



NAAC Accredited with B+ Grade - 2021

BACHELOR OF COMMERCE IN THE FUCULTY OF COMMERCE

BACHELOR OF COMMERCE (Basic/Hons.) IIIrd and IVth Semesters w.e.f.

Academic Year 2022-23 and Onwards

Under

New Education Policy - 2020

	Semester III							
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
16	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
17	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
18	B.Com.3.1	Corporate Accounting	DSC	3+0+2	60	40	100	4
19	B.Com.3.2	Business Statistics	DSC	3+0+2	60	40	100	4
20	B.Com.3.3	Cost Accounting	DSC	3+0+2	60	40	100	4
	B.Com.3.4	Financial Education & Investment Awareness	SEC/SB	1+0+2	30	20	50	2
21	B.Com.3.5	Sports/NCC/NSS/R&R(S&G) /Culture	SEC/VB	0+0+4		50	50	2
22	B.Com.3.6	Advertising Skills/Entrepreneurial Skills	OEC	3+0+0	50	50	100	3
		Sub –Total (C)			380	320	700	25

	Semester IV							
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
23	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
24	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
25	B.Com.4.1	Advanced Corporate Accounting	DSC	3+0+2	60	40	100	4
26	B.Com.4.2	Costing Methods & Techniques	DSC	3+0+2	60	40	100	4
27	B.Com.4.3	Business Regulatory Framework	DSC	4+0+0	60	40	100	4
28	B.Com.4.4	Constitution of India	AECC	2+0+0	50	50	100	3
29	B.Com.4.5	Artificial Intelligence	SEC	1+0+2	30	20	50	2
30	B.Com.4.6	Sports/NCC/NSS/others (if any)	SEC-VB	1+0+2		50	50	2
		Sub – Total (D)			380	320	700	25

EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problems.

Curriculum of III Semester Courses

Corporate Accounting

Business Statistics

Cost Accounting

- 1. Advertising Skills or
- 2. Entrepreneurial Skills

N	ame of the Program: Bachelor of	Commerce (B.Com.)	
	Course Code: B.Com	.3.1	
	Name of the Course: Corporate	e Accounting	
Course Credits	No. of Hours per Week	Total No. of Teachin	ng Hours
4 Credits	3+2 Hrs	56 Hrs	
Pedagogy: Classroom Seminar & field work e	lectures, Case studies, Tutorial Cla	asses, Group discussion,	
Course Outcomes: On	successful completion of the cours	se, the Students will be abl	e to
a) Understand th	e treatment of underwriting of shar	ces.	
b) Comprehend the	he computation of profit prior to in	corporation.	
c) Know the valu	ation of intangible assets.		
d) Know the valu	ation of shares.		
e) Prepare the fin	ancial statements of companies as	per companies act, 2013.	
Syllabus:			Hours
Module No. 1: Underw	riting of Shares		10
Types of underwriting -	on. Underwriter – functions - Advan Marked and Unmarked Application – when fully underwritten and partia nderwriting problem.	s –Determination of Liabilit	y in respect
Module No. 2: Profit P	rior to Incorporation		10
capital and revenue exp	g – calculation of sales ratio – time penditure – Ascertainment of pre-internent of Profit and Loss and Bal apanies Act, 2013.	incorporation and post- inc	
Module No. 3 Valuatio	n of Intangible Assets		10
valuation of goodwil Capitalization of avera	ion of Goodwill –factors influe 1- Methods of Valuation of C ge Profit Method, Super Profit M Method-Problems. Brand valuation	Goodwill: Average Profite tethod, Capitalization of Su	t Method,
Module No. 4: Valuation	on of Shares		10
	g – Need for Valuation – Factors	s Affecting Valuation – N	
	alue Method, Yield Method, Earni	-	
	d Valuation of Rights Issue, Valua	• • •	
Module 5: Financial St	tatements of Companies		16
III of companies act,2 source – Advance payr – Dividends – Rules re	garding preparation of financial sta 2013 and IND AS-1 – Treatment nent of Tax – Provision for Tax – gardingpayment of dividends – Tra on of Statement of profit and loss	of Special Items – Tax of Depreciation – Interest on ansfer	deducted at

Skill Development Activities:

- 1. Compile the list of Indian companies which have issued shares through IPO / FPO in the current financial year.
- Determine Underwriters' Liability in case of an IPO, with imaginary figures.

 Present the format of 'Statement of Profit and Loss', 'Balance Sheet' and 'Statement of Changes in Equity', with imaginary figures
- 3. Collect financial statement of a company and calculate intrinsic value of an equity share.
- 4. Collect annual report of a Company and List out its assets and Liabilities.
- **5.** Collection of latest financial statements of a company and find out the intrinsic value ofshares
- **6.** Collect the annual reports of company and calculate the value of goodwill under different methods
- 7. Any other activities, which are relevant to the course.

