

MRSPTU B.COM. (HONS.) SYLLABUS 2016 BATCH ONWARDS
 (Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

B.Com. (Hons.) (1st Year)

Total Contact Hours = 23

Total Marks = 600

Total Credits = 22

SEMESTER 1 st		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BCOM1-101	Financial Accounting	4	-	-	40	60	100	4
BCOM1-102	Business Organization and Management	4	-	-	40	60	100	4
BCOM1-103	Micro Economics	4	-	-	40	60	100	4
BMAT0-111	Business Mathematics	4	-	-	40	60	100	4
BHUM0-105	Business Communications-I	2	-	2	40	60	100	3
BHUM0-103	Human Values and Professional Ethics	3	-	-	40	60	100	3
Total	Theory = 6 Labs = 1	21		2	240	360	600	22

Total Contact Hours = 25

Total Marks = 600

Total Credits = 23

SEMESTER 2 nd		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BCOM1-204	Advanced Accounting	4	-	-	40	60	100	4
BCOM1-205	Mercantile Law	4	-	-	40	60	100	4
BCOM1-206	Macro Economics	4	-	-	40	60	100	4
BCOM1-207	Business Statistics	4	-	-	40	60	100	4
BHUM0-206	Business communications-II	2	-	2	40	60	100	3
BCAP0-191	Introduction to Information Technology and Office Automation	3	-	2	40	60	100	4
Total	Theory = 6 Labs = 2	21		4	240	360	600	23

Overall

Semester	Marks	Credits
1 st	600	22
2 nd	600	23
Total	1200	45

FINANCIAL ACCOUNTING

Subject Code: BCOM1-101

L T P C
4 0 0 4

Duration: 45 Hrs

Course Objectives: To familiarize the students with the basic fundamentals of the accounting and understand the accounting mechanism necessary for the preparation of the financial statements.

UNIT-I (12 Hrs)

Basics of Accounting: Accounting, Accountancy and Book-Keeping, Accounting Concepts, Conventions and Principles – GAAP, Branches of Accounting, Accounting Equation. Accounting Cycle: Journal, Ledger and Trial Balance; Subsidiary Books

UNIT-II (10 Hrs)

Rectification of Errors, Bank Reconciliation Statement, Bills of Exchange, Promissory Notes

UNIT-III (11 Hrs)

Depreciation: Fixed Instalments Method and Diminishing Balance Method (Numerical), Provisions and Reserves. Final Accounts with Simple Adjustments (Excluding the adjustments of bad debts etc.)

UNIT-IV (12 Hrs)

Average Due Date, Account Current. Self-Balancing Ledgers

Learning Outcome: After studying this course, the students will be able to define bookkeeping and accounting, explain the general purposes and functions of accounting, explain the differences between management and financial accounting. Students can describe the main elements of financial accounting information – assets, liabilities, revenue and expenses and identify the main financial statements and their purposes.

Recommended Books

1. P.C. Tulsian, 'Financial Accounting', Pearson Publications.
2. Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
3. Khatri, 'Financial Accounting', Tata McGraw Hill.
4. Libby, 'Financial Accounting', Tata McGraw Hill.
5. Sehgal, Ashok & Deepak, 'Financial Accounting', Taxman's Allied Services.
6. S.N. Maheswari, 'Financial Accounting', Vikas Publishing House.
7. S.N. Maheshwari, 'An Introduction to Accountancy,' Vikas Publication House.

BUSINESS ORGANIZATION & MANAGEMENT

Subject Code: BCOM1-102

L T P C
4 0 0 4

Duration: 45 Hrs

Course Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

UNIT-I (12 Hrs)

Definition of Management: Nature and Scope, Organizational Objectives. Forms of Different Organizations: Sole Proprietorship, Partnership and Joint Stock Company. Development of Management Thoughts: Classical and New Classical Systems, Contingency Approaches. Scientific Management

UNIT-II (10 Hrs)

Planning: Nature, Purpose and Functions, Types, Steps in planning. Decision Making and its Process

Organizing: Nature, Importance, Process, Formal & Informal Organizations, Organization Chart, Organizing principles, Span of Management, Departments by Function, Territory, Product/service, Customer group and Matrix organization.

