

Nirmala Memorial Foundation College of Commerce and Science

(Autonomous)

Re-accredited by NAAC with B++, ISO 9001-2015 Certified, Recognised under section 2(f) & 12(B) of the UGC Act 1956

Permanently Affiliated to the University of Mumbai,



Syllabus

Bachelor of Commerce

(Programme Code: UGCOM01)

As Per New Education Policy (NEP) 2020

*(To be implemented from the Academic Year 2025-2026)
Approved in the Academic Council Meeting held on 5th July, 2025*

INTRODUCTION OF THE PROGRAMME

Introduction

The Bachelor of Commerce (B.Com) program offers a dynamic and personalized educational experience, designed to meet the evolving needs of today's business world. Built on a strong academic foundation, the curriculum covers key areas such as business, finance, accounting, management, marketing, and entrepreneurship. What sets the program apart is its emphasis on flexibility and individual growth, allowing students to tailor their learning through a wide range of vocational and skill-based courses. These include topics like Fundamentals of Startups, Business Etiquette, Corporate Grooming, Negotiation Skills, Tourism Management, Social Media Marketing, Family Business Management, and more—ensuring students gain both theoretical knowledge and practical skills.


Aligned with the National Education Policy (NEP) 2020, the B.Com program recognizes that each student is unique and aims to foster their all-round development. By integrating real-world applications and industry-relevant skills, the program prepares students not just for employment, but for leadership roles and entrepreneurial ventures. This comprehensive approach transforms the academic journey into a pathway for personal and professional fulfillment, empowering students to thrive in a competitive global marketplace.

Aims and Objectives

Aim:

The B.Com program aims to offer a personalized and enriching educational experience, combining academic rigor with practical skill development across a broad spectrum of specialized fields in commerce. It is designed to empower students to pursue their unique career aspirations by fostering individual growth, professional competence, and long-term success in a dynamic business environment.

Objectives:

1. To provide a flexible and student-centered learning experience tailored to individual interests and goals.
 2. To deliver a comprehensive understanding of commerce, covering a diverse range of specialized areas.
 3. To bridge the gap between theoretical knowledge and real-world application through hands-on, practical learning.
 4. To enhance employability and career readiness through Vocational Skill Courses (VSCs) aligned with industry demands.
 5. To promote both personal and professional development within a supportive and engaging academic environment.
 6. To cultivate ethical awareness, critical thinking, and adaptability, preparing students to thrive in the constantly evolving global marketplace.
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PROGRAM OUTCOME

PO1: Knowledge of Business Environment

To understand the fundamental concepts, principles, and practices in the areas of accounting, finance, marketing, management, economics, and taxation that influence business operations.

PO2: Effective Communication

To acquire the ability to communicate effectively in both oral and written forms in professional and business contexts, including report writing, presentations, and business correspondence.

PO3: Ethics and Social Responsibility

To demonstrate an understanding of ethical standards and practices in business, and appreciate the importance of social responsibility and sustainability in corporate decision-making.

PO4: Entrepreneurial and Leadership Skills

To develop entrepreneurial mindsets and leadership qualities that foster innovation and team collaboration in dynamic business environments.

PO5: Lifelong Learning and Adaptability

To cultivate a proactive attitude toward continuous learning, skill enhancement, and personal growth to adapt effectively to emerging trends, technologies, and challenges in the business world, while pursuing higher education or professional certifications.

PROGRAM SPECIFIC OUTCOME

PSO 1: Application of Commerce Knowledge

Apply theoretical and practical knowledge of accounting, finance, taxation, business law, and economics to solve real-world business problems and manage organizational resources effectively.

PSO 2: Business Analysis and Decision-Making

Analyze financial statements, market trends, and business data using appropriate tools to support strategic and operational decision-making processes in business and financial environments.

PSO 3: Proficiency in Accounting and Financial Tools

Demonstrate hands-on skills in accounting software, financial modeling, and spreadsheet tools for recording, analyzing, and reporting financial transactions in compliance with regulatory standards.

PSO 4: Entrepreneurship and Innovation

Identify entrepreneurial opportunities and develop innovative business models by integrating knowledge from marketing, finance, and management to launch and sustain ventures.

PSO 5: Ethical, Legal, and Sustainable Business Practices

Integrate ethical reasoning and understanding of legal frameworks into business decisions, promoting sustainability, corporate responsibility, and good governance.

PSO 6: Professional and Career Readiness

Exhibit the skills, confidence, and knowledge necessary to pursue careers in accounting, banking, insurance, taxation, corporate sectors, or competitive exams for higher studies and professional certifications

SEMESTER III
COURSE STRUCTURE

VERTICAL		COURSE CODE	SUBJECT	CREDIT
Vertical 1	Major	NUCM301	Commerce-III (Principles of Management)	4
	Major	NUCM302	Accountancy & Financial Management-III	4
Vertical 2	Minor	NUCM303	Industry and Service Management - II	4
Vertical 3	OE1	NUES101	Environmental System and Management – Ii	2
Vertical 4	VSC	NUCM305	Advertising	2
	SEC		***	***
Vertical 5	AEC	NUHN301	Hindi Bhasha: Vyavaharik Prayog	2
		NUFP301	Field Projects (FP)	2
Vertical 6	CC	NUCC302	Foundations of Literary Arts and Creative Writing	2
Total Credits				22

SEMESTER IV
COURSE STRUCTURE

VERTICAL		COURSE CODE	SUBJECT	CREDIT
Vertical 1	Major	NUCM401	Commerce-IV (Production and Finance)	4
	Major	NUCM402	Accountancy & Financial Management-IV	4
Vertical 2	Minor	NUCM403	Industry and Service Management - III	4
Vertical 3	OE1	NUES201	Environmental System and Management – I	2
Vertical 4	VSC	NUCM405	Financial Accounting and Auditing – I (Management Accounting)	2
	SEC		***	***
Vertical 5	AEC	NUEN401	Professional Communication Skills	2
	VEC	NUCP401	Community Engagement Projects (CEP)	2
Vertical 6	CC	NUCC402	Cultural Expressions through Cinema, TV and Theatre	2
			Total Credits	22



Semester III



Vertical – I

Name of the Course: Commerce – III

Sr. No.	Heading	Particulars
1	Description the course:	The "Principles of Management" syllabus typically introduces students to the foundational concepts, theories, and practices involved in managing organizations effectively.
2	Vertical:	Major
3	Type:	Theory
4	Credits:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. Graduates will acquire comprehensive knowledge in core commerce and specialized fields, enabling practical application in real-world business scenarios.2. Students will develop critical thinking, ethical decision-making, and research skills for strategic and responsible business practices.3. The program will build a global, industry-relevant outlook, preparing learners to adapt to changing business trends and international markets.4. Learners will enhance communication, leadership, and vocational skills for successful careers in entrepreneurship, finance, marketing, and services.
8	Course Outcomes (CO):	<p>After completion of the course, learners would be able to:</p> <p>CO1 – Understand the core concepts, nature, and functions of management, along with essential managerial skills and competencies.</p> <p>CO2 – Explain the development of management theories from classical to modern approaches, including contributions by Taylor, Fayol, Mayo, Drucker, and Indian management thinkers.</p> <p>CO3 – Apply the steps and importance of planning and coordination, and evaluate decision-making tools like MBO, Management by Exception, and MIS in the context of technological influence.</p> <p>CO4 – Demonstrate understanding of motivation, communication, and leadership concepts to effectively direct teams and manage people.</p>

<p>9</p>	<p>Modules:-</p> <p>Module 1 (15 hours): Introduction to Management</p> <p>Management- Concept, Nature, Functions, Managerial Skills & Competencies</p> <p>Evolution of Management Thoughts Classical Approach: Scientific Management – F.W.Taylor’s, Henri Fayol’s Principles, Elton Mayo’s Hawthorne experiments</p> <p>Modern Management Approach- Peter Drucker’s Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management..</p> <hr/> <p>Module 2 (15 hours): Planning & Decision Making</p> <p>Planning - Steps, Importance, Components, Coordination – Importance</p> <p>M.B.O - Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components</p> <p>Decision Making - Meaning - Essentials of a Sound Decision Making, Impact of Technology on Decision Making.</p> <hr/> <p>Module 3 (15 hours): Orgnising</p> <p>Organising-Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation, Virtual Organisation,</p> <p>Departmentation - Meaning - Bases, Span of Management - Meaning and factors influencing.</p> <p>Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation, Factors Influencing Decentralisation</p> <hr/> <p>Module 4 (15 hours): Directing And Controlling</p> <p>Motivation – Concept, Importance, Theories of Motivation, Influencing factors.</p> <p>Leadership- Concept, Functions, Styles, Qualities of a good leader.</p> <p>Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling - PERT, CPM</p>
<p>10</p>	<p>Text Books</p> <ol style="list-style-type: none"> 1. Commerce – III – Vipul Prakashan 2. Commerce - III – Manan Prakashan

11

Reference Books

1. Management Today Principles & Practice- Gene Burton, Manab Thakur, Tata McGraw-Hill, Publishing Co. Ltd.
2. Management – James A. F. Stoner, Prentice Hall, Inc .U.S.A.
3. Management : Global Prospective – Heinz Wehrich & Harold Koontz, Tata McGraw-Hill, Publishing Co. Ltd.
4. Essential of Database Management Systems -Alexis Leon , Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
5. Management – Task , Resp, Practices – Peta Druche “willian Heinemann LTD.

