

No. 6-38/2005(SUG)-HPU (Acad.) Vol-V  
Himachal Pradesh University  
"Academic Branch"

Dated: 15-06-2015

To

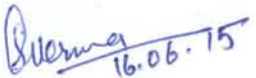
1. All the Principals of the affiliated/associated/ Govt. /Non-Govt. Colleges running UG classes.
2. The Dean, Faculty of Commerce & Mgt., HPU, Shimla-5.
3. The Chairperson, Dept. of Commerce, HPU, Shimla-5.
4. The Director, ICDEOL, HPU, Shimla-5.
5. The Controller of Examinations, HPU, Shimla-5.
6. The A.R Exam. (UG) HPU, Shimla-5.
7. The A.R Eval./Re.Eval/Conduct/Exams, HPU, Shimla-5.
8. The D.R Secrecy, HPU, Shimla-5.with 5 spare copies.
9. The S.O.Exam (UG)(I, II, III) HPU, Shimla-5
10. The Web Master, HPU, Shimla-5 with the request to upload this letter with enclosures on the website.

**Subject:** *Complimentary copy of syllabus of B.Com. (V<sup>th</sup> & VI<sup>th</sup> Semester) under CBCS/RUSA for the undergraduate Classes.*

Sir/Madam,

In continuation to this office notification No. 6-38/2005(SUG)-HPU (Acad.) Vol-III dated 31-07-2013 and 06-09-2014 please find enclosed herewith a copy of revised syllabus duly approved by the Standing Committee of Academic Council vide item No. 15 on the recommendation of the concerned Board of Study/Faculty (UG) for its implementation from the Academic Session 2015-16 in phased manner. You may also download the same from the university website [www.hpuniv.nic.in](http://www.hpuniv.nic.in).

Yours faithfully,

  
16.06.15

Assistant Registrar (Acad)  
HP University Shimla-5

Encls. As Above.

Endst. No. Even

CC:-

Dated: 15-06-2015

1. The Supdt. (Meeting), Academic, HPU, Shimla-5 with the request to report the matter in the ensuing meeting of Academic Council.

**Detailed Contents of B. Com V & VI Syllabi (Annexure-I)**  
**BCC 510: Fundamentals of Entrepreneurship Development**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week: 4**

**No. of credits: 4**

**Learning objective:**

The objective of this paper is to help students to acquire conceptual knowledge of Fundamentals of Entrepreneurship Development and to impart Skills for Entrepreneurship Development

Units	Syllabus	No. Of lectures
Unit -1	<p><b>Entrepreneur and Entrepreneurship:</b>            Definition, meaning and functions of an entrepreneur Need and importance of entrepreneurship, Problem of unemployment &amp; importance of wealth creation. Enterprise v/s Entrepreneurship, Self employment v/s entrepreneurs, Entrepreneurial career as an option</p>	15
Unit-2	<p><b>Business Opportunity Identification and Preliminary Project Report (PPR):</b>            Opportunity search : Divergent Thinking Mode : Meaning and Objectives –Tools and Techniques : Environmental Scanning for business opportunity identification Opportunity Selection : Convergent Thinking Mode : Tools and Techniques :Market Survey –Preparation of Questionnaire –Concept of Survey –Data collection –Analysis and Interpretation –Preliminary Project Report (PPR)  <b>Business Plan</b> :Meaning and Importance –Objectives –Selections Contents –Marketing and Technical Feasibility            –Financial Viability –Precautions to be taken by entrepreneur while preparing Business Plan, Project Appraisal –Break Even Analysis and Ratio Analysis : Debt Service Coverage Ratio –Gross Profit : Net Profit Ratio and Return on Investment (ROI)</p>	15

Unit- 3	<p><b>Entrepreneurship development</b></p> <p>Evolution of entrepreneurs - entrepreneurial promotion: Training and developing motivation: factors - mobility of entrepreneurs - entrepreneurial change - occupational mobility - factors in mobility - Role of consultancy organizations in promoting entrepreneurs - Forms of business for - entrepreneurs.</p>	14
Unit-4	<p><b>Financial Assistance for small Enterprise</b></p> <p><b>Non-Institutional :</b> own Fund –Family and Friends Institutional:</p> <p>(a) Bank Loans –Co-operative Banks-Nationalized Bank – Scheduled Banks. (b) Angel Funding (c) Venture Funding (d) Self-employment Schemes of Government.</p> <p>(e) Government Financial Institutions : Khadi and Village Industries Board (KVIB) –Micro, Small and Medium Enterprises (MSME) Rajeev Gandhi Udyami Mitra Yojana (RUGMY) –District Industries Centre (DIC) (f) Prime Minister Employment Generation Programme (PMEGP) (g) For urban –Seed Capital Scheme</p>	16

**Skill Development:**

- Seminar Presentation on the followings:
- Government Financial Institutions : Khadi and Village Industries
- Entrepreneurial career as an option
- Self-employment Schemes of Government.
- Government Financial Institutions
- Charts formulation.

**Books Recommended:**

1. Desai Vasant :Management of Small Scale Industries Himalaya Publishing House.
2. Taneja Satish and Gupta S.L. : Entrepreneurship Development –New Venture Creations – Galgotia Publishing Company, New Delhi
3. Chandra P : Project Preparation, Appraisal and Implementation Tata McGraw Hill New Delhi.

4. Jain P.C. (ed) : Handbook for New Entrepreneurs Entrepreneurship Development Institute of India.
5. Gupta C.B. & Srinivas : Entrepreneurial Development, Sultan D, Chand & sons, New Delhi.
6. Pramod Choudhari –As Is What It Is.
7. Prof. Rajeev Roy : ‘Entrepreneurship Oxford University Press’
8. Edward D.Bono : ‘Opportunities’
9. The New Business Road tests : John

**The question paper for ESE will have the following pattern:**

### **PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

### **PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCC 0511 -COMPUTER APPLICATION IN BUSINESS****Max Marks: 50(ESE)****Total Contact Hours- 60****No of Instructional hours per week: 4****No. of credits: 4****Learning objective:**

The objective of this paper is to help students to acquire conceptual knowledge of computer application in business and to impart Skills for recording various kinds of Computer Applications in Business