Authority: Definition, Types, Responsibility and Accountability, Delegation, Decentralization v/s Centralization, Determinants of Effective Decentralization

UNIT-III (11 Hrs)

Staffing: Recruitment, Selection, Training, Induction, Performance Management, Manpower Management, Factors Affecting Staffing, Job Design Teamwork: Stages of Team Building, Directing,

Motivation: Definition, Motivation Theories – Maslow, Herzberg, McGregor and Leadership –Styles, Managerial Grid.

UNIT-IV (12 Hrs)

Controlling: Control Process, Types, Barriers To Control Making, Control Techniques: Budget and Non- Budgetary Control Devices. Introduction to TQM and Management by Objective

Course Outcomes: After completing the course student will be able to understand and explain the concept of management and its managerial perspective. It will equip students to map complex managerial aspect arise due to ground realities of an organization.

Recommended Books

1. Koontz & Weirich, 'Essentials of Management' Tata McGraw Hill Publishers.
2. Stephen Robbins, 'Management' Pearson Publishers.
3. Ghuman & Ashwathapa, 'Principles of Management' Tata McGraw Hill Publishers.
4. L.M. Prasad, 'Principles & Practices of Management' S. Chand Publishers.
5. V.S.P. Rao & VH Krishna, 'Management' Excel Books.
6. P. Subba Rao, 'Principles of Management', Himalaya Publishing.

MICRO ECONOMICS

Subject Code: BCOM1-103

L T P C
4 0 0 4

Duration: 45 Hrs

Course Objectives: This course will cover the area of economics commonly defined as microeconomics which is concerned with the individual parts of the economy such as individual businesses or industries, individual consumers, and individual products. The course aims to provide a thorough introduction to economic theory starting from the basic concepts of microeconomics, utility functions, production functions, demand and supply,

effect of market forces. The goal is to study whether the economy uses our limited resources to obtain the maximum satisfaction possible for society.

UNIT-I (12 Hrs)

Introduction to Economics: Nature and Scope of Economics, Micro and Macro Economics. Basic problems of an economy; Working of Price Mechanism

Utility: Utility Approach – Brief Outline of Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility.

Indifference Curve: Definition, Indifference Curve Approach, Properties of Indifference Curve, Consumer's Equilibrium and Importance of Indifference Curve Approach

UNIT-II (11 Hrs)

Elasticity of Demand: Concept and Measurement of Elasticity of Demand; Price, Income and Cross Elasticity; Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand; Determinants of Elasticity of Demand; Importance of Elasticity of Demand.

Production Function: Concept of Production Function; Law of Variable Proportions, Isoquants, Producer's Equilibrium. Expansion Path; Returns to Factor and Returns to Scale

Theory of Costs: Types of costs, Short Run and Long Run Cost Curves Traditional and Modern Approaches. Internal and External Economies and Diseconomies of Scale

UNIT-III (12 Hrs)

Introduction: Market structure, types of markets and business decisions; Objectives of a Business Firm - Optimum Firm. Perfect Competition: Characteristics; Price determination under perfect competition, Equilibrium of Firm and Industry in the Short-run and long-run.

Monopoly: Characteristics, Equilibrium of the Monopoly Firm in Short Run and Long Run, Price Discrimination, its Types and Price and Output Determination Under Discriminating Monopoly.

Monopolistic Competition: Meaning and Characteristics; Price and Output Determination Under Monopolistic Competition; Selling Costs; Comparison with Perfect Competition; Excess Capacity Hypothesis. Oligopoly; Characteristics; Models of Pricing and Output Determination; Price Leadership; Kinked Demand Curve

UNIT-IV (10 Hrs)

Factor Pricing: Marginal Productivity Theory of Factor Pricing, Classical and Modern **Theory of Wage Determination. Rent:** Concept, Ricardian and Modern Theories of Rent, Quasi Rent, Interest-Concept and Theories of Interest

Profit: Nature, Concepts and Theories of Profit

Learning Outcomes: After studying the subject the students will be able to understand and explain the concept of economics and its managerial perspective including the real insight of the consumer's economic behaviour leading them to estimate the demand for the new product as well as changes in the existing products.