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Internal Continuous Assessment: 40%**Semester End Examination: 60%**

13

Continuous Evaluation through:

Particulars	Marks
Class test	20
Assignment	10
Presentation	05
Class participation	05
Total	40

Format of Question Paper: External Examination (60 Marks)– 2 hr duration

14

Format of Question Paper: (Semester End Examination: 60 Marks. Duration: 2 hour)

1. Q1 is Compulsory and Any 3 from Q2 to Q6.
2. Figures to the right indicate full marks.

Question no.	Particulars	Marks
Q1	Case Study	15
Q2	Answer the following (2 Out of 3)	15
Q3	Answer the following (2 Out of 3)	15
Q4	Answer the following (2 Out of 3)	15
Q5	Answer the following (2 Out of 3)	15
Q6	Explain the Concept (5 out of 8)	15
	TOTAL	60

Name of the Course: Accountancy and Financial Management - III

Sr. No.	Heading	Particulars
1	Description the course:	This course provides a comprehensive understanding of advanced partnership accounting, covering a range of key topics essential for real-world business scenarios. You will learn how to manage partnership final accounts when changes occur, such as partner admissions, retirements, or deaths, including the apportionment of gross profit and expenses. The course also covers complex aspects of cash distribution among partners, including the treatment of past profits, liabilities, and realization expenses. Additionally, you'll explore the process of amalgamating firms, focusing on the realization method and the adjustments required for goodwill and capital realignment. Finally, the course introduces the conversion of a partnership into a limited company, equipping you with the skills to handle purchase consideration, journal entries, and the preparation of a new company's balance sheet. The content is designed to provide practical knowledge, enabling you to navigate complex partnership transactions and financial adjustments effectively.
2	Vertical:	Major
3	Type:	Theory
4	Credits:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. Understand the structure and components of final accounts for a partnership firm, including Trading, Profit & Loss, and Balance Sheet. Prepare final accounts of a partnership firm in accordance with the provisions of the Partnership Act.2. Understand the concept and importance of piecemeal distribution during dissolution when liabilities are settled gradually. Analyze and ensure equitable distribution of cash among partners based on capital contribution and agreed profit-sharing ratios.3. Understand the meaning and reasons behind amalgamation of two or more partnership firms. Learn the process of preparing necessary accounts and statements during amalgamation.

	<p>4. Understand the process and legal implications of converting or selling a partnership firm into a company. Prepare Realisation Account, Partner's Capital Accounts, and Company's Account to reflect the sale transaction</p>
<p>8</p>	<p>Course Outcomes (CO):</p> <p>CO1: Prepare final accounts of a partnership firm by applying necessary adjustments such as interest, salary, and profit-sharing, in compliance with the provisions of the Partnership Act.</p> <p>CO2: Demonstrate the ability to apply systematic methods such as Proportionate Capital Method for piecemeal distribution of cash during dissolution of a firm.</p> <p>CO3: Explain and execute the accounting treatment involved in the amalgamation of partnership firms, including revaluation of assets and liabilities, and capital adjustments.</p> <p>CO4: Account for the conversion or sale of a partnership firm into a limited company by preparing Realisation Account and determining the correct treatment of purchase consideration</p>
<p>9</p>	<p>Modules:-</p> <p>Module 1 (15 hours): Partnership Final Accounts</p> <p>a. Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when partner Retires / dies during the year.</p> <p>b. Allocation of gross profit prior to and after admission / retirement / death when stock on the date of admission / retirement is not given and apportionment of other expenses based on time / Sales/other given basis.</p> <p>c. Ascertainment of gross profit prior to and after admission/retirement/death when stock on the date of admission/retirement is given and apportionment of other expenses based on time / Sales / other given basis Excluding Questions where admission / retirement / death takes place in the same year</p> <p>Module 2 (15 hours): Piecemeal Distribution of Cash</p> <p>a. Excess Capital Method only</p> <p>b. Asset taken over by a partner</p> <p>c. Treatment of past profits or past losses in the Balance sheet</p> <p>d. Contingent liabilities / Realization expenses / amount kept aside for expenses and adjustment of actual</p> <p>e. Treatment of secured liabilities</p>

- f. Treatment of preferential liabilities like Govt. dues / labour dues etc.
Excluding : Insolvency of partner and Maximum Loss Method

Module 3 (15 hours): Amalgamation of Firms

- a. Realization method only
- b. Calculation of purchase consideration
- c. Journal / ledger accounts of old firms
- d. Preparing Balance sheet of new firm
- e. Adjustment of goodwill in the new firm
- f. Realignment of capitals in the new firm by current accounts / cash or a combination thereof Excluding Common transactions between the amalgamating firms

Module 4 (15 hours): Conversion / Sale of a Partnership Firm into a Ltd. Company

- a. Realisation method only
- b. Calculation of New Purchase consideration, Journal / Ledger Accounts of old firms. Preparing Balance sheet of new company

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Text Books

1. Accountancy and Financial Management - III – Manan Prakashan
2. Accountancy and Financial Management - III – Himalaya Publication

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Reference Books

1. Ashish K. Bhattacharyya – “Financial Accounting for Business Managers”, Prentice Hall of India Pvt. Ltd.
2. Shashi K. Gupta – “Contemporary Issues in Accounting”, Kalyani Publishers.
3. R. Narayanaswamy – “Financial Accounting”, Prentice Hall of India, New Delhi
4. Ashok Sehgal – “Fundamentals of Financial Accounting”, Taxmann’s Publishers

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Internal Continuous Assessment: 40%

Semester End Examination: 60%

13

Continuous Evaluation through:

Format of Question Paper: External Examination (30 Marks)– 1 hr duration

Sr. No	Particulars	Marks
1.	Class Test	20
2.	Assignment/ Certified Courses	20
	Total	40

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**Format of Question Paper: (Semester End Examination: 60 Marks.
Duration: 2 hours)**

Attempt any 4 out of 6 questions.

Questions	Type & Module	Marks
Q1.	Objective Questions A) Multiple choice questions B) True or False	08 Marks 07 Marks
Q2.	Practical Question	15 Marks
Q3.	Practical Question	15 Marks
Q4.	Practical Question	15 Marks
Q5.	Practical Question	15 Marks
Q6.	Short notes (attempt any 3 out of 5)	15 Marks
	Total	60

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Vertical – II

Name of the Course: Industry and Service Management - II

Sr. No.	Heading	Particulars
1	Description the course:	Strategic Financial Management (SFM) is an advanced course designed to integrate financial decision-making with long-term corporate strategy. The course focuses on how financial managers can create value through strategic planning, resource allocation, and risk management while aligning financial policies with organizational objectives.
2	Vertical:	Minor
3	Type:	Theory
4	Credits:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. To equip the learner with basic understanding of application of various dividend decision models and to throw a light on the concept XBRL.2. To acquaint management learners in preparation of capital budgeting and role of capital rationing in management decision making process.3. To provide the learner with basic understanding of strategic financing decision and working capital.
8	Course Outcomes (CO):	<p>After completion of the course, learners would be able to:</p> <p>CO1: Understand and apply the principles of Strategic Financial Management, including its scope, objectives, and alignment with corporate strategy and financial goals.</p> <p>CO2: Analyze and evaluate capital investment decisions, using capital budgeting techniques, risk analysis, and decision tools like decision trees and lease-versus-buy evaluations.</p> <p>CO3: Formulate effective financial and business strategies, by integrating financial planning, valuation methods, and forecasting models with strategic business objectives.</p> <p>CO4: Identify and manage financial risks and ethical considerations, while understanding the role of corporate governance, technology, and emerging financial instruments in shaping financial strategy.</p>

9

Modules:-

Module 1 (15 hours): Foundation of Strategic Financial Management.

1. Introduction to Strategic Financial Management: Meaning, scope, and objectives of SFM, Role of SFM in corporate strategy, Financial goals and strategy.
2. Shareholder value maximization and stakeholder interests, Strategic vs. operational finance, Emerging role of the finance manager.
3. Financial Planning and Strategy Formulation, Strategic planning process and financial implications, Financial modelling and forecasting.
4. Types of financial plans, Linking financial strategy with business strategy, Valuation Principles, Business valuation concepts and methods.

