

**SCHEME & SYLLABUS**  
**(Choice Based Credit System)**

**For**  
**BCOM**  
**(w.e.f. Session 2018-2021)**

**Program Code: COM301**



**RIMT**  
**UNIVERSITY**

**DEPARTMENT OF MANAGEMENT & COMMERCE**  
**SCHOOL OF MANAGEMENT STUDIES & COMMERCE**

**RIMT UNIVERSITY, MANDI GOBINDGARH, PUNJAB**

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## **SECTION 1**

### **Vision & Mission of the University**

#### **VISION**

To become one of the most preferred learning places a center of excellence to promote and nurture future leaders who would facilitate in desired change in the society.

#### **MISION**

- To impart teaching and learning through cutting edge technologies supported by the world class infrastructure.
- To empower and transform young minds into capable leaders and responsible citizens of India instilled with high ethical and moral values.

**SECTION 2****Vision & Mission of the Department****VISION**

The department aims to inculcate teaching, innovative thinking, and experiential learning voyage by disseminating theory and practice of management thought to generate exceptional management graduates who make a difference to our community both locally and internationally. It aims at continuous improvement and development of our primary stakeholder to intellectually evolve as a knowledgeable, research oriented, socially responsible and productive citizen.

**MISION**

- To provide learners to develop their hard and soft skills by providing a stimulating, intellectually challenging and engaging environment.
- To enable the students to acquire global competence through problem solving skills and exposure to latest developments.
- Providing better understanding of the domain of study, including wider social issues, corporate social responsibility and ethical decision making.
- To ensure continuous interaction of the students through MOU's and collaborative research projects.

## **SECTION 3**

### **About the Program**

An B.COM Program is an Outcome Based Education model, A 3 year, 6 Semester Full time Program (preferably residential) program with a Choice Based Credit System (CBCS) and Grading Evaluation System. The program comprises of foundational courses, core courses, specialization electives courses, enrichment courses.

The suggestive curriculum takes the B.COM program to the next level in terms of implementing Outcome Based Education and to develop management professionals who are knowledgeable in their chosen domain, responsive to the environment and culture, unfailing to the communities, ethical in all doings and with a global outlook and approach. These objectives shall be achieved through very rigorous academic processes, updated and relevant curriculum, extensive industry interaction and collaborations, sports and vibrant student activities in a residential setting (preferably).

**SECTION 4**
**Program Educational Objectives (PEOs), Program Outcomes (POs) and Program Specific Outcomes (PSOs)**
**PROGRAM EDUCATION OBJECTIVES (PEOs)**

<b>PEO1</b>	The Graduates to be acknowledged for their managerial competency, creativity & innovation, integrity & warmth to domestic & global issues of social relevance. Earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agent
<b>PEO2</b>	The program will prepare Graduates to successfully integrate core, cross-functional & inter-disciplinary aspects of contemporary management thought, models & frameworks for application to provide solutions to real world business, policy making & social issues in a dynamic world
<b>PEO3</b>	The Graduates will be geared up to engage in successful career pursuits covering diverse domains in corporate, public policy, entrepreneurial ventures and pursue lifelong learning
<b>PEO4</b>	The Graduates will acquire excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and be receptive to domestic & global business environment to manage risk, change, risk, ambiguity and complexity.

### PROGRAM OUTCOMES (POs)

<b>PO 1</b>	<b><i>Introduction</i></b> : Introduces the student with Accounts, Commerce, Marketing, Management, Economics, Environment etc.
<b>PO 2</b>	<b><i>Practical Exposure:</i></b> Allows the students to get practical exposure in the commerce sector relating to use of Accounting & Commerce.
<b>PO 3</b>	<b><i>Communication &amp; Confidence:</i></b> Build up the communication skills and confidence to face the difficulties offered by corporate world.
<b>PO 4</b>	<b><i>Decision Making Ability:</i></b> Increases the decision making ability at both personal and professional levels.
<b>PO 5</b>	<b><i>Promotes Expertise:</i></b> Prepares Students for better professional opportunities in their career.
<b>PO 6</b>	<b><i>Entrepreneurship Skills:</i></b> Develops entrepreneurial competence among Students
<b>PO 7</b>	<b><i>Comprehensive Approach:</i></b> Strengthens their capacities in diversified areas of commerce and industry aiming towards overall development of Students.
<b>PO 8</b>	<b><i>Morality &amp; Humanism:</i></b> Enabling the student to act with morality and to follow ethical practices both on personal & professional front.
<b>PO 9</b>	<b><i>Coping Business Environment:</i></b> Enabling the students how to cope with changing Business Environment both Internal & External Business Environment.
<b>PO 10</b>	<b><i>Perpetual Learning</i></b> : Thus, after completing their graduation students develop a thorough understanding of the fundamentals in Commerce and Finance

## **PROGRAMME SPECIFIC OUTCOMES**

<b>PSO 1</b>	<b><i>Future Prospects</i></b> : Learners venture into Managerial positions, Accounting areas, Banking Sectors, Auditing, Company Secretaryship, Teaching, Professor, Stock Agents, Government Employment etc.
<b>PSO 2</b>	<b><i>Professional Examinations</i></b> : Enables learners to prove themselves in different Professional examinations like CA, CS, CAT, GRE, CMA, MPSC, UPSC etc.



**SECTION 5**

**Curriculum / Scheme with Examination Grading  
Scheme**

**INDUCTION PROGRAM**

<b>Induction Program (Mandatory)</b>	
Duration	03 weeks
Frequency	Induction program for the students to be offered right at the start of the first year
Activities	University Tour Motivational Movies Business Games/ Quiz Show Expert talks Meditation and Yoga sessions Universal Human Values Creative Arts (like Talent Hunt activities)

**SEMESTER WISE SUMMARY OF THE PROGRAM: MBA**

<b>S. No.</b>	<b>Semester</b>	<b>No. of Contact Hours</b>	<b>Marks</b>	<b>Credits</b>
1	I	24	600	23
2	II	31	800	30
3	III	31	800	30
4	IV	31	800	30
5	V	31	800	31
6	VI	30	800	30
<b>Total</b>		178	4600	174

### COURSE CATEGORY-WISE CREDIT DISTRIBUTION

S. No.	Category	Number of Credits	Percentage Weightage
1	University Core	-	-
2	University Open	-	-
3	Program Core	108	62.06%
4	Program Elective	19	10.9%
5	Program Specialization	-	-
6	MOOCs	-	-
7	Project / Research Projects	2	1.14%
8	Thesis / Dissertation	-	-
9	Training / Internships/ Field Trips	-	-
10	Professional Skills	16	9.1%
11	Any Other (Fundamental)	28	16.09
<b>TOTAL CREDITS</b>		174	100

**EXAMINATION GRADING SCHEME**

<b>Marks Percentage Range</b>	<b>Grade</b>	<b>Grade Point</b>	<b>Qualitative Meaning</b>
80.00 – 100.00	O	10	OUTSTANDING
70.00 – 79.99	A+	9	EXCELLENT
60.00 – 69.99	A	8	VERY GOOD
55.00 – 59.99	B+	7	GOOD
50.00 – 54.99	B	6	ABOVE AVERAGE

45.00 – 49.99	C	5	AVERAGE
40.0 – 44.99	P	4	PAAS
0.00 – 39.99	F	0	FAIL
ABSENT	AB	0	ABSENT

**Percentage Calculation: CGPA\*10**

**First Semester:**

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
<b>Core Courses</b>												
<b>BCM 1101</b>	Business Law-I	5	-	-	5	5	16	---	24	60	100	3Hrs
<b>BCM 1102</b>	Financial Accounting	5	-	-	5	5	16	---	24	60	100	3Hrs
<b>BCM 1103</b>	Business Economics-I	5	-	-	5	5	16	---	24	60	100	3Hrs
<b>BCM 1104</b>	Basic Communication	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>BCM 1105</b>	Environment & Road Safety Awareness	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>BCM 1106</b>	Basic Computers	3	-	2	4	5	16	---	24	60	100	3Hrs
Total		22	-	2	23	24						

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

**Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.**

**SUBJECT TITLE:** Business Law

**SUBJECT CODE:** BCM 1101

**SEMESTER:** I

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
5	-	-	5

**Internal**
**Assessment: 40**
**End Term Exam: 60**
**Duration of Exam:3 Hrs**
**Objective and outcome of course:**

- To develop understanding of the essential elements of contract law including formation, termination, current issues/changes.
- To make students understand various Acts applicable in business.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Law of Contract (1872): Introduction to nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void.	15
<b>UNIT-II</b>	Performance of contract; Discharge of contract, Remedies for breach of contract. Introduction to Sale of Goods Act, Salient Features of RTI Act.	15
<b>UNIT-III</b>	Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange, Cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing.	15
<b>UNIT-IV</b>	Law of Partnership: Introduction, formation, rights duties, liabilities of partners, The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressal machinery.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 1101. 1	To provide knowledge of the fundamental legal framework governing commerce, trade, and business in India.
CO2	BCM 1101.2	To explain theoretical concepts of contract creation, performance, discharge, legal remedies for breach of contract, and other contract kinds pertaining to trade, business, and industry.
CO3	BCM 1101. 3	To comprehend legal agreements as well as a grasp of their legal rights and obligations within a contract.
CO4	BCM 1101.4	To recognize the duties of different types of business organizations as employers and

	their legal and financial structure.
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**Recommended Books:**

N D Kapoor Element of Mercantile Law Sultan Chand & Sons  
M C Kuchhal Business Law Vikas Publication Gulshan, Kapoor Business Law including C. Law  
New Age International Pathak, Akhileshwar Legal Aspects of Business, Tata McGraw Hill  
Education Bare

**Acts:**

Indian Contract Act, 1872; Sale of Goods Act 1930

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE:** Financial Accounting

**SUBJECT CODE:** BCM1102

**SEMESTER:** I

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
5	-	-	5

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam : 3 Hrs**

**Objective and outcome of course:**

- To provide an understanding of the basic principles of accounting and their application in business.
- To make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, users of accounting information and limitations of Financial Accounting. Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India.	10
<b>UNIT-II</b>	Recording of Transactions: Voucher System;- Accounting Process, Journal, Ledger, Trial Balance Subsidiary Books, Cash Book, Bank Reconciliation Statement. Depreciation: Meaning, need & importance of	



	depreciation, methods of charging depreciation (WDV & SLM).	20
<b>UNIT-III</b>	Preparation of Final Accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business. Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company.	20
<b>UNIT-IV</b>	Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM1102.1	Familiarizing the students with the concepts and the accounting treatment pertaining to dissolution of the partnership firm along with the insolvency of partners.
CO2	BCM1102.2	Discover the fundamental concepts of terminology like "departmental accounts," "inter departmental transfer," "branch accounting," "stock and debtors system," as well as how they are treated in accounting.
CO3	BCM1102.3	Gain knowledge about core concepts and terminology like hire purchase and installment system along with theoretical understanding of leasing.
CO4	BCM1102.4	Emphasize upon the topic and the varied components of royalty and the accounting treatment of not for profit organizations.

### Recommended Books:

1. Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
2. Khatri, Dhanesh, "Financial Accounting" Tata McGraw-Hill, New Delhi.
3. Horngren, Charles T., Sundem, Gart I, Elliot, John A. Philbrick, Donna R. , "Introduction to Financial Accounting", Prentice Hall New Delhi.
4. Ramachandran, N and Kakani, Ram, "Financial Accounting for Management", Tata McGraw-Hill, New Delhi.

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE:** Business Economics-I

**SUBJECT CODE:** BCM1103

**SEMESTER:** I

**CONTACT HOURS/WEEK:**

<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>Credit I</b>
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5	-	-	5
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**Internal Assessment: 40**  
**End Term Exam: 60**  
**Duration of Exam : 3 Hrs**

**Objective and outcome of course :**

- To cover the area of economics commonly defined as microeconomics encompassing individual parts of the economy such as individual firms or industries, individual consumers, and individual products.
- To provide an introduction to the economic theory. Starting with the basic concepts of microeconomics, utility functions, production functions, demand and supply, & price determination.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Nature and Scope of Micro Economics; Consumer equilibrium; Utility Approach: Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility; Indifference Curve Approach: Consumer Equilibrium; Income. Price and Substitution Effect. Revealed Preference Theory; Meaning of Demand and Its Types.	15
<b>UNIT-II</b>	Law of Demand; Derivation of Law of Demand. Elasticity of Demand: its measurement: Price, Income and Cross Elasticities of Demand. Theory of Production Law of Variable Proportion: Total; Average and Marginal. Physical Product; Production Possibility Curve, Marginal Rate of Technical Substitution; Returns to Scale.	15
<b>UNIT-III</b>	Theory of Cost: Short and Long Period Costs, Concepts of Total Cost, Marginal and Average Cost. Concept of Revenue: Total Revenue; Average Revenue; Relationship between Average and Marginal Revenue and Elasticity of Demand: Break Even Analysis and Profit Forecasting in Short Run.	15
<b>UNIT-IV</b>	Equilibrium of Firm and Industry: Perfect Competition; Assumptions; Price Determination; Monopoly; Concept; Assumption; Price Determination; Monopoly Power, Control and Regulation; Discriminating Monopoly.	15

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM1103.1	Understanding of the concepts of law of Diminishing Marginal Utility , Law of Equi Marginal Utility , Indifference Curve etc.
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CO2	BCM1103.2	Introduction to Law of Demand , Elasticity of Demand , Law of Variable proportions & Returns to Scale .
CO3	BCM1103.3	Understanding of the concepts of Cost , Revenue , Break Even Analysis & Profit Forecasting .
CO4	BCM1103.4	Introduction to Equilibrium of Firm & Industry , Perfect Competition & Monopoly.

**Recommended Books:**

- Koutosoyianni's : Modern Micro Economics
- Ahuja, H.L. : Advanced Economic Theory
- Stonies and Hague : A Textbook of Economic Theory
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**Instruction for Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE:** Basic Communication

**SUBJECT CODE:** BCM 1104

**SEMESTER:** I

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	-	-	2

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:**

- To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of communications.
- To make student conversant with the basic forms, formats and techniques of business communications.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. Tenses: introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations. Sentence Formation: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive	10
<b>UNIT-II</b>	Direct and indirect speech. Correct word usage – Homonyms, antonyms and synonyms. Business Communication – its meaning & importance.	