Recommended Books

1. A. Koutsoyiannis, 'Modern Microeconomics', Macmillan, New Delhi.
2. H.L. Ahuja 'Business Economics', S. Chand & Co., New Delhi.
3. Browning Edger K. and Browning Jacquenlence M, 'Microeconomic Theory and

Applications', Kalyani Publishers, New Delhi.

4. P.R. Ferguson and R. Rothschild and G.J. Ferguson 'Business Economics', Macmillan.
5. Salvatore, D. Schaum's, 'Outline of Theory and Problems of Microeconomic Theory', International Edn., McGraw-Hill.

BUSINESS MATHEMATICS

Subject Code: BMAT0-111

L T P C
4 0 0 4

Duration: 45 Hrs

Course Objectives: The course consists of instruction in the fundamentals of mathematics as applied to business situations. The course includes the study of fundamental mathematics and calculations which are commonly used in finance and accounting.

UNIT-I (12 Hrs)

Progressions: Application of Arithmetic Progression and Geometric Progression. Arithmetic Progressions Finding the 'n'th term of an AP and also sum to 'n' terms of an AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression: finding nth term of GP

UNIT-II (11 Hrs)

Interest Applications: Simple Interest, Compound Interest Including Half Yearly and Quarterly Calculation, Instalment Purchases (Cost of Instalment, Effective rates, Amortization of a loan)

UNIT-III (10 Hrs)

Percentage and Ratios' Applications: Percent, Commissions, Discounts, e.g., Bill Discounting, Mark up and Concepts of Ratios.

UNIT-IV (12 Hrs)

Matrices and Determinants: Definition of Matrix, Equality of Matrices, Types of Matrices, Scaler Multiplications, Operation on Matrices, Transpose of Matrices, Symmetric and Skew Symmetric Matrices, Determinants: Introduction, Minors & Cofactors, Adjoint of a Matrix, Inverse of a Matrix, Application of Matrices in Solving System of Linear Equations using Cramer's Rule and Matrix Inversion Method.

Course Outcomes: Upon successful completion, students should be able to appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.

Recommended Books

1. M. Raghavachari, 'Mathematics for Management', McGraw Hill Education.
2. Cleaves, Cheryl, and Hobbs, Margie, 'Business Mathematics' 7th Edn., Prentice Hall.
3. Charles D. Miller, Stanley A. Saltzman, 'Business Mathematics', Pearson Education.
4. T.R. Jain, S.C. Aggarwal, N. Ranade and S.K. Khurana, 'Business Mathematics and Statistics', V.K. (India) Enterprises, New Delhi.

BUSINESS COMMUNICATIONS-I

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Subject Code: BHUM0 – 105

L T P C
4 0 0 4

Duration: 45 Hrs

Course Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications. This course will give student the exposure of all relevant communicational theories so that they become a highly confident and skilled writer.

UNIT-I (12 Hrs)

Business Communication: Its Meaning & Importance. Barriers to Effective Communication, **Types of Communication:** Verbal Communication and Non Verbal Communication **Basic Model of Communication:** History of Communication Theory, Shannon and Weaver's Model of Communication, Encoding and Decoding, Feedback, and Noise. Essentials of Effective Business Communication – 7 C's of Communication.

UNIT-II (11 Hrs)

Basic Parts of Speech: Noun, Pronoun, Verb, Adjective, Adverb, Preposition, Article, Tenses: Introduction, Uses of Present, Past and Future Tense, Use of Prepositions Conjunctions and Interjections. Use of Punctuations

UNIT-III (10 Hrs)

Sentences: Affirmative and Negative Interrogative and Assertive, Degree of Comparison, Conversation, Direct and Indirect Speech. Correct Word Usage – Homonyms, Antonyms and Synonyms.