Text Books:

- 1. J.R. Monga, Fundamentals of Corporate Accounting. Mayur Paper Backs, NewDelhi.
- 2. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand
 - & Co., New Delhi.
- 3. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas PublishingHouse, New Delhi.
- 4. Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, NewDelhi.
- 5. V.K. Goyal and Ruchi Goyal, Corporate Accounting. PHI Learning.
- 6. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
- 7. Bhushan Kumar Goyal, Fundamentals of Corporate Accounting, InternationalBook House
- 8. P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand
- 9. Amitabha Mukherjee, Mohammed Hanif, Corporate Accounting, McGraw HillEducation
- 10. Arulanandam& Raman ; Corporate Accounting -II
- 11. Madegowda J Advanced corporate accounting, HPH
- 12. Soundarajan. A & K. Venkataramana, Corporate Accounting, VBH.
- 13. S. P. Jain and K. L. Narang Corporate Accounting
- 14. S. Bhat- Corporate Accounting.
- Note: Latest edition of text books may be used.

	me of the Program: Bachelor of		
	Course Code: B.Com.		
	Name of the Course: Busines		
Course Credits	No. of Hours per Week	Total No. of Teachir	ng Hours
4 Credits	3+2 Hrs	56 Hrs	
Pedagogy: Classroom le field work etc.,	ectures, Case studies, Tutorial Classe	es, Group discussion, Semin	nar &
 a. Familiarizes sta making. b. Comprehend th c. Demonstrate th d. Validate the approximation 	successful completion of the course atistical data and descriptive statistic me measures of variation and measure we use of probability and probability plication of correlation and regress of index numbers in business.	cs for business decision- ures of skewness. y distributions in business.	e to
Syllabus:			Hours
Module No. 1: Statistic	al Data and Descriptive statistics.		14
applications. Positional	Aathematical averages including 1 Averages -Mode and Median	-	easures o erties and
applications. Positional determination).		-	
applications. Positional determination). Module No. 2: Measure Measures of Variation standard deviation, and Skewness: Meaning, M	l Averages -Mode and Median	(including graphic quartile deviation, mean standard deviation/varianc	erties and 12 1 deviation
applications. Positional determination). Module No. 2: Measure Measures of Variation standard deviation, and	 1 Averages -Mode and Median es of Variation: and Skewness a: absolute and relative. Range, d their coefficients, Properties of Measurement using Karl Pearson 	(including graphic quartile deviation, mean standard deviation/varianc	erties and 12 1 deviation
 applications. Positional determination). Module No. 2: Measured Measures of Variation standard deviation, and Skewness: Meaning, Measures of Kurtosis. Module No. 3: Probability. Probabilities. Addition Conditional probability of a random variable - I function, Constants, She function, (including P Poisson distribution - N 	 Averages -Mode and Median es of Variation: and Skewness absolute and relative. Range, their coefficients, Properties of Measurement using Karl Pearson Ity Distributions Approaches to the calculation and multiplication laws of and Bayes' Theorem (Proof not Probability distributions - Binomia hape, Fitting of binomial distribut 	(including graphic quartile deviation, mean standard deviation/varianc and Bowley's measures; of probability; Calculation probability (Proof not required)- Expectation an al distribution: Probability ion - Poisson distribution: ial distribution), Constants	erties and 12 n deviation e. 10 on of even required id variance distribution Probabilit

correlation-simple, partial, and multiple correlation. linear and Non-linear correlation and Scatter diagram, Pearson's co-efficient of Correlation; Correlation and

Probabl	e error; Spearman's Rank Correlation co-efficientproblems.
Regres	sion Analysis: meaning and definition- regression lines, Regression equations and
estimati	ion; Properties of regression coefficients; Relationship between Correlation
and Reg	gression coefficients- problems.
Module	e 5: Index Numbers 8
Meanin	g and uses of index numbers; Construction of index numbers: Fisher's ideal index
number	with Time Reversal and Factor Reversal Tests. Construction of consumer price
indices	Using Aggregative Expenditure method and Family Budget
method	
Skill De	evelopment Activities:
1.	Application of MS Excel Functions in statistical decision making and
	studentsshould submit output of the same.
2.	Collect the age statistics of 10 new married couples calculate Correlation coefficient.
3.	Recall the use of probability theory in business.
4.	Identify the applicability of correlation and regression in business
	decisionmaking.
5.	Construct consumer price indices with imaginary figures.
6.	Any other activities, which are relevant to the course.
Text Bo	ooks:
1.	Gupta, S.P., and Archana Agarwal. Business Statistics, Sultan Chand and Sons, New Delhi.
2.	Vohra N. D., Business Statistics, McGraw Hill Education.
3.	Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House.
4.	Anderson, Sweeney, and Williams, Statistics for Students of Economics and
	Business, Cengage Learning.
5.	CB Gupta
6.	DN Elhance Fundamentals of statistics
7.	Sen Chetty and Kapoor mathematical statistics

