

COSE-01	Gr.-III-Marketing-(समूह-3-विपणन) - Marketing Management विपणन प्रबंध	COSE-06	Human Resource Development मानव संसाधन विकास
COSE-02	Gr.-I-Management -(समूह-1-प्रबंध) - Business Organisation व्यावसायिक संगठन	COSE-07	Retail Management खुदरा प्रबंध
COSE-02	Gr.-II-Finance -(समूह-2-वित्त) - Financial Market Operations वित्तीय बाजार परिचालन	COSE-08	Operational Management परिचालन प्रबंध
COSE-02	Gr.-III-Marketing-(समूह-3-विपणन) - International Marketing अन्तर्राष्ट्रीय बाजार	Gr.-II Finance-(समूह-2-वित्त)	
COSE-03	Gr.-I-Management -(समूह-1-प्रबंध) - Production Management उत्पादन प्रबंध	COSE-05	Financial Analysis वित्तीय विश्लेषण
COSE-03	Gr.-II-Finance-(समूह-2-वित्त) - Financial Institution & Market वित्तीय संस्थाएँ एवं बाजार	COSE-06	Indian Financial System भारतीय वित्तीय पद्धति
COSE-03	Gr.-III-Marketing-(समूह-3-विपणन) - Sales Management विक्रय प्रबंध	COSE-07	Security Analysis & Portfolio Management प्रतिभूति विश्लेषण एवं पोर्टफोलियो प्रबंध
COSE-04	Gr.-I-Management -(समूह-1-प्रबंध) - Strategic Management ब्युह रचना प्रबंध	COSE-08	Cost & Management Audit लागत एवं प्रबंध अंकेक्षण
COSE-04	Gr.-II-Finance-(समूह-2-वित्त) - Financial Services वित्तीय सेवाएँ	Gr.-III Marketing-(समूह-3-विपणन)	
COSE-04	Gr.-III-Marketing-(समूह-3-विपणन) - Advertising & Sales Promotion विज्ञापन एवं विक्रय संवर्द्धन	COSE-05	Service Marketing सेवा विपणन
B.Com. Honors with Research VII SEMESTER (For own Faculty)		COSE-06	Rural & Agriculture Marketing ग्रामीण एवं कृषि विपणन
Gr.-I Management-(समूह-1-प्रबंध)		COSE-07	Consumer Behaviour उपभोक्ता व्यवहार
COSE-05	Organisational Behaviour संगठनात्मक व्यवहार	COSE-08	Digital Marketing डिजिटल विपणन
COSE-06	Human Resource Development मानव संसाधन विकास	HONORS FOR OWN FACULTY VIII SEMESTER	
COSE-07	Retail Management खुदरा प्रबंध	Gr.-I Management-(समूह-1-प्रबंध)	
Gr.-II Finance-(समूह-2-वित्त)		COSE-09	Business Research Method व्यावसायिक शोध पद्धति
COSE-05	Financial Analysis वित्तीय विश्लेषण	COSE-10	Management of Public Enterprises सार्वजनिक उपक्रमों का प्रबंध
COSE-06	Indian Financial System भारतीय वित्तीय पद्धति	COSE-11	Material Management सामग्री प्रबंध
COSE-07	Security Analysis & Portfolio Management प्रतिभूति विश्लेषण एवं पोर्टफोलियो प्रबंध	COSE-12	Industrial Relation औद्योगिक संबंध
Gr.-III Marketing-(समूह-3-विपणन)		Gr.-II Finance-(समूह-2-वित्त)	
COSE-05	Service Marketing सेवा विपणन	COSE-09	Investment Management विनियोग प्रबंध
COSE-06	Rural & Agriculture Marketing ग्रामीण एवं कृषि विपणन	COSE-10	Business Finance व्यावसायिक वित्त
COSE-07	Consumer Behaviour उपभोक्ता व्यवहार	COSE-11	Project Planning & Analysis परियोजना नियोजन एवं विश्लेषण
B.Com. Honors with Research VIII SEMESTER (For own Faculty)		COSE-12	Corporate Legal Framework निगमिय विधि संरचना
Gr.-I Management-(समूह-1-प्रबंध)		Gr.-III Marketing-(समूह-3-विपणन)	
COSE-08	Business Research Method व्यावसायिक शोध पद्धति	COSE-09	Marketing Research विपणन शोध

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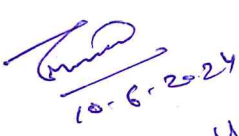



