

**B.Com.: Semester II
Ability-Enhancement Compulsory Course (AECC)-2**

**Language: ENGLISH Language
Paper Code : BCM 211**

Unit – I

Basic Sentence Patterns
Kinds of Sentences
Phrases and Clauses

Unit – II

Conditionals
Determiners
Questions and Question tags

Unit – III

Noun – Number, Gender and Case
Object, Complement, Transitive and Intransitive Verbs
Subject and Verb Agreement

Unit – IV

Word Formation: Noun, Adjectives, Verbs and Adverbs
Prefix, Suffix, Conversion and Compounding

Unit – V

Comprehension of an Unseen Passage
Summary Writing
Story Writing

Books Recommended:

1. Living English Structure - S. Allen
2. Practical English Grammar – Vols. I & II (E.L.B.S.)
3. English at Home – Lee
4. University Grammar – Greenbaum

B.Com.: CBCS Scheme

B.Com.: Semester II Paper- BC 2.2: BUSINESS LAW Paper Code : BCM 212

Objective: The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.

Contents:

Unit 1: The Indian Contract Act, 1872: General Principles of Contract

- a) Contract – meaning, characteristics and kinds
- b) Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Void agreements
- d) Contingent contracts
- e) Quasi - contracts

Unit 2: The Indian Contract Act, 1872: Performance, Discharge and Breach of Contract

- a) Discharge of a contract – modes of discharge, breach and remedies against breach of contract.

Unit 3: The Sale of Goods Act, 1930

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by a non-owner
- d) Performance of contract of sale
- e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

Unit 4: Partnership Law: The Partnership Act, 1932

- a. Nature and Characteristics of Partnership
- b. Registration of a Partnership Firms
- c. Types of Partners
- d. Rights and Duties of Partners
- e. Implied Authority of a Partner
- f. Incoming and outgoing Partners
- g. Mode of Dissolution of Partnership

Unit 5: The Negotiable Instruments Act 1881

- a) Meaning, Characteristics, and Types of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque
- b) Holder and Holder in Due Course, Privileges of Holder in Due Course.
- c) Negotiation: Types of Endorsements

- d) Crossing of Cheque
- e) Bouncing of Cheque

Suggested Readings:

1. R. L. Nolakha, *Business Regulatory Framework*, Ramesh Book Deopt, Jaipur
2. R. L. Nolakha, *Business Law*, Ramesh Book Deopt, Jaipur
3. M.C. Kuchhal, and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
4. Avtar Singh, *Business Law*, Eastern Book Company, Lucknow.
5. Ravinder Kumar, *Legal Aspects of Business*, Cengage Learning
6. SN Maheshwari and SK Maheshwari, *Business Law*, National Publishing House, New Delhi.
7. Aggarwal S K, *Business Law*, Galgotia Publishers Company, New Delhi.

B.Com.: CBCS Scheme

B.Com.: Semester II Paper BC 2.3. BUSINESS MATHEMATICS AND STATISTICS Paper Code : BCM 213

Unit I: Simple and compound interest Rates of interest – nominal, effective and continuous – their inter-relationships; Compounding and discounting of a sum using different types of rates

Unit II: Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages.

Unit III: Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation.

Unit IV: Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient.

Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X).

Unit V: Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend;

Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and unweighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

Suggested Readings:

1. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*. Wiley and Sons.
2. J.K. Thukral, *Mathematics for Business Studies*, Mayur Publications
3. J. K. Singh, *Business Mathematics*, Himalaya Publishing House.
4. J. K. Sharma, *Business Statistics*, Pearson Education.
5. S.C. Gupta, *Fundamentals of Statistics*, Himalaya Publishing House.

6. S.P. Gupta and Archana Gupta, *Elementary Statistics*, Sultan Chand and Sons, New Delhi.
7. Rao, Suthar, Gupta. Business Statistics.
8. Ostwal, Maheshwari. Business Statistics.

