



MAA PATESWARI UNIVERSITY, BALRAMPUR

Structure of Syllabus for the Programme

B. Com. IV Year, Subject: Commerce i.e. Bachelor (Research) in Faculty – Commerce
&

M. Com., Subject: Commerce i.e. Master in Faculty – Commerce
Effective from Academic Year 2025-26

Structure of Syllabus Developed by

Structure of Syllabus Developed by			
Name of BoS Convener/ BoS Member	Designation	Department	College/ University
Prof. Binod Pratap Singh	Dean/ Chairman	Faculty of Commerce	Shri Lal Bahadur Shastri Degree College, Gonda
Prof. Rajeev Kumar Agrawal	Member	Commerce	Shri Lal Bahadur Shastri Degree College, Gonda
Prof. Abhai Kumar Srivastava	Member	Commerce	Shri Lal Bahadur Shastri Degree College, Gonda
Prof. Manish Kumar Srivastava	Subject Expert	Commerce	
Prof. Ashok Mishra	Subject Expert	Commerce	
Prof. Anoop Kumar Singh	Subject Expert	Commerce	



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B. Com. IV Year, Subject: Commerce i.e. Bachelor (Research) in Faculty – Commerce
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Effective from Academic Year 2025-26

Course Code		Course Title	Credits	T/P	Evaluation	
A	B	C	D	E	CIE	ETE
Programme/ Class: B. Com. – YEAR IV – SEMESTER VII or Programme/ Class: M. Com – YEAR I – SEMESTER I						
C010701T	CORE	Organizational Behavior	5	T	25	75
C010702T	CORE	Indian and Global Business Environment	5	T	25	75
C010703T	CORE	Statistical Analysis	5	T	25	75
C010704T	FIRST ELECTIVE (Select any one)	Digital Marketing and E-Commerce	5	T	25	75
C010705T		Advertising and Sales Management	5	T	25	75
C010706P	SECOND ELECTIVE (Select any one)	Project Presentation on any Core or Elective Course	5	P	50	50
C010707P		Seminar on an Assigned Topic	5	P	50	50

Programme/ Class: B. Com. – YEAR IV – SEMESTER VIII or Programme/ Class: M. Com. – YEAR I – SEMESTER II						
C010801T	CORE	Business Research Methodology	5	T	25	75
C010802T	CORE	Logistics and Supply Chain Management	5	T	25	75
C010803T	CORE	Consumer Behaviour	5	T	25	75
C010804T	GENERIC THIRD ELECTIVE (Select any one)	Advanced Corporate Accounting and Reporting	5	T	25	75
C010805T		Management of small Business	5	T	25	75
C010806P	FOURTH ELECTIVE (Select any one)	Project Presentation on any Core or Elective Course	5	P	50	50
C010807P		Field Visit/ Industrial Training/ Practical Work with a Professional Person.	5	P	50	50

Programme/ Class: M. Com. – YEAR II – SEMESTER III						
C010901T	CORE	Services Marketing	5	T	25	75
C010902T	CORE	Retail Management	5	T	25	75
C010903T	CORE	Strategic Management	5	T	25	75
C010904T	FIFIFTH ELECTIVE (Select any one)	Security Analysis and Portfolio Management	5	T	25	75
C010905T		International Marketing	5	T	25	75
C010906P	SIXTH ELECTIVE (Select any one)	Project Presentation on SPSS/ MS Excel/ R Studio/ JAMOVl/ Any Other Software used in Business Research	5	P	50	50
C010907P		Project Presentation on any Topic Related to Business	5	P	50	50

Programme/ Class: M. Com. – YEAR II – SEMESTER IV						
C011001T	CORE	Project Management	5	T	25	75
C011002T	CORE	Personal Financial Planning	5	T	25	75
C011003T	SEVENTH ELECTIVE (Select any one)	Indian Financial System	5	T	25	75
C011004T		Customer Relationship Management	5	T	25	75
C011005P	RESEARCH PROJECT/ DISSERTATION	Major Research Project/ Dissertation	10	P	50	50

Note: In case of 4+1 (B.Com. 4 years programme and M.Com. 1 Year Programme), Course structure which is mentioned as M.Com. Year II will be treated as M.Com. Year I.

Programme/ Class: B. Com.		Year: IV	Semester: VII
&			
Programme/ Class: M. Com.		Year: I	Semester: I
Bachelor (Research) in Faculty – Commerce			
Course Code: C010701T		Course Title: Organizational Behaviour	
Course Outcomes: The objective of the course is to make the students familiar with Indian organizations of VEDIC period and the basics of organizational behaviour and make them understand the importance of groups and leadership etc. The course also aims to develop in the student the ability to run a business house more efficiently in a situation of stress.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	VEDIC Period: Early and later VEDIC period and political, social, economic and religious characteristics in VEDIC period. Religious concepts and HINDU social organization: Concepts of Dharma, Artha, Kama and Moksha, Karma and Sansara and relevance to Hindu structure. The Varna system: The four Varna, the four stages of life, Jati, caste councils and caste associations, interdependence among casts and Jajmani system.		
2	Organizational Behaviour (OB): Meaning, Characteristics, Key elements and evolution of Organizational Behaviour (OB); Biological Foundations of Behaviour; Trends and Changes in OB, Globalization and Culture. Individual Dimension of OB: Motives and Behaviour; Personality and Behaviour; Perception and Behaviour; Learning and Behaviour; Theories of Motivation: Expectancy Theory, Equity Theory, Reinforcement Theory, Goal Theory.		
3	Groups and Leadership: Meaning and classification of group, Group member resource. Group structure: Group cohesiveness, Committees; Nature and functions: Advantages and disadvantages, Guidelines for effectivity; Leadership: Meaning and roles in organization, Major approaches, Leadership styles, Distinction between Manager and Leader, Theories: Ohio and Michigan studies, Fiedler’s contingency model, Path-Goal theory.		
4	Power, Politics and Conflict: Power- Meaning, Sources and Bases, Impression Management; Defensive Behaviour; Conflict: Meaning, Nature, Sources and Types; Effect of Inter-Group conflict handling and Resolution; Preventing and stimulating conflict.		
5	Organizational Culture: Introduction, Elements of Culture, Functions of Organizational Culture, Managing Organizational Culture; Organizational Culture and Ethics; Organizational change: Forces for change, planned change; Resistance to change; Approaches to Managing Organizational Change. Organizational change in Indian Businesses.		
Suggested Readings – <ul style="list-style-type: none">• Haripada Chakraborti, Trade and Commerce of Ancient India, Academic Publishers, Calcutta. 1966• Balram Srivastava, Trade and Commerce in Ancient India, Chowkhamba Publication, 1968.• L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons, 2019.• R.W. Griffin, J.M. Phillips & S.M. Gully, Managing People and Organizations, Cengage Learning, 2016.• Keith Davis, Human Behaviour at Work.• Hersey, Paul and K.M. Blanchard, Management of Organisational Behaviour.• Korman, K. Abraham, Organisational Behaviour.• Drucker, Peter, The Effective Executive.• Dr. M.L. Dashora, Sangthan Siddhant evam Vyavahar (Hindi).• Dr. P.C. Jain: Sangathanatmak Vyavahar (Hindi).• K. Aswathappa: Organisational Behaviour.• K. Aswathappa and G. Sudarsana Reddy, Management and Organisational Behaviour.• G.S. Sudha: Management Concepts and Organisational Behaviour.			

