

# FOUR YEAR UNDERGRADUATE PROGRAM (FYUGP)

2024-28

CURRICULUM

SEMESTER-IV

FACULTY OF COMMERCE

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# FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

## FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- IV	Session : 2024-25
1	Course Code	COSC-10	
2	Course Title	Business Statistics	
3	Course Type	Discipline Specific Course (COSC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>Understand the basic knowledge of data collection and various statistical elementary tools.</li> <li>Develop the ability to analyse and interpret data to provide meaningful information to assist in management decision.</li> <li>Apply appropriate graphical and numerical descriptive statistics for different types of data.</li> <li>Analyse statistical data graphically using frequency distributions and cumulative frequency distributions, measures of central tendency, dispersion and location.</li> <li>Find the inter-relation between two or more phenomena with the help of curve fitting and correlation-regression analysis.</li> </ul>	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART- B: Content of the Course			
Total No. of Teaching-learning Periods ( 01 Hr. per period)-60 Periods (60 Hours)			
Unit	Topics (Course Contents)		No. of Period
I	<b>Introduction to Statistics:</b> Meaning, Scope, Importance and Limitation, Collection of Data: Primary and Secondary Data, Editing of Data, Classification of Data, Frequency Distribution and Statistical Series, Tabulation of Data, Diagrammatical and Graphical Presentation of Data		15
II	<b>Measures of Central tendency:</b> Mean, Median, Mode, Geometric and Harmonic Mean; <b>Dispersion:</b> Range, Quartile, Percentile, Quartile Deviation, Standard Deviation and its Co-efficient, Co-efficient of Variations and Variance, Test of Skewness and Dispersion, Its Importance, Co-efficient of Skewness. Partition values.		15
III	<b>Correlation:</b> Meaning, Application, Types and Degree of Correlation, Methods-Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Coefficient of Correlation. <b>Regression Analysis:</b> Meaning and Definition, Uses and Utility of Regression Analysis, Constructions of Regression Lines, Regression Coefficient, Determination of Coefficient of Correlation by Regression Coefficients, Properties of Regression Coefficient, Comparison of Correlation and Regression Analysis.		15
IV	<b>Index Number:</b> Meaning, Types and Uses, Method of Constructing Price Index Number, Fixed: Based Method, Chain-Base Method, Base conversion, Base Shifting Deflating and Splicing. Consumer Price Index Number, Fisher's Ideal Index Number, Reversibility Test Time and Factor; <b>Analysis of Time Series:</b> Meaning, Importance and Components of a Time Series. Decomposition of Time Series: Measurement of Square Trend.		15

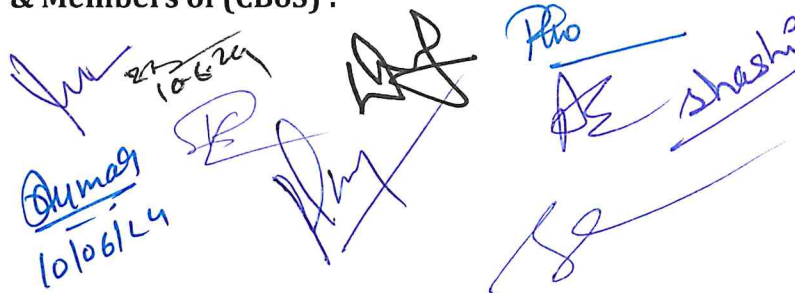
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Key Words	Statistics, Collection of Data Frequency Distribution, Measures of Central Tendency, Dispersion, Skewness, Correlation, Regression, Index Numbers, Analysis of Time Series.
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**Signature of Convener & Members (CBOS):**