	6	Commerce (B.Com.)	
	Course Code: B.Com		
Course Credits	Name of the Course: Cost A No. of Hours per Week	Total No. of Teach	ing Hours
4 Credits	3+2 Hrs	56 Hrs	
Pedagogy: Classrooms field work etc.,	lecture, Case studies, Tutorial class	es, Group discussion, Semi	nar &
 a) Understand co b) Outline the Promaterials& co c) Make use of p d) Discuss the moderneous the moderneou	successful completion of the cour oncepts of cost accounting & Meth ocedure and documentations invol mpute the valuation of Inventory. ayroll procedures & compute idle ethods of allocation, apportionmen heet & discuss cost allocation under	nods of Costing. ved in procurement of and over time. t & absorption of overhead	
Syllabus:			Hours
Module No. 1: Introdu	iction to Cost Accounting		12
Difference between Co Classification of Cost;	and definition- Objectives, Import ost Accounting and Financial Acco Cost object, Cost unit, Cost driver Techniques of Costing (Meanings	unting; Various Elements ;, cost centre; Cost reducti	of Cost and on and Cost
Difference between Co Classification of Cost; control; Methods and T Limitations of Cost A Presentation of Cost Inf	ost Accounting and Financial Acco Cost object, Cost unit, Cost driver Fechniques of Costing (Meanings Accounting; Cost Sheet: Meaning formation in Cost Sheet . Problems	unting; Various Elements c, cost centre; Cost reducti Only); Use of IT in Cost g and Cost heads in a	of Cost and on and Cost Accounting;
Difference between Co Classification of Cost; control; Methods and T Limitations of Cost A Presentation of Cost Inf Cost Sheet, Tenders and	ost Accounting and Financial Acco Cost object, Cost unit, Cost driver Fechniques of Costing (Meanings Accounting; Cost Sheet: Meaning formation in Cost Sheet . Problems I Quotations.	unting; Various Elements c, cost centre; Cost reducti Only); Use of IT in Cost g and Cost heads in a	of Cost and on and Cost Accounting;
Difference between Co Classification of Cost; control; Methods and T Limitations of Cost A Presentation of Cost Inf Cost Sheet, Tenders and Module No. 2: Materia Materials: Meaning, Im Materials material contr level setting and EOQ. I documentation involved pricing of material issue	ost Accounting and Financial Acco Cost object, Cost unit, Cost driver Fechniques of Costing (Meanings Accounting; Cost Sheet: Meaning formation in Cost Sheet . Problems I Quotations.	unting; Various Elements c, cost centre; Cost reducti Only); Use of IT in Cost g and Cost heads in a on Direct and Indirect Material f inventory control, problen ment of materials and Storage: Duties of Store ke ount	of Cost and on and Cost Accounting; Cost Sheet, 12 ns on eper,
Difference between Co Classification of Cost; control; Methods and T Limitations of Cost A Presentation of Cost Inf Cost Sheet, Tenders and Module No. 2: Materia Materials: Meaning, Im Materials material contr level setting and EOQ. I documentation involved pricing of material issue – FIFO, LIFO, Simple A	ost Accounting and Financial Acco Cost object, Cost unit, Cost driver Fechniques of Costing (Meanings Accounting; Cost Sheet: Meaning formation in Cost Sheet . Problems I Quotations. al Cost portance and Types of Materials – E col Inventory control Technique of Procurement- Procedure for procure I in materials accounting – Material es, preparation of Stores Ledger Acco Average Price and Weighted Averag	unting; Various Elements c, cost centre; Cost reducti Only); Use of IT in Cost g and Cost heads in a on Direct and Indirect Material f inventory control, problen ment of materials and Storage: Duties of Store ke ount	of Cost and on and Cost Accounting; Cost Sheet, 12 ns on eper,
Difference between Co Classification of Cost; control; Methods and T Limitations of Cost Inf Cost Sheet, Tenders and Module No. 2: Materia Materials: Meaning, Im Materials: Meaning, Im Materials material contr level setting and EOQ. I documentation involved pricing of material issue – FIFO, LIFO, Simple A Module No. 3: Employ Introduction – Employ and time booking and Treatment of Normal Turnover- Meaning, Re rate system and pie	ost Accounting and Financial Acco Cost object, Cost unit, Cost driver Fechniques of Costing (Meanings Accounting; Cost Sheet: Meaning formation in Cost Sheet . Problems I Quotations. al Cost portance and Types of Materials – E col Inventory control Technique of Procurement- Procedure for procure I in materials accounting – Material es, preparation of Stores Ledger Acco Average Price and Weighted Averag	unting; Various Elements c, cost centre; Cost reducti Only); Use of IT in Cost g and Cost heads in a on Direct and Indirect Material f inventory control, problem ment of materials and Storage: Duties of Store ke ount ge Price Methods – Problem Labour Cost Control – tim n of Payroll: Idle Time Time Causes and Treatm er. Methods of Wage Pay ve	of Cost and on and Cost Accounting; Cost Sheet, 12 ns on eper, s. 10 me keeping Causes and nent -Labour ment: Time

Introduction- Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Estimation and Collection, Cost Allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary overheads distribution using Reciprocal Service Methods (Repeated Distribution Method and Simultaneous Equation Method); Absorption of Overheads:

Meaning and Methods of Absorption of Overheads; Problems on Machine Hour Rate.

Module No. 5: Reconciliation of Cost and Financial Accounts

10

Introduction – meaning of reconciliation, Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation – Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of

Accounts – Preparation of Reconciliation Statement – Problems.

Skill Developments Activities:

- 1. Visit any Manufacturing entity, collect the method of inventory valuation adopted & procedure involved in procuring inventory.
- 2. Draw the format of five documents used for material accounting
- 3. Prepare dummy Payroll with imaginary figures.
- 4. Visit any large-scale organization, identify the techniques used for controlling administrative, Selling & distribution overheads.
- 5. Visit any manufacturing entity and collect the cost date and prepare the cost sheet.
- 6. Any other activities, which are relevant to the course.