Module 2 (15 hours): Capital Budgeting and Capital Rationing

1. Concept – Need & Importance of Capital budgeting, Steps in Capital Investment Decisions
2. Techniques & process of Capital Budgeting, Risk analysis in Capital Budgeting.
3. Concept of Decision Tree Analysis, Decision Tree Applications, Evaluation of lease vs. buy decisions, Types of leases and their financial implications

Module 3 (15 hours): Strategic Financial Decisions

1. Theories of capital structure, Factors determining capital structure, Cost of capital, Leverage analysis, EBIT-EPS analysis
2. Theories of dividend policy, Factors influencing dividend decisions, Types of dividend policies, Share buybacks.
3. Types of shares, Equity financing, types of Debt financing, Hybrid financing instruments, International financing options

Module 4 (15 hours): Operating Systems, Networking, and Internet Technologies

1. Types of financial risks, Risk identification, measurement, and evaluation, International financial risk management
2. Principles of corporate governance, Role of finance in corporate governance, Ethical issues in financial management.
3. Impact of technology on financial strategies, Digital transformation in finance, Emerging financial instruments and markets, Financial and non-financial performance metrics.

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11	Reference Books 1. Khan & Jain, Financial Management, MC Graw Hill 2. Van Horne & John Wachowiz, Fundamentals of Financial Management. 3. Dr.S.P.Gupta, Financial Management, Sahitya Bhawan Publication 4. Prasanna Chandra, Strategic Financial Management, MC Graw Hill. 5. Ravi M, Kishore, Strategic Financial Management, Taxman's.																									
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Vertical – III

Name of the Course: Environmental Systems and Management-I

Sr. No.	Heading	Particulars
1	Description the course:	<p>Environmental awareness is no longer limited to science — it's a key concern for businesses, policymakers, and future managers. This course goes beyond academic boundaries to introduce students to essential environmental concepts such as ecosystems, biodiversity, and the impact of human activities on natural resources and climate.</p> <p>Learners will explore pressing issues like pollution, resource depletion, and climate change — and learn how these challenges directly affect business operations, economic policies, and global markets. The course also highlights sustainable solutions that are shaping responsible business practices and corporate strategies today.</p> <p>By linking environmental knowledge with fields like economics, business management, and public policy, this course builds a strong foundation for careers in sustainable business, environmental management, and green entrepreneurship — all of which are gaining traction in today's job market.</p> <p>Prepare for an engaging learning experience with interactive lectures, practical group discussions, and real-life case studies that examine how businesses adapt to and address environmental challenges in the real world.</p>
2	Vertical:	Value Education Course (VEC)
3	Type:	Theory
4	Credits:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. To introduce students to fundamental environmental concepts including ecosystems, biodiversity, and the human-nature relationship.2. To sensitize students to the causes and consequences of environmental degradation and pollution.

	<p>3. To develop awareness about global issues like climate change and the loss of biodiversity and their impact on commerce and society.</p> <p>4. To encourage students to understand the importance of environmental education and conservation in promoting sustainability.</p>
8	<p>Course Outcomes (CO):</p> <p>After completion of the course, learners would be able to:</p> <p>CO1: Students will be able to explain the structure and function of ecosystems, and understand how energy flows through food chains and food webs.</p> <p>CO2: Students will identify various types of environmental pollution and their sources, and suggest prevention and control strategies.</p> <p>CO3: Students will analyze the factors contributing to biodiversity loss and describe the importance of conservation efforts.</p> <p>CO4: Students will demonstrate an understanding of human impact on the environment, emphasizing the need for sustainable resource use and the role of environmental education in promoting sustainability.</p>
9	<p>Modules:-</p> <p>Module 1 (15 hours): Introduction to Environmental Concepts</p> <ul style="list-style-type: none"> ● Environment: Meaning and Components of Environment ● Ecosystem and Ecology: The Structure and Function of Ecosystem. Food chains and food webs as illustrations of energy flow and ecological balance. Real-life case studies that illustrate the impact of imbalance in the food chain ● Resources: Meaning, Classification (Renewable and Non-Renewable), Conservation of Natural Resources in a Sustainable Manner ● Human-Nature Relationship and Environmental Awareness: The changing role of humans in nature, from coexistence to exploitation. Importance of environmental education and awareness programs in organizations and among youth <p>Module 2 (15 hours): Threats to the Environment</p> <ul style="list-style-type: none"> ● Loss of Biodiversity: Understanding biodiversity and its importance. Factors leading to Extinction of Species, Loss of Habitat, and Biodiversity Loss. Conservation efforts at global and local levels ● Degradation of Environment: Meaning, Causes and Effects ● Pollution: Meaning and Types of Pollution (Air, Water, Noise, Land, and Radio-active). Causes and Preventive Techniques

	<ul style="list-style-type: none"> Climate Change and Global Warming: Causes and its Impacts on ecosystems, agriculture, health, and global weather patterns 													
10	Text Books 1. Environmental Management-I – Vipul Prakashan 2. Environmental Management-I – Manan Prakashan													
11	Reference Books 1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt. 2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press. 3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge. 4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press. 5. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons. 6. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent. 7. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders. 8. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton. 9. World Commission on Environment and Development. 1987. Our Common Future. Oxford University Press.													
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14	Format of Question Paper: (Semester End Examination: 30 Marks. Duration:1 hour) Suggested Practical Activities: <ul style="list-style-type: none"> A guest lecture by a disaster management official or NGO working in disaster relief. Project work involving conducting a waste audit in their own homes or college vicinity for a week and proposing ways to reduce waste. Project to develop a business plan for a fictional "eco-friendly" product or service, incorporating principles of green marketing and sustainable packaging. 													

- | | |
|--|--|
| | <ul style="list-style-type: none">• Mangroves Conservation Activity.• Environment Conservation Activity |
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Vertical – IV

Name of the Course: Advertising

Sr. No.	Heading	Particulars
1	Description the course:	The Advertising course provides students with a comprehensive understanding of the role, scope, and impact of advertising in the modern business and media environment. It introduces key concepts, strategies, and tools used in creating effective advertising campaigns across various media platforms.
2	Vertical:	Skill Enhancement Course (SEC)
3	Type:	Theory
4	Credits:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company. 2. It aims to orient learners towards the practical aspects and techniques of advertising. 3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.
8	Course Outcomes (CO):	<p>After completion of the course, learners would be able to:</p> <p>CO1 – Comprehend the concept, features, and benefits of advertising, along with its various classifications and impact on businesses and consumers.</p> <p>CO2 – Explain the structure and types of advertising agencies, criteria for agency selection, causes of client turnover, and the role of creative pitching in client acquisition.</p> <p>CO3 – Analyze the objectives and characteristics of special-purpose advertising forms including rural, political, advocacy, green, corporate image, and social advertising.</p> <p>CO4 – Identify and apply creative tools such as media planning factors, media scheduling strategies, jingles, and music to enhance advertising impact.</p>
9	Modules:-	
	Module 1 (15 hours): Introduction to Advertising	
		<ul style="list-style-type: none"> • Advertising: Concept, Features, Benefits of advertising to Business firms and consumers, Classification of advertising.

	<ul style="list-style-type: none"> ● Ad Agency: Features, Types of advertising agencies, Agency selection criteria, Reasons and ways of avoiding Client Turnover, Creative Pitch ● Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising, Cross Culture Advertising, Social advertising 	
	Module 2 (10 hours): Fundamentals of Creativity in Advertising:	
	<ul style="list-style-type: none"> ● Creative aspects: Concept and importance, Buying Motives - Types, Selling Points Features, Appeals – Types ● Techniques and Tools for Creativity: Factors considered while selecting media, Media Scheduling Strategies, Jingles and Music – Importance, ● Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products. 	
10	Text Books	
	<ol style="list-style-type: none"> 1. Advertising - Manan Prakashan 2. Advertising – Vipul Publication 	
11	Reference Books	
	<ol style="list-style-type: none"> 1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education 2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education 3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited 4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson a. Education Limited 5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall 6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education 7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing 8. Brand Equity & Advertising- Advertising’s role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press 	
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%
13	Continuous Evaluation through:	Format of Question Paper: External

	Sr. No	Particulars	Marks	Examination (30 Marks)– 1 hr duration
	1.	Class Test	15	
	2.	Class Participation	05	
		Total	20	

14

Format of Question Paper: (Semester End Examination: 30 Marks. Duration:1 hour)

Q1 is compulsory any one from Q2 and Q3

Sr. No	Particulars	Marks
Q1 A	Case Study	07
B	Explain the Concept (Any 4 out of 6	08
Q2	Answer the following (2 out of 3)	15
Q3	Answer the following (2 out of 3)	15
	Total	20

A stylized logo consisting of a large, light red letter 'N' and a blue figure. The figure has a circular head and a curved, ribbon-like body that overlaps the 'N'.