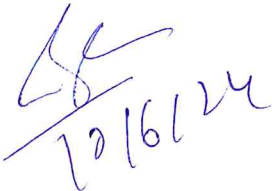
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Financial Balance
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COSE-09	Management of Public Enterprises सार्वजनिक उपक्रमों का प्रबंध	COSE-10	International Business अन्तर्राष्ट्रीय व्यवसाय
COSE-10	Material Management सामग्री प्रबंध	COSE-11	Product and Brand Management उत्पाद एवं ब्रांड प्रबंध
Gr.-II- Finance -(समूह-2-वित्त)		COSE-12	E-Commerce ई-वाणिज्य
COSE-08	Investment Management विनियोग प्रबंध	<i>Financial Planning & Control</i>	
COSE-09	Business Finance व्यावसायिक वित्त		
COSE-10	Project Planning & Analysis परियोजना नियोजन एवं विश्लेषण		
Gr.-III Marketing -(समूह-3-विपणन)			
COSE-08	Marketing Research विपणन शोध		
COSE-09	International Business अन्तर्राष्ट्रीय व्यवसाय		
COSE-10	Product and Brand Management उत्पाद एवं ब्रांड प्रबंध		
VALUE ADDED COURSE (COVAC)		SKILL ENACHEMENT COURSE (COSEC)	
COVAC-01	Concept of Business व्यवसाय की अवधारणा	COSEC-01	Accounting for Every One प्रत्येक के लिए लेखांकन
COVAC-02	Fundamental of Stock Market स्कंध विपणि के मूल तत्व	COSEC-02	Banking Operations बैंकिंग परिचालन
COVAC-03	Investing in Stock Market स्कंध विपणि में विनियोग	COSEC-03	Communication & Documentation in Business संचार एवं व्यवसाय में प्रलेखीकरण OR E-filling of Returns ई-रिटर्न एवं फाइलिंग
		COSEC-04	Logistics Management संभार(लॉजिस्टिक्स) प्रबंध OR Computerized Accounting कम्प्यूटराइज्ड लेखांकन

Name and Signature of Convener & Members (CBoS) :

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FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

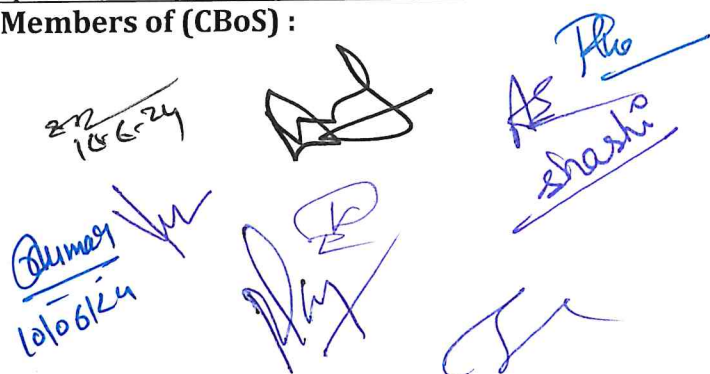
FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester-III	Session : 2024-25
1	Course Code	COSC-07	
2	Course Title	Corporate Accounting	
3	Course Type	Discipline Specific Course (COSC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Utilize conceptual knowledge of corporate accounting system and learn the techniques of preparing the financial statements of companies within the frame work of Indian AS Understand the process for issue & redemption of shares & debentures. Analyze the financial statement of Joint stock company ltd.. Interpret the procedure involved in Amalgamation and absorption of companies. Apply the process of Valuation of Goodwill and Shares. 	
6	Credit Value	4 Credits	Credit= 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. Per Period)-60 Periods (60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Shares & Debentures: Issue, forfeiture and reissue of shares, Issue of bonus share, under writing of share, redemption of preference shares, Issue and redemption of debentures.		15.
II	Financial Statements and Final Accounts of Companies, Liquidation of company.		15
III	Accounting for Amalgamation Internal reconstruction of companies.		15
IV	. Valuation of Goodwill and Shares Consolidated Balance Sheet of holding companies with one subsidiary only		15
Key Words	Share & Debenture, Final Accounts of Companies. Liquidation of Company, Amalgamation & Reconstruction of Companies, Valuation of Goodwill & Share, Consolidated Balance Sheet of Holding Company		

Signature of Convener & Members (CBoS):

PART -C:Learning Resources		
Text Books, Reference Books and Others		
Text Books Recommended:-		
<ol style="list-style-type: none"> 1. Dr. S. M. Shukla & Dr. K.L.Gupta,Sahitya Bhavan Publications Agra, (Hindi & English Medium) 2. Dr Mangal Mehta and Agrawal published Indore, 3. Dr Karim & Khanuja, SBPD,Publications, Agra, (Hindi & English Medium) 4. Gupta R. L., Radhaswamy M; Company Accounts; Sultan Chand and Sons, New Delhi. 5. J.R. Monga, Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi. 		
Note: Learners are advised to use latest edition of text books.		
Reference Books:-		
<ol style="list-style-type: none"> 1. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi. 2. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi. 3. Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, New Delhi. 4. V.K. Goyal and Ruchi Goyal,. Corporate Accounting. PHI Learning. 5. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi. 6. Bhushan Kumar Goyal, Fundamentals of Corporate Accounting, International Book House. 7. P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand. 8. Amitabha Mukherjee, Mohammed Hanif, Corporate Accounting, McGraw Hill Education. 		
On line Resources : * e-Resources/e-books and e-learning portals:		
https://www.geektonight.com/corporate-accounting-notes/ https://commercemates.com/corporate-accounting/ https://academy.tax4wealth.com/blog/corporate-accounting https://www.youtube.com/watch?v=p0rxpzkSDLU https://ugcmoots.inflibnet.ac.in/index.php/courses/view ug/19		
PART -D : Assessment and Evaluation :		
Suggested Continuous Evaluation Methods: Maximum Marks		100 Marks
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz : 20 & 20 Assignment/ Seminar: 10 Total Marks: 30	Highest marks out of the Two Test/Quiz+obtained marks in Assignment shall be considered against 30 Marks
End Semester Exam.(ESE):	Two Section :- A & B Section A : Q.1-Objective -10x1=10 Marks; Q.2-Short answer type-5x4=20Marks Section B : Descriptive answer type qts. 1out of 2 from each unit-4x10=40 Marks	