UNIT-IV (12 Hrs)

Business Letter Writing: Need, Functions and Kinds, Layout of Letter Writing

Types of Letter Writing: Formal, Semi-Formal and Informal. Circulars, Agenda, Notice, Memorandums, Office Orders, Press Notes

Business Etiquettes: Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings.

Learning Outcomes: After completion of the Communication Studies program, students should be able to apply appropriate communication skills across settings, purposes, and audiences, demonstrate knowledge of communication theory and application.

Recommended Books

1. Boove, Thill, Chaturvedi, 'Business Communication Today', Pearson Education.
2. Murphy and Hildebrandt, 'Effective Business Communication,' Tata McGraw Hill. Education. Krizan, Buddy, Merrier, 'Effective Business Communication,' Cengage Learning.
3. S.J. McGraw, 'Basic Managerial Skills for All,' Prentice Hall of India.
4. Wren & Martin, 'English Grammar and Composition', Sultan Chand & Sons.
5. Lesikar, 'Business Communication: Making Connections in a Digital World,' McGraw Hill.
6. S.C. Sharma, Shiv N. Bhardwaj, 'A Textbook of Grammar and Composition',

HUMAN VALUES & PROFESSIONAL ETHICS

Subject Code: BHUM0 – 103

L T P C

Duration: 45 Hrs

3 0 0 3

Course Objectives: To help the students to discriminate between valuable and superficial in the life. To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial, in life - this ability is to be developed not for a narrow area or field of study, but for everyday situations in life, covering the widest possible canvas. To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief. It is not sufficient to develop the discrimination ability; it is important to act on such discrimination in a given situation. Knowingly or unknowingly, our education system has focused on the skill aspects (learning and doing) - it concentrates on providing to its students the skills to do things. In other words, it concentrates on providing “How to do” things. The aspects of understanding “What to do” or “Why something should be done” is assumed. No significant cogent material on understanding is included as a part of the curriculum.

UNIT-I (11 Hrs)

Introduction: Need, Basic Guidelines, Content and Process for Value Education. Self-Exploration– What is it? Its Content and Process; Natural Acceptance and Experiential Validation as the mechanism for Self Exploration. Continuous Happiness and Prosperity - A Look at Basic Human Aspirations. Right Understanding, Relationship and Physical Facilities- The Basic Requirements for fulfilment of Aspirations of Every Human Being with Their Correct Priority. Understanding Happiness and Prosperity correctly- A Critical Appraisal of the Current Scenario. Method to fulfil the above Human Aspirations: Understanding and Living in Harmony at Various Levels.

UNIT-II (11 Hrs)

Understanding Harmony in the Human Being - Harmony in Myself, understanding human being as a co-existence of the sentient, I^o and the material Body^o. Understanding the needs of Self (I) and Body - Sukh and Suvidha. Understanding the Body as an instrument of „I“ (I being the doer, seer and enjoyer) Understanding the characteristics and activities of „I“ and harmony in „I“. Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail Programs to ensure Sanyam and Swasthya.

UNIT-III (12 Hrs)

Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship. Understanding harmony in the Family- the basic unit of human interaction. Understanding values in human-human relationship; meaning of Nyaya and Program for its fulfilment to Ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of Relationship. Understanding the meaning of Vishwas; Difference between Intention and Competence. Understanding the meaning of Samman, Difference between respect and Differentiation; The Other Salient Values in Relationship, Understanding The Harmony in the Society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals. Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

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Understanding Harmony in the Nature and Existence - Whole Existence as Co-existence
Understanding the harmony in the Nature. Interconnectedness and Mutual Fulfillment
Among the Four Orders of Nature Recyclability and Self-Regulation in Nature.
Understanding Existence as Co-existence (Sah-astitva) of Mutually Interacting Units in All-
Pervasive Space. Holistic Perception of Harmony at All Levels of Existence

UNIT-IV (11 Hrs)

Implications of the above Holistic Understanding of Harmony on Professional Ethics.
Natural acceptance of human values. Definitiveness of Ethical Human Conduct. Basis for
Humanistic Education, Humanistic Constitution and Humanistic Universal Order.
Competence in Professional Ethics: Ability to Utilize the Professional Competence for
Augmenting Universal Human Order. Ability to Identify the Scope and Characteristics of
People-Friendly and Eco-Friendly Production Systems, Ability to Identify and Develop
Appropriate Technologies and Management Patterns for Above Production Systems. Case
Studies of Typical Holistic Technologies, Management Models and Production Systems
Strategy for transition from the present state to Universal Human Order: At the Level of
Individual: As Socially and Ecologically Responsible Engineers, Technologists and
Managers at the level of society: as Mutually Enriching Institutions and Organizations.