<b>PART- C: Learning Resources</b>		
<b>Text Books, Reference Books and Others</b>		
<b>Text Books Recommended:-</b> 1. Dr.S.M.Shukla & Dr. S.P.Sahaya,Sahitya Bhawan Publication,Agra(Hindi & English Medium) 2.Gupta, S.C. Fundamental of Statistics, Himalaya Publication. 3. Gupta S.P. & Gupta Archana, Elementary Statistics, (English and Hindi) Sultan Chand & Sons,New Delhi. 4.Dr.Gupta,Sharma,Dandekar,SBPD,Publishing House,Agra(Hindi & English Medium) <b>Note: Learners are advised to use latest edition of text books.</b>		
<b>Reference Books:</b> 1.Heinz, Kohler: Statistics for Business & Economics, HarperCollins; 2.Sharma J.K., Business Statistics, Person Education		
<b>On line Resources : * e-Resources/e-books and e-learning portals:</b> <a href="https://www.youtube.com/watch?v=UjPTKJ2API8">https://www.youtube.com/watch?v=UjPTKJ2API8</a> <a href="https://www.youtube.com/playlist?list=PLCyCyhRyXPpb6l5Aru-fMvXHMVjBWIL9l">https://www.youtube.com/playlist?list=PLCyCyhRyXPpb6l5Aru-fMvXHMVjBWIL9l</a> <a href="https://www.youtube.com/playlist?list=PL9Cd7H8NFRQzA0_e8epz4l5rBCP2-mBWT">https://www.youtube.com/playlist?list=PL9Cd7H8NFRQzA0_e8epz4l5rBCP2-mBWT</a> <a href="https://onlinecourses.swayam2.ac.in/cec20_mg13/preview">https://onlinecourses.swayam2.ac.in/cec20_mg13/preview</a> <a href="https://www.classcentral.com/course/swayam-bcoc-134-business-mathamatics-and-statistics-59093">https://www.classcentral.com/course/swayam-bcoc-134-business-mathamatics-and-statistics-59093</a>		
<b>PART -D : Assessment and Evaluation :</b>		
<b>Suggested Continuous Evaluation Methods: Maximum Marks-</b>		<b>100 Marks</b>
<b>Continuous Internal Assessment (CIA) :</b>		<b>30 Marks</b>
<b>End Semester Exam. (ESE) :</b>		<b>70 Marks</b>
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz(2): 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Highest marks out of the Two Test/Quiz+obtained marks in Assignment shall be considered against 30 Marks
End Semester Exam.(ESE):	Two Section :- A & B <b>SectionA :Q.1-Objective-10x1=10Marks;Q.2-Short answer type-5x4=20 Marks</b> <b>Section B : Descriptive answer type qts.,1 out 2 from each unit-4x10=40Marks</b>	