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FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- III	Session : 2024-25
1	Course Code	COSC-08	
2	Course Title	Company Law	
3	Course Type	Discipline Specific Course (COSC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Understand and evaluate the legal framework of company environment in India and gain elementary knowledge of Indian Company Law. Outlines company's objective, boundaries of operation and other essential details. Understand the role of Company Secretary which helps students in building their career. Elaborate different clauses of Company Law which a business manager must know for better decision making and also understand the process of Winding up of the companies. Develop ability of legal analysis by reasoning and problem-solving skills to arrive at solutions to legal problems. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-60 Periods(60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction ; Promotion and Incorporation of Companies: Introduction: Definition of Company, Characteristics and Limitations. Lifting of the Corporate Veil, Kinds of Company. Social Responsibility of company. Promotion and Incorporation of a Company Preliminary Contracts: Memorandum of Association, Articles of Association, Doctrine of Constructive Notice, Doctrine of Indoor Management and its exceptions.		15
II	Capital Management and Membership: Prospectus, Issue of Share Capital, Transfer and Transmission of shares. Borrowing powers, mortgages and charges, debentures. Membership in company.		15
III	Corporate Personalities:- Directors - Meaning, Appointment, Remuneration and duties. Managing Director, Women Director, and whole time director. Company Secretary-Appointment, Legal position and qualifications, Rights, Duties and liabilities, Professional misconduct.		15
IV	Company Meetings and Winding up of company: Company meetings - kinds, Notice, quorum, agenda, voting rights, proxy, resolutions, minutes. Role of Company Secretary in company meetings-Drafting of notice, agenda, minutes and resolutions. Winding up of companies, Modes of winding up. Liquidator - appointment, duties and rights, remuneration.		15

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Key Words	Promotion, Incorporation, Issue of Capital, Prospectus, Corporate Personalities, Company Meeting, Company Secretary.
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PART-C: Learning Resources		
Text Books, Reference Books and Others		
Text Books Recommended:-		
1. Dr. S.M. Shukla, & Dr. I.M. Shaya, Sahitya Bhawan Publications, Agra, (Hindi Medium)		
2. Dr. S.M. Shukla, & Dr. K. Jain, Sahitya Bhawan Publications Agra, (English Medium)		
3. Dr. G. K. Varshney, Sahitya Bhawan Publication, Agra (English Medium)		
4. Prof. Agrawal & Kothari, SBPD, Publications, Agra (Hindi Medium)		
5. Dr. O.P. Gupta, SBPD, Publications, Agra (Hindi & English Medium)		
Reference Books:		
1. Singh Avatar; Company Law; Eastern Book Company Lucknow.		
Note: Learners are advised to use latest edition of text books.		
On line Resources : * e-Resources/e-books and e-learning portals:		
https://onlinecourses.swayam2.ac.in/cec20_hs23/preview		
https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-2013.html		
https://www.nls.ac.in/course/corporate-law/		
https://www.claonline.in/icsi/		
https://www.youtube.com/c/CorporateLawLectures		
PART - D : Assessment and Evaluation :		
Suggested Continuous Evaluation Methods: Maximum Marks		100 Marks
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2): 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Highest marks out of the Two Test/Quiz+ obtained marks in best two and Assignment shall be considered against -30 Marks
End Semester Exam. (ESE):	Two Section :- A & B Section A: Q.1-Objective -10x1=10 Marks; Q.2-Short answer type-5x4=20 Marks Section B : Descriptive answer type qts., 1 out 2 from each unit-4x10=40 Marks	