	Barriers to effective Communication. Types of communication – Verbal communication and non- verbal Communication	5
<b>UNIT-III</b>	Basic Model of Communication: History of communication theory, Shannon and Weaver's model of communication, encoding and decoding, feedback, noise. Essentials of effective business communication – 7 Cs of communication.	5
<b>UNIT-IV</b>	Business letter writing: need, functions and kinds, layout of letter writing, types of letter writing Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings. Importance of non-verbal communication.	5

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 1104.1	To evolve various Soft skills, among students through debates, group discussions etc so that will help them to be globally acknowledged.
CO2	BCM 1104.2	To teach Soft and critical and analytical skills to students that will help to learn about business scenario.
CO3	BCM 1104.3	To create innovation, Utilize research and evolve ethical values among the students.
CO4	BCM 1104.4	To develop critical thinking and creativity among the students

**Recommended Books:**

1. Wren & Martin, *English Grammar and Composition*, Sultan Chand & Sons.
2. Lesikar, *Business Communication: Making Connections in a Digital World*, McGraw Hill
3. S C Sharma, Shiv N. Bhardwaj, *A Textbook of Grammar and Composition*, Jawahar Book centre
4. Boove, Thill, Chaturvedi, *Business Communication Today*, Pearson Education.
5. Murphy and Hildebrandt, *Effective Business Communication*, Tata McGraw Hill Education

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE:** Environmental and Road Safety Awareness

**SUBJECT CODE:** BCM1105

**SEMESTER:** I

**CONTACT HOURS/WEEK:**

<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>Credit I</b>
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2	-	-	2
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**Internal**
**Assessment: 40**
**End Term Exam: 60**
**Duration of Exam : 3 Hrs**
**Objective and outcome of course:**

- To give students an insight into concepts of environmental & road safety awareness.
- To make familiar with the multidisciplinary nature of environmental studies, Biodiversity and conservation Introduction.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	The multidisciplinary nature of environmental studies. Definition, scope and importance. Concept of Biosphere: Lithosphere, Hydrosphere, Atmosphere. Need for public awareness. Natural Resources – Renewable and non-renewable resources. Natural resources and associated problems: Forest resources: use and over exploitation, deforestation and its impact .Water resources: use and overutilization of surface and ground water and its impact. Mineral resources: use and effects on environment on over exploitation. Food resources: Effects modern agriculture, fertilizer-pesticide problem, water logging and salinity .Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources. Role of an individual in conservation of natural resources for sustainable development.	10
<b>UNIT-II</b>	Ecosystem and its components: Definition, structure and function; producer, consumer and decomposer .Types of Ecosystem (Introduction only).Food Chains, food web and ecological pyramids. Biodiversity and conservation Introduction – Definition: genetic, species and ecosystem diversity, value of biodiversity. Hot spots of biodiversity Threats to biodiversity: habitat loss, man-wildlife conflicts. Endangered and endemic species of India. Conservation of Biodiversity. Environmental Pollution Definition , causes, effects and control measures of Air pollution ,Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution ,Nuclear hazard. Role of an individual in prevention of pollution.	5
<b>UNIT-III</b>	Solid waste management: vermin-composting. Disaster management : Floods, earthquake, cyclone and landslides. Social Issues and the Environment Urban problems related to energy.Water conservation rain water harvesting, water shed management.Resettlement and rehabilitation of people: its problems and concerns.Climate changes, global warming, acid rain, ozone layer depletion.Consumerism and waste products.Population explosion – Family welfare programme.	5
<b>UNIT-IV</b>	Introduction to Environmental Protection Laws in India,Environmental Protection Act.,Air (Prevention and control of pollution) Act.,Water (Prevention and Control of pollution) Act.,Wild life Protection Act.Forest	

	Conservation Act. Issues involved in the enforcement of environmental legislation. Road safety Awareness. Concept and significance of Road safety. Traffic signs. Traffic rules. Traffic Offences and penalties. How to obtain license, Role of first aid in Road Safety.	5
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**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 1105.1	To understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
CO2	BCM 1105.2	To appreciate key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
CO3	BCM 1105.3	To appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO4	BCM 1105.4	To reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

**Recommended Books:**

1. Environmental Economics in Theory and Practice-Hanley, N. Shorgen, J, White, B
2. Industrial Safety Health and Environmental Management-Jain R.K. Rao S.S
3. Environmental Science: Earth as a living Planet, 9<sup>th</sup> ed. –Botkin, D. Keller, E. 2014
4. Environmental Geology Facing the Challenges of Our Changing Earth-Erickson, J
5. Environmental Geology–Keller A. Edward
6. Earth Science–Tarbuck. J. Edward Lutgens K. Friederick

**Instruction for Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Basic Computers**
**SUBJECT CODE: BCM 1106**
**SEMESTER: I**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	2	4

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam; 3 Hrs**
**Objective and outcome of course:**

- To develop skill among students in applications of internet in commerce education
- To introduce concept of MS Word , Ms excel and its application

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Computer: Introduction, characteristics, Application and Classification of Computer, generation of computer, Overview of Software and Hardware, Input and Output devices, Computer Memory: RAM, ROM, Number System and its Inter Conversion Introduction to Operating System, DOS and WINDOWS, Understanding the control panel, Opening and exiting Windows applications,	10
<b>UNIT-II</b>	Introduction to MS Word: Basic Features, Starting and exiting word, Creating Editing and Saving a Word document, Inserting Pictures and Symbols, Working with text, creating a Table, Formatting Documents, Previewing and Printing Documents.	10
<b>UNIT-III</b>	Introduction to MS Power Point: Power Point Basics, Creating and Saving, Presentations, Inserting Pictures and Graphics, Inserting slides from other Presentations, Slide Show View.	10
<b>UNIT-IV</b>	Introduction to MS Excel: Creating spread sheets by entering text formulas and numbers Making Graphs in Excel, Sorting data in Excel, Basic introduction to Internal and its applications: Search Engines and email.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 1106.1	To provide knowledge about fundamental concept of computers including input and output devices, computer languages, an operating system, use the Internet safely.
CO2	BCM 1106.2	Illustrate the documentation using MS Word, exploring various menu options and tools on the ribbon with formatting paragraph and working with tables.
CO3	BCM 1106.3	Describe working with worksheets in MS Excel by applying formula, functions and performed graphs and charts on the created table.
CO4	BCM 1106.4	Creation of Power point presentation along with multimedia, animation and transition effects.

**Recommended Books:**

1. Microsoft Office 2000 Complete: BPB Publication.
2. Alexis Leon, Mathews Leon: Introduction to Computers with MS Office 2000, Tata McGraw
3. Implementing Tally: BPB Publication 4. PC Complete, BPB Publications

**Instruction of Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**Second Semester:**

Subject		Contact Hours/Week			Credit	Contact hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
<b>Core Courses</b>												
<b>BCM-1201</b>	Corporate Law	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BCM-1202</b>	Financial Accounting	5	-	-	5	5	16	---	24	60	100	3Hrs
<b>BCM-1203</b>	Business Statistics	5	-	-	5	5	16	---	24	60	100	3Hrs



<b>BCM-1204</b>	Basic Marketing	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BCM-1205</b>	Macroeconomics	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BCM-1206</b>	Business Communication	2	-	-	4	2	16	---	24	60	100	3Hrs
<b>BCM-1207</b>	Advanced Computers Skills	3	-	2	4	5	16	---	24	60	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BCM-1208</b>	Human Values & Business Ethics	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>Total</b>		<b>29</b>	<b>-</b>	<b>2</b>	<b>30</b>	<b>31</b>						

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

**Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.**

**SUBJECT TITLE: Corporate Law**

**SUBJECT CODE: BCM 1201**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam : 3 Hrs**

**Objective and outcome of course:**

- To provide an understanding of the basic of company law.

- To make the student familiar with provisions of company law & to guide the students about different terms of corporate law.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Nature of a company:</b> Definition of a company, Characteristics of a company, Lifting the corporate veil, Company distinguished from partnership. <b>Kinds of companies:</b> Classification on the basis of Incorporation; Classification on the basis of Liability ; Classification on the basis of number of members ;Classification on the basis of Control ;Classification on the basis of Ownership. <b>Formation of a company:</b> Steps involved in the formation and incorporation of a company.	15
<b>UNIT-II</b>	<b>Memorandum of association:</b> Meaning and Importance, Form and Contents, Alteration of Memorandum. <b>Articles of association:</b> Meaning, Relationship of and distinction between MOA and AOA. <b>Prospectus:</b> Meaning, Definition and contents, statutory requirements in relation to prospectus. <b>Share capital:</b> Kinds of share capital, Alteration of share capital, Ways for raising share capital, Allotment of shares, share certificate and share warrant, calls on shares, Forfeiture and surrender of shares, transfer of shares.	10
<b>UNIT-III</b>	<b>Company Management:</b> Definition of Director, appointment of director, position of a director, Restrictions on the appointment of director, Disqualifications of director, Meetings of directors, powers of directors, duties and liabilities of directors. <b>Meetings:</b> General meetings of shareholders, requisites of a valid meeting, proxies, voting and poll.	10
<b>UNIT-IV</b>	<b>Auditors:</b> audit committee; appointment of auditors; rights, powers and duties of auditors. <b>Winding Up:</b> Meaning of winding up; modes of winding up; consequences of winding up; procedure of winding up by the court; voluntary winding up.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM1201.1	Understand basics of company, its types along with rules and regulations in relation to its formation.
CO2	BCM1201.2	Help students to understand the nuance of Memorandum of association and Articles of association.
CO3	BCM1201.3	Learn provisions regarding Management of Companies, raising share capital and adaptation of appropriate mechanism how company meetings are held.
CO4	BCM1201.4	Apprehend how decisions regarding winding up of companies are taken along with the provisions and roles of Company Auditor.

**Recommended Books:**

1. Singh Avtar: Company Law; Eastern Book Co., Lucknow.
2. Kuchal M.C.: Modern India Company Law; Shri Mahavir Books, Noida.
3. Kapoor N.D.: Company Law -Incorporating the Provisions of the Companies, Amendment Act, 2000; Sultan Chand& Sons, New Delhi
4. Bagrial A.K.: Company Law; Vikas Publishing House, New Delhi.

**SUBJECT TITLE: Financial Accounting**

**SUBJECT CODE: BCM 1202**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	-	-	5

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To acquire Conceptual & Practical Knowledge about the Techniques for preparing accounts in different Business Organizations.
- To provide information accounting for branches&Accounting for non profit organisation

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Accounting for Dissolution of the Partnership Firm:</b> Accounting of Dissolution of the Partnership Firm including Insolvency of partners, sale to a limited company and piecemeal distribution.	10
<b>UNIT-II</b>	<b>Accounting for Branches:</b> Concept of dependent branches; accounting aspects; debtors system, stock and debtors system, branch final accounts system and whole sale basis system, Independent branches; Concept-accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet. <b>Departmental Accounts:</b> Meaning and purpose, allocation of expenses, inter departmental transfers	15
<b>UNIT-III</b>	<b>Accounting for Hire Purchase and Installment System:</b> Calculation of interest ,partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors system; <b>Concepts of Lease -</b> Operating and Financial lease (theory only)	15
<b>UNIT-IV</b>	<b>Royalty:</b> Meaning and features, Types- Mining, Patent & Copyright, Minimum or dead rent, Short-workings and Excess-workings, Royalties receivable and Sublease. <b>Accounting for Non Profit Organisations.</b>	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM1202.1	To make student aware with the accounting of dissolution of the Partnership Firm including Insolvency of partners
CO2	BCM1202.2	Introduce the fundamental concept important adjustment entries and preparation of consolidated profit and loss account and balance sheet.
CO3	BCM1202.3	Gain knowledge about core concepts and terminology calculation of interest, partial and full repossession, Hire purchase trading.
CO4	BCM1202.4	Emphasize upon the topic and the varied components of royalty and the accounting treatment of not for profit organizations.

**Recommended Books:**

1. Mohamed Hanif and Mukherjee Amitabha., “Financial Accounting”, McGraw Hill Education, New Delhi.
2. Maheshwari, S.N., and Maheshwari, S. K., “Financial Accounting”, Vikas Publishing House, New Delhi.
3. Anthony, R.N. and Reece, J.S., “Accounting Principles”, Richard Irvin Inc.
4. Lal, Jawahar., and Srivastava, Seema., “Financial Accounting Text & Problems”, Himalaya Publishing House, New Delhi.
5. Tulsian, P.C., “Financial Accounting”, Tata McGraw Hill, New Delhi.
6. Elliott, Barry., and Elliott, Jamie., “Financial Reporting and Analysis”, Prentice Hall International.
7. Horngren, Charles T., “Introduction to Financial Accounting”, Pearson Education.

**Note: Latest edition of text book and references must be used.**

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ’s of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: Business Statistics**

**SUBJECT CODE: BCM1203**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	-	-	5

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To enable the students to understand statistics, how and when to apply statistical techniques
- To enable students well versed with decision making situations and how to interpret the results.

**Contents of Syllabus:**

Sr. No	Contents	Contact
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		<b>Hours</b>
<b>UNIT-I</b>	Statistics: Definition, Importance & Limitation, Collection of data, classification and presentation of frequency distribution. Measures of Central Tendency and Dispersion : Meaning and objectives of measure of central tendency- arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; Measure of variation, range, quartile deviation, mean deviation and standard deviation, coefficient of variation.	15
<b>UNIT-II</b>	Regression Analysis: Introduction, Utility, Method of Least Squares, Coefficient of Regression, Standard Error of Estimate, Coefficient of Determination. Correlation: Meaning of correlation, types of correlation positive and Measurement of Correlation: Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation.	10
<b>UNIT-III</b>	Time Series and Forecasting: Introduction, Components of Time Series Analysis, Measurement of Secular Trend and Measurement of Seasonal Variations, Measurement of Cyclical Variations. Index Numbers: Introduction, Price Index Numbers, Quantity Index Numbers, Choice of Base for Computing Index Numbers. Interpolation and Extrapolation: Introduction, Utility, Assumptions, Methods of Interpolation, Extrapolation (formulae used).	15
<b>UNIT-IV</b>	Probability & Probability Distributions: Definition, Basic concepts, Events and experiments, random variables, expected value Types of probability: Classical approach, Relative frequency approach or empirical probability, Subjective approach to probability, Theorems of probability: Addition theorem, Multiplication theorem, Conditional probability, Bays Theorem.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM1203.1	Highlight the key terminology, concepts tools and techniques used in business statistical analysis.
CO2	BCM1203.2	To examine the concepts and practical application of concepts of correlation and regression analysis.
CO3	BCM1203.3	To facilitate the understanding of index numbers and time series analysis along with real-world examples.
CO4	BCM1203.4	To assess and apply the concepts of sample space and probability to solve practical business problems.

**Recommended Books:**

1. Sancheti and Kapoor V.K, Statistics Theory, Methods & Application, Sultan Chand & Sons.
2. R.P.Hooda, Introduction to Statistics, Macmillan.
3. S.C. Aggarwal & R.K Rana, Basic Statistics for Economists: V.K. India.
4. Lewin and Rubin, Statistics for Management, Prentice-Hall of India, New Delhi.
5. S P Gupta Statistical Methods Sultan Chand.