**Name and Signature of Convener & Members of (CBOS) :**





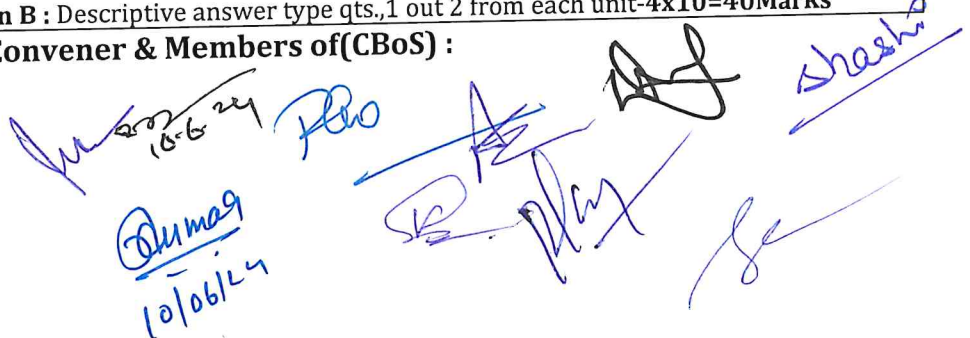
## FACULTY OF COMMERCE COURSE CURRICULUM

ion, Contract Costing, Process Costing

## Signature of Convener & Members (CBoS):

<b>PART- C: Learning Resources</b>		
<b>Text Books, Reference Books and Others</b>		
<b>Text Books Recommended:-</b>		
<ol style="list-style-type: none"> <li>1. Jain S.P. and Narang K.L.: Cost Accounting ; Kalyani New Delhi</li> <li>2. Arora M.N.; Cost Accounting -Principles and Practice , Vikas ,New Delhi</li> <li>3. Jawahar Lal ; Cost Accounting : McGraw Hill Education</li> <li>4. M.L. Agrawal &amp; K.L.Gupta Sahitya Bhawan Agra,(Hindi &amp; English Medium)</li> <li>5. Dr.B.K. Mehata,SBPD,Publishing House,Agra,(Hindi &amp; English Medium)</li> </ol>		
<b>Note: Learners are advised to use latest edition of text books.</b>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Banarjee, B. Cost Accounting – Theory and Practice New Delhi</li> <li>2. Taxman's Cost Accounting ,New Delhi</li> <li>3. Iyengar, S.P. Cost Accounting. Sultan Chand &amp; Sons</li> <li>4. Maheshwari S.N.: Advanced Problems and Solutions in Cost Accounting ; Sultan Chand, New Delhi</li> </ol>		
<b>On line Resources : * e-Resources/e-books and e-learning portals:</b>		
<a href="https://onlinecourses.nptel.ac.in/noc23_mg81/preview">https://onlinecourses.nptel.ac.in/noc23_mg81/preview</a> <a href="https://sultan-chand.com/books/view/604">https://sultan-chand.com/books/view/604</a> <a href="https://www.youtube.com/playlist?list=PLAhQ2ofZZRBTkHb-Moy11opzd18YAstV">https://www.youtube.com/playlist?list=PLAhQ2ofZZRBTkHb-Moy11opzd18YAstV</a> <a href="https://www.youtube.com/watch?v=-d3bMxsxzQY">https://www.youtube.com/watch?v=-d3bMxsxzQY</a> <a href="https://www.youtube.com/playlist?list=PLJ_81 DIRlyecX0A3ajkTVmpleeU_uzHg">https://www.youtube.com/playlist?list=PLJ_81 DIRlyecX0A3ajkTVmpleeU_uzHg</a>		
<b>PART -D : Assessment and Evaluation :</b>		
<b>Suggested Continuous Evaluation Methods: Maximum Marks</b>		<b>100 Marks</b>
<b>Continuous Internal Assessment (CIA) :</b>		<b>30 Marks</b>
<b>End Semester Exam. (ESE) :</b>		<b>70 Marks</b>
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2): 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Highest marks out of the Two Test/Quiz+obtained marks in best two and Assignment shall be considered against 30 Marks
End Semester Exam.(ESE):	Two Section :- A & B <b>Section A : Q.1-Objective-10x1=10Marks; Q.2-Short answer type-5x4=20 Marks</b> <b>Section B : Descriptive answer type qts., 1 out 2 from each unit-4x10=40Marks</b>	

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


  
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# FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

## FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- IV	Session : 2024-25
1	Course Code	COSC-12	
2	Course Title	Fundamental of Entrepreneurship	
3	Course Type	Discipline Specific Course (COSC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>Explore entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.</li> <li>Choose entrepreneurship as career and can take part in startups.</li> <li>Explore government support available to entrepreneurship activities.</li> <li>Explain the entrepreneur concepts, gain knowledge in the financial institution, project report incentives and subsidies.</li> <li>Understand the stages of the entrepreneur process, personal creativity and entrepreneurial initiative.</li> </ul>	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART -B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-60Periods (60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	<b>Entrepreneurship:</b> Meaning, Definition, Origin and Development, Concepts, Characteristics, Importance, Theories of Entrepreneurship, Role of socio-economic environment, Emergence of Entrepreneurial Class, Intra-preneurship, Techno-preneurship, Netr-preneurship, Eco-preneurship. <b>Entrepreneur:</b> Meaning, Definition, Characteristics, Importance, Functions and Qualities. <b>Women Entrepreneur:</b> Motivational Factors, Opportunities, Problems and Challenges, Incentives for Women Entrepreneurs.		15
II	<b>Promotion of a Venture:</b> Concepts of Business Venture, Stages for promotion of a Venture, External Environmental Analysis: Meaning, Factors & Techniques, Evaluation of Start-up Problem, <b>Legal Requirements for Establishment of a New Unit, Raising of Funds:</b> Fund Requirement, Types of Fund Requirement, Sources of Raising Funds, Venture Capital: Meaning, Sources and Documentation Required.		15
III	<b>Entrepreneurial Behaviour:</b> Meaning, Features, Emergence of Entrepreneurial Behaviours.Tendencies of Entrepreneurial Behaviours. <b>Innovation and Entrepreneur:</b> Meaning, Characteristics, Types, Barriers, Stages and Process of Innovation,Strategiesof Innovation. <b>Entrepreneur and Risk-Taking Capacity:</b> Meaning, Characteristics, Classification, Stages of Risk, Risk Management Process. <b>Entrepreneurial Skills:</b> Meaning & Basic Elements, Project Development or Technical Skills, Enterprise Management Skills, Enterprise Building Skills. Social Responsibility of Entrepreneurship		15
IV	<b>Entrepreneurial Development Programs (EDP):</b> Meaning, Objectives, Their Role, Relevance and Achievements, EDP in India, Role of Govt. in Organizing EDP,Critical Evaluation, Suggestion. <b>Initiatives of Government of India to Promote Entrepreneurship:</b> Start up India, Stand up India. Make in India, Digital India, Atal Innovation Mission, Pradhan Mantri Kaushal VikasYojna, National Skill Development Mission, Pradhan Mantri Mudra Yojna etc.		15
Key Words	Entrepreneurship, Entrepreneur, Women Entrepreneur, Promotion of a Venture, Entrepreneurial Behaviour Innovation, Risk, Skill, Social Responsibility, Entrepreneurial Development		

Signature of Convener & Members(CBoS):