Course Outcomes: After studying this course the students are encouraged to discover what
they consider valuable. Accordingly, they should be able to discriminate between valuable
and the superficial in real situations in their life. It has been experimented at IIITH, IITK and
UPTU on a large scale with significant results.

Recommended Books

1. Ivan Illich, 'Energy & Equity', The Trinity Press, Worcester, and HarperCollins, USA, 1974.
2. E.F. Schumacher, 'Small is Beautiful: A Study of Economics as If People Mattered, Blond & Briggs, Britain', 1973.
3. Sussan George, 1976, 'How the Other Half Dies', Penguin Press. Reprinted 1986, 1991.
4. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, 'Limits to Growth – Club of Rome's Report', Universe Books.
5. E.G. Seebauer & Robert L. Berry, 'Fundamentals of Ethics for Scientists & Engineers', Oxford University Press, 2000.
6. R.R. Gaur, R. Sangal, G.P. Bagaria, 'A Foundation Course in Value Education', 2009.
7. A. Nagraj, 'Jeevan Vidya ek Parichay', Divya Path Sansthan, Amarkantak, 1998.
8. P.L. Dhar, R.R. Gaur, 'Science and Humanism', Commonwealth Publishers, 1990.
9. A.N. Tripathy, 'Human Values', New Age International Publishers, 2003.

ADVANCED ACCOUNTING

Subject Code: BCOM1 - 204

L T P C

Duration: 45 Hrs

4 0 0 4

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Course Objectives: This course would impart knowledge to the students regarding the application of accounting principles in different situations

UNIT-I (12 Hrs)

Single Entry System, Accounts of Non- Profit Organizations; Insolvency Accounts

UNIT-II (11 Hrs)

Royalty Accounts, Hire Purchase and Instalment system, Consignment and Joint-Venture

UNIT-III (10 Hrs)

Partnership Accounts: Fixed and Fluctuating Capitals; Interest on Capital; Interest on Drawing; Past Adjustments and Guarantee

UNIT-IV (12 Hrs)

Partnership Accounts: Admission, Retirement and Death of a Partner; Dissolution of a Partnership Firm (Excluding Garner v/s Murray, Gradual Realization and Piecemeal Distribution).

Course Outcomes: After studying this course, the students will be able to understand accounting knowledge about complex business activities and they are also able to develop a global perspective of business situation and institutions. The Students will also learn the knowledge of accounting policy and accounting treatment about complex business activities. Students will also able to understand the differences in accounting policies around the world.

Recommended Books

1. P.C. Tulsian, 'Financial Accounting', Pearson Publication.
2. Sehgal, Ashok & Deepak, 'Financial Accounting', Taxman's Allied Services.
3. S.N. Maheshwari, 'Financial Accounting', Vikas Publishing House.
4. I.M. Pandey, 'Financial Management', Vikas Publishing House.

MERCANTILE LAW

Subject Code: BCOM1 - 205

L T P C
4 0 0 4

Duration: 45 Hrs

Course Objectives: This course would help the students in gaining knowledge of basic laws governing the business.

UNIT-I (12 Hrs)

Law of Contract: Definition, Nature and Types of a Contract, Offer and Acceptance, Consideration, Free Consent, and Capacity of Parties, Legality of Object, Performance and Discharge of Contract, Remedies for Breach of Contract

UNIT-II (10 Hrs)

Introduction to Agency, Bailment, Pledge, Guarantee

UNIT-III (12 Hrs)

Law of Sale of Goods: Definition of Sales, Essentials for Contract of Sale, Meaning of Conditions and Warranties, Implied Warranties: Caveat Emptor. Transfer of Ownership, Rights of Unpaid Seller and Other Remedial Measures.