Text Books:

- 1. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, Cost Accounting: A Managerial Emphasis, Pearson Education.
- 2. Jawahar Lal, Cost Accounting., McGraw Hill Education
- 3. Madegowda J, Cost Accounting, HPH.
- 4. Rajiv Goel, Cost Accounting, International Book House
- 5. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
- 6. Arora, M.N. Cost Accounting Principles and P r a c t i c e , Vikas Publishing House, New Delhi.
- 7. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.
- 8. Iyengar, S.P. Cost Accounting, Sultan Chand & Sons
- 9. Mariyappa B Cost Accounting, HPH

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 3.4 Name of the Course: Financial Education and Investment Awareness

Objectives:

- 1. Provide the foundations for financial decision making
- 2. List out various saving and investment alternatives available for a common man
- 3. Give a detailed overview of stock markets and stock selection.
- 4. Orient the learners about mutual funds and the criteria for selection.

Module – I: Foundations for Finance

Introduction to Basic Concepts: Understand the need for financial planning – basic concepts – life goals and financial goals – format of a sample financial plan for a young adult.

Economics: Meaning – scope – key concepts influencing decision making both micro and macro.

Banking in India: Types of Bank Deposits, Deposit Insurance (PMJDY). Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System – Internet Banking (NEFT, RTGS and IMPS), Mobile Banking, Mobile Wallet, AEPS, UPI.

Orientation to Financial Statements: financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing – Time Value of Money – Concept of Compounding and Discounting.

Module – II: Investment Management

Investment Goals: Basic investment objectives – Investment goals – time frame – assessing risk profile – concept of diversification – risk measurement tools.

Investment and Saving Alternatives for a Common Investor: Insurance – Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance, etc), Retirement and Pension Plans – National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLVMY PMKMDY etc., Stocks, Bonds, Mutual Funds. Investor Protection and Grievance Redressal.

Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations – Trading and Settlement, Demat Account, Depository and Depository Participants.

Stock Selection: Fundamental Analysis – Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis – Graphical Patterns, Candle-stick Patterns, Indicators andOscillators.

Stock Return and Risk: Analysing risk and returns trade offrelationship-investment risk.

Module -III: Mutual Funds and Financial Planning Essentials

Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major Fund Houses in India and Mutual Fund Schemes. Types of Mutual Fund Plans. Net Asset Value.

Criteria for selection of Mutual Funds: Returns, Performance Measures – Sharpe, Treynor, Alpha, Beta and r^2 .

Financial Planning: Sample formats – Integrating all the concepts learnt with a personal financial plan. **Giving and supporting**: Family support – charitable giving – crowd sourcing for needs.

3.5 Sports/NCC/NSS/Others (If any) – as per concerned University Guidelines.

11	ame of the Program: Bachelor of C	
	Course Code: B.Com. 3.6 (Name of the Course: Advertisi	
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classrooms	lecture, Case studies, Group discussion	n & Seminar etc
	successful completion of the course, ith advertising concepts.	, the students will be able to
	effective media choice for advertising	σ
•	or different media.	5.
1	lvertising effectiveness.	
	ble of advertising agency.	
Syllabus:		Hours
Module No. 1: Introdu	iction	10
Communication Proces	ss; Advertising as a tool of communi ing; Types of advertising; Advertisin	cation; Meaning, nature and
Audienceanalysis: Sett	ting of advertising budget: Determina	ig objectives.
J	ing of advertising budget. Determina	ants and major methods.
		ants and major methods.
Module No. 2: Media l	Decisions	07
Module No. 2: Media I Major media types - th	Decisions neir characteristics, internet as an adv	07 ertising media, merits and demeri
Module No. 2: Media I Major media types - th Factors influencing me	Decisions	07 ertising media, merits and demeri
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices.	Decisions neir characteristics, internet as an adv edia choice; media selection, media s	07 ertising media, merits and demeri scheduling, Advertising through t
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices.	Decisions neir characteristics, internet as an adv edia choice; media selection, media s	07 ertising media, merits and demeri
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Messag	Decisions neir characteristics, internet as an adv edia choice; media selection, media s	07 ertising media, merits and demeri scheduling, Advertising through t 08
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Messag Advertising appeals, Ad	Decisions neir characteristics, internet as an adv edia choice; media selection, media s e Development	07 ertising media, merits and demeri scheduling, Advertising through t 08
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Messag Advertising appeals, Ad Module No. 4: Measur	Decisions neir characteristics, internet as an advedia choice; media selection, media selec	07 ertising media, merits and demeri scheduling, Advertising through t 08 g ads for different media 10
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Messag Advertising appeals, Ad Module No. 4: Measur Evaluating communicat	Decisions meir characteristics, internet as an advedia choice; media selection, media selec	07 ertising media, merits and demeri scheduling, Advertising through t 08 g ads for different media 10
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Messag Advertising appeals, Ad Module No. 4: Measur Evaluating communicat Module No. 5: Adve	Decisions meir characteristics, internet as an advedia choice; media selection, media selec	07 ertising media, merits and demerits scheduling, Advertising through t 08 g ads for different media 10 sting techniques 07
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Message Advertising appeals, Ad Module No. 4: Measur Evaluating communicat Module No. 5: Advertising Agenc	Decisions heir characteristics, internet as an advedia choice; media selection, media sele	07 ertising media, merits and demerits scheduling, Advertising through t 08 g ads for different media 10 sting techniques 07
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Message Advertising appeals, Ad Module No. 4: Measur Evaluating communicat Module No. 5: Advertising Agenc a) Advertising Agenc b) Social, ethical and	Decisions meir characteristics, internet as an adverdia choice; media selection, media selection, media selection, media selection, media selection, media selection, media selection graves and elements, Preparing selection and sales effects; Pre- and Post-tester sertising Agency ry: Role, types and selection of advert legal aspects of advertising in India.	07 ertising media, merits and demeri scheduling, Advertising through t 08 g ads for different media 10 sting techniques 07
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Messag Advertising appeals, Ad Module No. 4: Measur Evaluating communicat Module No. 5: Adve a) Advertising Agenc b) Social, ethical and Skill Development Act	Decisions heir characteristics, internet as an advection decision and sales effects; Pre- and Post-tess ertising Agency ey: Role, types and selection of advertising in India. ivities:	07 ertising media, merits and demeri scheduling, Advertising through t 08 g ads for different media 10 sting techniques 07
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Message Advertising appeals, Ad Module No. 4: Measur Evaluating communicat Module No. 5: Adventising Agenc a) Advertising Agenc b) Social, ethical and Skill Development Act 1. Analyze the au	Decisions heir characteristics, internet as an advection decision and sales effects; Pre- and Post-test ertising Agency by: Role, types and selection of advertiged aspects of advertising in India. ivities: adience feedback on advertisement of advertisement	07 ertising media, merits and demeri scheduling, Advertising through t 08 g ads for different media 10 sting techniques 07 rtising agency.
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Message Advertising appeals, Ad Module No. 4: Measur Evaluating communicat Module No. 5: Adventising Agenc a) Advertising Agenc b) Social, ethical and Skill Development Act 1. Analyze the au 2. List out any te	Decisions heir characteristics, internet as an adverdia choice; media selection, media selection, media selection, media selection, media selection, media selection gravitation and selection and selection and selection selection and selection of advertising Agency ertising Agency ey: Role, types and selection of advert legal aspects of advertising in India. ivities: adience feedback on advertisement of advert of a products/services advertised througe through the selection of advertised througe the products/services advertised through the selection of the s	07 ertising media, merits and demeri scheduling, Advertising through t 08 g ads for different media 10 sting techniques 07 rtising agency.
Module No. 2: Media I Major media types - th Factors influencing me Internet-media devices. Module No. 3: Message Advertising appeals, Ad Module No. 4: Measur Evaluating communicat Module No. 5: Adve a) Advertising Agenc b) Social, ethical and Skill Development Act 1. Analyze the au 2. List out any te 3. Design any tw	Decisions heir characteristics, internet as an advection decision and sales effects; Pre- and Post-test ertising Agency by: Role, types and selection of advertiged aspects of advertising in India. ivities: adience feedback on advertisement of advertisement	07 ertising media, merits and demeri scheduling, Advertising through t 08 g ads for different media 10 sting techniques 07 tising agency.