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: Basic Marketing**
**SUBJECT CODE: BCM 1204**
**SEMESTER: II**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
4	-	-	4

**I**
**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam: 3 Hrs**
**Objective and outcome of course:**

- To make students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent business environment.
- To provide better understanding of the complexities associated with marketing functions, strategies and provides students with the opportunity to apply the key concepts to practical business situations.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction, Nature, Scope and Importance of Marketing. Difference between consumers and customers. Market Orientation, Principles of Marketing.	10
<b>UNIT-II</b>	The marketing Mix and the 4 Ps. Product, Price Meaning, Importance and Objective, Factors Affecting Pricing, Pricing Policies. Place: Marketing Channels: Retailing, Wholesaling, Warehousing and Physical Distribution. Promotion Mix: Personal Selling, Advertising, Sales Promotion, (push versus pull strategy)	10
<b>UNIT-III</b>	Types of Marketing: Service Marketing: Features & importance, Characteristics of Service Marketing, Tangibility Spectrum, Challenges for Services, Service Marketing Mix, Rural Marketing: Definition, Evolution, Characteristics, Challenges, Strategies- 4 A's approach. E-Commerce: Meaning & Types of E – Commerce, Future of E-Commerce. Environment Scanning: Understanding the Internal and External Environment.	10
<b>UNIT-IV</b>	Market Segmentation: Meaning and Basis for Segmenting Business Markets. Targeting: Definition and Target Marketing Strategies, Positioning: Meaning and Strategies of Positioning.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 1204.1	Explain various Concepts of Marketing. Analyzing Marketing Environment.
CO2	BCM 1204.2	Describing Segmentation vs. mass marketing. Marketing mix
CO3	BCM 1204.3	Describing different stages of PLC & Explain New Product Development.
CO4	BCM 1204.4	Explain Wholesaling, Retailing, physical distribution system and its components

**Recommended Texts**

- Kotler / Koshy / Keller / Jha [ 2009 ] –Marketing Management–A South Asian Perspective, 13<sup>th</sup> Ed. –Pearson Education ( Reference Book)
- Kotler Philip, Marketing Management Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi (2008)
- CZINKOTA/Kotabe/Mercer [1997] – Marketing Management Blackwell Business
- Gary Armstrong, Michael Harker, Philip Kotler and Ross Brennan, Marketing: An Introduction, Financial Times Prentice Hall (2009)

**SUBJECT TITLE: Macroeconomics**

**SUBJECT CODE: BCM1205**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam : 3 Hrs**

**Objective and outcome of course:**

- To provide students with a unified framework that can be used to assess micro and macro economic environment
- To analyze macroeconomic issues such as flow of income and expenditure, national income, consumption function, theory of investments, interest rates determinants, inflation, monetary and fiscal policies.

**Contents of Syllabus:**

Sr. No	Contents	Contact
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		<b>Hours</b>
<b>UNIT-I</b>	Meaning, Nature and Scope of Macro Economics, Importance & Limitations of Macro Economics. <b>Some Concepts:</b> Stock and flow variables, General and Partial Equilibrium, Static and Dynamic analysis, Open and Closed Economy, Circular flow of Production & Income. <b>National Income :</b> Concepts, methods of measurement, difficulties and importance	15
<b>UNIT-II</b>	<b>Theory of Income and Employment:</b> Say's Law of Market, Classical & Keynesian theory of output and employment. <b>Consumption Function:</b> Meaning, determinants and importance. Theories of Consumption: Absolute income hypothesis, Relative income hypothesis, permanent income hypothesis & life cycle hypothesis. <b>Investment Theories:</b> Meaning, types and determinants of investment, marginal efficiency of capital and internal rate of return	10
<b>UNIT-III</b>	<b>Theory of Multiplier:</b> Static and dynamic multiplier, tax multiplier, balanced budget multiplier, leakages from the multiplier. The Paradox of thrift & multiplier. <b>Money:</b> Definition, types & significance of money in a modern economy, Keynesian theory of money & prices.	10
<b>UNIT-IV</b>	<b>Inflation:</b> Meaning and types of Inflation. Classical & Keynesian theory of inflation, Inflation & unemployment- Phillips curve. <b>Stabilization policies:</b> Monetary and fiscal policies & their instruments.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM1205.1	Familiarizing the students with the concepts relating to macroeconomics and national income.
CO2	BCM1205.2	Discover the fundamental concepts of Theory of Income and Employment, Consumption Function and theories of investment.
CO3	BCM1205.3	Gain knowledge about core concepts and terminology like Static and dynamic multiplier, tax multiplier, Keynesian theory etc.
CO4	BCM1205.4	Emphasize upon the topic and the varied components of Inflation along with its theories.

**Recommended Books:**

1. Ackley, G : Macroeconomic Theory, Macmillan, New York
2. Ahuja, H.L : Advanced Economic Theory
3. Stonnies & Hauge: A Textbook of Economic Theory
4. Shapiro, Edward, Macro Economics, Mc Graw Hills Edu.
5. D.N. Dwivedi, Managerial Economics, Mc Graw Hills Edu.



**SUBJECT TITLE: Business Communication**
**SUBJECT CODE: BCM 1206**
**SEMESTER: II**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	-	-	2

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam : 3 Hrs**
**Objective and outcome of course:**

- To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications.
- To give student the exposure of all relevant communication theories so that they become a highly confident and skilled writer

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Listening Skills:</b> What is listening, Process of listening Types of Listening, Three Basic modes of Listening, Importance of Listening Skill, Ways to improve Listening skill, Barriers to Listening, Benefits of Effective Listening Skills.	15
<b>UNIT-II</b>	<b>Developing speaking skills</b> advantages and disadvantages, Conversation as communication, extempore, speaking skills required in meetings, Group communication: meaning, importance of group communication. Conference, Seminar, Symposium and Workshop.	5
<b>UNIT-III</b>	<b>Developing Reading Skills:</b> Purpose of Reading; Types of reading; Techniques for effective Reading ,Reading Comprehension	5
<b>UNIT-IV</b>	<b>Developing Writing skills:</b> planning, drafting, revision, editing, proofreading. Paragraph writing, Précis writing	5

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 1206.1	Understand and apply communication theory
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CO2	BCM 1206.2	Display competence in oral, written, and visual communication
CO3	BCM 1206.3	Understand how word choice, syntax, grammar and text structure may vary with context and purpose
CO4	BCM 1206.4	Interact skillfully and ethically

**Recommended Books:**

- Lesikar, Petit, Business Communication, All India Traveler bookseller.
- Pal, Rajendra & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons
- Bovee, Thill and Chaturvedi, Business Communication, Pearson Education.
- Lillian, Chaney, Intercultural Business Communication, Pearson Education.
- Chaturvedi, Mukesh, Business Communication: Concepts, Cases & Applications, Pearson Education

**Instruction for Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of

**SUBJECT TITLE: Advanced Computers Skills**

**SUBJECT CODE: BCM 1207**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
3	-	2	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To familiarize the students with computer and it's applications in the relevant fields and exposes them with its utility
- To Introduce concepts of MS-Excel, Database System and Operating System

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Basics of Computer Network and Data Communication:</b> Meaning, components of Data Communication System, Computer Network, Advantages of computer network, Topologies, Physical communication Media, Transmission modes, World Wide Web, Internet and Intranet.	10
<b>UNIT-II</b>	<b>Introduction to Database System:</b> definition of data, information, uses & need of data in organizations. Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS, People who deal with Database, Database Administrator.	10
<b>UNIT-III</b>	<b>Operating System Concept:</b> Introduction to Operating System; Function of OS, Types of Operating Systems, DOS: Elementary knowledge of DOS commands, Creating Directory, Sub Directory, Renaming, Copying and Deleting the Directory File Manipulation: Creating a File, Deleting, Copying, Renaming a File.	10
<b>UNIT-IV</b>	<b>Introduction to MS-Excel:</b> Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 1207.1	Familiarize the students with computer and it's applications in the relevant fields and exposes them with its utility.
CO2	BCM 1207.2	Understand the concept of Data Communication and Usage of Internet.
CO3	BCM 1207.3	Understand Concepts of Operating system and implement knowledge in handling Operating system
CO4	BCM 1207.4	Learn and implement usage of Electronic Spreadsheet

**Textbook:** Goyal, Anita, Computer Fundamentals, 1st Edition, Pearson Education.

**INSTRUCTION FOR QUESTION PAPER SETTER:** The question paper should be divided into three parts. Part A shall consist of 12 mcq's of 1 mark each. Part B shall consist of 6 short questions

of 4 marks each out of which 3 questions shall have internal choice and Part C shall consist of 3 long questions of 8 marks each out of which 1 question shall have internal choice.

**SUBJECT TITLE: Human Values & Business Ethics**

**SUBJECT CODE: BCM 1208**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	-	-	2

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam : 3 Hrs**

**Objective and outcome of course:**

- To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial in life.
- To provide Implications of the Holistic Understanding of Harmony on Professional Ethics

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<p><b>Course Introduction - Need, Basic Guidelines, Content and Process for Value Education :</b> Understanding the need, basic guidelines, content and process for Value Education , <b>Self Exploration</b>–what is it?- its content and process; Natural Acceptance and Experiential Validation- as the mechanism for self exploration , <b>Continuous Happiness and Prosperity</b>- A look at basic Human Aspirations , <b>Right understanding, Relationship and Physical Facilities</b> - the basic requirements for fulfillment of aspirations of every human being with their correct priority , Understanding Happiness and Prosperity correctly ,Method to fulfill the above human aspirations: understanding and living in harmony at various levels <b>Understanding Harmony in the Human Being- Harmony in Myself!</b> Understanding human being as a co-existence of the sentient “ I ” and the material “Body” , Understanding the needs of Self (“I”) and “Body” - <b>Sukh and Suvidha</b> , Understanding the Body as an instrument of “I” (I being the doer, seer and enjoyer), Understanding the characteristics and activities of “I” and harmony in “I” , Understanding the harmony of “I” with the Body: <b>Sanyam and Swasthya</b>; correct appraisal of Physical needs, meaning of</p>	10

	Prosperity in detail	
<b>UNIT-II</b>	<b>Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship</b> : Understanding harmony in the Family- the basic unit of human interaction., Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; <b>Trust</b> (Vishwas) and <b>Respect</b> (Samman) as the foundational values of relationship , Understanding the meaning of Vishwas; Difference between intention and competence , Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship Understanding the harmony in the society (society being an extension of family): <b>Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals</b> ,Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha )- from family to world family!	5
<b>UNIT-III</b>	<b>Understanding Harmony in the Nature and Existence</b> - Whole existence as Co-existence Understanding the harmony in the Nature, Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self regulation in nature , Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all pervasive space, Holistic perception of harmony at all levels of existence	5
<b>UNIT-IV</b>	<b>Implications of the above Holistic Understanding of Harmony on Professional Ethics</b> -Natural acceptance of human values. Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in professional ethics: Ability to utilize the professional competence for augmenting universal human order, Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems, Ability to identify and develop appropriate technologies and management patterns for above production systems. Case studies of typical holistic technologies, management models and production systems. Strategy for transition from the present state to Universal Human Order: At the level of individual: as socially and ecologically responsible engineers, technologists and managers, At the level of society: as mutually enriching institutions and organizations.	5

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 1208.1	Categorize and examine an ethical issue in the subject matter under investigation or in a relevant field.
CO2	BCM 1208.2	Recognize the multiple ethical interests at stake in a real-world situation where student can assess their own ethical values and the social context of problems
CO3	BCM 1208.3	Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects.
CO4	BCM 1208.4	Apply knowledge of ethical dilemmas and resolutions in academic settings, including focused and interdisciplinary research

**Recommended Books:**

- R R Gaur, R Sangal, G P Bagaria, , A Foundation Course in Value Education.
- B P Banerjee, Foundations of Ethics and Management, Excel Books.
- B L Bajpai, Indian Ethos and Modern Management, New Royal Book Co., Lucknow.

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**Third Semester:**

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
<b>Core Courses</b>												

<b>BCM 2301.</b>	Consumerism & Consumer Protection Law	5	-	-	5	5	16	---	24	60	100	3Hrs
<b>BCM 2302.</b>	Corporate Accounting	5	-	-	5	5	16	---	24	60	100	3Hrs
<b>BCM 2303.</b>	Financial Management	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BCM 2304.</b>	Auditing Practices	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BCM 2305.</b>	Insurance Management	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BCM 2306.</b>	Professional Communication	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>BCM 2307.</b>	IT in Business	2	-	2	3	4	16	---	24	60	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BCM 2308.</b>	Sustainability & Corporate Social Responsibility	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>Total</b>		<b>29</b>	<b>-</b>	<b>2</b>	<b>30</b>	<b>31</b>						

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

**Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.**

**SUBJECT TITLE: Consumerism & Consumer Protection Law**

**SUBJECT CODE: BCM 2301**

<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>Credit (C)</b>
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**SEMESTER: III**

5	-	-	5
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**CONTACT HOURS/WEEK:**
**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam: 3 Hrs**
**Objective and outcome of course:**

- To enable students to understand the various aspects of consumerism,
- To make understand the factors that influence consumerism and Detailed Knowledge of Consumer Protection Law.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Consumerism : Meaning , Need , Importance , Objectives , Drawbacks , Origin & Nature, The Birth of Consumerism . sociological, psychological, and economic theories related to consumerism.	15
<b>UNIT-II</b>	Understand the effects of consumerism on our well-being, our culture, the environment, and economies from the local to global level .Relationship between Consumerism & Consumer .	15
<b>UNIT-III</b>	Consumer Protection Law : Introduction , Definition of consumer, Consumer Rights , Legislative Framework on Consumer Protection in India.	15
<b>UNIT-IV</b>	Salient Features of Consumer Protection Law. Emerging Concerns in Consumer Protection & Law.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM2301.1	To make students understand meaning , need , importance of Consumerism.
CO2	BCM2301.2	To impart knowledge about effects of consumerism on our culture & the environment
CO3	BCM2301.3	To make student aware about Consumer Rights , Legislative Framework on Consumer Protection in India.
CO4	BCM2301.4	To understand the Emerging Concerns in Consumer Protection & Law.

**Recommended Books:**



- Schiffman & Kanuk: Consumer Behaviour, Pearson Education
- Engel, Black Well, & Miriard: Consumer Behaviour, Dryden Press
- Majumdar, R, Consumer Behaviour: Insights from the Indian Market, PHI Learning Pvt. Ltd., New Delhi
- Loudon, Bitta, Consumer Behaviour, Tata McGraw Hill, New Delhi
- Consumer Protection (Law & Practice) by Dr. V.K. Agarwal Bharat Law House Pvt. Ltd.