B.Com.: CBCS Scheme

B.Com.: Semester II

Paper Code : BCM 214

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Reference books

1. 0; ogkfjd l keW; fglh %Mkwjk?ko izdk'kj fiad fl Vh ifCy'kl l t; igA
2. 0; ogkfjd l keW; fglh by Upkar Prakashan
3. Bhasha Dakshata: Prof. Kanti Kumar Jain

B.Com.: CBCS Scheme

B.Com.: Semester II Non Verbal Reasoning Paper Code 215:

Unit I :

Series : Five figure series, Three and Four figure series, Choosing the missing figure in series, Detecting the incorrect order in a series, Detecting the wrong figure in a series; Classification: Choosing the odd figure, choosing a similar figure, Finding figures with the same characteristics;

Unit II :

Analogy: Choosing one element of a similarly related pair, Choosing the set of similarly related figures, choosing the odd relationship, Detecting one element of each of the two related pairs, detecting the relationship and choosing the correct substitute; Construction of squares and triangles;

Unit III:

Analytical; Mirror Images: Mirror images of capital letters, Mirror images of clocks, Water images: Water images of Capital letters, Water images of small letters, Water images of numbers, Spotting out the embedded figure; Grouping of Identical figures;

Unit IV :

Completion of Incomplete Pattern; Figure Matrix; Paper Folding; Paper Cutting; Rule Detection; Cubes and Dice: Counting the number of cubes/blocks in the given figure, Painting a stack of cubes, Coloring the six faces of a cube, Construction of boxes, problems on dice; Dot situation;

Unit V :

Figure formation and analysis: Formation of figure from various given parts, formation three dimensional figure from paper cut-outs. Fragmentation of figure into simple parts, Choosing the patterns with identical components, Viewing the three dimensional figure from different positions, pattern rearrangement;

B.Com (IV SEMESTER)

Course of Study

<u>S. NO</u>	<u>SUBJECT</u>	<u>SUBJECT CODE</u>
1	Corporate Accounting	BCM 401
2	Indirect Tax	BCM 402
3	General & Industrial Laws	BCM 404
4	Money and Financial System	BCM 406
5	Competency Development IV	BCM 407
6	Environmental Studies	BCM 410

B.Com (IV SEMESTER)

CORPORATE ACCOUNTING - (BCM 401)

Unit-1

Accounting for share capital transactions – Issue of shares at par, at premium and at discount; Forfeiture and re-issue of shares; Buy-back of shares; Redemption of preference shares – statutory requirements, Disclosure in balance sheet; Rights issue.

Unit-2

Underwriting of issues; Acquisition of business; Profits prior to incorporation; Treatment of Preliminary expenses, Reconstruction of Companies, Internal Reconstruction.

Unit-3

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and Reserves; Determination of managerial remuneration;

Unit-4

Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Bonus shares and payment of interest out of capital.

Unit-5

Valuation of goodwill
Valuation of shares.

Suggested Readings :

1. Corporate accounting – Jain, Khandelwal, Pareek (Ajmera Book Company, Jaipur)
2. Corporate Accounting - Dr. P.C. Tulsian
3. Advance Accounts – Shukla M.C. , Grewal T.S. , Gupta S. Chand & Co. , Delhi
4. Company Accounts – R.L. Gupta, M. Radhaswamy, Ramesh Book Depot Jaipur

B.Com (IV SEMESTER)

INDIRECT TAX - (BCM 402)

UNIT-I: -

CGST/SGST – Important terms and Definitions under Central Goods and Service Tax Act, 2017 and State Goods and Service Act, 2017, Basics of GST, Meaning and Scope of Supply Levy and Collection of Tax .

UNIT-II: -

CGST/SGST –Time & Value of Supply of goods and service, Input tax credit, Transitional Provisions, Registration under CGST/SGST Act, Filing of Returns and Assessment, Payment of Tax including Payment of Tax on Reverse Charge basis, Refund under the Act.

UNIT-III: -

CGST/SGST – Maintenance of Accounts & Records, Composition Scheme, Job Work & Its Procedure, Various Exemptions under GST, Demand & Recovery under GST, Miscellaneous provisions under GST

UNIT-IV: -

IGST – Scope of IGST, Important Terms and definitions under Integrated Goods & Service Tax Act 2017, Levy and Collection of IGST, Principal for determining the place of supply of goods and services, Zero Rated Supply.

UNIT-V: - Customs

Important terms and definitions under the Customs Act 1962, Assessable Value, Baggage, Bill of Entry, Dutiable Goods, Duty Exporter, Foreign Going Vessel, Aircraft Goods, Import, Import Manifest , Importer, Prohibited Goods, Shipping Bill, Store, Bill of Lading, Export Manifest, Letter of Credit, Kind Of Duties – Basics, Auxiliary, Additional or Counter veiling, Basics of Levy Advalorem Specific Duties.

Suggested Readings:

1. Singhania Vinod K. and Monica Singhania, Students' Guide to Indirect Taxes, Taxmann Publications Pvt. Ltd., Delhi.
2. V.S. Datey. Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.

