Hours)

Evolution of Management; Administrative Management: Henry Fayol, Scientific Management: F. W. Taylor, Modern Management–Peter Drucker.

UNIT III

(15 Hours)

Planning- Meaning- Objectives of planning- Importance of planning- Types of planning. Decision Making: Nature and Significance – Process of Decision Making – Types of Decision Making.

UNIT IV

(15Hours)

Organizing – Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing. Types of Organizational Structure- Line Organizational Structure, Staff Organizational Structure, Divisional Organizational Structure, Product/Project Organizational Structure, Matrix Organizational Structure and Hybrid Organizational Structure.

UNIT V

(10Hours)

Introduction to co-ordination - Need for co-ordination, Types of co-ordination and essential requisites for excellent co-ordination. Controlling: Meaning and Importance- Functions of controlling, Process of controlling and types of Control- Introduction to Management Information System (MIS).

PRESCRIBED TEXTS:

1. C.B. Gupta, Management, Theory and Practice – Sultan Chand & Sons- New Delhi, 16th Edition.
2. L.M. Prasad, Principles and Practice of Management - Sultan Chand & Sons- New Delhi, 8th Edition.

REFERENCE BOOKS

1. P.C. Tripathi and P.N. Reddy, Principles of Management, Tata Mc Graw Hill, New Delhi- 5th Edition.
2. N.Premavathy, Principles of Management, Sri Vishnu Publications, Chennai, 8th Edition
3. J.Jayashankar, Business Management, Margham Publications, Chennai.

WEBSITES

1. https://www.managementstudyguide.com/management_functions.htm
2. https://www.tutorialspoint.com/management_principles/management_principles_organizational_structure.htm
3. <https://www.futurelearn.com/courses/introduction-to-business-management>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	1	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ALLIED – I
MANAGERIAL ECONOMICS

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 5	TOTAL HOURS: 75

COURSE FRAMEWORK

This includes the study of global economy and its influence over Indian managerial economy.

COURSE OUTCOME:

On completion of the course the students will be able

1. To compile knowledge about micro and macroeconomic bases of business decisions in a business organization
2. To examine the importance of Demand Forecasting in Business
3. To compare the strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
4. To evaluate the production and cost structure under different stages of production.
5. To distinguish between the pricing and output decisions under various market structure.

UNIT-I

(15 Hours)

Nature and scope of managerial economics – Definition of economics – Important concepts of economics – Relationship between micro, macro and managerial economics – Nature and scope - Objectives of firm.

UNIT-II

(15 Hours)

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand - Elasticity of demand - Demand forecasting.

UNIT-III

(15 Hours)

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts - Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis.

UNIT-IV

(15 Hours)

Pricing methods and strategies – Objectives – Factors – General consideration of pricing - methods of pricing – Dual pricing – Price discrimination

UNIT-V

(15 Hours)

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly Oligopoly

PRESCRIBED TEXTS:

1. Dr. S. Shankaran, Managerial Economics –5 th Edition,2013, Margham Publication – Chennai
2. P.L Metha, Managerial Economics,2014 - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics –22ndEdition, 2014 Sultan Chand Publications - New Delhi.

REFERENCE BOOKS:

1. Joel Dean, Managerial Economics –December 1951, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Spencer M H, Contemporary Economics –8 th Edition, 1993, Worth publishers - New York.
3. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases –1 st Edition-2004, Tata McGraw Hill - New Delhi.

WEBSITES:

1. https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf
2. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
3. <https://www.vedantu.com/commerce/pricing-strategies>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	3	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

NON-MAJOR ELECTIVE - I
ANALYTICAL AND LOGICAL REASONING

SUBJECT CODE:	PROBLEM	MARKS: 100
SEMESTER: I	CREDITS: 2	TOTAL HOURS: 30

COURSE FRAMEWORK

This course focuses on the basic concepts from statistics, probability, scientific methodology, cognitive psychology and cost-benefit theory and shows how they can be applied to everything from picking one product over another to critiquing media accounts of scientific research.

COURSE OUTCOME:

On completion of the course the students will be able

1. To solve business problems
2. To construct outside-the-box solutions in a business space
3. To develop an objective and reasonable decisions
4. To gain skills about verbal reasoning
5. To interpret data using bar diagrams, pie charts and Venn diagrams.

UNIT-I

(6 Hours)

Logical reasoning Introduction- Number Series

UNIT-II

(6 Hours)

Statement and assumptions – Statement and conclusion

UNIT-III

(6 Hours)

Verbal reasoning – Coding and Decoding (with alpha numeric characters) – Reasoning Blood Relationship

UNIT-IV

(6 Hours)

Direction Sense Test – Data Interpretation from bar chart, pie chart.

UNIT-V

(6 Hours)

Venn Diagrams – Image Series

PRESCRIBED TEXTS:

1. Logical and Analytical Reasoning – A.K. Gupta – Ramesh publishing house – 2016 Paper Back edition

REFERENCE BOOKS:

1. A Modern Approach to verbal and non-verbal reasoning – Revised edition by R.S. Agarwal
Publisher – S.Chand and Company Pvt. Ltd.

WEBSITES:

1. <http://www.careerguide.co.in/search/label/Reasoning>
2. <http://www.indiabix.com/logical-reasoning>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Multiple Choice Questions	1-50	1	50

Break up of questions for problem

Sections	Units	No. of Questions
		Problems
Section A	Unit -1	10
	Unit -2	10
	Unit-3	10
	Unit-4	10
	Unit-5	10

SOFT SKILLS - I
INTRODUCTION TO STUDY SKILLS

SUBJECT CODE:	THEORY	MARKS : 100
SEMESTER : I	CREDITS : 2	TOTAL HOURS: 30

COURSE FRAMEWORK:

- To help, develop and improve the vocabulary of the learners
- To help the learners develop the skill of inference
- To help the learners to acquire writing skills in English

Use of Dictionary and Dictation

Speech Sounds in English & Right Pronunciation Stress & Intonation

Vocabulary Building Exercises Listening and Reading Comprehension Paragraph and Essay Writing

Books for Reference:

1. Hewings, Martin. 1999. Advanced English Grammar: A Self- study Reference and Practice Book for South Asian Students. Reprint 2003. Cambridge University Press. New Delhi.
2. Lewis Norman.1991. Word Power Made Easy.
3. Mohan, Krishna & Meenakshi Raman. 2000. Effective English Communication. Tata McGraw Hill Publishing Company Ltd.
4. Mohan, Krishna & Meera Banerji. 2001. Developing Communication Skills. Macmillan.
5. Syamala. 2002. Effective English Communication for You. Emerald Publishers, Chennai.
6. Harishankar, Bharathi. Ed. Essentials of Language and Communication. University of Madras.
7. Swan, Michael and Catherine Walter. 1990. The Cambridge English Course-2.Cambridge University Press.

SEMESTER - II

CORE PAPER – III

E- BUSINESS

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 90

COURSE FRAMEWORK

It understands the behavioral foundation of various e-commerce business models, including Internet retail, e-commerce marketplaces, subscription commerce, curated commerce, etc.

COURSE OUTCOME:

On completion of the course the students will be able

1. To construct and analyze opportunities and goals of E-Business.
2. To define Network infrastructure for E-Business
3. To understand the distinction between e-retailing and traditional retailing.
4. To demonstrate B2Bmodels
5. To differentiate between WAP and Networking Standards

UNIT-I

(20 Hours)

Definition of E-Business, Origin of E- Business, History of the Internet, E- Business Opportunities for Businesses, Working of E- Business, E- Business Vs the Traditional Business Mechanism, Advantages of E- Business, Disadvantages of E- Business, Main Goals of E- Business. Network Infrastructure for E- Business -Local Area Network (LAN), Metropolitan Area Network (MAN) Protocols, Wide Area Network (WAN).

UNIT-II

(20 Hours)

The Internet – Intranet and Extranet – Common Gateway Interface – Need for intelligent website – Types of Security Threats: Hacking, e-mail impersonation, denial of service attack, phishing, virus and worms. Types of protection mechanisms: data and message security and firewalls, cryptography -encryption, decryption, digital signature and virtual private network.

UNIT-III

(15 Hours)

Internet payment systems: Features of payment methods, electronic money, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash, e-wallet, e- check, credit card, debit card, smart card, EFT and ACH

UNIT- IV

(20 HOURS)

Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions. Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e- stores, e-mall, direct selling by manufacturer, matchmaking services, information selling on the web, entertainment services and e-auction services.

UNIT-V

(15 Hours)

Overview of M-Commerce – Definition and working of Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles

PRESCRIBED TEXTS:

1. Joseph PT, E-Commerce– A Managerial Perspective, Prentice Hall.
2. Rob Smith, Thompson Mark, The Complete Idiot’s Guide to E-Commerce,2000

REFERENCE BOOKS:

1. Kosivr, David , Understanding-Commerce
2. Garry P Schneider and James T Perry, Electronic Commerce, Course technology, Thomson Learning,2000
3. Diwan, Prag and Sunil Sharma , E-Commerce - Managers guide to E-Business

WEBSITES:

1. www.tutorialspoint.com/e_commerce/
2. www.ecommercetutorial.net

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	1	-	2	-
III	2	-	2	-	1	-
IV	2	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A - 12			SECTION B - 7		SECTION C - 6	

CORE PAPER – IV

MARKETING MANAGEMENT

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: II	CREDITS: 4	TOTAL HOURS: 75

Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA

COURSE FRAMEWORK

This paper allows learners to apply theoretical understanding to real-world business scenarios.

COURSE OUTCOME:

On completion of the course the students will be able

1. To differentiate between marketing approaches and marketing mix.
2. To distinguish between segmentation, targeting and positioning.
3. To acquire practical knowledge about Product Life Cycle and Pricing.
4. To acquire knowledge about advertisement publicity & public relations.
5. To categorize channels of distribution.