Partnership Act, 1932: Introduction, Registration and Dissolution.

UNIT-IV (11 Hrs)

Negotiable Instruments Act: Definition of Negotiable Instrument. Promissory Note, Bill of Exchange and Cheques. Parties to Negotiable Instrument, Discharge of Parties from Liability. Consumer Protection Act 1986

Learning Outcomes: After studying this course, the students are able to understand and appreciate the functioning of law and legal systems and are able to apply those principles to problem-solving exercises. The students became aware about the incompleteness of law and the continuous state of development of legal principles; and also develop critical thinking and problem solving skills.

Recommended Books

1. Robert W. Emerson, 'Business Law', Barron's Educational Series.
2. Chawla, Garg and Sareen, 'Mercantile Law', 7th Edn., Kalyani Publications.
3. N.D. Kapoor, 'Elements of Mercantile Law', Sultan Chand and Sons.

MACRO ECONOMICS

Subject Code: BCOM1 - 206

L T P C
4 0 0 4

Duration: 45 Hrs

Course Objectives: The Macroeconomics course is designed to provide students with a unified framework that can be used to analyse macroeconomic issues such as flow of income and expenditure, national income, consumption function, theory of investments, interest rates determinants, inflation, monetary and fiscal policies.

UNIT-I (11 Hrs)

Concepts: Definition and Scope of Macro-Economics, Statics and Dynamics, The Circular flow of Income.

National Income Accounting: Concepts and Measurement of National Income, Aggregate Expenditure, Real vs Nominal GDP. Say's Law of Market and Classical theory of Employment, Keynesian Theory of Employment

UNIT-II (12 Hrs)

Consumption Function: Meaning, Determinants (subjective and objective) and Importance, Keynes' Psychological Law of Consumption, Concepts of MPS, APS, MPC, APC

Investment: Types, Factors Determining Investment. Marginal Efficiency of Capital (MEC), Prospective Yield, Determinants and Importance of MEC

Multiplier: Meaning; Static, Comparative Static and Dynamic Process of Multiplier; Limitations, Leakages and Importance of Multiplier

UNIT-III (10 Hrs)

Inflation: Meaning and Definition – Causes – Effects and Control of Inflation – Inflationary Gap – Nature of Inflation in a Developing Economy – Demand-Pull and Cost-Push inflation.
Business Cycle: Introduction, Features of Business Cycles, Phase of Business Cycles, Causes and Effects of Business Cycle.

UNIT-IV (12 Hrs)

Money: Concepts of Money in a Modern Economy; Monetary Aggregates; Demand for Money; Quantity Theory of Money.

Monetary Policy: Objectives, Constituents and Its Role in Controlling Business Cycles.

Fiscal Policy: Objectives, Constituents and its role in Controlling Business Cycles.

Learning Outcomes: Upon successful completion of the course, the student should be able to demonstrate a basic understanding of news relating to the economy as a whole, the economic implications of changes in government fiscal or monetary policy; how interest rates are determined and the role of interest rates in personal and corporate decision-making; and critically apply economic concepts when participating as a citizen in a democratic society.

Recommended Books

1. D.N. Diwedi 'Macro Economics', Tata McGraw Hill, New Delhi.
2. Agarwal, 'Macroeconomics Theory and Policy,' 1st Edn., Pearson Education.
3. H.L. Ahuja, 'Macroeconomics, Theory & Policy,' S. Chand & Co. Ltd.
4. M.L. Seth, 'Monetary Economics', Lakshmi Narain Agarwal.
5. D.M. Mithani, 'Money Banking & Public Finance,' Himalaya Publishing House.
6. R. Dornbusch & S. Fischer, 'Macroeconomics', McGraw Hill, New York.
7. Mankiw, 'Principles of Macroeconomics', Thomson-South-Western, New Delhi.
8. Andrew B. Abel and Ben S. Bernanke, 'Macroeconomics', Pearson Education, New Delhi.
9. Errol D'Souza, 'Macroeconomics' Pearson Education, New Delhi.