2. Sanjeev Kumar. Systematic Approach to Indirect Taxes, Latest edition.
3. S. S. Gupta. Service Tax -How to meet your obligation Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
4. Grish Ahuja and Ravi Gupta, Indirect Taxes, Flair Publication Pvt. Ltd.
5. Patel Choudhary, Indirect Tax

B.Com (IV SEMESTER)
GENERAL & INDUSTRIAL LAWS - (BCM 404)

Unit-1

Law Relating to Negotiable Instrument:

Definition of a negotiable instrument; Instruments negotiable by law and by custom; Types of negotiable instruments; Parties to a negotiable instrument – duties, rights, liabilities and discharge; material alteration; crossing of cheques; payment and collection of cheques and demand drafts; presumption of law as to negotiable instruments.

Unit-2

Law Relating to Consumer Protection:

Salient features: Definition of Consumer Redressal Machinery.

Unit-3

Law Relating to Foreign Exchange Management:

Definition and main provisions.

Unit-4

Law relating to Factories act: Definition & main provisions

Unit-5

Industrial Disputes Act 1947: Definition & main provisions

Suggested Readings:

1. General Laws & Procedures – N.D. Kapoor&RajniAbbi (Sultan Chand & Sons)

B.Com (IV SEMESTER)
MONEY AND FINANCIAL SYSTEM - (BCM 406)

Unit-1

Money, Meaning, Functions, Methods of note issue, Meaning and changing relative importance of each money market and capital market, Measures of money stock in India-M1, M2, M3, M4

Unit-2

Financial System- Meaning, Components, Financial Intermediaries, Markets and Instruments and their Functions. Devaluation of Money, Inflation, Deflation and its control, merits and demerits, Introduction to Stock Trading, Traditional Vs Electronic Trading

Unit-3

Credit creation by Bank, Credit Creation Process, Determination of Money Supply and Total Bank Credit, Techniques of Credit Control, Fiscal Policy.

Unit-4

Value of Money, International Financial Institutions and its affiliates, International Monetary Fund, International Bank for reconstruction and development, IDA, IFC and ADB.

Unit-5

Public Finance- Meaning and scope, Sources of public revenue, Taxation- Meaning, Canons and Classification of taxes; Division of tax burden – The benefit and ability to pay approaches; Impact and incidences of tax. Taxable capacity; Effects of taxation, Characteristics of a good tax system.

Suggested Readings :

Indian Financial System – Theory & Practice – Khan M.Y.

Money & Financial System – Trivedi, Dashora, Nagar

Economics of Money & Banking – Chandler L.V. and Goldteld S.M. and Banking

B.Com (IV SEMESTER)
COMPETENCY DEVELOPMENT IV – (BCM 407)

Unit I : Vedic mathematics and calculation techniques, Multiplication through base methods, General multiplication, Squaring, Cubing, Essentials to calculate faster

Multiplication, Division, Comparing ratios, Approximation

Percentage: concept of percent, fraction ratios and percentage, concept of base, percent of a percent, concept of multiplying factor, change of base, successive percentage changes, application of percentages, Indexing

Simple interest and compound Interest: simple interest, compound interest, interest on interest, SAGR & CAGR (simple annual growth rate & Compound annual growth rate), Non annual compounding

Profit Loss Discount:

Cost price, selling price, profit, loss, profit percent, loss percent, margin, marked price, discount, mark-up, discount, faulty balances

Stocks and shares: par value, market value, dividend

Unit II :

Fundamentals of numbers and set theory Number system: types of number system- Real numbers, Imaginary numbers, Rationale numbers, Irrational numbers, Integers, fraction, whole numbers, natural numbers, even & Odd numbers, Prime numbers;

Conversion of reoccurring decimals into fractions, BODMAS, Indices, Divisibility rules, cyclicity, finding the last two digits of a number, factors, multiples, factorization; LCM, HCF, applications of HCF and LCM, Highest power dividing a factorial, Remainders- using binomial expansion, Euler's Totient function and Fermat –Euler theorem, Wilson's Theorem;

Unit III:

Fundamentals of time, speed distance: Relationship between time, speed, and distance, Equation method, ratio and proportion method, average speed,

Relative speed: Simple problems, problems on trains, problems on boats and streams; Circular motion: Simple problems. Problems on clock; Work: Problems on Work;

Circles: basics of Circle (Chord, Radius, Sector, Segment, Diameter, Tangent, center), Important properties of circle, cyclic quadrilateral

Mensuration: mensuration, Solids, Conversion of 3 D figure into 2D

Unit IV :