Programme/ Class: B. Com.		Year: IV	Semester: VII
&			
Programme/ Class: M. Com.		Year: I	Semester: I
Bachelor (Research) in Faculty – Commerce			
Course Code: C010702T		Course Title: Indian and Global Business Environment	
Course Outcomes: After completion of this course, the students will be able to identify and differentiate various micro and macro factors affecting functioning of business, analyze Indian and global economy in the light of changing government regulatory policies and learn about the objectives and strategies in economic planning.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Business Environment: Concept, Nature, Scope, Importance of Business Environment; Micro and Macro Business Environment; Economic Environment- Economic Systems, Economic Policies (Monetary and Fiscal Policies); Political Environment- Different Economic Systems and the Role of Government; Legal Environment- Salient features of Consumer Protection Act, Competition Act and FEMA; Socio-Cultural Environment- Corporate Governance and Corporate Social Responsibility (CSR).		
2	International Business: Scope and Importance of International Business, Globalization and its Drivers, Modes of entry into International Business. Government Intervention in International Trade; Tariff and Non-tariff Barriers; India’s Foreign Trade Policy.		
3	Foreign Direct Investment (FDI): Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI); Types of FDI, Costs and Benefits of FDI to home and host countries; Trends in FDI; India’s FDI Policy. Balance of Payments (BoP): Meaning, Importance and components of BoP.		
4	Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion Effects; Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA NITI Aayog- Purpose, Role and Significance, Initiatives taken by it.		
5	International Economic institutions: IMF, World Bank, UNCTAD. World Trade Organization (WTO): Functions and Objectives of WTO. Agriculture Agreement, GATS, TRIPS, TRIMS.		
Suggested Readings – <ul style="list-style-type: none">Mishra and Puri, Economic Environment of Business, Himalaya Publishing House Pvt. Ltd, 2018B.N. Ghosh, Business Environment, Oxford University Press, 2014Ramesh Singh, Indian Economy for UPSC Civil Services Exam, McGraw Hill Education India, 2023Datt and Nag, Datt & Sundharam’s Indian Economy, S Chand and Company Ltd, 2024F. Cherunilam, Business Environment: Text & Cases, Himalayan Books, 2011Faisal Ahmed, Business Environment: Indian and Global Perspective, Masood Books UP, 2020			

Programme/ Class: B. Com.		Year: IV	Semester: VII
&			
Programme/ Class: M. Com.		Year: I	Semester: I
Bachelor (Research) in Faculty – Commerce			
Course Code: C010703T		Course Title: Statistical Analysis	
Course Outcomes: The objective of the course is to enable the students to understand the basic concepts of statistical tools and techniques and to develop in them the ability to apply these tools and techniques for managerial decision making and also to work as good researcher.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Probability: Basic Concepts and its Types, Probability Rules, Probability under conditions of statistical independence and statistical dependence, Bayes’ Theorem, Mathematical Expectations; Theoretical Frequency Distributions: Binomial, Poisson and Normal Distributions, Choosing the correct Probability Distribution. Types of Analysis: Univariate, Bivariate and Multivariate Analysis (Concept Only)		
2	Regression Analysis: Simple and Multiple Linear Regression (Only in Individual Series) Association of Attributes: Class Frequencies, Consistency of Data, Association between Attributes; Chi-Square Test.		
3	Sampling and Sampling Distributions: Introduction to Sampling and Basic Concepts for Hypothesis Testing, Procedure and Estimation of Parameter; Large Samples: Testing of Hypothesis and Estimation of Parameter for Large Samples (in Variables only).		
4	Small Samples: Testing of Hypothesis and Estimation of Parameter for Small Samples (in Variables only) with Student’s t-test, F-test, Analysis of Variance (ANOVA) Test.		
5	Nonparametric or Distribution-free Tests: Mann- Whitney U test and Kruskal Wallis H Test. Statistical Quality Control: Concept, Control Charts; Mean, Standard Deviation and Range Chart.		
Suggested Readings – <ul style="list-style-type: none">• Clarks and Jorden: Introduction to Business and Economics.• W.G. Cochran, Sampling Techniques.• Croxton and Cowden: Applied General Statistics.• D.N. Elhance, Fundamentals of Statistics.• S.P. Gupta, Statistical Methods.• B.N. Gupta, Statistics.• Jean and Gibbons: Non-parametric Statistical Inference.• P.H. Karmel, Applied Statistics for Economics.• Levin and Richard, Statistics for Management.• K.N. Nagar, Sankhyaki Ke Mool Tatva.• Sancheti and Kapoor: Statistical Methods.			

Programme/ Class: B. Com.		Year: IV	Semester: VII
&			
Programme/ Class: M. Com.		Year: I	Semester: I
Bachelor (Research) in Faculty – Commerce			
Course Code: C010704T		Course Title: Digital Marketing and E-Commerce	
Course Outcomes: The course aims to help students understand digital and social media marketing practices to acquire and enhance customer engagement. Students will be able to develop latest digital practices for marketing and promotion.			
Credit: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Digital Marketing: History and Benefits of Digital Marketing; Traditional vs. Digital Marketing; Digital Marketing Channels; Meaning and Types of Digital Marketing Strategy; Growth and Future of Digital Marketing in India; Search Engine Optimization (SEO) – Contents, Tools & Optimization, Paid Inclusion;Types of Cookies, Importance of Cookies in Improving Customer Experience; Importance of Blogging in Marketing; Concept of Duplicate Content and Canonical Tag.		
2	Consumer and Digital Marketing: Online Consumer Behaviour, Impact of Digital Marketing and E-Commerce on Consumer Behaviour, Attributes of Online Buying Behaviour, Marketing Intelligence from User’s Online Data; Brand Building on Web- Brand Elements, Strategies to Build Brand on Web, Benefits of Developing a Strong Brand.		
3	Social Media Marketing: Meaning of SMM, Why Is Social Media Marketing So Powerful? How Social Media Marketing Works? Types of Social Media Marketing- Facebook Marketing, LinkedIn Marketing, Instagram Marketing YouTube Marketing and X (Twitter) Marketing.		
4	Emerging Platforms of Digital Marketing: E-Mail Marketing, Mobile Marketing, Video Marketing, Artificial intelligence and virtual Reality in Digital Marketing.		
5	E-Commerce: Meaning, Business Applications, Advantages and Disadvantages of e-commerce; Business Models in E-Commerce- E-Shop, E-Procurement, E-Auctions, Value-Chain Integrators, Collaboration Platforms, Third-Party Marketplace; Modes of Electronic Payments; E-Banking- Concept; E-Banking Operations- Telephone Banking, RTGS, ATM, NEFT and IMPS.		
Suggested Readings - <ul style="list-style-type: none">• Damian Ryan, Understanding Digital Marketing (2nd ed.). Kogan Page Publishers.• E-Commerce and Digital Marketing, Asia and Pacific Training Centre and Information and Communication Technology for Development.• D. Chaffey and F. Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson, 2012.• Rob Stokes, E Marketing – The essential guide to online marketing, Flat world knowledge.• Moutusy Maiti, Internet Marketing, Oxford University Press India, 2017.• Vandana Ahuja, Digital Marketing, Oxford University Press India, 2015.• Tracy L. Tuten, Social Media Marketing, Sage Publications Ltd., 2017.			

Programme/ Class: B. Com.		Year: IV	Semester: VII
&			
Programme/ Class: M. Com.		Year: I	Semester: I
Bachelor (Research) in Faculty – Commerce			
Course Code: C010705T		Course Title: Advertising and Sales Management	
Course Outcomes: To develop an in- depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force management, which constitute the rapidly growing field of marketing.			
Credit: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Communication Basic: Communication and Marketing, Communication Process, Communication Response, Hierarchy Models, Cognitive Processing of Communication, Marketing Communication Mix, Integrated Marketing Communication and Introduction, Advertising– Its Importance and Nature, Advertising and Publicity, Advertising Management Process, Advertising Objective, DAGMAR Approach, Determination of Target Audience and Positioning; Advertising Budget- Factors Influencing Advertising Budget.		
2	Advertising Message and Media Decision: Creativity and Advertising; Creative Process, Creative Appeals and Execution Styles, Developing Advertising Copy for Print Ad- Headline, Body Copy, Logo, Illustration and Layout. Media Decision- Types of Media, Advertising Through Internet and Interactive Media, Developing Media Plan, Media Selection and Scheduling.		
3	Advertising In India: Social And Regulatory Aspects of Advertising in India, Recent Developments and Issues in Advertising.		
4	Fundamentals of Personal Selling: Nature and Importance of Selling, Types of Selling, Personal Selling, Salesmanship and Sales Management, Process of Effective Selling, Sales Management Process, Environmental Factors Impacting Selling, Managing Ethics in Selling Environment, Role Of Personal Selling in Customer Relationship Management.		
5	Sales Force Management: Recruitment And Selection, Training and Development- Objectives, Techniques and Evaluation; Sales Persons Compensation and Techniques- Straight Salary, Straight Commission, Sales Contexts, Reward and Expense Account, Motivating and Supervising Sales Personnel, Evaluation and Control of The Sales Effort- Evaluation of Sales Personnel Performance, Sales and Cost Analysis.		
Suggested Readings – <ul style="list-style-type: none">• Aaker, David, Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India.• Belch, George and Michael, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education.• Kavita Sharma, Advertising: Planning and Decision Making. Taxmann.• Joseph F. Hair, Sales Management, Cengage Learning, 2009.			