UNIT-I

(14 Hours)

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix-marketing approaches – various Environmental factors affecting the marketing functions.

UNIT-II

(14 Hours)

Consumer – Customer – Buying Process – Introduction to Buyer Behavior – Factors influencing buyer Behaviour, Market segmentation – Need and basis of Segmentation – Targeting – Positioning– CRM and Customer Satisfaction

UNIT-III

(17 Hours)

The Product – Goods - Services – Ideas - Characteristics – benefits – Classifications – Consumer goods – Industrial goods- Difference between Consumer goods and Industrial goods New Product Development process – Product life Cycle – Introduction, Growth, Maturity, Decline. Branding – Packaging & Labeling – Pricing – Meaning, Objectives and Types of Pricing.

UNIT-IV

(16 Hours)

Physical Distribution: Importance – Channels of Distribution of consumer goods, Distribution of industrial goods and Distribution of Agricultural goods – Levels of channels: Zero level, one level, two levels and three level channel- Distribution issues-online Marketing-Green Marketing.

UNIT-V

(14 Hours)

Promotion – Meaning, Objective, Types – A brief overview of Advertising – Different types of Advertising - Publicity – Public Relations – personal selling – Direct selling and Sales promotion – Dealer Promotion –Customer Promotion

PRESCRIBED TEXTS:

1. Kotler, P. (2007). Marketing Management–The Millennium Edition Prentice Hall of India Private Limited. *New Delhi*,35-8.
2. Pillai & Bagavathi, R. S. N. (1999). Marketing Management. *S. chand &Co. Ltd.*

REFERENCE BOOKS:

1. Joshi, G. (2009). Information Technology for retail. Oxford University Press, Inc..
2. Mullins, J., Walker, O. C., & Boyd Jr, H. W. (2012). Marketing management: A strategic decision-making approach. McGraw-Hill Higher Education.
3. Pradhan, S. (2011). Retailing management: Text and cases. Tata McGraw-Hill Education.
4. Ramaswamy, V. S., & Namakumari, S. (2009). Marketing management: Global perspective, Indian context. Macmillan.
5. Withey, F. (2006). Marketing Fundamentals. The Official CIM Coursebook 06/07. Taylor & Francis.

WEBSITES:

1. <https://iedunote.com/marketing-definition-functions-importance-process>
2. <http://www.yourarticlelibrary.com/marketing/top-10-advantages-of-marketing/53152>
3. <http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>
4. <https://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html>
5. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
6. <https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/>
7. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	2	-	1	-	1	-
III	2	-	2	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ALLIED -II
INTERNATIONAL ECONOMICS

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: II	CREDITS :5	TOTAL HOURS: 75

COURSE FRAMEWORK

It provides an analysis of the economic relationships between countries, covering both trade and monetary issues.

COURSE OUTCOME:

On completion of the course the students will be able

1. To interpret the basic difference between inter-regional and international trade, and the different theories related to international trade.
2. To analyze the importance of maintaining equilibrium in the balance of payments and suggests suitable measures to correct disequilibrium.
3. To familiarize the process of international exports and the documentation procedure
4. To evaluate Foreign exchange markets, exchange rates, and balance of payments
5. To analyze the role of India in the formation and development of different international organizations

UNIT-I

(15 Hours)

International Trade – Importance of International Trade, Theories of Foreign Trade: - Theories of Adam Smith, Ricardo, Haberler's, Hechsher-Ohlin

UNIT- II

(15 Hours)

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates – Euro – Dollar Marketing (An Over View)

UNIT- III

(15 Hours)

Export Management – Export Procedure and Documents – Export Finance – Export Promotion – Export Pricing

UNIT- IV

(15 Hours)

International Economic Organizations and its Functions IMF, IDA, IFA, IBRD, ADB, UNCTAD, UNIDO

UNIT-V

(15 Hours)

WTO and Trade Liberalization – Liberalization of Trade in Manufacturing and in agricultural Trade – TRIPS, TRIMS – Indian Patent Law

PRESCRIBED TEXTS:

1. Robert J. Carbaugh, International Economics, Thomson Information Publishing Group, 15th Edition, 2014, Wadsworth Publishing Company, California
2. H.G. Mannur, International Economics, 2009, Vikas Publishing House (P) Ltd, New Delhi

REFERENCE BOOKS:

1. Francis Cherunilam, International Trade and Export Management, 5th Edition, 2006, Himalaya Publishing House - Mumbai –04.
2. Paul.R. Krugman and Maurice Obstfeld, International Economics (Theory and Policy), 1997, Pearson Education Asia - Addison Wesley Longman (P) Ltd, Delhi-9

WEBSITES

1. <https://ocw.mit.edu/courses/14-581-international-economics-i-spring-2013/pages/lecture-notes/>
2. <https://qsstudy.com/explain-the-heckscher-ohlin-theory-of-international-trade/>
3. https://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr_e.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	2	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A - 12			SECTION B - 7		SECTION C - 6	

NON-MAJOR ELECTIVE - II
BUSINESS ETIQUETTE AND CORPORATE CULTURE

SUBJECT CODE:	THEORY	MARKS: 50
SEMESTER:II	CREDITS: 2	TOTAL HOURS: 30

COURSE FRAMEWORK

To sharpen your office skills including telephonic, letter and email communications and to learn about Multi-cultures and managing people.

COURSE OUTCOME:

On completion of the course the students will be able

1. To define professional behaviour and suggest standards for appearance, action and attitude in business environment
2. To understand different communication styles and how to adjust to each
3. To familiarize with the concept of Netiquette
4. To acquire knowledge on the different facets of corporate culture
5. To enhance students to deal with ethical dilemmas

UNIT-I

(6 Hours)

Definition- Need and Importance of etiquette in business - Components of Etiquette- ABCs of etiquette - Corporate culture - Conversations at Work- Dealing with Colleagues- Dealing with Confidential Issues in the Office- Dealing with Ethical Dilemmas -Office Party Etiquette.

UNIT-II

(6 Hours)

Significance of Netiquette- Enforcement of email etiquettes in the organization - Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy- Professional email address - Salutation, Subject line, concise body, closing the email, CC & BCC.

UNIT-III

(6 Hours)

Patterns of presentation- Colour scheme, font size, content, spellings, animation - Rules of making Effective PowerPoint presentations – Body language, confidence, Eye contact- Common mistakes during presentations.

UNIT-IV

(6 Hours)

Introduction-concept of culture-Business context -Facets of culture-National cultural Dimensions- Global Business Etiquette-Cross Cultural Etiquettes-cultural Awareness-Culture and Communications- Business Communication across culture-Barriers to Intercultural Communication.

UNIT-V

(6 Hours)

Corporate Culture-Nature of Organizational Culture-Designing the Strategy-culture change Building-Implementation-Measurement of ongoing Improvement-Culture Implications.

PRESCRIBED BOOKS:

1. Lillian H. Chaney, Jeanette S. Martin. The Essential Guide to Business Etiquette
2. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
3. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons – New Delhi.
4. Parissa Haghirian-Multinational and Cross cultural Management Routledge 2012.
5. David C.Thomas: Cross cultural Management, Sage Publications, 2016.

REFERENCE BOOKS:

- 1.R. Subramanian, Professional Ethics: Need for the 21st Century, N.B. Publications, 2020
- 2.Aarti Kelshikar, How India Works: Making Sense of a Complex Corporate Culture, Harper Business (Publication)

WEBSITES:

1. <https://www.economicdiscussion.net/business/business-ethics/31798>
2. <https://www.personio.com/hr-lexicon/corporate-culture/>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
Section A	Descriptive questions Answer any 5 out of 8	1-8	10	50
TOTAL MARKS				50

Break up of questions for theory

Sections	Units	No. of Questions
		Theory
Section A	Unit – 1	2
	Unit – 2	1
	Unit – 3	1
	Unit – 4	2
	Unit – 5	2

SOFT SKILLS - II
LIFE SKILLS

SUBJECT CODE:	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 2	TOTAL HOURS: 30

COURSE FRAMEWORK:

- To build the confidence of learners to face the challenges of a globalized society
- To sensitize learners' ethical, moral and social values in their work environment
- To help them understand how to overcome stress-related problems
- To train the learners to use their time effectively

SWOC Analysis

Etiquette

Stress Management Time

Management

Discussion of Success Stories

- ii. Auto-suggestions
- iii. Problem solving
- iv. Decision Making
- v. Presentation Skills-Oral/PPT

Books for Reference:

1. Pease, Allen. 1998. Body Language: How to read other's thoughts by their gestures. Sudha Publications. New Delhi.
2. Powell. In Company. MacMillan
3. <http://www.essentiallifeskills.net//>

SEMESTER – III

CORE PAPER - V
BUSINESS ENVIRONMENT

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90

COURSE FRAMEWORK

The students will be able to understand the concept of business environment its meaning, scope and importance.

COURSE OUTCOME:

On completion of the course the students will be able

1. To examine the multidisciplinary nature of environmental studies
2. To observe bio diversity and its conservation
3. To correlate Environment and business
4. To describe the concepts and ideas behind Green Entrepreneurship
5. To Understand Human Rights Understand the concepts and ideas behind Green Entrepreneurship
6. To acquire in depth understanding about functioning of NBFCs.

UNIT-I

(20 Hours)

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II

(15 Hours)

Political Environment - Government and Business relationship in India- Corporate Governance.