BUSINESS STATISTICS

Subject Code: BCOM1 - 207

L T P C
4 0 0 4

Duration: 45 Hrs

Course Objectives: Statistical methods are applied in all functional areas of business: accounting, finance, management, and marketing. The main objective of the course is to enable students to understand the role and importance of Statistics in improving managerial decisions.

UNIT-I (10 Hrs)

Introductory: Meaning, Scope, Importance and Limitations of Statistics.

Statistical Investigation: Planning of Statistical Investigation, Census and Sampling Methods. Collection of Primary and Secondary Data, Classification and Tabulation of Data, Frequency Distribution.

UNIT-II (11 Hrs)

Diagrammatic and Graphic Presentation: One Dimensional. Two dimensional Diagrams Histogram, Frequency Polygon, Frequency Curve and Ogive Curves Graphs and Natural and Semi-Logarithmic Scales Graphic Location of Mode, Median and Quartiles.

Statistical Average: Arithmetic Mean, Mode, Median. Uses and Limitations of Different Averages.

UNIT-III (12 Hrs)

Dispersion and Skewness: Range, Quartile Deviation, Mean Deviation and Their Coefficients, Standards Deviation, Coefficient of Variation, Skewness and its Coefficients.

Correlation and Regression: Karl Person's Coefficient of Correlation, Spearman's Rank Correlation Method. Linear Regression: Concept of Regression, Lines of Regression, Regression Coefficients, Relation between Correlation Coefficient and Regression Coefficients.

UNIT-IV (12 Hrs)

Analysis of Time Series: Components of Time Series, Importance of Time Series, Methods of Measurement of Trend, Semi Average Method, Moving Average Method and Method of Least Square

Index Numbers: Utility of Index Numbers. Problems in the Construction of Index Numbers, Simple and Weighted Index Number, Base Shifting, Fishers' Ideal Index Number and Tests of Reversibility

Course Outcomes: Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data, and to make data-driven decisions.

Recommended Books

1. Levin & Rubin, 'Statistics for Management,' Prentice Hall.
2. Beri, 'Business Statistics,' Tata Mc Graw Hill.
3. Croucher, 'Statistics: Making Business Decisions,' Tata McGraw Hill.
4. S.P. Gupta, 'Statistical Methods', S. Chand Publication.
5. C.B. Gupta, 'Introduction to Statistics'.
6. S.S. Desai, 'Business Statistics'.

BUSINESS COMMUNICATION S– II

Subject Code: BHUM0 - 206

L T P C
2 0 2 3

Duration: 45 Hrs

Course Objectives: The main aim of this course is to develop the reading, listening, and writing and presentation skills of the undergraduate students. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

UNIT-I (12 Hrs)

Developing Writing Skills: Sentences Formation - Simple Compound and Complex Formation, Transformation of Sentence: Idioms, One Word Substitution. Active and Passive, Drafting, Editing, Paragraph Writing, Precise Making, Faxes, E-mails.

Resume Writing: Planning, Organizing Contents, Layout, Guidelines for Good Resume

Report Writing: Types, Formats, Drafting of Various Types of Report.

Importance of Non Verbal Communication: Positive Gestures, Symbols and Signs, Physical Appearance & The art of Self Presentation & Conduct. Review/Summarizing of Newspaper Articles, Features etc.

UNIT-II (10 Hrs)

Developing Reading Skills: Identify the Purpose of Reading, Factors Effecting Reading, Learning How to Think and Read, Developing Effective Reading Habits, Reading Strategies: Training Eye, Reading

UNIT-III (11 Hrs)

Developing Listening Skills: Importance, Purpose of Listening, Art of Listening, Factors Affecting Listening, Components of Effective Listening, Process of Listening, Principles and Barriers to Listening, Activities to Improve Listening and Difference Between Listening and Hearing.