## PART-C :Learning Resources

### Text Book, Reference Books and Others

#### Text Books Recommended:-

- 1.Prof.R.C.Agrawal, SBPD Publishing House ,Agra (Hindi Medium)
- 2.Gupta Dr. O.P., Entrepreneurship SBPD Publishing House, Agra(English Medium)
- 3.Dr.Amist Kumar & Dr. Amita Dubey,Sahitya Bhawan Publications,Agra (English Medium)
- 4.Dr.A.K.Mishra &Dr.P.K.Agrawal,Sahitya Bhawan Publications, Agra (Hindi Medium)
- 5.Kothari, Mishra, Sahu, Entrepreneurship Development, Ramesh Book Depot, Jaipur
- 6.Arora Renu, Sood S.K., Udhyaami karan ke Mool Siddhant, Kalyani Publishers New Delhi

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

#### Reference Books:

01. Hifrich, Manimala, Peters & Shepherd, Entrepreneurship, McGraw Hill
02. Desai, Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, New Delhi
03. Prasanna Chandra, Project Preparation, Appraisal & Implementation Tata McGraw Hill, New Delhi
04. Khankha S.S., Entrepreneurial Development, S. Chand & Company, Delhi,

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

[https://onlinecourses.swayam2.ac.in/cec20\\_mg19/preview](https://onlinecourses.swayam2.ac.in/cec20_mg19/preview)

[https://onlinecourses.nptel.ac.in/noc23\\_mg126/preview](https://onlinecourses.nptel.ac.in/noc23_mg126/preview)

[https://onlinecourses.nptel.ac.in/noc24\\_mg67/preview](https://onlinecourses.nptel.ac.in/noc24_mg67/preview)

<https://www.youtube.com/watch?v=UEngvxZ11sw>

<https://www.youtube.com/playlist?list=PLXPpRtAbi0JxktoB8gwKqHt1jDCm0oqsS>

#### PART - D : Assessment and Evaluation :

**Suggested Continuous Evaluation Methods: Maximum Marks** **100 Marks**

**Continuous Internal Assessment (CIA) :** **30 Marks**

**End Semester Exam. (ESE) :** **70 Marks**

Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2): 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Highest marks out of the Two Test/Quiz+obtained marks in best two and Assignment shall be considered against -30 Marks
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End Semester Exam.(ESE):	Two Section :- A & B <b>Section A :Q.1-Objective -10x1=10Marks;Q.2-Short answer type-5x4=20 Marks</b> <b>Section B : Descriptive answer type qts.,1 out 2 from each unit-4x10=40Marks</b>
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**Name and Signature of Convener & Members of (CBoS) :**

10/6/24  
[Signatures]



# FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

## FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- IV	Session : 2024-25
1	Course Code	COSE-02 (Gr.-I-Management)	
2	Course Title	Business Organization (Gr.-I-Management)	
3	Course Type	Discipline Specific Elective (COSE) (Gr.-I-Management)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>Ability to understand the concept of various forms of business organization.</li> <li>Identify and explain the managerial skills used in business.</li> <li>Ability to understand the concept of business organization along with the basic laws and norms of business organization.</li> <li>Ability to understand the terminologies associated with the field of business organization along with their relevance.</li> <li>Ability to identify the appropriate types of functioning of business organization for solving different problems.</li> </ul>	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART –B: Content of the Course			
Total No. of Teaching-learning Periods ( 01 Hr. per period)-60 Periods (60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	<b>Concept and Forms of Business Organisations</b> :Concepts of Business, Trade, Industry and Commerce- Objectives and functions of Business–Social Responsibility of a business, Responsible Business, Ethical Conduct & Human Values. <b>Forms of Business Organisation</b> -Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship – Meaning, Characteristics, Advantages and Disadvantages of Partnership – Kinds of Partners – Partnership Deed – Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family – Meaning, Advantages and Disadvantages of Co-operative Organisation.		15
II	<b>JOINT STOCK COMPANY</b> : Joint Stock Company – Meaning, Definition, Characteristics – Advantages and Disadvantages, Code of Business Ethics. Kinds of Companies – <b>Promotion</b> – Stages of Promotion – Promoter – Characteristics – Kinds- Preparation of Important Documents – Memorandum of Association – Clauses – Articles of Association – Contents –Prospectus – Contents – Red herring Prospectus- Statement In lieu of Prospectus (as per Companies Act,2013).		15
III	<b>Business Combination &amp; Production Planning</b> : Business Combination-Meaning, characteristics, objectives, causes, forms and kinds of business Combination, Rationalization-Meaning, characteristics, objective, Principle, Merits and Demerits, difference between Rationalization and Nationalization		15
IV	<b>Nature of Product Planning &amp; Pricing</b> : Meaning, Definition, Characteristics, Scope, Importance and Advantages of Product Planning, Techniques of Product Planning and Control. <b>Pricing</b> - Meaning, Components of Pricing, Objective, Principle of Pricing, Importance, Factors affecting Pricing Decisions, Pricing Strategies and Pricing Policies.		15
Key	Business Organization, Social Responsibility, Sole Proprietorship, Partnership, HUF, Joint Stock		