UNIT-III

(20 Hours)

Social environment - Cultural heritage - Social attitudes - Castes and communities - Joint family systems - linguistic and religious groups - Types of social organization

UNIT-IV

(15 Hours)

Economic Environment - Economic systems and their impact of business - Fiscal deficit - Plan investment -Five Year Planning

UNIT-V

(20 Hours)

Financial Environment - Financial system - Commercial bank Financial Institutions - RBI Stock Exchange - IDBI - Non-Banking Financial Companies NBFC

PRESCRIBED TEXTS:

1. Cherunilam Francis, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Sankaran Dr.S., Business Environment, Margham Publications.

REFERENCE BOOKS:

1. Aswathappa K, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
2. Sangam Joshi Rosy Kapoor, Business Environment, Kalyani Publishers, Ludhiana.

WEBSITES:

1. <https://pestleanalysis.com/what-is-pestle-analysis/>
2. <https://www.vedantu.com/commerce/economic-environment>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	2	-
II	2	-	1	-	1	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A - 12			SECTION B - 7		SECTION C - 6	

CORE PAPER – VI
MANAGEMENT ACCOUNTING

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 90

Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (MM), B.Com (ISM), BBA

COURSE FRAMEWORK

Provide students with a sound understanding of key issues and applied methodologies relating to management accounting frameworks.

COURSE OUTCOME:

On completion of the course the students will be able

1. To differentiate between the three primary purposes of management accounting namely, inventory valuation, decision support and cost control.
2. To summarize the traditional and contemporary costing approaches for the above purposes.
3. To evaluate how costs are analyzed for different product costing contexts such as job-order, process or joint- product systems
4. To develop standards and budgets for planning and controlling purposes.
5. To apply incremental analysis to a range of business scenarios.

UNIT-I

(15 Hours)

Management Accounting: Meaning- nature, scope and functions of management accounting- role of management accounting in decision making; management accounting vs. financial accounting- tools and techniques of management accounting. Financial statements- meaning and types of financial statements - objectives and methods of financial statements analysis comparative, common size statements and Trend analysis.

UNIT-II

(20 Hours)

Ratio Analysis – Interpretation, benefits and limitations - Classification of ratios – Liquidity, Profitability and turnover ratios

UNIT-III

(20 Hours)

Funds flow statement - objectives - uses and limitations - preparation of funds flow statement-schedule of changes in working capital – non fund items - adjusted profit and loss account.

UNIT-IV

(20 Hours)

Cash flow statement – significance- preparation of cash flow statement as per IND AS3- Cash from Operating, Investing and Financing activities.

UNIT-V

(15 Hours)

Budgets and Budgetary Control- Meaning-objectives-advantages-Limitations-Installations of Budgetary control system-Classifications of Budgets based on Time, Functions and Flexibility. Preparation of Budgets (Sales, Production, Flexible, Cash, Master Budget and Raw Material Purchase Budget).

THEORY: 20% PROBLEMS: 80%

PRESCRIBED TEXTS:

1. Maheswari, D. S, "Principles of Management Accounting" Sultan Chand & Sons. Delhi-53, 17th Edition
2. Reddy, T. S., & Y. Hariprasad Reddy, Management accounting. Margham Publication, 15th Edition.

REFERENCE BOOKS:

1. Gupta, S. K., & Sharma, R. K., Management Accounting: Principles and Practice.
2. Hingorani, R. (2005). Grewal. Management Accounting.
3. Khan, M. Y., & Jain, P. K. (2017). Management Accounting and Financial Analysis.
4. Murthy, A. & Gurusamy, S. Management Accounting Theory and Practice, VijayNicole
5. Srinivasan, N. P., & Murugan, M. S., Accounting for management. S.Chand.

WEBSITES:

1. <https://www.wallstreetmojo.com/ratio-analysis/>
2. <https://books.google.co.in/books?isbn=0070620237>
3. <https://books.google.co.in/books?isbn=1853963836>
4. <https://books.google.co.in/books?isbn=8131731782>

GUIDELINES TO THE QUESTION PAPER
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 question	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	-
II	1	2	-	1	-	1
III	1	1	-	1	-	1
IV	1	1	-	1	-	1
V	1	1	1	1	-	1
TOTAL	6	6	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

CORE PAPER - VII
BUSINESS COMMUNICATION

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 75

Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA
COURSE FRAMEWORK

Application of business communication principles through creation of effective business documents and oral presentations.

COURSE OUTCOME:

On completion of the course the students will be able

1. To evaluate the basic principles of effective Communication.
2. To design Business letters
3. To formulate the business Correspondence letters
4. To create Agenda, minutes, circular and notes
5. To combine knowledge about modern forms of communication

UNIT-I

(15 Hours)

Meaning and Definition of Business Communication – Process – need – Methods: oral or verbal, non-verbal – written Communication – Audio – Video Communication - channels of communication: formal, in-formal – dimensions of communication: upward, downward, horizontal, diagonal – Principles of Effective Communication – Barriers to Communication.

UNIT-II

(15 Hours)

Understanding the purpose of writing a Business Letter – 4 C's of Good Communication: correctness – Clarity – Conciseness – Courtesy – Characteristics of a Good Business Letter - Stages of writing Business Letters – Lay out - Kinds of Business Letters.

UNIT-III

(15 Hours)

Persuasive Letters – Enquiries – Replies – Orders – Sales Letters – Circulars – Complaints- Bank Correspondence – Insurance Correspondence – Correspondence with shareholders, Directors

UNIT-IV

(15 Hours)

Patterns of Business Presentation – Chronological – Categorical – Cause and Effect – Problem Solution – Elements of presentation- Rules of making effective PowerPoint presentations- Effective Sales Presentation

UNIT-V

(15 Hours)

Importance of Report Writing - Kinds of reports- Business Meetings -Agenda – Minutes of the Meeting – Modern forms of Communication. – Social Media – Email Etiquettes – Video Conferencing

PRESCRIBED TEXTS:

1. Rajendra Pal and Korlahalli, Essentials of Business Communication- Sultan Chand & Sons
2. N.S. Raghunathan, R. Santhanam, Business Communication-Margham Publications.

REFERENCE BOOKS:

1. Shirley Taylor, Communication of Business- Pearson Publication- New Delhi.
2. K.Sundar, A.Kumararaj, Business Communication, Vijay Nichole Imprints Pvt.Ltd.

WEBSITES:

1. [.https://books.google.co.in/books?isbn=130556023X](https://books.google.co.in/books?isbn=130556023X)
2. [.https://books.google.co.in/books?isbn=0618990488](https://books.google.co.in/books?isbn=0618990488)
3. <https://books.google.co.in/books?isbn=0538466251>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory and Letter writing

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	LETTER WRITING	THEORY	LETTER WRITING	THEORY	LETTER WRITING
I	2	-	1	-	2	-
II	2	-	1	1	-	1
III	3	-	1	2	-	1
IV	3	-	-	-	-	1
V	2	-	1	-	1	-
TOTAL	12	-	4	3	3	3
SECTION A - 12			SECTION B -7		SECTION C - 6	

CORE PAPER -VIII

LEGAL ASPECTS OF BUSINESS

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	TOTAL HOURS: 75

(Common to B.Com (GEN), B.Com (A&F), B.Com (MM), B.Com (BM), B.B.A)

COURSE FRAMEWORK

This paper is an attempt is made to introduce the students to certain important legal aspects of business.

COURSE OUTCOME:

On completion of the course the students will be able

1. To identify the principles behind law of contract
2. To get equipped to identify the validity of contracts
3. To understand various special contracts
4. To build general awareness about the principles behind, companies and partnerships
5. To recognize the concepts about shares, debentures, and the procedures for the conduct of meetings

UNIT -I

(12 Hours)

Law of Contract –Essential elements of a valid contract- Classification of Contracts - Offer and Acceptance – Capacity of parties to Contract – Free Consent – Consideration – Agreements Declared Void.

UNIT -II

(21 Hours)

Contingent Contracts, Performance of Contract – Discharge of Contract – Remedies for breach of contract – Quasi Contracts.

UNIT -III

(18 Hours)

Company – Definition – Characteristics – Kind of Companies – Formation – Incorporation of Company – Memorandum of Association – Contents – Articles of Association – Contents – Prospectus – Contents – Types – Liability in Misstatements of Prospectus. (As per Companies Act, 2013).

UNIT -IV

(12 Hours)

Company Directors – Appointment – Independent Director – Women Director, Powers – Duties of Director – Meetings – Annual General Meeting – Extra – ordinary General Meeting – Procedure the conduct of the meetings (Meaning of Notice, Agenda, Quorum, Voting, Proxy, Minutes).

UNIT -V

(12 Hours)

Resolution- Meaning and Types of Resolution – Winding up of companies – Compulsory winding up - Voluntary winding up.

RECOMMENDED TEXTBOOKS

1. Kapoor N. D, Business Laws, 15th Edition Sultan Chand Publications, 2019.
2. Kapoor N. D, Elements of Company Law, Sultan Chand Publications, 2019.

REFERENCE BOOKS

1. Murugasen S Dr., Dr. T. K. AvvaiKothai, Dr. G. Ravi and Dr. E. Viswanathan , Business Laws, Himalaya Publishing House.
2. P.C.Tulsian, Business Laws, Tata Mc Graw Hill, 2nd Edition.
3. M.R. Sreenivasan, Business Laws, MarghamPublications , Chennai
4. S.S. Gulshan and G.K. Kapoor, Business Law including Company Law, 12th Edition, New Age International (P) Ltd. Publishers.
5. Saravanavel P. and S. Sumathi, Legal Systems in Business, Himalaya Publishing House, 2011.