Units	Syllabus	No. Of lectures
Unit -1	<b>COMPUTER FUNDAMENTALS:</b> History of Computers, Classification of Computers, Simple Model of a Computer, Input/output Devices, Memory Devices, Software & Hardware, Representation of numbers within the Computer, Computer Languages: Machine Language, Assembly Language, High Level Languages; Programme Translators, Compiler, Assembler, Interpreter; Data Storage; Fields, Records, Files and File Organizations; Concept of Operating System and their types.	15
Unit-2	<b>MODES OF DATA PROCESSING AND SOFTWARE DEVELOPMENT PROCESS</b> Computer software system, software development cycle, file design & report design, data files types and organization, master and transaction files, relevance of Data Base Management Systems and Integration of Applications, Data hierarchy, and data file Structure, Role of DBA.	15
Unit- 3	<b>LOGIC DEVELOPMENT</b> Basic and comple4x flow charts, Types of decision tables, Number of problems based on Flow Charts and decision tables.	14
Unit-4	<b>COMPUTER NETWORKS AND INTERNET</b> Goals and Objectives of Computer Networks, Topologies,	16

	<p>applications, ISO-OSI Protocol, TCP/IP: Protocol; Local Area Network, Metropolitan Area Network Wide Area Network; Internet, Surfing in Net and Using E-Mail, search engines and protocols; FTP, TCP/IP, HTTP, Telnet, Lynx.</p> <p><b>P.C. SOFTWARE (Latest Versions)</b></p> <p>I. Operating systems: DOS and Windows</p> <p>II. M. S. Office; Word, Excel, Power Point, Access and Tally.</p>	
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**Skill Development:**

**Seminar Presentation on the followings:**

- History of Computers
- Hardware, Representation of numbers within the Computer
- Computer software system
- Goals and Objectives of Computer Networks

**Quiz Competition**

**BOOKS RECOMMENDED**

1. R. K. Taxali-PC Software Made SimpleTata McGraw Hill Publishing Co. Ltd.
2. Donald H.-Sanclers Computers Today, McGraw Hill
3. Alexis Leon & Mathews Leon-Internet in a Nutshell
4. Burch, John and Grudnitski Gary-Information Systems: Theory and Practice 5thEdition, New York, John Wiley, 1989
- 5.Mastering MS Office 2000, BPB Publications, New Delhi.
6. Fundamentals of Electronic Data Processing RCC, Booklet.

**The question paper for ESE will have the following pattern:**

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCC 0512 DIRECT TAX LAWS****Max Marks: 50(ESE)****Total Contact Hours- 60****No of Instructional hours per week:4****No. of credits: 4****Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of direct tax laws and to impart Skills for recording various kinds of laws in corporate entities.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<b>Income Tax Act-1961. (Meaning ,Concepts and Definitions)</b> Person, Assesses, Assessment year, Pervious year, Agriculture Income, Residential Status of an Assesses,	14
Unit-II	<b>Computation of Taxable Income under the different heads of Income.</b> <b>Income from Salary-</b> Salient features, definition of salary head, , definition of salary , Allowances and provident funds, computation of salary income, annual accretion, transferred balance and tax Liability-Perquisites and their types, Valuation, profit in lieu of salary- Deductions under section 80c,	16
Unit-III	<b>Income from House Property-</b> Definition of House Property and explanation of the term used, exempted incomes from house property, Basis of Chargeability-Annual Value, determination of Self occupied and let out House property- Deductions allowed <b>Profits and Gains of Business and professions -</b> Definitions of the head of Business , professions computation of income under this head, Expenses expressly allowed and disallowed	16
Unit-IV	d) <b>Capital Gains-</b> Meaning of capital assets , transfer of capital assets ,Chargeability-definitions-Cost of Improvement, Short term and long term capital gains-computation of capital gains, exempted capital gains deductions	14



	e) <b>Income from other sources-</b> Chargeability-general incomes u/s 56(i), specific incomes u/s 56(2), Expenses expressly allowed and expenses Expressly disallowed u/s 58.	
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**Skill Development:****Seminar Presentation on the followings:**

- Income Tax Act-1961
- Computation of Taxable Income under the different heads of Income
- Income from other sources

**Charts formulation.****Books Recommended:**

1. Indian Income Tax Act. Vinod Singhanian
2. Students guide to Income Tax. Dr.Vinod Singhanian
3. Income Tal. Ahuja and Gupta, Bharat Prakashan.
4. Income Tax. Manoharam.
5. Indian Income Tax Act.H.C.Malhotra
6. Income Tax Act. R.N.Lakhotia
7. Practical Approach to Income Tax-Girish Ahuja and Ravi Gupta.

**The question paper for ESE will have the following pattern:****PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCC 0613 Management Control Techniques**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of management control techniques and to impart Skills for Management Control Techniques.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<b>Introduction</b> Meaning of Management Accounting Need, Features of Management Accounting, Importance, Objectives, Scope, Functions, Tools and Techniques, Advantages, Limitations, Distinction between Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting	14
Unit-II	<b>Budget and Budgetary Control</b> Meaning, Definition, Nature, Objective of Budgetary Control, Limitations and Steps in Budgetary Control; Types/ classification of	17

	Budgets, preparation of budgets: Fixed & Flexible and Cash budget only	
Unit-III	<p><b>Analysis and Interpretation of Financial Statement:</b></p> <p><b>I Methods of Analysis</b></p> <p><b>Ratio Analysis</b></p> <p>Meaning of Ratio , uses and significance of ratio analysis , limitations of ratio analysis ,</p> <p>Interpretation of Ratios, Types of Ratio:- short term solvency, long-term solvency and profitability ratios</p> <p><b>ii. Cash Flow Statement :</b></p> <p>Meaning of cash flow statements, procedure for preparing cash flow statement in accordance to AS3.</p>	15
Unit-IV	<p><b>Marginal Costing:</b> Meaning and Definition of Marginal cost and Marginal Costing, Contribution, Profit Volume Ratio, Break Even Analysis, Advantages of Marginal Costing, Limitation, Problems</p>	14

### **Skill Development:**

#### **Seminar Presentation on the followings:**

- Management Accounting Need
- Distinction between Financial Accounting and Management Accounting
- Objective of Budgetary Control
- Uses and significance of ratio analysis
- Procedure for preparing cash flow statement in accordance to AS3
- Advantages of Marginal Costing

#### **Practical Exercises.**

#### **Charts showing formulae.**

#### **Books Recommended :**

1. R. N. Anthony, G. A. Walsh:: Management Accounting
2. M. Y. Khan,. K. P. Jain:: Management Accounting I. M. Pandey::Management Accounting (Vikas)

3. J. Betty: Management Accounting
4. Sr. K. Paul: Management Accounting
5. Dr. Jawaharlal:: Management Accounting
6. Man Mohan Goyal: Management Accounting
7. S. N. Maheshwari:: Principles of Management Accounting
8. R. K. Sharma and Shashi K. Gupta: Management Accounting
9. Richard M. Lynch and Robert Williamson: Accounting for Management Planning and Control