Text Books:

- George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
- 2. S. Wats Dunn, and Arnold M. Barban. Advertising: It's Role in Marketing.Dryden Press
- 3. Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5th ed.Prentice Hall of India, New Delhi.
- 4. Batra, Myers and Aakers. Advertising Management. PHI Learning.
- 5. Terence A. Shimp. Advertising and Promotion: An IMC Approach. CengageLearning.
- 6. Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications
- 7. Jaishree Jethwaney and Shruti Jain, Advertising Management, Oxford UniversityPress, 2012
- 8. Chunawala and Sethia, Advertising, Himalaya Publishing House
- 9. Ruchi Gupta, Advertising, S. Chand & Co.
- 10. O'Guinn, Advertising and Promotion: An Integrated Brand Approach, CengageLearning

	ame of the Program: Bachelor of	· · · · · ·	
	Course Code: B.Com. 3.0	· · · ·	
	Name of the Course: Entrepren	±	
Course Credits	No. of Hours per Week	Total No. of Teac	ning Hours
3 Credits	3 Hrs	42 Hrs	
	lecture, Case studies, Group discuss		
	successful completion of the cour		
	strengths and weaknesses in develo	oping the entrepreneurial	mind-
set.	formert Concernment Institutions/Col	hamman annailabh a fan	
•	ferent Government Institutions/Scl	nemes available for	
promotingEntro	various aspects to set-up an Enterpr	isos	
	chanism of Monitoring and mainta		
	bus features for successful/unsucces		
Syllabus:			Hours
Module No. 1: Introdu	iction		10
available to become Feasibility analysis- Fi	repreneur- ways to become a goo an entrepreneur. Self-discovery, inding team-Preparation of busines ting Entrepreneur	Idea Generation- Idea	
available to become Feasibility analysis- Fi Module No. 2: Promot Introduction-Different	an entrepreneur. Self-discovery, inding team-Preparation of busines ting Entrepreneur Government institutions/schemes	Idea Generation- Idea ss model.	Evaluation
available to become Feasibility analysis- Fi Module No. 2: Promot Introduction-Different	an entrepreneur. Self-discovery, inding team-Preparation of busines ing Entrepreneur Government institutions/schemes RA Loan, DIC, SIDA, SISI, NSIC,	Idea Generation- Idea ss model.	Evaluation
available to become Feasibility analysis- Fi Module No. 2: Promot Introduction-Different banks, PMMY-MUDF Module No. 3: Enterp Introduction – Ways to	an entrepreneur. Self-discovery, inding team-Preparation of busines ing Entrepreneur Government institutions/schemes RA Loan, DIC, SIDA, SISI, NSIC,	Idea Generation- Idea as model.	Evaluation 08 S: Gramin 08
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negotiation

- 3. List out practical issues in setting-up of different enterprises.
- 4. Analyze the impact of various Government schemes in promotion of entrepreneurs.
- 5. Any other activities, which are relevant to the course.