WEBSITES

1. https://Onlinecourses.Swayam2.Ac.In/Cec20_Hs23/Preview
2. https://onlinecourses.nptel.ac.in/noc22_mg52/preview
3. https://ica.nic.in/Forthcoming_Programmes.aspx

GUIDELINES TO THE QUESTION PAPER SETTERS Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ALLIED - III

BUSINESS STATISTICS -I

SUBJECT CODE:	THEORY & PROBLEMS	MARKS: 100
SEMESTER: III	CREDITS: 5	TOTAL HOURS: 90

Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), (B.Com ISM), BBA

COURSE FRAMEWORK

It provides an analytical framework to help you evaluate key problems in a structured fashion and will equip you with tools to better manage the uncertainties that pervade and complicate business processes

COURSE OUTCOME:

On completion of the course the students will be able

1. To state the basic statistical concepts and techniques for data analysis in business
2. To summarize about the collection of data, classification of data, representation and analysis of data.
3. To demonstrate the operation research techniques used for decision making in business
4. To distinct between Karl Pearson's coefficient of skewness and Bowley's Coefficient of Skewness.
5. To differentiate the type of correlation

UNIT-I

(18 Hours)

Origin Meaning, Definition and Characteristics of Statistics – Uses and Limitations - Sources of Statistical data – Primary and Secondary – Collection of Primary Data – Direct Personal, Indirect Oral, Mailed Questionnaire and Schedule Methods – Editing of Secondary Data-Scatter diagram.

UNIT-II

(18 Hours)

Measures of Central Tendency / Averages – Arithmetic Mean, Median, Quartiles, Deciles, and Percentiles, Mode, Geometric Mean, Harmonic Mean, Combined Mean and Weighted Mean.

UNIT-III

(18 Hours)

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation and Standard Deviation – Co-efficient of Variation.

UNIT-IV

(18 Hours)

Measures of Skewness – Meaning, Definition and Types – Karl Pearson's coefficient of Skewness and Bowley's Coefficient of Skewness.

UNIT-V

(18 Hours)

Probability – Addition and Multiplication Theorem – Conditional probability – Bayer's Theorem (without proof) – Simple problems.

THEORY: 20% PROBLEMS: 80%

PRESCRIBED TEXTS:

1. Gupta S.P, Statistical Methods, 2000 Sultan Chands.
2. Vittal Dr. P.R, Introduction to Operations Research, Margham Publications

REFERENCE BOOKS:

1. E.L.Lehmann , Elements of Statistical Hypothesis , Johu Wiley & Sons.
2. R.S.N.Pillai & B.Bhagavathi, Practical Statistics, S. Chand & Company.

WEBSITES:

1. [https://books.google.co.in/books?isbn=0764142399'](https://books.google.co.in/books?isbn=0764142399)
2. <https://books.google.co.in/books?isbn=8122400116>
3. <https://books.google.co.in/books?isbn=8131726029>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	-	-
II	2	-	-	1	-	1
III	1	3	-	2	-	1
IV	1	1	-	1	-	1
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTION A - 12			SECTION B - 7		SECTION C - 4	

SOFT SKILLS – III
JOB-ORIENTED SKILLS

SUBJECT CODE:	THEORY	MARKS : 100
SEMESTER : II	CREDITS : 2	TOTAL HOURS: 30

COURSE FRAMEWORK:

- To prepare the students to be job-ready.
- To help learners use English Language appropriately to the role or situation.
- To develop confidence in them to face Interviews.
- To train them to prepare their own CV/Resume

Different kinds of Interviews

Letter of Application and CV

Technical Writing - Circulars, Memos, Agenda and Minutes Group Discussion

Review

- i. Books
- ii. Films

Books for Reference:

1. Harishankar, Bharathi.ed. Essentials of Spoken and Presentation Skills. University of Madras.
2. John, Seely. 1998. The Oxford Guide to writing and speaking. Oxford U P, 1998, Delhi.
3. The Princeton Language Institute and Lanny Laskowski.2001. 10 days to more confident Public Speaking. Warner Books.
4. <http://jobsearch.about.com/cs/curriculumvitae.html//>
5. <http://www.cvtips.com//>

QUESTION PAPER PATTERN

TIME – 3 HRS

MAXIMUM MARKS – 50

PART – A (5X2=10)

Answer any FIVE from the questions given below from Q.No.1 to Q.No.7 (5 out of 7)

PART – B (4X5=20)

Answer any FOUR from the questions given below from Q.No.8 to Q.No.13 (4 out of 6)

PART – C (2X10=20)

Answer TWO questions only choosing one each from Q.No.14 &Q.No.15 (Internal Choice)

SEMESTER – IV

CORE PAPER –IX
ORGANISATIONAL BEHAVIOUR

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 90

COURSE FRAMEWORK

It is an interdisciplinary subject that has the influence of various subjects. Psychology, management, sociology, economics and engineering have their influence on this field.

COURSE OUTCOME:

On completion of the course the students will be able

1. To be aware of the different theories of Motivation.
2. To comprehend and apply motivational theories in the workplace
3. To identify changes within organizations and power and politics in organizations
4. To evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations
5. To analyze individual and group behaviour, and understand the implications of Marketing Management on the process of management

UNIT-I

(15 Hours)

Meaning, Definition of Organizational Behavior, Evolution of OB as a discipline, Contribution from other disciplines, OB Framework, OB Model (Autocratic, Custodial) Emerging issues in organization behavior.

UNIT- II

(20 Hours)

Personality: Meaning - Determinants of Personality - Biological factors - Cultural factors - Family and Social Factors - Situational factors -Personality attributes influencing OB, Interactive Behaviour and Interpersonal Conflict.

Perception: Meaning - Need - Perceptual Process – Perceptual Mechanism - Factors influencing perception. - Attitude: Meaning of Attitude - Characteristics of Attitude – Components of Attitude - Attitude and Behaviour – Attitude formation, change in attitude and barriers to attitude-Learning: Meaning & Importance – Barriers- Principles of Learning & Reinforcement - Observational Learning - Cognitive Learning - Theories of Learning.

UNIT- III

(20 Hours)

Definition of Motivation - Importance of Motivation - Relevance of Motivation to OB - Theories of Motivation: Maslow's needs theory, Alderfer's ERG theory, McGregor X and Y theory, Herzberg's hygiene theory.

UNIT-IV

(20 Hours)

Group Dynamics: Meaning - Types of Groups - Functions of small groups - Group Size Status - Managerial Implications –Group Behaviour - Group Norms – Group Cohesiveness - Types-Threats to Group Cohesiveness- Evolution of Groups into Teams. **Leadership:** Introduction - Managers V/s Leaders. Overview of Leadership- Traits and Types, Theories of Leadership-Trait and Behavioral Theories. Contingency Perspective of Leadership - Situational Leadership and Path & Goal of leadership, Transformational, Transactional, Charismatic leaders, Leaders as mentors and Ethical Leadership.

UNIT- V**(15 Hours)**

Organizational culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity-Organizational Climate: Factors influencing organizational climate—Organizational Development: Nature of Organizational Development, Steps involves in Organizational Development Process.

PRESCRIBED TEXTS:

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Sekaran Uma, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd.
3. RaoGangadhar, Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition

REFERENCE BOOKS:

1. Khanka S.S., Organisational Behaviour,S.Chand& Co , New Delhi.
2. Jayasankar J., Organisational Behaviour, Margham Publications, Chennai .3.

WEBSITES:

1. <https://www.geektonight.com/organisational-behaviour-notes-pdf/>
2. <https://weatherhead.case.edu/centers/fowler/research/case-studies/department?idDept=339>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A - 12			SECTION B - 7		SECTION C - 6	

CORE PAPER - X
FINANCIAL MANAGEMENT

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA

COURSE FRAMEWORK

Covers the fundamentals of strategic financial management, including financial accounting, investments, and corporate finance.

COURSE OUTCOME:

On completion of the course the students will be able

1. To identify financial sources and the role of managing it.
2. To examine Capital structure & equity proportion.
3. To understand the application of techniques for short term financial requirements with the help of capital management
4. To acquire knowledge about dividend policies
5. To consider Capital Budgeting and the factors influencing the working capital

UNIT-I

(12 Hours)

Financial Management – Introduction – Scope – Finance and other related disciplines – Function of Finance – Functions of Finance Manager in 21st Century. Financial Goals: Profit Maximization Vs Wealth Maximization – Time value of money-perpetuity –CMI Amortization.

UNIT-II

(17 Hours)

Cost of Capital – Significance of the cost of Capital – Determining Component costs of Capital – Cost of Equity - Cost of Preference share capital – Cost of Debt - Cost of Retained Earnings – Weighted Average cost of capital.

UNIT-III

(17 Hours)

Capital structure – Importance – Factors affecting Capital structure - Determining Debt –Equity proportion – Theories of capital structure –Net Income Approach – Net Operating Income Approach – M.M Approach & Traditional Approach - Leverage concept –Operating Leverage – Financial Leverage and Combined Leverage.

UNIT-IV

(12 Hours)

Dividend policies – objectives of Dividend policies – Types of Dividend Policies - Factors affecting dividend policies – Dividend theories – Walters – Gordon’s – MM hypothesis – Forms of dividend.

UNIT-V

(17 Hours)

Working capital – components of working capital –operating cycle – Factors influencing working capital – Determining working capital requirements (Capital Expenditure). Budgeting Techniques: Discounted Cash flow technique: Net Present Value - Internal Rate of Return- Profitability Index, Non – Discounted Cash flow Techniques: Pay back methods –Accounting Rate of Return.