Programme/ Class: B. Com.	Year: IV	Semester: VII
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Programme/ Class: M. Com.	Year: I	Semester: I
Bachelor (Research) in Faculty – Commerce		
Course Code: C010706P	Course Title: Project Presentation on any Core or Elective Course	
Course Outcomes: This course will help students to understand the subject chosen from any core/elective paper in a better way. Students will be able to understand the latest trends and predict future trends. It will also help them to become entrepreneurs.		
Credit: 5	Project Presentation: Elective	
Max. Marks: 50+50	Min. Passing Marks: 33	

Programme/ Class: B. Com.	Year: IV	Semester: VII
&		
Programme/ Class: M. Com.	Year: I	Semester: I
Bachelor (Research) in Faculty – Commerce		
Course Code: C010707P	Course Title: Seminar on an Assigned Topic	
Course Outcomes: This course aims to provide students with focused insights, foster understanding, and encourage critical engagement with the subject matter as well as build essential skills and provide opportunities for meaningful discussion and knowledge sharing.		
Credit: 5	Project Presentation: Elective	
Max. Marks: 50+50	Min. Passing Marks: 33	

Programme/ Class: B. Com.		Year: IV	Semester: VIII
&			
Programme/ Class: M. Com.		Year: I	Semester: II
Bachelor (Research) in Faculty – Commerce			
Course Code: C010801T		Course Title: Business Research Methodology	
Course Outcomes: This course is designed to develop in-depth knowledge of the methodology appropriate for conducting business research. The course includes a review of the scientific methods and its application to the business research process, data preparation, analysis and presentation of the research output (written and oral) for making better decisions.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Introduction to Research: Meaning, Characteristics, Objectives, Types, Methods, Significance, Process, Approaches, Criteria of Good Research; Ethics in Research, Plagiarism.		
2	Research Problem: Selecting a Topic for Research, Components & Sources of Research Problem; Review of Literature- Need, Purpose, Research Gap Identification; Introduction to Research Design- Types & Uses of Research Design, Features of Good Research Design, Quantitative and Mixed Research Designs; Variables in Research- Introduction, Meaning, Types.		
3	Data Collection and Processing: Sources of Data, Primary and Secondary Sources, Qualitative and Quantitative Methods of Data Collection; Constructing Questionnaire; Tabulation, Editing, Coding, Classification of Data; Data Presentation - Graphical Representation. Scales of Measurement: Types of Data Measurement Scale; Reliability and Validity- Meaning, Types and Need.		
4	Sampling: Concepts of Population and Sample; Introduction to Sampling- Sample, Sampling Frame, Sampling Error, Sample Size, Characteristics of a good sample; Types of Sampling- Probability and Non-probability, Sample v/s Census; Introduction to Hypothesis- Meaning, Concepts & Types, Type I and Type II Errors, Level of Significance; Testing of Hypothesis; Descriptive vs Inferential Analysis, Overview of Parametric and Non-Parametric Tests.		
5	Report Writing - Types of Reports, Essentials of a good report, Footnotes and Bibliography; Understanding Reference Management Software.		
Suggested Readings – <ul style="list-style-type: none">• Zikmund, Babin, Carr and Griffin, Business Research Methods, Cengage Learning,• C.R. Kothari, Methodology of Research, Vikas Publishing House.• K.R. Sharma, Research Methodology, National Publishers, Jaipur.• Wilkinson & Bhandarkar, Methodology and Techniques of Social Research.• D.R. Cooper and P.S. Schindler, Business Research Methods, Tata McGraw Hill.• J.K Sachdeva, Business Research Methodology,• William Emory, Business Research Methods.• Dr. O.R. Krishnaswami, “Business Research Methods”, Himalaya Publishing House, 2020, Mumbai.• O.R. Krishnaswamy, Methodology of Research in Social Sciences, Himalaya Publishing House.			

Programme/ Class: B. Com.		Year: IV	Semester: VIII
&			
Programme/ Class: M. Com.		Year: I	Semester: II
Bachelor (Research) in Faculty – Commerce			
Course Code: C010802T		Course Title: Logistics and Supply Chain Management	
Course Outcomes: Students will be able to high level of technical competence and skill in logistics and supply chain management. They will be able to understand the functional components within logistics, inter-relationships in integrated supply chain and reverse logistics. They will also learn models of SCM, transportation mix, warehousing, packaging, material handling, outsourcing, network design and measurement, Future trends and best practices in SCM.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Logistics: Proposition and The Work of Logistics, Logistical Operations, Logistical Integration Objectives, Role of Logistics in Supply Chains, Logistics Activities, Technology in Logistics Fulfillment. Supply Chain Management (SCM): Introduction, Objectives and Importance of Supply Chain, Major Supply Chain Issues, Principles of SCM, Game Changing Supply Chain Technologies, Supply Chain Innovation and Transformation, Managing Inventory in Supply Chain.		
2	Demand Management: Introduction, Balancing Supply and Demand, Forecasting Techniques. Procurement: Meaning, Importance, Objectives and Strategies of Procurement, Logistical Interfaces with Procurement. Transportation: Transport Functionality and Participants, Transportation Modal Structure, Specialized Transportation Services.		
3	Warehousing: Strategic Warehousing, Warehouse Ownership Arrangements, Warehouse Decisions and Operations. Packaging: Perspective and Functions of Packaging, Types of Packing Materials, Packaging for Handling Efficiency. Material handling: Role and Principles of Material Handling in Logistics, Materials-Handling Equipment, Material Handling Safety Perspective. Reverse logistics: Meaning and Scope of Reverse Logistics, System Design Considerations, Reverse Logistics as Competitive Tool.		
4	Order Management and Customer Service: Introduction, Influencing and Executing the Order, E-Commerce Order Fulfillment Strategies. Determining The Optimal Level of Product Availability: The Importance of The Level of Product Availability, Factors Affecting Optimal Level of Product Availability. Sourcing decisions in a supply chain: The Role of Sourcing in A Supply Chain, In-House or Outsource? Examples Of Successful Third-Party Suppliers, The Impact of Incentives When Outsourcing.		
5	Logistics outsourcing: Meaning, Types, Reasons, Advantages, Pitfalls and Risks of Logistics Outsourcing; Logistics Provider- 1PL, 2PL, 3PL and 4PL, Selection of Appropriate Service Provider. Supply Chain Network Design: Meaning, Identifying Scenarios; Model Building. Supply Chain Sustainability- Meaning and Importance, Steps to be taken by a company, 10 Principles of the Global Compact and Supply Chain Sustainability. Supply Chain Performance Measurement: Meaning and need of Measurement of SC; SC Performance Measurement Systems- Supply Chain Balanced Scorecard, Hierarchy Based Measurement System, Function Based Measurement System, Perspectives Based Measurement System, Supply Chain Operations Reference Model, Dimension Based Measurement System and Interface Based Measurement System; Comparison and Selection of Measurement Systems.		
Suggested Readings – <ul style="list-style-type: none">S.P. Shobha Devi, Dr. Bilal Ahmad Dar et al., Logistics and Supply Chain Management, The Write Order Publications, 2022.Bowersox, Supply Chain and Logistics Management, McGraw Hill Education, 2018.V. Saikumari and S. Purushothaman, Logistics and Supply Chain Management, Sultan Chand and Sons, 2023.Satish C. Ailawadi and Rakesh P. Singh, Logistics and Supply Chain Management, PHI Learning, 2021.John J. Coyle, Jr. C. John Langley, et al., Supply Chain Management: A Logistics Perspective, Cengage India Private Limited, 2019.Martin Christopher, Logistics and Supply Chain Management, Pearson Education Limited, 2022.Rahul V. Altekar, Supply Chain Management: Concepts and Cases, PHI Learning, 2023.			