Algebra: Fundamentals of Algebra, Variables, Expression, Operation on Algebraic expressions, Polynomial, Operations with Polynomials, Factorization of Polynomials, Functions, Graphs

Equations and Inequalities: Equations, Graph of a linear Equations, Simultaneous Equations, Binomial theorem, Quadratic equations, Inequalities

Coordinate Geometry and Graphs: Fundamental Formulas and Standard forms

Functions: Types of Functions, Modulus function, Greatest Integer Function

Logarithms and Exponentials: Progression, Maximum & Minimum

Unit V :

Plane geometry: Lines, Angles, Triangles, Congruency of Triangles, similarity; Polygons & Quadrilaterals;
Circle: Circle, Cyclic quadrilateral; Mensuration: Mensuration, Solids, conversion of 3D figure into 2D;
Trigonometry; Base System: Conversion (conversion from base 10 to any other system, conversion from any other base to decimal system) perfect square

Set Theory: Fundamentals of set theory, Union of sets, intersection of sets, difference of sets, Venn Diagrams, concept of maximum or minimum

B.Com (IV SEMESTER)
ENVIRONMENTAL STUDIES - (BCM 410)

Unit 1 : Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.
- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - Forest ecosystem
 - Grassland ecosystem
 - Desert ecosystem
 - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 2 : Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 3: Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.

Unit 4: Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste
- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).
- Disaster management : floods, earthquake, cyclones and landslides.

Unit 5: Environmental Policies, Practices & Human Communities and the Environment

- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.
- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.

Suggested Readings:

1. Choudhary & Pandey Apex Publishing House Environmental Studies
2. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
3. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
4. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
5. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
6. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
7. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
8. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
9. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
10. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
11. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
12. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
13. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
14. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
15. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
16. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
17. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
18. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
19. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
20. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
21. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.

B.Com (VI SEMESTER)

Course of Study

<u>S. NO</u>	<u>SUBJECT</u>	<u>SUBJECT CODE</u>
1	Financial Management	BCM 602
2	Fundamentals of Entrepreneurship	BCM 603
3	Marketing Management	BCM 604
4	Organisational Behaviour	BCM 605
5	Competency Development VI	BCM 606

B.Com (VI SEMESTER)

FINANCIAL MANAGEMENT - (BCM 602)

Unit-1

Financial Management: Financial goals; Profit vs Wealth maximization; financial functions – investment, financing and dividend decisions; financial planning.

Capital Structure: Meaning and determinates.

Unit-2

Operating and Financial Leverage: Their measure; Effects on profits, analyzing alternate financial plans, combined financial and operating leverage.

Dividend Policies: Forms of dividends and stability in dividends, Determinants, Issues in dividend policies; Walter's model, Gordon's Model M.M. Hypothesis.

Unit-3

Cost of Capital: Significance of cost of capital; Calculating cost of debt; Preference shares, Equity capital and Retained earnings; Combined (weighted) cost of capital.

Unit-4

Capital Budgeting: Nature of Investment decisions, Investment Evaluation Criteria, Payback period, Accounting rate of return, Net Present Value, Internal rate of return, Profitability index; NPV and IRR Comparison.

Unit-5

Management of Working Capital : Nature of working capital, Significance of working capital, Operating cycle and factors determining working capital requirements; Management of Working Capital.

Suggested Readings :

1. Dr. P.C. Tulsian
2. Theory and Practice –
 - N.S. Rao
 - P.K.Singh
 - YaduRao (Apex Publishng House, Jaipur)

B.Com (VI SEMESTER)

FUNDAMENTALS OF ENTREPRENEURSHIP – (BCM 603)

Unit – I

Introduction : The entrepreneur; Definition; Theories of entrepreneurship; Role of socioeconomic environment; Characteristics of entrepreneur; Leadership; Risk taking; Decision-making and Business planning.

Unit – II

Promotion of a Venture:

Opportunities analysis; External environmental analysis – economic, social and technological; Competitive factors; Legal requirements for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.

Unit – III

Entrepreneurial Behaviour :

Innovation and entrepreneur; Entrepreneurial behaviour and Psycho-Theories, Social responsibility.

Unit – IV

Entrepreneurial Development Programmes (EDP) :

Their role, relevance and achievements; Role of Government in organizing EDPS; Critical evaluation.

Unit – V

Role of Entrepreneur :

Role of an entrepreneur in economic growth as an innovator, Generation of employment opportunities, Complimenting and supplementing economic growth, Bringing about social stability and balanced regional development of industries; Role in export promotion and Import substitution, Forex earnings and augmenting and meeting local demand.