PRESCRIBED TEXTS:

1. M.Y. Khan and P.K. Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr. A. Murthy, Financial Management, Margham Publications

REFERENCE BOOKS:

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari . S.M.: Financial Management, Sultan Chand & Sons
3. Prasanna Chandhra: Financial management theory and practice, McGraw-Hill Education
4. Dr. Rustagi P R, Fundamentals of Financial management, Taxman's publication, 14th edition
5. Paramasivan C & Subramanian T, Financial Management, New Age International Publishers

WEBSITES:

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
3. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
4. <https://efinancemanagement.com/dividend-decisions>
5. <https://cleartax.in/s/working-capital-management-formula-ratio>
6. <https://books.google.co.in/books?isbn=812591658X>
7. <https://books.google.co.in/books?isbn=8174465863>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	-	-	-
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	1
V	1	1	-	2	-	1
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

CORE PAPER - XI
GOODS AND SERVICE TAX AND CUSTOMS LAWS

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

Common to B.Com (GEN), B.Com (CS), B.Com (AF), BBA

COURSE FRAMEWORK

To test the students ability to understand the principles underlying the indirect taxation statutes

COURSE OUTCOME:

On completion of the course the students will be able

1. To define basic principles underlying the provisions of indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.
- 2 To analyze the concepts indirect tax and GST from the pre-GST period to post- GST period
- 3 To examine the structure and benefits of GST
- 4 To list out the relevant provisions of Goods & Service Tax.
- 5 Differentiate between GST and VAT

UNIT-I

(10 Hours)

History of Taxation – Elements of Tax – Objectives of Taxation – Cannons of Taxation – Tax System in India – Classification of Taxes.

UNIT-II

(20 Hours)

Customs Act 1962 – Definition, Concepts and Scope – Levy and Collection of Customs Duty – Classification of Goods – Assessment of Duty – Valuation of Goods under Customs Act – Prohibition on Importation & Exportation of Goods – Demand and Recovery of Customs Duty – Clearance of Goods – Baggage.

UNIT-III

(20 Hours)

Introduction to GST - Meaning – Need – Benefit – Types – GST Council – Applicability – Exclusions-Good exempted from GST – Services exempted from GST – Powers to grant Exemption from tax

UNIT-IV

(10 Hours)

Introduction to taxable events under GST – Concepts of Supply – Types of Supply – Composite Supply – Mixed Supply – Composite Levy - Introduction to value and time of supply - Time of Supply of Goods – Time of Supply of Service – Value of Supply and its Provisions

UNIT-V

(15 Hours)

Introduction to registration under GST –Time limit – Persons liable for Registration – Persons not liable for Registration – Compulsory Registration – Procedure – Cancellation and Revocation GST Returns – Returns under GST- Assessment and Tax Payment under GST – GST Audit.

PRESCRIBED TEXTS:

1. T.S.Reddy & Y.Hariprasad Reddy, Business Taxation ,Margham Publications,2018.
2. ICAI – Indirect Tax Study Material, 2018.

REFERENCE BOOKS:

1. Dr.Vinod K Singhania, Monica Singhania, Students Guide to Income Tax, Taxmann Publications Pvt Ltd., New Delhi.
2. Girish Ahiya, Dr. Ravi Gupta, Systematic Approach to Income Tax and CST, Bharat Law HousePvt. Ltd. New Delhi.
3. Dr.Sanjeev Kumar, Systematic Approach to Indirect Taxes with Practical problems and solutions, Bharat Law House Pvt. Ltd., New Delhi.

WEBSITES:

1. <http://www.idtc.icai.org/gst.html>
2. <http://idtc.icai.org/gst-topic-wise-study-material-list.html>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	1	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	2	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION-A 12		SECTION-B 7		SECTION -C 6	

CORE PAPER - XII
FINANCIAL SERVICES

SUBJECT CODE:	THEORY	100 MARKS
SEMESTER: IV	CREDITS: 4	TOTAL HOURS: 75

Common to B.Com (AF), B.Com (BM), BBA

COURSE FRAMEWORK

The curriculum is career-oriented in nature which creates several prospects in different disciplines, such as banking.

COURSE OUTCOME:

On completion of the course the students will be able

1. To identify financial services in India as Indian Financial System, Financial Markets, Banking and Insurance Sector in India and Recent Trends in Accounting and Finance
2. To acquainted with current financial practices
3. To distinct between Mutual Funds and Venture Capital.
4. To summarize the features of lease agreements and the concepts of Hire purchase
5. To discuss mutual funds and the Institutions involved in it.

UNIT- I

(15 Hours)

Meaning and importance of **financial services** – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

UNIT-II

(20 Hours)

Merchant Banking: Meaning, Functions – **Issue management:** Pre Issue management and Post issue activities – Managing of new issues – **Underwriting:** meaning, types of underwriting – **Capital market:** Meaning, Definition, Capital market instruments: equity shares, Preference shares and Debentures. Types of capital market: Primary market and Secondary market **Stock Exchange:** Meaning and definition, Characteristics of stock exchange, Operators at stock exchange, BSE, NSE and OTCEI – Listing: Meaning, objectives and advantages – Types of speculators - Role of SEBI.

UNIT-III

(10 Hours)

Leasing: Meaning, types of lease, features of lease agreement - **Hire purchase:** Concepts and features – Distinguishing between hire purchase and leasing. **Factoring:** Definition and meaning, Functions of Factor, types of factoring

UNIT-IV

(15 Hours)

Venture Capital: Meaning, Features, Functions, Modes or Forms of venture capital –**Credit Rating:** Meaning, Advantages and disadvantages, CRISIL, ICRA, CARE. Consumer Finance: Meaning and types of consumer finance.

UNIT- V

(15 Hours)

Mutual Funds: Meaning – Types: Based on Ownership, Operation, Objectives and Location– Advantages and Disadvantages of mutual fund – Institutions Involved – UTI.

PRESCRIBED TEXTS:

1. Khan M.Y., Financial Services, 8th Edition, 2016, Tata McGraw Hill Publications.
2. Santhanam B., Financial Services, Margham Publications.
3. Kumar Dinesh K.S., Financial services, 2014, Shri Sai Publishers' Distributor

REFERENCE BOOKS:

1. Mishra Dr.M.N., Law of Insurance, 2014, Sultan Chand Publications.
2. Machiraju H.r., Indian Financial System, 4th Edition, 2010, Vikas Publications.
3. Basu S.K., A Review of current Banking Theory and Practice, 2nd Edition, MacMillan Publications, London.

WEBSITES:

1. <https://www.studocu.com/in/document/apj-abdul-kalam-technological-university/nbfc-micro-finance/financial-services-lecture-notes/23239176>
2. <https://bbamantra.com/financial-services/>
3. <https://www.mutualfundindia.com/MF/return/TopFunds?id=5>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	1	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
	SECTION-A 12		SECTION-B 7		SECTION -C 6	

**ALLIED PAPER – IV
BUSINESS STATISTICS – II**

SUBJECT CODE:	THEORY & PROBLEM	MARKS: 100
SEMESTER: IV	CREDITS: 5	TOTAL HOURS: 75

Common to B.Com (GEN), B.Com (CS), B.Com (AF), B.Com (BM), B.Com (MM), B.Com ISM, BBA

COURSE FRAMEWORK

To introduce a formal framework for analyzing real life business problems with actual data and to enhance the analytical capability of the students using Business Mathematical concepts.

COURSE OUTCOME:

On completion of the course the students will be able

1. To apply advanced statistical concepts and techniques for data analysis
2. To estimate Price Level changes using statistical tools and Index Numbers.
3. To enumerate operation research techniques for decision making in business
4. To examine the concepts of probability
5. To formulate the techniques to solve the transportation problem

UNIT-I

(15 Hours)

Correlation Analysis – Meaning, Definition, Significance and Types of Correlation, Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation.

UNIT-II

(15 Hours)

Regression Analysis- Meaning and Importance – Regression Lines and Regression equations- X on Y, Y on X, and Properties of Regression Coefficients – Uses of Regression – Difference between Correlation & Regression.

UNIT-III

(15 Hours)

Time Series Analysis – Meaning, Need and Components of Time Series – Different Methods Simple Average Method- Free Hand, Semi Average, Moving Average and Least Square Method- Seasonal Indices .

UNIT-IV

(15 Hours)

Index Numbers – Definition Usage, Methods of Construction of Index Numbers – Types – Unweighted and weighted Index Numbers Simple, Aggregate, Price Relative Methods- Laspeyres, Paasche’s , Bowley’s and Fisher’s Index Numbers – Time and Factor Reversal Tests – Cost of Living Index.

UNIT-V

(15 Hours)

Meaning of Sampling - Probability sampling Methods: Simple Random Sampling - Stratified sampling-Systematic sampling-Cluster Sampling-Multi stage Sampling, Non- probability sampling methods: Convenience Sampling -Judgmental Sampling-Quota Sampling - Snowball Sampling- Sampling error and standard error- relationship between sample size and standard error.

PRESCRIBED TEXTS:

1. Statistical Methods- S.Gupta – Sultan Chand & Sons
2. Statistics –P.R.Vital- Margham Publications.

REFERENCE BOOKS:

1. Elements of Statistical Hypothesis – E.L.Lehmann – Johu Wiley & Sons.
2. Practical Statistics – R.S.N.Pillai & B.Bhagavathi – S.Chand & Company.

WEBSITES:

1. <https://books.google.co.in/books?isbn=812241522>
2. <https://books.google.co.in/books?isbn=813130136>
3. <https://books.google.co.in/books?isbn=8122415229>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

Break up of questions for theory and problem

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	2	-	1
IV	1	1	-	1	-	1
V	2	1	1	-	-	-
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

ENVIRONMENTAL STUDIES

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 2	TOTAL HOURS:30

COURSE FRAMEWORK:

Introduction to fundamental concepts environmental studies

COURSE OUTCOME:

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

1. Demonstrate the significance of environmental economics
2. Analyze the existing renewable and non-renewable resources
3. Get an overview of the conventional and non-conventional energy resources
4. Acquire knowledge on different pollution control measures
5. Demonstrate different international environmental policies

UNIT I: MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance-Need for public awareness.

UNIT II: NATURAL RESOURCES:

Renewable and non-renewable resources: Natural resources and associated problems.