Programme/ Class: B. Com.		Year: IV	Semester: VIII
&			
Programme/ Class: M. Com.		Year: I	Semester: II
Bachelor (Research) in Faculty – Commerce			
Course Code: C010803T		Course Title: Consumer Behaviour	
Course Outcomes: Students will be able to understand evolution of consumer behaviour, influences on consumer behaviour, significance of personality and attitude of consumers. They will learn different models of consumer decision-making and marketing ethics towards consumers.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Consumer Behaviour: Meaning, Nature and Scope of Consumer Behaviour, Historical development of consumer behaviour as a discipline. Consumer Attitudes: Concept, Components, Process and Models of Attitude formation, Process of Changing Consumer Attitudes, Strategies for Changing Consumer Attitudes. Consumer Research: Meaning and Uses of Consumer Research, Consumer Research Process, Consumer Research Designs- Qualitative, Quantitative and Mixed.		
2	Segmentation: Meaning and Factors Influencing Segmentation; Bases for Segmentation- Profile Segmentation, Psychographic Segmentation, The VALS Profiling, Behavioural Segmentation, Hybrid Segmentation. Targeting and Positioning: Selecting the Target Market from the Segments, Factors Influencing Targeting, Market Targeting Strategies, Positioning Strategies. Consumer Decision Process: Concept of Consumer Involvement, All the 5 Stages of CDP Model.		
3	Factors Influencing Consumer Behaviour: Inherited Factors, Learned Factors; Environmental Factors- Culture, Sub-Culture, Social Class, Family, Opinion Leaders and Reference Groups; Personal Factors- Personality and Consumer Motivation; Schwartz Value Scale (SVS)		
4	Consumer Decision Making: Concept, Process and Stages of Consumer Decision Making; Models of Consumer Decision Making- Nicosia Model/ Conflict Model, Howard-Sheth Model/Machine Model. Consumer Protection in India: Plight of Indian Consumers, Solutions to Consumer Problems- Salient Features of Consumer Protection Act, 2019, Redressal of Consumer Disputes.		
5	Sector Specific Consumer Behaviour: Consumer Behaviour in Retail Sector, Consumer Behaviour in Service Sector, Consumer Behaviour of Rural Consumer, Consumer Behaviour in the Digital World.		
Suggested Readings – <ul style="list-style-type: none">• Zubin Sethna, Jim Blythe, Consumer Behavior, SAGE Publications India Pvt Ltd, 2020.• Gurpreet Kaur Chhabra, Consumer Behaviour, Biztantra, 2015.• Frank Kardes, Thomas Cline, et al., Consumer Behaviour-Science and Practice, Cengage, 2012.• Banwari Mittal, Consumer Psychology/ Consumer Behaviour, OPENMENTIS, 2021.• Schiffman, Consumer Behaviour, Rainbow Book Distributors, 2020.• S. Ramesh Kumar, Consumer Behaviour: The Indian Context (Concepts and Cases), Pearson Education, 2017.• Michael R. Solomon and Tapan Kumar Panda, Consumer Behavior, Pearson Education, 2020.• David Loudon and Albert Della Bitta, Consumer Behavior, McGraw Hill Education, 2017.• Situn Krushna Sahu, Consumer Behaviour, Notion Press, 2021.• अनुज कुमार श्रीवास्तव एवं रजनीकान्त द्विवेदी, उपभोक्ता व्यवहार एवं विपणन शोध, साहित्य भवन पब्लिकेशन्स, आगरा।			

Programme/ Class: B. Com.		Year: IV	Semester: VIII
&			
Programme/ Class: M. Com.		Year: I	Semester: II
Bachelor (Research) in Faculty – Commerce			
Course Code: C010804T		Course Title: Advanced Corporate Accounting and Reporting	
Course Outcomes: The course focusses on the study of accounting required to understand financial position of the corporate enterprise and understand the statutory requirements so as to manage the enterprise efficiently.			
Credit: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Profit Prior to Incorporation, Distribution of Profits, Managerial Remuneration- Concept, Profit Ascertainment for Managerial Remuneration, Accounts of Insurance Companies- Revenue Account, Income Statements, Balance Sheet; Meaning and Concept of Holding Company and Subsidiary Company, Minority Interest, Consolidated Final Accounts.		
2	Accounting For Amalgamation and External Reconstruction: Amalgamation in The Nature of Purchase and Amalgamation in The Nature of Merger, Accounting Problems Relating to Acquisition, Mergers and Demerger; Liquidation of Company, Liquidator’s Final Statement of Accounts, Winding Up Of Company.		
3	Corporate Actions- Meaning, Implications to Shareholders, Promoter’s Holding, Issue of Bonus Shares, Accounting for Bonus Issue, Right Issue, Scheme of Capital Reduction, Buyback of Shares; SEBI Guidelines for Alteration of Share Capital.		
4	Valuation Of Business- Asset Based Approach, Equity Methods, Income Based Approach, (Cash Flow Method, Dividend Method), Valuation of Distressed Firms; Estimating Growth Rate, Earning Multiples, Economic Value Addition (EVA) and Market Value Approach (MVA).		
5	Forensic Accounting: Meaning, Concept, Role of The Professional Forensic Accountant; Corporate Governance; Corporate Social Responsibility- Meaning, Importance, Requirements and Users of CSR Report, Benefits, Reading of CSR Report, Companies Act-2013 And CSR Policies, Evaluation of CSR Reports; An Overview of Annual Report-, Contents of Annual Report, Key Indicators of Financial and Non- Financial Performance, Nature and Extent of Reportable Segments.		
Suggested Readings – <ul style="list-style-type: none">• S.N. Maheshwari, Corporate Accounting, Vikas Publishing House, 5th Edition, Year 2009• Jain and Narang, Corporate Accounting, Kalyani Publishers, 2015• S.K. Paul, Advanced Accounting, Central Publication• Dr. M.A. Arulanandam and Dr. K.S. Raman, Advanced Accountancy, Himalaya Publishing House, 2014.• R.L. Gupta, Advanced Accountancy, Sultan Chand Publishing.• S. Anilkumar, V. Rajesh Kumar & B. Mariyappa, Financial Accounting II, Himalaya Publishing House.• M.C. Shukla, T.S. Grewal & S.C. Gupta, Advanced Accounts.			

Programme/ Class: B. Com.		Year: IV	Semester: VIII
&			
Programme/ Class: M. Com.		Year: I	Semester: II
Bachelor (Research) in Faculty – Commerce			
Course Code: C010805T		Course Title: Management of small Business	
Course Outcomes: The aim of this course is to provide theoretical and practical knowledge of managing small business. This will help students to start their own small enterprise after completing their course. This will also help in the development of this region.			
Credit: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Small Business: Meaning, Characteristics, Goals, Importance and Problems of Small Business, Sources of Funding, Identifying Small Business, Types of Small Business; Startup Company, Startup Ecosystem. Setting up a Small Business: Step 1- Building the Business Plan- Idea Generation, Project Feasibility Report/ Opportunity Analysis, Project Report, Project Appraisal; Step 2- Site and Situation- Raw Material or Market Site, Material Index and Enterprise Location; Step 3- Selection of Type of Organization- Sole Proprietorship, Partnership, LLP, Private or Public Company.		
2	Grassroot Entrepreneurs through Self-Help Groups: Meaning of Grassroot Entrepreneurs and SHGs, Need for SHGs, Microfinancing to SHGs. Cooperative Business Enterprise: Meaning, attributes and Benefits of Cooperative Business Enterprise; Steps in Setting up Cooperative Business, Organizational Structure of Cooperative Societies.		
3	Buying a Going Business: Advantages and Disadvantages, How Much to Pay for a Going Business? – Profit Potential, Tangible Assets, Goodwill, Liabilities, The Price. Choosing a Franchise Business: Meaning, Key Elements of a Franchise Business, Advantages and Disadvantages of Franchising.		
4	Gig and Sharing Economy: Meaning, Advantages and Disadvantages, Independent Contracting vs. Employment, The Future of Gig and Sharing Economy. External Financing: Concepts of Angel Investor, Venture Capital, Crowdfunding, Hedge Fund and SME Finance.		
5	HRM in Small Business: Importance of HRM in Small Business, A Brief Study of Labour Laws and Environmental Laws Applicable for MSMEs. Role of Govt. in Development of MSMEs: A brief study of Khadi and Village Industries Commission (KVIC), Coir Board (CB), National Small Industries Corporation Limited (NSIC), Mahatma Gandhi Institute for Rural Industrialization (MGIRI), National Institute for Micro, Small and Medium Enterprises (NI-MSME); Some Recent Initiatives by the Government for the Development of MSMEs.		
Suggested Readings – <ul style="list-style-type: none">• Vasant Desai, Management of Small-scale industries, Himalaya Publishing House, 2010.• Gabe Burton, Entrepreneurship and Small Business Management.• Handbook for MSME Entrepreneurs- The Institute of Company Secretaries of India, 2017.• Tim Mazzarol and Sophie Rebound, Small Business Management- Theory and Practice, Springer, 2020• Hitesh Jhanji, Entrepreneurship and Small Business Management, LPU• Q.H. Farooqui, Small and Cottage Industries in India• N. Singh, Scientific Management of Small-Scale Industries• Commissioner, Small-Scale Industries, Govt. of India – Annual Report• Small-Scale Industries Corp., New Delhi – Annual Report• State Financial Corporations – Annual Report• Indian Investment Centre, New Delhi – Various Publications.• Website of Ministry of Micro, Small and Medium Enterprises, Government of India.			