UNIT-IV (12 Hrs)

Developing Speaking Skills: Advantages and Disadvantages, Conversation as Communication, Extempore, Speaking, Art of Public Speaking, Meetings Preparations, Group Communication through Committees, Conference, Seminar, Symposia, Ambiguity Avoidance. Group Discussion- guidelines, Uses and Importance.

Presentations: Four P's of Presentation, Structuring, Rehearsing, and Delivery Methods, Effective Presentations.

Interviews: Types, Preparation Techniques- Dressing Etiquettes, Body Language and Facial Expression, Cross Questioning Skills, Projecting a Positive Image.

Note: Practical Classes Includes Framing Advertisements by Explaining its Pros and Cons. Describing Objects, Conducting Role Plays (Framing dialogues), Reading Novels and Summarizing Them with Different Vocab and Facial Expressions by Giving Demos.

Learning Outcomes: After studying this course, the students will be able to apply communication concepts and theories to address everyday dilemmas within dimensions (ethical, social, legal, technological, relational, and cultural). Students will also be able to demonstrate oral, written, speaking and listening communication skills

Recommended Books

1. Lesikar, Petit, 'Business Communication', All India Traveler Bookseller.
2. Bovee, Thill and Chaturvedi, 'Business Communication', Pearson Education.
3. 'Lucent's General English', Lucent Publishing.
4. Pal, Rajendra & Korlahalli, 'Essentials of Business Communication', Sultan Chand & Sons.
5. Lillian, Chaney, 'Intercultural Business Communication', Pearson Education.
6. Chaturvedi, Mukesh, 'Business Communication: Concepts, Cases & Applications', Pearson Education.

INTRODUCTION TO INFORMATION TECHNOLOGY AND OFFICE AUTOMATION

Subject Code: BCAP0-191

L T P C

Duration: 28 Hrs

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Learning Objectives: This course will enable the student to gain and understanding of the core concepts and technologies which constitute Information Technology. The intention is for the student to be able to articulate and demonstrate a basic understanding of the fundamental concepts of Information Technology and Office Tools.

UNIT-I (7 Hrs)

Computer Fundamentals: Definition and Block diagram of a computer, Characteristics of Computers, Hardware Vs Software, Generations of languages - Machine Language, Assembly Language, High Level Language, Assembler, Compiler and Interpreter.

Computer Software: Types of Software, Application Software and System Software.

Input Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Scanners, Speech Recognition Devices, Optical Recognition Devices.

Output Devices: Monitors, Impact Printers, Non-Impact Printers, Plotter.

UNIT-II (7 Hrs)

Memories: Primary Memory, Secondary Memory and Storage Devices, Creating Directory, Sub Directory, and Renaming, Coping and Deleting the Directory.

File Manipulation: Creating a File, Deleting, Coping, Renaming File, Using Accessories such as Calculator, Paint Brush, CD player, etc.

UNIT-III (7 Hrs)

Word Processing Tool: Salient features of Word Processing, File, Edit, View, Insert, Format, Tools, Tables, Window, Help options and all of their features, Options and Sub Options etc.

Presentation Tool: Making Presentations, Inserting objects and Animations.

UNIT-IV (7 Hrs)

Spreadsheet Tool: Excel Worksheet, Data Entry, Editing, Cell Addressing Ranges, Commands, Menus, Copying & Moving cell content, Inserting and Deleting Rows and Columns, Column Formats, Cell Protection, Printing, Creating, Displaying and Printing Graphs, Statistical Functions.

Course Outcomes: Students will able to understand the core concepts and technologies which constitute Information Technology. Approximately half of the course emphasis is on computer concepts and half of the course emphasis is on the use of computer applications in taking the managerial decisions.

Recommended Books

1. V. Rajaraman, 'Fundamentals of Computers', Prentice Hall India.
2. Satish Jain, 'Information Technology Concepts', BPB Publications.
3. Turban, Mclean and Wetherbe, 'Information Technology for Management', John Wiley & Sons.
4. Courter G, 'Mastering MS Office 2000 Professional', BPB Publication.
5. Steve Sagman, 'MS- Office 2000 For Windows', Addison Wesley.