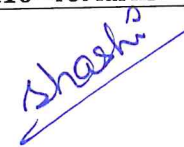


Words	Companies, Promotion, Business Combination, Production Planning, Pricing, Product
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**Signature of Convener & Members (CBoS):**

<b>PART- C: Learning Resources</b>			
<b>Text Books,Reference Books and Others:</b>			
<b>Text Books Recommended:-</b>			
<ol style="list-style-type: none"> <li>1. Agrawal,R.C.,Modern Business Organisation,Sahitya Bhawan ,Agra.(Hindi &amp; English Medium)</li> <li>2. Agrwal,R.C.,Business Organisation,Navyug Sahitya Bhawan,Agra(Hindi Medium)</li> <li>3. Gupta,R.C.,Business Organisation,Shivlal Agrawal &amp; Company,Indore</li> </ol>			
<b>Note: Learners are advised to use latest edition of text books.</b>			
<b>Reference Books:</b>			
<ol style="list-style-type: none"> <li>1. Basu, C. R. Business Organization and Management. New Delhi: McGraw Hill</li> <li>2. Chhabra, T. N., Business Organization and Management. New Delhi: Sun India Publications.</li> <li>3. Gupta,C. B. Modern Business Organization. New Delhi: Mayur Paperbacks.</li> <li>4. Kaul,V.K.,Business Organization and Management,Text and Cases. New Delhi: Pearson Education.</li> <li>5. Koontz, H., &amp; Weihrich, H. Essentials of Management. New York: McGraw Hill Education.</li> <li>6. Singh, B. P., &amp; Singh, A. K. Essentials of Management. New Delhi: Excel Books.</li> </ol>			
<b>On line Resources : * e-Resources/e-books and e-learning portals:</b>			
<a href="https://www.ppup.ac.in/e-Content/ edetails.php?id=539https://onlinecourses.swayam2.ac.in/cec22 mg07/preview">https://www.ppup.ac.in/e-Content/ edetails.php?id=539https://onlinecourses.swayam2.ac.in/cec22 mg07/preview</a> <a href="https://www.classcentral.com/course/swayam-bussiness-organisation-and-management-59102">https://www.classcentral.com/course/swayam-bussiness-organisation-and-management-59102</a> <a href="https://youtu.be/AX2FQtKFFmY?si=G66x-gpkgekelhqz">https://youtu.be/AX2FQtKFFmY?si=G66x-gpkgekelhqz</a> <a href="https://youtu.be/2TZXH3YE3Hw?si=3pGKk2F8O4u-00hL">https://youtu.be/2TZXH3YE3Hw?si=3pGKk2F8O4u-00hL</a>			
<b>PART -D : Assessment and Evaluation :</b>			
<b>Suggested Continuous Evaluation Methods: Maximum Marks</b>		<b>100 Marks</b>	
<b>Continuous Internal Assessment (CIA) :</b>		<b>30 Marks</b>	
<b>End Semester Exam. (ESE) :</b>		<b>70 Marks</b>	
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2): Assignment/Seminar: Total Marks:	20 & 20 10 30	Highest marks out of the Two Test/Quiz+obtained marks in best two and Assignment shall be considered against -30 Marks
End Semester Exam.(ESE):	Two Section :- A & B <b>SectionA :Q.1-Objective -10x1=10Marks;Q.2-Short answer type-5x4=20 Marks</b> <b>Section B : Descriptive answer type qts.,1 out 2 from each unit-4x10=40Marks</b>		