Programme/ Class: B. Com.	Year: IV	Semester: VIII
&		
Programme/ Class: M. Com.	Year: I	Semester: II
Bachelor (Research) in Faculty – Commerce		
Course Code: C010806P	Course Title: Project Presentation on any Core or Elective Course	
Course Outcomes: This course will help students to understand the subject chosen from any core/elective paper in a better way. Students will be able to understand the latest trends and predict future trends. It will also help them to become entrepreneurs.		
Credit: 5	Project Presentation: Elective	
Max. Marks: 50+50	Min. Passing Marks: 33	

Programme/ Class: B. Com.	Year: IV	Semester: VIII
&		
Programme/ Class: M. Com.	Year: I	Semester: II
Bachelor (Research) in Faculty – Commerce		
Course Code: C010807P	Course Title: Field Visit/ Industrial Training/ Practical Work with a Professional Person.	
Course Outcomes: This course will help students to understand how they can use theoretical knowledge in business. It will empower them in getting a job or in setting up of their own ventures.		
Credit: 5	Project Presentation: Elective	
Max. Marks: 50+50	Min. Passing Marks: 33	
<ul style="list-style-type: none">• In case of field visit, student is required to submit a detailed report of the visit for the purpose of evaluation. The report should include the observational features and benefits of the visit.• In case of industrial training, student may be allowed for the summer training and is required to submit a detailed training report including training certificate for the evaluation.• In case of practical work with a professional person, student is required to submit a detailed report including certificate of the work from the person for the purpose of evaluation. The report should include practical work learned and benefits of the work.		

Programme/ Class: M. Com.		Year: II	Semester: III
Master in Faculty - Commerce			
Course Code: C010901T		Course Title: Services Marketing	
Course Outcomes: The students will be able to understand service marketing, marketing mix for Services, ethics in service marketing, Integration of new technologies and other key issues facing today’s customer service providers and service managers. It will provide a theoretical and practical base for assessing service performance.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Introduction of Services Marketing: Concept, Purchase Process and Distinctive Characteristics of Services, Services Marketing Triangle, Role of Services in Modern Economy, Marketing Challenges of Service, Services Marketing Environment, Goods Versus Service Marketing, Goods Services Continuum, Consumer Behaviour in Services, Positioning a Service in the Market Place, Steps in Developing a Positioning Strategy. Application of Marketing Research in Services Marketing.		
2	Key Elements of Services Marketing Mix: 4Ps and 7Ps, Product in Services, Pricing in Services, Market-oriented Pricing or Demand-based Pricing, Incorporating Perceived Value into Service Pricing, Pricing Strategies as Part of the Service Marketing Mix, Promotion and Communication in Services, Distribution (Place) in Services, People in Services, Physical Evidence Services, Process Services. Market Segmentation, Balancing of Demand and Capacity in Services, Demand Patterns.		
3	Managing Quality Aspects of Services Marketing: Introduction, Objectives and Dimensions of Service Quality, Improving Service Quality and Productivity, Customer Retention Through Quality, Link Between Service Quality and Productivity, Improving Service Quality, Service Productivity, Service Recovery and Complaint Handling; Measuring Service Quality- SERVQUAL, The GAPS model.		
4	Marketing of Services: International and Global Strategies in Services Marketing, Services in the Global Economy, Moving from Domestic to International Marketing, Factors Favouring Transactional Strategy, Elements of Transactional Strategy. Ethics in Service Marketing: Meaning, Importance and Unethical Practices in Service Sector.		
5	Recent Trends in Marketing of Services: In Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry.		
Suggested Readings – <ul style="list-style-type: none">Valarie Zeithaml & Mary Jo Bitner- Services Marketing: Integrating Customer Focus across the Firm, McGraw Hill Education, 2018.Nishikant Jha and Jay Prakash Verma, Service Marketing, Himalaya Publishing House, 2016.Ruchika Sharma & Kritika Nagdev, Service Marketing (test & cases), Sun India Publications, 2019.R. Srinivasan, Services Marketing: The Indian Context, Prentice Hall India Learning Private Limited, 2014.K.R.M. Rao, Services Marketing, Pearson Education India, 2011.Venugopal and Raghu, Services Marketing, Himalaya Publishing House.Manita Matharu and Manish Joshi, Service Marketing, Redshine Publication Pvt. Ltd., 2022.Jochen Wirtz and Christopher Lovelock, Services Marketing: People, Technology, Strategy, World Scientific (Us), 2011.Harsh V. Verma, Services Marketing: Text and Cases, Pearson Education, 2012.			

Programme/ Class: M. Com.		Year: II	Semester: III
Master in Faculty - Commerce			
Course Code: C010902T		Course Title: Retail Management	
Course Outcomes: This course will help the students in understanding concepts of retail management and the latest developments in retail industry in the Indian context. It will also help to establish relationship to the above through the application of retailing theory and research.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Retailing: Meaning, Importance, Strategy and Structure, Retailing Formats, The Wheel of Retailing, Retailing Decisions and Emerging Trends. Retail Environment: Industry Dynamics, Emerging Trends, Consumer Trends; Classification of Retail Formats- Traditional vs. Modern, Store Based vs. Non-Store Based, Chain Stores in Indian Context.		
2	Retail Customer: Retail Activities, Consumer Behaviour Patterns, Factors Affecting Consumer Decision Making Process, Types and Stages of Consumer Decision Process, Consumer Images of Retail Stores. Marketing Research for Retailing: Research Design in Retailing; Models of Consumer Behaviour- Micro Economic Model and Macro Economic Model, Nicosia Model, Howard-Sheth Model, Engel-Blackwell-Miniard model. Locational Decisions in Retailing: Importance and Influencing Factors of Locational Decisions; Nature of Retail Locations, Techniques of Locational Assessment and Locational Theorems.		
3	Merchandising: Meaning and Objectives of Merchandising; Merchandise Planning, Logistics and Mix; Private Vs. National Brands, Quality as A Parameter of Merchandising. Merchandise sourcing: Meaning and Sourcing Process, Factors Influencing Negotiations for Sourcing Merchandise, Warehousing/stocking of Merchandise, Impact of Life Cycle on Sourcing, Allocating Merchandise to Stores.		
4	Pricing: Objectives, Approaches and Strategies of Pricing; Methods of Setting Retail Prices. Promotion and Communication Mix: Concept of Integrated Marketing Communication (IMC), Steps for Designing an Effective IMC Strategy; Positioning Retail Store, Types of Retail Sales Promotions. Atmospherics: Meaning And Importance; Key Components of Retail Atmospherics; Store Space Management, Retail Performance Measures, Atmospherics in Context with Internet Retailing. Technology in Retailing: Technology in Retailing, Need for Technology, Technology for Various Areas of Retailing, Factors Influencing Selection of Technology, Latest Trends and Precautions		
5	Legal and Security Issues: Existing Legal Issues Affecting Retailing in India, Security Issues in Retailing, New Trends in Security. Ethical Dimensions: Ethical Standards in Retailing, Ethical Responsibilities of the Retailer. Customer Relationship Marketing (CRM): Concept, Evolution of RM, Strategies of Customer Relationship Marketing in Retailing Industry, CRM in Organized vs. Unorganized Retail Sector, Establishing Loyalty Programmes.		
Suggested Readings – <ul style="list-style-type: none">• Berman and Evans, “Retail Management”, Prentice Hall, 2017.• RS Tiwari, Retail Management: Retail Concepts and Practices, Himalaya Publishing House, 2009• Michael Levy and Barton A. Weitz, Retail Management, Tata McGraw Hill, Fifth Edition, 2004.• James R Ogden & Denise T Ogden, BiZtantra, Integrated Retail Management, Indian Adaptation, New Delhi, 2005.• Gibson Vedamani, Retail Management –Functional Principles and Practices, Jaico Books, Second Edition, 2004.• Swapnil Saurav and Ravi Potti, The A to Z of Retail Management, Eka Publishers, 2013.• Swapna Pradhan, Retailing Management: Text and Cases, McGraw Hill, 2020• Sheikh, Arif., Retail Management, Himalaya Publishing House, 2014.• Pinki and Aryan, Retail Management, Sankalp Publication, 2023.• Rosemary Varley and Mohammed Rafiq “Principles of Retail Management”, Palgrave Macmillan, 2005.			