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FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- III	Session : 2024-25
1	Course Code	COSC-09	
2	Course Title	Principles of Management	
3	Course Type	Discipline Specific Course (COSC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Understand the concept of Principle of management along with the basic principles and norms. Understand the terminologies associated with the field of business management and control along with their relevance. Identify the appropriate method and technique of Principle of Management for solving different problems. Apply basic business Management principles to solve business and industry related problems. Understand the concept of Planning, Organizing, Direction, Motivation and Control etc. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART -B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. Per Period)-60 Period (60Hours)			
Unit	Topics (Course Contents)		No. of Hrs
I	Management Introduction: Concept, Characteristics, Nature, Process and Significance of Management; Managerial Role (Mintzberg); An Overview of functional areas of Management; Development of Management Thought; Classical and Neo Classical System; Contingency Approach, System Approach.		15
II	Planning: Concept, Characteristics, Process, Importance and Type, Criteria of effective planning. Decision Making: Concept, Process, Types and Importance Management by Objective(MBO) Organization: Concept, Nature, Process and Significance, Authority and Responsibility Relationships, Centralization and Decentralization, Departmentation, Organizational Structure- Forms.		15
III	Direction: Meaning Characteristics, Concept and Techniques, Principle,Importance, Coordination: Meaning,Nature,Characteristics, Principle, Importance, advantages and Limitation. Communication: Nature, Process, Importance, Types, Networks and Barriers, Effective Communication, Feed-back, Staffing: Concept of Staffing- Recruitment and Selection; Orientation; Training and Development; Carrier Development; Performance Appraisal		15
IV	Motivation- Concept, Types, Importance, Theories- Maslow. Herzberg, McGregor, Ouchi, Financial and Non-Financial Incentives, Leadership: Meaning, Concept, Functions and Leadership Styles, Types, Qualities, Barrier, Likert's Four System of Leadership, Theories Importance with case study. Control: Meaning, Characteristics Importance and Process, Effective Control System, Techniques of Control.		15

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Key Words	Management, Planning, Decision Making. Organization, Direction, Coordination, Communication, Staffing, Motivation, Leadership, Control.
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PART- C: Learning Resources		
Text Books, Reference Books and Others		
Text Books Recommended:-		
<ol style="list-style-type: none"> 1. Dr. S.C. Saxena Sahitya Bhawan Publications, Agra (English Medium) 2. Dr. R.C. Gupta, Sahitya Bhawan Publications, Agra (Hindi Medium) 3. Prof. R.C. Agrawal, SBPD, Publications, Agra. (Hindi Medium) 4. Dr. Mishra & Gupta, SBPD, Publications, Agra (English Medium) 5. Yadav, Pankaj, Neel Kamal Prakashan, Delhi. 6. Jagdish Prakash, Kitab Mahal Publishers. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Weirich and Koontz - Tata McGraw Hill, New Delhi. 2. Stephen P. Robbins, Management, Pearson 3. Koontz and O'Donnell, Management, McGraw Hill. 4. M Prasad, Principles of management, Sultan Chand and Sons 5. V.S.P Rao/Bajaj, Management process and organization, Excel Books. GH25 6. T. Ramaswamy : Principles of Management, HPH <p>Note: Learners are advised to use latest edition of text books.</p>		
On line Resources : * e-Resources/e-books and e-learning portals:		
https://www.youtube.com/watch?v=6job0Jy96jM https://onlinecourses.swayam2.ac.in/nou21_cm01/preview https://open.umn.edu/opentextbooks/textbooks/50 https://openstax.org/books/principles-marketing/pages/1-unit-introduction		
PART - D : Assessment and Evaluation :		
Suggested Continuous Evaluation Methods: Maximum Marks		100 Marks
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz(2) : 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Better marks out of the two Test/Quiz +obtained marks in Assignment shall be considered against 30 Marks
End Semester Exam. (ESE):	Two Section :- A & B Section A : Q.1-Objective -10x1=10Marks; Q.2-Short answer type-5x4=20 Section B : Descriptive answer type qts. 1 out 2 from each unit-4x10=40Marks	

Name and Signature of Convener & Members of (CBoS) :

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FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)	Semester- III	Session : 2024-25	
1	Course Code	COSE-01 (Gr.-I-Management)	
2	Course Title	Human Resource Management (Gr.-I)Management	
3	Course Type	Discipline Specific Elective Course (COSE)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Critically assess existing theory and practice in the field of HRM Develop an ability to undertake qualitative and quantitative research. Plan HRM, develop HR policy and implement strategic HRM. Perceive the process of recruitment, selection, compensation and benefits. Evaluate the Performance Appraisal and employee assessment 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART -B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-60Periods (60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Human Resource Management -Meaning, Definition, Concept, Objectives, Functions, Principles, Origin and Development, Difference between HRM and Personnel management, Organization Structure of HRM department, Changing Role of H.R. Manager, Challenges of HRM. Human Resource Policies & Strategies -Meaning, Definition, Contents, Sources of Human Resource Policy, Classification, Principles, Process of developing human resource policy, Characteristics of an ideal human resource polic. Human Resource Planning -Meaning, Definition, Characteristics, Concepts, Process, Factors affecting Demand and Supply of HRM, Forecasting methods of Human Resource, Quantitative and Qualitative aspects of HRP, Need and Importance of HRP.Traditional HRM v/s Strategic HRM, Developing and Implementing Strategic HRM Plans		15
II	Recruitment -Factors affecting recruitment process, Sources of recruitment-internal and external, Job Analysis and its objectives, Role of Recruitment Agencies, Selection -Methods of Selection, Interview and types of Interview, Psychological Testing, Online process of selection. Induction - Induction Program, Disseminating the information overtime, Compensation and Benefits, Retention and Motivation		15
III	Training and Development -Meaning, Objectives, Need and Importance, Scope, qualification and process of training, Designing of the effective training program, Evaluation of the effective training program, Challenges before trainers. Feedback. Performance Appraisal -Characteristics, Advantages and Disadvantages, Methods, Types, Process,Ethical aspects in performance appraisal, Performance Appraisal Methods. Career Planning and Development -Importance, Elements, Objectives, Advantages, Different steps in career planning, Career Development-Internal and External Dynamics		15
IV	Wages and Salary Administration -Meaning, Characteristics, Minimum wages, advantages of ideal wages, Factors determining wages, Methods of wage payment, Development of wage policy in India, Problems of Minimum Wages Policy. Employees		15