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

# FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

## FACULTY OF COMMERCE COURSE CURRICULUM

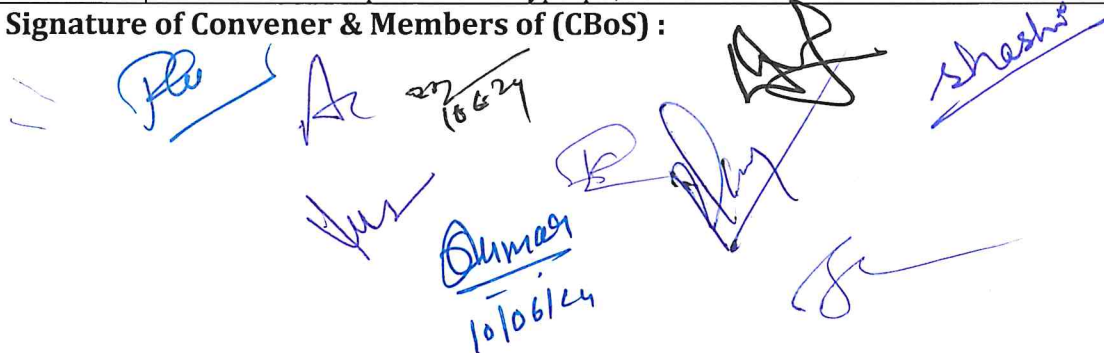
PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- IV	Session : 2024-25
1	Course Code	COSE-02 (Gr.-II – Finance )	
2	Course Title	Financial Market Operations (Gr.-II – Finance )	
3	Course Type	Discipline Specific Elective Course (COSE)(Gr.-II-Finance)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>Explain the basic concepts of capital market and money market.</li> <li>Apply and critically evaluate finance and investment theory with particular reference to the operation of financial markets.</li> <li>Understand the main provisions of SEBI and risks faced by investors.</li> <li>Analyze how financial markets and instruments operate and how they can be used to achieve economic objectives.</li> <li>Evaluate the financial services provided according to the guidelines of SEBI.</li> </ul>	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART- B: Content of the Course			
Total No. of Teaching-learning Periods ( 01 Hr. per period)-60Periods(60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	<b>An Overview of Financial Market in India:</b> <b>Money Market:</b> Indian money market's composition and structure; (a) Acceptance houses, (b) Discount houses and (c) Call money market; Recent trends in Indian money market.		15
II	<b>Capital Market:</b> Security market - (a) New issue market, (b) Secondary market; Functions and role of stock exchange; listing procedure and legal requirements; <b>Public issue</b> - pricing and marketing; Stock exchanges - National Stock Exchange, Bombay stock exchange		15
III	<b>Securities contract and Regulations Act:</b> Main provisions. Investors Protection: Grievances concerning stock exchange dealings and their removal; Grievance cells in stock exchanges; <b>SEBI</b> ; Company Law Board; Press; Remedy through courts		15
IV	<b>Functionaries on Stock Exchanges:</b> Brokers, sub brokers, market makers, jobbers, portfolio consultants, institutional investors, and NRIs. <b>Financial Services :</b> Merchant banking-Functions and roles; SEBI guide-lines; <b>Credit rating</b> - Concept, Functions, and Types.		15
Key Words	Financial Market, Money Market, Capital Market, Stock Exchange, NSE, Securities, SEBI, Portfolio, Financial Services, Merchant Banking, Credit Rating		

Signature of Convener & Members (CBoS):



<b>PART- C:Learning Resources</b>		
<b>Text Books, Reference Books and Others:</b>		
<b>Text Books Recommended:-</b>		
1.Dr.Agrawal & Kumar,SBPD Publishing House,Agra (Hindi Medium) 2.Dr.I.M.Sahi,SBPD,Publishing House,Agra(English Medium) 3.Prof.V.P.Agrawal,Sahitya Bhawan Publications,Agra(Hindi Medium) 4.Dr.Bimal Jaiswal & Dr.Bhuvana Venkatraman,Sahitya Bhawan Publications(English Medium) 5.Dr.Nidhi Bansal,Dr.S.Sharma,S.Gupta,Thakur Publications Pvt.Ltd.,Lucknow.		
<b>Note: Learners are advised to use latest edition of text books.</b>		
<b>Reference Books:</b>		
1.V.A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House. 2.Prasanna Chandra, Security Analysis and Portfolio Management,Tata McGraw-Hill. 3.Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers. 4.Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication.		
<b>On line Resources : * e-Resources/e-books and e-learning portals:</b>		
<a href="https://www.youtube.com/playlist?list=PLZ5wXJSSOMWPoh5mmbs_DmdUCcXIXtSoh">https://www.youtube.com/playlist?list=PLZ5wXJSSOMWPoh5mmbs_DmdUCcXIXtSoh</a> <a href="https://www.youtube.com/watch?v=SifBmGH5OQo">https://www.youtube.com/watch?v=SifBmGH5OQo</a> <a href="https://www.youtube.com/watch?v=7zqk3O TJmY">https://www.youtube.com/watch?v=7zqk3O TJmY</a> <a href="https://onlinecourses.swayam2.ac.in/imb20 mg17/preview">https://onlinecourses.swayam2.ac.in/imb20 mg17/preview</a> <a href="https://onlinecourses.nptel.ac.in/noc20 mg10/preview">https://onlinecourses.nptel.ac.in/noc20 mg10/preview</a>		
<b>PART-D : Assessment and Evaluation :</b>		
<b>Suggested Continuous Evaluation Methods: Maximum Marks</b>		<b>100 Marks</b>
<b>Continuous Internal Assessment (CIA) :</b>		<b>30 Marks</b>
<b>End Semester Exam. (ESE) :</b>		<b>70 Marks</b>
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2):20 & 20 Assignment/Seminar: 10 Total Marks: 30	Highest marks out of the Two Test/Quiz+obtained marks in best two and Assignment shall be considered against -30 Marks
End Semester Exam.(ESE):	Two Section :- A & B <b>SectionA :Q.1-Objective -10x1=10Marks;Q.2-Short answer type-5x4=20 Marks</b> <b>Section B : Descriptive answer type qts.,1 out 2 from each unit-4x10=40Marks</b>	