**The question paper for ESE will have the following pattern:**

#### **PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

#### **PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCC 0614 BUSINESS ENVIRONMENT**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of business environment and to impart Skills for knowing various kinds of business situations in practice.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis.	16
Unit-II	Economic Environment: Nature of Economic Environment, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2000.	17
Unit-III	Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit.  Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment, The Constitutional Environment, Rationale and Extent of State Intervention.	14
Unit-	International Business Environment; IMF, IBRD, WTO, ASEAN, MNCs,	13

IV	Foreign Collaboration	
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**Skill Development:****Seminar Presentation on the followings:**

- Environmental Analysis and Strategic Management
- Managing Diversity
- Monetary and Fiscal Policies
- Preparation of Charts.
- Social Responsibilities of Business
- Social Audit
- International Business Environment

**Books Recommended:**

1. Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.
2. Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
3. Bedi, Suresh, ((2004)), Business Environment Excel Book.
4. Ian Worthington, Chris Britton, (2009), Business Environment, Pearson Education.
6. Business Ethics - O.C. Ferrell, John Paul Fraedrich, Linda Ferrell.
7. Business Ethics - Gautam Pherwani
8. Business Ethics - Ritu Pamraj.
9. Business Ethics - Prof. Agalgatti

The question paper for ESE will have the following pattern:

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCAC 0515 E-COMMERCE**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of E-Commerce and to impart Skills for applying E Commerce to the Practice.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	Introduction to E-commerce; meaning of electronic commerce, business application of E- commerce, comparison with traditional commerce. Business models in E-commerce-e-shops , e- procurements, e-auction value change integrators information brokerage , telecommunication , collaboration platform etc., electronic pavements system;	16
Unit-II	E-banking- concepts, operations. Online fund transfer- RTGS, ATM ,etc., Online share markets operations .Online marketing, Web based advertisements – concepts, advantages type of online advertisements:	17
Unit-III	Search engine – as an advertising media, search engine optimisation, concepts and techniques, e mail marketing, social networking and marketing- promotion, opinion.	14
Unit-IV	Internet Marketing The PROS and CONS of online shopping ,The cons of online shopping , Justify an Internet business , Internet marketing techniques ,The E-cycle of Internet marketing ,Personalisation e-commerce – Governance of India , Indian customer EDI System	13

**Skill Development:**

**Seminar Presentation on the followings:**

E-banking

Search engine

E-commerce



Internet Marketing

The PROS and CONS of online shopping

Indian customer EDI System

**The question paper for ESE will have the following pattern:**

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 type short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCAC-0516: ACCOUNTING FOR SPECIALIZED INSTITUTIONS**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60****No of Instructional hours per week:4****No. of credits: 4****Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart Skills for recording various kind of business.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<b>Introduction</b> : accounts for specialised institutions, terms used in accountings , need for accountings, methods and limitations of accounting of specialised institution Accounts of partnership firms , admission & retirements	12
Unit-II	<b>Accounts of insurance companies:</b> Definition of insurance, types and preparation of final accounts of insurance companies Insurance Regulatory And Developments Authority(IRDA)	15
Unit-III	<b>Accounts of banking company</b> Accounting systems books required , accounting policies , final accounts of banking company RBI guidelines for Balance Sheet	16
Unit-IV	<b>Accounts of holding company</b> Meaning and Definition of Holding and Subsidiary companies , wholly owned and partly owned subsidiary companies Rationales for Holdings company, consolidated Balance Sheet of Holding and Subsidiary companies	17

**Skill Development:**

- Charts showing accounting of specialised institutions.

- Simulation in the form of role playing to perform the process of recording and preparation of accounts of Insurance & Banking companies.
- Group discussion on Rationales for Holdings company
- **Books Recommended:**
  1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
  2. Financial accounting: By Jane Reimers (Pearson Education)
  3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
  4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
  5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)
  6. Maheshwari, S.N. and Maheshwari, S. K., (2009) An Introduction to Accountancy, Eighth Edition, Vikas Publishing House.

**The question paper for ESE will have the following pattern:**

#### **PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

#### **PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCAC 0618 MERCHANT BANKING AND FINANCIAL SERVICES**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of Merchant Banking and Financial Services and to impart Skills for knowing various Merchant Banking financial Activities.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<b>Merchant Banking:</b> Nature and scope of Merchant Banking - Regulation of Merchant Banking Activity - overview of current Indian Merchant Banking scene - structure of Merchant Banking Industry - Primary Markets in India and Abroad	<b>12</b>
Unit-II	<b>Financial Services:</b> Meaning and Definition, Role of Financial Services in a financial system. <b>Leasing:</b> Meaning and features. Introduction to equipment leasing: Types of Leases, Evolution of Indian Leasing Industry.	<b>12</b>
Unit-III	<b>Factoring:</b> Concept, Nature and Scope of Factoring - Forms of Factoring - Factoring vis-à-vis Bills Discounting - Factoring vis-à-vis credit Insurance Factoring vis-à-vis Forfeiting-Evaluation of a Factor - Evaluation of Factoring - Factoring in India current Developments	<b>12</b>
Unit-	<b>Securitization / Mortgages:</b>	<b>12</b>

IV	Meaning, nature and scope of securitization, securitization as a Funding Mechanism, securitization of Residential Real Estate - whole Loans - Mortgages -Graduated-payment	
Unit-V	<b>Security Brokerage:</b> Meaning of Brokerage, types of brokers. Difference between broker and jobber. SEBI Regulations relating to brokerage business in India	<b>12</b>

### **Skill Development:**

Prepare a seminar on the followings:

- Regulation of Merchant Banking Activity
- primary Markets in India and Abroad
- Factoring in India current Developments
- SEBI Regulations relating to brokerage business in India

### **Reference reading:**

1. E. Gordon and K. Natarajan, Emerging Scenario of Financial Services, Himalaya Publishing House, Mumbai.
2. .M. Y. Khan, Financial Services, Tata McGraw Hill.
3. Machiraju, Indian Financial System – Vikas Publishing House.
4. V.A. Avadhani, Treasury Management in India, Himalaya Publishing House, Delhi.
5. D. C. Gardner, Treasury Management, Macmillan India Ltd., New Delhi.
6. H. R. Machiraju, Merchant Banking: Principles and Practice, New Age International (P)
7. E. Gordon and K. Natarajan, Emerging Scenario of Financial Services, Himalaya Publishing House, Mumbai.
8. M. Y. Khan, Financial Services, Tata McGraw Hill.
9. Machiraju, Indian Financial System – Vikas Publishing House.
10. V.A. Avadhani, Treasury Management in India, Himalaya Publishing House, Delhi.
11. D. C. Gardner, Treasury Management, Macmillan India Ltd., New Delhi.

**The question paper for ESE will have the following pattern:**

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCAC 0620 EVENT MANAGEMENT**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4****Learning Objectives:**

The objective is to provide students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.