Programme/ Class: M. Com.		Year: II	Semester: III
Master in Faculty - Commerce			
Course Code: C010903T		Course Title: Strategic Management	
Course Outcomes: The course is concerned with both the determination of strategic direction and the management of the strategic process. As such, it deals with the analytical, behavioural, and creative aspects of business simultaneously. The perspective of this course is to make students aware about the key tasksinvolved including detection of and adaptation to environmental change; the procurement and allocation of resources; the integration of activities across subparts of the organizations; and, at the most senior levels, the determination of purpose and the setting of corporate directions. The content will enhance the basic understanding of the nature and dynamics of the strategy formulation and implementation processes.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Introduction to Strategy: Meaning, Nature, Scope, and Importance of Strategy; Levels of Strategy; Models and Various School of Thought in Strategic Management; Process of Strategic Decision-Making; The Concept and Relevance of Corporate Governance; Role and Responsibilities of Top Management; Corporate Social Responsibility- Meaning and Trends.		
2	Environmental Scanning: Understanding Strategic Objectives, Components of the Macro Environment, PESTEL Analysis, SWOT Analysis, Porter’s Five Forces Model; Components of the Micro Environment: Resource Based View (RBV) Analysis, VRIO (Value-Rarity-Imitability-Organization) Framework, Value Chain Analysis, Sustaining Competitive Advantage.		
3	Strategy Formulation: Strategy Choice & Scenario Analysis Process, Tools & Techniques of Strategic Analysis- BCG Matrix, Ansoff Grid, GE Nine Cell Planning Grid, McKinsey’s 7s Model; Competitive Strategy- Cost Leadership, Differentiation & Focus; Cooperative Strategy- Strategic Alliances- M&A, Growth strategies, Stability Strategies & Retrenchment Strategies.		
4	Strategy Implementation: Developing Programmes, Budget and Procedures, Stages of Corporate Development, Organizational Life Cycle; Organizational Structures Matrix, Modular Cellular Structure; Personnel Plan and Policies, Leadership and Corporate Culture.		
5	Evaluation & Control: Evaluation Process, Control Techniques; Enterprise Risk Management; Primary Measures of Corporate Performance; Balanced Scorecard Approach; Strategic Audit of a Corporation.		
Suggested Readings – <ul style="list-style-type: none">Stewart Clegg, Chris Carter, Martin Kornberger & Jochen Schweitzer: Strategy - Theory and Practice. SAGE Publishing India, 2011A.K. Chaudhary, Strategic Management, Sahitya Bhawan Publications, Agra. (Hindi)R.K. Yadav, Strategic Management, University Science Press (Hindi)Sontakki, Gupta, Strategic Management, Kalyani Publications (Hindi)Kazmi and Azhar, Business Policy and Strategic Management, McGraw-Hill Education.Thomson, A. Arthur and A.J. Strickland, Strategic Management: Concept and Cases, McGraw Hill Education.L.F. Jauch and W.F. Glueck, Business Policy and Strategic Management; Mc Graw-HillEducation.			

Programme/ Class: M. Com.		Year: II	Semester: III
Master in Faculty - Commerce			
Course Code: C010904T		Course Title: Security Analysis and Portfolio Management	
Course Outcomes: The course is designed to enforce student’s knowledge and understanding of the security analysis and portfolio management process. Focus is to develop understanding of Investments (objectives and constraints), secondary market operations, selection of financial instruments, portfolio formulation, monitoring evaluation techniques. The valuation of equity and interest-bearing instruments provides an insight for decision making required to achieve the core objective of business.			
Credit: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Introduction: Meaning of Security and Portfolio; Investment and Speculation; Elements and Characteristics of Investment, Meaning and Objectives of Portfolio Management; Investment Avenues: Equity Market, Bonds or Fixed Income Securities, Mutual Funds, Life Insurance, Real Estate, Precious Metals, Money Market Instruments, Deposits in Banks or Post Office Schemes.		
2	Securities Market: Functions; Secondary Market Operations; Stock Exchanges in India; SEBI; Time Value of Money: Concept, Future Value of a Single Amount, Doubling Period, Future Value of Annuity, Present Value, Present Value of Uneven Series of Payment, Present Value of Annuity; Equity Valuation: Need for Valuation Models, Various Valuation Models.		
3	Debt Instruments: Debentures and Bonds, Valuation and Pricing, Bond Yield (Yield to Maturity) (YTM). Risk and Return: Meaning and Types of Risk, Measuring Risk, Risk Preference of Investors; Meaning of Return, Measures of Return, Investors’ Attitude towards Risk and Return.		
4	Financial Statement Analysis: Understanding of Revenue Statement Ratios, Balance Sheet Ratios and Combined Ratios. Fundamental Analysis: Investment Analysis, Macroeconomic Analysis, Industry Analysis, Company Analysis.		
5	Technical Analysis: Meaning, Charting Techniques, Technical Indicators; Testing Technical Trading Rules- Dow Theory, Elliott Wave Principle, Chaos Theory, Neutral Networks; Evaluation of Technical Analysis. Portfolio Theory: Modern Portfolio Theory, Evaluation of Risk and Return, Sharpe’s Theory, Beta, Portfolio Diversification; Capital Asset Pricing Model (CAPM) Theory; Random Walk Theory. Portfolio Framework and Management: Meaning; Selection of Portfolio and Asset Mix; Investment Constraints; Portfolio Execution and Revision.		
Suggested Readings – <ul style="list-style-type: none">• P. Pandian, Security analysis and portfolio management, VikasPublishing House Pvt. Ltd., 2005.• Shveta Singh and Surendra S. Yadav, Security Analysis and Portfolio Management, Springer, 2021.• Jha, Mishra and Bhome, Security Analysis and Portfolio Management, Himalaya Publishing House, 2014.• V.P. Agrawal, Security Analysis and Portfolio Management, Sahitya Bhawan Publications (Hindi).• S. Bhat, Security analysis and portfolio management, Excel Books, 2008.• Chandra, Security Analysis and Portfolio Management, TataMcGraw Hill Publishing Company, 2011• M. Ranganatham & R. Madhumathi, Investment analysis and portfolio management, Pearson Education, 2004• Bhatt, Security Analysis and Portfolio Management, Dreamtech Press, 2011.• V.A. Avadhani, Security analysis and portfolio management, Himalaya Publishing House.• V.K. Bhalla, Investment Management, S. Chand Ltd 13th edition.• Prasanna Chandra, Investment analysis and portfolio management, Tata Mc Graw Hill, 3rd edition.			