Vertical – v

Title of Paper- हिंदी भाषा:व्यावहारिक प्रयोग

Sr. No.	Heading	Particulars
1	Description of the course:	भाषा का जीवन में सदैव महत्व रहा है। जीवन और भाषा का चोली-दामन का संबंध है। जब हमारी भाषा मधुर और सार्थक होती है तो श्रोता पर विशिष्ट प्रभाव पड़ता है। भाषा का यदि सही और सार्थक रूप से प्रयोग किया जाए तो मनुष्य जीवन में कहीं भी असफल नहीं हो सकता है। इसी भाषा के माध्यम से हम सभी को अपनी ओर आकर्षित भी करते हैं। वर्तमान युग में रोजगार में बहुत से क्षेत्र भाषा से जुड़े हुए हैं, जिसके माध्यम से विद्यार्थी इनका लाभ ग्रहण कर सकते हैं। भाषाई क्षमता हमारे विचारों की संवाहक होती है। आज डिजिटल युग में अभिव्यक्ति के कई माध्यमों का प्रसार हुआ है, इन माध्यमों में भाषा ही सशक्त तत्व है जो आपकी अभिव्यक्ति को पूरे जगत को अवगत कराती है। भाषा का महत्व हर समय, हर माध्यम में रहा है, परंतु भाषा का सार्थक रूप का प्रयोग आज बहुत आवश्यक है। आज हिंदी अंतरराष्ट्रीय स्तर पर प्रयोग में लाई जा रही है, तकनीक, सूचना प्रौद्योगिकी सोशल मीडिया, राजनीति की भाषा हिंदी बन चुकी है। जीवन में कई क्षेत्रों में व्यावहारिक स्तर पर हमें अपनी भाषा के लिखित स्वरूप के कार्यों को करना होता है और ऐसे में कार्य-दक्षता महत्व रखती है। हिंदी भाषा में व्यावहारिक प्रयोग को केंद्र में रखकर और इन्हीं पहलुओं को ध्यान में रखते हुए इस पाठ्यक्रम का गठन किया गया है। हम हिंदी भाषा को सही और शुद्ध रूप में प्रयोग कर अभिव्यक्ति को सफल बनाएं और बिना व्याकरण के यह संभव नहीं है। इस दृष्टि से पाठ्यक्रम सर्वाधिक लाभकारी सिद्ध होगा।
2	Vertical:	AEC
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	1. विद्यार्थियों को राजभाषा हिंदी का विधिवत ज्ञान प्रदान करना।

	2. विद्यार्थियों को राजभाषा हिंदी के व्याकरण से परिचय करवाना। 3. विद्यार्थियों को संज्ञा आदि का ज्ञान प्रदान करना। 4. विद्यार्थियों को कारकों, वाक्य रचना एवं भाषिक चिह्नों आदि का ज्ञान प्रदान करना।	
8	Course Outcomes: 1. विद्यार्थियों को राजभाषा हिंदी का ज्ञान प्राप्त होगा, एवं दक्षता प्राप्त होगी। 2. विद्यार्थियों को राजभाषा हिंदी के व्याकरणिक प्रयोग की जानकारी प्राप्त होगी। 3. विद्यार्थियों को हिंदी-संज्ञा आदि का ज्ञान प्राप्त होने के साथ भाषा के शुद्ध, व्यावहारिक रूप का ज्ञान होगा। 4. विद्यार्थियों को कारकों, वाक्य रचना एवं भाषिक चिह्नों आदि का ज्ञान प्राप्त होगा।	
9	Modules (Per credit one module can be created)	
	इकाई-1	व्याख्यान-15
	क्रेडिट-01	
	1. हिंदी भाषा : सामान्य परिचय	
	2. राजभाषा हिंदी : संवैधानिक महत्त्व	
	3. वर्णमाला : स्वर एवं व्यंजन	
	4. शब्द भेद : सामान्य परिचय (संज्ञा आदि)	
	इकाई-2	व्याख्यान-15
	क्रेडिट-01	
	1. वाक्य : सामान्य परिचय	
	2. वर्तनी : शुद्धता का प्रयोग एवं सावधानियाँ	
	3. कारक एवं विराम चिह्न	
	4. पत्र लेखन : (बधाई, निमंत्रण, सुझाव, शिकायत, आभार, आवेदन, RTI लेखन)	
10	संदर्भ ग्रंथ- 1. बाबूराम सक्सेना- सामान्य भाषा विज्ञान, हिंदी साहित्य सम्मेलन, प्रयाग 2. कामताप्रसाद गुरु- हिंदी व्याकरण, लोकभारती प्रकाशन, इलाहाबाद 3. आचार्य देवेन्द्र नाथ शर्मा- भाषा विज्ञान की भूमिका, राधाकृष्ण प्रकाशन, दिल्ली 4. भाषा विज्ञान एवं भाषाशास्त्र- कपिलदेव द्विवेदी, विश्वविद्यालय प्रकाशन, वाराणसी 5. भोलानाथ तिवारी- भाषा विज्ञान, किताब महल, इलाहाबाद	
11	Internal Continuous Assessment : 40%	External : Semester End Examination : 60%
12	Continuous Evaluation through: <ul style="list-style-type: none"> ● रचनात्मक कार्य/प्रकल्प इत्यादि- 10 अंक ● प्रस्तुति/परिसंवाद सहभागिता इत्यादि- 05 अंक ● अकादमिक, व्यावसायिक एवं कौशल संवर्धन गतिविधियाँ- 05 अंक कुल 20 अंक	लिखित परीक्षा अंक : 30 समयावधि : 01 घंटा

13	Format of Question Paper: for the semester end examination अंक : 30	लिखित परीक्षा समयावधि : 01 घंटा
	निर्देश- 1. दोनों इकाइयों से प्रश्न पूछे जाएं। 2. तीन प्रश्न पूछे जाएं, किन्हीं दो प्रश्नों के उत्तर अपेक्षित हैं।	15x2 = 30 अंक कुलयोग- 30 अंक

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Vertical – VI

Name of the Course: Foundations of Literary Arts and Creative Writing

Sr. No.	Heading	Particulars
1	Description the course:	<p>Introduction: Literary arts involve creative and intellectual expression through written and spoken word.</p> <p>Relevance: They shape public thought, preserve culture, and stimulate imagination.</p> <p>Usefulness: Enhance critical thinking, vocabulary, and articulation.</p> <p>Application: Applied in journalism, education, theatre, and media.</p> <p>Interest: Attracts those passionate about language, ideas, and storytelling.</p> <p>Connection with Other Courses: Ties into literature, language studies, journalism, and communication.</p> <p>Demand in the Industry: Literary skills are highly valued in publishing, media, education, and content creation.</p> <p>Job Prospects: Careers include writer, editor, journalist, educator, and communications specialist.</p>
2	Vertical:	Co-Curricular
3	Type:	Theory and Activity
4	Credits:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives(CO):	<ul style="list-style-type: none"> • Understand the meaning and purpose of literary arts, and identify their role in culture, communication, and creative self-expression. • Recognize and differentiate between various forms of literary expression such as elocution, debate, storytelling, and quiz competitions. • Develop the ability to write reflective journal or diary entries that express thoughts, feelings, and personal experiences clearly and creatively. • Effectively express opinions and ideas through structured writing, such as content pieces, blogs, and opinion-based paragraphs. • Write simple and impactful formal and informal content, including emails, short speeches, and blog posts, using appropriate tone, format, and clarity.
8	Course Outcomes (OC):	<p>CO 1: Understand the concept, purpose, and cultural relevance of literary arts.</p> <p>CO 2: Identify and participate in different forms of oral literary activities like debate, elocution, and storytelling.</p>

	<p>CO 3: Demonstrate reflective thinking through well-structured journal or diary entries.</p> <p>CO 4: Express opinions and personal views using structured and creative content writing techniques.</p> <p>CO 5: Write clear and effective emails, speeches, and blog posts using correct tone and format.</p>													
9	<p>Introduction to Literary Arts</p> <ul style="list-style-type: none"> • Overview of literary arts • Importance of literary arts in culture and communication • Various Forms of Literary Arts- Elocution, Debate, Story Telling, Quiz. • Creative Writing & Reflection • How to express your views effectively through content writing. • Writing emails, speeches, and blog posts. 													
10	<p>Text Books</p> <ul style="list-style-type: none"> - Foundations of Literary Arts and Creative Writing – Manan Prakashan - Foundations of Literary Arts and Creative Writing – Vipul Publication 													
11	<p>Reference Books</p> <ul style="list-style-type: none"> ➤ Literary Forms and Cultural Expression – G.N. Devy, N. Sukumar, D.R. Nagaraj. ➤ An Introduction to English Literary Forms – B. Prasad. ➤ English for Effective Communication – M.A. Yadugiri, Geetha Bhaskar ➤ Creative Writing: A Beginner’s Manual – Anjana Neira Dev, Arjun Ghosh, Danesh A. D’Souza 													
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%												
13	<p>Continuous Evaluation through:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Sr. No.</th> <th>Particulars</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Class Test</td> <td>15</td> </tr> <tr> <td>2</td> <td>Attendance</td> <td>05</td> </tr> <tr> <td colspan="2" style="text-align: center;">Total</td> <td style="text-align: center;">20</td> </tr> </tbody> </table>		Sr. No.	Particulars	Marks	1	Class Test	15	2	Attendance	05	Total		20
Sr. No.	Particulars	Marks												
1	Class Test	15												
2	Attendance	05												
Total		20												
14	<p>Semester End Examination: 60%</p> <p>External Examination (30 Marks) (Any Two)</p>													

Sr. No.	Particulars	Marks
1	Participation in Intra/ Inter collegiate Cultural Event/Competition/ Workshop. (Participation/ Organizing Team) (Minimum 02 certificates to be submitted)	15 marks each for a certificate
2	Certificate of participation or winning in the competition organized by any Club/Local/State/National Level Certificate or winning can also be considered.	
3	Participation in Workshop and other cultural competitions.	
Total		30

A stylized logo featuring a large, light red 'N' shape. Overlaid on the right side of the 'N' is a light blue figure of a person with arms raised, consisting of a circular head and a rectangular body with a curved line representing the arms. The text 'Semester IV' is centered in front of the logo.

Semester IV



Vertical - I

Name of the Course: Commerce - IV

Sr. No.	Heading	Particulars
1	Description the course:	This course aims to equip students with essential communication skills required for the modern business environment. It provides a practical understanding of communication concepts, workplace dynamics, digital tools, and effective business correspondence to help students succeed in professional settings.
2	Vertical:	Major
3	Type:	Theory
4	Credits:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. To understand the objectives, scope, and importance of production management and production planning and control.2. To differentiate between continuous and intermittent production systems and comprehend factors influencing productivity.3. To apply inventory control techniques and understand scientific inventory systems for managing stock efficiently.4. To recognize various dimensions and costs of quality, and appreciate the role of quality circles in organizational performance
8	Course Outcomes (CO):	<p>After completion of the course, learners would be able to:</p> <p>CO1: Explain the objectives, scope, and steps involved in production planning and control, and differentiate between types of production systems.</p> <p>CO2: Analyze factors influencing productivity and recommend suitable measures to enhance organizational productivity.</p> <p>CO3: Demonstrate an understanding of inventory management techniques and scientific control systems to ensure effective inventory practices.</p> <p>CO4: Evaluate various aspects of quality management including cost of quality, quality circles, and tools like TQM, Six Sigma, ISO 9000, and Kaizen.</p>
9	Modules:-	Module 1 (15 hours) : Production and Inventory Management:

- **Production Management:** Objectives, Scope, Production planning and control: steps, Importance.
- **Production system:** Concepts, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for Improving Productivity. AI in Production, Quality 4.0 in Production and Supply Chain Management and Logistics, Ethics in Product and Quality Management.
- **Inventory Management:** Objectives, Inventory Control – Scientific Inventory control System – Importance.

Module 2 (15 hours): Quality Management

Introduction to Quality: Dimensions of Quality, Prevention Cost, Quality Circle: Meaning and Features.

Quality Management Tools: TQM-Importance, Six Sigma-Process, ISO 9000-Certification procedure, Kaizen – Process.

Service Quality Management: Importance, SERVQUAL Model, Measures to Improve Quality management

Module 3 (15 hours): Indian Financial System

Indian Financial market: Structure, Primary Market – IPO Procedure, Steps in Opening Demat account, Functions of Depositories: NSDL and CDSL

SEBI: Functions of SEBI, Investors protection measures of SEBI, Stock Exchange – Functions, Speculators.

Credit Rating: Advantages, Credit Rating Agencies in India – CRISIL, CARE, and ICRA

Module 4 (15 hours): Recent Trends in Finance:

Mutual funds: Advantages and Limitations, Types, Factors responsible for the growth of mutual funds- Systematic Investment Plan

Commodity Market: Categories, Derivatives market: Types, Participants, Types of Derivative Instruments.

Start-up ventures: Concept, Source of Funding, Micro finance: Importance, Role of Self Help Groups

10	Text Books 1. Commerce IV – Vipul Prakashan 2. Commerce IV – Manan Prakashan													
11	Reference Books 1. Production and Operations Management –Prof. L .C. Jhamb, Event Publishing House. 2. Production Planning & Control- Prof. L. C. Jhamb, Event Publishing House 3. Production & Operation Management (Text & Cases)- K. Ashwathappa & G. Sudeshana Reddy, Himalaya Publication. 4. Launching New Ventues : An Entrepreneurial Approach-Kathleen R. Allen, Cengage Learning 5. Essentials of Inventory Management-Max Muller, Amacon Publishes 6. Indian Financial System—Bharathi Pathiak, Pearson Publication 7. Financial Institutions and Markets : Structure Growth& Innovations – L. M. Bhole , Jitendra Mahakad, Tata McGraw Hill. 8.The Indian Financial System and Financial Market Operator-Vasant Desai, Himalaya Publishing 9. Indian Financial System – M. Y. Khan, Tata McGraw –Hill 10.Production and Operations Management –Anandkumar Sharma, Anmol Publication													
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%												
13	Continuous Evaluation through: <table border="1" data-bbox="312 1335 794 1659"> <thead> <tr> <th>Particulars</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Class test</td> <td>20</td> </tr> <tr> <td>Assignment</td> <td>10</td> </tr> <tr> <td>Presentation</td> <td>05</td> </tr> <tr> <td>Class participation</td> <td>05</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table>	Particulars	Marks	Class test	20	Assignment	10	Presentation	05	Class participation	05	Total	40	Format of Question Paper: External Examination (60 Marks)– 2 hr duration
Particulars	Marks													
Class test	20													
Assignment	10													
Presentation	05													
Class participation	05													
Total	40													
14	Format of Question Paper: (Semester End Examination: 60 Marks. Duration:2 hour) 1. Q1 is Compulsory and Any 3 from Q2 to Q6. 2. Figures to the right indicate full marks. <table border="1" data-bbox="328 1895 1422 2089"> <thead> <tr> <th>Question no.</th> <th>Particulars</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Q1</td> <td>Case Study</td> <td>15</td> </tr> <tr> <td>Q2</td> <td>Answer the following (2 Out of 3)</td> <td>15</td> </tr> </tbody> </table>		Question no.	Particulars	Marks	Q1	Case Study	15	Q2	Answer the following (2 Out of 3)	15			
Question no.	Particulars	Marks												
Q1	Case Study	15												
Q2	Answer the following (2 Out of 3)	15												

Q3	Answer the following (2 Out of 3)	15
Q4	Answer the following (2 Out of 3)	15
Q5	Answer the following (2 Out of 3)	15
Q6	Explain the Concept (5 out of 8)	15
	TOTAL	60



Name of the Course: Accountancy and Financial Management - IV

Sr. No.	Heading	Particulars
1	Description the course:	<p>This course provides an in-depth understanding of key corporate accounting practices, focusing on the legal and procedural aspects of share and debenture transactions as per the Companies Act, 2013. It begins with the redemption of preference shares, covering statutory provisions, methods of redemption, and related journal entries and balance sheet presentation. The second module explores the issue of debentures, including various types, pricing strategies, and modes of issuance, with an emphasis on both theoretical and practical aspects. The third module delves into the redemption of debentures, detailing the regulatory framework, Debenture Redemption Reserve (DRR), and different methods of redemption along with the accounting treatment. The final module addresses the computation and allocation of profit prior to incorporation, guiding students through the preparation of combined and columnar profit and loss accounts using various allocation bases. The course equips learners with the skills and knowledge necessary for handling complex corporate financial transactions.</p>
2	Vertical:	Major
3	Type:	Theory and Practicals
4	Credits:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. Understand the legal provisions under the Companies Act relating to redemption of preference shares. Differentiate between redeemable and irredeemable preference shares.2. Account for redemption of preference shares out of profits and from fresh issue of shares. Apply correct treatment for premium on redemption and creation of Capital Redemption Reserve (CRR). Prepare journal entries and relevant ledger accounts for the redemption process.3. Understand the concept and types of debentures issued by companies. Apply the accounting treatment for the issue of debentures at par, at premium, and at discount. Record entries for issue of debentures for cash, consideration of

redemption, and for collateral security.

4. Understand various methods of debenture redemption – lump sum, installment, and purchase from open market. Calculate and apply gain or loss on redemption. Apply provisions related to Debenture Redemption Reserve and its utilization.
5. Learn how to apportion income and expenses between pre- and post-incorporation periods. Distinguish between profit earned before and after incorporation. Apply appropriate bases for allocation of various items (time, sales, and specific identification). Prepare a statement of profit or loss for the pre-incorporation period.

8

Course Outcomes (CO):

After completion of the course, learners would be able to:

CO1: Interpret and apply legal provisions under the Companies Act for the redemption of preference shares, including CRR creation and accounting for redemption out of profits and fresh issue

CO2: Demonstrate an understanding of the types of debentures and apply appropriate accounting treatments for their issue, including entries for issue at par, premium, discount, and as collateral.

CO3: Explain and execute the accounting for redemption of debentures using various methods such as lump sum, installment, and purchase from the open market, along with calculation of gains or losses.

CO4: Prepare a statement of profit or loss for the pre-incorporation period by allocating income and expenses accurately, and distinguish between pre- and post-incorporation profits.

9

Modules:-

Module 1 (15 hours): Redemption of Preference Shares

- Provision of the Companies Act for redemption of Preference Shares (Sec 55 of the Companies Act, 2013), Companies (Share and Debentures) Rules.
- Methods of Redemption of fully paid up Preference Shares as per Companies Act, 2013: The proceed of a fresh issue of shares, the capitalization of undistributed profits and a combination of both, calculation of minimum fresh issue to provide the fund for redemption, (Question on entries and/or Balance Sheet and /or redemption of preference shares)

Module 2 (15 hours): Issue of Debentures

- Issue of Debentures: Types of Debentures, Issue of debentures at par, premium and discount

- Issue of Debentures with consideration of Redemption, Issue of debentures for cash receivable in installments or at a time.
- Issue of debentures for consideration other than cash. (Only theory)

Module 3 (15 hours): Redemption of Debentures

- Introduction: Provisions of Section 71 (1) and (4) of the Companies Act, 2013, Creation and investment of DRR including The Companies (Share Capital and Debentures) Rules, 2014, the methods of writing-off discount/loss on issue of debentures.
- Terms of issue of debentures Methods of redemption of debentures: By payment in lump sum and by payment in installments (excluding from by purchase in open market), Conversion. (Question on entries. ledgers and/or Balance Sheet and /or redemption of debentures)

Module 4 (15 hours): Profit Prior to Incorporation

- Principles for ascertainment Preparation of separate combined, columnar Profit and Loss A/c including different basis of allocation of expenses and income.

10

Text Books

3. Accounting and Financial Management - IV – Vipul Prakashan
4. Accounting and Financial Management - IV– Manan Prakashan

11

Reference Books

1. Introduction to Accountancy T.S. Grewal S. Chand and Co. (P) Ltd., New Delhi
2. Advanced Accounts Shukla and Grewal S. Chand and Co. (P) Ltd., New Delhi
3. Advanced accountancy R.L. Gupta and M. Radhaswamy S. Chand and Co. (P) Ltd., New Delhi.
4. Modern Accountancy Mukerjee and Hanif Tata Mc. Grow Hill and Co. Ltd., Mumbai.
5. Financial Accountancy Lesile Chand Wichk Pretice Hall of India AdinBakley (P) Ltd.

12

Internal Continuous Assessment: 40%

Semester End Examination: 60%

13

Continuous Evaluation through:

Sr. No	Particulars	Marks
1.	Class Test	20
2.	Assignment/ Certified Courses	20
	Total	40

Format of Question Paper: External Examination (30 Marks)– 1 hr duration

14

Format of Question Paper: (Semester End Examination: 60 Marks. Duration: 2 hours)

Attempt any 4 out of 6 questions.

Questions	Type & Module	Marks
Q1.	Objective Questions	

		C) Multiple choice questions	08 Marks
		D) True or False	07 Marks
	Q2.	Practical Question	15 Marks
	Q3.	Practical Question	15 Marks
	Q4.	Practical Question	15 Marks
	Q5.	Practical Question	15 Marks
	Q6.	Short notes (attempt any 3 out of 5)	15 Marks
		Total	60



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Vertical – II

Name of the Course: Industry and Service Management - III

Sr. No.	Heading	Particulars
1	Description the course:	The Customer Relationship Management (CRM) course provides a comprehensive understanding of how businesses strategically manage their interactions with current and potential customers. It focuses on building long-term customer relationships that drive customer satisfaction, loyalty, and profitability
2	Vertical:	Minor
3	Type:	Theory
4	Credits:	4 credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To analyze the interrelationship between project management principles and Customer Relationship Management (CRM) practices. 2. To investigate the role of established CRM strategies in fostering strong customer relationships and contributing to project success. 3. To identify effective project management for successful CRM project implementation. 4. To evaluate advanced e-CRM strategies and establish metrics for measuring CRM project success.
8	Course Outcomes (CO):	<p>After completion of the course, learners would be able to:</p> <p>CO1: Explain the key concepts, principles, and methodologies of project management and customer relationship management (CRM).</p> <p>CO2: Analyze the relationship between project management and CRM, including the roles of project managers and consultants in customer-centric projects.</p> <p>CO3: Apply CRM strategies such as sales force automation, customer service, and data management to enhance project effectiveness and customer satisfaction.</p> <p>CO4: Evaluate emerging CRM technologies and communication techniques for managing customer expectations during project planning and execution</p>
9	Modules:-	<p>Module 1 (15 hours): Foundations of Project Management and CRM</p> <p>Concepts of Project Management, Features and Need for project management, Principles of Project Management, Project Life Cycle and Methodologies</p> <p>Concept of Customer Relationship Management, Core principles, importance, and the</p>

	<p>evolution of CRM, Types of CRM Relation in Project Management and CRM, Role of Project Manager, Role of Consultants in Project Management and CRM, Customer-Centric Project Management.</p>
	<p>Module 2 (15 hours): CRM Strategies for Project Success</p>
	<p>Sales force automation, Customer service and support, customer data management</p> <p>Emerging CRM technologies, Effective communication strategies for managing customer expectations and project planning.</p> <p>Building Strong Customer Relationships, Techniques for fostering trust, managing conflict, and enhancing customer loyalty throughout the project.</p>
	<p>Module 3 (15 hours): Project Management for CRM Implementation</p>
	<p>Defining CRM project goals and objectives, Developing a CRM implementation plan, Resource allocation and budgeting.</p> <p>Managing CRM project timelines and deliverables, tracking project progress and performance, Addressing project challenges and risks.</p> <p>Customer feedback and expectations during project execution, Change management within CRM project implementation.</p> <p>Identifying and mitigating risks associated with CRM implementation, Proper communication with customers during project phases</p>
	<p>Module 2 (15 hours): CRM Strategies for Project Success</p>
	<p>E-CRM: Concept -Features of e-CRM-Benefits of e-CRM - Social Networking and CRM - Mobile</p> <p>CRM- CRM v/s Digital Marketing -CRM in service industry in India Customer segmentation and targeting, Customer lifetime value analysis, Data mining and predictive analytics, Using analytical CRM data to optimize future projects,</p> <p>Enhancing customer satisfaction and loyalty, Personalized customer interactions, Using CRM data to improve Customer experience</p>
10	<p>Text Books</p> <ol style="list-style-type: none"> 1. Industry and Service Management - III – Vipul Prakashan 2. Industry and Service Management - III – Manan Prakashan

11 Reference Books

1. Project Management: A Professional Approach by K. Nagarajan - Published by Pearson
2. Fundamentals of Project Management by Joseph Heagney - Published by PMI
3. Project Management: Concepts, Techniques and Tools by Aditi Jaiswal and Alok Gakhar - Published by Prentice-Hall India
4. Project Management: The Indian Context by Prasanna Chandra and K.S. Rajasekaran - Published by McGraw-Hill Education
5. Project Management: A Systems Approach to Planning, Scheduling, and Controlling by Raghavan Srinivasan - Published by McGraw-Hill Education
6. Dilip Soman & Sara N-Marandi, "Managing Customer Value" 1st edition, 2014, Cambridge.
7. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI.

12 Internal Continuous Assessment: 40%**Semester End Examination: 60%****13 Continuous Evaluation through:**

Particulars	Marks
Class test	20
Assignment	10
Presentation	05
Class participation	10
Total	40

Format of Question Paper: External Examination (60 Marks)– 2 hr duration**14 Format of Question Paper: (Semester End Examination: 60 Marks. Duration:2 hour)**

1. Q1 is Compulsory and Any 3 from Q2 to Q6.
2. Figures to the right indicate full marks.

Question no.	Particulars	Marks
Q1	Case Study	15
Q2	Answer the following (2 Out of 3)	15
Q3	Answer the following (2 Out of 3)	15
Q4	Answer the following (2 Out of 3)	15
Q5	Answer the following (2 Out of 3)	15
Q6	Explain the Concept (5 out of 8)	15
	TOTAL	60

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Vertical – III

Name of the Course: Environmental Systems and Management-II

Sr. No.	Heading	Particulars
1	Description the course:	<p>This course introduces students to the vital link between the environment and the world of commerce. It offers an essential understanding of how ecological systems interact with economic activities, preparing future professionals to make informed, responsible decisions in business and society.</p> <p>What They Will Learn:</p> <ul style="list-style-type: none">• Ecosystems and Biodiversity: Understand the balance of natural systems and the economic value of biodiversity in sectors like agriculture, tourism, and healthcare.• Human Impact on the Environment: Analyze how industries, trade, and consumer behavior contribute to environmental challenges such as resource depletion, pollution, and climate change.• Sustainability and Commerce: Explore sustainable business practices and how commerce can play a role in achieving long-term environmental and economic goals. <p>Why It Matters for First Year Undergraduate Students:</p> <p>In any specialization, environmental awareness is essential in today's global business environment. This course empowers students to:</p> <ul style="list-style-type: none">• Become socially responsible citizens: Make ethical decisions that consider environmental impact and sustainability.• Understand environmental challenges in business contexts: Gain insight into how issues like climate change, waste management, and pollution affect business operations, supply chains, and policy.• Explore emerging green career paths: Discover opportunities in environmental consulting, sustainable business strategy, and green entrepreneurship.
2	Vertical:	Value Education Course (VEC)
3	Type:	Theory
4	Credits:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks

7

Course Objectives:

1. To provide knowledge on types of disasters and their impact on human life and the economy.
2. To equip students with the principles of disaster management and waste management strategies.
3. To promote understanding of sustainable development models and eco-friendly innovations.
4. To introduce key environmental movements, ethics, and legal frameworks relevant to environmental conservation.

8

Course Outcomes (CO):

After completion of the course, learners would be able to:

CO1: Describe different types of disasters and outline the phases of disaster management.

CO2: Apply concepts of waste reduction, reuse, and recycling in real-life scenarios.

CO3: Evaluate sustainable development initiatives and propose eco-friendly business strategies.

CO4: Critically assess environmental movements, laws, and policies, and their role

9

Modules:-

Module 1 (15 hours): Dealing with Environmental Concerns

- Concept and Classification of Disaster (Natural, Man-made and Hybrid Disaster). General effects of Disaster on Human Life- Physical, Psychological, Economic and Social
- Disaster Management: Meaning and Phases of Disaster Management (Prevention, Mitigation, Preparedness, Response, and Recovery)
- Waste Management: Meaning and Types of Waste (biodegradable, non-biodegradable, hazardous, e-waste, etc).
- Waste Management- Reduce, Reuse, and Recycle Strategies in Daily Life.

Module 2 (15 hours): Sustainable Development and Environmental Conservation

- Introduction to Sustainable Development: Meaning and Importance. Case Studies
- Environmental Movements and Ethics: Chipko, Silent Valley, Bishnoi of Rajasthan. Role of Religion and Culture in Environmental Conservation.
- Innovative Models: Eco Tourism, Green Marketing, Organic Farming, and Eco-Friendly Packaging
- Environmental Legislation and Policies: Major environmental laws and policies at national and international levels, and their effectiveness in environmental

conservation

- Sustainable Development Goals - Concept

10

Text Books

1. Environmental Systems and Management-II – Vipul Prakashan
2. Environmental Systems and Management-II – Manan Prakashan

11

Reference Books

1. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).
2. Central Pollution Control Board Web page for various pollution standards. <https://cpcb.nic.in/standards/>
3. Masters, G. M., & Ela, W. P. (2008). Introduction to environmental engineering and science (No. 60457). Englewood Cliffs, NJ: Prentice Hall.
4. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, Søren Nors (2016) Integrated Environmental Management, A transdisciplinary Approach. CRC Press.
5. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge.
6. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press.
7. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.
8. UNEP (2007) Multilateral Environmental Agreement Negotiator's Handbook,
9. University of Joensuu, ISBN 978-952-458-992-5
10. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes.
11. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes.
12. India Code – Digital repository of all Central and State Acts: <https://www.indiacode.nic.in/>
13. University Grants Commission, D.O.No.F. 14-5/2015(CPP-II) dated 2nd August 1 2019.

12

Internal Continuous Assessment: 40%

Semester End Examination: 60%

13

Continuous Evaluation through:

Sr. No	Particulars	Marks
Continuous Evaluation through:	Project Work	15
	Attendance and Participation in Seminar, Workshop, and Activity, etc.	05
	Total	20

Format of Question Paper: External Examination (30 Marks)

14

Format of Question Paper: (Semester End Examination: 30 Marks. Duration:1 hour)

Suggested Practical Activities:

- A field visit to observe and identify different environmental components (e.g., land, water bodies, air, flora, fauna) in a local park or urban green space.
- Develop a mini-awareness campaign (e.g., posters, short video, etc.) on a chosen environmental issue for their college or local community.
- Report on an endangered species in India and the conservation efforts being undertaken.
- Hands-on experiment involving simple water quality testing (e.g., pH, turbidity) of different water samples (e.g., tap water, pond water).
- A debate or discussion on the role of individual actions vs. governmental policies in combating climate change.
- Beach Cleaning Activity
- Tree Plantation (One Student – One Plant)
- Environment Conservation Activity

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Vertical – IV

Name of the Course: Financial Accounting and Auditing – I (Introduction to Management Accounting)

Sr. No.	Heading	Particulars
1	Description the course:	This course in Management Accounting provides a foundational understanding of how accounting information supports managerial decision-making. The first module introduces the nature, scope, and key functions of management accounting, emphasizing its distinction from financial accounting. It also covers the analysis and interpretation of financial statements, including balance sheets and income statements in vertical form, with practical exercises in trend analysis and comparative/common size statements. The second module focuses on working capital management, exploring its concept, nature, and planning strategies. Students will learn to estimate and project working capital requirements for both trading and manufacturing organizations, equipping them with essential skills for effective financial planning and control.
2	Vertical:	Skill Enhancement Course (SEC)
3	Type:	Theory
4	Credits:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	<ul style="list-style-type: none"> Understand the meaning, nature, scope, and functions of Management Accounting. Read and interpret vertical-format Balance Sheets and Income Statements. Apply tools of financial analysis: Understand the concept and nature of working capital. Identify the factors affecting working capital requirements. Learn to estimate and project working capital requirements for both trading and manufacturing organizations.
8	Course Outcomes (CO):	<p>After completion of the course, learners would be able to:</p> <p>CO1: Explain the meaning, nature, scope, and functions of management accounting and differentiate it from financial accounting.</p> <p>CO2: Analyze and interpret financial statements using tools such as trend analysis, comparative statements, and common-size statements.</p>

	<p>CO3: Understand the concept, importance, and planning of working capital in business operations.</p> <p>CO4: Estimate working capital requirements for trading and manufacturing organizations and evaluate factors affecting those needs.</p>		
9	Modules:-		
	Module 1 (15 hours): Introduction to Management Accounting		
	<p>a. Introduction to Management Accounting Meaning, Nature, Scope, Functions, Decision Making Process, Financial Accounting V/s Management Accounting</p> <p>b. Analysis and Interpretation of Financial Statements Study of Balance sheet and Income statement / Revenue statements in vertical form suitable for analysis Note: (i) Problems based on trend analysis (ii) Short Problems on Comparative and Common sized statements.</p>		
	Module 2 (10 hours): Working Capital Management :		
	<p>a. Concept, Nature of Working Capital, Planning of Working Capital.</p> <p>b. Estimation / Projection of Working Capital Requirement in case of Trading and Manufacturing Organization</p>		
10	<p>Text Books</p> <ol style="list-style-type: none"> Financial Accounting and Auditing - Introduction to Management Accounting - Manan Prakashan Financial Accounting and Auditing - Introduction to Management Accounting – Vipul Publication 		
11	<p>Reference Books</p> <ol style="list-style-type: none"> Cost and Management Accounting - ColinnDury 7th Edition Cost and Management Accounting- Dbarshi Bhattacharyya pearson Publications 2013 edition Management Accounting - M.Y.Khan Management Accounting - I.M.pandey 		
12	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
13	Continuous Evaluation through:		
	Sr. No	Particulars	Marks
	1.	Class Test	15
	2.	Class Participation	05
	Total	20	
	Format of Question Paper: External Examination (30 Marks)– 1 hr duration		

14

Format of Question Paper: (Semester End Examination: 30 Marks. Duration:1 hour)

Attempt any 2 out of 3 questions.

Sr. No	Particulars	Marks
Q1	Objective Questions	15
Q2	Practical Question	15
Q3	Practical Question	15
	Total	30



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Vertical – v

Name of the Course: Professional Communication Skills

Sr. No.	Heading	Particulars
1	Description the course:	This course is designed to help students build strong, practical communication skills for success in today's professional world. Covering public relations, essential communication skills, and business etiquette, it combines real-world applications with hands-on practice in writing and speaking.
2	Vertical:	Ability Enhancement Course (AEC)
3	Type:	Theory
4	Credits:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. Understand the significance of effective business communication in professional environments, including the role of public relations, business etiquette, and digital communication. 2. Develop critical soft skills such as listening, group discussion, and interview techniques for workplace readiness and personal development. 3. Acquire the ability to compose structured and purpose-driven business correspondence and reports using correct format, tone, and etiquette.
8	Course Outcomes (CO):	<p>After completion of the course, learners would be able to:</p> <p>CO1: Describe the importance of public relations, effective listening, and business etiquette, and apply these concepts to real-life workplace situations.</p> <p>CO2: Demonstrate key employability skills through effective participation in interviews and group discussions using appropriate verbal and non-verbal strategies.</p> <p>CO3: Draft professional business letters and reports, including inquiry, complaint, sales, RTI letters, and formal reports, in line with modern business practices.</p>
9	Modules:-	
	Module 1 (15 hours): Relevance of Business Communication	
	<ul style="list-style-type: none"> ● Public Relations-Meaning and Importance <ul style="list-style-type: none"> - Scope and Job Prospects in Public Relations ● Listening Skills <ul style="list-style-type: none"> - Meaning and Importance of Listening 	

- Barriers to Good Listening
- Tips to improve Listening Skills
- Interview Skills
 - Meaning
 - Types – Employment, Grievance, Exit
 - Interview Techniques
- -Interview Preparation on Part of a Candidate
- -Important Interview Questions
- Group Discussion
 - Features
 - Conduct
 - Limitations
 - Qualities required for success in a Group Discussion
- Business Etiquette
 - Meaning
 - Types – Office, Business Meeting, Mobile, Business Meals, Business Card and Handshake

Module 2 (15 hours): Business Correspondence

- Trade letters
 - Letter of Inquiry
 - Letter of Complaint
 - Sales Letter
 - RTI letter
- Report Writing (types and format)

10

Text Books

1. Professional Communication Skills – Vipul Prakashan
2. Professional Communication Skills – Manan Prakashan

11

Reference Books

1. "Business Communication: Concepts, Cases and Applications" by P.D. Chaturvedi & Mukesh Chaturvedi . Publisher: Pearson Education
2. "Business Communication" by Meenakshi Raman and Prakash Singh. Publisher: Oxford University Press .
3. "Effective Business Communication" by Asha Kaul Publisher: PHI Learning
4. "Modern Business Correspondence" by L. Gartside Publisher: Macdonald & Evans
5. "Public Relations: The Basics" by Ron Smith Publisher Routledge.

12	Internal Continuous Assessment: 40%	Semester End Examination: 60%																		
13	Continuous Evaluation through: <table border="1"> <thead> <tr> <th>Sr. No</th> <th>Particulars</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Class Test</td> <td>10</td> </tr> <tr> <td>2.</td> <td>Assignment</td> <td>10</td> </tr> <tr> <td></td> <td>Total</td> <td>20</td> </tr> </tbody> </table>	Sr. No	Particulars	Marks	1.	Class Test	10	2.	Assignment	10		Total	20	Format of Question Paper: External Examination (30 Marks)– 1 hr duration						
Sr. No	Particulars	Marks																		
1.	Class Test	10																		
2.	Assignment	10																		
	Total	20																		
14	Format of Question Paper: (Semester End Examination: 30 Marks. Duration:1 hour) 1.All questions are compulsory 2. Figures to the right indicate full marks.																			
	<table border="1"> <thead> <tr> <th>Question no.</th> <th>Particulars</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Q1 (A)</td> <td>Case study</td> <td>05</td> </tr> <tr> <td>Q1 (B)</td> <td>Objectives (MCQs)</td> <td>05</td> </tr> <tr> <td>Q2</td> <td>A OR B</td> <td>10</td> </tr> <tr> <td>Q3</td> <td>A OR B</td> <td>10</td> </tr> <tr> <td></td> <td>Total</td> <td>30</td> </tr> </tbody> </table>		Question no.	Particulars	Marks	Q1 (A)	Case study	05	Q1 (B)	Objectives (MCQs)	05	Q2	A OR B	10	Q3	A OR B	10		Total	30
Question no.	Particulars	Marks																		
Q1 (A)	Case study	05																		
Q1 (B)	Objectives (MCQs)	05																		
Q2	A OR B	10																		
Q3	A OR B	10																		
	Total	30																		

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Vertical – VI

Name of the Course: Cultural Expressions through Cinema, TV and Theatre

s	Heading	Particulars
1	Description of the course:	<ul style="list-style-type: none"> • Introduction: Indian theatre has evolved from traditional street plays to modern stage performances reflecting social narratives. • Relevance: It continues to address social issues, public awareness, and cultural heritage. • Usefulness: Enhances performance, public speaking, and critical social thinking skills. • Application: Applied in social campaigns, educational institutions, and professional theatre. • Interest: Captivates those interested in activism, acting, and live performance. • Connection with Other Courses: Linked to literature, sociology, history, and performing arts. • Demand in the Industry: Theatre skills are increasingly valued in media, advertising, and education sectors. • Job Prospects: Opportunities include actor, playwright, theatre director, and cultural coordinator.
2	Vertical:	Co-Curricular
3	Type:	Theory and Activity
4	Credits:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives(CO):	<ol style="list-style-type: none"> 1. Understand how Indian cinema reflects and shapes societal values, traditions, and change. 2. Identify key cultural themes represented in films such as love, marriage, family, poverty, education, and gender roles. 3. Analyse the changing portrayal of women in Indian cinema—from traditional roles to modern identities. 4. Recognize the influence of Indian theatre and its transition into modern storytelling formats like TV and digital platforms. 5. Develop the ability to express opinions and reflections through discussions and review writing based on cultural content.
8	Course Outcomes:	
	CO1	Understand how Indian cinema represents and shapes traditions, values, and society.
	CO2	Identify key social and cultural themes in popular films and shows.

	<p>CO3 Understand the portrayal of women in cinema and its evolution over time.</p> <p>CO4 Recognize the impact of theatre, TV, and digital media on public thinking and culture.</p> <p>CO5 Express critical views and cultural insights through group discussions and review writing.</p>												
9	<ul style="list-style-type: none"> • Short history of Indian theatre (Nukkad Natak, modern stage plays) • TV serials and web series – how they shape opinions. • OTT (Over – The Top) platforms as cultural influencers 												
10	<p>Cultural Expressions through Cinema, TV and Theatre –Manan Prakashanan</p> <p>Cultural Expressions through Cinema, TV and Theatre – Vipul Publication</p>												
11	<p>Reference Books</p> <ol style="list-style-type: none"> 1. Shoma A. Chatterji Indian Cinema: The Cultural and Political Narrative 2. S. P. Bansal Cultural Studies 3. B. K. Nagla Understanding Indian Society and Culture 4. Nalin Mehta Television in India: Satellites, Politics and Cultural Change 												
12	Internal Continuous Assessment: 40%												
	<table border="1"> <thead> <tr> <th>Sr. No.</th> <th>Particulars</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Class Test</td> <td>15</td> </tr> <tr> <td>2</td> <td>Attendance</td> <td>05</td> </tr> <tr> <td colspan="2">Total</td> <td>20</td> </tr> </tbody> </table>	Sr. No.	Particulars	Marks	1	Class Test	15	2	Attendance	05	Total		20
Sr. No.	Particulars	Marks											
1	Class Test	15											
2	Attendance	05											
Total		20											

12**Semester End Examination: 60%****External Examination (30 Marks) (Any Two)**

Sr. No.	Particulars	Marks
1	Participation in Intra/ Inter collegiate Cultural Event/Competition. (Participation/ Organizing Team) (Minimum 02 certificates to be submitted)	15 marks each for a certificate
2	Certificate of participation or winning in the competition organized by any Club/Local/State/National Level Certificate or winning can also be considered.	
3	Participation in the Workshop and other cultural competitions.	
Total		30