**Instruction for Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Corporate Accounting**

**SUBJECT CODE: BCM 2302**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	-	-	5

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To make the student familiar with corporate accounting procedures and in-depth knowledge of preparation of various accounts related to corporate field
- To introduce concept of Provisions and Reserves; Determination of Managerial Remuneration, Accounting Software: Role of Computers in Accounting

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Accounting For Share Capital Transactions</b> – Issue of Shares at Par, at Premium and at Discount; Forfeiture and Re-Issue of Shares; Redemption of Preference Shares – Statutory Requirements, Disclosure In Balance Sheet.	15
<b>UNIT-II</b>	<b>Issue and Redemption of Debentures: Issue of Debentures</b> – Accounting Treatment and Procedures; Redemption of Debentures; Conversion of Debentures into Shares. Underwriting of Issues. .	

		15
<b>UNIT-III</b>	<b>Preparation And Presentation of Final Accounts:</b> Provisions and Reserves; Determination of Managerial Remuneration; Appropriation out of Profits; Transfer of Profits to Reserves; Payment of Dividend, Transfer of Unpaid Dividend to Investor Education and Protection Fund.	15
<b>UNIT-IV</b>	Internal Reconstruction; Introduction to Holding and Subsidiary Companies, Valuation of Goodwill and Shares. <b>Computerised Accounting</b> : Accounting Software: Role of Computers in Accounting.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 2302.1	To impart the skills related to Accounting For Share Capital Transactions
CO2	BCM 2302.2	To understand the Accounting Treatment and Procedures, redemption of Debentures etc
CO3	BCM 2302.3	To make student aware about Preparation And Presentation of Final Accounts: Provisions and Reserves
CO4	BCM 2302.4	To describe the Valuation of Goodwill and Share and role of Computers in Accounting.

**Recommended Books:**

- 1 M.C. Shukla, T.S.Grewal & S.C.Gupta, Advanced Accounts,Sultan Chand&Company Ltd.
- 2 R. L. Gupta & M. Radhaswamy, Company Accounts, Sultan Chand & Sons,
- 3 S.N. Maheshwari, Corporate Accounting, Vikas Publishing House.
- 4 T.P Ghosh, Accounting Standards and Corporate Accounting, Taxman"s, New Delhi.

**Instruction for Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Financial Management**

**SUBJECT CODE: BCM 2303**

<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>Credit ( C )</b>
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**SEMESTER: IV**

4	-	-	4
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**CONTACT HOURS/WEEK:**
**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam : 3 Hrs**
**Objective and outcome of course:**

- To make Students equip themselves with topics in corporate finance.
- To share knowledge about how finances are managed and their reflections on the fundamental decisions to be taken by the corporate and finance world.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction: Scope of Financial Management, Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization, Sources of Financing. Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital.	15
<b>UNIT-II</b>	Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach. Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay-back period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method.	15
<b>UNIT-III</b>	Operating and Financial Leverage: Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage. Trading on Equity. Dividend Policies: Issues in Dividend Policies; Dividend Theories: Relevance and Irrelevance Theories, determinants of dividend policy.	15
<b>UNIT-IV</b>	Working Capital: Meaning, Factors affecting working capital management and sources of working capital, Management of cash, Management of receivables, Management of inventories.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM2303.1	Explain the basic concept of financial management, Objectives of Profit Maximization & wealth Management and how to use the tools of financial management to take business decisions.
CO2	BCM2303.2	Explain the Factors affecting the capital structure and significant role of Cost of Capital. Capital Budgeting Process along with its traditional & modern techniques.

CO3	BCM2303.3	Introduction to the concept of leverage , Trading on Equity & taking decisions relating to Dividend.
CO4	BCM2303.4	Estimate working capital Management of Business concern including Cash, Inventory & Receivables.

**Recommended Books:**

- 1.Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases, Tata McGraw Hill Company, New Delhi.
2. Maheshwari, S.N, Financial Management – Principles & Practice, Sultan Chand & Sons.
3. Prasanna, Chandra, Financial Management: Theory and Practice, Tata McGraw Hill.
3. Sheeba Kapil, Financial Management, Pearson Education.
- 4.Bhalla.V.K.Financial Management and Policy:Text and Cases, Anmol Publications Pvt.Ltd.

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Auditing Practices**

**SUBJECT CODE: BCM 2304**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam:3 Hrs**

**Objective and outcome of course:**

- To help the students in understanding concepts and issues in Auditing
- To make students in understand the various aspects of Secretarial Practice.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Auditing</b> : Introduction, Meaning, Objectives, Basic Principles, Classifications, Advantages and Limitations of Audit. Investigation, Difference between Audit and Investigation: Audit Program, Audit Evidence, Internal Control, Internal Check and Internal Audit. <b>Vouching</b> : Definition Features, Examining Vouchers, Vouching of Cashbook, Vouching of Trading Transactions. Verification and Valuation of Assets & Liabilities	15
<b>UNIT-II</b>	<b>Company Auditor:</b> Qualifications and Disqualifications –Appointment - Removal, Remuneration, Rights, Duties and Liabilities, Auditor's	10

	Report.Contents and Types Company Auditor Report Order (CARO).	
<b>UNIT-III</b>	<b>Secretarial Practice:</b> Definition of Company Secretary, Qualification of Company Secretary, Appointment, Dismissal, Duties & Liability for Offenses of Company Secretaries. Position & Role of Company Secretaries, Company Secretary in Practice. Procedure for Statutory Meeting and its fate under New Companies Act 2013	15
<b>UNIT-IV</b>	Annual General Meeting, Extra Ordinary General Meeting, Director, Board and Committee Meetings, Meaning and Types of Motions and Resolution, Minutes, Role of Company Secretary before, during and after Meetings. Practical Work :a) Practical Work on Vouching and Audit Report Preparation. b) Preparing of Minutes, Motions and Resolutions, Holding of Meetings.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM2304.1	Understand basic objectives of Audit, internal check and Internal control.
CO2	BCM2304.2	Analyze vouching and verification of assets & liabilities, cashbook and trading transactions.
CO3	BCM2304.3	Learn provisions regarding meetings of shareholders.
CO4	BCM2304.4	Apprehend the position, role and provisions in relation to company secretary and Company auditor as per Companies Act.

**Recommended Books:**

1. Dinkar, P., "Principles and Practice of Auditing", Sultan Chand and Sons, New Delhi.
2. Gupta, K., and Arora, A., "Fundamentals of Auditing," Tata Mc-Graw Hill, Publishing Co. Ltd., New Delhi.
3. Ghatalia, S.V.: "Practical Auditing," Allied Publishers Private Ltd., New Delhi.
4. Kapoor, N.D., "Secretarial Practice" Sultan Chand and sons.
5. Kuchal, M.C., "Secretarial Practice", Vikas Publishing.

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: INSURANCE MANAGEMENT**

**SUBJECT CODE: BCM 2305**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
4	-	-	4

**Internal**

**Assessment: 40**

**Objective and outcome of course:**

- To familiarize the students with the Basic Principles, functions and Importance of insurance management
- To make students aware about applications of management concept in India in the field of insurance.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Risk and its management, Types of risk facing businesses and individuals, Risk management – process – methods, Insurance and risk management, Overview of insurance: Elements, Life, Identification and quantification of risk exposures in enterprises, Assessing enterprises financial ability to bear risk and designing insurance programmers needed , Rating insurance covers and containing insurance costs , Purchase of Insurance and Insurance Administration.	15
<b>UNIT-II</b>	History of insurance, Definition, nature, role and importance of insurance. Insurance contract. Kinds of insurance, process of insurance. Nature of life insurance contract, principles , policy conditions and policies of life insurance. Life insurance in India-Its organisation and management .	15
<b>UNIT-III</b>	General insurance – Nature and Its role in economy. Principles and policies of fire and marine insurance. Practice of fire, life, marine, and miscellaneous insurance. General insurance in India. Its organization and management. Insurance and capital market in India. Insurance and taxation.	15
<b>UNIT-IV</b>	Applications of management concept in India in the field of insurance. Marketing of insurance policies. Business planning . Attitude toward insurance cover . Problem and prospect of insurance in India , Privatization of insurance in India, Role of information technology in insurance sector . Impact of IRDA Act, 1999 on insurance sector in India.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 2305.1	To enable students to describe the insurance market, market participants, and roles of market participants.
CO2	BCM 2305.2	To demonstrate knowledge of the three critical functions of an insurer: marketing, underwriting, and claim settlement among students.
CO3	BCM 2305.3	To emphasize on the concept of insurance and the regulatory framework concerned inculcating a deeper view for risk management in the minds of student.
CO4	BCM 2305.4	To introduce various insurance plans and to present the students with technical elements of insurance, such as financial analysis and valuation.

**Recommended Books:**

1. Dorfman S. Mark, Introduction to risk management and insurance, Prentice hall India
2. Ganguly, A., Insurance Management, New age International
3. Gupta, P. K., Insurance and Risk Management, Himalaya publishing house

4. Harrington E. Scott and Niehaus R. Gregory, Risk management and insurance, Mc Graw Hill Education, New Delhi
5. Mishra . M. N., Insurance Principles and Practice.
6. Periasamy, P. ,Principles and Practice of Insurance, Himalaya publishing house

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Professional Communication**

**SUBJECT CODE: BCM 2306**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
2	-	-	2

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To impart and develop all the four skills in communication namely listening, speaking, reading and writing.
- The students will be able to Communicate fluently

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Corporate Communication:</b> How to prepare a Press Release; disseminating relevant information to investors, community and staff, Company achievements and CSR activity. To prepare an Advertisement for recruitment and inviting franchisee. Preparation of Agenda and Minutes of meeting, Preparing an appointment and severance letter.	10
<b>UNIT-II</b>	<b>Resume Writing and Interview Skills:</b> Preparation for Interview, Appearing in interviews; Conducting interviews, Writing Resume: what is resume, guidelines for writing a resume, contents of a Resume, and Letter for job Application: characteristics of a good job application letter, types of job application letter.	5
<b>UNIT-III</b>	<b>Business Letters:</b> Importance & Essentials of Business Letters Types of letter-, formal/informal letters, Application Letter ,Complaint Letter , Inquiry Letter, Order Placing Letters.	5
<b>UNIT-IV</b>	<b>Digital Communication-</b> Email etiquette, Advantages & Characteristics of Emails, E-mail–Format, Drafting, Sending, Forwarding E-mails and reply to the E-mails, Internal communication: Notice, Circular, Memo, External Communication – Asking for Quotations, Correspondence with Banks & Financial Institutions Reports, Essay Writing.	5

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**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 2306.1	To develop diverse soft skills, among students throughout debates, group discussions etc so that will help them to be globally acknowledged.
CO2	BCM 2306.2	To impart critical and analytical skills to students that will assist to learn about business scenario.
CO3	BCM 2306.3	To inculcate innovation and evolve ethical values among the students.
CO4	BCM 2306.4	To develop strong communication skills and writing Skills among the students

**Recommended Texts**

1. Soft Skills- Know You and Know the World, Author-Dr.K.Alex.

**INSTRUCTION FOR QUESTION PAPER SETTER:** The question paper should be divided into three parts. Part A shall consist of 12 mcq's of 1 mark each. Part B shall consist of 6 short questions of 4 marks each out of which 3 questions shall have internal choice and Part C shall consist of 3 long questions of 8 marks each out of which 1 question shall have internal choice.

**SUBJECT TITLE: IT IN BUSINESS**

**SUBJECT CODE: BCM 2307**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
2	-	2	3

**Internal Assessment: 40**  
**End Term Exam: 60**  
**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To develop skill among students in applications of internet in business & commerce education.



- To introduce the concepts E-Commerce and explain difference between Traditional commerce and E-commerce

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Internet: Brief History and Development, Working, Control Mechanism, WWW: Hypertext and Hyperlinks, Websites and web pages, URL, IP addressing and Domain Naming System. Internet and WWW tools and Applications: Browser, FTP, Telnet, Email, Information and Knowledge sharing using IT tools, computer networks and the Internet.	5
<b>UNIT-II</b>	E-Commerce: Introduction, Comparison between Traditional commerce and E-commerce; Advantages & disadvantages of e-commerce, Buying & Selling on Internet, Issues in implementing Electronic Commerce. Information Technology applied to various functional areas of management such as Production/Operations, Human Resource, Marketing, Finance and Materials Management.	10
<b>UNIT-III</b>	B2B E-commerce; e-procurement, supply chain coordination; on-line research; organizing for online marketing, Internet retailing; Mobile Commerce: Introduction to mobile commerce; benefits of mobile commerce; mobile commerce framework; Internet advertising	5
<b>UNIT-IV</b>	Software Packages for Office Applications, Word Processing using MS Word: Basic features, formatting text, creating and managing tables, inserting images and graphs, mail merge, managing page layout and printing. Spreadsheets using MS-Excel: Spreadsheet features, uses and advantages, autofill features, inserting formulas and functions, Inserting charts and graphs, macros, managing page layouts and printing. Presentations using MS Powerpoint: Basics of presentations, conventions and advantages, managing different views, adding and managing animations, managing slide transitions, manging slide templates, setting up slide shows.	10

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM 2307.1	Study the functionalities of Internet and its applications
CO2	BCM 2307.2	Learn Traditional Commerce and E-Commerce functional areas
CO3	BCM 2307.3	Understand E-Commerce Model and also learn Mobile Commerce framework
CO4	BCM 2307.4	Learn and perform to create word documents, various functions in MS- Excel and also perform how to give Power Point presentations

**Recommended Books:**

- Basandra SK, Computers Today, Galgotia Publications
- Cyganski, Information Technology: Inside and Outside, Pearson Edu.
- Kakkar DN, Goyal R, Computer Applications in Management, New Age Publications
- Leon A and Leon M, Introduction to Computers, Leon Vikas

5. Peter Norton, Introduction to Computers, TMH, New Delhi
6. Rajaraman, Introduction to Information Technology, PHI, New Delhi.

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: SUSTAINABILITY & CORPORATE SOCIAL RESPONSIBILITY**

**SUBJECT CODE: BCM 2308**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

**Internal**

**Assessment: 40**

**End Term Exam: 60**  
**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To make understand the relationship between business and CSR
- To understand how CSR could influence management decisions & the concept of Sustainability and its implications on business.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Corporate Social Responsibility:</b> Concept, Definition, Need, Arguments in favour of and against CSR. Historical Phases of Corporate Social Responsibility, Perspectives of CSR. Models of CSR, Drivers of CSR, Corporate Governance, Business Ethics and CSR.	15
<b>UNIT-II</b>	<b>Corporate Social Responsibility and Corporate Sustainability:</b> Meaning, Need and importance of Sustainability, Sustainability Case Studies-Triple Bottom Line (TBL).	5
<b>UNIT-III</b>	<b>Corporate Sustainability Reporting Frameworks-</b> Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.	5
<b>UNIT-IV</b>	Corporate Social Responsibility within the organisation, CSR and Society, Strategic Planning and CSR, Environmental Aspects of CSR, CSR under the Companies Act, 2013, CSR Practices in India, Case Studies of Major CSR Initiatives. Corporate Governance: Introduction, Need, Models	5

**Course Outcomes:** On successful completion of this course, the Student will be able to:

CO1	BCM2308.1	Describe and assess the idea of corporate responsibility and emerging trends about the place of corporations in society.
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CO2	BCM2308.2	Analyze and comprehend the social impact of a firm on society, the workplace, the market, the environment, and politics.
CO3	BCM2308.3	Examine and implement frameworks and concerns related to ethics and accountability in business
CO4	BCM2308.4	Critically assess corporate-responsibility performance by utilizing corporate responsibility and accountability theories and Laws.