- a) **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineralresources, case studies.
- d) **Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy resources:** Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources.Equitable use of resources for sustainable lifestyles.

UNIT III: ECOSYSTEMS:

Concept of an ecosystem.

- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.

- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem :-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT IV: BIODIVERSITY AND ITS CONSERVATION:

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic And optionvalue
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation,Hot-spots of biodiversity.
- Threats to bio diversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT V: ENVIRONMENTAL POLLUTION:

Definition: Cause, effects and control measures of:-

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards
 - Solid waste Management: Causes, effects and control measures of urban and Industrial wastes.
 - Role of an individual in prevention of pollution.
 - Pollution case studies.
 - **Disaster management: floods, earthquake, cyclone and landslides.**

PRESCRIBED BOOKS:

1. Environmental studies-St Joseph College Edition
2. Environmental studies- Dr. D.D.Mishra – S.Chand

REFERENCE BOOKS:

1. Environmental studies – Dr. J.P.Sharma – University Science Press.
2. Introduction to Environmental Studies – Dr.MahaintaK.Kalita – Asiau Books.

**SOFT SKILLS IV
COMPUTING SKILLS**

SUBJECT CODE:	PRACTICAL	MARKS :100
SEMESTER : IV	CREDIT :2	NO.OF.HOURS PER WEEK:3

(For the following UG Departments)

SHIFT-I:

B.A. (Economics), B.A. (Defence and Strategic Studies), B.Sc. Mathematics, B.Sc. Physics, B.Sc. Chemistry, B.Sc. Zoology, B.Sc. Plant Biology and Plant Biotechnology, B.Com (General), B.Com (Corporate Secretaryship)

SHIFT-II:

BBA, B.Sc. Visual Communication, B.Com (General), B.Com (Accounting & Finance), B.Com (Corporate Secretaryship), B.Com (Information System Management), B.Com (Banking Management) and B.Com (Marketing Management)

COURSE OBJECTIVES

- The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like Ms word, MS Excel, Ms Access, Power point etc., at two levels based on their knowledge and exposure.
- It provides essential skills for the user to get adapted to any work environment, as most of the systems in any workplace have Ms Office installed for their day to day activities. The course is highly practice oriented rather than regular class room teaching

Unit I : *Word Processing* - Open, Save and close word document; Editing text- tools, formatting, bullets; Spell Checker; Navigating in word - keyword, Mouse; document formatting- paragraph alignment, indentation, headers and footers, numbering; printing• preview, options

Unit II : *Spreadsheets* - MS Excel- opening, entering text and data, formatting, navigating; Formulas - entering, handling and copying; Charts -creating, formatting and printing, header and footer, centering data, printing.

UNIT III: *Presentations* - Power point - exploring, creating and editing slides, inserting tables and charts - Special effects - Clip Art, creating and drawing shapes, inserting multimedia content - Presentations - planning, animation, handouts, slideshow.

Unit VI: *Networks-Internet Explorer*- components; www-working, browsing, searching, saving
- Bookmark - favorite, create, delete - Printing a web page; email- creating, receiving, reading and sending messages

Unit V: *HTML* - Defining HTML paragraph and spacing - HTML styles, that include Background color - Text color - Text Fonts - Text that includes Bold, Italic, Underline, Superscript and Subscript.

Note: *Unit II to Unit V needs exposure thru Practicals*

REFERENCE BOOKS:

Introduction to Computers - Peter Norton, Tata McGraw Hill Microsoft 2003 - Jennifer Ackerman Kettell,
Guy Hat-Davis, Curt Simmons, Tata McGraw Hill

SEMESTER - V

CORE PAPER – XIII
BUSINESS RESEARCH

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

COURSE FRAMEWORK

Demonstrating the knowledge of research information to conduct an independent publishable research project.

COURSE OUTCOME:

On completion of the course the students will be able

1. To be Familiar with the basic concepts of research process in business.
2. To create research design and sampling techniques
3. To develop questionnaire and graphical representation
4. To conduct hypothesis testing and test of significance
5. To write a research report

UNIT– I

(20 Hours)

Introduction to Business Research- Need for Research in Business; The Research Process- Steps in the research process; the research proposal. Planning and operational problems of research in business.

UNIT-II

(20 Hours)

Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary data, Criteria for evaluating Secondary sources, Secondary sources of data in Indian Context.

UNIT-III

(15 Hours)

Primary Data Collection; Survey Vs. Observation. Comparison of self- Administered, telephone, mail, emails techniques. Qualitative Research tolls: Depth Interviews focus groups and Projective techniques: Questionnaire-form & design.

UNIT-IV

(20 Hours)

Sampling: Sampling techniques- probability and Non-Probability methods- Determination of Sample Size: Data Analysis: Hypothesis Testing-Statistical Significance- Simple Correlation- Regression (Theoretical Explanation only)

UNIT-V

(15 Hours)

Presenting results and writing the report – The Written Research Report.

PRESCRIBED TEXTS:

1. Sharma D D, Marketing Research -Principles, Application and Cases , Sultan Chand Publications ,New Delhi
2. Beri G. C. -1993-Marketing Research-Second Edition- Tata Mc-Graw Hill Publication- New Delhi.
3. Ravilochan P., Marketing Research, Margham Publications, Chennai,2012.

REFERENCE BOOKS:

1. David J. Loudon and Albert J Della Bitta – Consumer Behavior, Tata McGraw Hill,2002
2. Zikmund, Babin & Carr, Business Research Methods, South-Western.
3. Cooper & Schindler, Business Research Methods, McGraw Hill Education
4. Aaker, Kumar, Day, Marketing Research, Wiley
5. Naresh Malhotra, Marketing Research, Pearson.

WEBITES

1. <https://leverageedu.com/blog/business-research/>
2. <https://www.thebusinessresearchcompany.com/>
3. <http://www.informaticsourcings.com/business-research/reports-writing.htm>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	3	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE PAPER - XIV
ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA

COURSE FRAMEWORK

To convert ideas into economic opportunities through innovations which are considered to be major source of competitiveness in an increasingly globalizing world economy.

COURSE OUTCOME:

On completion of the course the students will be able

1. To recognize the concepts of Entrepreneurship.
2. To identify Entrepreneurial Development Agencies
3. To understand the role of Government in Entrepreneurial Development.
4. To acquire knowledge about EDP
5. To distinguish the difference between Economic Development & Entrepreneurial growth

UNIT-I

(15 Hours)

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

UNIT-II

(23 Hours)

Entrepreneurial Development Agencies - Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Ministry of Micro, Small & Medium Enterprises (MSME)- Prime Minister Employment Generation Programme – Pradhan Mantri Yuva Yojana - All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT-III

(18 Hours)

Project Management: Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report – Tools of Appraisal.

UNIT-IV

(15 Hours)

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Entrepreneurship Development Institute of India (EDII), Role of Government in organizing EDPs – Critical evaluation.

UNIT-V

(18 Hours)

Economic development and entrepreneurial growth – Role of entrepreneur in economic growth- Strategic approaches in the changing economic scenario for small scale entrepreneurs- Networking, Niche play, Geographic concentration, Franchising / Dealership – Development of Women entrepreneurship - problems – government- Women and Self Help Groups.(SHGs)

PRESCRIBED TEXTS:

1. Gupta, D. C., & Srinivasan, D. N. Entrepreneurship Development in India Sultan Chand & Sons, (2001).
2. Khanka, S. S. Entrepreneurial development. S. Chand Publishing, (2006).

REFERENCE BOOKS:

1. Desingu Setty, E., & Krishna Moorthy, P. Strategies for developing women entrepreneurship. Akansha Pub. House,(2010).
2. Drucker, P. F. Innovation and Entrepreneurship: Practice and Principles. Harper &Row,(1986).
3. Gupta, M. Entrepreneurial Development Raj Publishing House, (2006).
4. Shankar, R. Entrepreneurship Theory & Practice Vijay Nicole Imprints Private Ltd
5. Suresh, J. Entrepreneurial Development Margham Publications, (2002).

WEBSITES:

1. <http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetypes-and-functions-of-entrepreneurship/5228>
2. <https://landor.com/thinking/eight-principles-of-innovation>
3. <http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html>
4. <https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship>
5. <https://www.businessmanagementideas.com/entrepreneurship-2/institutional-supportsystem-for-entrepreneurs/18184>
6. <https://www.entrepreneur.com/article/323660>
7. <https://www.entrepreneur.com/article/314723>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Number s	Mark s	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	3	-	2	-	2	-
III	2	-	1	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE PAPER - XV

MANAGEMENT INFORMATION SYSTEM

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

Common to B.Com (ISM)

COURSE FRAMEWORK

Introduces the students to existing and upcoming technologies, wide variety of their applications for business and e-Commerce, and issues involved in their management.

COURSE OUTCOME:

On completion of the course the students will be able

1. To scientifically analyze the various aspects of business while he commence a business
2. To be aware of the role of System Analyst in a Business Organization.
3. To state the fundamental principles of computer-based information systems
4. To analysis and design and develop an understanding of the principles and techniques used.
5. To estimate the role of information systems in today's competitive business environment.
6. To recognize different decision support systems.

UNIT-I

(20 Hours)

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision - making.

UNIT-II

(15 Hours)

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT-III

(15 Hours)

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT-IV

(20 Hours)

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing

UNIT-V

(20 Hours)

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function

PRESCRIBED TEXTS:

1. Mudrick & Ross , Management Information Systems, 3 Edition, Prentice - Hall of India
2. Sadagopan , Management Information Systems, Prentice- Hall of India
3. Murthy CSV, Management Information Systems, 2ndEdition, Himalaya publishing House

REFERENCE BOOKS:

1. Rajagopalan Dr.S.P, Management Information Systems and EDP",3rdEdition, Margham Publications, Chennai.

WEBSITE

1. <https://smallbusiness.chron.com/management-information-system-2104.html>
2. <https://www.guru99.com/mis-definition.html>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	1	-	2	-
III	3	-	2	-	1	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE PAPER - XVI
OPERATIONS MANAGEMENT

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	TOTAL HOURS: 90

COURSE FRAMEWORK

Familiarize students with the major operational problems and issues that confront managers and to analyze and improve business processes in services.