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	Compensation and Benefits -Liability of employer for compensation, Compensation amount, Compensation on due date and penalty on default, Method of wage computation, Distribution of Compensation, Accidental benefits, Dependent Benefits. Promotion and Transfer -Elements and Characteristics, Causes and Objectives of Promotion, Types, Promotion Policy, Demotion Policy, Causes of promotion	
Key Words	Human Resource Management, HRM Policies & Strategic, HRM Planning, Recruitment, Job Analysis, Selection, Induction Programme, Training & Development, Performance Appraisal, Ethical Aspects, Career Planning & Development, Wages, and Salary Administration, Employees Compensation and Benefits, Promotion and Transfer	

Signature of Convener & Members (CBoS):

PART-C: Learning Resources		
Text Books, Reference Books and Others		
Text Books Recommended:- 1.Dr.Kameshwar Pandit & Preeti Raina,Sahitya Bhawan Publications, Agra (Hindi & English Medium) 2.Prof.R.C. Agrawal & Suresh Fauzdar,SBPD Publishing, Agra (Hindi & English Medium) 3.Dr.F.C.Sharma & Anju Agrawal,SBPD Publishing, Agra (Hindi Medium) 4.Dr.C.B.Mamoriya & Kameshwar Pandit ,Preeti Raina Sahitya Bhawan Publications, Agra(Hindi Medium) 5..Dr.Gaurav Sankalp,Sahitya Bhawan Publications,Agra (English Medium)		
Reference Books:- 1.K.Aswthappa Sadhanab,Tata Mcgrawhill,New Delhi,(English Medium) 2.Ashok Khurana & Praveen Khurana,V.K.Publication(Hindi Medium) Note: Learners are advised to use latest edition of text books.		
On line Resources : * e-Resources/e-books and e-learning Others: https://www.youtube.com/watch?v=A2HFusWQIeE https://www.youtube.com/playlist?list=PLaAhQ2ofZZRAvoakShzYLkQ22Yd3eCyMM https://www.youtube.com/watch?v=bI9RZjF-538 https://onlinecourses.swayam2.ac.in/nou20_mg02/preview https://onlinecourses.nptel.ac.in/noc20_mg15/preview		
PART -D : Assessment and Evaluation :		
Suggested Continuous Evaluation Methods: Maximum Marks-100 Marks		
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz : 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Highest marks out of the Test/Quiz+ obtained marks in Assignment shall be considered against 30 Marks
End Semester Exam. (ESE):	Two Section :- A & B Section A : Q.1-Objective -10x1=10Marks;Q.2-Short answer type-5x4=20Marks Section B : Descriptive answer type qts,1 out of 2 from each Unit-4x10=40 Marks	

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FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- III	
		Session : 2024-25	
1	Course Code	COSE-01 (Gr.II-Finance)	
2	Course Title	Financial Management (Gr.-II-Finance)	
3	Course Type	Discipline Specific Elective Course (COSE) (Gr.-II-Finance)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Explain the nature and scope of financial management and its impact of time value of money in the different business decisions. Analyze capital budgeting process and apply capital budgeting techniques for business decisions Discuss the various sources of finance in today's competitive industry. Explain various capital structure theories and analyze factors affecting capital structure decisions. Design working capital policy based on the assessment of financial requirements. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART -B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-60Periods (60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Financial Management: Introduction, Nature, scope and objectives. Profit maximization Vs wealth maximization, Value maximization-concept and implications, Economic and Market Value Added (EVA) (MVA). Functions and Responsibilities of Finance Manager. Time value of money, Risk and Return Analysis. Financial Planning and Source of finance. Capitalization: Over Capitalization and Under Capitalization and its advantages & disadvantages. Sources of Finance: Short-term and Long-term		15
II	Capital budgeting: Capital Budgeting Process, Cash Flow Estimation, Capital Budgeting Methods-Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk and Uncertainty and Risk -Adjusted Discount Rate Method. Capital Budgeting decisions and scientific techniques of capital budgeting analysis. Factors affecting capital expenditure decisions. Cost of Capital and Financing Decision - Sources of long -term financing, Components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital and Marginal Cost of Capital.		15
III	Capital structure -Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional approach, Determinants of Optimum Capital Structure. Use of Expert System in Financing decisions. Leverage-Operating Leverage, Financial Leverage and Combined Leverage. EBIT-EPS analysis.		15
IV	Management of Working Capital: Concept, Nature, Significance of Working Capital, Operating cycle and factors determining working capital		15