Programme/ Class: M. Com.		Year: II	Semester: III
Master in Faculty - Commerce			
Course Code: C010905T		Course Title: International Marketing	
Course Outcomes: The objective of the course is to familiarize the students with the conceptual framework, policies and procedures of international marketing. It also aims to provide an exposure of the environmental dynamics of international business to the students so as to enable them to develop international marketing strategies.			
Credit: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Introduction: Nature, Scope and Importance of Globalization, Concept of Domestic and International Marketing, Global Trade and Marketing, Drivers of Globalization, Multinational Corporations. International Marketing Environment: Economic, Social, Political, Geographical and Legal Environment; Global Trading Environment and Developments.		
2	Identification Of International Markets: Segmentation and International Markets; Methods of Evaluation of International Markets; Entry Mode Decisions, Modes of Entry in International Market – Exporting, Licensing, Contract Manufacturing, Joint Venture, Operating Through Wholly Owned Subsidiaries Abroad. Factors Affecting Selection of Entry Modes; International Organizations; Market Coverage Strategies.		
3	International Product Decisions: Product Quality, Design, Labelling, Packaging, Branding and Product Support Services; Product Mix; Product Life Cycle; New Product Development; International Pricing Decisions: Factors Affecting Pricing Determination; International Pricing Process, Politics and Strategies; Transfer Pricing: Dumping, Steps in Pricing, Retrograde Pricing, Export Price Structure.		
4	International Promotion Strategies: Marketing Environment and Promotion Strategies; Major Decisions in International Marketing Communications, Problems in International Marketing Communications; Export Promotion Organizations; International Promotion Mix – Concept, Tools and their Key Features; International Sales Force Management – Process and Major Issues.		
5	International Distribution Decisions: Distribution Channel Strategy; Types of International Distribution Channels; International Distribution Logistics – Inventory Management, Transportation, Warehousing and Insurance. Emerging Trends in International Marketing: International Marketing Through Internet; Ecological Concerns in International Marketing; International Marketing Ethics.		
Suggested Readings – <ul style="list-style-type: none">Varshney and Bhattacharya, International Marketing Management, Sultan Chand & Sons.Francis Cherunilam, International Marketing, Himalaya Publishing House.Cateora, R. Philip, Graham, L. John and Gilly, International Marketing, Tata McGraw Hill.Czinkota, R. Michael and Ronkainen Ilka, International Marketing, Cengage Learning.Joshi and M. Rakesh, International Marketing, Oxford University Press.Keegan, J. Warren and Green, Global Marketing, Pearson.Sak Onkvisit and John J. Shaw, International Marketing: Analysis and Strategy. Psychology Press.			

Programme/ Class: M. Com.	Year: II	Semester: III
Master in Faculty - Commerce		
Course Code: C010906P	Course Title: Project Presentation on SPSS/ MS Excel/ R Studio/ JAMOV/ Any Other Software used in Business Research	
Course Outcomes: This course will help students to understand how they can use statistical software in research work. This will enhance their analytical and interpretation abilities as well.		
Credit: 5	Project Presentation: Elective	
Max. Marks: 50+50	Min. Passing Marks: 33	

Programme/ Class: M. Com.	Year: II	Semester: III
Master in Faculty - Commerce		
Course Code: C010907P	Course Title: Project Presentation on any Topic Related to Business	
Course Outcomes: This course will help students to explore the reality on the topics related to business.		
Credit: 5	Project Presentation: Elective	
Max. Marks: 50+50	Min. Passing Marks: 33	

Programme/ Class: M. Com.		Year: II	Semester: IV
Master in Faculty - Commerce			
Course Code: C011001T		Course Title: Project Management	
Course Outcomes: The course is designed to provide an understanding of different types of projects and the total approach for project management with a view to understand the reasons for project failures and to familiarize students with recent advances in project management tools and techniques including computers.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Introduction to Project Management: Meaning and Scope, Need of Project Management, Life Cycle of a Project- Conception and Selection, Planning and Scheduling, Implementation and Control, Evaluation and Termination.		
2	Project Analysis and Selection: Identification of Investment Opportunities, Project Initiation, Market and Demand Analysis, Technical Analysis, Economic and Financial Analysis, Social Cost Benefit Analysis, Formulation of Detailed Project Report.		
3	Project Planning and Scheduling: Planning Resources, Planning of Physical Resources, Planning of Human Resources, Planning of Financial Resources, Project Organising, Planning Time Scales- Network/ PERT Analysis.		
4	Implementation and Control: Project Management Information System, Monitoring and Reporting Physical Resources, Human Resources and Financial Resources- Cost Control.		
5	Project Completion and Evaluation: Integrated Project Management Control System, Managing Transition for Project to Operation, Project Completion and Evaluation, Project Review, Project Termination.		
Suggested Readings – <ul style="list-style-type: none">• Vasant Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2011.• Agrawal and Fauzdar, Project Planning and Control, Sanjay Sahitya Bhawan, Agra (Hindi)• David H. Holt, Entrepreneurship: New Venture Creation, Pearson Education India, 2016.• Taneja, Entrepreneurship Development New Venture Creation, Galgotia Publishing Company, 2004.• K. Nagarajan, Project management, New Age International Pvt. Ltd. Publishers, 2015)• Marc Dollinger, Entrepreneurship: Strategies and Resources, Irwin Professional Publishing, 1995.			

Programme/ Class: M. Com.		Year: II	Semester: IV
Master in Faculty - Commerce			
Course Code: C011002T		Course Title: Personal Financial Planning	
Course Outcomes: This course will enable the students to understand the various components of financial planning and how to get more rewards using risk return trade-off.			
Credit: 5		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Basics of Personal Financial Planning: Meaning, Benefits, Importance and Scope of Personal Financial Planning; Money Management, Credit Management, Credit Card and Consumer Loans, Income and Asset Protection; Time Value of Money (TVoM): Concept: Application of TVoM in Personnel Financial Planning.		
2	Managing Investment Risks: Meaning of Risk, Types of Investment and Investment Risk, Measurement of Risk, Methods of Handling Risk, Risk and Return Trade-off, Risk Free and Risky Assets. Investment Strategies: Meaning and Types of Investment Strategy, Investment in Small Saving Schemes, Fixed Income Instruments, Shares, Bonds, Mutual Funds, Commodities, Futures and Options and Other Types of Investment Vehicles.		
3	Insurance Planning: Meaning, Characteristics and Role of Insurance, Features of Insurable Risks; Insurance Products- Life Insurance, General Insurance, Fire Insurance, Motor Insurance, Marine Insurance, Medical and Health Insurance; Personal Risk Management. Taxation Planning: Tax Planning and Tax Evasion, Tax Avoidance, Objectives of Tax Planning.		
4	Retirement Planning: Meaning; Why Plan for Retirement? How much will I Need? Asset Allocation and Diversification, Tax Implications and Compounding, Annuities and its Types, Mortgages and its Types, Perfect Retirement Plan. Estate Planning: Meaning of Estate, Need and Objectives of Estate Planning, Steps needed in Estate Planning; Tools of Estate Planning- Trust, Power of Attorney, Gift, Partition, Will and Succession.		
5	Strategies for a Complete Financial Plan: Strategy Development Process, Investment Decisions, Implementing the Personal Financial Plan; Financial Planner- Functions, Reasons for Hiring a Financial Planner. Regulatory Environment and Ethics: Regulations on Banking and Financing Services, Regulations on Insurance Services, Regulations on Investment Services, Regulations on Merchant Banking and Other Intermediaries; Ethical Issues in Financial Planning.		
Suggested Readings – <ul style="list-style-type: none">• V.K. Bhalla, Fundamentals of Investment Management, S. Chand & Company Ltd., 2006.• Keith Redhead, Personal Finance and Investment, Routledge, 2008• Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill, 2021.• Alfred Mill & Michele Cagan, PERSONAL FINANCE 101: From Saving and Investing to Taxes and Loans, an Essential Primer on Personal Finance (Adams 101 Series), Adams Media, 2020.• Anil G Rane, Mutual Fund Investment: How to Multiply Money and Create Wealth, Adhyyan Books, 2022.• Sundar Sankaran, Indian Mutual Funds Handbook, Vision Books, 2018.• Zvi Bodie, Essentials of Investments, McGraw Hill Education, 2017.• R.P. Rustagi, Investment Management: Theory and Practice, Sultan Chand & Sons• Pandian Punithavathy, Security Analysis and Portfolio Management, Vikas Publishing House Private Limited, 2013• R.B. Maheshwari, Investment Management, Sanjay Sahitya Bhawan, Agra, 2020.			