Text Books:

- 1. Entrepreneurship Starting, Developing, and Management a new Enterprise –Hisrich and –Peters-Irwin
- 2. Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, CambridgeUniversity Press
- 3. Hougaard S. (2005) The business idea. Berlin, Springer
- 4. Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington,Butterworth Heinemann

Curriculum of IV Semester Courses

Advanced Corporate Accounting Costing Methods & Techniques Business Regulatory Framework Constitution of India (curriculum will be given by KSHEC) Artificial Intelligence (Curriculum will be given by KSHEC) Sports/NCC/NSS/Others (if any) 1. Business Ethic Or 2. Corporate Governance

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 4.1

Name of the Course: Advanced Corporate Accounting

	Name of the Course. Advanced Corporate Accounting					
Course Credits	No. of Hours per Week	Total No. of Teaching Hours				
4 Credits	3+2 Hrs	56 Hrs				

Pedagogy: Classroom lectures, Case studies, Group discussion & Seminar etc.,

Course Outcomes: On successful completion of the course, the Students will be able to

- a) Know the procedure of redemption of preference shares.
- b) Comprehend the different methods of Mergers and Acquisition of Companies
- c) Understand the process of internal reconstruction.
- d) Prepare the liquidators final statement of accounts.
- e) Understand the recent developments in accounting and accounting standards.

Syllabus:	Hours
Module No. 1: Redemption of Preference Shares	10

Meaning – legal provisions – treatment regarding premium on redemption – creation of Capital Redemption Reserve Account– Fresh issue of shares – Arranging for cash balance for the purpose of redemption – minimum number of shares to be issued for redemption

- issue of bonus shares – preparation of Balance sheet (Schedule III to Companies Act2013) after redemption.

Module No. 2: Mergers and Acquisition of Companies

16

Meaning of Amalgamation and Acquisition – Types of Amalgamation – Amalgamation in the nature of Merger – Amalgamation in the nature of Purchase - Methods of Calculation of Purchase Consideration (Ind AS 103), Net asset Method - Net Payment Method, Accounting for Amalgamation (Problems on pooling of interest method and purchase method) – Journal Entries and Ledger Accounts in the Books of Transferor Company and Journal Entries in the books of Transferee Company – Preparation of Balance Sheet after Merger. (Schedule III to Companies Act 2013).

10

Meaning of Capital Reduction; Objectives of Capital Reduction; Provisions for Reduction of Share Capital under Companies Act, 2013. Forms of Reduction. Accounting for Capital Reduction. Problems on passing Journal Entries, preparation of Capital Reduction Account and Balance sheet after reduction (Schedule III to Companies Act 2013).

and Durance sheet after reduction (Schedule III to Companies Fiet 2015).	
Module No. 4: Liquidation of Companies	
Meaning of Liquidation, Modes of Winding up - Compulsory Winding up, Voluntary	ý
Winding up and winding up subject to Supervision by Court. Order of payments in th	e event
of Liquidation. Liquidator's Statement of Account. Liquidator's	
remuneration. Problems on preparation of Liquidator's Statement of Account.	
Module No. 5: Recent Developments in Accounting and Accounting	08

standards.

Human Resource Accounting – Environmental Accounting Discloser as per Global Reporting Initiative (GRI) Reporting of variables – Social Responsibility Accounting, Indian Accounting Standards- Meaning- objectives-Significance of Accounting standards in India- Process of setting Accounting Standards in India-List of Indian accounting standards. (IND AS).

Skill Development Activities:

- 1. List out legal provisions in respect of Redemption of Preference shares.
- 2. Calculation of Purchase consideration with imaginary figures.
- 3. List any five cases of amalgamation in the nature of merger or acquisition of JointStock Companies.
- 4. List out legal provisions in respect of internal reconstruction.
- 5. List out any five Indian Accounting Standards.
- 6. Any other activities, which are relevant to the course.

Text Books:

- 1. Arulanandam & Raman ; Corporate Accounting-II, HPH
- 2. Anil Kumar.S Rajesh Kumar.V and Mariyappa .B Advanced Corporate Accounting, HPH
- 3. Dr. Venkataraman. R Advanced Corporate Accounting
- 4. S.N. Maheswari , Financial Accounting, Vikas publishing
- 5. Soundarajan A & K. Venkataramana, Advanced Corporate Accounting, SHBP.
- 6. RL Gupta, Advanced Accountancy, Sultan Chand
- 7. K.K Verma Corporate Accounting.
- 8. Jain and Narang, Corporate Accounting.
- 9. Tulsian, Advanced Accounting,
- 10. Shukla and Grewal Advanced Accountancy, Sultan Chand
- 11. Srinivas Putty, Advanced Corporate Accounting, HPH.