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


  
 The block contains several handwritten signatures in blue ink. Some signatures are accompanied by dates: '27/06/24' and '10/06/24'. The signatures are written over a white background.

# FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

## FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- IV	Session : 2024-25
1	Course Code	COSE-02 (Gr.-III-Marketing )	
2	Course Title	International Marketing (Gr.-III-Marketing )	
3	Course Type	Discipline Specific Elective Course(COSE)(Gr.-III-Marketing)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>Understand the international market and customer needs across multiple foreign countries.</li> <li>Explain export import policy and develop an understanding of export business.</li> <li>Evaluate the international pricing and methods.</li> <li>Develop international marketing skills for advertising, personal selling.</li> <li>Analyze the impact of international marketing on economic growth of any society.</li> </ul>	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods ( 01 Hr. per period)-60Periods (60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	<b>International Marketing:</b> Nature, Definition and Scope of International Marketing, Domestic Marketing v/s International Marketing, International environment-external and internal. <b>Identifying and Selecting Foreign Market:</b> Foreign Market entry mode decision.		15.
II	<b>Product Planning for international market:</b> Product designing, Standardization vs. adaption, Branding and Packaging, Labeling and quality issues, after sales service. <b>International Pricing:</b> Factors influencing International Price, Pricing process and methods, international price quotation and payment terms.		15
III	<b>Promotion and Product/Services abroad:</b> Methods of International promotion, Direct mail and sales literature, Advertising, Personal selling, Trade fairs and exhibitions <b>International Distribution:</b> Distribution channels and logistics decisions, Selection and appointment of foreign sales agents.		15
IV	<b>Export Policy and Practices in India:</b> EXIM policy-an overview, Trends in India's foreign trade, steps in starting an export business, Product selection, Market selection, Export pricing, Export finance, Documentation, Export procedures, Export assistance and incentives.		15
Key Words	International Marketing, International Environment, Foreign Market, Product Planning, International Pricing, Promotion, Product, Distribution, Export Policy, EXIM Policy, Foreign Trade.		

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## Signature of Convener & Members (CBoS):

### PART-C: Learning Resources

#### Text Books, Reference Books and Others:

##### Text Books Recommended:-

1. Dr. S.C. Jain, Sahitya Bhawan Publications, Agra (Hindi Medium)
2. Dr. Shalini Agrawal, Sahitya Bhawan Publications, Agra (English Medium)
3. Dr. I.M. Sahai, SBPD Publishing House, Agra (Hindi & English Medium)
4. Varshney & Bhattacharya: International marketing management, Sultan Chand & Sons.
5. P.K. Vasudeva, 'International Marketing' Excel books.

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

##### Reference Books:

1. R. Srinivasan, 'International Marketing' Prentice Hall India.
2. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, Prentice Hall.
3. Rathor, Jani Rathor, 'International Marketing', Himalaya publishing House.
4. S.A. Sherlekar, V.S. Sherlekar, 'Global Marketing Management', Himalaya publishing House.