**Recommended Books:**

- Fernando, A. C. (2010). Business Ethics and corporate governance. Pearson Education.
- Velasquez, M. G. (2011). Business Ethics: Concepts and Cases.. PHI Learning.
- Gosh, B. N. (2009). Business Ethics and Corporate Governance. Tata McGraw Hill. T
- Thomas M. Garrett - Business Ethics - The times of India Press Bombay.
- Peter Pratley - The essence of Business Ethics - prentice Hall of India (P) Ltd., New Delhi.
- Chackraborty S.K. - Ethics in Management - Vedantic Perspectives – Oxford University Press, Delhi.
- Keith Davis Business and Society Mc Graw Hill.

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

### Fourth Semester:

Subject		Contact Hours/Week			Credit	Contact Hour	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
<b>Core Courses</b>												
<b>BCM -2401</b>	Cost Accounting	5	-	-	5	5	16	---	24	60	100	3Hrs
<b>BCM -2402</b>	Operations Research	4	2	-	5	6	16	---	24	60	100	3Hrs
<b>BCM -2403</b>	Theory & Practice of GST	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BCM -2404</b>	Direct Tax Laws	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BCM -2405</b>	Introduction to Financial Markets	4	-	-	4	4	16	---	24	60	100	3Hrs

Ability Enhancement Courses												
<b>BCM -2406</b>	Verbal Communication	2	-	-	2	2	16	---	24	60	100	3Hrs
<b>BCM -2407</b>	Production & Operations Management	3	-	-	3	3	---	---	----	---	100	3Hrs
Skill Enhancement Courses												
<b>BCM -2408</b>	Business Etiquettes & Corporate Grooming	4	-	-	4	4	16	---	24	60	100	3Hrs
Total		30	-	-	30	31						

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

**Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.**

**SUBJECT TITLE: Cost Accounting**

**SUBJECT CODE: BCM 2401**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	-	-	5

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:**

- To help the students to acquire conceptual knowledge of cost accounting and elements of cost.
- To gain knowledge of recent developments in costing and finally to have a general idea of cost accounting record rules & standards.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Methods of Cost Determination: Job Costing, Batch Costing, Contract	

	Costing, Uniform Costing and Inter Firm Costing,	10
<b>UNIT-II</b>	Process Costing : Process Accounts , Process Losses & Gains , Equivalent Production etc (including joint and by products)	15
<b>UNIT-III</b>	Techniques for Cost Control: Marginal Costing, Cost, Volume; Profit Analysis and Decision Making; Differential Costing and Absorption Costing. Budgeting and Budgetary Control: Concepts, Objectives, Limitations, Types of Budgets, Zero-base Budgeting.	15
<b>UNIT-IV</b>	Standard Costing, Analysis of Variance. Contemporary Concepts: Activity Based Costing, Target Costing, Life Cycle Costing	10

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM2401.1	Introduction to Methods of Cost Determination like Batch Costing, Contract Costing, Uniform Costing and Inter Firm Costing, Process Costing
CO2	BCM2401.2	Providing students in depth knowledge of Techniques for Cost Control i.e Marginal Costing, Cost, Volume, Differential Costing and Absorption Costing where these techniques are used for Profit Analysis and Decision Making
CO3	BCM2401.3	Introduction to the Budgeting, Types of Budgets and Budgetary Control
CO4	BCM2401.4	To provide knowledge about Contemporary Concepts like Activity Based Costing, Target Costing, Life Cycle Costing etc

**Recommended Books:**

- 1 S.N. Maheshwari: Fundamentals of Costing, Sultan Chand and Sons, New Delhi.
- 2 Horngren, Foster, Datar: Cost Accounting- A Managerial Emphasis, Pearson.
- 3 Jawahar Lal & Seema Srivastava, Cost Accounting, TMH
- 4 Shukla, M.C, Grewal T.S. and Gupta M.P.: Cost Accounting: Text and Problem S. Chand & Co. Ltd., New Delhi
- 5 Kishore Ravi M: Cost and management Accounting, Taxmann
- 6 M.Y.Khan & P.K.Jain, Management Accounting, TMH

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: Operations Research**
**SUBJECT CODE: BCM 2402**
**SEMESTER: IV**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	2	-	5

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam : 3 Hrs**
**Objective and outcome of course:**

- To acquaint the students with the applications of the operations research to business
- To help student to grasp the significance of analytical approach to decision making and optimal utilization the scarce resources of an organization.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction to Operations Research: Introduction, Historical Background, Scope of Operations Research , Features of Operations Research, Phases of Operations Research, Types of Operations Research Models, Operations Research Methodology, Operations Research Techniques and Tools , Structure of the Mathematical Model, Limitations of Operations Research .	10
<b>UNIT-II</b>	Linear Programming: Introduction, Linear Programming Problem, Requirements of LPP, Mathematical Formulation of LPP, Simplex Method: Introduction , Standard Form of LPP, Fundamental theorem of LPP, Solution of LPP – Simplex Method	15
<b>UNIT-III</b>	Transportation Problem: Introduction, Formulation of Transportation Problem (TP), Transportation Algorithm (MODI Method), the Initial Basic Feasible Solution, Moving Towards Optimality. Assignment Problem: Introduction, Mathematical Formulation of the Problem, Hungarian Method Algorithm.	15
<b>UNIT-IV</b>	Game Theory: Introduction, Competitive Situations, Characteristics of Competitive Games, Maximin – Minimax Principle, Saddle Point, ODDS Method ,Dominance & other methods.	10

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM2402.1	Introduction to Operations Research & various tools & techniques. Students will learn how to formulate Linear Programming Problem.
CO2	BCM2402.2	Solving Linear Programming Problems with Graphic & Simplex Method.
CO3	BCM2402.3	Enabling Student to make optimum utilization of Resources with the Techniques of Assignment & Transportation Problems.

CO4	BCM2402.4	Enabling Student to face Business Competition with the technique of Game Theory and Network Analysis.
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**Recommended Books:**

- Operations Research – An introduction 6th Edition , Taha H.A., Hall of India
- Operations Research Techniques for Management 7th Edition, Kapoor V.K., Sultan Chand & Sons
- Operations Research 9th Edition, Kantiswarup, Gupta P.K. & Sultan Chand & Sons Manmohan
- Operations Research 8th Edition, Sharma S.D., Kedarnath, Ramnath & Company
- Operations Research 2nd Edition, Bronson R, Shaum's Outline Series
- Quantitative Techniques in Management 3rd Edition , Vora N.D., Tata McGraw Hill co.
- Principles & Application 3rd Ed, Shreenath L.S., PERT & CPM, Affiliated East-West Press Pvt. Ltd.
- Principles of Operations Research 2nd Edition, Wagener H.M., Prentice – Hall of India

**Instruction for Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice .

**SUBJECT TITLE: Theory & Practice of GST**

**SUBJECT CODE: BCM 2403**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam : 3 Hrs**

**Objective and outcome of course:**

- To give theoretical & Practical Knowledge of Goods and Services Tax & Procedures of its application in India to the Student.
- To share the information about Comprehensive structure of GST Model

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Tax Structure in India. Direct and Indirect Taxes, Overview of Goods and Services Tax. <b>Goods and Services Tax: Meaning, Nature &amp; Scope;</b>	

	Taxes of Centre and State subsumed under GST. Benefits and Limitations of GST.	10
<b>UNIT-II</b>	Registration procedure under GST. <b>Comprehensive structure of GST Model:</b> Australian Model, Canadian Model, Kelkar Shah Model.	10
<b>UNIT-III</b>	Time and Value of Supply. Levy and collection of CGST/SGST. Classes of officers under GST, their appointment and powers. Amendments and Cancellation.	10
<b>UNIT-IV</b>	Input tax credit, Tax invoices Debit & Credit Notes; Accounts and records, Return and Payments of tax, Inspection, search and seizure, Offences & penalties, Appeal & Revision under GST.	10

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM2403.1	Familiarizing the students with the concept of GST and its structure along with the various functions performed by the Act.
CO2	BCM2403.2	Gain knowledge about the registration procedure under GST along with its various models.
CO3	BCM2403.3	Emphasize upon the time and value of supply and the different powers held by the GST council.
CO4	BCM2403.4	Acquire the basic knowledge of various terminologies pertaining to GST that would aid in the return filing and payment of goods and service tax.

**Recommended Books:**

1. The Central Goods and Services Tax Act, 2017 of Ministry of Law and Justice (Legislative Department)  
12th April, 2017) published in The Gazette of India dated 12th April, 2017.
2. Taxmann's GST Ready Reckoner Updated till 18th June, 2017.
3. Taxmann's GST Manual-Enforced w.e.f. 1.7.2017.
4. GST Ready Reckoner by CA Kesha R Garg, Bharat Law House, Delhi.

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice



**SUBJECT TITLE: Direct Tax Laws**
**SUBJECT CODE: BCM 2404**
**SEMESTER: IV**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam : 3 Hrs**
**Objective and outcome of course:**

- To give theoretical & Practical Knowledge of Income Tax Laws & Procedures in India to the Student.
- To understand concepts of Procedure for Assessment, Deduction of Tax at Source, Advance Payment of Tax, Recovery of Tax and Refund of Tax

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Basic Concepts;</b> Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person. <b>Basis of Charges:</b> Scope of total income, residence and tax liability, income which does not form part of total income. <b>Heads of Income:</b> Salaries	15
<b>UNIT-II</b>	<b>Heads of Income:</b> Income from house property, Profit and gains of business or profession. Capital gains; Income from other sources	10
<b>UNIT-III</b>	Clubbing and Aggregation of Income, Set-off and Carry Forward of Losses. Deduction under section 80C to 80U in Computing Total Income.	10
<b>UNIT-IV</b>	Income Tax Authorities ,Procedure for Assessment , Deduction of Tax at Source ,Advance Payment of Tax , Recovery of Tax and Refund of Tax, Appeals, Revision, Penalties and Prosecutions.	10

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM 2404.1	Acknowledging the students with the concept of direct taxes and various heads under it with a practical approach towards the head Salaries.
CO2	BCM 2404.2	Emphasizing upon the other heads of income under the domain of direct taxes with special focus on practical application of the concepts.
CO3	BCM 2404.3	Acquire the practical knowledge of various benefits/ deductions under the Income Tax Act.
CO4	BCM 2404.4	Highlighting the role of income tax authorities and their various powers under the Income Tax Act along with the basic knowledge of concepts such as Appeals, penalties and refund.

**Recommended Books:**

- Singhanian V.K.: Student's Guide to Income Tax.
- Prasad, Bhagwati: Income Tax Law & Practice.
- Mehrotra H.C.: Income Tax Law & Account.
- Dinker Pagare: Income Tax Law and Practice.
- Girish Ahuja and Ravi Gupta: Systematic Approach.

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: Introduction to Financial Markets**

**SUBJECT CODE: BCM 2405**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:**

- To create understanding of financial services and various aspects of finance among students with respect to trading at stock exchange.
- To provide introduction about Financial markets and financial instruments

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Financial markets</b> : Money market- meaning, constituents & function ; Money market instruments – call money, treasury bills, and certificate of deposits, Commercial bills, and trade bills, Acceptance of Bill, Discounting of Bill <b>Capital markets</b> – primary and secondary market ; Government securities markets ; Role of SEBI - an overview and recent developments. Role of RBI, SEBI in Financial Markets.	10
<b>UNIT-II</b>	Investment basics terms like need for investment, equity, derivative, mutual fund, depositories etc. and various options available for investment. Securities, securities market and how one can invest in securities and role of regulator - SEBI. Primary market, procedure for buying shares through IPO Depository, dematerialization and Rematerialization of securities.	10
<b>UNIT-III</b>	Secondary Market Introduction, stock exchange, stock trading, products in the secondary, equity investment, debt investment. Derivatives. Mutual funds and AMCs: Origin and growth of mutual funds in India, Constitution of MFs: Sponsors, Trustees, Custodians and AMCs. Types of mutual fund schemes debt mutual fund schemes, fixed maturity plans and Salient features of MF. Advantages and disadvantages of mutual fund investment. Recent trend in mutual fund investment in India.	10
<b>UNIT-IV</b>	Merchant Banking: Concept of merchant banking in India, Benefits of merchant banking to organizations. Venture capital: concepts of venture capital, guidelines for venture capital investment in India. Debt Securitization: Meaning, Features, Scope and process of securitization. Plastic Money: Concept and different types of plastic money - credit and debit cards, advantages and disadvantages of plastic money. Factors affecting use of plastic money in India.	10

**Relevant case studies related to the topics should be discussed in classroom.**

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM 2405.1	An overview of recent developments, constituents & function of Financial markets and Capital markets
CO2	BCM 2405.2	To comprehend the need and concepts of various investment options thereby specifying the role SEBI in monitoring and governing the financial markets
CO3	BCM 2405.3	To provide knowledge about recent trend in mutual fund investment in India and AMCs thereby enabling student understand the advantages and disadvantages of mutual fund investment
CO4	BCM 2405.4	Analysis of Merchant banking, venture capital investment and its benefits to organizations which makes students aware about the concepts of plastic money & factors affecting use of plastic money in India.

**Recommended Books:**

1. Vasant Desai 'Financial Markets and Financial Services' Himalaya Publications
2. Gordon & Natarajan 'Financial Markets & Services' Himalaya Publications
3. M Y Khan 'Financial Services' Tata McGraw-Hill

4. V. A. Avdhani 'Financial Services in India' Himalaya Publications
5. S Gurusamy 'Financial Services & System' Thomson Publications

**Instruction of Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: VERBAL COMMUNICATION**
**SUBJECT CODE: BCM 2406**
**SEMESTER: IV**
**CONTACT HOURS/WEEK :**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
2	-	-	2

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam: 3 Hrs**
**Objective and outcome of course:**

- The students will be able to Communicate fluently
- To develop all the skills in communication namely listening, speaking, reading and writing.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Self Development and communication -SWOT Analysis:</b> Concept of Self development,objectives of self development, Interdependence between Self development and Communication, SWOT Analysis: Basic elements of SWOT Analysis, Process of SWOT Analysis.	10
<b>UNIT-II</b>	<b>Effective Presentation Skills:</b> Goals of effective Presentation, stagefright, ways of delivering the message, Basicprinciples, Physicaldelivery, vocal delivery, adapting the style of delivery, final phase, visual aids	5
<b>UNIT-III</b>	<b>Group Discussions:</b> meaning,Purpose, Types, Importance of GD in Education and Learning, Importance of GD in business, Importance of GD in selection Process, guidelines for GD, advantages of GD.	5
<b>UNIT-IV</b>	<b>Ways to communicate in different scenarios-</b> job interview, business meeting, project submission/proposal, formal and informal gathering. <b>Speech writing:</b> advantages and disadvantages of speech.	10

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM 2406.1	To demonstrate his verbal and non-verbal communication ability through presentations
CO2	BCM 2406.2	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar
CO3	BCM 2406.3	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
CO4	BCM 2406.4	To stimulate their Critical thinking by designing and developing clean and lucid writing skills.