COURSE OUTCOME:

On completion of the course the students will be able

1. To evaluate the basic concepts of Production management.
2. To compare different types of Production models.
3. To differentiate between plant location & layout
4. To distinguish between work and method study
5. To examine quality control & types of inspection

UNIT-I

(20 Hours)

Introduction: Nature and Scope of Operations Management. Production design & Process planning:
Plant location: Factors to be considered in Plant Location-Plant Location Trends.

UNIT-II

(15 Hours)

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT-III

(20 Hours)

Production and Inventory Control: Basic types of production – Basic Inventory Models– Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock- Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP), JIT.

UNIT-IV

(20 Hours)

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT-V

(15 Hours)

Service Operations Management: Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

PRESCRIBED TEXTS:

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8th Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, TataMcGraw-Hill
3. B. Mahadevan, Operations Management, 2nd Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman., Manoj K Malhotra & Samir K Srivastava, Operations Management, 9th Edition, Pearson, 2011.

Reference Books:

1. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson, 2009.
2. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning,
3. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt.Ltd.

WEBSITES

1. <https://commercemates.com/what-is-operations-management/>
2. <https://businessjargons.com/operations-management.html>
3. <https://www.expertrons.com/scope-in-operations-management/>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	1	-	1	-
III	3	-	2	-	2	-
IV	3	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ELECTIVE – I (INTER-DISCIPLINARY ELECTIVE)

(A) MANAGERIAL SKILL DEVELOPMENT

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 5	TOTAL HOURS: 75

COURSE FRAMEWORK

Creates understanding of ideas, facts and courses of action. Developing written communication and presentation skills.

COURSE OUTCOME:

On completion of the course the students will be able

1. To facilitate and understand the managerial skills.
2. To develop the ability to apply the theoretical and practical aspects of management
3. To evaluate emerging business model and its complexities, manage change, and optimize business performance in a dynamic environment.
4. To be able to make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.
5. To employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.

UNIT-I

(15 Hours)

Verbal & Non-Verbal Communication – Body Language – Purpose of Interviews and Group Discussions – Types of Interviews – Facing the Interview.

UNIT-II

(15 Hours)

Effective Public Speaking – Organizing Effective Meeting – Seminars – Conferences - Audience Analysis – Types of Speeches – Organizing & Delivering the Speeches – Informing & Persuading – Problem Solving – Decision Making.

UNIT-III

(15 Hours)

Skill Development – Aptitude Tests – Communication Skill Exercises – Body Language Exercises – Personality Development Exercises (Self Awareness) – Attitude tests.

UNIT-IV

(15 Hours)

Practical Sessions on: Event Management-Trade Fairs – Group Consultancy – Product and Concept Awareness Campaigns - Situation Analysis.

UNIT-V

(15 Hours)

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

PRESCRIBED TEXTS:

1. Adler, Ronald B and Jeanne M. Elm Horst. 1995. Communicating at Work: Principles and Practices for Business and the Professions, New York: Mc Graw Hill.
2. Poe, Roy W. Fruehling, Rosemary T, 2000. Business Communication, New Delhi :AITBS

REFERENCE BOOKS:

1. Krishnamohan&Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
2. Ragendra Pal &Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand &Sons.

WEBSITES

1. <https://www.learn2.com/top-10-leadership-development-activities-for-managers/>
2. <https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/>
3. https://www.qurtuba.edu.pk/jms/default_files/JMS/8_2/JMS_July_December2014_192-207.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle			
	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers			
	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay			
	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	3	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ELECTIVE – I (INTER-DISCIPLINARY ELECTIVE)

(B) EVENT MANAGEMENT

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 5	TOTAL HOURS: 75

COURSE FRAMEWORK

Creates opportunities for people to acquire an in-depth knowledge about the specialized field

COURSE OUTCOME:

On completion of the course the students will be able

1. To develop best practice in the development and delivery of successful conferences and corporate gatherings
2. To understand the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, theming, security and entertainment
3. To administer management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.
4. To develop skills to successfully plan, market and implement a large event as part of a team
5. To apply variety of sound decision-making, conflict resolution, and problem-solving techniques

UNIT – I

(15 Hours)

Event Management – Requirement of Event Manager – Types of Events – Roles & Responsibilities of Event Managers – Scope of the Event Management – Event Management Process

UNIT – II

(15 Hours)

Analyzing the events – preparing a Planning Schedule – Overall Planning tips – Checklists, Organizing Tasks – Assigning Responsibility – Clarifying Roles and Communicating – Decision- makers – Technical Staff.

UNIT – III

(15 Hours)

Developing Record – Keeping systems – Establishing Policies & Procedures – Event Budgeting, Income & Cost Analysis – Budget Review & feasibility.

UNIT – IV

(15 Hours)

Event Administration – Locating clients – developing content Guidelines – writing for PR – Promotion, Marketing Mix & Strategy – Communication & Customer Service.

UNIT – V

(15 Hours)

Planning & Execution of Event Management – Fees & Honorariums, Expense Reimbursement, Health & Safety, Incidents & Crisis Management – Waste & Noise Control – Crowd Management

PRESCRIBED BOOKS

1. Kishore Devesh, Ganga Sagar Singh, Event Management: A Blooming Industry and an Eventful Career, 1st Edition, Haranand Publications Pvt.Ltd,
2. Goyal Swarup K., Event Management, 1st Edition, Adhyayan Publisher –2009.

REFERENCE BOOKS

1. Savita Mohan, Event Management & Public Relations– 3rd Edition, Enkay Publishing House.

WEBSITES

1. <https://www.thebalancesmb.com/what-is-event-management-4067066>
2. https://www.omtclasses.com/2010/02/needimportanceobjectiveverolefunctio nof_4708.html
3. <https://www.eventmanagerblog.com/decision-making-process/>

GUIDELINES TO THE QUESTION PAPER SETTERS

Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	2	-
II	2	-	2	-	1	-
III	2	-	2	-	1	-
IV	3	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

VALUE EDUCATION

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 2	TOTAL HOURS: 15

COURSE FRAMEWORK

To inculcate moral and value based education and to know the attitude of the students.

COURSE OUTCOME:

On completion of the course the students will be able

1. To understand about philosophy of Life and Individual qualities
2. To develop and practice social values and responsibilities
3. To gain deeper understanding about the purpose of life
4. To acquire knowledge on Human Rights and Indian Constitution
5. To recognize the importance of Guru Nanak Devji's teachings

Unit-I Education and Values

(3 Hours)

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education Role and Need for value education in the contemporary society, Role of education in transformation of values in society -role of parents, teachers, society, peer group and mass media in fostering values

Unit-II Value Education and Personal Development

(3 Hours)

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life. Character Formation towards Positive Personality Modern challenges of adolescents: emotions and behavior-Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for - age, experience, maturity, family members, neighbors, strangers, etc

Unit-III Human Rights and Marginalized People

(3 Hours)

Concept of Human Rights – Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized People – like women, children, minorities, transgender, differently abled etc, Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony –concept – religion and its place in public domain –secular civil society

Unit-IV Value Education towards National and Global Development

(3 Hours)

Constitutional Values :(Sovereign, Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, and Fraternity) Social Values: (Pity and Probity, Self-Control, Universal Brotherhood). Professional Values : (Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, Faith). Religious and Moral Values: (Tolerance, Wisdom, character). Aesthetic Values: (Love and Appreciation of literature, fine arts) Environmental Ethical Values National Integration and international understanding of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross-border education

Unit-V Guru Nanak Devji's Teachings**(3 Hours)**

Relevance of Guru Nanak Devji's teachings' relevance to Modern Society the Guru Granth sahib
The five KS Values and beliefs Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech) Empowerment of women Concept of Langar Eminent Sikh personalities

PRESCRIBED TEXTS:

1. Dr. Abdul Kalam. My Journey-Transforming Dreams into Actions. Rupa Publications, 2013.
2. Steven R Covey, 8 th Habit of Effective People (From Effectiveness to Greatness), Free Press, NewYork, 2005.

REFERENCE BOOKS:

1. Prem Singh, G.J. (2004). 'Towards Value Based Education', University News. Vol. 42 (45):P.11-12.
2. V.R. Krishna Iyer. Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow, Eastern Law House (1999, Reprint 2018)

WEBSITE:

1. <http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

Section	Question Component	Numbers	Marks	Total
A	Descriptive Questions Answer any 5 out of 8	1-8	10	50
TOTAL MARKS				50

Break up of questions for theory

Sections	Units	No. of
		Theory
Section A	Unit – 1	1
	Unit – 2	2
	Unit – 3	2
	Unit – 4	2
	Unit – 5	1

SEMESTER - VI

CORE PAPER - XVII

FUNDAMENTALS OF BUSINESS ANALYTICS

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90

COURSE FRAMEWORK

To study the research-led and offers a mix of theoretical insights and case study material that will be delivered both online and offline where appropriate.

COURSE OUTCOME:

On completion of the course the students will be able

1. To understand and apply the theories of the fields of Business Analytics
2. To foster the ability to critically analyze and solve complex business problems
3. To acquire knowledge regarding artificial intelligence and the methods involved in it
4. To analyze the applicability of Block chain Technology
5. To be aware of the ethical issues in machine learning

UNIT I

(15 Hours)

Business Analytics – Types of Business Analytics – Evaluation and Importance - Domains of Analytics – Behavioral Analytics – Cohort Analytics – Difference between Business Analytics and Business Intelligence.