Suggested Reading:

1. **Project preparation** : Prasanna Chandra
2. **A Practical guide to Industrial Entrepreneurship** : Shrivastava S.B.
3. **Environment & Entrepreneur** : Tandon B.C.
4. **Fundamental of Entrepreneurship**: G.S. Sudha

B.Com (VI SEMESTER)

MARKETING MANAGEMENT – (BCM 604)

Unit-1

Introduction : Nature and Scope of Marketing; Importance of Marketing as a business function and in the economy; Marketing concepts – Traditional and Modern; Selling vs. Marketing; Marketing environment.

Unit-2

Consumer Behaviour and Market Segmentation: Nature, Scope and Significance of consumer behaviour; Market Segmentation – Concepts and Importance; Bases for market segmentation.

Unit-3

Product : Concept of product, Consumer and Industrial goods; Product planning and development; Product life cycle concept.

Price : Importance of price in the marketing Mix; Factors affecting price of a product/service; Discounts and Rebates.

Unit-4

Distribution Channels and Physical Distribution : Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and Wholesaler.

Unit-5

Promotion: Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement.

Suggested Reading :

1. Phillip Kotler : Marketing Management Englewood Cliffs; Prentice Hall, NJ.
2. J.C. Gandhi - Marketing Management
3. Rakesh Kothari – Pranav Book Depot.
4. Rajpurohit, Chundawat&Khincha - Principles of marketing

B.Com (VI SEMESTER)

ORGANISATIONAL BEHAVIOUR - (BCM 605)

Unit-1

Introduction: Definition of Organisational Behaviour; Fundamental concept of OB;

Perception: Nature, Significance & Process of Perception

Attitude: Characteristics, Process, Attitude & Values

Personality: Concept, Nature, Types & Theories of Personality

Unit-2

Motivation & Leadership: Concept, Characteristics, Theories of Motivation by Maslow, Herzberg's two factor theory, Effects on work Behaviour.

Leadership: Concept, Leadership Skills & styles, Leaders Vs Managers

Unit-3

Analysis of Interpersonal Skills & Group Dynamics: Interpersonal Relations, Group Formations, Stages of Group Development. Formal & Informal Groups, Group Decision Making Techniques – Team Building

Unit-4

Organisational Change & Culture: Organisational Change Concept, Organisational Resistance to change, Managing Change, Stress management.

Unit-5

Organisational Culture & Climate: Concept, factors influencing organizational culture, impact, cultural change, work culture, organization climate, dimensions of organizational climate, creating favourable organizational climate.

International dimensions of Organisational Behaviour: Globalisation, Reasons for the emergence of diversity, Managing Diversity.

Suggested Readings:

Organisational Behaviour: Text, Cases & Problems : G.S. Sudha

Organisational Behaviour: Stephen P. Robbins

B.Com (VI SEMESTER)

COMPETENCY DEVELOPMENT VI - (BCM 606)

Unit I

General Science: Atomic Theory, Biotechnology, Human Body and various organ systems, Classification of Plants and animals, Diseases, origin and Evolution of Life on Earth, Solar System, Food & Nutrition, Nutritional Diseases, Animal husbandry, Agriculture, Forests and Wild Life, Mines and Minerals, Metals and Non Metals, Sound, Light, Acids, bases and salts, Environment;

Unit II :

Computer Awareness: Introduction to Computers, History of Computers, Basics of Hardware and Software, Windows Operating System basics, Terminologies of Computers, Internet terms and services, Basic functionalities of MS- Office (MS-word, MS- Excel, MS- Power Point), Networking and Communications, Data Base basics, Basics of Hacking, Security Tools and Viruses, Shortcut Keyset, Computer Abbreviations;

Unit III:

Banking Terms: RBI, Functions of RBI, Banking abbreviations, Banking Regulation Act 1949, Policy Rates, Types Of Accounts, Negotiable Instruments Act 1881, Banking Ombudsman Scheme 2006, Financial Inclusion, Priority Sector Lending, Money Market Instruments, Capital Market;

Unit IV :

Economics: Indian history of development and planning, Planning and relations, Poverty , unemployment and human development, agriculture and rural development, Indian urbanization and migration, Labor, Industry, Foreign trade, Money and Banking, Budgeting and Fiscal policy;

Unit V :

English: Vocabulary, Grammar, RC Passage, Para Jumbled, Cloze Test, One word with different Meanings, Sentence completion, Passage completion