Name o	of the Program: Bachelor of Con	nmerce (B.Com.)	
	Course Code: B.Com. 4		
Nan	ne of the Course: Costing Method	ls and Techniques	
Course Credits	No. of Hours per Week	Total No. of Teaching Hours	
4 Credits	3+2 Hrs	56 Hrs	
Pedagogy: Classroor	n lectures, Case studies, Group di	scussion & Seminar e	tc.,
	n successful completion of the co	, ,	be able to
,	f costing applicable in different in		
	n of cost by applying different me	-	
-	ble and cash budget with imaginar		
· · ·	rocesses involved in standard cos	0	
e) Familiarize with	h the Activity Based Costing and its	applications.	
Syllabus:			Hours
	and Contract Costing g, prerequisites, job costing		12 objectives,
costs, meaning of terms used in contract costing; treatment of profit on incomplete contracts- Problems.			
Module No. 2: H	Process and Service Costing		12
0	ng, features and applications of Pro	• •	
C C	Costing, advantages and disadvant	U 1 U	g; treatment
	ns in cost accounts; preparation of	-	а ·
	uction to service costing; Applic		-
	ing; Cost units for different service for different service sectors - 7		
	problems on preparation of service	_	spitals allo
statements for these serv			
Module No. 3: Ac	tivity Based Costing		10
Introduction - Weakness	of conventional costing system - c	concept of ABC – Chara	acteristics
– allocation of overheads	oper's Approach – cost drivers and s under ABC — Steps in the impler m – difficulties faced by the indus	nentation of ABC – Be	nefits from
successful implementation	on of ABC – Problems.		
Module 4: Marginal Co	osting		12
terms used in marginal c	of marginal cost, marginal costing, osting – P/V ratio, BEP, Margin of umptions and uses. Break Even Ch	Safety, Angle of Incide	-

Module 5: Budgetary Control and Standard Costing	10

Budgetary Control Introduction – Meaning & Definition of Budget and Budgetary Control – Objectives of Budgetary Control – essential requirements of budgetary control – advantages and disadvantages of budgetary control – Types of budgets- Functional Budgets - Cash budget, sales budget, purchase budget and production budget. Fixed and Flexible budgets -Problems on Flexible budget and Cash budget only.

Standard Costing Introduction – Uses and limitations, variance analysis- Material variances, Labour variances and Overhead variances- problems on Material and Labour variances only.

Skill Development Activities:

- 1. Naming the appropriate method of costing with justification for each of the following Industries-Paper Mill, Printing, Sugar Mill, Rice Mill, Hospital, Oil Refinery, Pickle Manufacturing, KSRTC and Hotel.
- 2. List out the modern costing tools in accounting field.
- 3. Prepare flexible Budget and cash budget with imaginary figures
- 4. Narrate the steps involved in standard costing. System.
- 5. Prepare a report, which explains the conditions that are necessary for the successful implementation of a JIT manufacturing system.
- 6. Explain ABC. Illustrate how ABC can be applied.
- 7. Any other activities in addition to the above, which are relevant to the course.

Text Books:

- John K Shank and Vijaya Govindarajan; Strategic Cost Management; FreePress Publication; New York
- 2. S P Jain and K L Narang, Advanced Cost Accounting, Kalyani Publications,
- 3. Robert S Kaplan and Anthony A Atkinson, Advanced ManagementAccounting, PHI, New Delhi.
- 4. Shank and Govindrajan, Strategic Cost Management, Simon and Schuster, 36 New York.
- 5. Lin Thomas, Cases and Readings in Strategic Cost Management, McGrawHill Publications, New York.
- 6. Mariyappa B Methods and Techniques of Costing. HPH.

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 4.3

Name of the Course: Business Regulatory Framework

Course Credits	No. of Hours per Week	Total No. of Teaching Hours	
4 Credits	4 Hrs	56 Hrs	
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field worketc.,			

Course Outcomes: On successful completion of the course, the Students will be able to

- a) Recognize the laws relating to Contracts and its application in business activities.
- b) Acquire knowledge on bailment and indemnification of goods in a contractualrelationship and role of agents.
- c) Comprehend the rules for Sale of Goods and rights and duties of a buyer and aseller.
- d) Distinguish the partnership laws, its applicability and relevance.
- e) Rephrase the cyber law in the present context.

e) Rephrase the cyber faw in the present context.	
Syllabus:	Hours
Module No. 1: Indian Contract Act, 1872	12
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance consideration, contractual capacity, free consent. Classification of Contract, Discharge contract, Breach of Contract and Remedies to Breach of Contract	
Module No. 2: The Sale of Goods Act, 1930	10
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions Warranties, Transfer of ownership in goods including sale by a non- owner and exception Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the good against the buyer	ons-
Module No. 3: Competition and Consumer Laws	12
The Competition Act 2002 – Objectives of Competition Act, Features of Competition Offences and Penalties under the Act, Competition Commission of India. Consumer Protection Act 1986 – Definitions of the terms – Consumer, Consumer Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer und Consumer Redressal Agencies – District Forum, State Commission and National Commission.	ner Dispute
Module No. 4: Economic Laws	12
 WTO patent rules – Indian Patent Act, 1970 – Meaning and Scope of Intellectual Prop (IPR), Procedure to get Patent for Inventions and Non-Inventions. FEMA 1999 – Objectives of FEMA, Salient Features of FEMA, Definition of Importan 	

Authorized Dealer, Currency - Foreign Currency, Foreign Exchange, Foreign Security.

Module 5: Environment and Cyber Laws

Environment Protection Act 1986 – Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India. **Cyber Law:** Definition, Introduction to Indian Cyber Law, Cyber space and Cyber security.