Programme/ Class: M. Com.		Year: II	Semester: IV
Master in Faculty - Commerce			
Course Code: C011003T		Course Title: Indian Financial System	
Course Outcomes: This course is designed to develop a knowledge about the financial system and functioning of financial sub-systems comprising of financial markets, financial instruments, financial intermediaries, financial services and regulatory authorities. Moreover, the students will be able to understand the core financial services, prudential norms, new technologies and the latest transformation or reforms in mobilizing funds in economy.			
Credit: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Inian Financial System: Formal and Informal system, Formal Financial System- Its Overview, Components, Functions, Nature and Role. Financial Regulators: Meaning, Role, Functions and Powers of RBI, SEBI and IRDA, Department of Company Affairs (DCA), Department of Economic Affairs (DEA) as a Regulator.		
2	Financial Institutions: Banks- Scheduled Commercial Banks (Public Sector Banks, Private Sector Banks, Foreign Banks, Payment Banks, Regional Rural Banks and Cooperative Banks) and Non-Scheduled Banks; NBFCs- Current Scenario, Regulation, Major NBFCs in India; Development Banks- IFCI, IDBI, ICICI.		
3	Financial Markets: Money Market: Meaning, Nature, Functions, Types and Participants in Money Market. Capital Market: Meaning, Structure, Functions/ Role and Participants in Capital Market, Exchange Platforms. Primary Market: Meaning, Functions and structure of Primary Market, Methods of Distribution of Securities in Primary Market, Primary Market Intermediaries. Secondary Market: Meaning, Objectives, Functions and Importance of Secondary Market, Stock Market, Listing of Securities, Trading System in Stock Market, NSCCL.		
4	Financial Instruments: Money Market Instruments, Capital Market Instruments, Government Securities Market (Meaning, Features, Issuer and Investors of All the Instruments). Depositories and Custodians: Depositories in India, SEBI Guidelines with Respect to Depositories; Custodians.		
5	Financial Services: Concept, Fund Based and Fee Based Services; Leasing and Factoring, Merchant Banking, Venture Capital, Mutual Funds, Pension Funds, Insurance Services, Fintech Companies, Hire Purchase, Underwriting Services, Issue Management, Stock Broking, Debt Restructuring. Credit Rating: Meaning, Regulatory Framework, Credit Rating Agencies, Credit Rating Process.		
Suggested Readings – <ul style="list-style-type: none">• L.M. Bhole, Financial Institutions and Markets; McGraw-Hill Education, 2017.• M Kohn, Financial Institutions and Markets, Oxford University Press, 2013.• Bharti Pathak, Indian Financial System; Pearson Education, 2018.• M.Y. Khan, Indian Financial System; McGraw-Hill Education, 2019.• Jaydeb Sarkhel & Seikh Salim, Indian Financial System and Financial Market Operations, McGraw Hill Education (India) Pvt. Ltd. 2017• P.N. Varshney, Banking law and practice; Sultan Chand and Sons, 2022.			

Programme/ Class: M. Com.		Year: II	Semester: IV
Master in Faculty - Commerce			
Course Code: C011004T		Course Title: Customer Relationship Management	
Course Outcomes: The aim of the course is to provide understanding of comprehensive marketing strategy to improve marketing productivity which can be achieved by increasing marketing efficiency and enhancing marketing effectiveness through a process of acquiring, retaining and partnering with selective customers to create superior mutual value for the organization.			
Credit: 5		Elective	
Max. Marks: 25+75		Min. Passing Marks: 33	
Units	Topics		
1	Introduction to Customer Relationship Management: Concept, History and Evolution of CRM, Transformation of Customers, Touch Point Analysis (TPA), Components and Architecture of CRM; Customer Value- Value Creation, Customer Value Calculation; 360 Degree Marketing; Data Mining; Cross Selling and Up Selling; Customer Privacy: Concept and Need of Customer Privacy, Indian Perspective and Global Approach, Analysis of CRM Strategies.		
2	Analyzing Profitability of Customers: Managing Customer Profitability, Base Profit Analysis, Value Chain Analysis, Customer Defection; Customer Retention: Negative and Positive Retention Strategies, Meet and Exceed Expectations, Trends in Customer Retention, Strategic Customer, Different Types of Customers; Customer Acquisition: Traditional Approach, Customer Acquisition Strategy and Management; Customer Expectation: Zone of Tolerance, Expectation Management Strategies.		
3	Technology for Customer Relations: Concept and Evolution of Contact/ Call Centers, Technologies for Contact/ Call Center Infrastructure, Front Office Management Technology; e-CRM: Concept, Scope, Challenges of e-CRM, CRM vs. e-CRM, Modules in CRM, Barriers to Effective Customer Internet Adoption; Sales Force Automation: Meaning and Features, advantages and disadvantages of SFA, Sales Force Automation Solution – An Overview.		
4	Managing Customer Relations: Concept; Steps of Managing Customer Relations, Customer Experience Management, Customer Profile – Concept and Need of Customer Profiling. Segmentation, Targeting and Positioning; Delivering Customer Offer: Concept of CRM Strategy, Creating a CRM Business Strategy, Customer System Life Cycle, Building Blocks of CRM,		
5	CRM Measurements: Concept and Objectives for CRM Measurement, CRM Measurement Complexity; CRM Measurement Frameworks, Implementing CRM Measurement, Attributes of a CRM Measurement Framework, Customer Lifetime Value; Emerging Trends in CRM: Doing Business in the CRM era, Most Affected Industries, CRM in India, Critical Success Factors, Marketing of Banking Services, Globalized Scenario.		
Suggested Readings – <ul style="list-style-type: none">• Baran Roger J. & Robert J. Galka, Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, Routledge Taylor & Francis Group, 2014.• Anderson Kristin and Carol Kerr, Customer Relationship Management, Tata McGraw-Hill, 2022.• Bhasin Jaspreet Kaur, Customer Relationship Management, Dreamtech Press, 2012.• Judith W. Kincaid, Customer Relationship Management Getting It Right, Pearson Education, 2006.• Jill Dyche', CRM Handbook: A Business Guide to Customer Relationship Management, Pearson Education.• Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit, Services Marketing Integrating Customer Focus Across the Firm, Tata Mc Graw Hill, 2010.• Urvashi Makkar and Harinder Kumar Makkar, CRM Customer Relationship Management, McGraw Hill Education, 2013• Francis Buttle, Customer Relationship Management, Oxford, 2009.			

Programme/ Class: M. Com.	Year: II	Semester: IV
Master in Faculty - Commerce		
Course Code: C011005P	Course Title: Dissertation	
Course Outcomes: This course will provide an opportunity to the students to acquire necessary research skills as part of the academic activity.		
Credit: 10	Core Compulsory	
Max. Marks: 50+50	Min. Passing Marks: 33	
<div>1- A student shall select the research topic in consultation with the faculty member assigned as Supervisor or Guide for research project course and report the same to the Head of the department/ College Principal in writing.</div> <div>2- Topic of such research project should be relevant to Commerce programme on the whole.</div> <div>3- The topic of such research project shall be finalized only after the Department/ College approves the same.</div> <div>4- The tools of data collection should be finalized and data collection should be completed by the mid of the semester.</div> <div>5- After going through plagiarism test the student has to submit in APA format, soft copy along with two hard bound copies of Research Dissertation to the Head of the Department/ College Principal on or before the last working day of the semester.</div> <div>6- Each student shall be compulsorily supervised in the research project by a faculty member. The Supervisor will guide the student in methodology and the course of the study.</div> <div>7- The allotment of the students to a faculty for supervision shall be done by the Departmental Council.</div> <div>8- Periodic individual conference, related to research project of each student, shall be conducted by the supervisor.</div> <div>9- Each student shall be required to take part in class room presentations in the context of research project. Assignments regarding such presentations shall be related to research methodology and tools of research being developed by the student.</div> <div>10- The student's performance in such assignments is considered in assigning the internal assessment marks allocated for research project.</div> <div>11- The type of research project (qualitative/ quantitative/ mixed method) should be based on the consensual decision of both the student and the supervisor.</div> <div>12- The sample size for quantitative research shall not be less than 50 respondents and minimum of 10 cases in case of qualitative research. In case of time series minimum 10 years of data should be analyzed.</div>		