<b>UNIT</b>	<b>TOPIC</b>	<b>DETAILS</b>	<b>No. of Hours</b>
I	<b>INTRODUCTION TO EVENT MANAGEMENT</b>	Event- Meaning- Why Event Management- Analysis of Event, Scope of Event, Decision Makers- Event Manager Technical Staff- Establishing of Policies & Procedure- Developing Record Keeping Systems.	14
II	<b>EVENT MANAGEMENT PROCEDURE</b>	Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Phonographic Performance License, Utilities- Fire Bridge Ambulance Catering, Electricity, Water Taxes Applicable.	14
III	<b>PUBLIC RELATIONS &amp; CONDUCT OF AN EVENT.</b>	Introductions to Public Relations- Concept- Nature- Importance- Limitations- Writings for Public Relations. Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event- Checklist, Computer aided Event Management– Roles & Responsibilities of Event Managers for Different Events.	16
IV	<b>CORPORATE EVENTS</b>	Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events and Reporting.	16

\*(Contact Hours will include Class Room Teaching, Seminars, and Class Test etc.)

**Suggested Readings:**

1 Mark Sonderm , Event Entertainment and Production -CSEP , Wiley & Sons, Inc.

2. Savita Mohan, Event Management & Public Relations, Enkay Publishing House.
3. Swarup K. Goyal, Event Management & Public Relations, Adhyayan Publisher, 2009.
4. Anne Stephen, Event Management, HPH.
5. Doug Matthews, Special Event Production.
6. Shannon Kilkenny , The Complete Guide to successful Event Planning.
7. Lynn Van der Wagen, Human Resource Management for Events.
8. Nick Hayed, Successful Team Management (Paperback).

### **Skill Development**

1. Preparation of Event Plan for Wedding, Annual general body Meeting of an MNC.
2. Preparing Budget for conduct of National level intercollegiate sports events.
3. Preparation of Event Plan for College day Celebrations.
4. Preparation of Budget for Conducting inter collegiate Commerce Fest.

**The question paper for ESE will have the following pattern:**

#### **Part A**

Compulsory of 18 marks consisting of 10 objective questions (in MCQ/True or False/Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of syllabus.

#### **Part B (Unit- I)**

One question out of two each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **Part C (Unit-II)**

One question out of two each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **Part D (Unit-III)**

One question out of two each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **Part E (Unit-IV)**

One question out of two each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E)**

**(18+8+8+8+8+8) = 50**

**Marks.**



**BCAC 0621 MONEY AND BANKING****Max Marks: 50(ESE)****Total Contact Hours- 60****No of Instructional hours per week:4****No. of credits: 4****Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of Money and Banking to impart Skills for dealing with corporate entities.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	Money Evaluation and function of money- Significance of Money Quantity theory of Money- Demand for and Supply of Money.	12
Unit-II	Commercial Banking function and kinds- Balance sheet of Commercial bank –Investment policy- Role of Commercial banks in Economic Development- Branch Banking and unit banking –deposit banking Vs mixed banking	16
Unit-III	Functions of central bank-credit control Quantitative controls- Qualitative controls –selective controls-RBI in economic development Money market structure- Organized and unorganized money market- Development of money market-	17
Unit-IV	Indian money market-London and Newyork money market-Capital market in India Inflation: Meaning and kinds of inflation- Consequences of inflation – control of inflation- Deflation- inflation in an underdeveloped economy.	15

**Skill Development:**

Charts preparation.

Assignments

Seminar Presentations.

Quiz Competition

**References:**

1. K.P.M. Sundaram, Money Banking and International Trade, S.Chand, New Delhi.
2. M.L Jhingan, Money Banking and International Trade, S.Chand, New Delhi.
3. S.Sankaran, Money & International Trade, Margam Publications.

**The question paper for ESE will have the following pattern:**

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCAC 0622 INDIAN EITHOS AND VALUES****Max Marks: 50(ESE)****Total Contact Hours- 60****No of Instructional hours per week:4****No. of credits: 4****Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of Indian Ethos and Values.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	Concept of Values; Types of Values; Human Values in Management; Relevance of Values in Modern Management; Values for Managers.	12
Unit-II	Indian Insights into Work Ethos; Indian Culture and Spirituality –Lessons from the Bhagavad-Gita and from the philosophy of Buddhism for the value and ethics.	16
Unit-III	Techniques for improving inner capacity –Meditation, Yoga, Silent Sitting and Spirituality and work to cope with work stress	17
Unit-IV	Dominant Indian Values and Organizational Effectiveness; Need for Values in Global Change –Indian Perspective: Teaching Ethics in Management Schools.	15

**Skill Development:****Prepare a seminar on the followings:**

- Values in Modern Management
- Indian Insights into work Ethos
- Techniques for improving inner capacity
- Global Change –Indian Perspective

**SUGGESTED READINGS**

- 1.Chakraborty, S. K. Foundations of Managerial Work –Contributions from Indian Thought, Himalayan Publishing House, New Delhi, 1998.
- 2.Chakraborty, S. K. Managerial Effectiveness and Quality of Work Life –Indian Insights, Tata Mc Graw Hill Publishing Company, New Delhi, 1987.
- 3.Chakraborty, S. K. Management by Values –Towards Cultural Congruence, Oxford University Press, New Delhi, 1992.
- 4.Ananta K. Giri values, Ethics and Business; Rawat Publications, Jaipur, 1998.
- 5.Education in Values –A Source Book; NCERT, New Delhi, 1992.

**The question paper for ESE will have the following pattern:****PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCE0509 TAX ADMINISTRATION AND PRACTICES Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning Objectives:**

1. To develop understanding regarding Indian Tax System.
2. To acquaint the students with the procedure and practice of direct and indirect laws.

<b>UNIT</b>	<b>TOPIC</b>	<b>DETAILS</b>	<b>No. of Hours</b>
I	<b>Introduction.</b>	Sources of government revenue – meaning of tax – objective of taxes, classification of taxes, Tax Laws applicable to business. Tax Administration, features of good taxation system, Problems of Tax Administration.	<b>15</b>
II	<b>Income Tax Authorities.</b>	Central government, central board of direct taxes, director-general, director, chief commissioner, commissioner, assessing officer-their powers and functions. Appeals &	<b>15</b>

		Revision, Penalty & Prosecution, Refund, Interest payable by the assesses.	
III	<b>Deductions</b>	Carry forward and set off losses, Deduction from under section 80c to 80 u.	<b>15</b>
IV	<b>Assessment of Individuals</b>	Assessment of Individual including numerical problems, Advance Payment of Tax, Deduction of Tax at Source.	<b>15</b>

\*(Contact Hours will include Class Room Teaching, Seminars, and Class Test etc.)