Skill Development Activities:

- 1. Discuss the case of "Carlill vs Carbolic Smoke Ball Company" case
- 2. Discuss the case of "Mohori Bibee v/s Dharmodas Ghose".
- 3. Discuss any one case law relating to minor.
- 4. State the procedure for getting patent for 'inventions' and / or 'non-inventions'.
- 5. List at least 5 items which can be categorized as 'hazardous substance' according to Environment Protection Act.
- 6. List out any top upcoming jobs in cyber security and examine the skills requiredfor the same.
- 7. Any other activities, which are relevant to the course.

Text Books:

- 1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, NewDelhi.
- 2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
- 3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
- 4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
- 5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
- 6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
- 7. Sushma Arora, Business Laws, Taxmann Pulications.
- 8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
- 9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
- 10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
- 11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
- 12. N.D. Kapoor, Business Laws, Sultan Chand Publications

- 4.4 Constitution of India curriculum will be given by KSHIC
- 4.7 Curriculum of Artificial Intelligence will be given by KSHEC

References

- 1. RBI Financial Education Handbook.
- 2. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI.
- 3. NSE Academy Certification in Financial Markets (NCFM) Modules:
 - a. Macroeconomics for Financial Markets.
 - b. Financial Markets (Beginners Module)
 - c. Mutual Funds (Beginners Module)
 - d. Technical Analysis.

Text Books

Sl No	Author	Tittle of the Book	Publisher
01	Prasanna Chandra	Financial Management	McGraw Hill Education
02	Aswath Damodaran	Corporate Finance	John Wiley & Sons Inc
03	Fischer & Jordan	Security Analysis & Portfolio Management	Prentice Hall

Websites:

- 1. www.sebi.gov.in
- 2. www.nseindia.com
- 3. www.amfiindia.com.

Question Paper Pattern

1. Internal Assessment – 20 marks (based on practical lab-based assignments)

2. End Semester Exam – 30 marks

Section A: 4 out of 5 questions (2 marks each) $4 \ge 8$ Marks Section B: 2 out of 3 questions (6 marks each) $2 \ge 6 = 12$ Marks Section C: Compulsory:

Analysis of One Case (or) Two Case-lets $1 \times 10 = 10$ Marks.

1.1 Guidelines For Continuous Internal Evaluation and Semester End Examination

The Members of the Committee deliberated on the framework of Continuous Internal Evaluation (CIE) as well Semester End Examination (SEE) for the courses. The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be valuated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
1	Assignment (s)	08 Marks
	Seminar (s)	08 Marks
	Attendance *	08 Marks
2	Internal Assessment Tests (IAT)	16 Marks
	Total of CIE (A)	40 Marks
3	Semester End Examination (SEE) (B)	60 Marks
	Total of CIE and SEE (A + B)	100 Marks

* Attendance

Up to 74.99	0 Mark
75-77.99	02 Marks
78-80.99	03 Marks
81-83.99	04 Marks
84-86.99	05 Marks
87-89.99	06 Marks
90-92.99	07 Marks
93 and above	08 Marks

- a **Continuous & Comprehensive Evaluation** (**CCE**): The CCE will carry a maximum of 1 6 % weightage (16 marks) of total marks of a course. Beforethe start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with four marks each:
 - i. Individual Assignments
 - ii. Seminars/Class Room Presentations/ Quizzes
 - iii. Group Discussions /Class Discussion/ Group Assignments
 - iv. Case studies/Case lets
 - v. Participatory & Industry-Integrated Learning/ Filed visits
 - vi. Practical activities / Problem Solving Exercises
 - vii. Participation in Seminars/ Academic Events/Symposia, etc.
 - viii. Mini Projects/Capstone Projects
 - ix. Any other academic activity

- b. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 40% weightage (40 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 34 marks each and thesame is to be scaled down to 16 marks each. Standard format is given below.
- c. In case of 50 percent of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

Suggestive Template for IAT

Internal Assessment Test: Bachelor of Commerce (B.Com.)

Course Code: Duration: 1¹/₂ Hours Name of the Course: Total Marks: 34

SECTION-A

I. Answer any two of the following questions. Questions are asked on Remembering. $(2 \times 2 = 04)$ 1. 2. 3. **SECTION-B II.** Answer any two of the following questions. Questions are asked on Understanding. (05 x 2=10)4. 5. 6. SECTION- C any two of the following questions. Ouestions I. Answer are asked on Understanding and Applying. (10 x 2= 20)

7. 8. 9.

Note: Internal Test question papers format is prepared based on Revised Bloom's Taxonomy.

(https://www.apu.edu/live data/files/333/blooms taxonomy action verbs.pdf)

Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall beconducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms. The Members of the Committee also deliberated on the framework of Semester End Examination (SEE) and suggested to give autonomy to Board of Studies (BOS) of Universities/Institutes to have their own Framework. The BOS of the Universities/Institutes shall prepare the SEE Framework by considering the 'Revised Bloom's Taxonomy', since the courses are designed basedon Outcome Based Education.

Instructions for Question Paper Setters:

- 1 The question paper setter shall use <u>Revised Bloom's Taxonomy Action Verbs</u>, since the students answers are assessed based on course outcomes. (As a part of OBE).
- 2 The question paper setter shall set the two/three questions from each module as per the pattern.
- 3 Each module can have sub-questions. Example:

1.	A	(02 Marks)
	B	(05 Marks)
	C	(10 Marks)

4 While setting sub-questions, question paper setters can assign the weightage of the marks as per the need/importance of the questions, but it should not exceed the maximum marks of the module.