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	requirement, working capital estimation. Cash Management, Receivables management, inventory management.
Key Words	Financial Management, Capitalization, Capital Budgeting, Cost of Capital, Capital Structure, Financing Decisions, Leverage, Dividend Policy & Models, Working Capital & Management of Working Capital

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PART- C:Learning Resources		
Text Book, Reference Book and Others		
Text Books Recommended-		
1.Dr.Kulshrestha & Rathi,SBPD Pubicing House,Agra (Hindi & English Medium)		
2.Dr.S.P.Gupta,Sahitya Bhawan Publications,Agra (Hindi & English Medium)		
3.Agrawal & Agrawal,Ramesh Book Depo ,Jaipur (Hindi Medium)		
Reference Books :-		
1.Chandra P. ,Financial Management Theory and Practice, Tata McGraw Hill New Delhi		
2. Pandey ,I.M., Vikas Publications New Delhi,(English Medium)		
3. Singh, P., Ane Books Pvt. Ltd. New Delhi.(English Medium)		
4. Singh J.K., ,Galgotia Publishing House, New Delhi (English Medium)		
5..PrasannaChandra, Tata McGraw Hill New Delhi (English Medium)		
Note: Learners are advised to use latest edition of text books.		
On line Resources : * e-Resources/e-books and e-learning portals:		
https://www.icaai.org/post.html?post_id=19152		
https://egyankosh.ac.in/handle/123456789/3161		
https://onlinecourses.swayam2.ac.in/cec20_mg05/preview		
https://www.youtube.com/watch?v=CCQwz_Gwo6o		
https://www.youtube.com/watch?v=825TSuxTiQU		
PART -D : Assessment and Evaluation :		
Suggested Continuous Evaluation Methods: Maximum Marks-100 Marks		
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz(2) : 20 & 20 (Assignment/Seminar : 10 Total Marks- 30	Highest marks out of the two Test/Quiz +obtained marks in Assignment shall be considered against 30 Marks
End Semester Exam. (ESE):	Two Section :- A & B SectionA:Q.1-Objective-10x1=10Marks;Q.2-Short answer type-5x4=20Marks Section B: Descriptive answer type qts.-1out 2 from each unit-4x10=40 Marks	

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FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- III	Session : 2024-25
1	Course Code	COSE-01 (Gr.-III Marketing)	
2	Course Title	Marketing Management (Gr.-III Marketing)	
3	Course Type	Discipline Specific Elective Course (COSE)(Gr.-III Marketing)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • Develop the understanding of marketing, marketing philosophies and environmental conditions effecting marketing decisions. • Analyze the process of marketing decisions involving product development and its role in value creation. • Analyze the Process of marketing decisions involving product Promotion and its role in creating communication value for customers • Understand the basics of marketing distribution channels and its role. • Aspiring to be marketing professionals in better decision making and understanding their role in the marketing sphere. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART- B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-60Periods (60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Marketing: Concepts, Nature, Scope and Importance. Traditional and Digital Marketing. Marketing strategic, Marketing Mix, Marketing Environment. Marketing Information System: Definition, purpose, scope and Components.		15
II	Consumer Behavior: Nature, Scope And Significance. Factor Influencing Consumer Buying Decisions. Market Segmentation - Concept and Importance, Bases for Market Segmentation, Service Marketing and after sales services.		15
III	Product - Concept of Product, Consumer and Industrial Goods, Product Planning and Development, Product Life Cycle, Packaging, Brand Pricing - Importance of Pricing in the Marketing, Mix, Factors affecting Pricing of Product /Service.		15
IV	Distribution Channels and Physical Distribution- Distribution Channels – Concept and role; Types of Distribution Channels, Factors affecting Choice of a Distribution Channel, Retailer and Wholesaler. Sales Promotion – Methods of Promotion, Optimum Promotion Mix; Advertising Media –Their Relative Merits & demerits and their Limitation.		15
Key Words	Marketing, Marketing Information System, Consumer Behaviour, Market Segmentation, Product, Brand Pricing, Distribution Channels, Sales Promotion, Advertising Media		