**Recommended Texts**

1. Soft Skills- Know You and Know the World, Author-Dr.K.Alex.

**INSTRUCTION FOR QUESTION PAPER SETTER:** The question paper should be divided into three parts. Part A shall consist of 12 mcq's of 1 mark each. Part B shall consist of 6 short questions of 4 marks each out of which 3 questions shall have internal choice and Part C shall consist of 3 long questions of 8 marks each out of which 1 question shall have internal choice.

**SUBJECT TITLE: Production & Operations Management**

**SUBJECT CODE: BCM 2407**

**SEMESTER: IV**

**CONTACT HOURS/WEEK :**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
3	-	-	3

I

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To make student learns various steps of product design, development, production, plant location, storage, production planning and control.
- To motivate students to apply concepts and principles of Productions Management to become more effective professionals.

**Contents of Syllabus:**

<b>Sr. No</b>	<b>Contents</b>	<b>Contact Hours</b>
<b>UNIT-I</b>	Introduction to Production Management - Nature, Scope, Importance and Functions. Introduction of Inventory Control, Static Inventory problem under risk. Dynamic Model under risk, policy coordinated, Replacement with discount. .Delphi. Methods, Statistical Quality Control Technique.	<b>10</b>
<b>UNIT-II</b>	Introduction to purchasing, Functions of purchasing, procedure of purchasing, Selection Sources of Supply, Negotiation with Suppliers. Work Study: Method study and time study, Work simplification. Productivity linked incentives. Work Measurement - Elements – Performance Rating - Allowances - Standard Time - Synthetic Time Standards – Work Sampling	<b>15</b>
<b>UNIT-III</b>	Production Order: Process Charts, Production Master Programmes, Operation & Route Sheets, Breakdown of the Production Order & preparation of various Cards.	<b>15</b>
<b>UNIT-IV</b>	Facilities Location & Layout – Strategic importance - Factors affecting location & layout - Installation of facilities – Single location, multi-location decisions. Basic EOQ Model: Re-order Level: ABC Analysis. Supply chain management.	<b>10</b>

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM 2407.1	To know how manufacturing and service operations management has evolved as a discipline and be able to describe the strategic considerations that have a role in operational decisions.
CO2	BCM 2407.2	To understand the philosophies and ideas underlying just-in-time, MRP, and inventory management approaches, and be able to recognise the constraints and issues associated with actually using these techniques.
CO3	BCM 2407.3	To understand organisational structures, technology, operational activities, and competitiveness relate to one another.
CO4	BCM 2407.4	Be able to think about the idea of process management and its practical consequences;

**Recommended Books:**

- Mahadevan B, Operations Management : Theory and practice, 2<sup>nd</sup> edition, Pearson Education.
- Krajewski and Ritzman, Operations Management, 5<sup>th</sup> Edition, Pearson Education
- Buffa & Sarin, Modern production/operations Management, 8<sup>th</sup> edition, John Wiley
- Chary, Production and Operations Management, Tata Mc Graw Hill
- Johnston R et al : Cases in Operations Management, Pitman

**Instruction of Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: BUSINESS ETIQUETTES AND CORPORATE GROOMING**
**SUBJECT CODE: BCM 2408**
**SEMESTER: IV**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**  
**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To introduce the concept and importance of business ethics and corporate governance
- To know the facets of ethics management and the ethical, Indian ethos in Management

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Business Etiquette: The ABC's of Etiquette, Developing a Culture of Excellence, The Principles of Exceptional Work Behavior, The Role of Good Manners in Business, Enduring Words Making Introductions and Greeting People: Greeting Components	10
<b>UNIT-II</b>	Cultural Differences and their Effects on Business Etiquette. BUSINESS ETHICS: Meaning – Definition – Nature – Importance	10
<b>UNIT-III</b>	ETHICAL VALUES: Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics – Consumer Protection.	10
<b>UNIT-IV</b>	CORPORATE GOVERNANCE: Meaning – Code of Corporate Governance – Audit Committee – Corporate Excellence – Role of Independent Directors – Protection of Stakeholders – Corporate Social Responsibility – Changing Roles of Corporate Boards with changing times – Corporate Governance for Market capitalism	10

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM-2408.1	To evolve various Soft skills, among students through debates, group discussions etc so that will help them to be globally acknowledged.
CO2	BCM-2408.2	To teach Soft and critical and analytical skills to students that will help to learn about business scenario.
CO3	BCM-2408.3	To make innovative, Utilize research and evolve ethical values among the students.
CO4	BCM-2408.4	To develop critical thinking and creativity among the students.

**Recommended Texts**

1. Chakraborty, S.K., Management by Values, Oxford Univ. Press.
2. Balasubramanian, R., Corporate Governance, IIM Bangalore.
3. Laura P. Hartman, Perspectives in Business Ethics, Tata Mc Graw Hill.

**WEB RESOURCES:**

1. [www.business-ethics.com](http://www.business-ethics.com)
2. [www.oecd.org](http://www.oecd.org)
3. [www.corpgov.net/news](http://www.corpgov.net/news)

**INSTRUCTION FOR QUESTION PAPER SETTER:** The question paper should be divided into three parts. Part A shall consist of 12 mcq's of 1 mark each. Part B shall consist of 6 short questions of 4 marks each out of which 3 questions shall have internal choice and Part C shall consist of 3 long questions of 8 marks each out of which 1 question shall have internal choice.

**Fifth Semester:**



Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
<b>Core Courses</b>												
<b>BCM 3501</b>	Business Environment	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BCM 3502</b>	Data Analysis & Interpretation	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BCM 3503</b>	Financial Analysis for Decision Making	5	-	-	5	5	16	---	24	60	100	3Hrs
<b>BCM 3504</b>	Banking, Insurance & International Trade	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BCM 3505</b>	Industrial Laws	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BCM 3506</b>	Entrepreneurship & Small Business	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>BCM 3507</b>	Fundamentals of E-Commerce	3	-	-	4	3	16	---	24	60	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BCM 3508</b>	Gender Justice	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Total</b>		<b>30</b>	<b>-</b>	<b>-</b>	<b>31</b>	<b>31</b>						

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

**Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.**

**SUBJECT TITLE: Business Environment**
**SUBJECT CODE: BCM 3501**
**SEMESTER: V**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam; 3 Hrs**
**Objective and outcome of course:**

- To make students understand various social, political, legal and economic and other factors that influence business in India
- To enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Business & Social Environment: Meaning, Salient Features, Significance, Internal & External Environment, Environment Scanning: Features, Process & Techniques, Social Responsibility of Business, Ecological Environment Protection Act.	<b>10</b>
<b>UNIT-II</b>	Political & Economic Environment: Three Political Institutions: Legislature, Executive & Judiciary, Salient Features of Economic System: Basic Philosophies of Capitalism, Socialism & Mixed Economy, Liberalization, Privatization & Globalization.	<b>10</b>
<b>UNIT-III</b>	Competition Act 2002: Features, Objectives, Objectives, Anti-Competitive Agreement, Abuses of Dominance, Regulations of Combinations, Leniency Regulation, Foreign Exchange Management Act 1999 (FEMA): Features, Objectives, Application of The Act, FEMA Vs FERA.	<b>10</b>
<b>UNIT-IV</b>	Technological, Legal and Regulatory Environment: Impact of Technology on Business, Technological Policies, Problems in Technology Transfer, Salient Features of Intellectual Property Rights and Trademarks, New Industrial Policy & its Implication in India, Disinvestment of Public Enterprises- Rationale, and Objectives & Implications fiscal Policy: Types, Instruments: Taxation & Public Expenditure & Their impact on Economy Monetary Policy: Types, Instruments, EXIM Policy.	<b>10</b>

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM3501.1	Highlight the meaning of business environment along with the assessment of a business's environment from a cultural, natural and social viewpoint.
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CO2	BCM3501.2	To examine the economic and political elements of the business environment, such as globalisation, privatisation, and liberalisation, under which a business organisation operates.
CO3	BCM3501.3	To facilitate an in-depth analysis of the regulatory framework under which a business functions and their implementation in the current scenario.
CO4	BCM3501.4	To assess the technological, legal and regulatory elements of the business environment under which a business performs with a special emphasis on government policies and intellectual property rights.

**Recommended Books :**

1. Dr Francis Cherunilam, 'Business Environment Text & Cases', Himalaya Publishing House
2. S.K. Mishra and V.K. Puri, 'Economic Environment of Business', Himalaya Publishing House.
3. Paul Justice, 'Business Environment- Text and Cases', Tata McGraw Hill Publishing.
4. K. Aswathappa, 'Essential of Business Environment', Himalaya Publishing House.

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Data Analysis & Interpretation**

**SUBJECT CODE: BCM 3502**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- The course aims at equipping students with an understanding of the research process
- To introduce tools and techniques in order to facilitate managerial decision making.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Definition, Importance Scope of Research. Types of Research, Objectives of Research, Research methods and Research methodology. Variables and Parameters. Research Design, Types of Research Designs.	<b>15</b>

	Research and Market Research-Product Research, Advertisement and sales Promotion Research, sales control Research. Basic statistics-Definition of statistics. Statistics Types. Measures of Central Tendency-Mean Median and Mode.	
<b>UNIT-II</b>	Dispersion Its Meaning, Types of Dispersion, Mean Deviation and Standard Deviations, Coefficient of Variations. Simple correlation and Regression Analysis..Data, definition nature and scope. Types of data-Primary and secondary data.	<b>15</b>
<b>UNIT-III</b>	Data Collection, editing, coding, Tabulation and cross Tabulation of data Data presentation-Diagrammatic and Graphic methods of Presentation. Sample and sampling Techniques, Definition of Sample, sampling, sample design Sample Size , methods of sampling, Sampling Techniques.	<b>15</b>
<b>UNIT-IV</b>	Probability and Non probability Sampling Techniques, Limitation of Sampling Techniques. Preparation of questionnaire. Steps involved in preparation of Questionnaire, case study methos , Observation Method , Participation Method of collecting Data.	<b>10</b>

**Course outcomes:**On completion of this course, the student will be able to

CO1	BCM3502.1	To make student understand various types of research and research methods thereby making student grasp the relevance & scope of research
CO2	BCM3502.2	To impart the knowledge of statistics and various measures of central tendency
CO3	BCM3502.3	To provide students information about sampling, sample design, sample size , various sampling techniques
CO4	BCM3502.4	To make student aware about steps involved in preparation of questionnaire and various modes of data collection

**Recommended Books :**

- 1 C.R. Kothari: Research Methodology cases and Text, wiley eastern < new Delhi
2. S.P. Gupta statistics
3. Rigby Paul H.(1968) Conceptual Foundation of Business Research ,Wiley

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: Financial Analysis for Decision Making**
**SUBJECT CODE: BCM 3503**
**SEMESTER: V**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
5	-	-	5

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam; 3 Hrs**
**Objective and outcome of course:**

- To create understanding of financial services and various aspects of finance among students with respect to trading at stock exchange.
- To provide information & application of Indian Accounting Standard & Managerial uses of Funds Flow Analysis

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Financial Statements: Concept, Nature, Objectives of Financial Statements, Types of Financial Statements; Limitations of Financial Statements; Analysis and Interpretation of Financial Statements: Objectives, Types and Methods of Financial Statements Analysis : Comparative Statements, Common size statements, and Trend analysis	10
<b>UNIT-II</b>	Ratio analysis : Meaning of Ratios, Classification of Ratios, Profitability ratios, Turnover ratios, Liquidity ratios, Solvency ratios; Calculation and interpretation of the ratios; Advantage of Ratio Analysis; Limitations of Accounting Ratios	10
<b>UNIT-III</b>	Fund Flow Analysis : Concept of Funds, Sources and Uses of Funds, Concept of Flow, Funds Flow Statement, Managerial uses of Funds Flow Analysis, Statement of Changes in working Capital, Funds Flow Statements. Cash Flow Analysis : Indian Accounting Standard – 3, Cash Flow Statement.	10
<b>UNIT-IV</b>	Responsibility Accounting: Concepts, Steps in Responsibility Accounting and Advantages of Responsibility Accounting. New Developments : Activity Based Costing , Kaizen Costing , Back Flush Costing , Target Costing , Life Cycle Costing.	10

**Relevant case studies related to the topics should be discussed in classroom.**
**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM3503.1	Demonstrate a comprehensive knowledge and understanding of concept of financial statements and their types
CO2	BCM3503.2	Demonstrate advanced knowledge about different methods available for analyzing the financial statements

CO3	BCM3503.3	Analyzing the financial data by using different financial tools to generate relevant information for providing guidance to take effective decision
CO4	BCM3503.4	Able to understand the structure of responsibility accounting and its uses and methods which helps to reduce cost and maximize profit

**Recommended Books:**

1. Vasant Desai 'Financial Markets and Financial Services' Himalaya Publications
2. Gordon & Natarajan 'Financial Markets & Services' Himalaya Publications
3. M Y Khan 'Financial Services' Tata McGraw-Hill
4. V. A. Avdhani 'Financial Services in India' Himalaya Publications
5. S Gurusamy 'Financial Services & System' Thomson Publications

**Instruction of Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: BANKING, INSURANCE & INTERNATIONAL TRADE**

**SUBJECT CODE: BCM3504**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**  
**End Term Exam: 60**  
**Duration of Exam; 3 Hrs**

**Objective and outcome of course:**

- To give students an insight into functioning of a Modern Bank.
- To introduce Innovations in Banking and Powers and Functions of IRDA

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Banking: Introduction, Types of banks, Functions, Central Banking: Functions and techniques of credit control. Reserve Bank of India: Role and Functions. Commercial Banking in India; structure and functioning; Role of Commercial Banks in Economic Development. Reforms in Indian Banking: Overview, Recommendations of Narasimham Committee, Verma Panel Report, Basel II Norms, Capital Adequacy Ratio (CAR), Revised NPA Norms- Grievance Mechanism and Banking Ombudsman, Impact of Reforms.	15
<b>UNIT-II</b>	Innovations in Banking: Internet Banking, E-Banking, Mobile banking, Wholesale and Retail Banking, Electronic Fund Transfer- (RTGS &	

	NEFT) and Core Banking. India's Foreign trade policy, Composition and recent trends in foreign trade with special reference to India. Balance of payments .Recent changes in India's export and import policies.	10
<b>UNIT-III</b>	Insurance: Concept, Nature of Insurance, Functions of Insurance, Types of Insurance (Life and Non-Life), Importance of Insurance, Principles of Insurance Contract-Features of Life and Nonlife Insurance. Insurance and IRDA: IRDA Act 1999, Provisions, Duties, Powers and Functions of IRDA, Composition and Grievance Mechanism and Insurance Ombudsman.	10
<b>UNIT-IV</b>	Regulation of International Trade in India. EXIM Policy and Foreign Exchange Management Act (FEMA), 1999. Introduction to General Agreement on Tariffs and Trade (GATT)/World Trade Organization (WTO).	10

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM3504.1	To explain them the fundamental terms used in banking.
CO2	BCM3504.2	To comprehend the fundamental ideas and operations of banking
CO3	BCM3504.3	To explain various types of insurance plans along with that the importance of contract in Customers.
CO4	BCM3504.4	To help them to understand various agencies to guide international trade practices.