UNIT II

(20 Hours)

Artificial Intelligence - History of Artificial Intelligence – Methods and goals of Artificial Intelligence- Applicability of Artificial Intelligence- Tools of Artificial Intelligence - Issues in Artificial Intelligence.

UNIT III

(20 Hours)

Definition of Machine Learning - Machine Learning Methods - Few Approaches to Machine Learning – Artificial Neural Networks - Deep Learning – Representation Learning – Practical uses of Machine Learning – Ethics in Machine Learning

UNIT IV

(20 Hours)

Internet of Things – Meaning – Characteristics of Internet of Things (IoT) – Technologies for Internet of Things (IoT) - Applications of Internet of Things (IoT) – Cloud Computing and Internet of Things (IoT).

UNIT V

(15 Hours)

Block Chain Technology – Meaning of Blockchain – Types of Blockchain – Blockchain Technology and Finance industry – Applicability of Blockchain Technology

PRESCRIBED BOOKS

1. Steven Orla Kimbrough, Hoong Chuin Lau, Business Analytics for Decision Making, CRC Press A Chapman & Hall Book, 2016
2. Stevan Finalay, Artificial Intelligence and Machine Learning for Business, Relativistic Publisher, 2018

REFERENCE BOOKS:

1. Bikramaditya Singhal, Gautam Dhameja, Priyansu Sekhar Pand, Beginning Blockchain: A Beginner & 39, Guide to Building Blockchain Solutions, Apress Publisher, 2018.
2. Rajkumar Buyya, Amir Vahid Dastjerdi, Internet of Things: Principles and Paradigms, Morgam Kaufmann, 2016

WEBSITES:

1. <http://www.mindtools.com/pages/article/henri-fayol.htm>
2. http://faculty.mercer.edu/jackson_r/Ownership/chap02.pdf
3. <http://global.kyocera.com/inamori/management/twelve.htm>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition / Principle Answer any 10 out of 12 Questions	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	2	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE PAPER– XVIII

ADVERTISING MANAGEMENT AND SALES PROMOTION

SUBJECT CODE :	THEORY:	MARKS: 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90

(Common to B.Com. (MM) & BBA)

COURSE FRAMEWORK

Teaches the basics of advertising and sales promotion and how to analyze advertisements to determine their message, appeals, and other characteristics.

COURSE OUTCOME:

On completion of the course the students will be able

1. To identify the concepts of Advertising & copy development.
2. To demonstrate Mass Media & budget planning
3. To understand the concept of advertising agencies
4. To examine the role of advertising for an effective sales promotion
5. To Recognize advertisement effectiveness

UNIT I (15 Hours)

Advertising: Definition, objectives, need & importance, growth of modern advertising – types & classification of advertisement, advertising spiral – market segmentation, promotional mix and target audience.

UNIT II (20 Hours)

Media: Mass Media-Selection, planning and scheduling – web advertising – integrated programme and budget planning –percentage of sales method, objective to task method, competitive parity, market share method, unit sales method, affordable method.

UNIT III (20 Hours)

Message and copy development – different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement – Advertising agencies – Organization and operation.

UNIT IV (20 Hours)

Management of sales promotion: Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes.

UNIT V (15 Hours)

Control: Measurement of effectiveness – ethics, economics and social relevance.

PRESCRIBED TEXTS:

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communication approach, 2nd Edition, sage Publications, 2010.
3. Aaker, Myers &Batra: Advertising Management, Prentice Hall

REFERENCE BOOKS:

1. Wells, Moriarity & Burnett: Advertising Principles & Practices, Prentice Hall.
2. Jefkins, F., Advertising, 4th Edition, Pearson, 2002.
3. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practices, 7th Edition, Pearson, 2007.

WEBSITES:

1. <https://commercemates.com/importance-of-advertising-management/>
2. <https://www.managementstudyguide.com/objectives-importance-of-advertising.htm>
3. <https://www.easymanagementnotes.com/what-are-the-different-types-of-advertising-management/>

GUIDELINES TO THE QUESTION PAPER SETTERS
Question Paper Pattern

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	3	-	1	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

CORE PAPER – XIX
SERVICES MARKETING

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 4	TOTAL HOURS: 90

(Common to B.Com MM & BBA)

COURSE FRAMEWORK

Learn the core concepts of marketing services and their applications across industries and businesses from a customer as well as a managerial perspective.

COURSE OUTCOME:

On completion of the course the students will be able

1. To recognize the theoretical and practical basis for service.
2. To compile the basic concept of service quality
3. To develop the extended marketing mix for service marketing
4. To discover marketing issues associated with service productivity, perceived quality, customer satisfaction, communication gap, delivery gap and loyalty
5. To examine marketing of services like finance, health, education, hospitality, professional serviced and public utility services

UNIT-I

(20 Hours)

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service and designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT-II

(20 Hours)

Marketing Mix In Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT-III

(15 Hours)

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT-IV

(20 Hours)

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT-V

(15 Hours)

Marketing of Service with Special Reference To: 1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

PRESCRIBED TEXTS:

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Sinha.P.K and Sahoo.S.C., 1994,Services Marketing Text and Reading, Himalaya Publishers House,India.

REFERENCE BOOKS:

1. Natarajan Dr. L, Services Marketing, Margham Publications, Chennai.
2. Thakur .G.S. Sandhusupreet&DograBabzan , Services marketing , kalyani Publishers, Ludhianna.
3. Balaji Dr. B., Services Marketing and Management, S. Chand & Co , New Delhi.

WEBSITES:

1. <https://www.managementstudyguide.com/services-marketing.html>
2. <https://www.preservearticles.com/service-marketing/service-marketing/31252>
3. <https://blog.hubspot.com/marketing/marketing-objectives>

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Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ELECTIVE - II
HUMAN RESOURCE MANAGEMENT

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 5	TOTAL HOURS: 90

Common to B.Com (GEN), B.Com (AF), B.Com (MM), B.Com (ISM), BBA

COURSE FRAMEWORK

Enhances organizational performance by providing a unified focus and communicating performance expectations to employees

COURSE OUTCOME:

On completion of the course the students will be able

1. To recognize the concept, principles and practices of H.R.M.
2. To Understand HR Planning
3. To be facilitated with Recruitment and Selection Processes through Practice work.
4. To organize practice cases with applicability of training and development, personnel record reports and audit.
5. To acquire an in-depth understanding of how aligning HR strategically with business can be a competitive and sustainable advantage

UNIT- I

(16 Hours)

HRM Concepts and Functions, Role, Status and competencies of HR Manager - HR Policies
Emerging Challenges of Human Resource Management -Workforce diversity; Empowerment –
Differences between personnel management and HRM

UNIT-II

(20 Hours)

Human Resource Planning – Job Analysis – Job Description, Job Specification and Job Evaluation
– Recruitment and Selection – meaning - Process of Recruitment – Sources of Recruitment –Internal
Sources – External Sources - Meaning and Process of Selection – Selection Tests And Interviews -
Placement

UNIT-III

(18 Hours)

Induction – Mentoring – Concepts and Importance of Training and Development Needs- Training
and Development Methods - on the Job Training – off the Job Training – Evaluating Training
Effectiveness – Career Development.

UNIT-IV

(20 Hours)

Objectives and importance of Performance Appraisal - Methods and techniques of Performance
Appraisal – Potential Appraisal, Type of transfers and promotions – Problems in Performance
Appraisal – Essentials of Effective Appraisal System – Termination of Services.

UNIT-V

(16 Hours)

Compensation – Concept and Policies - Wage and Salary Administration – Methods of Wage
Payments and Incentive Plans - Fringe Benefits – Performance linked compensation – Monetary and
Non-Monetary benefits.

PRESCRIBED TEXTS:

1. Human Resource Management. Dr. T.K. Avvai Kothai, Charulatha Publications.
2. Aswathappa, K. (2013). Human resource management: Text and cases. Tata McGraw-Hill Education.
3. Gupta, C. B. (2011). Human Resource Management: New Delhi. Sultan Chand & sons Educational publishers.

REFERENCE BOOKS:

1. DeCenzo, D. A., Robbins, S. P., &Verhulst, S. L. (2016). Fundamentals of Human Resource Management, John Wiley & Sons.
2. Dessler, G., &Varrkey, B. (2005). Human Resource Management, 15e. Pearson Education India.
3. Durai, P. (2009). Human Resource Management (Publisher: Dorling Kindersley (India) Pvt. Limited:
4. Prasad, L. M. (2006). Human Resource Management (Sultan Chand & Sons.
5. Rao, P. S. (2009). Personnel and human resource management (pp. 236-345). Himalaya Publishing House.

WEBSITE:

1. <https://bohatala.com/impact-of-internal-and-external-environment-on-human-resource-management>
2. <https://studiousguy.com/human-resource-planning/>
3. <https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/>
4. <https://hrmpractice.com/employee-welfare/>
5. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-of-work-life-qwl.html>

GUIDELINES TO THE QUESTION PAPER SETTERS**Question Paper Pattern**

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A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
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C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

ELECTIVE –III
PROJECT WORK

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: VI	CREDITS: 5	TOTAL HOURS: 90

COURSE FRAMEWORK

Define and develop a possible research interest area to be taken forward in their business research projects.

COURSE OUTCOME:

On completion of the course the students will be able

1. To analyze real working environment of an organization
2. To attain training work that would be helpful in their prospective careers
3. To formulate sound technical knowledge about their project area
4. To identify a problem in the organization, collect data and would find a solution to it.
5. To acquire knowledge about the different fields in Marketing, Finance, and HRM.

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit during the viva-voce examination.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination.