

# **MANGALAGANGOTRI**

# **Syllabus**

# **Bachelor of Commerce**

(BCOMRegular)

As per the resolutions of BOS in Commercefrom the Academic Year 2024-25

Department of Studies in Commerce (Faculty of Commerce) Mangalore University Mangalagangotri

# **Bachelor of Commerce (Regular)**

# **Programme Outcomes (PO) of BCom Degree Programme**

TheBachelorofCommerce(BCom) programmehasthe core objectiveofpreparing employable and resourceful graduates. With this positive outlook, the **programme outcomes** of BCom would be as follows:

- a. To provide students with the knowledge, skills, attitudes and values that will help them take decisions for their lives.
- b. Hands on tools to help them in the world of business and commerce with in depth awareness of the contents of different courses under the Programme.
- c. Holisticdevelopmentofthepersonalityto understand and actively participate in the well-being of the society.
- d. Workcollaborativelyandproductivelyinteams. Criticallyevaluatenewideas,researchfindings,methodologiesand theoretical frameworkintheir chosen elective field.
- e. Courses like Financial Accounting, Quantitative Techniques, and Foundation of Commerce will built the basics of the field and help a student choose electives in the 3<sup>rd</sup>& 4<sup>th</sup> Semester. Corporate Accounting course will help a student build confidence in the accounting knowledge of the corporate world, Business and Corporate Law will strengthen the legal aspects of the business, Financial Management, Direct Tax, Cost & Management Accounting & GST will help in all round growth of a learner about the working of any business.

# **Programme Objectives of BCom Degree**

- a. To create Employable and resourceful Graduates ready to seek either fruitful employment or build in confidence to pursue entrepreneurship.
- b. Demonstrate leadership skills in all walks of life, be it personal or professional.
- c. Become academically brilliant and inculcate research skills to add to the existing stock of knowledge in the public domain.
- d. Create an unfulfilling urge to become enriching global citizens and
- e. Overall a constructive citizens of our country.

# Scheme of Teaching and Evaluation for BCom Programme

	SemesterI							
SI. No.	CourseCode	TitleoftheCourse	Category of Courses	Teaching Hours perWeek	SEE	IA	Total Marks	Credits
1		Language-I	Lang	4	80	20	100	3
2		Language-II	Lang	4	80	20	100	3
3	BCom 1.1	Quantitative Techniques – I	Core	5	80	20	100	5
4	BCom 1.2	Foundation of Commerce – I	Core	5	80	20	100	5
5	BCom 1.3	Financial Accounting – I	Core	5	80	20	100	5
6.	B.Com 1.4	Individual and Team Management / Fundamentals of Business Analytics/Strategic Managerial Economics	Optional	4	80	20	100	3
7		Indian Constitution	Compulsory	3	40	10	50	2
		Sub-Total		30				26

		Ser	nester II					
SI. No.	CourseCod e	TitleoftheCourse	Category of Courses	Teaching Hours perWeek	SEE	IA	Total Marks	Credits
1		Language-I	Lang	4	80	20	100	3
2		Language-II	Lang	4	80	20	100	3
3		Quantitative Techniques – II	Core	5	80	20	100	5
4	IBCOM 2.2	Foundation of Commerce – II	Core	5	80	20	100	5
5	BCom 2.3	Financial Accounting – II	Core	5	80	20	100	5
6.		Fundamentals of Organisational Behaviour/Strategic Management/Foreign Exchange Markets	Optional	4	80	20	100	3
		Environmental Studies	Compulsory	3	40	10	50	2
	Sub-Total		30				26	

# Note:

- 1. All Core Courses, Electives, Skill Enhancement and Optional courses under B.Com Programme should be taught by Commerce Faculty members only.
- 2. Strategic Managerial Economics and Foreign Exchange Markets papers may be taught by MA Economics Faculty in case of workload shortage for permanent faculty. It is a workload of Commerce Department.

# **ISemester B.Com:**

# **Course content:**

- 1.1: Quantitative Techniques I
- 1.2: Foundation of Commerce I (HR, Marketing & Finance)
- 1.3: Financial Accounting I
- 1.4: Individual and Team Management

or

Fundamentals of Business Analytics

Or

Strategic Managerial Economics

# **QUANTITATIVE TECHNIQUES-I**

# 5 Hours per week

60 Hours

#### **COURSE OUTCOMES:**

# After completing the course, the student will be able to

- 1. Study concerning metrics of dispersion, mean, median, and mode.
- 2. Connect a formal quantitative approach to problem solving and decision-making.
- 3. Utilize the idea of index numbers to comprehend current market conditions
- 4. Compute the ratios, proportions, discounts, and percentages that are utilized in business.

Module	Particulars	No of hrs
	Introduction and Basic Concepts	12
	Introduction to Statistics: Meaning and Definitions (Singular and	
Module 1	Plural), Types of Data and Variables, Measures of Central	
	Tendency-Arithmetic Mean-Properties (Combined Mean	
	Included), Median and Mode.	
	Descriptive Statistics of Univariate Distribution	
Module 2	Measures of dispersion, Absolute and Relative Measures, Types-	
	Range, Quartile deviation, Mean deviation, Standard Deviation.	12
	Coefficient of Variation and Variance	
	Index Numbers	
	Meaning and Uses of Index Numbers, Steps in the Construction	
	of Index Numbers, Construction of Index Numbers: Simple and	
	Weighted Average of Price Relatives, Weighted Aggregative	

Module 3	Method: Laspeyres's, Paasche's, and Fisher's Index Numbers	12
	Tests of consistency of index number, time reversal, and factor	
	reversal. Consumer Price Index Number: Aggregative	
	Expenditure Method and Family Budget Method.	
	Number System and Indices	12
	Introduction- Natural Numbers, Whole Numbers, Integers-Prime	
Module 4	numbers -Rational and Irrational Numbers (simple Problems on	
	sum of Natural numbers)Real Number- HCF and LCM	
	calculations. Indices and Laws of Indices: Problems	
	Commercial Arithmetic	
Module 5	Concept of Percentages- problems on Profit/Loss,, Simple	
	Interest, Compound Interest, Nominal and Effective Rate of	12
	Interest, Cash Discount and Trade Discount.	

# **Skill Development Activities**

- 1. Visit the college office and collect data regarding student strength, results, etc. and analyze the same using statistical techniques.
- 2. Visit any Commercial Bank in your area and collect the information about types of loans and the rates of interest on loans
- 3. Use consumer price data to create and interpret index values in order to analyze inflation and economic trends.
- 4. Any other Activities which are relevant to the course

#### **Books for Reference:**

- 1. Business Statistics- S.C. Gupta
- 2. Business Mathematics- D.C. Sanchete& V.K. Kapoor, Sulthan Chand and sons
- 3. Business Statistics- S.P. Gupta, S.E. Gupta, B.N. Gupta
- 4. Business Mathematics-Madappa and Sridhara Rao, Shubhash Publications
- 5. Business Mathematics, S. N Doraira, United Publication
- 6. Financial Mathematics, A Lenin Jyothi, Himalaya Publications, Mumbai
- 7. Business Statistics & Mathematics, Vittal
- 8. Business Mathematics S.P Gupta
- 9. Business Mathematics Dr. Amarnath Dikshit &Dr. Jinendra Kumar Jain, Himalaya Publications
- 10. Business Mathematics Kashyap Trivedi, Chirag Trivedi, Pearson Publications
- 11. Comprehensive Statistical Methods P.N. Arora, Sumeet Arora &S.Arora, Chand Publications

# Foundation of Commerce - I

5 Hours per week 60 Hours

# **COURSE OUTCOMES:**

After completing the course, the student will be able to

- 1. Create awareness of how HR works in organization and its role and functions.
- 2. Understand the basic concepts of Marketing, Marketing Management and Market Segmentation
- 3. Understand the basic concepts of Financial Management and the decisions involved in finance

Module	Particulars	Noof Hrs
	Introduction to Human Resource Management	
	Introduction, concept and meaning of Human Resource, Human	
	Resource Management -Meaning - Characteristics, Objectives	
	and scope, Significance of HRM, Personnel Management V/s.	
Module 1	HRM, Paradigm shift in HRM, Significance of HRM, Human	12
	Resource Manager -Qualities of HR manager - changing role of	
	HR manager, Human Resource Information System - Benefits of	
	HRIS.	
	Dimensions of Human Resource Management	
	Human Resource Planning - meaning, characteristics and	
	importance, Job Analysis - meaning and objectives, Recruitment	
	and Selection -meaning, features and objectives, Training and	
Module 2	Development - meaning, features and importance, Leadership -	12
	meaning, objectives and importance, Communication - meaning,	
	objective and importance, Motivation - meaning, objectives and	
	importance.	
	Introduction to Marketing	
	Introduction, Meaning and Definition of Market, Marketing,	
	Nature/ Features of Marketing , Scope of Marketing/ Marketing	
Module 3	Entities, Importance of Marketing, Core Concepts of Marketing,	12
	Approaches to the study of Marketing, Marketing Philosophies,	
	Marketing Management – Meaning, features, importance	
	Market Segmentation	10
Module 4	Meaning and Definition, Need, Criteria of Effective	12

Segmentation, Bases, Target Market Selection-Positioning	
Concept (STP Model) -Importance, Product Differentiation vs.	
Market Segmentation. Marketing Mix- Meaning, Elements (4 Ps/	
7 Ps/ 4 Cs)	
Fundamentals of Financial Management	
Meaning of Business Finance - Meaning and definition of	
Financial Management - Objectives of Financial management:	
Profit maximization and wealth maximization -Financial	12
Decisions: Financing decision, Investment decisions and Dividend	
decisions - Organisation of Structure of Finance Department -	
Functions of a Finance Manager	
	Concept (STP Model) –Importance, Product Differentiation vs.  Market Segmentation. Marketing Mix- Meaning, Elements (4 Ps/7 Ps/4 Cs)  Fundamentals of Financial Management  Meaning of Business Finance – Meaning and definition of Financial Management - Objectives of Financial management:  Profit maximization and wealth maximization –Financial Decisions: Financing decision, Investment decisions and Dividend decisions – Organisation of Structure of Finance Department -

# **Skill Development Activities:**

- 1. Visit the nearby industry or startup and evaluate the hiring process and make study on relevance of human resource in the organisation.
- 2. Analyze the marketing environment of your locality and identify need, wants & purchasing power of customers.
- 3. Students can collect and present the organization chart of Finance Section of any business firm.

#### **Books for Reference:**

- 1. Human Resource Management by P.Subba Rao, Himalaya Publishing house, Mumbai.
- 2. Personnel management by P.Subba Rao, Himalaya Publishing house, Mumbai.
- 3. Human Resource Management by K Ashwathappa, Mc Graw Hill Publication
- **4.** Human Resource Management by Suman Shetty N and Ravi M.N., Professional Books Publishers, Hyderabad.
- 5. Philip Kotler (2015), Principles of Marketing. 13th edition. Pearson Education.
- 6. SaxenaRajan, (2017) Marketing Management, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition.
- 7. Kumar Arun & MeenakshiN (2016), Marketing Management, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition
- 8. Panda Tapan (2008), Marketing Management, Excel books, New Delhi, Second Edition.
- 9. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education
- 10. William D. Perreault, and McCarthy, E. Jerome., Basic Marketing. Pearson Education.
- 11. Chhabra, T.N., and S. K. Grover. Marketing Management.Fourth Edition. Note: Latest edition of text books may be used.
- 12. Financial Management: Text, Problems and Cases" by M.Y. Khan and P.K. Jain.
- 13. Financial Management: I.M.Pandey
- 14. Financial Management Theory and Practice: ShashiK.Gupta and R.K.Sharma
- 15. Financial Management: Ravi M Kishore.

# Financial Accounting - I

5 Hours per week 60 Hours

# **COURSE OUTCOMES:**

After completing the course, the student will be able to

- 1. Understand the need of maintaining proper books of records of financial nature for an organisation.
- 2. Prepare financial statements of a sole trader to assess the financial position and results.
- 3. Understand the meaning and financial records of a non-trading concerns.

Module	Particulars	No of Hrs
	Introduction to Accounting:	
	Meaning of Accounting – Basic Terms in Accounting – Entity, Business	
	Transaction, Capital, Drawings, Assets, Liability, Debtor, Creditor, Stock,	
	Purchases and Sales. Accounting Concepts – Meaning – Types (Business Entity,	
	Money Measurement, Going Concern, Accounting Period, Cost, Dual Aspect,	
Module 1	Revenue Recognition, Matching, Accrual, Objective Evidence)	
	Accounting Conventions – Conservatism, Consistency, Full Disclosure and	
	Materiality. Basis of Accounting – Cash & Accrual, Systems of Accounting –	12
	Single & Double Entry. Rules of Debit & Credit as per American Approach -	
	Accounting Equation Accounting Cycle – Journal, Ledger & Trial Balance	
	Depreciation Accounting:	
	Meaning of depreciation and amortisation, Causes, Factors determining	
Module 2	economic life of the asset – Methods of charging depreciation	12
	Accounting treatment for charging depreciation under Straight Line Method &	
	Written Down Value Method - Change in Method of Depreciation	
	Final Accounts of Sole Trading Concerns:	
	Preparation of Trading & Profit & Loss Account and Balance Sheet of a Sole	
	Trader. Adjustments – Closing Stock, Outstanding & Prepaid Expenses,	
Module 3	Accrued Incomes & Incomes Received in Advance, Bad Debts & Provisions for	12
	Doubtful Debts, Provision for discount on Debtors, Depreciation, Interest on	
	Capital & Drawings, Manager's Commission, Goods Sent on Sale or Return	
	basis, Treatment of deferred revenue expenditure.	
	Final Accounts of Not for Profit Organisations:	
	Meaning & Characteristics of Non- Profit Organisations	

Module 4	Meaning of Capital & Revenue Income & Expenditure – Deferred Revenue	
	Expenditure	12
	Meaning of Receipts & Payment Account, Income & Expenditure Account and	
	Balance Sheet. Differences between Income & Expenditure Account and	
	Receipt and Payments Account. Preparation of Income & Expenditure and	
	Balance Sheet when Receipts & Payment Account is given with adjustments for	
	existing and new organisations.	
	Bank Reconciliation Statement:	
Module 5	Meaning & Reasons for difference between Cash book and Pass book Balance	12
	Problems on preparation of BRS (problems when cash book and pass extract is	
	given to be included)	

# **Skill Development:**

- 1. Visit minimum three Sole Trading Concern and examine its accounting practices.
- 2. Identify a non-trading concern and assist them in preparing its financial statements.
- 3. Apply deprecation methods to real life scenarios.

  Develop numerical, analytical and decision-making abilities

#### **Books for Reference:**

- 1. ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting
- 2. SP Iyengar, Advanced Accounting, Sultan Chand & Sons, Vol. 1
- 3. Advanced Accounting Shukla M.C., Grewal T.S., S Chand, Vol. 1
- 4. Advanced Accounting, Gupta R.L., Sultan Chand & Sons, Vol. 1
- 5. Advanced Accounting Jain & Narang, Kalyani Publishers, Vol. 1
- 6. S.N. Maheshwari, and S.K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
- 7. B.S. Raman, Financial Accounting Vol. I & II, United Publishers & Distributors.

Note: Latest edition of text books may be used.

# **Individual and Team Management**

4 Hours per week 48 Hours

# **COURSE OUTCOMES:**

After studying this course the students can

- 1. Become effective in their day to day transactions.
- 2. Develop interpersonal skills
- 3. Enhance individual resourcefulness in all walks of life and thereby improve the quality of their thinking and become self-motivated in their personal dealings.

Particulars	No of
	hrs
Managerial Effectiveness and Inter-Personal Skills:	
Meaning of Managerial Effectiveness, Essentials for Managerial	
Effectiveness and Importance of ME for an organization. Meaning of	
Inter- personal skills – Importance, Essentials IP skills –	
communication, clarity, empathy, etc., developing IP Skills –	12
Assertiveness, Responsibility, Managing conflicts & factors	
hampering IP Skills, self-development goals & its relevance in the	
present time	
Stress & Time Management:	
Meaning of Stress, Sources of stress – Internal, external and types,	
Effects of stress & burnout – effect on environment and personal life.	
Strategies for coping with Stress – Avoiding and fighting stress,	
maintaining Work life balance – its importance and benefits.	
Importance of Time Management, Analysis of Time – time logs, Time	12
wasters & time Abusers, Planning Time and Resources – Need &	
strategies for planning time – Matrix of Time Management, Setting	
Goals and objectives – Advantages and setting SMART goals and	
planning to achieve goals – Scheduling, Delegating and controlling	
time-wasters.	
Creativity & Emotional Intelligence in Management:	
Meaning of Creativity & Innovation, Stage of Creativity, Importance	
of Creativity, Barriers to Creative thinking, Developing Creativity	
and techniques of enhancing creativity – Brainstorming, Six Thinking	
	Managerial Effectiveness and Inter-Personal Skills:  Meaning of Managerial Effectiveness, Essentials for Managerial  Effectiveness and Importance of ME for an organization. Meaning of Inter- personal skills – Importance, Essentials IP skills – communication, clarity, empathy, etc., developing IP Skills – Assertiveness, Responsibility, Managing conflicts & factors hampering IP Skills, self-development goals & its relevance in the present time  Stress & Time Management: Meaning of Stress, Sources of stress – Internal, external and types, Effects of stress & burnout – effect on environment and personal life. Strategies for coping with Stress – Avoiding and fighting stress, maintaining Work life balance – its importance and benefits. Importance of Time Management, Analysis of Time – time logs, Time wasters & time Abusers, Planning Time and Resources – Need & strategies for planning time – Matrix of Time Management, Setting Goals and objectives – Advantages and setting SMART goals and planning to achieve goals – Scheduling, Delegating and controlling time-wasters.  Creativity & Emotional Intelligence in Management: Meaning of Creativity & Innovation, Stage of Creativity, Importance of Creativity, Barriers to Creative thinking, Developing Creativity

	Hats & Mind Mapping.	
Module 3	Nature of Emotional Intelligence (EI), Definition of emotions –	
	empathy, fear, anger and depression, Components of Emotional	12
	Intelligence, analysing the importance of emotions in the workplace –	
	Negative and Positive emotions and Characteristic features of people	
	with High IQ or High EQ.	
	Working in Teams:	
	Meaning of Team & Team work, Importance of teamwork,	
Module 4	Challenges of working in a Team, Characteristics of a successful	12
	team, Team dynamics vs Group dynamics, Employee engagement,	
	5C's & 4P's of Team building, Collaboration – meaning, benefits and	
	tips to improve workplace collaboration.	

#### **Skill development:**

- 1. Collecting the list of Best practices of enhancing managerial effectiveness of a few corporates.
- 2. Analysing the different techniques used by corporates in promoting work life balance amongst its employees.
- 3. Preparing a Time log of 24 hours for every student and providing feedback as to its improvement for better productivity
- 4. Application of Creativity techniques in a learners day to day social transactions
- 5. Team building games can be conducted on specific characteristics of a successful Team.

#### **Books & Materials for Reference:** (Text Books and Websites for additional reading)

- 1. The Effective Executive: Peter Drucker Harper Collins
- 2. Workplace Stress Concepts and Cases: Gopal V V ICFAI University Press
- 3. Managing Time: David Fontana BPS Books, New Delhi
- 4. The Seven Habits of Highly Effective People: Stephen R Covey Simon & Schuster
- 5. The On-time, On Target Manager: Ken Blanchard and Steve Gottry Harper Collins
- 6. Getting Things Done The Art of Stress Free Productivity: David Allen Penguin Books
- 7. Lifelong Creativity An Unending Quest: Pradip N Khandwalla, Tata McGraw Hill.
- 8. Emotional Intelligence: Why It Can Matter More Than IQ: Daniel Goleman, Bantam Books.
- 9. How to Win Friends and Influence People: Dale Carnegie Simon & Schuster
- 10. https://www.sessionlab.com/blog/team-building-activities/
- 11. https://asana.com/resources/team-building-games
- 12. https://teambuildinghub.com/team-building/activities-games/quick-team-building/
- 13. <a href="https://teambuilding.com/blog/team-building-games">https://teambuilding.com/blog/team-building-games</a>

# **Strategic Managerial Economics**

**Duration**: 48 Hours

# **Course Objectives:**

1. To equip students with the application of economic principles in real-world business decision-making.

- 2. To analyse market structures and economic environments influencing business performance.
- 3. To develop the ability to use quantitative and qualitative economic tools to address business challenges.
- 4. To enhance critical thinking for strategic planning and problem-solving in business contexts.

### **Course Contents:**

#### **Module 1: Introduction to Managerial Economics** (12 Hours)

Definition and Scope of Managerial Economics; Role of Economics in Business Decision-Making; Demand Analysis: Demand Function, Elasticity, and Demand Forecasting Techniques; Supply Analysis: Determinants and Elasticity of Supply; Case Studies on Demand and Supply Applications in Business

### **Module 2: Market Structures and Pricing Strategies** (12 Hours)

Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly; Pricing Strategies in Different Market Structures; Game Theory and Strategic Decision-Making in Oligopoly; Cost-Volume-Profit Analysis for Pricing Decisions; Real-World Applications and Case Studies

#### **Module 3: Macroeconomic Environment and Business**

(12 Hours)

Macroeconomic Indicators: GDP, Inflation, Unemployment, and Interest Rates; Fiscal and Monetary Policies and their Impact on Business; Business Cycles: Phases and Implications for Business Strategies; Global Economic Trends and International Trade Dynamics; Case Studies on Policy Impacts on Business

# **Module 4: Managerial Economics in Practice**

(12 Hours)

Decision-Making under Risk and Uncertainty; Cost-Benefit Analysis in Business Projects; Corporate Social Responsibility and Sustainable Economic Practices; Use of Data Analytics in Economic Decision-Making; Practical Applications through Case Studies and Projects

#### **References:**

- 1. Baye, M. R., & Prince, J. T. (2020). Managerial Economics and Business Strategy (9th ed.). McGraw-Hill Education.
- 2. Baumol, W. J., & Blinder, A. S. (2021). Economics: Principles and Policy (14th ed.). Cengage Learning.
- 3. Besanko, D., Dranove, D., Shanley, M., & Schaefer, S. (2020). Economics of Strategy (8th ed.). Wiley.
- 4. Brealey, R. A., Myers, S. C., & Allen, F. (2020). Principles of Corporate Finance (13th ed.). McGraw-Hill Education.
- 5. Krugman, P., & Wells, R. (2021). Microeconomics (6th ed.). Worth Publishers.
- 6. Mankiw, N. G. (2020). Principles of Economics (9th ed.). Cengage Learning.
- 7. Pindyck, R. S., & Rubinfeld, D. L. (2022). Microeconomics (10th ed.). Pearson.
- 8. Salvatore, D. (2019). Managerial Economics: Principles and Worldwide Applications (9th ed.). Oxford University Press.
- 9. Sloman, J., Garratt, D., & Guest, J. (2020). Economics for Business (8th ed.). Pearson.
- 10. Stiglitz, J. E., & Rosengard, J. K. (2020). Economics of the Public Sector (5th ed.). W. W. Norton &

# **Fundamentals of Business Analytics**

4 Hours per week 48 Hours

#### **COURSE OUTCOMES:**

After studying this course the students should be able to,

- 1. Understand analytical applications inpractice.
- 2. Validate sources of data, use statistical resources and apply tools and techniques learnt to solve real timeproblems.
- 3. Formulate and manipulate business models, using quantitative methods including spreadsheets and graphical methods, in order to find solutions to real timeproblems.
- 4. Become aware about the emerging trends in the world ofanalytics

7
7
7
12
12

# Practices of Analytics and Emerging Trends in Big Data:

Predictive Analytics- Target Definition-Linear Regression -Logistic Regression -Decision Trees - Neural Networks -Support Vector Machines-Ensemble Methods -Multiclass Classification Techniques -Evaluating Predictive Models-Descriptive Analytics-Association Rules -Sequence Rules -Segmentation-Survival Analysis- Survival Analysis Measurements-Kaplan Meier Analysis- Parametric Survival Analysis-Proportional Hazards Regression-Extensions of Survival Analysis Models-Evaluating Survival Analysis Models-Social Network Analytics-Social Network Definitions-Social Network Metrics-Social Network Learning-Relational Neighbor Classifier- Probabilistic Relational Neighbor Classifier -Relational Logistic Regression-Collective Inferencing – Egonets- Mobile Analytics- Practices of analytics in Google-General Electric-Microsoft- Kaggle-Facebook-Amazon.

17

Data for Big Data-Enterprise orientation for Big data —leadership —Targets-Analysts- Other Factors to Consider in Big Data Success-Emerging Technologies in Health Information Systems: Transforming Health in Information Era-Omics Revolution and Personalized Medicine-Genomic Data Integration into Medical Records-Socio- demographic Data for Health Records-Family Health History-Genomics Driven Wellness Tracking and Management System (GO-WELL)- Emerging trends of analytics in Education, Government, Finance & Supply Chain Management.

#### **Skill development:**

Module 4

Course teacher can identify and give the skill development activities.

#### **Books & Materials for Reference:**

- 1. Big Data Black Book, DT Editorial Services, Dreamtech Press, 2015.
- 2. BigDataatWork, Thomas H. Davenport, Harvard Business Review Press, Boston, Massachusetts, 2014.
- 3. AnalyticsinaBigDataWorld, JohnWiley&Sons, Inc., Hoboken, New Jersey, 2014.
- 4. BigDataand InternetofThings:A Roadmapfor smartEnvironments,NikBessisCiprianDobre Editors, Springer International Publishing Switzerland2014.

# **II Semester BCom:**

# **Course content:**

- 1.1: Quantitative Techniques II
- 1.2: Foundation of Commerce II (Insurance, Banking & Finance)
- 1.3: Financial Accounting II
- 1.4: Fundamentals of Organisational Behaviour

Ωr

Strategic Management

Or

Foreign Exchange Markets

# **QUANTITATIVE TECHNIQUES – II**

5 Hours per week 60 Hours

# **COURSE OUTCOMES:**

### After completing the course, the student will be able to

- 1. Establish relationships between variables in real-world situations by using methods like regression and correlation.
- 2. Use the ideas from probability distributions to solve practical issues.
- 3. Predict future results using time series
- 4. Recognise the relationship between two variables and how to use ratios and proportions to express it.

Module	Particulars	No of hrs
	Descriptive Analysis of Bivariate Data:	
Module 1	Correlation- Meaning and Definition, Linear and Non-linear correlation,	
	Correlation and causation, Scatter Diagram, Karl Pearson's Co-efficient of	12
	Correlation, Calculation and Spearman's Rank Correlation.	
	Regression Analysis:	
Module 2	Regression Analysis- Principle of Least Squares and Regression lines,	12
	Regression equations and estimation. Properties of Regression Coefficients.	
	Time Series Analysis md Theory of Probability:	
	Meaning and uses of Time Series, Various components of Time series,	
	determination of Trend using Moving Average and Least square method	
Module 3	Theory of Probability: Some important concepts, Addition Theorem of	12
	probability for two non-mutually and mutually exclusive events -	

	Multiplication theorem of probability for dependent and independent events.	
	Simple problems	
	Ratios and Proportions and Theory of Equations:	
	Definition- Equality of Ratio- Simple Problems. Proportion- definition-	
Module 4	Direct Proportion-Inverse Proportion- Continued Proportion- Problems on	
	proportions	12
	Equations: Definition - Degree of Equation. Types of Equation - Linear	
	equations and its solution-Simultaneous linear equations-Quadratic	
	equation-Solution by method of factorisation and formula method.	
	Permutation and Combinations:	
Module 5	Factorial Notations- permutations of n different things-Circular	
	permutations-Permutation of things not all different- Restricted	12
	Permutation-Simple problems. Combinations- Simple problems based on	
	formula.	

#### **Skill Development Activities**

- 1. Determine the strength and direction of the relationship between advertisement expenditure and sales income by computing the correlation coefficient.
- 2. Use historical sales data to create a simple linear regression model to predict future sales based on advertisement expenditure.
- 3. Utilize a time series model to analyze monthly sales data to identify trends and seasonal patterns and generate a forecast for the upcoming year.
- 4. Instruct the students to use their knowledge of ratios to determine how much of each ingredient they would require to make the recipe for exactly the number of people in the group
- 5. The task involves resolving a shelf arrangement issue to maximize visibility by utilizing permutations and combinations to explore various arrangements

#### **Books for Reference:**

- 1. Business Statistics- S.C. Gupta
- 2. Business Mathematics- D.C. Sancheti& V.K. Kapoor, Sulthan Chand and sons
- 3. Business Statistics- S.P. Gupta, S.E. Gupta, B.N. Gupta
- 4. Business Mathematics-Madappa and Sridhara Rao, Shubhash Publications
- 5. Business Mathematics, S. N Dorairaj, United Publication
- 6. Financial Mathematics, A Lenin Jyothi, Himalaya Publications, Mumbai
- 7. Business Mathematics S.P Gupta
- 8. Business Mathematics Dr. Amarnath Dikshit &Dr. Jinendra Kumar Jain, Himalaya Publications
- 9. Business Mathematics Kashyap Trivedi, Chirag Trivedi, Pearson Publications
- 10. Comprehensive Statistical Methods P.N. Arora, Sumeet Arora &S. Arora, Chand Publications

# Foundation of Commerce – II

5 Hours per week 60 Hours

# **COURSE OUTCOMES:**

After completing the course, the student will be able to

- 1. Understand the concepts of Insurance, Banking and Finance.
- 2. Apply Fundamental conceptual knowledge to analyse and interpret relevant areas in Insurance, Banking and Finance.
- 3. Learnnew reforms and technology in Insurance and Banking sector.
- 4. Evaluate the investment opportunities using risk and return

Module	Particulars	Noof Hrs
Module 1	Basics of Insurance:  Concept of Risk, Assurance and Insurance – Meaning – Definition –  Functions – Need and Importance, Principles of Insurance Contract –  Insurance Industry in India – IRDAI- Insurance Sector reforms –  Bankassurance. Claims management – Claim settlement – legal frame- work – Third Party Administration.	12
Module 2	Types of Insurance:  Life Insurance – Features – Principles – Life Issuance Products –  Policy Conditions – Application and Acceptance – Assignment –  Nomination – Surrender – Re-Insurance in life Insurance.  Marine Insurance – Features – Policy Conditions – Clauses and covers.  Fire Insurance – Motor vehicle Insurance.Health Insurance – Clauses – Health Insurance Frauds – Personal accident Insurance – Group Insurance.	
Module 3	Basics of Banking:  Origin – Evolution of banking – Definition of term bank and banking  –Commercial Banks.Functions – Primary and subsidiary  functions.Co-operative Banking – Primary – Central and State Co-	12

	of comments of the property of	
	Policy- Basic and allied principles. Financial Inclusion-Meaning,	
	need and Importance. Cheques - Meaning and definition - features -	
	Types and Crossing of Cheques. Paying Banker and Collecting	
	Banker (Meaning only) Dishonour of Cheques-Reasons for	
	Dishonour.	
	Innovative and Digital Banking:	
	ATM – Debit Cards – Credit Cards – Smart Cards – Internet Banking	
	- Mobile Banking - Wallet Banking - Digital Cash - Core Banking	12
Module 4	System – NEFT – RTGS – IFSC – UPI – IMPS – AEPS - CIBIL-	
	CTS – ECS – MICR.	
	Basic Financial concepts:	
	Introduction to Risk & Return: Meaning of Risk and Return,	
Module 5	Measurement of return- Return on Investment, Types of Risk-	
	systematic & unsystematic risk, Risk analysis- Expected return,	12
	Standard deviation and Coefficient of Variation. Risk -Return trade	
	off.	
L		

operatives. Banks – Functions and Features. Principles of Investment

### Skill development activities:

- 1. Learners should collect data from the company reports and analyse the risk and return
- 2. Learners can enhance knowledge by collecting Banking product details by visiting the bank.
- 3. Learners can understand Risk assessment, policy analysis and interpretations by taking a print of any insurance policy.
- 4. Learners can have ideas on technology usage in banking by using their mobile.

#### **Reference Books:**

- 1. Principles and practice of Life Insurance P Perya Swamy.
- 2. Insurance Principles and Practice Mishra M N.
- 3. Insurance and Risk Management P K Gupta.
- 4. A Text Book on principles and Practice of life Insurance G Krishna Swamy.
- 5. Financial Management: Text, Problems and Cases" by M.Y. Khan and P.K. Jain.
- 6. Indian Banking by R Parmeshwaram.
- 7. Banking Theory and Practice by P N Varshney.
- 8. Banking Theory, Law and Practice by KPM Sundharam and P N Varshney.
- 9. Principles and Practice of Banks by Indian Institute of Banking and Finance.
- 10. Digital Banking by Indian Institute of Banking and Finance.

# **Financial Accounting - II**

5 Hours per week 60 Hours

# **COURSE OUTCOMES:**

After completing the course, the student will be able to

- 1. Learn about Accounting Standards and Indian Accounting standards.
- 2. Understand the recent developments in the field of financial accounting.
- 3. Learn to deal with special transactions and situations while preparing financial statements.

Module	Particulars	No of Hrs
	Accounting Standards and Recent Developments in Accounting:	
	Accounting Standards - Meaning, Procedure to issue – Applicability	12
Module 1	Indian Accounting Standards – Meaning – Applicability	
	Recent Trends in Accounting - Computerised Accounting - Big data Analytics,	
	Cloud Computing in Accounting, Accounting with drones.	
	Conversion of Single Entry into Double Entry System:	
	Introduction – Meaning – Limitation of Single-Entry System – Differences	
Module 2	between Single Entry & Double Entry System	12
	Problems on Conversion of Single Entry into Double Entry (preparing Opening	
	Statement of Affairs, Cash Book, Total Debtors Account, Total Creditors	
	Account, Trading & Profit & Loss Account and Balance Sheet).	
	Hire Purchase Accounting:	
	Introduction, Meaning of Hire Purchase, Features	
	Terms used – Hire Purchaser, Hire Vendor, Cash Price, Hire Purchase Price,	
Module 3	Total Interest, Down Payment & Net Cash Price	12
	Accounting for Hire Purchase transactions in the books of Hire Purchaser (when Cash Price and Rate of Interest is given) under Credit purchase with interest method only.  Repossession – Complete & Partial	
	Departmental Accounts:	
	Meaning, Types of Departments, Advantages, Basis of Allocation of common	
Module 4	expenses and income among various departments	
	Departmental Accounts - Columnar Trading & Profit & Loss Account, General	12
	Profit & Loss Account and Consolidated Balance Sheet	
	Treatment of Inter Departmental Transfers at Cost and Selling Price.	

	Royalty Accounts:	
Module 5	Meaning – Types of Royalty. Terminologies – Lessor, Lessor, Minimum Rent,	12
	Short working – Recoupment of Short working. Accounting Treatment in the	
	books of Lessee with opening Minimum Rent Account.	

#### **Skill Development:**

- 1. Collect a copy of Hire Purchase agreement and examine the various terminologies.
- 2. Identify a business where royalty accounting is applied.
- 3. Learn to prepare financial statement with incomplete records using imaginary figure.
- 4. Know the differences between Accounting Standards and Indian Accounting Standards.

#### **Books for Reference**:

- 1. ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting.
- 2. SP Iyengar, Advanced Accounting, Sultan Chand & Sons, Vol. 1
- 3. Advanced Accounting Shukla M.C., Grewal T.S., S Chand, Vol. 1
- 4. Advanced Accounting, Gupta R.L., Sultan Chand & Sons, Vol. 1
- 5. Advanced Accounting Jain & Narang, Kalyani Publishers, Vol. 1
- 6. S.N. Maheshwari, and S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
- 7. B.S. Raman, Financial Accounting Vol. I & II, United Publishers & Distributors. Note: Latest edition of text books may be used.

# Fundamentals of OrganisationBehaviour

# 4 Hours per week

#### 48 Hours

# **COURSE OUTCOMES:**

After completing the course, the student will be able to

- 1. Create awareness about how organizational behaviour works in an organization and its role and functions.
- 2. Develop insight with different theories of motivations and strategies to improve motivation in the workplace.
- 3. Understand group dynamics and demonstrate skills required for working in groups and team building
- 4. Understand the concepts of Personality and attitude, Perception and motivation,

Module	Particulars	No of Hrs
	Introduction to Organisational Behaviour:	
	Meaning of Organizations –Importance of organizations- contributing	
	disciplines to the Organizational Behavior- definitions and meaning of	
Module 1	Organization Behaviour - Nature and characteristics of Organizational	12
	Behaviour- scope/ key elements of organizational behavior- OB Models-	
	Importance of OB- role of managers in OB - Interpersonal, Informational,	
	decisional roles, challenges & opportunities for OB- Limitations of	
	organizational behavior.	
	Foundations of Individual Behavior:	
	Factors affecting Individual Behavior. Personality- Characteristics of	
	Personality- Determinants of personality- Personality traits influencing OB.	12
Module 2	Attitudes -Features of Attitude- components of attitude- attitude formation-	
	major types of work-related attitudes.	
	Job Satisfaction- Ways to Measure Job Satisfaction- Causes & Impacts of job	
	satisfaction.	
	Emotions, Perception and Learning:	
	Emotions & Moods- Basic Set of Emotions- Sources of Emotions and Moods-	
	Emotional Labor- Emotional Intelligence - Elements of Emotional Intelligence-	
Module 3	OB Applications of Emotions and Moods.	
	<b>Perception-</b> Factors influencing perception - Perceptual Process- Importance of	12
	Perception in OB-Perception and Individual Decision Making- Group	

Organisational decision-making	
Learning- Nature of learning- Factors affecting learning- components of	
learning process.	
Motivation and Group Dynamics:	
<b>Motivation:</b> Concept, importance and theories of motivation. Maslow's Theory	
of hierarchical needs, Hertzberg's two-factor Theory, McClelland's Theory of	12
Needs, Vroom's Theory of Expectancy.	
Group Dynamics: Meaning of groups and group dynamics, Formation,	
Characteristics and Types of groups, Group cohesiveness - Factors influencing	
group cohesiveness - Group decision making process.	
	Learning- Nature of learning- Factors affecting learning- components of learning process.  Motivation and Group Dynamics:  Motivation: Concept, importance and theories of motivation. Maslow's Theory of hierarchical needs, Hertzberg's two-factor Theory, McClelland's Theory of Needs, Vroom's Theory of Expectancy.  Group Dynamics: Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Group cohesiveness - Factors influencing

# **Skill Development:**

- 1. Visit any organization and make a study on factors affecting perception.
- 2. Collect Bio-data of Motivational theory Proposers.
- 3. Visit nearby organization and analyse the Role of Managers.
- 4. Make a survey on measures followed by organization regarding Job Satisfaction
- 5. Any other activity relevant to the course.

#### **Reference Books:**

- 1. Organisation Behaviour An Evidence Approach Fred Luthans McGraw Hill
- 2. Organisation Behaviour Stephen P Robins Timorty A Judge
- **3.** Organisation Behaviour by K. Ashwathappa
- 4. A Text Book of Organisational Behaviour -With Text and cases -CB Gupta- S Chand New Delhi.
- **5.** Personnel Management (Text and Cases) C B Memoria and V.S.P. Rao- Himalaya Publishing House, New Delhi
- **6.** Strategic Management and Organisation Behaviour \_ Dr. Suman Shetty N, Hyderali, Dr. Ravi M .N., and Umesh Shetty, Professional Books Publishers, Hyderabad.

# **STRATEGICMANAGEMENT**

# 4 Hours per week

48 Hours

#### **COURSE OUTCOMES:**

At the end of the course students would be able to:

- 1. Understand the basic concepts and principles of strategic management, analyse the internal and external environment of business
- 2. Develop and prepare organizational strategies that will be effective for the current business environment
- 3. Devise strategic approaches to managing a business successfully in a global context

Module	Particulars	No of hrs
Module 1	Introduction - Meaning and definition, nature and characteristics, scope of strategies and importance of strategy.  Strategic intent, characteristics, hierarchy of strategic intent, vision, Mission, goals, objectives and plans. Difference between goals and objectives.  Types of strategies -functional strategy, corporate level strategy (grand strategies), Corporate level strategy, operational and generic (cost, leadership, differentiation focus). Strategies for competitive advantage-Porters' model (in brief).	12
Module 2	Strategic Management:  Introduction, meaning and definition, features – Scope and importance of StrategicManagement - Strategic management process - Limitations of strategic Management.  Meaning and definition, characteristics of Strategic decision, strategic decision making process – Advantages and limitations of strategic decision making - Role of top Management in strategic decision making.	12
Module 3	Environmental Analysis:  Meaning of Business-features, Concept of Business Environment, Features of Business Environment and Types of business Environment –Internal Environment and External Environment.Internal Environment –Structure, Value System, Core Competencies, Stake holders and Resources. Methods of	12

	Internal analysis.	
	External Environment analysis, Micro Environment – employees, suppliers,	
	Customers, Shareholders, General public. Macro Environment – Economic	
	Environment – economic systems, economic policies & economic conditions,	
	Political and legal, environment - Democracy and totalitarian, constitutional	
	environment- Socio-Cultural Environment. Meaning of Culture, elements of	
	culture, ethics and impact of culture on business - Technological	
	Environment. SWOC and SOAR Analysis	
	Strategy Formulation and Implementation:	
	Introduction, meaning and need for strategic formulation, process.	
	understanding strategic intent through vision mission - external environmental	
Module 4	analysis, organizational (internal)analysis, formulation of corporate level /	12
	grand strategies, business level strategies, strategic analysis and choice.	
	Strategy Implementation process - Reasons for Strategy failure- methods to	
	overcome strategy failure (organizational structure, leadership, culture, style).	
	Meaning of Strategic BusinessUnit (SBU) - BCG Matrix.	

# **Skill Development Activities:**

- 1. Visit any business organization and collect the information about their vision and mission.
- 2. Visit any business organization and collect different types of authority followed and also the draw the organizational structure.
- 3. Visit any manufacturing firm and identify their value system.

#### **Reference Books:**

- 1. Strategic Management John A Pearce , Richard B Robinson and AmitaMital McGraw Hill
- 2. Strategic Management Azhar Kazmi Adela Kazhmi- Mcgraw Hill
- 3. Strategic Management The Indian Context R Srinivasan PHI
- 4. Strategic management CB Gupta S Chand New Delhi
- 5. Business Environment Francis Cherunilam Himalaya Publications
- 6. Essentials of Business Environment K Aswathappa- Himalaya publishing House
- 7. Business Environment Dr. Vivek Mittal –Excel books
- 8. Business Environment—Raj Agrawal- Excel books
- 9. Strategic Management and Organisation Behaviour Dr. Suman Shetty N, Hyderali, Dr. Ravi M .N and Umesh Shetty, Professional Books Publishers, Hyderabad.
- 10. Strategic Management and OrganisationBehaviour- K.SAdiga
- 11. Strategic Management and Organisation Behaviour Dr Herald Monis
- 12. Strategic Management and OrganisationalBehaviour Dr Udayachandra P and Dr Praveen KC Himalaya Publishing House
- 13. Strategic Management and OrganisationalBehaviour Chandrashekara .K and Dr. Parameshwara- New United Publishers

#### FOREIGN EXCHANGE MARKETS

**Course Duration: 48 Hours** 

#### **Course Objectives:**

- 1. To understand the fundamental principles of foreign exchange markets and their operations.
- 2. To analyse the determinants of exchange rates and their impact on the global economy.
- 3. To evaluate foreign exchange risk management techniques.
- 4. To explore the role of international financial institutions in foreign exchange markets.

#### MODULE 1: INTRODUCTION TO FOREIGN EXCHANGE MARKETS(12 Hours)

Foreign Exchange Markets- types of markets (spot, forward, futures, options)-Exchange Rate Systems: Fixed, floating, and managed float systems- Foreign Exchange Market Participants: Central banks, commercial banks, corporations, and individual investors-Exchange Rate Determination: Purchasing Power Parity (PPP), Interest Rate Parity (IRP).

# **MODULE 2: EXCHANGE RATE THEORIES AND MODELS** (12 Hours)

Theories of Exchange Rate Determination: The monetary approach, portfolio balance approach- Exchange Rate Forecasting: Fundamental analysis, technical analysis, and market-based models-Speculation and Arbitrage: The role of speculators and arbitrageurs in the foreign exchange market

#### **MODULE 3: FOREIGN EXCHANGE RISK MANAGEMENT** (12 Hours)

Types of Foreign Exchange Risks: Transaction risk, translation risk, and economic risk-Risk Management Techniques: Forward contracts, futures, options, and swaps-Hedging Strategies: Corporate hedging, natural hedging-Multinational Corporations (MNCs) and Exchange Rate Risk: Managing risks in global operations

# MODULE 4: INTERNATIONAL FINANCIAL INSTITUTIONS AND FOREIGN EXCHANGE MARKETS (12 Hours)

International Monetary Fund (IMF):Role and impact on foreign exchange stability-World Bank and Foreign Exchange-Bank for International Settlements (BIS):Role in international banking and foreign exchange markets-European Central Bank (ECB) and Exchange Rates:Influence on Eurozone and global foreign exchange markets-Global Financial Crises:Impact on foreign exchange markets

#### **REFERENCES:**

Caves, R. E., Frankel, J. A., & Jones, R. W. (2022). World trade and payments: Anintroduction (10th ed.). Pearson.

Copeland, L. S. (2022). Exchange rates and international finance (6th ed.). Pearson.

Eichengreen, B. (2023). Globalizing capital: A history of the international monetary system (4th ed.). Princeton University Press.

Eiteman, D. K., Stonehill, A. I., & Moffett, M. H. (2020). Multinational business finance (15th ed.). Pearson.

Eun, C. S., & Resnick, B. G. (2021). International financial management (9th ed.). McGraw-Hill Education. Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2023). International economics: Theory and policy (12th ed.). Pearson.

Madura, J., & Fox, R. (2021). International financial management (14th ed.). Cengage Learning.

Mussa, M. (2021). The role of the IMF: Issues and challenges (2nd ed.). International Monetary Fund.

Pilbeam, K. (2023). International finance (5th ed.). Palgrave Macmillan.

Sarno, L., & Taylor, M. P. (2021). The economics of exchange rates (2nd ed.). Cambridge University Press.

Shapiro, A. C. (2020). Multinational financial management (11th ed.). Wiley.

Stiglitz, J. E., & Charlton, A. (2022). The economics of international policy (3rd ed.). W.W. Norton & CompanyWorld bank and IMF report

# **Notes:**

- 1. Semester End Exams will be for 3 hours duration and for 80 marks.
- 2. Two internal Assessment exams of 1 hour duration for 30 marks each must be conducted.
- 3. Internal Assessment will be for 20 marks. It encompasses 10 marks for two internal assessment exams (5 marks each), 5 marks for Assignment/Projects& 5 marks for Class Test/Course Activity/Quizzes/Workshops, etc.
- 4. Wherever possible, the teacher must be able to focus more on practical insights rather than just theoretical foundation alone.
- 5. All the above courses must enhance student productivity and encourage them to take up either fruitful employment or entrepreneurship or higher education of their choice.

# **Question Paper Pattern**

# **Internal Exams**

Total Marks: 30 Time: 1 hour

# **Section A**

Answer any one of the following 4 \* 1 = 4

- 1. XXXX
- 2. XXXX
- 3. XXXX

#### **Section B**

Answer any one of the following 10 \* 1 = 10

- 4. XXXX
- 5. XXXX
- 6. XXXX

#### **Section C**

Answer any one of the following 16\* 1 = 16

- 7. XXXX
- 8. XXXX

# **Question Paper Pattern**

# **Semester End Exams**

Total Marks: 80

Time: 3 hours

# **Section A**

Answer any four of the following 4\*4 = 161. XXXX 2. XXXX 3. XXXX 4. XXXX 5. XXXX 6. XXXX **Section B** Answer any four of the following 8\*4 = 32XXXX 7. 8. XXXX 9. XXXX 10.XXXX 11.XXXX

# **Section C**

Answer any two of the following 16\*2 = 32

3. XXXX

12.XXXX

- 4. XXXX
- 5. XXXX
- 6. XXXX