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PART-C: Learning Resources		
Textbooks, Reference Books and Others		
Text Books Recommended:-		
<ol style="list-style-type: none"> 1. Prof. Agrawal & Kothari, SBPD Publishing House, Agra, (Hindi Medium) 2. Dr. N. Mishra, SBPS Publishing House, Agra (English Medium) 3. Dr. M.C. Jain, Sahitya Bhawan Publications, Agra (Hindi Medium) 4. Dr. R.C. Agrawal, Agra (Hindi Medium) 5. Dr. S.C. Saxena, Agra (Hindi Medium) 6. Dr. S.K. Jain Hindi Granth Academy M.P. 		
Reference Books:-		
<ol style="list-style-type: none"> 1. Philip Kotler : Marketing management Englewood Cliffs. 2. Willam M. Pride and O.C. Ferrell Marketing: Houghton – Mifflin Boston. 3. Koter Philip and Armstrong Gary: Principles of Marketing: Prentice Hall of India, New Delhi. 		
Note: Learners are advised to use latest edition of text books.		
On line Resources : * e-Resources/e-books and e-learning portals:		
https://onlinecourses.nptel.ac.in/noc19_mg48/preview https://onlinecourses.swayam2.ac.in/cec23_mg12/preview https://onlinecourses.nptel.ac.in/noc20_mg04/preview https://www.youtube.com/watch?v=NUOd-Vf4RA https://www.youtube.com/playlist?list=PLmrZooTDUg_cn8zjg7S1dbfgfOnocpljY		
PART -D : Assessment and Evaluation :		
Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks		
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment : :(CIA) (By Course Teacher)	Internal Test/Quiz (2) : 20 & 20 (Assignment/Seminar : 10 Total Marks : 30	Better marks out of the two Test/Quiz +obtained marks in Assignment shall be considered against 30 Marks
End Semester Exam. (ESE):	Two Section :- A & B Section A : Q.1-Objective-10x1=10Marks; Q.2-Short answer type-5x4=20 Marks Section B : Descriptive answer type qts.-1out 2 from each unit-4x10=40 Marks	

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FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program: Bachelor in Commerce (Diploma/Degree/Honors)		Semester- III	Session: 2024-25
1	Course Code	COVAC-02	
2	Course Title	Fundamental of Stock Market	
3	Course Type	Value Added Course (COVAC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none">• Explain the concepts of investment and understand the Indian securities market environment.• Understand the modus operandi of Stock market and regulatory framework of SEBI.• Describe various techniques of analyzing securities under fundamental and technical analysis.	
6	Course Credits	2 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 50	Minimum Passing Marks : 20
PART- B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. Per Period)-30 Periods (30Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction of Investment- meaning, scope, and its types. Primary Market – meaning, importance, and its instrument, the role of SEBI in the stock market.		8
II	Secondary Market- meaning, importance, and its instruments. National Security Depository Limited- Introduction,Management, benefits.		7
III	Safety measures taken by NSDL, Services offered, Depository Act 1996- benefits, depository participant, dematerialization,		8
IV	Derivative - Derivative Future, Contract, Derivative Option Contract. FDI- meaning, importance, and its types.		7
Key Words	Investment, SEBI, Depository Act 1996, Derivative, Secondary Market. Foreign Direct Investment.		

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PART- C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended: -

- Dr.Agrawal & Kumar, SBPD Publishing House, Agra (Hindi Medium)
- Prof.V.P.Agrawal, Sahitya Bhawan Publications, Agra (Hindi Medium)
- Dr.Bimal Jaiswal & B.Venkatraman, Sahitya Bhawan Publications, Agra (English)
- Dr.I.M.Sahai, SBPD Publishing House, Agra (English Medium)

REFERENCE BOOKS:

- The little book of common sense investing by Jack Bogle
- A random walk down wall street by Burton g. Malkiel
- The warren buffet way by Robert g. Hagstrom

Note: learners are advised to use latest edition of text books.

On line Resources : * e-Resources/e-books and e-learning portals:

1. The Psychology of Money
2. The Intelligent Investor
3. One Up on Wall Street
4. The Little Book That Still Beats the Market
5. Common Stocks and Uncommon Profits

E-Links

<http://www.nseindia.com/>

<http://www.economictimes.indiatimes.com/markets>

<http://www.investing.com/>

<http://www.screener.in/>

<http://www.moneycontrol.com/>

PART- D : Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks 50 Marks

Continuous Internal Assessment (CIA) :

15 Marks

End Semester Exam. (ESE) :

35 Marks

Continuous Internal Assessment: (CIA): (By Course Teacher)	Internal Test/Quiz:	10 & 10	Better marks out of the Two Test/Quiz +obtained marks Assignment shall be considered against 15Marks
	Assignment/Seminar+		
	Attendance	05	
	Total Marks	15	

End Semester Exam.(ESE):