**Skill Development:**

**Prepare a seminar on the followings:**

Income Tax Authorities

Tax Administration

Tax Management & Central Sales Tax Act.

Problems of Tax Administration

**Suggested Readings:**

1. Tax Administration, Indian Institute, New Delhi.
2. Singhania, V.K., Direct Tax Laws & Practice, Taxmann Publishers.
3. Datey V.S., Indirect Taxes Laws & Practice, Taxmann Publishers.
4. Mehrotra & Aggarwal, Indirect Taxes, Sahitya Bhawan, Agra.

**Skill Development**

1. Draw chart of different types of taxes.
2. Draw an organization chart of Income Tax Authorities.
3. Fill up Form 16 and Income Tax Return.
4. The question paper for ESE will have the following pattern:

**The question paper for ESE will have the following pattern:**

**Part A**

Compulsory of 18 marks consisting of 10 objective questions (in MCQ/True or False/Fill in the blanks or such type) and 4 short answer questions of 2 marks each covering whole of syllabus.

**Part B (Unit- I)**

One question out of two each of 8 marks.Each of these questions may contain sub parts and will be long type.

**Part C (Unit-II)**

One question out of two each of 8 marks.Each of these questions may contain sub parts and will be long type.

**Part D (Unit-III)**

One question out of two each of 8 marks.Each of these questions may contain sub parts and will be long type.

**Part E (Unit-IV)**

One question out of two each of 8 marks.Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E)**

**(18+8+8+8+8+8) = 50**

**BCSF 0510 FINANCIAL MANAGEMENT**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of financial management and to impart Skills for FINANCIAL MANAGEMENT

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<b>INTRODUCTION</b> Finance - Definition - Nature and scope of finance function. Financial	15

	Management - Meaning - Scope and Objectives Organizational framework of financial management- Relationship of finance Department with other departments- Role of Finance Manager <b>FINANCIAL PLANNING</b> Meaning - concept - objectives - types - steps - significance - basic considerations - limitations.	
Unit-II	<b>CAPITALISATION AND CAPITAL STRUCTURE</b> Meaning - criteria for determining capital structure. Factors influencing capital structure. Capital Structure Theory, Over capitalization and under capitalization, cost of capital	13
Unit-III	<b>Working capital management</b> ; Meaning, factors affecting working capital, operating cycle, Inventory Management, Receivables Management and Cash Management.	16
Unit-IV	<b>Capital budgeting</b> ; meaning, objectives, importance, limitations, Methods for capital budgeting .	16

**Skill Development:****Prepare a seminar on the followings:**

- Financial Management
- Working capital management
- Capital budgeting

**Practical Exercises.****Charts showing formulae.****Books Recommended:**

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
2. S.C. Kuchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. R.M. Shrivastava - Pragati Prakashan, Meerut.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill



Publishing co. Ltd., New Delhi.

**The question paper for ESE will have the following pattern:**

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSF-0611 INDIAN FINANCIAL SYSTEM****Max Marks: 50(ESE)****Total Contact Hours- 60****No of Instructional hours per week:4****No. of credits: 4****Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of Indian Financial System.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	Financial System, structure of Financial System, Instruments of Financial System. Insurance, Kinds of Insurance, Schemes and procedure under Insurance. Banking and functions of Banking. Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services.	15
Unit-II	Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues, underwriting: functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers.	14
Unit-III	Role of Financial Institutions, Development banks and other banking institutions. An overview of role of SEBI	16
Unit-IV	Leasing and hire purchase, concepts and features, types of lease accounts Factoring & Forfeiting, Mutual funds - Structure of Mutual Funds- Types of Mutual Funds– Advantages of mutual funds – Exchange of Traded Funds, Credit rating. Stock broking, Consumer finance, Credit Cards.	15

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### **Skill Development:**

#### **Prepare a seminar on the followings:**

- Instruments of Financial System
- Role of Financial Institutions
- Leasing and hire purchase
- An overview of role of SEBI

### **Charts preparation.**

#### **Assignments and presentations.**

#### **Books Recommended:**

1. Financial Services—M.Y.Khan – Tata Mc Graw Hill
2. Merchant Banking Principles and Practice : H.R,Machiraju – New Age International
3. Financial Services – Gorden & Nataraju – HPH
4. Merchant banking and financial services – N. Mohan – Excel books
5. Indian Financial System – Pathak - Pearson Education
6. Corporate Finance- Principles and Problems- P V Kulkarni.
7. Changing Role of Development Banks in India – Devinder sharma , Sanjiv Verma – Konal Publishers New Delhi.
8. Karampal, B.S.Bodla,and Mahesh Garg, ‘Insurance Management-Principles and Practice’, Deep & Deep Publication,2006.
9. M.N.Mishra, ‘Insurance-Principles and practice,’ S. Chand and co. Ltd., 2003
10. Nalini Prave Tripathy, Prabir Pal, ‘Insurance theory and practice’ TMH 2007.
11. Neelam C. Gulati, ‘Principles of Insurance Management’, Excel Books, 2007

The question paper for ESE will have the following pattern:

### **PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSF 0612 FUNDAMENTALS OF INVESTMENT**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of fundamental of investment and to impart Skills for recording various kind of business transaction in case of non corporate entities.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	Investment: meaning, nature and process; Investment alternatives, concept and Measurement of Investment risk and return, Identification of Investment Opportunity; Stock Exchange; Functions, trading system, Regulation and listing of securities.	14
Unit-II	Fundamental analysis; company analysis; industry analysis and economic analysis and technical analysis	16
Unit-III	Valuation of Securities: equity, bonds and convertible securities.	16
Unit-IV	Market Efficiency: Weak form, semi-strong form and strong form. Diversification: meaning, gains from diversifications, Capital Assets Pricing Model (CAPM); meaning , assumptions and importance	14

**Skill Development:**

**Prepare a seminar on the followings:**

- Investment
- Fundamental analysis
- Valuation of Securities
- Capital Assets Pricing Model (CAPM)

**Presentation.**

**Charts formulation.**

**Suggested Readings:**

1. Fischer, Donald E. and Jordon, Ronald J., Security analysis and Portfolio Management, Prentice Hall, New Delhi.

2. Fuller, Russell J. and Farrell, James L., Modern Investments and Security analysis. McGraw Hill, International Edition (finance Services) New York.
3. Sharpe, William F., Alexander, Gordon J. and Baily, Jafery V.S., Investments, Prentice Hall of India, New Delhi.
4. Bhalla, V.K. security analysis and Portfolio management, Sultan Chand, New Delhi