**Recommended Books:**

- Seth, M. L. "Money, Banking and International Trade" Lakshmi Narayan Agarwal.
- Mishra, Jagannath "Money, Banking and International Trade" Thacker, Spink and Company.
- Jain T. R. "Banking and Foreign Trade" V. K. Publications.
- Sunderam and Varshney, "Banking Theory Law and Practices", 2004, Sultan Chand and Son
- M N Mishra, S B Mishra: Insurance Principles & Practice, Sultan Chand and Sons.

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: Industrial Laws**
**SUBJECT CODE: BCM3505**
**SEMESTER: V**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam; 3 Hrs**
**Objective and outcome of course:**

- To familiarize the commerce students with the understanding and provisions of laws related employees' compensation
- To introduce features and benefits of various industrial laws

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>The Employees Provident Fund &amp; Miscellaneous Provisions Act, 1952:</b> Definitions; Schemes under the Act – Employees' Provident Fund Scheme; Employees' Pension Scheme, 1995; Employees' Deposit linked Insurance Scheme. <b>Employees State Insurance Act, 1948:</b> Objects and Applicability of the Scheme; Definitions: Personal Injury, Factory, Manufacturing Process, Wages, Partial and Permanent Disablement; ESI Corporation, Standing Committee and Medical Benefit Council; Contributions; Adjudication of Dispute and Claims, Benefits.	10
<b>UNIT-II</b>	<b>The Payment of Bonus Act, 1965:</b> Definitions – Accounting year, allocable surplus, available surplus, employee, employer, establishments, salary or wage; determination of bonus, calculation of bonus, eligibility for bonus, disqualifications for bonus, payment of minimum and maximum bonus, set on and set off of allocable surplus, deductions of certain amounts from bonus payable, time limit for payment of bonus.	10
<b>UNIT-III</b>	<b>Payment of Wages Act, 1936:</b> Definitions – Employed Person, Employer, Factory, Industrial or other Establishment, Wages; Responsibility for Payment of Wages; Fixation of Wage Period; Time of Payment of Wages; Mode of Payment; Deductions from Wages and Fines.	10
<b>UNIT-IV</b>	<b>Payment of Gratuity Act, 1972:</b> Applicability and non- applicability of the Act; Definitions-employee, employer, continuous service; payment of gratuity; forfeiture of gratuity; employer's duty to determine and pay gratuity; recovery of gratuity; penalties. <b>Employee's Compensation Act, 1923:</b> Definitions: dependent, employer, partial and total disablement, workmen, injury, accident; employer's liability for compensation; amount of compensation; contracting; commissioner; case laws.	10

**Relevant case studies related to the topics should be discussed in classroom.**
**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM 3505.1	Understand the conceptual framework of Industrial Relations.
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CO2	<b>BCM 3505.2</b>	Identify the heated issues which might take the form of disputes in the workplace.
CO3	<b>BCM 3505.3</b>	Elaborate the Concept, evolution, implementation & Challenges of Worker's Participation in Management
CO4	<b>BCM 3505.4</b>	Explain the concept, evolution and implementation of Collective Bargaining

**Recommended Books:**

- Arun Monappa, Ranjeet Nambudiri and Patturaja Selvaraj (2012), "*Industrial Relations and Labour Laws*", 2<sup>nd</sup> Edition, New Delhi, TATA McGraw Hill.
  - Padhi P.K. (2013), "*Labour and Industrial Laws*", 2<sup>nd</sup> Edition, New Delhi, PHI
  - Srivastava, S.C., "*Industrial Relations & Labour Laws*", Vikas Publishing House (P) Ltd.
- Instruction of Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: Entrepreneurship & Small Business**
**SUBJECT CODE: BCM3506**
**SEMESTER: V**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam: 3 Hrs**
**Objective and outcome of course:**

- To make student understand intricacies of business who intent to start their own enterprise.
- To guide student right from the idea generation to implementation of the idea

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction: Meaning, scope, need and significance; role and functions of entrepreneur in economic development; economic, social and psychological need for entrepreneurship; characteristics, qualities and pre-requisites of entrepreneur; Emergence of Entrepreneurial Class; Theories of Entrepreneurship. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and	10

	social entrepreneurship.	
<b>UNIT-II</b>	Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; Managing Leadership ,succession and continuity ; Encouraging change in the family business system. Financing the Entrepreneurial business: Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions.	10
<b>UNIT-III</b>	Venture capital. Promotion of a Venture: Opportunities analysis; External environment analysis, Economic, Social and Technological analysis; Competitive Factors: Legal requirements for establishment of a new unit. Entrepreneurial Development programmes (EDP): role, relevance and achievements; Role of government in organizing EDPs; Critical evaluation.	10
<b>UNIT-IV</b>	Women Entrepreneurship: Need, Growth and development of women Entrepreneurship, Problems faced by Women Entrepreneurs. Entrepreneurship in Informal Sector, Rural Entrepreneurship, Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services.	10

**Note: To Provide Practical exposure to the students, colleges are advised to arrange lectures from successful entrepreneurs from industry.**

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM 3506.1	Explain role and functions of entrepreneur in economic development.
CO2	BCM 3506.2	Describing Family Business, Managing Business.
CO3	BCM 3506.3	Explain External environment analysis, Economic, Social and Technological analysis.
CO4	BCM 3506.4	Describing Need, Growth and development of women Entrepreneurship.

**Recommended Books:**

1. Vasant Desai: Dynamics of Entrepreneurial Development and Management
2. Ramachandran K: Entrepreneurship Development
3. SS Khanka: Entrepreneurial Development

**Instruction of Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: Fundamentals of E- Commerce**
**SUBJECT CODE: BCM3507**
**SEMESTER: V**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam: 3 Hrs**
**Objective and outcome of course:**

- To acquaint the students with E-Business in competing markets.
- To understand the basic of traditional business system vs. E-commerce

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Internet and Commerce: Business operations; E-commerce vs. traditional business system; Concepts b2b, b2c, c2c, Benefits of e-commerce to organization, consumers and society; Limitation of e-commerce; Management issues with e-commerce.	10
<b>UNIT-II</b>	Applications for b2c : Process of shopping followed by Consumers on the internet; Impact on disintermediation and re-intermediation. Changing Structure of Organisation – The Impact of E-Commerce on Various Business Sectors such as Entertainment, Education, Health Services, Publishing and Financial Services. SocioEconomic Impacts of E-Commerce.	10
<b>UNIT-III</b>	Global Market; Strategies followed by traditional department stores; Products in b2c model; travel tourism-services available Online; Real estate market; Online stocks trading and its benefits; Online banking services. Application in b2b: Applications of b2b; Technological changes in b2b.	10
<b>UNIT-IV</b>	Characteristics of the supplier oriented market; buyer-oriented market and intermediary-oriented market system.Applications in Governments: EDI in Government; E-governance; E-governance applications of the internet; Concept of Governance to business, business-to-government and citizen to Governance; E-governance models; Private sector interface in e-governance.	10

**Course outcomes:**On completion of this course, the student will be able to

CO1	BCM 3507.1	Explain traditional business system vs. E-commerce. Concepts b2b, b2c, c2c.
CO2	BCM 3507.2	Describing process of shopping followed by Consumers on the internet.
CO3	BCM 3507.3	Explain Online stocks trading; Online banking services.
CO4	BCM 3507.4	Describing buyer-oriented market; supplier oriented market and intermediary-oriented market.

**Recommended Books:**

1. Bharti Baskar : Electronic Commerce, Mc Graw Hill
2. K. K. Bajaj & Debjani Nag : E-Commerce, Mc Graw Hill
3. Sushila Madan : E-Commerce, Taxmann
4. Ravi Kala Kota : Frontiers of E-Commerce

**Instruction of Question Paper setter :** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: GENDER JUSTICE**
**SUBJECT CODE: BCM 3508**
**SEMESTER: V**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam: 3 Hrs**
**Objective and outcome of course:**

- To create about importance and role of women & child in society through the medium of law.
- To make understanding about of the problems and perspectives of women resulting in grave injustice to them in various ways.

**Contents of Syllabus:**

<b>Sr. No</b>	<b>Contents</b>	<b>Contact Hours</b>
<b>UNIT-I</b>	<b>The Concept of Gender - the Biological Distinction</b>  Convention on Elimination of All Forms of Discrimination against Women, 1979  Indian Constitutional Safeguards  Protection of Women from Domestic Violence	<b>10</b>
<b>UNIT-II</b>	<b>Gender Justice and Personal Laws</b>  Adoption and Guardianship Rights  Property and Inheritance Rights  Rights of Maintenance  Uniform Civil Code towards Gender Justice	<b>10</b>
<b>UNIT-III</b>	<b>Gender Related Crimes</b>  Child Marriage  Prostitution and Trafficking  Female Foeticide  Sexual Harassment of Women at Home & Workplace	<b>10</b>
<b>UNIT-IV</b>	<b>Gender Justice Issues</b>  Women and Work  Women and Health  Women and Education	<b>10</b>

**Course outcomes:** On completion of this course, the student will be able to

CO1	BB 3508.1	To understand about various legal provisions which deal with welfare of women and children in India
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CO2	BB 3508.2	To develop legal reasoning and skills amongst the students to analyse various statutory provisions relating to development of women in India
CO3	BB 3508.3	To develop critical and analytical thinking among the students with regard child welfare legislations
CO4	BB 3508.4	To have knowledge about the interrelationship that exists between the laws dealing with gender justice and constitution of India

**Recommended Books:**

S.NO.	NAME OF THE BOOKS/AUTHORS	YEAR OF PUBLICATION
1	S.C. Tripathi: Law Relating to Women and Children	2018
2	S.R. Myneni: Women and Law	2018
3	M.S. Nijjar and Manpreet Kaur: Law Relating to Property Rights of Hindu Women	2017
4	Mamta Rao: Law Relating to Women and Children	2017
5	C. Walikhanna & Nandita Rao : S.C. & H.C. Judgments Relating to Women & Children	2005
6	Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013 Prohibition of Child Marriage Act, 2006	
7	Report of the Committee on the Status of Women (Govt. of India) Chapter IV & Section IV: Gender Conclusions & Recommendations.	

**Instruction for Question Paper setter**

For the theory examination the whole syllabus has been divided into four units. Question paper will be divided into five units. Unit I to Unit IV shall be of 12.5 marks each and each shall consist of two questions from Unit I to Unit IV respectively and the candidates will be required to attempt only one question out of each unit. Unit V shall carry 25 marks and shall consist of ten questions of 2.5 marks each covering the entire syllabus.

### Sixth Semester:

Subject		Contact Hours/Week			Credit	Contact Hours	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CW A	LWA	MTE	ETE	Total	
<b>Core Courses</b>												
<b>BCM -3601</b>	Strategic Management	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BCM -3602</b>	Contemporary Accounting	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BCM -3603</b>	Human Resource Management	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>BCM -3604</b>	Management Information System	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Elective Course</b>												
<b>BCM -3605</b>	Consumer behavior	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Ability Enhancement Courses</b>												
<b>BCM -3606</b>	Business Leadership Skills	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>BCM -3607</b>	Research Project	3	-	-	3	3	16	---	24	60	100	3Hrs
<b>Skill Enhancement Courses</b>												
<b>BCM -3608</b>	Indian Economic Problems	4	-	-	4	4	16	---	24	60	100	3Hrs
<b>Total</b>		<b>30</b>			<b>30</b>	<b>30</b>						

L-- Lecture

T-- Tutorial

P---Practical

The breakup for internal evaluation (40 marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

**Note: For Evaluation scheme see ordinance number 8 "Regulation for Academic Evaluation" RIMT University.**

**SUBJECT TITLE: Strategic Management**
**SUBJECT CODE: BCM3601**
**SEMESTER: VI**
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**
**End Term Exam: 60**
**Duration of Exam: 3 Hrs**
**Objective and outcome of course:**

- To enable students conversant with a set of management guidelines which specify the firm's product-market position
- To introduce the directions in which the firm seeks to grow and change the competitive tools it will employ, the strengths it will seek to exploit and the weaknesses it will seek to avoid.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Definition, nature, scope, and importance of strategy & strategic management; Strategic decision-making. Process of strategic management and levels at which strategy operates. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.	<b>10</b>
<b>UNIT-II</b>	Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).Internal Appraisal – The internal environment, organizational capabilities in various functional areas and Strategic Advantage Profile. Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).	<b>15</b>
<b>UNIT-III</b>	Industry level analysis; Porters' five forces model, Strategy implementation: Resource allocation, Organization structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility, Strategic Evaluation & control: Techniques of strategic evaluation.	<b>10</b>
<b>UNIT-IV</b>	Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies.Business level strategies—Porter's framework of competitive strategies;Differentiation and Focus strategies. Strategic Analysis and choice—Corporate level analysis (BCG, GE Nine cell, Hofer's product market evolution and Shell Directional policy Matrix).	<b>10</b>

**Course outcomes:**On completion of this course, the student will be able to



CO1	BCM 3601.1	To clarify the concepts of Strategy & Strategic Management Process & sharing brief of vision, Mission, Business definition, Goals and Objectives of corporate houses with students such that they can relate these concepts and enhance their skills to face the situation of the corporate world
CO2	BCM 3601.2	Identify Critical Success Factors, Key Performance Indicators and Key Result Areas for organization & Methods and techniques of organizational appraisal
CO3	BCM 3601.3	To strengthen the potential of students by sharing concepts of Strategy implementation concerns & Procedural issues hence making students understand the integration of functional plans and various techniques of strategic evaluation & control such that their business analysis skills are sharpen and students prove to be a successful corporate leaders.
CO4	BCM 3601.4	To demonstrate the importance Corporate and Business level strategies such that student understand the changing business environment and cope with the dynamic environment.