Two Section :- A & B

Section A :Q.1-Objective -05x1=5Marks;Q.2-Short answer type-5x2=10Marks

Section B :Descriptive type qts.,1 out of 2 from each unit=4x5=20Marks

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FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program: Bachelor in Commerce (Diploma/Degree/Honors)		Semester- III	Session: 2024-25
1	Course Code	COVAC-02	
2	Course Title	Fundamental of Stock Market	
3	Course Type	Value Added Course (COVAC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none">• Explain the concepts of investment and understand the Indian securities market environment.• Understand the modus operandi of Stock market and regulatory framework of SEBI.• Describe various techniques of analyzing securities under fundamental and technical analysis.	
6	Course Credits	2 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 50	Minimum Passing Marks : 20
PART- B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. Per Period)-30 Periods (30Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Introduction of Investment- meaning, scope, and its types. Primary Market – meaning, importance, and its instrument, the role of SEBI in the stock market.		8
II	Secondary Market- meaning, importance, and its instruments. National Security Depository Limited- Introduction,Management, benefits.		7
III	Safety measures taken by NSDL, Services offered, Depository Act 1996- benefits, depository participant, dematerialization,		8
IV	Derivative - Derivative Future, Contract, Derivative Option Contract. FDI- meaning, importance, and its types.		7
Key Words	Investment, SEBI, Depository Act 1996, Derivative, Secondary Market. Foreign Direct Investment.		

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FOUR YEAR UNDERGRADUATE PROGRAM - (2024-28)

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COURSE CURRICULUM

PART -A : Introduction			
Program: Bachelor in Arts Certificate/Diploma/Degree/Honors		Semester - I	Session: 2024-25
1	Course Code	AEC-03	
2	Course Title	हिन्दी भाषा-1	
3	Course Type	Ability Enhancement Course	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcome (CLO)	1. विद्यार्थी हिन्दी भाषा एवं व्याकरण संबंधी ज्ञान से समृद्ध होंगे। 2. भाषा ज्ञान के माध्यम से भारतीय संस्कृति एवं भावनात्मक एकता के महत्व को समझने की क्षमता विकसित हो सकेगी। 3. मुहावरे एवं लोकोक्तियों का महत्व समझ सकेंगे। 4. व्यंग्य, निबंध एवं कविता विधा से परिचित होंगे। 5. निबंध लेखन एवं अपठित गद्यांश के माध्यम से विद्यार्थियों का बौद्धिक विकास हो सकेगा।	
6	Credit Value	2 Credits	(01 Credit = 15 Hours - learning & Observation)
7	Total Marks	Maximum Marks : 50	Minimum Passing Marks : 20

PART -B : Content of the Course

Total No. of Teaching-Learning Periods (01 Hr. Per Period) - 30 Periods (30 Hours)

Unit	Topics (Course Contents)	No. of Period
I	रचनाएं भारत वंदना – सूर्यकांत त्रिपाठी 'निराला' (कविता) भोलाराम का जीव – हरिशंकर परसाई (व्यंग्य) चोरी और प्रायश्चित – महात्मा गांधी (निबंध)	8
II	हिन्दी व्याकरण एवं शब्द रचना उपसर्ग, प्रत्यय, संधि, समास पर्यायवाची शब्द, विलोम शब्द, अनेकार्थी शब्द, समश्रुत शब्द, अनेक शब्दों के लिए एक शब्द	7
III	हिन्दी व्याकरण एवं रचना पक्ष मुहावरे एवं लोकोक्तियां पारिभाषिक शब्दावली एवं हिन्दी में पदनाम, शब्द शुद्धि, वाक्य शुद्धि	8
IV	रचनात्मक लेखन निबंध लेखन अपठित गद्यांश (नोट विद्यार्थी को किसी एक विषय पर निबंध व प्रदत्त गद्यांश का शीर्षक तथा सारांश लिखना होगा।)	7
Keywords		

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PART -C : Learning Resource
Text Books, Reference Books and Others
1. भारतीयता के अमर स्वर – डॉ. धनंजय वर्मा, मध्यप्रदेश हिन्दी अकादमी 2. आधुनिक हिन्दी व्याकरण और रचना – डॉ. वासुदेव नंदन 3. हिन्दी भाषा और व्यवहार – डॉ. गंगा चरण त्रिपाठी 4. हिन्दी व्याकरण माला – डॉ. के.आर. गहिया, डॉ. विमलेश शर्मा 5. हिन्दी व्याकरण – कामता प्रसाद गुरु
Online Resources -
1 www.bookspace.in 2 https://libgmm.com 3 https://www.gkexams.com

PART -D : Assessment And Evaluation		
Suggested Continuous Evaluation Methods : Maximum Marks : 50 Marks Continuous Internal Assessment (CIA) : 15 Marks End Semester Exam (ESE) : 35 Marks		
Continuous Internal Assessment : (CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 10 & 10 Marks Assignment/Seminar+Attendan ce - 05 Total Marks 15	Better marks out of the two Text/Quiz obtained marks in assignment shall be considered against 15 Marks
End Semester Exam (ESE) :	Two Section - A&B Section A : Q1 Objective - 05X1=05 Marks Section A : Q2 Short Answer Type - 5X2=10 Marks Section B : Descriptive Answer Type Qts. 1 out of 2 From Each Unit - 4X5=20 Marks Total =35 Marks	

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