**The question paper for ESE will have the following pattern:**

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSM 0510 MARKETING MANAGEMENT**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge marketing management.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<p><b>Introduction</b></p> <p>Marketing – Definition, Concepts Significance &amp; functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role &amp; functions of Marketing Manager.</p> <p><b>Types of Marketing</b></p> <p>Tele Marketing, E-Marketing-Service Marketing, Rural Marketing feature &amp; importance suggestion for improvement of Rural Marketing, Marketing Planning &amp; strategies.</p>	14

Unit-II	<p><b>Market Segmentation</b></p> <p>Meaning, Definition, Different ways to Segmentation, Essentials of effective Market Segmentation, Distinction between differential Marketing &amp; Concentrated Marketing. Consumer behaviours – process, models, consumerisms.</p>	16
Unit-III	<p><b>Marketing Mix-1</b></p> <p><b>Product planning</b></p> <p>Meaning – Scope, Utility – Product mix, Product concept, and Product life Cycle – Product Simplifications – Diversification,</p> <p><b>Pricing:</b> Elements of Price mix – factors, Methods, strategies, Importance.</p>	15
Unit-IV	<p><b>Marketing Mix-II</b></p> <p><b>Channels of Distribution</b></p> <p>Factors influencing channels of distribution, logistics mode of distribution,</p> <p><b>Promotion</b></p> <p>Elements of Promotion Mix – Sales Promotion System. Recent Trends in Sales Promotion. Advertising – Role of Advertising, Advertising Media, personal selling.</p>	15

**Skill Development:**

Presentations and group behaviour exercises to develop communication and behaviour for dealing market places and customers.

Practical exercises for learning market segmentation.

**Seminar Presentation.**

**Group Discussions**

**Books Recommended:**

1. Marketing Management By Philip Kotler
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk



## 6. Principles and practice of Marketing By John Frain

**The question paper for ESE will have the following pattern:**

### **PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

### **PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSM-0611 SALES AND DISTRIBUTION MANAGEMENT****Max Marks: 50(ESE)****Total Contact Hours- 60****No of Instructional hours per week:4****No. of credits: 4****Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of sales and distribution management and to impart Skills for Selling and Distribution.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
UNIT-1	Introduction to Sales Management, Nature, role and importance, Sales force structure and Size management process. Different techniques of handling customer objections and closing the sales Follow up.	15
UNIT-2	Sales Organization: Formal, Informal, horizontal, vertical, centralized, decentralized, geographic, customer, product, combination, organizations. Sales Territory: Size allocation and designing sales territory. Forecasting market demand; Importance, forecasting process. Planning and recruitment of sales force;	14
UNIT-3	Distributions channel: Importance, types, channel strategy Market Logistic: objective, planning customer oriented inventory management decision, transportation decision. Retail and Whole selling: Retail types, developing and implementing	16
UNIT-4	Designing customer oriented channel, understanding the customer requirement,	15

	comparing the channel design. Managing the behaviour of channel member, channel relationship, control, power positioning and conflict, influence strategy.	
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### **Skill Development:**

#### **Present a seminar on the followings:**

- Different techniques of handling customer objections and closing the sales
- Sales Organization
- Distributions channel.

#### **Charts preparation**

#### **Presentations by using different media of communication.**

#### **Simulation and role playing for developing behaviour.**

### **SUGGESTED READING:**

1. Sales and Distribution Management – Tapan Panda and Sachdev; Oxford Publications.
2. Marketing Management – analysis, planning and control; Philip Kotler; Prentice hall of India Ltd.
3. Sales Management: E. M. Johnson, D. L. Kurtz, E. E. Scharuing; Mc Graw Hill.

#### **The question paper for ESE will have the following pattern:**

#### **PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

#### **PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

#### **PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSM 0612 RURAL MARKETING**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**OBJECTIVE:** - The objective of the course is to expose the students to the rural market environment and the emerging challenges in the globalization of the economies

<b>UNITS</b>	<b>SYLLABUS</b>	<b>NO. OF LECTURES</b>
UNIT – I	Nature, characteristics and the potential of rural markets in India. Socio-cultural, economic & other environmental factors affecting rural marketing. Attitudes and behaviour of the rural consumers	15

	and farmers.	
UNIT – II	Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, media planning, planning of distribution channels and organizing personal selling in rural markets in India. Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors.	15
UNIT – III	Organization and functions of agricultural marketing in India. Classification of agricultural products with particular reference to seasonality and perish ability. Marketing structure and performance. Processing facilities for different agriculture products.	15
UNIT -IV	Role of warehousing. Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organizations in agricultural marketing	15

Skill Development:

**Present a seminar on the followings:**

- Attitudes and behaviour of the rural consumers and farmers
- Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors.
- Institutions and organizations in agricultural marketing .
- Processing facilities for different agricultural products

**Quiz Competition**

Suggested Readings: -

1. Morleg J.E. Agricultural Products and their marketing.
2. Kohles, Richerd L. : Marketing of Agricultural Products.
3. Boyle J.E. Marketing of Agricultural Produce.
4. Taylor H.C. : Agricultural Economics,
5. Kulkarni K.R. Agricultural Marketing in India.
6. MuKherjee, B.B. : Marketing of Agricultural Produce in India.

**The question paper for ESE will have the following pattern:**

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSHR 0510 HUMAN RESOURCE MANAGEMENT****Max Marks: 50(ESE)****Total Contact Hours- 60****No of Instructional hours per week:4****No. of credits: 4****Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of human resource management and to impart Skills.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<b>Introduction to H. R. M.:</b> Definition, Characteristics, objectives, importance, scope, function of H. R. M, approaches to personnel managements, role and status of personnel managements and organisation of human resource management. Human resource planning concepts objective importance, process and limitations of human resources planning.	14
Unit-II	<b>Recruitments Selection and Training</b> Recruitments: Meaning, sources and methods of recruitment, Selection – Meaning and importance and steps in selection procedure. Training and development- concept of training, types, importance, method of training, evaluation of training effectiveness. Executive developments concept, process, methods of developing manager.	15
Unit-III	<b>Performance and Compensation Management</b> Performance appraisal: Concept, importance, limitations methods and essentials of effective performance appraisal. Compensation- concepts, age and salary administration, objectives, principles and factors affecting wages, methods of wage payment and process of wage determination. Incentive plan and its types and fringe benefits.	15
Unit-IV	<b>Discipline and Maintenance of the Employee</b> Discipline: Meaning and importance, principles, procedures, code of discipline, essentials of good disciplinary system, statutory provisions concerning discipline and Red Hot-Stove Rule Discipline action dismissal and retrenchment. Maintenance- health and safety, Employee welfare, social security and social security.	16

**Skill Development:**

- Preparation of charts
- Simulation in the form of role playing and gaming for effective training and development.
- Exercises on performance evaluation.