**Recommended Books:**

1. Kazmi A. 'Business Policy & Strategic Management' Tata McGraw Hill
2. Thomson & Strickland 'Strategic Management: Concept & Cases' Tata McGraw Hill
3. S. Reddy, Strategic Management by Himalaya Publication
4. Wheelen & Hungee 'Strategic Management & Business Policy' Addison- Wesley
5. Johnson & Scholes 'Exploring Corporate Strategy' Prentice Hall India
6. Jauch & Glueck 'Business Policy & Strategic Management' Tata McGraw Hill

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice

**SUBJECT TITLE: CONTEMPORARY ACCOUNTING**

**SUBJECT CODE: BCM 3602**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal**

**Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To make the student familiar with contemporary accounting procedures and in-depth knowledge of preparation of various accounting standards.
- To learn the principles related to corporate field, financial report, forensic accounting

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>Accounting standards:</b> Purpose, Historical perspective, Role of IASC in standardising accounting practices, Development of Accounting Standards in India. <b>Accounting Principles:</b> Generally Accepted Accounting Principles (GAAPs), their nature, scope, merits and limitations	10
<b>UNIT-II</b>	Indian Accounting Standards (AS) 1-32. Introduction to international financial reporting standards (IFRS), convergence to IFRS. <b>Price Level Accounting:</b> Purpose, methods, Benefits, Criticism & its adoption in India, <b>Cash Flow Accounting:</b> Concept, Main Features, Benefits and Criticism.	10
<b>UNIT-III</b>	<b>Financial Reporting:</b> Meaning, Objectives, Qualitative characteristics, Factors determining reporting requirements, Reporting practices of Indian companies. <b>Forensic Accounting</b> – Introduction – Historical Background, Essentials – Role of Forensic Accountant – Forensic Accounting in India.	15
<b>UNIT-IV</b>	<b>Human Resource Accounting:</b> Concept, methods, significance and limitations, Disclosure of HRA information by Indian companies, <b>Social Accounting:</b> Concept, uses, scope, various approaches, and social disclosure practices in India. <b>Environment Accounting:</b> Meaning, Objectives, Qualitative characteristics, Benefits, Criticism & its adoption in India.	10

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM3602.1	In – Depth knowledge of GAAP’s, Accounting Standards in India & their development including role of IASC.
CO2	BCM3602.2	Accounting Standards 1 – 32, IFRS, Price Level Accounting & Cash Flow Accounting.
CO3	BCM3602.3	Implement Financial Reporting Practices of Indian Companies, Identifying factors determining reporting requirements, Role of Forensic Accounting in India.
CO4	BCM3602.4	Human Resource Accounting, Social Accounting & Environment Accounting & its adoption in India.

**Recommended Books:**

1. L S Porwal. Tata McGraw-Hill Education, Jun 1, 2001.
2. Hendriksen, Irwin Professional Publishing; 5 Sub edition, 1991.
3. Accounting theory and practice / M.W.E. Glautier, B. Underdown Glautier, M. W.(Michel William Edgard), 1932.

**Instruction of Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Human Resource Management**

**SUBJECT CODE: BCM3603**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business Strategy.
- To study of Training and development concept and Performance appraisal system

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction: Definition; Nature, Scope & Objectives; Need; Significance of Human resource management. Manpower Planning: Definition, Objectives, Process, Factors affecting Manpower Planning. Job Analysis: Meaning, Objectives, Uses, Process; Techniques and Problems.	<b>10</b>
<b>UNIT-II</b>	Recruitment: Meaning, Process, Sources, Methods. Selection: Meaning, Importance, Process. Tests and interviews, placement and induction. Job changes - transfers and promotions.	<b>10</b>
<b>UNIT-III</b>	Training and development: concept and importance; identifying training and development needs; evaluating training effectiveness. Career planning and development: Meaning, Objectives, Steps in effective career planning. Performance appraisal system: nature and objectives; techniques of performance appraisal; Differentiation between Performance and Potential appraisal.	<b>15</b>
<b>UNIT-IV</b>	Compensation: concept, policies and administration; Methods of wage payments and incentive plans; fringe benefits; performance linked compensation. Job evaluation: Meaning, Importance, Methods. Maintenance: employee health and safety; Grievance handling and redressal system.	<b>10</b>

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM3603.1	Explain the fundamentals of Human Resource Management and study the evolution of HRM.
CO2	BCM3603.2	Review various functions of HRM that smooth the progress of employee hiring viz. planning, job analysis, recruitment and selection.
CO3	BCM3603.3	Recognize the role of T&D, career development and performance evaluation in human resource development.
CO4	BCM3603.4	Scrutinize the functions of reimbursement management namely, wages and salary administration, benefits and perks.

**Recommended Books:**

1. Rao V.S.P. Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.
- 4 C.B. Memoria Personal Management Himalaya
- 5 K. Aswathappa Human Resource Management Tata McGrawHill
- 6 C.B. Gupta Human Resource Management Sultan Chand and Sons

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Management Information System**

**SUBJECT CODE: BCM3604**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	0	0	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:**

- To understand the concept of information and system and management information system.

- To study the Decision Making and MIS: Decision-Making, Simon's Model.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Information and System Concepts: Information: Definition; Types of Information (Strategic Information, Operational Information); Information Quality; Kinds of Systems (Abstract and Physical Systems, Deterministic and Probabilistic Systems, Open and Closed Systems, User-Machine Systems); Human as an Information Processing System (Information Filtering, Human Differences in Information Processing, Implications for Information Systems).	<b>15</b>
<b>UNIT-II</b>	Management Information Systems: Basic Framework & Importance of MIS; concept of MIS, Nature and Scope of MIS, Characteristics & Functions of MIS. Information System Processing Functions, Decision Support, Levels of Management Activities, Organizational Functions; Classifications of MIS Decision Support System (DSS), Executive Support System, Business Expert Systems (BESs)	<b>10</b>
<b>UNIT-III</b>	Decision Making and MIS: Decision-Making, Simon's Model of Decision-Making, Types of Decisions, Purpose of Decision-Making, Level of Management, Report Generation.	<b>10</b>
<b>UNIT-IV</b>	Implementation and Evaluation of MIS Reports: Implementation process, planning and implementation stages, acquisition of facilities and space planning, MIS Organization and procedure development, User training, acquisition of hardware and software, Creation of forms and database, Testing, Change Over; Evaluation of MIS system.	<b>10</b>

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM3604.1	Highlight the meaning of Information System and the role of information technology and decision support systems in business.
CO2	BCM3604.2	To examine and relate the basic concepts and technologies used in the field of management information systems.
CO3	BCM3604.3	To facilitate managerial decision making using the concepts and techniques of MIS.
CO4	BCM3604.4	To assess the understanding of how various information systems work together to accomplish the objectives of an organization.

**Recommended Books:**

1. Management Information Systems, Goyal, D.P., Edition, Macmillan.
2. Management Information Systems, Oz, Effy, Thomson Press Indian Edition.
3. Management Information Systems, Kanter, J., Third Edition, PHI.
4. Management Information Systems, Davis, Gordan B. & Olson, M.H, Second Edition

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Consumer Behavior**

**SUBJECT CODE: BCM3605**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
4	-	-	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To understand the various aspects of consumer behaviour, the external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.
- To know about the personality theories, Reference groups: concepts, factors affecting reference groups.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Consumer behaviour: nature, scope & application. Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour. Consumer as an individual: Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs.	<b>10</b>
<b>UNIT-II</b>	Introduction to Personality: Theories, Product Personality, Perception: Concept and Elements of Perception and Attitude with reference to consumer behavior. Consumer in social & cultural setting: Reference groups: concepts, factors affecting reference groups.	<b>10</b>
<b>UNIT-III</b>	Family: Functions of family, Family decision making, Family Life Cycle social class & its measurement Culture & sub culture: definition & influence	<b>10</b>
<b>UNIT-IV</b>	Consumer Decision Making: Introduction. Leadership & leadership Process. Diffusion of innovations: Diffusion Process, Adoption Process.	<b>10</b>

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM3605.1	Remember the basic concepts, nature and importance of consumer behavior.
CO2	BCM3605.2	Investigate the various factors which influence consumer decisions.
CO3	BCM3605.3	Recognize the individual, group or organizations that how they make decisions related to their buying behavior.
CO4	BCM3605.4	Comprehend the talented trends in the field of consumer behavior.

**Recommended Books:**

1. Schiffman & Kanuk: Consumer Behaviour, Pearson Education
2. Engel, Black Well, & Miriard: Consumer Behaviour, Dryden Press
3. Majumdar, R, Consumer Behaviour: Insights from the Indian Market, PHI Learning Pvt. Ltd., New Delhi
4. Loudon, Bitta, Consumer Behaviour, Tata McGraw Hill, New Delhi

**Instruction for Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.

**SUBJECT TITLE: Business Leadership Skills**

**SUBJECT CODE: BCM3606**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
3	-	-	3

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To understand the impact and importance of becoming a leader, effective leadership behavior and styles.

- To study the Developing teamwork: team leadership vs. solo leadership – advantages and disadvantages of group work and team work.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>The nature and importance of leadership:</b> The meaning of leadership. Leadership vs. management, the Impact of leadership on organizational performance <b>Traits, Motives, and characteristics of leaders:</b> Personality traits of effective leaders' leadership motives-cognitive factors and leadership.	10
<b>UNIT-II</b>	<b>Leadership styles: the leadership continuum: classical leadership styles</b> – the boss-centered vs. employee-centered leadership continuum – the autocratic participative free rein continuum- the leadership grid styles	10
<b>UNIT-III</b>	<b>Developing teamwork:</b> team leadership vs. solo leadership – advantages and disadvantages of group work and team work.	5
<b>UNIT-IV</b>	<b>Leadership development, succession and the future:</b> development through self-awareness and self-discipline – leadership development programmes.	5

**Course outcomes:** On completion of this course, the student will be able to

CO1	BCM3606.1	Enlighten the nature and importance of leadership and their impact on organization performance.
CO2	BCM3606.2	Analyze the dynamics of team leadership & group development.
CO3	BCM3606.3	Evaluate the skills and various development programmes.
CO4	BCM3606.4	Create the environment in the organizations through self awareness and self development programmes.

**Recommended Texts:**

- Guest R, Hersey P & Blanchard K : Organizational change this Effective Leadership, Prentice Hall, New Jersey, 1977.
- Yukl GA : Leadership in Organization, Prentice-Hall, New Jersey, 1981.
- E;ezmol A : The Dynamics of Inter-personnel Behaviour, John Wiley & Sons., Inc., New York, 1969.
- Adair John : Effective Leadership, Rupa & co.



5. Davar, Rustom S : Creative Leadership, UBS Publishers" Distributors Ltd

**INSTRUCTION FOR QUESTION PAPER SETTER:** The question paper should be divided into three parts. Part A shall consist of 12 mcq's of 1 mark each. Part B shall consist of 6 short questions of 4 marks each out of which 3 questions shall have internal choice and Part C shall consist of 3 long questions of 8 marks each out of which 1 question shall have internal choice.

**SUBJECT TITLE: RESEARCH PROJECT**

**SUBJECT CODE: BCM 3607**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	3	3

**Total: 100 Marks**  
**Duration of Exam: 3 Hrs**

**Objective and outcome of course:**

- To upgrade their presentation skills and increase their knowledge on latest managerial issues
- To keep the students aware of emerging issues in management and sharpen their analytical and presentation skills.

The students are required to carry out a project on any management subject and submit a report

to be evaluated by the teachers of the institute and a presentation made to the entire group.

The project viva of BCM 3607 will be conducted by external examiner.

**Course outcomes:**On completion of this course, the student will be able to

CO1	BB3607.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	BB3607.2	Get in-depth understanding of academic theory and preparation of high-quality research projects pertinent to the field of study
CO3	BB3607.3	Develop Research aptitude
CO4	BB3607.4	Ability to support and participate in academic, government, and industrial research at an internationally competitive level

**SUBJECT TITLE: INDIAN ECONOMIC PROBLEMS**

**SUBJECT CODE: BCM3608**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

**Internal**
**Assessment: 40**
**End Term Exam: 60**
**Duration of Exam: 3 Hrs**
**Objective and outcome of course:**

- To acquaint the students with the ability to understand the features and issues of Indian Economy.
- To know the Indian industrial sector growth and problems of Indian industry.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Structure of Indian economy: the concept of economic system, nature of Indian economy, major issues of development in Indian economy , problems of poverty ,malnutrition and inequalities in India , Problems pertaining to unemployment and rising prices, emergence of parallel economy, inequality and economic power in India. HUMAN RESOURCES: demographic features of Indian population, size and growth of population, occupational distribution of labour force.	15
<b>UNIT-II</b>	ECONOMIC PLANNING: role of planning in economic development, review of planning experience in India, problems of Indian planning, new economic policy. INDIAN INDUSTRIAL SECTOR: growth and problems of Indian industry, current industrial policy, cottage and small scale industries, agro based industries, industrial finance, public sector in India, privatization in India, current policy- disinvestment and divestment.	10
<b>UNIT-III</b>	BASIC ISSUES IN AGRICULTURE: role and nature of agriculture in India, trends in agriculture production and productivity, green revolution and food security, agricultural price policy, rural credit and rural indebted and subsidies (all these with particular reference to Punjab), natural resources, economic development and environment degradation .	10
<b>UNIT-IV</b>	EXTERNAL SECTOR: Indian foreign trade-volume ,composition and direction of foreign trade, balance of payment problem, Indian trade policy, foreign capital, foreign and collaborations, role of multinational corporations-mergers and acquisitions , liberalization-from FERA to FEMA.	10

**Course Outcomes:** On completion of this course, the student will be able to

CO1	BCM 3608.1	To create concepts for the fundamental features of the Indian economy and its resource potential.
CO2	BCM 3608.2	To understand the significance of the planning efforts made by the Indian government and be familiar with the many goals, setbacks, and successes that served as the cornerstone for subsequent planning and economic reforms.

CO3	BCM 3608.3	Analyze the progress and changing nature of the agricultural sector and its contribution to the economy as a whole. Recognize that agriculture is the cornerstone of economic growth and development.
CO4	BCM 3608.4	To explain the function, importance, and markets of foreign currency rates and how they affect different economic sectors.

**Recommended Books:**

- Mishra, S. K. and Puri, “Indian Economy” Himalaya Publishers.
- Panagariya Arvind, “India: The Emerging Giant” Oxford University Press
- Datt, Ruddar and Sundharam, K. P. M. “Indian Economy”, S. Chand & Company Ltd.
- Kapila Uma, “Indian Economy: Performance and Policies”, Academic Foundation
- Anne O. Krueger, “Economic Policy Reforms and the Indian Economy”, The University of Chicago Press.
- Jain T. R. “ Indian Economy” V. K. Publications

**Instruction of Question Paper setter:** The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ’s of 1 mark each . Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.