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

<https://www.youtube.com/watch?v=t3Yf75xtDNg>  
<https://www.youtube.com/playlist?list=PLWOx4cbGdwRLMWVWsTKWF1VoMD0dkUWY7>  
[https://onlinecourses.swayam2.ac.in/cec21\\_mg17/preview](https://onlinecourses.swayam2.ac.in/cec21_mg17/preview)  
[https://onlinecourses.nptel.ac.in/noc22\\_mg50/preview](https://onlinecourses.nptel.ac.in/noc22_mg50/preview)  
<https://www.gelato.com/blog/international-marketing>

#### PART -D : Assessment and Evaluation :

**Suggested Continuous Evaluation Methods: Maximum Marks 100 Marks**

**Continuous Internal Assessment (CIA) : 30 Marks**

**End Semester Exam. (ESE) : 70 Marks**

Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2): 20 & 20 Assignment/Seminar: 10 Total Marks: 30	Better marks out of the Two Test/Quiz+obtained marks in Assignment shall be considered against -30 Marks
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End Semester Exam. (ESE):	Two Section :- A & B <b>Section A : Q.1-Objective -10x1=10Marks; Q.2-Short answer type-5x4=20 Marks</b> <b>Section B : Descriptive answer type qts., 1 out 2 from each unit-4x10=40Marks</b>
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**Name and Signature of Convener & Members of (CBoS) :**


  
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# FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

## FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction		
Program: Bachelor in Commerce (Diploma/Degree/Honors)		Semester- IV Session: 2024-25
1	Course Code	COSEC-02
2	Course Title	Banking Operation
3	Course Type	Skill Enhancement Course (COSEC)
4	Pre-requisite (if any)	As per program
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>Understand the fundamental concepts behind modern e-banking/mobile banking technologies.</li> <li>Gain knowledge of the various services offered by banks, the risks they face,</li> <li>Understand the principles and provisions that govern banking companies.</li> <li>Demonstrate online banking techniques and know-your-customer (KYC) norms in real-time.</li> </ul>
6	Credit Value	2 Credits Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 50 Minimum Passing Marks : 20
PART-B: Content of the Course		
Total No. of Teaching-learning Periods ( 01 Hr. per period)- 30Periods (30Hours)		
Unit	Topics (Course Contents)	No. of Period
I	Banking System in India, Origin of Banking, Origin and Growth of Commercial Bank in India, Banking Regulation Act: 1949, RBI Act, Types of Banks, Types of Deposits.	8
II	Operational Aspect of commercial banks in India, Relationship between Banker and customers,	7
III	Types of customer accounts, Know Your Customer, Procedure of Opening Bank Account , Endorsement and Lending.	8
IV	E-banking services- Paying Bank, Internet Banking, Mobile Banking.	7
Key Words	Banking System, RBI, Banker and Customer Relationship, Internet Banking, Mobile Banking, Lending.	

Signature of Convener & Members (CBoS):

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**PART-C: Learning Resources****Text Books, Reference Books and Others:****Text Books Recommended:-**

- Banking and Negotiable Instruments by Avtar Singh
- Banking Operations by Prof. Bimal Jaiswal, Dr. Leena S. Shimpi SBPD, Pubicing, Agra
- Business Finance By Dr. S.P. Gupta, SBPD Pubicing, Agra

**Reference Books:**

Dr. Uma Rani Pm, B. K. Dey Dr. R.S. Mishra Dr. P. Choudhary, Banking Principles And Practice, SIPH

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

- <https://app1.unipune.ac.in/external/course-material/Fundamental-of-Banking-English.pdf>
- [https://macmillaneducation.in/wp-content/uploads/2023/02/IIBF\\_Brochure-New-2023.pdf](https://macmillaneducation.in/wp-content/uploads/2023/02/IIBF_Brochure-New-2023.pdf)
- [https://icmai.in/upload/BI/BFSI\\_CHRONICLE\\_13th\\_EDITION.pdf](https://icmai.in/upload/BI/BFSI_CHRONICLE_13th_EDITION.pdf)
- [https://cbseacademic.nic.in/web\\_material/Curriculum21/publication/secondary/411%20Banking\\_and\\_Insurance\\_X.pdf](https://cbseacademic.nic.in/web_material/Curriculum21/publication/secondary/411%20Banking_and_Insurance_X.pdf)

**PART -D : Assessment and Evaluation**

**Suggested Continuous Evaluation Methods: Maximum Marks 50 Marks**

**Continuous Internal Assessment (CIA) : 15 Marks**

**End Semester Exam. (ESE) : 35 Marks**

Continuous Internal Assessment: (CIA) (By Course Teacher)	Internal Test/Quiz: 10 & 10 Assignment+Seminar+Attendance: 05 Total Marks: 15	Highest marks out of the two Test/Quiz+ obtained marks in Assignment shall be considered against <b>15 Marks</b>
End Semester Exam.(ESE):	Laboratory/Field Skill Performance: On Spot Assessment A-Performed the Task based on Learned Skill- <b>20Marks</b> B-Spotting based on tools(Written)- <b>10Marks</b> C-Viva-Voce(based on Principle/technology)- <b>05Marks</b>	Managed by Coordinator as per skilling

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