**Books Recommended :**

- 1) A. M. Sharma - Personnel and Human Resource Management.
- 2) S. K. Bhatia and Nirmal Sing - Personnel Management and Human Resource Management.
- 3) V. P. Michael - Human Resource Management & Human Relations
- 4) P. C. Pardeshi - Human Resource Management.
- 5) C. B. Mamoria - Personnel Management
- 6) S. R. Nair - Organisational Behaviour
- 7) K. Ashwathappa - Organisational Behaviour
- 8) Anjali Ghanekar - Organisational Behaviour

The question paper for ESE will have the following pattern:

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.



**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSHR 0611 INDUSTRIAL RELATIONS**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of Industrial Relation and to impart Skills for maintaining Better Industrial Relations.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<b>INDUSTRIAL RELATIONS:-</b> Meaning and significance of industrial relations, introduction, the concepts of industrial relations , factors determining the industrial relations, essential of I.R., growth of industrial relations, I.R. and human relation approaches to human relations.	14
Unit-II	<b>TRADE UNIONISM</b> Definition of trade union, labour movements and the trade unions, need for trade unions, rise and growth of trade unionism . Objective trade and economic development, trade unions and wages, essential of strong and	15

	successful trade unions. Defects in trade union movement in India measure to strengthening the trade unionism in India.	
Unit-III	<p><b>INDUSTRIAL DISPUTES, PREVENTION AND SETTLEMENTS</b></p> <p>Meaning of industrial disputes, causes of industrial disputes, impact of industrial, disputes on production and economic developments of the country . Forms of industrial disputes, strikes, Gherao, lockouts and other forms. Methods for prevention of industrial disputes. Prevention and settlements of industrial disputes' in India</p>	15
Unit-IV	<p><b>COLLECTIVE BARGAINING AND WORKERS PARTICIPATION</b></p> <p>Introduction: - function of Collective Bargaining, conditions for the success of collective Bargaining managements. Approaches to collective bargaining, collective agreements in India. Trade unions approach to collective bargaining. Objective of workers participation, method of work participation. Essential of work workers participation in management.</p>	16

**Skill Development:**

**Present a seminar on the followings:**

- Industrial Relations
- Trade Unionism
- Industrial Disputes, Prevention and Settlements
- Collective Bargaining and Workers Participation

**Preparation of charts**

**Simulation in the form of role playing.**

**Books for reference:**

1. Dabar, R.S. Personnal Management and Industrial Relations in India.
2. Mamoria, C.B. Industrial Relations.
3. Arya, V.P. A Guide to Settlement of industrial disputes.

4. Indian Labour Journal
5. Indian Labour Gazzete.
6. The Trade Union Act, 1926.

**The question paper for ESE will have the following pattern:**

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSHR 0612 INDUSTRIAL PSYCHOLOGY**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of Industrial Psychology.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	Introduction:- Industrial Psychology concept, Development of industrial psychology, scope of industrial psychology ,Major of problems of industrial psychology, psychological Tests:- characteristics of psychological Tests, type of tests , importance and limitation of psychological tests.	14
Unit-II	Attitude: - Meaning: components of attitudes, attitude formation, determination and change, cognitive dissonance theory. Learning:- definition, nature, component of learning process, factors affecting learning, theories; classical conditioning, operant conditioning, cognitive theory and social theory	15
Unit-III	Personality & interpersonal relationship:- meaning theories of personality. Interpersonal relationship and group dynamics. Determinants of interpersonal relationship: managements of interpersonal relationship, group dynamics formal & informal group decision- making.	15
Unit-IV	Human Engineering and stress management – Work Study, Time Study, Motion Study, fatigue study, monotony, boredom and work environment. Organizational stress: Concept, causes, effects and coping strategies of stress.	16

**Skill Development:**

**Present a seminar on the followings:**

- Industrial Psychology concept Trade Unionism
- Industrial Disputes, Prevention and Settlements

- Personality & interpersonal relationship
- Human Engineering and stress management

### **Preparation of charts**

### **Simulation in the form of role playing.**

### ***References***

1. Miner J.B.: Industrial/Organizational Psychology: Mc Graw Hills.
2. Aamodt, M.G. Industrial/Organizational Psychology: An Applied Approach.
3. Organizational Psychology: Warrier, Uma.
4. Human Resource Management: Murthy: Santosh & Bhargavi.

**The question paper for ESE will have the following pattern:**

### **PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

### **PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSBIM 0510: MANAGEMENT SCIENCE**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of management science and to impart Management skill.

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	Management Science: Executive problems, Scope for quantification, Translating Business problems into mathematics, Concept of Limits, Rate of change –derivatives and finite difference (simple problems) First Differential of a monomial. $x+y$ , $x$ , $x y$ types. Concept of Maxima and Minima.	14
Unit-II	Graphical and Tabular representation: Concept of a function, Role of functional analysis in business, inequalities and their representation on graphs, Concept of Interrelation –Continuous functions. Integration of Simple function –problems, differentiation under the integral signs.	15
Unit-III	Frequency distribution and their Analysis –measures of Central Tendency, Measures of dispersion. Correlation and regression (only two variable)	15
Unit-IV	Time Series: Variations in Time Series, Trend Analysis, Cyclical Variation, Seasonal Variation. Index Numbers:-Unweighted Aggregate. Weighted Aggregate. Weighted Aggregated Index, Average of Relative methods, Quantity and Value Indices.	16

**Skill Development:****Present a seminar on the followings:**

- Management Science
- Seasonal Variation

**Preparation of charts****Simulation in the form of role playing.**

## References:

1. Dean, Sasieni, Gupta Mathematics for modern Management
2. M. Rathrachri Mathematics for Management
3. M. P. Gupta & S. P. Gupta Business Statistics.
4. Richard I Laviw & David S. Rubin Statistics for Management
5. S. P. Gupta Statistical Methods.

**The question paper for ESE will have the following pattern:****PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

### **PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

### **BCSBIM-0611 MANAGEMENT INFORMATION SYSTEM**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

#### **Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of management information system

<b>Units</b>	<b>Syllabus</b>	<b>NO. of lectures</b>
Unit-I	<p><b>Management Information System</b></p> <p>Definition Integrated System, MIS Vs. Data Processing, MIS and Other Academic Disciplines, Structure of MIS based on Management Activities and Functions System, Concepts of MIS</p> <p><b>Planning and Control Process</b></p> <p>Control on Systems Feedback Control, Law of Requisite Variety, Management Control through Reporting</p>	15
Unit-II	<p><b>Human as Information Processors</b></p> <p>Newell-Simon Model, Limits on human Information, Processors Characteristics of Human Information Processing Performance</p> <p><b>Information System for Functional Areas</b></p> <p>Information for Financial, Marketing Inventory Control, Production and Personal Functions</p>	16
Unit-	<b>MIS Design Approaches</b>	14



III	Prototyping, Life-Cycle Approach, Project Management, <b>Management Support System-Overview</b> Decision Making Phase, Concepts of Decision Making, Decision Supports System, Difference between MIS and DSS	
Unit- IV	<b>Decision Making Systems and Modelling</b> Modelling Process, Information needed for different phases and decision-making, <b>Executive Information and Support Systems Needs</b> Characteristics, Software and Hardware, Integrated EIS and DSS EIS Implementation	15
Compulsory Question consisting of eight parts; Two parts from each unit. The candidate will have to attempt any six parts.		

**Skill Development:**

Seminar Presentation.

- Management Information System
- Human as Information Processors
- Management Support System
- Decision Making Systems and Modelling

**Books Recommended:**

1. Management Information System - Gordon Devis, Margareth H. Oison
2. Information Systems for Modern Management – Robert Murdick, Joel E. Ross
3. Decision Support and Expert Systems – Efraim Turban

The question paper for ESE will have the following pattern:

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCSBIM 0612 SYSTEM ANALYSIS AND INFORMATION SYSTEM**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objectives:**

The objective of this paper is to help students to acquire conceptual knowledge of system analysis and information.

Units	Syllabus	NO. of lectures
Unit-I	<p><b>Introduction to Computers-</b>            Evolution of computer. Various generations of Computer. Characteristics of computer, Applications of computer in different fields particularly in business. Advantages and limitations of computers. Block diagram of a computer. Input and Output devices.</p>	14
Unit-II	<p><b>Operating System Concept-</b>            Introduction to Operating System. Functions of Operating System. Types of Operating Systems.  <b>MS-DOS-</b>            Booting Procedure, start-up sequence. Knowledge of DOS commands- DIR, CLS, DATE, TIME, MD,CD, RD,RENAME, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.    <b>MS-WINDOWS-</b>            Difference between Windows and DOS operating system. Basic features of Desktop- Date &amp; Time, Time-Zone, Display, Screen Saver, Fonts, Mouse and Mouse pointers. Use of Window Explorer for various operations on folders and files.</p>	16
Unit-III	<p><b>Introduction to MS-Office 2007 and its components-</b>  <b>MS- WORD 2007-</b>            Starting word, creating new documents. Entering text and formatting text. Numbering and Bullets. Paragraph formatting.            Tables- Creation, adding rows and columns, splitting and merging cells, and using borders. Saving and closing a document. Use of various shortcut keys.  <b>MS-EXCEL2007-</b>            Inserting new worksheet. Formatting worksheets. Calculating with formulas and functions. Ranges , AutoFill, Data(Sort and Filter)</p>	15

	Working with charts Creating Excel Database. <b>MS-POWERPOINT2007-</b> Creating a simple presentation. Slide layouts and backgrounds. Transition and Animation effects. Inserting an organization chart.	
Unit- IV	<b>Computer Virus-</b> Definition and characteristics of Virus. Different types of Viruses. Anti-virus. <b>Concept of Networking and Internet-</b> Networking Concepts-Goals of networking. Types of networking (LAN, MAN, WAN). Communication media, Mode of transmission (Simple, Half Duplex, Full Duplex). Analog and Digital transmission of data. <b>Internet-</b> Definition and evolution of Internet. Advantages of Internet. Types of Connections, Internet Service Providers (ISPs). WWW, Search Engines and popular Web Browsers. E-Mail-Features, Usages and creation and management of e-mail account.	15

**Skill Development:**

Learning through practicing on the Computers.

**Books Recommended:**

Introduction to Information Technology by: V. Rajaraman Prentice Hall of India.

Computer fundamentals by: P.K. Sinha

PC Software for Windows by: R.K.Taxali

The question paper for ESE will have the following pattern:

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E) (18+8+8+8+8) =50 Marks**

**BCE-0305: Corporate Governance and Business Ethics**

**Max Marks: 50(ESE)**

**Total Contact Hours- 60**

**No of Instructional hours per week:4**

**No. of credits: 4**

**Learning objective:**

The objective of this paper is to help students to acquire conceptual knowledge of Corporate Governance and Business Ethics and to impart Skills for recording various kind of business transaction in case of non corporate entities.

<b>Units</b>	<b>Topics</b>	<b>Details</b>	<b>No. Of Lectures</b>
Unit-I	<b>Corporate Governance: Conceptual Framework</b>	<p><b>Corporate Governance:</b> Meaning, Theories Of Corporate Governance, Models of Corporate Governance –American , German, Japanese and Indian, Benefits of Good Corporate Governance, Insider Trading.</p> <p><b>Corporate Boards:</b> Director, Independent Director, Appointment, Role Responsibility, Powers Disqualification and Meeting.</p>	15
Unit-II	<b>Corporate Governance Framework In India</b>	<p><b>Board Committees:</b> Formation and Functions of Remuneration Committee, Nomination Committee, Risk Management Committee and; Clause 49 of Listing Agreement.</p> <p><b>Audit Committee:</b> Role Duties and Responsibility of auditors in Corporate Governance.</p>	15
Unit-Iii	<b>Business Ethics:</b>	<p><b>Business Ethics:</b> Concept, Principles. Characteristics, Need and importance of business Ethics, Business Ethics in Indian Context- ethical values of Gandhi and the Gita.</p> <p><b>Corporate Governance Ethics and Stakeholder's Protection:</b> Shareholders, Employees, Customer, Creditors, Society and Government.</p>	15
Unit-Iv	<b>Corporate Social Responsibility</b>	<p><b>Corporate Social Responsibility :</b>Meaning, Scope Need and Importance and Theories of CSR, CSR and company Act 2013, Environmental Aspects of CSR, CSR and Concept of Whistle-blower.</p> <p><b>The Concept Social Audit:</b> Meaning, objectives, benefits, approaches, models, limitations and measures to</p>	15

		overcome limitations.	
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**Skill Development:**

Presentation.

Charts formulation.

**Suggested Readings:**

- AC Fernando, Corporate Governance Principle Policies and Practices, Dorling Kindersley India Pvt Ltd
- J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
- Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
- D Geeta Rani & R K Mishra, Corporate Governance-Theory and Practice, Excel Books, New Delhi
- Christine A Mallin, Corporate Governance (Indian Edition), Oxford University

The question paper for ESE will have the following pattern:

**PART-A**

**Compulsory of 18 marks consisting of 10 objective type questions** (in MCQ/ True/False/ Fill in the blanks or such type) of 1 mark each and 4 short answer questions of 2 marks each covering whole of the syllabus.

**PART- B**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-C**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-D**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**PART-E**

One question out of two questions each of 8 marks. Each of these questions may contain sub parts and will be long type.

**Total Marks (A+B+C+D+E)  $(18+8+8+8+8) = 50$  Marks**